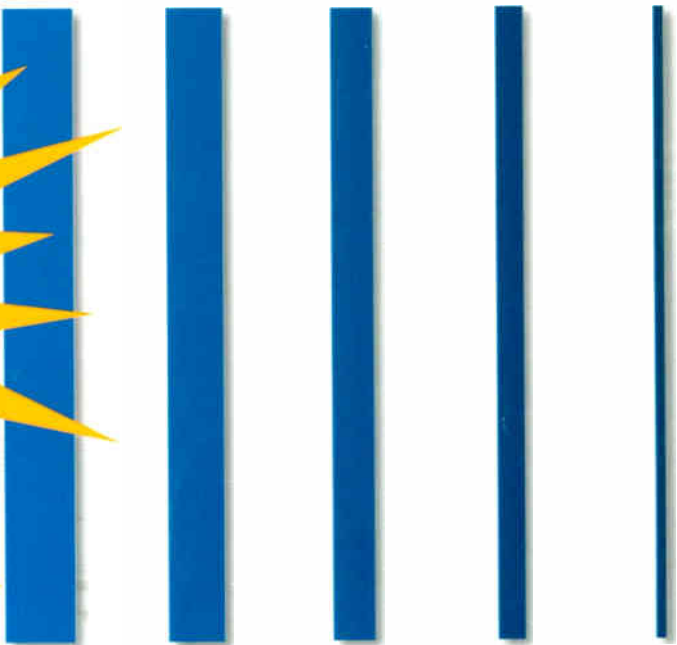


Summer 1997
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

70%
larger sample
target
based on Fall 1993 targets



Radio Market Report



Accredited by
Electronic Media
Rating Council®

Philadelphia

Includes Scarborough qualitative information

178 Philadelphia
Spring 1997

ARBITRON

Spring 1997
March 27 - June 18

A special message for Arbitron radio station subscribers

Sample increase plan still available

If your market has yet to sign up for the sample increase plan created by our Radio Advisory Council and Arbitron, we want you to know that our offer is still on the table.

Bigger samples mean better measures

164 markets have signed for the Arbitron sample increase plan. The larger sample targets in these markets mean better audience measurement for radio stations and their advertisers.

If you run a station, you still have a chance to bring better audience measurement to your market.

The best bargain in radio

When every Arbitron station subscriber in your market agrees to a small surcharge on the base contract (4% in continuously measured markets, 2% in the Spring/Fall markets), we will increase your sample target – 70% in the year-round markets and 40% in the Spring/Fall markets.* That's the best bargain in radio.

Call your Arbitron representative today. (You can find the number in the back of this report.) Say "yes" to the Arbitron sample increase program and get ready for better audience measurement.

**Welcome,
Summer 1997
sample increase
markets!**

70% sample increase

Allentown-Bethlehem
Baton Rouge
Des Moines
Greenville-New Bern-
Jacksonville
Spokane, WA

* Sample target increases based on Fall 1993 sample targets.

ARBITRON

Radio Market Report

**Summer '97
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1997-98 Survey Schedule

Spring 1997

March 27 - June 18

Summer 1997

June 26 - September 17

Fall 1997

September 18 - December 10

Winter 1998

January 8 - April 1

Spring 1998

April 2 - June 24



What EMRC accreditation means

The Arbitron Radio Service has been accredited by the Electronic Media Rating Council (EMRC) since 1968. To merit continued

EMRC accreditation, Arbitron (1) adheres to the Council's Minimum Standards for Electronic Media Rating Research; (2) supplies full information to the EMRC regarding details of its operation; (3) conducts its measurement service substantially in accordance with representations to its subscribers and the Council and (4) submits to, and pays the cost of, thorough annual audits of accredited Arbitron services by CPA firms engaged by the EMRC. In addition to paying sizable audit charges, Arbitron provides office and file space for EMRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about the EMRC's accreditation and auditing procedures can be obtained from the Executive Director, Electronic Media Rating Council, 200 W. 57th St., Suite 204, New York, New York 10019.

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Spring 1997 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

This report is intended to furnish radio station, advertiser and agency clients of Arbitron with an aid in evaluating radio audience size and composition. Arbitron attempts to provide herein a summary description of methodology for Arbitron audience estimates contained in the Listener Estimates section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* and other associated relevant documents, available to all Arbitron syndicated Radio Report subscribers.

Warning

All Arbitron audience estimates and Arbitron maps are proprietary and confidential.

Each Arbitron audience estimate and Arbitron map is copyrighted. The unauthorized use of any Arbitron audience estimate or map constitutes copyright infringement which could subject the infringer to statutory damages of up to \$100,000 and criminal penalties of up to one year imprisonment and a \$25,000 fine pursuant to Chapter 5, Sections 504 and 506 of Title 17 of the U.S. Code. All users of this report are referred to "Restrictions on Use of Report" (Page M6, Paragraph 21).

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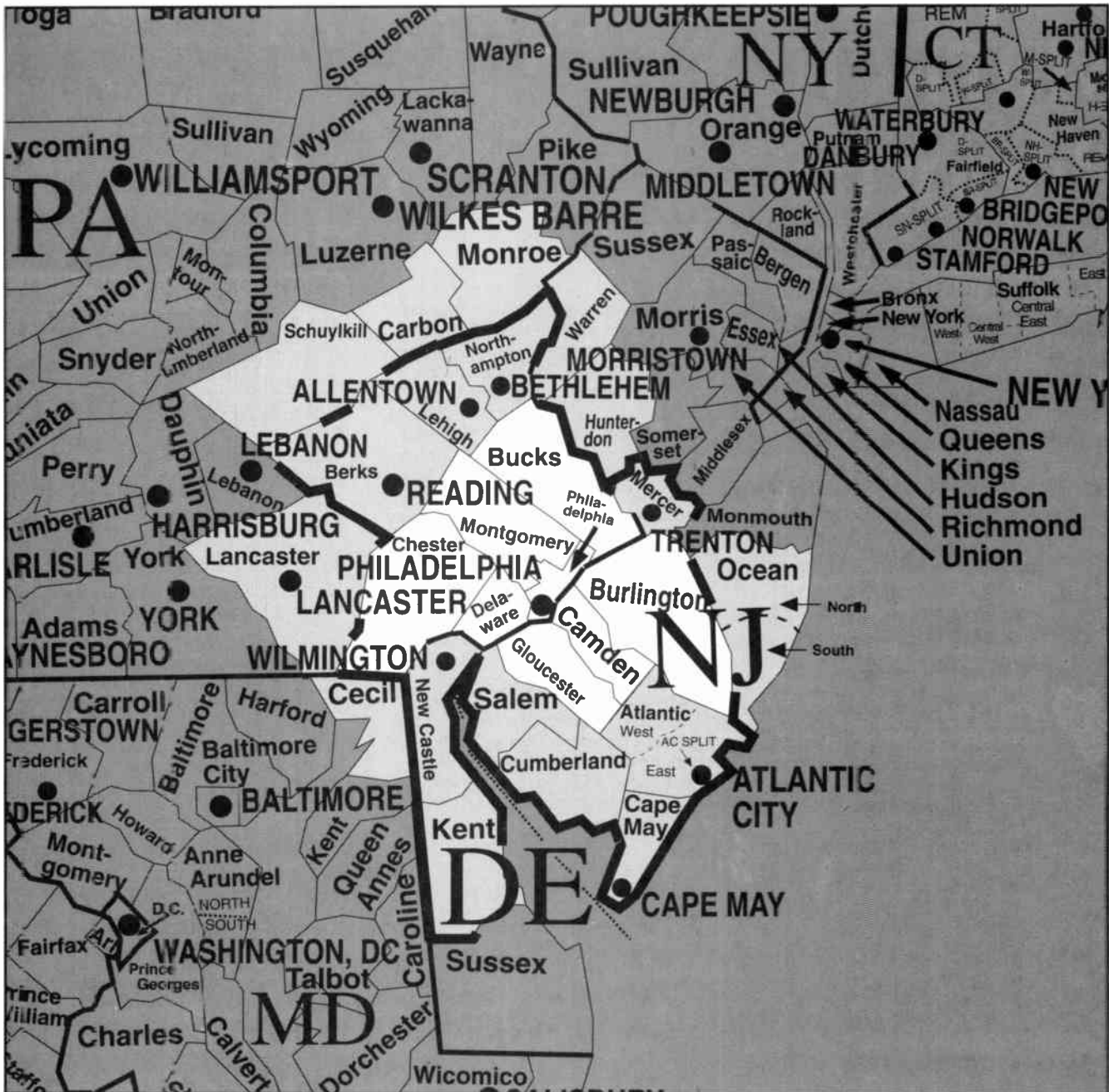
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases for this report can be found on Pages M1 and M2.

Philadelphia

and Philadelphia DMA®



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Metro
 TSA
 DMA®

TSA and DMA sampled in Spring and Fall only. For definitions of the terms Metro, TSA and DMA, see Page M3, Paragraph 1, and Page M7, "Selected Arbitron Terms."

Metro Rank: 5

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KYW-AM	WBEB-FM	WBUD-AM	WDAS-AM	WDAS-FM	WFLN-FM
WIOQ-FM	WIP-AM	WJJZ-FM	WKXW-FM	WMGK-FM	WMMR-FM
WUOL-FM	WPEN-AM	WPHI-FM	WPHT-AM	WPLY-FM	WPST-FM
WUSL-FM	WWDB-FM	WXTU-FM	WYSP-FM	WYXR-FM	

* Station subscribers as of release to print.

Population Estimates and Tabulated (In-Tab) Diaries by County

Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.
335,100	396	MTD	BURLINGTON	NJ	B		114,900	141	TD	CUMBERLAND	NJ		
412,300	529	MTD	CAMDEN	NJ	B		99,500	67	T	HUNTERDON	NJ		
202,100	221	MTD	GLOUCESTER	NJ			279,700	653	TD	MERCER	NJ		B
479,900	570	MTD	BUCKS	PA			316,800	441	T	OCEAN NORTH COUNTY	NJ		
338,000	378	MTD	CHESTER	PA			81,500	120	T	OCEAN SOUTH COUNTY	NJ		
457,900	536	MTD	DELAWARE	PA	B		53,000	154	TD	SALEM	NJ		
600,200	717	MTD	MONTGOMERY	PA			80,700	165	T	WARREN	NJ		
1,239,800	1,436	MTD	PHILADELPHIA	PA	B	H	295,400	466	TD	BERKS	PA		
101,900	115	TD	KENT	DE			50,500	101	T	CARBON	PA		
393,800	991	TD	NEW CASTLE	DE	B		368,200	765	T	LANCASTER	PA		
65,300	159	T	CECIL	MD			251,900	514	TD	LEHIGH	PA		
34,500	145	TD	ATLANTIC AC-SPLIT	NJ			100,100	205	T	MONROE	PA		
137,600	649	TD	ATLANTIC EAST	NJ	B		216,800	454	TD	NORTHAMPTON	PA		
25,500	125	TD	ATLANTIC WEST	NJ			131,400	135	T	SCHUYLKILL	PA		
83,200	369	TD	CAPE MAY	NJ									

M - Metro County T - TSA County D - DMA County

HDA - High-Density Area
(Black or Hispanic)

REM - Remainder portion of geographic split county (generally nonmetropolitan according to the federal government's Office of Management and Budget (OMB))

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	913	745,400	643	537,900
HDHA	39	21,900	9	13,400

These population estimates are based on 1990 Census data, updated and projected to January 1, 1997, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1996 survey, population estimates for this report are based on Market Statistics 1/1/97 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/97 whole-county populations are allocated to the respective split counties, based on Market Statistics 1996 zip code population estimates (1990 Census-based).

For total Metro in-tab counts for applicable ethnic groups, see Page 4 or 13.

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA					DMA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	411,200	10.1	476	10.0	10.1	735,800	10.0	1,181	10.1	10.0					
18-24	215,400	5.3	243	5.1	5.3	385,900	5.3	580	5.0	5.3	325,700	5.4	482	5.0	5.4
25-34	371,400	9.1	416	8.7	9.1	659,000	9.0	929	7.9	9.0	551,400	9.1	765	8.0	9.1
35-44	383,500	9.4	432	9.0	9.4	696,300	9.5	1,106	9.4	9.5	572,800	9.5	892	9.3	9.5
45-49	167,600	4.1	166	3.5	4.1	304,800	4.1	485	4.1	4.1	250,200	4.1	386	4.0	4.1
50-54	132,100	3.2	188	3.9	3.2	239,600	3.3	452	3.9	3.3	197,600	3.3	376	3.9	3.3
55-64	202,100	5.0	228	4.8	5.0	366,500	5.0	582	5.0	5.0	302,900	5.0	468	4.9	5.0
65+	259,200	6.4	273	5.7	6.4	500,600	6.8	691	5.9	6.8	393,600	6.5	550	5.8	6.5
18+	1,731,300	42.6	1,946	40.7	42.6	3,152,700	42.9	4,825	41.2	42.9	2,594,200	42.9	3,919	41.0	42.9
Women															
12-24	401,400	9.9	510	10.7	9.9	718,300	9.8	1,195	10.2	9.8					
18-24	214,300	5.3	247	5.2	5.3	383,300	5.2	542	4.6	5.2	324,000	5.4	443	4.6	5.4
25-34	375,300	9.2	471	9.8	9.2	657,700	9.0	1,057	9.0	9.0	551,100	9.1	883	9.2	9.1
35-44	406,200	10.0	557	11.6	10.0	723,900	9.9	1,355	11.6	9.9	599,500	9.9	1,098	11.5	9.9
45-49	181,300	4.5	194	4.1	4.5	323,300	4.4	570	4.9	4.4	268,200	4.4	463	4.8	4.4
50-54	143,900	3.5	209	4.4	3.5	254,900	3.5	492	4.2	3.5	212,900	3.5	403	4.2	3.5
55-64	227,400	5.6	285	6.0	5.6	409,200	5.6	706	6.0	5.6	338,000	5.6	579	6.1	5.6
65+	402,700	9.9	378	7.9	9.9	757,600	10.3	916	7.8	10.3	603,100	10.0	753	7.9	10.0
18+	1,951,100	48.0	2,341	48.9	48.0	3,509,900	47.8	5,638	48.1	47.8	2,896,800	47.9	4,622	48.4	47.9
P18+	3,682,400	90.6	4,287	89.6	90.6	6,662,600	90.7	10,463	89.3	90.7	5,491,000	90.7	8,541	89.4	90.7
Teens 12-17	382,900	9.4	496	10.4	9.4	684,900	9.3	1,254	10.7	9.3	562,500	9.3	1,018	10.6	9.3
Black P12+	753,300	18.5	965	20.2	18.5										
Hispanic P12+	154,100	3.8	193	4.0	3.8										
Total P12+	4,065,300		4,783			7,347,500		11,717			6,053,500		9,559		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,939	7,511	6,105
UNL - Est. Usable Households in Sample	2,972	6,747	5,800
TOT - Est. Usable Households in Sample	5,911	14,258	11,905
LST - Est. Persons in Usable Households	6,598	16,478	13,370
UNL - Est. Persons in Usable Households	7,215	16,203	13,908
TOT - Est. Persons in Usable Households	13,813	32,681	27,278
LST - Contacted Households	2,845	7,160	5,825
UNL - Contacted Households	2,771	6,259	5,375
TOT - Contacted Households	5,616	13,419	11,200
LST - Households Accepting Diaries	2,111	5,362	4,344
UNL - Households Accepting Diaries	1,893	4,356	3,717
TOT - Households Accepting Diaries	4,004	9,718	8,061
LST - Persons Sent Diaries	4,761	11,840	9,575
UNL - Persons Sent Diaries	4,633	10,552	8,992
TOT - Persons Sent Diaries	9,394	22,392	18,567
LST - Diaries In-Tab	2,511	6,531	5,163
UNL - Diaries In-Tab	2,272	5,186	4,396
TOT - Diaries In-Tab	4,783	11,717	9,559
Sample Target	4,630		
Metro In-Tab/Target Index	103		

These population estimates are based on 1990 Census data, updated and projected to January 1, 1997, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1996 survey, population estimates for this report are based on Market Statistics 1/1/97 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/97 whole-county populations are allocated to the respective split counties, based on Market Statistics 1996 zip code population estimates (1990 Census-based).

LST - Listed UNL - Unlisted TOT - Total

(For information on Sampling and Measurement Techniques, see Page M3, Paragraph 2.)



Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

(s) KYW-AM 1060

Independence Mall E
Philadelphia, PA 19106
(215) 238-4984 Fax: (215) 238-4545
Format: All News
Sales Rep: Group W Radio Sales
Network: WESTWD, ABC, CNN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

(s) WDAS-FM 105.3

23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Black
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266

WHAT-AM 1340

2471 N 54th St
Philadelphia, PA 19131
(215) 581-5161 Fax: (215) 581-5185
Format: News Talk Information
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/1,000

(s) WJJZ-FM 106.1

One Bala Plz Ste 243
Bala Cynwyd, PA 19004
(610) 667-3939 Fax: (610) 667-6148
Format: New AC (NAC)/Smooth Jazz
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226

(s) WOGL-FM 98.1

City Line + Monument Aves
Philadelphia, PA 19131
(610) 668-5940 Fax: (610) 667-1904
Format: Oldies
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 12,500/305

(s) WBEB-FM 101.1

10 Presidential Blvd
Bala Cynwyd, PA 19004
(610) 667-8400 Fax: (610) 667-6795
Format: Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 14,000/287

WFIL-AM 560

117 Ridge Pike
Lafayette Hill, PA 19444
(610) 828-6965 Fax: (610) 828-8879
Format: Religious
Sales Rep: Salem Radio Representatives
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(s) WIOQ-FM 102.1

2 Bala Plz 2nd Fl
Bala Cynwyd, PA 19004
(610) 667-8102 Fax: (610) 668-4657
Format: Contemporary Hit Radio
Sales Rep: Banner Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 27,000/198

(s) WMGK-FM 102.9

3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Oldies
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 8,500/360

(s) WPEN-AM 950

3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: Allied Radio Partners
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(s) WDAS-AM 1480

23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Religious
Sales Rep: D & R
Network: AURN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000

(s) WFLN-FM 95.7

8200 Ridge Ave
Philadelphia, PA 19128
(215) 482-6000 Fax: (215) 482-3777
Format: Classical
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 50,000/152

(s) WIP-AM 610

441 N 5th St
Philadelphia, PA 19123
(215) 922-5000 Fax: (215) 922-2364
Format: All Sports
Sales Rep: Interep
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(s) WMMR-FM 93.3

Independence Mall E
Philadelphia, PA 19106
(610) 771-0933 Fax: (610) 771-9749
Format: Album Oriented Rock
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/252

(s) WPHI-FM 103.9

100 Old York Rd Ste A-1
Jenkintown, PA 19046
(215) 884-9400 Fax: (215) 884-2608
Format: Urban Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Jenkintown/Phila, PA
County/Split Co.: Montgomery, PA
ERP (watts) / HAAT (meters): 340/305

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 for additional station information.

continued...

Network Affiliation Abbreviations

- ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
CRC: Cadena Radio Centro
JSN: Jones Satellite Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network
- TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network
- IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area (continued)

(s) **WPHT-AM 1210**
City Line And Monument Rd
Philadelphia, PA 19131
(610) 668-5881 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

(s) **WUSL-FM 98.9**
440 Domino Ln
Philadelphia, PA 19128
(215) 483-8900 Fax: (215) 483-5930
Format: Urban Contemporary
Sales Rep: Banner Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/253

(s) **WYSP-FM 94.1**
101 S Independence Mall East
Philadelphia, PA 19106
(215) 625-9460 Fax: (215) 625-6560
Format: Album Oriented Rock
Sales Rep: Interep
Network: SOURCE, WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/274

(s) **WPLY-FM 100.3**
1003 Baltimore Pike
Media, PA 19063
(610) 565-8900 Fax: (610) 565-7823
Format: New Rock
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Media/Philadelphia, PA
County/Split Co.: Delaware, PA
ERP (watts) / HAAT (meters): 35,000/183

(s) **WWDB-FM 96.5**
166 E Levering Mill Rd
Bala Cynwyd, PA 19004
(610) 668-4400 Fax: (610) 668-4418
Format: News Talk Information
Sales Rep: Banner Radio
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 17,000/264

(s) **WYXR-FM 104.5**
One Bala Ptz
Bala Cynwyd, PA 19004
(610) 668-0750 Fax: (610) 668-8253
Format: Hot Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/266

WURD-AM 900
419 S 2nd St Ste 301
Philadelphia, PA 19147
(215) 238-1010 Fax: (215) 829-9991
Format: Spanish Language
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/NA

(s) **WXTU-FM 92.5**
555 City Line Ave Ste 330
Bala Cynwyd, PA 19004
(610) 667-9000 Fax: (610) 667-5978
Format: Country
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 15,500/274

Outside Arbitron Radio Metro Area But Home to the DMA

WAEB-AM 790
1541 Alta Dr Ste 400
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 434-6288
Format: News Talk Information
Sales Rep: Katz Radio
Network: WESTWD, CBS
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
Power Day/Night (watts): 3,800/1,000

WAEB-FM 104.1
1541 Alta Dr Ste 400
Whitehall, PA 18052
(215) 434-1742 Fax: (610) 434-6288
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: INO
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
ERP (watts) / HAAT (meters): 50,000/152

WAYV-FM 95.1
Bayport 1 8025 Blackhorse Pk
West Atlantic City, NJ 08232
(609) 484-8444 Fax: (609) 646-6331
Format: Hot Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Atlantic City, NJ
County/Split Co.: Atlantic Ac-Split, NJ
ERP (watts) / HAAT (meters): 50,000/101

WBNJ-FM 105.5 (simulcast w/WTTH-FM)‡
2922 Atlantic Ave Ste 201
Atlantic City, NJ 08401
(609) 348-4040 Fax: (609) 348-1303
Format: Urban Adult Contemporary
Sales Rep: N/A
Network: ABC
City of Lic./Alt City ID: Cape May Cths/Widwd, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 3,000/90

(s) **WBUD-AM 1260** (simulcast w/WKXW-FM)*
218 Ewingville Rd
Trenton, NJ 08638
(609) 882-4600 Fax: (609) 883-6684
Format: Oldies
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Trenton, NJ
County/Split Co.: Mercer, NJ
Power Day/Night (watts): 5,000/2,500

WBYN-FM 107.5
280 Mill St
Boyetown, PA 19512
(610) 369-7777 Fax: (610) 369-7780
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Boyertown, PA
County/Split Co.: Berks, PA
ERP (watts) / HAAT (meters): 30,000/186

continued...

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

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Network Affiliation Abbreviations

ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
CRC: Cadena Radio Centro
JSN: Jones Satellite Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

Station Information *(continued)*

For Stations Listed in This Report

Outside Arbitron Radio Metro Area But Home to the DMA (continued)

WDSO-FM 94.7

Drawer B
Dover, DE 19903
(302) 734-5816 Fax: (302) 674-8621
Format: Country
Sales Rep: Allied Radio Partners
Network: WESTWD
City of Lic./Alt City ID: <Dover/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 50,000/110

WFGP-FM 96.9

950 Tilton Rd Ste 200
Norfield, NJ 08225
(609) 645-9797 Fax: (609) 272-9228
Format: Adult Contemporary
Sales Rep: Eastman Radio, Inc
Network: IND
City of Lic./Alt City ID: Atlantic City, NJ
County/Split Co.: Atlantic Ac-Split, NJ
ERP (watts) / HAAT (meters): 50,000/110

WKOE-FM 106.3

950 Tilton Rd Ste 200
Northfield, NJ 08225
(609) 645-9797 Fax: (609) 272-9228
Format: Country
Sales Rep: Eastman Radio, Inc
Network: ABC
City of Lic./Alt City ID: Ocean City, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 3,000/94

WODE-FM 99.9

107 Paxanosa W
Easton, PA 18042
(610) 258-6155 Fax: (610) 253-3384
Format: Oldies
Sales Rep: Eastman Radio, Inc
Network: ABC
City of Lic./Alt City ID: Easton/Allentown, PA
County/Split Co.: Northampton, PA
ERP (watts) / HAAT (meters): 50,000/137

WRFY-FM 102.5

1265 Perkiomen Ave
Reading, PA 19602
(610) 376-7173 Fax: (610) 376-1270
Format: Contemporary Hit Radio
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Reading, PA
County/Split Co.: Berks, PA
ERP (watts) / HAAT (meters): 19,000/246

WEEU-AM 850

34 North Fourth Street
Reading, PA 19601
(610) 376-7335 Fax: (610) 376-7756
Format: News Talk Information
Sales Rep: McGavren Guild
Network: ABC
City of Lic./Alt City ID: Reading, PA
County/Split Co.: Berks, PA
Power Day/Night (watts): 1,000/1,000

WJBR-FM 99.5

3001 Philadelphia Pike
Claymont, DE 19703
(302) 791-4110 Fax: (302) 791-9669
Format: Adult Contemporary
Sales Rep: Katz Radio
Network: APNET, WESTWD
City of Lic./Alt City ID: Wilmington, DE
County/Split Co.: New Castle, DE
ERP (watts) / HAAT (meters): 50,000/152

(s) WKXW-FM 101.5 (simulcast w/WBUD-AM)*

218 Ewingville Rd
Trenton, NJ 08638
(609) 882-4600 Fax: (609) 883-6684
Format: Talk/Personality
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Trenton, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 19,000/245

(s) WPST-FM 97.5

221 Witherspoon St
Princeton, NJ 08542
(609) 924-3600 Fax: (609) 924-1725
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/131

WSTW-FM 93.7

P O Box 7492
Wilmington, DE 19803
(302) 478-2700 Fax: (302) 478-0100
Format: Contemporary Hit Radio
Sales Rep: Eastman Radio, Inc
Network: IND
City of Lic./Alt City ID: Wilmington, DE
County/Split Co.: New Castle, DE
ERP (watts) / HAAT (meters): 50,000/149

WFMZ-FM 100.7

300 E Rock Rd
Allentown, PA 18103
(610) 797-4530 Fax: (610) 791-2288
Format: Soft Adult Contemporary
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
ERP (watts) / HAAT (meters): 17,000/265

WKAP-AM 1470

1541 Alta Dr 4th Flr
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 433-8562
Format: Nostalgia
Sales Rep: Katz Radio
Network: ABC
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
Power Day/Night (watts): 5,000/5,000

WLEV-FM 96.1

436 Northampton St
Easton, PA 18042
(610) 250-9600 Fax: (610) 250-9674
Format: Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Easton/Allentown, PA
County/Split Co.: Northampton, PA
ERP (watts) / HAAT (meters): 50,000/152

WRDR-FM 104.9

P O Box 295
Egg Harbor City, NJ 08215
(609) 965-1055 Fax: (609) 965-3026
Format: Nostalgia
Sales Rep: In House
Network: APNET
City of Lic./Alt City ID: Egg Harbor, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 10,000/155

WTKU-FM 98.3

1601 New Road
Linwood, NJ 08221
(609) 601-1100 Fax: (609) 601-0450
Format: Oldies
Sales Rep: McGavren Guild
Network: WESTWD
City of Lic./Alt City ID: Ocean City/Atlantic Ct, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 3,000/100

(s) Station subscribers as of release to print

- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
- ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
- < > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

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CRC: Cadena Radio Centro
JSN: Jones Satellite Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

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continued...

Station Information *(continued)*

For Stations Listed in This Report

Outside Arbitron Radio Metro Area But Home to the DMA (continued)

WTHH-FM 96.1 (simulcast w/WBNJ-FM)‡
 2922 Atlantic Ave Suite 201
 Atlantic City, NJ 08401
 (609) 348-4040 Fax: (609) 348-1303
 Format: Urban Adult Contemporary
 Sales Rep: N/A
 Network: ABC
 City of Lic./Alt City ID: Mrgate Cty/Atln Cty, NJ
 County/Split Co.: Atlantic East, NJ
 ERP (watts) / HAAT (meters): 2,800/122

WZXL-FM 100.7
 3010 New Jersey Ave
 Wildwood, NJ 08260
 (609) 522-1416 Fax: (609) 729-9264
 Format: Album Oriented Rock
 Sales Rep: D & R
 Network: IND
 City of Lic./Alt City ID: Wildwood/Atlncty, NJ
 County/Split Co.: Cape May, NJ
 ERP (watts) / HAAT (meters): 38,000/101

WZZO-FM 95.1
 P O Box 9595
 Allentown, PA 18105
 (610) 434-1742 Fax: (610) 434-9511
 Format: Album Oriented Rock
 Sales Rep: Katz Radio
 Network: IND
 City of Lic./Alt City ID: Bethlehem/Allentown, PA
 County/Split Co.: Northampton, PA
 ERP (watts) / HAAT (meters): 30,000/192

Outside Arbitron Radio Metro Area and the DMA

WFAN-AM 660
 34-12 36th St
 Astoria, NY 11106
 (718) 706-7690 Fax: (718) 361-1076
 Format: All Sports
 Sales Rep: Infinity Radio Sales
 Network: WESTWD, CBS
 City of Lic./Alt City ID: New York, NY
 County/Split Co.: New York, NY
 Power Day/Night (watts): 50,000/50,000

WIOV-FM 105.1
 P O Box 430
 Ephrata, PA 17522
 (717) 738-1191 Fax: (717) 738-1661
 Format: Country
 Sales Rep: Banner Radio
 Network: ABC
 City of Lic./Alt City ID: Ephrata/Lancaster, PA
 County/Split Co.: Lancaster, PA
 ERP (watts) / HAAT (meters): 50,000/152

(s) Station subscribers as of release to print

* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight

† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight

‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight

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 JSN: Jones Satellite Network
 SBUSA: Sports Byline USA
 SOURCE: Westwood One Source Radio Network
 SRN: Salem Radio Network

TALKNT: Talknet
 TARN: Talk America Radio Network
 UBN: United Broadcasting Network
 UPI: United Press International Radio Network
 USA: USA Radio Network
 WESTWD: Westwood One Radio Network
 1-ON-1: One-on-One Sports Radio Network

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Notations

Metro Market Profile



Metro Household Data and Group Quarters population estimates are 1990 Census data and are updated by Market Statistics where appropriate update sources are available. (For more information, see "Metro Census Data," Page M6.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,799,600	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	155,955	8.7	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	194,948	10.8	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	184,923	10.3	High school grad	1,042,876	32.9
\$30,000-39,999	187,368	10.4	College 1-3 yrs	641,096	20.2
\$40,000-49,999	174,224	9.7	College 4+ yrs	720,494	22.8
\$50,000-74,999	365,510	20.3	Colleges & Universities	78	
\$75,000-99,999	238,729	13.2	Total enrollment	250,865	100.0
\$100,000+	297,943	16.6	Full-time enrollment	139,174	55.5
Median income: \$50,137			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population	10,441	
Median value: \$100,800			Transportation to Work		
Monthly Gross Rent			Public	265,207	11.6
Less than \$200	36,209	2.0	Driving to work	1,545,143	67.8
\$200-349	60,202	3.4	Carpool	271,619	11.9
\$350-499	143,904	8.1	Other	198,590	8.7
\$500-649	144,950	8.2	Average Travel Time to Work (Min.)	25	
\$650-749	55,375	3.1	Car Ownership by Household		
\$750+	76,408	4.3	0 Cars	334,500	18.6
Median rent: \$516			1 Car	642,000	35.7
Household Size			2 Cars	605,900	33.6
1 Person	473,500	26.3	3+ Cars	217,200	12.1
2 Persons	538,200	29.9			
3-4 Persons	580,800	32.3			
5+ Persons	207,100	11.5			

Group Quarters Population Estimates

Group Quarters Populations are included in the universe estimates. Additionally, Group Quarters Populations are included in the sample frame if the individual living quarters (room, suite or apartment) has a private residential telephone number that serves fewer than 10 residents. Persons are not eligible to participate in the survey if their living quarters has no private telephone number or the telephone number is used by 10 or more residents.

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	4,500	.1	34,000	.8	83,300	2.0
Teens 12-17	0	.0	1,200	.3	3,100	.8
Men						
18-24	1,900	.9	13,000	6.0	8,800	4.1
25-34	1,700	.5	1,800	.5	9,300	2.5
35-44	500	.1	400	.1	6,500	1.7
45-49	0	.0	0	.0	2,000	1.2
50-54	0	.0	0	.0	1,500	1.1
55-64	0	.0	0	.0	2,200	1.1
65+	0	.0	0	.0	9,700	3.7
Women						
18-24	300	.1	16,000	7.5	2,700	1.3
25-34	100	.0	700	.2	1,900	.5
35-44	0	.0	100	.0	1,700	.4
45-49	0	.0	100	.1	1,000	.6
50-54	0	.0	100	.1	800	.6
55-64	0	.0	100	.0	1,900	.8
65+	0	.0	500	.1	30,200	7.5

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on the 1990 Census, updated by Market Statistics to 1/1/97.

Hispanic persons may be of any race (White; Black; Native American; Eskimo or Aleut; Asian or Pacific Islander). For purposes of Arbitron reports and publications, Hispanic persons that are Black are not included in Black universe estimates. Hispanic persons of all races are included in estimates of Hispanic universes and Hispanic audience estimates.

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	753,300	100.0	18.5	154,100	100.0	3.8
Teens 12-17	83,600	11.1	21.8	22,000	14.3	5.7
Men						
18-24	48,500	6.4	22.5	11,200	7.3	5.2
25-34	68,900	9.1	18.6	19,500	12.7	5.3
35-44	64,700	8.6	16.9	16,200	10.5	4.2
45-49	26,800	3.6	16.0	5,800	3.8	3.5
50-54	21,400	2.8	16.2	4,200	2.7	3.2
55-64	33,600	4.5	16.6	5,100	3.3	2.5
65+	36,300	4.8	14.0	4,200	2.7	1.6
Women						
18-24	47,800	6.3	22.3	11,400	7.4	5.3
25-34	76,300	10.1	20.3	17,600	11.4	4.7
35-44	80,100	10.6	19.7	16,300	10.6	4.0
45-49	34,100	4.5	18.8	5,600	3.6	3.1
50-54	27,100	3.6	18.8	3,900	2.5	2.7
55-64	43,000	5.7	18.9	5,400	3.5	2.4
65+	61,100	8.1	15.2	5,700	3.7	1.4

Area Lifestyle Profile

by PRIZM® Groups

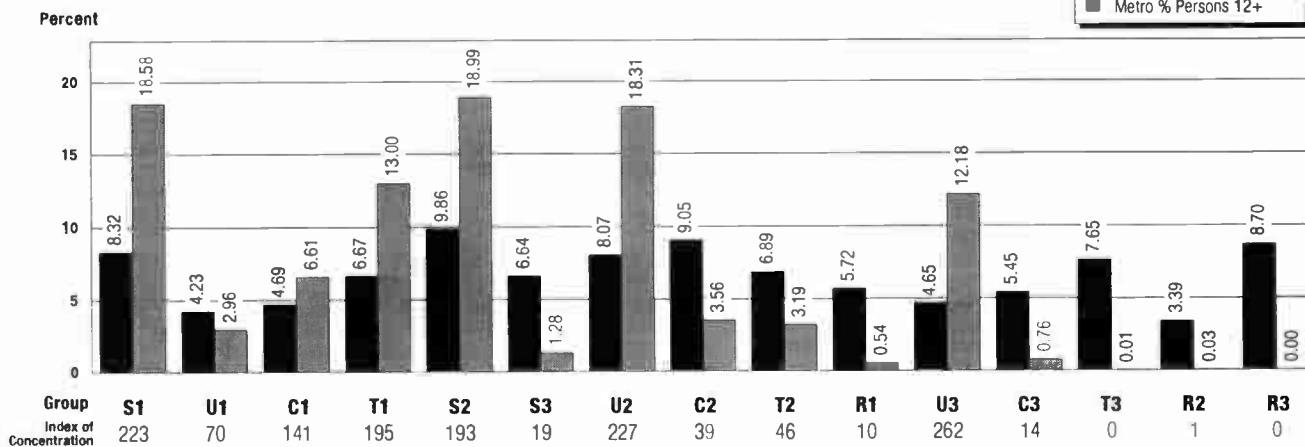
PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers, and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

The 15 PRIZM social groups are identified by codes that are listed below this chart.

In this chart, the national composition and this metro's composition for each PRIZM group are shown for Persons 12+. The Index of Concentration compares this metro's composition

with the national composition for each PRIZM group. An index of 100 indicates that the market has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M6.)

■ National % Persons 12+
■ Metro % Persons 12+



PRIZM® Groups

S1 Elite Suburbs - superrich, executive, upscale white-collar couples, empty-nesters

U1 Urban Uptown - elite, upscale, bohemian singles & couples; established immigrant families

C1 2nd City Society - upscale executive & young upscale white-collar; affluent retirees

T1 Landed Gentry - elite exurban, small-town executive & young, mid-class town families

S2 The Affluentials - upwardly mobile young singles & couples; white-collar suburban families

S3 Inner Suburbs - empty-nesters, mobile city singles, blue-collar families & aging couples

U2 Urban Midscale - white-collar urb. couples; mid-income immigr.; African-American & Hispanic families

C2 2nd City Centers - mid-level, white-collar couples; mid-income families & college town singles

T2 Exurban Blues - yng. mid-class, blue-collar families in mid-size towns; GI families

R1 Country Families - midscale couples, rural, white-/blue-collar, kids, farm families

U3 Urban Cores - ethnically mixed singles; Hisp. sngls. & families; Inner-city solo-parent families

C3 2nd City Blues - low-inc. older sngls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.

T3 Working Towns - older families; mill towns, low-inc. blue-collar, town seniors

R2 Heartlanders - rural farm town & ranch families, farm dwellers & tenants

R3 Rustic Living - moderate blue-collar farm fam.; low-inc. older cpls., remote older families

Metro Market Profile *(continued)*

Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 1996 publication of *Survey of Buying Power* (1/1/96 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$116,647,134
Median Household Income	\$50,137
Income per Household	\$64,818

* Income represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis.

Metro Retail Sales Data (\$000)

Total Retail Sales	\$43,900,996
Retail Expenditures per Household (\$)	\$24,395
Food Stores	\$7,330,919
Supermarkets	\$6,710,877
Eating & Drinking Places	\$3,870,896
General Merchandise Stores	\$4,478,039
Department Stores	\$3,635,055
Apparel and Accessories Stores	\$2,587,282
Automotive Dealers	\$10,768,754
Building Materials & Hardware Stores	\$1,775,720
Drugstores	\$2,031,635
Furniture and Appliance Stores	\$716,079
Radio, TV & Music Stores	\$974,891

Car Registrations



The Metro Share of New Private Passenger Car Registrations* is supplied by the Automotive Information Services Division of The Polk Company. (For more information on passenger car registrations, see Page M6.)

Manufacturer	%
Chrysler Corporation	8.7
Ford Motor Company	15.7
General Motors Corporation	25.2
Honda	12.5
Mazda	2.0
Mitsubishi	1.8
Nissan	7.5
Toyota	10.7
Other	15.9

* Note: Figures are shown for October through December of the 1997 model year.

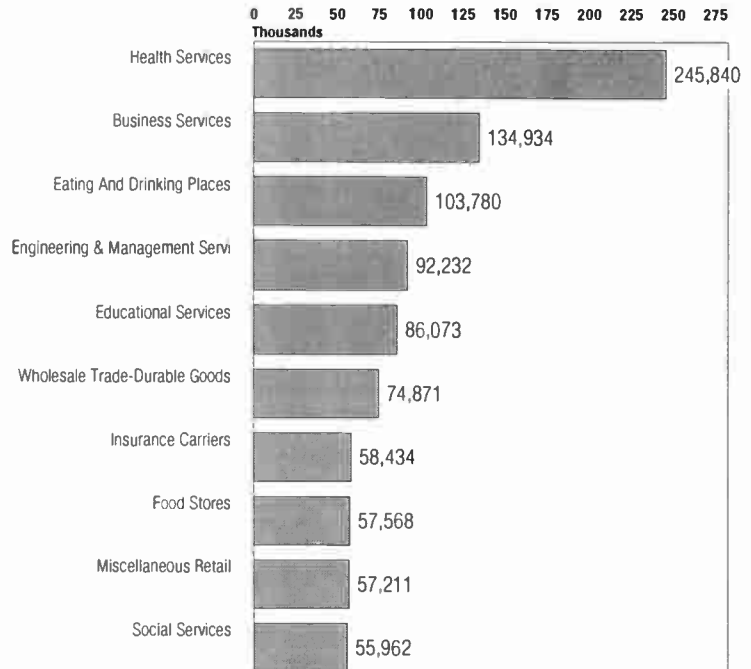
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1994 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
1,855,552

Top 10 Total Employees
966,905
52.1% of Total



Magazines

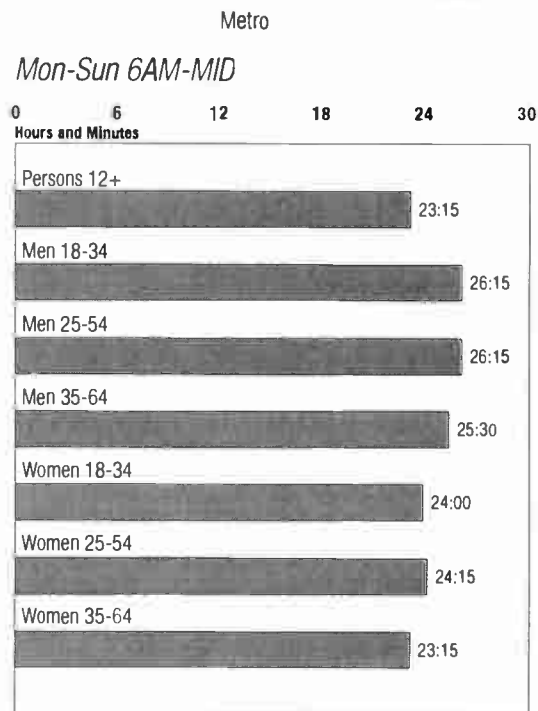
Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	454,092	25.3	NATL ENQR	42,210	2.4
TV GUIDE	316,621	17.6	PARENTS	38,618	2.2
RORS DIGST	248,497	13.8	MARTHA STW	34,435	1.9
BTR HOME	128,840	7.2	MENS HLTH	30,850	1.7
NAT GEO	118,807	6.6	SP OP DGST	30,811	1.7
FAMILY CRCL	102,971	5.7	LIFE	30,799	1.7
TIME	100,519	5.6	GOLF DIGST	30,790	1.7
WOMANS DAY	94,802	5.3	ROLLNG STN	30,728	1.7
GD HSEKPNG	94,759	5.3	CTRY LVNG	30,392	1.7
LS HOME JN	86,792	4.8	ENTERTNMNT	29,431	1.6
MCCALLS	84,717	4.7	POP SCIENC	29,208	1.6
SPORTS ILS	71,881	4.0	COOKING LT	28,829	1.6
NEWSWEEK	71,397	4.0	TEEN	28,393	1.6
PREVENTION	67,320	3.8	MADEMOSELL	26,267	1.5
COSMOPLTAN	61,152	3.4	BOYS LIFE	24,096	1.3
EBONY	60,865	3.4	SESAME ST	23,995	1.3
PEOPLE	60,606	3.4	PENTHOUSE	23,799	1.3
PLAYBOY	56,324	3.1	POP MECHAN	23,284	1.3
REDBOOK	53,922	3.0	NEW WOMAN	23,226	1.3
MONEY	52,986	3.0	GOLF MGZNE	22,597	1.3
STAR	50,090	2.8	FIELD STRM	19,599	1.1
SMTHSONIAN	48,050	2.7	US	19,151	1.1
GLAMOUR	47,942	2.7	OUTDR LIFE	14,149	0.8
SEVENTEEN	44,509	2.5	SOU LVING	-	-
US NWS&WR	43,539	2.4	SUNSET	-	-

Newspapers

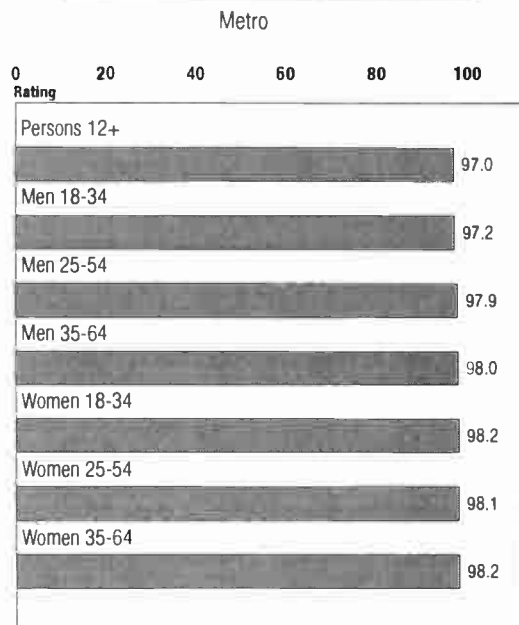
Paper	Circulation	%
PHILADELPHIA INQUIRER	420,212	23
PHILADELPHIA DAILY NEWS	177,057	10
CAMDEN COURIER POST	88,742	5
BUCKS COUNTY COURIER TIMES	69,895	4
DELAWARE COUNTY TIMES	52,169	3
OOYLESTOWN INTELLIGENCER	45,273	3
BURLINGTON COUNTY TIMES	40,224	2
WEST CHESTER DAILY LOCAL NEWS	34,174	2
GLOUCESTER COUNTY TIMES	27,736	2
USA TODAY	27,049	2
NORRISTOWN TIMES HERALD	25,645	1
POTTSTOWN MERCURY	22,327	1
LANSDALE REPORTER	19,549	1
TRENTONIAN	15,502	1
TRENTON TIMES	13,862	1
ALLENTOWN MORNING CALL	7,996	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,251	-
PRESS OF ATLANTIC CITY	1,014	-
VINELAND DAILY JOURNAL	987	-
LANCASTER INTELLIGENCER-JRNL	967	-
SALEM, TODAY'S SUNBEAM	203	-

For more information on magazine and newspaper data, see Page M6.

Radio Time Spent Listening*



Radio 24-Hour Cume*



* Based on Arbitron's Spring 1997 radio survey.

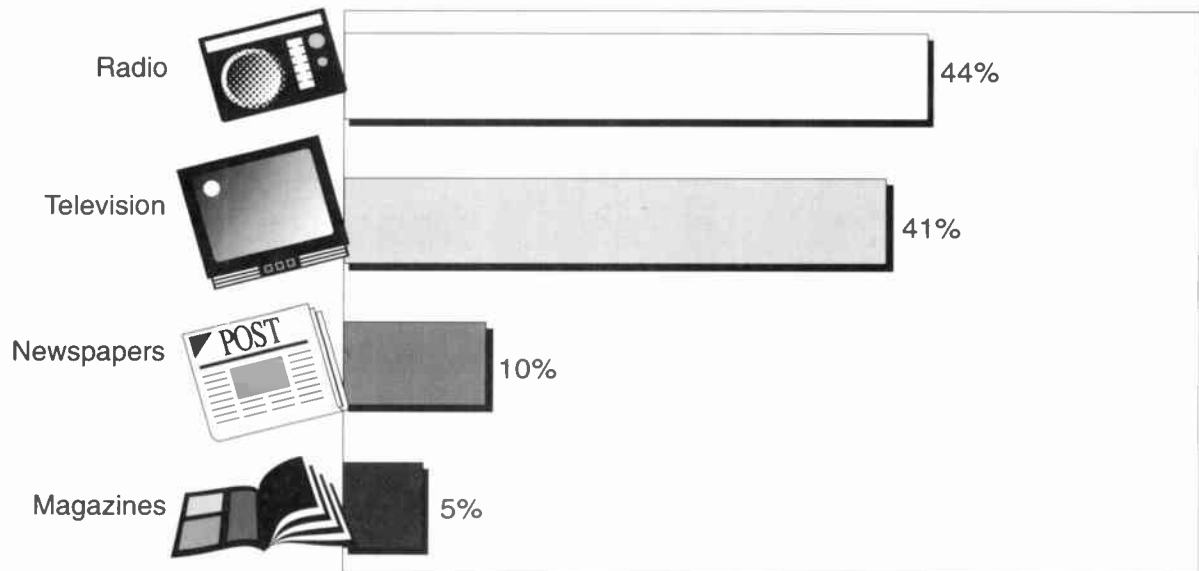
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

Average Weekday Share of Time Spent with Each Medium
Persons 12+, Monday-Friday 6AM-6PM



(Estimated average weekday time spent with media: 4 hours, 54 minutes.)

Media Targeting 2000 is a national* study of the estimated amount of time consumers spend with media. This study provides estimated media usage and consumer profiles for 116 different qualitative categories. The above chart for Persons 12+ is an excerpt from the *Media Targeting 2000* report.

*Within the U.S. 48 contiguous states.

How to Read

Persons 12+ spend an estimated 44 percent of their total media time with radio, Monday-Friday, 6AM-6PM.

For Limitations and Restrictions on Use of the *Media Targeting 2000* report, see Page MT of this report.

This Service Is Not Accredited by the EMRC/ This service is not part of a regular syndicated rating service accredited by the Electronic Media Rating Council (EMRC), and Arbitron has not requested accreditation. Arbitron does provide syndicated services which are accredited by the EMRC.

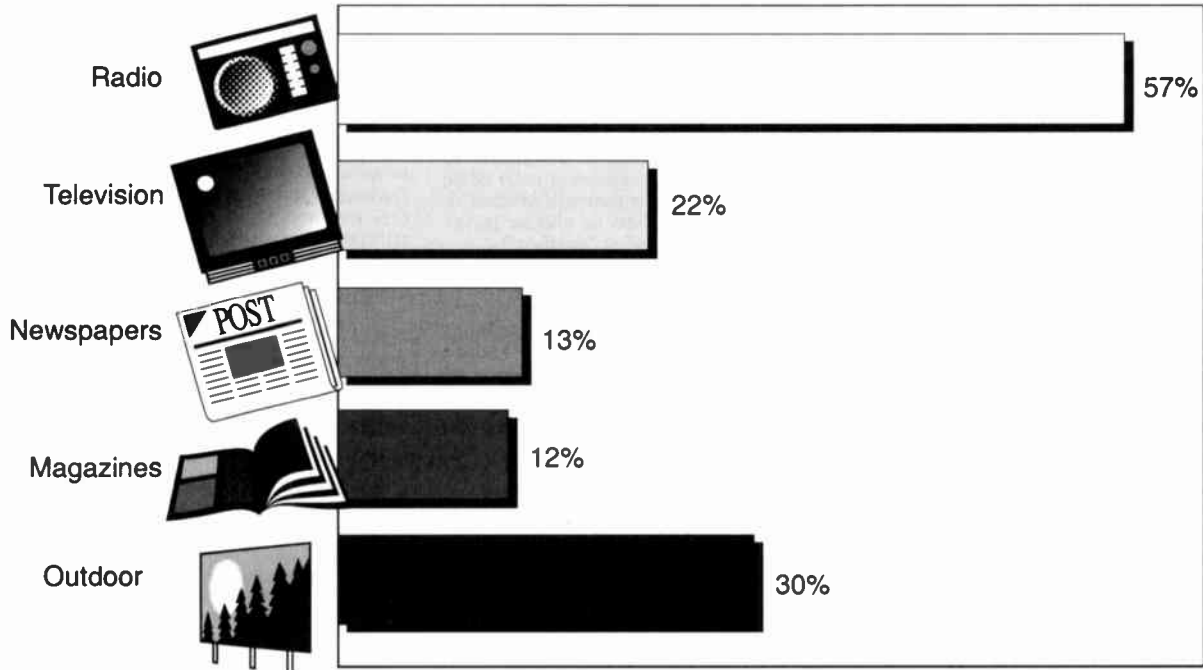
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



(Based on respondents reporting any purchase within 24 hours prior to interviewer contact.)

Media Targeting 2000 is a national* study of consumers' estimated average media exposure prior to the largest purchase of the day. This study provides estimated media usage and consumer profiles for 116 different qualitative categories. The above chart for Persons 12+ is an excerpt from the *Media Targeting 2000* report.

*Within the U.S. 48 contiguous states.

How to Read

An estimated 57 percent of Persons 12+ are exposed to radio within one hour prior to their largest purchase of the day.

For Limitations and Restrictions on Use of the *Media Targeting 2000* report, see Page MT of this report.

This Service Is Not Accredited by the EMRC/This service is not part of a regular syndicated rating service accredited by the Electronic Media Rating Council (EMRC), and Arbitron has not requested accreditation. Arbitron does provide syndicated services which are accredited by the EMRC.

Rating Distortion/Rating Bias Policies and Procedures

In accordance with EMRC and industry guidelines, Arbitron provides the following information relating to Rating Distortion and Rating Bias to advise Arbitron clients about applicable policies and procedures and to assist Report users in making evaluations of the audience estimates contained in the "Listener Estimates" section of this report.

Arbitron's original policy statement dated May 20, 1977, has been updated by Arbitron releases of February 1978, December 1981, January 1987, February 1988, June 1992 and handbooks of May 1985, March 1987, June 1990 and October 1996, distributed to all radio stations.

As a practical matter, Arbitron's published guidelines cannot describe all possible station activities. Therefore, in order to avoid possible citation, stations are advised to submit planned activities to Arbitron for a confidential Pre-Review.

Rating Distortion

Rating Distortion is defined as: Any activity which Arbitron believes may affect the way diarykeepers record their listening, so that recorded listening differs from actual listening. Rating Distortion includes station activities through which the station has the potential to: learn the identity of diarykeepers; gain access to, or influence over, current or upcoming survey diaries; or prompt the use of diaries for purposes other than those intended by Arbitron. **ARBITRON MAY DELIST FROM ITS REPORTS, COMPUTER TAPES, AND OTHER SERVICES THE CALL LETTERS AND AUDIENCE ESTIMATES OF ANY STATION DETERMINED BY ARBITRON TO HAVE ENGAGED IN ACTIVITIES WITH RATING DISTORTION POTENTIAL.**

Rating Distortion may take the form of Diarykeeper Solicitation, Improper Promotional Activities or other means. The following categories and examples are illustrative only and are not all-inclusive:

Diarykeeper Solicitation is any attempt by, or on behalf of, a station which encourages diarykeepers to record listening that differs from their actual listening. It may take the form of a public or private appeal for diarykeepers to surrender their diaries or to misreport - in any way (e.g., overstate, understate, misstate) - their actual listening to any station. Diarykeeper Solicitation includes attempted breaches of diary security, whereby a station has the potential to learn the identity of diarykeepers or to gain access to, or influence over, current or upcoming survey diaries.

Improper Promotional Activities are those which may not directly appeal to diarykeepers, but which may nevertheless cause diarykeepers to misreport their actual listening. Improper Promotional Activities include, but are not limited to, contests which may cause diarykeepers to misreport their actual listening by offering prizes based on amounts of listening recorded or claimed; attempts to cause diarykeepers to lose their anonymity; promotions which might cause a diarykeeper to surrender a diary.

Rating Distortion is sometimes confused with "hyping." Rating Distortion involves station activities that may prompt diarykeepers to report listening which differs from their actual listening. Hyping refers to station activities designed to prompt more actual listenership during the survey period. Rating Distortion is cited under Arbitron's Special Station Activities guidelines; hyping is not.

Rating Distortion Violations

Rating Distortion Violations may result in: the station's call letters and audience estimates being delisted from the applicable report (s) and other services. Rating Distortion which Arbitron concludes does not warrant delisting may be noted by placement of a notice inside Arbitron's reports; placement of a notice on report covers; placement of a flag on computer tapes; and placement of station's call letters and audience estimates out of alphabetical sequence, below a spe-

cial distinguishing line at the bottom of each applicable page in the market report (know as "below-the-line" listing).

Rating Bias

Rating Bias is defined as: Any announcement, statement or activity which could alert, sensitize or remind diarykeepers or potential diarykeepers about past, current or future surveys in any way which might affect participation in a current or future survey. Such activities may interfere with the objectivity or conduct of the survey and may take the form of announcements or statements on air, in print or in any other medium.

Rating Bias activities may take the form of direct survey announcements that are preplanned, repeated, or stylized, but may also take the form of any activity - including contests or research - if, in Arbitron's opinion, the activity may sensitize listeners to the process of recording listening in diaries. Survey announcements are messages delivered by a radio station in any medium which alert listeners that a survey is, or soon will be, in progress or which emphasize the importance of participation in radio rating surveys, regardless of whether the word "Arbitron" or "diary" is used, and regardless of whether participants are urged to be "honest" or "accurate."

Sourcing of previous survey information in the form of advertising which promotes a station's success in prior surveys, as permitted by contractual agreement with Arbitron, does not constitute Rating Bias. Note, however, that references to a station's performance in prior surveys in the context of appeals for support are not protected under this guideline, and may, in fact, be violations of Arbitron's guidelines on Rating Bias.

Extemporaneous Comments/Arbitron may cite as Extemporaneous Comments any reference on the air, or in any other medium, which mentions or alludes to a past, current or future Arbitron survey, diary (ies) or radio ratings in any way which might sensitize diarykeepers to a current or future survey, or which may affect the way in which diarykeepers report their listening in a current or future survey.

The circumstances surrounding a reference will generally affect Arbitron's decision on whether to cite that reference as Extemporaneous Comments. As the name implies, Extemporaneous Comments are generally one-time-only, spontaneous remarks, which may have been intended as humorous. Where warranted, however, Arbitron may cite a reference as a Rating Bias and/or Rating Distortion activity, even if the reference appears to have been a one-time-only, spontaneous, or humorous remark.

Rating Bias/Extemporaneous Comments Violations

Rating Bias Violations or violations cited as Extemporaneous Comments may result in the station's call letters and audience estimates being placed at the bottom of each page below a distinguishing line ("below-the-line"); and/or the activity being noted on Page 13 of the Report and on the cover of the Report. Appropriate notice may also be made for other applicable services. In the event of repeated or serious Rating Bias Violations as determined by Arbitron, a station's call letters and audience estimates may be delisted in applicable reports and other services.

General Information

General information with respect to Rating Distortion and Rating Bias:

a. Requests for an inquiry should be in writing, accompanied by evidence such as an aircheck tape, direct-mail advertisement or newspaper clipping. Requests will be accepted up to the day after the last day of the survey, and should be addressed to: Radio Special Station Activities Committee, The Arbitron Company, 9705 Patuxent Woods Dr., Columbia, MD 21046-1572.

b. The initiation of an inquiry at any time is solely within the discretion of Arbitron.

c. Arbitron will review activities conducted at any time (not just during, or four weeks prior to, a survey) for compliance with these guidelines if, in Arbitron's judgment, the activity has the potential to undermine the credibility of the survey. The same activity could be subject to citation for two or more consecutive surveys, depending on the timing and severity of the activity.

d. Activities by stations not meeting Arbitron's Minimum Reporting Standards for a syndicated Market Report may still be subject to citation in any applicable custom report or other Arbitron service.

e. Activities noted for one station may also be noted for additional stations on which the specific programming segment was also broadcast because of simulcast, syndication, or network relationships.

f. Activities found to be in violation of these guidelines may or may not have actually affected reported listening. Such an effect would be virtually impossible to prove or disprove and Arbitron makes no attempt to do so. Activities violating these guidelines are inherently detrimental to the broadcast, advertising and audience measurement industries. The fact that such activities occurred undermines confidence in audience estimates.

ARBITRON RESERVES THE RIGHT to use any available means to draw attention to any station activity which, in Arbitron's opinion, has the potential to undermine the credibility of the survey, even though such activity does not meet any of the specific criteria stated above. Arbitron further reserves the right to take other appropriate action depending upon the content, context, frequency or repetition of the activity.

Industry Statements

"The American Association of Advertising Agencies (AAAA) Media Research Committee opposes any attempt in any medium to distort results of any audience measurement survey... By encouraging daily recording or reporting of radio listening activity, [stations] may be sensitizing the public and thereby contributing to rating distortion or inflation. The AAAA Media Research Committee takes violations of rules against distorting practices, as described by rating services, seriously."

"The Arbitron Radio Advisory Council (ARAC) is very concerned about the continued practice of station activities that are intended to distort ratings data...we strongly recommend that Arbitron take serious action against anyone who violates the accredited standards. Likewise, special treatment should be taken when judging stations that repeatedly break this policy after prior warning."

"The National Association of Broadcasters (NAB) is joined by the Electronic Media Rating Council (EMRC) in condemning the activities engaged in by some broadcast stations that intentionally distort [or bias] legitimate audience surveys...practices specifically targeting survey respondents severely detract from the reliability and the validity of audience research. Stations that engage in these practices negatively affect the research results, which in turn influences the credibility and value of audience research in an increasingly competitive media marketplace."

"The Radio Advertising Bureau (RAB) Goals Committee condemns any practices by radio stations designed to intentionally bias or cause distortion of the listening estimates reported by the ratings companies...they harm the credibility and value of the audience research, thereby impairing the ability of advertisers to buy efficiently and intelligently to the detriment of all radio stations... [and] the rating companies have adopted stern policies against these activities."

Special Notices and Station Activities

The Market

Metro Definition/ The radio Metro definition of this market is Arbitron defined. It does not conform to the Metropolitan Statistical Area implemented by the U.S. Office of Management and Budget in January 1993.

Audience trend analyses may be affected by any change in the Metro definition. However, there are no changes in the Metro definition for the reporting periods covered by the Target Listener Trends section of this report.

Designated Market Area (DMA)/ The Philadelphia DMA includes Metro counties from the Philadelphia, Atlantic City-Cape May, NJ, Reading, PA and Trenton, NJ Arbitron Radio Markets.

Metro Ethnic Controls/ Black and Hispanic Differential Survey Treatments used in the Metro Survey Area. All Metro counties, including HDMA and/or HDHA splits, receive the same ethnic sampling procedures.

Hispanic persons may be of any race (White; Black; Native American; Eskimo or Aleut; Asian or Pacific Islander). For purposes of Arbitron reports and publications, Hispanic persons that are Black are not included in Black universe estimates. Hispanic persons of all races are included in estimates of Hispanic universes and Hispanic audience estimates.

Metro Ethnic Controls/ Effective with the Spring 1997 survey, Hispanic ethnic controls were implemented for the first time. Ethnic control procedures in this market include:

- Differential Survey Treatment for all households identifying themselves as Hispanic in the Metro placement interview.
- Bilingual diaries for Hispanic respondents.
- Hispanic/Non-Hispanic stratification of returned diaries for sample balancing.

Please refer to Page 4 for estimates of Hispanic population in the Metro and total in-tab.

Metro Target Increase/ Effective with the Winter 1994 survey, all Continuous Measurement Markets received a 15% in-tab target increase. A total of 68 Continuous Measurement markets, including all top 25 radio markets, received the final portion of their 70% increase effective Winter 1996. Sample target increases are based on Fall 1993 targets.

Effective Spring 1997, an additional market agreed to support the 70% increase and will receive an extra 55% increase to be phased in over a two year period. This brings a total of 69 Continuous Measurement markets supporting the 70% increase.

The Philadelphia market has received the total 70% increase.

The Sample

High Density Area/ Effective with the Spring 1997 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit.

Please refer to Page 3 for estimates of total Metro Hispanic population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Spring 1997	Philadelphia, PA	(none)

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WPHI-FM	WDRE-FM	WI97 FA96 SU96	04/18/97
	WIBF-FM	SP96	07/01/96
WPHT-AM	WPTS-AM WGMP-AM	SU96 SP96	09/19/96 08/23/96

Stations are identified in this report under their current call letters, and the audience estimates reflect listening recorded for the new and, if applicable, the old call letters. The Trends section displays trend data pertaining to both the old and the new call letters. Survey dates will be listed in the "Prior Trend Data" column whenever trend information exists for a station that has changed call letters. The date of the call letter change will also be included in order to identify which call letters were in use during a particular survey.

No adjustments have been made to the reported estimates for a station that was not broadcasting for the entire survey period. Since the time a station was off-air is counted as zero listening in the 12-week average, the reported estimates for a station that was on the air less than the entire survey could understate the audience for the time that it was on the air.

Technical Difficulty/ The following station(s) reported to Arbitron that they experienced reduced power (REDUCED), intermittent power (INTERMIT), signal interference (SIG INTRF), or were off the air (OFF) for five or more continuous minutes in a quarter-hour during the survey period. No adjustments are made to either diary entries or reported audience estimates for periods of technical difficulty.

Station	Affected Date and Time	Problem
WZZO-FM	MO 03/31/97 02:45P to 09:30P	OFF

Simulcasting

Listed below are the dayparts simulcast throughout the survey by the respective simulcast partners. Only the broadcast simulcast daypart(s) is (are) indicated for each simulcast combination.

Users of this report may add the published Average Quarter-Hour persons, ratings and shares in order to obtain the respective combined audience for simulcast partners. Cume estimates are not additive.

Simulcast Stations	Mon-Sun 8A-Mid	Mon-Fri 8A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 8A-Mid	Wkd 10A-7P	Sat 8A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 8A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
WBNJ-FM/ WTHH-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
WBUD-AM/ WKXW-FM											X				X

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	460	11416	1.1	6.3	1218	8227	3.0	11.2	365	4191	.9	3.7	425	4741	1.0	5.0	143	2256	.4	4.0
WI '97	511	12768	1.3	7.1	1359	8846	3.3	12.6	410	4846	1.0	4.3	487	5569	1.2	5.8	175	2792	.4	5.1
FA '96	529	12461	1.3	7.3	1340	8989	3.3	12.6	464	5019	1.1	4.7	512	5826	1.3	6.0	181	2886	.4	5.1
SU '96	533	12544	1.3	7.3	1352	8995	3.3	13.2	471	5245	1.2	4.5	472	5476	1.2	5.7	195	2923	.5	5.3
4-Book	508	12297	1.3	7.0	1317	8764	3.2	12.4	428	4825	1.1	4.3	474	5403	1.2	5.6	174	2714	.4	4.9
SP '96	528	12483	1.3	7.2	1325	8880	3.3	12.2	447	5028	1.1	4.4	531	5818	1.3	6.2	180	2513	.4	4.9
WBEB-FM																				
SP '97	440	6142	1.1	6.0	576	3389	1.4	5.3	809	3133	2.0	8.2	537	3561	1.3	6.3	151	1992	.4	4.2
WI '97	446	6304	1.1	6.2	564	3073	1.4	5.2	775	3081	1.9	8.1	540	3526	1.3	6.4	183	1965	.5	5.3
FA '96	410	6092	1.0	5.7	565	3370	1.4	5.3	754	3122	1.9	7.6	493	3499	1.2	5.8	175	1938	.4	4.9
SU '96	401	5798	1.0	5.5	462	2761	1.1	4.5	793	3490	1.9	7.5	511	3343	1.3	6.1	143	1759	.4	3.9
4-Book	424	6084	1.1	5.9	542	3148	1.3	5.1	783	3207	1.9	7.9	520	3482	1.3	6.2	163	1914	.4	4.6
SP '96	419	6489	1.0	5.7	538	3301	1.3	5.0	806	3454	2.0	8.0	501	3700	1.2	5.9	132	1835	.3	3.6
WDAS-AM																				
SP '97	91	1189	.2	1.2	136	554	.3	1.2	113	442	.3	1.1	63	297	.2	.7	16	213	.4	.4
WI '97	79	1031	.2	1.1	146	458	.4	1.3	84	395	.2	.9	44	321	.1	.5	21	134	.1	.6
FA '96	61	1045	.2	.8	104	486	.3	1.0	61	325	.2	.6	38	303	.1	.4	17	115	.5	.5
SU '96	69	1123	.2	.9	125	521	.3	1.2	64	373	.2	.6	41	290	.1	.5	15	133	.4	.4
4-Book	75	1097	.2	1.0	128	505	.3	1.2	81	384	.2	.8	47	303	.1	.5	17	149	.5	.5
SP '96	84	1325	.2	1.1	149	536	.4	1.4	75	386	.2	.7	61	355	.1	.7	20	167	.5	.5
WDAS-FM																				
SP '97	356	3928	.9	4.9	467	2100	1.1	4.3	464	2120	1.1	4.7	388	2241	1.0	4.5	257	1680	.6	7.1
WI '97	388	4329	1.0	5.4	508	2332	1.2	4.7	551	2216	1.4	5.7	470	2496	1.2	5.6	223	1808	.5	6.5
FA '96	366	4017	.9	5.1	439	2077	1.1	4.1	473	2135	1.2	4.8	434	2372	1.1	5.1	266	1847	.7	7.5
SU '96	371	4293	.9	5.1	415	2133	1.0	4.1	500	2276	1.2	4.8	403	2310	1.0	4.8	249	1733	.6	6.8
4-Book	370	4142	.9	5.1	457	2161	1.1	4.3	497	2187	1.2	5.0	424	2355	1.1	5.0	249	1767	.6	7.0
SP '96	401	4295	1.0	5.5	500	2373	1.2	4.6	541	2350	1.3	5.4	429	2547	1.1	5.0	262	1792	.6	7.2
WFIL-AM																				
SP '97	25	605	.1	.3	44	305	.1	.4	32	248	.1	.3	32	229	.1	.4	15	146	.4	.4
WI '97	26	541	.1	.4	58	329	.1	.5	28	209	.1	.3	22	171	.1	.3	21	171	.1	.6
FA '96	26	587	.1	.4	52	281	.1	.5	30	190	.1	.3	26	235	.1	.3	14	67	.4	.4
SU '96	27	506	.1	.4	41	249	.1	.4	47	310	.1	.4	33	245	.1	.4	10	109	.3	.3
4-Book	26	560	.1	.4	49	291	.1	.5	34	239	.1	.3	28	220	.1	.4	15	123	.4	.4
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	187	3030	.5	2.6	221	1480	.5	2.0	275	1488	.7	2.8	225	1637	.6	2.6	96	964	.2	2.7
WI '97	230	3388	.6	3.2	236	1557	.6	2.2	344	1782	.8	3.6	253	1937	.6	3.0	135	1218	.3	3.9
FA '96	233	3463	.6	3.2	272	1653	.7	2.6	319	1828	.8	3.2	272	1954	.7	3.2	137	1185	.3	3.9
SU '96	208	3068	.5	2.9	228	1394	.6	2.2	324	1798	.8	3.1	258	1676	.6	3.1	135	1098	.3	3.7
4-Book	215	3237	.6	3.0	239	1521	.6	2.3	316	1724	.8	3.2	252	1801	.6	3.0	126	1116	.3	3.6
SP '96	229	3215	.6	3.1	274	1616	.7	2.5	348	1927	.9	3.4	280	1973	.7	3.3	132	1086	.3	3.6
WHAT-AM																				
SP '97	118	1067	.3	1.6	288	742	.7	2.6	116	476	.3	1.2	72	317	.2	.8	51	243	.1	1.4
WI '97	73	1001	.2	1.0	172	493	.4	1.6	73	351	.2	.8	46	287	.1	.5	23	114	.1	.7
FA '96	100	917	.2	1.4	230	608	.6	2.2	105	439	.3	1.1	61	325	.2	.7	55	278	.1	1.6
SU '96	96	828	.2	1.3	198	487	.5	1.9	114	386	.3	1.1	87	357	.2	1.0	39	195	.1	1.1
4-Book	97	953	.2	1.3	222	583	.6	2.1	102	413	.3	1.1	67	322	.2	.8	42	208	.1	1.2
SP '96	54	771	.1	.7	130	399	.3	1.2	70	325	.2	.7	28	205	.1	.3	12	67	.3	.3
W10Q-FM																				
SP '97	266	5918	.7	3.6	273	2542	.7	2.5	342	2975	.8	3.5	366	3548	.9	4.3	186	2240	.5	5.2
WI '97	319	6634	.8	4.5	359	2922	.9	3.3	360	2905	.9	3.8	431	3942	1.1	5.1	242	2884	.6	7.0
FA '96	347	7101	.9	4.8	378	3218	.9	3.6	396	3365	1.0	4.0	460	4317	1.1	5.4	273	3179	.7	7.7
SU '96	330	6667	.8	4.5	343	2632	.8	3.4	462	3707	1.1	4.4	432	3924	1.1	5.2	236	2908	.6	6.5
4-Book	316	6580	.8	4.4	338	2829	.8	3.2	390	3238	1.0	3.9	422	3933	1.1	5.0	234	2803	.6	6.6
SP '96	317	6331	.8	4.3	331	2948	.8	3.1	371	3079	.9	3.7	411	3839	1.0	4.8	252	2675	.6	6.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 12+

Target Listener Trends - Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	38	503	.1	.5	47	254	.1	.4	61	224	.2	.6	47	276	.1	.5	11	129	.3	.3
WI '97	64	859	.2	.9	68	394	.2	.6	122	423	.3	1.3	69	482	.2	.8	24	232	.1	.7
FA '96	49	660	.1	.7	63	356	.2	.6	86	373	.2	.9	57	334	.1	.7	10	171		.3
SU '96	30	505	.1	.4	50	217	.1	.5	59	251	.1	.6	35	232	.1	.4	3	97		.1
4-Book	45	632	.1	.6	57	305	.2	.5	82	318	.2	.9	52	331	.1	.6	12	157		.4
SP '96	48	773	.1	.7	60	429	.1	.6	76	338	.2	.8	42	360	.1	.5	28	212	.1	.8
WJBR-FM																				
SP '97	45	920	.1	.6	58	384	.1	.5	83	415	.2	.8	52	368	.1	.6	14	264		.4
WI '97	37	829	.1	.5	39	330	.1	.4	69	328	.2	.7	48	390	.1	.6	18	279		.5
FA '96	61	1017	.2	.8	81	515	.2	.8	102	434	.3	1.0	69	509	.2	.8	22	238		.6
SU '96	51	1039	.1	.7	42	352	.1	.4	70	438	.2	.7	67	471	.2	.8	42	417	.1	1.1
4-Book	49	951	.1	.7	55	395	.1	.5	81	404	.2	.8	59	435	.2	.7	24	300	.1	.7
SP '96	34	787	.1	.5	34	235	.1	.3	70	339	.2	.7	40	402	.1	.5	19	249		.5
WPST-FM																				
SP '97	91	2910	.2	1.2	108	1215	.3	1.0	117	1318	.3	1.2	128	1677	.3	1.5	66	1028	.2	1.8
WI '97	97	2834	.2	1.4	120	1123	.3	1.1	123	1016	.3	1.3	142	1682	.3	1.7	63	984	.2	1.8
FA '96	104	2958	.3	1.4	130	1169	.3	1.2	151	1092	.4	1.5	134	1628	.3	1.6	61	1086	.2	1.7
SU '96	87	2989	.2	1.2	103	1075	.3	1.0	132	1520	.3	1.3	114	1515	.3	1.4	48	966	.1	1.3
4-Book	95	2923	.2	1.3	115	1146	.3	1.1	131	1237	.3	1.3	130	1626	.3	1.6	60	1016	.2	1.7
SP '96	114	3464	.3	1.6	133	1395	.3	1.2	150	1471	.4	1.5	143	1861	.4	1.7	59	1126	.1	1.6
WRDR-FM																				
SP '97	53	760	.1	.7	57	407	.1	.5	102	490	.3	1.0	58	429	.1	.7	12	177		.3
WI '97	29	503	.1	.4	43	232	.1	.4	35	261	.1	.4	30	351	.1	.4	16	143		.5
FA '96	26	492	.1	.4	29	183	.1	.3	29	247	.1	.3	28	221	.1	.3	15	163		.4
SU '96	33	653	.1	.5	42	216	.1	.4	54	369	.1	.5	27	269	.1	.3	14	179		.4
4-Book	35	602	.1	.5	43	260	.1	.4	55	342	.2	.6	36	318	.1	.4	14	166		.4
SP '96	21	461	.1	.3	28	138	.1	.3	33	200	.1	.3	20	220		.2	7	140		.2
WSTW-FM																				
SP '97	25	896	.1	.3	27	318	.1	.2	40	301	.1	.4	38	490	.1	.4	9	235		.3
WI '97	37	963	.1	.5	57	396	.1	.5	77	343	.2	.8	40	431	.1	.5	8	236		.2
FA '96	36	912	.1	.5	46	373	.1	.4	69	325	.2	.7	45	442	.1	.5	17	231		.5
SU '96	25	944	.1	.3	27	339	.1	.3	40	339	.1	.4	31	453	.1	.4	10	275		.3
4-Book	31	929	.1	.4	39	357	.1	.4	57	327	.2	.6	39	454	.1	.5	11	244		.3
SP '96	28	944	.1	.4	40	340	.1	.4	38	343	.1	.4	43	537	.1	.5	14	316		.4
WFAN-AM																				
SP '97	23	396	.1	.3	55	166	.1	.5	30	183	.1	.3	28	170	.1	.3	8	114		.2
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	25	401	.1	.3	47	179	.1	.4	40	193	.1	.4	38	186	.1	.4	3	90		.1
TOTALS																				
SP '97	7299	39409	18.0		10888	34899	26.8		9892	30393	24.3		8560	33581	21.1		3596	23799	8.8	
WI '97	7161	39169	17.6		10817	34589	26.6		9591	29498	23.6		8458	33703	20.8		3454	22959	8.5	
FA '96	7201	39243	17.7		10602	34467	26.1		9914	30498	24.4		8529	33727	21.0		3543	24134	8.7	
SU '96	7275	39016	17.9		10208	33639	25.1		10506	31803	25.8		8317	33250	20.4		3653	23764	9.0	
4-Book	7234	39209	17.8		10629	34399	26.2		9976	30548	24.5		8466	33565	20.8		3562	23664	8.8	
SP '96	7353	39269	18.1		10849	34800	26.7		10100	30691	24.8		8534	33829	21.0		3649	23970	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	646	10293	1.6	6.6	346	6445	.9	6.5	864	3498	2.1	14.4	357	1752	.9	4.0	233	1063	.6	3.6
4-Book	716	11166	1.8	7.4	367	6876	.9	7.0	892	3605	2.2	15.4	417	2007	1.1	4.9	276	1276	.7	4.5
WBEB-FM																				
SP '97	654	5048	1.6	6.7	255	3122	.6	4.8	282	906	.7	4.7	487	1375	1.2	5.5	321	922	.8	5.0
4-Book	628	5065	1.6	6.5	238	3024	.6	4.5	257	823	.7	4.4	446	1282	1.1	5.2	302	960	.8	5.0
WDAS-AM																				
SP '97	104	739	.3	1.1	120	958	.3	2.2	80	176	.2	1.3	112	185	.3	1.3	44	85	.1	.7
4-Book	85	660	.2	.9	98	892	.2	1.9	82	197	.2	1.4	73	162	.2	.9	34	79	.1	.6
WDAS-FM																				
SP '97	441	3305	1.1	4.5	270	2373	.7	5.1	221	594	.5	3.7	457	976	1.1	5.2	370	840	.9	5.8
4-Book	462	3460	1.2	4.8	288	2572	.7	5.5	246	664	.6	4.3	459	1088	1.2	5.4	351	848	.9	5.8
WFIL-AM																				
SP '97	35	497	.1	.4	14	240	.3		16	49	.3		4	45			14	51		.2
4-Book	37	465	.1	.4	14	238	.3		20	68	.4		10	50	.1		14	44		.2
WFLN-FM																				
SP '97	243	2448	.6	2.5	150	1689	.4	2.8	110	431	.3	1.8	231	708	.6	2.6	146	521	.4	2.3
4-Book	273	2617	.7	2.8	173	1848	.4	3.3	143	484	.4	2.5	279	820	.7	3.3	203	582	.5	3.4
WHAT-AM																				
SP '97	155	898	.4	1.6	99	675	.2	1.9	117	283	.3	2.0	123	237	.3	1.4	70	124	.2	1.1
4-Book	128	718	.3	1.3	79	630	.2	1.5	102	222	.3	1.8	105	219	.3	1.2	46	102	.1	.8
W100-FM																				
SP '97	328	4964	.8	3.4	209	3237	.5	3.9	116	595	.3	1.9	408	1572	1.0	4.6	319	1125	.8	5.0
4-Book	384	5518	.9	4.0	248	3757	.6	4.7	158	685	.4	2.7	446	1708	1.1	5.2	343	1311	.9	5.7
WIP -AM																				
SP '97	344	3630	.8	3.5	144	2433	.4	2.7	205	654	.5	3.4	176	731	.4	2.0	126	466	.3	2.0
4-Book	361	3681	.9	3.7	126	2045	.3	2.4	167	577	.4	2.9	183	699	.4	2.2	125	431	.3	2.1
WJJZ-FM																				
SP '97	374	3313	.9	3.8	201	2288	.5	3.8	157	585	.4	2.6	354	1012	.9	4.0	304	762	.7	4.8
4-Book	392	3318	1.0	4.0	215	2325	.5	4.1	184	583	.5	3.2	347	968	.9	4.1	274	716	.7	4.5
WMGK-FM																				
SP '97	427	4817	1.1	4.4	246	3290	.6	4.6	211	824	.5	3.5	523	1570	1.3	5.9	372	1263	.9	5.8
4-Book	463	4535	1.2	4.8	203	2907	.5	3.9	174	667	.4	3.0	410	1345	1.0	4.8	295	1038	.7	4.8
WMMR-FM																				
SP '97	485	4663	1.2	5.0	202	2832	.5	3.8	237	791	.6	4.0	413	1339	1.0	4.7	256	874	.6	4.0
4-Book	405	4311	1.0	4.2	167	2550	.4	3.2	191	646	.5	3.3	337	1142	.8	4.0	220	820	.6	3.6
WGL-FM																				
SP '97	503	4902	1.2	5.1	364	3910	.9	6.8	339	1028	.8	5.7	684	1724	1.7	7.7	383	1163	.9	6.0
4-Book	495	4894	1.2	5.1	319	3620	.8	6.1	294	937	.7	5.1	590	1594	1.5	6.9	368	1157	.9	6.1
WPEN-AM																				
SP '97	410	2759	1.0	4.2	244	2127	.6	4.6	425	1016	1.0	7.1	520	1261	1.3	5.9	322	873	.8	5.0
4-Book	446	2815	1.1	4.6	257	2185	.6	4.9	432	1062	1.1	7.5	533	1257	1.3	6.3	333	868	.8	5.5
+WPHI-FM																				
WDRE-FM																				
SP '97	305	3898	.8	3.1	248	2786	.6	4.6	140	511	.3	2.3	404	1372	1.0	4.6	378	1040	.9	5.9
4-Book	215	3121	.5	2.2	157	2135	.4	3.0	94	358	.2	1.6	265	958	.7	3.1	232	762	.6	3.8
+WPHT-AM																				
SP '97	64	1257	.2	.7	45	859	.1	.8	67	154	.2	1.1	55	240	.1	.6	26	107	.1	.4
4-Book	56	1037	.1	.6	35	614	.1	.6	32	104	.1	.5	41	157	.1	.5	20	90	.1	.3
WPLY-FM																				
SP '97	258	4219	.6	2.6	148	2726	.4	2.8	116	501	.3	1.9	264	1131	.6	3.0	209	800	.5	3.3
4-Book	266	4366	.7	2.8	148	2786	.4	2.8	104	459	.3	1.8	261	1162	.6	3.1	194	841	.5	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Persons 12+

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	45 **	373 **	.1 **	.5 **	33 **	251 **	.1 **	.6 **	31 **	97 **	.1 **	.5 **	59 **	109 **	.1 **	.7 **	44 **	120 **	.1 **	.7 **
WUSL-FM SP '97 4-Book	413 484	4745 4909	1.0 1.2	4.2 5.0	297 360	3165 3499	.7 .9	5.6 6.8	204 245	652 768	.5 .6	3.4 4.2	463 578	1528 1638	1.1 1.4	5.2 6.8	390 462	1092 1256	1.0 1.2	6.1 7.6
WWDB-FM SP '97 4-Book	515 501	4115 3952	1.3 1.3	5.3 5.2	238 258	2737 2773	.6 .7	4.5 4.9	392 375	1043 1012	1.0 .9	6.6 6.5	304 317	923 921	.7 .8	3.4 3.7	169 184	489 536	.4 .5	2.6 3.0
WXTU-FM SP '97 4-Book	396 410	3352 3344	1.0 1.0	4.0 4.2	234 230	2256 2383	.6 .6	4.4 4.4	317 267	885 822	.8 .7	5.3 4.6	380 407	1068 1161	.9 1.0	4.3 4.8	297 294	927 928	.7 .7	4.7 4.9
WYSP-FM SP '97 4-Book	756 633	6278 5795	1.9 1.6	7.7 6.5	164 170	2517 2682	.4 .4	3.1 3.2	165 156	501 487	.4 .4	2.8 2.7	332 257	1099 939	.8 .6	3.7 3.0	250 202	940 722	.6 .5	3.9 3.3
WYXR-FM SP '97 4-Book	353 323	4254 4208	.9 .8	3.6 3.3	154 163	2702 2753	.4 .4	2.9 3.1	141 141	580 597	.3 .4	2.4 2.5	298 285	1054 1079	.7 .7	3.4 3.4	224 201	812 812	.6 .5	3.5 3.3
WKXW-FM SP '97 4-Book	59 75	986 985	.1 .2	.6 .8	26 30	497 488	.1 .1	.5 .6	12 32	59 107	.2 .1	.6 .6	40 49	163 174	.1 .1	.5 .6	49 41	139 127	.1 .1	.8 .7
WFMZ-FM SP '97 4-Book	53 65	410 504	.1 .2	.5 .7	30 32	290 340	.1 .1	.6 .7	42 36	106 108	.1 .1	.7 .6	53 66	129 145	.1 .2	.6 .8	39 28	95 90	.1 .1	.6 .5
WJBR-FM SP '97 4-Book	66 67	617 690	.2 .2	.7 .7	28 34	427 457	.1 .1	.5 .6	25 29	95 107	.1 .1	.4 .5	43 55	133 157	.1 .1	.5 .7	42 51	129 131	.1 .1	.7 .9
WPST-FM SP '97 4-Book	118 126	2469 2389	.3 .3	1.2 1.3	60 64	1408 1424	.1 .2	1.1 1.2	41 55	218 251	.1 .2	.7 1.0	100 103	558 557	.2 .3	1.1 1.2	85 91	488 438	.2 .2	1.3 1.5
WRDR-FM SP '97 4-Book	75 45	637 477	.2 .1	.8 .5	41 32	439 371	.1 .1	.8 .6	45 42	126 107	.1 .1	.8 .7	77 57	192 153	.2 .2	.9 .7	59 43	182 138	.1 .1	.9 .7
WSTW-FM SP '97 4-Book	36 46	729 697	.1 .1	.4 .5	15 17	351 385	.3 .3	.3 .3	15 16	58 59	.3 .1	.3 .3	19 30	142 159	.2 .1	.4 .4	24 24	121 99	.1 .1	.4 .4
WFAN-AM SP '97 4-Book	37 **	307 **	.1 **	.4 **	6 **	150 **	.1 **	.1 **	13 **	55 **	.2 **	.2 **	7 **	34 **	.1 **	.1 **	5 **	18 **	.1 **	.1 **
TOTALS SP '97 4-Book	9790 9714	38817 38605	24.1 23.9		5345 5275	33538 33343	13.1 13.0		5984 5811	16321 15892	14.7 14.3		8868 8542	21678 21131	21.8 21.0		6386 6079	16251 15846	15.7 15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	152	727	.4	4.4	652	2791	1.6	15.0	301	1518	.7	5.0	171	832	.4	3.6	143	770	.4	4.9
4-Book	142	830	.4	4.1	691	2855	1.7	15.7	290	1550	.7	4.8	203	939	.5	4.4	145	851	.4	4.8
WBEB-FM																				
SP '97	149	583	.4	4.3	180	663	.4	4.1	302	1100	.7	5.0	241	741	.6	5.1	81	487	.2	2.8
4-Book	146	623	.4	4.2	172	558	.4	3.9	288	950	.7	4.4	212	731	.5	4.6	102	499	.3	3.4
WDAS-AM																				
SP '97	6	28	.2		375	750	.9	8.6	229	529	.6	3.8	102	202	.3	2.1	35	118	.1	1.2
4-Book	11	37	.3		296	630	.7	6.7	202	528	.5	3.3	71	155	.2	1.5	34	93	.1	1.1
WDAS-FM																				
SP '97	231	665	.6	6.7	124	361	.3	2.8	176	549	.4	2.9	183	482	.5	3.9	362	679	.9	12.4
4-Book	239	680	.6	6.9	149	413	.4	3.4	213	636	.5	3.5	193	510	.5	4.2	413	758	1.0	13.7
WFIL-AM																				
SP '97	14	32	.4		26	110	.1	.6	14	71	.2		10	45	.2		15	59	.5	
4-Book	7	25	.2		22	78	.1	.5	13	65	.2		13	42	.3		14	43	.5	
WFLN-FM																				
SP '97	66	248	.2	1.9	134	482	.3	3.1	216	758	.5	3.6	234	595	.6	4.9	71	301	.2	2.4
4-Book	95	336	.2	2.7	115	452	.3	2.6	250	781	.6	4.1	196	537	.5	4.2	94	347	.3	3.1
WHAT-AM																				
SP '97	52	167	.1	1.5	154	291	.4	3.5	116	322	.3	1.9	132	197	.3	2.8	41	137	.1	1.4
4-Book	43	116	.1	1.2	156	311	.4	3.5	100	288	.3	1.6	69	129	.2	1.5	23	78	.1	.8
WIOQ-FM																				
SP '97	207	749	.5	6.0	60	285	.1	1.4	246	1061	.6	4.1	195	769	.5	4.1	95	465	.2	3.3
4-Book	271	1019	.7	7.8	90	408	.2	2.1	262	1174	.7	4.3	231	917	.6	5.0	151	631	.4	5.0
WIP -AM																				
SP '97	152	597	.4	4.4	99	403	.2	2.3	143	666	.4	2.4	176	612	.4	3.7	84	392	.2	2.9
4-Book	91	367	.2	2.7	102	359	.2	2.3	134	588	.3	2.2	124	458	.3	2.7	80	314	.2	2.7
WJZZ-FM																				
SP '97	158	496	.4	4.6	92	393	.2	2.1	220	785	.5	3.7	182	540	.4	3.8	125	444	.3	4.3
4-Book	160	512	.4	4.6	114	386	.3	2.6	257	770	.7	4.2	228	581	.6	4.9	140	436	.4	4.6
WNGK-FM																				
SP '97	122	574	.3	3.5	89	340	.2	2.0	262	1022	.6	4.4	241	871	.6	5.1	132	522	.3	4.5
4-Book	120	525	.3	3.4	88	389	.2	2.0	225	867	.6	3.7	191	659	.5	4.1	110	459	.3	3.6
WMMR-FM																				
SP '97	95	397	.2	2.7	129	446	.3	3.0	242	925	.6	4.0	145	569	.4	3.1	92	412	.2	3.2
4-Book	81	355	.2	2.3	104	386	.2	2.4	194	751	.5	3.2	139	555	.4	3.0	70	324	.2	2.3
WUGL-FM																				
SP '97	227	745	.6	6.5	286	743	.7	6.6	432	1373	1.1	7.2	340	873	.8	7.2	201	649	.5	6.9
4-Book	194	675	.5	5.5	265	780	.7	6.1	365	1236	.9	6.0	295	890	.7	6.3	172	560	.4	5.7
WPEN-AM																				
SP '97	82	339	.2	2.4	126	421	.3	2.9	200	617	.5	3.3	246	531	.6	5.2	58	235	.1	2.0
4-Book	99	358	.3	2.9	135	462	.4	3.0	241	735	.6	3.9	235	586	.6	5.1	69	255	.2	2.3
+WPHI-FM																				
WDRE-FM																				
SP '97	272	766	.7	7.8	92	296	.2	2.1	262	915	.6	4.4	256	804	.6	5.4	155	573	.4	5.3
4-Book	169	611	.4	4.9	57	214	.1	1.3	160	637	.4	2.7	160	552	.4	3.4	103	398	.3	3.5
+WPHT-AM																				
SP '97	35	157	.1	1.0	46	120	.1	1.1	64	293	.2	1.1	56	228	.1	1.2	12	37	.4	
4-Book	39	120	.1	1.1	26	88	.1	.6	49	208	.2	.8	45	167	.1	1.0	21	79	.7	
WPLY-FM																				
SP '97	92	490	.2	2.7	55	297	.1	1.3	183	841	.5	3.1	180	779	.4	3.8	79	435	.2	2.7
4-Book	118	578	.3	3.4	76	350	.2	1.7	182	876	.5	3.0	153	703	.4	3.3	82	476	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																				
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																					
SP '97	9	48		.3	27	61	.1	.6	42	109	.1	.7	26	70	.1	.5	23	59	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
SP '97	331	994	.8	9.5	171	538	.4	3.9	285	960	.7	4.8	236	579	.6	5.0	260	732	.6	8.9	
4-Book	412	1212	1.0	11.8	177	558	.4	4.0	366	1133	.9	6.0	296	760	.8	6.4	292	816	.7	9.7	
WWDB-FM																					
SP '97	124	472	.3	3.6	290	872	.7	6.7	350	905	.9	5.8	119	386	.3	2.5	157	502	.4	5.4	
4-Book	150	511	.4	4.3	317	947	.8	7.2	445	975	1.1	7.3	117	352	.3	2.5	149	511	.4	5.0	
WXTU-FM																					
SP '97	93	442	.2	2.7	210	641	.5	4.8	319	961	.8	5.3	183	572	.5	3.9	88	370	.2	3.0	
4-Book	109	483	.3	3.1	175	576	.5	4.0	309	1000	.8	5.1	187	606	.5	4.1	87	354	.2	2.9	
WYSP-FM																					
SP '97	109	462	.3	3.1	58	208	.1	1.3	177	743	.4	3.0	132	472	.3	2.8	77	358	.2	2.6	
4-Book	99	428	.2	2.8	69	209	.1	1.5	247	964	.6	4.1	235	774	.6	5.1	88	343	.2	3.0	
WYXR-FM																					
SP '97	79	452	.2	2.3	73	349	.2	1.7	161	826	.4	2.7	141	559	.3	3.0	105	514	.3	3.6	
4-Book	96	512	.3	2.7	92	379	.3	2.1	206	857	.5	3.4	160	610	.4	3.5	114	529	.3	3.8	
WKKW-FM																					
SP '97	9	53		.3	21	88	.1	.5	29	151	.1	.5	31	96	.1	.7	16	88		.6	
4-Book	14	62		.4	26	98	.1	.6	38	146	.1	.6	23	86	.1	.5	17	76		.6	
WFMZ-FM																					
SP '97	15	92		.4	22	90	.1	.5	35	77	.1	.6	29	91	.1	.6	4	18		.1	
4-Book	10	50		.3	47	130	.2	1.0	38	109	.1	.6	28	90	.1	.6	9	53		.3	
WJBR-FM																					
SP '97	16	109		.5	18	57		.4	22	124	.1	.4	31	78	.1	.7	27	116	.1	.9	
4-Book	27	113	.1	.8	14	65		.3	38	121	.1	.6	31	100	.1	.7	23	82	.1	.7	
WPST-FM																					
SP '97	45	282	.1	1.3	31	208	.1	.7	65	426	.2	1.1	83	339	.2	1.7	27	176	.1	.9	
4-Book	52	313	.1	1.5	34	177	.1	.8	68	410	.2	1.1	67	320	.2	1.4	40	231	.1	1.4	
WRDR-FM																					
SP '97	23	107	.1	.7	24	74	.1	.6	51	152	.1	.9	40	119	.1	.8	12	51		.4	
4-Book	20	79	.1	.6	24	71	.1	.6	31	110	.1	.5	28	107	.1	.6	10	43		.3	
WSTW-FM																					
SP '97	15	62		.4	6	17		.1	19	99		.3	13	51		.3	13	73		.4	
4-Book	10	67		.3	9	31		.2	16	92		.3	23	91		.5	10	54		.3	
WFAN-AM																					
SP '97	2	17		.1	1	10			13	52		.2	6	43		.1	4	26		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SP '97	3466	10782	8.5		4356	12445	10.7		5992	16746	14.7		4747	12219	11.7		2908	9074	7.2		
4-Book	3475	10957	8.6		4410	12731	10.8		6114	17079	15.0		4647	12198	11.5		3001	9177	7.4		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	13	632	.2	1.1	38	394	.5	2.8	12	124	.1	1.0	9	159	.1	.6	4	89		.4
WI '97	18	999	.2	1.6	47	619	.6	3.6	21	261	.3	1.9	17	273	.2	1.2	7	200	.1	.7
FA '96	18	707	.2	1.5	61	486	.8	4.4	10	121	.1	.8	13	176	.2	.8	7	85	.1	.7
SU '96	13	826	.2	1.1	33	453	.4	2.4	12	204	.1	.7	11	207	.1	.7	6	171	.1	.6
4-Book	16	791	.2	1.3	45	488	.6	3.3	14	178	.2	1.1	13	204	.2	.8	6	136	.1	.6
SP '96	16	887	.2	1.3	52	603	.6	3.7	9	194	.1	.7	14	272	.2	.9	6	95	.1	.6
WBEB-FM																				
SP '97	52	1184	.6	4.4	46	458	.6	3.4	79	369	1.0	6.5	71	514	.9	4.5	35	499	.4	3.3
WI '97	55	1234	.7	4.9	46	432	.6	3.5	56	377	.7	5.0	77	519	.9	5.2	60	569	.7	5.7
FA '96	55	1342	.7	4.6	51	524	.6	3.7	83	401	1.0	6.9	72	667	.9	4.6	48	558	.6	4.6
SU '96	44	1073	.5	3.6	31	285	.4	2.3	72	559	.9	4.5	46	448	.6	3.1	47	448	.6	4.9
4-Book	52	1208	.6	4.4	44	425	.6	3.2	73	427	.9	5.7	67	537	.8	4.4	48	519	.6	4.6
SP '96	63	1271	.8	5.2	48	459	.6	3.4	114	506	1.4	9.2	92	672	1.1	6.0	33	484	.4	3.1
WDAS-AM																				
SP '97	2	93		.2	2	30		.1	2	8		.2	1	6		.1				8
WI '97	3	94		.3	4	29		.3	3	17		.3	1	15		.1				
FA '96	2	84		.2	1	13		.1	1	12		.1	2	12		.1	3	15		.3
SU '96	5	75	.1	.4	6	32	.1	.4	4	13	.2	.2	4	20	.3	.3	2	13		.2
4-Book	3	87		.3	3	26		.2	3	13		.2	2	13		.2	1	9		.1
SP '96	4	158		.3	5	54	.1	.4	3	27		.2	3	19		.2	2	19		.2
WDAS-FM																				
SP '97	33	620	.4	2.8	40	246	.5	3.0	41	266	.5	3.4	36	297	.4	2.3	30	248	.4	2.8
WI '97	32	768	.4	2.8	41	290	.5	3.2	41	249	.5	3.7	36	327	.4	2.5	19	271	.2	1.8
FA '96	37	767	.5	3.1	36	276	.4	2.6	39	314	.5	3.3	43	352	.5	2.7	36	317	.4	3.4
SU '96	47	888	.6	3.8	46	404	.6	3.4	57	444	.7	3.6	50	448	.6	3.4	35	340	.4	3.6
4-Book	37	761	.5	3.1	41	304	.5	3.1	45	318	.6	3.5	41	356	.5	2.7	30	294	.4	2.9
SP '96	42	781	.5	3.5	39	273	.5	2.8	47	269	.6	3.8	50	364	.6	3.3	30	325	.4	2.8
WFIL-AM																				
SP '97	1	15		.1	3	15		.2	3	6		.2	1	6		.1				
WI '97		45			2	26		.2					1	10		.1		18		
FA '96		26			1	9		.1						9						
SU '96	2	15		.2	1	8		.1	7	15	.1	.4	1	15		.1				
4-Book	1	25		.1	2	15		.2	3	5		.2	1	10		.1				
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	3	129		.3	1	30		.1	2	41		.2	3	45		.2	3	53		.3
WI '97	8	211	.1	.7	8	86	.1	.6	10	74	.1	.9	8	82	.1	.5	7	73	.1	.7
FA '96	12	180	.1	1.0	10	70	.1	.7	6	57	.1	.5	10	85	.1	.6	17	142	.2	1.6
SU '96	5	137	.1	.4	9	64	.1	.7	8	59	.1	.5	7	48	.1	.5	3	56		.3
4-Book	7	164	.1	.6	7	63	.1	.5	7	58	.1	.5	7	65	.1	.5	8	81	.1	.7
SP '96	4	167		.3	4	55		.3	5	72	.1	.4	5	62	.1	.3	4	36		.4
WHAT-AM																				
SP '97	1	37		.1		8				10				5						
WI '97	1	40		.1	3	31		.2		7										
FA '96	6	69	.1	.5	7	51	.1	.5	8	26	.1	.7	5	19	.1	.3	4	20		.4
SU '96	2	47		.2	6	23	.1	.4	1	9		.1	2	9		.1				
4-Book	3	48		.2	4	28	.1	.3	2	13		.2	2	8		.1	1	5		.1
SP '96		31								7										
WIOQ-FM																				
SP '97	124	2844	1.5	10.4	105	1248	1.3	7.8	113	1314	1.4	9.3	193	1860	2.4	12.2	123	1318	1.5	11.6
WI '97	155	3141	1.9	13.8	157	1422	1.9	12.1	118	1294	1.5	10.6	225	2068	2.8	15.3	155	1711	1.9	14.7
FA '96	195	3567	2.4	16.4	201	1766	2.5	14.4	162	1633	2.0	13.5	269	2342	3.3	17.1	197	2018	2.4	18.8
SU '96	171	3395	2.1	13.8	170	1372	2.1	12.5	208	1941	2.5	13.0	224	2032	2.7	15.2	150	1735	1.8	15.5
4-Book	161	3237	2.0	13.6	158	1452	2.0	11.7	150	1546	1.9	11.6	228	2076	2.8	15.0	156	1696	1.9	15.2
SP '96	177	3172	2.2	14.7	168	1562	2.0	12.0	162	1540	2.0	13.0	232	2159	2.8	15.2	183	1667	2.2	17.1

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+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIP -AM																				
SP '97	19	673	.2	1.6	26	206	.3	1.9	15	129	.2	1.2	17	181	.2	1.1	25	282	.3	2.4
WI '97	20	535	.2	1.8	37	290	.5	2.8	20	150	.2	1.8	23	196	.3	1.6	19	181	.2	1.8
FA '96	23	561	.3	1.9	38	295	.5	2.7	23	184	.3	1.9	23	172	.3	1.5	18	210	.2	1.7
SU '96	14	378	.2	1.1	32	174	.4	2.4	15	144	.2	.9	15	151	.2	1.0	7	106	.1	.7
4-Book	19	537	.2	1.6	33	241	.4	2.5	18	152	.2	1.5	20	175	.3	1.3	17	195	.2	1.7
SP '96	23	622	.3	1.9	43	346	.5	3.1	31	197	.4	2.5	28	246	.3	1.8	15	212	.2	1.4
WJZ-FM																				
SP '97	14	305	.2	1.2	19	100	.2	1.4	14	92	.2	1.2	15	124	.2	1.0	6	82	.1	.6
WI '97	15	360	.2	1.3	8	78	.1	.6	19	96	.2	1.7	27	133	.3	1.8	17	147	.2	1.6
FA '96	9	307	.1	.8	5	53	.1	.4	10	87	.1	.8	13	141	.2	.8	8	150	.1	.8
SU '96	17	362	.2	1.4	12	104	.1	.9	23	118	.3	1.4	16	144	.2	1.1	12	141	.1	1.2
4-Book	14	334	.2	1.2	11	84	.1	.8	17	98	.2	1.3	18	136	.2	1.2	11	130	.1	1.1
SP '96	10	279	.1	.8	4	66		.3	19	128	.2	1.5	12	103	.1	.8	7	83	.1	.7
WMGK-FM																				
SP '97	52	1251	.6	4.4	41	409	.5	3.0	67	560	.8	5.5	59	692	.7	3.7	46	507	.6	4.3
WI '97	45	875	.6	4.0	43	308	.5	3.3	91	466	1.1	8.2	67	491	.8	4.6	18	314	.2	1.7
FA '96	58	1107	.7	4.9	58	524	.7	4.2	94	566	1.2	7.9	94	708	1.2	6.0	31	460	.4	3.0
SU '96	61	1115	.7	4.9	52	449	.6	3.8	106	645	1.3	6.6	78	690	.9	5.3	35	481	.4	3.6
4-Book	54	1087	.7	4.6	49	423	.6	3.6	90	559	1.1	7.1	75	645	.9	4.9	33	441	.4	3.2
SP '96	47	937	.6	3.9	42	382	.5	3.0	83	396	1.0	6.7	78	546	.9	5.1	29	381	.4	2.7
WMMR-FM																				
SP '97	36	1291	.4	3.0	38	419	.5	2.8	52	516	.6	4.3	48	712	.6	3.0	22	414	.3	2.1
WI '97	34	1133	.4	3.0	37	381	.5	2.8	50	509	.6	4.5	44	545	.5	3.0	17	328	.2	1.6
FA '96	36	1139	.4	3.0	41	389	.5	2.9	52	432	.6	4.3	53	573	.7	3.4	18	316	.2	1.7
SU '96	43	1219	.5	3.5	45	402	.5	3.3	83	684	1.0	5.2	47	595	.6	3.2	21	352	.3	2.2
4-Book	37	1196	.4	3.1	40	398	.5	3.0	59	535	.7	4.6	48	606	.6	3.2	20	353	.3	1.9
SP '96	40	1193	.5	3.3	56	467	.7	4.0	54	484	.7	4.3	49	686	.6	3.2	21	384	.3	2.0
WOGL-FM																				
SP '97	20	712	.2	1.7	33	280	.4	2.4	14	181	.2	1.2	19	267	.2	1.2	15	181	.2	1.4
WI '97	9	575	.1	.8	8	171	.1	.6	9	152	.1	.8	15	218	.2	1.0	7	149	.1	.7
FA '96	27	771	.3	2.3	30	276	.4	2.2	33	206	.4	2.8	41	380	.5	2.6	18	202	.2	1.7
SU '96	25	795	.3	2.0	17	254	.2	1.3	38	326	.5	2.4	41	350	.5	2.8	14	208	.2	1.5
4-Book	20	713	.2	1.7	22	245	.3	1.6	24	216	.3	1.8	29	304	.4	1.9	14	185	.2	1.3
SP '96	14	668	.2	1.2	17	216	.2	1.2	13	183	.2	1.0	11	204	.1	.7	7	175	.1	.7
WPEN-AM																				
SP '97	4	43		.3	2	26		.1	5	25		.4	7	25		.4	2	17		.2
WI '97	2	62		.2		9			4	20		.4	4	26		.3	1	23		.1
FA '96	4	36		.3	3	10		.2	15	26		1.3	2	30		.1		10		
SU '96	1	33		.1	1	25		.1	1	17		.1		8			1	15		.1
4-Book	3	44		.2	2	18		.1	6	22		.6	3	22		.2	1	16		.1
SP '96		27				18			1	9		.1								
+VPH1-FM																				
VDRE-FM																				
SP '97	192	2787	2.4	16.1	153	1401	1.9	11.3	146	1400	1.8	12.0	288	1873	3.5	18.3	210	1692	2.6	19.8
WI '97	110	2080	1.4	9.8	94	862	1.2	7.2	93	845	1.1	8.3	159	1341	2.0	10.8	125	1222	1.5	11.9
FA '96	69	1641	.8	5.8	69	678	.8	4.9	79	750	1.0	6.6	104	974	1.3	6.6	55	759	.7	5.2
SU '96	70	1645	.9	5.7	48	458	.6	3.5	86	918	1.0	5.4	88	973	1.1	6.0	57	782	.7	5.9
4-Book	110	2038	1.4	9.4	91	850	1.1	6.7	101	978	1.2	8.1	160	1290	2.0	10.4	112	1114	1.4	10.7
SP '96	62	1955	.8	5.2	58	736	.7	4.2	47	926	.6	3.8	110	1287	1.3	7.2	60	955	.7	5.6
+WPHT-AM																				
SP '97	2	106		.2	2	9		.1	2	35		.2	4	27		.3	3	62		.3
WI '97	1	25		.1	3	25		.2		6										
FA '96	1	38		.1	1	17		.1	3	10		.3		20				10		
SU '96	5	119		.4	3	16		.2	8	32		.5	6	54		.4	5	46		.5
4-Book	2	72		.2	2	17		.2	3	21		.3	3	25		.2	2	30		.2
SP '96	1	78		.1						9			2	34		.1	1	45		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends - Persons 12-24

Target Listener Trends

Target Listener Trends - Persons 12-24

	Persons 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	2	28	.2		2	19	.1		4	9	.3		3	18	.2					
WI '97	1	29	.1		1	29	.1							12			1	9	.1	
FA '96		43								11				9				9		
SU '96		55			1	16	.1			23								7		
4-Book	1	39	.1		1	16	.1		1	11	.1		1	10	.1			6		
SP '96	2	61	.2		1	18	.1		2	27	.2		5	35	.1	.3	1	26	.1	
WJBR-FM																				
SP '97	7	234	.1	.6	4	81	.3		12	98	.1	1.0	5	74	.1	.3	9	138	.1	.8
WI '97	5	158	.1	.4	5	42	.1	.4	8	49	.1	.7	7	96	.1	.5	3	69	.1	.3
FA '96	5	205	.1	.4	8	92	.1	.6	1	45	.1	.1	5	54	.1	.3	7	88	.1	.7
SU '96	9	261	.1	.7	1	33	.1	.1	9	99	.1	.6	9	97	.1	.6	16	116	.2	1.7
4-Book	7	215	.1	.5	5	62	.1	.4	8	73	.1	.6	7	80	.1	.4	9	103	.1	.9
SP '96	3	188	.2		1	20	.1			17			3	53	.2		8	90	.1	.7
WPST-FM																				
SP '97	46	1526	.6	3.9	50	662	.6	3.7	42	666	.5	3.5	61	880	.8	3.9	45	682	.6	4.2
WI '97	47	1582	.6	4.2	48	573	.6	3.7	32	498	.4	2.9	72	931	.9	4.9	49	689	.6	4.7
FA '96	45	1402	.6	3.8	52	531	.6	3.7	34	465	.4	2.8	58	805	.7	3.7	43	634	.5	4.1
SU '96	48	1708	.6	3.9	42	548	.5	3.1	67	880	.8	4.2	61	829	.7	4.1	33	627	.4	3.4
4-Book	47	1555	.6	4.0	48	579	.6	3.6	44	627	.5	3.4	63	861	.8	4.2	43	658	.5	4.1
SP '96	56	2012	.7	4.7	64	872	.8	4.6	49	818	.6	3.9	75	1098	.9	4.9	48	857	.6	4.5
WRDR-FM																				
SP '97													2	26	.1					
WI '97		26												10				9		
FA '96		19																		
SU '96		37			1	7	.1													
4-Book		21				4							1	9				2		
SP '96		12																		
WSTW-FM																				
SP '97	2	204	.2		1	33	.1		1	49	.1		4	135	.3		2	52	.2	
WI '97	2	252	.2		3	71	.2		2	65	.2		2	73	.1		3	84	.3	
FA '96	13	230	.2	1.1	13	111	.2	.9	25	69	.3	2.1	19	128	.2	1.2	11	85	.1	1.0
SU '96	6	344	.1	.5	1	37	.1	.1	7	97	.1	.4	9	124	.1	.6	5	115	.1	.5
4-Book	6	258	.1	.5	5	63	.1	.3	9	70	.1	.7	9	115	.1	.6	5	84	.1	.5
SP '96	5	375	.1	.4	10	153	.1	.7	4	120	.3		6	171	.1	.4	5	141	.1	.5
WFAN-AM																				
SP '97	2	37	.2		7	18	.1	.5					1	8	.1		3	18	.3	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96		9																9		
TOTALS																				
SP '97	1192	7836	14.7		1349	6315	16.6		1212	5290	14.9		1578	6745	19.4		1059	5915	13.0	
WI '97	1126	7796	13.9		1300	6236	16.0		1116	4848	13.7		1469	6686	18.1		1051	5888	12.9	
FA '96	1189	7878	14.6		1395	6376	17.2		1197	5178	14.7		1569	6798	19.3		1050	6199	12.9	
SU '96	1238	7857	15.0		1359	5947	16.5		1604	6248	19.5		1472	6609	17.9		965	5844	11.7	
4-Book	1186	7842	14.6		1351	6219	16.6		1282	5391	15.7		1522	6710	18.7		1031	5962	12.6	
SP '96	1202	8000	14.6		1396	6597	17.0		1242	5409	15.1		1526	6815	18.6		1073	6172	13.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	19	520	.2	1.4	8	261	.1	.8	11	62	.1	1.9	6	71	.1	.4	1	10	.1	
4-Book	23	644	.3	1.7	9	306	.1	.9	19	105	.2	2.9	11	63	.1	.7	4	15	.4	
WBEB-FM																				
SP '97	66	857	.8	4.8	38	547	.5	3.9	33	130	.4	5.6	84	212	1.0	5.3	66	124	.8	4.9
4-Book	62	878	.8	4.5	35	574	.4	3.7	29	105	.4	4.5	58	191	.7	3.9	47	143	.6	3.9
WDAS-AM																				
SP '97	2	38	.1	.5	5	53	.1	.5	2	6	.3	.3								
4-Book	3	33	.2	.6	6	66	.1	.6	3	10	.5	.5	3	6	.1	.2	2	8	.2	
WDAS-FM																				
SP '97	39	482	.5	2.9	25	269	.3	2.6	13	23	.2	2.2	45	92	.6	2.8	20	59	.2	1.5
4-Book	42	581	.5	3.1	33	391	.4	3.5	24	69	.3	3.6	51	140	.6	3.5	32	88	.4	2.7
WFIL-AM																				
SP '97	2	15	.1	.1		6							1	6	.1	.1				
4-Book	2	18	.1	.1		10			1	5	.1	.1		2						
WFLN-FM																				
SP '97	2	87	.1	.5	5	59	.1	.5	5	9	.1	.8	5	9	.1	.3	2	16	.1	
4-Book	7	110	.1	.5	7	80	.1	.8	8	16	.1	1.2	7	21	.1	.5	4	19	.1	.3
WHAT-AM																				
SP '97		23			3	27			1	5	.2	.2	3	5	.2	.2				
4-Book	3	37	.2	.2	3	31	.3	.3	4	8	.6	.6	2	5	.1	.1	1	3	.1	
WIOQ-FM																				
SP '97	135	2373	1.7	9.9	105	1718	1.3	10.8	50	274	.6	8.4	200	797	2.5	12.6	156	541	1.9	11.5
4-Book	177	2777	2.2	12.8	138	1988	1.7	14.6	73	319	.9	11.4	225	907	2.8	15.6	181	685	2.2	15.1
WIP -AM																				
SP '97	19	352	.2	1.4	17	334	.2	1.8	17	48	.2	2.9	17	81	.2	1.1	8	24	.1	.6
4-Book	23	368	.3	1.7	13	255	.2	1.4	13	48	.2	2.1	11	51	.1	.8	13	39	.2	1.1
WJZZ-FM																				
SP '97	16	196	.2	1.2	16	148	.2	1.7	2	9	.3	.3	42	61	.5	2.7	14	42	.2	1.0
4-Book	15	206	.2	1.1	13	154	.2	1.4	11	26	.2	1.7	25	56	.3	1.7	9	31	.1	.7
WMGK-FM																				
SP '97	57	932	.7	4.2	47	774	.6	4.9	24	115	.3	4.0	89	333	1.1	5.6	79	273	1.0	5.8
4-Book	73	906	.9	5.3	36	591	.5	3.8	24	101	.3	3.7	63	241	.8	4.3	54	215	.7	4.4
WMMR-FM																				
SP '97	47	1025	.6	3.4	27	535	.3	2.8	31	129	.4	5.2	59	204	.7	3.7	49	205	.6	3.6
4-Book	50	943	.6	3.6	27	515	.3	2.8	21	90	.3	3.3	46	181	.6	3.1	35	157	.4	2.8
WUGL-FM																				
SP '97	21	494	.3	1.5	22	359	.3	2.3	16	61	.2	2.7	47	118	.6	3.0	20	71	.2	1.5
4-Book	25	508	.3	1.8	18	352	.2	1.9	13	56	.2	2.1	33	105	.4	2.3	21	94	.3	1.8
WPEN-AM																				
SP '97	4	43	.3	.3	5	25	.1	.5					10	15	.1	.6	3	8	.2	
4-Book	4	35	.3	.3	2	21	.2	.2	3	10	.4	.4	5	11	.1	.3	1	4	.1	
+WPHI-FM																				
WDRE-FM																				
SP '97	192	2437	2.4	14.0	179	1849	2.2	18.5	77	304	.9	13.0	271	938	3.3	17.1	283	742	3.5	20.9
4-Book	116	1748	1.4	8.5	99	1263	1.2	10.4	48	191	.6	7.7	152	556	1.9	10.2	149	467	1.8	12.0
+WPHT-AM																				
SP '97	3	54	.2	.2		17							2	9	.1	.1				
4-Book	3	42	.2	.2	1	17	.1	.1					1	4	.1	.1				
WPLY-FM																				
SP '97	128	2108	1.6	9.4	84	1491	1.0	8.7	49	196	.6	8.2	137	599	1.7	8.7	116	458	1.4	8.5
4-Book	118	2135	1.5	8.6	75	1485	.9	7.9	42	206	.5	6.6	132	615	1.6	9.1	97	450	1.2	7.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SP '97	3	56	.2	.2	8	40	.1	.8	2	9	.3	.3	6	21	.1	.4	10	29	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	187	2522	2.3	13.7	151	1643	1.9	15.6	94	333	1.2	15.8	242	840	3.0	15.3	231	634	2.8	17.0
4-Book	231	2517	2.8	16.8	193	1855	2.4	20.5	122	397	1.5	19.1	300	915	3.7	20.8	260	728	3.2	21.7
WVDB-FM																				
SP '97	9	216	.1	.7	7	100	.1	.7	5	27	.1	.8	4	9	.3	.3	3	18	.2	.2
4-Book	11	183	.1	.8	5	92	.1	.6	6	19	.1	1.0	5	15	.3	.3	2	9	.1	.1
WXTU-FM																				
SP '97	23	404	.3	1.7	23	202	.3	2.4	18	53	.2	3.0	33	72	.4	2.1	42	83	.5	3.1
4-Book	29	368	.4	2.1	24	262	.3	2.5	19	60	.2	3.0	30	109	.4	2.0	27	85	.3	2.2
WYSP-FM																				
SP '97	173	1847	2.1	12.7	52	862	.6	5.4	45	137	.6	7.6	95	290	1.2	6.0	68	298	.8	5.0
4-Book	143	1569	1.7	10.4	50	783	.6	5.3	39	127	.5	6.3	78	268	1.0	5.3	65	225	.8	5.4
WYXR-FM																				
SP '97	58	1107	.7	4.2	40	753	.5	4.1	30	95	.4	5.1	58	241	.7	3.7	40	132	.5	2.9
4-Book	62	1142	.8	4.5	42	815	.5	4.5	28	114	.4	4.4	69	282	.9	4.8	44	185	.5	3.6
WKXV-FM																				
SP '97	3	113	.2	.2	1	50	.1	.1	3	9	.5	.5					1	7	.1	.1
4-Book	3	89	.2	.2	1	31	.1	.1	1	6	.2	.2		4			1	9	.1	.1
WFMZ-FM																				
SP '97	3	28	.2	.2		9											3	9	.2	.2
4-Book	1	29	.1	.1	1	10	.1	.1									1	2	.1	.1
WJBR-FM																				
SP '97	7	132	.1	.5	4	90	.4	.4	2	17	.3	.3	1	8	.1	.1	9	27	.1	.7
4-Book	6	137	.1	.4	5	93	.5	.5	1	13	.2	.2	2	13	.1	.1	8	18	.1	.6
WPST-FM																				
SP '97	50	1277	.6	3.7	40	817	.5	4.1	27	124	.3	4.5	62	324	.8	3.9	45	228	.6	3.3
4-Book	51	1256	.6	3.7	42	816	.5	4.4	33	140	.4	5.2	59	311	.8	4.0	56	243	.7	4.6
WRDR-FM																				
SP '97		11				12							1	2	.1	.1	2	6	.1	.1
4-Book		11				12							1	2	.1	.1	2	6	.1	.1
VSTV-FM																				
SP '97	2	170	.1	.6	1	67	.1	.1					1	16	.1	.1	1	16	.1	.1
4-Book	8	174	.1	.6	3	101	.3	.3	1	7	.2	.2	6	40	.1	.4	6	29	.1	.5
WFAN-AM																				
SP '97	2	18	.1	.1	**	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '97	1367	7642	16.8		969	6463	11.9		594	1840	7.3		1582	4028	19.5		1357	3241	16.7	
4-Book	1377	7680	16.9		947	6576	11.6		635	1923	7.8		1456	3897	17.9		1209	3168	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	1	8	.1	18	92	.2	4.3	12	86	.1	1.2	10	43	.1	1.0	4	40	.6		
4-Book	4	26	.5	12	77	.2	2.6	8	49	.1	.8	7	40	.1	.7	7	48	.1	1.0	
WBEB-FM																				
SP '97	45	152	.6	4.6	12	54	.1	2.9	26	128	.3	2.6	26	108	.3	2.5	10	101	.1	1.5
4-Book	34	142	.4	3.5	16	57	.2	3.4	32	126	.4	3.1	34	114	.4	3.5	31	152	.4	4.3
WDAS-AM																				
SP '97				17	36	.2	4.1	8	30	.1	.8	9	9	.1	.9	3	15	.4		
4-Book	2	9	.2	14	41	.2	3.0	15	45	.2	1.5	6	9	.1	.6	2	5	.2		
WDAS-FM																				
SP '97	31	86	.4	3.2	9	16	.1	2.2	19	66	.2	1.9	31	72	.4	3.0	23	49	.3	3.4
4-Book	37	111	.5	3.8	21	50	.2	4.4	30	91	.4	2.9	27	63	.4	2.7	36	83	.4	4.9
WFIL-AM																				
SP '97					6			1	6		.1									
4-Book				1	6		.3		2			1	2		.1			2		
WFLN-FM																				
SP '97	2	7	.2	6	18	.1	1.4	10	44	.1	1.0	11	18	.1	1.1					
4-Book	2	10	.2	6	21	.1	1.3	11	37	.1	1.0	15	29	.2	1.6	8	31	.1	1.0	
WHAT-AM																				
SP '97				6	19	.1	1.4	4	19		.4	6	8	.1	.6	2	8	.3		
4-Book	1	5	.1	11	21	.2	2.3	3	10		.3	2	2		.2	1	2	.1		
WIOQ-FM																				
SP '97	121	471	1.5	12.3	26	165	.3	6.3	105	539	1.3	10.3	125	429	1.5	12.1	42	223	.5	6.2
4-Book	172	655	2.1	17.8	48	226	.6	10.1	143	655	1.8	14.1	149	544	1.8	15.4	91	377	1.1	12.1
WIP -AM																				
SP '97	34	146	.4	3.5	4	33		1.0	18	65	.2	1.8	16	49	.2	1.5	20	66	.2	2.9
4-Book	14	70	.2	1.5	7	32	.1	1.4	18	63	.2	1.8	10	44	.1	1.0	16	59	.2	2.2
WJZ-FM																				
SP '97	6	13	.1	.6	2	9		.5	30	76	.4	3.0	10	19	.1	1.0	13	40	.2	1.9
4-Book	7	24	.1	.8	5	19	.1	1.1	16	39	.2	1.6	12	22	.2	1.2	15	47	.2	1.9
WMGK-FM																				
SP '97	23	139	.3	2.3	3	33		.7	42	181	.5	4.1	68	216	.8	6.6	44	137	.5	6.5
4-Book	25	119	.3	2.6	12	61	.1	2.5	33	146	.4	3.2	44	142	.5	4.5	33	132	.4	4.4
WMMR-FM																				
SP '97	17	100	.2	1.7	9	34	.1	2.2	22	89	.3	2.2	18	77	.2	1.7	10	73	.1	1.5
4-Book	16	81	.2	1.7	12	56	.2	2.5	30	122	.4	3.0	35	123	.4	3.6	18	85	.2	2.4
WOGL-FM																				
SP '97	12	86	.1	1.2	26	64	.3	6.3	27	127	.3	2.7	14	35	.2	1.4	11	51	.1	1.6
4-Book	11	63	.1	1.1	18	64	.2	3.9	22	114	.3	2.2	11	52	.2	1.2	9	52	.1	1.3
WPEN-AM																				
SP '97	2	7	.2		1	7		.2	11	15	.1	1.1	11	17	.1	1.1	2	7	.3	
4-Book	1	2	.1		2		.1		3	4		.3	3	7		.3	1	4	.1	
+WPHI-FM																				
WDRE-FM																				
SP '97	204	583	2.5	20.8	62	217	.8	15.0	197	625	2.4	19.4	196	617	2.4	18.9	126	486	1.6	18.5
4-Book	114	396	1.4	12.1	32	130	.4	7.3	104	399	1.3	10.3	105	359	1.3	10.6	75	285	.9	10.4
+WPHT-AM																				
SP '97								2	8		.2									
4-Book	3	6	.3					2	8		.2		2	8	.2		1	2	.1	
WPLY-FM																				
SP '97	51	342	.6	5.2	34	208	.4	8.2	105	478	1.3	10.3	124	500	1.5	12.0	50	295	.6	7.4
4-Book	64	360	.8	6.7	39	207	.5	8.3	84	465	1.1	8.2	86	409	1.0	8.7	49	308	.6	6.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	3 **	24 **	.3 **	.3 **	11 **	19 **	.1 **	2.7 **	11 **	16 **	.1 **	1.1 **	12 **	25 **	.1 **	1.2 **	8 **	19 **	.1 **	1.2 **	
WUSL-FM SP '97 4-Book	176 240	632 739	2.2 3.0	18.0 25.0	58 78	201 249	.7 1.0	14.0 16.7	112 180	435 607	1.4 2.2	11.0 17.6	128 175	338 462	1.6 2.2	12.4 18.0	151 166	476 506	1.9 2.0	22.2 22.3	
WWDB-FM SP '97 4-Book	1 f	4	.1	.1	2 6	17 18	.5 .1	2.6 1.2	26 19	62 51	.3 .2	2.6 1.9	11 3	27 12	.1 .3	1.1 .3	1 f	9 7	.1 .1	.1 .1	
WXTU-FM SP '97 4-Book	14 21	41 79	.2 .3	1.4 2.2	25 15	85 54	.3 .2	6.0 3.2	31 35	99 113	.4 .4	3.1 3.5	9 22	33 70	.1 .3	.9 2.3	15 18	41 53	.2 .2	2.2 2.5	
WYSP-FM SP '97 4-Book	54 42	215 176	.7 .5	5.5 4.4	21 21	76 80	.3 .3	5.1 4.7	57 59	266 257	.7 .7	5.6 5.8	45 61	186 204	.6 .8	4.3 6.2	27 36	151 141	.3 .5	4.0 5.0	
WYXR-FM SP '97 4-Book	34 34	155 165	.4 .4	3.5 3.6	17 21	90 89	.2 .3	4.1 4.4	35 42	240 197	.4 .5	3.4 4.1	45 39	191 160	.6 .5	4.3 3.9	53 54	224 220	.7 .7	7.8 7.1	
WKXV-FM SP '97 4-Book	1	4	.1	.1	1	8 7	.2	.2	2 2	26 10	.2 .2	.2	4 1	7 3	.4 .1	.4	1 1	7 7	.1 .2	.1 .2	
WFMZ-FM SP '97 4-Book					1 3	9 7	.2 .7	.2	1	2	.1	.1		3				1			
WJBR-FM SP '97 4-Book	4 7	32 32	.4 .1	.4 .8	2 1	9 12	.5 .3	.5	3 5	16 19	.3 .1	.3 .5	5 7	21 27	.1 .1	.5 .7	9 7	31 26	.1 .1	1.3 .9	
WPST-FM SP '97 4-Book	39 37	230 205	.5 .5	4.0 3.8	21 20	136 94	.3 .3	5.1 4.3	39 45	237 249	.5 .6	3.8 4.4	66 55	240 225	.8 .7	6.4 5.6	22 30	116 150	.3 .4	3.2 4.0	
WRDR-FM SP '97 4-Book									1	3	.1	.1	1	4	.1	.1					
WSTW-FM SP '97 4-Book	5 3	9 19	.1 .3	.5 .3		2	.1	.1	1 4	17 30	.1 .3	.1 .3	1 5	9 24	.1 .5	.1 .5	1 3	8 12	.1 .3	.1 .3	
WFAN-AM SP '97 4-Book	1 **	8 **	.1 **	.1 **	**	**	**	**	**	**	**	**	**	**	**	**	**	1 **	8 **	.1 **	.1 **
TOTALS SP '97 4-Book	980 961	2828 2884	12.1 11.8		414 464	1440 1529	5.1 5.7		1015 1020	3080 3109	12.5 12.5		1035 979	2610 2509	12.7 12.0		680 740	2105 2297	8.4 9.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	49	1786	.4	2.1	147	1314	1.2	4.8	34	503	.3	1.0	51	672	.4	1.8	14	283	.1	1.1
WI '97	52	2227	.4	2.4	163	1400	1.4	5.5	37	648	.3	1.2	52	765	.4	1.9	19	511	.2	1.6
FA '96	49	2118	.4	2.2	134	1450	1.1	4.4	39	658	.3	1.2	57	835	.5	2.1	20	449	.2	1.6
SU '96	52	2045	.4	2.3	130	1294	1.1	4.2	60	630	.5	1.7	58	797	.5	2.1	15	372	.1	1.3
4-Book	51	2044	.4	2.3	144	1365	1.2	4.7	43	610	.4	1.3	55	767	.5	2.0	17	404	.2	1.4
SP '96	44	2145	.4	1.9	138	1370	1.1	4.5	26	648	.2	.8	50	877	.4	1.8	15	313	.1	1.2
WBEB-FM																				
SP '97	113	1851	1.0	4.9	122	968	1.0	4.0	205	943	1.7	6.2	149	1029	1.3	5.3	59	673	.5	4.5
WI '97	122	1951	1.0	5.7	141	778	1.2	4.8	205	872	1.7	6.6	155	970	1.3	5.7	65	708	.6	5.4
FA '96	133	2069	1.1	6.0	157	1067	1.3	5.2	243	1001	2.1	7.7	162	1158	1.4	5.8	74	743	.6	5.8
SU '96	140	1881	1.2	6.2	146	815	1.2	4.7	281	1143	2.3	8.1	171	1048	1.4	6.3	58	559	.5	5.1
4-Book	127	1938	1.1	5.7	142	907	1.2	4.7	234	990	2.0	7.2	159	1051	1.4	5.8	64	671	.6	5.2
SP '96	116	2113	1.0	5.1	122	918	1.0	4.0	227	1055	1.9	7.0	151	1104	1.3	5.4	40	614	.3	3.1
WDAS-AM																				
SP '97	5	142		.2	4	45		.1	4	32		.1	3	26		.1	2	25		.2
WI '97	5	118		.2	5	15		.2	3	19		.1	3	24		.1	3	17		.2
FA '96	7	168	.1	.3	5	67		.2	7	47	.1	.2	7	43	.1	.3	3	31		.2
SU '96	11	214	.1	.5	12	84	.1	.4	12	67	.1	.3	9	46	.1	.3	2	19		.2
4-Book	7	161	.1	.3	7	53		.2	7	41	.1	.2	6	35	.1	.2	3	23		.2
SP '96	10	258	.1	.4	10	81	.1	.3	10	52	.1	.3	3	46		.1	6	29		.5
WDAS-FM																				
SP '97	120	1504	1.0	5.2	153	788	1.3	5.0	170	795	1.4	5.2	124	812	1.1	4.4	93	574	.8	7.1
WI '97	132	1521	1.1	6.1	164	825	1.4	5.5	209	738	1.8	6.7	161	840	1.4	6.0	81	669	.7	6.7
FA '96	131	1643	1.1	5.9	146	780	1.2	4.8	163	864	1.4	5.2	167	953	1.4	6.0	115	771	1.0	9.0
SU '96	134	1535	1.1	5.9	143	789	1.2	4.6	173	799	1.4	5.0	145	888	1.2	5.4	96	648	.8	8.4
4-Book	129	1551	1.1	5.8	152	796	1.3	5.0	179	799	1.5	5.5	149	873	1.3	5.5	96	666	.8	7.8
SP '96	149	1719	1.2	6.5	174	875	1.4	5.6	196	980	1.6	6.0	159	1024	1.3	5.7	105	761	.9	8.1
WFIL-AM																				
SP '97	1	50			1	18			2	27		.1	1	18			1	16		.1
WI '97	2	92		.1	6	37	.1	.2	2	38		.1	1	21			1	22		
FA '96	1	61			1	20			1	19			1	16			1	14		.1
SU '96	3	54		.1	8	42	.1	.3	6	15		.2	2	25		.1				
4-Book	2	64		.1	4	29	.1	.1	3	25		.1	1	20			1	13		.1
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	15	328	.1	.7	14	80	.1	.5	22	115	.2	.7	22	144	.2	.8	9	101	.1	.7
WI '97	17	434	.1	.8	17	165	.1	.6	27	200	.2	.9	21	256	.2	.8	11	146	.1	.9
FA '96	18	478	.2	.8	14	155	.1	.5	18	154	.2	.6	17	190	.1	.6	17	190	.1	1.3
SU '96	19	357	.2	.8	22	158	.2	.7	34	161	.3	1.0	27	185	.2	1.0	9	125	.1	.8
4-Book	17	399	.2	.8	17	140	.1	.6	25	158	.2	.8	22	194	.2	.8	12	141	.1	.9
SP '96	14	345	.1	.6	17	146	.1	.6	29	138	.2	.9	17	196	.1	.6	6	106		.5
WHAT-AM																				
SP '97	8	93	.1	.3	12	39	.1	.4	12	50	.1	.4	8	39	.1	.3	3	27		.2
WI '97	6	60	.1	.3	14	28	.1	.5	11	36	.1	.4	2	17		.1	1	9		.1
FA '96	9	102	.1	.4	10	67	.1	.3	14	45	.1	.4	10	45	.1	.4	7	36	.1	.5
SU '96	6	92		.3	16	43	.1	.5	4	26		.1	2	19		.1	4	10		.4
4-Book	7	87	.1	.3	13	44	.1	.4	10	39	.1	.3	6	30	.1	.2	4	21		.3
SP '96	3	72		.1	6	41		.2	7	37	.1	.2	1	7				6		
WIOQ-FM																				
SP '97	160	2978	1.4	7.0	146	1313	1.2	4.8	223	1690	1.9	6.8	220	1956	1.9	7.9	112	1191	1.0	8.6
WI '97	171	3043	1.5	7.9	173	1239	1.5	5.8	228	1603	1.9	7.3	226	1855	1.9	8.4	120	1303	1.0	10.0
FA '96	165	3448	1.4	7.4	166	1465	1.4	5.5	218	1880	1.9	6.9	210	2038	1.8	7.6	125	1448	1.1	9.8
SU '96	183	3285	1.5	8.1	201	1345	1.7	6.5	274	1871	2.3	7.9	233	1936	1.9	8.6	114	1390	.9	10.0
4-Book	170	3189	1.5	7.6	172	1341	1.5	5.7	236	1761	2.0	7.2	222	1946	1.9	8.1	118	1333	1.0	9.6
SP '96	158	2989	1.3	6.9	168	1441	1.4	5.4	208	1691	1.7	6.4	183	1855	1.5	6.6	126	1231	1.0	9.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SP '97	121	2822	1.0	5.3	184	1445	1.6	6.0	163	1396	1.4	4.9	147	1714	1.2	5.3	62	967	.5	4.7
WI '97	137	3114	1.2	6.4	194	1486	1.6	6.5	200	1532	1.7	6.4	178	1967	1.5	6.6	53	983	.5	4.4
FA '96	128	3122	1.1	5.8	193	1719	1.6	6.4	163	1462	1.4	5.2	163	1807	1.4	5.9	65	1086	.6	5.1
SU '96	135	2838	1.1	6.0	205	1444	1.7	6.6	211	1495	1.8	6.1	157	1604	1.3	5.8	56	949	.5	4.9
4-Book	130	2974	1.1	5.9	194	1524	1.6	6.4	184	1471	1.6	5.7	161	1773	1.4	5.9	59	996	.5	4.8
SP '96	143	3187	1.2	6.3	164	1382	1.4	5.3	187	1569	1.6	5.7	185	1962	1.5	6.6	87	1330	.7	6.7
WURD-AM																				
SP '97	17	148	.1	.7	29	90	.2	.9	14	77	.1	.4	17	89	.1	.6	11	58	.1	.8
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	203	2699	1.7	8.8	204	1410	1.7	6.6	249	1495	2.1	7.6	229	1567	1.9	8.2	181	1363	1.5	13.8
WI '97	255	2680	2.2	11.9	265	1496	2.3	8.9	288	1507	2.4	9.3	313	1768	2.7	11.6	250	1476	2.1	20.8
FA '96	256	2733	2.2	11.5	274	1483	2.3	9.0	294	1656	2.5	9.3	316	1681	2.7	11.4	227	1579	1.9	17.8
SU '96	242	2571	2.0	10.7	289	1537	2.4	9.3	287	1572	2.4	8.3	272	1614	2.3	10.0	193	1421	1.6	16.9
4-Book	239	2671	2.0	10.7	258	1482	2.2	8.5	280	1558	2.4	8.6	283	1658	2.4	10.3	213	1460	1.8	17.3
SP '96	278	2747	2.3	12.2	317	1654	2.6	10.3	332	1719	2.8	10.2	320	1948	2.7	11.5	254	1637	2.1	19.5
WWDB-FM																				
SP '97	23	575	.2	1.0	18	126	.2	.6	32	223	.3	1.0	49	318	.4	1.8	7	94	.1	.5
WI '97	29	675	.2	1.3	17	136	.1	.6	58	236	.5	1.9	62	375	.5	2.3	4	86	.1	.3
FA '96	31	710	.3	1.4	28	174	.2	.9	61	355	.5	1.9	38	333	.3	1.4	13	214	.1	1.0
SU '96	33	675	.3	1.5	17	151	.1	.5	78	327	.6	2.2	35	239	.3	1.3	14	130	.1	1.2
4-Book	29	659	.3	1.3	20	147	.2	.7	57	285	.5	1.8	46	316	.4	1.7	10	131	.1	.8
SP '96	18	412	.1	.8	19	133	.2	.6	43	214	.4	1.3	24	132	.2	.9	3	49	.1	.2
WXTU-FM																				
SP '97	68	1115	.6	3.0	86	580	.7	2.8	102	526	.9	3.1	70	657	.6	2.5	32	368	.3	2.4
WI '97	75	954	.6	3.5	104	599	.9	3.5	117	635	1.0	3.8	83	632	.7	3.1	41	396	.3	3.4
FA '96	76	1076	.6	3.4	96	636	.8	3.2	98	551	.8	3.1	112	724	1.0	4.0	43	428	.4	3.4
SU '96	88	963	.7	3.9	119	512	1.0	3.8	153	509	1.3	4.4	102	722	.8	3.8	32	372	.3	2.8
4-Book	77	1027	.6	3.5	101	582	.9	3.3	118	555	1.0	3.6	92	684	.8	3.4	37	391	.3	3.0
SP '96	69	1094	.6	3.0	73	618	.6	2.4	92	478	.8	2.8	100	668	.8	3.6	30	390	.2	2.3
WYSP-FM																				
SP '97	288	4024	2.4	12.6	719	2698	6.1	23.4	414	2026	3.5	12.6	290	2020	2.5	10.4	75	987	.6	5.7
WI '97	238	3878	2.0	11.1	675	2640	5.7	22.8	276	1813	2.3	8.9	206	1674	1.8	7.6	63	872	.5	5.2
FA '96	212	3848	1.8	9.5	579	2367	4.9	19.1	235	1724	2.0	7.4	187	1690	1.6	6.8	64	1016	.5	5.0
SU '96	250	3559	2.1	11.0	727	2341	6.0	23.4	357	1894	3.0	10.3	183	1428	1.5	6.8	52	746	.4	4.6
4-Book	247	3827	2.1	11.1	675	2512	5.7	22.2	321	1864	2.7	9.8	217	1703	1.9	7.9	64	905	.5	5.1
SP '96	224	3475	1.9	9.8	623	2330	5.2	20.2	317	1919	2.6	9.7	177	1475	1.5	6.3	59	720	.5	4.5
WYXR-FM																				
SP '97	105	2229	.9	4.6	112	1037	1.0	3.6	180	1133	1.5	5.5	141	1268	1.2	5.0	64	781	.5	4.9
WI '97	83	2264	.7	3.9	97	939	.8	3.3	138	996	1.2	4.4	110	1107	.9	4.1	41	803	.3	3.4
FA '96	128	2542	1.1	5.8	138	1216	1.2	4.5	192	1277	1.6	6.1	172	1419	1.5	6.2	78	1051	.7	6.1
SU '96	130	2663	1.1	5.7	119	1039	1.0	3.8	214	1296	1.8	6.2	166	1365	1.4	6.1	75	912	.6	6.6
4-Book	112	2425	1.0	5.0	117	1058	1.0	3.8	181	1176	1.5	5.6	147	1290	1.3	5.4	65	887	.5	5.3
SP '96	123	2327	1.0	5.4	153	1174	1.3	5.0	193	1093	1.6	5.9	137	1184	1.1	4.9	79	976	.7	6.1
WKXW-FM																				
SP '97	12	392	.1	.5	11	117	.1	.4	17	163	.1	.5	23	190	.2	.8	3	68	.1	.2
WI '97	12	367	.1	.6	21	67	.2	.7	23	135	.2	.7	16	184	.1	.6	2	58	.1	.2
FA '96	10	304	.1	.5	17	141	.1	.6	16	127	.1	.5	8	120	.1	.3	7	127	.1	.5
SU '96	14	342	.1	.6	12	117	.1	.4	22	156	.2	.6	21	179	.2	.8	15	120	.1	1.3
4-Book	12	351	.1	.6	15	111	.1	.5	20	145	.2	.6	17	168	.2	.6	7	93	.1	.6
SP '96	12	543	.1	.5	15	217	.1	.5	12	204	.1	.4	29	265	.2	1.0	7	153	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	3	62	.1	.1	4	36	.1	.1	6	26	.1	.2	3	18	.1	.1				
WI '97	8	132	.1	.4	5	43	.2	.2	12	48	.1	.4	12	92	.1	.4	7	59	.1	.6
FA '96	2	103	.1	.1	2	41	.1	.1	3	32	.1	.1	1	20	.1	.1				
SU '96	6	102	.3	.3	10	53	.1	.3	15	58	.1	.4	10	41	.1	.4		9		
4-Book	5	100	.2	.2	5	43	.2	.2	9	41	.1	.3	7	43	.1	.2	2	17		.2
SP '96	10	188	.1	.4	13	109	.1	.4	13	59	.1	.4	5	88	.2	.2	7	56	.1	.5
WJBR-FM																				
SP '97	12	294	.1	.5	15	127	.1	.5	24	143	.2	.7	11	111	.1	.4	7	144	.1	.5
WI '97	8	274	.1	.4	13	114	.1	.4	12	111	.1	.4	9	121	.1	.3	4	92		.3
FA '96	17	441	.1	.8	13	187	.1	.4	22	197	.2	.7	24	177	.2	.9	14	131	.1	1.1
SU '96	7	350	.1	.3	8	80	.1	.3	9	103	.1	.3	8	169	.1	.3	6	124		.5
4-Book	11	340	.1	.5	12	127	.1	.4	17	139	.2	.5	13	145	.1	.5	8	123		.6
SP '96	4	205	.2	.2	3	38	.1	.1	7	74	.1	.2	2	67	.1	.1	7	106	.1	.5
WPST-FM																				
SP '97	63	1659	.5	2.7	68	710	.6	2.2	93	863	.8	2.8	88	980	.7	3.1	42	611	.4	3.2
WI '97	57	1485	.5	2.6	71	540	.6	2.4	88	668	.7	2.8	83	948	.7	3.1	26	421	.2	2.2
FA '96	56	1579	.5	2.5	64	657	.5	2.1	100	725	.9	3.2	77	873	.7	2.8	22	606	.2	1.7
SU '96	40	1610	.3	1.8	51	564	.4	1.6	67	759	.6	1.9	56	790	.5	2.1	18	491	.1	1.6
4-Book	54	1583	.5	2.4	64	618	.5	2.1	87	754	.8	2.7	76	898	.7	2.8	27	532		2.2
SP '96	69	1963	.6	3.0	79	755	.7	2.6	114	931	.9	3.5	95	1158	.8	3.4	28	634	.2	2.1
WRDR-FM																				
SP '97	3	40	.1	.1	5	30	.2	.2	10	24	.1	.3	3	33	.1	.1				
WI '97		29											1	20				20		
FA '96	1	16			1	7			2	7	.1	.1	1	16						
SU '96	1	69			1	7			2	25	.1	.1	1	25						
4-Book	1	39			2	11		.1	4	14		.1	2	24				5		
SP '96	1	29			1	18							2	9	.1	.1	1	9		.1
WSTV-FM																				
SP '97	16	532	.1	.7	17	204	.1	.6	27	156	.2	.8	23	295	.2	.8	5	137		.4
WI '97	27	545	.2	1.3	40	223	.3	1.3	60	192	.5	1.9	30	251	.3	1.1	4	121		.3
FA '96	24	576	.2	1.1	30	216	.3	1.0	46	202	.4	1.5	27	280	.2	1.0	14	166	.1	1.1
SU '96	12	518	.1	.5	11	178	.1	.4	18	168	.1	.5	14	212	.1	.5	6	180		.5
4-Book	20	543	.2	.9	25	205	.2	.8	38	180	.3	1.2	24	260	.2	.9	7	151		.6
SP '96	14	535	.1	.6	14	148	.1	.5	23	205	.2	.7	25	311	.2	.9	7	172	.1	.5
WFAN-AM																				
SP '97	10	139	.1	.4	21	47	.2	.7	15	68	.1	.5	12	72	.1	.4	5	45		.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	10	135	.1	.4	16	35	.1	.5	16	58	.1	.5	15	65	.1	.5	1	44		.1
TOTALS																				
SP '97	2294	11493	19.5		3069	9999	26.1		3296	9166	28.0		2798	10113	23.8		1308	7776	11.1	
WI '97	2151	11425	18.3		2963	9839	25.2		3110	9057	26.4		2699	10007	22.9		1203	7483	10.2	
FA '96	2221	11554	18.9		3038	10096	25.8		3161	9419	26.9		2770	10190	23.5		1277	7912	10.9	
SU '96	2268	11632	18.9		3109	10191	25.9		3477	9504	28.9		2707	10125	22.5		1139	7510	9.5	
4-Book	2234	11526	18.9		3045	10031	25.8		3261	9287	27.6		2744	10109	23.2		1232	7670	10.4	
SP '96	2278	11688	19.0		3085	10264	25.7		3262	9398	27.1		2793	10388	23.2		1304	7829	10.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	74	1625	.6	2.4	27	738	.2	1.7	69	359	.6	5.3	32	178	.3	1.1	13	81	.1	.6
4-Book	77	1795	.7	2.6	26	843	.2	1.7	62	340	.6	5.0	32	220	.3	1.3	21	133	.2	1.2
WBEB-FM																				
SP '97	162	1494	1.4	5.3	60	790	.5	3.8	58	213	.5	4.5	122	340	1.0	4.4	98	233	.8	4.6
4-Book	183	1575	1.5	6.0	70	876	.6	4.8	64	213	.5	5.3	129	342	1.1	5.3	91	264	.8	4.9
WDAS-AM																				
SP '97	4	68	.1	.1	8	88	.1	.5	6	6	.1	.6	4	12	.1	.2	3	7	.1	.1
4-Book	6	78	.1	.2	11	127	.1	.7	8	27	.1	.6	4	12	.1	.2	3	7	.1	.1
WDAS-FM																				
SP '97	151	1230	1.3	4.9	85	838	.7	5.4	52	143	.4	4.0	144	343	1.2	5.1	98	256	.8	4.6
4-Book	162	1283	1.4	5.4	94	930	.8	6.4	74	203	.6	6.0	149	381	1.3	6.1	109	270	.9	5.9
WFIL-AM																				
SP '97	2	35	.1	.1	1	18	.1	.1	1	10	.1	.1					1	4	.1	.1
4-Book	3	47	.1	.1	1	29	.1	.1	3	11	.1	.3					1	4	.1	.1
WFLN-FM																				
SP '97	19	222	.2	.6	11	123	.1	.7	12	35	.1	.9	15	43	.1	.5	8	35	.1	.4
4-Book	22	285	.2	.7	13	193	.1	.9	9	29	.1	.7	22	75	.2	.9	10	44	.1	.6
WHAT-AM																				
SP '97	11	69	.1	.4	5	56	.1	.3	4	11	.1	.3	6	17	.1	.2	6	13	.1	.3
4-Book	10	62	.1	.3	5	53	.1	.3	6	14	.1	.5	9	15	.1	.4	3	8	.1	.2
WIOQ-FM																				
SP '97	198	2581	1.7	6.4	123	1737	1.0	7.9	69	336	.6	5.3	238	844	2.0	8.5	173	544	1.5	8.1
4-Book	212	2719	1.8	7.0	130	1853	1.1	8.9	77	330	.7	6.3	235	850	2.0	9.7	178	633	1.5	9.6
WIP -AM																				
SP '97	91	886	.8	3.0	31	682	.3	2.0	36	122	.3	2.8	42	187	.4	1.5	28	107	.2	1.3
4-Book	104	1091	.9	3.5	29	566	.3	2.0	31	107	.3	2.5	33	147	.3	1.4	29	109	.3	1.6
WJJZ-FM																				
SP '97	78	698	.7	2.5	40	480	.3	2.6	23	117	.2	1.8	99	208	.8	3.5	48	125	.4	2.2
4-Book	72	714	.6	2.4	41	486	.4	2.8	35	109	.3	2.8	69	182	.6	2.8	41	117	.3	2.2
WNGK-FM																				
SP '97	199	2266	1.7	6.5	104	1435	.9	6.6	66	313	.6	5.1	224	685	1.9	8.0	161	542	1.4	7.5
4-Book	217	2141	1.8	7.2	88	1352	.8	6.0	63	283	.6	5.1	177	596	1.5	7.2	134	471	1.2	7.2
WMMR-FM																				
SP '97	228	2448	1.9	7.4	111	1444	.9	7.1	130	434	1.1	10.1	229	706	1.9	8.2	153	560	1.3	7.1
4-Book	192	2241	1.6	6.3	78	1233	.7	5.2	81	293	.7	6.5	153	514	1.3	6.1	111	426	1.0	5.9
WQGL-FM																				
SP '97	74	894	.6	2.4	63	691	.5	4.0	49	176	.4	3.8	131	305	1.1	4.7	63	183	.5	2.9
4-Book	59	841	.5	1.9	40	560	.3	2.7	35	130	.3	2.8	73	218	.6	3.0	46	167	.4	2.5
WPEN-AM																				
SP '97	4	53	.1	.1	6	35	.1	.4	1	9	.1	.1	14	17	.1	.5	5	16	.1	.2
4-Book	6	80	.1	.2	5	44	.1	.3	5	17	.1	.5	10	22	.1	.4	5	11	.1	.2
+WPHI-FM																				
WDRE-FM																				
SP '97	160	2000	1.4	5.2	121	1441	1.0	7.7	77	270	.7	6.0	186	637	1.6	6.6	191	533	1.6	8.9
4-Book	136	1824	1.2	4.5	82	1205	.7	5.5	50	195	.4	4.1	140	516	1.2	5.7	123	418	1.0	6.5
+WPHT-AM																				
SP '97	6	134	.1	.2	4	87	.1	.3					4	18	.1	.1	7	17	.1	.3
4-Book	6	122	.1	.2	2	55	.1	.2	1	3	.1	.1	2	7	.1	.1	3	15	.1	.2
WPLY-FM																				
SP '97	164	2486	1.4	5.3	83	1526	.7	5.3	67	310	.6	5.2	174	660	1.5	6.2	123	445	1.0	5.7
4-Book	180	2590	1.5	5.9	89	1595	.8	6.1	62	264	.5	5.1	168	682	1.4	6.9	122	499	1.1	6.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	19 **	133 **	.2 **	.6 **	17 **	92 **	.1 **	1.1 **	12 **	20 **	.1 **	.9 **	30 **	55 **	.3 **	1.1 **	9 **	39 **	.1 **	.4 **
WUSL-FM SP '97 4-Book	229 274	2282 2320	1.9 2.3	7.5 9.1	172 195	1722 1750	1.5 1.7	11.0 13.3	117 131	399 389	1.0 1.1	9.1 10.6	266 298	791 796	2.3 2.5	9.5 12.4	230 245	651 635	2.0 2.1	10.7 13.2
WVDB-FM SP '97 4-Book	33 43	460 498	.3 .4	1.1 1.4	14 19	215 278	.1 .2	.9 1.3	2 11	20 38	.1 .1	.2 .9	1 10	9 36	.1 .1	.4 .4	4 4	15 15	.1 .1	.2 .2
WXTU-FM SP '97 4-Book	87 105	938 906	.7 .9	2.8 3.5	59 55	635 613	.5 .5	3.8 3.7	93 60	259 194	.8 .5	7.2 4.7	92 88	285 277	.8 .7	3.3 3.6	95 77	294 247	.8 .7	4.4 4.1
WYSP-FM SP '97 4-Book	470 398	3671 3424	4.0 3.4	15.3 13.1	107 103	1562 1551	.9 .9	6.8 7.0	113 102	337 306	1.0 .9	8.8 8.4	208 159	708 576	1.8 1.3	7.4 6.4	158 120	591 438	1.3 1.0	7.4 6.4
WYXR-FM SP '97 4-Book	147 151	1856 1931	1.2 1.3	4.8 5.0	58 73	1057 1237	.5 .6	3.7 4.9	59 64	218 262	.5 .6	4.6 5.2	117 128	452 476	1.0 1.1	4.2 5.3	99 95	339 387	.8 .8	4.6 5.1
WKXV-FM SP '97 4-Book	17 17	317 278	.1 .1	.6 .6	10 7	143 116	.1 .1	.6 .4	4 5	18 19	.3 .4	.3 .4	17 10	67 37	.1 .1	.6 .4	35 16	84 45	.3 .1	1.6 .8
WFMZ-FM SP '97 4-Book	4 7	62 78	.1 .1	.1 .2	2 3	26 39	.1 .2	.1 .2	3 3	5 5	.1 .3	.3 .3	3 3	10 10	.2 .2	.2 .2	7 2	18 7	.1 .1	.3 .1
WJBR-FM SP '97 4-Book	17 15	200 255	.1 .1	.6 .5	6 8	110 131	.1 .1	.4 .5	6 8	31 29	.1 .1	.5 .7	9 14	28 46	.1 .2	.3 .6	16 15	48 36	.1 .1	.7 .8
WPST-FM SP '97 4-Book	84 76	1435 1318	.7 .7	2.7 2.5	38 32	871 761	.3 .3	2.4 2.2	28 26	166 131	.2 .2	2.2 2.2	58 55	333 299	.5 .5	2.1 2.3	54 47	325 227	.5 .4	2.5 2.5
WRDR-FM SP '97 4-Book	6 2	40 27	.1 .1	.2 .1	1 1	6 17	.1 .1	.2 .1	1 1	6 17	.1 .1	.2 .1	1 3	6 7	.1 .1	.1 .1	2 2	6 6	.1 .1	.1 .1
WSTW-FM SP '97 4-Book	23 29	448 407	.2 .3	.7 1.0	12 11	217 232	.1 .1	.8 .8	5 7	31 31	.1 .1	.4 .6	12 19	90 103	.1 .2	.4 .8	18 17	68 55	.2 .2	.8 .9
WFAN-AM SP '97 4-Book	16 **	121 **	.1 **	.5 **	3 **	52 **	.2 **	.2 **	5 **	9 **	.4 **	.4 **	4 **	8 **	.1 **	.1 **	5 **	18 **	.2 **	.2 **
TOTALS SP '97 4-Book	3073 3036	11326 11389	26.1 25.7		1564 1474	9667 9597	13.3 12.5		1290 1235	3801 3498	11.0 10.5		2804 2444	6666 6052	23.8 20.7		2144 1870	5157 4737	18.2 15.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-34																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SP '97	12	58	.1	.9	57	258	.5	7.5	20	131	.2	1.2	14	91	.1	1.0	11	85	.1	1.2	
4-Book	13	76	.1	1.0	37	192	.3	4.6	18	127	.2	1.1	15	104	.1	1.1	16	114	.2	1.7	
WBEB-FM																					
SP '97	65	232	.6	4.9	28	109	.2	3.7	42	213	.4	2.4	43	163	.4	3.1	21	137	.2	2.3	
4-Book	62	240	.6	4.8	37	118	.3	4.7	75	254	.7	4.5	59	196	.5	4.3	36	182	.3	3.7	
WDAS-AM																					
SP '97					25	68	.2	3.3	32	68	.3	1.9	6	21	.1	.4					
4-Book	1	4		.1	30	90	.3	3.8	26	78	.2	1.6	10	25	.1	.7	7	12	.1	.7	
WDAS-FM																					
SP '97	84	261	.7	6.3	42	124	.4	5.5	59	193	.5	3.4	55	171	.5	3.9	129	242	1.1	14.1	
4-Book	88	262	.7	6.8	47	123	.4	6.0	74	219	.6	4.4	71	187	.6	5.2	128	258	1.1	13.3	
WFIL-AM																					
SP '97									1	9		.1					4	10		.4	
4-Book					1	7		.2	2	9		.1		1	5		.1	1	4		.1
WFLN-FM																					
SP '97	7	33	.1	.5	9	26	.1	1.2	17	73	.1	1.0	21	36	.2	1.5					
4-Book	9	41	.1	.7	11	32	.1	1.3	21	83	.2	1.2	15	39	.2	1.1	7	38	.1	.8	
WHAT-AM																					
SP '97		7			13	35	.1	1.7	4	36		.2	8	14	.1	.6	2	8		.2	
4-Book	4	13		.3	9	23	.1	1.1	6	21	.1	.4	3	6		.3	1	5		.1	
WIOQ-FM																					
SP '97	155	512	1.3	11.6	26	123	.2	3.4	126	509	1.1	7.3	112	400	1.0	8.0	61	305	.5	6.7	
4-Book	172	588	1.5	13.3	38	152	.3	4.8	126	544	1.1	7.5	114	433	1.0	8.3	76	318	.6	7.9	
WIP -AM																					
SP '97	51	213	.4	3.8	16	59	.1	2.1	26	156	.2	1.5	24	109	.2	1.7	20	89	.2	2.2	
4-Book	26	117	.2	2.0	23	70	.2	2.9	37	159	.3	2.2	26	107	.2	1.9	24	96	.2	2.6	
WJZZ-FM																					
SP '97	31	125	.3	2.3	10	60	.1	1.3	47	141	.4	2.7	31	123	.3	2.2	21	65	.2	2.3	
4-Book	28	101	.3	2.2	24	74	.2	3.0	42	134	.4	2.4	45	110	.4	3.3	38	114	.3	3.9	
VMGK-FM																					
SP '97	38	186	.3	2.8	19	115	.2	2.5	128	435	1.1	7.5	119	418	1.0	8.5	63	232	.5	6.9	
4-Book	56	234	.5	4.3	25	139	.3	3.1	98	367	.8	5.8	93	321	.8	6.8	52	208	.4	5.4	
WMMR-FM																					
SP '97	59	276	.5	4.4	58	202	.5	7.7	128	460	1.1	7.5	77	251	.7	5.5	51	213	.4	5.6	
4-Book	46	215	.4	3.6	39	152	.4	5.0	85	345	.7	5.1	67	244	.6	4.9	36	183	.3	3.8	
WGL-FM																					
SP '97	42	126	.4	3.1	50	105	.4	6.6	67	267	.6	3.9	56	112	.5	4.0	39	95	.3	4.3	
4-Book	24	92	.2	1.9	33	99	.3	4.1	43	181	.4	2.5	40	125	.4	2.9	21	69	.2	2.3	
WPEN-AM																					
SP '97									10	16	.1	.6	17	26	.1	1.2					
4-Book	2	5		.2		2		.2	5	16	.1	.3	6	14	.1	.5	2	5		.3	
+WPHI-FM																					
WDRE-FM																					
SP '97	135	383	1.1	10.1	41	128	.3	5.4	124	446	1.1	7.2	137	408	1.2	9.8	70	278	.6	7.6	
4-Book	93	352	.8	7.3	25	85	.2	3.1	79	325	.7	4.8	87	308	.8	6.4	50	218	.4	5.3	
+WPHT-AM																					
SP '97	2	9		.1					9	51	.1	.5	5	35		.4					
4-Book	1	2			1	6		.1	3	22		.2	4	21		.3		2			
WPLY-FM																					
SP '97	69	304	.6	5.2	14	93	.1	1.8	89	419	.8	5.2	90	392	.8	6.4	33	190	.3	3.6	
4-Book	82	363	.7	6.4	40	163	.3	4.9	107	509	.9	6.4	81	382	.7	5.9	41	228	.4	4.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Persons 18-34

		Persons 18-34																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																						
SP '97		3	13		.2	19	37	.2	2.5	28	57	.2	1.6	17	32	.1	1.2	14	20	.1	1.5	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																						
SP '97		212	576	1.8	15.9	95	291	.8	12.5	162	485	1.4	9.4	133	256	1.1	9.5	136	343	1.2	14.8	
4-Book		247	675	2.1	19.1	91	271	.8	11.4	200	585	1.7	12.0	159	373	1.3	11.7	158	421	1.4	16.3	
WVDB-FM																						
SP '97		1	9		.1	8	53	.1	1.1	49	111	.4	2.9	19	49	.2	1.4	24	47	.2	2.6	
4-Book		6	21	.1	.5	19	78	.2	2.3	67	153	.6	4.0	12	38	.1	.9	12	31	.1	1.2	
WXTU-FM																						
SP '97		33	175	.3	2.5	59	169	.5	7.8	63	218	.5	3.7	22	81	.2	1.6	20	83	.2	2.2	
4-Book		34	156	.3	2.7	34	125	.3	4.4	73	243	.6	4.4	41	132	.4	3.1	31	99	.3	3.3	
WYSP-FM																						
SP '97		73	318	.6	5.5	38	138	.3	5.0	109	467	.9	6.3	99	324	.8	7.1	57	234	.5	6.2	
4-Book		70	306	.6	5.5	47	120	.4	6.0	128	517	1.1	7.6	131	421	1.1	9.6	62	230	.5	6.5	
WYXR-FM																						
SP '97		38	212	.3	2.8	14	114	.1	1.8	50	266	.4	2.9	58	191	.5	4.2	26	161	.2	2.8	
4-Book		45	247	.4	3.5	32	147	.3	3.9	91	367	.8	5.4	72	270	.6	5.3	50	249	.4	5.1	
WKXV-FM																						
SP '97		3	9		.2					12	40	.1	.7	12	38	.1	.9	1	20		.1	
4-Book		4	18		.3	3	14		.4	6	27	.1	.4	7	21	.1	.5	4	24		.4	
WFMZ-FM																						
SP '97		6	17	.1	.4	2	18		.3	3	9		.2	2	9		.1					
4-Book		2	7		.1	4	14		.6	2	9		.1	4	12		.3	4	17		.4	
WJBR-FM																						
SP '97		7	45	.1	.5	3	18		.4	5	27		.3	1	9		.1	5	30		.5	
4-Book		9	32	.1	.7	2	15		.2	5	25		.3	3	18		.3	4	27		.4	
WPST-FM																						
SP '97		25	189	.2	1.9	23	136	.2	3.0	52	312	.4	3.0	58	208	.5	4.2	10	80	.1	1.1	
4-Book		23	159	.2	1.8	16	83	.1	2.0	40	236	.3	2.4	32	163	.3	2.3	14	110	.1	1.5	
WRDR-FM																						
SP '97		1	6		.1																	
4-Book			2							1	3			1	3		.1					
WSTW-FM																						
SP '97		14	53	.1	1.0	6	17	.1	.8	16	67	.1	.9	10	35	.1	.7	11	51	.1	1.2	
4-Book		8	47	.1	.6	8	26	.1	.9	11	57	.1	.7	11	48	.1	.8	8	35	.1	.8	
WFAN-AM																						
SP '97		2	17		.1	**	**	**	**	8	25	.1	.5	2	7		.1	1	8		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																						
SP '97		1337	3770	11.4		757	2415	6.4		1717	4629	14.6		1396	3487	11.9		916	2594	7.8		
4-Book		1290	3742	10.9		798	2410	6.7		1678	4686	14.2		1364	3486	11.6		962	2799	8.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	167	5566	.7	3.7	511	3965	2.2	7.8	116	1589	.5	1.8	164	2234	.7	3.1	41	919	.2	1.9
WI '97	187	6390	.8	4.4	570	4388	2.5	9.0	113	1842	.5	1.9	192	2691	.8	3.7	56	1324	.2	2.8
FA '96	176	6048	.8	4.1	524	4382	2.3	8.3	124	1812	.5	2.0	187	2683	.8	3.5	61	1278	.3	2.9
SU '96	174	5865	.7	4.0	482	4083	2.1	7.8	149	1930	.6	2.2	169	2475	.7	3.3	57	1219	.2	2.7
4-Book	176	5967	.8	4.1	522	4205	2.3	8.2	126	1793	.5	2.0	178	2521	.8	3.4	54	1185	.2	2.6
SP '96	172	5924	.7	3.9	482	4045	2.1	7.5	115	1865	.5	1.8	206	2816	.9	3.9	53	961	.2	2.5
WBEB-FM																				
SP '97	253	3844	1.1	5.7	331	2157	1.4	5.1	453	1941	2.0	7.0	325	2248	1.4	6.1	97	1341	.4	4.5
WI '97	286	4096	1.2	6.8	353	1973	1.5	5.6	531	2043	2.3	8.8	371	2361	1.6	7.1	104	1325	.4	5.2
FA '96	288	4130	1.2	6.6	389	2475	1.7	6.1	556	2189	2.4	8.8	347	2468	1.5	6.5	118	1304	.5	5.7
SU '96	279	3932	1.2	6.3	310	1951	1.3	5.0	560	2380	2.4	8.5	353	2302	1.5	6.8	105	1205	.4	5.0
4-Book	277	4001	1.2	6.4	346	2139	1.5	5.5	525	2138	2.3	8.3	349	2345	1.5	6.6	106	1294	.4	5.1
SP '96	265	4315	1.1	6.0	325	2127	1.4	5.0	542	2327	2.3	8.4	326	2421	1.4	6.1	75	1105	.3	3.5
WDAS-AM																				
SP '97	25	466	.1	.6	25	188	.1	.4	34	136	.1	.5	21	130	.1	.4	6	86	.3	.3
WI '97	25	406	.1	.6	36	131	.2	.6	34	125	.1	.6	18	155	.1	.3	6	52	.3	.3
FA '96	25	476	.1	.6	43	206	.2	.7	20	133	.1	.3	18	157	.1	.3	8	53	.4	.4
SU '96	27	528	.1	.6	46	237	.2	.7	22	120	.1	.3	18	129	.1	.3	10	61	.5	.5
4-Book	26	469	.1	.6	38	191	.2	.6	28	129	.1	.4	19	143	.1	.3	8	63	.4	.4
SP '96	36	597	.2	.8	50	240	.2	.8	42	194	.2	.7	25	169	.1	.5	15	73	.1	.7
WDAS-FM																				
SP '97	282	2969	1.2	6.3	371	1621	1.6	5.7	386	1650	1.7	6.0	305	1734	1.3	5.7	206	1261	.9	9.6
WI '97	314	3166	1.4	7.4	405	1801	1.7	6.4	445	1709	1.9	7.4	383	1856	1.7	7.3	194	1447	.8	9.8
FA '96	307	3136	1.3	7.1	374	1678	1.6	5.9	398	1727	1.7	6.3	366	1944	1.6	6.9	222	1498	1.0	10.6
SU '96	302	3097	1.3	6.9	350	1702	1.5	5.6	413	1740	1.8	6.2	333	1759	1.4	6.4	198	1321	.8	9.4
4-Book	301	3092	1.3	6.9	375	1701	1.6	5.9	411	1707	1.8	6.5	347	1823	1.5	6.6	205	1382	.9	9.9
SP '96	311	3233	1.3	7.0	399	1796	1.7	6.2	409	1857	1.8	6.4	328	2004	1.4	6.2	214	1404	.9	9.9
WFIL-AM																				
SP '97	14	244	.1	.3	22	143	.1	.3	23	104	.1	.4	14	99	.1	.3	9	78	.4	.4
WI '97	10	225	.2	.2	26	145	.1	.4	12	96	.1	.2	7	85	.1	.1	6	63	.3	.3
FA '96	9	272	.2	.2	19	140	.1	.3	9	64	.1	.1	15	130	.1	.3	3	40	.1	.1
SU '96	14	253	.1	.3	31	174	.1	.5	24	128	.1	.4	13	117	.1	.3	3	45	.1	.1
4-Book	12	249	.1	.3	25	151	.1	.4	17	98	.1	.3	12	108	.1	.3	5	57	.2	.2
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	55	1166	.2	1.2	62	506	.3	.9	88	453	.4	1.4	75	602	.3	1.4	25	315	.1	1.2
WI '97	69	1389	.3	1.6	79	655	.3	1.3	115	626	.5	1.9	80	753	.3	1.5	36	421	.2	1.8
FA '96	71	1440	.3	1.6	85	598	.4	1.3	89	608	.4	1.4	74	772	.3	1.4	51	494	.2	2.4
SU '96	57	1135	.2	1.3	62	486	.3	1.0	107	563	.5	1.6	76	630	.3	1.5	38	353	.2	1.8
4-Book	63	1283	.3	1.4	72	561	.3	1.1	100	563	.5	1.6	76	689	.3	1.5	38	396	.2	1.8
SP '96	69	1106	.3	1.6	90	557	.4	1.4	109	503	.5	1.7	98	653	.4	1.8	38	367	.2	1.8
WHAT-AM																				
SP '97	28	371	.1	.6	68	192	.3	1.0	32	176	.1	.5	18	111	.1	.3	9	83	.4	.4
WI '97	16	308	.1	.4	40	101	.2	.6	17	91	.1	.3	8	70	.1	.2	5	41	.3	.3
FA '96	27	270	.1	.6	64	181	.3	1.0	32	131	.1	.5	17	90	.1	.3	12	70	.1	.6
SU '96	28	323	.1	.6	54	155	.2	.9	36	113	.2	.5	24	108	.1	.5	16	48	.1	.8
4-Book	25	318	.1	.6	57	157	.3	.9	29	128	.1	.5	17	95	.1	.3	11	61	.1	.5
SP '96	7	215	.2	.2	17	106	.1	.3	10	74	.2	.2	4	46	.1	.1	6	6	.1	.1
W100-FM																				
SP '97	213	4241	.9	4.8	216	1842	.9	3.3	306	2346	1.3	4.7	286	2606	1.2	5.3	133	1604	.6	6.2
WI '97	240	4630	1.0	5.7	272	1940	1.2	4.3	327	2330	1.4	5.4	312	2738	1.3	6.0	155	1804	.7	7.8
FA '96	221	4913	1.0	5.1	238	2043	1.0	3.8	308	2562	1.3	4.9	286	2869	1.2	5.4	146	1882	.6	7.0
SU '96	239	4643	1.0	5.4	266	1856	1.1	4.3	365	2571	1.6	5.5	305	2683	1.3	5.9	148	1853	.6	7.0
4-Book	228	4607	1.0	5.3	248	1920	1.1	3.9	327	2452	1.4	5.1	297	2724	1.3	5.7	146	1786	.6	7.0
SP '96	222	4423	1.0	5.0	240	2039	1.0	3.7	310	2323	1.3	4.8	264	2585	1.1	5.0	161	1737	.7	7.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SP '97	152	3655	.7	3.4	228	1777	1.0	3.5	216	1768	.9	3.3	180	2054	.8	3.4	72	1132	.3	3.3
WI '97	162	4026	.7	3.8	232	1886	1.0	3.7	228	1848	1.0	3.8	221	2491	1.0	4.2	65	1179	.3	3.3
FA '96	158	4087	.7	3.6	247	2206	1.1	3.9	194	1755	.8	3.1	203	2278	.9	3.8	80	1334	.3	3.8
SU '96	175	3721	.7	4.0	246	1801	1.1	4.0	279	1928	1.2	4.2	206	2128	.9	4.0	68	1195	.3	3.2
4-Book	162	3872	.7	3.7	238	1918	1.1	3.8	229	1825	1.0	3.6	203	2238	.9	3.9	71	1210	.3	3.4
SP '96	183	4300	.8	4.1	228	1924	1.0	3.5	249	2022	1.1	3.9	234	2465	1.0	4.4	104	1626	.4	4.8
WURD-AM																				
SP '97	29	302	.1	.6	51	169	.2	.8	29	154	.1	.4	31	190	.1	.6	16	132	.1	.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	252	3614	1.1	5.6	278	1876	1.2	4.2	319	1876	1.4	4.9	285	1967	1.2	5.3	206	1627	.9	9.6
WI '97	316	3889	1.4	7.5	323	2017	1.4	5.1	348	2041	1.5	5.8	411	2404	1.8	7.9	299	1920	1.3	15.0
FA '96	330	3955	1.4	7.6	359	2063	1.6	5.7	407	2317	1.8	6.5	411	2299	1.8	7.7	265	1995	1.1	12.7
SU '96	307	3587	1.3	7.0	355	2010	1.5	5.7	380	2168	1.6	5.7	345	2165	1.5	6.6	235	1776	1.0	11.1
4-Book	301	3761	1.3	6.9	329	1992	1.4	5.2	364	2101	1.6	5.7	363	2209	1.6	6.9	251	1830	1.1	12.1
SP '96	337	3758	1.4	7.6	373	2105	1.6	5.8	408	2098	1.7	6.3	396	2481	1.7	7.4	292	2000	1.3	13.5
WWDB-FM																				
SP '97	93	1925	.4	2.1	109	600	.5	1.7	140	742	.6	2.2	166	1117	.7	3.1	32	439	.1	1.5
WI '97	118	2064	.5	2.8	120	690	.5	1.9	196	920	.8	3.3	196	1199	.8	3.7	34	464	.1	1.7
FA '96	99	1822	.4	2.3	101	576	.4	1.6	187	912	.8	3.0	129	911	.6	2.4	44	471	.2	2.1
SU '96	102	1835	.4	2.3	123	602	.5	2.0	203	931	.9	3.1	93	684	.4	1.8	46	468	.2	2.2
4-Book	103	1912	.4	2.4	113	617	.5	1.8	182	876	.8	2.9	146	978	.6	2.8	39	461	.2	1.9
SP '96	94	1495	.4	2.1	137	626	.6	2.1	175	727	.7	2.7	105	649	.4	2.0	27	318	.1	1.3
WXTU-FM																				
SP '97	172	2219	.7	3.9	219	1271	.9	3.3	247	1140	1.1	3.8	195	1356	.8	3.6	71	737	.3	3.3
WI '97	173	2153	.7	4.1	260	1269	1.1	4.1	266	1324	1.1	4.4	184	1444	.8	3.5	65	766	.3	3.3
FA '96	151	2086	.7	3.5	200	1276	.9	3.2	201	1143	.9	3.2	209	1442	.9	3.9	66	753	.3	3.2
SU '96	178	2126	.8	4.1	245	1162	1.0	3.9	264	1108	1.1	4.0	233	1517	1.0	4.5	83	831	.4	3.9
4-Book	169	2146	.7	3.9	231	1245	1.0	3.6	245	1179	1.1	3.9	205	1440	.9	3.9	71	772	.3	3.4
SP '96	144	2142	.6	3.2	176	1245	.8	2.7	195	1025	.8	3.0	186	1361	.8	3.5	51	704	.2	2.4
WYSP-FM																				
SP '97	422	6027	1.8	9.4	1155	4041	5.0	17.6	582	3002	2.5	9.0	380	2768	1.6	7.1	105	1333	.5	4.9
WI '97	354	5777	1.5	8.4	1089	4050	4.7	17.3	403	2581	1.7	6.7	284	2283	1.2	5.4	84	1137	.4	4.2
FA '96	318	6001	1.4	7.3	889	3517	3.8	14.0	343	2467	1.5	5.4	274	2389	1.2	5.1	79	1302	.3	3.8
SU '96	349	5446	1.5	7.9	1046	3622	4.5	16.8	463	2678	2.0	7.0	247	1953	1.1	4.8	77	984	.3	3.6
4-Book	361	5813	1.6	8.3	1045	3808	4.5	16.4	448	2682	1.9	7.0	296	2348	1.3	5.6	86	1189	.4	4.1
SP '96	338	5505	1.4	7.6	1043	3702	4.5	16.2	439	2786	1.9	6.8	237	2160	1.0	4.5	85	1024	.4	3.9
WYXR-FM																				
SP '97	212	4013	.9	4.7	279	2010	1.2	4.3	355	1987	1.5	5.5	286	2329	1.2	5.3	93	1364	.4	4.3
WI '97	149	3818	.6	3.5	194	1660	.8	3.1	234	1662	1.0	3.9	185	1946	.8	3.5	70	1362	.3	3.5
FA '96	213	4175	.9	4.9	250	2052	1.1	3.9	317	2113	1.4	5.0	290	2563	1.3	5.4	113	1596	.5	5.4
SU '96	229	4532	1.0	5.2	250	2014	1.1	4.0	382	2286	1.6	5.8	292	2371	1.3	5.6	115	1583	.5	5.4
4-Book	201	4135	.9	4.6	243	1934	1.1	3.8	322	2012	1.4	5.1	263	2302	1.2	5.0	98	1476	.4	4.7
SP '96	234	3955	1.0	5.3	315	2138	1.3	4.9	394	1960	1.7	6.1	263	2167	1.1	4.9	111	1515	.5	5.1
WKXV-FM																				
SP '97	27	905	.1	.6	34	350	.1	.5	41	369	.2	.6	44	441	.2	.8	8	176	.4	.4
WI '97	29	866	.1	.7	46	298	.2	.7	52	329	.2	.9	41	426	.2	.8	4	109	.2	.2
FA '96	28	684	.1	.6	47	313	.2	.7	48	311	.2	.8	32	365	.1	.6	11	215	.5	.5
SU '96	28	825	.1	.6	33	365	.1	.5	44	349	.2	.7	42	428	.2	.8	19	242	.1	.9
4-Book	28	820	.1	.6	40	332	.2	.6	46	340	.2	.8	40	415	.2	.8	11	186	.5	.5
SP '96	27	981	.1	.6	35	413	.1	.5	34	403	.1	.5	46	501	.2	.9	12	253	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	12	190	.1	.3	18	95	.1	.3	29	81	.1	.4	12	89	.1	.2	1	34		
WI '97	21	354	.1	.5	20	155	.1	.3	38	150	.2	.6	26	207	.1	.5	10	117		.5
FA '96	7	180		.2	8	81		.1	12	86	.1	.2	7	75		.1	1	22		
SU '96	12	224	.1	.3	17	110	.1	.3	28	122	.1	.4	19	103	.1	.4	1	50		
4-Book	13	237	.1	.3	16	110	.1	.3	27	110	.1	.4	16	119	.1	.3	3	56		.1
SP '96	20	376	.1	.5	25	209	.1	.4	29	133	.1	.5	18	153	.1	.3	14	88	.1	.6
WJBR-FM																				
SP '97	28	604	.1	.6	37	277	.2	.6	57	269	.2	.9	31	250	.1	.6	10	198		.5
WI '97	24	559	.1	.6	31	254	.1	.5	50	253	.2	.8	34	268	.1	.6	7	176		.4
FA '96	33	748	.1	.8	30	343	.1	.5	45	328	.2	.7	46	361	.2	.9	16	180	.1	.8
SU '96	29	687	.1	.7	28	256	.1	.5	42	291	.2	.6	39	347	.2	.8	22	266	.1	1.0
4-Book	29	650	.1	.7	32	283	.1	.5	49	285	.2	.8	38	307	.2	.7	14	205	.1	.7
SP '96	19	394	.1	.4	15	101	.1	.2	37	202	.2	.6	23	212	.1	.4	12	154	.1	.6
WPST-FM																				
SP '97	72	2115	.3	1.6	87	884	.4	1.3	107	1053	.5	1.7	101	1232	.4	1.9	47	726	.2	2.2
WI '97	67	1950	.3	1.6	84	743	.4	1.3	102	826	.4	1.7	99	1209	.4	1.9	30	547	.1	1.5
FA '96	76	2083	.3	1.8	100	887	.4	1.6	137	900	.6	2.2	102	1152	.4	1.9	26	706	.1	1.2
SU '96	56	2112	.2	1.3	76	770	.3	1.2	95	1046	.4	1.4	77	1079	.3	1.5	23	598	.1	1.1
4-Book	68	2065	.3	1.6	87	821	.4	1.4	110	956	.5	1.8	95	1168	.4	1.8	32	644	.1	1.5
SP '96	83	2475	.4	1.9	89	934	.4	1.4	135	1149	.6	2.1	107	1370	.5	2.0	29	687	.1	1.3
WRDR-FM																				
SP '97	6	130		.1	7	64		.1	15	55	.1	.2	6	64		.1	1	33		
WI '97	3	109		.1	3	49		.1	7	7		.1	7	67		.1	3	45		.2
FA '96	3	101		.1	1	31		.1	4	45		.1	8	55		.2	1	22		
SU '96	2	115		.1	1	7		.1	4	44		.1	2	54		.1		8		
4-Book	4	114		.1	3	38		.1	6	38		.1	6	60		.1	1	27		.1
SP '96	1	71		.1	2	34		.1	1	10		.1	2	17		.1	1	9		.1
WSTW-FM																				
SP '97	23	792	.1	.5	27	309	.1	.4	38	261	.2	.6	34	419	.1	.6	7	188		.3
WI '97	35	775	.2	.8	53	344	.2	.8	75	295	.3	1.2	38	362	.2	.7	6	183		.3
FA '96	34	827	.1	.8	45	348	.2	.7	67	299	.3	1.1	43	416	.2	.8	16	200	.1	.8
SU '96	21	752	.1	.5	24	314	.1	.4	33	268	.1	.5	24	333	.1	.5	7	228		.3
4-Book	28	787	.1	.7	37	329	.2	.6	53	281	.2	.9	35	383	.2	.7	9	200		.4
SP '96	23	767	.1	.5	29	253	.1	.5	32	282	.1	.5	36	458	.2	.7	11	250		.5
WFAN-AM																				
SP '97	21	319	.1	.5	51	149	.2	.8	30	183	.1	.5	26	148	.1	.5	7	95		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	19	285	.1	.4	28	90	.1	.4	32	132	.1	.5	33	151	.1	.6	2	72		.1
TOTALS																				
SP '97	4466	22649	19.3		6552	20273	28.3		6460	17903	27.9		5358	19991	23.1		2153	14316	9.3	
WI '97	4216	22470	18.2		6301	19926	27.2		6017	17452	26.0		5231	19827	22.6		1987	13819	8.6	
FA '96	4334	22644	18.7		6342	20192	27.4		6295	18040	27.2		5327	20035	23.0		2085	14325	9.0	
SU '96	4395	22657	18.8		6215	20065	26.6		6627	18372	28.4		5198	19670	22.3		2114	14119	9.1	
4-Book	4353	22605	18.8		6353	20114	27.4		6350	17942	27.4		5279	19881	22.8		2085	14145	9.0	
SP '96	4437	22746	19.0		6437	20228	27.6		6429	18100	27.5		5318	20213	22.8		2157	14169	9.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM SP '97 4-Book	252 264	4984 5366	1.1 1.2	4.1 4.4	100 103	2647 2752	.4 .4	3.3 3.6	275 260	1261 1251	1.2 1.1	9.4 9.4	108 120	581 699	.5 .5	2.1 2.5	65 80	347 459	.3 .4	1.6 2.3
WBEB-FM SP '97 4-Book	376 416	3165 3371	1.6 1.8	6.1 6.9	139 143	1839 1901	.6 .6	4.6 4.9	134 139	477 484	.6 .6	4.6 5.0	265 276	774 801	1.1 1.2	5.1 5.8	188 185	539 614	.8 .8	4.7 5.2
WDAS-AM SP '97 4-Book	27 28	267 257	.1 .1	.4 .5	34 34	376 381	.1 .1	1.1 1.2	8 23	38 67	.3 .1	.3 .9	16 16	36 40	.1 .1	.3 .3	5 9	16 26	.1 .2	.1 .2
WDAS-FM SP '97 4-Book	356 380	2530 2639	1.5 1.6	5.8 6.3	201 226	1752 1949	.9 1.0	6.7 7.8	143 190	346 496	.6 .8	4.9 6.8	338 345	714 822	1.5 1.5	6.5 7.3	294 276	666 671	1.3 1.2	7.4 7.8
WFIL-AM SP '97 4-Book	20 18	206 212	.1 .1	.3 .3	6 4	72 88	.2 .1	.2 .1	13 9	29 34	.1 .1	.4 .3	2 3	25 19	.1 .1	.3 .3	5 4	16 15	.1 .1	.1 .1
WFLN-FM SP '97 4-Book	76 84	906 995	.3 .4	1.2 1.4	40 44	538 604	.2 .2	1.3 1.5	29 33	133 135	.1 .2	1.0 1.2	49 69	191 243	.2 .3	.9 1.5	36 46	174 157	.2 .2	.9 1.3
WHAT-AM SP '97 4-Book	39 34	274 224	.2 .2	.6 .6	22 18	224 200	.1 .1	.7 .6	19 24	71 57	.1 .1	.6 .9	19 24	64 57	.1 .1	.4 .5	12 11	36 27	.1 .1	.3 .3
WIOQ-FM SP '97 4-Book	272 293	3624 3879	1.2 1.3	4.4 4.9	162 168	2315 2535	.7 .7	5.4 5.8	91 104	453 455	.4 .4	3.1 3.7	324 319	1172 1165	1.4 1.4	6.2 6.7	250 239	826 898	1.1 1.1	6.3 6.7
WIP -AM SP '97 4-Book	226 234	2215 2421	1.0 1.0	3.7 3.9	84 72	1529 1267	.4 .3	2.8 2.5	97 87	306 305	.4 .4	3.3 3.1	97 101	394 393	.4 .4	1.9 2.1	76 75	250 263	.3 .3	1.9 2.1
WJJZ-FM SP '97 4-Book	272 256	2214 2156	1.2 1.1	4.4 4.3	131 130	1507 1501	.6 .6	4.3 4.5	105 109	395 366	.5 .5	3.6 3.9	237 203	662 596	1.0 .9	4.5 4.2	192 159	456 429	.8 .7	4.8 4.5
WMGK-FM SP '97 4-Book	395 424	4284 3977	1.7 1.8	6.4 7.1	218 177	2839 2507	.9 .8	7.2 6.1	191 154	739 596	.8 .7	6.5 5.5	468 359	1390 1174	2.0 1.5	9.0 7.5	354 268	1172 929	1.5 1.1	8.9 7.5
WMMR-FM SP '97 4-Book	467 377	4219 3854	2.0 1.6	7.6 6.3	185 150	2499 2220	.8 .7	6.1 5.2	223 167	723 566	1.0 .7	7.6 5.9	389 300	1233 1001	1.7 1.3	7.5 6.3	238 204	810 747	1.0 .9	6.0 5.7
WQGL-FM SP '97 4-Book	281 271	2839 2939	1.2 1.2	4.6 4.5	207 164	2247 2049	.9 .7	6.9 5.6	172 143	558 506	.7 .6	5.9 5.1	401 299	935 860	1.7 1.3	7.7 6.2	215 198	617 654	.9 .9	5.4 5.6
WPEN-AM SP '97 4-Book	18 22	255 277	.1 .1	.3 .4	13 17	133 182	.1 .1	.4 .6	2 19	18 59	.1 .1	.7 .7	24 30	48 78	.1 .1	.5 .7	18 21	43 64	.1 .1	.5 .6
+WPHI-FM WDRE-FM SP '97 4-Book	188 164	2409 2239	.8 .7	3.1 2.7	139 103	1714 1472	.6 .4	4.6 3.6	85 66	305 249	.4 .3	2.9 2.4	226 179	772 646	1.0 .8	4.3 3.7	223 154	617 515	1.0 .7	5.6 4.3
+WPHT-AM SP '97 4-Book	25 21	523 417	.1 .1	.4 .4	12 11	349 232	.1 .1	.4 .4	15 8	44 29	.1 .1	.5 .3	16 13	80 56	.1 .1	.3 .3	11 9	50 40	.3 .3	.3 .3
WPLY-FM SP '97 4-Book	209 224	3143 3323	.9 1.0	3.4 3.7	104 112	1950 2029	.4 .5	3.4 3.9	98 83	405 342	.4 .4	3.3 3.0	213 207	816 847	.9 .9	4.1 4.4	160 155	555 620	.7 .7	4.0 4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Persons 18-49

		Persons 18-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																					
SP '97		36	268	.2	.6	24	189	.1	.8	18	51	.1	.6	48	93	.2	.9	24	78	.1	.6
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																					
SP '97		296	3003	1.3	4.8	205	2162	.9	6.8	142	466	.6	4.8	336	1006	1.5	6.4	264	748	1.1	6.6
4-Book		353	3224	1.6	5.9	243	2302	1.1	8.4	162	494	.7	5.8	396	1056	1.8	8.4	308	806	1.3	8.8
WWDB-FM																					
SP '97		138	1546	.6	2.2	54	773	.2	1.8	60	180	.3	2.0	46	154	.2	.9	41	96	.2	1.0
4-Book		150	1468	.6	2.5	65	884	.3	2.2	72	223	.3	2.6	63	202	.3	1.4	28	97	.1	.8
WXTU-FM																					
SP '97		222	1887	1.0	3.6	150	1350	.6	5.0	205	532	.9	7.0	237	642	1.0	4.5	191	584	.8	4.8
4-Book		228	1876	1.0	3.8	128	1323	.6	4.4	139	426	.6	4.9	214	613	.9	4.5	165	535	.7	4.7
WYSP-FM																					
SP '97		696	5433	3.0	11.3	149	2197	.6	4.9	159	468	.7	5.4	304	990	1.3	5.8	231	872	1.0	5.8
4-Book		585	5090	2.5	9.7	147	2260	.6	5.1	143	442	.6	5.1	230	821	1.0	4.8	176	636	.8	5.0
WYXR-FM																					
SP '97		310	3368	1.3	5.0	116	2024	.5	3.8	113	480	.5	3.9	240	821	1.0	4.6	197	705	.9	4.9
4-Book		280	3369	1.2	4.6	130	2127	.6	4.5	119	500	.5	4.3	234	849	1.0	4.9	169	676	.8	4.7
WKXW-FM																					
SP '97		40	715	.2	.7	18	352	.1	.6	11	51	.1	.4	34	138	.1	.7	44	117	.2	1.1
4-Book		43	645	.2	.7	15	305	.1	.5	14	60	.1	.5	27	106	.1	.6	23	76	.1	.6
WFMZ-FM																					
SP '97		21	165	.1	.3	4	74	.1	.1	10	10	.3	.3	3	28	.1	.1	8	25	.2	.2
4-Book		20	193	.1	.3	7	99	.2	.2	9	23	.3	.3	10	33	.2	.2	3	16	.1	.1
WJBR-FM																					
SP '97		43	427	.2	.7	14	251	.1	.5	10	49	.3	.3	20	76	.1	.4	26	91	.1	.7
4-Book		40	502	.2	.7	19	277	.1	.7	16	66	.1	.6	32	107	.2	.7	31	75	.1	.9
WPST-FM																					
SP '97		99	1817	.4	1.6	42	1022	.2	1.4	28	166	.1	1.0	64	377	.3	1.2	59	367	.3	1.5
4-Book		98	1717	.4	1.6	39	958	.2	1.3	34	173	.1	1.3	68	375	.3	1.4	57	288	.3	1.6
WRDR-FM																					
SP '97		10	96	.2	.1	2	38	.1	.1					5	29	.1	.1	6	23	.2	.2
4-Book		5	80	.1	.1	3	54	.1	.1	2	10	.1	.1	6	26	.1	.1	3	11	.1	.1
WSTW-FM																					
SP '97		33	641	.1	.5	15	321	.1	.5	15	58	.1	.5	18	135	.1	.3	24	114	.1	.6
4-Book		43	593	.2	.7	15	328	.1	.5	13	46	.1	.5	23	132	.1	.5	21	78	.1	.6
WFAN-AM																					
SP '97		35	268	.2	.6	6	125	.2	.2	13	49	.1	.4	6	25	.1	.1	5	18	.1	.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SP '97		6149	22332	26.6		3020	19102	13.0		2928	8321	12.6		5219	12430	22.5		3988	9727	17.2	
4-Book		6022	22347	26.0		2899	18894	12.5		2795	7997	12.1		4771	11860	20.6		3555	9188	15.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	32	200	.1	1.5	200	945	.9	10.3	76	485	.3	2.2	39	270	.2	1.4	39	250	.2	2.3
4-Book	37	259	.2	1.8	185	881	.8	9.5	76	485	.3	2.2	52	324	.2	2.0	44	298	.2	2.4
WBEB-FM																				
SP '97	91	378	.4	4.2	87	383	.4	4.5	147	614	.6	4.3	146	482	.6	5.4	54	337	.2	3.2
4-Book	98	440	.4	4.6	90	324	.4	4.6	158	594	.7	4.7	131	462	.6	5.0	64	338	.3	3.6
WDAS-AM																				
SP '97		7			121	275	.5	6.2	90	204	.4	2.7	36	88	.2	1.3	6	22		.4
4-Book	5	16		.2	102	259	.4	5.2	75	217	.3	2.3	31	73	.2	1.2	16	36	.1	.8
WDAS-FM																				
SP '97	170	531	.7	7.9	73	228	.3	3.7	116	398	.5	3.4	140	383	.6	5.2	304	553	1.3	17.9
4-Book	193	553	.8	9.1	108	297	.5	5.5	157	477	.7	4.7	157	410	.7	5.9	348	628	1.5	19.2
WFIL-AM																				
SP '97	5	15		.2	6	15		.3	5	23		.1	5	15		.2	8	24		.5
4-Book	2	8		.1	5	20		.3	5	29		.2	4	20		.2	4	10		.2
WFLN-FM																				
SP '97	16	68	.1	.7	43	136	.2	2.2	66	258	.3	1.9	79	202	.3	2.9	10	64		.6
4-Book	25	101	.1	1.2	31	115	.1	1.6	67	242	.3	2.0	57	158	.3	2.2	22	108	.1	1.2
WHAT-AM																				
SP '97	12	36	.1	.6	54	124	.2	2.8	30	108	.1	.9	27	45	.1	1.0	11	45		.6
4-Book	11	34	.1	.5	37	88	.2	1.9	26	85	.1	.8	13	23	.1	.5	4	20		.2
WIOQ-FM																				
SP '97	168	576	.7	7.8	43	181	.2	2.2	179	730	.8	5.3	144	568	.6	5.3	76	382	.3	4.5
4-Book	195	695	.8	9.2	53	226	.2	2.7	168	745	.7	5.0	149	608	.7	5.6	94	401	.4	5.2
WIP -AM																				
SP '97	98	396	.4	4.6	47	161	.2	2.4	87	412	.4	2.6	111	415	.5	4.1	55	254	.2	3.2
4-Book	55	228	.2	2.6	56	187	.3	2.9	80	368	.4	2.4	72	290	.3	2.7	49	202	.2	2.7
WJZZ-FM																				
SP '97	108	327	.5	5.0	50	224	.2	2.6	141	504	.6	4.2	132	367	.6	4.9	72	258	.3	4.3
4-Book	106	340	.5	5.0	68	234	.3	3.5	149	468	.6	4.4	147	378	.7	5.6	96	299	.4	5.2
WMGK-FM																				
SP '97	112	490	.5	5.2	87	324	.4	4.5	244	935	1.1	7.2	190	713	.8	7.0	90	409	.4	5.3
4-Book	104	451	.5	4.9	76	338	.4	3.9	198	752	.9	5.9	163	566	.7	6.1	88	377	.4	4.8
WMMR-FM																				
SP '97	85	362	.4	3.9	112	391	.5	5.7	207	796	.9	6.1	130	515	.6	4.8	91	404	.4	5.4
4-Book	74	321	.3	3.5	90	336	.4	4.6	174	666	.8	5.2	124	493	.6	4.7	66	308	.3	3.7
WUGL-FM																				
SP '97	170	517	.7	7.9	132	332	.6	6.8	232	747	1.0	6.8	194	475	.8	7.2	113	358	.5	6.7
4-Book	129	447	.6	6.0	112	350	.5	5.8	178	649	.8	5.2	153	487	.7	5.8	90	320	.4	5.0
WPEN-AM																				
SP '97	10	42		.5	3	21		.2	14	28		.4	25	61		.9	5	16		.3
4-Book	9	30	.1	.4	8	37		.4	17	56		.5	20	51		.8	9	23		.5
+WPHI-FM																				
WDRE-FM																				
SP '97	155	416	.7	7.2	46	148	.2	2.4	144	538	.6	4.2	150	467	.6	5.5	74	292	.3	4.4
4-Book	111	403	.5	5.3	32	118	.2	1.6	102	420	.4	3.1	107	371	.5	4.1	61	251	.3	3.5
+WPHT-AM																				
SP '97	8	54		.4	7	39		.4	21	125		.6	18	98		.7	2	9		.1
4-Book	13	45	.1	.6	8	33		.4	18	78		.5	16	68		.6	5	26		.3
WPLY-FM																				
SP '97	72	322	.3	3.3	23	136	.1	1.2	111	548	.5	3.3	113	528	.5	4.2	41	223	.2	2.4
4-Book	94	417	.4	4.4	52	216	.2	2.7	137	641	.6	4.1	108	501	.5	4.1	52	290	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SP '97	3	13		.1	22	45	.1	1.1	35	101	.2	1.0	20	54	.1	.7	21	43	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	223	625	1.0	10.4	116	365	.5	6.0	199	622	.9	5.9	160	333	.7	5.9	172	438	.7	10.2
4-Book	279	786	1.2	13.1	120	375	.5	6.2	255	744	1.1	7.6	190	459	.8	7.2	197	512	.9	10.9
WWDB-FM																				
SP '97	23	81	.1	1.1	42	208	.2	2.2	126	325	.5	3.7	50	130	.2	1.8	39	119	.2	2.3
4-Book	21	77	.1	1.0	69	254	.3	3.5	181	383	.8	5.4	40	117	.2	1.5	34	128	.2	1.9
WXTU-FM																				
SP '97	53	281	.2	2.5	139	370	.6	7.1	200	541	.9	5.9	124	355	.5	4.6	65	240	.3	3.8
4-Book	73	312	.3	3.4	91	300	.4	4.7	171	552	.8	5.1	110	359	.5	4.2	58	225	.3	3.3
WYSP-FM																				
SP '97	90	393	.4	4.2	54	191	.2	2.8	161	625	.7	4.7	118	434	.5	4.4	66	299	.3	3.9
4-Book	86	372	.4	4.1	61	177	.3	3.2	207	777	.9	6.1	197	648	.9	7.5	75	291	.3	4.2
WYXR-FM																				
SP '97	57	344	.2	2.6	55	283	.2	2.8	119	597	.5	3.5	102	407	.4	3.8	45	299	.2	2.7
4-Book	72	394	.3	3.3	70	294	.3	3.6	166	676	.7	4.9	123	476	.5	4.7	77	389	.3	4.2
WKXV-FM																				
SP '97	4	26		.2	7	40		.4	24	97	.1	.7	15	63	.1	.6	6	55		.4
4-Book	5	32		.3	10	53	.1	.5	18	89	.1	.6	10	50	.1	.4	9	54		.5
WFMZ-FM																				
SP '97	8	38		.4	2	18		.1	3	9		.1	3	18		.1	5	22		.3
4-Book	3	17		.1	13	34	.1	.7	6	28		.2	6	24		.3	5	22		.3
WJBR-FM																				
SP '97	12	86	.1	.6	9	46		.5	10	59		.3	13	33	.1	.5	10	59		.6
4-Book	17	67	.1	.8	7	40		.4	19	67	.1	.6	16	51	.1	.6	12	52	.1	.7
WPST-FM																				
SP '97	25	189	.1	1.2	27	163	.1	1.4	56	352	.2	1.6	62	240	.3	2.3	13	113	.1	.8
4-Book	26	182	.1	1.3	21	117	.1	1.1	46	271	.2	1.4	36	197	.2	1.4	19	138	.1	1.0
WRDR-FM																				
SP '97	1	6			2	8		.1	2	8		.1	2	10		.1	3	9		.2
4-Book	1	6			1	8		.1	2	7		.1	2	10		.1	3	8		.2
WSTV-FM																				
SP '97	15	62	.1	.7	6	17		.3	18	91	.1	.5	12	42	.1	.4	12	66	.1	.7
4-Book	9	59	.1	.4	9	31		.4	15	81	.1	.4	21	82	.1	.8	10	50	.1	.5
WFAN-AM																				
SP '97	2	17		.1	1	10		.1	9	33		.3	5	24		.2	4	26		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '97	2152	6454	9.3		1949	5908	8.4		3394	9321	14.7		2709	7097	11.7		1694	5049	7.3	
4-Book	2131	6499	9.2		1956	5988	8.4		3368	9439	14.5		2647	7040	11.4		1810	5305	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	89	2291	.5	2.4	142	1159	.8	2.5	131	991	.7	2.4	106	1227	.6	2.4	34	637	.2	2.1
WI '97	111	2603	.6	3.2	163	1245	.9	3.0	154	1044	.8	3.1	158	1592	.8	3.7	40	646	.2	2.8
FA '96	100	2643	.5	2.8	165	1366	.9	3.0	127	1000	.7	2.4	129	1438	.7	3.0	41	788	.2	2.7
SU '96	108	2293	.6	3.0	146	1154	.8	2.8	179	1096	.9	3.2	130	1326	.7	3.0	37	634	.2	2.3
4-Book	102	2458	.6	2.9	154	1231	.9	2.8	148	1033	.8	2.8	131	1396	.7	3.0	38	676	.2	2.5
SP '96	106	2654	.6	2.9	146	1222	.8	2.6	147	1140	.8	2.7	141	1442	.7	3.2	48	821	.3	3.0
WURD-AM																				
SP '97	27	274	.1	.7	50	163	.3	.9	28	143	.1	.5	30	178	.2	.7	16	126	.1	1.0
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	167	2189	.9	4.5	209	1201	1.1	3.7	215	1106	1.1	3.9	175	1080	.9	4.0	125	890	.7	7.9
WI '97	185	2468	1.0	5.3	205	1329	1.1	3.7	201	1232	1.1	4.0	259	1476	1.4	6.0	158	1084	.8	11.0
FA '96	199	2589	1.1	5.6	245	1318	1.3	4.5	279	1474	1.5	5.3	240	1395	1.3	5.5	114	1053	.6	7.6
SU '96	194	2280	1.0	5.4	223	1273	1.2	4.3	265	1373	1.4	4.8	216	1319	1.1	5.0	127	1050	.7	7.9
4-Book	186	2382	1.0	5.2	221	1280	1.2	4.1	240	1296	1.3	4.5	223	1318	1.2	5.1	131	1019	.7	8.6
SP '96	207	2352	1.1	5.6	212	1202	1.1	3.8	261	1226	1.4	4.8	254	1502	1.3	5.8	154	1018	.8	9.6
WWDB-FM																				
SP '97	88	1783	.5	2.4	106	574	.6	1.9	136	680	.7	2.5	151	1053	.8	3.4	30	429	.2	1.9
WI '97	113	1915	.6	3.2	119	670	.6	2.2	184	879	1.0	3.6	186	1130	1.0	4.3	32	425	.2	2.2
FA '96	91	1628	.5	2.6	89	542	.5	1.6	168	821	.9	3.2	118	815	.6	2.7	42	446	.2	2.8
SU '96	98	1672	.5	2.7	122	581	.6	2.3	191	847	1.0	3.5	88	620	.5	2.0	46	451	.2	2.8
4-Book	98	1750	.5	2.7	109	592	.6	2.0	170	807	.9	3.2	136	905	.7	3.1	38	438	.2	2.4
SP '96	92	1403	.5	2.5	136	602	.7	2.5	168	679	.9	3.1	103	641	.5	2.3	27	309	.1	1.7
WXTU-FM																				
SP '97	155	1912	.8	4.2	204	1163	1.1	3.6	228	991	1.2	4.2	181	1189	1.0	4.1	53	607	.3	3.3
WI '97	155	1939	.8	4.4	240	1141	1.3	4.4	238	1171	1.3	4.7	168	1318	.9	3.9	52	629	.3	3.6
FA '96	125	1728	.7	3.5	178	1055	.9	3.3	170	934	.9	3.2	174	1213	.9	4.0	40	556	.2	2.7
SU '96	159	1830	.8	4.4	220	1012	1.2	4.2	240	974	1.3	4.3	209	1295	1.1	4.8	73	711	.4	4.5
4-Book	149	1852	.8	4.1	211	1093	1.1	3.9	219	1018	1.2	4.1	183	1254	1.0	4.2	55	626	.3	3.5
SP '96	128	1803	.7	3.5	156	1016	.8	2.8	174	852	.9	3.2	161	1180	.9	3.7	44	580	.2	2.8
WYSP-FM																				
SP '97	327	4513	1.7	8.8	912	3067	4.8	16.1	457	2265	2.4	8.3	291	2004	1.5	6.6	72	895	.4	4.5
WI '97	271	4500	1.4	7.8	891	3185	4.7	16.3	301	1946	1.6	6.0	214	1702	1.1	5.0	55	791	.3	3.8
FA '96	257	4710	1.4	7.2	736	2722	3.9	13.6	275	1808	1.5	5.2	218	1834	1.2	5.0	51	921	.3	3.4
SU '96	262	4209	1.4	7.2	818	2864	4.3	15.6	335	1977	1.8	6.1	180	1411	1.0	4.2	49	622	.3	3.0
4-Book	279	4483	1.5	7.8	839	2960	4.4	15.4	342	1999	1.8	6.4	226	1738	1.2	5.2	57	807	.3	3.7
SP '96	274	4382	1.4	7.5	879	2957	4.6	15.9	348	2170	1.8	6.5	185	1662	1.0	4.2	62	692	.3	3.9
WYXR-FM																				
SP '97	176	3170	.9	4.7	252	1725	1.3	4.4	296	1567	1.6	5.4	238	1887	1.3	5.4	62	1006	.3	3.9
WI '97	128	2953	.7	3.7	178	1393	.9	3.3	205	1284	1.1	4.1	160	1574	.8	3.7	45	931	.2	3.1
FA '96	168	3237	.9	4.7	204	1656	1.1	3.8	253	1705	1.3	4.8	236	2098	1.3	5.4	72	1150	.4	4.8
SU '96	172	3519	.9	4.7	205	1684	1.1	3.9	290	1866	1.5	5.3	216	1898	1.1	5.0	72	1134	.4	4.5
4-Book	161	3220	.9	4.5	210	1615	1.1	3.9	261	1606	1.4	4.9	213	1864	1.1	4.9	63	1055	.3	4.1
SP '96	187	3019	1.0	5.1	278	1759	1.5	5.0	324	1579	1.7	6.0	215	1726	1.1	4.9	61	960	.3	3.8
WKXW-FM																				
SP '97	26	815	.1	.7	32	323	.2	.6	38	328	.2	.7	43	422	.2	1.0	7	158	.1	.4
WI '97	27	782	.1	.8	46	298	.2	.8	48	310	.3	1.0	38	391	.2	.9	3	90	.1	.2
FA '96	26	613	.1	.7	45	277	.2	.8	47	290	.2	.9	28	331	.1	.6	9	180	.1	.6
SU '96	26	752	.1	.7	31	332	.2	.6	41	295	.2	.7	38	395	.2	.9	17	218	.1	1.1
4-Book	26	741	.1	.7	39	308	.2	.7	44	306	.2	.8	37	385	.2	.9	9	162	.1	.6
SP '96	24	820	.1	.7	30	365	.2	.5	32	351	.2	.6	44	442	.2	1.0	10	212	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	10	162	.1	.3	16	76	.1	.3	26	72	.1	.5	10	71	.1	.2	1	34		.1
WI '97	20	333	.1	.6	19	135	.1	.3	38	150	.2	.8	26	196	.1	.6	9	108		.6
FA '96	6	150	.2		8	81	.1	.1	12	75	.1	.2	7	65	.2	.2	1	22		.1
SU '96	12	199	.1	.3	17	102	.1	.3	28	114	.1	.5	19	103	.1	.4	1	50		.1
4-Book	12	211	.1	.4	15	99	.1	.3	26	103	.1	.5	16	109	.1	.4	3	54		.2
SP '96	19	332	.1	.5	24	191	.1	.4	27	106	.1	.5	16	135	.1	.4	14	80	.1	.9
VJBR-FM																				
SP '97	24	471	.1	.6	35	219	.2	.6	47	202	.2	.9	29	214	.2	.7	5	116		.3
WI '97	20	483	.1	.6	26	228	.1	.5	42	218	.2	.8	28	218	.1	.6	6	165		.4
FA '96	30	583	.2	.8	27	272	.1	.5	45	287	.2	.9	41	310	.2	.9	11	106	.1	.7
SU '96	27	529	.1	.7	28	239	.1	.5	37	229	.2	.7	37	280	.2	.9	20	220	.1	1.2
4-Book	25	517	.1	.7	29	240	.1	.5	43	234	.2	.8	34	256	.2	.8	11	152	.1	.7
SP '96	18	315	.1	.5	15	101	.1	.3	37	186	.2	.7	23	203	.1	.5	7	99		.4
WPST-FM																				
SP '97	42	1220	.2	1.1	56	519	.3	1.0	71	586	.4	1.3	63	721	.3	1.4	19	323	.1	1.2
WI '97	42	1161	.2	1.2	55	507	.3	1.0	74	490	.4	1.5	62	705	.3	1.4	14	278	.1	1.0
FA '96	55	1436	.3	1.5	72	605	.4	1.3	109	611	.6	2.1	72	779	.4	1.7	17	426	.1	1.1
SU '96	36	1194	.2	1.0	57	496	.3	1.1	59	591	.3	1.1	50	650	.3	1.2	12	328	.1	.7
4-Book	44	1253	.2	1.2	60	532	.3	1.1	78	570	.4	1.5	62	714	.3	1.4	16	339	.1	1.0
SP '96	55	1369	.3	1.5	62	507	.3	1.1	101	628	.5	1.9	66	707	.3	1.5	11	270	.1	.7
WRDR-FM																				
SP '97	6	130		.2	7	64		.1	15	55	.1	.3	6	64		.1	1	33		.1
WI '97	3	109		.1	3	49		.1		7			7	67		.2	3	45		.2
FA '96	3	92		.1	1	31			4	45		.1	8	45		.2	1	22		.1
SU '96	2	86		.1					4	44		.1	2	54				8		
4-Book	4	104		.1	3	36		.1	6	38		.1	6	58		.1	1	27		.1
SP '96	1	59			2	34			1	10			2	17			1	9		.1
WSTV-FM																				
SP '97	22	664	.1	.6	26	276	.1	.5	37	243	.2	.7	31	337	.2	.7	7	174		.4
WI '97	33	639	.2	.9	52	310	.3	1.0	74	259	.4	1.5	37	323	.2	.9	3	136		.2
FA '96	21	628	.1	.6	32	246	.2	.6	42	230	.2	.8	24	287	.1	.6	5	130		.3
SU '96	17	543	.1	.5	22	277	.1	.4	28	209	.1	.5	20	280	.1	.5	4	152		.2
4-Book	23	619	.1	.7	33	277	.2	.6	45	235	.2	.9	28	307	.2	.7	5	148		.3
SP '96	20	511	.1	.5	25	155	.1	.5	28	188	.1	.5	33	341	.2	.7	9	168		.6
WFAN-AM																				
SP '97	20	282	.1	.5	45	130	.2	.8	30	183	.2	.5	25	140	.1	.6	5	77		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	19	277	.1	.5	28	90	.1	.5	32	132	.2	.6	33	151	.2	.7	2	63		.1
TOTALS																				
SP '97	3709	18482	19.7		5666	16883	30.1		5477	14594	29.1		4404	16310	23.4		1587	11243	8.4	
WI '97	3486	18374	18.5		5469	16651	29.0		5042	14122	26.7		4323	16253	22.9		1433	10856	7.6	
FA '96	3566	18455	18.9		5420	16749	28.7		5271	14534	28.0		4345	16331	23.0		1507	11160	8.0	
SU '96	3625	18393	19.1		5231	16487	27.6		5520	14815	29.2		4315	16025	22.8		1616	11085	8.5	
4-Book	3597	18426	19.1		5447	16693	28.9		5328	14516	28.3		4347	16230	23.0		1536	11086	8.1	
SP '96	3677	18455	19.4		5530	16655	29.2		5388	14577	28.5		4402	16479	23.3		1597	11004	8.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	239	4677	1.3	4.6	95	2501	.5	3.8	268	1227	1.4	10.5	103	546	.5	2.4	64	336	.3	2.0
4-Book	248	4983	1.3	4.9	98	2580	.5	4.1	251	1195	1.3	10.3	113	659	.6	2.9	78	448	.4	2.8
WBEB-FM																				
SP '97	322	2668	1.7	6.2	110	1502	.6	4.5	109	383	.6	4.3	197	623	1.0	4.6	132	453	.7	4.2
4-Book	366	2848	1.9	7.2	120	1581	.7	5.1	122	425	.6	5.1	238	692	1.3	6.1	151	531	.8	5.3
WDAS-AM																				
SP '97	26	243	.1	.5	33	345	.2	1.3	8	38	.3	.3	16	36	.1	.4	5	16	.2	.2
4-Book	27	243	.1	.5	32	346	.2	1.4	22	61	.1	.9	15	39	.1	.4	8	24	.3	.3
WDAS-FM																				
SP '97	328	2188	1.7	6.3	187	1584	1.0	7.6	137	338	.7	5.4	313	657	1.7	7.3	284	641	1.5	9.0
4-Book	347	2259	1.8	6.9	204	1704	1.1	8.7	174	456	.9	7.3	314	738	1.7	8.0	252	618	1.3	8.8
WFIL-AM																				
SP '97	20	206	.1	.4	6	72	.2	.2	13	29	.1	.5	2	25	.1	.1	5	16	.2	.2
4-Book	17	208	.1	.4	4	86	.2	.2	9	32	.1	.3	3	19	.1	.1	4	15	.2	.2
WFLN-FM																				
SP '97	74	846	.4	1.4	36	496	.2	1.5	25	123	.1	1.0	44	182	.2	1.0	33	158	.2	1.0
4-Book	79	930	.4	1.6	39	551	.2	1.7	30	125	.2	1.3	62	227	.3	1.6	43	146	.3	1.5
WHAT-AM																				
SP '97	38	251	.2	.7	20	203	.1	.8	17	65	.1	.7	17	59	.1	.4	12	36	.1	.4
4-Book	32	205	.2	.6	17	179	.1	.7	21	48	.1	.9	23	54	.1	.6	10	24	.1	.4
W10Q-FM																				
SP '97	180	2279	1.0	3.5	98	1397	.5	4.0	56	281	.3	2.2	199	714	1.1	4.7	155	541	.8	4.9
4-Book	188	2471	1.0	3.7	98	1581	.5	4.1	70	321	.4	2.9	201	727	1.1	5.2	144	567	.8	5.1
WIP -AM																				
SP '97	210	1981	1.1	4.0	74	1328	.4	3.0	81	267	.4	3.2	86	348	.5	2.0	73	235	.4	2.3
4-Book	217	2185	1.2	4.3	65	1132	.4	2.8	77	279	.4	3.2	96	368	.5	2.4	70	243	.4	2.5
WJJZ-FM																				
SP '97	257	2065	1.4	4.9	119	1408	.6	4.8	105	395	.6	4.1	198	611	1.1	4.6	180	418	1.0	5.7
4-Book	244	2012	1.3	4.8	121	1400	.6	5.1	101	349	.6	4.2	184	557	1.0	4.7	151	401	.8	5.3
WMGK-FM																				
SP '97	346	3563	1.8	6.6	186	2329	1.0	7.5	171	650	.9	6.7	404	1173	2.1	9.5	288	961	1.5	9.1
4-Book	362	3324	1.9	7.2	153	2115	.8	6.5	136	526	.7	5.6	314	1013	1.7	8.0	228	786	1.2	7.9
WMMR-FM																				
SP '97	424	3406	2.2	8.1	167	2109	.9	6.8	194	611	1.0	7.6	346	1079	1.8	8.1	205	660	1.1	6.5
4-Book	335	3144	1.8	6.6	131	1859	.7	5.5	150	498	.8	6.2	268	887	1.4	6.8	178	632	1.0	6.2
WOGL-FM																				
SP '97	268	2571	1.4	5.1	193	2028	1.0	7.8	163	522	.9	6.4	381	869	2.0	8.9	206	578	1.1	6.5
4-Book	256	2660	1.3	5.0	155	1881	.8	6.5	135	475	.7	5.5	283	810	1.5	7.2	188	611	1.0	6.6
WPEN-AM																				
SP '97	15	229	.1	.3	9	116	.4	.4	2	18	.1	.1	16	40	.1	.4	15	35	.1	.5
4-Book	18	252	.1	.4	15	163	.1	.7	17	50	.1	.7	25	69	.1	.7	20	60	.1	.7
+WPFI-FM																				
WDRE-FM																				
SP '97	101	1276	.5	1.9	61	852	.3	2.5	53	162	.3	2.1	121	382	.6	2.8	84	272	.4	2.7
4-Book	95	1287	.5	1.9	55	811	.3	2.4	44	154	.3	1.8	108	382	.6	2.7	77	273	.4	2.8
+WPHT-AM																				
SP '97	23	469	.1	.4	12	340	.1	.5	15	44	.1	.6	16	80	.1	.4	11	50	.1	.3
4-Book	19	387	.1	.4	11	224	.1	.5	8	29	.1	.3	13	56	.1	.3	9	40	.1	.3
WPLY-FM																				
SP '97	127	1956	.7	2.4	60	1157	.3	2.4	66	299	.4	2.6	122	516	.6	2.9	91	325	.5	2.9
4-Book	144	2099	.8	2.9	70	1226	.4	3.0	59	237	.3	2.4	123	518	.6	3.2	91	373	.5	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	35 **	251 **	.2 **	.7 **	19 **	167 **	.1 **	.8 **	18 **	51 **	.1 **	.7 **	47 **	81 **	.2 **	1.1 **	23 **	66 **	.1 **	.7 **
WUSL-FM SP '97 4-Book	201 229	1813 2038	1.1 1.3	3.9 4.5	134 148	1360 1417	.7 .8	5.4 6.3	108 111	310 328	.6 .6	4.2 4.6	207 245	620 639	1.1 1.3	4.9 6.3	147 177	420 461	.8 1.0	4.7 6.3
WVDB-FM SP '97 4-Book	131 141	1404 1340	.7 .8	2.5 2.8	51 61	734 820	.3 .3	2.1 2.6	60 70	180 215	.3 .4	2.4 2.9	46 60	154 194	.2 .3	1.1 1.5	41 28	96 95	.2 .1	1.3 1.0
WXTU-FM SP '97 4-Book	206 205	1656 1619	1.1 1.1	4.0 4.1	134 112	1217 1151	.7 .6	5.4 4.7	187 126	486 385	1.0 .7	7.3 5.2	212 193	587 536	1.1 1.0	5.0 4.9	157 146	517 475	.8 .8	5.0 5.2
WYSP-FM SP '97 4-Book	546 460	4067 3895	2.9 2.4	10.5 9.1	110 109	1586 1705	.6 .6	4.5 4.6	117 110	353 341	.6 .6	4.6 4.5	233 173	779 638	1.2 .9	5.5 4.4	181 131	633 472	1.0 .7	5.7 4.5
WYXR-FM SP '97 4-Book	265 231	2712 2685	1.4 1.2	5.1 4.6	96 104	1659 1696	.5 .6	3.9 4.4	99 100	434 429	.5 .5	3.9 4.2	199 187	688 694	1.1 1.0	4.7 4.8	164 138	627 562	.9 .7	5.2 4.8
WXXW-FM SP '97 4-Book	38 40	637 579	.2 .2	.7 .8	17 14	331 286	.1 .1	.7 .6	8 13	42 55	.3 .1	.3 .6	34 27	138 104	.2 .2	.8 .7	44 22	117 72	.2 .1	1.4 .8
WFMZ-FM SP '97 4-Book	18 19	137 172	.1 .1	.3 .4	4 6	64 90	.2 .3	.2 .3	10 9	10 23	.1 .1	.4 .4	3 10	28 33	.1 .1	.3 .3	4 2	16 13	.1 .1	.1 .1
WJBR-FM SP '97 4-Book	38 36	341 409	.2 .2	.7 .7	11 17	207 225	.1 .1	.4 .7	8 15	32 54	.3 .1	.3 .6	19 30	68 95	.1 .2	.4 .8	17 27	64 63	.1 .2	.5 1.0
WPST-FM SP '97 4-Book	64 68	1055 1053	.3 .4	1.2 1.3	18 20	519 556	.1 .1	.7 .8	14 21	87 107	.1 .1	.5 .8	32 38	188 222	.2 .2	.8 1.0	36 32	234 176	.2 .2	1.1 1.1
WRDR-FM SP '97 4-Book	10 5	96 76	.1 .1	.2 .1	2 2	38 46	.1 .1	.1 .1	2 2	10 10	.1 .1	.1 .1	5 5	29 24	.1 .1	.1 .1	6 2	23 6	.2 .1	.2 .1
WSTW-FM SP '97 4-Book	32 36	531 475	.2 .2	.6 .7	14 12	285 264	.1 .1	.6 .5	15 12	58 43	.1 .1	.6 .5	18 20	126 108	.1 .1	.4 .5	23 17	105 60	.1 .1	.7 .6
WFAN-AM SP '97 4-Book	33 **	249 **	.2 **	.6 **	5 **	116 **	.2 **	.2 **	13 **	49 **	.1 **	.5 **	6 **	25 **	.1 **	.1 **	5 **	18 **	.2 **	.2 **
TOTALS SP '97 4-Book	5205 5063	18240 18214	27.6 26.8		2469 2366	15620 15394	13.1 12.6		2553 2425	7238 6965	13.5 12.9		4262 3919	10172 9750	22.6 20.8		3159 2850	7880 7447	16.8 15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

		Persons 25-49																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																							
SP '97		31	192	.2	1.9	190	901	1.0	10.9	72	445	.4	2.5	33	242	.2	1.5	36	223	.2	2.6		
4-Book		34	243	.2	2.2	179	842	.9	10.4	73	461	.4	2.6	48	299	.3	2.3	40	272	.2	2.8		
WBEB-FM																							
SP '97		56	274	.3	3.5	78	345	.4	4.5	131	520	.7	4.6	133	404	.7	6.2	49	283	.3	3.5		
4-Book		74	344	.4	4.7	80	293	.4	4.7	138	520	.7	4.9	112	401	.6	5.3	48	251	.3	3.4		
WDAS-AM																							
SP '97			7			112	252	.6	6.5	85	181	.5	3.0	36	88	.2	1.7	6	22		.4		
4-Book		4	14		.3	96	237	.5	5.6	70	192	.4	2.5	31	73	.2	1.5	16	36	.1	1.0		
WDAS-FM																							
SP '97		147	480	.8	9.2	69	220	.4	4.0	103	357	.5	3.6	126	346	.7	5.9	289	523	1.5	20.8		
4-Book		172	486	.9	10.8	92	262	.5	5.4	136	419	.7	4.9	137	365	.7	6.5	322	570	1.7	22.5		
WFIL-AM																							
SP '97		5	15		.3	6	15		.3	5	23		.2	5	15		.2	8	24		.6		
4-Book		2	8		.1	5	20		.3	5	29		.2	4	20		.2	4	10		.3		
WFLN-FM																							
SP '97		14	61	.1	.9	38	126	.2	2.2	56	222	.3	2.0	68	184	.4	3.2	10	64	.1	.7		
4-Book		25	99	.2	1.6	26	102	.2	1.5	60	215	.3	2.2	48	139	.3	2.3	19	93	.1	1.3		
WHAT-AM																							
SP '97		12	36	.1	.8	49	111	.3	2.8	29	95	.2	1.0	21	37	.1	1.0	10	37	.1	.7		
4-Book		10	29	.1	.7	32	76	.2	1.9	25	80	.2	.9	11	21	.1	.5	4	18		.3		
WIOQ-FM																							
SP '97		77	260	.4	4.8	31	113	.2	1.8	124	478	.7	4.4	68	324	.4	3.2	53	242	.3	3.8		
4-Book		90	336	.5	5.7	35	150	.2	2.0	102	454	.6	3.6	73	349	.4	3.5	53	234	.3	3.7		
WIP -AM																							
SP '97		70	291	.4	4.4	47	161	.2	2.7	82	386	.4	2.9	109	399	.6	5.1	44	222	.2	3.2		
4-Book		46	193	.3	2.9	53	176	.3	3.1	71	340	.4	2.6	68	274	.4	3.3	42	177	.2	3.0		
WJJZ-FM																							
SP '97		106	318	.6	6.7	48	215	.3	2.8	112	436	.6	4.0	129	355	.7	6.0	72	258	.4	5.2		
4-Book		101	326	.6	6.4	65	225	.4	3.8	137	439	.7	4.9	139	359	.8	6.5	88	274	.5	6.1		
WMGK-FM																							
SP '97		96	404	.5	6.0	86	307	.5	5.0	215	826	1.1	7.6	153	582	.8	7.1	65	332	.3	4.7		
4-Book		88	371	.5	5.5	71	304	.4	4.1	175	661	.9	6.3	132	467	.7	6.3	70	304	.4	5.0		
WMMR-FM																							
SP '97		75	278	.4	4.7	111	383	.6	6.4	196	732	1.0	6.9	116	460	.6	5.4	82	338	.4	5.9		
4-Book		63	261	.3	3.9	83	299	.4	4.8	152	581	.8	5.4	99	412	.5	4.7	50	234	.2	3.5		
WGL-FM																							
SP '97		162	473	.9	10.2	109	292	.6	6.3	210	650	1.1	7.4	185	456	1.0	8.6	105	322	.6	7.6		
4-Book		123	415	.7	7.8	101	321	.6	5.9	169	596	.9	6.0	148	464	.8	7.0	85	298	.5	6.0		
WPEN-AM																							
SP '97		10	42	.1	.6	3	21		.2	6	20		.2	14	44	.1	.7	5	16		.4		
4-Book		9	30	.1	.6	8	37	.1	.5	15	54	.1	.5	17	44	.1	.8	9	20		.7		
+WPHI-FM																							
WDRE-FM																							
SP '97		65	176	.3	4.1	29	72	.2	1.7	51	258	.3	1.8	52	176	.3	2.4	29	87	.2	2.1		
4-Book		53	209	.3	3.4	23	76	.2	1.4	51	221	.3	1.8	53	191	.3	2.5	28	107	.2	2.0		
+WPHT-AM																							
SP '97		8	54		.5	7	39		.4	20	117	.1	.7	18	98	.1	.8	2	9		.1		
4-Book		13	45	.1	.8	8	33		.5	18	74	.1	.6	15	61	.1	.7	5	26		.4		
WPLY-FM																							
SP '97		41	148	.2	2.6	13	61	.1	.7	67	343	.4	2.4	51	255	.3	2.4	23	112	.1	1.7		
4-Book		53	212	.3	3.3	35	131	.2	2.0	94	397	.5	3.4	65	282	.4	3.1	31	158	.2	2.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	1 **	6 **	.8 **	.1 **	15 **	35 **	.1 **	.9 **	24 **	86 **	.1 **	.8 **	9 **	38 **	.4 **	.4 **	13 **	32 **	.1 **	.9 **
WUSL-FM SP '97 4-Book	143 154	333 425	.8 .8	9.0 9.6	95 88	283 269	.5 .5	5.5 5.1	149 166	440 454	.8 .9	5.3 6.0	102 109	214 260	.5 .6	4.7 5.2	102 113	230 269	.5 .6	7.3 7.9
WWDB-FM SP '97 4-Book	23 21	81 73	.1 .1	1.4 1.3	42 65	199 243	.2 .4	2.4 3.8	110 166	297 345	.6 .9	3.9 6.0	44 38	111 107	.2 .2	2.0 1.8	39 34	119 124	.2 .2	2.8 2.4
WXTU-FM SP '97 4-Book	45 59	249 256	.2 .3	2.8 3.7	119 81	311 268	.6 .4	6.9 4.7	183 148	483 478	1.0 .8	6.5 5.3	121 96	337 312	.6 .5	5.6 4.6	54 44	213 188	.3 .2	3.9 3.1
WYSP-FM SP '97 4-Book	55 56	248 245	.3 .3	3.5 3.6	37 45	132 119	.2 .3	2.1 2.6	119 161	452 596	.6 .9	4.2 5.8	83 151	277 489	.4 .8	3.9 7.3	49 47	207 187	.3 .3	3.5 3.3
WYXR-FM SP '97 4-Book	40 55	280 319	.2 .3	2.5 3.4	50 61	230 253	.3 .4	2.9 3.6	105 139	493 564	.6 .8	3.7 5.0	79 102	315 393	.4 .6	3.7 4.8	35 51	223 272	.2 .3	2.5 3.5
WXXV-FM SP '97 4-Book	4 4	26 28	.3 .3	.3 .3	7 9	40 48	.1 .1	.4 .6	23 17	85 83	.1 .1	.8 .6	15 10	63 50	.1 .1	.7 .5	6 8	55 49	.4 .6	.4 .6
WFMZ-FM SP '97 4-Book	8 3	38 17	.5 .2	.5 .2	1 10	9 27	.1 .1	.1 .6	3 6	9 26	.1 .2	.1 .2	3 6	18 22	.1 .3	.1 .3	5 5	22 22	.4 .4	.4 .4
WJBR-FM SP '97 4-Book	10 13	70 50	.1 .1	.6 .8	7 6	37 31	.4 .4	.4 .4	8 16	49 57	.3 .1	.3 .6	13 14	33 42	.1 .1	.6 .7	10 10	59 40	.1 .1	.7 .7
WPST-FM SP '97 4-Book	7 16	52 102	.1 .1	.4 1.0	10 13	72 78	.1 .1	.6 .8	25 21	169 143	.1 .1	.9 .8	17 11	100 88	.1 .1	.8 .5	6 10	60 78	.4 .7	.4 .7
WRDR-FM SP '97 4-Book	1 1	6 6	.1 .1	.1 .1	2 1	8 8	.1 .1	.1 .1	2 2	8 4	.1 .1	.1 .1	2 2	10 10	.1 .1	.1 .1	3 3	9 8	.2 .2	.2 .2
WSTW-FM SP '97 4-Book	9 7	53 43	.6 .4	.6 .4	6 8	17 29	.3 .5	.3 .5	18 12	82 58	.1 .1	.6 .4	12 17	42 62	.1 .1	.6 .8	12 7	66 40	.1 .1	.9 .5
WFAN-AM SP '97 4-Book	** **	9 **	** **	** **	1 **	10 **	.1 **	.1 **	9 **	33 7782	.3 14.8	.3 14.8	5 2112	24 5718	.2 11.2	.2 11.2	3 1426	18 4165	.2 7.6	.2 7.6
TOTALS SP '97 4-Book	1591 1584	4951 4949	8.4 8.4	8.4 8.4	1736 1720	5197 5279	9.2 9.1	9.2 9.1	2828 2794	7664 7782	15.0 14.8	15.0 14.8	2152 2112	5673 5718	11.4 11.2	11.4 11.2	1389 1426	4100 4165	7.4 7.6	7.4 7.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	201	6160	.9	4.8	607	4464	2.8	9.3	136	1838	.6	2.2	199	2568	.9	4.0	53	1037	.2	3.0
WI '97	233	7018	1.1	5.8	704	4937	3.3	11.1	144	2081	.7	2.5	231	3098	1.1	4.7	74	1521	.3	4.6
FA '96	216	6821	1.0	5.3	609	4970	2.8	9.7	161	2173	.7	2.7	235	3161	1.1	4.7	70	1532	.3	4.1
SU '96	215	6533	1.0	5.2	593	4673	2.8	10.0	181	2225	.8	2.9	215	2854	1.0	4.4	67	1355	.3	3.7
4-Book	216	6633	1.0	5.3	628	4761	2.9	10.0	156	2079	.7	2.6	220	2920	1.0	4.5	66	1361	.3	3.9
SP '96	210	6413	1.0	5.0	577	4484	2.7	9.1	147	2091	.7	2.4	251	3139	1.2	5.0	64	1148	.3	3.7
WBEB-FM																				
SP '97	269	3723	1.2	6.4	381	2244	1.8	5.8	498	1965	2.3	8.1	343	2319	1.6	6.8	90	1191	.4	5.0
WI '97	284	3855	1.3	7.1	362	2028	1.7	5.7	559	1972	2.6	9.7	370	2384	1.7	7.5	77	1100	.4	4.8
FA '96	283	3790	1.3	6.9	406	2371	1.9	6.5	543	2100	2.5	9.0	337	2301	1.6	6.8	106	1138	.5	6.2
SU '96	279	3720	1.3	6.8	329	1951	1.5	5.5	564	2316	2.6	9.1	368	2313	1.7	7.6	82	1114	.4	4.5
4-Book	279	3772	1.3	6.8	370	2149	1.7	5.9	541	2088	2.5	9.0	355	2329	1.7	7.2	89	1136	.4	5.1
SP '96	248	3987	1.2	6.0	335	2107	1.6	5.3	497	2151	2.3	8.2	292	2254	1.4	5.8	65	994	.3	3.7
WDAS-AM																				
SP '97	42	512	.2	1.0	52	241	.2	.8	59	208	.3	1.0	34	165	.2	.7	10	106	.6	.6
WI '97	30	437	.1	.7	45	178	.2	.7	41	146	.2	.7	19	164	.1	.4	6	52	.4	.4
FA '96	34	568	.2	.8	58	286	.3	.9	33	164	.2	.5	27	182	.1	.5	12	64	.1	.7
SU '96	33	588	.2	.8	57	276	.3	1.0	31	165	.1	.5	25	157	.1	.5	9	65	.5	.5
4-Book	35	526	.2	.8	53	245	.3	.9	41	171	.2	.7	26	167	.1	.5	9	72	.6	.6
SP '96	40	629	.2	1.0	60	267	.3	.9	45	214	.2	.7	27	186	.1	.5	16	90	.1	.9
WDAS-FM																				
SP '97	289	2844	1.3	6.8	391	1641	1.8	6.0	383	1602	1.8	6.2	316	1687	1.5	6.3	202	1242	.9	11.3
WI '97	319	2968	1.5	8.0	429	1819	2.0	6.8	447	1662	2.1	7.8	394	1849	1.8	8.0	190	1369	.9	11.9
FA '96	302	2895	1.4	7.4	378	1625	1.7	6.0	392	1646	1.8	6.5	357	1829	1.7	7.2	218	1431	1.0	12.7
SU '96	288	2879	1.3	7.0	335	1520	1.6	5.6	396	1580	1.8	6.4	312	1583	1.4	6.4	190	1238	.9	10.5
4-Book	300	2897	1.4	7.3	383	1651	1.8	6.1	405	1623	1.9	6.7	345	1737	1.6	7.0	200	1320	.9	11.6
SP '96	305	2957	1.4	7.3	403	1791	1.9	6.4	418	1779	1.9	6.9	334	1898	1.6	6.7	203	1300	.9	11.6
WFIL-AM																				
SP '97	15	293	.1	.4	24	160	.1	.4	24	128	.1	.4	19	120	.1	.4	9	84	.5	.5
WI '97	15	263	.1	.4	43	187	.2	.7	19	117	.1	.3	8	87	.2	.2	6	52	.4	.4
FA '96	18	325	.1	.4	34	176	.2	.5	23	102	.1	.4	22	168	.1	.4	9	52	.5	.5
SU '96	13	260	.1	.3	32	181	.1	.5	20	127	.1	.3	13	117	.1	.3	3	45	.2	.2
4-Book	15	285	.1	.4	33	176	.2	.5	22	119	.1	.4	16	123	.1	.3	7	58	.4	.4
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	72	1384	.3	1.7	90	662	.4	1.4	122	538	.6	2.0	95	729	.4	1.9	32	382	.1	1.8
WI '97	87	1582	.4	2.2	102	770	.5	1.6	140	743	.6	2.4	104	891	.5	2.1	45	478	.2	2.8
FA '96	92	1730	.4	2.2	123	820	.6	2.0	122	840	.6	2.0	93	958	.4	1.9	60	575	.3	3.5
SU '96	80	1332	.4	1.9	85	594	.4	1.4	148	679	.7	2.4	106	772	.5	2.2	53	459	.2	2.9
4-Book	83	1507	.4	2.0	100	712	.5	1.6	133	700	.6	2.2	100	838	.5	2.0	48	474	.2	2.8
SP '96	84	1297	.4	2.0	115	706	.5	1.8	134	640	.6	2.2	118	792	.5	2.4	44	455	.2	2.5
WHAT-AM																				
SP '97	43	432	.2	1.0	88	230	.4	1.3	48	198	.2	.8	31	147	.1	.6	19	113	.1	1.1
WI '97	29	426	.1	.7	65	160	.3	1.0	33	145	.2	.6	22	126	.1	.4	8	60	.5	.5
FA '96	26	312	.1	.6	71	198	.3	1.1	29	134	.1	.5	17	91	.1	.3	8	50	.5	.5
SU '96	32	320	.1	.8	54	146	.3	.9	47	127	.2	.8	31	122	.1	.6	18	56	.1	1.0
4-Book	33	373	.1	.8	70	184	.3	1.1	39	151	.2	.7	25	122	.1	.5	13	70	.1	.8
SP '96	12	278	.1	.3	31	154	.1	.5	17	96	.1	.3	8	76	.2	.2	6	6	.6	.6
W100-FM																				
SP '97	135	2840	.6	3.2	162	1255	.7	2.5	220	1548	1.0	3.6	168	1588	.8	3.4	55	876	.3	3.1
WI '97	156	3248	.7	3.9	195	1397	.9	3.1	235	1514	1.1	4.1	197	1770	.9	4.0	82	1093	.4	5.1
FA '96	137	3316	.6	3.3	160	1376	.7	2.5	209	1653	1.0	3.5	175	1884	.8	3.5	74	1108	.3	4.3
SU '96	147	3025	.7	3.6	162	1175	.8	2.7	237	1632	1.1	3.8	194	1737	.9	4.0	79	1080	.4	4.4
4-Book	144	3107	.7	3.5	170	1301	.8	2.7	225	1587	1.1	3.8	184	1745	.9	3.7	73	1039	.4	4.2
SP '96	134	2975	.6	3.2	156	1300	.7	2.5	198	1476	.9	3.2	170	1571	.8	3.4	68	989	.3	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	91	2364	.4	2.2	144	1194	.7	2.2	134	1007	.6	2.2	106	1247	.5	2.1	34	651	.2	1.9
WI '97	114	2714	.5	2.8	173	1317	.8	2.7	156	1075	.7	2.7	160	1624	.7	3.2	44	671	.2	2.7
FA '96	100	2693	.5	2.4	165	1384	.8	2.6	127	1010	.6	2.1	130	1454	.6	2.6	42	795	.2	2.4
SU '96	110	2394	.5	2.7	150	1201	.7	2.5	182	1133	.8	2.9	132	1357	.6	2.7	39	657	.2	2.2
4-Book	104	2541	.5	2.5	158	1274	.8	2.5	150	1056	.7	2.5	132	1421	.6	2.7	40	694	.2	2.3
SP '96	112	2763	.5	2.7	161	1286	.7	2.5	156	1175	.7	2.6	146	1507	.7	2.9	48	837	.2	2.7
WURD-AM																				
SP '97	31	308	.1	.7	54	185	.2	.8	36	165	.2	.6	35	212	.2	.7	17	138	.1	.9
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	171	2300	.8	4.0	213	1250	1.0	3.3	223	1170	1.0	3.6	178	1131	.8	3.6	127	919	.6	7.1
WI '97	194	2635	.9	4.8	217	1401	1.0	3.4	214	1285	1.0	3.7	266	1525	1.2	5.4	163	1123	.8	10.2
FA '96	204	2698	.9	5.0	253	1391	1.2	4.0	284	1518	1.3	4.7	245	1428	1.1	4.9	114	1067	.5	6.6
SU '96	201	2436	.9	4.9	227	1352	1.1	3.8	271	1442	1.3	4.4	225	1389	1.0	4.6	133	1112	.6	7.3
4-Book	193	2517	.9	4.7	228	1349	1.1	3.6	248	1354	1.2	4.1	229	1368	1.0	4.6	134	1055	.6	7.8
SP '96	216	2496	1.0	5.2	223	1281	1.0	3.5	272	1302	1.3	4.5	260	1577	1.2	5.2	162	1070	.8	9.2
WWDB-FM																				
SP '97	118	2201	.5	2.8	157	758	.7	2.4	174	888	.8	2.8	183	1282	.8	3.7	42	560	.2	2.3
WI '97	143	2371	.7	3.6	163	910	.8	2.6	233	1162	1.1	4.0	223	1386	1.0	4.5	42	534	.2	2.6
FA '96	124	2069	.6	3.0	136	753	.6	2.2	228	1038	1.1	3.8	163	1064	.8	3.3	52	556	.2	3.0
SU '96	123	2040	.6	3.0	156	730	.7	2.6	233	1058	1.1	3.6	117	836	.5	2.4	60	608	.3	3.3
4-Book	127	2170	.6	3.1	153	788	.7	2.5	217	1037	1.0	3.8	172	1142	.8	3.5	49	565	.2	2.8
SP '96	125	1886	.6	3.0	195	824	.9	3.1	226	912	1.0	3.7	132	883	.6	2.6	46	465	.2	2.6
WXTU-FM																				
SP '97	190	2281	.9	4.5	263	1420	1.2	4.0	279	1238	1.3	4.5	227	1490	1.1	4.5	66	742	.3	3.7
WI '97	187	2272	.9	4.7	289	1367	1.3	4.6	286	1351	1.3	5.0	207	1555	1.0	4.2	57	692	.3	3.6
FA '96	156	2133	.7	3.8	229	1281	1.1	3.6	212	1139	1.0	3.5	218	1518	1.0	4.4	47	653	.2	2.7
SU '96	196	2269	.9	4.8	263	1224	1.2	4.4	304	1213	1.4	4.9	249	1567	1.2	5.1	90	834	.4	5.0
4-Book	182	2239	.9	4.5	261	1323	1.2	4.2	270	1235	1.3	4.5	225	1533	1.1	4.6	65	730	.3	3.8
SP '96	152	2169	.7	3.7	186	1222	.9	2.9	209	1036	1.0	3.4	195	1405	.9	3.9	51	659	.2	2.9
WYSP-FM																				
SP '97	338	4712	1.6	8.0	962	3230	4.5	14.7	465	2327	2.2	7.5	295	2049	1.4	5.9	73	923	.3	4.1
WI '97	280	4691	1.3	7.0	926	3328	4.3	14.6	311	2010	1.4	5.4	221	1766	1.0	4.5	56	805	.3	3.5
FA '96	266	4930	1.2	6.5	763	2825	3.5	12.2	281	1867	1.3	4.7	220	1880	1.0	4.4	53	939	.2	3.1
SU '96	269	4407	1.2	6.6	850	3009	3.9	14.3	337	2037	1.6	5.4	183	1452	.8	3.8	49	622	.2	2.7
4-Book	288	4685	1.3	7.0	875	3098	4.1	14.0	349	2060	1.6	5.8	230	1787	1.1	4.7	58	822	.3	3.4
SP '96	287	4582	1.3	6.9	951	3125	4.4	15.0	356	2243	1.7	5.8	185	1669	.9	3.7	62	692	.3	3.5
WYXR-FM																				
SP '97	187	3360	.9	4.4	269	1840	1.2	4.1	314	1682	1.5	5.1	256	2037	1.2	5.1	65	1060	.3	3.6
WI '97	135	3114	.6	3.4	187	1477	.9	3.0	214	1342	1.0	3.7	168	1682	.8	3.4	47	969	.2	2.9
FA '96	188	3465	.9	4.6	244	1818	1.1	3.9	283	1810	1.3	4.7	263	2244	1.2	5.3	75	1214	.3	4.4
SU '96	180	3754	.8	4.4	224	1814	1.0	3.8	296	1951	1.4	4.8	225	2000	1.0	4.6	74	1166	.3	4.1
4-Book	173	3423	.8	4.2	231	1737	1.1	3.7	277	1696	1.3	4.6	228	1991	1.1	4.6	65	1102	.3	3.8
SP '96	196	3216	.9	4.7	285	1840	1.3	4.5	337	1698	1.6	5.5	229	1847	1.1	4.6	64	1026	.3	3.7
WKXX-FM																				
SP '97	35	934	.2	.8	46	377	.2	.7	56	391	.3	.9	53	505	.2	1.1	12	182	.1	.7
WI '97	37	966	.2	.9	55	361	.3	.9	59	374	.3	1.0	47	480	.2	1.0	9	144	.1	.6
FA '96	35	721	.2	.9	66	333	.3	1.1	62	354	.3	1.0	37	393	.2	.7	11	206	.1	.6
SU '96	32	855	.1	.8	40	393	.2	.7	51	341	.2	.8	49	471	.2	1.0	19	234	.1	1.0
4-Book	35	869	.2	.9	52	366	.3	.9	57	365	.3	.9	47	462	.2	1.0	13	192	.1	.7
SP '96	28	934	.1	.7	35	409	.2	.6	40	421	.2	.7	49	518	.2	1.0	10	218	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	13	214	.1	.3	20	95	.1	.3	29	85	.1	.5	13	110	.1	.3	2	46		.1
WI '97	26	426	.1	.6	26	181	.1	.4	48	189	.2	.8	36	250	.2	.7	10	133		.6
FA '96	19	260	.1	.5	24	150	.1	.4	31	119	.1	.5	27	134	.1	.5	3	56		.2
SU '96	14	266	.1	.3	19	125	.1	.3	30	129	.1	.5	21	142	.1	.4	2	67		.1
4-Book	18	292	.1	.4	22	138	.1	.4	35	131	.1	.6	24	159	.1	.5	4	76		.3
SP '96	22	416	.1	.5	29	226	.1	.5	33	157	.2	.5	20	187	.1	.4	15	105	.1	.9
WJBR-FM																				
SP '97	29	547	.1	.7	42	253	.2	.6	54	226	.2	.9	36	250	.2	.7	5	116		.3
WI '97	26	563	.1	.6	30	244	.1	.5	48	235	.2	.8	36	250	.2	.7	10	190		.6
FA '96	40	684	.2	1.0	44	339	.2	.7	67	330	.3	1.1	49	379	.2	1.0	13	132	.1	.8
SU '96	33	611	.2	.8	31	261	.1	.5	46	275	.2	.7	46	309	.2	.9	24	249	.1	1.3
4-Book	32	601	.2	.8	37	274	.2	.6	54	267	.2	.9	42	297	.2	.8	13	172	.1	.8
SP '96	20	393	.1	.5	21	140	.1	.3	38	218	.2	.6	26	255	.1	.5	8	113		.5
WPST-FM																				
SP '97	43	1272	.2	1.0	57	538	.3	.9	73	608	.3	1.2	66	748	.3	1.3	21	336	.1	1.2
WI '97	45	1199	.2	1.1	62	529	.3	1.0	80	497	.4	1.4	65	720	.3	1.3	14	295	.1	.9
FA '96	56	1495	.3	1.4	74	621	.3	1.2	111	620	.5	1.8	73	806	.3	1.5	18	443	.1	1.0
SU '96	38	1246	.2	.9	58	511	.3	1.0	65	630	.3	1.0	53	675	.2	1.1	12	328	.1	.7
4-Book	46	1303	.2	1.1	63	550	.3	1.0	82	589	.4	1.4	64	737	.3	1.3	16	351	.1	1.0
SP '96	57	1426	.3	1.4	69	523	.3	1.1	101	637	.5	1.7	68	747	.3	1.4	11	270	.1	.6
WRDR-FM																				
SP '97	9	183		.2	8	107		.1	21	83	.1	.3	10	105		.2	3	55		.2
WI '97	4	158		.1	5	64		.1	12	19			12	103	.1	.2	6	55		.4
FA '96	4	112		.1	3	41			7	55		.1	8	55		.2	1	22		.1
SU '96	4	123		.1	1	15			5	58		.1	5	75		.1	1	15		.1
4-Book	5	144		.1	4	57		.1	8	54		.1	9	85		.2	3	37		.2
SP '96	2	79			3	38			1	15			2	17			1	15		.1
WSTV-FM																				
SP '97	23	673	.1	.5	26	276	.1	.4	39	252	.2	.6	34	347	.2	.7	7	183		.4
WI '97	34	662	.2	.8	53	317	.2	.8	74	259	.3	1.3	37	337	.2	.7	4	152		.2
FA '96	22	654	.1	.5	32	262	.1	.5	42	237	.2	.7	25	304	.1	.5	6	146		.3
SU '96	17	551	.1	.4	23	285	.1	.4	30	217	.1	.5	20	288	.1	.4	5	160		.3
4-Book	24	635	.1	.6	34	285	.1	.5	46	241	.2	.8	29	319	.2	.6	6	160		.3
SP '96	22	551	.1	.5	30	178	.1	.5	32	204	.1	.5	36	357	.2	.7	9	175		.5
WFAN-AM																				
SP '97	20	302	.1	.5	45	137	.2	.7	30	183	.1	.5	27	154	.1	.5	5	77		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	20	300	.1	.5	33	106	.2	.5	33	148	.2	.5	33	159	.2	.7	2	63		.1
TOTALS																				
SP '97	4223	21180	19.5	6525	19387	30.2	6168	16578	28.5	5011	18703	23.2	1791	12781	8.3					
WI '97	4010	21079	18.6	6332	19162	29.3	5759	16165	26.6	4939	18565	22.9	1603	12191	7.4					
FA '96	4092	21152	18.9	6277	19246	29.0	6036	16714	27.9	4954	18695	22.9	1716	12620	7.9					
SU '96	4103	20887	19.0	5948	18792	27.6	6203	16752	28.8	4874	18194	22.6	1812	12475	8.4					
4-Book	4107	21075	19.0	6271	19147	29.0	6042	16552	28.0	4945	18539	22.9	1731	12517	8.0					
SP '96	4162	20971	19.3	6329	18970	29.4	6096	16557	28.3	4992	18792	23.2	1753	12353	8.1					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends - Persons 25-54

Target Listener Estimates

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	300	5545	1.4	5.1	123	2996	.6	4.3	323	1515	1.5	10.8	130	696	.6	2.7	89	449	.4	2.5
4-Book	321	6024	1.5	5.6	131	3202	.6	4.8	333	1559	1.5	11.6	149	832	.7	3.3	102	558	.5	3.2
WBEB-FM																				
SP '97	414	3155	1.9	7.0	131	1814	.6	4.6	141	475	.7	4.7	240	786	1.1	5.0	159	559	.7	4.5
4-Book	431	3249	2.0	7.5	137	1810	.7	5.0	142	490	.7	5.0	269	800	1.3	6.0	173	601	.8	5.4
WDAS-AM																				
SP '97	49	338	.2	.8	53	438	.2	1.9	31	84	.1	1.0	39	72	.2	.8	16	37	.1	.5
4-Book	40	321	.2	.7	44	434	.2	1.6	33	92	.1	1.2	29	66	.2	.6	12	36	.1	.4
WDAS-FM																				
SP '97	365	2440	1.7	6.2	212	1803	1.0	7.5	170	440	.8	5.7	350	744	1.6	7.2	315	698	1.5	8.9
4-Book	380	2490	1.8	6.6	224	1892	1.0	8.2	190	510	.9	6.6	348	822	1.6	7.7	281	676	1.3	8.7
WFIL-AM																				
SP '97	22	243	.1	.4	7	98	.2		13	29	.1	.4	2	33			6	24	.1	.2
4-Book	23	247	.1	.4	7	103	.2		13	40	.1	.5	5	28	.1		5	17		.2
WFLN-FM																				
SP '97	104	1065	.5	1.8	42	639	.2	1.5	29	151	.1	1.0	57	224	.3	1.2	50	228	.2	1.4
4-Book	113	1199	.5	2.0	53	710	.3	2.0	44	174	.2	1.6	85	291	.4	1.9	62	204	.3	2.0
WHAT-AM																				
SP '97	55	311	.3	.9	37	260	.2	1.3	38	100	.2	1.3	37	93	.2	.8	26	50	.1	.7
4-Book	44	256	.2	.8	25	237	.1	.9	31	70	.2	1.1	34	76	.2	.8	14	30	.1	.4
WIOQ-FM																				
SP '97	186	2394	.9	3.1	99	1435	.5	3.5	61	303	.3	2.0	202	735	.9	4.2	157	552	.7	4.5
4-Book	195	2558	.9	3.4	101	1644	.5	3.7	74	334	.4	2.6	206	747	1.0	4.6	148	584	.7	4.6
WIP -AM																				
SP '97	236	2271	1.1	4.0	91	1529	.4	3.2	101	348	.5	3.4	114	451	.5	2.4	87	284	.4	2.5
4-Book	248	2458	1.2	4.3	79	1292	.4	2.9	97	348	.5	3.4	121	440	.6	2.7	80	272	.4	2.5
WJJZ-FM																				
SP '97	291	2410	1.3	4.9	138	1607	.6	4.9	118	449	.5	4.0	225	698	1.0	4.7	209	501	1.0	5.9
4-Book	296	2369	1.4	5.1	146	1633	.7	5.4	126	421	.6	4.4	229	675	1.1	5.1	183	490	.9	5.7
WMGK-FM																				
SP '97	362	3727	1.7	6.1	192	2429	.9	6.8	181	687	.8	6.1	420	1216	1.9	8.7	290	975	1.3	8.2
4-Book	378	3475	1.8	6.6	159	2210	.8	5.8	142	544	.7	4.9	330	1059	1.5	7.3	233	803	1.1	7.2
WMMR-FM																				
SP '97	429	3531	2.0	7.2	170	2183	.8	6.0	198	626	.9	6.6	352	1109	1.6	7.3	205	660	.9	5.8
4-Book	346	3247	1.6	6.0	134	1929	.6	4.9	158	518	.8	5.5	275	917	1.3	6.1	181	640	.9	5.6
WUGL-FM																				
SP '97	357	3326	1.7	6.0	254	2661	1.2	9.0	208	689	1.0	7.0	483	1193	2.2	10.0	270	803	1.2	7.7
4-Book	345	3399	1.6	6.0	213	2482	1.0	7.8	191	654	.9	6.7	396	1110	1.8	8.8	248	804	1.1	7.7
WPEN-AM																				
SP '97	24	353	.1	.4	18	216	.1	.6	13	39	.1	.4	21	79	.1	.4	24	75	.1	.7
4-Book	29	383	.1	.5	23	257	.1	.9	27	82	.2	.9	38	108	.2	.9	25	81	.1	.8
+WPHI-FM																				
WDRE-FM																				
SP '97	104	1329	.5	1.8	62	868	.3	2.2	54	169	.2	1.8	123	398	.6	2.5	84	272	.4	2.4
4-Book	96	1317	.5	1.7	56	825	.3	2.1	44	156	.2	1.5	109	387	.5	2.4	79	281	.4	2.5
+WPHT-AM																				
SP '97	27	554	.1	.5	15	393	.1	.5	15	44	.1	.5	17	93	.1	.4	11	50	.1	.3
4-Book	25	490	.1	.4	14	271	.1	.5	9	35	.1	.3	17	71	.1	.4	10	48	.1	.3
WPLY-FM																				
SP '97	129	2003	.6	2.2	64	1205	.3	2.3	66	306	.3	2.2	126	532	.6	2.6	92	332	.4	2.6
4-Book	147	2160	.7	2.6	72	1269	.4	2.7	60	248	.3	2.1	127	538	.6	2.8	96	384	.5	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

* Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Persons 25-54

	Persons 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	41 **	285 **	.2 **	.7 **	23 **	189 **	.1 **	.8 **	21 **	67 **	.1 **	.7 **	53 **	88 **	.2 **	1.1 **	29 **	80 **	.1 **	.8 **
WUSL-FM SP '97 4-Book	206 236	1909 2137	1.0 1.1	3.5 4.1	137 154	1409 1495	.6 .7	4.8 5.7	108 116	310 349	.5 .6	3.6 4.1	212 258	641 669	1.0 1.2	4.4 5.7	148 183	425 480	.7 .8	4.2 5.7
WVDB-FM SP '97 4-Book	172 184	1767 1693	.8 .9	2.9 3.2	72 79	954 1030	.3 .3	2.5 2.9	96 97	241 289	.4 .5	3.2 3.4	71 86	217 262	.3 .4	1.5 2.0	47 37	115 125	.2 .2	1.3 1.1
WXTU-FM SP '97 4-Book	258 254	2024 1976	1.2 1.2	4.4 4.4	155 135	1422 1372	.7 .6	5.5 5.0	221 159	593 493	1.0 .7	7.4 5.5	257 240	706 662	1.2 1.1	5.3 5.3	184 176	586 550	.9 .8	5.2 5.5
WYSP-FM SP '97 4-Book	566 474	4251 4057	2.6 2.2	9.6 8.2	111 113	1608 1769	.5 .5	3.9 4.2	118 112	359 350	.5 .5	4.0 3.9	234 177	786 656	1.1 .8	4.8 3.9	181 135	633 485	.8 .6	5.1 4.1
WYXR-FM SP '97 4-Book	282 248	2889 2855	1.3 1.2	4.8 4.3	99 111	1738 1794	.5 .5	3.5 4.1	101 105	448 456	.5 .5	3.4 3.7	202 195	715 734	.9 .9	4.2 4.3	166 146	638 595	.8 .7	4.7 4.5
WKXW-FM SP '97 4-Book	52 52	733 680	.2 .2	.9 .9	21 19	387 338	.1 .1	.7 .7	8 17	42 67	.1 .1	.3 .6	37 34	144 124	.2 .2	.8 .8	46 29	123 90	.2 .1	1.3 .9
WFMZ-FM SP '97 4-Book	21 28	175 228	.1 .1	.4 .5	6 11	98 144	.1 .1	.2 .4	13 15	23 43	.1 .1	.4 .5	6 17	48 53	.1 .1	.4 .4	7 7	23 26	.2 .2	.2 .2
WJBR-FM SP '97 4-Book	45 45	385 464	.2 .2	.8 .8	16 22	268 286	.1 .1	.6 .8	13 18	59 75	.1 .1	.4 .6	27 38	83 111	.1 .2	.6 .9	26 35	86 86	.1 .2	.7 1.1
WPST-FM SP '97 4-Book	66 71	1101 1090	.3 .3	1.1 1.2	18 20	532 569	.1 .1	.6 .8	14 21	93 109	.1 .1	.5 .7	33 38	195 226	.2 .2	.7 .9	36 32	240 180	.2 .2	1.0 1.0
WRDR-FM SP '97 4-Book	14 7	148 112	.1 .1	.2 .1	5 4	69 65	.2 .2	.2 .2	1 4	6 13	.1 .1	.1 .1	7 7	38 30	.1 .2	.1 .2	7 4	33 15	.2 .1	.2 .1
WSTV-FM SP '97 4-Book	33 37	540 489	.2 .2	.6 .7	14 13	285 270	.1 .1	.5 .5	15 15	58 49	.1 .1	.5 .5	18 22	126 112	.1 .1	.4 .5	23 18	105 66	.1 .1	.7 .6
WFAN-AM SP '97 4-Book	34 **	270 **	.2 **	.6 **	5 **	123 **	.2 **	.2 **	13 **	55 **	.1 **	.4 **	6 **	25 **	.1 **	.1 **	5 **	18 **	.1 **	.1 **
TOTALS SP '97 4-Book	5922 5775	20924 20820	27.4 26.7		2831 2730	17911 17649	13.1 12.7		2986 2869	8446 8213	13.8 13.3		4838 4531	11692 11219	22.4 21.0		3526 3227	8905 8452	16.3 15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	48	277	.2	2.6	243	1122	1.1	11.6	89	540	.4	2.7	45	298	.2	1.8	59	291	.3	3.7
4-Book	51	331	.3	2.9	245	1105	1.1	11.7	97	585	.4	3.0	61	367	.3	2.5	54	343	.3	3.4
WBEB-FM																				
SP '97	77	331	.4	4.2	89	394	.4	4.2	151	580	.7	4.6	137	428	.6	5.6	56	302	.3	3.5
4-Book	89	390	.4	5.0	90	335	.4	4.3	152	573	.7	4.7	119	435	.6	5.0	55	278	.3	3.4
WDAS-AM																				
SP '97	4	22	.2		158	338	.7	7.5	115	239	.5	3.5	57	116	.3	2.3	15	51	.1	.9
4-Book	5	18	.3		125	299	.6	6.0	91	246	.4	2.8	39	84	.2	1.6	20	52	.1	1.2
WDAS-FM																				
SP '97	169	529	.8	9.3	81	247	.4	3.9	120	379	.6	3.7	139	366	.6	5.7	321	579	1.5	20.1
4-Book	188	532	.9	10.6	105	301	.5	5.1	155	465	.7	4.8	145	386	.7	6.0	347	619	1.6	21.4
WFIL-AM																				
SP '97	5	15	.3		8	28	.4		10	38	.3		6	29	.2		9	30	.6	
4-Book	3	11	.2		9	32	.5		9	38	.1	.3	7	25	.3		6	15	.4	
WFLN-FM																				
SP '97	17	75	.1	.9	40	133	.2	1.9	62	263	.3	1.9	77	230	.4	3.1	13	70	.1	.8
4-Book	32	129	.2	1.9	32	128	.2	1.6	80	276	.4	2.5	60	177	.3	2.5	29	126	.2	1.8
WHAT-AM																				
SP '97	23	50	.1	1.3	65	138	.3	3.1	44	118	.2	1.4	49	71	.2	2.0	17	51	.1	1.1
4-Book	14	36	.1	.8	46	108	.2	2.2	33	105	.2	1.0	20	33	.1	.8	8	23	.1	.5
WIOQ-FM																				
SP '97	77	260	.4	4.2	34	120	.2	1.6	125	490	.6	3.8	68	324	.3	2.8	53	242	.2	3.3
4-Book	92	345	.4	5.2	39	165	.2	1.9	107	481	.5	3.3	76	356	.4	3.2	54	239	.2	3.4
WIP -AM																				
SP '97	90	359	.4	5.0	63	221	.3	3.0	100	471	.5	3.1	125	452	.6	5.1	49	243	.2	3.1
4-Book	56	226	.3	3.2	66	214	.3	3.2	86	397	.4	2.7	83	319	.4	3.5	45	186	.2	2.8
WJJZ-FM																				
SP '97	125	374	.6	6.9	64	273	.3	3.1	130	500	.6	4.0	145	417	.7	5.9	83	297	.4	5.2
4-Book	119	377	.6	6.7	76	272	.4	3.7	165	530	.8	5.1	158	421	.7	6.5	101	310	.5	6.1
WMGK-FM																				
SP '97	99	435	.5	5.5	86	307	.4	4.1	220	832	1.0	6.8	162	623	.7	6.6	66	338	.3	4.1
4-Book	93	395	.4	5.2	74	315	.4	3.6	182	682	.8	5.6	139	491	.6	5.7	71	308	.3	4.4
WMMR-FM																				
SP '97	76	288	.4	4.2	112	391	.5	5.3	207	768	1.0	6.4	122	482	.6	5.0	82	338	.4	5.1
4-Book	63	266	.3	3.5	87	312	.4	4.1	156	596	.7	4.8	102	426	.5	4.2	51	236	.2	3.1
WVGL-FM																				
SP '97	189	574	.9	10.4	141	397	.7	6.7	309	950	1.4	9.5	257	647	1.2	10.5	146	462	.7	9.1
4-Book	149	514	.7	8.4	140	450	.7	6.8	237	833	1.1	7.3	200	624	.9	8.3	125	409	.6	7.6
WPEN-AM																				
SP '97	12	57	.1	.7	8	40	.4		22	69	.1	.7	28	61	.1	1.1	13	40	.1	.8
4-Book	12	41	.1	.7	17	71	.1	.8	30	97	.2	.9	25	56	.1	1.0	13	34	.1	.8
+WPHI-FM																				
WDRE-FM																				
SP '97	65	176	.3	3.6	29	72	.1	1.4	53	267	.2	1.6	52	176	.2	2.1	29	87	.1	1.8
4-Book	53	209	.3	3.0	23	76	.1	1.1	52	223	.2	1.6	53	191	.3	2.2	28	107	.1	1.7
+WPHT-AM																				
SP '97	8	60	.4		20	52	.1	1.0	26	138	.1	.8	26	117	.1	1.1	2	9	.1	
4-Book	15	54	.1	.8	11	37	.1	.6	23	95	.1	.7	20	79	.1	.8	6	35	.4	
WPLY-FM																				
SP '97	41	148	.2	2.3	20	89	.1	1.0	78	363	.4	2.4	55	268	.3	2.2	27	131	.1	1.7
4-Book	54	216	.3	3.0	37	143	.2	1.8	97	406	.5	3.0	67	291	.3	2.8	33	164	.2	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Persons 25-54

	Persons 25-54																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SP '97	3	13		.2	16	42	.1	.8	31	93	.1	1.0	14	45	.1	.6	15	39	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	147	346	.7	8.1	103	299	.5	4.9	155	470	.7	4.8	102	214	.5	4.2	102	230	.5	6.4
4-Book	160	443	.8	8.9	93	283	.4	4.5	173	482	.8	5.4	112	271	.5	4.7	116	282	.6	7.2
WWDB-FM																				
SP '97	30	107	.1	1.7	85	281	.4	4.1	144	392	.7	4.4	50	146	.2	2.0	53	152	.2	3.3
4-Book	27	103	.1	1.5	87	297	.4	4.2	197	418	.9	6.1	45	134	.2	1.9	44	160	.2	2.7
WXTU-FM																				
SP '97	64	305	.3	3.5	131	351	.6	6.3	201	547	.9	6.2	135	392	.6	5.5	55	219	.3	3.4
4-Book	71	306	.3	3.9	99	320	.5	4.8	172	548	.8	5.3	118	384	.5	4.9	49	206	.2	3.1
WYSP-FM																				
SP '97	55	248	.3	3.0	37	132	.2	1.8	119	452	.6	3.7	87	285	.4	3.5	49	207	.2	3.1
4-Book	56	249	.3	3.2	46	125	.2	2.2	167	622	.8	5.2	156	509	.8	6.7	49	191	.2	3.1
WYXR-FM																				
SP '97	43	287	.2	2.4	53	249	.2	2.5	108	514	.5	3.3	81	330	.4	3.3	40	242	.2	2.5
4-Book	57	326	.3	3.2	67	273	.3	3.2	150	604	.7	4.7	111	421	.5	4.6	54	284	.3	3.3
WKXV-FM																				
SP '97	6	45		.3	9	47		.4	25	109	.1	.8	23	80	.1	.9	14	72	.1	.9
4-Book	7	37		.4	13	57	.1	.6	22	99	.1	.7	15	63	.1	.6	13	58	.1	.8
WFMZ-FM																				
SP '97	8	45		.4	2	15		.1	3	15		.1	6	24		.2				
4-Book	4	22		.2	18	49	.1	.9	9	46		.3	14	39	.1	.6	6	28		.4
WJBR-FM																				
SP '97	12	78	.1	.7	7	37		.3	11	70	.1	.3	16	38	.1	.7	15	78	.1	.9
4-Book	17	67	.1	1.0	8	40	.1	.4	23	76	.1	.7	18	54	.1	.8	14	50	.1	.8
WPST-FM																				
SP '97	7	52		.4	10	72		.5	25	169	.1	.8	17	100	.1	.7	6	60		.4
4-Book	16	105	.1	.9	13	78	.1	.6	21	145	.1	.7	11	91	.1	.5	10	78		.7
WRDR-FM																				
SP '97	2	12		.1	7	23		.3	2	8		.1	1	9			9	24		.6
4-Book	2	7		.1	3	13		.1	2	6		.1	5	18		.2	5	15		.3
WSTW-FM																				
SP '97	9	53		.5	6	17		.3	18	82	.1	.6	12	42	.1	.5	12	66	.1	.8
4-Book	7	43		.4	8	29		.4	12	60	.1	.4	17	62	.1	.7	8	41		.5
WFAN-AM																				
SP '97		9			1	10			9	33		.3	5	24		.2	3	18		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '97	1814	5650	8.4		2096	6160	9.7		3249	8841	15.0		2455	6462	11.4		1598	4696	7.4	
4-Book	1779	5595	8.3		2081	6286	9.6		3230	8986	15.0		2404	6490	11.2		1616	4726	7.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KYW -AM																			
SP '97	245	6498	1.3	7.0	693	4619	3.8	12.3	184	2110	1.0	3.7	245	2831	1.3	6.1	68	1214	.4	5.0
WI '97	279	7221	1.5	8.2	802	5282	4.3	14.6	179	2302	1.0	3.8	288	3292	1.6	7.2	91	1529	.5	7.2
FA '96	280	6977	1.5	8.1	754	5188	4.1	13.8	219	2467	1.2	4.4	290	3432	1.6	7.2	103	1618	.6	7.5
SU '96	264	6865	1.5	7.7	704	5026	3.9	13.9	222	2692	1.2	4.4	257	3176	1.4	6.5	78	1512	.4	5.2
4-Book	267	6890	1.5	7.8	738	5029	4.0	13.7	201	2393	1.1	4.1	270	3183	1.5	6.8	85	1468	.5	6.2
SP '96	276	6724	1.5	8.0	706	4870	3.9	13.0	222	2556	1.2	4.4	323	3453	1.8	8.0	80	1391	.4	6.0
WBEB-FM																				
SP '97	252	3272	1.4	7.2	361	1933	2.0	6.4	487	1730	2.6	9.9	306	2035	1.7	7.6	64	944	.3	4.7
WI '97	263	3244	1.4	7.7	361	1821	2.0	6.6	520	1823	2.8	10.9	312	2005	1.7	7.7	65	833	.4	5.1
FA '96	246	3118	1.3	7.1	380	2052	2.1	7.0	474	1791	2.6	9.4	294	1935	1.6	7.3	79	867	.4	5.8
SU '96	225	3018	1.2	6.6	272	1686	1.5	5.4	449	1857	2.5	8.9	300	1858	1.6	7.5	67	927	.4	4.5
4-Book	247	3163	1.3	7.2	344	1873	1.9	6.4	483	1800	2.6	9.8	303	1958	1.7	7.5	69	893	.4	5.0
SP '96	247	3283	1.4	7.1	341	1879	1.9	6.3	500	1931	2.7	9.9	291	2035	1.6	7.2	64	863	.4	4.8
WDAS-AM																				
SP '97	58	670	.3	1.7	91	362	.5	1.6	76	283	.4	1.5	39	201	.2	1.0	10	115	.1	.7
WI '97	46	599	.2	1.4	83	271	.5	1.5	64	238	.3	1.3	24	215	.1	.6	6	76	.0	.5
FA '96	37	604	.2	1.1	73	322	.4	1.3	32	160	.2	.6	24	175	.1	.6	10	48	.1	.7
SU '96	38	626	.2	1.1	76	310	.4	1.5	34	178	.2	.7	24	153	.1	.6	10	73	.1	.7
4-Book	45	625	.2	1.3	81	316	.5	1.5	52	215	.3	1.0	28	186	.1	.7	9	78	.1	.7
SP '96	49	636	.3	1.4	91	306	.5	1.7	44	228	.2	.9	41	212	.2	1.0	12	89	.1	.9
WDAS-FM																				
SP '97	219	2113	1.2	6.3	292	1175	1.6	5.2	276	1220	1.5	5.6	248	1286	1.3	6.1	152	980	.8	11.1
WI '97	233	2270	1.3	6.8	322	1320	1.7	5.8	311	1237	1.7	6.5	281	1362	1.5	7.0	132	976	.7	10.5
FA '96	219	1944	1.2	6.3	277	1121	1.5	5.1	296	1101	1.6	5.9	251	1230	1.4	6.2	138	939	.7	10.1
SU '96	212	2156	1.2	6.2	258	1175	1.4	5.1	297	1192	1.6	5.9	227	1111	1.2	5.7	132	886	.7	8.9
4-Book	221	2121	1.2	6.4	287	1198	1.6	5.3	295	1188	1.6	6.0	252	1247	1.4	6.3	139	945	.7	10.2
SP '96	224	2072	1.2	6.5	295	1281	1.6	5.4	308	1203	1.7	6.1	240	1337	1.3	5.9	142	875	.8	10.6
WFIL-AM																				
SP '97	18	386	.1	.5	32	233	.2	.6	23	136	.1	.5	19	129	.1	.5	13	103	.1	1.0
WI '97	17	301	.1	.5	44	232	.2	.8	20	118	.1	.4	9	107	.1	.2	11	89	.1	.9
FA '96	21	357	.1	.6	45	202	.2	.8	25	130	.1	.5	22	159	.1	.5	12	53	.1	.9
SU '96	18	306	.1	.5	32	190	.2	.6	32	181	.2	.6	24	149	.1	.6	3	62	.2	.2
4-Book	19	338	.1	.5	38	214	.2	.7	25	141	.1	.5	19	136	.1	.5	10	77	.1	.8
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	110	1719	.6	3.2	142	884	.8	2.5	168	824	.9	3.4	135	941	.7	3.3	51	490	.3	3.7
WI '97	124	1849	.7	3.6	151	966	.8	2.7	189	895	1.0	4.0	141	1058	.8	3.5	62	579	.3	4.9
FA '96	132	1984	.7	3.8	179	1022	1.0	3.3	188	988	1.0	3.7	141	1152	.8	3.5	72	645	.4	5.3
SU '96	109	1671	.6	3.2	122	770	.7	2.4	187	903	1.0	3.7	148	1013	.8	3.7	68	599	.4	4.6
4-Book	119	1806	.7	3.5	149	911	.8	2.7	183	903	1.0	3.7	141	1041	.8	3.5	63	578	.4	4.6
SP '96	121	1710	.7	3.5	169	951	.9	3.1	182	985	1.0	3.6	157	1061	.9	3.9	61	565	.3	4.5
WHAT-AM																				
SP '97	66	582	.4	1.9	145	355	.8	2.6	63	275	.3	1.3	41	198	.2	1.0	35	169	.2	2.6
WI '97	45	599	.2	1.3	103	286	.6	1.9	40	175	.2	.8	32	194	.2	.8	17	83	.1	1.3
FA '96	49	424	.3	1.4	117	279	.6	2.1	49	197	.3	1.0	28	146	.2	.7	26	127	.1	1.9
SU '96	61	457	.3	1.8	101	240	.6	2.0	81	223	.4	1.6	66	231	.4	1.7	27	110	.1	1.8
4-Book	55	516	.3	1.6	117	290	.7	2.2	58	218	.3	1.2	42	192	.3	1.1	26	122	.1	1.9
SP '96	19	346	.1	.5	53	170	.3	1.0	17	103	.1	.3	11	97	.1	.3	2	21	.1	.1
WIOQ-FM																				
SP '97	64	1569	.3	1.8	83	628	.5	1.5	96	808	.5	1.9	77	798	.4	1.9	30	479	.2	2.2
WI '97	77	1845	.4	2.3	108	817	.6	2.0	106	812	.6	2.2	96	980	.5	2.4	41	577	.2	3.2
FA '96	76	1725	.4	2.2	102	711	.6	1.9	126	795	.7	2.5	94	956	.5	2.3	24	505	.1	1.8
SU '96	67	1628	.4	2.0	79	612	.4	1.6	108	824	.6	2.1	83	871	.5	2.1	40	521	.2	2.7
4-Book	71	1692	.4	2.1	93	692	.5	1.8	109	810	.6	2.2	88	901	.5	2.2	34	521	.2	2.5
SP '96	73	1683	.4	2.1	82	700	.5	1.5	116	726	.6	2.3	96	887	.5	2.4	37	574	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	34	996	.2	1.0	47	384	.3	.8	56	404	.3	1.1	36	398	.2	.9	10	198	.1	.7
WI '97	28	1042	.2	.8	47	472	.3	.9	30	348	.2	.6	46	556	.2	1.1	16	230	.1	1.3
FA '96	32	1089	.2	.9	58	538	.3	1.1	34	333	.2	.7	43	519	.2	1.1	15	256	.1	1.1
SU '96	44	1053	.2	1.3	46	412	.3	.9	72	509	.4	1.4	51	555	.3	1.3	14	285	.1	.9
4-Book	35	1045	.2	1.0	50	452	.3	.9	48	399	.3	1.0	44	507	.2	1.1	14	242	.1	1.0
SP '96	46	1283	.3	1.3	79	615	.4	1.5	71	509	.4	1.4	55	589	.3	1.4	18	323	.1	1.3
WURD-AM																				
SP '97	18	209	.1	.5	27	111	.1	.5	23	110	.1	.5	22	146	.1	.5	9	98	.1	.7
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	65	1221	.4	1.9	92	590	.5	1.6	98	541	.5	2.0	71	583	.4	1.8	33	339	.2	2.4
WI '97	75	1517	.4	2.2	75	627	.4	1.4	82	652	.4	1.7	112	757	.6	2.8	57	535	.3	4.5
FA '96	86	1501	.5	2.5	101	723	.5	1.8	123	753	.7	2.4	108	714	.6	2.7	42	475	.2	3.1
SU '96	83	1371	.5	2.4	77	623	.4	1.5	113	763	.6	2.2	94	693	.5	2.4	60	480	.3	4.0
4-Book	77	1403	.5	2.3	86	641	.5	1.6	104	677	.6	2.1	96	687	.5	2.4	48	457	.3	3.5
SP '96	76	1310	.4	2.2	80	611	.4	1.5	97	548	.5	1.9	89	662	.5	2.2	50	449	.3	3.7
WVDB-FM																				
SP '97	166	2539	.9	4.8	244	1078	1.3	4.3	245	1223	1.3	5.0	230	1479	1.2	5.7	60	694	.3	4.4
WI '97	206	2850	1.1	6.1	256	1233	1.4	4.6	320	1493	1.7	6.7	275	1643	1.5	6.8	79	822	.4	6.3
FA '96	173	2510	.9	5.0	223	1126	1.2	4.1	279	1305	1.5	5.5	220	1375	1.2	5.4	75	696	.4	5.5
SU '96	167	2309	.9	4.9	223	1033	1.2	4.4	296	1328	1.6	5.8	178	1093	1.0	4.5	83	784	.5	5.6
4-Book	178	2552	1.0	5.2	237	1118	1.3	4.4	285	1337	1.5	5.8	226	1398	1.2	5.6	74	749	.4	5.5
SP '96	166	2287	.9	4.8	233	1023	1.3	4.3	290	1198	1.6	5.7	182	1137	1.0	4.5	71	629	.4	5.3
WXTU-FM																				
SP '97	196	2101	1.1	5.6	278	1305	1.5	4.9	287	1294	1.6	5.8	240	1428	1.3	5.9	64	716	.3	4.7
WI '97	195	2243	1.1	5.7	304	1301	1.6	5.5	285	1227	1.5	6.0	220	1488	1.2	5.5	51	649	.3	4.0
FA '96	163	2070	.9	4.7	252	1277	1.4	4.6	222	1199	1.2	4.4	205	1441	1.1	5.1	42	658	.2	3.1
SU '96	179	2260	1.0	5.2	256	1274	1.4	5.1	254	1197	1.4	5.0	224	1463	1.2	5.6	83	746	.5	5.6
4-Book	183	2169	1.0	5.3	273	1289	1.5	5.0	262	1229	1.4	5.3	222	1455	1.2	5.5	60	692	.3	4.4
SP '96	156	1995	.9	4.5	223	1193	1.2	4.1	214	1098	1.2	4.2	186	1270	1.0	4.6	54	620	.3	4.0
WYSP-FM																				
SP '97	154	2366	.8	4.4	525	1629	2.8	9.3	185	1106	1.0	3.8	98	827	.5	2.4	33	400	.2	2.4
WI '97	132	2253	.7	3.9	477	1660	2.6	8.7	141	889	.8	3.0	87	711	.5	2.2	24	316	.1	1.9
FA '96	120	2652	.7	3.5	352	1339	1.9	6.4	118	842	.6	2.3	89	751	.5	2.2	18	335	.1	1.3
SU '96	113	2228	.6	3.3	379	1511	2.1	7.5	113	882	.6	2.2	69	599	.4	1.7	28	256	.2	1.9
4-Book	130	2375	.7	3.8	433	1535	2.4	8.0	139	930	.8	2.8	86	722	.5	2.1	26	327	.2	1.9
SP '96	135	2360	.7	3.9	522	1613	2.9	9.6	136	998	.7	2.7	66	719	.4	1.6	29	338	.2	2.2
WYXR-FM																				
SP '97	125	2235	.7	3.6	194	1187	1.1	3.4	202	1050	1.1	4.1	171	1320	.9	4.2	37	687	.2	2.7
WI '97	83	1924	.5	2.4	123	879	.7	2.2	120	833	.7	2.5	94	1045	.5	2.3	33	635	.2	2.6
FA '96	108	2006	.6	3.1	157	1055	.9	2.9	157	982	.9	3.1	146	1320	.8	3.6	38	630	.2	2.8
SU '96	116	2273	.6	3.4	164	1152	.9	3.2	191	1164	1.0	3.8	141	1181	.8	3.5	43	736	.2	2.9
4-Book	108	2110	.6	3.1	160	1068	.9	2.9	168	1007	.9	3.4	138	1217	.8	3.4	38	672	.2	2.8
SP '96	142	2076	.8	4.1	199	1208	1.1	3.7	265	1150	1.5	5.2	162	1242	.9	4.0	42	709	.2	3.1
WKXV-FM																				
SP '97	27	742	.1	.8	40	327	.2	.7	46	322	.2	.9	36	388	.2	.9	10	147	.1	.7
WI '97	43	858	.2	1.3	69	428	.4	1.3	61	361	.3	1.3	54	434	.3	1.3	8	124	.1	.6
FA '96	40	640	.2	1.2	73	284	.4	1.3	71	358	.4	1.4	45	380	.2	1.1	9	125	.1	.7
SU '96	29	771	.2	.8	42	406	.2	.8	47	335	.3	.9	41	421	.2	1.0	13	221	.1	.9
4-Book	35	753	.2	1.0	56	361	.3	1.0	56	344	.3	1.1	44	406	.2	1.1	10	154	.1	.7
SP '96	29	755	.2	.8	42	353	.2	.8	49	384	.3	1.0	35	391	.2	.9	6	150	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	22	322	.1	.6	27	148	.1	.5	39	131	.2	.8	27	180	.1	.7	7	100		.5
WI '97	35	460	.2	1.0	39	247	.2	.7	72	229	.4	1.5	42	257	.2	1.0	8	121		.6
FA '96	33	334	.2	1.0	42	196	.2	.8	61	214	.3	1.2	40	195	.2	1.0	5	79		.4
SU '96	16	255	.1	.5	25	114	.1	.5	34	105	.2	.7	18	133	.1	.5	2	58		.1
4-Book	27	343	.2	.8	33	176	.2	.6	52	170	.3	1.1	32	191	.2	.8	6	90		.4
SP '96	29	485	.2	.8	37	267	.2	.7	48	216	.3	.9	29	217	.2	.7	18	129	.1	1.3
WJBR-FM																				
SP '97	22	447	.1	.6	33	217	.2	.6	42	173	.2	.9	28	184	.2	.7	2	55		.1
WI '97	22	394	.1	.6	23	167	.1	.4	45	168	.2	.9	34	190	.2	.8	7	117		.6
FA '96	37	502	.2	1.1	56	279	.3	1.0	66	206	.4	1.3	36	301	.2	.9	6	83		.4
SU '96	34	505	.2	1.0	29	228	.2	.6	51	279	.3	1.0	49	255	.3	1.2	21	204	.1	1.4
4-Book	29	462	.2	.8	35	223	.2	.7	51	207	.3	1.0	37	233	.2	.9	9	115		.6
SP '96	23	344	.1	.7	26	138	.1	.5	52	215	.3	1.0	28	220	.2	.7	6	76		.4
WPST-FM																				
SP '97	12	562	.1	.3	20	200	.1	.4	18	237	.1	.4	16	308	.1	.4	6	128		.4
WI '97	17	522	.1	.5	29	234	.2	.5	30	175	.2	.6	24	296	.1	.6	4	142		.3
FA '96	24	607	.1	.7	41	254	.2	.8	44	192	.2	.9	29	323	.2	.7	6	126		.4
SU '96	19	577	.1	.6	30	236	.2	.6	35	335	.2	.7	25	313	.1	.6	4	107		.3
4-Book	18	567	.1	.5	30	231	.2	.6	32	235	.2	.7	24	310	.1	.6	5	126		.4
SP '96	15	576	.1	.4	17	196	.1	.3	22	235	.1	.4	14	260	.1	.3	1	53		.1
WRDR-FM																				
SP '97	29	392	.2	.8	29	197	.2	.5	47	211	.3	1.0	31	218	.2	.8	9	109		.7
WI '97	14	227	.1	.4	20	102	.1	.4	8	76		.2	19	151	.1	.5	10	56	.1	.8
FA '96	14	270	.1	.4	12	88	.1	.2	15	112	.1	.3	19	122	.1	.5	6	65		.4
SU '96	10	216	.1	.3	17	50	.1	.3	14	93	.1	.3	6	80		.2	4	36		.3
4-Book	17	276	.1	.5	20	109	.1	.4	21	123	.1	.5	19	143	.1	.5	7	67		.6
SP '96	7	197		.2	9	81		.2	13	73	.1	.3	5	80		.1	1	41		.1
WSTW-FM																				
SP '97	8	278		.2	10	105	.1	.2	13	115	.1	.3	13	142	.1	.3	2	60		.1
WI '97	9	302		.3	16	137	.1	.3	16	122	.1	.3	10	146	.1	.2	3	78		.2
FA '96	12	295	.1	.3	16	148	.1	.3	22	113	.1	.4	18	162	.1	.4	3	50		.2
SU '96	11	291	.1	.3	16	161	.1	.3	21	133	.1	.4	13	170	.1	.3	2	55		.1
4-Book	10	292	.1	.3	15	138	.1	.3	18	121	.1	.4	14	155	.1	.3	3	61		.2
SP '96	11	281	.1	.3	19	137	.1	.4	14	103	.1	.3	14	163	.1	.3	4	85		.3
WFAN-AM																				
SP '97	12	247	.1	.3	35	119	.2	.6	15	115	.1	.3	16	99	.1	.4	3	69		.2
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	14	214	.1	.4	28	112	.2	.5	22	108	.1	.4	22	112	.1	.5	2	46		.1
TOTALS																				
SP '97	3487	18087	18.9	5640	16625	30.6	4932	13994	26.7	4038	15868	21.9	1366	10347	7.4					
WI '97	3404	17896	18.5	5507	16360	29.9	4759	13582	25.8	4026	15640	21.8	1263	9627	6.8					
FA '96	3461	17930	18.8	5465	16364	29.6	5028	14154	27.3	4037	15653	21.9	1365	10105	7.4					
SU '96	3433	17643	18.9	5049	15830	27.7	5066	14275	27.8	3977	15390	21.9	1488	10115	8.2					
4-Book	3446	17889	18.8	5415	16295	29.5	4946	14001	26.9	4020	15638	21.9	1371	10049	7.5					
SP '96	3468	17641	19.1	5423	15933	29.8	5068	14143	27.9	4042	15660	22.2	1344	9993	7.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	359	5856	1.9	7.4	163	3510	.9	6.7	433	1770	2.3	14.4	166	840	.9	4.2	125	592	.7	4.5
4-Book	388	6312	2.1	8.1	176	3676	1.0	7.3	452	1893	2.5	15.7	196	989	1.1	4.9	134	672	.8	5.0
WBEB-FM																				
SP '97	392	2741	2.1	8.0	130	1772	.7	5.3	148	506	.8	4.9	252	774	1.4	6.4	138	489	.7	4.9
4-Book	385	2750	2.1	8.0	121	1592	.7	5.0	137	457	.7	4.7	237	714	1.3	6.0	146	525	.8	5.5
WDAS-AM																				
SP '97	69	488	.4	1.4	70	568	.4	2.9	56	118	.3	1.9	55	112	.3	1.4	25	54	.1	.9
4-Book	53	397	.3	1.1	55	515	.3	2.3	46	111	.3	1.6	40	90	.2	1.0	15	41	.1	.6
WDAS-FM																				
SP '97	272	1855	1.5	5.6	168	1364	.9	6.9	150	405	.8	5.0	287	559	1.6	7.3	261	550	1.4	9.3
4-Book	279	1827	1.6	5.8	173	1378	.9	7.1	153	409	.8	5.3	274	606	1.5	6.9	220	513	1.2	8.2
WFIL-AM																				
SP '97	25	318	.1	.5	10	140	.1	.4	13	29	.1	.4	2	33	.1		9	32	.3	
4-Book	27	294	.2	.6	9	125	.1	.4	15	47	.1	.5	7	36	.2		9	26	.3	
WFLN-FM																				
SP '97	150	1413	.8	3.1	80	887	.4	3.3	55	206	.3	1.8	108	354	.6	2.7	84	314	.5	3.0
4-Book	160	1482	.9	3.3	84	942	.5	3.5	64	241	.4	2.2	140	417	.8	3.5	101	304	.6	3.8
WHAT-AM																				
SP '97	81	470	.4	1.7	60	351	.3	2.5	80	170	.4	2.7	76	149	.4	1.9	33	69	.2	1.2
4-Book	71	381	.4	1.5	46	338	.2	1.9	62	128	.3	2.2	65	131	.4	1.6	24	57	.1	.9
WIOQ-FM																				
SP '97	86	1297	.5	1.8	47	690	.3	1.9	31	156	.2	1.0	95	378	.5	2.4	85	324	.5	3.0
4-Book	98	1365	.6	2.0	49	815	.3	2.0	41	163	.2	1.4	99	362	.5	2.5	75	313	.4	2.8
VIP -AM																				
SP '97	214	2173	1.2	4.4	86	1329	.5	3.5	115	379	.6	3.8	100	391	.5	2.5	76	255	.4	2.7
4-Book	211	2067	1.2	4.4	72	1099	.4	3.0	100	349	.5	3.5	117	414	.6	2.9	75	248	.4	2.8
VJJZ-FM																				
SP '97	270	2282	1.5	5.5	139	1532	.8	5.7	123	404	.7	4.1	233	710	1.3	5.9	210	548	1.1	7.5
4-Book	282	2165	1.6	5.9	142	1516	.8	5.9	124	401	.7	4.3	225	648	1.3	5.7	185	496	1.0	6.9
WMGK-FM																				
SP '97	217	2279	1.2	4.5	125	1560	.7	5.1	134	463	.7	4.4	260	748	1.4	6.6	198	658	1.1	7.1
4-Book	232	2082	1.3	4.8	101	1308	.6	4.2	102	343	.6	3.5	208	646	1.2	5.3	145	492	.8	5.4
WMMR-FM																				
SP '97	247	1963	1.3	5.1	80	1203	.4	3.3	104	332	.6	3.4	168	575	.9	4.3	85	250	.5	3.0
4-Book	202	1793	1.1	4.2	81	1127	.5	3.4	105	326	.6	3.7	168	546	.9	4.3	100	344	.6	3.7
WGL-FM																				
SP '97	389	3475	2.1	8.0	267	2769	1.4	11.0	258	754	1.4	8.6	475	1223	2.6	12.0	285	874	1.5	10.2
4-Book	395	3552	2.1	8.2	242	2627	1.3	10.0	226	719	1.3	7.9	453	1218	2.5	11.4	273	851	1.5	10.2
WPEN-AM																				
SP '97	103	877	.6	2.1	56	590	.3	2.3	92	217	.5	3.0	110	313	.6	2.8	83	221	.5	3.0
4-Book	120	914	.7	2.5	67	689	.4	2.8	107	291	.6	3.7	142	365	.8	3.6	79	221	.5	2.9
+WPHI-FM																				
WDRE-FM																				
SP '97	39	528	.2	.8	21	335	.1	.9	15	68	.1	.5	45	164	.2	1.1	36	99	.2	1.3
4-Book	32	477	.2	.7	23	312	.1	1.0	18	64	.1	.7	42	143	.2	1.0	34	114	.2	1.3
+WPHT-AM																				
SP '97	33	655	.2	.7	19	445	.1	.8	23	59	.1	.8	20	103	.1	.5	4	33	.1	.3
4-Book	32	574	.2	.7	18	331	.1	.8	15	60	.1	.5	21	82	.1	.5	9	42	.1	.3
WPLY-FM																				
SP '97	47	773	.3	1.0	26	501	.1	1.1	31	102	.2	1.0	43	172	.2	1.1	39	126	.2	1.4
4-Book	47	841	.3	1.0	26	496	.1	1.1	22	91	.1	.8	45	191	.2	1.1	39	136	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	24 **	191 **	.1 **	.5 **	13 **	142 **	.1 **	.5 **	17 **	69 **	.1 **	.6 **	25 **	45 **	.1 **	.6 **	27 **	64 **	.1 **	1.0 **
WUSL-FM SP '97 4-Book	88 96	1013 1152	.5 .5	1.8 2.0	45 63	563 706	.2 .3	1.8 2.6	27 42	76 141	.1 .2	.9 1.5	80 123	255 321	.4 .7	2.0 3.1	47 79	135 216	.3 .4	1.7 3.0
WVDB-FM SP '97 4-Book	240 252	2081 2051	1.3 1.4	4.9 5.2	105 116	1237 1359	.6 .6	4.3 4.8	172 163	407 452	.9 .9	5.7 5.7	138 150	437 441	.7 .8	3.5 3.8	65 69	162 225	.4 .4	2.3 2.6
WXTU-FM SP '97 4-Book	270 253	1904 1900	1.5 1.4	5.5 5.3	153 142	1336 1369	.8 .8	6.3 5.9	212 178	580 535	1.1 1.0	7.0 6.2	255 262	658 693	1.4 1.4	6.5 6.6	169 177	536 550	.9 1.0	6.0 6.6
WYSP-FM SP '97 4-Book	263 214	2089 1948	1.4 1.2	5.4 4.5	43 52	689 849	.2 .3	1.8 2.2	49 49	142 155	.3 .3	1.6 1.7	100 78	313 276	.5 .4	2.5 2.0	74 62	289 219	.4 .4	2.6 2.3
WYXR-FM SP '97 4-Book	190 156	1892 1752	1.0 .8	3.9 3.2	70 70	1180 1091	.4 .4	2.9 2.9	65 66	303 285	.4 .4	2.2 2.3	143 128	448 457	.8 .7	3.6 3.2	104 88	393 343	.6 .5	3.7 3.3
WKXW-FM SP '97 4-Book	41 52	598 606	.2 .3	.8 1.1	13 20	305 315	.1 .1	.5 .8	8 26	41 82	.1 .1	.3 .9	21 36	86 119	.1 .2	.5 .9	12 23	48 72	.1 .1	.4 .9
WFMZ-FM SP '97 4-Book	32 40	239 274	.2 .2	.7 .9	14 17	197 191	.1 .1	.6 .7	24 20	57 63	.1 .1	.8 .7	25 34	91 84	.1 .2	.6 .8	18 14	50 51	.1 .1	.6 .5
WJBR-FM SP '97 4-Book	35 42	303 349	.2 .2	.7 .9	14 19	235 245	.1 .1	.6 .8	10 17	44 66	.1 .1	.3 .6	20 31	68 88	.1 .2	.5 .8	21 28	75 74	.1 .1	.8 1.1
WPST-FM SP '97 4-Book	18 29	481 461	.1 .2	.4 .6	4 8	174 223	.1 .1	.2 .4	6 9	6 46	.1 .1	.3 .3	8 17	61 89	.1 .1	.2 .4	6 13	48 72	.1 .1	.2 .5
WRDR-FM SP '97 4-Book	37 20	303 202	.2 .1	.8 .4	31 19	249 178	.2 .1	1.3 .8	26 25	64 56	.1 .1	.9 .9	56 32	144 83	.3 .2	1.4 .8	43 24	121 78	.2 .1	1.5 .9
WSTW-FM SP '97 4-Book	12 16	212 229	.1 .1	.2 .3	3 5	104 116	.1 .2	.1 .2	10 8	27 23	.1 .1	.3 .3	6 8	46 40	.2 .2	.2 .2	6 6	45 32	.2 .2	.2 .2
WFAN-AM SP '97 4-Book	21 **	187 **	.1 **	.4 **	3 **	88 **	.1 **	.1 **	9 **	46 **	.1 **	.3 **	3 **	26 **	.1 **	.1 **	**	**	**	**
TOTALS SP '97 4-Book	4876 4806	17881 17666	26.4 26.1		2437 2418	15414 15170	13.2 13.2		3017 2882	8044 7922	16.4 15.7		3949 3978	9629 9672	21.4 21.6		2799 2683	7251 7089	15.2 14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	68	371	.4	5.1	305	1439	1.7	13.7	109	672	.6	3.9	77	411	.4	3.6	77	395	.4	6.0
4-Book	63	405	.4	4.7	339	1468	1.9	15.1	128	751	.7	4.4	87	451	.5	4.3	70	410	.4	5.5
WBEB-FM																				
SP '97	53	241	.3	4.0	86	378	.5	3.9	180	675	1.0	6.4	136	433	.7	6.4	46	260	.2	3.6
4-Book	62	289	.3	4.7	95	328	.6	4.3	144	529	.8	5.0	107	397	.6	5.3	42	218	.2	3.3
WDAS-AM																				
SP '97	6	28		.4	221	442	1.2	9.9	132	295	.7	4.7	61	124	.3	2.9	19	60	.1	1.5
4-Book	6	21		.5	172	363	1.0	7.7	113	294	.6	3.9	39	82	.2	1.9	19	53	.1	1.5
WDAS-FM																				
SP '97	139	370	.8	10.4	61	197	.3	2.7	91	288	.5	3.2	110	276	.6	5.2	224	418	1.2	17.5
4-Book	133	368	.8	10.0	89	252	.5	4.0	119	351	.7	4.1	106	278	.6	5.2	261	450	1.4	20.3
WFIL-AM																				
SP '97	14	32	.1	1.0	17	64	.1	.8	13	56	.1	.5	9	36		.4	7	30		.5
4-Book	7	20	.1	.5	13	41	.1	.6	10	42	.1	.4	7	23		.3	6	19		.4
WFLN-FM																				
SP '97	28	106	.2	2.1	79	238	.4	3.5	122	407	.7	4.3	132	338	.7	6.2	41	169	.2	3.2
4-Book	39	138	.2	3.0	58	212	.3	2.6	127	382	.7	4.4	96	265	.5	4.7	41	160	.2	3.2
WHAT-AM																				
SP '97	34	79	.2	2.5	92	180	.5	4.1	75	184	.4	2.6	74	108	.4	3.5	24	70	.1	1.9
4-Book	25	60	.1	1.9	91	179	.5	4.0	63	170	.4	2.2	33	59	.2	1.6	13	39	.1	1.1
WIOQ-FM																				
SP '97	21	82	.1	1.6	21	65	.1	.9	70	265	.4	2.5	34	184	.2	1.6	15	77	.1	1.2
4-Book	30	134	.2	2.3	22	96	.1	1.0	56	251	.3	1.9	42	195	.3	2.1	23	99	.1	1.8
WIP -AM																				
SP '97	83	306	.5	6.2	67	232	.4	3.0	87	386	.5	3.1	120	430	.7	5.7	49	223	.3	3.8
4-Book	47	180	.3	3.5	60	200	.3	2.7	71	324	.4	2.5	75	278	.4	3.7	34	148	.2	2.7
WJJZ-FM																				
SP '97	102	311	.6	7.6	72	284	.4	3.2	155	562	.8	5.5	137	382	.7	6.5	79	291	.4	6.2
4-Book	111	348	.6	8.3	72	248	.4	3.2	179	528	1.0	6.2	152	400	.9	7.4	85	265	.5	6.5
WMGK-FM																				
SP '97	77	334	.4	5.8	68	209	.4	3.1	122	516	.7	4.3	90	367	.5	4.3	48	222	.3	3.8
4-Book	55	252	.3	4.1	56	220	.3	2.5	112	419	.6	3.9	81	284	.5	3.9	42	185	.2	3.2
WMMR-FM																				
SP '97	28	105	.2	2.1	54	197	.3	2.4	92	400	.5	3.2	64	296	.3	3.0	40	191	.2	3.1
4-Book	30	119	.2	2.2	57	205	.3	2.5	96	354	.5	3.3	61	265	.3	3.0	31	130	.2	2.4
WQGL-FM																				
SP '97	181	578	1.0	13.5	197	542	1.1	8.8	318	961	1.7	11.2	244	652	1.3	11.5	159	519	.9	12.4
4-Book	160	535	.9	12.0	182	555	1.0	8.2	266	883	1.4	9.2	220	667	1.2	10.7	142	449	.8	10.9
WPEN-AM																				
SP '97	28	112	.2	2.1	11	50	.1	.5	56	166	.3	2.0	52	120	.3	2.5	21	91	.1	1.6
4-Book	27	83	.2	2.0	35	147	.2	1.6	71	212	.4	2.5	55	138	.3	2.7	24	90	.1	1.8
+WPHI-FM																				
WDRE-FM																				
SP '97	23	40	.1	1.7	6	27		.3	27	112	.1	1.0	13	59	.1	.6	4	14		.3
4-Book	20	56	.1	1.5	9	39	.1	.4	26	107	.1	.9	20	63	.1	1.0	11	32	.1	.9
+WPHT-AM																				
SP '97	22	90	.1	1.6	27	70	.1	1.2	29	147	.2	1.0	24	101	.1	1.1	3	18		.2
4-Book	22	70	.1	1.6	16	51	.1	.7	29	106	.2	1.0	24	88	.1	1.2	8	48		.7
WPLY-FM																				
SP '97	3	18		.2	17	71	.1	.8	34	148	.2	1.2	28	159	.2	1.3	14	61	.1	1.1
4-Book	13	59	.1	.9	15	65	.1	.7	33	141	.2	1.1	30	130	.2	1.4	14	73	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	4 **	18 **	.3 **	.3 **	6 **	16 **	.3 **	.3 **	14 **	52 **	.1 **	.5 **	8 **	29 **	.4 **	.4 **	8 **	29 **	.6 **	.6 **
WUSL-FM SP '97 4-Book	23 48	77 147	.1 .3	1.7 3.6	36 37	116 128	.2 .2	1.6 1.7	61 71	210 210	.3 .4	2.2 2.5	33 41	104 116	.2 .2	1.6 2.0	42 49	121 118	.2 .3	3.3 3.8
WVDB-FM SP '97 4-Book	44 54	165 199	.2 .3	3.3 4.1	129 136	391 428	.7 .7	5.8 6.0	181 234	466 498	1.0 1.3	6.4 8.0	56 56	158 165	.3 .3	2.6 2.8	52 60	171 229	.3 .3	4.1 4.8
WXTU-FM SP '97 4-Book	47 63	218 271	.3 .4	3.5 4.7	134 117	366 355	.7 .6	6.0 5.2	215 185	593 581	1.2 1.0	7.6 6.4	145 119	417 383	.8 .7	6.9 5.8	57 44	235 202	.3 .2	4.5 3.5
WYSP-FM SP '97 4-Book	17 17	75 73	.1 .1	1.3 1.3	17 16	53 65	.1 .1	.8 .7	53 97	167 331	.3 .5	1.9 3.4	23 80	118 276	.1 .4	1.1 4.0	9 15	65 70	.7 .1	.7 1.2
WYXR-FM SP '97 4-Book	23 33	149 173	.1 .2	1.7 2.4	45 47	189 176	.2 .3	2.0 2.1	88 97	401 392	.5 .5	3.1 3.4	58 67	259 255	.3 .4	2.7 3.3	34 33	205 169	.2 .2	2.7 2.6
WKXW-FM SP '97 4-Book	6 7	43 37	.4 .5	.4 .5	12 20	70 72	.1 .1	.5 .8	16 27	96 103	.1 .2	.6 .9	15 11	51 52	.1 .1	.7 .6	14 11	61 48	.1 .1	1.1 .9
WFMZ-FM SP '97 4-Book	6 4	56 26	.4 .3	.4 .3	10 22	41 61	.1 .1	.4 1.0	15 22	40 64	.1 .1	.5 .7	12 16	44 54	.1 .1	.6 .8	3 3	9 15	.2 .2	.2 .2
WJBR-FM SP '97 4-Book	8 12	49 57	.6 .1	.9 .9	6 8	28 36	.3 .1	.3 .4	12 24	73 72	.1 .2	.4 .8	21 19	41 51	.1 .1	1.0 1.0	13 12	55 39	.1 .1	1.0 .9
WPST-FM SP '97 4-Book	4 4	28 28	.3 .3	.3 .3	3 5	27 36	.1 .2	.1 .2	5 7	40 40	.2 .3	.2 .3	4 5	32 37	.2 .3	.2 .3	3 5	33 28	.2 .3	.2 .3
WRDR-FM SP '97 4-Book	20 12	74 41	.1 .1	1.5 .9	23 17	65 43	.1 .1	1.0 .7	41 20	87 55	.2 .1	1.4 .7	23 13	61 46	.1 .1	1.1 .7	11 7	42 27	.1 .1	.9 .6
WSTW-FM SP '97 4-Book	1 2	9 17	.1 .2	.1 .2	1 1	5 5	.1 .1	.1 .1	2 4	25 29	.1 .2	.1 .2	2 11	8 39	.1 .1	.1 .6	2 2	15 17	.2 .2	.2 .2
WFAN-AM SP '97 4-Book	** **	** **	** **	** **	1 **	10 6483	** **	** **	3 **	17 7944	** **	.1 15.8	4 **	26 5579	** **	.2 11.1	3 **	18 3902	** **	.2 7.0
TOTALS SP '97 4-Book	1338 1329	4348 4337	7.3 7.3	7.3 7.3	2226 2240	6325 6483	12.1 12.2	12.1 12.2	2831 2901	7847 7944	15.4 15.8	15.4 15.8	2114 2045	5709 5579	11.5 11.1	11.5 11.1	1280 1290	4064 3902	6.9 7.0	6.9 7.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	4	291	.1	.7	13	184	.3	2.0	1	43	.2	2	64	.3	1	16	.2			
WI '97	10	494	.2	1.8	22	290	.5	3.3	13	142	.3	2.2	12	165	.3	1.7	4	112	.1	.8
FA '96	11	383	.3	2.0	35	267	.9	5.5	7	86	.2	1.3	8	104	.2	1.1	5	40	.1	.9
SU '96	8	422	.2	1.3	19	238	.5	2.6	7	90	.2	.9	5	97	.1	.7	3	84	.1	.7
4-Book	8	398	.2	1.5	22	245	.6	3.4	7	90	.2	1.2	7	108	.2	1.0	3	63	.1	.7
SP '96	9	495	.2	1.7	29	323	.7	4.3	7	117	.2	1.3	8	166	.2	1.2	2	59		.4
WBEB-FM																				
SP '97	8	303	.2	1.4	11	133	.3	1.7	13	52	.3	2.2	9	97	.2	1.2	3	55	.1	.6
WI '97	13	375	.3	2.4	19	144	.5	2.8	17	113	.4	2.9	11	146	.3	1.6	8	104	.2	1.7
FA '96	13	474	.3	2.4	10	150	.2	1.6	15	149	.4	2.7	16	234	.4	2.2	19	168	.5	3.6
SU '96	12	316	.3	2.0	6	89	.1	.8	20	174	.5	2.6	17	137	.4	2.4	13	117	.3	2.9
4-Book	12	367	.3	2.1	12	129	.3	1.7	16	122	.4	2.6	13	154	.3	1.9	11	111	.3	2.2
SP '96	14	356	.3	2.7	9	106	.2	1.3	14	127	.3	2.6	18	181	.4	2.7	10	116	.2	2.2
WDAS-AM																				
SP '97	1	25		.2		8														
WI '97		24				8														
FA '96	1	34		.2		7														
SU '96	1	23		.2		7							1	7		.1		2	9	.4
4-Book	1	27		.2		8							2	2				1	2	.1
SP '96	2	68		.4	2	16		.3	1	8		.2	2	8		.3			8	
WDAS-FM																				
SP '97	16	244	.4	2.8	19	123	.5	2.9	18	97	.4	3.1	14	95	.3	1.8	14	85	.3	2.8
WI '97	10	330	.2	1.8	14	128	.3	2.1	6	76	.1	1.0	13	149	.3	1.9	7	93	.2	1.5
FA '96	23	346	.6	4.2	24	94	.6	3.8	25	162	.6	4.5	29	172	.7	4.0	23	172	.6	4.4
SU '96	25	435	.6	4.2	24	184	.6	3.3	30	176	.7	3.9	27	201	.6	3.8	18	184	.4	4.0
4-Book	19	339	.5	3.3	20	132	.5	3.0	20	128	.5	3.1	21	154	.5	2.9	16	134	.4	3.2
SP '96	25	340	.6	4.7	25	126	.6	3.7	26	113	.6	4.9	29	132	.7	4.4	16	152	.4	3.6
WFIL-AM																				
SP '97																				
WI '97		22			1	10		.1					1	10		.1		12		
FA '96		26			1	9		.2						9						
SU '96																				
4-Book	**	12	**	**	**	5	**	.1	**	**	**	**	**	5	**	**	**	**	3	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	2	69		.4	1	17		.2	1	17		.2	1	9		.1	2	24		.4
WI '97	4	102	.1	.7	3	45	.1	.4	3	35	.1	.5	2	25		.3	4	27	.1	.8
FA '96	9	97	.2	1.6	8	38	.2	1.3	3	28	.1	.5	6	47	.1	.8	12	78	.3	2.3
SU '96	4	60	.1	.7	7	43	.2	1.0	6	26	.1	.8	4	25	.1	.6	1	25		.2
4-Book	5	82	.1	.9	5	36	.1	.7	3	27	.1	.5	3	27	.1	.5	5	39	.1	.9
SP '96	3	95	.1	.6	3	37	.1	.4	2	27		.4	4	35	.1	.6	3	28	.1	.7
WHAT-AM																				
SP '97		5												5						
WI '97		17			1	9		.1												
FA '96	5	36	.1	.9	4	27	.1	.6	8	26	.2	1.4	5	19	.1	.7	4	20	.1	.8
SU '96	1	26		.2	1	9		.1	1	9		.1	2	9		.3				
4-Book	2	21		.3	2	11		.2	2	9		.4	2	8		.3	1	5		.2
SP '96		16																		
WIOQ-FM																				
SP '97	57	1107	1.4	10.1	37	396	.9	5.6	56	448	1.4	9.6	94	728	2.3	12.3	57	495	1.4	11.6
WI '97	52	1252	1.3	9.6	54	536	1.3	8.0	45	465	1.1	7.7	76	785	1.8	11.0	53	663	1.3	11.1
FA '96	73	1335	1.8	13.3	66	573	1.6	10.4	59	598	1.4	10.6	102	803	2.5	14.0	86	759	2.1	16.3
SU '96	71	1308	1.7	12.0	74	521	1.8	10.2	77	678	1.9	9.9	90	759	2.2	12.8	69	634	1.7	15.5
4-Book	63	1251	1.6	11.3	58	507	1.4	8.6	59	547	1.5	9.5	91	769	2.2	12.5	66	638	1.6	13.6
SP '96	55	1087	1.3	10.4	43	459	1.0	6.4	63	531	1.5	11.8	62	634	1.5	9.4	56	499	1.3	12.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIP -AM																				
SP '97	17	526	.4	3.0	22	177	.5	3.3	13	111	.3	2.2	15	150	.4	2.0	23	234	.6	4.7
WI '97	18	451	.4	3.3	33	242	.8	4.9	18	133	.4	3.1	21	171	.5	3.0	18	174	.4	3.8
FA '96	22	474	.5	4.0	35	257	.9	5.5	23	167	.6	4.1	23	172	.6	3.2	18	198	.4	3.4
SU '96	13	304	.3	2.2	30	140	.7	4.2	14	136	.3	1.8	14	127	.3	2.0	6	83	.1	1.3
4-Book	18	439	.4	3.1	30	204	.7	4.5	17	137	.4	2.8	18	155	.5	2.6	16	172	.4	3.3
SP '96	20	493	.5	3.8	34	266	.8	5.0	29	178	.7	5.4	26	202	.6	4.0	13	187	.3	2.9
WJZ-FM																				
SP '97	7	105	.2	1.2	11	49	.3	1.7	5	39	.1	.9	6	36	.1	.8	2	31		.4
WI '97	4	143	.1	.7	1	17		.1	3	34	.1	.5	5	38	.1	.7	6	39	.1	1.3
FA '96	3	123	.1	.5	2	10		.3	2	40		.4	5	57	.1	.7	5	87	.1	.9
SU '96	9	199	.2	1.5	8	70	.2	1.1	5	60	.1	.6	9	77	.2	1.3	6	75	.1	1.3
4-Book	6	143	.2	1.0	6	37	.1	.8	4	43	.1	.6	6	52	.1	.9	5	58	.1	1.0
SP '96	4	93	.1	.8	1	14		.1	10	28	.2	1.9	4	35	.1	.6	3	31	.1	.7
WMGK-FM																				
SP '97	22	611	.5	3.9	17	206	.4	2.6	23	239	.6	4.0	26	300	.6	3.4	20	254	.5	4.1
WI '97	24	449	.6	4.4	20	128	.5	3.0	44	210	1.1	7.5	41	256	1.0	5.9	13	209	.3	2.7
FA '96	25	516	.6	4.5	28	289	.7	4.4	40	265	1.0	7.2	41	357	1.0	5.6	14	177	.3	2.7
SU '96	27	463	.6	4.5	26	167	.6	3.6	46	247	1.1	5.9	34	277	.8	4.8	11	176	.3	2.5
4-Book	25	510	.6	4.3	23	198	.6	3.4	38	240	1.0	6.2	36	298	.9	4.9	15	204	.4	3.0
SP '96	25	445	.6	4.7	27	226	.6	4.0	39	169	.9	7.3	38	296	.9	5.8	13	154	.3	2.9
WMMR-FM																				
SP '97	26	754	.6	4.6	33	285	.8	5.0	41	297	1.0	7.1	36	426	.9	4.7	16	257	.4	3.3
WI '97	26	660	.6	4.8	26	253	.6	3.9	42	363	1.0	7.1	32	290	.8	4.6	13	177	.3	2.7
FA '96	21	706	.5	3.8	20	227	.5	3.2	30	248	.7	5.4	30	366	.7	4.1	11	203	.3	2.1
SU '96	24	646	.6	4.0	24	221	.6	3.3	42	352	1.0	5.4	27	376	.6	3.8	15	243	.4	3.4
4-Book	24	692	.6	4.3	26	247	.6	3.9	39	315	.9	6.3	31	365	.8	4.3	14	220	.4	2.9
SP '96	23	646	.6	4.4	42	298	1.0	6.2	35	263	.8	6.5	26	392	.6	4.0	9	163	.2	2.0
WOGL-FM																				
SP '97	14	410	.3	2.5	22	158	.5	3.3	9	92	.2	1.5	15	165	.4	2.0	13	116	.3	2.6
WI '97	4	268	.1	.7	2	80		.3	5	72	.1	.9	6	72	.1	.9	4	74	.1	.8
FA '96	19	282	.5	3.5	20	100	.5	3.2	29	105	.7	5.2	25	190	.6	3.4	14	74	.3	2.7
SU '96	13	294	.3	2.2	8	83	.2	1.1	22	118	.5	2.8	22	142	.5	3.1	6	94	.1	1.3
4-Book	13	314	.3	2.2	13	105	.3	2.0	16	97	.4	2.6	17	142	.4	2.4	9	90	.2	1.9
SP '96	6	306	.1	1.1	8	91	.2	1.2	5	64	.1	.9	5	85	.1	.8	2	49		.4
WPEN-AM																				
SP '97	2	19		.4		9			2	9		.3	6	9	.1	.8	1	9		.2
WI '97	1	30		.2		9			2	10		.3		9						
FA '96	4	20	.1	.7	3	10	.1	.5	14	20	.3	2.5	2	20		.3				
SU '96	1	15		.2		8				8				8			1	15		.2
4-Book	2	21		.4	1	9		.1	5	12	.1	.8	2	12		.3	1	6		.1
SP '96																				
+WPFI-FM																				
WDRE-FM																				
SP '97	81	1283	2.0	14.4	54	509	1.3	8.2	56	597	1.4	9.6	135	832	3.3	17.7	91	737	2.2	18.5
WI '97	60	980	1.5	11.0	59	466	1.4	8.8	57	431	1.4	9.7	80	690	1.9	11.5	62	569	1.5	13.0
FA '96	34	872	.8	6.2	37	343	.9	5.8	45	430	1.1	8.1	51	478	1.2	7.0	24	384	.6	4.6
SU '96	45	908	1.1	7.6	31	215	.7	4.3	58	530	1.4	7.5	57	561	1.4	8.1	34	441	.8	7.6
4-Book	55	1011	1.4	9.8	45	383	1.1	6.8	54	497	1.3	8.7	81	640	2.0	11.1	53	533	1.3	10.9
SP '96	30	1011	.7	5.7	27	375	.6	4.0	20	426	.5	3.7	61	631	1.5	9.3	32	448	.8	7.1
+WPHT-AM																				
SP '97	1	78		.2	2	9		.3	1	26		.2	2	9		.3	1	42		.2
WI '97	1	20		.2	3	20	.1	.4												
FA '96	1	17		.2	1	17		.2	3	10	.1	.5		10						
SU '96	5	88	.1	.8	3	16	.1	.4	8	32	.2	1.0	6	46	.1	.9	5	30	.1	1.1
4-Book	2	51		.4	2	16	.1	.3	3	17	.1	.4	2	16		.3	2	18		.3
SP '96	1	69		.2						9			2	34		.3	1	35		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SP '97	60	1349	1.5	10.7	76	567	1.8	11.6	68	623	1.7	11.7	85	773	2.1	11.2	48	521	1.2	9.8
WI '97	37	1144	.9	6.8	41	469	1.0	6.1	42	482	1.0	7.1	56	660	1.4	8.1	26	436	.6	5.4
FA '96	39	1143	.9	7.1	47	561	1.1	7.4	43	477	1.0	7.7	55	627	1.3	7.6	33	524	.8	6.3
SU '96	53	1239	1.3	8.9	80	560	1.9	11.1	77	588	1.9	9.9	68	615	1.6	9.7	30	542	.7	6.7
4-Book	47	1219	1.2	8.4	61	539	1.5	9.1	58	543	1.4	9.1	66	669	1.6	9.2	34	506	.8	7.1
SP '96	51	1299	1.2	9.7	44	430	1.1	6.5	53	498	1.3	9.9	68	835	1.6	10.3	43	596	1.0	9.6
WURD-AM																				
SP '97	1	24	.2	.2	1	10	.2	.2					2	14	.3	.3		14		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	69	1293	1.7	12.3	55	550	1.3	8.4	56	591	1.4	9.6	108	852	2.6	14.2	85	698	2.1	17.3
WI '97	109	1469	2.7	20.1	117	801	2.8	17.4	100	707	2.4	17.0	148	990	3.6	21.3	126	855	3.1	26.4
FA '96	111	1417	2.7	20.2	86	622	2.1	13.6	67	615	1.6	12.1	163	849	4.0	22.5	150	989	3.6	28.5
SU '96	91	1261	2.2	15.3	99	559	2.4	13.7	92	767	2.2	11.8	105	744	2.5	14.9	104	752	2.5	23.4
4-Book	95	1360	2.3	17.0	89	633	2.2	13.3	79	670	1.9	12.6	131	859	3.2	18.2	116	824	2.8	23.9
SP '96	103	1354	2.5	19.5	121	840	2.9	17.9	72	648	1.7	13.4	128	887	3.1	19.5	125	912	3.0	27.9
WWDB-FM																				
SP '97	3	127	.1	.5	3	42	.1	.5	6	41	.1	1.0	5	25	.1	.7				
WI '97	5	131	.1	.9					10	30	.2	1.7	7	67	.2	1.0	6	48	.1	1.3
FA '96	5	159	.1	.9	2	18	.1	.3	8	36	.2	1.4	8	84	.2	1.1	3	47	.1	.6
SU '96	4	119	.1	.7	6	26	.1	.8	13	102	.3	1.7	5	52	.1	.7				
4-Book	4	134	.1	.8	3	22	.1	.4	9	52	.2	1.5	6	57	.2	.9	2	24	.1	.5
SP '96	3	104	.1	.6	1	24	.1	.1	8	59	.2	1.5	2	28	.3	.3	1	9	.1	.2
WXTU-FM																				
SP '97	9	201	.2	1.6	9	96	.2	1.4	9	49	.2	1.5	7	85	.2	.9	9	77	.2	1.8
WI '97	10	155	.2	1.8	7	77	.2	1.0	10	73	.2	1.7	13	93	.3	1.9	9	97	.2	1.9
FA '96	13	212	.3	2.4	12	88	.3	1.9	12	96	.3	2.2	18	143	.4	2.5	16	112	.4	3.0
SU '96	13	185	.3	2.2	11	70	.3	1.5	13	88	.3	1.7	18	112	.4	2.6	12	90	.3	2.7
4-Book	11	188	.3	2.0	10	83	.3	1.5	11	77	.3	1.8	14	108	.3	2.0	12	94	.3	2.4
SP '96	9	247	.2	1.7	12	151	.3	1.8	8	86	.2	1.5	19	124	.5	2.9	5	74	.1	1.1
WYSP-FM																				
SP '97	84	1343	2.0	14.9	185	920	4.5	28.2	112	644	2.7	19.3	93	713	2.3	12.2	34	452	.8	6.9
WI '97	86	1183	2.1	15.8	192	828	4.7	28.5	100	583	2.4	17.0	74	563	1.8	10.7	43	427	1.0	9.0
FA '96	48	1152	1.2	8.7	119	715	2.9	18.8	41	458	1.0	7.4	45	509	1.1	6.2	27	353	.7	5.1
SU '96	71	975	1.7	12.0	174	548	4.2	24.1	110	559	2.6	14.1	60	415	1.4	8.5	26	314	.6	5.8
4-Book	72	1163	1.8	12.9	168	753	4.1	24.9	91	561	2.2	14.5	68	550	1.7	9.4	33	387	.8	6.7
SP '96	61	1042	1.5	11.6	146	625	3.5	21.6	82	473	2.0	15.3	54	498	1.3	8.2	27	311	.6	6.0
WYXR-FM																				
SP '97	13	346	.3	2.3	10	82	.2	1.5	17	126	.4	2.9	17	143	.4	2.2	8	165	.2	1.6
WI '97	9	516	.2	1.7	7	132	.2	1.0	12	182	.3	2.0	10	130	.2	1.4	11	230	.3	2.3
FA '96	15	442	.4	2.7	19	201	.5	3.0	15	139	.4	2.7	18	186	.4	2.5	11	171	.3	2.1
SU '96	18	444	.4	3.0	18	121	.4	2.5	24	158	.6	3.1	26	200	.6	3.7	12	164	.3	2.7
4-Book	14	437	.3	2.4	14	134	.3	2.0	17	151	.4	2.7	18	165	.4	2.5	11	183	.3	2.2
SP '96	12	375	.3	2.3	15	170	.4	2.2	13	75	.3	2.4	10	88	.2	1.5	18	194	.4	4.0
WKXW-FM																				
SP '97	1	61	.2	.2		7	.2	.2	2	28	.3	.3	1	21	.1	.1		7		
WI '97	1	38	.2	.2		9	.2	.2	1	9	.2	.2	1	9	.1	.1		9		
FA '96	1	26	.2	.2		10	.2	.2	1	17	.2	.2	1	17	.1	.1		19		.4
SU '96	1	25	.2	.2	1	18	.1	.1	1	18	.1	.1	2	7	.3	.3	2	17	.1	.7
4-Book	1	38	.2	.2	1	11	.1	.1	1	18	.1	.1	1	14	.2	.2	1	11	.1	.7
SP '96	2	72	.4	.4	5	49	.1	.7		24	.2	.2	2	24	.3	.3	2	23		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFMZ-FM																				
SP '97																				
WI '97	1	21		.2	1	21		.1					12			1	9		.2	
FA '96		18															9			
SU '96		32			1	8		.1			7					7				
4-Book		18		.1	1	7		.1			2		3			6			.1	
SP '96		26											2	18		.3	9			
WJBR-FM																				
SP '97	2	53		.4	1	28		.2	4	28	.1	.7	1	24		.1	2	26	.4	
WI '97		46				9				7			1	22		.1		8		
FA '96	2	46		.4	2	20		.3					4	16	.1	.6	3	26	.1	
SU '96	4	84	.1	.7	1	19		.1	5	31	.1	.6	3	40	.1	.4	4	16	.1	
4-Book	2	57		.4	1	19		.2	2	17	.1	.3	2	26	.1	.3	2	19	.1	
SP '96	1	78		.2	1	20		.1		8				10			5	40	.1	
WPST-FM																				
SP '97	21	606	.5	3.7	26	252	.6	4.0	22	254	.5	3.8	28	319	.7	3.7	19	267	.5	
WI '97	20	658	.5	3.7	19	213	.5	2.8	9	202	.2	1.5	35	359	.9	5.0	20	274	.5	
FA '96	16	566	.4	2.9	9	141	.2	1.4	16	206	.4	2.9	27	315	.7	3.7	18	220	.4	
SU '96	18	652	.4	3.0	14	165	.3	1.9	29	314	.7	3.7	24	289	.6	3.4	14	259	.3	
4-Book	19	621	.5	3.3	17	193	.4	2.5	19	244	.5	3.0	29	321	.7	4.0	18	255	.4	
SP '96	23	937	.6	4.4	26	316	.6	3.8	15	305	.4	2.8	33	462	.8	5.0	20	381	.5	
WRDR-FM																				
SP '97																				
WI '97		19				9							1	19		.1				
FA '96		19												10				9		
SU '96		16			1	7		.1						7				2		
4-Book		14				4								7				2		
SP '96		12																		
WSTW-FM																				
SP '97	1	64		.2	1	5		.2	1	13		.2	1	55		.1		9		
WI '97	1	92		.2	1	36		.1		20				21			1	24		.2
FA '96	7	105	.2	1.3	7	40	.2	1.1	17	49	.4	3.1	11	67	.3	1.5	7	30	.2	1.3
SU '96	2	121		.3					3	15	.1	.4	2	31		.3	2	26		.4
4-Book	3	96	.1	.5	2	20	.1	.4	5	24	.1	.9	4	44	.1	.5	3	22	.1	.5
SP '96	2	134		.4	6	64	.1	.9	2	34		.4	1	38		.2	1	35		.2
WFAN-AM																				
SP '97	1	27		.2		8							1	8		.1	3	18	.1	.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96																				
TOTALS																				
SP '97	562	3928	13.7		657	2999	16.0		581	2433	14.1		762	3197	18.5		492	2776	12.0	
WI '97	543	3866	13.2		673	3028	16.4		588	2300	14.3		694	3240	16.9		478	2767	11.6	
FA '96	550	3917	13.4		633	3029	15.4		555	2426	13.5		726	3263	17.7		527	2983	12.8	
SU '96	594	3896	14.3		722	2792	17.3		778	2952	18.7		703	3178	16.9		445	2781	10.7	
4-Book	562	3902	13.7		671	2962	16.3		626	2528	15.2		721	3220	17.5		486	2827	11.8	
SP '96	527	4013	12.7		676	3122	16.2		536	2452	12.9		658	3195	15.8		448	2815	10.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	5	241	.1	.8	3	108	.1	.7	2	23		.8		9						
4-Book	12	323	.3	1.8	5	160	.1	1.3	10	55	.2	3.1	6	26	.1	1.0	4	13	.1	.7
WBEB-FM																				
SP '97	11	230	.3	1.7	6	105	.1	1.4	11	44	.3	4.4	14	36	.3	1.9	4	18	.1	.6
4-Book	14	263	.3	2.1	9	160	.2	2.1	8	34	.2	2.8	17	54	.4	2.6	10	44	.3	1.9
WDAS-AM																				
SP '97		8			2	17		.5												
4-Book		8			2	21		.4												
WDAS-FM																				
SP '97	17	197	.4	2.6	16	121	.4	3.7	13	23	.3	5.2	21	31	.5	2.8	14	40	.3	2.3
4-Book	20	251	.5	3.0	18	188	.4	4.1	14	38	.3	4.9	25	65	.6	3.9	19	56	.5	3.5
WFIL-AM																				
SP '97																				
4-Book		7				7		.1		3		.1								
WFLN-FM																				
SP '97	1	35		.2	4	45	.1	.9	5	9	.1	2.0	5	9	.1	.7	1	9		.2
4-Book	4	51	.1	.6	6	51	.1	1.3	6	9	.1	2.0	6	16	.1	.9	2	9		.4
WHAT-AM																				
SP '97		5			1	5		.2	1	5		.4	3	5	.1	.4				
4-Book	2	17		.3	2	15		.4	3	6	.1	1.0	1	1		.1	1	3		.3
W10Q-FM																				
SP '97	62	888	1.5	9.4	48	617	1.2	11.1	18	82	.4	7.3	108	304	2.6	14.6	84	221	2.0	13.6
4-Book	68	1043	1.7	10.2	52	704	1.3	12.4	29	110	.7	9.8	87	306	2.1	13.1	64	231	1.5	11.5
WIP -AM																				
SP '97	16	292	.4	2.4	14	259	.3	3.2	12	38	.3	4.8	11	61	.3	1.5	8	24	.2	1.3
4-Book	21	311	.5	3.2	12	212	.3	2.8	12	44	.3	4.0	10	42	.3	1.5	11	34	.3	2.1
WJJZ-FM																				
SP '97	7	65	.2	1.1	10	59	.2	2.3					30	41	.7	4.1	11	29	.3	1.8
4-Book	5	84	.2	.8	8	74	.2	1.9	7	11	.2	2.2	16	35	.4	2.4	5	15	.1	.9
WMGK-FM																				
SP '97	22	426	.5	3.3	23	373	.6	5.3	9	59	.2	3.6	33	133	.8	4.5	30	104	.7	4.9
4-Book	33	424	.8	4.9	17	266	.4	4.0	11	55	.3	3.7	28	111	.7	4.1	24	92	.6	4.3
WMMR-FM																				
SP '97	37	600	.9	5.6	14	306	.3	3.2	23	83	.6	9.3	31	115	.8	4.2	26	101	.6	4.2
4-Book	33	544	.8	4.9	16	285	.4	3.9	15	61	.4	5.2	27	107	.7	4.1	21	91	.5	3.8
WOGL-FM																				
SP '97	15	300	.4	2.3	13	173	.3	3.0	9	25	.2	3.6	34	73	.8	4.6	10	26	.2	1.6
4-Book	16	220	.4	2.4	9	142	.2	2.0	8	24	.2	2.8	19	47	.5	2.9	9	36	.2	1.6
WPEN-AM																				
SP '97	3	19	.1	.5	1	9		.2												
4-Book	3	17	.1	.5	1	9		.2	2	7	.1	.6	2	5		.3				.1
+WPHI-FM																				
VDRE-FM																				
SP '97	80	1101	1.9	12.1	75	769	1.8	17.4	14	67	.3	5.6	109	368	2.7	14.8	147	349	3.6	23.9
4-Book	60	875	1.5	8.9	48	572	1.2	11.3	22	70	.5	7.3	76	253	1.9	11.3	81	216	2.0	14.3
+WPHT-AM																				
SP '97	2	35		.3		17							2	9		.3				
4-Book	3	32		.4	1	12		.2					1	4		.1				
WPLY-FM																				
SP '97	76	1126	1.8	11.5	39	773	.9	9.0	23	90	.6	9.3	73	287	1.8	9.9	55	209	1.3	8.9
4-Book	61	1024	1.5	9.1	31	631	.8	7.3	18	80	.5	6.2	53	242	1.3	8.0	43	175	1.0	7.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	1 **	24 **	.2 **	.2 **	1 **	7 **	.2 **	.2 **	**	**	**	**	1 **	7 **	.1 **	.1 **	1 **	7 **	.2 **	.2 **
WUSL-FM SP '97 4-Book	72 98	1115 1166	1.8 2.4	10.9 14.7	53 75	688 835	1.3 1.9	12.3 18.0	25 44	102 133	.6 1.1	10.1 14.7	108 127	356 393	2.6 3.1	14.6 19.5	72 105	225 295	1.8 2.5	11.7 19.6
WWDB-FM SP '97 4-Book	5 6	100 100	.1 .1	.8 .9	2 2	45 46	.1 .1	.5 .6	5 3	27 14	.1 .1	2.0 1.1	4 1	9 4	.1 .1	.5 .1	2 1	9 5	.3 .1	.3 .1
WXTU-FM SP '97 4-Book	9 12	141 146	.2 .3	1.4 1.8	10 10	99 117	.2 .2	2.3 2.5	1 4	9 17	.4 .1	1.3 1.3	7 14	9 53	.2 .4	.9 2.2	22 15	37 41	.5 .4	3.6 2.7
WYSP-FM SP '97 4-Book	129 107	1240 1036	3.1 2.6	19.5 16.0	39 37	584 520	.9 .9	9.0 8.9	36 33	94 93	.9 .8	14.5 11.4	78 61	230 193	1.9 1.5	10.6 9.0	55 51	219 162	1.3 1.3	8.9 9.5
WYXR-FM SP '97 4-Book	15 16	229 298	.4 .4	2.3 2.4	12 11	152 198	.3 .3	2.8 2.6	9 9	46 33	.2 .2	3.6 3.0	20 17	53 65	.5 .4	2.7 2.7	20 14	53 48	.5 .3	3.2 2.4
WKXV-FM SP '97 4-Book	1 1	50 30	.2 .1	.2 .1	1 1	33 14	.2 .2	.2 .2									1 1	7 2	.2 .1	.2 .1
WFMZ-FM SP '97 4-Book		9				7	.1	.1												
WJBR-FM SP '97 4-Book	2 2	36 40	.3 .3	.3 .3	1 2	15 20	.1 .1	.2 .5	1 1	8 4	.4 .3	.4 .3	1 1	8 6	.1 .2	.1 .2	5 6	8 8	.1 .1	.8 1.0
WPST-FM SP '97 4-Book	25 21	503 484	.6 .5	3.8 3.2	16 16	258 295	.4 .4	3.7 3.7	16 12	50 54	.4 .3	6.5 4.3	15 22	88 102	.4 .5	2.0 3.3	17 19	90 79	.4 .5	2.8 3.5
WRDR-FM SP '97 4-Book		9				5												2		.1
WSTV-FM SP '97 4-Book	1 4	55 64	.1 .1	.2 .7	1 1	26 29	.2 .3	.2 .3					2 2	15 15	.1 .1	.3 .3	1 3	8 11	.1 .1	.2 .5
WFAN-AM SP '97 4-Book	**	8 **	**	**	**	8 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	660 670	3783 3779	16.1 16.2		432 420	3097 3095	10.5 10.2		248 293	730 843	6.0 7.1		738 660	1832 1733	17.9 16.0		616 548	1449 1410	15.0 13.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
SP '97																			
				9	34	.2	6.3	5	42	.1	1.2	8	25	.2	1.6	2	16		.7
4-Book																			
3	19	.1	.6	6	34	.1	3.1	4	22	.1	.9	6	26	.1	1.2	5	30	.1	1.7
WBEB-FM																			
SP '97																			
	8							7	12	.2	1.6	10	28	.2	2.0	3	23	.1	1.0
4-Book																			
6	38	.1	1.3	2	9		1.1	9	26	.2	2.3	7	23	.2	1.6	7	35	.2	2.1
WDAS-AM																			
SP '97																			
				4	8	.1	2.8					9	9	.2	1.8	2	9		.7
4-Book																			
1	2		.1	3	12	.1	1.6	5	17	.1	1.1	4	5	.1	.8	1	2		.2
WDAS-FM																			
SP '97																			
22	46	.5	4.9	9	16	.2	6.3	13	22	.3	3.0	18	40	.4	3.7	17	29	.4	5.7
4-Book																			
22	63	.5	4.7	10	26	.2	5.3	14	37	.3	3.3	14	33	.3	3.0	19	48	.5	6.1
WFIL-AM																			
SP '97																			
4-Book																			
				1	4		.6												
WFLN-FM																			
SP '97																			
				6	18	.1	4.2	10	36	.2	2.3	11	18	.3	2.2				
4-Book																			
1	7		.3	5	16	.1	2.6	10	30	.2	2.3	14	22	.4	3.4	5	20	.1	1.8
WHAT-AM																			
SP '97																			
				3	5	.1	2.1	1	5		.2								
4-Book																			
1	5		.2	7	10	.2	3.3	1	3		.1								
WIOQ-FM																			
SP '97																			
50	184	1.2	11.1	7	26	.2	4.9	47	170	1.1	10.9	50	113	1.2	10.2	14	65	.3	4.7
4-Book																			
78	269	1.9	17.2	17	66	.4	8.3	44	177	1.1	10.4	57	168	1.4	13.2	36	134	.9	11.1
WIP -AM																			
SP '97																			
29	95	.7	6.5	4	33	.1	2.8	16	60	.4	3.7	14	44	.3	2.9	18	56	.4	6.1
4-Book																			
13	55	.3	2.9	7	32	.2	3.4	17	56	.4	3.9	9	37	.2	2.2	15	51	.4	4.8
WJJZ-FM																			
SP '97																			
2	9		.4	2	9		1.4	24	39	.6	5.6	3	12	.1	.6	4	10	.1	1.4
4-Book																			
4	14	.1	.9	5	16	.1	2.4	11	21	.3	2.7	8	18	.2	1.8	7	16	.2	2.2
VMGK-FM																			
SP '97																			
14	93	.3	3.1	2	17		1.4	25	93	.6	5.8	49	139	1.2	10.0	20	74	.5	6.8
4-Book																			
10	50	.2	2.1	7	32	.2	3.5	15	69	.4	3.6	26	65	.6	5.6	16	66	.4	5.1
WMMR-FM																			
SP '97																			
6	56	.1	1.3	8	27	.2	5.6	9	53	.2	2.1	7	50	.2	1.4	5	54	.1	1.7
4-Book																			
10	47	.2	2.1	7	28	.2	3.7	16	68	.4	3.8	22	64	.6	5.2	12	54	.3	3.8
WOGL-FM																			
SP '97																			
11	78	.3	2.4	1	9		.7	13	40	.3	3.0	10	17	.2	2.0	9	33	.2	3.0
4-Book																			
6	51	.1	1.3	5	22	.1	2.5	9	41	.2	2.2	5	15	.1	1.0	5	24	.1	1.6
WPEN-AM																			
SP '97																			
4-Book																			
												7	9	.2	1.4				
												2	2	.1	.4				
+WPHI-FM																			
WDRE-FM																			
SP '97																			
97	273	2.4	21.6	14	54	.3	9.8	67	200	1.6	15.6	95	265	2.3	19.4	54	200	1.3	18.2
4-Book																			
52	184	1.3	11.9	13	52	.3	6.7	44	159	1.1	10.4	54	161	1.3	12.1	38	141	.9	12.2
+WPHT-AM																			
SP '97																			
4-Book																			
2	4		.3					2	8		.5								
								2	8		.4								
WPLY-FM																			
SP '97																			
25	169	.6	5.6	16	98	.4	11.2	39	181	.9	9.1	59	233	1.4	12.1	24	137	.6	8.1
4-Book																			
36	177	.9	8.1	16	87	.4	8.4	28	154	.7	6.6	29	134	.7	6.4	21	125	.5	6.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 12-24

	Men 12-24																				
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	2 **	7 **	.4 **	.4 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM SP '97 4-Book	74 110	286 344	1.8 2.7	16.5 24.4	17 27	59 86	.4 .7	11.9 13.6	29 60	99 202	.7 1.5	6.7 14.4	54 69	142 172	1.3 1.7	11.0 16.0	38 49	161 183	.9 1.2	12.8 15.3	
WWDB-FM SP '97 4-Book		2		.1	2	10	.1	.9	2 8	17 26		.5 2.0		3		.1	1	9 5		.3 .2	
WXTU-FM SP '97 4-Book	9 13	23 37	.2 .3	2.0 2.8	9 7	47 29	.2 .2	6.3 3.9	19 13	46 45	.5 .3	4.4 3.0	7 8	18 22	.2 .2	1.4 1.8	9 7	18 24	.2 .2	3.0 2.4	
WYSP-FM SP '97 4-Book	40 26	127 99	1.0 .7	8.9 5.8	17 16	50 46	.4 .4	11.9 8.3	42 43	178 177	1.0 1.0	9.8 10.2	21 39	125 139	.5 .9	4.3 9.2	19 27	125 98	.5 .7	6.4 8.8	
WYXR-FM SP '97 4-Book	13 7	42 27	.3 .2	2.9 1.5	1 5	9 19		.7 2.4	5 12	28 39	.1 .3	1.2 2.9	9 10	9 30	.2 .2	1.8 2.2	17 12	44 54	.4 .3	5.7 3.8	
WKXW-FM SP '97 4-Book	1	3		.1		3		.1	2 2	19 8		.5 .5	4 1	7 2	.1 .1	.8 .2	1 1	7 4		.3 .4	
WFMZ-FM SP '97 4-Book					3	5	.1	1.4	1	2		.1		3		.1					
WJBR-FM SP '97 4-Book	2 3	8 10	.1	.6		2		.1	2	6		.4	4	6	.1	.8	1 2	7 6	.1	.3 .7	
WPST-FM SP '97 4-Book	.12 13	74 71	.3 .3	2.7 2.9	13 8	64 43	.3 .2	9.1 4.5	17 17	81 90	.4 .4	4.0 4.1	28 20	102 76	.7 .5	5.7 4.5	8 11	30 51	.2 .3	2.7 3.5	
WRDR-FM SP '97 4-Book									1	3		.1									
WSTW-FM SP '97 4-Book	5 2	9 6	.1	1.1 .3					1	9		.2	3	9	.1	.6		4		.1	
WFAN-AM SP '97 4-Book	1 **	8 **	.2 **	.2 **	**	**	**	**	**	**	**	**	**	**	**	**	**	1 **	8 **	.3 **	.3 **
TOTALS SP '97 4-Book	449 449	1276 1312	10.9 10.9		143 198	501 632	3.5 4.8		430 420	1255 1268	10.5 10.2		489 437	1173 1061	11.9 10.6		296 314	922 990	7.2 7.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 18-34																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SP '97	24	908	.4	2.0	73	711	1.2	4.4	13	259	2	.7	24	324	.4	1.6	10	183	.2	1.6	
WI '97	33	1211	.6	2.9	98	735	1.7	6.1	26	386	.4	1.6	35	459	.6	2.5	13	357	.2	2.0	
FA '96	28	1167	.5	2.4	76	795	1.3	4.8	18	356	.3	1.1	36	502	.6	2.5	13	259	.2	1.9	
SU '96	31	1022	.5	2.6	70	646	1.2	4.1	45	343	.8	2.5	34	422	.6	2.4	10	242	.2	1.8	
4-Book	29	1077	.5	2.5	79	722	1.4	4.9	26	336	.4	1.5	32	427	.6	2.3	12	260	.2	1.8	
SP '96	24	1158	.4	2.0	64	696	1.1	3.8	17	373	.3	1.0	34	502	.6	2.3	10	175	.2	1.5	
WBEB-FM																					
SP '97	24	511	.4	2.0	32	228	.5	1.9	48	214	.8	2.7	32	218	.5	2.2	10	129	.2	1.6	
WI '97	32	629	.5	2.8	45	238	.8	2.8	59	267	1.0	3.6	30	269	.5	2.1	11	173	.2	1.7	
FA '96	35	674	.6	3.0	38	327	.6	2.4	60	321	1.0	3.6	43	338	.7	3.0	26	256	.4	3.7	
SU '96	39	606	.7	3.3	42	291	.7	2.5	66	313	1.1	3.6	54	302	.9	3.9	15	128	.3	2.7	
4-Book	33	605	.6	2.8	39	271	.7	2.4	58	279	1.0	3.4	40	282	.7	2.8	16	172	.3	2.4	
SP '96	36	724	.6	3.0	37	239	.6	2.2	61	346	1.0	3.6	45	329	.8	3.1	17	175	.3	2.5	
WDAS-AM																					
SP '97	2	55	.1	.2		8			2	17	.1		2	17	.1		2	8		.3	
WI '97	3	43	.1	.3					2	9	.1		2	9	.1		2	9		.3	
FA '96	1	58	.1	.1		18			1	8	.1		1	11	.1						
SU '96	4	93	.1	.3	6	47	.1	.4	2	20	.1										
4-Book	3	62	.1	.2	2	18			2	14			1	9			1	4		.2	
SP '96	2	85	.1	.2	1	18	.1	.1	1	10	.1		1	18	.1		2	8		.3	
WDAS-FM																					
SP '97	51	605	.9	4.3	60	310	1.0	3.6	73	350	1.2	4.1	49	310	.8	3.3	39	242	.7	6.1	
WI '97	48	632	.8	4.2	57	360	1.0	3.5	68	282	1.2	4.1	58	370	1.0	4.2	31	215	.5	4.7	
FA '96	57	684	1.0	4.9	59	275	1.0	3.7	68	353	1.2	4.1	82	384	1.4	5.7	59	345	1.0	8.5	
SU '96	57	685	1.0	4.9	52	325	.9	3.1	74	320	1.2	4.1	64	358	1.1	4.6	36	254	.6	6.4	
4-Book	53	652	.9	4.6	57	318	1.0	3.5	71	326	1.2	4.1	63	356	1.1	4.5	41	264	.7	6.4	
SP '96	70	704	1.2	5.9	86	333	1.4	5.1	92	414	1.5	5.4	72	392	1.2	5.0	44	333	.7	6.5	
WFIL-AM																					
SP '97	1	18	.1	.1	1	18	.1	.1		10			1	18	.1		1	10		.2	
WI '97	2	70	.2	.2	4	26	.1	.2	2	27	.1		1	21	.1			22			
FA '96		10																			
SU '96	1	19	.1	.1	4	19	.1	.2													
4-Book	1	29	.1	.1	2	16	.1	.1	1	9			1	10				8		.1	
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																					
SP '97	6	168	.1	.5	3	34	.1	.2	8	45	.1	.5	10	74	.2	.7	4	49	.1	.6	
WI '97	8	193	.1	.7	8	83	.1	.5	8	66	.1	.5	11	116	.2	.8	7	108	.1	1.1	
FA '96	11	219	.2	1.0	9	92	.2	.6	12	71	.2	.7	7	74	.1	.5	11	111	.2	1.6	
SU '96	10	188	.2	.9	11	81	.2	.6	17	78	.3	.9	13	95	.2	.9	7	79	.1	1.2	
4-Book	9	192	.2	.8	8	73	.2	.5	11	65	.2	.7	10	90	.2	.7	7	87	.1	1.1	
SP '96	10	181	.2	.8	11	96	.2	.7	21	62	.4	1.2	13	95	.2	.9	5	63	.1	.7	
WHAT-AM																					
SP '97	2	19	.1	.2	1	8	.1	.1	3	8	.1	.2	1	14	.1		1	8		.2	
WI '97	6	45	.1	.5	14	28	.2	.9	11	28	.2	.7	2	9	.1		1	9		.2	
FA '96	5	69	.1	.4	6	51	.1	.4	6	20	.1	.4	6	20	.1	.4	4	20	.1	.6	
SU '96	4	47	.1	.3	9	30	.2	.5	3	19	.1	.2	2	19	.1	.1	4	10	.1	.7	
4-Book	4	45	.1	.4	8	29	.1	.5	6	19	.1	.4	3	16			3	12	.1	.4	
SP '96		34			1	10				12											
WIOQ-FM																					
SP '97	78	1184	1.3	6.6	57	466	1.0	3.5	108	610	1.8	6.1	117	776	2.0	7.9	57	487	1.0	8.9	
WI '97	62	1216	1.1	5.5	55	436	.9	3.4	90	618	1.5	5.5	74	728	1.3	5.3	48	526	.8	7.3	
FA '96	66	1433	1.1	5.7	60	539	1.0	3.8	74	742	1.3	4.5	81	792	1.4	5.7	69	679	1.2	9.9	
SU '96	75	1243	1.3	6.4	79	477	1.3	4.6	103	666	1.7	5.7	91	736	1.5	6.5	59	586	1.0	10.5	
4-Book	70	1269	1.2	6.1	63	480	1.1	3.8	94	659	1.6	5.5	91	758	1.6	6.4	58	570	1.0	9.2	
SP '96	56	1022	.9	4.7	40	451	.7	2.4	78	610	1.3	4.6	68	614	1.1	4.7	53	409	.9	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIP -AM																				
SP '97	57	1080	1.0	4.8	91	480	1.6	5.5	78	384	1.3	4.4	91	563	1.6	6.2	30	382	.5	4.7
WI '97	65	1185	1.1	5.7	95	653	1.6	5.9	102	498	1.7	6.2	82	676	1.4	5.9	39	417	.7	6.0
FA '96	77	1189	1.3	6.7	115	630	2.0	7.2	127	592	2.2	7.7	117	763	2.0	8.2	29	346	.5	4.2
SU '96	51	896	.9	4.3	78	466	1.3	4.6	81	461	1.4	4.5	92	551	1.5	6.6	22	321	.4	3.9
4-Book	63	1088	1.1	5.4	95	557	1.6	5.8	97	484	1.7	5.7	96	638	1.6	6.7	30	367	.5	4.7
SP '96	86	1251	1.4	7.3	150	702	2.5	9.0	126	590	2.1	7.4	126	791	2.1	8.7	41	397	.7	6.0
WJZZ-FM																				
SP '97	25	317	.4	2.1	40	156	.7	2.4	42	156	.7	2.4	27	137	.5	1.8	9	138	.2	1.4
WI '97	25	389	.4	2.2	19	116	.3	1.2	30	167	.5	1.8	35	189	.6	2.5	21	162	.4	3.2
FA '96	20	445	.3	1.7	22	212	.4	1.4	27	196	.5	1.6	30	246	.5	2.1	15	283	.3	2.2
SU '96	28	416	.5	2.4	30	180	.5	1.8	29	167	.5	1.6	29	215	.5	2.1	23	202	.4	4.1
4-Book	25	392	.4	2.1	28	166	.5	1.7	32	172	.6	1.9	30	197	.5	2.1	17	196	.3	2.7
SP '96	17	365	.3	1.4	9	127	.2	.5	25	146	.4	1.5	26	229	.4	1.8	10	128	.2	1.5
WMGK-FM																				
SP '97	71	1279	1.2	6.0	87	587	1.5	5.3	116	579	2.0	6.6	84	785	1.4	5.7	35	492	.6	5.4
WI '97	75	1236	1.3	6.6	78	412	1.3	4.8	147	623	2.5	8.9	83	734	1.4	5.9	37	481	.6	5.7
FA '96	89	1243	1.5	7.7	105	651	1.8	6.6	165	676	2.8	9.9	105	732	1.8	7.3	43	380	.7	6.2
SU '96	70	1067	1.2	6.0	75	446	1.3	4.4	119	526	2.0	6.5	109	705	1.8	7.8	27	389	.5	4.8
4-Book	76	1206	1.3	6.6	86	524	1.5	5.3	137	601	2.3	8.0	95	739	1.6	6.7	36	436	.6	5.5
SP '96	76	1154	1.3	6.4	81	567	1.4	4.8	119	666	2.0	7.0	100	658	1.7	6.9	50	433	.8	7.4
WMMR-FM																				
SP '97	119	1791	2.0	10.0	153	964	2.6	9.3	204	915	3.5	11.5	139	1159	2.4	9.4	56	697	1.0	8.7
WI '97	83	1523	1.4	7.3	89	604	1.5	5.5	155	832	2.6	9.4	117	862	2.0	8.4	32	428	.5	4.9
FA '96	87	1701	1.5	7.6	106	798	1.8	6.7	146	750	2.5	8.8	118	989	2.0	8.2	45	441	.8	6.5
SU '96	84	1411	1.4	7.2	93	550	1.6	5.5	161	732	2.7	8.9	113	839	1.9	8.1	34	446	.6	6.1
4-Book	93	1607	1.6	8.0	110	729	1.9	6.8	167	807	2.8	9.7	122	962	2.1	8.5	42	503	.7	6.6
SP '96	93	1698	1.6	7.9	118	815	2.0	7.0	151	912	2.5	8.8	121	1068	2.0	8.3	45	521	.8	6.6
WGL-FM																				
SP '97	25	590	.4	2.1	22	238	.4	1.3	28	228	.5	1.6	29	329	.5	2.0	20	196	.3	3.1
WI '97	19	445	.3	1.7	23	196	.4	1.4	37	197	.6	2.2	22	228	.4	1.6	6	109	.1	.9
FA '96	30	504	.5	2.6	36	204	.6	2.3	45	201	.8	2.7	36	283	.6	2.5	15	94	.3	2.2
SU '96	13	425	.2	1.1	11	153	.2	.6	18	150	.3	1.0	15	126	.3	1.1	7	138	.1	1.2
4-Book	22	491	.4	1.9	23	198	.4	1.4	32	194	.6	1.9	26	242	.5	1.8	12	134	.2	1.9
SP '96	29	513	.5	2.5	28	224	.5	1.7	56	269	.9	3.3	38	278	.6	2.6	11	89	.2	1.6
WPEN-AM																				
SP '97	2	27	.2	.2	1	9	.1	.1	2	9	.1	.1	6	9	.1	.4	1	9	.2	.2
WI '97	2	65	.2	.2	1	21	.1	.1	2	10	.1	.1	1	12	.1	.1		12		
FA '96	5	74	.1	.4	4	21	.1	.3	15	42	.3	.9	2	31	.1	.1	1	11	.1	.1
SU '96	1	42	.1	.1		8			1	23	.1	.1	1	27	.1	.1		8		
4-Book	3	52	.2	.2	2	15	.1	.1	5	21	.1	.3	3	20	.2	.2	1	10	.1	.1
SP '96		46												12						
+WPHI-FM																				
WDRE-FM																				
SP '97	72	1021	1.2	6.1	52	385	.9	3.2	84	582	1.4	4.7	120	706	2.0	8.1	64	502	1.1	9.9
WI '97	71	1051	1.2	6.3	66	416	1.1	4.1	100	540	1.7	6.1	95	684	1.6	6.8	61	499	1.0	9.3
FA '96	54	1205	.9	4.7	47	440	.8	3.0	87	629	1.5	5.2	93	755	1.6	6.5	31	526	.5	4.4
SU '96	55	1079	.9	4.7	46	363	.8	2.7	88	612	1.5	4.8	83	671	1.4	5.9	27	420	.5	4.8
4-Book	63	1089	1.1	5.5	53	401	.9	3.3	90	591	1.5	5.2	98	704	1.7	6.8	46	487	.8	7.1
SP '96	45	1135	.8	3.8	45	459	.8	2.7	49	543	.8	2.9	89	714	1.5	6.1	30	466	.5	4.4
+WPHT-AM																				
SP '97	2	182	.2	.2	3	30	.1	.2	2	44	.1	.1	2	17	.1	.1	5	73	.1	.8
WI '97	2	108	.2	.2	4	36	.1	.2		12			4	62	.1	.3	1	18	.2	.2
FA '96	3	54	.1	.3	7	20	.1	.4	10	31	.2	.6	2	32	.1	.1		10		
SU '96	5	209	.1	.4	7	57	.1	.4	7	45	.1	.4	6	71	.1	.4	3	81	.1	.5
4-Book	3	138	.1	.3	5	36	.1	.3	5	33	.1	.3	4	46	.1	.2	2	46	.1	.4
SP '96	9	346	.2	.8	1	46	.1	.1	18	143	.3	1.1	15	139	.3	1.0	10	154	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	69	1495	1.2	5.8	101	683	1.7	6.1	102	729	1.7	5.8	81	863	1.4	5.5	36	548	.6	5.6
WI '97	73	1439	1.2	6.4	86	628	1.5	5.3	116	757	2.0	7.0	96	884	1.6	6.9	32	445	.5	4.9
FA '96	62	1474	1.1	5.4	81	743	1.4	5.1	96	643	1.6	5.8	79	759	1.3	5.5	32	575	.5	4.6
SU '96	60	1336	1.0	5.1	94	638	1.6	5.5	87	608	1.5	4.8	70	681	1.2	5.0	21	441	.4	3.7
4-Book	66	1436	1.1	5.7	91	673	1.6	5.5	100	684	1.7	5.9	82	797	1.4	5.7	30	502	.5	4.7
SP '96	70	1446	1.2	5.9	64	520	1.1	3.8	90	650	1.5	5.3	92	913	1.5	6.3	48	608	.8	7.1
WURD-AM																				
SP '97	2	39	.2	.2	2	16	.1	.1					6	39	.1	.4	2	23	.1	.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	94	1200	1.6	7.9	84	520	1.4	5.1	133	722	2.3	7.5	114	698	1.9	7.7	84	612	1.4	13.0
WI '97	122	1286	2.1	10.8	111	649	1.9	6.9	138	720	2.4	8.4	172	876	2.9	12.3	133	669	2.3	20.3
FA '96	115	1367	2.0	10.0	103	596	1.8	6.5	130	771	2.2	7.8	140	766	2.4	9.8	123	845	2.1	17.6
SU '96	122	1252	2.0	10.4	143	726	2.4	8.4	157	785	2.6	8.6	148	799	2.5	10.6	89	706	1.5	15.9
4-Book	113	1276	1.9	9.8	110	623	1.9	6.7	140	750	2.4	8.1	144	785	2.4	10.1	107	708	1.8	16.7
SP '96	127	1308	2.1	10.7	153	754	2.6	9.1	159	812	2.7	9.3	151	918	2.5	10.4	121	784	2.0	17.8
WVDB-FM																				
SP '97	15	320	.3	1.3	17	93	.3	1.0	26	132	.4	1.5	27	162	.5	1.8	4	57	.1	.6
WI '97	22	385	.4	1.9	11	76	.2	.7	51	156	.9	3.1	44	242	.7	3.1	3	50	.1	.5
FA '96	16	393	.3	1.4	11	83	.2	.7	33	185	.6	2.0	16	165	.3	1.1	10	129	.2	1.4
SU '96	25	406	.4	2.1	9	90	.2	.5	66	244	1.1	3.6	32	166	.5	2.3	6	49	.1	1.1
4-Book	20	376	.4	1.7	12	86	.2	.7	44	179	.8	2.6	30	184	.5	2.1	6	71	.1	.9
SP '96	14	193	.2	1.2	17	84	.3	1.0	35	132	.6	2.1	22	67	.4	1.5	2	23	.1	.3
WXTU-FM																				
SP '97	30	439	.5	2.5	43	282	.7	2.6	54	186	.9	3.1	24	245	.4	1.6	12	143	.2	1.9
WI '97	37	435	.6	3.3	48	253	.8	3.0	51	299	.9	3.1	44	286	.7	3.1	29	207	.5	4.4
FA '96	42	468	.7	3.6	54	263	.9	3.4	57	268	1.0	3.4	57	329	1.0	4.0	23	211	.4	3.3
SU '96	44	412	.7	3.8	64	217	1.1	3.8	86	190	1.4	4.7	49	314	.8	3.5	14	149	.2	2.5
4-Book	38	439	.6	3.3	52	254	.9	3.2	62	236	1.1	3.6	44	294	.7	3.1	20	178	.3	3.0
SP '96	25	512	.4	2.1	18	253	.3	1.1	26	128	.4	1.5	36	256	.6	2.5	13	136	.2	1.9
WYSP-FM																				
SP '97	224	2545	3.8	18.9	506	1770	8.6	30.8	359	1475	6.1	20.3	243	1407	4.1	16.5	56	666	1.0	8.7
WI '97	195	2529	3.3	17.2	538	1830	9.2	33.3	238	1299	4.1	14.4	169	1121	2.9	12.1	55	699	.9	8.4
FA '96	157	2493	2.7	13.6	414	1609	7.1	26.1	179	1202	3.1	10.8	138	1185	2.4	9.6	51	753	.9	7.3
SU '96	192	2284	3.2	16.4	546	1622	9.1	32.0	294	1273	4.9	16.2	140	941	2.3	10.0	39	489	.7	7.0
4-Book	192	2463	3.3	16.5	501	1708	8.5	30.6	268	1312	4.6	15.4	173	1164	2.9	12.1	50	652	.9	7.9
SP '96	176	2190	2.9	14.9	457	1533	7.6	27.3	269	1344	4.5	15.8	144	1049	2.4	9.9	46	457	.8	6.8
WYXR-FM																				
SP '97	23	551	.4	1.9	23	205	.4	1.4	39	200	.7	2.2	31	296	.5	2.1	13	191	.2	2.0
WI '97	23	768	.4	2.0	23	274	.4	1.4	42	321	.7	2.5	27	289	.5	1.9	11	206	.2	1.7
FA '96	42	798	.7	3.6	51	356	.9	3.2	64	366	1.1	3.9	60	420	1.0	4.2	19	285	.3	2.7
SU '96	28	758	.5	2.4	31	240	.5	1.8	42	285	.7	2.3	35	377	.6	2.5	18	255	.3	3.2
4-Book	29	719	.5	2.5	32	269	.6	2.0	47	293	.8	2.7	38	346	.7	2.7	15	234	.3	2.4
SP '96	28	629	.5	2.4	42	264	.7	2.5	43	253	.7	2.5	27	230	.5	1.9	18	234	.3	2.6
WKXW-FM																				
SP '97	3	152	.1	.3	2	39	.1	.1	5	49	.1	.3	2	48	.1	.1	1	18	.1	.2
WI '97	7	138	.1	.6	16	39	.3	1.0	12	60	.2	.7	4	57	.1	.3	1	21	.1	.2
FA '96	6	49	.1	.5	12	29	.2	.8	13	38	.2	.8	2	29	.1	.1	3	19	.1	.4
SU '96	10	119	.2	.9	7	37	.1	.4	13	68	.2	.7	14	63	.2	1.0	13	56	.2	2.3
4-Book	7	115	.1	.6	9	36	.2	.6	11	54	.2	.6	6	49	.1	.4	5	29	.1	.8
SP '96	4	178	.1	.3	8	97	.1	.5	3	58	.1	.2	12	94	.2	.8	2	46	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97																				
WI '97	2	65	.2		1	33	.1		1	11	.1		2	34	.1		3	31	.1	.5
FA '96	1	30	.1		1	10	.1		3	10	.1	.2	1	10	.1					
SU '96	1	46	.1		2	29	.1		1	9	.1		1	9	.1			9		
4-Book	1	35	.1		1	18	.1		1	8	.1		1	13	.1		1	10	.1	.1
SP '96	8	72	.1	.7	11	47	.2	.7	10	23	.2	.6	3	52	.1	.2	6	11	.1	.9
WJBR-FM																				
SP '97																				
WI '97	3	76	.1	.3	5	44	.1	.3	5	37	.1	.3	3	28	.1	.2	2	23		.3
FA '96	1	96	.1		3	21	.1	.2	1	29	.1		2	35	.1		1	25		.2
SU '96	9	98	.2	.8	7	62	.1	.4	9	30	.2	.5	13	58	.2	.9	9	45	.2	1.3
4-Book	2	90	.2		1	17	.1		4	24	.1		2	46	.1		2	27	.1	.4
SP '96	4	90	.1	.4	4	36	.1	.3	5	30	.1	.3	5	42	.1	.3	4	30	.1	.6
SP '96	1	61	.1			11				8							5	53	.1	.7
WPST-FM																				
SP '97																				
WI '97	32	747	.5	2.7	37	307	.6	2.2	49	349	.8	2.8	48	477	.8	3.3	19	279	.3	3.0
FA '96	26	631	.4	2.3	34	199	.6	2.1	36	263	.6	2.2	42	379	.7	3.0	13	183	.2	2.0
SU '96	23	718	.4	2.0	13	220	.2	.8	46	332	.8	2.8	37	402	.6	2.6	9	279	.2	1.3
4-Book	21	637	.4	1.8	27	233	.5	1.6	36	316	.6	2.0	31	328	.5	2.2	10	218	.2	1.8
SP '96	26	683	.4	2.2	28	240	.5	1.7	42	315	.7	2.5	40	397	.7	2.8	13	240	.2	2.0
SP '96	36	953	.6	3.0	39	265	.7	2.3	58	373	1.0	3.4	53	510	.9	3.7	15	288	.3	2.2
WRDR-FM																				
SP '97																				
WI '97	2	25	.2		3	15	.1	.2	6	10	.1	.3	2	25	.1					
FA '96	1	16	.1		1	7	.1		2	7	.1		1	16	.1					
SU '96	1	44	.1		1	7	.1		1	13	.1		1	13	.1					
4-Book	1	21	.1		1	7	.1		2	8	.1		1	14	.1					
SP '96	1	29	.1		1	18	.1						2	9	.1		1	9		.1
WSTW-FM																				
SP '97																				
WI '97	4	189	.1	.3	5	73	.1	.3	4	71	.1	.2	3	91	.1	.2	3	72	.1	.5
FA '96	12	187	.2	1.1	15	54	.3	.9	27	90	.5	1.6	11	98	.2	.8	1	34		.2
SU '96	15	279	.3	1.3	17	94	.3	1.1	36	136	.6	2.2	16	133	.3	1.1	7	62	.1	1.0
4-Book	4	216	.1	.3	3	55	.1	.2	5	33	.1	.3	4	66	.1	.3	3	62	.1	.5
SP '96	9	218	.2	.8	10	69	.2	.6	18	83	.3	1.1	9	97	.2	.6	4	58	.1	.6
SP '96	8	197	.1	.7	10	58	.2	.6	17	84	.3	1.0	13	92	.2	.9	2	51		.3
WFAN-AM																				
SP '97																				
WI '97	9	121	.2	.8	15	36	.3	.9	15	68	.3	.8	12	64	.2	.8	5	37	.1	.8
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	9	118	.2	.8	16	35	.3	1.0	16	58	.3	.9	15	56	.3	1.0	1	35		.1
TOTALS																				
SP '97	1188	5701	20.2		1645	4948	28.0		1769	4504	30.1		1473	4968	25.1		644	3756	11.0	
WI '97	1132	5657	19.3		1617	4925	27.6		1648	4381	28.1		1397	4972	23.8		654	3786	11.1	
FA '96	1152	5750	19.6		1588	5001	27.1		1659	4617	28.3		1432	5046	24.4		697	3992	11.9	
SU '96	1173	5731	19.6		1704	5028	28.5		1819	4532	30.4		1399	5037	23.4		561	3623	9.4	
4-Book	1161	5710	19.7		1639	4976	27.8		1724	4509	29.2		1425	5006	24.2		639	3789	10.9	
SP '96	1183	5795	19.8		1674	5038	28.0		1707	4564	28.5		1450	5095	24.2		680	3807	11.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	35	849	.6	2.1	13	347	.2	1.7	34	190	.6	5.4	17	87	.3	1.2	7	36	.1	.7
4-Book	44	947	.8	2.8	13	435	.2	1.8	32	181	.6	5.1	17	112	.3	1.5	10	67	.2	1.1
WBEB-FM																				
SP '97	38	365	.6	2.3	9	179	.2	1.2	10	42	.2	1.6	15	79	.3	1.1	12	26	.2	1.2
4-Book	47	465	.8	2.9	19	259	.3	2.6	17	62	.3	2.7	35	98	.6	3.0	28	81	.5	3.2
WDAS-AM																				
SP '97	1	25	.1		2	31	.1	.3		6							1	3		.1
4-Book	2	28	.1		5	51	.1	.7	2	8	.1	.4	1	4	.1		1	3		.1
WDAS-FM																				
SP '97	62	503	1.1	3.8	38	350	.6	5.1	27	66	.5	4.3	62	149	1.1	4.4	47	117	.8	4.6
4-Book	64	536	1.1	4.0	41	406	.7	5.7	36	97	.6	5.9	60	166	1.0	5.0	46	115	.8	5.1
WFIL-AM																				
SP '97	1	18	.1		1	10	.1		1	10	.2									
4-Book	1	21	.1		1	16	.1		2	8	.3						1	2		.1
WFLN-FM																				
SP '97	7	118	.1	.4	4	55	.1	.5	5	9	.1	.8	5	18	.1	.4	1	9		.1
4-Book	10	130	.2	.6	8	88	.1	1.0	3	8	.1	.5	13	43	.2	1.1	3	14	.1	.3
WHAT-AM																				
SP '97	2	14	.1		1	11	.1		1	5	.2		3	5	.1	.2				
4-Book	6	35	.1	.4	3	26	.1	.4	4	9	.1	.6	6	8	.1	.5	1	3		.2
W100-FM																				
SP '97	95	976	1.6	5.8	61	680	1.0	8.2	28	117	.5	4.4	128	362	2.2	9.1	93	238	1.6	9.1
4-Book	83	1052	1.4	5.2	55	719	.9	7.6	38	125	.7	6.1	86	296	1.5	7.2	72	240	1.2	7.9
WIP -AM																				
SP '97	86	792	1.5	5.2	25	508	.4	3.4	30	104	.5	4.8	33	148	.6	2.4	26	90	.4	2.5
4-Book	96	928	1.6	6.0	25	452	.4	3.5	26	93	.5	4.2	30	130	.5	2.6	26	91	.4	2.8
WJZ-FM																				
SP '97	37	238	.6	2.3	16	180	.3	2.1	13	58	.2	2.1	50	95	.9	3.6	21	63	.4	2.1
4-Book	30	288	.5	1.9	20	214	.4	2.8	18	54	.3	2.9	36	89	.6	3.0	17	44	.3	1.9
WMGK-FM																				
SP '97	97	1024	1.7	5.9	50	668	.9	6.7	33	172	.6	5.2	109	309	1.9	7.8	66	231	1.1	6.5
4-Book	108	1003	1.9	6.8	47	623	.8	6.5	32	149	.6	5.1	96	285	1.6	8.1	70	228	1.2	7.7
WMMR-FM																				
SP '97	168	1510	2.9	10.3	75	887	1.3	10.1	79	253	1.3	12.5	161	460	2.7	11.5	108	366	1.8	10.6
4-Book	135	1343	2.3	8.5	53	725	.9	7.3	54	189	.9	8.6	99	307	1.7	8.2	80	275	1.3	8.6
WVGL-FM																				
SP '97	27	460	.5	1.6	25	307	.4	3.4	26	87	.4	4.1	51	132	.9	3.6	21	71	.4	2.1
4-Book	28	356	.5	1.7	18	240	.3	2.5	18	62	.3	2.9	35	88	.6	3.0	20	72	.4	2.3
WPEN-AM																				
SP '97	3	18	.1	.2	2	19	.1	.2	1	9	.2		6	9	.1	.4				
4-Book	3	42	.1	.2	2	20	.1	.2	2	9	.1	.4	3	10	.1	.3	3	5	.1	.3
+WPHI-FM																				
VDRE-FM																				
SP '97	85	926	1.4	5.2	54	608	.9	7.2	23	83	.4	3.6	91	275	1.6	6.5	94	231	1.6	9.2
4-Book	81	957	1.4	5.1	43	577	.7	5.9	23	80	.4	3.7	75	252	1.3	6.3	66	201	1.1	7.1
+WPHT-AM																				
SP '97	2	83	.1		1	70	.1						1	9	.1					
4-Book	5	85	.1	.3	1	44	.1						1	5	.1		1	8		.1
WPLY-FM																				
SP '97	95	1250	1.6	5.8	45	822	.8	6.0	34	161	.6	5.4	97	347	1.7	6.9	62	240	1.1	6.1
4-Book	91	1221	1.6	5.7	45	737	.8	6.3	28	108	.5	4.6	88	304	1.5	7.4	62	231	1.1	6.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	2 **	39 **	.1 **	.1 **	2 **	19 **	.3 **	.3 **	3 **	13 **	.1 **	.2 **	6 **	19 **	.1 **	.6 **				
WUSL-FM SP '97 4-Book	112 132	1014 1098	1.9 2.2	6.8 8.2	68 84	744 808	1.2 1.5	9.1 11.7	32 52	143 152	.5 .9	5.1 8.5	115 129	308 334	2.0 2.2	8.2 11.0	91 108	265 273	1.6 1.9	8.9 12.0
WVDB-FM SP '97 4-Book	24 30	249 296	.4 .5	1.5 1.9	8 11	130 147	.1 .2	1.1 1.5	2 7	20 30	.1 .1	.3 1.2	1 6	9 15	.1 .1	.5 1.5	1 1	6 6	.2 .2	.2 .2
WXTU-FM SP '97 4-Book	42 54	359 375	.7 .9	2.6 3.4	22 24	248 252	.4 .4	2.9 3.3	39 27	95 79	.7 .5	6.2 4.4	26 33	77 114	.4 .6	1.9 2.9	27 31	100 93	.5 .6	2.6 3.5
WYSP-FM SP '97 4-Book	369 310	2418 2248	6.3 5.3	22.5 19.3	80 77	978 1015	1.4 1.3	10.7 10.8	93 87	259 240	1.6 1.5	14.7 14.3	166 124	481 390	2.8 2.1	11.9 10.4	114 85	383 278	1.9 1.4	11.2 9.3
WYXR-FM SP '97 4-Book	32 40	417 534	.5 .7	2.0 2.5	16 20	233 343	.3 .4	2.1 2.8	25 23	52 72	.4 .4	4.0 3.7	23 32	77 108	.4 .6	1.6 2.9	28 27	85 106	.5 .5	2.7 2.9
WKXW-FM SP '97 4-Book	3 9	99 84	.1 .2	.2 .6	5 4	72 59	.1 .1	.7 .6	3 3	8 8	.1 .1	.5 .5	5 6	31 22	.1 .1	.4 .5	14 8	41 21	.2 .1	1.4 .9
WFMZ-FM SP '97 4-Book	1 1	21 21	.1 .1	.1 .1	1 1	15 15	.2 .2	.2 .2					1 1	3 3	.1 .1	.1 .1	3 3			
WJBR-FM SP '97 4-Book	4 4	49 66	.1 .1	.2 .3	3 4	31 31	.1 .1	.4 .5	3 5	17 14	.1 .1	.5 .8	4 5	23 17	.1 .1	.3 .5	6 7	17 11	.1 .1	.6 .8
WPST-FM SP '97 4-Book	45 37	656 562	.8 .6	2.7 2.3	17 14	345 309	.3 .3	2.3 2.0	12 13	72 60	.2 .2	1.9 2.1	19 22	132 118	.3 .4	1.4 2.0	24 24	157 101	.4 .4	2.4 2.6
WRDR-FM SP '97 4-Book	4 2	25 16	.1 .1	.2 .1		6 13							1 2	6 5	.1 .2	.1 .2		2 2		
WSTW-FM SP '97 4-Book	4 13	153 149	.1 .2	.2 .8	4 5	73 101	.1 .1	.5 .7	2 2	8 8	.1 .1	.4 .4	5 13	38 56	.1 .2	.4 1.2	11 12	35 29	.2 .2	1.1 1.3
WFAN-AM SP '97 4-Book	14 **	103 **	.2 **	.9 **	3 **	45 **	.1 **	.4 **	5 **	9 **	.1 **	.8 **	4 **	8 **	.1 **	.3 **	5 **	18 **	.1 **	.5 **
TOTALS SP '97 4-Book	1639 1606	5608 5641	27.9 27.2		746 718	4630 4599	12.7 12.2		631 617	1809 1696	10.8 10.5		1399 1184	3175 2827	23.8 20.1		1021 914	2340 2214	17.4 15.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	7	34	.1	1.1	24	101	.4	7.5	6	54	.1	.8	6	35	.1	.9	7	44	.1	1.7
4-Book	8	47	.1	1.2	15	86	.3	4.1	7	62	.1	.9	9	63	.2	1.3	9	60	.2	1.9
WBEB-FM																				
SP '97	9	46	.2	1.4	3	11	.1	.9	10	42	.2	1.3	8	21	.1	1.2	4	34	.1	1.0
4-Book	17	76	.3	2.6	6	23	.1	1.4	24	81	.4	3.1	14	43	.2	2.0	8	42	.1	1.6
WDAS-AM																				
SP '97					10	25	.2	3.1	7	17	.1	.9					3	3	.1	.5
4-Book					15	41	.3	4.1	10	34	.2	1.4	6	12	.1	.9				
WDAS-FM																				
SP '97	40	104	.7	6.1	23	52	.4	7.1	32	71	.5	4.0	18	64	.3	2.8	47	99	.8	11.2
4-Book	34	113	.6	5.2	25	67	.4	6.8	37	94	.6	4.7	26	78	.4	3.8	59	113	1.0	12.5
WFIL-AM																				
SP '97																	4	10	.1	1.0
4-Book					1	4		.1					1	3		.1	1	3		.3
WFLN-FM																				
SP '97					5	9	.1	1.6	10	47	.2	1.3	11	18	.2	1.7				
4-Book	6	21	.1	.8	6	13	.1	1.4	12	45	.2	1.6	11	24	.2	1.7	5	25	.1	1.1
WHAT-AM																				
SP '97					5	11	.1	1.6	1	11		.1								
4-Book	2	7		.3	5	10	.1	1.3	3	9	.1	.3	1	2		.2		3		.1
WIDD-FM																				
SP '97	79	247	1.3	12.0	15	56	.3	4.7	56	181	1.0	7.1	49	124	.8	7.6	24	92	.4	5.7
4-Book	88	270	1.5	13.3	20	63	.4	5.3	41	150	.7	5.3	50	159	.8	7.5	35	125	.6	7.3
WIP -AM																				
SP '97	43	145	.7	6.5	13	50	.2	4.0	21	122	.4	2.7	14	92	.2	2.2	13	71	.2	3.1
4-Book	21	81	.4	3.2	21	61	.4	5.2	33	133	.6	4.2	22	91	.4	3.3	19	78	.3	4.1
WJZ-FM																				
SP '97	8	34	.1	1.2	4	28	.1	1.2	25	47	.4	3.2	7	27	.1	1.1				
4-Book	13	44	.2	1.9	13	42	.2	3.3	20	62	.3	2.6	24	47	.4	3.6	20	49	.3	4.0
WMGK-FM																				
SP '97	20	87	.3	3.0	10	38	.2	3.1	65	192	1.1	8.2	65	220	1.1	10.1	30	112	.5	7.1
4-Book	30	108	.5	4.5	14	64	.3	3.6	51	169	.9	6.5	51	150	.9	7.7	25	100	.4	5.4
WMMR-FM																				
SP '97	45	189	.8	6.8	43	142	.7	13.4	80	291	1.4	10.1	47	153	.8	7.3	30	142	.5	7.1
4-Book	35	138	.6	5.4	28	92	.5	7.7	55	199	1.0	7.0	42	127	.7	6.3	26	124	.5	5.6
WDGL-FM																				
SP '97	22	89	.4	3.3	19	33	.3	5.9	24	87	.4	3.0	25	44	.4	3.9	11	44	.2	2.6
4-Book	13	63	.2	1.9	14	35	.3	3.6	19	68	.4	2.5	16	47	.3	2.4	9	34	.2	2.0
WPEN-AM																				
SP '97													7	9	.1	1.1				
4-Book	1	3		.2					2	9		.2	3	5	.1	.5				
+WPHI-FM																				
WDRE-FM																				
SP '97	64	174	1.1	9.7	5	20	.1	1.6	48	147	.8	6.1	68	193	1.2	10.5	39	118	.7	9.3
4-Book	44	175	.8	6.7	9	31	.2	2.3	40	138	.7	5.1	50	154	.9	7.5	32	126	.6	6.9
+WPHT-AM																				
SP '97	2	9		.3					3	34	.1	.4	1	18		.2				
4-Book	1	2		.1	1	6		.2	2	16		.3	3	15	.1	.4				
WPLY-FM																				
SP '97	51	218	.9	7.8	9	66	.2	2.8	39	179	.7	4.9	37	173	.6	5.7	20	113	.3	4.8
4-Book	51	206	.9	7.8	17	64	.3	4.4	53	213	.9	6.8	31	138	.5	4.6	21	115	.4	4.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	3 **	13 **	.1 **	.5 **	1 **	6 **	.3 **	.3 **	2 **	6 **	.3 **	.3 **	1 **	6 **	.2 **	.2 **	**	**	**	**	
WUSL-FM SP '97 4-Book	89 128	239 344	1.5 2.2	13.5 19.4	43 34	129 105	.7 .6	13.4 9.1	59 76	166 223	1.0 1.3	7.4 9.7	66 71	121 158	1.1 1.2	10.2 10.5	43 58	110 177	.7 1.0	10.2 12.2	
WWDB-FM SP '97 4-Book	1 5	9 13	.1 .1	.2 .7	3 10	17 39	.1 .2	.9 2.3	21 36	56 81	.4 .6	2.7 4.6	12 6	21 13	.2 .1	1.9 .9	23 10	37 24	.4 .2	5.5 2.2	
WXTU-FM SP '97 4-Book	10 14	52 50	.2 .2	1.5 2.1	21 17	49 55	.4 .3	6.5 4.6	32 27	93 99	.5 .5	4.0 3.5	13 23	36 62	.2 .4	2.0 3.4	9 18	29 50	.2 .3	2.1 3.7	
WYSP-FM SP '97 4-Book	49 42	188 179	.8 .7	7.4 6.4	24 37	78 75	.4 .6	7.5 9.7	80 97	287 345	1.4 1.7	10.1 12.4	61 95	218 287	1.0 1.6	9.5 14.2	47 48	189 166	.8 .8	11.2 10.3	
WYXR-FM SP '97 4-Book	14 13	83 79	.2 .2	2.1 2.0	4 8	26 37	.1 .2	1.2 1.9	18 25	47 92	.3 .4	2.3 3.2	10 19	26 70	.2 .4	1.6 2.9	6 13	19 74	.1 .2	1.4 2.7	
WXXV-FM SP '97 4-Book	2	8		.3	3	12	.1	.8	11 5	32 17	.2 .1	1.4 .7	8 2	20 8	.1 .3	1.2 .3	1 2	20 16		.2 .4	
WFMZ-FM SP '97 4-Book		3			3	8	.1	.9	1	5		.1	1	5		.2	1	8		.3	
WJBR-FM SP '97 4-Book	2 6	8 10	.1 .1	.3 .8		2		.1	3 2	18 9	.1 .1	.4 .2	1 1	9 5	.2 .2		3 1	9 5	.1 .1	.7 .3	
WPST-FM SP '97 4-Book	9 9	82 70	.2 .2	1.4 1.4	15 8	68 39	.3 .2	4.7 2.2	24 17	145 96	.4 .3	3.0 2.2	29 12	102 57	.5 .2	4.5 1.9	6 7	43 48	.1 .1	1.4 1.5	
WRDR-FM SP '97 4-Book	1	6 2		.2 .1					1	3		.1	1	3		.1					
WSTW-FM SP '97 4-Book	11 5	26 14	.2 .1	1.7 .7	2	10	.1	.5	1 3	18 23	.1 .1	.4	1 4	9 17	.2 .1	.2 .5	4 4	37 22	.1 .1	1.0 .9	
WFAN-AM SP '97 4-Book	2 **	17 **	**	.3 **	**	**	**	**	6 **	18 **	.1 **	.8 **	**	**	**	**	**	1 **	8 **	**	.2 **
TOTALS SP '97 4-Book	658 658	1778 1809	11.2 11.2		322 381	994 1066	5.5 6.5		792 781	2067 2136	13.5 13.3		645 671	1525 1613	11.0 11.4		420 470	1165 1348	7.2 8.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	86	2815	.8	3.7	241	2046	2.1	6.9	69	849	.6	2.1	98	1182	.9	3.5	24	500	.2	2.2
WI '97	103	3376	.9	4.7	293	2274	2.6	8.7	67	1065	.6	2.1	112	1566	1.0	4.1	38	844	.3	3.6
FA '96	91	3115	.8	4.1	250	2176	2.2	7.6	72	1012	.6	2.2	107	1472	.9	3.9	37	733	.3	3.3
SU '96	93	2996	.8	4.1	227	2017	2.0	6.8	91	1013	.8	2.7	94	1313	.8	3.5	38	724	.3	3.5
4-Book	93	3076	.8	4.2	253	2128	2.2	7.5	75	985	.7	2.3	103	1383	.9	3.8	34	700	.3	3.2
SP '96	87	3024	.8	3.9	222	1939	1.9	6.6	57	922	.5	1.8	126	1538	1.1	4.6	28	464	.2	2.5
WBEB-FM																				
SP '97	51	1128	.4	2.2	74	561	.7	2.1	82	424	.7	2.5	69	544	.6	2.5	20	337	.2	1.8
WI '97	91	1416	.8	4.2	118	577	1.0	3.5	176	632	1.5	5.6	113	768	1.0	4.2	29	404	.3	2.7
FA '96	72	1225	.6	3.2	96	693	.8	2.9	135	603	1.2	4.1	83	631	.7	3.0	36	382	.3	3.2
SU '96	79	1279	.7	3.5	93	621	.8	2.8	133	679	1.2	3.9	109	678	1.0	4.0	31	347	.3	2.8
4-Book	73	1262	.6	3.3	95	613	.8	2.8	132	585	1.2	4.0	94	655	.8	3.4	29	368	.3	2.6
SP '96	67	1411	.6	3.0	85	567	.7	2.5	105	608	.9	3.3	81	709	.7	3.0	30	372	.3	2.6
WDAS-AM																				
SP '97	7	140	.1	.3	2	34	.1	.1	17	51	.1	.5	5	45	.2	.2	2	17	.2	.2
WI '97	7	182	.1	.3	7	37	.1	.2	7	46	.1	.2	5	66	.2	.2	2	17	.2	.2
FA '96	6	164	.1	.3	13	64	.1	.4	2	25	.1	.1	4	47	.1	.1	5	8	.4	.4
SU '96	12	195	.1	.5	20	97	.2	.6	8	43	.1	.2	5	24	.2	.2	2	6	.2	.2
4-Book	8	170	.1	.4	11	58	.1	.3	9	41	.1	.3	5	46	.2	.2	3	12	.3	.3
SP '96	10	184	.1	.4	8	46	.1	.2	14	48	.1	.4	9	55	.1	.3	4	17	.4	.4
WDAS-FM																				
SP '97	117	1225	1.0	5.1	147	654	1.3	4.2	159	693	1.4	4.8	128	688	1.1	4.6	88	554	.8	8.1
WI '97	128	1349	1.1	5.8	162	758	1.4	4.8	172	719	1.5	5.5	162	760	1.4	6.0	84	567	.7	7.9
FA '96	136	1309	1.2	6.1	154	644	1.4	4.7	168	747	1.5	5.1	180	809	1.6	6.5	113	667	1.0	10.0
SU '96	135	1421	1.2	5.9	148	749	1.3	4.4	197	764	1.7	5.8	148	764	1.3	5.5	80	549	.7	7.3
4-Book	129	1326	1.1	5.7	153	701	1.4	4.5	174	731	1.5	5.3	155	755	1.4	5.7	91	584	.8	8.3
SP '96	143	1318	1.2	6.3	177	686	1.5	5.3	185	778	1.6	5.8	151	779	1.3	5.5	99	622	.9	8.7
WFIL-AM																				
SP '97	6	105	.1	.3	9	78	.1	.3	13	48	.1	.4	11	64	.1	.4	2	28	.2	.2
WI '97	6	116	.1	.3	12	63	.1	.4	8	54	.1	.3	3	48	.1	.1	6	41	.1	.6
FA '96	3	104	.1	.1	8	50	.1	.2	1	7	.1	.1	5	52	.2	.2	1	17	.1	.1
SU '96	4	83	.2	.2	13	64	.1	.4	5	28	.1	.1	3	19	.1	.1	2	10	.2	.2
4-Book	5	102	.1	.2	11	64	.1	.3	7	34	.1	.2	6	46	.2	.2	3	24	.3	.3
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	26	556	.2	1.1	23	216	.2	.7	45	194	.4	1.3	40	295	.4	1.4	9	126	.1	.8
WI '97	32	623	.3	1.5	38	297	.3	1.1	53	277	.5	1.7	36	346	.3	1.3	17	257	.1	1.6
FA '96	38	669	.3	1.7	47	302	.4	1.4	47	269	.4	1.4	30	316	.3	1.1	30	253	.3	2.7
SU '96	27	539	.2	1.2	24	207	.2	.7	55	240	.5	1.6	38	297	.3	1.4	20	177	.2	1.8
4-Book	31	597	.3	1.4	33	256	.3	1.0	50	245	.5	1.5	36	314	.3	1.3	19	203	.2	1.7
SP '96	42	631	.4	1.9	45	316	.4	1.3	69	281	.6	2.2	60	382	.5	2.2	28	207	.2	2.5
WHAT-AM																				
SP '97	9	126	.1	.4	25	68	.2	.7	12	88	.1	.4	4	43	.1	.1	3	26	.3	.3
WI '97	12	153	.1	.5	33	63	.3	1.0	15	53	.1	.5	6	33	.1	.2	5	34	.5	.5
FA '96	10	131	.1	.4	20	86	.2	.6	12	58	.1	.4	7	30	.1	.3	6	26	.1	.5
SU '96	14	163	.1	.6	20	69	.2	.6	16	63	.1	.5	15	63	.1	.6	12	26	.1	1.1
4-Book	11	143	.1	.5	25	72	.2	.7	14	66	.1	.5	8	42	.1	.3	7	28	.1	.6
SP '96	1	96	.1	.4	3	27	.1	.1	2	31	.1	.1	1	24	.1	.1				
WIOQ-FM																				
SP '97	91	1662	.8	4.0	70	576	.6	2.0	121	782	1.1	3.6	129	981	1.1	4.7	69	661	.6	6.4
WI '97	83	1761	.7	3.8	86	626	.8	2.6	119	877	1.0	3.8	98	940	.9	3.6	60	666	.5	5.6
FA '96	83	1990	.7	3.7	81	687	.7	2.5	104	1004	.9	3.2	99	1068	.9	3.6	75	851	.7	6.6
SU '96	94	1737	.8	4.1	100	619	.9	3.0	136	895	1.2	4.0	112	974	1.0	4.1	74	760	.6	6.8
4-Book	88	1788	.8	3.9	84	627	.8	2.5	120	890	1.1	3.7	110	991	1.0	4.0	70	735	.6	6.4
SP '96	75	1480	.7	3.3	65	622	.6	1.9	112	764	1.0	3.5	86	795	.8	3.2	63	569	.5	5.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

	Men 18-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SP '97	92	1979	.8	4.0	126	867	1.1	3.6	145	989	1.3	4.3	107	1092	.9	3.9	44	655	.4	4.1
WI '97	86	1908	.8	3.9	96	787	.8	2.9	136	954	1.2	4.3	124	1185	1.1	4.6	40	537	.4	3.7
FA '96	74	1906	.7	3.3	99	957	.9	3.0	107	746	.9	3.3	98	970	.9	3.5	40	709	.4	3.5
SU '96	77	1628	.7	3.4	112	775	1.0	3.3	109	727	1.0	3.2	86	799	.8	3.2	25	509	.2	2.3
4-Book	82	1855	.8	3.7	108	847	1.0	3.2	124	854	1.1	3.8	104	1012	.9	3.8	37	603	.4	3.4
SP '96	85	1956	.7	3.8	82	732	.7	2.4	112	808	1.0	3.5	114	1165	1.0	4.2	57	753	.5	5.0
WURD-AM																				
SP '97	6	112	.1	.3	11	52	.1	.3	4	30	.1	.3	11	86	.1	.4	3	40	.1	.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	114	1597	1.0	5.0	115	717	1.0	3.3	162	878	1.4	4.9	142	863	1.2	5.1	92	716	.8	8.5
WI '97	148	1803	1.3	6.8	133	827	1.2	4.0	165	967	1.5	5.2	221	1151	1.9	8.2	156	834	1.4	14.6
FA '96	149	1866	1.3	6.6	143	813	1.3	4.3	188	1057	1.7	5.7	182	1043	1.6	6.5	140	1041	1.2	12.4
SU '96	143	1669	1.2	6.3	169	887	1.5	5.0	190	1033	1.7	5.6	175	1014	1.5	6.5	101	819	.9	9.2
4-Book	139	1734	1.2	6.2	140	811	1.3	4.2	176	984	1.6	5.4	180	1018	1.6	6.6	122	853	1.1	11.2
SP '96	148	1663	1.3	6.6	172	892	1.5	5.1	189	947	1.6	5.9	174	1093	1.5	6.4	133	929	1.2	11.7
WWDB-FM																				
SP '97	59	1073	.5	2.6	84	361	.7	2.4	106	482	.9	3.2	76	525	.7	2.8	16	209	.1	1.5
WI '97	72	1142	.6	3.3	62	380	.5	1.8	140	561	1.2	4.5	115	700	1.0	4.2	17	240	.1	1.6
FA '96	64	1011	.6	2.9	65	306	.6	2.0	129	543	1.1	3.9	78	515	.7	2.8	31	284	.3	2.7
SU '96	76	1154	.7	3.3	88	402	.8	2.6	165	676	1.4	4.8	77	488	.7	2.9	28	277	.2	2.6
4-Book	68	1095	.6	3.0	75	362	.7	2.2	135	566	1.2	4.1	87	557	.8	3.2	23	253	.2	2.1
SP '96	60	740	.5	2.7	82	368	.7	2.4	121	443	1.1	3.8	73	371	.6	2.7	12	137	.1	1.1
WXTU-FM																				
SP '97	85	976	.7	3.7	109	647	1.0	3.1	136	495	1.2	4.1	91	577	.8	3.3	33	350	.3	3.0
WI '97	72	953	.6	3.3	103	505	.9	3.1	117	552	1.0	3.7	76	625	.7	2.8	36	315	.3	3.4
FA '96	81	944	.7	3.6	106	552	.9	3.2	120	574	1.1	3.7	101	678	.9	3.6	35	381	.3	3.1
SU '96	92	943	.8	4.0	131	542	1.1	3.9	141	491	1.2	4.1	125	737	1.1	4.6	41	387	.4	3.7
4-Book	83	954	.7	3.7	112	562	1.0	3.3	129	528	1.1	3.9	98	654	.9	3.6	36	358	.3	3.3
SP '96	60	996	.5	2.7	75	531	.7	2.2	75	390	.7	2.3	78	576	.7	2.9	21	308	.2	1.9
WYSP-FM																				
SP '97	326	3887	2.9	14.2	836	2688	7.3	24.1	497	2190	4.4	14.9	309	1929	2.7	11.2	71	905	.6	6.6
WI '97	285	3822	2.5	13.0	839	2794	7.4	25.0	345	1844	3.0	11.0	238	1574	2.1	8.8	73	871	.6	6.8
FA '96	242	3966	2.1	10.8	667	2452	5.9	20.3	265	1767	2.3	8.1	206	1720	1.8	7.4	61	923	.5	5.4
SU '96	266	3506	2.3	11.7	781	2439	6.8	23.3	371	1792	3.2	10.9	191	1321	1.7	7.1	60	668	.5	5.5
4-Book	280	3795	2.5	12.4	781	2593	6.9	23.2	370	1898	3.2	11.2	236	1636	2.1	8.6	66	842	.6	6.1
SP '96	264	3519	2.3	11.7	766	2425	6.7	22.7	373	1937	3.3	11.7	193	1545	1.7	7.1	68	678	.6	6.0
WYXR-FM																				
SP '97	54	1191	.5	2.4	80	542	.7	2.3	82	430	.7	2.5	67	630	.6	2.4	22	371	.2	2.0
WI '97	39	1285	.3	1.8	45	472	.4	1.3	59	449	.5	1.9	50	539	.4	1.8	20	404	.2	1.9
FA '96	66	1276	.6	2.9	81	520	.7	2.5	92	537	.8	2.8	89	709	.8	3.2	31	438	.3	2.7
SU '96	57	1436	.5	2.5	72	519	.6	2.1	88	593	.8	2.6	71	667	.6	2.6	31	492	.3	2.8
4-Book	54	1297	.5	2.4	70	513	.6	2.1	80	502	.7	2.5	69	636	.6	2.5	26	426	.3	2.4
SP '96	62	1230	.5	2.7	90	553	.8	2.7	97	512	.8	3.0	63	592	.5	2.3	30	477	.3	2.6
WKXW-FM																				
SP '97	8	354	.1	.3	9	117	.1	.3	9	111	.1	.3	11	140	.1	.4	3	61	.1	.3
WI '97	17	398	.1	.8	32	158	.3	1.0	34	167	.3	1.1	18	166	.2	.7	1	44	.1	.6
FA '96	15	223	.1	.7	21	120	.2	.6	28	122	.2	.9	12	145	.1	.4	7	75	.1	.6
SU '96	17	344	.1	.7	18	164	.2	.5	27	167	.2	.8	23	179	.2	.9	15	91	.1	1.4
4-Book	14	330	.1	.6	20	140	.2	.6	25	142	.2	.8	16	158	.2	.6	7	68	.1	.6
SP '96	8	355	.1	.4	13	143	.1	.4	6	118	.1	.2	17	172	.1	.6	3	72	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WFMZ-FM																			
SP '97	4	55	.2	.2	7	19	.1	.2	8	10	.1	.2	4	28	.1	.1	1	19	.1	.1
WI '97	6	153	.1	.3	5	83	.1	.1	8	60	.1	.3	5	83	.2	.5	5	53	.1	.5
FA '96	2	47	.1	.1	2	18	.1	.1	4	19	.1	.1	3	27	.1	.1		8		
SU '96	1	98	.1	.1	3	55	.1	.1	1	35	.1	.1	2	25	.1	.1	1	27	.1	.1
4-Book	3	88	.2	.2	4	44	.1	.1	5	31	.1	.2	4	41	.1	.2	2	27	.1	.2
SP '96	12	122	.1	.5	14	72	.1	.4	13	30	.1	.4	9	59	.1	.3	12	19	.1	1.1
WJBR-FM																				
SP '97	6	161	.1	.3	9	91	.1	.3	12	73	.1	.4	6	65	.1	.2	3	42	.1	.3
WI '97	9	216	.1	.4	10	81	.1	.3	17	72	.1	.5	15	103	.1	.6	2	61	.1	.2
FA '96	19	197	.2	.8	12	102	.1	.4	24	80	.2	.7	25	124	.2	.9	11	61	.1	1.0
SU '96	7	193	.1	.3	7	67	.1	.2	14	69	.1	.4	8	98	.1	.3	3	62	.1	.3
4-Book	10	192	.1	.5	10	85	.1	.3	17	74	.1	.5	14	98	.1	.5	5	57	.1	.5
SP '96	4	138	.1	.2	1	33	.1	.2	5	47	.1	.2	5	49	.1	.2	7	75	.1	.6
WPST-FM																				
SP '97	37	977	.3	1.6	46	376	.4	1.3	56	439	.5	1.7	55	610	.5	2.0	22	341	.2	2.0
WI '97	30	833	.3	1.4	38	257	.3	1.1	42	296	.4	1.3	48	496	.4	1.8	15	245	.1	1.4
FA '96	32	930	.3	1.4	32	322	.3	1.0	64	418	.6	2.0	44	521	.4	1.6	11	338	.1	1.0
SU '96	26	803	.2	1.1	35	327	.3	1.0	44	418	.4	1.3	39	404	.3	1.4	11	246	.1	1.0
4-Book	31	886	.3	1.4	38	321	.3	1.1	52	393	.5	1.6	47	508	.4	1.7	15	293	.1	1.4
SP '96	42	1192	.4	1.9	42	335	.4	1.2	68	456	.6	2.1	59	603	.5	2.2	15	317	.1	1.3
WRDR-FM																				
SP '97	2	60	.1	.1	3	25	.1	.1	6	10	.1	.2	3	33	.1	.1	1	17	.1	.1
WI '97	1	34	.1	.1	1	17	.1	.1					5	25	.2	.2	2	17	.1	.2
FA '96	2	48	.1	.1	1	15	.1	.1	3	14	.1	.1	5	32	.2	.2				
SU '96	1	73	.1	.1	1	7	.1	.1	2	24	.1	.1	2	34	.1	.1				
4-Book	2	54	.1	.1	2	16	.1	.1	3	12	.1	.1	4	31	.2	.2	1	9	.1	.1
SP '96	1	37	.1	.1	1	25	.1	.1					2	9	.1	.1	1	9	.1	.1
WSTV-FM																				
SP '97	9	356	.1	.4	14	154	.1	.4	13	138	.1	.4	11	176	.1	.4	5	99	.1	.5
WI '97	15	307	.1	.7	22	124	.2	.7	33	135	.3	1.0	16	151	.1	.6	1	53	.1	.1
FA '96	23	444	.2	1.0	27	171	.2	.8	53	196	.5	1.6	30	228	.3	1.1	9	88	.1	.8
SU '96	7	296	.1	.3	7	91	.1	.2	6	51	.1	.2	8	109	.1	.3	3	62	.1	.3
4-Book	14	351	.1	.6	18	135	.2	.5	26	130	.3	.8	16	166	.2	.6	5	76	.1	.4
SP '96	11	301	.1	.5	18	108	.2	.5	17	103	.1	.5	16	169	.1	.6	3	89	.1	.3
WFAN-AM																				
SP '97	20	286	.2	.9	45	139	.4	1.3	30	183	.3	.9	26	141	.2	.9	7	73	.1	.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	17	243	.1	.8	26	82	.2	.8	31	115	.3	1.0	28	127	.2	1.0	2	63	.1	.2
TOTALS																				
SP '97	2297	11111	20.2		3469	9985	30.5		3335	8738	29.3		2762	9797	24.3		1083	6954	9.5	
WI '97	2190	11022	19.2		3359	9866	29.5		3144	8460	27.6		2706	9807	23.8		1068	6914	9.4	
FA '96	2242	11099	19.7		3292	9887	28.9		3275	8737	28.8		2779	9752	24.4		1131	7180	9.9	
SU '96	2274	11026	19.8		3359	9799	29.3		3417	8646	29.8		2700	9692	23.5		1095	6929	9.5	
4-Book	2251	11065	19.7		3370	9884	29.6		3293	8645	28.9		2737	9762	24.0		1094	6994	9.6	
SP '96	2255	11109	19.7		3371	9840	29.4		3200	8502	27.9		2728	9857	23.8		1134	6920	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	131	2518	1.2	4.1	46	1282	.4	3.1	119	604	1.0	7.8	49	269	.4	1.8	36	162	.3	1.8
4-Book	138	2738	1.2	4.4	53	1394	.5	3.7	135	653	1.2	9.5	62	352	.5	2.7	42	241	.4	2.5
WBEB-FM																				
SP '97	75	847	.7	2.3	29	505	.3	1.9	34	136	.3	2.2	52	186	.5	2.0	39	137	.3	2.0
4-Book	109	1007	1.0	3.5	41	593	.4	2.9	40	147	.4	2.8	75	225	.7	3.3	59	186	.5	3.5
WDAS-AM																				
SP '97	9	85	.1	.3	9	106	.1	.6	1	15	.1	.1	13	28	.1	.5				
4-Book	8	86	.1	.3	12	141	.1	.9	7	24	.1	.5	7	19	.1	.3	1	5		.1
WDAS-FM																				
SP '97	146	1041	1.3	4.6	87	694	.8	5.8	60	144	.5	4.0	140	302	1.2	5.3	134	295	1.2	6.7
4-Book	162	1129	1.5	5.2	97	830	.9	6.8	89	223	.8	6.3	145	338	1.3	6.3	119	280	1.1	6.9
WFIL-AM																				
SP '97	11	105	.1	.3	1	20		.1	1	10		.1	1	10						
4-Book	8	90	.1	.2	2	37		.1	3	14		.2	1	5			1	5		.1
WFLN-FM																				
SP '97	37	415	.3	1.2	19	242	.2	1.3	11	47	.1	.7	20	78	.2	.8	20	90	.2	1.0
4-Book	41	449	.4	1.3	22	266	.2	1.5	11	47	.1	.7	33	113	.3	1.5	19	64	.2	1.1
WHAT-AM																				
SP '97	13	111	.1	.4	5	65		.3	4	23		.3	11	35	.1	.4	1	9		.1
4-Book	15	105	.1	.5	8	82	.1	.6	11	24	.1	.8	14	31	.1	.6	5	11	.1	.3
W100-FM																				
SP '97	108	1305	.9	3.4	76	913	.7	5.1	33	147	.3	2.2	159	486	1.4	6.0	128	354	1.1	6.4
4-Book	106	1430	.9	3.4	68	964	.6	4.8	45	164	.4	3.1	117	409	1.1	5.0	94	334	.8	5.4
WIP -AM																				
SP '97	194	1881	1.7	6.1	68	1203	.6	4.5	80	262	.7	5.3	78	312	.7	2.9	60	181	.5	3.0
4-Book	212	2079	1.9	6.8	62	1055	.6	4.4	75	266	.7	5.2	90	349	.8	3.9	64	220	.6	3.8
WJJZ-FM																				
SP '97	120	909	1.1	3.8	63	676	.6	4.2	43	161	.4	2.8	110	298	1.0	4.1	99	258	.9	5.0
4-Book	113	959	1.0	3.6	64	696	.6	4.5	53	177	.5	3.7	97	283	.9	4.2	68	204	.6	3.9
WMGK-FM																				
SP '97	223	2145	2.0	7.0	126	1477	1.1	8.4	115	430	1.0	7.6	263	694	2.3	9.9	207	620	1.8	10.4
4-Book	236	1955	2.1	7.5	99	1261	.9	6.9	85	325	.7	5.9	206	612	1.8	8.8	155	502	1.4	8.9
WMMR-FM																				
SP '97	328	2533	2.9	10.3	128	1583	1.1	8.5	152	459	1.3	10.0	274	809	2.4	10.3	162	518	1.4	8.1
4-Book	253	2287	2.2	8.0	98	1307	.9	6.9	113	369	1.0	7.9	193	603	1.7	8.2	134	447	1.2	7.7
WOGL-FM																				
SP '97	126	1280	1.1	3.9	107	1046	.9	7.1	98	294	.9	6.5	206	447	1.8	7.7	114	285	1.0	5.7
4-Book	123	1250	1.1	3.9	76	894	.7	5.3	69	241	.6	4.8	138	358	1.2	5.8	90	282	.8	5.2
WPEN-AM																				
SP '97	7	112	.1	.2	6	77	.1	.4	2	18		.1	14	32	.1	.5	3	9		.2
4-Book	9	128	.1	.3	8	82	.1	.6	7	31	.1	.5	11	28	.1	.5	8	29	.1	.5
+WPHI-FM																				
WDRE-FM																				
SP '97	96	1091	.8	3.0	65	734	.6	4.3	30	111	.3	2.0	116	355	1.0	4.4	116	285	1.0	5.8
4-Book	96	1151	.8	3.1	55	704	.5	3.9	34	111	.3	2.4	99	330	.9	4.2	86	258	.8	4.9
+WPHT-AM																				
SP '97	15	357	.1	.5	8	249	.1	.5	14	37	.1	.9	6	37	.1	.2	2	18		.1
4-Book	15	301	.1	.5	9	169	.1	.6	8	25	.1	.5	10	41	.1	.4	5	22		.3
WPLY-FM																				
SP '97	128	1655	1.1	4.0	60	1062	.5	4.0	58	226	.5	3.8	124	430	1.1	4.7	94	316	.8	4.7
4-Book	113	1562	1.0	3.6	57	929	.5	4.0	41	146	.4	2.8	109	374	1.0	4.7	80	281	.7	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
SP '97	8	101	.1	.3	4	67	.3					9	23	.1	.3	9	36	.1	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																				
SP '97	141	1319	1.2	4.4	81	917	.7	5.4	40	168	.4	2.6	140	394	1.2	5.3	108	292	.9	5.4
4-Book	166	1470	1.5	5.3	100	1023	.9	7.0	63	184	.6	4.4	165	435	1.5	7.2	128	325	1.1	7.5
WVDB-FM																				
SP '97	90	833	.8	2.8	34	462	.3	2.3	54	148	.5	3.6	31	92	.3	1.2	13	27	.1	.7
4-Book	101	867	.9	3.2	39	495	.4	2.7	48	146	.4	3.4	40	119	.4	1.8	14	46	.1	.8
WXTU-FM																				
SP '97	114	829	1.0	3.6	68	577	.6	4.5	102	237	.9	6.7	108	242	.9	4.1	82	241	.7	4.1
4-Book	114	829	1.0	3.7	57	566	.5	4.0	64	191	.6	4.4	96	262	.8	4.1	79	237	.7	4.6
WYSP-FM																				
SP '97	543	3615	4.8	17.0	111	1400	1.0	7.4	131	350	1.2	8.6	250	692	2.2	9.4	158	567	1.4	7.9
4-Book	455	3388	4.0	14.5	112	1502	1.0	7.9	119	331	1.1	8.3	177	553	1.6	7.5	125	408	1.1	7.2
WYXR-FM																				
SP '97	77	918	.7	2.4	36	575	.3	2.4	53	151	.5	3.5	60	219	.5	2.3	51	199	.4	2.6
4-Book	74	975	.7	2.4	38	648	.3	2.7	48	172	.4	3.3	66	231	.6	2.9	46	187	.4	2.7
WKXW-FM																				
SP '97	10	244	.1	.3	7	155	.1	.5	1	9	.1	.1	8	49	.1	.3	14	41	.1	.7
4-Book	21	246	.2	.7	7	145	.1	.5	5	24	.1	.4	12	50	.1	.5	11	31	.1	.6
WFNZ-FM																				
SP '97	7	37	.1	.2	2	19	.1	.1	10	10	.1	.7	2	10	.1	.1				
4-Book	5	65	.1	.2	3	43	.1	.2	4	11	.1	.3	3	13	.1	.1	1	7	.1	.1
WJBR-FM																				
SP '97	9	114	.1	.3	3	60	.1	.2	4	26	.1	.3	5	31	.1	.2	6	17	.1	.3
4-Book	14	144	.1	.5	8	77	.1	.5	8	29	.1	.6	15	41	.1	.7	14	19	.1	.8
WPST-FM																				
SP '97	53	850	.5	1.7	18	408	.2	1.2	12	72	.1	.8	22	153	.2	.8	24	167	.2	1.2
4-Book	46	720	.4	1.5	17	394	.2	1.2	18	82	.2	1.3	29	152	.3	1.3	27	120	.3	1.6
WRDR-FM																				
SP '97	4	43	.1	.1	1	14	.1	.1					1	6	.1	.1				
4-Book	3	38	.1	.1	1	28	.1	.1	1	4	.1	.1	3	9	.1	.1		2		
WSTV-FM																				
SP '97	13	291	.1	.4	7	145	.1	.5	10	27	.1	.7	12	83	.1	.5	15	73	.1	.8
4-Book	21	251	.2	.7	8	153	.1	.6	5	17	.1	.4	16	74	.2	.7	14	43	.1	.8
WFAN-AM																				
SP '97	33	250	.3	1.0	5	110	.3	.3	13	49	.1	.9	6	25	.1	.2	5	18	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '97	3199	10940	28.1		1502	9214	13.2		1517	4131	13.3		2659	6015	23.4		1990	4532	17.5	
4-Book	3146	10941	27.6		1430	9056	12.6		1434	3986	12.6		2342	5611	20.5		1727	4280	15.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 18-49																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
SP '97																			
19	116	.2	1.7	90	439	.8	9.9	33	215	.3	2.0	18	134	.2	1.4	22	127	.2	2.6
4-Book																			
21	146	.2	1.9	87	418	.8	9.1	36	237	.3	2.3	30	185	.3	2.4	24	167	.2	2.6
WBEB-FM																			
SP '97																			
17	74	.1	1.5	14	76	.1	1.5	33	142	.3	2.0	29	94	.3	2.3	12	102	.1	1.4
4-Book																			
31	137	.3	2.8	21	81	.2	2.2	45	173	.4	2.8	34	117	.3	2.7	17	93	.2	2.0
WDAS-AM																			
SP '97																			
				33	73	.3	3.6	21	45	.2	1.3	2	9		.2				
4-Book																			
1	2		.1	41	98	.4	4.3	24	77	.2	1.5	13	25	.1	1.0	8	12	.1	.8
WDAS-FM																			
SP '97																			
66	174	.6	6.0	34	105	.3	3.7	66	189	.6	4.0	65	154	.6	5.1	121	236	1.1	14.5
4-Book																			
79	236	.7	7.2	48	139	.4	5.1	68	199	.6	4.2	63	168	.6	4.8	150	266	1.3	16.4
WFIL-AM																			
SP '97																			
				2	11		.2	1	7		.1	2	10		.2	4	10		.5
4-Book																			
	2			2	11		.2	1	7		.1	2	10		.2	2	5		.3
WFLN-FM																			
SP '97																			
3	10		.3	19	57	.2	2.1	35	140	.3	2.1	41	100	.4	3.2	6	38	.1	.7
4-Book																			
12	45	.1	1.1	13	44	.1	1.4	34	111	.3	2.1	35	83	.3	2.7	14	69	.1	1.6
WHAT-AM																			
SP '97																			
				23	46	.2	2.5	5	27		.3								
4-Book																			
4	13		.3	18	33	.2	1.9	8	26	.1	.5	2	5		.1	1	5		.1
WIOQ-FM																			
SP '97																			
83	281	.7	7.6	21	86	.2	2.3	81	254	.7	4.9	59	179	.5	4.6	35	140	.3	4.2
4-Book																			
96	315	.9	8.8	26	94	.2	2.8	55	210	.5	3.4	61	213	.5	4.8	44	159	.4	4.9
WIP -AM																			
SP '97																			
87	313	.8	7.9	42	145	.4	4.6	68	315	.6	4.1	82	326	.7	6.4	43	206	.4	5.1
4-Book																			
48	185	.5	4.4	50	167	.5	5.2	69	311	.6	4.3	59	240	.5	4.5	42	171	.4	4.7
WJJZ-FM																			
SP '97																			
55	158	.5	5.0	23	126	.2	2.5	71	240	.6	4.3	63	170	.6	4.9	33	97	.3	3.9
4-Book																			
49	166	.5	4.5	33	112	.3	3.4	74	228	.7	4.6	80	180	.7	6.1	51	136	.5	5.5
WMGK-FM																			
SP '97																			
72	289	.6	6.6	54	161	.5	5.9	147	472	1.3	8.9	108	359	.9	8.4	40	179	.4	4.8
4-Book																			
58	229	.5	5.3	44	183	.4	4.6	108	365	1.0	6.7	87	272	.8	6.7	43	177	.4	4.8
WMMR-FM																			
SP '97																			
65	245	.6	5.9	74	256	.7	8.1	143	509	1.3	8.7	83	332	.7	6.5	64	284	.6	7.7
4-Book																			
50	199	.5	4.6	60	206	.6	6.3	112	381	1.0	7.0	74	275	.7	5.7	47	201	.4	5.3
WOGL-FM																			
SP '97																			
88	274	.8	8.0	80	152	.7	8.8	107	298	.9	6.5	96	216	.8	7.5	62	202	.5	7.4
4-Book																			
64	222	.6	5.8	53	145	.5	5.6	78	259	.7	4.8	64	203	.6	4.9	45	145	.4	5.0
WPEN-AM																			
SP '97																			
6	29	.1	.5	3	21		.3	4	11		.2	12	29	.1	.9	2	11		.2
4-Book																			
6	18	.1	.6	4	22		.4	9	30	.1	.6	10	25	.1	.8	5	11		.5
+WPHI-FM																			
WDRE-FM																			
SP '97																			
81	191	.7	7.4	8	29	.1	.9	55	173	.5	3.3	72	210	.6	5.6	39	118	.3	4.7
4-Book																			
57	199	.5	5.2	14	48	.1	1.4	52	180	.5	3.2	60	180	.5	4.7	37	137	.3	4.1
+WPHT-AM																			
SP '97																			
6	36	.1	.5	7	39	.1	.8	14	99	.1	.8	13	73	.1	1.0	2	9		.2
4-Book																			
11	31	.1	.9	8	33	.1	.8	15	61	.1	.9	13	51	.1	1.0	3	18		.4
WPLY-FM																			
SP '97																			
53	237	.5	4.8	15	93	.1	1.7	53	254	.5	3.2	52	245	.5	4.1	26	131	.2	3.1
4-Book																			
58	234	.5	5.3	24	85	.2	2.5	66	274	.6	4.1	44	191	.4	3.4	27	139	.2	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr
WURD-AM																			
SP '97	3	13	.3	1	6	.1	5	34	.3	1	6	.1	1	6	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SP '97	96	263	.8	52	170	.5	76	236	.7	72	127	.6	57	154	.5	70	212	.6	6.8
4-Book	136	374	1.2	47	163	.4	97	281	.9	78	180	.7	70	212	.6	7.8			
WWDB-FM																			
SP '97	13	27	.1	26	107	.2	71	184	.6	27	48	.2	35	77	.3	26	86	.2	4.2
4-Book	14	43	.1	37	131	.3	101	216	.9	20	46	.2	26	86	.2	2.9			
WXTU-FM																			
SP '97	16	90	.1	53	121	.5	97	231	.9	62	148	.5	28	112	.2	32	112	.3	3.3
4-Book	34	122	.3	43	129	.4	63	207	.6	48	143	.4	32	112	.3	3.5			
WYSP-FM																			
SP '97	60	232	.5	37	114	.3	118	404	1.0	71	299	.6	53	224	.5	58	201	.5	6.3
4-Book	57	227	.5	48	118	.4	164	549	1.4	147	460	1.3	58	201	.5	6.5			
WYXR-FM																			
SP '97	17	112	.1	23	96	.2	40	173	.4	27	113	.2	15	77	.1	23	130	.2	1.8
4-Book	21	118	.2	24	92	.2	46	186	.4	33	125	.3	23	130	.2	2.5			
WKXW-FM																			
SP '97	3	14	.2	3	19	.3	16	57	.1	9	30	.1	3	30	.4	5	31	.1	.6
4-Book	3	14	.2	6	31	.1	11	49	.1	4	20	.3	5	31	.1	.6			
WFMZ-FM																			
SP '97	1	5	.1	7	16	.1	2	10	.1	2	11	.2	2	11	.3				
4-Book	1	5	.1	7	16	.1	2	10	.1	2	11	.2	2	11	.3				
WJBR-FM																			
SP '97	2	17	.2	1	11	.1	3	18	.2	1	9	.1	3	9	.4	2	7	.2	.2
4-Book	8	21	.1	2	11	.2	7	24	.1	7	17	.1	2	7	.2				
WPST-FM																			
SP '97	9	82	.1	15	77	.1	24	153	.2	30	119	.3	8	61	.1	9	61	.1	1.0
4-Book	11	85	.1	10	56	.1	20	114	.2	15	81	.2	9	61	.1	1.0			
WRDR-FM																			
SP '97	1	6	.1		2		1	3		1	6	.1	1	5	.4				
4-Book	1	4	.1		2		1	3		1	6	.1	1	5	.2				
WSTW-FM																			
SP '97	12	35	.1	3	15	.3	2	27	.1	1	9	.1	4	37	.5	5	26	.6	.6
4-Book	6	22	.1	3	15	.3	6	35	.1	9	36	.1	5	26	.6				
WFAN-AM																			
SP '97	2	17	.2	1	10	.1	8	26	.1	3	17	.2	3	19	.4	3	19	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SP '97	1097	3126	9.6	909	2711	8.0	1650	4321	14.5	1283	3226	11.3	836	2406	7.3	906	2592	7.9	
4-Book	1096	3158	9.6	956	2810	8.4	1607	4354	14.1	1298	3301	11.4	906	2592	7.9				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	83	2673	.9	4.3	234	1963	2.5	7.8	68	806	.7	2.4	97	1155	1.1	4.3	24	491	.3	3.0
WI '97	96	3111	1.0	5.3	282	2134	3.1	9.7	54	962	.6	2.1	103	1489	1.1	4.6	36	774	.4	4.5
FA '96	84	2872	.9	4.5	229	1992	2.5	8.0	67	935	.7	2.4	100	1393	1.1	4.3	33	713	.4	4.0
SU '96	86	2753	.9	4.6	212	1865	2.3	7.5	85	961	.9	3.0	89	1241	1.0	3.9	35	662	.4	4.1
4-Book	87	2852	.9	4.7	239	1989	2.6	8.3	69	916	.7	2.5	97	1320	1.1	4.3	32	660	.4	3.9
SP '96	81	2699	.9	4.3	204	1737	2.2	7.0	51	823	.6	1.9	119	1421	1.3	5.1	27	432	.3	3.1
WBEB-FM																				
SP '97	46	974	.5	2.4	69	511	.7	2.3	70	381	.8	2.5	62	494	.7	2.7	19	306	.2	2.4
WI '97	82	1206	.9	4.5	102	508	1.1	3.5	161	537	1.7	6.1	106	679	1.1	4.7	26	356	.3	3.3
FA '96	61	935	.7	3.2	86	557	.9	3.0	120	487	1.3	4.3	71	457	.8	3.1	20	261	.2	2.4
SU '96	71	1094	.8	3.8	90	553	1.0	3.2	118	582	1.3	4.1	100	611	1.1	4.4	24	290	.3	2.8
4-Book	65	1052	.7	3.5	87	532	.9	3.0	117	497	1.3	4.3	85	560	.9	3.7	22	303	.3	2.7
SP '96	56	1191	.6	2.9	79	532	.9	2.7	93	511	1.0	3.4	66	587	.7	2.8	22	298	.2	2.5
WDAS-AM																				
SP '97	7	124	.1	.4	2	27	.1	.1	17	51	.2	.6	5	45	.1	.2	2	17	.1	.3
WI '97	7	175	.1	.4	7	37	.1	.2	7	46	.1	.3	5	66	.1	.2	2	17	.1	.3
FA '96	6	146	.1	.3	13	64	.1	.5	2	25	.1	.1	4	47	.2	.2	5	8	.1	.6
SU '96	11	179	.1	.6	20	97	.2	.7	8	43	.1	.3	5	24	.1	.2	2	6	.1	.2
4-Book	8	156	.1	.4	11	56	.1	.4	9	41	.1	.3	5	46	.1	.2	3	12	.1	.4
SP '96	9	162	.1	.5	8	46	.1	.3	14	48	.2	.5	9	55	.1	.4	4	17	.1	.5
WDAS-FM																				
SP '97	107	1068	1.2	5.6	137	597	1.5	4.5	147	620	1.6	5.2	120	638	1.3	5.3	77	494	.8	9.6
WI '97	120	1138	1.3	6.6	150	662	1.6	5.2	168	665	1.8	6.4	152	658	1.6	6.8	80	529	.9	10.1
FA '96	119	1090	1.3	6.3	137	591	1.5	4.8	146	631	1.6	5.2	155	688	1.7	6.7	99	564	1.1	12.1
SU '96	116	1160	1.3	6.2	127	616	1.4	4.5	172	642	1.9	6.0	128	634	1.4	5.7	67	436	.7	7.8
4-Book	116	1114	1.3	6.2	138	617	1.5	4.8	158	640	1.7	5.7	139	655	1.5	6.1	81	506	.9	9.9
SP '96	124	1114	1.3	6.5	157	612	1.7	5.4	163	695	1.8	5.9	133	694	1.4	5.7	89	536	1.0	10.1
WFIL-AM																				
SP '97	6	105	.1	.3	9	78	.1	.3	13	48	.1	.5	11	64	.1	.5	2	28	.1	.3
WI '97	5	94	.1	.3	11	53	.1	.4	8	54	.1	.3	2	38	.1	.1	6	30	.1	.8
FA '96	3	104	.1	.2	8	50	.1	.3	1	7	.1	.1	5	52	.1	.2	1	17	.1	.1
SU '96	4	83	.1	.2	13	64	.1	.5	5	28	.1	.2	3	19	.1	.1	2	10	.1	.2
4-Book	5	97	.1	.3	10	61	.1	.4	7	34	.1	.3	5	43	.1	.2	3	21	.1	.4
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	24	496	.3	1.3	22	200	.2	.7	45	177	.5	1.6	39	286	.4	1.7	7	102	.1	.9
WI '97	30	563	.3	1.7	35	267	.4	1.2	51	258	.6	1.9	35	329	.4	1.6	15	237	.2	1.9
FA '96	33	599	.4	1.8	42	282	.5	1.5	45	259	.5	1.6	27	296	.3	1.2	22	193	.2	2.7
SU '96	24	486	.3	1.3	18	172	.2	.6	49	213	.5	1.7	35	280	.4	1.6	19	160	.2	2.2
4-Book	28	536	.3	1.5	29	230	.3	1.0	48	227	.5	1.7	34	298	.4	1.5	16	173	.2	1.9
SP '96	40	575	.4	2.1	44	299	.5	1.5	67	265	.7	2.4	56	357	.6	2.4	28	199	.3	3.2
WHAT-AM																				
SP '97	9	121	.1	.5	25	68	.3	.8	12	88	.1	.4	3	38	.1	.1	3	26	.1	.4
WI '97	12	144	.1	.7	32	54	.3	1.1	15	53	.2	.6	6	33	.1	.3	5	34	.1	.6
FA '96	6	111	.1	.3	16	66	.2	.6	6	48	.1	.2	5	20	.1	.2	2	6	.1	.2
SU '96	13	136	.1	.7	19	60	.2	.7	15	54	.2	.5	13	54	.1	.6	12	26	.1	1.4
4-Book	10	128	.1	.6	23	62	.3	.8	12	61	.2	.4	7	36	.1	.3	6	23	.1	.7
SP '96	1	96	.1	.1	3	27	.1	.1	2	31	.1	.1	1	24	.1	.1	1	23	.1	.7
WIOQ-FM																				
SP '97	47	1021	.5	2.5	48	344	.5	1.6	71	462	.8	2.5	55	505	.6	2.4	26	355	.3	3.3
WI '97	54	1192	.6	3.0	61	413	.7	2.1	81	572	.9	3.1	60	571	.7	2.7	36	395	.4	4.5
FA '96	49	1311	.5	2.6	53	442	.6	1.8	69	629	.7	2.5	54	682	.6	2.3	36	500	.4	4.4
SU '96	52	1082	.6	2.8	52	352	.6	1.8	84	549	.9	2.9	64	590	.7	2.8	37	453	.4	4.3
4-Book	51	1152	.6	2.7	54	388	.6	1.8	76	553	.8	2.8	58	587	.7	2.6	34	426	.4	4.1
SP '96	39	916	.4	2.0	39	349	.4	1.3	64	410	.7	2.3	45	423	.5	1.9	23	295	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	4	55	.2	.3	7	19	.1	.2	8	10	.1	.3	4	28	.2	.2	1	19	.1	.1
WI '97	5	132	.1	.3	5	63	.1	.2	8	60	.1	.3	5	72	.1	.2	4	44	.1	.5
FA '96	2	37	.1	.1	2	18	.1	.1	4	19	.1	.1	3	27	.1	.1		8		
SU '96	1	82	.1	.1	2	46	.1	.1	1	35	.1	.1	2	25	.1	.1	1	27	.1	.1
4-Book	3	77	.2	.2	4	37	.1	.2	5	31	.1	.2	4	38	.2	.2	2	25	.2	.2
SP '96	12	105	.1	.6	14	72	.2	.5	13	30	.1	.5	8	50	.1	.3	12	19	.1	1.4
WJBR-FM																				
SP '97	5	132	.1	.3	8	71	.1	.3	8	53	.1	.3	6	57	.1	.3	2	24	.1	.3
WI '97	8	186	.1	.4	10	72	.1	.3	17	65	.2	.6	13	90	.1	.6	2	61	.1	.3
FA '96	17	151	.2	.9	10	82	.1	.3	24	80	.3	.9	21	107	.2	.9	8	36	.1	1.0
SU '96	5	134	.1	.3	7	59	.1	.2	10	44	.1	.4	7	65	.1	.3	2	53	.1	.2
4-Book	9	151	.1	.5	9	71	.1	.3	15	61	.2	.6	12	80	.1	.5	4	44	.1	.5
SP '96	3	101	.2	.2	1	33	.1	.1	5	39	.1	.2	5	49	.1	.2	3	46	.1	.3
WPST-FM																				
SP '97	20	592	.2	1.0	27	218	.3	.9	36	232	.4	1.3	32	376	.3	1.4	7	153	.1	.9
WI '97	21	487	.2	1.2	26	169	.3	.9	35	170	.4	1.3	30	295	.3	1.3	10	149	.1	1.3
FA '96	24	652	.3	1.3	27	243	.3	.9	50	268	.5	1.8	30	370	.3	1.3	8	228	.1	1.0
SU '96	16	463	.2	.8	27	244	.3	1.0	22	224	.2	.8	24	244	.3	1.1	6	130	.1	.7
4-Book	20	549	.2	1.1	27	219	.3	.9	36	224	.4	1.3	29	321	.3	1.3	8	165	.1	1.0
SP '96	30	704	.3	1.6	32	200	.3	1.1	60	292	.6	2.2	39	302	.4	1.7	7	146	.1	.8
WRDR-FM																				
SP '97	2	60	.1	.1	3	25	.1	.1	6	10	.1	.2	3	33	.1	.1	1	17	.1	.1
WI '97	1	34	.1	.1	1	17	.1	.1					5	25	.1	.2	2	17	.1	.3
FA '96	2	39	.1	.1	1	15	.1	.1	3	14	.1	.1	4	22	.1	.2				
SU '96	1	57	.1	.1					2	24	.1	.1	2	34	.1	.1				
4-Book	2	48	.1	.1	1	14	.1	.1	3	12	.1	.1	4	29	.2	.2	1	9	.1	.1
SP '96	1	25	.1	.1	1	25	.1	.1					2	9	.1	.1	1	9	.1	.1
WSTV-FM																				
SP '97	9	307	.1	.5	13	149	.1	.4	12	124	.1	.4	10	136	.1	.4	4	90	.1	.5
WI '97	15	290	.2	.8	22	124	.2	.8	33	125	.4	1.3	16	151	.2	.7	1	53	.1	.1
FA '96	16	348	.2	.9	21	132	.2	.7	36	148	.4	1.3	19	161	.2	.8	3	58	.1	.4
SU '96	5	214	.1	.3	7	91	.1	.2	3	44	.1	.1	7	93	.1	.3	2	44	.1	.2
4-Book	11	290	.2	.6	16	124	.2	.5	21	110	.2	.8	13	135	.2	.6	3	61	.1	.3
SP '96	10	236	.1	.5	17	74	.2	.6	16	78	.2	.6	15	151	.2	.6	3	73	.1	.3
WFAN-AM																				
SP '97	19	260	.2	1.0	45	130	.5	1.5	30	183	.3	1.1	25	133	.3	1.1	4	55	.1	.5
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	17	243	.2	.9	26	82	.3	.9	31	115	.3	1.1	28	127	.3	1.2	2	63	.1	.2
TOTALS																				
SP '97	1918	9038	20.8		3019	8345	32.7		2835	7134	30.7		2277	8022	24.7		798	5518	8.7	
WI '97	1816	9013	19.7		2910	8265	31.5		2619	6827	28.4		2245	8066	24.3		795	5518	8.6	
FA '96	1878	9022	20.4		2867	8203	31.1		2797	6991	30.3		2316	7945	25.1		821	5597	8.9	
SU '96	1886	8927	20.4		2830	8080	30.6		2855	6946	30.8		2255	7884	24.4		858	5466	9.3	
4-Book	1875	9000	20.3		2907	8223	31.5		2777	6975	30.1		2273	7979	24.6		818	5525	8.9	
SP '96	1903	8989	20.6		2899	8116	31.3		2747	6866	29.7		2318	8086	25.0		878	5487	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

		Men 25-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																							
SP '97		128	2394	1.4	4.7	45	1230	.5	3.6	118	596	1.3	8.7	49	269	.5	2.2	36	162	.4	2.2		
4-Book		130	2550	1.4	4.9	50	1304	.6	4.3	129	623	1.4	10.3	59	337	.6	3.1	40	233	.5	2.9		
WBEB-FM																							
SP '97		67	739	.7	2.5	26	460	.3	2.1	29	121	.3	2.1	49	169	.5	2.2	37	129	.4	2.3		
4-Book		98	852	1.1	3.7	35	499	.4	3.0	35	132	.4	2.8	66	198	.7	3.5	50	155	.6	3.7		
WDAS-AM																							
SP '97		9	77	.1	.3	8	98	.1	.6	1	15	.1	.1	13	28	.1	.6						
4-Book		8	84	.1	.3	12	129	.1	1.0	7	24	.1	.6	7	19	.1	.4	1	5				.1
WDAS-FM																							
SP '97		136	922	1.5	5.0	77	617	.8	6.2	54	137	.6	4.0	129	287	1.4	5.9	124	270	1.3	7.7		
4-Book		146	965	1.6	5.5	85	709	.9	7.2	80	199	.9	6.5	130	299	1.4	6.7	104	247	1.1	7.4		
WFIL-AM																							
SP '97		11	105	.1	.4	1	20		.1	1	10		.1	1	10		.1						
4-Book		7	87	.1	.3	2	34		.2	3	12		.2	1	5		.1						.1
WFLN-FM																							
SP '97		36	380	.4	1.3	15	206	.2	1.2	6	38	.1	.4	16	68	.2	.7	19	81	.2	1.2		
4-Book		38	412	.4	1.4	18	232	.2	1.6	9	44	.1	.7	29	101	.3	1.5	18	60	.2	1.3		
WHAT-AM																							
SP '97		13	106	.1	.5	4	60		.3	2	18		.1	8	30	.1	.4	1	9		.1		
4-Book		14	92	.2	.5	7	71	.1	.6	7	18	.1	.6	14	30	.2	.7	4	9	.1	.3		
WIOQ-FM																							
SP '97		59	759	.6	2.2	41	538	.4	3.3	18	86	.2	1.3	78	283	.8	3.6	72	232	.8	4.5		
4-Book		64	881	.7	2.4	39	614	.4	3.3	28	116	.3	2.3	67	252	.7	3.5	59	217	.7	4.2		
WIP -AM																							
SP '97		180	1700	2.0	6.6	60	1064	.7	4.8	68	234	.7	5.0	73	285	.8	3.3	57	166	.6	3.5		
4-Book		196	1879	2.1	7.4	57	949	.6	4.8	67	244	.7	5.3	86	330	.9	4.5	61	202	.6	4.4		
WJZZ-FM																							
SP '97		113	861	1.2	4.2	53	627	.6	4.3	43	161	.5	3.2	81	257	.9	3.7	88	229	1.0	5.5		
4-Book		110	908	1.2	4.1	58	645	.6	4.9	48	168	.5	3.8	85	257	1.0	4.4	63	191	.7	4.5		
WMGK-FM																							
SP '97		206	1831	2.2	7.6	111	1254	1.2	8.9	108	387	1.2	8.0	237	610	2.6	10.8	179	534	1.9	11.1		
4-Book		209	1660	2.3	7.9	88	1097	.9	7.4	79	291	.9	6.2	185	537	2.0	9.5	137	444	1.5	9.8		
WMMR-FM																							
SP '97		293	2055	3.2	10.8	118	1363	1.3	9.5	130	385	1.4	9.6	251	720	2.7	11.5	144	435	1.6	8.9		
4-Book		225	1878	2.4	8.4	86	1105	.9	7.2	100	320	1.1	7.9	173	538	1.9	8.8	117	378	1.3	8.4		
WOGL-FM																							
SP '97		117	1103	1.3	4.3	101	952	1.1	8.1	95	286	1.0	7.0	196	409	2.1	8.9	111	276	1.2	6.9		
4-Book		113	1124	1.2	4.2	71	826	.8	6.0	63	229	.7	5.0	127	333	1.4	6.4	85	266	.9	6.1		
WPEN-AM																							
SP '97		5	103	.1	.2	5	67	.1	.4	2	18		.1	14	32	.2	.6	3	9		.2		
4-Book		7	117	.1	.2	7	72	.1	.6	6	23	.1	.4	9	24	.1	.5	8	26	.1	.6		
+WPHI-FM																							
WDRE-FM																							
SP '97		54	568	.6	2.0	30	385	.3	2.4	22	76	.2	1.6	65	196	.7	3.0	48	131	.5	3.0		
4-Book		56	649	.6	2.1	30	387	.3	2.5	22	74	.2	1.7	59	192	.6	3.1	46	143	.5	3.3		
+WPHT-AM																							
SP '97		14	322	.2	.5	8	240	.1	.6	14	37	.2	1.0	6	37	.1	.3	2	18		.1		
4-Book		13	281	.2	.5	9	163	.1	.7	8	25	.1	.6	10	41	.1	.6	5	22	.1	.3		
WPLY-FM																							
SP '97		77	1029	.8	2.8	37	652	.4	3.0	43	179	.5	3.2	69	270	.7	3.1	64	205	.7	4.0		
4-Book		71	986	.8	2.7	38	581	.4	3.3	31	109	.4	2.5	73	242	.8	3.8	50	173	.5	3.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	8 **	95 **	.1 **	.3 **	3 **	60 **	.2 **						8 **	16 **	.1 **	.4 **	8 **	29 **	.1 **	.5 **
WUSL-FM SP '97 4-Book	104 113	812 915	1.1 1.2	3.8 4.2	54 63	559 614	.6 .7	4.3 5.4	33 50	117 138	.4 .6	2.4 4.0	85 103	233 261	.9 1.1	3.9 5.4	68 75	171 188	.7 .8	4.2 5.4
WVDB-FM SP '97 4-Book	86 97	777 802	.9 1.1	3.2 3.7	34 37	462 469	.4 .4	2.7 3.1	54 47	148 142	.6 .5	4.0 3.7	31 40	92 119	.3 .4	1.4 2.1	13 14	27 46	.1 .2	.8 1.0
WXTU-FM SP '97 4-Book	108 105	763 732	1.2 1.2	4.0 4.0	64 51	526 501	.7 .6	5.2 4.3	101 62	228 181	1.1 .7	7.5 4.9	108 88	242 230	1.2 1.0	4.9 4.5	69 70	220 213	.7 .8	4.3 5.1
WYSP-FM SP '97 4-Book	434 362	2721 2617	4.7 3.9	16.0 13.6	82 85	1014 1150	.9 .9	6.6 7.2	97 91	272 256	1.1 1.0	7.2 7.2	192 134	534 430	2.1 1.5	8.8 6.8	120 92	400 298	1.3 1.0	7.4 6.5
WYXR-FM SP '97 4-Book	65 62	790 790	.7 .7	2.4 2.3	30 32	514 546	.3 .3	2.4 2.7	46 43	134 158	.5 .5	3.4 3.4	45 53	193 196	.5 .6	2.1 2.8	33 35	164 154	.4 .4	2.0 2.5
WKXV-FM SP '97 4-Book	9 20	223 230	.1 .2	.3 .7	7 7	143 137	.1 .1	.6 .6	1 5	9 22	.1 .1	.4 .4	8 12	49 50	.1 .1	.4 .6	14 11	41 31	.2 .1	.9 .8
WFMZ-FM SP '97 4-Book	7 5	37 57	.1 .1	.3 .2	2 2	19 36	.2 .2		10 4	10 11	.1 .1	.7 .3	2 3	10 13	.1 .2		1 1	7 7	.1 .1	
WJBR-FM SP '97 4-Book	7 12	95 115	.1 .2	.3 .5	2 7	52 65	.2 .1	.6 .6	3 7	19 26	.2 .1	.2 .6	4 13	23 35	.2 .1	.7 .7	1 12	9 16	.1 .1	.9 .9
WPST-FM SP '97 4-Book	32 31	512 451	.3 .3	1.2 1.2	6 9	220 232	.1 .1	.5 .8	4 12	37 53	.3 .2	1.0 1.0	10 18	70 91	.1 .2	.5 .9	14 16	107 72	.2 .2	.9 1.1
WRDR-FM SP '97 4-Book	4 3	43 33	.1 .1		1 1	14 23	.1 .1		1 1	4 4	.1 .1		1 3	6 9	.2 .2		1 1	9 9	.1 .1	
WSTW-FM SP '97 4-Book	12 17	252 212	.1 .2	.4 .6	6 7	128 134	.1 .1	.5 .6	10 5	27 17	.1 .1	.7 .4	12 14	83 67	.1 .2	.5 .7	15 12	64 35	.2 .2	.9 .8
WFAN-AM SP '97 4-Book	33 **	242 **	.4 **	1.2 **	5 **	102 **	.1 **	.4 **	13 **	49 **	.1 **	1.0 **	6 **	25 **	.1 **	.3 **	5 **	18 **	.1 **	.3 **
TOTALS SP '97 4-Book	2720 2662	8913 8906	29.5 28.9		1242 1181	7571 7405	13.5 12.8		1353 1258	3706 3532	14.7 13.7		2192 1941	4947 4648	23.8 21.1		1612 1399	3693 3482	17.5 15.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	19	116	.2	2.3	83	413	.9	10.0	31	199	.3	2.3	15	125	.2	1.5	21	118	.2	3.0
4-Book	19	134	.2	2.3	84	399	.9	9.8	35	228	.4	2.6	27	172	.3	2.6	21	152	.2	2.9
WBEB-FM																				
SP '97	17	66	.2	2.1	14	76	.2	1.7	27	130	.3	2.0	23	82	.2	2.2	12	102	.1	1.7
4-Book	26	103	.3	3.1	19	74	.2	2.3	37	151	.4	2.7	30	106	.3	2.9	13	70	.2	1.8
WDAS-AM																				
SP '97					29	65	.3	3.5	21	45	.2	1.5	2	9		.2				
4-Book	1	2		.1	38	90	.4	4.5	22	67	.3	1.7	13	25	.1	1.2	8	12	.1	1.0
WDAS-FM																				
SP '97	50	144	.5	6.1	30	97	.3	3.6	58	173	.6	4.2	56	131	.6	5.5	109	213	1.2	15.8
4-Book	68	197	.7	8.2	40	118	.4	4.7	58	173	.6	4.3	53	144	.6	5.0	137	231	1.5	18.6
WFIL-AM																				
SP '97																	4	10		.6
4-Book	2				2	11		.2	1	7		.1	2	10		.2	2	5		.3
WFLN-FM																				
SP '97	3	10		.4	14	48	.2	1.7	25	105	.3	1.8	30	82	.3	2.9	6	38	.1	.9
4-Book	12	45	.1	1.5	9	36	.1	1.0	28	89	.3	2.1	26	68	.3	2.4	12	58	.1	1.6
WHAT-AM																				
SP '97					20	41	.2	2.4	5	22	.1	.4								
4-Book	3	8		.3	14	27	.2	1.7	8	25	.1	.6	2	5		.2	1	5		.1
WIOQ-FM																				
SP '97	38	134	.4	4.7	15	65	.2	1.8	48	161	.5	3.5	25	123	.3	2.4	27	114	.3	3.9
4-Book	49	162	.6	5.9	18	71	.2	2.1	31	133	.4	2.3	28	129	.3	2.7	25	101	.3	3.6
WIP -AM																				
SP '97	64	251	.7	7.8	42	145	.5	5.1	63	289	.7	4.6	81	309	.9	7.9	34	183	.4	4.9
4-Book	42	163	.5	5.0	47	156	.5	5.5	62	287	.7	4.6	55	225	.6	5.2	36	150	.4	5.1
WJZZ-FM																				
SP '97	53	149	.6	6.5	21	116	.2	2.5	48	201	.5	3.5	60	158	.7	5.9	33	97	.4	4.8
4-Book	46	158	.5	5.5	30	105	.3	3.6	66	215	.7	4.9	73	164	.8	6.9	46	124	.5	6.2
WMGK-FM																				
SP '97	61	228	.7	7.5	53	153	.6	6.4	127	411	1.4	9.2	85	275	.9	8.3	37	149	.4	5.3
4-Book	52	197	.6	6.3	40	167	.5	4.8	98	323	1.1	7.3	71	231	.8	6.7	36	144	.4	5.0
WMMR-FM																				
SP '97	60	198	.7	7.4	73	247	.8	8.8	139	474	1.5	10.1	78	298	.8	7.6	59	238	.6	8.5
4-Book	43	166	.5	5.2	56	187	.6	6.5	99	335	1.1	7.4	58	232	.6	5.6	35	152	.4	4.9
WGL-FM																				
SP '97	81	229	.9	9.9	80	152	.9	9.6	94	258	1.0	6.8	89	207	1.0	8.7	54	176	.6	7.8
4-Book	61	193	.7	7.3	52	140	.6	6.1	73	237	.8	5.4	62	201	.7	5.9	42	136	.5	5.8
WPEN-AM																				
SP '97	6	29	.1	.7	3	21		.4	4	11		.3	5	20	.1	.5	2	11		.3
4-Book	6	18	.1	.7	4	22	.1	.5	9	30	.1	.7	9	22	.1	.8	5	11	.1	.6
+WPHI-FM																				
WDRE-FM																				
SP '97	34	81	.4	4.2	6	17	.1	.7	17	83	.2	1.2	29	88	.3	2.8	16	38	.2	2.3
4-Book	29	103	.3	3.5	10	30	.1	1.1	25	91	.3	1.8	31	94	.3	3.0	14	55	.2	1.9
+WPHT-AM																				
SP '97	6	36	.1	.7	7	39	.1	.8	12	91	.1	.9	13	73	.1	1.3	2	9		.3
4-Book	11	31	.1	1.2	8	33	.1	.9	14	57	.2	1.1	12	47	.1	1.1	3	18		.5
WPLY-FM																				
SP '97	35	130	.4	4.3	10	46	.1	1.2	32	188	.3	2.3	26	115	.3	2.5	14	70	.2	2.0
4-Book	32	118	.4	3.8	18	55	.2	2.1	50	191	.5	3.7	30	119	.3	2.8	17	80	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	1 **	6 **	.1 **	.1 **	1 **	6 **	.1 **	.1 **	5 **	34 **	.1 **	.4 **	1 **	6 **	.1 **	.1 **	**	**	**	**
WUSL-FM SP '97 4-Book	61 76	131 203	.7 .8	7.5 9.1	43 37	135 125	.5 .4	5.2 4.4	62 64	195 177	.7 .7	4.5 4.8	44 48	71 103	.5 .5	4.3 4.6	32 44	83 123	.3 .5	4.6 6.2
WWDB-FM SP '97 4-Book	13 14	27 41	.1 .1	1.6 1.7	26 35	107 124	.3 .4	3.1 4.1	71 94	184 196	.8 1.0	5.2 7.0	27 19	48 44	.3 .2	2.6 1.8	35 26	77 83	.4 .3	5.1 3.6
WXTU-FM SP '97 4-Book	13 28	76 102	.1 .3	1.6 3.3	49 39	100 115	.5 .4	5.9 4.6	92 56	219 184	1.0 .6	6.7 4.1	60 44	139 127	.7 .5	5.9 4.2	23 26	103 93	.2 .3	3.3 3.5
WYSP-FM SP '97 4-Book	37 40	159 164	.4 .4	4.5 4.8	24 36	81 87	.3 .4	2.9 4.3	87 131	297 430	.9 1.4	6.3 9.7	52 120	190 355	.6 1.3	5.1 11.2	42 37	152 129	.5 .4	6.1 5.2
WYXR-FM SP '97 4-Book	12 17	96 105	.1 .2	1.5 2.1	23 21	96 85	.2 .2	2.8 2.5	39 37	163 162	.4 .4	2.8 2.7	27 28	113 111	.3 .3	2.6 2.7	15 18	77 103	.2 .2	2.2 2.5
WKXV-FM SP '97 4-Book	2	12		.2	3 6	19 28	.4 .1	.7	15 9	45 43	.2 .1	1.1 .7	9 4	30 20	.1 .1	.9 .4	3 4	30 28	.4 .5	
WFMZ-FM SP '97 4-Book	1	5		.1	4	11	.1	.5	2	8		.1	2	9 8	.2 .2		2	11		.3
WJBR-FM SP '97 4-Book	5	9 16	.1	.7	1 2	11 9	.1 .2		3 7	18 22	.2 .1	.5	1 5	9 15	.1 .1	.5	3 1	9 5	.4 .2	
WPST-FM SP '97 4-Book	3 8	27 56	.4 .1	.9	4 6	28 38	.5 .7		8 7	81 57	.1 .1	.6 .6	7 5	51 39	.1 .1	.7 .5	3 4	35 37	.4 .6	
WRDR-FM SP '97 4-Book	1 1	6 4	.1	.1		2							1	6	.1		3 1	9 5	.4 .2	
WSTW-FM SP '97 4-Book	6 4	26 18	.1 .1	.7 .5	3	15	.3		2 5	27 28	.1 .1	.3	1 7	9 29	.1 .1	.7	4 5	37 22	.6 .7	
WFAN-AM SP '97 4-Book	**	9 **	**	**	1 **	10 **	.1 **	.1 **	8 **	26 **	.1 **	.6 **	3 **	17 **	.3 **	.3 **	2 **	10 **	.3 **	.3 **
TOTALS SP '97 4-Book	816 832	2407 2446	8.8 9.0		831 850	2467 2528	9.0 9.2		1375 1346	3622 3646	14.9 14.6		1024 1053	2603 2733	11.1 11.4		692 725	2001 2068	7.5 7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	108	3177	1.0	5.0	300	2335	2.8	8.8	87	986	.8	2.8	124	1421	1.2	4.9	31	591	.3	3.5
WI '97	126	3671	1.2	6.0	360	2553	3.4	10.7	85	1139	.8	2.9	131	1757	1.2	5.1	46	934	.4	5.2
FA '96	110	3506	1.0	5.1	297	2464	2.8	9.0	87	1169	.8	2.7	131	1723	1.2	5.0	41	914	.4	4.5
SU '96	116	3390	1.1	5.5	282	2379	2.7	8.9	109	1205	1.0	3.4	126	1576	1.2	5.0	44	813	.4	4.6
4-Book	115	3436	1.1	5.4	310	2433	2.9	9.4	92	1125	.9	3.0	128	1619	1.2	5.0	41	813	.4	4.5
SP '96	108	3203	1.0	5.1	269	2113	2.6	8.3	76	1028	.7	2.5	148	1684	1.4	5.7	35	550	.3	3.7
WBEB-FM																				
SP '97	59	1160	.6	2.8	92	613	.9	2.7	96	459	.9	3.1	74	585	.7	2.9	22	338	.2	2.5
WI '97	91	1360	.9	4.4	118	598	1.1	3.5	175	597	1.7	5.9	119	802	1.1	4.6	26	373	.2	3.0
FA '96	69	1083	.7	3.2	94	607	.9	2.8	132	540	1.3	4.2	82	546	.8	3.1	24	307	.2	2.6
SU '96	77	1213	.7	3.6	100	610	1.0	3.2	129	665	1.2	4.1	107	681	1.0	4.2	27	344	.3	2.8
4-Book	74	1204	.7	3.5	101	607	1.0	3.1	133	565	1.3	4.3	96	654	.9	3.7	25	341	.2	2.7
SP '96	67	1392	.6	3.2	90	625	.9	2.8	110	608	1.0	3.6	86	713	.8	3.3	26	382	.2	2.7
WDAS-AM																				
SP '97	7	133	.1	.3	2	36	.1	.1	17	51	.2	.5	5	45	.2	.2	2	17	.2	.2
WI '97	8	204	.1	.4	8	57	.1	.2	7	55	.1	.2	6	75	.1	.2	2	17	.2	.2
FA '96	12	200	.1	.6	17	96	.2	.5	13	36	.1	.4	12	58	.1	.5	9	19	.1	1.0
SU '96	13	208	.1	.6	22	111	.2	.7	9	57	.1	.3	6	31	.1	.2	2	6	.2	.2
4-Book	10	186	.1	.5	12	75	.1	.4	12	50	.1	.4	7	52	.1	.3	4	15	.4	.4
SP '96	10	191	.1	.5	11	61	.1	.3	14	48	.1	.5	9	55	.1	.3	4	17	.4	.4
WDAS-FM																				
SP '97	122	1216	1.2	5.7	167	703	1.6	4.9	161	685	1.5	5.2	130	695	1.2	5.1	85	550	.8	9.7
WI '97	131	1278	1.2	6.3	178	779	1.7	5.3	175	716	1.7	5.9	169	745	1.6	6.6	83	563	.8	9.4
FA '96	126	1184	1.2	5.9	154	639	1.5	4.7	154	665	1.5	4.8	159	725	1.5	6.1	105	612	1.0	11.4
SU '96	125	1312	1.2	5.9	137	683	1.3	4.3	180	693	1.7	5.7	140	706	1.3	5.5	77	501	.7	8.0
4-Book	126	1248	1.2	6.0	159	701	1.5	4.8	168	690	1.6	5.4	150	718	1.4	5.8	88	557	.8	9.6
SP '96	134	1205	1.3	6.3	166	676	1.6	5.1	186	759	1.8	6.1	148	747	1.4	5.7	91	574	.9	9.6
WFIL-AM																				
SP '97	7	113	.1	.3	9	78	.1	.3	13	55	.1	.4	12	72	.1	.5	2	28	.2	.2
WI '97	7	120	.1	.3	23	79	.2	.7	9	62	.1	.3	2	38	.1	.1	6	30	.1	.7
FA '96	6	122	.1	.3	17	59	.2	.5	10	25	.1	.3	7	70	.1	.3	1	17	.1	.1
SU '96	5	90	.2	.2	14	71	.1	.4	5	35	.2	.2	3	19	.1	.1	2	10	.2	.2
4-Book	6	111	.1	.3	16	72	.2	.5	9	44	.1	.3	6	50	.1	.3	3	21	.3	.3
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLH-FM																				
SP '97	34	637	.3	1.6	42	289	.4	1.2	61	219	.6	2.0	52	346	.5	2.0	11	147	.1	1.3
WI '97	43	713	.4	2.1	49	331	.5	1.5	70	349	.7	2.4	51	419	.5	2.0	20	279	.2	2.3
FA '96	44	787	.4	2.1	62	399	.6	1.9	61	376	.6	1.9	41	422	.4	1.6	31	283	.3	3.4
SU '96	41	624	.4	1.9	42	259	.4	1.3	78	294	.7	2.5	52	368	.5	2.0	30	234	.3	3.1
4-Book	41	690	.4	1.9	49	320	.5	1.5	68	310	.7	2.2	49	389	.5	1.9	23	236	.2	2.5
SP '96	46	690	.4	2.2	52	377	.5	1.6	72	328	.7	2.3	66	434	.6	2.5	29	238	.3	3.0
WHAT-AM																				
SP '97	9	146	.1	.4	25	68	.2	.7	12	88	.1	.4	4	45	.2	.2	3	35	.3	.3
WI '97	18	187	.2	.9	41	85	.4	1.2	27	84	.3	.9	16	53	.2	.6	7	46	.1	.8
FA '96	7	150	.1	.3	21	85	.2	.6	6	48	.1	.2	5	20	.2	.2	2	6	.2	.2
SU '96	15	159	.1	.7	19	60	.2	.6	19	61	.2	.6	15	61	.1	.6	12	26	.1	1.3
4-Book	12	161	.1	.6	27	75	.3	.8	16	70	.2	.5	10	45	.1	.4	6	28	.1	.7
SP '96	5	117	.2	.2	11	42	.1	.3	8	53	.1	.3	4	46	.2	.2				
WIOQ-FM																				
SP '97	49	1079	.5	2.3	50	373	.5	1.5	72	492	.7	2.3	58	539	.5	2.3	28	369	.3	3.2
WI '97	55	1244	.5	2.6	61	422	.6	1.8	81	581	.8	2.7	61	580	.6	2.4	37	404	.4	4.2
FA '96	53	1353	.5	2.5	62	476	.6	1.9	75	644	.7	2.4	59	715	.6	2.2	36	518	.3	3.9
SU '96	53	1139	.5	2.5	53	360	.5	1.7	85	572	.8	2.7	64	597	.6	2.5	37	453	.4	3.9
4-Book	53	1204	.5	2.5	57	408	.6	1.7	78	572	.8	2.5	61	608	.6	2.4	35	436	.4	3.8
SP '96	41	990	.4	1.9	42	379	.4	1.3	68	442	.6	2.2	51	483	.5	2.0	24	317	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	55	1270	.5	2.6	80	571	.8	2.3	88	564	.8	2.8	63	644	.6	2.5	21	399	.2	2.4
WI '97	65	1312	.6	3.1	79	581	.7	2.3	97	584	.9	3.3	93	818	.9	3.6	34	370	.3	3.9
FA '96	46	1215	.4	2.2	64	573	.6	1.9	67	366	.6	2.1	63	615	.6	2.4	23	435	.2	2.5
SU '96	45	1042	.4	2.1	56	524	.5	1.8	58	434	.6	1.8	51	495	.5	2.0	15	291	.1	1.6
4-Book	53	1210	.5	2.5	70	562	.7	2.1	78	487	.7	2.5	68	643	.7	2.6	23	374	.2	2.6
SP '96	53	1290	.5	2.5	63	519	.6	1.9	72	497	.7	2.3	73	733	.7	2.8	30	405	.3	3.2
WURD-AM																				
SP '97	6	114	.1	.3	12	61	.1	.4	6	39	.1	.2	11	88	.1	.4	2	33		.2
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	82	1007	.8	3.8	94	525	.9	2.7	123	580	1.2	4.0	99	497	.9	3.9	55	399	.5	6.3
WI '97	85	1163	.8	4.1	79	544	.7	2.3	88	563	.8	3.0	139	682	1.3	5.4	88	469	.8	10.0
FA '96	96	1235	.9	4.5	110	553	1.0	3.3	142	690	1.3	4.5	115	683	1.1	4.4	61	546	.6	6.6
SU '96	98	1074	.9	4.6	109	572	1.0	3.4	140	664	1.3	4.4	122	649	1.2	4.8	58	488	.6	6.0
4-Book	90	1120	.9	4.3	98	549	.9	2.9	123	624	1.2	4.0	119	628	1.1	4.6	66	476	.6	7.2
SP '96	99	1060	.9	4.7	103	485	1.0	3.2	143	613	1.4	4.7	121	692	1.2	4.6	77	474	.7	8.1
WVDB-FM																				
SP '97	73	1221	.7	3.4	110	449	1.0	3.2	125	561	1.2	4.0	89	620	.8	3.5	19	266	.2	2.2
WI '97	80	1279	.8	3.8	77	489	.7	2.3	155	678	1.5	5.2	121	772	1.1	4.7	20	278	.2	2.3
FA '96	79	1131	.7	3.7	87	432	.8	2.6	165	631	1.6	5.2	90	593	.9	3.4	34	336	.3	3.7
SU '96	88	1251	.8	4.2	106	467	1.0	3.3	182	724	1.7	5.8	93	578	.9	3.7	34	342	.3	3.5
4-Book	80	1221	.8	3.8	95	459	.9	2.9	157	649	1.5	5.1	98	641	.9	3.8	27	306	.3	2.9
SP '96	71	891	.7	3.3	97	418	.9	3.0	143	491	1.4	4.7	81	459	.8	3.1	18	198	.2	1.9
WXTU-FM																				
SP '97	93	1009	.9	4.3	126	707	1.2	3.7	147	559	1.4	4.7	106	647	1.0	4.2	32	316	.3	3.6
WI '97	90	1069	.9	4.3	131	581	1.2	3.9	147	609	1.4	4.9	100	726	.9	3.9	32	286	.3	3.6
FA '96	85	984	.8	4.0	120	586	1.1	3.6	123	576	1.2	3.9	110	728	1.0	4.2	26	339	.2	2.8
SU '96	94	1015	.9	4.4	131	562	1.2	4.1	147	525	1.4	4.6	124	758	1.2	4.9	47	381	.4	4.9
4-Book	91	1019	.9	4.3	127	609	1.2	3.8	141	567	1.4	4.5	110	715	1.0	4.3	34	331	.3	3.7
SP '96	67	1058	.6	3.2	79	533	.8	2.4	84	420	.8	2.7	91	632	.9	3.5	24	317	.2	2.5
WYSP-FM																				
SP '97	264	3046	2.5	12.3	708	2128	6.7	20.7	399	1715	3.8	12.8	246	1463	2.3	9.7	50	655	.5	5.7
WI '97	221	3118	2.1	10.6	707	2287	6.7	20.9	259	1419	2.5	8.7	181	1230	1.7	7.1	48	626	.5	5.5
FA '96	208	3262	2.0	9.7	586	1946	5.6	17.7	227	1381	2.2	7.1	170	1383	1.6	6.5	41	667	.4	4.5
SU '96	209	2934	2.0	9.9	640	2058	6.1	20.2	275	1413	2.6	8.7	146	1044	1.4	5.8	38	456	.4	4.0
4-Book	226	3090	2.2	10.6	660	2105	6.3	19.9	290	1482	2.8	9.3	186	1280	1.8	7.3	44	601	.5	4.9
SP '96	220	2951	2.1	10.4	680	2038	6.5	20.9	302	1565	2.9	9.8	153	1213	1.5	5.9	49	485	.5	5.1
WYXR-FM																				
SP '97	48	1073	.5	2.2	77	529	.7	2.2	69	366	.7	2.2	59	584	.6	2.3	20	309	.2	2.3
WI '97	39	1051	.4	1.9	47	423	.4	1.4	57	329	.5	1.9	52	500	.5	2.0	16	310	.2	1.8
FA '96	63	1102	.6	2.9	88	454	.8	2.7	84	462	.8	2.6	88	649	.8	3.3	25	337	.2	2.7
SU '96	47	1255	.4	2.2	65	492	.6	2.0	69	534	.7	2.2	56	594	.5	2.2	24	388	.2	2.5
4-Book	49	1120	.5	2.3	69	475	.6	2.1	70	423	.7	2.2	64	582	.6	2.5	21	336	.2	2.3
SP '96	59	1105	.6	2.8	86	517	.8	2.6	93	511	.9	3.0	66	601	.6	2.5	19	392	.2	2.0
WKXV-FM																				
SP '97	10	366	.1	.5	10	135	.1	.3	16	122	.2	.5	16	165	.2	.6	3	61		.3
WI '97	19	438	.2	.9	36	184	.3	1.1	35	169	.3	1.2	21	181	.2	.8	2	58		.2
FA '96	20	267	.2	.9	36	146	.3	1.1	37	140	.4	1.2	17	172	.2	.6	7	83	.1	.8
SU '96	20	390	.2	.9	20	175	.2	.6	34	178	.3	1.1	29	223	.3	1.1	14	100	.1	1.5
4-Book	17	365	.2	.8	26	160	.2	.6	31	152	.3	1.0	21	185	.2	.8	7	76	.1	.7
SP '96	8	341	.1	.4	10	122	.1	.3	11	134	.1	.4	17	170	.2	.7	2	55		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	4	83	.2	.2	7	26	.1	.2	8	17	.1	.3	6	49	.1	.2	1	19	.1	.1
WI '97	7	167	.1	.3	6	80	.1	.2	8	69	.1	.3	7	90	.1	.3	4	61	.1	.5
FA '96	9	101	.1	.4	11	64	.1	.3	13	47	.1	.4	15	64	.1	.6	2	26	.1	.2
SU '96	3	111	.1	.1	4	62	.1	.1	4	51	.1	.1	3	48	.1	.1	1	35	.1	.1
4-Book	6	116	.1	.3	7	58	.1	.2	8	46	.1	.3	8	63	.1	.3	2	35	.1	.2
SP '96	12	136	.1	.6	14	80	.1	.4	13	46	.1	.4	9	66	.1	.3	12	35	.1	1.3
WJBR-FM																				
SP '97	9	173	.1	.4	15	86	.1	.4	16	61	.2	.5	11	65	.1	.4	2	24	.1	.2
WI '97	11	205	.1	.5	14	81	.1	.4	22	74	.2	.7	17	99	.2	.7	2	61	.1	.2
FA '96	23	215	.2	1.1	20	118	.2	.6	38	107	.4	1.2	25	153	.2	1.0	10	54	.1	1.1
SU '96	6	156	.1	.3	7	66	.1	.2	10	58	.1	.3	8	80	.1	.3	2	67	.1	.2
4-Book	12	187	.1	.6	14	88	.1	.4	22	75	.2	.7	15	99	.2	.6	4	52	.1	.4
SP '96	4	124	.1	.2	2	49	.1	.1	6	48	.1	.2	6	65	.1	.2	3	46	.1	.3
WPST-FM																				
SP '97	20	592	.2	.9	27	218	.3	.8	36	232	.3	1.2	32	376	.3	1.3	7	153	.1	.8
WI '97	21	509	.2	1.0	29	183	.3	.9	35	170	.3	1.2	32	304	.3	1.2	10	157	.1	1.1
FA '96	25	688	.2	1.2	29	252	.3	.9	51	277	.5	1.6	31	388	.3	1.2	8	237	.1	.9
SU '96	16	490	.2	.8	27	251	.3	.9	23	239	.2	.7	24	244	.2	.9	6	130	.1	.6
4-Book	21	570	.2	1.0	28	226	.3	.9	36	230	.3	1.2	30	328	.3	1.2	8	169	.1	.9
SP '96	32	760	.3	1.5	38	216	.4	1.2	60	301	.6	2.0	40	342	.4	1.5	7	146	.1	.7
WRDR-FM																				
SP '97	3	79	.1	.1	3	43	.1	.1	6	10	.1	.2	4	45	.1	.2	1	29	.1	.1
WI '97	2	58	.1	.1	1	24	.1	.1		12	.1	.1	6	43	.1	.2	2	17	.1	.2
FA '96	2	39	.1	.1	1	15	.1	.1	3	14	.1	.1	4	22	.1	.2				
SU '96	3	79	.1	.1	1	15	.1	.1	3	31	.1	.1	4	48	.1	.2	1	7	.1	.1
4-Book	3	64	.1	.1	2	24	.1	.1	3	17	.1	.1	5	40	.1	.2	1	13	.1	.1
SP '96	1	25	.1	.1	1	25	.1	.1					2	9	.1	.1	1	9	.1	.1
WSTV-FM																				
SP '97	9	307	.1	.4	13	149	.1	.4	12	124	.1	.4	10	136	.1	.4	4	90	.1	.5
WI '97	15	298	.1	.7	22	124	.2	.7	33	125	.3	1.1	16	151	.2	.6	2	61	.1	.2
FA '96	17	366	.2	.8	21	141	.2	.6	36	148	.3	1.1	19	170	.2	.7	3	66	.1	.3
SU '96	5	214	.1	.2	7	91	.1	.2	3	44	.1	.1	7	93	.1	.3	2	44	.1	.2
4-Book	12	296	.1	.5	16	126	.2	.5	21	110	.2	.7	13	138	.2	.5	3	65	.1	.3
SP '96	12	258	.1	.6	19	88	.2	.6	19	85	.2	.6	16	158	.2	.6	3	80	.1	.3
WFAN-AM																				
SP '97	20	280	.2	.9	45	137	.4	1.3	30	183	.3	1.0	27	146	.3	1.1	4	55	.1	.5
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	18	267	.2	.8	31	97	.3	1.0	32	130	.3	1.0	29	134	.3	1.1	2	63	.1	.2
TOTALS																				
SP '97	2141	10318	20.3		3423	9537	32.5		3113	7996	29.5		2546	9123	24.1		878	6190	8.3	
WI '97	2085	10310	19.8		3376	9485	32.0		2978	7803	28.2		2564	9197	24.3		879	6191	8.3	
FA '96	2138	10322	20.3		3307	9379	31.4		3176	7968	30.1		2627	9088	24.9		919	6323	8.7	
SU '96	2115	10112	20.1		3171	9214	30.2		3165	7811	30.1		2539	8958	24.2		959	6186	9.1	
4-Book	2120	10266	20.1		3319	9404	31.5		3108	7895	29.5		2569	9092	24.4		909	6223	8.6	
SP '96	2125	10185	20.2		3248	9195	30.9		3066	7754	29.2		2613	9191	24.9		952	6125	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	164	2856	1.6	5.4	59	1500	.6	4.2	150	761	1.4	9.7	67	355	.6	2.7	46	202	.4	2.6
4-Book	170	3097	1.6	5.7	67	1633	.7	5.0	177	835	1.7	12.0	80	426	.8	3.6	50	288	.5	3.2
WBEB-FM																				
SP '97	88	868	.8	2.9	32	578	.3	2.3	36	139	.3	2.3	63	221	.6	2.6	50	179	.5	2.8
4-Book	112	972	1.1	3.7	40	585	.4	3.0	42	153	.4	2.8	76	239	.7	3.5	61	189	.6	3.9
WDAS-AM																				
SP '97	9	86	.1	.3	8	98	.1	.6	1	15	.1	.1	13	28	.1	.5				
4-Book	11	105	.1	.4	13	150	.1	1.0	10	34	.1	.7	10	26	.1	.4	2	9		.1
WDAS-FM																				
SP '97	153	1053	1.5	5.0	91	729	.9	6.5	76	196	.7	4.9	142	323	1.3	5.8	143	306	1.4	8.0
4-Book	159	1079	1.5	5.3	94	787	.9	6.9	87	222	.8	5.8	141	330	1.4	6.3	117	271	1.1	7.4
WFIL-AM																				
SP '97	11	113	.1	.4	1	28	.1	.1	1	10	.1	.1	1	18			1	8		.1
4-Book	10	102	.1	.4	2	36	.1	.1	3	12	.2	.2	1	7			1	7		.1
WFLN-FM																				
SP '97	52	476	.5	1.7	18	277	.2	1.3	9	51	.1	.6	23	98	.2	.9	29	123	.3	1.6
4-Book	56	539	.5	1.9	25	310	.3	1.9	17	72	.2	1.2	40	141	.4	1.8	26	94	.3	1.7
WHAT-AM																				
SP '97	13	113	.1	.4	5	76	.1	.4	4	25	.1	.3	10	37	.1	.4	1	9		.1
4-Book	17	111	.2	.6	8	91	.1	.6	10	27	.1	.7	15	37	.1	.7	4	11	.1	.3
WIOQ-FM																				
SP '97	61	809	.6	2.0	42	558	.4	3.0	23	100	.2	1.5	79	289	.7	3.2	73	239	.7	4.1
4-Book	66	916	.6	2.2	40	642	.4	3.0	33	123	.3	2.2	69	261	.7	3.1	60	224	.6	3.8
WIP -AM																				
SP '97	204	1939	1.9	6.7	73	1201	.7	5.2	83	289	.8	5.4	96	368	.9	3.9	67	202	.6	3.8
4-Book	224	2097	2.1	7.5	68	1072	.7	5.0	84	304	.8	5.7	106	386	1.0	4.8	69	226	.6	4.4
WJZZ-FM																				
SP '97	127	993	1.2	4.2	61	716	.6	4.4	50	189	.5	3.2	90	296	.9	3.6	99	271	.9	5.6
4-Book	135	1081	1.3	4.5	67	756	.7	5.0	58	200	.6	3.9	103	312	1.0	4.6	79	234	.7	5.0
WMGK-FM																				
SP '97	214	1904	2.0	7.1	112	1288	1.1	8.0	110	400	1.0	7.1	240	624	2.3	9.7	180	542	1.7	10.1
4-Book	218	1728	2.1	7.3	91	1140	.9	6.7	83	302	.8	5.5	191	557	1.8	8.5	139	454	1.3	8.8
WMMR-FM																				
SP '97	295	2144	2.8	9.7	120	1398	1.1	8.6	134	399	1.3	8.7	256	741	2.4	10.4	144	435	1.4	8.1
4-Book	231	1942	2.2	7.7	87	1146	.8	6.5	104	331	1.0	7.0	177	556	1.7	7.9	119	382	1.2	7.5
WUGL-FM																				
SP '97	153	1452	1.5	5.0	132	1275	1.3	9.4	124	376	1.2	8.0	252	582	2.4	10.2	139	389	1.3	7.8
4-Book	159	1483	1.5	5.3	101	1141	1.0	7.5	101	333	1.0	6.8	192	499	1.8	8.5	112	363	1.1	7.1
WPEN-AM																				
SP '97	8	159	.1	.3	7	96	.1	.5	2	18	.1	.1	16	39	.2	.6	4	16		.2
4-Book	9	171	.1	.3	9	98	.1	.7	7	29	.1	.4	12	31	.1	.5	9	30	.1	.6
+WPHI-FM																				
WDRE-FM																				
SP '97	56	600	.5	1.8	30	394	.3	2.1	22	76	.2	1.4	66	205	.6	2.7	48	131	.5	2.7
4-Book	57	669	.5	1.9	30	396	.3	2.2	22	74	.2	1.5	59	195	.6	2.7	47	148	.5	3.0
+WPHT-AM																				
SP '97	18	400	.2	.6	10	268	.1	.7	14	37	.1	.9	7	45	.1	.3	2	18		.1
4-Book	19	354	.2	.6	11	195	.1	.8	8	29	.1	.6	13	53	.1	.6	5	26		.3
WPLY-FM																				
SP '97	78	1049	.7	2.6	38	666	.4	2.7	44	186	.4	2.8	71	277	.7	2.9	64	205	.6	3.6
4-Book	72	1007	.7	2.4	39	598	.4	2.9	33	114	.3	2.2	74	248	.7	3.4	52	179	.5	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	9 **	104 **	.1 **	.3 **	3 **	69 **	.2 **	1 **	9 **	.1 **	.1 **	8 **	16 **	.1 **	.3 **	8 **	29 **	.1 **	.4 **	
WUSL-FM SP '97 4-Book	107 114	855 947	1.0 1.1	3.5 3.8	55 65	581 649	.5 .6	3.9 4.8	33 51	117 143	.3 .5	2.1 3.5	86 105	247 271	.8 1.0	3.5 4.7	68 77	171 196	.6 .7	3.8 4.9
WVDB-FM SP '97 4-Book	109 120	959 980	1.0 1.1	3.6 4.0	45 46	568 580	.4 .4	3.2 3.4	71 63	181 190	.7 .6	4.6 4.2	43 54	128 153	.4 .5	1.7 2.4	13 16	27 55	.1 .2	.7 1.0
WXTU-FM SP '97 4-Book	128 127	905 904	1.2 1.2	4.2 4.2	71 63	625 609	.7 .6	5.1 4.7	114 79	273 230	1.1 .8	7.4 5.3	122 110	293 286	1.2 1.1	4.9 4.9	82 86	247 251	.8 .8	4.6 5.5
WYSP-FM SP '97 4-Book	447 372	2823 2717	4.2 3.5	14.7 12.4	83 87	1029 1193	.8 .8	5.9 6.4	97 92	272 258	.9 .9	6.3 6.2	193 137	541 442	1.8 1.3	7.8 6.1	120 94	400 306	1.1 .9	6.7 5.9
WYXR-FM SP '97 4-Book	68 68	842 849	.6 .6	2.2 2.3	30 35	532 587	.3 .3	2.1 2.6	48 45	139 170	.5 .4	3.1 3.0	46 55	198 210	.4 .5	1.9 2.5	34 38	169 167	.3 .4	1.9 2.4
WKXV-FM SP '97 4-Book	14 26	261 275	.1 .3	.5 .9	8 9	156 159	.1 .1	.6 .7	1 6	9 27	.1 .1	.4 .4	12 15	55 61	.1 .2	.5 .7	17 14	47 41	.2 .2	1.0 .9
VFMZ-FM SP '97 4-Book	7 8	58 86	.1 .1	.2 .2	2 5	40 64	.1 .1	.3 .3	13 8	17 22	.1 .1	.8 .5	4 6	24 21	.1 .1	.2 .3	4 4	14 14	.1 .1	.2 .2
WJBR-FM SP '97 4-Book	14 18	110 140	.1 .2	.5 .6	6 9	93 96	.1 .1	.4 .7	7 9	39 38	.1 .1	.5 .6	12 19	39 45	.1 .2	.5 .9	10 17	32 30	.1 .2	.6 1.1
WPST-FM SP '97 4-Book	32 32	512 464	.3 .3	1.1 1.1	6 9	220 240	.1 .1	.4 .7	4 12	37 53	.1 .1	.3 .9	10 18	70 93	.1 .2	.4 .8	14 16	107 72	.1 .2	.8 1.0
WRDR-FM SP '97 4-Book	4 3	61 49	.1 .1	.1 .1	1 2	20 30	.1 .1	.2 .2	3 3	6 6	.1 .1	.2 .2	1 4	6 13	.1 .1	.2 .2	1 1	2 2	.1 .1	.1 .1
WSTV-FM SP '97 4-Book	12 17	252 216	.1 .1	.4 .6	6 7	128 137	.1 .1	.4 .5	10 7	27 20	.1 .1	.6 .5	12 16	83 70	.1 .2	.5 .7	15 12	64 37	.1 .1	.8 .8
WFAN-AM SP '97 4-Book	34 **	263 **	.3 **	1.1 **	5 **	108 **	.4 **	.4 **	13 **	55 **	.1 **	.8 **	6 **	25 **	.1 **	.2 **	5 **	18 **	.3 **	.3 **
TOTALS SP '97 4-Book	3033 3008	10189 10151	28.8 28.6		1397 1351	8685 8497	13.2 12.8		1549 1490	4291 4180	14.7 14.2		2466 2235	5719 5365	23.4 21.2		1781 1577	4196 3986	16.9 15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	24	156	.2	2.7	110	532	1.0	11.0	39	243	.4	2.5	21	148	.2	1.9	35	165	.3	4.5
4-Book	27	182	.2	2.9	115	535	1.1	11.3	48	299	.5	3.1	34	200	.3	2.9	30	197	.3	3.7
WBEB-FM																				
SP '97	20	78	.2	2.2	19	101	.2	1.9	29	140	.3	1.9	25	89	.2	2.2	12	108	.1	1.6
4-Book	31	119	.3	3.4	22	88	.2	2.1	40	168	.4	2.6	33	118	.3	2.8	16	83	.2	2.1
WDAS-AM																				
SP '97					29	65	.3	2.9	21	45	.2	1.4	2	9						
4-Book	1	2		.1	41	97	.4	4.1	24	78	.2	1.6	13	25	.1	1.0	8	14	.1	.9
WDAS-FM																				
SP '97	64	179	.6	7.1	40	117	.4	4.0	66	181	.6	4.3	64	139	.6	5.7	122	230	1.2	15.8
4-Book	74	217	.7	8.1	44	131	.4	4.4	66	195	.6	4.3	58	154	.6	4.9	149	252	1.4	18.1
WFIL-AM																				
SP '97									8				1	8			4	10		.5
4-Book		2			2	11		.2	1	9		.1	2	12		.2	2	5		.3
WFLN-FM																				
SP '97	4	17		.4	14	48	.1	1.4	27	119	.3	1.8	32	89	.3	2.9	6	38	.1	.8
4-Book	17	61	.2	1.9	11	47	.1	1.1	37	117	.4	2.4	30	78	.3	2.5	18	75	.2	2.2
WHAT-AM																				
SP '97					24	48	.2	2.4	6	30	.1	.4					1	5		.1
4-Book	3	10		.3	18	37	.2	1.8	9	33	.1	.6	2	5		.2	1	5		.1
WIOQ-FM																				
SP '97	38	134	.4	4.2	19	72	.2	1.9	48	161	.5	3.1	25	123	.2	2.2	27	114	.3	3.5
4-Book	49	166	.5	5.4	20	78	.2	2.0	33	141	.3	2.1	29	131	.3	2.5	26	103	.3	3.3
WIP -AM																				
SP '97	77	307	.7	8.5	54	192	.5	5.4	76	356	.7	4.9	94	356	.9	8.4	39	204	.4	5.1
4-Book	49	192	.5	5.4	58	186	.6	5.7	73	334	.7	4.7	68	263	.6	5.8	38	159	.4	4.8
WJJZ-FM																				
SP '97	63	180	.6	7.0	26	138	.2	2.6	56	232	.5	3.6	64	189	.6	5.7	36	117	.3	4.7
4-Book	53	178	.5	5.9	34	125	.3	3.4	77	258	.7	5.0	80	198	.8	6.7	51	139	.5	6.1
WMGK-FM																				
SP '97	62	243	.6	6.9	53	153	.5	5.3	127	411	1.2	8.2	86	282	.8	7.7	37	149	.4	4.8
4-Book	54	207	.5	5.9	43	174	.4	4.3	101	332	1.0	6.6	73	242	.7	6.2	37	145	.4	4.6
WMMR-FM																				
SP '97	60	198	.6	6.6	73	247	.7	7.3	146	489	1.4	9.5	78	298	.7	7.0	59	238	.6	7.7
4-Book	43	168	.4	4.7	57	191	.5	5.5	102	342	1.0	6.6	59	237	.6	5.1	36	154	.4	4.5
WOGL-FM																				
SP '97	96	287	.9	10.6	95	203	.9	9.5	147	399	1.4	9.5	114	279	1.1	10.2	76	246	.7	9.9
4-Book	73	241	.7	8.0	73	208	.7	7.2	106	348	1.0	6.9	89	277	.8	7.6	58	187	.6	7.2
WPEN-AM																				
SP '97	6	29	.1	.7	5	28		.5	9	33	.1	.6	9	27	.1	.8	2	11		.3
4-Book	6	18	.1	.7	8	37	.1	.8	13	42	.2	.9	10	24	.1	.8	5	13	.1	.6
+WPHI-FM																				
VDRE-FM																				
SP '97	34	81	.3	3.8	6	17	.1	.6	18	91	.2	1.2	29	88	.3	2.6	16	38	.2	2.1
4-Book	29	103	.3	3.2	10	30	.1	1.0	25	93	.2	1.6	31	94	.3	2.7	14	55	.2	1.8
+WPHT-AM																				
SP '97	6	36	.1	.7	20	52	.2	2.0	19	112	.2	1.2	13	73	.1	1.2	2	9		.3
4-Book	12	36	.1	1.2	11	37	.1	1.1	19	74	.2	1.2	13	53	.1	1.1	4	23		.4
WPLY-FM																				
SP '97	35	130	.3	3.9	10	53	.1	1.0	34	195	.3	2.2	26	123	.2	2.3	16	77	.2	2.1
4-Book	33	120	.3	3.5	18	59	.2	1.8	51	196	.5	3.3	31	125	.3	2.6	17	82	.2	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 25-54

		Men 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM	SP '97	1	6		.1	1	6		.1	5	34		.3	1	6		.1					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	SP '97	61	131	.6	6.7	44	143	.4	4.4	67	217	.6	4.3	44	71	.4	3.9	32	83	.3	4.2	
	4-Book	76	205	.7	8.3	37	127	.3	3.7	67	188	.6	4.3	49	107	.5	4.1	46	131	.5	5.8	
WWDB-FM	SP '97	13	27	.1	1.4	53	162	.5	5.3	91	232	.9	5.9	31	71	.3	2.8	39	89	.4	5.1	
	4-Book	16	53	.2	1.8	48	158	.5	4.7	113	232	1.1	7.3	21	53	.2	1.8	28	95	.3	3.5	
WXTU-FM	SP '97	24	111	.2	2.7	51	119	.5	5.1	94	232	.9	6.1	64	157	.6	5.7	24	110	.2	3.1	
	4-Book	33	131	.3	3.6	48	142	.5	4.7	68	213	.7	4.4	53	158	.5	4.6	28	103	.3	3.5	
WYSP-FM	SP '97	37	159	.4	4.1	24	81	.2	2.4	87	297	.8	5.6	56	198	.5	5.0	42	152	.4	5.4	
	4-Book	41	168	.4	4.5	37	89	.4	3.6	136	450	1.3	8.7	123	369	1.2	10.4	39	131	.4	4.9	
WYXR-FM	SP '97	12	96	.1	1.3	24	103	.2	2.4	39	163	.4	2.5	27	113	.3	2.4	15	77	.1	1.9	
	4-Book	18	106	.2	1.9	26	97	.2	2.5	44	178	.4	2.8	33	122	.4	2.8	20	106	.2	2.4	
WKXV-FM	SP '97					5	26		.5	15	45	.1	1.0	9	30	.1	.8	3	30		.4	
	4-Book	3	14		.3	8	32	.1	.8	12	47	.1	.8	5	24	.1	.5	6	30	.1	.7	
WFMZ-FM	SP '97	1	7		.1									2	9		.2					
	4-Book	2	9		.2	9	22	.1	.9	4	17		.3	5	17		.4	3	15		.4	
WJBR-FM	SP '97	3	17		.3	1	11		.1	4	25		.3	5	15		.4	6	22	.1	.8	
	4-Book	7	26	.1	.9	2	13		.2	8	27	.1	.5	7	19	.1	.6	2	8		.3	
WPST-FM	SP '97	3	27		.3	4	28		.4	8	81	.1	.5	7	51	.1	.6	3	35		.4	
	4-Book	8	59	.1	.9	6	38		.5	8	59	.1	.5	5	41	.1	.4	4	37		.5	
WRDR-FM	SP '97	1	6		.1	2	6		.2									5	15		.6	
	4-Book	1	4		.1	1	5		.1					2	7		.2	2	6		.2	
WSTW-FM	SP '97	6	26	.1	.7					2	27		.1	1	9		.1	4	37		.5	
	4-Book	4	18	.1	.5	3	15		.3	5	28	.1	.3	7	29	.1	.6	5	22		.6	
WFAN-AM	SP '97		9			1	10		.1	8	26	.1	.5	3	17		.3	2	10		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '97	904	2745	8.6		998	2947	9.5		1542	4149	14.6		1121	2898	10.6		771	2273	7.3		
	4-Book	915	2757	8.7		1014	3012	9.7		1547	4207	14.7		1177	3071	11.2		809	2336	7.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	134	3316	1.5	7.7	347	2357	3.9	12.1	124	1103	1.4	5.1	155	1567	1.8	7.6	34	603	.4	4.9
WI '97	144	3660	1.6	8.3	381	2668	4.3	13.3	98	1192	1.1	4.1	165	1865	1.9	7.9	52	856	.6	7.8
FA '96	137	3488	1.5	7.9	353	2513	4.0	12.8	120	1305	1.4	4.7	153	1824	1.7	7.4	57	909	.6	8.0
SU '96	139	3561	1.6	8.1	335	2571	3.8	12.9	121	1459	1.4	4.9	149	1797	1.7	7.3	48	864	.5	6.1
4-Book	139	3506	1.6	8.0	354	2527	4.0	12.8	116	1265	1.3	4.7	156	1763	1.8	7.6	48	808	.5	6.7
SP '96	128	3208	1.5	7.5	326	2241	3.7	12.1	97	1187	1.1	4.1	158	1723	1.8	7.8	35	646	.4	5.0
WBEB-FM																				
SP '97	64	1103	.7	3.7	91	573	1.0	3.2	115	478	1.3	4.7	78	590	.9	3.8	21	312	.2	3.0
WI '97	101	1269	1.1	5.8	142	610	1.6	4.9	182	587	2.1	7.5	113	752	1.3	5.4	36	349	.4	5.4
FA '96	58	920	.7	3.3	92	537	1.0	3.3	106	447	1.2	4.2	64	494	.7	3.1	16	217	.2	2.3
SU '96	66	1002	.8	3.8	91	523	1.0	3.5	113	558	1.3	4.6	97	590	1.1	4.8	20	316	.2	2.5
4-Book	72	1074	.8	4.2	104	561	1.2	3.7	129	518	1.5	5.3	88	607	1.0	4.3	23	299	.3	3.3
SP '96	66	1132	.8	3.9	101	574	1.2	3.8	114	498	1.3	4.8	75	667	.9	3.7	21	356	.2	3.0
WDAS-AM																				
SP '97	7	142	.1	.4	7	68	.1	.2	15	34	.2	.6	3	28	.1	.1		9		
WI '97	13	246	.1	.8	23	86	.3	.8	16	75	.2	.7	6	76	.1	.3	2	18		.3
FA '96	13	200	.1	.7	19	108	.2	.7	12	28	.1	.5	12	57	.1	.6	9	19	.1	1.3
SU '96	13	203	.1	.8	24	92	.3	.9	9	46	.1	.4	8	40	.1	.4	2	6		.3
4-Book	12	198	.1	.7	18	89	.2	.7	13	46	.2	.6	7	50	.1	.4	3	13		.5
SP '96	16	200	.2	.9	25	79	.3	.9	16	62	.2	.7	19	61	.2	.9	3	17		.4
WDAS-FM																				
SP '97	94	902	1.1	5.4	132	535	1.5	4.6	123	500	1.4	5.1	103	520	1.2	5.1	62	425	.7	8.9
WI '97	97	953	1.1	5.6	140	544	1.6	4.9	119	540	1.3	4.9	129	536	1.5	6.2	61	435	.7	9.2
FA '96	95	797	1.1	5.5	118	439	1.3	4.3	124	478	1.4	4.9	110	501	1.2	5.3	62	400	.7	8.7
SU '96	91	975	1.0	5.3	110	542	1.3	4.2	134	513	1.5	5.4	99	523	1.1	4.9	55	377	.6	7.0
4-Book	94	907	1.1	5.5	125	515	1.4	4.5	125	508	1.4	5.1	110	520	1.3	5.4	60	409	.7	8.5
SP '96	97	876	1.1	5.7	116	516	1.3	4.3	132	530	1.5	5.5	107	556	1.2	5.3	63	391	.7	9.0
WFIL-AM																				
SP '97	9	196	.1	.5	16	125	.2	.6	13	55	.1	.5	12	72	.1	.6	5	45	.1	.7
WI '97	7	123	.1	.4	20	105	.2	.7	9	56	.1	.4	4	58	.1	.2	7	50	.1	1.1
FA '96	9	170	.1	.5	23	87	.3	.8	11	57	.1	.4	8	77	.1	.4	4	25		.6
SU '96	7	115	.1	.4	13	69	.1	.5	12	55	.1	.5	9	45	.1	.4	2	19		.3
4-Book	8	151	.1	.5	18	97	.2	.7	11	56	.1	.5	8	63	.1	.4	5	35	.1	.7
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	62	784	.7	3.5	79	387	.9	2.8	92	353	1.0	3.8	77	456	.9	3.8	27	226	.3	3.9
WI '97	60	844	.7	3.5	68	405	.8	2.4	93	421	1.1	3.8	68	473	.8	3.2	28	290	.3	4.2
FA '96	66	907	.7	3.8	93	494	1.1	3.4	99	446	1.1	3.9	71	538	.8	3.4	38	307	.4	5.3
SU '96	61	819	.7	3.5	72	387	.8	2.8	112	450	1.3	4.5	81	512	.9	4.0	38	313	.4	4.8
4-Book	62	839	.7	3.6	78	418	.9	2.9	99	418	1.1	4.0	74	495	.9	3.6	33	284	.4	4.6
SP '96	67	931	.8	3.9	93	505	1.1	3.5	94	515	1.1	3.9	88	588	1.0	4.3	39	305	.4	5.6
WHAT-AM																				
SP '97	13	179	.1	.7	30	99	.3	1.0	19	110	.2	.8	4	50	.2	.2	5	35	.1	.7
WI '97	21	238	.2	1.2	40	116	.5	1.4	28	77	.3	1.2	19	83	.2	.9	8	46	.1	1.2
FA '96	17	158	.2	1.0	41	84	.5	1.5	13	67	.1	.5	7	39	.1	.3	15	55	.2	2.1
SU '96	27	219	.3	1.6	39	94	.4	1.5	37	88	.4	1.5	28	106	.3	1.4	13	35	.1	1.6
4-Book	20	199	.2	1.1	38	98	.4	1.4	24	86	.3	1.0	15	70	.2	.7	10	43	.1	1.4
SP '96	8	117	.1	.5	20	52	.2	.7	10	55	.1	.4	8	66	.1	.4		6		
W100-FM																				
SP '97	19	625	.2	1.1	17	147	.2	.6	20	237	.2	.8	18	286	.2	.9	20	207	.2	2.9
WI '97	23	658	.3	1.3	34	239	.4	1.2	30	290	.3	1.2	28	252	.3	1.3	15	171	.2	2.3
FA '96	29	677	.3	1.7	40	217	.5	1.4	51	320	.6	2.0	29	344	.3	1.4	8	216	.1	1.1
SU '96	25	629	.3	1.4	24	195	.3	.9	41	285	.5	1.7	26	306	.3	1.3	19	209	.2	2.4
4-Book	24	647	.3	1.4	29	200	.4	1.0	36	283	.4	1.4	25	297	.3	1.2	16	201	.2	2.2
SP '96	24	590	.3	1.4	32	223	.4	1.2	43	215	.5	1.8	26	270	.3	1.3	12	193	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	23	560	.3	1.3	26	199	.3	.9	43	268	.5	1.8	28	262	.3	1.4	8	141	.1	1.2
WI '97	15	504	.2	.9	14	176	.2	.5	21	205	.2	.9	29	309	.3	1.4	12	118	.1	1.8
FA '96	13	474	.1	.7	19	224	.2	.7	12	117	.1	.5	21	227	.2	1.0	8	133	.1	1.1
SU '96	18	345	.2	1.0	19	158	.2	.7	23	148	.3	.9	17	140	.2	.8	5	83	.1	.6
4-Book	17	471	.2	1.0	20	189	.2	.7	25	185	.3	1.0	24	235	.3	1.2	8	119	.1	1.2
SP '96	20	597	.2	1.2	28	234	.3	1.0	31	199	.4	1.3	27	308	.3	1.3	9	164	.1	1.3
WURD-AM																				
SP '97	6	104	.1	.3	11	55	.1	.4	7	50	.1	.3	8	67	.1	.4	3	28		.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	29	561	.3	1.7	43	260	.5	1.5	43	246	.5	1.8	35	260	.4	1.7	12	147	.1	1.7
WI '97	27	594	.3	1.6	23	192	.3	.8	28	263	.3	1.2	50	283	.6	2.4	24	177	.3	3.6
FA '96	36	603	.4	2.1	43	256	.5	1.6	59	304	.7	2.3	47	308	.5	2.3	19	214	.2	2.7
SU '96	25	532	.3	1.4	28	206	.3	1.1	38	308	.4	1.5	32	272	.4	1.6	14	145	.2	1.8
4-Book	29	573	.3	1.7	34	229	.4	1.3	42	280	.5	1.7	41	281	.5	2.0	17	171	.2	2.5
SP '96	26	463	.3	1.5	25	186	.3	.9	38	197	.4	1.6	30	231	.3	1.5	15	175	.2	2.1
WWDB-FM																				
SP '97	95	1374	1.1	5.4	146	587	1.6	5.1	165	747	1.9	6.8	112	710	1.3	5.5	27	319	.3	3.9
WI '97	107	1452	1.2	6.2	124	606	1.4	4.3	195	827	2.2	8.1	135	865	1.5	6.4	33	425	.4	5.0
FA '96	92	1260	1.0	5.3	104	513	1.2	3.8	183	750	2.1	7.2	109	705	1.2	5.3	40	383	.5	5.6
SU '96	108	1337	1.2	6.3	143	631	1.6	5.5	208	823	2.4	8.4	119	684	1.4	5.9	51	424	.6	6.5
4-Book	101	1356	1.1	5.8	129	584	1.5	4.7	188	787	2.2	7.6	119	741	1.4	5.8	38	388	.5	5.3
SP '96	88	1168	1.0	5.2	107	531	1.2	4.0	160	654	1.8	6.7	102	634	1.2	5.0	38	294	.4	5.4
WXTU-FM																				
SP '97	98	1023	1.1	5.6	134	648	1.5	4.7	152	628	1.7	6.3	118	655	1.3	5.8	32	346	.4	4.6
WI '97	99	1092	1.1	5.7	154	613	1.7	5.4	167	579	1.9	6.9	112	717	1.3	5.3	21	240	.2	3.2
FA '96	85	1011	1.0	4.9	135	627	1.5	4.9	121	607	1.4	4.8	100	748	1.1	4.8	22	332	.2	3.1
SU '96	82	1076	.9	4.8	111	569	1.3	4.3	107	585	1.2	4.3	112	725	1.3	5.5	47	387	.5	6.0
4-Book	91	1051	1.0	5.3	134	614	1.5	4.8	137	600	1.6	5.6	111	711	1.3	5.4	31	326	.3	4.2
SP '96	75	973	.9	4.4	112	545	1.3	4.2	108	542	1.2	4.5	97	619	1.1	4.8	25	323	.3	3.6
WYSP-FM																				
SP '97	115	1533	1.3	6.6	382	1067	4.3	13.3	153	809	1.7	6.3	73	580	.8	3.6	17	279	.2	2.5
WI '97	104	1538	1.2	6.0	360	1138	4.1	12.5	117	625	1.3	4.8	75	522	.8	3.6	20	216	.2	3.0
FA '96	96	1822	1.1	5.5	285	969	3.2	10.3	91	615	1.0	3.6	70	577	.8	3.4	13	211	.1	1.8
SU '96	84	1440	1.0	4.9	278	963	3.2	10.7	84	601	1.0	3.4	55	433	.6	2.7	22	188	.3	2.8
4-Book	100	1583	1.2	5.8	326	1034	3.7	11.7	111	663	1.3	4.5	68	528	.8	3.3	18	224	.2	2.5
SP '96	99	1539	1.1	5.8	357	1040	4.1	13.3	111	673	1.3	4.7	54	521	.6	2.7	24	238	.3	3.4
WYXR-FM																				
SP '97	36	813	.4	2.1	64	399	.7	2.2	46	276	.5	1.9	43	431	.5	2.1	14	221	.2	2.0
WI '97	25	665	.3	1.4	37	263	.4	1.3	33	208	.4	1.4	31	333	.4	1.5	11	227	.1	1.7
FA '96	32	637	.4	1.8	53	244	.6	1.9	34	210	.4	1.3	40	351	.5	1.9	13	187	.1	1.8
SU '96	34	835	.4	2.0	47	322	.5	1.8	52	370	.6	2.1	42	363	.5	2.1	14	268	.2	1.8
4-Book	32	738	.4	1.8	50	307	.6	1.8	41	266	.5	1.7	39	370	.5	1.9	13	226	.2	1.8
SP '96	46	795	.5	2.7	62	385	.7	2.3	74	371	.8	3.1	52	479	.6	2.6	16	328	.2	2.3
WKXW-FM																				
SP '97	8	290	.1	.5	9	114	.1	.3	14	112	.2	.6	14	133	.2	.7	3	48		.4
WI '97	20	414	.2	1.2	32	206	.4	1.1	33	158	.4	1.4	26	164	.3	1.2	3	56		.5
FA '96	24	297	.3	1.4	36	163	.4	1.3	43	159	.5	1.7	24	199	.3	1.2	9	85	.1	1.3
SU '96	17	365	.2	1.0	22	191	.3	.8	30	163	.3	1.2	21	201	.2	1.0	8	85	.1	1.0
4-Book	17	342	.2	1.0	25	169	.3	.9	30	148	.4	1.2	21	174	.3	1.0	6	69	.1	.8
SP '96	11	337	.1	.6	18	119	.2	.7	19	159	.2	.8	12	130	.1	.6	2	43		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	7	140	.1	.4	9	45	.1	.3	9	47	.1	.4	10	78	.1	.5	3	48		.4
WI '97	11	200	.1	.6	10	117	.1	.3	18	86	.2	.7	14	104	.2	.7	4	59		.6
FA '96	9	126	.1	.5	12	69	.1	.4	11	60	.1	.4	15	69	.2	.7	3	34		.4
SU '96	6	107	.1	.3	10	66	.1	.4	13	58	.1	.5	4	55	.2	.2	1	26		.1
4-Book	8	143	.1	.5	10	74	.1	.4	13	63	.1	.5	11	77	.1	.5	3	42		.4
SP '96	15	188	.2	.9	20	109	.2	.7	23	76	.3	1.0	13	87	.1	.6	13	67	.1	1.9
WJBR-FM																				
SP '97	7	134	.1	.4	11	62	.1	.4	14	43	.2	.6	9	44	.1	.4	1	19		.1
WI '97	11	149	.1	.6	13	79	.1	.5	23	62	.3	1.0	18	87	.2	.9	1	35		.2
FA '96	21	215	.2	1.2	24	99	.3	.9	40	100	.5	1.6	20	142	.2	1.0	4	35		.6
SU '96	9	157	.1	.5	11	73	.1	.4	17	83	.2	.7	13	90	.1	.6	2	58		.3
4-Book	12	164	.1	.7	15	78	.2	.6	24	72	.3	1.0	15	91	.2	.7	2	37		.3
SP '96	5	133	.1	.3	5	44	.1	.2	14	65	.2	.6	6	79	.1	.3	2	30		.3
WPST-FM																				
SP '97	5	259	.1	.3	9	70	.1	.3	7	99	.1	.3	7	152	.1	.3	3	62		.4
WI '97	9	235	.1	.5	16	82	.2	.6	16	43	.2	.7	12	135	.1	.6	2	70		.3
FA '96	13	267	.1	.7	24	119	.3	.9	25	102	.3	1.0	11	145	.1	.5	2	69		.3
SU '96	6	194	.1	.3	8	100	.1	.3	9	116	.1	.4	8	76	.1	.4	1	28		.1
4-Book	8	239	.1	.5	14	93	.2	.5	14	90	.2	.6	10	127	.1	.5	2	57		.3
SP '96	8	296	.1	.5	10	86	.1	.4	10	91	.1	.4	8	134	.1	.4	1	28		.1
WRDR-FM																				
SP '97	14	176	.2	.8	12	84	.1	.4	24	75	.3	1.0	14	84	.2	.7	5	59	.1	.7
WI '97	6	109	.1	.3	6	44	.1	.2	2	42		.1	11	75	.1	.5	5	29	.1	.8
FA '96	9	123	.1	.5	9	52	.1	.3	9	41	.1	.4	12	60	.1	.6	4	33		.6
SU '96	5	116	.1	.3	6	29	.1	.2	4	33		.2	4	50		.2	2	15		.3
4-Book	9	131	.1	.5	8	52	.1	.3	10	48	.1	.4	10	67	.1	.5	4	34	.1	.6
SP '96	3	69		.2	6	37	.1	.2	8	19	.1	.3	1	12				10		
WSTW-FM																				
SP '97	5	166	.1	.3	9	81	.1	.3	9	66	.1	.4	7	85	.1	.3	1	27		.1
WI '97	4	138		.2	7	79	.1	.2	6	46	.1	.2	6	52	.1	.3	1	27		.2
FA '96	9	183	.1	.5	11	86	.1	.4	17	61	.2	.7	14	104	.2	.7	2	35		.3
SU '96	3	97		.2	5	44	.1	.2	3	35		.1	4	59		.2				
4-Book	5	146	.1	.3	8	73	.1	.3	9	52	.1	.4	8	75	.1	.4	1	22		.2
SP '96	4	126		.2	10	64	.1	.4	3	27		.1	4	84		.2	2	45		.3
WFAN-AM																				
SP '97	12	214	.1	.7	35	119	.4	1.2	15	115	.2	.6	16	99	.2	.8	2	46		.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	13	181	.1	.8	25	95	.3	.9	21	91	.2	.9	19	96	.2	.9	2	46		.3
TOTALS																				
SP '97	1747	8669	19.7		2867	8033	32.4		2432	6630	27.5		2039	7695	23.0		693	4983	7.8	
WI '97	1733	8614	19.6		2869	7956	32.4		2419	6525	27.3		2097	7653	23.7		665	4736	7.5	
FA '96	1735	8603	19.6		2763	7842	31.2		2528	6668	28.6		2062	7502	23.3		711	4956	8.0	
SU '96	1725	8408	19.8		2592	7612	29.7		2481	6613	28.4		2032	7476	23.3		788	5019	9.0	
4-Book	1735	8574	19.7		2773	7861	31.4		2465	6609	28.0		2058	7582	23.3		714	4924	8.1	
SP '96	1698	8422	19.5		2688	7639	30.8		2381	6457	27.3		2032	7565	23.3		698	4952	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	202	2961	2.3	8.3	81	1727	.9	6.7	194	859	2.2	12.9	92	426	1.0	4.7	67	265	.8	4.7
4-Book	202	3194	2.3	8.3	88	1843	1.0	7.5	226	980	2.6	15.4	103	506	1.2	5.4	68	338	.8	5.3
WBEB-FM																				
SP '97	96	855	1.1	3.9	35	587	.4	2.9	43	162	.5	2.9	67	217	.8	3.4	45	186	.5	3.1
4-Book	109	883	1.3	4.4	40	560	.5	3.4	47	157	.6	3.2	69	216	.8	3.6	53	181	.6	4.2
WDAS-AM																				
SP '97	9	101	.1	.4	8	99	.1	.7	1	9	.1	.1	13	28	.1	.7				
4-Book	13	112	.2	.5	15	159	.2	1.3	12	34	.1	.8	12	26	.1	.6	1	7		.1
WDAS-FM																				
SP '97	120	804	1.4	4.9	71	528	.8	5.9	64	172	.7	4.3	112	231	1.3	5.7	114	237	1.3	7.9
4-Book	121	799	1.4	5.0	71	562	.8	6.0	71	176	.8	4.9	113	237	1.3	5.9	91	202	1.1	7.1
WFIL-AM																				
SP '97	14	170	.2	.6	3	54		.2					1	18		.1	1	8		.1
4-Book	13	136	.2	.5	3	48		.2	5	15	.1	.3	1	11		.1	2	9		.2
WFLN-FM																				
SP '97	83	605	.9	3.4	47	428	.5	3.9	30	89	.3	2.0	64	177	.7	3.2	56	195	.6	3.9
4-Book	85	674	1.0	3.5	42	446	.5	3.6	30	113	.3	2.1	71	211	.8	3.7	45	145	.5	3.5
WHAT-AM																				
SP '97	18	152	.2	.7	10	92	.1	.8	9	34	.1	.6	18	50	.2	.9	2	14		.1
4-Book	25	139	.3	1.1	16	126	.2	1.3	23	51	.3	1.6	25	56	.3	1.3	7	24	.1	.6
WTOQ-FM																				
SP '97	19	451	.2	.8	20	300	.2	1.7	11	53	.1	.7	37	160	.4	1.9	41	150	.5	2.9
4-Book	31	474	.4	1.3	19	316	.2	1.6	15	61	.2	1.0	37	139	.4	1.9	28	122	.3	2.2
WIP -AM																				
SP '97	174	1714	2.0	7.1	67	993	.8	5.5	83	295	.9	5.5	81	311	.9	4.1	58	190	.7	4.0
4-Book	184	1702	2.1	7.5	60	891	.7	5.1	82	292	.9	5.6	99	358	1.1	5.2	63	201	.7	5.0
WJJZ-FM																				
SP '97	118	1025	1.3	4.8	68	731	.8	5.6	41	146	.5	2.7	92	316	1.0	4.7	105	291	1.2	7.3
4-Book	130	1014	1.5	5.4	66	721	.8	5.6	59	193	.7	4.0	99	298	1.1	5.1	79	235	.9	6.1
WMGK-FM																				
SP '97	137	1234	1.5	5.6	80	869	.9	6.6	83	270	.9	5.5	157	400	1.8	7.9	143	405	1.6	10.0
4-Book	142	1065	1.6	5.8	59	713	.7	5.0	62	197	.7	4.2	124	359	1.4	6.5	92	294	1.0	7.0
WMMR-FM																				
SP '97	163	1161	1.8	6.7	57	771	.6	4.7	79	230	.9	5.2	120	380	1.4	6.1	54	152	.6	3.8
4-Book	127	1051	1.4	5.2	51	665	.6	4.3	71	212	.8	4.9	105	331	1.2	5.5	58	187	.7	4.6
WOGL-FM																				
SP '97	193	1602	2.2	7.9	154	1416	1.7	12.7	159	427	1.8	10.6	268	638	3.0	13.6	167	457	1.9	11.6
4-Book	190	1628	2.2	7.8	120	1264	1.3	10.2	121	372	1.4	8.3	228	591	2.6	11.9	129	393	1.5	9.9
WPEN-AM																				
SP '97	42	343	.5	1.7	23	251	.3	1.9	28	75	.3	1.9	47	126	.5	2.4	24	62	.3	1.7
4-Book	48	377	.6	1.9	28	296	.4	2.4	45	123	.5	3.1	51	131	.6	2.7	30	88	.4	2.3
+WPHI-FM																				
WDRE-FM																				
SP '97	13	221	.1	.5	12	153	.1	1.0	8	36	.1	.5	27	89	.3	1.4	23	59	.3	1.6
4-Book	16	227	.2	.7	13	151	.1	1.2	11	34	.1	.8	25	83	.3	1.3	22	67	.3	1.8
+WPHT-AM																				
SP '97	25	490	.3	1.0	14	290	.2	1.2	14	37	.2	.9	13	55	.1	.7	2	18		.1
4-Book	23	419	.3	1.0	14	222	.2	1.2	11	49	.1	.8	17	60	.2	.9	6	22	.1	.4
WPLY-FM																				
SP '97	33	453	.4	1.3	17	284	.2	1.4	24	72	.3	1.6	29	89	.3	1.5	33	86	.4	2.3
4-Book	23	375	.3	.9	14	219	.2	1.1	14	43	.2	1.0	23	76	.3	1.2	21	59	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 35-64

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	8 **	93 **	.1 **	.3 **	4 **	78 **	.3 **	10 **	30 **	.1 **	.7 **	6 **	10 **	.1 **	.3 **	9 **	28 **	.1 **	.6 **	
WUSL-FM SP '97 4-Book	40 39	469 459	.5 .5	1.6 1.6	20 21	252 277	.2 .2	1.7 1.8	11 14	33 41	.1 .2	.7 1.0	30 41	108 117	.3 .5	1.5 2.1	24 26	50 75	.3 .3	1.7 2.0
WVDB-FM SP '97 4-Book	143 149	1111 1105	1.6 1.7	5.8 6.1	55 58	624 689	.6 .7	4.5 4.9	98 82	235 236	1.1 .9	6.5 5.6	69 72	207 205	.8 .8	3.5 3.8	23 29	47 83	.3 .3	1.6 2.3
WXTU-FM SP '97 4-Book	136 128	928 933	1.5 1.4	5.6 5.2	75 67	658 646	.8 .8	6.2 5.7	113 88	297 269	1.3 1.0	7.5 6.0	131 128	301 311	1.5 1.5	6.6 6.6	97 91	278 283	1.1 1.0	6.8 7.1
WYSP-FM SP '97 4-Book	199 164	1376 1317	2.2 1.8	8.1 6.8	32 40	451 580	.4 .5	2.6 3.4	39 37	97 101	.4 .4	2.6 2.5	87 59	234 187	1.0 .7	4.4 3.1	46 42	193 140	.5 .5	3.2 3.3
WYXR-FM SP '97 4-Book	51 44	647 560	.6 .5	2.1 1.8	23 24	426 396	.3 .3	1.9 2.0	29 29	105 116	.3 .3	1.9 2.0	42 41	178 166	.5 .5	2.1 2.2	25 26	126 102	.3 .3	1.7 2.0
WKXV-FM SP '97 4-Book	13 26	226 266	.1 .3	.5 1.1	4 10	120 153	.1 .1	.3 .9	2 12	17 43	.1 .1	.4 .8	8 18	32 56	.1 .2	.4 1.0	4 13	14 34	.1 .2	.3 1.0
WFMZ-FM SP '97 4-Book	9 12	97 114	.1 .1	.4 .5	5 6	98 87	.1 .1	.4 .5	15 9	26 28	.2 .1	1.0 .6	5 8	33 31	.1 .1	.3 .4	5 6	19 22	.1 .1	.3 .5
WJBR-FM SP '97 4-Book	11 18	80 123	.1 .2	.4 .7	4 8	78 96	.1 .1	.3 .7	4 8	30 31	.1 .1	.3 .6	9 19	24 41	.1 .2	.5 1.0	10 15	23 32	.1 .2	.7 1.2
WPST-FM SP '97 4-Book	8 13	222 182	.1 .2	.3 .5	1 4	74 100	.1 .3	.1 .3	6 6	24 24	.1 .1	.4 .4	5 9	31 40	.1 .1	.3 .5	1 4	10 23	.1 .1	.3 .3
WRDR-FM SP '97 4-Book	17 10	120 90	.2 .1	.7 .4	14 9	96 83	.2 .1	1.2 .8	9 14	18 28	.1 .2	.6 1.0	28 17	63 40	.3 .2	1.4 .9	17 12	56 37	.2 .2	1.2 1.0
WSTV-FM SP '97 4-Book	9 8	139 114	.1 .1	.4 .4	3 3	73 59	.2 .3	.2 .3	10 5	27 11	.1 .1	.7 .3	6 5	46 25	.1 .1	.3 .3	4 4	37 20	.3 .3	.3 .3
WFAN-AM SP '97 4-Book	21 **	187 **	.2 **	.9 **	2 **	71 **	.2 **	.2 **	9 **	46 **	.1 **	.6 **	2 **	16 **	.1 **	.1 **	**	**	**	**
TOTALS SP '97 4-Book	2445 2435	8571 8474	27.6 27.6		1211 1175	7455 7256	13.7 13.3		1505 1467	3977 3975	17.0 16.6		1975 1921	4727 4619	22.3 21.8		1436 1282	3540 3335	16.2 14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	31	191	.4	4.5	148	694	1.7	13.8	59	323	.7	4.2	37	216	.4	3.7	41	195	.5	6.2
4-Book	31	206	.3	4.5	161	715	1.8	14.8	63	381	.7	4.5	46	243	.5	4.7	34	214	.4	5.3
WBEB-FM																				
SP '97	14	50	.2	2.1	20	118	.2	1.9	46	210	.5	3.3	35	127	.4	3.5	9	89	.1	1.4
4-Book	25	94	.3	3.7	30	106	.4	2.8	46	172	.5	3.3	36	135	.4	3.8	16	79	.2	2.7
WDAS-AM																				
SP '97					28	63	.3	2.6	16	34	.2	1.1	4	17		.4				
4-Book	1	2		.1	50	104	.6	4.6	30	83	.4	2.1	10	20	.1	1.0	7	17	.1	1.1
WDAS-FM																				
SP '97	49	122	.6	7.2	29	93	.3	2.7	46	143	.5	3.3	57	107	.6	5.8	91	171	1.0	13.8
4-Book	54	153	.6	8.2	33	97	.4	3.0	43	138	.5	3.1	44	111	.5	4.5	106	183	1.2	16.5
WFIL-AM																				
SP '97	7	9	.1	1.0	4	19		.4	4	35		.3	1	8		.1	2	9		.3
4-Book	3	7	.1	.5	4	14		.4	2	18		.1	1	9		.1	2	7		.3
WFLN-FM																				
SP '97	15	50	.2	2.2	39	94	.4	3.6	72	204	.8	5.2	78	166	.9	7.9	29	112	.3	4.4
4-Book	18	65	.2	2.9	28	91	.3	2.5	63	172	.7	4.6	48	116	.6	4.9	26	101	.3	4.2
WHAT-AM																				
SP '97					29	51	.3	2.7	19	42	.2	1.4	1	5		.1				
4-Book	7	17	.1	1.0	34	62	.4	3.1	23	57	.3	1.7	6	13	.1	.6	3	12		.6
WIOQ-FM																				
SP '97	12	53	.1	1.8	10	37	.1	.9	26	83	.3	1.9	10	64	.1	1.0	10	48	.1	1.5
4-Book	15	63	.2	2.3	10	42	.1	1.0	20	84	.2	1.4	13	64	.1	1.4	11	39	.1	1.7
WIP -AM																				
SP '97	66	252	.7	9.7	57	186	.6	5.3	65	279	.7	4.7	90	309	1.0	9.1	40	176	.5	6.1
4-Book	41	157	.5	6.2	51	166	.6	4.8	58	268	.7	4.2	59	219	.7	6.2	31	131	.4	4.9
WJJZ-FM																				
SP '97	61	186	.7	8.9	36	150	.4	3.3	89	308	1.0	6.4	73	222	.8	7.4	46	141	.5	7.0
4-Book	52	177	.6	7.9	35	116	.4	3.2	90	262	1.0	6.4	75	197	.8	7.6	41	117	.5	6.2
WMGK-FM																				
SP '97	54	217	.6	7.9	44	123	.5	4.1	83	281	.9	6.0	52	163	.6	5.3	22	83	.2	3.3
4-Book	32	138	.4	4.8	33	133	.4	3.1	65	214	.8	4.7	42	144	.5	4.4	21	86	.2	3.3
WMMR-FM																				
SP '97	22	66	.2	3.2	31	114	.4	2.9	73	252	.8	5.2	41	190	.5	4.1	34	142	.4	5.2
4-Book	18	71	.2	2.6	35	127	.4	3.2	63	204	.7	4.5	34	155	.4	3.5	23	81	.3	3.5
WOGL-FM																				
SP '97	103	304	1.2	15.1	131	321	1.5	12.2	167	451	1.9	12.0	124	316	1.4	12.6	110	308	1.2	16.7
4-Book	81	256	.9	12.3	97	276	1.1	9.0	128	397	1.5	9.1	101	315	1.2	10.5	69	203	.8	10.6
WPEN-AM																				
SP '97	12	58	.1	1.8	8	37	.1	.7	29	88	.3	2.1	24	53	.3	2.4	7	36	.1	1.1
4-Book	15	44	.2	2.2	17	77	.2	1.6	32	94	.4	2.3	21	49	.2	2.2	12	40	.2	1.8
+WPHI-FM																				
WDRE-FM																				
SP '97	17	17	.2	2.5	3	9		.3	9	41	.1	.6	4	16		.4				
4-Book	13	26	.2	2.0	5	18	.1	.5	13	51	.2	1.0	10	25	.1	1.1	5	12	.1	.8
+WPHT-AM																				
SP '97	10	45	.1	1.5	24	61	.3	2.2	26	130	.3	1.9	16	75	.2	1.6	3	18		.5
4-Book	15	43	.2	2.1	12	39	.2	1.1	24	82	.3	1.7	16	60	.2	1.6	5	32	.1	.8
WPLY-FM																				
SP '97	3	18		.4	7	35	.1	.7	17	81	.2	1.2	17	90	.2	1.7	9	34	.1	1.4
4-Book	8	30	.1	1.1	7	26	.1	.7	15	66	.2	1.0	14	61	.2	1.5	7	30	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 35-64

Men 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																			
SP '97	3	11	.4					4	27	.3									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SP '97	9	33	.1 1.3	17	76	.2 1.6		38	131	.4 2.7		11	28	.1 1.1		21	69	.2 3.2	
4-Book	10	37	.1 1.5	16	66	.2 1.4		29	85	.3 2.1		12	35	.1 1.2		16	49	.2 2.6	
WWDB-FM																			
SP '97	21	36	.2 3.1	74	233	.8 6.9		115	264	1.3 8.3		24	59	.3 2.4		19	70	.2 2.9	
4-Book	25	81	.3 3.9	70	218	.8 6.4		127	266	1.5 9.2		21	59	.3 2.2		29	114	.3 4.8	
WXTU-FM																			
SP '97	23	111	.3 3.4	51	136	.6 4.7		94	234	1.1 6.8		70	185	.8 7.1		26	127	.3 3.9	
4-Book	33	134	.4 4.9	60	171	.7 5.6		72	223	.8 5.2		47	152	.5 4.9		23	101	.3 3.6	
WYSP-FM																			
SP '97	11	44	.1 1.6	13	36	.1 1.2		38	117	.4 2.7		15	89	.2 1.5		6	35	.1 .9	
4-Book	15	52	.2 2.2	12	47	.1 1.1		79	253	.9 5.7		62	208	.7 6.6		12	41	.1 2.0	
WYXR-FM																			
SP '97	3	30	.4	20	76	.2 1.9		26	136	.3 1.9		27	105	.3 2.7		16	84	.2 2.4	
4-Book	10	53	.1 1.5	20	66	.2 1.9		30	127	.4 2.2		23	75	.3 2.4		13	68	.2 1.9	
WXXW-FM																			
SP '97				7	42	.1 .7		7	34	.1 .5		1	10	.1		3	18	.5	
4-Book	3	13	.4	10	35	.1 .9		14	48	.2 1.0		4	21	.1 .4		6	24	.1 .9	
WFMZ-FM																			
SP '97	3	27	.4	4	19	.4		1	9	.1		6	30	.1 .6		3	9	.5	
4-Book	2	13	.3	10	24	.1 .9		4	19	.3		6	23	.1 .6		2	12	.4	
WJBR-FM																			
SP '97	3	17	.4	1	11	.1		2	16	.1		3	5	.3		3	13	.5	
4-Book	5	23	.7	2	15	.2		8	25	.1 .5		7	20	.1 .7		2	8	.3	
WPST-FM																			
SP '97				1	9	.1		1	9	.1		1	17	.1		1	18	.2	
4-Book	2	18	.3	2	18	.2		4	20	.3		3	26	.3		1	13	.2	
WRDR-FM																			
SP '97	10	36	.1 1.5	8	24	.1 .7		22	38	.2 1.6		12	28	.1 1.2		7	24	.1 1.1	
4-Book	6	20	.1 .9	8	21	.1 .7		10	26	.1 .7		7	22	.1 .7		4	12	.1 .6	
WSTW-FM																			
SP '97	1	9	.1						9										
4-Book	1	11	.2	1	5	.1		2	11	.2		6	19	.1 .6		1	4	.1	
WFAN-AM																			
SP '97				1	10	.1		2	8	.1		3	17	.3		2	10	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SP '97	682	2158	7.7	1076	3065	12.2		1392	3700	15.7		988	2647	11.2		659	2012	7.4	
4-Book	664	2099	7.5	1084	3114	12.3		1393	3712	15.8		962	2611	10.9		639	1911	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

	Women 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYV -AM																				
SP '97	9	341	.2	1.4	25	210	.6	3.6	11	81	.3	1.7	8	95	.2	1.0	3	73	.1	.5
WI '97	8	505	.2	1.4	25	329	.6	4.0	7	119	.2	1.3	5	108	.1	.6	3	88	.1	.5
FA '96	7	323	.2	1.1	26	218	.6	3.4	4	35	.1	.6	5	73	.1	.6	2	45	.1	.4
SU '96	6	404	.1	.9	14	215	.3	2.2	5	114	.1	.6	6	110	.1	.8	3	87	.1	.6
4-Book	8	393	.2	1.2	23	243	.5	3.3	7	87	.2	1.1	6	97	.1	.8	3	73	.1	.5
SP '96	7	392	.2	1.0	23	280	.6	3.2	2	77		.3	6	106	.1	.7	4	36	.1	.6
WBEB-FM																				
SP '97	44	881	1.1	7.0	35	325	.9	5.1	66	316	1.6	10.5	62	417	1.5	7.6	33	444	.8	5.8
WI '97	42	859	1.0	7.2	27	287	.7	4.3	39	264	1.0	7.4	66	373	1.6	8.5	52	464	1.3	9.1
FA '96	42	867	1.0	6.6	41	374	1.0	5.4	68	251	1.7	10.6	56	433	1.4	6.6	29	391	.7	5.5
SU '96	31	756	.8	4.8	26	197	.6	4.1	53	385	1.3	6.4	29	311	.7	3.8	34	332	.8	6.5
4-Book	40	841	1.0	6.4	32	296	.8	4.7	57	304	1.4	8.7	53	384	1.3	6.6	37	408	.9	6.7
SP '96	50	914	1.2	7.4	40	353	1.0	5.6	100	379	2.5	14.2	73	491	1.8	8.4	23	368	.6	3.7
WDAS-AM																				
SP '97	2	68		.3	2	22		.3	2	8		.3	1	6		.1				
WI '97	3	71	.1	.5	3	20	.1	.5	3	17	.1	.6	1	15		.1				
FA '96	1	50		.2	1	6		.1	1	12		.2	2	12		.2	1	6		.2
SU '96	4	52	.1	.6	5	25	.1	.8	4	13	.1	.5	3	13	.1	.4	2	13		.4
4-Book	3	60	.1	.4	3	18	.1	.4	3	13	.1	.4	2	12		.2	1	7		.2
SP '96	3	90	.1	.4	4	38	.1	.6	3	19	.1	.4	1	11		.1	1	11		.2
WDAS-FM																				
SP '97	17	376	.4	2.7	21	123	.5	3.0	23	169	.6	3.6	22	202	.5	2.7	16	163	.4	2.8
WI '97	21	438	.5	3.6	27	162	.7	4.3	35	174	.9	6.6	23	178	.6	3.0	12	179	.3	2.1
FA '96	14	421	.3	2.2	12	183	.3	1.6	14	153	.3	2.2	14	179	.3	1.7	13	145	.3	2.5
SU '96	22	453	.5	3.4	23	220	.6	3.6	27	268	.7	3.3	23	247	.6	3.0	17	156	.4	3.3
4-Book	19	422	.4	3.0	21	172	.5	3.1	25	191	.6	3.9	21	202	.5	2.6	15	161	.4	2.7
SP '96	17	441	.4	2.5	13	147	.3	1.8	21	155	.5	3.0	21	232	.5	2.4	14	173	.3	2.2
WFIL-AM																				
SP '97	1	15		.2	3	15	.1	.4	3	6	.1	.5	1	6		.1				
WI '97		23			1	16		.2												
FA '96																				
SU '96	2	15		.3	1	8		.2	7	15	.2	.8	1	15		.1				
4-Book	1	13	.1	.1	1	10	.1	.2	3	5	.1	.3	1	5	.1	.1	2	2	.1	.1
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	1	61		.2		13			1	24		.2	2	36		.2	1	28		.2
WI '97	4	109	.1	.7	4	41	.1	.6	7	38	.2	1.3	7	58	.2	.9	3	46	.1	.5
FA '96	3	82	.1	.5	2	32		.3	3	29	.1	.5	4	38	.1	.5	6	64	.1	1.1
SU '96	2	77		.3	2	22		.3	2	33		.2	3	23	.1	.4	1	31		.2
4-Book	3	82	.1	.4	2	27	.1	.3	3	31	.1	.6	4	39	.1	.5	3	42	.1	.5
SP '96	1	72		.1	1	18		.1	3	45	.1	.4	1	27		.1		9		
WHAT-AM																				
SP '97	1	32		.2		8				10										
WI '97		22			1	22		.2		7										
FA '96	1	33		.2	2	24		.3												
SU '96	1	20		.2	5	13	.1	.8												
4-Book	1	27	.2	.2	2	17	.1	.3		4				7						
SP '96		15																		
WIOQ-FM																				
SP '97	67	1737	1.7	10.6	68	852	1.7	9.8	56	866	1.4	8.9	98	1132	2.4	12.0	66	824	1.6	11.7
WI '97	103	1889	2.6	17.7	103	886	2.6	16.4	73	829	1.8	13.9	149	1283	3.7	19.2	102	1048	2.5	17.8
FA '96	122	2232	3.0	19.1	134	1193	3.3	17.6	103	1034	2.6	16.1	168	1540	4.2	19.9	111	1259	2.8	21.2
SU '96	100	2087	2.5	15.5	96	851	2.4	15.0	131	1263	3.2	15.9	135	1273	3.3	17.6	81	1100	2.0	15.6
4-Book	98	1986	2.5	15.7	100	946	2.5	14.7	91	998	2.3	13.7	138	1307	3.4	17.2	90	1058	2.2	16.6
SP '96	123	2085	3.0	18.2	125	1103	3.1	17.4	99	1009	2.4	14.0	169	1525	4.2	19.5	127	1168	3.1	20.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WIP -AM																			
SP '97	2	147	.3		4	29	.1	.6	1	17	.2		2	32	.2		2	48	.4	
WI '97	2	84	.3		4	48	.1	.6	2	17	.4		2	26	.3		1	7	.2	
FA '96	1	87	.2		3	38	.1	.4		17							1	13	.2	
SU '96	1	74	.2		2	34	.3			8			2	24	.3		1	23	.2	
4-Book	2	98	.3		3	37	.1	.5	1	15	.2		2	21	.2		1	23	.3	
SP '96	3	129	.1	.4	9	80	.2	1.3	1	19	.1		2	44	.2		2	25	.3	
WJZ-FM																				
SP '97	7	200	.2	1.1	8	51	.2	1.2	9	53	.2	1.4	9	88	.2	1.1	4	51	.1	.7
WI '97	11	218	.3	1.9	7	61	.2	1.1	16	63	.4	3.0	22	95	.5	2.8	11	109	.3	1.9
FA '96	5	184	.1	.8	3	43	.1	.4	9	46	.2	1.4	8	85	.2	.9	3	64	.1	.6
SU '96	9	163	.2	1.4	4	35	.1	.6	18	59	.4	2.2	7	67	.2	.9	6	65	.1	1.2
4-Book	8	191	.2	1.3	6	48	.2	.8	13	55	.3	2.0	12	84	.3	1.4	6	72	.2	1.1
SP '96	6	185	.1	.9	3	52	.1	.4	9	100	.2	1.3	8	68	.2	.9	4	52	.1	.6
WMGK-FM																				
SP '97	30	640	.7	4.8	24	203	.6	3.5	44	321	1.1	7.0	32	392	.8	3.9	26	253	.6	4.6
WI '97	21	426	.5	3.6	23	180	.6	3.7	47	256	1.2	8.9	26	235	.6	3.4	5	106	.1	.9
FA '96	33	591	.8	5.2	30	236	.7	3.9	55	301	1.4	8.6	53	351	1.3	6.3	17	283	.4	3.3
SU '96	34	651	.8	5.3	25	282	.6	3.9	60	398	1.5	7.3	44	413	1.1	5.7	24	305	.6	4.6
4-Book	30	577	.7	4.7	26	225	.6	3.8	52	319	1.3	8.0	39	348	1.0	4.8	18	237	.4	3.4
SP '96	22	492	.5	3.3	15	156	.4	2.1	45	227	1.1	6.4	40	250	1.0	4.6	16	226	.4	2.6
WMMR-FM																				
SP '97	10	537	.2	1.6	5	134	.1	.7	11	219	.3	1.7	11	286	.3	1.3	5	157	.1	.9
WI '97	8	473	.2	1.4	11	128	.3	1.8	7	145	.2	1.3	12	255	.3	1.5	5	151	.1	.9
FA '96	15	433	.4	2.3	21	163	.5	2.8	22	184	.5	3.4	23	207	.6	2.7	7	113	.2	1.3
SU '96	19	574	.5	3.0	21	181	.5	3.3	41	332	1.0	5.0	20	219	.5	2.6	5	109	.1	1.0
4-Book	13	504	.3	2.1	15	152	.4	2.2	20	220	.5	2.9	17	242	.4	2.0	6	133	.1	1.0
SP '96	17	547	.4	2.5	15	168	.4	2.1	19	221	.5	2.7	24	294	.6	2.8	13	221	.3	2.1
WOGL-FM																				
SP '97	6	302	.1	1.0	11	122	.3	1.6	4	90	.1	.6	4	102	.1	.5	2	65	.1	.4
WI '97	6	306	.1	1.0	6	91	.1	1.0	4	80	.1	.8	10	146	.2	1.3	4	75	.1	.7
FA '96	8	489	.2	1.3	9	176	.2	1.2	4	101	.1	.6	15	191	.4	1.8	4	128	.1	.8
SU '96	12	501	.3	1.9	10	171	.2	1.6	16	209	.4	1.9	19	208	.5	2.5	8	114	.2	1.5
4-Book	8	400	.2	1.3	9	140	.2	1.4	7	120	.2	1.0	12	162	.3	1.5	5	96	.1	.9
SP '96	8	362	.2	1.2	9	125	.2	1.3	8	119	.2	1.1	6	119	.1	.7	5	126	.1	.8
WPEN-AM																				
SP '97	2	24	.3		1	17	.1		3	15	.1	.5	1	15	.1		1	7	.2	
WI '97	2	32	.3						2	10	.4		4	17	.1	.5	1	23	.2	
FA '96		16							1	6	.2			10				10		
SU '96		17			1	17	.2		1	9	.1									
4-Book	1	22	.2		1	9	.1		2	10	.3		1	11	.2		1	10	.1	
SP '96		27				18			1	9	.1									
+WPHI-FM																				
WDRE-FM																				
SP '97	111	1504	2.8	17.6	99	892	2.5	14.3	90	804	2.2	14.3	153	1042	3.8	18.8	119	956	3.0	21.0
WI '97	50	1101	1.2	8.6	35	396	.9	5.6	36	414	.9	6.8	80	651	2.0	10.3	63	653	1.6	11.0
FA '96	35	769	.9	5.5	32	335	.8	4.2	34	320	.8	5.3	53	495	1.3	6.3	32	375	.8	6.1
SU '96	25	737	.6	3.9	17	243	.4	2.7	28	388	.7	3.4	31	412	.8	4.0	23	341	.6	4.4
4-Book	55	1028	1.4	8.9	46	467	1.2	6.7	47	482	1.2	7.5	79	650	2.0	9.9	59	581	1.5	10.6
SP '96	32	944	.8	4.7	31	361	.8	4.3	27	500	.7	3.8	49	656	1.2	5.6	28	507	.7	4.5
+WPHT-AM																				
SP '97	1	29	.2						9				3	18	.1	.4	1	19	.2	
WI '97		6			6				6											
FA '96		21												10				10		
SU '96		32											1	7	.1			16		
4-Book	22		.1		2				4				1	9	.1		11		.1	
SP '96		9															9			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 12-24																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPLY-FM																					
SP '97	47	1119	1.2	7.4	71	576	1.8	10.3	35	522	.9	5.5	54	695	1.3	6.6	35	504	.9	6.2	
WI '97	47	1357	1.2	8.1	78	729	1.9	12.4	40	566	1.0	7.6	54	882	1.3	7.0	36	621	.9	6.3	
FA '96	49	1366	1.2	7.7	68	733	1.7	8.9	36	564	.9	5.6	59	789	1.5	7.0	40	612	1.0	7.6	
SU '96	56	1441	1.4	8.7	61	632	1.5	9.6	70	786	1.7	8.5	64	830	1.6	8.3	45	717	1.1	8.7	
4-Book	50	1321	1.3	8.0	70	668	1.7	10.3	45	610	1.1	6.8	58	799	1.4	7.2	39	614	1.0	7.2	
SP '96	62	1592	1.5	9.2	81	803	2.0	11.3	66	774	1.6	9.3	74	913	1.8	8.5	59	804	1.5	9.4	
WURD-AM																					
SP '97	3	43	.1	.5	5	18	.1	.7	1	10		.2	1	23		.1		9			
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
SP '97	111	1583	2.8	17.6	107	961	2.7	15.5	91	814	2.3	14.4	153	1043	3.8	18.8	118	905	2.9	20.8	
WI '97	123	1467	3.1	21.1	120	874	3.0	19.1	86	608	2.1	16.3	158	1017	3.9	20.4	146	953	3.6	25.5	
FA '96	136	1491	3.4	21.3	158	1032	3.9	20.8	105	756	2.6	16.4	178	1099	4.4	21.1	133	964	3.3	25.4	
SU '96	145	1467	3.6	22.5	129	790	3.2	20.2	146	964	3.6	17.7	185	1045	4.6	24.1	139	895	3.4	26.7	
4-Book	129	1502	3.2	20.6	129	914	3.2	18.9	107	786	2.7	16.2	169	1051	4.2	21.1	134	929	3.3	24.6	
SP '96	165	1559	4.1	24.4	185	1062	4.6	25.7	127	870	3.1	18.0	205	1218	5.0	23.6	190	1085	4.7	30.4	
WVDB-FM																					
SP '97	4	124	.1	.6		9			1	45		.2	11	62	.3	1.3	2	17		.4	
WI '97	2	82		.3	1	27		.2	2	20		.4	4	26	.1	.5		8			
FA '96	5	97	.1	.8	10	33	.2	1.3	11	55	.3	1.7	5	47	.1	.6		5			
SU '96	3	107	.1	.5	2	28		.3	2	28		.2	1	29		.1	3	32	.1	.6	
4-Book	4	103	.1	.6	3	24	.1	.5	4	37	.1	.6	5	41	.1	.6	1	16		.3	
SP '96	52				9									11				9			
WXTU-FM																					
SP '97	14	293	.3	2.2	16	103	.4	2.3	14	137	.3	2.2	15	196	.4	1.8	12	123	.3	2.1	
WI '97	17	191	.4	2.9	19	120	.5	3.0	19	125	.5	3.6	14	101	.3	1.8	16	118	.4	2.8	
FA '96	19	275	.5	3.0	17	175	.4	2.2	21	129	.5	3.3	26	164	.6	3.1	17	160	.4	3.3	
SU '96	11	227	.3	1.7	16	105	.4	2.5	15	94	.4	1.8	13	146	.3	1.7	4	82	.1	.8	
4-Book	15	247	.4	2.5	17	126	.4	2.5	17	121	.4	2.7	17	152	.4	2.1	12	121	.3	2.3	
SP '96	16	325	.4	2.4	23	207	.6	3.2	16	154	.4	2.3	23	168	.6	2.6	11	158	.3	1.8	
WYSP-FM																					
SP '97	29	736	.7	4.6	91	362	2.3	13.2	21	281	.5	3.3	27	377	.7	3.3	14	233	.3	2.5	
WI '97	15	564	.4	2.6	44	297	1.1	7.0	10	191	.2	1.9	12	236	.3	1.5	7	150	.2	1.2	
FA '96	22	557	.5	3.4	55	258	1.4	7.2	29	256	.7	4.5	21	239	.5	2.5	7	157	.2	1.3	
SU '96	29	716	.7	4.5	72	341	1.8	11.3	32	341	.8	3.9	24	308	.6	3.1	8	181	.2	1.5	
4-Book	24	643	.6	3.8	66	315	1.7	9.7	23	267	.6	3.4	21	290	.5	2.6	9	180	.2	1.6	
SP '96	14	526	.3	2.1	40	277	1.0	5.6	16	210	.4	2.3	12	192	.3	1.4	5	139	.1	.8	
WYXR-FM																					
SP '97	40	1211	1.0	6.3	30	389	.7	4.3	51	494	1.3	8.1	49	622	1.2	6.0	51	572	1.3	9.0	
WI '97	26	1035	.6	4.5	20	302	.5	3.2	21	315	.5	4.0	31	457	.8	4.0	43	545	1.1	7.5	
FA '96	47	1205	1.2	7.4	45	419	1.1	5.9	56	413	1.4	8.7	59	634	1.5	7.0	48	565	1.2	9.2	
SU '96	56	1233	1.4	8.7	35	373	.9	5.5	81	541	2.0	9.8	65	530	1.6	8.5	55	573	1.4	10.6	
4-Book	42	1171	1.1	6.7	33	371	.8	4.7	52	441	1.3	7.7	51	561	1.3	6.4	49	564	1.3	9.1	
SP '96	51	1195	1.3	7.6	37	464	.9	5.1	63	386	1.6	8.9	52	544	1.3	6.0	62	715	1.5	9.9	
WKXW-FM																					
SP '97	1	71		.2	2	34		.3	1	19		.2	1	19		.1	1	18		.2	
WI '97	1	70		.2					3	10		.6	3	42		.1		10			
FA '96	2	104		.3	2	34		.3	1	19		.2	6	47		.1		1	37		.2
SU '96	1	47		.2	1	15		.2	2	35		.2	2	26		.3		17			
4-Book	1	73		.2	1	21		.2	2	21		.3	3	34		.1	1	21		.1	
SP '96	1	133		.1		9		.2	2	28		.3	2	51		.2	1	34		.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WFMZ-FM																			
SP '97	2	28		.3	2	19		.3	4	9	.1	.6	3	18	.1	.4				
WI '97		8				8														
FA '96		25								11				9						
SU '96		23			1	7		.2		16										
4-Book	1	21	.1	.1	1	9	.1	.1	1	9	.2	.2	1	7	.1	.1				
SP '96	2	34		.3	1	18		.1	2	27		.3	2	17		.2	1	17		.2
WJBR-FM																				
SP '97	5	181	.1	.8	3	53	.1	.4	8	69	.2	1.3	3	50	.1	.4	7	112	.2	1.2
WI '97	4	112	.1	.7	5	33	.1	.8	7	42	.2	1.3	6	74	.1	.8	3	61	.1	.5
FA '96	3	159	.1	.5	6	72	.1	.8	1	45		.2	2	38		.2	3	62	.1	.6
SU '96	4	176	.1	.6	4	15			4	68	.1	.5	5	57	.1	.7	12	100	.3	2.3
4-Book	4	157	.1	.7	4	43	.1	.5	5	56	.1	.8	4	55	.1	.5	6	84	.2	1.2
SP '96	1	110		.1						9			2	42		.2	3	51	.1	.5
WPST-FM																				
SP '97	25	920	.6	4.0	24	410	.6	3.5	20	412	.5	3.2	32	561	.8	3.9	26	415	.6	4.6
WI '97	28	924	.7	4.8	30	360	.7	4.8	24	297	.6	4.6	37	572	.9	4.8	29	415	.7	5.1
FA '96	29	835	.7	4.5	43	390	1.1	5.7	18	259	.4	2.8	31	489	.8	3.7	25	414	.6	4.8
SU '96	29	1056	.7	4.5	28	383	.7	4.4	38	567	.9	4.6	36	541	.9	4.7	19	368	.5	3.7
4-Book	28	934	.7	4.5	31	386	.8	4.6	25	384	.6	3.8	34	541	.9	4.3	25	403	.6	4.6
SP '96	33	1075	.8	4.9	38	556	.9	5.3	34	513	.8	4.8	42	636	1.0	4.8	28	476	.7	4.5
WRDR-FM																				
SP '97																				
WI '97		8												8						
FA '96																				
SU '96		21																		
4-Book	7												2							
SP '96																				
WSTV-FM																				
SP '97	1	140		.2		28				35			3	79	.1	.4	2	43		.4
WI '97	2	160		.3	1	34		.2	1	45		.2	2	52		.3	3	60	.1	.5
FA '96	6	126	.1	.9	7	71	.2	.9	9	21	.2	1.4	8	61	.2	.9	5	55	.1	1.0
SU '96	4	223	.1	.6	1	37		.2	4	82	.1	.5	7	93	.2	.9	3	89	.1	.6
4-Book	3	162	.1	.5	2	43	.1	.3	4	46	.1	.5	5	71	.1	.6	3	62	.1	.6
SP '96	3	241	.1	.4	4	89	.1	.6	2	85		.3	5	133	.1	.6	4	106	.1	.6
WFAN-AM																				
SP '97	1	10		.2	6	10	.1	.9												
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96		9																9		
TOTALS																				
SP '97	631	3908	15.7		691	3316	17.2		631	2857	15.7		816	3548	20.3		566	3139	14.1	
WI '97	583	3929	14.5		627	3208	15.6		527	2548	13.1		775	3446	19.3		573	3121	14.3	
FA '96	639	3961	15.9		761	3347	19.0		641	2752	16.0		843	3536	21.0		523	3216	13.0	
SU '96	644	3960	15.8		638	3155	15.7		825	3297	20.3		769	3431	18.9		520	3063	12.8	
4-Book	624	3940	15.5		679	3257	16.9		656	2864	16.3		801	3490	19.9		546	3135	13.6	
SP '96	675	3988	16.6		720	3475	17.7		706	2957	17.4		868	3621	21.4		626	3356	15.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	14	279	.3	2.0	4	153	.1	.7	8	39	.2	2.3	6	62	.1	.7	1	10	.1	
4-Book	11	321	.3	1.6	4	146	.1	.7	9	50	.2	2.5	4	37	.1	.6		3		
WBEB-FM																				
SP '97	55	627	1.4	7.8	32	442	.8	6.0	21	86	.5	6.1	71	176	1.8	8.4	62	106	1.5	8.4
4-Book	48	615	1.2	6.8	27	415	.7	5.2	21	71	.5	6.0	42	138	1.1	5.2	37	99	.9	5.5
WDAS-AM																				
SP '97	2	30		.3	3	36	.1	.6	2	6		.6					2	8	.1	.3
4-Book	2	26		.3	4	45	.1	.8	3	10	.1	.8	3	6	.1	.4				
WDAS-FM																				
SP '97	22	285	.5	3.1	8	149	.2	1.5					24	61	.6	2.8	7	19	.2	.9
4-Book	22	331	.5	3.2	16	204	.4	3.0	10	31	.3	2.8	26	75	.6	3.2	13	32	.3	2.0
WFIL-AM																				
SP '97	2	15		.3		6							1	6		.1				
4-Book	1	12		.2		4				2		.1		2						
WFLN-FM																				
SP '97	1	53		.1	1	15		.2									2	7		.3
4-Book	3	59	.1	.4	2	30		.4	2	7	.1	.6	2	4		.2	3	10		.4
WHAT-AM																				
SP '97		18			2	22		.4												
4-Book	1	19		.1	1	17		.3	1	2		.1	1	4		.1				
WIOQ-FM																				
SP '97	73	1485	1.8	10.3	57	1101	1.4	10.6	33	192	.8	9.5	92	493	2.3	10.9	73	320	1.8	9.9
4-Book	108	1735	2.7	15.3	85	1285	2.1	16.3	44	209	1.1	13.0	138	601	3.4	17.5	117	453	2.9	18.1
WIP -AM																				
SP '97	2	60		.3	3	75	.1	.6	5	10	.1	1.4	7	19	.2	.8				
4-Book	2	56		.3	1	43		.2	2	4		.4	2	8	.1	.2	2	5		.3
WJJZ-FM																				
SP '97	9	131	.2	1.3	6	89	.1	1.1	2	9		.6	12	20	.3	1.4	3	13	.1	.4
4-Book	10	122	.3	1.5	5	80	.1	.9	4	15	.1	1.3	9	21	.2	1.1	4	16	.1	.6
WMGK-FM																				
SP '97	34	507	.8	4.8	24	402	.6	4.5	15	56	.4	4.3	56	200	1.4	6.6	49	169	1.2	6.6
4-Book	40	481	1.0	5.6	19	326	.5	3.6	13	47	.3	3.7	35	130	.9	4.4	31	123	.8	4.5
WMMR-FM																				
SP '97	9	425	.2	1.3	13	230	.3	2.4	8	46	.2	2.3	28	89	.7	3.3	24	104	.6	3.2
4-Book	17	399	.4	2.4	11	230	.3	2.0	6	28	.2	1.7	19	75	.5	2.3	14	66	.4	2.1
WGGL-FM																				
SP '97	6	194	.1	.8	9	186	.2	1.7	7	36	.2	2.0	13	45	.3	1.5	10	45	.2	1.3
4-Book	9	288	.2	1.2	9	211	.2	1.7	5	32	.1	1.5	14	58	.3	1.8	13	58	.3	2.0
WPEN-AM																				
SP '97	2	24		.3	4	15	.1	.7					10	15	.2	1.2	3	8	.1	.4
4-Book	1	19		.2	1	11		.2	1	3		.2	4	6	.1	.5	1	2		.1
+WPHI-FM																				
WDRE-FM																				
SP '97	112	1336	2.8	15.8	104	1080	2.6	19.4	63	237	1.6	18.2	162	570	4.0	19.2	137	393	3.4	18.5
4-Book	56	873	1.4	8.0	51	690	1.3	9.7	26	121	.7	7.6	76	303	1.9	9.4	68	251	1.7	10.0
+WPHT-AM																				
SP '97	1	18		.1																
4-Book		10				4		.1												
WPLY-FM																				
SP '97	52	982	1.3	7.4	44	718	1.1	8.2	27	105	.7	7.8	65	313	1.6	7.7	61	249	1.5	8.2
4-Book	57	1111	1.4	8.1	44	854	1.1	8.4	24	126	.6	7.1	79	374	2.0	10.0	54	275	1.3	8.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	2 **	32 **	.3 **	.3 **	7 **	33 **	.2 **	1.3 **	2 **	9 **	.6 **	.6 **	5 **	14 **	.1 **	.6 **	9 **	23 **	.2 **	1.2 **
WUSL-FM SP '97 4-Book	115 133	1407 1351	2.9 3.3	16.3 18.8	98 118	955 1020	2.4 2.9	18.2 22.5	69 78	231 263	1.7 2.0	19.9 22.8	134 174	483 522	3.3 4.3	15.9 22.0	159 156	409 433	4.0 3.9	21.5 23.7
WWDB-FM SP '97 4-Book	4 4	116 84	.1 .1	.6 .6	5 3	55 46	.1 .1	.9 .6	3 3	6 6	.1 .1	.9 .9	3 3	11 11	.1 .1	.4 .4	2 1	8 5	.3 .2	.3 .2
WXTU-FM SP '97 4-Book	15 17	262 222	.4 .4	2.1 2.4	13 13	102 145	.3 .3	2.4 2.5	16 15	43 43	.4 .4	4.6 4.5	25 15	63 56	.6 .4	3.0 1.9	20 12	46 44	.5 .3	2.7 1.7
WYSP-FM SP '97 4-Book	44 36	607 533	1.1 .9	6.2 5.0	13 14	277 263	.3 .3	2.4 2.6	9 7	43 35	.2 .2	2.6 1.9	18 17	60 75	.4 .4	2.1 2.2	13 13	79 63	.3 .3	1.8 2.0
WYXR-FM SP '97 4-Book	44 46	877 844	1.1 1.1	6.2 6.4	28 32	602 617	.7 .8	5.2 5.9	20 20	49 81	.5 .5	5.8 5.8	38 51	188 217	.9 1.2	4.5 6.5	19 30	79 139	.5 .7	2.6 4.6
WKXV-FM SP '97 4-Book	2 2	63 59	.3 .3	.3 .3		17 17			3 1	9 4	.1 .3	.9 .3		4			1	7		.1
WFMZ-FM SP '97 4-Book	3 1	28 20	.1 .1	.4 .1		9 4											3 1	9 2	.1 .1	.4 .1
WJBR-FM SP '97 4-Book	5 4	96 97	.1 .1	.7 .6	3 3	75 73	.1 .1	.6 .5	1 1	9 9	.3 .2	.3 .2	1 1	7	.1	.1	4 2	19 10	.1 .1	.5 .3
WPST-FM SP '97 4-Book	25 30	774 772	.6 .7	3.5 4.3	24 27	559 521	.6 .7	4.5 5.1	11 21	74 86	.3 .5	3.2 6.1	46 37	236 208	1.1 .9	5.5 4.6	27 37	137 164	.7 .9	3.6 5.6
WRDR-FM SP '97 4-Book		2				7		.1					1	2	.1	.1	1	3		.2
WSTW-FM SP '97 4-Book	1 4	115 110	.1 .1	.5 .5	2	41 72	.1 .1	.4 .4	1	5	.2	.2	1 4	16 26	.1 .1	.5 .5	3	8 19	.1 .1	.5 .5
WFAN-AM SP '97 4-Book	2 **	10 **	.3 **	.3 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDOTALS SP '97 4-Book	707 708	3859 3901	17.6 17.6		537 526	3365 3481	13.4 13.1		346 343	1110 1081	8.6 8.5		843 795	2196 2164	21.0 19.8		741 661	1791 1759	18.5 16.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates - Women 12-24

Target Listener Estimates

		Women 12-24																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																							
SP '97		1	8		.2	10	59	.2	3.7	7	44	.2	1.2	2	19		.4	2	24		.5		
4-Book		2	7		.3	6	44	.1	2.3	4	27	.1	.7	2	15		.4	2	18	.1	.5		
WBEB-FM																							
SP '97		44	144	1.1	8.3	12	54	.3	4.4	19	116	.5	3.3	16	81	.4	2.9	7	78	.2	1.8		
4-Book		27	105	.7	5.2	13	48	.4	5.0	22	101	.6	3.7	26	91	.6	4.9	25	117	.6	5.9		
WDAS-AM																							
SP '97						13	28	.3	4.8	8	30	.2	1.4					1	6		.3		
4-Book		1	7		.2	11	29	.3	4.1	11	28	.3	1.9	2	5	.1	.4	1	3		.3		
WDAS-FM																							
SP '97		9	40	.2	1.7					6	45	.1	1.0	13	33	.3	2.4	6	20	.1	1.6		
4-Book		16	48	.4	3.0	10	24	.3	3.9	16	54	.4	2.7	13	30	.3	2.3	17	35	.4	4.0		
WFIL-AM																							
SP '97						6				1	6		.2										
4-Book						2					2		.1	1	2		.1					2	.1
WFLN-FM																							
SP '97		2	7		.4					1	8		.2					2	11	.1	.5		
4-Book		1	4		.2	2	5	.1	.7	1	7		.2	1	7		.2	2	11	.1	.5		
WHAT-AM																							
SP '97						4	14	.1	1.5	3	14	.1	.5	6	8	.1	1.1	2	8		.5		
4-Book						4	11	.1	1.6	2	7	.1	.3	2	2		.3	1	2		.1		
WIOQ-FM																							
SP '97		71	286	1.8	13.4	18	139	.4	6.6	59	369	1.5	10.1	75	317	1.9	13.7	27	158	.7	7.0		
4-Book		94	386	2.4	18.2	30	161	.8	11.5	100	479	2.5	16.7	92	376	2.3	17.1	55	242	1.4	12.8		
WIP -AM																							
SP '97		6	50	.1	1.1					2	5		.3	1	5		.2	2	9		.5		
4-Book		2	15		.3					1	7		.2	1	8		.1	1	7		.2		
WJZZ-FM																							
SP '97		4	4	.1	.8					7	37	.2	1.2	7	7	.2	1.3	9	30	.2	2.3		
4-Book		4	10	.1	.7	1	4		.2	5	18	.1	.8	4	5	.1	.7	7	31	.2	1.7		
VMGK-FM																							
SP '97		9	46	.2	1.7	1	17		.4	17	88	.4	2.9	19	77	.5	3.5	24	63	.6	6.3		
4-Book		16	70	.4	3.1	4	30	.1	1.6	18	78	.5	2.9	19	77	.5	3.4	17	66	.4	3.9		
WMMR-FM																							
SP '97		12	44	.3	2.3	1	8		.4	13	36	.3	2.2	12	27	.3	2.2	5	19	.1	1.3		
4-Book		6	34	.2	1.2	5	28	.1	1.9	14	55	.4	2.4	13	59	.3	2.4	6	32	.1	1.4		
WOGL-FM																							
SP '97		4	8		.8	24	55	.6	8.9	14	87	.3	2.4	4	18	.1	.7	2	18		.5		
4-Book		4	13	.1	.8	12	42	.3	4.6	12	73	.3	2.0	7	38	.2	1.3	4	28	.1	1.0		
WPEN-AM																							
SP '97		2	7		.4	1	7		.4	11	15	.3	1.9	4	8	.1	.7	2	7		.5		
4-Book		1	2		.1		2		.1	3	4	.1	.5	1	5		.2	1	4		.2		
+WPHI-FM																							
WDRE-FM																							
SP '97		107	311	2.7	20.2	48	163	1.2	17.7	130	424	3.2	22.3	101	352	2.5	18.5	72	286	1.8	18.8		
4-Book		63	212	1.6	12.2	20	78	.5	7.3	60	240	1.5	10.2	51	198	1.3	9.6	37	144	.9	8.9		
+WPHT-AM																							
SP '97																							
4-Book		1	2		.3										2		.1						
WPLY-FM																							
SP '97		26	173	.6	4.9	18	110	.4	6.6	66	297	1.6	11.3	65	266	1.6	11.9	26	158	.6	6.8		
4-Book		28	184	.7	5.5	23	120	.5	8.4	56	311	1.4	9.4	56	275	1.4	10.3	29	183	.7	6.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 12-24

	Women 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	2 **	18 **		4 **	11 **	19 **	.3 **	4.1 **	11 **	16 **	.3 **	1.9 **	12 **	25 **	.3 **	2.2 **	8 **	19 **	.2 **	2.1 **
WUSL-FM SP '97 4-Book	102 130	347 395	2.5 3.2	19.2 25.6	41 51	143 164	1.0 1.3	15.1 19.1	84 120	336 405	2.1 3.0	14.4 19.9	75 106	196 291	1.9 2.7	13.7 19.7	113 117	315 323	2.8 2.9	29.4 27.4
WWDB-FM SP '97 4-Book		2		.1	2 4	17 8		.7 1.4	24 11	45 25	.6 .3	4.1 1.8	11 3	27 9	.3 .1	2.0 .6	1	2		.1
WXTU-FM SP '97 4-Book	5 8	18 42	.1 .2	.9 1.6	16 7	38 25	.4 .2	5.9 2.6	12 22	53 68	.3 .6	2.1 3.8	2 14	16 49		.4 2.7	6 11	23 29	.1 .3	1.6 2.6
WYSP-FM SP '97 4-Book	14 16	88 77	.3 .4	2.6 3.2	4 6	26 34	.1 .2	1.5 2.3	15 17	88 80	.4 .4	2.6 2.7	24 22	61 65	.6 .6	4.4 4.0	8 9	26 43	.2 .2	2.1 2.2
WYXR-FM SP '97 4-Book	21 27	113 138	.5 .7	4.0 5.4	17 16	82 70	.4 .4	6.3 5.9	30 30	212 158	.7 .7	5.1 5.0	36 29	182 130	.9 .7	6.6 5.4	36 42	180 167	.9 1.1	9.4 9.6
WXXW-FM SP '97 4-Book		2		.1		8 5		.1		8 2				2		.1		3		
WFMZ-FM SP '97 4-Book					1	9 2		.4 .1										1		
WJBR-FM SP '97 4-Book	2 4	24 22	.1	.4 .8	2 1	9 10		.7 .4	3 3	16 13	.1 .1	.5 .5	3 4	14 22	.1 .1	.5 .6	8 5	24 20	.2 .1	2.1 1.2
WPST-FM SP '97 4-Book	26 23	156 134	.6 .6	4.9 4.5	8 12	72 51	.2 .3	3.0 4.4	22 28	156 159	.5 .7	3.8 4.7	38 35	138 150	.9 .8	7.0 6.4	14 19	86 99	.3 .5	3.6 4.5
WRDR-FM SP '97 4-Book													1	4		.1				
WSTV-FM SP '97 4-Book	1	13		.3		2		.1	1 3	17 22		.2 .4	2	15	.1	.4	1 2	8 8		.3 .5
WFAN-AM SP '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	531 513	1553 1572	13.2 12.7		271 266	939 897	6.8 6.6		584 600	1825 1841	14.5 14.9		546 541	1437 1447	13.6 13.5		384 427	1182 1307	9.6 10.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	25	878	.4	2.3	74	603	1.3	5.2	21	244	.4	1.4	27	348	.5	2.0	4	100	.1	.6
WI '97	20	1016	.3	2.0	65	665	1.1	4.8	12	263	.2	.8	17	306	.3	1.3	5	155	.1	.9
FA '96	21	951	.4	2.0	58	655	1.0	4.0	21	302	.4	1.4	21	333	.4	1.6	7	190	.1	1.2
SU '96	21	1022	.3	1.9	60	648	1.0	4.3	14	287	.2	.8	24	375	.4	1.8	5	130	.1	.9
4-Book	22	967	.4	2.1	64	643	1.1	4.6	17	274	.3	1.1	22	341	.4	1.7	5	144	.1	.9
SP '96	20	987	.3	1.8	74	674	1.2	5.2	10	275	.2	.6	16	375	.3	1.2	6	139	.1	1.0
WBEB-FM																				
SP '97	88	1340	1.5	8.0	90	739	1.5	6.3	157	729	2.7	10.3	117	811	2.0	8.8	49	544	.8	7.4
WI '97	90	1321	1.5	8.8	96	541	1.6	7.1	146	605	2.5	10.0	125	701	2.1	9.6	54	534	.9	9.9
FA '96	98	1395	1.7	9.2	119	739	2.0	8.2	183	680	3.1	12.2	119	819	2.0	8.9	48	487	.8	8.3
SU '96	100	1275	1.7	9.1	104	524	1.7	7.4	215	830	3.6	13.0	117	746	1.9	9.0	43	431	.7	7.4
4-Book	94	1333	1.6	8.8	102	636	1.7	7.3	175	711	3.0	11.4	120	769	2.0	9.1	49	499	.8	8.3
SP '96	80	1389	1.3	7.3	86	679	1.4	6.1	167	709	2.8	10.7	106	775	1.8	7.9	24	439	.4	3.8
WDAS-AM																				
SP '97	3	87	.1	.3	4	37	.1	.3	2	15	.1	.1	2	9	.2	.2	1	17	.2	.2
WI '97	2	75	.2	.2	5	15	.1	.4		9			1	15	.1	.1	1	7	.2	.2
FA '96	6	111	.1	.6	5	49	.1	.3	6	39	.1	.4	6	33	.1	.4	3	31	.1	.5
SU '96	7	121	.1	.6	5	37	.1	.4	10	46	.2	.6	9	46	.1	.7	2	19	.3	.3
4-Book	5	99	.1	.4	5	35	.1	.4	5	27	.1	.3	5	26	.1	.4	2	19	.3	.3
SP '96	8	173	.1	.7	9	63	.1	.6	9	42	.1	.6	2	28	.1	.1	4	21	.1	.6
WDAS-FM																				
SP '97	70	899	1.2	6.3	92	478	1.6	6.5	97	444	1.6	6.4	74	502	1.3	5.6	53	332	.9	8.0
WI '97	85	888	1.4	8.3	107	465	1.8	7.9	141	457	2.4	9.6	103	470	1.7	7.9	50	454	.8	9.1
FA '96	73	959	1.2	6.8	87	505	1.5	6.0	95	510	1.6	6.3	85	569	1.4	6.4	56	426	.9	9.6
SU '96	77	850	1.3	7.0	92	464	1.5	6.5	99	478	1.6	6.0	81	531	1.3	6.2	60	394	1.0	10.4
4-Book	76	899	1.3	7.1	95	478	1.6	6.7	108	472	1.8	7.1	86	518	1.4	6.5	55	402	.9	9.3
SP '96	79	1015	1.3	7.2	87	542	1.4	6.2	104	565	1.7	6.7	86	632	1.4	6.4	61	428	1.0	9.8
WFIL-AM																				
SP '97	1	31	.1	.1					2	17	.1	.1						6		
WI '97		22			1	12	.1	.1		12										
FA '96	1	51	.1	.1	1	20	.1	.1	1	19	.1	.1	1	16	.1	.1	1	14	.2	.2
SU '96	2	34	.2	.2	4	22	.1	.3	6	15	.1	.4	2	25	.2	.2				
4-Book	1	35	.1	.1	2	14	.1	.1	2	16	.2	.2	1	10	.1	.1	5	.1	.1	.1
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	9	160	.2	.8	12	45	.2	.8	14	70	.2	.9	12	70	.2	.9	5	52	.1	.8
WI '97	9	242	.2	.9	9	82	.2	.7	19	133	.3	1.3	11	139	.2	.8	3	38	.1	.5
FA '96	7	259	.1	.7	6	63	.1	.4	7	83	.1	.5	9	116	.2	.7	6	79	.1	1.0
SU '96	8	169	.1	.7	11	77	.2	.8	17	83	.3	1.0	14	90	.2	1.1	2	46	.3	.3
4-Book	8	208	.2	.8	10	67	.2	.7	14	92	.2	.9	12	104	.2	.9	4	54	.1	.7
SP '96	4	164	.1	.4	6	50	.1	.4	8	76	.1	.5	4	101	.1	.3	1	43	.2	.2
WHAT-AM																				
SP '97	6	74	.1	.5	11	31	.2	.8	9	41	.2	.6	7	25	.1	.5	1	19	.2	.2
WI '97		15								7				7						
FA '96	4	33	.1	.4	4	16	.1	.3	8	24	.1	.5	5	24	.1	.4	3	16	.1	.5
SU '96	2	45	.2	.2	7	13	.1	.5	1	6	.1	.1								
4-Book	3	42	.1	.3	6	15	.1	.4	5	20	.1	.3	3	14	.1	.2	1	9	.2	.2
SP '96	2	38	.2	.2	5	31	.1	.4	7	25	.1	.5	1	7	.1	.1		6		
W100-FM																				
SP '97	82	1793	1.4	7.4	89	848	1.5	6.3	115	1080	2.0	7.5	103	1179	1.7	7.8	55	704	.9	8.3
WI '97	109	1826	1.8	10.7	118	802	2.0	8.8	138	986	2.3	9.4	152	1127	2.6	11.7	71	777	1.2	13.0
FA '96	99	2015	1.7	9.3	106	926	1.8	7.3	144	1138	2.4	9.6	130	1245	2.2	9.7	56	768	.9	9.6
SU '96	108	2042	1.8	9.9	122	868	2.0	8.7	171	1205	2.8	10.3	142	1200	2.4	10.9	56	804	.9	9.7
4-Book	100	1919	1.7	9.3	109	861	1.8	7.8	142	1102	2.4	9.2	132	1188	2.2	10.0	60	763	1.0	10.2
SP '96	103	1967	1.7	9.4	129	990	2.1	9.1	130	1082	2.2	8.4	115	1241	1.9	8.6	73	822	1.2	11.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIP -AM																				
SP '97	5	281	.1	.5	9	56	.2	.6	4	35	.1	.3	2	48		.2	4	99	.1	.6
WI '97	8	357	.1	.8	18	178	.3	1.3	7	66	.1	.5	10	124	.2	.8	6	75	.1	1.1
FA '96	7	204	.1	.7	16	62	.3	1.1	8	65	.1	.5	9	91	.2	.7	2	44		.3
SU '96	4	173	.1	.4	10	99	.2	.7	3	34	.2	.2	5	80	.1	.4	2	31		.3
4-Book	6	254	.1	.6	13	99	.3	.9	6	50	.1	.4	7	86	.1	.5	4	62	.1	.6
SP '96	5	271	.1	.5	15	140	.2	1.1	3	79		.2	4	90	.1	.3	2	52		.3
WJZ-FM																				
SP '97	34	567	.6	3.1	28	233	.5	2.0	51	263	.9	3.3	43	279	.7	3.2	30	214	.5	4.5
WI '97	22	582	.4	2.2	12	192	.2	.9	38	246	.6	2.6	35	221	.6	2.7	21	225	.4	3.8
FA '96	39	630	.7	3.6	45	252	.8	3.1	63	280	1.1	4.2	55	394	.9	4.1	21	235	.4	3.6
SU '96	35	518	.6	3.2	28	205	.5	2.0	55	194	.9	3.3	40	243	.7	3.1	25	208	.4	4.3
4-Book	33	574	.6	3.0	28	221	.5	2.0	52	246	.9	3.4	43	284	.7	3.3	24	221	.4	4.1
SP '96	18	560	.3	1.6	12	159	.2	.9	23	275	.4	1.5	26	282	.4	1.9	14	185	.2	2.2
WMGK-FM																				
SP '97	75	1443	1.3	6.8	75	630	1.3	5.3	125	719	2.1	8.2	100	979	1.7	7.5	39	496	.7	5.9
WI '97	71	1223	1.2	7.0	80	557	1.4	5.9	144	706	2.4	9.8	100	800	1.7	7.7	17	387	.3	3.1
FA '96	72	1296	1.2	6.7	96	603	1.6	6.6	144	811	2.4	9.6	89	744	1.5	6.7	21	398	.4	3.6
SU '96	76	1330	1.3	6.9	69	641	1.1	4.9	138	814	2.3	8.3	107	889	1.8	8.2	38	498	.6	6.6
4-Book	74	1323	1.3	6.9	80	608	1.4	5.7	138	763	2.3	9.0	99	853	1.7	7.5	29	445	.5	4.8
SP '96	83	1427	1.4	7.6	69	688	1.1	4.9	147	757	2.4	9.5	137	874	2.3	10.2	48	533	.8	7.7
WMMR-FM																				
SP '97	46	1135	.8	4.2	54	436	.9	3.8	68	509	1.2	4.5	55	646	.9	4.2	22	336	.4	3.3
WI '97	41	1058	.7	4.0	72	544	1.2	5.3	67	491	1.1	4.6	48	539	.8	3.7	12	255	.2	2.2
FA '96	32	1040	.5	3.0	41	413	.7	2.8	50	528	.8	3.3	50	550	.8	3.7	12	270	.2	2.1
SU '96	37	1066	.6	3.4	47	396	.8	3.3	67	543	1.1	4.0	47	505	.8	3.6	9	202	.1	1.6
4-Book	39	1075	.7	3.7	54	447	.9	3.8	63	518	1.1	4.1	50	560	.8	3.8	14	266	.2	2.3
SP '96	54	1384	.9	4.9	73	596	1.2	5.2	77	648	1.3	5.0	70	758	1.2	5.2	20	452	.3	3.2
WOGL-FM																				
SP '97	39	660	.7	3.5	44	287	.7	3.1	56	267	.9	3.7	40	270	.7	3.0	18	176	.3	2.7
WI '97	14	556	.2	1.4	12	167	.2	.9	17	209	.3	1.2	18	221	.3	1.4	12	119	.2	2.2
FA '96	21	691	.4	2.0	26	285	.4	1.8	32	277	.5	2.1	32	284	.5	2.4	3	147	.1	.5
SU '96	24	716	.4	2.2	23	280	.4	1.6	36	281	.6	2.2	34	318	.6	2.6	11	140	.2	1.9
4-Book	25	656	.4	2.3	26	255	.4	1.9	35	259	.6	2.3	31	273	.5	2.4	11	146	.2	1.8
SP '96	27	691	.4	2.5	25	278	.4	1.8	50	359	.8	3.2	32	325	.5	2.4	11	225	.2	1.8
WPEN-AM																				
SP '97	2	42		.2		9			2	26		.1	1	16		.1	1	16		.2
WI '97	7	57	.1	.7	7	29	.1	.5	8	28	.1	.5	8	19	.1	.6	6	19	.1	1.1
FA '96	2	59		.2		11			1	21		.1	3	21	.1	.2	5	43	.1	.9
SU '96	1	51		.1	2	28		.1	1	19		.1		9						
4-Book	3	52		.3	2	19		.2	3	24		.2	3	16		.2	3	20		.6
SP '96	1	44		.1		18			1	17		.1	1	9		.1				
+WPHI-FM																				
WDRE-FM																				
SP '97	71	1215	1.2	6.4	72	634	1.2	5.1	61	633	1.0	4.0	96	793	1.6	7.2	67	687	1.1	10.1
WI '97	47	1118	.8	4.6	35	382	.6	2.6	61	594	1.0	4.2	66	624	1.1	5.1	38	466	.6	6.9
FA '96	41	953	.7	3.8	49	420	.8	3.4	55	488	.9	3.7	60	613	1.0	4.5	27	442	.5	4.6
SU '96	28	870	.5	2.6	25	347	.4	1.8	40	430	.7	2.4	43	455	.7	3.3	16	340	.3	2.8
4-Book	47	1039	.8	4.4	45	446	.8	3.2	54	536	.9	3.6	66	621	1.1	5.0	37	484	.6	6.1
SP '96	51	1109	.8	4.7	63	444	1.0	4.5	80	634	1.3	5.1	73	756	1.2	5.4	21	460	.3	3.4
+WPHT-AM																				
SP '97	4	78	.1	.4	2	24		.1	4	19	.1	.3	7	45	.1	.5	4	45	.1	.6
WI '97		46			1	10		.1					1	29		.1	1	10		.2
FA '96	1	40		.1					1	19		.1		19			1	30		.2
SU '96		47				6				8				16		.1	1	25		.2
4-Book	1	53		.1	1	10		.1	1	12		.1	2	27		.2	2	28		.3
SP '96	1	35		.1	1	9		.1	2	9		.1	2	9		.1	1	27		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SP '97	52	1328	.9	4.7	83	762	1.4	5.8	61	667	1.0	4.0	66	850	1.1	5.0	26	420	.4	3.9
WI '97	64	1676	1.1	6.3	109	858	1.8	8.1	84	775	1.4	5.7	82	1083	1.4	6.3	21	538	.4	3.8
FA '96	66	1648	1.1	6.2	112	976	1.9	7.7	67	819	1.1	4.5	85	1048	1.4	6.4	32	510	.5	5.5
SU '96	74	1502	1.2	6.8	111	805	1.8	7.9	124	886	2.1	7.5	87	924	1.4	6.7	35	508	.6	6.0
4-Book	64	1539	1.1	6.0	104	850	1.7	7.4	84	787	1.4	5.4	80	976	1.3	6.1	29	494	.5	4.8
SP '96	73	1741	1.2	6.7	100	862	1.7	7.1	98	919	1.6	6.3	93	1049	1.5	6.9	39	722	.6	6.3
WURD-AM																				
SP '97	15	110	.3	1.4	27	74	.5	1.9	14	77	.2	.9	11	50	.2	.8	9	35	.2	1.4
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	109	1499	1.8	9.9	120	890	2.0	8.4	116	774	2.0	7.6	115	869	2.0	8.7	97	752	1.6	14.6
WI '97	133	1394	2.3	13.1	154	846	2.6	11.4	150	787	2.5	10.3	141	892	2.4	10.8	117	807	2.0	21.4
FA '96	141	1366	2.4	13.2	171	888	2.9	11.8	164	885	2.8	10.9	177	915	3.0	13.2	104	734	1.8	17.9
SU '96	121	1319	2.0	11.1	147	811	2.4	10.5	130	787	2.2	7.8	124	815	2.1	9.5	104	715	1.7	18.0
4-Book	126	1395	2.1	11.8	148	859	2.5	10.5	140	808	2.4	9.2	139	873	2.4	10.6	106	752	1.8	18.0
SP '96	152	1440	2.5	13.9	164	899	2.7	11.6	173	907	2.9	11.1	169	1031	2.8	12.6	133	853	2.2	21.3
WVDB-FM																				
SP '97	7	255	.1	.6	1	33	.1	.4	6	91	.1	.4	23	155	.4	1.7	4	37	.1	.6
WI '97	7	290	.1	.7	6	61	.1	.4	7	80	.1	.5	18	134	.3	1.4	1	36	.1	.2
FA '96	15	317	.3	1.4	17	91	.3	1.2	27	170	.5	1.8	22	168	.4	1.6	3	85	.1	.5
SU '96	9	269	.1	.8	8	61	.1	.6	12	83	.2	.7	3	73	.2	.8	8	81	.1	1.4
4-Book	10	283	.2	.9	8	62	.1	.6	13	106	.2	.9	17	133	.3	1.2	4	60	.1	.7
SP '96	4	219	.1	.4	2	49	.1	.1	8	83	.1	.5	2	66	.1	.1	1	26	.1	.2
WXTU-FM																				
SP '97	38	675	.6	3.4	43	297	.7	3.0	48	340	.8	3.1	46	412	.8	3.5	20	225	.3	3.0
WI '97	38	519	.6	3.7	57	346	1.0	4.2	66	337	1.1	4.5	38	345	.6	2.9	12	189	.2	2.2
FA '96	35	608	.6	3.3	42	373	.7	2.9	40	283	.7	2.7	55	394	.9	4.1	20	218	.3	3.4
SU '96	44	552	.7	4.0	55	295	.9	3.9	67	319	1.1	4.0	52	408	.9	4.0	18	223	.3	3.1
4-Book	39	589	.6	3.6	49	328	.8	3.5	55	320	.9	3.6	48	390	.8	3.6	18	214	.3	2.9
SP '96	44	582	.7	4.0	55	365	.9	3.9	66	351	1.1	4.2	64	412	1.1	4.8	17	254	.3	2.7
WYSP-FM																				
SP '97	64	1479	1.1	5.8	213	928	3.6	15.0	55	551	.9	3.6	48	613	.8	3.6	18	321	.3	2.7
WI '97	43	1349	.7	4.2	137	809	2.3	10.2	38	514	.6	2.6	37	552	.6	2.8	8	173	.1	1.5
FA '96	55	1355	.9	5.1	166	757	2.8	11.4	56	522	.9	3.7	49	505	.8	3.7	13	263	.2	2.2
SU '96	59	1275	1.0	5.4	181	719	3.0	12.9	64	621	1.1	3.9	43	487	.7	3.3	13	257	.2	2.2
4-Book	55	1365	.9	5.1	174	803	2.9	12.4	53	552	.9	3.5	44	539	.7	3.4	13	254	.2	2.2
SP '96	49	1285	.8	4.5	165	797	2.7	11.7	48	575	.8	3.1	33	426	.5	2.5	13	263	.2	2.1
WYXR-FM																				
SP '97	82	1678	1.4	7.4	88	832	1.5	6.2	141	933	2.4	9.2	110	972	1.9	8.3	51	589	.9	7.7
WI '97	60	1496	1.0	5.9	74	665	1.3	5.5	96	675	1.6	6.6	82	818	1.4	6.3	30	597	.5	5.5
FA '96	85	1744	1.4	8.0	87	860	1.5	6.0	128	911	2.2	8.5	112	999	1.9	8.4	59	766	1.0	10.2
SU '96	102	1905	1.7	9.3	87	799	1.4	6.2	172	1011	2.9	10.4	131	988	2.2	10.0	57	658	.9	9.8
4-Book	82	1706	1.4	7.7	84	789	1.4	6.0	134	883	2.3	8.7	109	944	1.9	8.3	49	653	.8	8.3
SP '96	95	1697	1.6	8.7	110	909	1.8	7.8	150	840	2.5	9.7	110	953	1.8	8.2	61	742	1.0	9.8
WKXW-FM																				
SP '97	9	240	.2	.8	9	78	.2	.6	12	115	.2	.8	20	142	.3	1.5	2	50	.1	.3
WI '97	6	230	.1	.6	4	28	.1	.3	11	75	.2	.8	12	127	.2	.9	1	37	.1	.2
FA '96	4	255	.1	.4	5	112	.1	.3	3	89	.1	.2	6	91	.1	.4	4	108	.1	.7
SU '96	4	223	.1	.4	5	80	.1	.4	8	89	.1	.5	7	116	.1	.5	2	64	.1	.3
4-Book	6	237	.1	.6	6	75	.1	.4	9	92	.2	.6	11	119	.2	.8	2	65	.1	.4
SP '96	8	365	.1	.7	7	119	.1	.5	9	146	.1	.6	17	172	.3	1.3	5	107	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - Women 18-34

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFMZ-FM																				
SP '97	3	62	.1	.3	4	36	.1	.3	6	26	.1	.4	3	18	.1	.2				
WI '97	6	68	.1	.6	4	10	.1	.3	11	37	.2	.8	10	57	.2	.8	4	28	.1	.7
FA '96	1	73		.1	1	31		.1	1	22		.1		9						
SU '96	6	56	.1	.5	9	25	.1	.6	15	49	.2	.9	9	33	.1	.7				
4-Book	4	65	.1	.4	5	26	.1	.3	8	34	.1	.6	6	29	.1	.4	1	7	.2	
SP '96	2	116		.2	2	62		.1	2	36		.1	2	37		.1	1	45	.2	
WJBR-FM																				
SP '97	9	218	.2	.8	10	83	.2	.7	19	106	.3	1.2	8	83	.1	.6	5	121	.1	.8
WI '97	7	178	.1	.7	11	93	.2	.8	11	82	.2	.8	7	86	.1	.5	3	67	.1	.5
FA '96	8	343	.1	.7	6	126	.1	.4	14	167	.2	.9	11	119	.2	.8	4	86	.1	.7
SU '96	5	260	.1	.5	8	64	.1	.6	5	79	.1	.3	6	123	.1	.5	5	97	.1	.9
4-Book	7	250	.1	.7	9	92	.2	.6	12	109	.2	.8	8	103	.1	.6	4	93	.1	.7
SP '96	3	144		.3	3	27		.2	7	66	.1	.5	2	67		.1	1	53		.2
WPST-FM																				
SP '97	31	912	.5	2.8	30	403	.5	2.1	44	514	.7	2.9	40	502	.7	3.0	23	332	.4	3.5
WI '97	31	855	.5	3.0	37	342	.6	2.7	52	405	.9	3.6	42	569	.7	3.2	13	238	.2	2.4
FA '96	33	861	.6	3.1	51	437	.9	3.5	54	393	.9	3.6	40	471	.7	3.0	13	327	.2	2.2
SU '96	19	973	.3	1.7	24	331	.4	1.7	31	443	.5	1.9	26	462	.4	2.0	8	273	.1	1.4
4-Book	29	900	.5	2.7	36	378	.6	2.5	45	439	.8	3.0	37	501	.6	2.8	14	293	.2	2.4
SP '96	33	1010	.5	3.0	40	490	.7	2.8	55	558	.9	3.5	41	648	.7	3.1	13	345	.2	2.1
WRDR-FM																				
SP '97	1	15		.1	2	15		.1	5	15	.1	.3	1	7		.1				
WI '97		29											1	20		.1		20		
FA '96																				
SU '96	1	25		.1					1	12		.1		12						
4-Book	1	17		.1	1	4			2	7		.1	1	10				5		
SP '96																				
WSTV-FM																				
SP '97	12	343	.2	1.1	13	131	.2	.9	24	85	.4	1.6	20	204	.3	1.5	2	65		.3
WI '97	15	358	.3	1.5	24	169	.4	1.8	33	102	.6	2.3	19	153	.3	1.5	3	86	.1	.5
FA '96	9	297	.2	.8	13	122	.2	.9	10	66	.2	.7	11	147	.2	.8	7	105	.1	1.2
SU '96	8	302	.1	.7	8	123	.1	.6	13	134	.2	.8	10	146	.2	.8	3	118		.5
4-Book	11	325	.2	1.0	15	136	.2	1.1	20	97	.4	1.4	15	163	.3	1.2	4	94	.1	.6
SP '96	6	337	.1	.5	4	90	.1	.3	6	121	.1	.4	13	219	.2	1.0	5	120	.1	.8
WFAN-AM																				
SP '97	1	18		.1	6	10	.1	.4						7				7		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96		17											1	8		.1		9		
TOTALS																				
SP '97	1106	5792	18.8		1424	5051	24.2		1527	4663	25.9		1325	5145	22.5		663	4020	11.2	
WI '97	1019	5768	17.3		1346	4915	22.8		1462	4676	24.8		1302	5036	22.1		548	3697	9.3	
FA '96	1069	5804	18.1		1450	5095	24.6		1503	4802	25.5		1338	5145	22.7		581	3921	9.9	
SU '96	1095	5901	18.2		1405	5163	23.3		1658	4972	27.5		1307	5088	21.7		579	3887	9.6	
4-Book	1072	5816	18.1		1406	5056	23.7		1538	4778	25.9		1318	5104	22.3		593	3881	10.0	
SP '96	1095	5893	18.2		1411	5227	23.4		1554	4834	25.8		1343	5293	22.3		624	4022	10.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	39	777	.7	2.7	15	390	.3	1.8	36	168	.6	5.5	15	91	.3	1.1	6	44	.1	.5
4-Book	33	848	.6	2.3	13	408	.2	1.8	30	159	.5	4.9	15	108	.3	1.2	12	65	.2	1.3
WBEB-FM																				
SP '97	124	1129	2.1	8.7	51	611	.9	6.2	48	171	.8	7.3	108	262	1.8	7.7	86	207	1.5	7.7
4-Book	136	1110	2.3	9.5	51	617	.9	6.8	48	151	.8	7.8	95	244	1.6	7.5	63	183	1.1	6.6
WDAS-AM																				
SP '97	2	43	.1	.1	6	57	.1	.7									2	4	.1	.2
4-Book	5	51	.1	.3	7	76	.1	.9	6	19	.1	.9	3	8	.1	.2				
WDAS-FM																				
SP '97	89	728	1.5	6.2	47	488	.8	5.7	25	77	.4	3.8	82	195	1.4	5.8	51	139	.9	4.5
4-Book	97	747	1.6	6.8	53	524	.9	7.0	38	106	.7	6.2	89	215	1.5	7.1	63	155	1.1	6.7
WFIL-AM																				
SP '97	1	17	.1	.1		9														
4-Book	2	26	.1	.1	1	13	.1	.1	2	4	.1	.3		1				1		
WFLN-FM																				
SP '97	13	104	.2	.9	7	67	.1	.9	8	26	.1	1.2	10	26	.2	.7	7	26	.1	.6
4-Book	12	155	.2	.8	6	105	.1	.8	7	21	.1	1.1	9	33	.2	.7	8	29	.1	.8
WHAT-AM																				
SP '97	9	55	.2	.6	4	45	.1	.5	3	6	.1	.5	4	12	.1	.3	6	13	.1	.5
4-Book	4	27	.1	.3	3	27	.1	.3	3	5	.1	.4	3	7	.1	.3	2	5	.1	.2
WIOQ-FM																				
SP '97	103	1605	1.7	7.2	62	1057	1.1	7.6	41	219	.7	6.2	110	482	1.9	7.8	80	307	1.4	7.1
4-Book	129	1668	2.2	9.0	75	1133	1.3	10.0	39	205	.7	6.4	149	554	2.5	11.9	105	393	1.8	11.3
WIP -AM																				
SP '97	5	94	.1	.3	6	174	.1	.7	6	19	.1	.9	9	38	.2	.6	2	17	.1	.2
4-Book	8	163	.2	.6	4	114	.1	.5	5	15	.1	.7	4	17	.1	.3	4	18	.1	.4
WJJZ-FM																				
SP '97	42	459	.7	2.9	23	300	.4	2.8	9	60	.2	1.4	49	113	.8	3.5	27	62	.5	2.4
4-Book	42	426	.7	2.9	21	271	.4	2.7	17	54	.3	2.8	34	93	.6	2.7	24	73	.4	2.5
WMGK-FM																				
SP '97	102	1242	1.7	7.1	53	767	.9	6.5	33	141	.6	5.0	116	376	2.0	8.3	95	311	1.6	8.5
4-Book	108	1139	1.8	7.6	41	729	.7	5.4	32	133	.6	5.1	81	311	1.4	6.4	64	243	1.1	6.6
WMMR-FM																				
SP '97	60	938	1.0	4.2	37	558	.6	4.5	51	181	.9	7.7	69	246	1.2	4.9	44	194	.7	3.9
4-Book	56	898	1.0	4.0	25	509	.4	3.3	27	103	.5	4.3	54	207	.9	4.3	31	152	.5	3.2
WQGL-FM																				
SP '97	47	434	.8	3.3	38	385	.6	4.6	24	90	.4	3.6	79	173	1.3	5.6	43	112	.7	3.8
4-Book	31	485	.5	2.2	22	320	.4	2.8	17	68	.3	2.6	38	130	.6	3.0	26	95	.4	2.7
WPEN-AM																				
SP '97	1	35	.1	.1	4	16	.1	.5									5	16	.1	.4
4-Book	3	38	.1	.2	3	24	.1	.3	3	8	.1	.6	6	13	.1	.5	2	6	.1	.1
+WPHI-FM																				
WDRE-FM																				
SP '97	75	1074	1.3	5.2	67	833	1.1	8.2	55	187	.9	8.3	95	362	1.6	6.8	96	302	1.6	8.5
4-Book	55	867	.9	3.8	39	628	.7	5.2	28	115	.5	4.4	65	263	1.1	5.1	57	218	1.0	5.8
+WPHT-AM																				
SP '97	4	51	.1	.3	3	17	.1	.4									7	17	.1	.6
4-Book	2	37	.1	.1	1	11	.1	.1	1	3	.1	.1	1	2	.1	.1	3	7	.1	.2
WPLY-FM																				
SP '97	69	1235	1.2	4.8	39	704	.7	4.8	33	149	.6	5.0	77	312	1.3	5.5	61	206	1.0	5.4
4-Book	89	1368	1.5	6.2	44	858	.8	5.9	35	155	.6	5.7	80	378	1.4	6.4	59	269	1.0	6.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	17 **	94 **	.3 **	1.2 **	15 **	72 **	.3 **	1.8 **	12 **	20 **	.2 **	1.8 **	27 **	42 **	.5 **	1.9 **	3 **	20 **	.1 **	.3 **
WUSL-FM SP '97 4-Book	117 142	1267 1222	2.0 2.4	8.2 9.9	103 111	978 943	1.7 1.9	12.6 14.8	86 79	255 237	1.5 1.3	13.1 12.8	151 170	484 462	2.6 2.9	10.7 13.6	138 136	386 362	2.3 2.3	12.3 14.4
WVDB-FM SP '97 4-Book	10 13	210 202	.2 .2	.7 .9	5 8	85 132	.1 .2	.6 1.0	4 4	8 8	.1 .1	.6 .6	5 5	21 21	.1 .1	.4 .4	3 3	9 9	.1 .1	.3 .3
WXTU-FM SP '97 4-Book	45 51	580 531	.8 .9	3.1 3.6	37 31	387 362	.6 .5	4.5 4.1	54 32	163 115	.9 .5	8.2 5.1	66 54	208 163	1.1 .9	4.7 4.3	68 45	194 154	1.2 .8	6.1 4.7
WYSP-FM SP '97 4-Book	101 88	1253 1176	1.7 1.5	7.0 6.1	27 25	583 536	.5 .4	3.3 3.3	20 16	78 66	.3 .3	3.0 2.5	42 35	227 186	.7 .6	3.0 2.8	44 34	209 160	.7 .6	3.9 3.6
WYXR-FM SP '97 4-Book	115 111	1439 1396	2.0 1.9	8.0 7.7	42 53	824 895	.7 .9	5.1 7.0	34 42	166 190	.6 .7	5.2 6.7	94 96	375 367	1.6 1.6	6.7 7.6	71 69	254 281	1.2 1.2	6.3 7.2
WKXW-FM SP '97 4-Book	14 9	218 194	.2 .2	1.0 .6	5 3	70 56	.1 .1	.6 .3	4 2	18 11	.1 .1	.6 .3	12 4	36 16	.2 .1	.9 .3	21 7	43 24	.4 .1	1.9 .7
WFMZ-FM SP '97 4-Book	4 6	62 58	.1 .1	.3 .4	2 2	26 25	.2 .3	.2 .3	3 3	5 5	.1 .1	.5 .5	2 2	7 7	.2 .2	.2 .2	7 2	18 5	.1 .1	.6 .2
WJBR-FM SP '97 4-Book	13 10	151 189	.2 .2	.9 .7	4 4	79 100	.1 .1	.5 .5	2 4	14 15	.3 .1	.3 .6	5 8	5 29	.1 .2	.4 .7	10 8	32 26	.2 .1	.9 .8
WPST-FM SP '97 4-Book	39 40	779 756	.7 .7	2.7 2.8	21 18	527 453	.4 .3	2.6 2.4	16 14	93 71	.3 .3	2.4 2.2	39 33	201 181	.7 .6	2.8 2.6	30 23	169 126	.5 .4	2.7 2.5
WRDR-FM SP '97 4-Book	3 1	15 12	.1 .1	.2 .1		3							1	2	.1	.1	1	3		.1
WSTV-FM SP '97 4-Book	19 17	295 258	.3 .3	1.3 1.2	7 6	144 131	.1 .1	.9 .8	5 5	31 23	.1 .1	.8 .9	7 6	52 47	.1 .1	.5 .5	7 5	33 27	.1 .1	.6 .5
WFAN-AM SP '97 4-Book	2 **	18 **	.1 **	.1 **	**	7 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	1433 1430	5718 5748	24.3 24.1		818 756	5037 4998	13.9 12.8		659 619	1992 1801	11.2 10.4		1405 1260	3490 3225	23.8 21.3		1123 956	2817 2523	19.0 16.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM SP '97 4-Book	5 5	24 29	.1 .1	.7 .8	33 22	157 106	.6 .4	7.6 5.1	14 11	77 65	.2 .2	1.5 1.2	9 6	56 42	.2 .1	1.2 .9	4 7	41 54	.1 .1	.8 1.4
WBEB-FM SP '97 4-Book	56 45	185 164	.9 .7	8.2 7.0	25 31	98 95	.4 .5	5.8 7.5	32 52	171 174	.5 .9	3.5 5.8	35 45	142 154	.6 .8	4.7 6.6	17 28	103 140	.3 .5	3.4 5.8
WDAS-AM SP '97 4-Book	1 1	4 4		.2	15 15	43 49	.3 .3	3.5 3.7	25 16	51 44	.4 .3	2.7 1.7	6 4	21 12	.1 .1	.8 .6	4 4	9 9	.1 .1	.8 .8
WDAS-FM SP '97 4-Book	44 54	156 148	.7 .9	6.5 8.6	19 22	72 57	.3 .4	4.4 5.4	27 37	122 124	.5 .6	2.9 4.1	37 44	108 109	.6 .7	4.9 6.4	83 69	144 145	1.4 1.2	16.7 13.9
WFIL-AM SP '97 4-Book					1 1	3 3		.2	2 2	9 9		.1 .2		3 3		.1		2 2		.1 .1
WFLN-FM SP '97 4-Book	7 4	33 20	.1 .1	1.0 .5	4 5	17 19	.1 .1	.9 1.1	7 9	27 39	.1 .2	.8 1.0	10 4	18 15	.2 .1	1.3 .6	2 2	14 14	.1 .1	.4 .4
WHAT-AM SP '97 4-Book	3 3	7 5		.4	8 4	24 13	.1 .1	1.8 .9	3 3	25 11	.1 .1	.3 .4	8 2	14 4	.1 .1	1.1 .3	2 1	8 2		.4 .1
WIOQ-FM SP '97 4-Book	76 85	265 319	1.3 1.4	11.2 13.5	11 18	67 89	.2 .3	2.5 4.5	70 85	328 394	1.2 1.4	7.6 9.5	63 64	275 273	1.1 1.1	8.4 9.2	37 41	213 192	.6 .7	7.5 8.4
WIP -AM SP '97 4-Book	8 5	67 36	.1 .1	1.2 .8	3 3	9 10	.1 .1	.7 .8	5 4	34 26	.1 .1	.5 .5	11 4	17 16	.2 .1	1.5 .5	7 5	18 19	.1 .1	1.4 1.0
WJJZ-FM SP '97 4-Book	23 16	91 58	.4 .3	3.4 2.4	6 11	32 33	.1 .2	1.4 2.8	22 22	93 72	.4 .4	2.4 2.4	24 21	96 64	.4 .4	3.2 3.0	21 18	65 65	.4 .3	4.2 3.6
WMGK-FM SP '97 4-Book	18 26	99 126	.3 .4	2.7 4.2	10 11	77 75	.2 .2	2.3 2.6	63 47	243 198	1.1 .8	6.8 5.2	55 42	199 171	.9 .7	7.3 5.9	33 27	120 108	.6 .5	6.7 5.6
WMMR-FM SP '97 4-Book	14 11	87 78	.2 .2	2.1 1.8	16 11	60 59	.3 .2	3.7 2.8	48 31	170 147	.8 .5	5.2 3.4	29 25	99 117	.5 .4	3.9 3.6	21 11	71 58	.4 .2	4.2 2.1
WGL-FM SP '97 4-Book	21 12	36 29	.4 .2	3.1 1.8	31 20	71 64	.5 .3	7.1 4.7	42 24	180 112	.7 .4	4.5 2.6	31 24	67 77	.5 .4	4.1 3.4	27 12	50 34	.5 .2	5.4 2.4
WPEN-AM SP '97 4-Book	1 1	2 2		.2		2 2		.1	3 3	16 8	.2 .1	1.1 .3	10 3	16 8	.2 .1	1.3 .4	2 2	5 5		.5 .5
+WPHI-FM WDRE-FM SP '97 4-Book	71 49	208 177	1.2 .9	10.5 7.8	36 16	108 54	.6 .3	8.3 3.7	76 40	300 187	1.3 .7	8.2 4.5	69 37	215 154	1.2 .7	9.2 5.3	31 18	159 93	.5 .3	6.3 3.9
+WPHT-AM SP '97 4-Book									6 2	17 6	.1 .1	.6 .2	4 1	17 6	.1 .1	.5 .2		2 2		.1 .1
WPLY-FM SP '97 4-Book	19 32	85 157	.3 .6	2.8 5.2	5 23	27 99	.1 .4	1.2 5.4	50 55	240 296	.8 .9	5.4 6.2	53 51	220 244	.9 .9	7.1 7.3	13 20	77 112	.2 .3	2.6 4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 18-34

Women 18-34																						
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID						
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr			
WURD-AM SP '97 4-Book				18	30	.3	4.1	26	50	.4	2.8	16	26	.3	2.1	14	20	.2	2.8			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WUSL-FM SP '97 4-Book				52	162	.9	12.0	102	319	1.7	11.0	67	134	1.1	8.9	93	233	1.6	18.8			
123	337	2.1	18.1	57	166	1.0	13.7	124	363	2.1	13.9	89	214	1.5	13.0	100	244	1.7	20.2			
118	331	2.0	18.7																			
WVDB-FM SP '97 4-Book				5	36	.1	1.2	28	55	.5	3.0	7	28	.1	.9	1	10					
2	8		.3	10	39	.2	2.4	32	72	.5	3.5	6	25	.1	.9	2	7			.2		
																				.4		
WXTU-FM SP '97 4-Book				38	120	.6	8.8	31	125	.5	3.3	8	45	.1	1.1	11	54					
23	123	.4	3.4	17	70	.3	4.0	46	144	.8	5.1	18	70	.3	2.7	13	49			.2		
20	106	.3	3.2																	2.2		
WYSP-FM SP '97 4-Book				13	60	.2	3.0	29	180	.5	3.1	38	106	.6	5.1	10	44					
24	130	.4	3.5	10	45	.2	2.4	31	172	.5	3.4	36	133	.6	5.2	15	63			.2		
28	127	.5	4.4																	2.0		
WYXR-FM SP '97 4-Book				10	88	.2	2.3	32	219	.5	3.5	48	164	.8	6.4	20	143					
23	129	.4	3.4	24	110	.4	5.8	66	275	1.1	7.3	53	200	.9	7.7	37	175			.3		
31	168	.5	4.9																	4.0		
WKXW-FM SP '97 4-Book								1	9		.1	5	18		.1	7						
3	9	.1	.4					1	11		.1	4	14		.6	2	8			.1		
2	11	.1	.3		3		.1													.4		
WFMZ-FM SP '97 4-Book				2	18		.5	3	9		.3	2	9		.3							
6	17	.1	.9	1	7		.2	1	5		.1	3	7		.5	3	9			.6		
2	4		.2																			
WJBR-FM SP '97 4-Book				3	18		.7	2	9		.2						2	22			.4	
5	37	.1	.7	2	13		.4	3	16		.4	2	14		.2	3	23			.6		
4	22	.1	.6																			
WPST-FM SP '97 4-Book				9	67	.2	2.1	28	167	.5	3.0	28	107	.5	3.7	4	37					
17	107	.3	2.5	8	44	.2	1.9	23	140	.4	2.6	19	106	.4	2.7	7	63			.1		
14	90	.3	2.3																	1.4		
WRDR-FM SP '97 4-Book																						
WSTV-FM SP '97 4-Book				6	17	.1	1.4	15	49	.3	1.6	9	26	.2	1.2	6	13					
3	27	.1	.4	6	16	.1	1.4	8	33	.1	.8	8	32	.1	1.1	4	12			.1		
4	33	.1	.6																	.8		
WFAN-AM SP '97 4-Book				**	**	**	**	2	7	**	.2	2	7	**	.3	**	**	**	**	**	**	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS SP '97 4-Book				679	1991	11.5		434	1421	7.4		926	2561	15.7		751	1961	12.7		496	1429	8.4
632	1933	10.7		417	1344	7.0		897	2549	15.1		693	1873	11.7		492	1451	8.3			8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	81	2751	.7	3.7	271	1919	2.3	8.8	47	741	.4	1.5	66	1051	.6	2.5	17	419	.1	1.6
WI '97	84	3015	.7	4.1	277	2114	2.4	9.4	46	777	.4	1.6	80	1125	.7	3.2	18	481	.2	2.0
FA '96	85	2932	.7	4.1	274	2207	2.3	9.0	52	800	.4	1.7	80	1211	.7	3.1	25	545	.2	2.6
SU '96	81	2870	.7	3.8	255	2066	2.1	8.9	59	918	.5	1.8	75	1162	.6	3.0	19	495	.2	1.9
4-Book	83	2892	.7	3.9	269	2077	2.3	9.0	51	809	.4	1.7	75	1137	.7	3.0	20	485	.2	2.0
SP '96	84	2900	.7	3.8	259	2106	2.2	8.4	58	942	.5	1.8	80	1278	.7	3.1	25	496	.2	2.4
WBEB-FM																				
SP '97	202	2716	1.7	9.3	258	1595	2.2	8.4	371	1516	3.2	11.9	256	1704	2.2	9.9	77	1004	.7	7.2
WI '97	194	2680	1.6	9.6	235	1397	2.0	8.0	354	1411	3.0	12.3	258	1593	2.2	10.2	75	921	.6	8.2
FA '96	216	2905	1.8	10.3	293	1783	2.5	9.6	421	1586	3.6	13.9	264	1837	2.2	10.4	82	922	.7	8.6
SU '96	200	2653	1.7	9.4	217	1329	1.8	7.6	427	1701	3.6	13.3	244	1624	2.1	9.8	74	858	.6	7.3
4-Book	203	2739	1.7	9.7	251	1526	2.1	8.4	393	1554	3.4	12.9	256	1690	2.2	10.1	77	926	.7	7.8
SP '96	198	2904	1.7	9.1	240	1560	2.0	7.8	436	1719	3.7	13.5	245	1713	2.1	9.5	45	733	.4	4.4
WDAS-AM																				
SP '97	17	326	.1	.8	22	153	.2	.7	17	85	.1	.5	16	86	.1	.6	4	68		.4
WI '97	18	224	.2	.9	29	94	.2	1.0	28	79	.2	1.0	12	88	.1	.5	4	35		.4
FA '96	19	312	.2	.9	30	143	.3	1.0	18	108	.2	.6	14	110	.1	.5	3	45		.3
SU '96	16	333	.1	.8	26	140	.2	.9	14	77	.1	.4	13	105	.1	.5	8	55	.1	.8
4-Book	18	299	.2	.9	27	133	.2	.9	19	87	.2	.6	14	97	.1	.5	5	51		.5
SP '96	27	414	.2	1.2	42	194	.4	1.4	29	147	.2	.9	15	114	.1	.6	11	55	.1	1.1
WOAS-FM																				
SP '97	165	1744	1.4	7.6	224	967	1.9	7.3	226	957	1.9	7.2	177	1045	1.5	6.8	118	707	1.0	11.0
WI '97	186	1817	1.6	9.2	243	1044	2.1	8.3	273	990	2.3	9.5	222	1096	1.9	8.8	110	880	.9	12.0
FA '96	170	1827	1.4	8.1	220	1034	1.9	7.2	231	980	2.0	7.6	187	1135	1.6	7.3	108	831	.9	11.3
SU '96	168	1676	1.4	7.9	202	953	1.7	7.1	217	976	1.8	6.8	184	995	1.5	7.4	118	772	1.0	11.6
4-Book	172	1766	1.5	8.2	222	1000	1.9	7.5	237	976	2.0	7.8	193	1068	1.6	7.6	114	798	1.0	11.5
SP '96	168	1915	1.4	7.7	223	1110	1.9	7.3	224	1079	1.9	6.9	177	1225	1.5	6.8	115	781	1.0	11.2
WFIL-AM																				
SP '97	7	138	.1	.3	12	65	.1	.4	10	56	.1	.3	3	35		.1	7	50	.1	.7
WI '97	5	109	.2	.2	13	82	.1	.4	4	42	.1	.4	4	36		.2	7	22		.2
FA '96	6	168	.1	.3	10	90	.1	.3	8	57	.1	.3	10	79	.1	.4	2	22		.2
SU '96	9	170	.1	.4	18	110	.2	.6	19	100	.2	.6	11	98	.1	.4	2	35		.2
4-Book	7	146	.1	.3	13	87	.1	.4	10	64	.1	.3	7	62	.1	.3	3	32		.3
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	29	611	.2	1.3	39	290	.3	1.3	42	258	.4	1.3	35	307	.3	1.3	16	189	.1	1.5
WI '97	37	767	.3	1.8	41	359	.3	1.4	62	348	.5	2.2	44	407	.4	1.7	19	164	.2	2.1
FA '96	34	771	.3	1.6	38	296	.3	1.2	42	339	.4	1.4	44	455	.4	1.7	21	241	.2	2.2
SU '96	30	597	.3	1.4	37	279	.3	1.3	52	323	.4	1.6	37	333	.3	1.5	18	176	.2	1.8
4-Book	33	687	.3	1.5	39	306	.3	1.3	50	317	.4	1.6	40	376	.4	1.6	19	193	.2	1.9
SP '96	27	475	.2	1.2	46	241	.4	1.5	40	221	.3	1.2	39	272	.3	1.5	10	160	.1	1.0
WHAT-AM																				
SP '97	19	245	.2	.9	43	123	.4	1.4	20	88	.2	.6	14	68	.1	.5	7	57	.1	.7
WI '97	4	155	.2	.2	7	38	.1	.2	2	38	.1	.2	2	37		.1	7	7		.1
FA '96	17	139	.1	.8	44	95	.4	1.4	20	73	.2	.7	10	60	.1	.4	6	43	.1	.6
SU '96	14	160	.1	.7	34	86	.3	1.2	19	50	.2	.6	9	45	.1	.4	4	21		.4
4-Book	14	175	.1	.7	32	86	.3	1.1	15	62	.2	.5	9	53	.1	.4	4	32	.1	.4
SP '96	6	119	.1	.3	14	78	.1	.5	9	43	.1	.3	3	23		.1	6	6		.1
WIOQ-FM																				
SP '97	122	2579	1.0	5.6	147	1266	1.2	4.8	185	1564	1.6	5.9	158	1625	1.3	6.1	64	943	.5	6.0
WI '97	157	2869	1.3	7.7	186	1315	1.6	6.3	208	1453	1.8	7.2	214	1798	1.8	8.5	95	1139	.8	10.3
FA '96	137	2922	1.2	6.5	157	1356	1.3	5.1	204	1557	1.7	6.8	187	1801	1.6	7.3	70	1032	.6	7.3
SU '96	144	2906	1.2	6.8	166	1237	1.4	5.8	229	1676	1.9	7.1	193	1709	1.6	7.7	74	1094	.6	7.3
4-Book	140	2819	1.2	6.7	164	1294	1.4	5.5	207	1563	1.8	6.8	188	1733	1.6	7.4	76	1052	.6	7.7
SP '96	147	2943	1.2	6.7	175	1417	1.5	5.7	198	1559	1.7	6.1	178	1790	1.5	6.9	97	1168	.8	9.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIP -AM																				
SP '97	23	614	.2	1.1	46	215	.4	1.5	30	115	.3	1.0	21	191	.2	.8	10	198	.1	.9
WI '97	19	647	.2	.9	48	333	.4	1.6	15	123	.1	.5	22	240	.2	.9	8	117	.1	.9
FA '96	13	466	.1	.6	25	158	.2	.8	15	159	.1	.5	20	190	.2	.8	4	98	.1	.4
SU '96	7	283	.1	.3	20	162	.2	.7	4	42	.1	.1	9	132	.1	.4	2	38	.2	.2
4-Book	16	503	.2	.7	35	217	.3	1.2	16	110	.1	.5	18	188	.2	.7	6	113	.1	.6
SP '96	14	510	.1	.6	41	270	.3	1.3	12	173	.1	.4	11	169	.1	.4	3	90		.3
WJZ-FM																				
SP '97	111	1594	.9	5.1	110	784	.9	3.6	181	830	1.5	5.8	157	915	1.3	6.0	66	632	.6	6.2
WI '97	84	1514	.7	4.1	89	650	.8	3.0	137	641	1.2	4.8	123	739	1.0	4.9	49	551	.4	5.3
FA '96	126	1731	1.1	6.0	136	761	1.2	4.5	216	822	1.8	7.2	148	1040	1.3	5.8	70	585	.6	7.3
SU '96	98	1346	.8	4.6	88	591	.7	3.1	178	684	1.5	5.5	116	692	1.0	4.6	57	480	.5	5.6
4-Book	105	1546	.9	5.0	106	697	.9	3.6	178	744	1.5	5.8	136	847	1.2	5.3	61	562	.5	6.1
SP '96	92	1492	.8	4.2	91	586	.8	3.0	160	740	1.3	5.0	131	856	1.1	5.1	37	462	.3	3.6
WMGK-FM																				
SP '97	127	2538	1.1	5.9	123	1169	1.0	4.0	211	1324	1.8	6.7	170	1627	1.4	6.5	61	871	.5	5.7
WI '97	115	2149	1.0	5.7	135	1042	1.1	4.6	218	1156	1.9	7.6	156	1329	1.3	6.2	30	678	.3	3.3
FA '96	132	2348	1.1	6.3	173	1175	1.5	5.7	269	1344	2.3	8.9	159	1340	1.4	6.2	36	693	.3	3.8
SU '96	141	2338	1.2	6.6	148	1195	1.2	5.2	252	1409	2.1	7.9	194	1546	1.6	7.8	59	842	.5	5.8
4-Book	129	2343	1.1	6.1	145	1145	1.2	4.9	238	1308	2.0	7.8	170	1461	1.4	6.7	47	771	.4	4.7
SP '96	139	2386	1.2	6.4	131	1217	1.1	4.3	243	1249	2.0	7.5	203	1474	1.7	7.8	71	862	.6	6.9
WMMR-FM																				
SP '97	95	1946	.8	4.4	138	909	1.2	4.5	158	940	1.3	5.1	117	1135	1.0	4.5	35	565	.3	3.3
WI '97	86	1787	.7	4.2	129	928	1.1	4.4	150	903	1.3	5.2	104	1029	.9	4.1	27	489	.2	2.9
FA '96	80	1766	.7	3.8	114	855	1.0	3.7	141	929	1.2	4.7	113	981	1.0	4.4	17	449	.1	1.8
SU '96	74	1885	.6	3.5	106	808	.9	3.7	122	976	1.0	3.8	82	917	.7	3.3	18	439	.2	1.8
4-Book	84	1846	.7	4.0	122	875	1.1	4.1	143	937	1.2	4.7	104	1016	.9	4.1	24	486	.2	2.5
SP '96	113	2284	1.0	5.2	159	1079	1.3	5.2	177	1074	1.5	5.5	139	1265	1.2	5.4	38	738	.3	3.7
WGL-FM																				
SP '97	118	2077	1.0	5.4	142	1032	1.2	4.6	188	998	1.6	6.0	126	1004	1.1	4.9	52	624	.4	4.9
WI '97	82	1943	.7	4.0	95	858	.8	3.2	126	885	1.1	4.4	107	1074	.9	4.2	36	483	.3	3.9
FA '96	103	2121	.9	4.9	139	1042	1.2	4.6	162	1045	1.4	5.4	132	1165	1.1	5.2	37	596	.3	3.9
SU '96	137	2333	1.2	6.5	149	1120	1.3	5.2	207	1178	1.7	6.4	179	1215	1.5	7.2	52	619	.4	5.1
4-Book	110	2119	1.0	5.2	131	1013	1.1	4.4	171	1027	1.5	5.6	136	1115	1.2	5.4	44	581	.4	4.5
SP '96	127	2190	1.1	5.8	175	1197	1.5	5.7	214	1145	1.8	6.6	135	1204	1.1	5.2	47	650	.4	4.6
WPEN-AM																				
SP '97	8	164	.1	.4	9	67	.1	.3	13	83	.1	.4	7	75	.1	.3	2	32		.2
WI '97	12	165	.1	.6	14	66	.1	.5	15	92	.1	.5	14	61	.1	.6	8	53	.1	.9
FA '96	8	251	.1	.4	6	108	.1	.2	14	114	.1	.5	9	94	.1	.4	7	73	.1	.7
SU '96	13	173	.1	.6	20	99	.2	.7	15	91	.1	.5	12	81	.1	.5	4	56		.4
4-Book	10	188	.1	.5	12	85	.1	.4	14	95	.1	.5	11	78	.1	.5	5	54	.1	.6
SP '96	7	137	.1	.3	6	49	.1	.2	7	68	.1	.2	9	57	.1	.3	1	15		.1
+WPHI-FM																				
WDRE-FM																				
SP '97	84	1535	.7	3.9	85	756	.7	2.8	80	768	.7	2.6	116	949	1.0	4.5	76	790	.6	7.1
WI '97	60	1382	.5	3.0	44	457	.4	1.5	78	692	.7	2.7	81	757	.7	3.2	46	576	.4	5.0
FA '96	48	1191	.4	2.3	55	512	.5	1.8	63	584	.5	2.1	70	763	.6	2.7	30	508	.3	3.1
SU '96	36	1169	.3	1.7	38	476	.3	1.3	51	572	.4	1.6	52	589	.4	2.1	20	442	.2	2.0
4-Book	57	1319	.5	2.7	56	550	.5	1.9	68	654	.6	2.3	80	765	.7	3.1	43	579	.4	4.3
SP '96	61	1322	.5	2.8	79	519	.7	2.6	94	699	.8	2.9	90	882	.8	3.5	26	475	.2	2.5
+WPHT-AM																				
SP '97	7	234	.1	.3	6	59	.1	.2	12	100	.1	.4	11	90	.1	.4	5	71		.5
WI '97	3	126	.1	.1	6	36	.1	.2	1	27			8	88	.1	.3	3	17		.3
FA '96	2	109	.1	.1	2	39		.1	3	43		.1	1	35			2	45		.2
SU '96	5	189		.2	6	46	.1	.2	6	32	.1	.2	6	57	.1	.2	5	100		.5
4-Book	4	165		.2	5	45		.2	6	51		.2	7	68		.2	4	58		.4
SP '96	4	130		.2	9	32	.1	.3	3	25		.1	5	42		.2	4	60		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WPLY-FM																				
SP '97	60	1676	.5	2.8	102	909	.9	3.3	71	779	.6	2.3	73	963	.6	2.8	28	476	.2	2.6
WI '97	76	2118	.6	3.7	136	1099	1.2	4.6	92	895	.8	3.2	97	1307	.8	3.8	24	641	.2	2.6
FA '96	84	2181	.7	4.0	148	1249	1.3	4.9	87	1009	.7	2.9	105	1308	.9	4.1	40	625	.3	4.2
SU '96	98	2093	.8	4.6	134	1027	1.1	4.7	169	1201	1.4	5.3	121	1329	1.0	4.8	43	686	.4	4.2
4-Book	80	2017	.7	3.8	130	1071	1.1	4.4	105	971	.9	3.4	99	1227	.8	3.9	34	607	.3	3.4
SP '96	98	2344	.8	4.5	146	1192	1.2	4.8	137	1213	1.2	4.2	120	1301	1.0	4.6	47	873	.4	4.6
WURD-AM																				
SP '97	23	190	.2	1.1	40	117	.3	1.3	25	123	.2	.8	20	104	.2	.8	14	93	.1	1.3
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	138	2017	1.2	6.4	162	1159	1.4	5.3	158	999	1.3	5.1	143	1105	1.2	5.5	114	911	1.0	10.7
WI '97	168	2086	1.4	8.3	189	1190	1.6	6.4	183	1075	1.6	6.4	190	1253	1.6	7.5	143	1086	1.2	15.6
FA '96	182	2088	1.5	8.7	217	1249	1.8	7.1	219	1250	1.9	7.3	228	1256	1.9	8.9	125	955	1.1	13.1
SU '96	164	1918	1.4	7.7	186	1123	1.6	6.5	190	1136	1.6	5.9	171	1151	1.4	6.8	134	957	1.1	13.2
4-Book	163	2027	1.4	7.8	189	1180	1.6	6.3	188	1118	1.6	6.2	183	1191	1.5	7.2	129	977	1.1	13.2
SP '96	189	2095	1.6	8.7	202	1213	1.7	6.6	219	1151	1.8	6.8	222	1388	1.9	8.6	160	1070	1.3	15.6
WWDB-FM																				
SP '97	34	852	.3	1.6	25	239	.2	.8	33	260	.3	1.1	90	592	.8	3.5	16	230	.1	1.5
WI '97	47	922	.4	2.3	58	310	.5	2.0	55	360	.5	1.9	81	500	.7	3.2	17	224	.1	1.8
FA '96	35	811	.3	1.7	36	270	.3	1.2	58	369	.5	1.9	52	396	.4	2.0	13	187	.1	1.4
SU '96	26	681	.2	1.2	35	200	.3	1.2	38	255	.3	1.2	16	196	.1	1.6	18	191	.2	1.8
4-Book	36	817	.3	1.7	39	255	.3	1.3	46	311	.4	1.5	60	421	.5	2.3	16	208	.1	1.6
SP '96	35	756	.3	1.6	55	259	.5	1.8	54	285	.5	1.7	32	278	.3	1.2	15	181	.1	1.5
WXTU-FM																				
SP '97	87	1243	.7	4.0	110	624	.9	3.6	111	645	.9	3.6	104	779	.9	4.0	38	387	.3	3.6
WI '97	101	1200	.9	5.0	157	764	1.3	5.3	149	772	1.3	5.2	108	819	.9	4.3	29	451	.2	3.2
FA '96	69	1142	.6	3.3	94	723	.8	3.1	81	570	.7	2.7	108	764	.9	4.2	31	372	.3	3.2
SU '96	87	1183	.7	4.1	114	620	1.0	4.0	123	617	1.0	3.8	108	781	.9	4.3	42	444	.4	4.1
4-Book	86	1192	.7	4.1	119	683	1.0	4.0	116	651	1.0	3.8	107	786	.9	4.2	35	414	.3	3.5
SP '96	83	1145	.7	3.8	101	714	.9	3.3	120	634	1.0	3.7	108	786	.9	4.2	31	396	.3	3.0
WYSP-FM																				
SP '97	96	2141	.8	4.4	318	1353	2.7	10.3	85	812	.7	2.7	71	839	.6	2.7	33	428	.3	3.1
WI '97	69	1955	.6	3.4	249	1256	2.1	8.5	59	737	.5	2.1	47	709	.4	1.9	11	266	.1	1.2
FA '96	76	2035	.6	3.6	222	1064	1.9	7.3	78	700	.7	2.6	68	669	.6	2.7	18	380	.2	1.9
SU '96	83	1939	.7	3.9	265	1183	2.2	9.3	92	885	.8	2.9	56	632	.5	2.2	18	316	.2	1.8
4-Book	81	2018	.7	3.8	264	1214	2.2	8.9	79	784	.7	2.6	61	712	.5	2.4	20	348	.2	2.0
SP '96	74	1986	.6	3.4	278	1277	2.3	9.1	66	850	.6	2.0	44	615	.4	1.7	17	346	.1	1.7
WYXR-FM																				
SP '97	157	2822	1.3	7.2	199	1468	1.7	6.5	273	1557	2.3	8.7	219	1699	1.9	8.4	71	993	.6	6.6
WI '97	110	2533	.9	5.4	149	1188	1.3	5.1	175	1213	1.5	6.1	135	1407	1.1	5.3	49	958	.4	5.3
FA '96	147	2899	1.2	7.0	169	1533	1.4	5.5	224	1576	1.9	7.4	200	1855	1.7	7.8	82	1159	.7	8.6
SU '96	172	3096	1.4	8.1	178	1495	1.5	6.2	294	1693	2.5	9.2	222	1703	1.9	8.9	85	1091	.7	8.3
4-Book	147	2838	1.2	6.9	174	1421	1.5	5.8	242	1510	2.1	7.9	194	1666	1.7	7.6	72	1050	.6	7.2
SP '96	173	2725	1.5	7.9	225	1584	1.9	7.3	297	1448	2.5	9.2	200	1574	1.7	7.7	81	1038	.7	7.9
WKXV-FM																				
SP '97	20	550	.2	.9	25	233	.2	.8	32	258	.3	1.0	33	301	.3	1.3	5	115	.1	.5
WI '97	12	468	.1	.6	14	140	.1	.5	18	162	.2	.6	22	260	.2	.9	2	65	.1	.2
FA '96	14	461	.1	.7	26	193	.2	.9	21	189	.2	.7	19	220	.2	.7	5	139	.1	.5
SU '96	11	481	.1	.5	15	201	.1	.5	18	182	.2	.6	19	249	.2	.8	5	151	.1	.5
4-Book	14	490	.1	.7	20	192	.2	.7	22	198	.2	.7	23	258	.2	.9	4	118	.1	.4
SP '96	19	626	.2	.9	22	269	.2	.7	28	286	.2	.9	30	329	.3	1.2	9	181	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	8	135	.1	.4	11	76	.1	.4	21	71	.2	.7	8	61	.1	.3		15		
WI '97	15	201	.1	.7	15	72	.1	.5	30	90	.3	1.0	21	124	.2	.8	5	64		.5
FA '96	4	133		.2	6	63	.1	.2	8	67	.1	.3	4	48		.2		14		
SU '96	11	126	.1	.5	14	56	.1	.5	27	87	.2	.8	17	78	.1	.7	1	24		.1
4-Book	10	149	.1	.5	12	67	.1	.4	22	79	.2	.7	13	78	.1	.5	2	29		.2
SP '96	9	254	.1	.4	11	137	.1	.4	16	102	.1	.5	9	93	.1	.3	3	69		.3
WJBR-FM																				
SP '97	22	444	.2	1.0	28	187	.2	.9	45	197	.4	1.4	25	184	.2	1.0	7	157	.1	.7
WI '97	15	343	.1	.7	21	174	.2	.7	33	181	.3	1.1	20	165	.2	.8	5	115		.5
FA '96	15	551	.1	.7	18	241	.2	.6	21	248	.2	.7	21	237	.2	.8	5	118		.5
SU '96	23	494	.2	1.1	21	189	.2	.7	28	222	.2	.9	31	250	.3	1.2	20	203	.2	2.0
4-Book	19	458	.2	.9	22	198	.2	.7	32	212	.3	1.0	24	209	.2	1.0	9	148	.1	.9
SP '96	15	256	.1	.7	15	68	.1	.5	32	155	.3	1.0	18	163	.2	.7	5	79		.5
WPST-FM																				
SP '97	36	1138	.3	1.7	41	508	.3	1.3	51	614	.4	1.6	46	622	.4	1.8	25	385	.2	2.3
WI '97	36	1117	.3	1.8	46	486	.4	1.6	60	530	.5	2.1	51	713	.4	2.0	15	302	.1	1.6
FA '96	44	1152	.4	2.1	68	565	.6	2.2	73	483	.6	2.4	57	631	.5	2.2	16	368	.1	1.7
SU '96	30	1309	.3	1.4	41	443	.3	1.4	51	629	.4	1.6	38	675	.3	1.5	11	352	.1	1.1
4-Book	37	1179	.3	1.8	49	501	.4	1.6	59	564	.5	1.9	48	660	.4	1.9	17	352	.1	1.7
SP '96	41	1283	.3	1.9	47	600	.4	1.5	67	694	.6	2.1	48	766	.4	1.9	14	370	.1	1.4
WRDR-FM																				
SP '97	4	70		.2	4	39		.1	10	45	.1	.3	3	31		.1	1	16		.1
WI '97	1	75			2	32		.1		7			2	42		.1	1	29		.1
FA '96	1	53				16			1	31			3	23		.1	1	22		.1
SU '96	1	42							2	19		.1	1	19				8		
4-Book	2	60		.1	2	22		.1	3	26		.1	2	29		.1	1	19		.1
SP '96		34			1	8			1	10				8						
WSTW-FM																				
SP '97	13	437	.1	.6	13	155	.1	.4	25	124	.2	.8	23	243	.2	.9	3	89		.3
WI '97	19	468	.2	.9	32	220	.3	1.1	42	160	.4	1.5	22	211	.2	.9	5	130		.5
FA '96	11	384	.1	.5	17	176	.1	.6	14	103	.1	.5	13	187	.1	.5	7	112	.1	.7
SU '96	14	456	.1	.7	16	223	.1	.6	27	217	.2	.8	17	225	.1	.7	4	166		.4
4-Book	14	436	.1	.7	20	194	.2	.7	27	151	.2	.9	19	217	.2	.8	5	124		.5
SP '96	12	466	.1	.5	10	146	.1	.3	14	179	.1	.4	21	290	.2	.8	7	160	.1	.7
WFAN-AM																				
SP '97	1	32			6	10	.1	.2						7			1	22		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	2	42		.1	1	9			1	17			4	25		.2		9		
TOTALS																				
SP '97	2170	11538	18.4		3083	10288	26.2		3126	9165	26.6		2597	10195	22.1		1070	7361	9.1	
WI '97	2027	11448	17.2		2942	10059	25.0		2873	8992	24.4		2525	10020	21.5		919	6905	7.8	
FA '96	2092	11545	17.8		3050	10305	25.9		3020	9303	25.7		2548	10283	21.6		954	7145	8.1	
SU '96	2121	11632	17.9		2857	10266	24.1		3210	9726	27.0		2498	9977	21.0		1018	7190	8.6	
4-Book	2103	11541	17.8		2983	10230	25.3		3057	9297	25.9		2542	10119	21.6		990	7150	8.4	
SP '96	2182	11637	18.4		3066	10388	25.8		3229	9598	27.2		2590	10356	21.8		1023	7248	8.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	122	2465	1.0	4.1	53	1365	.5	3.5	156	656	1.3	11.1	59	312	.5	2.3	29	184	.2	1.5
4-Book	126	2628	1.1	4.4	50	1358	.4	3.4	125	598	1.1	9.2	57	347	.5	2.4	38	217	.3	2.2
WBEB-FM																				
SP '97	301	2318	2.6	10.2	110	1333	.9	7.2	100	341	.8	7.1	213	587	1.8	8.3	150	402	1.3	7.5
4-Book	307	2364	2.6	10.7	103	1308	.9	7.0	99	337	.8	7.3	201	575	1.7	8.3	126	428	1.1	6.9
WDAS-AM																				
SP '97	18	181	.2	.6	26	270	.2	1.7	6	24	.1	.4	3	8	.1	.1	5	16	.3	.3
4-Book	20	171	.2	.7	22	240	.2	1.5	16	43	.1	1.2	9	21	.1	.4	8	21	.1	.5
WDAS-FM																				
SP '97	211	1489	1.8	7.2	114	1058	1.0	7.5	83	201	.7	5.9	199	412	1.7	7.8	160	371	1.4	8.0
4-Book	219	1510	1.9	7.6	129	1119	1.1	8.8	100	274	.8	7.4	200	484	1.7	8.2	156	391	1.3	8.6
WFIL-AM																				
SP '97	9	100	.1	.3	5	52	.3	.3	12	20	.1	.9	1	15	.1	.1	5	16	.3	.3
4-Book	11	123	.1	.4	3	51	.2	.2	6	20	.1	.5	2	14	.1	.1	3	11	.2	.2
WFLN-FM																				
SP '97	39	491	.3	1.3	21	296	.2	1.4	19	85	.2	1.3	29	113	.2	1.1	16	84	.1	.8
4-Book	43	547	.4	1.5	22	339	.2	1.5	23	88	.2	1.7	35	129	.3	1.5	27	93	.2	1.5
WHAT-AM																				
SP '97	26	163	.2	.9	17	159	.1	1.1	15	48	.1	1.1	9	29	.1	.4	11	27	.1	.6
4-Book	19	119	.2	.7	11	118	.1	.7	14	33	.1	1.0	10	26	.1	.4	6	16	.1	.3
WIOQ-FM																				
SP '97	165	2319	1.4	5.6	86	1403	.7	5.7	58	305	.5	4.1	165	686	1.4	6.4	122	472	1.0	6.1
4-Book	188	2449	1.6	6.6	100	1571	.8	6.8	59	291	.5	4.4	202	755	1.7	8.3	146	564	1.2	8.1
WIP -AM																				
SP '97	32	334	.3	1.1	16	326	.1	1.1	18	44	.2	1.3	19	83	.2	.7	16	69	.1	.8
4-Book	22	343	.2	.8	10	212	.1	.7	12	39	.1	.9	12	44	.1	.5	11	43	.1	.6
WJJZ-FM																				
SP '97	152	1305	1.3	5.2	68	830	.6	4.5	62	235	.5	4.4	126	364	1.1	4.9	94	198	.8	4.7
4-Book	143	1197	1.2	5.0	67	805	.6	4.6	56	189	.5	4.1	105	313	.9	4.3	91	225	.8	5.0
WMGK-FM																				
SP '97	171	2140	1.5	5.8	92	1363	.8	6.1	76	309	.6	5.4	206	696	1.8	8.0	147	552	1.2	7.4
4-Book	188	2022	1.6	6.5	79	1246	.7	5.4	69	271	.6	5.1	153	562	1.3	6.2	113	427	1.0	6.1
WMMR-FM																				
SP '97	139	1686	1.2	4.7	57	916	.5	3.8	71	264	.6	5.0	115	424	1.0	4.5	76	292	.6	3.8
4-Book	125	1567	1.1	4.3	52	913	.5	3.5	54	198	.5	3.9	107	397	.9	4.4	71	300	.6	3.9
WGL-FM																				
SP '97	155	1559	1.3	5.3	99	1200	.8	6.5	74	264	.6	5.2	194	489	1.6	7.6	101	332	.9	5.1
4-Book	148	1689	1.2	5.2	88	1156	.7	6.0	75	266	.7	5.5	160	502	1.4	6.6	108	372	.9	5.9
WPEN-AM																				
SP '97	10	143	.1	.3	7	56	.1	.5	12	29	.1	.9	9	15	.1	.4	15	35	.1	.8
4-Book	13	149	.1	.4	9	100	.1	.6	12	29	.1	.9	19	50	.2	.8	13	36	.1	.7
+WPHI-FM																				
WDRE-FM																				
SP '97	93	1318	.8	3.2	74	980	.6	4.9	55	194	.5	3.9	110	417	.9	4.3	107	333	.9	5.4
4-Book	68	1087	.6	2.4	47	769	.4	3.2	32	138	.3	2.3	80	316	.7	3.3	67	256	.6	3.6
+WPHT-AM																				
SP '97	10	166	.1	.3	4	100	.3	.3	8	8	.3	.3	10	42	.1	.4	9	32	.1	.5
4-Book	6	116	.1	.2	3	63	.2	.2	1	5	.1	.1	3	15	.1	.1	5	19	.1	.3
WPLY-FM																				
SP '97	81	1488	.7	2.7	45	888	.4	3.0	40	180	.3	2.8	89	386	.8	3.5	66	239	.6	3.3
4-Book	111	1762	.9	3.8	56	1101	.5	3.8	42	196	.4	3.1	98	473	.9	4.1	75	339	.7	4.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	28 **	167 **	.2 **	.9 **	21 **	122 **	.2 **	1.4 **	18 **	51 **	.2 **	1.3 **	39 **	70 **	.3 **	1.5 **	15 **	42 **	.1 **	.8 **
WUSL-FM SP '97 4-Book	154 186	1683 1754	1.3 1.6	5.2 6.5	124 143	1245 1279	1.1 1.3	8.2 9.8	103 99	298 311	.9 .9	7.3 7.3	196 231	612 621	1.7 2.0	7.7 9.6	156 180	455 481	1.3 1.6	7.8 10.0
WVDB-FM SP '97 4-Book	48 48	713 600	.4 .4	1.6 1.7	20 27	311 389	.2 .2	1.3 1.8	6 24	32 77	.1 .2	.4 1.8	15 23	62 83	.1 .2	.6 1.0	28 14	69 51	.2 .1	1.4 .8
WXTU-FM SP '97 4-Book	108 114	1059 1048	.9 1.0	3.7 4.0	82 71	774 758	.7 .6	5.4 4.8	102 74	295 235	.9 .6	7.2 5.5	129 118	400 351	1.1 1.0	5.0 4.8	108 86	343 298	.9 .7	5.4 4.7
WYSP-FM SP '97 4-Book	152 130	1819 1703	1.3 1.1	5.2 4.5	38 35	798 758	.3 .3	2.5 2.4	28 24	117 111	.2 .2	2.0 1.8	54 53	298 268	.5 .5	2.1 2.2	73 52	305 228	.6 .4	3.7 2.8
WYXR-FM SP '97 4-Book	234 206	2451 2395	2.0 1.8	7.9 7.2	80 92	1449 1479	.7 .8	5.3 6.2	60 71	329 328	.5 .6	4.3 5.3	180 168	602 618	1.5 1.4	7.0 7.0	146 123	506 490	1.2 1.0	7.3 6.7
WKXV-FM SP '97 4-Book	30 22	471 400	.3 .2	1.0 .8	11 8	197 160	.1 .1	.7 .5	10 9	42 36	.1 .1	.7 .7	25 15	89 56	.2 .1	1.0 .6	29 12	77 46	.2 .1	1.5 .6
WFMZ-FM SP '97 4-Book	14 16	128 129	.1 .2	.5 .6	3 4	54 56	.2 .3	.2 .3	5 5	12 12	.4 .4	.4 .4	7 7	18 21	.1 .1	.3 .3	8 2	25 8	.1 .1	.4 .1
WJBR-FM SP '97 4-Book	34 27	313 358	.3 .2	1.2 .9	11 11	191 200	.1 .1	.7 .8	6 8	22 36	.1 .1	.4 .6	15 17	45 66	.1 .2	.6 .7	20 18	74 56	.2 .2	1.0 1.0
WPST-FM SP '97 4-Book	46 53	967 997	.4 .5	1.6 1.8	24 21	615 565	.2 .2	1.6 1.4	16 17	93 91	.1 .1	1.1 1.2	42 40	224 224	.4 .4	1.6 1.6	35 30	200 169	.3 .3	1.8 1.7
WRDR-FM SP '97 4-Book	6 3	53 43	.1 .1	.2 .1	2 2	23 26	.1 .1	.1 .1	1 1	6 6	.1 .1	.1 .1	4 3	23 17	.2 .1	.2 .1	6 3	23 9	.1 .1	.3 .2
WSTV-FM SP '97 4-Book	21 22	350 342	.2 .2	.7 .8	8 7	175 175	.1 .1	.5 .5	5 7	31 29	.4 .1	.4 .5	7 8	52 59	.1 .1	.3 .3	9 7	41 35	.1 .1	.5 .4
WFAN-AM SP '97 4-Book	2 **	18 **	.1 **	.1 **	1 **	15 **	.1 **	.1 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
TOTALS SP '97 4-Book	2950 2876	11393 11406	25.1 24.4		1518 1470	9888 9838	12.9 12.5		1411 1361	4190 4011	12.0 11.6		2560 2429	6414 6248	21.7 20.6		1997 1828	5195 4909	17.0 15.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	13	84	.1	1.2	110	506	.9	10.6	43	270	.4	2.5	20	136	.2	1.4	16	123	.1	1.9
4-Book	16	114	.1	1.5	98	463	.8	9.8	40	248	.3	2.3	22	138	.2	1.6	20	131	.2	2.2
WBEB-FM																				
SP '97	74	304	.6	7.0	73	307	.6	7.0	114	473	1.0	6.5	117	388	1.0	8.2	42	234	.4	4.9
4-Book	67	303	.6	6.5	69	243	.6	6.9	113	421	1.0	6.4	97	345	.8	7.2	47	245	.4	5.2
WDAS-AM																				
SP '97		7			88	202	.7	8.5	70	159	.6	4.0	34	79	.3	2.4	6	22	.1	.7
4-Book	5	14	.1	.5	61	161	.5	6.1	52	141	.4	2.9	19	48	.2	1.4	8	24	.1	.9
WDAS-FM																				
SP '97	105	357	.9	10.0	39	123	.3	3.8	50	209	.4	2.9	75	229	.6	5.3	183	318	1.6	21.3
4-Book	115	318	1.0	11.1	59	158	.5	6.0	90	279	.8	5.1	94	242	.8	7.0	197	362	1.7	21.9
WFIL-AM																				
SP '97	5	15		.5	6	15	.1	.6	5	23		.3	5	15		.4	4	15		.5
4-Book	2	6		.2	3	10		.3	4	22		.2	3	10		.2	1	5		.2
WFLN-FM																				
SP '97	13	59	.1	1.2	24	79	.2	2.3	31	117	.3	1.8	38	102	.3	2.7	4	25		.5
4-Book	13	57	.1	1.3	18	71	.2	1.8	33	131	.3	1.9	23	76	.2	1.7	8	39	.1	.8
WHAT-AM																				
SP '97	12	36	.1	1.1	31	78	.3	3.0	25	81	.2	1.4	27	45	.2	1.9	11	45	.1	1.3
4-Book	8	21	.1	.8	19	55	.2	1.9	18	59	.2	1.0	11	18	.1	.8	3	15		.4
WIOQ-FM																				
SP '97	85	295	.7	8.1	21	94	.2	2.0	99	476	.8	5.7	85	389	.7	6.0	41	242	.3	4.8
4-Book	98	381	.8	9.6	27	132	.3	2.7	114	536	1.0	6.4	88	395	.8	6.5	49	242	.4	5.6
WIP -AM																				
SP '97	11	83	.1	1.0	5	16		.5	19	97	.2	1.1	29	90	.2	2.0	12	48	.1	1.4
4-Book	7	43	.1	.6	6	20	.1	.6	10	57	.1	.6	13	51	.1	1.0	7	32	.1	.8
WJJZ-FM																				
SP '97	53	168	.5	5.0	27	98	.2	2.6	69	264	.6	4.0	70	197	.6	4.9	39	161	.3	4.5
4-Book	58	174	.5	5.5	35	123	.3	3.5	75	240	.6	4.3	68	198	.6	5.0	45	163	.4	4.8
VMGK-FM																				
SP '97	40	200	.3	3.8	34	163	.3	3.3	97	463	.8	5.6	82	353	.7	5.8	50	230	.4	5.8
4-Book	46	222	.4	4.4	33	156	.3	3.3	91	387	.8	5.1	76	294	.6	5.6	45	200	.4	5.0
WMMR-FM																				
SP '97	19	117	.2	1.8	37	136	.3	3.6	63	287	.5	3.6	47	183	.4	3.3	27	119	.2	3.1
4-Book	23	122	.2	2.3	30	130	.3	3.0	62	285	.5	3.5	50	218	.4	3.7	19	107	.2	2.1
WGL-FM																				
SP '97	82	244	.7	7.8	52	179	.4	5.0	125	449	1.1	7.2	98	259	.8	6.9	52	156	.4	6.1
4-Book	65	225	.6	6.3	59	205	.5	5.9	100	390	.9	5.6	90	284	.8	6.6	46	176	.4	5.1
WPEN-AM																				
SP '97	4	14		.4					10	16	.1	.6	13	32	.1	.9	3	5		.3
4-Book	3	12		.3	4	15		.4	8	25	.1	.5	10	26	.1	.8	5	12		.5
+WPH1-FM																				
WDRE-FM																				
SP '97	75	225	.6	7.1	39	120	.3	3.8	89	364	.8	5.1	78	257	.7	5.5	35	173	.3	4.1
4-Book	55	204	.5	5.3	19	70	.1	1.8	50	240	.4	2.9	47	191	.4	3.5	25	114	.2	2.9
+WPHT-AM																				
SP '97	1	17		.1					8	26	.1	.5	5	25		.4				
4-Book	2	14		.2					4	17		.3	4	17		.3	2	8		.2
WPLY-FM																				
SP '97	19	85	.2	1.8	8	43	.1	.8	58	294	.5	3.3	61	283	.5	4.3	15	92	.1	1.7
4-Book	36	184	.3	3.5	29	131	.3	3.0	71	368	.6	4.1	64	311	.5	4.8	26	151	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	**	**	**	**	22	39	.2	2.1	30	68	.3	1.7	19	48	.2	1.3	21	43	.2	2.4
WUSL-FM SP '97 4-Book	127	362	1.1	12.0	64	195	.5	6.2	124	386	1.1	7.1	88	206	.7	6.2	115	284	1.0	13.4
WWDB-FM SP '97 4-Book	9	54	.1	.9	17	101	.1	1.6	55	141	.5	3.2	23	83	.2	1.6	4	42	.1	.5
WXTU-FM SP '97 4-Book	37	191	.3	3.5	86	249	.7	8.3	103	311	.9	5.9	62	207	.5	4.3	37	128	.3	4.3
WYSP-FM SP '97 4-Book	30	161	.3	2.8	17	77	.1	1.6	43	221	.4	2.5	47	135	.4	3.3	14	75	.1	1.6
WYXR-FM SP '97 4-Book	39	232	.3	3.7	33	187	.3	3.2	79	424	.7	4.5	75	294	.6	5.3	30	222	.3	3.5
WKXV-FM SP '97 4-Book	4	26	.4	.3	4	21	.4	.4	7	40	.1	.4	7	33	.1	.5	3	25	.3	.4
WFMZ-FM SP '97 4-Book	8	38	.1	.8	2	18	.2	.6	3	9	.2	.3	2	9	.1	.3	3	11	.3	.3
WJBR-FM SP '97 4-Book	10	69	.1	.9	9	35	.1	.9	8	41	.1	.5	11	23	.1	.8	7	50	.1	.8
WPST-FM SP '97 4-Book	17	107	.1	1.6	12	85	.1	1.2	32	199	.3	1.8	32	121	.3	2.2	6	52	.1	.7
WRDR-FM SP '97 4-Book		2			2	8	.2	.1	2	8	.1	.1	1	4	.1	.1	1	4		.2
WSTW-FM SP '97 4-Book	3	27	.3	.4	6	17	.1	.6	16	65	.1	.9	11	33	.1	.8	8	29	.1	.9
WFAN-AM SP '97 4-Book	**	**	**	**	**	**	**	**	2	7	.1	.1	2	7	.1	.1	1	7	.1	.1
TOTALS SP '97 4-Book	1054	3329	9.0		1040	3198	8.8		1744	5000	14.8		1426	3872	12.1		858	2644	7.3	
	1036	3342	8.8		1000	3179	8.5		1761	5085	14.9		1349	3739	11.4		904	2713	7.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	75	2538	.8	4.2	254	1793	2.6	9.6	37	674	.4	1.4	60	977	.6	2.8	15	367	.2	1.9
WI '97	79	2740	.8	4.7	261	1936	2.7	10.2	42	703	.4	1.7	77	1063	.8	3.7	17	439	.2	2.7
FA '96	81	2739	.8	4.8	258	2063	2.7	10.1	51	771	.5	2.1	76	1160	.8	3.7	23	515	.2	3.4
SU '96	78	2631	.8	4.5	247	1934	2.6	10.3	54	833	.6	2.0	72	1118	.7	3.5	18	459	.2	2.4
4-Book	78	2662	.8	4.6	255	1932	2.7	10.1	46	745	.5	1.8	71	1080	.7	3.4	18	445	.2	2.6
SP '96	80	2672	.8	4.5	248	1961	2.6	9.4	56	884	.6	2.1	76	1191	.8	3.6	23	473	.2	3.2
WBEB-FM																				
SP '97	167	2184	1.7	9.3	229	1372	2.4	8.7	308	1277	3.2	11.7	212	1432	2.2	10.0	59	749	.6	7.5
WI '97	169	2231	1.8	10.1	215	1258	2.2	8.4	325	1223	3.4	13.4	216	1417	2.2	10.4	49	704	.5	7.7
FA '96	185	2384	1.9	11.0	257	1514	2.7	10.1	357	1377	3.7	14.4	223	1571	2.3	11.0	69	746	.7	10.1
SU '96	175	2247	1.8	10.1	196	1188	2.0	8.2	382	1468	3.9	14.3	223	1464	2.3	10.8	49	685	.5	6.5
4-Book	174	2262	1.8	10.1	224	1333	2.3	8.9	343	1336	3.6	13.5	219	1471	2.3	10.6	57	721	.6	8.0
SP '96	158	2341	1.6	8.9	210	1339	2.2	8.0	341	1409	3.5	12.9	184	1379	1.9	8.8	35	520	.4	4.9
WDAS-AM																				
SP '97	17	278	.2	.9	21	138	.2	.8	17	85	.2	.6	16	86	.2	.8	4	60	.5	.5
WI '97	17	186	.2	1.0	27	87	.3	1.1	27	69	.3	1.1	12	81	.1	.6	4	35	.6	.6
FA '96	18	295	.2	1.1	30	143	.3	1.2	18	108	.2	.7	14	110	.1	.7	3	45	.4	.4
SU '96	13	305	.1	.7	23	125	.2	1.0	11	69	.1	.4	10	98	.1	.5	6	48	.1	.8
4-Book	16	266	.2	.9	25	123	.3	1.0	18	83	.2	.7	13	94	.1	.7	4	47	.6	.6
SP '96	25	362	.3	1.4	40	172	.4	1.5	27	132	.3	1.0	15	114	.2	.7	11	55	.1	1.5
WDAS-FM																				
SP '97	152	1468	1.6	8.5	206	856	2.1	7.8	207	832	2.1	7.8	160	893	1.7	7.5	107	613	1.1	13.6
WI '97	170	1539	1.8	10.2	225	945	2.3	8.8	243	879	2.5	10.0	205	999	2.1	9.9	101	749	1.0	15.8
FA '96	159	1538	1.7	9.4	211	895	2.2	8.3	218	873	2.3	8.8	175	1009	1.8	8.6	99	729	1.0	14.5
SU '96	153	1435	1.6	8.8	184	802	1.9	7.7	200	816	2.1	7.5	168	844	1.7	8.2	107	685	1.1	14.1
4-Book	159	1495	1.7	9.2	207	875	2.1	8.2	217	850	2.3	8.5	177	936	1.8	8.6	104	694	1.1	14.5
SP '96	156	1618	1.6	8.8	214	1024	2.2	8.1	206	949	2.1	7.8	166	1077	1.7	8.0	106	673	1.1	14.8
WFIL-AM																				
SP '97	7	138	.1	.4	12	65	.1	.5	10	56	.1	.4	3	35	.1	.5	7	50	.1	.9
WI '97	5	109	.1	.3	13	82	.1	.5	4	42	.1	.2	4	36	.1	.2	2	22	.1	.2
FA '96	6	168	.1	.4	10	90	.1	.4	8	57	.1	.3	10	79	.1	.5	2	22	.3	.3
SU '96	8	163	.1	.5	18	110	.2	.7	14	93	.1	.5	10	90	.1	.5	2	35	.3	.3
4-Book	7	145	.1	.4	13	87	.1	.5	9	62	.1	.4	7	60	.1	.3	3	32	.4	.4
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	29	586	.3	1.6	39	290	.4	1.5	42	242	.4	1.6	34	292	.4	1.6	15	182	.2	1.9
WI '97	34	726	.4	2.0	39	348	.4	1.5	56	318	.6	2.3	41	387	.4	2.0	19	154	.2	3.0
FA '96	32	734	.3	1.9	36	280	.4	1.4	39	323	.4	1.6	41	439	.4	2.0	20	215	.2	2.9
SU '96	28	544	.3	1.6	35	264	.4	1.5	50	297	.5	1.9	34	311	.4	1.6	18	161	.2	2.4
4-Book	31	648	.3	1.8	37	296	.4	1.5	47	295	.5	1.9	38	357	.4	1.8	18	178	.2	2.6
SP '96	26	412	.3	1.5	45	224	.5	1.7	37	185	.4	1.4	38	245	.4	1.8	10	160	.1	1.4
WHAT-AM																				
SP '97	19	219	.2	1.1	43	115	.4	1.6	20	78	.2	.8	14	68	.1	.7	7	57	.1	.9
WI '97	4	155	.2	.2	7	38	.1	.3	2	38	.1	.1	2	37	.1	.1	7	7	.1	.1
FA '96	17	130	.2	1.0	44	95	.5	1.7	20	73	.2	.8	10	60	.1	.5	6	43	.1	.9
SU '96	13	146	.1	.7	29	79	.3	1.2	19	50	.2	.7	9	45	.1	.4	4	21	.5	.5
4-Book	13	163	.1	.8	31	82	.3	1.2	15	60	.2	.6	9	53	.1	.4	4	32	.1	.6
SP '96	6	112	.1	.3	14	78	.1	.5	8	36	.1	.3	3	23	.1	.1	6	6	.1	.1
W10Q-FM																				
SP '97	84	1691	.9	4.7	108	843	1.1	4.1	144	1019	1.5	5.5	108	1007	1.1	5.1	27	501	.3	3.4
WI '97	97	1906	1.0	5.8	129	929	1.3	5.0	149	898	1.5	6.1	130	1150	1.4	6.3	42	661	.4	6.6
FA '96	81	1892	.8	4.8	93	858	1.0	3.6	126	967	1.3	5.1	113	1149	1.2	5.6	36	581	.4	5.3
SU '96	92	1845	1.0	5.3	105	796	1.1	4.4	149	1049	1.5	5.6	129	1124	1.3	6.3	41	627	.4	5.4
4-Book	89	1834	.9	5.2	109	857	1.1	4.3	142	983	1.5	5.6	120	1108	1.3	5.8	37	593	.4	5.2
SP '96	89	1919	.9	5.0	112	907	1.2	4.3	127	1017	1.3	4.8	115	1061	1.2	5.5	43	646	.4	6.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SP '97	34	1048	.4	1.9	63	603	.7	2.4	44	435	.5	1.7	42	589	.4	2.0	13	252	.1	1.6
WI '97	47	1316	.5	2.8	88	681	.9	3.4	58	468	.6	2.4	66	783	.7	3.2	10	293	.1	1.6
FA '96	54	1445	.6	3.2	101	793	1.0	4.0	60	634	.6	2.4	67	831	.7	3.3	18	353	.2	2.6
SU '96	64	1295	.7	3.7	91	651	.9	3.8	122	692	1.3	4.6	81	852	.8	3.9	23	357	.2	3.0
4-Book	50	1276	.6	2.9	86	682	.9	3.4	71	557	.8	2.8	64	764	.7	3.1	16	314	.2	2.2
SP '96	58	1417	.6	3.3	92	725	1.0	3.5	84	673	.9	3.2	73	754	.8	3.5	18	424	.2	2.5
WURD-AM																				
SP '97	21	169	.2	1.2	39	112	.4	1.5	24	113	.2	.9	20	99	.2	.9	14	93	.1	1.8
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	87	1225	.9	4.9	117	698	1.2	4.4	98	568	1.0	3.7	76	607	.8	3.6	70	500	.7	8.9
WI '97	101	1374	1.0	6.0	127	800	1.3	5.0	114	686	1.2	4.7	120	794	1.2	5.8	72	626	.7	11.3
FA '96	103	1383	1.1	6.1	135	765	1.4	5.3	137	794	1.4	5.5	125	711	1.3	6.2	53	507	.6	7.7
SU '96	98	1270	1.0	5.6	115	729	1.2	4.8	127	752	1.3	4.8	98	712	1.0	4.8	70	584	.7	9.2
4-Book	97	1313	1.0	5.7	124	748	1.3	4.9	119	700	1.2	4.7	105	706	1.1	5.1	66	554	.7	9.3
SP '96	109	1352	1.1	6.1	111	728	1.1	4.2	121	647	1.3	4.6	135	835	1.4	6.5	79	554	.8	11.0
WWDB-FM																				
SP '97	31	766	.3	1.7	25	230	.3	.9	33	230	.3	1.2	80	545	.8	3.8	14	221	.1	1.8
WI '97	45	854	.5	2.7	57	290	.6	2.2	53	340	.6	2.2	78	481	.8	3.8	17	216	.2	2.7
FA '96	30	731	.3	1.8	26	244	.3	1.0	47	315	.5	1.9	48	357	.5	2.4	13	182	.1	1.9
SU '96	25	604	.3	1.4	34	188	.4	1.4	37	241	.4	1.4	15	167	.2	.7	18	175	.2	2.4
4-Book	33	739	.4	1.9	36	238	.4	1.4	43	282	.5	1.7	55	388	.6	2.7	16	199	.2	2.2
SP '96	34	728	.4	1.9	55	259	.6	2.1	54	285	.6	2.0	32	278	.3	1.5	14	172	.1	1.9
WXTU-FM																				
SP '97	76	1046	.8	4.2	98	550	1.0	3.7	100	535	1.0	3.8	94	657	1.0	4.4	27	317	.3	3.4
WI '97	90	1083	.9	5.4	142	696	1.5	5.5	131	683	1.4	5.4	100	753	1.0	4.8	24	377	.2	3.8
FA '96	54	930	.6	3.2	81	573	.8	3.2	62	457	.6	2.5	86	644	.9	4.2	17	244	.2	2.5
SU '96	77	1003	.8	4.4	98	523	1.0	4.1	110	544	1.1	4.1	96	643	1.0	4.7	38	387	.4	5.0
4-Book	74	1016	.8	4.3	105	586	1.1	4.1	101	555	1.0	4.0	94	674	1.0	4.5	27	331	.3	3.7
SP '96	73	932	.8	4.1	86	574	.9	3.3	105	506	1.1	4.0	90	665	.9	4.3	25	294	.3	3.5
WYSP-FM																				
SP '97	70	1577	.7	3.9	231	1021	2.4	8.7	66	598	.7	2.5	49	574	.5	2.3	23	262	.2	2.9
WI '97	58	1511	.6	3.5	217	994	2.3	8.5	50	568	.5	2.1	38	522	.4	1.8	8	171	.1	1.3
FA '96	55	1598	.6	3.3	169	838	1.8	6.6	50	461	.5	2.0	50	486	.5	2.5	13	272	.1	1.9
SU '96	57	1404	.6	3.3	197	899	2.0	8.2	62	607	.6	2.3	36	393	.4	1.7	11	166	.1	1.5
4-Book	60	1523	.6	3.5	204	938	2.1	8.0	57	559	.6	2.2	43	494	.5	2.1	14	218	.1	1.9
SP '96	61	1558	.6	3.4	239	1024	2.5	9.1	51	657	.5	1.9	33	456	.3	1.6	12	207	.1	1.7
WYXR-FM																				
SP '97	130	2150	1.4	7.3	179	1222	1.9	6.8	230	1222	2.4	8.7	182	1333	1.9	8.6	42	704	.4	5.3
WI '97	94	1960	1.0	5.6	136	1004	1.4	5.3	156	984	1.6	6.4	113	1117	1.2	5.4	29	629	.3	4.5
FA '96	112	2214	1.2	6.6	137	1249	1.4	5.4	175	1272	1.8	7.1	158	1493	1.6	7.8	48	840	.5	7.0
SU '96	128	2370	1.3	7.4	147	1234	1.5	6.1	223	1368	2.3	8.4	165	1361	1.7	8.0	50	761	.5	6.6
4-Book	116	2174	1.2	6.7	150	1177	1.6	5.9	196	1212	2.0	7.7	155	1326	1.6	7.5	42	734	.4	5.9
SP '96	134	2011	1.4	7.6	197	1289	2.0	7.5	239	1125	2.5	9.0	158	1191	1.6	7.6	44	615	.5	6.1
WKXV-FM																				
SP '97	19	494	.2	1.1	23	206	.2	.9	31	238	.3	1.2	32	281	.3	1.5	4	97		.5
WI '97	11	405	.1	.7	14	140	.1	.5	15	152	.2	.6	20	225	.2	1.0	2	56		.3
FA '96	13	400	.1	.8	25	167	.3	1.0	21	178	.2	.8	17	195	.2	.8	4	115		.6
SU '96	10	434	.1	.6	15	186	.2	.6	15	147	.2	.6	17	223	.2	.8	4	134		.5
4-Book	13	433	.1	.8	19	175	.2	.8	21	179	.2	.8	22	231	.2	1.0	4	101		.5
SP '96	18	527	.2	1.0	22	260	.2	.8	26	257	.3	1.0	29	294	.3	1.4	8	163	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	6	107	.1	.3	9	58	.1	.3	18	62	.2	.7	5	43	.1	.2		15		
WI '97	15	201	.2	.9	15	72	.2	.6	30	90	.3	1.2	21	124	.2	1.0	5	64	.1	.8
FA '96	4	113	.2	.2	6	63	.1	.2	7	57	.1	.3	4	39	.2	.2		14		
SU '96	11	118	.1	.6	14	56	.1	.6	26	79	.3	1.0	17	78	.2	.8	1	24		.1
4-Book	9	135	.1	.5	11	62	.1	.4	20	72	.2	.8	12	71	.1	.6	2	29		.2
SP '96	7	227	.1	.4	10	119	.1	.4	14	76	.1	.5	8	84	.1	.4	2	61		.3
WJBR-FM																				
SP '97	19	340	.2	1.1	27	148	.3	1.0	39	149	.4	1.5	23	156	.2	1.1	3	91		.4
WI '97	12	296	.1	.7	16	156	.2	.6	26	153	.3	1.1	15	128	.2	.7	5	105	.1	.8
FA '96	13	432	.1	.8	17	190	.2	.7	21	207	.2	.8	20	203	.2	1.0	3	71		.4
SU '96	22	394	.2	1.3	21	180	.2	.9	28	185	.3	1.1	30	214	.3	1.5	18	167	.2	2.4
4-Book	17	366	.2	1.0	20	169	.2	.8	29	174	.3	1.1	22	175	.2	1.1	7	109	.1	1.0
SP '96	15	214	.2	.8	15	68	.2	.6	32	146	.3	1.2	18	154	.2	.9	4	54		.6
WPST-FM																				
SP '97	22	628	.2	1.2	28	301	.3	1.1	35	355	.4	1.3	31	345	.3	1.5	12	170	.1	1.5
WI '97	21	675	.2	1.3	29	338	.3	1.1	39	319	.4	1.6	32	409	.3	1.5	4	130		.6
FA '96	31	785	.3	1.8	45	362	.5	1.8	60	343	.6	2.4	42	409	.4	2.1	9	198	.1	1.3
SU '96	20	732	.2	1.2	30	252	.3	1.2	37	367	.4	1.4	25	405	.3	1.2	6	198	.1	.8
4-Book	24	705	.2	1.4	33	313	.4	1.3	43	346	.5	1.7	33	392	.3	1.6	8	174	.1	1.1
SP '96	25	665	.3	1.4	30	307	.3	1.1	41	336	.4	1.6	27	404	.3	1.3	5	123	.1	.7
WRDR-FM																				
SP '97	4	70	.2	.2	4	39	.2	.2	10	45	.1	.4	3	31	.1	.1	1	16		.1
WI '97	1	75	.1	.1	2	32	.1	.1		7			2	42	.1	.1	1	29		.2
FA '96	1	53	.1	.1		16			1	31			3	23	.1	.1	1	22		.1
SU '96	1	29	.1	.1					2	19	.1	.1	1	19				8		
4-Book	2	57	.1	.1	2	22	.1	.1	3	26	.1	.1	2	29	.1	.1	1	19		.1
SP '96		34			1	8			1	10				8						
WSTV-FM																				
SP '97	13	357	.1	.7	13	127	.1	.5	25	118	.3	.9	22	201	.2	1.0	3	83		.4
WI '97	18	349	.2	1.1	30	186	.3	1.2	41	134	.4	1.7	20	172	.2	1.0	2	84		.3
FA '96	5	281	.1	.3	11	114	.1	.4	6	82	.1	.2	5	126	.1	.2	3	72		.4
SU '96	12	330	.1	.7	15	186	.2	.6	25	165	.3	.9	13	186	.1	.6	2	108		.3
4-Book	12	329	.1	.7	17	153	.2	.7	24	125	.3	.9	15	171	.2	.7	3	87		.4
SP '96	10	275	.1	.6	8	81	.1	.3	12	110	.1	.5	18	190	.2	.9	6	95	.1	.8
WFAN-AM																				
SP '97		22												7				1		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	1	33		.1	1	9			1	17			4	25		.2				
TOTALS																				
SP '97	1791	9443	18.6		2647	8538	27.5		2642	7460	27.4		2127	8289	22.1		789	5725	8.2	
WI '97	1670	9362	17.3		2559	8385	26.6		2423	7295	25.2		2078	8187	21.6		639	5338	6.6	
FA '96	1688	9433	17.5		2554	8546	26.5		2473	7543	25.7		2030	8386	21.1		685	5562	7.1	
SU '96	1739	9466	18.0		2402	8407	24.8		2665	7870	27.5		2061	8141	21.3		758	5619	7.8	
4-Book	1722	9426	17.9		2541	8469	26.4		2551	7542	26.5		2074	8251	21.5		718	5561	7.4	
SP '96	1774	9467	18.3		2630	8540	27.2		2642	7711	27.3		2084	8393	21.5		718	5517	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	111	2283	1.2	4.5	51	1271	.5	4.2	150	631	1.6	12.5	54	277	.6	2.6	29	174	.3	1.9
4-Book	118	2433	1.2	5.0	48	1276	.5	4.1	122	573	1.3	10.4	54	322	.6	2.8	38	215	.4	2.6
WBEB-FM																				
SP '97	254	1929	2.6	10.2	85	1041	.9	6.9	80	263	.8	6.7	148	455	1.5	7.2	96	324	1.0	6.2
4-Book	268	1996	2.8	11.2	86	1082	.9	7.3	86	293	.9	7.4	172	495	1.8	8.7	101	376	1.1	7.0
WDAS-AM																				
SP '97	18	166	.2	.7	24	246	.2	2.0	6	24	.1	.5	3	8	.1	.1	5	16	.1	.3
4-Book	19	159	.2	.8	20	217	.2	1.7	15	37	.2	1.3	8	19	.1	.4	7	19	.1	.5
WDAS-FM																				
SP '97	192	1267	2.0	7.7	109	967	1.1	8.9	83	201	.9	6.9	184	371	1.9	8.9	160	371	1.7	10.3
4-Book	202	1294	2.1	8.4	119	995	1.2	10.0	95	257	1.0	8.1	184	439	1.9	9.3	148	371	1.6	10.2
WFIL-AM																				
SP '97	9	100	.1	.4	5	52	.1	.4	12	20	.1	1.0	1	15			5	16	.1	.3
4-Book	10	121	.1	.4	3	51		.3	6	20	.1	.5	2	14			3	11	.1	.2
WFLN-FM																				
SP '97	38	467	.4	1.5	21	289	.2	1.7	19	85	.2	1.6	29	113	.3	1.4	14	77	.1	.9
4-Book	41	519	.4	1.7	21	319	.2	1.8	21	81	.2	1.8	34	125	.4	1.7	25	86	.3	1.8
WHAT-AM																				
SP '97	25	145	.3	1.0	16	143	.2	1.3	15	48	.2	1.3	9	29	.1	.4	11	27	.1	.7
4-Book	18	113	.2	.8	10	109	.1	.9	13	31	.2	1.2	9	24	.1	.5	6	16	.1	.4
WIOQ-FM																				
SP '97	122	1520	1.3	4.9	56	859	.6	4.6	38	195	.4	3.2	121	432	1.3	5.8	83	309	.9	5.4
4-Book	125	1590	1.3	5.2	59	968	.6	5.0	41	205	.4	3.5	134	475	1.4	6.7	86	350	.9	6.0
WIP -AM																				
SP '97	30	281	.3	1.2	14	264	.1	1.1	13	33	.1	1.1	12	63	.1	.6	16	69	.2	1.0
4-Book	21	306	.2	.9	9	183	.1	.7	11	35	.1	1.0	10	39	.1	.5	9	41	.1	.6
WJJZ-FM																				
SP '97	144	1204	1.5	5.8	66	781	.7	5.4	62	235	.6	5.2	118	353	1.2	5.7	92	189	1.0	5.9
4-Book	134	1105	1.4	5.6	64	755	.7	5.4	53	181	.6	4.5	99	300	1.0	5.0	88	210	.9	6.0
WMGK-FM																				
SP '97	140	1732	1.5	5.6	74	1074	.8	6.0	63	263	.7	5.3	167	563	1.7	8.1	109	427	1.1	7.0
4-Book	153	1664	1.6	6.4	65	1018	.7	5.5	57	235	.6	4.9	129	476	1.3	6.5	91	342	1.0	6.2
WMMR-FM																				
SP '97	131	1351	1.4	5.3	49	747	.5	4.0	64	227	.7	5.3	95	359	1.0	4.6	61	225	.6	3.9
4-Book	111	1266	1.2	4.6	45	754	.5	3.8	50	178	.6	4.3	94	349	1.0	4.8	60	254	.6	4.2
WOGL-FM																				
SP '97	151	1468	1.6	6.1	92	1076	1.0	7.5	68	236	.7	5.7	185	459	1.9	8.9	95	303	1.0	6.1
4-Book	143	1536	1.5	6.0	84	1055	.9	7.1	72	245	.8	6.2	156	478	1.6	7.9	103	345	1.1	7.0
WPEN-AM																				
SP '97	10	126	.1	.4	4	48		.3					1	7			12	27	.1	.8
4-Book	12	135	.1	.5	8	91	.1	.7	11	27	.1	1.0	16	46	.2	.8	13	34	.1	.9
+WPHI-FM																				
WORE-FM																				
SP '97	47	708	.5	1.9	31	467	.3	2.5	31	86	.3	2.6	56	186	.6	2.7	35	141	.4	2.3
4-Book	39	638	.4	1.6	26	425	.3	2.2	22	80	.2	1.9	50	190	.5	2.5	31	131	.3	2.2
+WPHT-AM																				
SP '97	9	147	.1	.4	4	100		.3		8			10	42	.1	.5	9	32	.1	.6
4-Book	6	106	.1	.3	3	61		.2	1	5		.1	3	15		.2	5	19	.1	.3
WPLY-FM																				
SP '97	49	927	.5	2.0	23	505	.2	1.9	22	120	.2	1.8	52	247	.5	2.5	27	121	.3	1.7
4-Book	74	1112	.8	3.1	32	645	.3	2.7	27	129	.3	2.3	50	276	.5	2.5	41	200	.4	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	27 **	157 **	.3 **	1.1 **	16 **	106 **	.2 **	1.3 **	18 **	51 **	.2 **	1.5 **	39 **	65 **	.4 **	1.9 **	15 **	37 **	.2 **	1.0 **
WUSL-FM SP '97 4-Book	97 116	1001 1123	1.0 1.2	3.9 4.9	79 85	801 803	.8 .9	6.4 7.1	74 61	194 191	.8 .7	6.2 5.3	122 142	387 378	1.3 1.5	5.9 7.2	79 102	248 274	.8 1.1	5.1 7.1
WVDB-FM SP '97 4-Book	45 44	628 538	.5 .5	1.8 1.8	17 24	272 352	.2 .2	1.4 2.1	6 23	32 74	.1 .3	.5 2.0	15 20	62 75	.2 .2	.7 1.0	28 14	69 48	.3 .2	1.8 .9
WXTU-FM SP '97 4-Book	98 100	893 887	1.0 1.1	3.9 4.2	70 61	691 650	.7 .6	5.7 5.1	86 64	258 204	.9 .7	7.2 5.5	104 105	344 306	1.1 1.1	5.0 5.3	88 76	297 261	.9 .8	5.7 5.3
WYSP-FM SP '97 4-Book	111 98	1346 1279	1.2 1.0	4.5 4.1	28 24	573 556	.3 .3	2.3 2.0	20 19	81 85	.2 .2	1.7 1.6	41 40	245 208	.4 .4	2.0 2.0	61 39	233 173	.6 .4	3.9 2.7
WYXR-FM SP '97 4-Book	199 169	1921 1895	2.1 1.8	8.0 7.0	66 73	1145 1150	.7 .8	5.4 6.1	53 57	301 271	.6 .6	4.4 4.9	154 134	495 499	1.6 1.4	7.4 6.8	131 103	463 407	1.4 1.1	8.5 7.1
WKXV-FM SP '97 4-Book	29 21	414 349	.3 .2	1.2 .9	11 7	188 149	.1 .1	.9 .6	7 8	33 34	.1 .1	.6 .7	25 15	89 54	.3 .2	1.2 .7	29 11	77 42	.3 .1	1.9 .8
WFMZ-FM SP '97 4-Book	11 15	100 115	.1 .2	.4 .6	2 4	45 53	.2 .4	.2 .4	5	12	.5	.5	1 7	18 21	.1 .1	.4 .4	4 1	16 6	.3 .1	.3 .1
WJBR-FM SP '97 4-Book	30 24	247 294	.3 .3	1.2 1.0	9 10	155 161	.1 .1	.7 .9	5 8	13 29	.1 .1	.4 .7	15 17	45 61	.2 .2	.7 .9	16 16	55 47	.2 .2	1.0 1.1
WPST-FM SP '97 4-Book	32 37	543 603	.3 .4	1.3 1.5	12 11	299 324	.1 .1	1.0 .9	10 9	50 55	.1 .1	.8 .8	22 21	118 132	.2 .2	1.1 1.1	22 17	127 104	.2 .2	1.4 1.1
WRDR-FM SP '97 4-Book	6 3	53 43	.1 .1	.2 .1	2 1	23 23	.2 .1	.2 .1	1	6	.1	.1	4 2	23 15	.2 .1	.2 .1	6 2	23 6	.1 .1	.4 .1
WSTW-FM SP '97 4-Book	20 19	279 263	.2 .2	.8 .8	8 6	157 130	.1 .1	.7 .5	5 7	31 26	.1 .1	.4 .6	6 6	43 41	.1 .1	.3 .3	9 5	41 26	.1 .1	.6 .3
WFAN-AM SP '97 4-Book	**	7 **	**	**	1 **	15 **	.1 **	.1 **	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	2485 2401	9327 9308	25.8 24.9		1227 1186	8049 7990	12.7 12.3		1200 1167	3532 3434	12.5 12.1		2069 1977	5225 5102	21.5 20.5		1547 1452	4187 3965	16.1 15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	12	76	.1	1.5	106	488	1.1	11.7	41	247	.4	2.8	18	117	.2	1.6	15	106	.2	2.2
4-Book	15	109	.2	2.0	96	444	1.0	11.0	38	233	.4	2.6	20	128	.2	2.0	19	120	.2	2.7
WBEB-FM																				
SP '97	40	208	.4	5.2	64	269	.7	7.1	104	390	1.1	7.2	110	322	1.1	9.8	38	181	.4	5.5
4-Book	49	241	.5	6.6	62	219	.7	7.1	101	369	1.1	7.0	82	296	.9	7.7	35	181	.4	5.0
WDAS-AM																				
SP '97		7			83	187	.9	9.2	64	135	.7	4.4	34	79	.4	3.0	6	22	.1	.9
4-Book	4	12	.1	.5	58	148	.6	6.6	48	125	.5	3.3	19	48	.2	1.8	8	24	.1	1.1
WDAS-FM																				
SP '97	97	336	1.0	12.5	39	123	.4	4.3	46	184	.5	3.2	71	215	.7	6.3	179	310	1.9	25.7
4-Book	104	289	1.1	13.8	52	144	.5	6.0	79	246	.8	5.5	84	221	.9	8.0	185	339	1.9	26.4
WFIL-AM																				
SP '97	5	15	.1	.6	6	15	.1	.7	5	23	.1	.3	5	15	.1	.4	4	15		.6
4-Book	2	6		.2	3	10		.4	4	22	.1	.3	3	10		.2	1	5		.2
WFLN-FM																				
SP '97	11	52	.1	1.4	24	79	.2	2.7	31	117	.3	2.1	38	102	.4	3.4	4	25		.6
4-Book	12	55	.1	1.7	17	66	.2	1.9	32	126	.3	2.2	22	70	.2	2.1	7	34	.1	1.0
WHAT-AM																				
SP '97	12	36	.1	1.5	29	70	.3	3.2	24	73	.2	1.7	21	37	.2	1.9	10	37	.1	1.4
4-Book	8	21	.1	1.0	18	49	.2	2.0	17	55	.2	1.2	9	16	.1	.8	3	13		.4
WIOQ-FM																				
SP '97	39	126	.4	5.0	16	48	.2	1.8	76	318	.8	5.2	43	201	.4	3.8	26	128	.3	3.7
4-Book	42	174	.4	5.6	17	79	.2	1.9	70	321	.8	4.8	45	220	.5	4.3	28	133	.3	4.0
WIP -AM																				
SP '97	6	40	.1	.8	5	16	.1	.6	19	97	.2	1.3	29	90	.3	2.6	10	39	.1	1.4
4-Book	5	30	.1	.7	6	20	.1	.7	10	53	.1	.7	13	49	.2	1.3	7	27	.1	.9
WJJZ-FM																				
SP '97	53	168	.6	6.8	27	98	.3	3.0	64	235	.7	4.4	70	197	.7	6.2	39	161	.4	5.6
4-Book	55	169	.6	7.3	35	120	.4	4.1	71	224	.8	4.9	66	195	.7	6.2	42	150	.4	5.8
WMGK-FM																				
SP '97	35	176	.4	4.5	33	154	.3	3.7	88	415	.9	6.1	68	307	.7	6.0	28	183	.3	4.0
4-Book	36	174	.4	4.7	30	137	.3	3.5	78	338	.8	5.4	62	236	.7	5.8	34	160	.4	4.9
WMMR-FM																				
SP '97	15	81	.2	1.9	37	136	.4	4.1	57	258	.6	3.9	39	162	.4	3.5	22	100	.2	3.2
4-Book	20	95	.2	2.7	27	113	.3	3.0	53	247	.6	3.6	41	179	.5	3.9	14	82	.2	2.0
WUGL-FM																				
SP '97	82	244	.9	10.6	29	140	.3	3.2	115	392	1.2	7.9	95	249	1.0	8.4	51	146	.5	7.3
4-Book	63	222	.7	8.4	49	181	.5	5.8	95	359	1.0	6.5	86	263	.9	8.0	44	162	.5	6.2
WPEN-AM																				
SP '97	4	14		.5					2	9		.1	9	24	.1	.8	3	5		.4
4-Book	3	12		.4	4	15	.1	.5	6	23	.1	.4	9	21	.1	.8	5	9		.7
+WPFI-FM																				
WDRE-FM																				
SP '97	32	95	.3	4.1	23	55	.2	2.5	35	176	.4	2.4	23	87	.2	2.0	13	49	.1	1.9
4-Book	24	106	.3	3.3	13	45	.1	1.5	27	130	.3	1.9	23	97	.3	2.2	14	53	.1	2.1
+WPHT-AM																				
SP '97	1	17		.1					8	26	.1	.6	5	25	.1	.4				
4-Book	2	14		.2					4	17	.1	.3	4	14	.1	.3	2	8		.2
WPLY-FM																				
SP '97	6	19	.1	.8	3	15	.2	.3	35	156	.4	2.4	25	139	.3	2.2	9	41	.1	1.3
4-Book	21	94	.2	2.8	17	76	.2	1.9	45	207	.5	3.1	34	163	.4	3.3	15	77	.2	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 25-49

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SP '97 4-Book	**	**	**	**	14	29	.1	1.5	19	52	.2	1.3	8	32	.1	.7	13	32	.1	1.9
WUSL-FM SP '97 4-Book	82	202	.9	10.6	52	149	.5	5.8	86	246	.9	5.9	58	143	.6	5.1	70	147	.7	10.0
WWDB-FM SP '97 4-Book	9	54	.1	1.2	16	92	.2	1.8	38	112	.4	2.6	17	64	.2	1.5	4	42	.1	.6
WXTU-FM SP '97 4-Book	32	173	.3	4.1	70	211	.7	7.7	91	264	.9	6.3	61	198	.6	5.4	31	110	.3	4.4
WYSP-FM SP '97 4-Book	18	89	.2	2.3	13	51	.1	1.4	32	155	.3	2.2	31	87	.3	2.7	7	56	.1	1.0
WYXR-FM SP '97 4-Book	29	185	.3	3.7	27	134	.3	3.0	66	330	.7	4.5	51	202	.5	4.5	21	146	.2	3.0
WKXV-FM SP '97 4-Book	4	26	.5		4	21	.4		7	40	.1	.5	7	33	.1	.6	3	25	.4	
WFMZ-FM SP '97 4-Book	8	38	.1	1.0	1	9	.1	.1	3	9	.2		2	9	.2		3	11	.4	
WJBR-FM SP '97 4-Book	10	61	.1	1.3	6	26	.1	.7	5	32	.1	.3	11	23	.1	1.0	7	50	.1	1.0
WPST-FM SP '97 4-Book	4	26	.5		6	43	.1	.7	16	88	.2	1.1	10	49	.1	.9	3	24	.4	
WRDR-FM SP '97 4-Book		2			2	8	.2		2	8	.1			4	.1		1	4	.2	
WSTW-FM SP '97 4-Book	3	27	.4		6	17	.1	.7	16	56	.2	1.1	11	33	.1	1.0	8	29	.1	1.1
WFAN-AM SP '97 4-Book	**	**	**	**	**	**	**	**	2	7	.1		2	7	.2		1	7	.1	
TOTALS SP '97 4-Book	775	2544	8.0		904	2730	9.4		1453	4043	15.1		1128	3070	11.7		697	2098	7.2	
	752	2503	7.8		870	2751	9.0		1448	4137	15.0		1060	2985	11.0		701	2097	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

		Women 25-54																		
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	93	2983	.8	4.5	306	2128	2.8	9.9	48	852	.4	1.6	75	1147	.7	3.0	23	446	.2	2.5
WI '97	106	3347	1.0	5.5	343	2383	3.1	11.6	59	942	.5	2.1	100	1341	.9	4.2	27	586	.2	3.7
FA '96	105	3315	.9	5.4	312	2506	2.8	10.5	74	1004	.7	2.6	104	1439	.9	4.5	29	619	.3	3.6
SU '96	99	3142	.9	5.0	311	2294	2.8	11.2	73	1020	.7	2.4	89	1277	.8	3.8	23	542	.2	2.7
4-Book	101	3197	.9	5.1	318	2328	2.9	10.8	64	955	.6	2.2	92	1301	.8	3.9	26	548	.2	3.1
SP '96	103	3210	.9	5.1	308	2371	2.8	10.0	71	1063	.6	2.3	104	1455	.9	4.4	29	599	.2	3.6
WBEB-FM																				
SP '97	210	2563	1.9	10.1	289	1632	2.6	9.3	401	1506	3.6	13.1	270	1734	2.4	10.9	69	852	.6	7.6
WI '97	193	2494	1.7	10.0	244	1430	2.2	8.3	384	1375	3.5	13.8	251	1582	2.3	10.6	51	727	.5	7.0
FA '96	214	2707	1.9	11.0	312	1764	2.8	10.5	411	1560	3.7	14.4	255	1756	2.3	11.0	82	831	.7	10.3
SU '96	202	2507	1.8	10.2	229	1341	2.1	8.2	436	1651	4.0	14.4	260	1633	2.4	11.1	56	770	.5	6.6
4-Book	205	2568	1.8	10.3	269	1542	2.4	9.1	408	1523	3.7	13.9	259	1676	2.4	10.9	65	795	.6	7.9
SP '96	180	2595	1.6	8.8	244	1481	2.2	7.9	387	1542	3.5	12.8	207	1540	1.9	8.7	38	612	.3	4.7
WDAS-AM																				
SP '97	35	379	.3	1.7	50	206	.5	1.6	42	157	.4	1.4	29	121	.3	1.2	8	89	.1	.9
WI '97	22	234	.2	1.1	37	121	.3	1.3	34	91	.3	1.2	13	89	.1	.5	4	35	.1	.6
FA '96	23	368	.2	1.2	41	190	.4	1.4	21	129	.2	.7	14	124	.1	.6	3	45	.1	.4
SU '96	21	380	.2	1.1	35	165	.3	1.3	22	108	.2	.7	19	126	.2	.8	7	59	.1	.8
4-Book	25	340	.2	1.3	41	171	.4	1.4	30	121	.3	1.0	19	115	.2	.8	6	57	.1	.7
SP '96	30	438	.3	1.5	49	206	.4	1.6	32	166	.3	1.1	18	131	.2	.8	13	72	.1	1.6
WDAS-FM																				
SP '97	167	1628	1.5	8.0	223	939	2.0	7.2	222	917	2.0	7.3	186	992	1.7	7.5	117	692	1.1	12.8
WI '97	188	1690	1.7	9.8	251	1040	2.3	8.5	272	946	2.5	9.8	225	1104	2.0	9.5	107	806	1.0	14.8
FA '96	175	1711	1.6	9.0	224	987	2.0	7.5	238	981	2.2	8.3	198	1104	1.8	8.5	113	819	1.0	14.2
SU '96	163	1567	1.5	8.2	198	837	1.8	7.1	216	887	2.0	7.1	172	877	1.6	7.4	114	737	1.0	13.3
4-Book	173	1649	1.6	8.8	224	951	2.0	7.6	237	933	2.2	8.1	195	1019	1.8	8.2	113	764	1.0	13.8
SP '96	171	1751	1.5	8.4	237	1115	2.1	7.7	232	1020	2.1	7.7	186	1151	1.7	7.8	112	726	1.0	14.0
WFIL-AM																				
SP '97	9	180	.1	.4	14	82	.1	.5	11	73	.1	.4	7	48	.1	.3	7	56	.1	.8
WI '97	8	143	.1	.4	21	109	.2	.7	10	55	.1	.4	5	49	.1	.2	22	35	.1	.6
FA '96	12	203	.1	.6	17	117	.2	.6	13	77	.1	.5	15	99	.1	.6	8	25	.1	1.0
SU '96	8	170	.1	.4	18	110	.2	.6	14	93	.1	.5	11	98	.1	.5	2	35	.1	.2
4-Book	9	174	.1	.5	18	105	.2	.6	12	75	.1	.5	10	74	.1	.4	4	37	.1	.5
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	38	747	.3	1.8	48	373	.4	1.5	61	319	.6	2.0	43	383	.4	1.7	21	235	.2	2.3
WI '97	45	869	.4	2.3	53	439	.5	1.8	70	394	.6	2.5	53	471	.5	2.2	24	200	.2	3.3
FA '96	47	943	.4	2.4	61	421	.6	2.1	61	464	.6	2.1	52	537	.5	2.2	29	291	.3	3.6
SU '96	39	708	.4	2.0	43	334	.4	1.5	70	385	.6	2.3	54	403	.5	2.3	23	224	.2	2.7
4-Book	42	817	.4	2.1	51	392	.5	1.7	66	391	.6	2.2	51	449	.5	2.1	24	238	.2	3.0
SP '96	38	607	.3	1.9	63	330	.6	2.0	61	312	.6	2.0	52	358	.5	2.2	15	218	.1	1.9
WHAT-AM																				
SP '97	34	286	.3	1.6	63	162	.6	2.0	36	110	.3	1.2	27	102	.2	1.1	16	78	.1	1.8
WI '97	10	239	.1	.5	24	74	.2	.8	7	61	.1	.3	7	73	.1	.3	1	15	.1	.1
FA '96	19	162	.2	1.0	50	113	.5	1.7	22	86	.2	.8	12	71	.1	.5	6	43	.1	.8
SU '96	17	162	.2	.9	35	86	.3	1.3	27	66	.2	.9	17	60	.2	.7	6	29	.1	.7
4-Book	20	212	.2	1.0	43	109	.4	1.5	23	81	.2	.8	16	77	.2	.7	7	41	.1	.9
SP '96	7	161	.1	.3	19	112	.2	.6	9	44	.1	.3	4	31	.1	.2	6	6		
W10Q-FM																				
SP '97	86	1761	.8	4.1	112	883	1.0	3.6	148	1056	1.3	4.8	110	1049	1.0	4.5	27	507	.2	3.0
WI '97	101	2004	.9	5.2	133	975	1.2	4.5	153	933	1.4	5.5	136	1190	1.2	5.7	44	689	.4	6.1
FA '96	85	1963	.8	4.4	98	900	.9	3.3	134	1009	1.2	4.7	116	1169	1.0	5.0	38	589	.3	4.8
SU '96	94	1886	.9	4.7	110	814	1.0	4.0	152	1060	1.4	5.0	130	1140	1.2	5.6	41	627	.4	4.8
4-Book	92	1904	.9	4.6	113	893	1.0	3.9	147	1015	1.3	5.0	123	1137	1.1	5.2	38	603	.3	4.7
SP '96	93	1985	.8	4.6	114	922	1.0	3.7	130	1034	1.2	4.3	120	1088	1.1	5.0	44	672	.4	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	WIP -AM																				
SP '97	24	576	.2	1.2	47	224	.4	1.5	31	117	.3	1.0	21	179	.2	.9	9	169	.1	1.0	
WI '97	20	668	.2	1.0	52	352	.5	1.8	16	143	.1	.6	24	251	.2	1.0	9	140	.1	1.2	
FA '96	15	503	.1	.8	33	189	.3	1.1	15	156	.1	.5	21	225	.2	.9	5	107		.6	
SU '96	9	312	.1	.5	23	163	.2	.8	9	85	.1	.3	9	135	.1	.4	3	50		.4	
4-Book	17	515	.2	.9	39	232	.4	1.3	18	125	.2	.6	19	198	.2	.8	7	117	.1	.8	
SP '96	17	552	.2	.8	43	269	.4	1.4	16	194	.1	.5	17	206	.2	.7	9	120	.1	1.1	
WJZ-FM																					
SP '97	122	1701	1.1	5.9	126	884	1.1	4.1	192	918	1.7	6.3	168	982	1.5	6.8	75	690	.7	8.2	
WI '97	96	1574	.9	5.0	106	740	1.0	3.6	156	699	1.4	5.6	126	785	1.1	5.3	48	518	.4	6.6	
FA '96	142	1817	1.3	7.3	155	843	1.4	5.2	254	914	2.3	8.9	164	1074	1.5	7.0	77	639	.7	9.7	
SU '96	116	1450	1.1	5.8	106	664	1.0	3.8	198	776	1.8	6.5	139	794	1.3	6.0	70	550	.6	8.2	
4-Book	119	1636	1.1	6.0	123	783	1.1	4.2	200	827	1.8	6.8	149	909	1.4	6.3	68	599	.6	8.2	
SP '96	100	1557	.9	4.9	105	647	1.0	3.4	182	743	1.6	6.0	139	927	1.3	5.8	36	457	.3	4.5	
WMGK-FM																					
SP '97	107	2168	1.0	5.1	106	1053	1.0	3.4	180	1145	1.6	5.9	149	1362	1.3	6.0	42	704	.4	4.6	
WI '97	102	1967	.9	5.3	122	955	1.1	4.1	179	984	1.6	6.4	141	1203	1.3	5.9	30	648	.3	4.1	
FA '96	109	2025	1.0	5.6	152	1029	1.4	5.1	226	1113	2.0	7.9	125	1136	1.1	5.4	24	501	.2	3.0	
SU '96	117	1974	1.1	5.9	133	1028	1.2	4.8	204	1157	1.8	6.7	164	1254	1.5	7.0	42	657	.4	4.9	
4-Book	109	2034	1.0	5.5	128	1016	1.2	4.4	197	1100	1.8	6.7	145	1239	1.3	6.1	35	628	.3	4.2	
SP '96	125	2134	1.1	6.1	127	1128	1.2	4.1	215	1121	1.9	7.1	170	1334	1.5	7.1	60	724	.5	7.5	
WMMR-FM																					
SP '97	90	1601	.8	4.3	137	822	1.2	4.4	152	797	1.4	5.0	108	915	1.0	4.4	31	475	.3	3.4	
WI '97	82	1540	.7	4.3	127	865	1.1	4.3	145	807	1.3	5.2	98	854	.9	4.1	23	388	.2	3.2	
FA '96	70	1479	.6	3.6	97	730	.9	3.3	128	773	1.2	4.5	94	854	.8	4.0	12	370	.1	1.5	
SU '96	65	1527	.6	3.3	98	705	.9	3.5	102	741	.9	3.4	73	795	.7	3.1	17	402	.2	2.0	
4-Book	77	1537	.7	3.9	115	781	1.0	3.9	132	780	1.2	4.5	93	855	.9	3.9	21	409	.2	2.5	
SP '96	105	1906	1.0	5.2	154	955	1.4	5.0	166	906	1.5	5.5	130	1069	1.2	5.5	31	580	.3	3.9	
WOGL-FM																					
SP '97	152	2396	1.4	7.3	183	1216	1.7	5.9	249	1185	2.2	8.1	170	1319	1.5	6.9	60	734	.5	6.6	
WI '97	102	2229	.9	5.3	119	1079	1.1	4.0	151	971	1.4	5.4	135	1271	1.2	5.7	43	564	.4	5.9	
FA '96	132	2336	1.2	6.8	172	1211	1.6	5.8	205	1257	1.9	7.2	163	1398	1.5	7.0	49	727	.4	6.1	
SU '96	169	2514	1.5	8.5	188	1236	1.7	6.8	262	1317	2.4	8.6	209	1379	1.9	9.0	62	716	.6	7.3	
4-Book	139	2369	1.3	7.0	166	1186	1.5	5.6	217	1183	2.0	7.3	169	1342	1.5	7.2	54	685	.5	6.5	
SP '96	152	2363	1.4	7.5	212	1384	1.9	6.9	264	1297	2.4	8.7	165	1388	1.5	6.9	48	644	.4	6.0	
WPEN-AM																					
SP '97	12	238	.1	.6	19	100	.2	.6	16	118	.1	.5	12	103	.1	.5	4	73		.4	
WI '97	19	256	.2	1.0	33	133	.3	1.1	23	155	.2	.8	21	115	.2	.9	9	59	.1	1.2	
FA '96	15	350	.1	.8	16	184	.1	.5	20	166	.2	.7	17	135	.2	.7	8	84	.1	1.0	
SU '96	18	239	.2	.9	28	142	.3	1.0	18	97	.2	.6	19	125	.2	.8	8	85	.1	.9	
4-Book	16	271	.2	.8	24	140	.2	.8	19	134	.2	.7	17	120	.2	.7	7	75	.1	.9	
SP '96	17	200	.2	.8	18	89	.2	.6	23	144	.2	.8	21	105	.2	.9	3	50		.4	
+WPHT-FM																					
WDRE-FM																					
SP '97	41	863	.4	2.0	48	385	.4	1.5	42	389	.4	1.4	55	488	.5	2.2	38	392	.3	4.2	
WI '97	35	775	.3	1.8	30	305	.3	1.0	47	391	.4	1.7	44	430	.4	1.9	17	237	.2	2.3	
FA '96	27	783	.2	1.4	34	367	.3	1.1	32	359	.3	1.1	40	477	.4	1.7	14	312	.1	1.8	
SU '96	24	741	.2	1.2	27	326	.2	1.0	36	336	.3	1.2	38	377	.3	1.6	13	253	.1	1.5	
4-Book	32	791	.3	1.6	35	346	.3	1.2	39	369	.4	1.4	44	443	.4	1.9	21	299	.2	2.5	
SP '96	44	739	.4	2.2	59	313	.5	1.9	77	346	.7	2.5	62	478	.6	2.6	14	184	.1	1.7	
+WPHT-AM																					
SP '97	7	238	.1	.3	7	66	.1	.2	11	90	.1	.4	8	72	.1	.3	3	58		.3	
WI '97	4	172	.2		8	66	.1	.3	1	42			9	111	.1	.4	4	24		.6	
FA '96	3	154	.2		4	87		.1	3	50		.1	5	41		.2	1	35		.1	
SU '96	6	219	.1	.3	6	46	.1	.2	6	48	.1	.2	5	50		.2	8	114	.1	.9	
4-Book	5	196	.1	.3	6	66	.1	.2	5	58	.1	.2	7	69	.1	.3	4	58		.5	
SP '96	5	167		.2	9	32	.1	.3	3	25		.1	5	63		.2	6	65	.1	.7	

Target Listener Trends - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SP '97	36	1094	.3	1.7	64	623	.6	2.1	46	443	.4	1.5	43	604	.4	1.7	13	252	.1	1.4
WI '97	49	1402	.4	2.5	94	736	.8	3.2	59	491	.5	2.1	67	806	.6	2.8	10	301	.1	1.4
FA '96	54	1478	.5	2.8	102	811	.9	3.4	60	644	.5	2.1	67	839	.6	2.9	19	360	.2	2.4
SU '96	66	1352	.6	3.3	94	677	.9	3.4	124	699	1.1	4.1	82	862	.7	3.5	24	367	.2	2.8
4-Book	51	1332	.5	2.6	89	712	.8	3.0	72	569	.6	2.5	65	778	.6	2.7	17	320	.2	2.0
SP '96	59	1473	.5	2.9	98	767	.9	3.2	84	679	.8	2.8	73	774	.7	3.1	18	432	.2	2.2
WURD-AM																				
SP '97	25	194	.2	1.2	41	125	.4	1.3	30	126	.3	1.0	25	124	.2	1.0	15	105	.1	1.6
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	89	1293	.8	4.3	119	725	1.1	3.8	100	589	.9	3.3	78	633	.7	3.2	72	520	.7	7.9
WI '97	109	1472	1.0	5.7	138	857	1.2	4.7	127	722	1.1	4.6	127	843	1.1	5.3	75	654	.7	10.4
FA '96	107	1463	1.0	5.5	143	838	1.3	4.8	142	828	1.3	5.0	130	744	1.2	5.6	53	521	.5	6.6
SU '96	103	1362	.9	5.2	118	780	1.1	4.2	131	777	1.2	4.3	104	741	.9	4.5	74	624	.7	8.7
4-Book	102	1398	.9	5.2	130	800	1.2	4.4	125	729	1.1	4.3	110	740	1.0	4.7	69	580	.7	8.4
SP '96	117	1435	1.1	5.7	121	795	1.1	3.9	129	689	1.2	4.3	139	885	1.3	5.8	86	596	.8	10.7
WWDB-FM																				
SP '97	45	981	.4	2.2	47	309	.4	1.5	49	326	.4	1.6	94	661	.8	3.8	23	295	.2	2.5
WI '97	63	1092	.6	3.3	86	421	.8	2.9	78	484	.7	2.8	102	613	.9	4.3	22	256	.2	3.0
FA '96	44	939	.4	2.3	49	321	.4	1.6	63	406	.6	2.2	73	471	.7	3.1	18	220	.2	2.3
SU '96	35	789	.3	1.8	50	263	.5	1.8	51	334	.5	1.7	24	259	.2	1.0	26	265	.2	3.0
4-Book	47	950	.4	2.4	58	329	.5	2.0	60	388	.6	2.1	73	501	.7	3.1	22	259	.2	2.7
SP '96	55	995	.5	2.7	98	406	.9	3.2	84	422	.8	2.8	51	424	.5	2.1	27	267	.2	3.4
WXTU-FM																				
SP '97	98	1272	.9	4.7	136	713	1.2	4.4	132	679	1.2	4.3	121	844	1.1	4.9	35	425	.3	3.8
WI '97	98	1203	.9	5.1	158	786	1.4	5.3	139	742	1.3	5.0	107	829	1.0	4.5	25	407	.2	3.5
FA '96	71	1149	.6	3.6	109	695	1.0	3.7	89	563	.8	3.1	109	790	1.0	4.7	21	315	.2	2.6
SU '96	102	1254	.9	5.1	132	662	1.2	4.8	157	688	1.4	5.2	125	809	1.1	5.4	43	453	.4	5.0
4-Book	92	1220	.8	4.6	134	714	1.2	4.6	129	668	1.2	4.4	116	818	1.1	4.9	31	400	.3	3.7
SP '96	85	1111	.8	4.2	107	688	1.0	3.5	125	617	1.1	4.1	104	773	.9	4.4	27	343	.2	3.4
WYSP-FM																				
SP '97	74	1666	.7	3.6	255	1103	2.3	8.2	67	612	.6	2.2	49	586	.4	2.0	23	268	.2	2.5
WI '97	60	1573	.5	3.1	219	1041	2.0	7.4	52	590	.5	1.9	40	536	.4	1.7	8	178	.1	1.1
FA '96	57	1668	.5	2.9	177	878	1.6	6.0	54	485	.5	1.9	50	497	.5	2.1	13	272	.1	1.6
SU '96	60	1473	.5	3.0	210	952	1.9	7.6	63	623	.6	2.1	37	408	.3	1.6	11	166	.1	1.3
4-Book	63	1595	.6	3.2	215	994	2.0	7.3	59	578	.6	2.0	44	507	.4	1.9	14	221	.1	1.6
SP '96	67	1631	.6	3.3	271	1087	2.5	8.8	54	678	.5	1.8	33	456	.3	1.4	12	207	.1	1.5
WYXR-FM																				
SP '97	139	2288	1.3	6.7	191	1311	1.7	6.2	246	1316	2.2	8.0	197	1452	1.8	8.0	45	751	.4	4.9
WI '97	96	2063	.9	5.0	140	1054	1.3	4.7	157	1013	1.4	5.6	116	1182	1.0	4.9	31	659	.3	4.3
FA '96	125	2363	1.1	6.4	157	1364	1.4	5.3	199	1348	1.8	7.0	175	1595	1.6	7.5	50	877	.5	6.3
SU '96	133	2499	1.2	6.7	159	1322	1.4	5.7	228	1417	2.1	7.5	168	1406	1.5	7.2	50	778	.5	5.9
4-Book	123	2303	1.1	6.2	162	1263	1.5	5.5	208	1274	1.9	7.0	164	1409	1.5	6.9	44	766	.4	5.4
SP '96	137	2111	1.2	6.7	200	1324	1.8	6.5	244	1187	2.2	8.1	162	1245	1.5	6.8	45	633	.4	5.6
WKXW-FM																				
SP '97	25	567	.2	1.2	36	242	.3	1.2	40	268	.4	1.3	37	340	.3	1.5	8	121	.1	.9
WI '97	18	528	.2	.9	19	177	.2	.6	24	205	.2	.9	26	299	.2	1.1	6	86	.1	.8
FA '96	15	453	.1	.8	30	187	.3	1.0	25	214	.2	.9	20	221	.2	.9	4	123	.5	.5
SU '96	12	465	.1	.6	19	218	.2	.7	17	162	.2	.6	20	247	.2	.9	4	134	.5	.5
4-Book	18	503	.2	.9	26	206	.3	.9	27	212	.3	.9	26	277	.2	1.1	6	116	.1	.7
SP '96	20	593	.2	1.0	25	287	.2	.8	29	288	.3	1.0	32	348	.3	1.3	8	163	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	8	132	.1	.4	12	69	.1	.4	20	68	.2	.7	7	61	.1	.3	2	27		.2
WI '97	20	259	.2	1.0	20	100	.2	.7	40	119	.4	1.4	29	161	.3	1.2	6	71	.1	.8
FA '96	10	158	.1	.5	13	85	.1	.4	18	72	.2	.6	13	69	.1	.6	1	29		.1
SU '96	12	155	.1	.6	15	63	.1	.5	26	79	.2	.9	18	94	.2	.8	1	32		.1
4-Book	13	176	.1	.6	15	79	.1	.5	26	85	.3	.9	17	96	.2	.7	3	40		.3
SP '96	10	281	.1	.5	14	146	.1	.5	20	111	.2	.7	12	121	.1	.5	3	70		.4
WJBR-FM																				
SP '97	20	375	.2	1.0	27	167	.2	.9	39	165	.4	1.3	24	185	.2	1.0	3	91		.3
WI '97	15	358	.1	.8	16	163	.1	.5	26	161	.2	.9	19	152	.2	.8	9	129	.1	1.2
FA '96	17	469	.2	.9	24	221	.2	.8	29	222	.3	1.0	23	225	.2	1.0	4	78		.5
SU '96	28	455	.3	1.4	24	195	.2	.9	36	216	.3	1.2	38	229	.3	1.6	22	182	.2	2.6
4-Book	20	414	.2	1.0	23	187	.2	.8	33	191	.3	1.1	26	198	.2	1.1	10	120	.1	1.2
SP '96	17	269	.2	.8	19	91	.2	.6	33	170	.3	1.1	20	190	.2	.8	5	67		.6
WPST-FM																				
SP '97	24	680	.2	1.2	29	320	.3	.9	37	377	.3	1.2	34	372	.3	1.4	14	183	.1	1.5
WI '97	23	690	.2	1.2	33	345	.3	1.1	45	326	.4	1.6	34	416	.3	1.4	4	138		.6
FA '96	31	807	.3	1.6	45	369	.4	1.5	60	343	.5	2.1	42	417	.4	1.8	10	206	.1	1.3
SU '96	22	756	.2	1.1	31	260	.3	1.1	42	391	.4	1.4	29	430	.3	1.2	6	198	.1	.7
4-Book	25	733	.2	1.3	35	324	.3	1.2	46	359	.4	1.6	35	409	.3	1.5	9	181	.1	1.0
SP '96	25	665	.2	1.2	30	307	.3	1.0	41	336	.4	1.4	27	404	.2	1.1	5	123		.6
WRDR-FM																				
SP '97	6	104	.1	.3	5	63		.2	15	73	.1	.5	7	60	.1	.3	1	26		.1
WI '97	3	101		.2	3	40		.1		7			6	60	.1	.3	4	38		.6
FA '96	2	73		.1	2	26		.1	4	41		.1	4	33		.2	1	22		.1
SU '96	1	44		.1					2	27		.1	1	27		.1		8		
4-Book	3	81		.2	3	32		.1	5	37		.2	5	45	.1	.2	2	24		.2
SP '96	1	54			2	13		.1	1	15				8				6		
WSTV-FM																				
SP '97	14	366	.1	.7	13	127	.1	.4	27	128	.2	.9	24	210	.2	1.0	3	93		.3
WI '97	18	364	.2	.9	32	193	.3	1.1	41	134	.4	1.5	21	187	.2	.9	2	91		.3
FA '96	6	288	.1	.3	11	122	.1	.4	6	90	.1	.2	6	134	.1	.3	3	80		.4
SU '96	13	338	.1	.7	16	195	.1	.6	27	173	.2	.9	14	194	.1	.6	3	116		.4
4-Book	13	339	.1	.7	18	159	.2	.6	25	131	.2	.9	16	181	.2	.7	3	95		.4
SP '96	11	293	.1	.5	10	90	.1	.3	13	119	.1	.4	20	199	.2	.8	6	95	.1	.7
WFAN-AM																				
SP '97		22												7				22		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	1	33			1	9			1	17			4	25		.2				
TOTALS																				
SP '97	2083	10862	18.8		3102	9850	28.0		3056	8581	27.6		2466	9579	22.3		913	6591	8.2	
WI '97	1925	10769	17.4		2956	9676	26.7		2781	8362	25.1		2375	9368	21.5		724	6000	6.5	
FA '96	1953	10829	17.6		2970	9867	26.8		2860	8746	25.8		2327	9607	21.0		797	6296	7.2	
SU '96	1987	10775	18.0		2777	9578	25.2		3038	8941	27.5		2335	9236	21.2		854	6289	7.7	
4-Book	1987	10809	18.0		2951	9743	26.7		2934	8658	26.5		2376	9448	21.5		822	6294	7.4	
SP '96	2037	10785	18.5		3080	9775	27.9		3030	8803	27.5		2379	9601	21.6		801	6228	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	136	2689	1.2	4.7	64	1496	.6	4.5	173	755	1.6	12.0	63	341	.6	2.7	43	247	.4	2.5
4-Book	151	2926	1.4	5.5	64	1569	.6	4.6	156	724	1.4	11.3	69	406	.6	3.0	51	270	.5	3.1
WBEB-FM																				
SP '97	326	2287	2.9	11.3	100	1236	.9	7.0	105	336	.9	7.3	177	565	1.6	7.5	109	380	1.0	6.2
4-Book	319	2277	2.9	11.6	97	1225	.9	7.0	100	337	.9	7.3	193	561	1.7	8.4	112	412	1.0	6.8
WDAS-AM																				
SP '97	40	252	.4	1.4	45	340	.4	3.1	29	70	.3	2.0	25	44	.2	1.1	16	37	.1	.9
4-Book	30	216	.3	1.1	30	284	.3	2.2	23	58	.2	1.7	19	40	.2	.8	11	27	.1	.6
WDAS-FM																				
SP '97	211	1387	1.9	7.3	121	1074	1.1	8.4	94	244	.8	6.5	207	420	1.9	8.7	172	392	1.6	9.9
4-Book	220	1411	2.0	8.0	131	1105	1.2	9.5	103	288	.9	7.5	207	492	1.9	9.0	164	405	1.5	10.0
WFIL-AM																				
SP '97	11	130	.1	.4	6	70	.1	.4	12	20	.1	.8	1	15			5	16		.3
4-Book	13	145	.1	.5	5	66	.1	.4	11	29	.1	.8	4	21		.2	3	11		.2
WFLN-FM																				
SP '97	51	589	.5	1.8	25	362	.2	1.7	20	100	.2	1.4	34	126	.3	1.4	21	105	.2	1.2
4-Book	57	660	.5	2.1	29	400	.3	2.1	27	103	.3	2.0	45	150	.4	2.0	36	110	.3	2.2
WHAT-AM																				
SP '97	42	198	.4	1.5	31	184	.3	2.2	34	74	.3	2.4	27	56	.2	1.1	25	41	.2	1.4
4-Book	27	145	.3	1.0	17	146	.2	1.2	21	43	.2	1.5	19	39	.2	.8	9	19	.1	.5
W100-FM																				
SP '97	125	1585	1.1	4.3	57	877	.5	4.0	38	204	.3	2.6	123	446	1.1	5.2	84	312	.8	4.8
4-Book	129	1642	1.2	4.7	61	1003	.6	4.5	42	211	.4	3.1	137	486	1.2	6.0	88	360	.8	5.4
WIP -AM																				
SP '97	33	333	.3	1.1	18	328	.2	1.3	18	60	.2	1.3	18	83	.2	.8	20	82	.2	1.1
4-Book	24	361	.2	.9	11	220	.1	.8	13	45	.1	1.0	15	54	.2	.7	11	47	.1	.7
WJJZ-FM																				
SP '97	164	1417	1.5	5.7	77	891	.7	5.4	68	261	.6	4.7	135	402	1.2	5.7	110	231	1.0	6.3
4-Book	161	1288	1.5	5.8	78	877	.7	5.7	68	221	.6	4.9	126	363	1.2	5.5	104	256	1.0	6.3
WMGK-FM																				
SP '97	148	1824	1.3	5.1	79	1140	.7	5.5	71	287	.6	4.9	180	591	1.6	7.6	110	433	1.0	6.3
4-Book	160	1747	1.5	5.8	68	1069	.6	4.9	59	242	.5	4.3	139	502	1.3	6.0	93	349	.8	5.6
WMMR-FM																				
SP '97	134	1387	1.2	4.6	50	784	.5	3.5	64	227	.6	4.5	95	368	.9	4.0	61	225	.6	3.5
4-Book	115	1305	1.0	4.2	47	783	.5	3.4	53	187	.5	3.9	98	361	.9	4.3	62	258	.6	3.8
WUGL-FM																				
SP '97	204	1875	1.8	7.1	122	1386	1.1	8.5	84	314	.8	5.8	231	611	2.1	9.7	131	414	1.2	7.5
4-Book	186	1915	1.7	6.7	112	1341	1.0	8.1	90	321	.8	6.6	204	611	1.9	8.9	136	441	1.2	8.2
WPEN-AM																				
SP '97	16	194	.1	.6	11	120	.1	.8	11	21	.1	.8	6	40	.1	.3	20	60	.2	1.1
4-Book	20	212	.2	.8	15	158	.1	1.1	20	53	.2	1.4	26	76	.3	1.2	17	52	.2	1.0
+WPHI-FM																				
WDRE-FM																				
SP '97	48	729	.4	1.7	31	474	.3	2.2	32	93	.3	2.2	57	193	.5	2.4	35	141	.3	2.0
4-Book	40	648	.4	1.4	26	429	.2	1.9	22	82	.2	1.6	50	192	.5	2.2	32	133	.3	2.0
+WPHT-AM																				
SP '97	9	154	.1	.3	5	125		.3		8			10	48	.1	.4	9	32	.1	.5
4-Book	6	136	.1	.2	3	77		.2		7			3	18		.1	5	23	.1	.3
WPLY-FM																				
SP '97	51	954	.5	1.8	26	538	.2	1.8	22	120	.2	1.5	55	255	.5	2.3	28	127	.3	1.6
4-Book	75	1154	.7	2.7	33	671	.3	2.4	27	134	.3	2.0	53	289	.5	2.3	44	205	.4	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	32 **	182 **	.3 **	1.1 **	20 **	120 **	.2 **	1.4 **	20 **	58 **	.2 **	1.4 **	45 **	72 **	.4 **	1.9 **	21 **	51 **	.2 **	1.2 **
WUSL-FM SP '97 4-Book	99 122	1055 1190	.9 1.1	3.4 4.4	82 90	827 846	.7 .8	5.7 6.5	74 65	194 207	.7 .6	5.1 4.7	126 153	394 399	1.1 1.4	5.3 6.7	80 106	254 285	.7 .9	4.6 6.5
WWDB-FM SP '97 4-Book	62 64	808 713	.6 .6	2.1 2.3	28 33	386 450	.3 .3	2.0 2.4	25 35	60 99	.2 .3	1.7 2.5	27 32	90 110	.2 .3	1.1 1.4	33 20	88 70	.3 .2	1.9 1.2
WXTU-FM SP '97 4-Book	130 127	1119 1072	1.2 1.2	4.5 4.6	84 73	797 764	.8 .7	5.9 5.3	108 80	320 262	1.0 .7	7.5 5.8	135 130	413 376	1.2 1.2	5.7 5.7	102 90	339 299	.9 .8	5.8 5.5
WYSP-FM SP '97 4-Book	119 103	1428 1339	1.1 .9	4.1 3.7	28 25	579 576	.3 .3	2.0 1.8	21 21	87 92	.2 .2	1.5 1.5	41 40	245 214	.4 .4	1.7 1.8	61 41	233 179	.6 .4	3.5 2.5
WYXR-FM SP '97 4-Book	214 180	2047 2006	1.9 1.6	7.4 6.5	69 76	1207 1207	.6 .7	4.8 5.5	54 60	309 286	.5 .6	3.8 4.4	156 140	517 525	1.4 1.3	6.6 6.1	132 108	469 428	1.2 1.0	7.6 6.5
WKXW-FM SP '97 4-Book	38 26	472 405	.3 .2	1.3 .9	13 10	231 179	.1 .1	.9 .7	7 11	33 40	.1 .1	.5 .8	25 19	89 63	.2 .2	1.1 .8	29 14	77 50	.3 .2	1.7 .9
WFMZ-FM SP '97 4-Book	14 20	118 142	.1 .2	.5 .7	3 6	58 81	.1 .1	.2 .5	8 8	6 21	.1 .1	.5 .5	2 11	24 32	.1 .1	.5 .5	7 3	23 12	.1 .1	.4 .2
WJBR-FM SP '97 4-Book	31 28	275 324	.3 .3	1.1 1.0	10 13	174 190	.1 .1	.7 .9	6 9	20 38	.1 .1	.4 .7	15 20	45 66	.1 .2	.6 .9	16 18	55 55	.1 .1	.9 1.1
WPST-FM SP '97 4-Book	34 39	589 626	.3 .4	1.2 1.4	12 11	312 329	.1 .1	.8 .8	10 9	56 56	.1 .1	.7 .6	23 21	125 133	.2 .2	1.0 .9	22 17	134 108	.2 .2	1.3 1.0
WRDR-FM SP '97 4-Book	9 4	87 63	.1 .1	.3 .1	4 2	48 36	.3 .2	.3 .2	1 1	6 7	.1 .1	.1 .1	7 3	33 17	.1 .1	.3 .1	7 3	33 13	.1 .1	.4 .2
WSTW-FM SP '97 4-Book	22 20	289 273	.2 .2	.8 .8	8 6	157 134	.1 .1	.6 .5	5 8	31 30	.3 .1	.3 .6	6 6	43 43	.1 .1	.3 .3	9 6	41 29	.1 .1	.5 .4
WFAN-AM SP '97 4-Book	**	7 **	**	**	1 **	15 **	**	.1 **	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	2888 2768	10735 10669	26.1 25.0		1434 1379	9226 9152	13.0 12.5		1437 1380	4154 4034	13.0 12.5		2373 2296	5973 5853	21.4 20.8		1746 1651	4710 4466	15.8 14.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	24	121	.2	2.6	133	590	1.2	12.1	50	297	.5	2.9	24	150	.2	1.8	25	125	.2	3.0
4-Book	24	148	.2	2.7	130	569	1.2	12.2	48	286	.5	2.9	28	167	.3	2.3	25	146	.2	3.1
WBEB-FM																				
SP '97	58	253	.5	6.4	70	293	.6	6.4	122	440	1.1	7.1	112	339	1.0	8.4	43	195	.4	5.2
4-Book	59	271	.5	6.8	69	247	.6	6.5	113	405	1.0	6.7	86	318	.8	7.0	38	195	.4	4.7
WDAS-AM																				
SP '97	4	22	.1	.4	129	273	1.2	11.7	94	194	.8	5.5	55	107	.5	4.1	15	51	.1	1.8
4-Book	5	16	.1	.6	84	202	.8	7.8	67	168	.6	4.0	27	59	.2	2.1	12	38	.1	1.4
WDAS-FM																				
SP '97	105	350	.9	11.5	40	130	.4	3.6	54	198	.5	3.2	75	227	.7	5.6	198	349	1.8	23.9
4-Book	114	315	1.0	13.1	61	171	.6	5.7	89	270	.8	5.3	88	232	.8	7.2	198	367	1.8	24.5
WFIL-AM																				
SP '97	5	15	.1	.5	8	28	.1	.7	10	30	.1	.6	6	21	.1	.4	5	21	.1	.6
4-Book	3	9	.1	.3	7	22	.1	.7	8	29	.1	.5	5	13	.1	.4	4	10	.1	.4
WFLN-FM																				
SP '97	13	58	.1	1.4	25	85	.2	2.3	35	144	.3	2.1	45	141	.4	3.4	6	32	.1	.7
4-Book	16	68	.2	1.9	21	82	.2	1.9	43	160	.4	2.6	31	99	.3	2.6	11	51	.1	1.4
WHAT-AM																				
SP '97	23	50	.2	2.5	41	90	.4	3.7	38	87	.3	2.2	49	71	.4	3.7	17	51	.2	2.1
4-Book	11	26	.1	1.2	28	72	.3	2.6	23	71	.2	1.4	18	28	.2	1.4	7	18	.1	.9
WIOQ-FM																				
SP '97	39	126	.4	4.3	16	48	.1	1.5	78	330	.7	4.6	43	201	.4	3.2	26	128	.2	3.1
4-Book	43	179	.4	5.0	19	86	.2	1.8	75	340	.7	4.4	48	225	.4	3.9	29	136	.3	3.6
WIP -AM																				
SP '97	13	53	.1	1.4	8	29	.1	.7	23	115	.2	1.3	31	96	.3	2.3	10	39	.1	1.2
4-Book	7	35	.1	.8	9	28	.1	.8	13	63	.1	.8	16	56	.1	1.3	7	27	.1	.8
WJJZ-FM																				
SP '97	62	194	.6	6.8	37	134	.3	3.4	74	268	.7	4.3	81	227	.7	6.1	47	180	.4	5.7
4-Book	66	200	.6	7.5	43	146	.4	4.0	88	272	.8	5.2	77	223	.7	6.3	50	171	.5	6.1
WMGK-FM																				
SP '97	36	191	.3	4.0	33	154	.3	3.0	93	421	.8	5.4	76	341	.7	5.7	29	189	.3	3.5
4-Book	38	188	.4	4.4	31	141	.3	2.9	81	350	.7	4.8	65	249	.6	5.3	34	162	.3	4.3
WMMR-FM																				
SP '97	16	90	.1	1.8	38	144	.3	3.5	61	279	.6	3.6	44	184	.4	3.3	22	100	.2	2.7
4-Book	20	97	.2	2.4	30	120	.3	2.8	54	254	.5	3.2	43	189	.4	3.5	14	82	.2	1.8
WGL-FM																				
SP '97	93	287	.8	10.2	46	194	.4	4.2	162	551	1.5	9.5	143	368	1.3	10.7	70	216	.6	8.5
4-Book	76	273	.7	8.8	67	243	.6	6.4	131	485	1.2	7.8	112	348	1.0	8.9	67	223	.6	8.2
WPEN-AM																				
SP '97	5	28	.1	.5	3	12	.1	.3	13	36	.1	.8	19	34	.2	1.4	11	29	.1	1.3
4-Book	6	23	.1	.7	9	34	.1	.8	17	55	.2	1.0	15	31	.1	1.2	8	21	.1	1.0
+WPHI-FM																				
WDRE-FM																				
SP '97	32	95	.3	3.5	23	55	.2	2.1	35	176	.3	2.1	23	87	.2	1.7	13	49	.1	1.6
4-Book	24	106	.2	2.9	13	45	.1	1.2	27	130	.2	1.6	23	97	.2	1.9	14	53	.1	1.8
+WPHT-AM																				
SP '97	2	24	.1	.2					8	26	.1	.5	13	44	.1	1.0				
4-Book	3	18	.1	.3					5	20	.1	.3	7	27	.1	.6	3	12	.1	.3
WPLY-FM																				
SP '97	6	19	.1	.7	10	36	.1	.9	44	168	.4	2.6	29	146	.3	2.2	11	53	.1	1.3
4-Book	21	96	.2	2.5	19	84	.2	1.8	47	210	.4	2.8	36	166	.3	3.0	15	82	.1	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 25-54

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
SP '97	1	7	.1	.1	16	36	.1	1.5	26	59	.2	1.5	13	39	.1	1.0	15	39	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																				
SP '97	86	215	.8	9.5	60	156	.5	5.5	88	253	.8	5.2	58	143	.5	4.3	70	147	.6	8.5
4-Book	84	238	.8	9.7	56	157	.5	5.3	107	294	1.0	6.4	64	165	.6	5.3	70	151	.7	8.7
WWDB-FM																				
SP '97	17	80	.2	1.9	32	119	.3	2.9	53	159	.5	3.1	19	76	.2	1.4	14	63	.1	1.7
4-Book	10	50	.1	1.2	39	140	.4	3.7	85	186	.8	5.1	24	81	.2	2.0	16	65	.1	2.0
WXTU-FM																				
SP '97	40	194	.4	4.4	79	233	.7	7.2	108	315	1.0	6.3	71	235	.6	5.3	31	110	.3	3.7
4-Book	37	175	.4	4.3	51	178	.5	4.8	105	334	1.0	6.2	64	226	.6	5.2	21	103	.2	2.6
WYSP-FM																				
SP '97	18	89	.2	2.0	13	51	.1	1.2	32	155	.3	1.9	31	87	.3	2.3	7	56	.1	.8
4-Book	16	81	.2	1.8	10	36	.1	.9	31	173	.3	1.9	34	140	.3	2.8	11	61	.1	1.3
WYXR-FM																				
SP '97	31	191	.3	3.4	29	147	.3	2.6	69	351	.6	4.0	54	217	.5	4.0	26	165	.2	3.1
4-Book	39	220	.4	4.4	41	176	.4	3.8	107	426	1.0	6.4	78	299	.7	6.4	35	178	.3	4.3
WXXW-FM																				
SP '97	6	45	.1	.7	4	21	.1	.4	10	64	.1	.6	14	51	.1	1.0	11	42	.1	1.3
4-Book	4	23	.1	.6	5	26	.1	.5	10	52	.1	.6	10	39	.1	.8	7	27	.1	.8
WFMZ-FM																				
SP '97	8	38	.1	.9	2	15	.1	.2	3	15	.1	.2	4	15	.1	.3				
4-Book	3	14	.1	.3	9	27	.1	.8	6	28	.1	.4	9	23	.1	.7	3	13	.1	.4
WJBR-FM																				
SP '97	10	61	.1	1.1	6	26	.1	.5	7	45	.1	.4	11	23	.1	.8	8	57	.1	1.0
4-Book	10	41	.1	1.1	6	27	.1	.6	16	49	.1	.9	11	35	.1	.9	11	43	.1	1.4
WPST-FM																				
SP '97	4	26	.1	.4	6	43	.1	.5	16	88	.1	.9	10	49	.1	.7	3	24	.1	.4
4-Book	8	47	.1	1.0	7	40	.1	.6	14	86	.1	.8	6	50	.1	.5	6	41	.1	.7
WRDR-FM																				
SP '97	1	6	.1	.1	6	17	.1	.5	2	8	.1	.1	1	9	.1	.1	4	9	.1	.5
4-Book	1	3	.1	.1	2	8	.1	.2	2	6	.1	.1	3	11	.1	.2	3	9	.1	.4
WSTW-FM																				
SP '97	3	27	.1	.3	6	17	.1	.5	16	56	.1	.9	11	33	.1	.8	8	29	.1	1.0
4-Book	3	25	.1	.3	6	14	.1	.5	8	32	.1	.4	10	33	.1	.8	3	19	.1	.4
WFAN-AM																				
SP '97									2	7	.1	.1	2	7	.1	.1	1	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '97	910	2904	8.2		1098	3213	9.9		1707	4692	15.4		1334	3564	12.1		827	2422	7.5	
4-Book	864	2838	7.8		1067	3275	9.7		1682	4778	15.2		1227	3419	11.1		808	2390	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	111	3181	1.2	6.4	346	2262	3.6	12.5	60	1007	.6	2.4	90	1264	.9	4.5	34	611	.4	5.0
WI '97	135	3561	1.4	8.1	420	2614	4.4	15.9	80	1110	.8	3.4	123	1427	1.3	6.4	40	673	.4	6.7
FA '96	143	3489	1.5	8.3	401	2675	4.2	14.8	99	1163	1.0	4.0	137	1608	1.4	6.9	46	708	.5	7.0
SU '96	125	3304	1.3	7.3	368	2455	3.9	15.0	101	1233	1.1	3.9	108	1380	1.1	5.6	30	648	.3	4.3
4-Book	129	3384	1.4	7.5	384	2502	4.0	14.6	85	1128	.9	3.4	115	1420	1.2	5.9	38	660	.4	5.8
SP '96	148	3516	1.6	8.4	380	2630	4.0	13.9	125	1369	1.3	4.7	165	1730	1.7	8.2	45	745	.5	7.0
WBEB-FM																				
SP '97	189	2169	2.0	10.9	270	1359	2.8	9.7	372	1252	3.9	14.9	228	1445	2.4	11.4	43	632	.4	6.4
WI '97	162	1975	1.7	9.7	219	1211	2.3	8.3	339	1236	3.5	14.5	199	1253	2.1	10.3	28	484	.3	4.7
FA '96	189	2198	2.0	11.0	288	1515	3.0	10.7	368	1344	3.8	14.7	229	1441	2.4	11.6	63	651	.7	9.6
SU '96	159	2016	1.7	9.3	182	1163	1.9	7.4	336	1299	3.5	13.0	203	1268	2.1	10.4	47	611	.5	6.7
4-Book	175	2090	1.9	10.2	240	1312	2.5	9.0	354	1283	3.7	14.3	215	1352	2.3	10.9	45	595	.5	6.9
SP '96	181	2152	1.9	10.2	239	1305	2.5	8.7	386	1433	4.1	14.4	216	1368	2.3	10.7	42	508	.4	6.5
WDAS-AM																				
SP '97	51	528	.5	2.9	84	294	.9	3.0	61	249	.6	2.4	36	173	.4	1.8	10	106	.1	1.5
WI '97	33	352	.3	2.0	60	185	.6	2.3	48	163	.5	2.1	18	140	.2	.9	5	58	.1	.8
FA '96	24	404	.3	1.4	54	214	.6	2.0	20	132	.2	.8	12	118	.1	.6	1	29	.1	.2
SU '96	25	423	.3	1.5	51	218	.5	2.1	25	132	.3	1.0	16	113	.2	.8	8	67	.1	1.1
4-Book	33	427	.4	2.0	62	228	.7	2.4	39	169	.4	1.6	21	136	.2	1.0	6	65	.1	.9
SP '96	33	436	.3	1.9	65	227	.7	2.4	28	167	.3	1.0	22	151	.2	1.1	9	72	.1	1.4
WDAS-FM																				
SP '97	124	1211	1.3	7.1	160	640	1.7	5.8	154	720	1.6	6.2	145	766	1.5	7.3	89	555	.9	13.2
WI '97	136	1317	1.4	8.1	182	776	1.9	6.9	192	696	2.0	8.2	152	825	1.6	7.9	71	540	.7	11.9
FA '96	125	1147	1.3	7.2	159	683	1.7	5.9	172	623	1.8	6.9	140	729	1.5	7.1	75	539	.8	11.5
SU '96	121	1180	1.3	7.1	148	632	1.6	6.0	163	679	1.7	6.3	128	588	1.4	6.6	76	509	.8	10.9
4-Book	127	1214	1.3	7.4	162	683	1.7	6.2	170	680	1.8	6.9	141	727	1.5	7.2	78	536	.8	11.9
SP '96	127	1196	1.3	7.2	179	765	1.9	6.5	176	673	1.9	6.6	134	781	1.4	6.7	79	485	.8	12.2
WFIL-AM																				
SP '97	10	190	.1	.6	16	108	.2	.6	11	81	.1	.4	7	57	.1	.4	7	58	.1	1.0
WI '97	9	178	.1	.5	24	127	.3	.9	11	62	.1	.5	5	49	.1	.3	4	39	.1	.7
FA '96	12	187	.1	.7	22	115	.2	.8	14	73	.1	.6	14	82	.1	.7	8	28	.1	1.2
SU '96	11	191	.1	.6	19	121	.2	.8	20	126	.2	.8	15	103	.2	.8	2	43	.1	.3
4-Book	11	187	.1	.6	20	118	.2	.8	14	86	.1	.6	10	73	.1	.6	5	42	.1	.8
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																				
SP '97	48	935	.5	2.8	63	496	.7	2.3	76	472	.8	3.0	58	485	.6	2.9	23	264	.2	3.4
WI '97	64	1004	.7	3.8	83	561	.9	3.1	96	474	1.0	4.1	73	584	.8	3.8	33	289	.3	5.5
FA '96	66	1077	.7	3.8	86	528	.9	3.2	90	543	.9	3.6	70	615	.7	3.5	34	338	.4	5.2
SU '96	48	852	.5	2.8	50	383	.5	2.0	75	453	.8	2.9	67	502	.7	3.4	30	286	.3	4.3
4-Book	57	967	.6	3.3	71	492	.8	2.7	84	486	.9	3.4	67	547	.7	3.4	30	294	.3	4.6
SP '96	54	780	.6	3.1	77	446	.8	2.8	89	471	.9	3.3	70	472	.7	3.5	23	260	.2	3.6
WHAT-AM																				
SP '97	53	403	.6	3.0	115	256	1.2	4.1	44	165	.5	1.8	37	147	.4	1.9	30	134	.3	4.5
WI '97	24	362	.3	1.4	63	170	.7	2.4	12	99	.1	.5	13	111	.1	.7	9	36	.1	1.5
FA '96	32	266	.3	1.9	77	195	.8	2.8	37	130	.4	1.5	21	107	.2	1.1	11	72	.1	1.7
SU '96	34	239	.4	2.0	62	146	.7	2.5	45	135	.5	1.7	38	125	.4	2.0	14	75	.1	2.0
4-Book	36	318	.4	2.1	79	192	.9	3.0	35	132	.4	1.4	27	123	.3	1.4	16	79	.2	2.4
SP '96	11	230	.1	.6	32	117	.3	1.2	7	48	.1	.3	3	31	.1	.1	1	14	.1	.2
W10Q-FM																				
SP '97	45	943	.5	2.6	66	481	.7	2.4	76	571	.8	3.0	58	512	.6	2.9	11	272	.1	1.6
WI '97	54	1187	.6	3.2	74	577	.8	2.8	77	522	.8	3.3	68	728	.7	3.5	26	406	.3	4.3
FA '96	47	1048	.5	2.7	62	494	.6	2.3	75	475	.8	3.0	65	612	.7	3.3	16	289	.2	2.4
SU '96	42	999	.4	2.5	55	418	.6	2.2	68	539	.7	2.6	57	564	.6	2.9	21	312	.2	3.0
4-Book	47	1044	.5	2.8	64	493	.7	2.4	74	527	.8	3.0	62	604	.7	3.2	19	320	.2	2.8
SP '96	49	1093	.5	2.8	50	477	.5	1.8	72	511	.8	2.7	70	617	.7	3.5	25	382	.3	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

		Women 35-64																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																						
SP '97		10	436	.1	.6	21	185	.2	.8	13	136	.1	.5	8	136	.1	.4	2	57	.1	.3	
WI '97		14	538	.1	.8	33	296	.3	1.3	9	143	.1	.4	17	247	.2	.9	4	112	.1	.7	
FA '96		19	615	.2	1.1	39	314	.4	1.4	22	216	.2	.9	22	292	.2	1.1	8	122	.1	1.2	
SU '96		26	709	.3	1.5	27	254	.3	1.1	49	361	.5	1.9	34	415	.4	1.7	10	202	.1	1.4	
4-Book		17	575	.2	1.0	30	262	.3	1.2	23	214	.2	.9	20	273	.2	1.0	6	123	.1	.9	
SP '96		26	687	.3	1.5	51	381	.5	1.9	39	310	.4	1.5	28	281	.3	1.4	8	159	.1	1.2	
WURD-AM																						
SP '97		12	105	.1	.7	16	56	.2	.6	16	60	.2	.6	14	80	.1	.7	5	70	.1	.7	
WI '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																						
SP '97		35	660	.4	2.0	49	329	.5	1.8	55	295	.6	2.2	36	323	.4	1.8	21	192	.2	3.1	
WI '97		48	922	.5	2.9	52	434	.5	2.0	54	389	.6	2.3	63	473	.7	3.3	33	358	.3	5.5	
FA '96		49	899	.5	2.8	58	467	.6	2.1	64	449	.7	2.6	62	406	.6	3.1	23	261	.2	3.5	
SU '96		57	839	.6	3.3	49	417	.5	2.0	75	455	.8	2.9	63	421	.7	3.2	46	335	.5	6.6	
4-Book		47	830	.5	2.8	52	412	.5	2.0	62	397	.7	2.5	56	406	.6	2.9	31	287	.3	4.7	
SP '96		49	847	.5	2.8	55	425	.6	2.0	60	351	.6	2.2	59	431	.6	2.9	36	274	.4	5.6	
WVDB-FM																						
SP '97		71	1165	.7	4.1	99	491	1.0	3.6	80	476	.8	3.2	118	768	1.2	5.9	33	375	.3	4.9	
WI '97		100	1398	1.0	6.0	132	627	1.4	5.0	126	666	1.3	5.4	140	778	1.5	7.3	46	398	.5	7.7	
FA '96		81	1250	.8	4.7	119	613	1.2	4.4	97	555	1.0	3.9	111	670	1.2	5.6	36	313	.4	5.5	
SU '96		58	973	.6	3.4	81	402	.9	3.3	88	505	.9	3.4	59	409	.6	3.0	32	361	.3	4.6	
4-Book		78	1197	.8	4.6	108	533	1.1	4.1	98	551	1.0	4.0	107	656	1.1	5.5	37	362	.4	5.7	
SP '96		78	1120	.8	4.4	126	492	1.3	4.6	130	544	1.4	4.8	80	503	.8	4.0	33	335	.3	5.1	
WXTU-FM																						
SP '97		98	1078	1.0	5.6	144	657	1.5	5.2	135	666	1.4	5.4	121	774	1.3	6.1	32	370	.3	4.7	
WI '97		96	1151	1.0	5.7	150	689	1.6	5.7	119	648	1.2	5.1	108	771	1.1	5.6	30	409	.3	5.0	
FA '96		78	1059	.8	4.5	118	650	1.2	4.4	100	592	1.0	4.0	105	693	1.1	5.3	21	326	.2	3.2	
SU '96		97	1185	1.0	5.7	145	705	1.5	5.9	147	612	1.6	5.7	112	739	1.2	5.8	36	358	.4	5.1	
4-Book		92	1118	1.0	5.4	139	675	1.5	5.3	125	630	1.3	5.1	112	744	1.2	5.7	30	366	.3	4.5	
SP '96		81	1023	.9	4.6	112	648	1.2	4.1	106	556	1.1	3.9	89	651	.9	4.4	29	297	.3	4.5	
WYSP-FM																						
SP '97		39	833	.4	2.2	143	562	1.5	5.2	32	297	.3	1.3	25	247	.3	1.3	16	121	.2	2.4	
WI '97		28	715	.3	1.7	116	521	1.2	4.4	23	264	.2	1.0	12	189	.1	.6	4	100	.1	.7	
FA '96		24	830	.3	1.4	66	370	.7	2.4	27	228	.3	1.1	19	174	.2	1.0	5	124	.1	.8	
SU '96		29	787	.3	1.7	101	549	1.1	4.1	29	280	.3	1.1	14	166	.1	.7	6	67	.1	.9	
4-Book		30	791	.3	1.8	107	501	1.1	4.0	28	267	.3	1.1	18	194	.2	.9	8	103	.1	1.2	
SP '96		36	821	.4	2.0	165	573	1.7	6.0	25	325	.3	.9	12	198	.1	.6	5	100	.1	.8	
WYXR-FM																						
SP '97		90	1422	.9	5.2	130	788	1.4	4.7	156	773	1.6	6.2	128	890	1.3	6.4	22	467	.2	3.3	
WI '97		57	1259	.6	3.4	85	616	.9	3.2	87	625	.9	3.7	63	712	.7	3.3	22	408	.2	3.7	
FA '96		76	1370	.8	4.4	104	811	1.1	3.8	122	772	1.3	4.9	106	969	1.1	5.4	25	443	.3	3.8	
SU '96		81	1439	.9	4.7	117	830	1.2	4.8	139	794	1.5	5.4	99	818	1.0	5.1	29	468	.3	4.1	
4-Book		76	1373	.8	4.4	109	761	1.2	4.1	126	741	1.3	5.1	99	847	1.0	5.1	25	447	.3	3.7	
SP '96		96	1281	1.0	5.4	137	823	1.4	5.0	191	779	2.0	7.1	110	764	1.2	5.5	26	380	.3	4.0	
WXXV-FM																						
SP '97		19	452	.2	1.1	31	213	.3	1.1	32	210	.3	1.3	22	254	.2	1.1	8	99	.1	1.2	
WI '97		23	444	.2	1.4	36	222	.4	1.4	28	203	.3	1.2	28	270	.3	1.5	6	68	.1	1.0	
FA '96		16	343	.2	.9	38	120	.4	1.4	27	199	.3	1.1	21	180	.2	1.1	1	40	.1	.2	
SU '96		12	406	.1	.7	20	214	.2	.8	17	172	.2	.7	19	220	.2	1.0	5	136	.1	.7	
4-Book		18	411	.2	1.0	31	192	.3	1.2	26	196	.3	1.1	23	231	.2	1.2	5	86	.1	.8	
SP '96		18	417	.2	1.0	24	234	.3	.9	30	226	.3	1.1	23	261	.2	1.1	5	107	.1	.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97	15	181	.2	.9	18	103	.2	.6	30	84	.3	1.2	17	102	.2	.9	4	52		.6
WI '97	24	260	.3	1.4	29	130	.3	1.1	54	142	.6	2.3	27	153	.3	1.4	4	62		.7
FA '96	24	208	.3	1.4	30	127	.3	1.1	50	154	.5	2.0	25	126	.3	1.3	3	45		.5
SU '96	10	148	.1	.6	15	47	.2	.6	21	47	.2	.8	14	78	.1	.7	1	32		.1
4-Book	18	199	.2	1.1	23	102	.3	.9	39	107	.4	1.6	21	115	.2	1.1	3	48		.5
SP '96	14	296	.1	.8	18	158	.2	.7	25	140	.3	.9	15	131	.2	.7	5	62	.1	.8
WJBR-FM																				
SP '97	15	313	.2	.9	22	155	.2	.8	28	130	.3	1.1	19	139	.2	1.0	1	36		.1
WI '97	11	245	.1	.7	10	87	.1	.4	21	107	.2	.9	17	103	.2	.9	6	81	.1	1.0
FA '96	15	287	.2	.9	32	180	.3	1.2	26	106	.3	1.0	16	159	.2	.8	2	48		.3
SU '96	25	348	.3	1.5	18	155	.2	.7	34	197	.4	1.3	36	165	.4	1.9	20	146	.2	2.9
4-Book	17	298	.2	1.0	21	144	.2	.8	27	135	.3	1.1	22	142	.3	1.2	7	78	.1	1.1
SP '96	18	212	.2	1.0	21	93	.2	.8	38	150	.4	1.4	22	141	.2	1.1	4	46		.6
WPST-FM																				
SP '97	7	303	.1	.4	12	131	.1	.4	11	138	.1	.4	10	156	.1	.5	3	66		.4
WI '97	8	287	.1	.5	12	152	.1	.5	13	132	.1	.6	12	161	.1	.6	2	72		.3
FA '96	11	340	.1	.6	17	135	.2	.6	19	90	.2	.8	18	178	.2	.9	3	57		.5
SU '96	14	384	.1	.8	22	136	.2	.9	26	219	.3	1.0	17	238	.2	.9	3	78		.4
4-Book	10	329	.1	.6	16	139	.2	.6	17	145	.2	.7	14	183	.2	.7	3	68		.4
SP '96	8	280	.1	.5	7	110	.1	.3	12	144	.1	.4	6	126	.1	.3	1	25		.2
WRDR-FM																				
SP '97	15	216	.2	.9	17	113	.2	.6	23	136	.2	.9	16	134	.2	.8	4	49		.6
WI '97	7	117	.1	.4	13	58	.1	.5	6	34	.1	.3	7	76	.1	.4	5	27	.1	.8
FA '96	5	147	.1	.3	3	36		.1	6	70	.1	.2	6	62	.1	.3	2	32		.3
SU '96	6	99	.1	.4	11	20	.1	.4	9	60	.1	.3	2	30		.1	1	21		.1
4-Book	8	145	.1	.5	11	57	.1	.4	11	75	.1	.4	8	76	.1	.4	3	32		.5
SP '96	3	128		.2	4	45		.1	5	54	.1	.2	4	68		.2	1	31		.2
WSTV-FM																				
SP '97	2	112		.1	1	24		.1	3	48		.1	6	58	.1	.3	1	33		.1
WI '97	5	163	.1	.3	9	58	.1	.3	10	76	.1	.4	4	93		.2	2	51		.3
FA '96	3	112		.2	5	62	.1	.2	5	52	.1	.2	3	57		.2	1	15		.2
SU '96	8	193	.1	.5	11	116	.1	.4	18	98	.2	.7	9	111	.1	.5	2	55		.3
4-Book	5	145	.1	.3	7	65	.1	.2	9	69	.1	.4	6	80	.1	.3	2	39		.2
SP '96	7	156	.1	.4	9	73	.1	.3	11	76	.1	.4	10	79	.1	.5	2	40		.3
WFAN-AM																				
SP '97		32															1	23		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96	2	33		.1	3	17		.1	1	17		.1	3	16		.1				
TOTALS																				
SP '97	1740	9418	18.1		2773	8592	28.9		2500	7364	26.1		2000	8173	20.9		674	5363	7.0	
WI '97	1670	9282	17.4		2638	8404	27.5		2340	7056	24.4		1929	7986	20.1		598	4891	6.2	
FA '96	1726	9327	18.0		2702	8522	28.2		2500	7486	26.1		1975	8151	20.6		654	5149	6.8	
SU '96	1708	9234	18.0		2457	8217	26.0		2585	7662	27.3		1944	7914	20.5		700	5096	7.4	
4-Book	1711	9315	17.9		2643	8434	27.7		2481	7392	26.0		1962	8056	20.5		657	5125	6.9	
SP '96	1770	9219	18.7		2736	8294	28.9		2687	7686	28.4		2010	8095	21.2		647	5041	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

		Women 35-64																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																						
SP '97		157	2895	1.6	6.5	82	1783	.9	6.7	238	911	2.5	15.7	74	414	.8	3.7	59	327	.6	4.3	
4-Book		186	3118	2.0	7.9	88	1833	1.0	7.1	227	913	2.4	16.0	93	483	1.0	4.5	66	334	.7	4.7	
WBEB-FM																						
SP '97		296	1886	3.1	12.2	96	1185	1.0	7.8	105	345	1.1	6.9	186	557	1.9	9.4	92	303	1.0	6.7	
4-Book		276	1867	2.9	11.6	82	1031	.9	6.6	90	301	1.0	6.3	168	499	1.8	8.2	93	344	1.0	6.6	
WDAS-AM																						
SP '97		60	387	.6	2.5	62	469	.6	5.1	54	110	.6	3.6	41	84	.4	2.1	25	54	.3	1.8	
4-Book		40	286	.4	1.7	40	357	.4	3.2	34	78	.4	2.3	29	64	.3	1.4	14	34	.2	1.0	
WDAS-FM																						
SP '97		153	1051	1.6	6.3	97	836	1.0	7.9	86	233	.9	5.7	175	328	1.8	8.9	148	313	1.5	10.9	
4-Book		159	1027	1.7	6.7	102	816	1.1	8.2	83	233	.9	5.8	161	369	1.7	7.9	129	311	1.3	9.2	
WFIL-AM																						
SP '97		11	148	.1	.5	8	86	.1	.7	13	29	.1	.9	1	15	.1	.3	8	24	.1	.6	
4-Book		15	158	.2	.7	7	77	.1	.5	11	32	.1	.7	6	25	.1	.3	7	17	.1	.5	
WFLN-FM																						
SP '97		66	808	.7	2.7	33	459	.3	2.7	24	117	.3	1.6	44	178	.5	2.2	28	119	.3	2.1	
4-Book		75	808	.8	3.2	42	496	.4	3.4	34	128	.4	2.4	69	206	.7	3.3	56	159	.6	4.0	
WHAT-AM																						
SP '97		64	318	.7	2.6	50	259	.5	4.1	70	136	.7	4.6	58	99	.6	2.9	31	55	.3	2.3	
4-Book		46	242	.5	1.9	31	212	.3	2.5	39	77	.4	2.7	40	75	.4	1.9	17	33	.2	1.2	
WIOQ-FM																						
SP '97		68	846	.7	2.8	27	390	.3	2.2	20	103	.2	1.3	57	218	.6	2.9	44	174	.5	3.2	
4-Book		68	890	.7	2.9	30	500	.3	2.5	26	102	.3	1.9	62	223	.7	3.0	47	191	.5	3.4	
WIP -AM																						
SP '97		40	460	.4	1.6	19	336	.2	1.5	32	84	.3	2.1	19	80	.2	1.0	18	65	.2	1.3	
4-Book		27	365	.3	1.1	11	208	.1	.9	18	57	.2	1.3	18	57	.2	.9	12	47	.2	.8	
WJZZ-FM																						
SP '97		152	1257	1.6	6.3	71	801	.7	5.8	82	258	.9	5.4	141	394	1.5	7.1	106	257	1.1	7.8	
4-Book		152	1151	1.6	6.4	76	795	.8	6.1	65	208	.7	4.6	127	350	1.4	6.2	106	261	1.1	7.6	
WMGK-FM																						
SP '97		80	1045	.8	3.3	45	691	.5	3.7	51	193	.5	3.4	103	348	1.1	5.2	55	253	.6	4.0	
4-Book		90	1017	.9	3.8	42	595	.5	3.4	40	147	.4	2.8	84	286	.9	4.1	53	198	.6	3.8	
WMMR-FM																						
SP '97		84	801	.9	3.5	22	432	.2	1.8	24	102	.3	1.6	48	195	.5	2.4	32	98	.3	2.3	
4-Book		75	741	.8	3.2	30	462	.3	2.4	34	114	.4	2.4	63	216	.7	3.1	42	157	.4	3.0	
WGL-FM																						
SP '97		196	1872	2.0	8.1	112	1352	1.2	9.1	100	326	1.0	6.6	207	585	2.2	10.5	119	417	1.2	8.7	
4-Book		205	1924	2.2	8.7	122	1363	1.3	9.8	106	347	1.1	7.6	225	627	2.4	11.0	145	458	1.5	10.3	
WPEN-AM																						
SP '97		61	534	.6	2.5	34	339	.4	2.8	64	142	.7	4.2	63	187	.7	3.2	59	158	.6	4.3	
4-Book		73	538	.8	3.1	40	393	.4	3.2	62	167	.7	4.4	91	233	1.0	4.4	49	133	.5	3.5	
+WPHI-FM																						
WDRE-FM																						
SP '97		26	307	.3	1.1	10	182	.1	.8	7	31	.1	.5	17	75	.2	.9	13	40	.1	1.0	
4-Book		15	250	.2	.7	9	160	.1	.8	7	31	.1	.5	16	60	.2	.8	12	48	.1	.9	
+WPHT-AM																						
SP '97		8	165	.1	.3	5	155	.1	.4	9	23	.1	.6	7	48	.1	.4	1	15	.1	.1	
4-Book		9	155	.1	.4	5	109	.1	.4	4	12	.1	.3	4	23	.1	.2	3	20	.1	.2	
WPLY-FM																						
SP '97		14	321	.1	.6	9	217	.1	.7	7	31	.1	.5	15	82	.2	.8	6	40	.1	.4	
4-Book		25	466	.3	1.0	13	277	.1	1.1	8	48	.1	.6	22	115	.3	1.1	18	78	.2	1.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 35-64

		Women 35-64																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM	SP '97	15	98	.2	.6	10	63	.1	.8	7	38	.1	.5	19	34	.2	1.0	17	36	.2	1.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM	SP '97	47	544	.5	1.9	24	311	.3	2.0	17	43	.2	1.1	50	147	.5	2.5	23	85	.2	1.7
	4-Book	57	693	.6	2.4	42	429	.5	3.4	28	100	.3	2.0	83	204	.9	4.0	53	140	.6	3.8
WWDB-FM	SP '97	97	969	1.0	4.0	49	613	.5	4.0	74	171	.8	4.9	69	230	.7	3.5	42	115	.4	3.1
	4-Book	104	945	1.1	4.4	58	669	.6	4.7	81	216	.9	5.7	78	236	.8	3.8	40	143	.4	2.9
WXTU-FM	SP '97	134	976	1.4	5.5	78	678	.8	6.4	100	283	1.0	6.6	123	357	1.3	6.2	72	258	.8	5.3
	4-Book	125	967	1.3	5.3	75	723	.8	6.1	91	267	.9	6.4	134	382	1.4	6.5	86	267	.9	6.2
WYSP-FM	SP '97	64	712	.7	2.6	11	238	.1	.9	10	45	.1	.7	13	79	.1	.7	29	96	.3	2.1
	4-Book	49	630	.5	2.1	12	270	.1	1.0	12	54	.1	.8	19	90	.2	.9	20	79	.2	1.4
WYXR-FM	SP '97	139	1245	1.4	5.7	47	754	.5	3.8	36	198	.4	2.4	100	270	1.0	5.1	79	267	.8	5.8
	4-Book	113	1192	1.2	4.7	46	695	.5	3.7	38	169	.4	2.7	86	292	.9	4.2	62	241	.7	4.5
WKXW-FM	SP '97	28	371	.3	1.2	10	185	.1	.8	6	24	.1	.4	14	54	.1	.7	8	33	.1	.6
	4-Book	27	341	.3	1.1	11	161	.1	.9	14	38	.2	1.0	18	63	.2	.9	11	37	.1	.8
WFMZ-FM	SP '97	22	142	.2	.9	9	99	.1	.7	10	31	.1	.7	20	57	.2	1.0	13	31	.1	1.0
	4-Book	28	160	.3	1.2	11	105	.1	.9	12	36	.1	.9	26	52	.3	1.2	8	28	.1	.6
WJBR-FM	SP '97	24	223	.3	1.0	9	157	.1	.7	5	15	.1	.3	11	45	.1	.6	11	52	.1	.8
	4-Book	24	226	.3	1.0	11	149	.1	.9	9	35	.1	.6	12	47	.2	.6	13	43	.1	.9
WPST-FM	SP '97	11	259	.1	.5	3	101		.2		6			4	30		.2	5	38	.1	.4
	4-Book	16	279	.2	.7	4	123		.3	3	21		.2	8	49	.1	.4	9	49	.1	.6
WRDR-FM	SP '97	19	184	.2	.8	16	153	.2	1.3	17	47	.2	1.1	28	82	.3	1.4	26	65	.3	1.9
	4-Book	10	113	.1	.4	9	96	.1	.7	11	28	.1	.8	15	42	.2	.7	12	40	.1	.9
WSTW-FM	SP '97	3	73		.1	1	31		.1									2	8		.1
	4-Book	7	116	.1	.3	2	57		.2	3	12		.2	3	16		.1	2	12		.2
WFAN-AM	SP '97	**	**	**	**	1	17		.1	**	**	**	**	1	9		.1	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '97	2431	9310	25.4		1226	7960	12.8		1513	4067	15.8		1974	4902	20.6		1363	3711	14.2	
	4-Book	2372	9193	24.8		1243	7915	13.0		1416	3947	14.8		2057	5053	21.5		1401	3754	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SP '97	37	181	.4	5.6	157	745	1.6	13.7	50	350	.5	3.5	40	195	.4	3.6	36	200	.4	5.8
4-Book	32	200	.3	4.8	178	753	1.9	15.4	65	371	.7	4.3	41	208	.4	3.8	36	196	.4	5.5
WBEB-FM																				
SP '97	39	190	.4	5.9	66	260	.7	5.7	134	465	1.4	9.3	101	306	1.1	9.0	37	171	.4	6.0
4-Book	37	194	.4	5.6	65	222	.7	5.6	98	357	1.0	6.6	72	262	.8	6.6	26	139	.3	4.0
WDAS-AM																				
SP '97	6	28	.1	.9	193	379	2.0	16.8	116	260	1.2	8.1	58	107	.6	5.2	19	60	.2	3.1
4-Book	6	19	.1	.9	123	259	1.3	10.6	83	211	.9	5.5	29	62	.3	2.7	11	37	.1	1.8
WDAS-FM																				
SP '97	89	248	.9	13.6	32	103	.3	2.8	45	145	.5	3.1	53	169	.6	4.7	133	248	1.4	21.4
4-Book	80	215	.8	12.0	56	155	.6	4.9	76	213	.8	5.0	63	167	.7	5.8	155	268	1.6	23.8
WFIL-AM																				
SP '97	7	23	.1	1.1	13	45	.1	1.1	9	21	.1	.6	8	28	.1	.7	5	21	.1	.8
4-Book	4	14	.1	.5	9	27	.1	.7	8	24	.1	.5	6	14	.1	.5	4	12	.1	.6
WFLN-FM																				
SP '97	12	56	.1	1.8	40	144	.4	3.5	50	202	.5	3.5	54	172	.6	4.8	12	57	.1	1.9
4-Book	20	74	.2	3.1	31	121	.3	2.7	64	210	.7	4.2	48	149	.5	4.5	15	58	.2	2.4
WHAT-AM																				
SP '97	34	79	.4	5.2	63	129	.7	5.5	57	142	.6	4.0	73	103	.8	6.5	24	70	.3	3.9
4-Book	18	42	.2	2.7	58	118	.6	4.9	40	113	.4	2.7	27	46	.3	2.5	10	26	.1	1.5
WIOQ-FM																				
SP '97	9	30	.1	1.4	10	28	.1	.9	44	183	.5	3.1	23	120	.2	2.0	5	29	.1	.8
4-Book	15	71	.2	2.3	12	54	.1	1.0	37	168	.4	2.5	28	131	.3	2.6	12	59	.1	1.9
WIP -AM																				
SP '97	17	54	.2	2.6	10	46	.1	.9	22	107	.2	1.5	30	121	.3	2.7	9	47	.1	1.4
4-Book	5	23	.1	.8	9	35	.1	.8	13	56	.1	.9	17	60	.2	1.6	3	18	.1	.5
WJJZ-FM																				
SP '97	42	125	.4	6.4	35	134	.4	3.0	65	254	.7	4.5	63	161	.7	5.6	33	150	.3	5.3
4-Book	59	171	.6	8.8	37	132	.4	3.2	89	266	1.0	5.9	77	204	.8	7.2	44	148	.5	6.7
WMGK-FM																				
SP '97	23	117	.2	3.5	24	86	.3	2.1	40	235	.4	2.8	39	204	.4	3.5	26	138	.3	4.2
4-Book	23	115	.3	3.4	23	87	.3	2.0	48	205	.5	3.2	39	140	.4	3.6	21	99	.2	3.1
WMMR-FM																				
SP '97	6	40	.1	.9	23	84	.2	2.0	19	148	.2	1.3	23	106	.2	2.0	6	49	.1	1.0
4-Book	12	49	.1	1.9	22	79	.2	1.9	33	150	.4	2.2	27	110	.3	2.5	8	49	.1	1.3
WUGL-FM																				
SP '97	78	274	.8	11.9	66	221	.7	5.7	151	510	1.6	10.5	120	337	1.3	10.7	49	211	.5	7.9
4-Book	79	279	.8	11.8	85	279	.9	7.5	139	486	1.5	9.2	119	352	1.3	10.9	73	246	.8	11.1
WPEN-AM																				
SP '97	17	54	.2	2.6	3	12	.3	.3	26	78	.3	1.8	28	67	.3	2.5	14	55	.1	2.3
4-Book	12	39	.1	1.8	18	70	.2	1.6	40	118	.4	2.6	34	89	.4	3.2	12	50	.1	1.8
+WPHI-FM																				
WDRE-FM																				
SP '97	6	23	.1	.9	3	18	.3	.3	18	71	.2	1.3	9	42	.1	.8	4	14	.1	.6
4-Book	7	30	.1	1.0	3	21	.3	.3	13	57	.1	.9	10	38	.1	.9	6	20	.1	.9
+WPHT-AM																				
SP '97	11	45	.1	1.7	3	8	.3	.3	3	17	.2	.4	8	27	.1	.7				
4-Book	7	27	.1	1.0	4	11	.3	.3	5	24	.1	.4	8	28	.1	.8	3	16		.5
WPLY-FM																				
SP '97					10	36	.1	.9	17	67	.2	1.2	12	69	.1	1.1	4	27		.6
4-Book	5	29	.1	.7	8	39	.1	.7	19	76	.2	1.3	16	70	.2	1.5	6	43	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																			
SP '97	1	7	.2	6	16	.1	.5	10	25	.1	.7	8	29	.1	.7	8	29	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUSL-FM																			
SP '97	14	44	.1	19	40	.2	1.7	23	79	.2	1.6	22	75	.2	2.0	22	52	.2	3.5
4-Book	39	110	.4	22	62	.2	2.0	43	126	.4	2.8	29	81	.3	2.7	34	69	.4	5.0
WWDB-FM																			
SP '97	23	129	.2	55	158	.6	4.8	67	201	.7	4.7	31	99	.3	2.8	33	101	.3	5.3
4-Book	29	117	.3	66	211	.7	5.7	107	233	1.1	7.1	34	106	.4	3.2	31	115	.3	4.9
WXTU-FM																			
SP '97	24	107	.3	82	230	.9	7.1	121	358	1.3	8.4	76	232	.8	6.7	31	108	.3	5.0
4-Book	30	137	.3	56	184	.6	4.8	113	358	1.2	7.5	72	231	.8	6.7	21	101	.2	3.3
WYSP-FM																			
SP '97	6	31	.1	4	17	.3		15	50	.2	1.0	9	29	.1	.8	3	30		.5
4-Book	2	20	.3	4	18	.4		17	78	.2	1.1	17	68	.2	1.6	3	30		.5
WYXR-FM																			
SP '97	20	119	.2	25	112	.3	2.2	62	265	.6	4.3	32	154	.3	2.8	19	120	.2	3.1
4-Book	23	120	.2	27	110	.3	2.4	67	265	.7	4.5	45	180	.5	4.1	21	102	.2	3.3
WKXW-FM																			
SP '97	6	43	.1	5	28	.1	.4	10	63	.1	.7	14	41	.1	1.2	11	42	.1	1.8
4-Book	5	24	.1	9	37	.1	.8	14	55	.2	.9	8	30	.1	.7	5	24	.1	.8
WFMZ-FM																			
SP '97	4	29	.6	6	23	.1	.5	13	31	.1	.9	6	14	.1	.5				.1
4-Book	2	13	.2	12	37	.2	1.1	17	45	.2	1.1	10	31	.1	.9				.1
WJBR-FM																			
SP '97	5	32	.1	5	17	.1	.4	10	57	.1	.7	18	36	.2	1.6	9	42	.1	1.4
4-Book	8	34	.1	5	21	.1	.4	16	47	.2	1.1	12	31	.1	1.1	10	32	.1	1.5
WPST-FM																			
SP '97				3	18		.3	4	31		.3	3	15		.3	2	16		.3
4-Book	1	10		3	18		.3	3	20		.2	2	11		.2	3	15		.5
WRDR-FM																			
SP '97	10	38	.1	15	41	.2	1.3	19	48	.2	1.3	11	33	.1	1.0	5	18	.1	.8
4-Book	6	21	.1	9	22	.1	.8	10	29	.1	.7	6	24	.1	.6	4	15	.1	.6
WSTW-FM																			
SP '97								1	16		.1	2	8		.2	2	15		.3
4-Book		7						2	17		.1	6	20		.5	1	13		.2
WFAN-AM																			
SP '97								2	9		.1	1	9		.1	1	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SP '97	656	2190	6.8	1150	3260	12.0		1439	4147	15.0		1126	3062	11.7		621	2052	6.5	
4-Book	665	2238	7.0	1156	3368	12.1		1507	4232	15.8		1083	2968	11.3		651	1991	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SP '97	4	278	.1	.9	15	185	.4	3.2	1	14	.4	2	58	.1	.3	1	28	.2	.2		
WI '97	6	460	.2	1.5	20	300	.5	4.3	3	84	.1	2.1	5	134	.1	.9	4	88	.1	.8	
FA '96	7	271	.2	1.7	23	158	.6	4.9	4	15	.1	2.3	2	47	.1	.3	1	34	.2	.2	
SU '96	4	346	.1	.9	10	169	.3	2.7	2	68	.1	.4	4	91	.1	.7	2	74	.1	.4	
4-Book	5	339	.2	1.3	17	203	.5	3.8	3	45	.1	1.3	3	83	.1	.6	2	56	.1	.4	
SP '96	6	334	.2	1.4	23	257	.6	4.7	1	36	.5	2	67	.1	.3	2	40	.1	.4		
WBEB-FM																					
SP '97	12	498	.3	2.8	13	184	.3	2.8	4	87	.1	1.7	20	192	.5	3.2	16	213	.4	3.2	
WI '97	20	575	.5	5.1	10	224	.3	2.1	10	94	.3	7.1	27	255	.7	4.8	31	304	.8	6.2	
FA '96	13	530	.3	3.1	6	120	.2	1.3	4	75	.1	2.3	19	227	.5	3.2	20	261	.5	4.2	
SU '96	11	481	.3	2.4	7	76	.2	1.9	12	229	.3	2.4	15	221	.4	2.5	14	217	.4	3.0	
4-Book	14	521	.4	3.4	9	151	.3	2.0	8	121	.2	3.4	20	224	.5	3.4	20	249	.5	4.2	
SP '96	13	487	.3	2.9	12	203	.3	2.5	6	99	.2	3.0	16	216	.4	2.6	14	197	.4	2.7	
WDAS-AM																					
SP '97	1	30	.1	.2	1	6	.1	.2	2	8	.1	.9	1	6	.1	.2					
WI '97	2	49	.1	.5	1	22	.1	.2	2	7	.1	1.4	1	7	.1	.2					
FA '96	2	49	.1	.5	1	13	.1	.2	1	12	.1	.6	2	12	.1	.3	3	15	.1	.6	
SU '96	2	30	.1	.4	3	18	.1	.8	1	5	.1	.2	2	12	.1	.3		6			
4-Book	2	40	.1	.4	2	15	.1	.4	2	8	.1	.8	2	9	.1	.3	1	5		.2	
SP '96	3	84	.1	.7	3	33	.1	.6	2	13	.1	1.0	3	19	.1	.5	2	19	.1	.4	
WDAS-FM																					
SP '97	10	188	.3	2.3	12	78	.3	2.6	8	68	.2	3.5	10	94	.3	1.6	8	95	.2	1.6	
WI '97	8	278	.2	2.0	11	95	.3	2.4	6	84	.2	4.3	10	129	.3	1.8	6	103	.2	1.2	
FA '96	8	260	.2	1.9	9	85	.2	1.9	5	91	.1	2.9	6	105	.2	1.0	11	112	.3	2.3	
SU '96	14	386	.4	3.0	8	120	.2	2.1	15	163	.4	3.0	14	167	.4	2.4	12	140	.3	2.6	
4-Book	10	278	.3	2.3	10	95	.3	2.3	9	102	.2	3.4	10	124	.3	1.7	9	113	.3	1.9	
SP '96	11	280	.3	2.5	10	112	.3	2.0	7	56	.2	3.5	22	131	.6	3.6	11	130	.3	2.1	
WFIL-AM																					
SP '97	1	15	.1	.2	3	15	.1	.6	3	6	.1	1.3	1	6	.1	.2					
WI '97		23			1	16		.2										7			
FA '96		26			1	9		.2						9							
SU '96	1	8	.1	.2	1	8	.1	.3	2	8	.1	.4	1	8	.1	.2					
4-Book	1	18	.1	.1	2	12	.1	.3	1	4	.1	.4	1	6	.1	.1	2				
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFLN-FM																					
SP '97		45			13				1	7		.4	1	21		.2		22			
WI '97	3	111	.1	.8	3	46	.1	.6	1	24	.1	.7	4	45	.1	.7	4	44	.1	.8	
FA '96	5	72	.1	1.2	4	34	.1	.8	1	31	.1	.6	4	49	.1	.7	8	55	.2	1.7	
SU '96	1	31	.1	.2	1	15	.1	.3		7			1	8	.1	.2	1	24		.2	
4-Book	2	65	.1	.6	2	27	.1	.4	1	17	.1	.4	3	31	.1	.5	3	36	.1	.7	
SP '96	1	48	.1	.2	2	20	.1	.4	1	19	.1	.5		10			3	28	.1	.6	
WHAT-AM																					
SP '97		6			1																
WI '97	1	30	.1	.3	1	22	.1	.2		7											
FA '96	2	40	.1	.5	3	31	.1	.6	2	16	.1	1.2	3	9	.1	.5					
SU '96		6			1	6		.3													
4-Book	1	21	.1	.2	1	15	.1	.3	1	6	.1	.3	1	2	.1	.1					
SP '96		24																			
W100-FM																					
SP '97	42	1315	1.1	9.7	44	592	1.1	9.5	21	449	.5	9.2	69	765	1.8	11.1	44	569	1.1	8.9	
WI '97	66	1608	1.7	16.7	75	824	2.0	16.1	21	435	.5	14.9	103	1052	2.7	18.4	78	962	2.0	15.7	
FA '96	104	1857	2.7	24.7	108	1023	2.8	22.8	49	667	1.3	28.5	151	1305	3.9	25.7	124	1216	3.2	26.3	
SU '96	77	1679	2.0	16.5	61	664	1.6	16.3	76	969	2.0	15.3	112	1063	2.9	19.0	81	961	2.1	17.3	
4-Book	72	1615	1.9	16.9	72	776	1.9	16.2	42	630	1.1	17.0	109	1046	2.8	18.6	82	927	2.1	17.1	
SP '96	83	1583	2.2	18.8	79	779	2.1	16.2	43	644	1.1	21.5	128	1058	3.4	21.0	89	870	2.3	17.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WIP -AM																					
SP '97	6	250	.2	1.4	4	51	.1	.9	2	18	.1	.9	3	67	.1	.5	11	119	.3	2.2	
WI '97	6	199	.2	1.5	9	98	.2	1.9	5	52	.1	3.5	5	66	.1	.9	9	97	.2	1.8	
FA '96	6	210	.2	1.4	10	108	.3	2.1	1	30	.6	.6	4	46	.1	.7	8	107	.2	1.7	
SU '96	10	199	.3	2.1	23	81	.6	6.1	10	67	.3	2.0	7	51	.2	1.2	6	57	.2	1.3	
4-Book	7	215	.2	1.6	12	85	.3	2.8	5	42	.1	1.8	5	58	.1	.8	9	95	.2	1.8	
SP '96	4	223	.1	.9	7	100	.2	1.4	2	20	.1	1.0	3	38	.1	.5	7	85	.2	1.4	
WJZ-FM																					
SP '97	2	95	.1	.5	1	22	.2	.2		7			2	32	.1	.3	2	27	.1	.4	
WI '97	1	93		.3	1	15	.2	.2		8			1	40		.2		13			
FA '96	1	99		.2	1	9	.2	.2		6			2	20	.1	.3	2	44	.1	.4	
SU '96	7	185	.2	1.5	4	35	.1	1.1	9	57	.2	1.8	5	53	.1	.8	4	78	.1	.9	
4-Book	3	118	.1	.6	2	20		.4	2	20	.1	.5	3	36	.1	.4	2	41	.1	.4	
SP '96	2	131	.1	.5	1	29		.2	1	32		.5	2	49	.1	.3	4	47	.1	.8	
WMGK-FM																					
SP '97	11	369	.3	2.5	5	88	.1	1.1	8	123	.2	3.5	12	138	.3	1.9	13	141	.3	2.6	
WI '97	6	275	.2	1.5	6	121	.2	1.3	2	96	.1	1.4	11	127	.3	2.0	6	87	.2	1.2	
FA '96	10	294	.3	2.4	8	118	.2	1.7	4	79	.1	2.3	19	160	.5	3.2	12	163	.3	2.5	
SU '96	17	387	.4	3.6	11	119	.3	2.9	21	198	.5	4.2	23	227	.6	3.9	11	151	.3	2.4	
4-Book	11	331	.3	2.5	8	112	.2	1.8	9	124	.2	2.9	16	163	.4	2.8	11	136	.3	2.2	
SP '96	6	305	.2	1.4	3	65	.1	.6	3	41	.1	1.5	8	157	.2	1.3	10	145	.3	1.9	
WMMR-FM																					
SP '97	5	323	.1	1.1	5	98	.1	1.1	3	96	.1	1.3	5	115	.1	.8	3	88	.1	.6	
WI '97	5	359	.1	1.3	9	117	.2	1.9	2	70	.1	1.4	7	137	.2	1.2	2	74	.1	.4	
FA '96	6	247	.2	1.4	9	79	.2	1.9	2	49	.1	1.2	7	140	.2	1.2	3	89	.1	.6	
SU '96	12	370	.3	2.6	12	94	.3	3.2	22	176	.6	4.4	15	208	.4	2.5	9	162	.2	1.9	
4-Book	7	325	.2	1.6	9	97	.2	2.0	7	98	.2	2.1	9	150	.2	1.4	4	103	.1	.9	
SP '96	8	309	.2	1.8	8	89	.2	1.6	4	57	.1	2.0	14	158	.4	2.3	7	104	.2	1.4	
WOGL-FM																					
SP '97	7	292	.2	1.6	17	149	.4	3.7	2	68	.1	.9	6	89	.2	1.0	2	49	.1	.4	
WI '97	4	286	.1	1.0	5	103	.1	1.1	1	23	.7	.7	6	96	.2	1.1	4	107	.1	.8	
FA '96	8	401	.2	1.9	8	119	.2	1.7	1	48	.6	.6	19	212	.5	3.2	7	131	.2	1.5	
SU '96	16	355	.4	3.4	6	74	.2	1.6	25	154	.7	5.0	27	193	.7	4.6	9	97	.2	1.9	
4-Book	9	334	.2	2.0	9	111	.2	2.0	7	73	.2	1.8	15	148	.4	2.5	6	96	.2	1.2	
SP '96	5	327	.1	1.1	8	99	.2	1.6	2	47	.1	1.0	3	83	.1	.5	3	70	.1	.6	
WPEN-AM																					
SP '97	1	17		.2	1	17		.2	2	7	.1	.9		7			1	7		.2	
WI '97		22				9							1	16		.2		1	13		.2
FA '96		6							1	6		.6									
SU '96		7																1	7		.2
4-Book		13		.1		7		.1	1	3		.4		6		.1		1	7		.2
SP '96																					
+WPHI-FM																					
WDRE-FM																					
SP '97	109	1497	2.8	25.1	92	817	2.4	19.9	69	692	1.8	30.1	161	1018	4.2	25.8	130	982	3.4	26.4	
WI '97	47	933	1.2	11.9	46	492	1.2	9.9	15	246	.4	10.6	75	607	2.0	13.4	58	588	1.5	11.7	
FA '96	22	682	.6	5.2	22	316	.6	4.7	5	163	.1	2.9	32	374	.8	5.5	23	307	.6	4.9	
SU '96	27	639	.7	5.8	11	142	.3	2.9	27	316	.7	5.4	31	381	.8	5.3	32	348	.8	6.9	
4-Book	51	938	1.3	12.0	43	442	1.1	9.4	29	354	.8	12.3	75	595	2.0	12.5	61	556	1.6	12.5	
SP '96	26	820	.7	5.9	24	347	.6	4.9	13	292	.3	6.5	45	565	1.2	7.4	30	431	.8	5.8	
+WPHT-AM																					
SP '97		42																1	34		.2
WI '97		14			1	14		.2				.6									
FA '96		7			1	7		.2													
SU '96	2	61	.1	.4		7			2	15	.1	.4	2	30	.1	.3	4	30	.1	.9	
4-Book	1	31		.1	1	7		.1	1	5		.1	1	8		.1	1	16		.3	
SP '96		9																9			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

	Teens 12-17																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																					
SP '97	44	1104	1.1	10.1	60	525	1.6	13.0	19	368	.5	8.3	65	641	1.7	10.4	45	530	1.2	9.1	
WI '97	32	1077	.8	8.1	49	557	1.3	10.5	8	243	.2	5.7	47	642	1.2	8.4	37	523	1.0	7.4	
FA '96	29	1065	.8	6.9	33	454	.9	7.0	13	286	.3	7.6	40	576	1.0	6.8	34	590	.9	7.2	
SU '96	42	1251	1.1	9.0	40	545	1.0	10.7	47	542	1.2	9.5	56	643	1.5	9.5	44	698	1.2	9.4	
4-Book	37	1124	1.0	8.5	46	520	1.2	10.3	22	360	.6	7.8	52	626	1.4	8.8	40	585	1.1	8.3	
SP '96	36	1246	.9	8.2	44	531	1.2	9.0	17	390	.4	8.5	49	725	1.3	8.0	45	595	1.2	8.8	
WURD-AM																					
SP '97	2	39	.1	.5	4	23	.1	.9					1	25		.2		16			
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUSL-FM																					
SP '97	95	1451	2.5	21.8	94	837	2.5	20.3	43	634	1.1	18.8	151	1008	3.9	24.2	123	866	3.2	24.9	
WI '97	102	1515	2.7	25.8	119	988	3.1	25.5	40	507	1.0	28.4	154	1079	4.0	27.5	131	971	3.4	26.4	
FA '96	116	1542	3.0	27.6	130	909	3.4	27.5	44	528	1.1	25.6	170	1044	4.4	29.0	131	1012	3.4	27.8	
SU '96	123	1421	3.2	26.3	96	613	2.5	25.6	123	936	3.2	24.8	160	943	4.2	27.1	135	921	3.5	28.9	
4-Book	109	1482	2.9	25.4	110	837	2.9	24.7	63	651	1.6	24.4	159	1019	4.1	27.0	130	943	3.4	27.0	
SP '96	137	1507	3.6	31.1	145	999	3.8	29.7	52	646	1.4	26.0	191	1125	5.0	31.3	177	1015	4.6	34.5	
WVDB-FM																					
SP '97	2	110	.1	.5	1	26		.2	4	25	.1	1.7	2	23	.1	.3		7			
WI '97	1	65		.3		7				8			1	24		.2	5	17	.1	1.0	
FA '96	1	61		.2	1	17		.2	2	36	.1	.3	2	36	.1	.3	2	27	.1	.4	
SU '96	3	63	.1	.6	6	33	.2	1.6	3	47	.1	.6	1	17		.2	2	16	.1	.4	
4-Book	2	75	.1	.4	2	21	.1	.5	2	20	.1	.6	2	25	.1	.3	2	17	.1	.5	
SP '96	1	64		.2		9			1	11		.5	1	30		.2	1	9		.2	
WXTU-FM																					
SP '97	6	188	.2	1.4	10	92	.3	2.2	4	37	.1	1.7	8	114	.2	1.3	3	70	.1	.6	
WI '97	9	131	.2	2.3	7	69	.2	1.5	1	45	.7		11	68	.3	2.0	12	77	.3	2.4	
FA '96	6	129	.2	1.4	7	43	.2	1.5	3	17	.1	1.7	9	78	.2	1.5	8	74	.2	1.7	
SU '96	5	116	.1	1.1	2	25	.1	.5	4	48	.1	.8	6	36	.2	1.0	6	52	.2	1.3	
4-Book	7	141	.2	1.6	7	57	.2	1.4	3	37	.1	1.2	9	74	.2	1.5	7	68	.2	1.5	
SP '96	10	234	.3	2.3	16	130	.4	3.3	3	66	.1	1.5	18	110	.5	3.0	9	108	.2	1.8	
WYSP-FM																					
SP '97	18	565	.5	4.1	33	308	.9	7.1	9	188	.2	3.9	31	326	.8	5.0	14	247	.4	2.8	
WI '97	18	470	.5	4.5	38	259	1.0	8.1	8	140	.2	5.7	16	218	.4	2.9	21	231	.5	4.2	
FA '96	10	418	.3	2.4	21	178	.5	4.4	3	55	.1	1.7	10	194	.3	1.7	6	129	.2	1.3	
SU '96	13	454	.3	2.8	18	131	.5	4.8	14	198	.4	2.8	17	181	.4	2.9	6	133	.2	1.3	
4-Book	15	477	.4	3.5	28	219	.7	6.1	9	145	.2	3.5	19	230	.5	3.1	12	185	.3	2.4	
SP '96	11	445	.3	2.5	21	158	.5	4.3	6	68	.2	3.0	14	191	.4	2.3	8	118	.2	1.6	
WYXR-FM																					
SP '97	18	715	.5	4.1	13	186	.3	2.8	8	200	.2	3.5	18	323	.5	2.9	27	380	.7	5.5	
WI '97	14	687	.4	3.5	11	167	.3	2.4	4	119	.1	2.8	15	215	.4	2.7	29	345	.8	5.8	
FA '96	16	709	.4	3.8	18	223	.5	3.8	8	145	.2	4.7	23	355	.6	3.9	18	289	.5	3.8	
SU '96	16	664	.4	3.4	9	163	.2	2.4	13	279	.3	2.6	15	258	.4	2.5	24	288	.6	5.1	
4-Book	16	694	.4	3.7	13	185	.3	2.9	8	186	.2	3.4	18	288	.5	3.0	25	326	.7	5.1	
SP '96	16	635	.4	3.6	14	256	.4	2.9	6	81	.2	3.0	13	192	.3	2.1	29	355	.8	5.7	
WKXV-FM																					
SP '97		43				14				7			1	21		.2		7			
WI '97		25				9							1	16		.2					
FA '96	1	58		.2	1	8		.2	1	15		.6	3	30		.1	.5	1	22		.2
SU '96																					
4-Book		32		.1		8		.1		6		.2	1	17		.2		7		.1	
SP '96		44				11								17				16			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr
WFMZ-FM																				
SP '97																				
WI '97		8				8														
FA '96		13																9		
SU '96		30			1	7	.3		15								7			
4-Book		13				4	.1		4								4			
SP '96	1	17		.2									2	17	.1	.3	1	17		.2
WJBR-FM																				
SP '97	2	101	.1	.5	1	23	.2		2	30	.1	.9	2	38	.1	.3	4	55	.1	.8
WI '97	1	82		.3	1	15	.2		1	15			1	45		.2	3	59	.1	.6
FA '96	2	40	.1	.5	5	21	.1	1.1		5				3			1	14		.2
SU '96	6	102	.2	1.3	1	17	.3		4	38	.1	.8	7	29	.2	1.2	13	70	.3	2.8
4-Book	3	81	.1	.7	2	19	.5		2	22	.1	.4	3	29	.1	.4	5	50	.1	1.1
SP '96	1	109		.2	1	20	.2						2	44	.1	.3	3	36	.1	.6
WPST-FM																				
SP '97	16	630	.4	3.7	19	297	.5	4.1	5	199	.1	2.2	22	370	.6	3.5	18	279	.5	3.7
WI '97	23	793	.6	5.8	20	338	.5	4.3	4	162	.1	2.8	35	427	.9	6.2	33	421	.9	6.6
FA '96	24	755	.6	5.7	25	249	.7	5.3	7	176	.2	4.1	28	432	.7	4.8	34	354	.9	7.2
SU '96	28	790	.7	6.0	23	275	.6	6.1	31	425	.8	6.3	33	400	.9	5.6	22	357	.6	4.7
4-Book	23	742	.6	5.3	22	290	.6	5.0	12	241	.3	3.9	30	407	.8	5.0	27	353	.7	5.6
SP '96	29	906	.8	6.6	38	444	1.0	7.8	15	296	.4	7.5	34	434	.9	5.6	30	440	.8	5.8
WRDR-FM																				
SP '97																				
WI '97		26				9							2	26	.1	.4				
FA '96		9																		
SU '96		8																9		
4-Book		11				2							1	7		.1		2		
SP '96																				
WSTV-FM																				
SP '97	1	76		.2					30				2	52	.1	.3	2	38	.1	.4
WI '97	1	116		.3	1	36	.2		29			1	34		.2	1	38		.2	
FA '96		31				8											15			
SU '96	2	135	.1	.4					2	38	.1	.4	4	70	.1	.7	1	39		.2
4-Book	1	90		.2		11	.1		1	24		.1	2	39	.1	.3	1	33		.2
SP '96	3	119	.1	.7	7	55	.2	1.4	1	26		.5	3	53	.1	.5	3	59	.1	.6
WFAN-AM																				
SP '97																				
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '96																				
TOTALS																				
SP '97	435	3669	11.4		462	2925	12.1		229	1982	6.0		624	3064	16.3		493	2842	12.9	
WI '97	396	3700	10.3		467	2961	12.2		141	1518	3.7		561	3112	14.7		497	2926	13.0	
FA '96	421	3689	11.0		473	2932	12.4		172	1672	4.5		587	3095	15.3		471	3034	12.3	
SU '96	468	3592	12.3		375	2369	9.8		496	2692	13.0		590	2964	15.4		467	2810	12.2	
4-Book	430	3663	11.3		444	2797	11.6		260	1966	6.8		591	3059	15.4		482	2903	12.6	
SP '96	441	3709	11.5		488	3025	12.8		200	1886	5.2		610	3082	16.0		513	3007	13.4	

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+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

	Teens 12-17																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '97	6	213	.2	1.4	4	115	.1	1.0	4	29	.1	1.8	2	36	.1	.3				
4-Book	7	261	.2	1.8	4	134	.1	1.0	9	49	.2	3.0	4	23	.1	.7	2	4	.1	.3
WBEB-FM																				
SP '97	12	360	.3	2.8	10	210	.3	2.4	7	36	.2	3.2	16	61	.4	2.6	10	38	.3	1.9
4-Book	12	356	.3	2.9	13	254	.4	3.2	10	46	.3	3.7	20	82	.5	3.3	13	59	.4	2.7
WDAS-AM																				
SP '97	1	14	.1	.2	3	22	.1	.7	2	6	.1	.9								
4-Book	2	20	.1	.4	4	31	.1	.9	1	4	.1	.5	2	4	.1	.3	1	6		.3
WDAS-FM																				
SP '97	10	139	.3	2.4	10	101	.3	2.4	7	15	.2	3.2	20	36	.5	3.2	11	34	.3	2.1
4-Book	10	201	.3	2.3	11	146	.3	2.6	8	28	.2	3.0	20	55	.5	3.3	9	35	.2	1.8
WFIL-AM																				
SP '97	2	15	.1	.5		6							1	6		.2				
4-Book	1	14		.2		8		.1	2			.1	2			.1				
WFLN-FM																				
SP '97	1	28	.1	.2		17														
4-Book	2	46	.1	.5	3	27	.1	.7	5	7	.1	1.5	1	5		.1	2	8	.1	.3
WHAT-AM																				
SP '97					1	6		.2												
4-Book	1	17		.1	1	11		.3						2						
WIOQ-FM																				
SP '97	43	1029	1.1	10.2	40	800	1.0	9.6	16	103	.4	7.3	75	340	2.0	12.0	62	256	1.6	11.7
4-Book	72	1369	1.9	17.2	67	1035	1.8	16.3	38	185	1.0	13.8	107	470	2.8	17.8	86	354	2.3	17.1
WIP -AM																				
SP '97	3	118	.1	.7	7	132	.2	1.7	1	9		.5	6	35	.2	1.0	5	9	.1	.9
4-Book	7	131	.2	1.6	7	119	.2	1.6	4	22	.1	1.3	5	26	.2	.9	8	18	.2	1.5
WJJZ-FM																				
SP '97	1	48	.1	.2	4	50	.1	1.0	2	9	.1	.9	3	9	.1	.5	2	4	.1	.4
4-Book	3	63	.1	.6	4	54	.1	.9	3	9	.1	1.1	6	17	.2	1.0	1	3		.2
WMGK-FM																				
SP '97	8	211	.2	1.9	14	264	.4	3.3	4	26	.1	1.8	25	115	.7	4.0	13	62	.3	2.5
4-Book	11	253	.3	2.5	12	199	.3	2.9	6	31	.2	2.2	18	80	.5	3.0	15	71	.4	3.0
WMMR-FM																				
SP '97	4	212	.1	.9	8	145	.2	1.9	2	17	.1	.9	15	50	.4	2.4	16	55	.4	3.0
4-Book	8	232	.2	1.9	7	154	.2	1.6	4	21	.1	1.5	13	68	.4	2.2	8	43	.2	1.6
WUGL-FM																				
SP '97	8	226	.2	1.9	8	140	.2	1.9	7	25	.2	3.2	28	51	.7	4.5	10	33	.3	1.9
4-Book	10	229	.3	2.4	9	184	.2	2.0	5	24	.2	1.8	18	55	.5	2.9	11	52	.3	2.3
WPEN-AM																				
SP '97	1	17	.1	.2	1	7		.2					2	7	.1	.3				
4-Book		10		.1		2		.1					1	2		.1				
+WPHI-FM																				
WDRE-FM																				
SP '97	104	1304	2.7	24.6	101	987	2.6	24.2	44	162	1.1	20.0	166	549	4.3	26.6	143	396	3.7	27.1
4-Book	47	796	1.2	11.4	51	602	1.4	12.5	25	96	.6	10.0	82	292	2.1	13.4	72	226	1.9	14.3
+WPHT-AM																				
SP '97						9							2	9	.1	.3				
4-Book	1	13		.1	1	8		.2					1	4		.1				
WPLY-FM																				
SP '97	46	921	1.2	10.9	39	699	1.0	9.3	17	89	.4	7.7	46	300	1.2	7.4	47	229	1.2	8.9
4-Book	38	910	1.0	9.1	32	682	.9	7.8	18	102	.5	6.8	48	286	1.3	7.9	33	203	.9	6.6

** Station(s) not reported this survey.

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+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Teens 12-17

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	2 **	39 **	.1 **	.5 **	3 **	18 **	.1 **	.7 **	2 **	9 **	.1 **	.9 **	5 **	9 **	.1 **	.8 **	9 **	18 **	.2 **	1.7 **
WUSL-FM SP '97 4-Book	92 107	1332 1330	2.4 2.8	21.8 25.5	80 98	841 970	2.1 2.6	19.1 23.7	59 71	177 231	1.5 1.9	26.8 26.9	113 149	454 497	3.0 3.9	18.1 24.8	113 128	306 383	3.0 3.4	21.4 25.4
WWDB-FM SP '97 4-Book	2 2	74 55	.1 .1	.5 .4	4 2	61 28	.1 .1	1.0 .4	5 4	27 11	.1 .1	2.3 1.4	4 2	9 6	.1 .1	.6 .2	3 1	18 7	.1 .1	.6 .2
WXTU-FM SP '97 4-Book	7 6	172 111	.2 .2	1.7 1.4	7 7	68 90	.2 .2	1.7 1.8	7 7	7 18	.2 .2	2.7 2.7	8 8	17 32	.2 .2	1.3 1.3	9 7	16 24	.2 .2	1.7 1.5
WYSP-FM SP '97 4-Book	23 18	480 373	.6 .5	5.5 4.3	13 13	251 228	.3 .3	3.1 3.0	3 6	22 27	.1 .2	1.4 2.1	24 21	79 85	.6 .5	3.8 3.4	17 19	59 60	.4 .5	3.2 3.8
WYXR-FM SP '97 4-Book	13 13	450 457	.3 .3	3.1 3.1	20 17	389 384	.5 .4	4.8 4.1	16 10	49 43	.4 .3	7.3 3.7	17 22	109 127	.4 .6	2.7 3.6	6 13	54 71	.2 .3	1.1 2.5
WKXV-FM SP '97 4-Book	1 1	35 23		.2	1 1	29 12		.2 .1		2 2		.1		2 2			1 1	7 5		.2 .2
WFMZ-FM SP '97 4-Book		8				1														
WJBR-FM SP '97 4-Book	2 2	46 44	.1 .1	.5 .5	2 3	45 41	.1 .1	.5 .6		2 2				2 2		.1	4 4	6 6	.1 .1	.8 .8
WPST-FM SP '97 4-Book	15 20	514 592	.4 .6	3.6 4.8	17 24	313 414	.4 .6	4.1 5.7	13 20	46 75	.3 .5	5.9 7.3	30 29	135 157	.8 .8	4.8 4.8	21 30	94 131	.5 .8	4.0 6.0
WROR-FM SP '97 4-Book		7		.1		4														
WSTV-FM SP '97 4-Book	1 1	61 56		.2 .2	1 1	31 37		.2	1 1	4 4		.3	2 2	7 16		.4 .4	2 2	8 12	.1 .1	.4 .4
VFAN-AM SP '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	422 418	3550 3548	11.0 11.0		418 413	2981 3076	10.9 10.8		220 265	757 891	5.7 6.9		624 603	1771 1788	16.3 15.8		528 503	1393 1427	13.8 13.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates - Teens 12-17

Target Listener Estimates

Teens 12-17																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
SP '97																			
				8	48	.2	4.0	8	46	.2	1.8	5	16	.1	1.0	2	14	.1	.5
4-Book																			
1	10		.3	5	39	.1	2.4	5	25	.2	1.1	3	16	.1	.7	4	22	.1	1.0
WBEB-FM																			
SP '97																			
10	47	.3	2.4	3	16	.1	1.5	10	34	.3	2.2	13	31	.3	2.7	5	47	.1	1.3
4-Book																			
10	46	.3	2.4	6	26	.2	2.7	12	52	.3	2.7	14	53	.4	3.2	15	65	.4	4.6
WDAS-AM																			
SP '97																			
				8	12	.2	4.0	3	6	.1	.7	9	9	.2	1.9	3	15	.1	.8
4-Book																			
1	7		.2	8	19	.2	3.5	10	19	.3	2.3	6	9	.2	1.2	2	5	.1	.5
WDAS-FM																			
SP '97																			
8	34	.2	1.9	5	9	.1	2.5	6	25	.2	1.3	18	35	.5	3.8	8	19	.2	2.1
4-Book																			
16	43	.4	3.7	5	15	.1	2.0	9	32	.3	1.9	8	19	.2	1.6	10	25	.3	2.8
WFIL-AM																			
SP '97																			
					6			1	6		.2				.1				
4-Book																			
				1	6		.5		2		.1	1	2		.1		2		.1
WFLN-FM																			
SP '97																			
				1	9		.5	1	8		.2								
4-Book																			
2	9	.1	.4	1	9		.3	4	11	.1	.8	6	9	.2	1.4	4	15	.1	1.2
WHAT-AM																			
SP '97																			
				2	6	.1	1.0	3	6	.1	.7								
4-Book																			
				6	9	.2	2.5	2	5	.1	.4								
WIDQ-FM																			
SP '97																			
31	155	.8	7.4	14	97	.4	7.0	50	287	1.3	11.1	49	185	1.3	10.3	19	83	.5	5.1
4-Book																			
68	295	1.8	16.6	29	151	.8	12.5	77	364	2.0	17.3	74	285	1.9	16.9	51	209	1.3	14.3
WIP -AM																			
SP '97																			
7	41	.2	1.7	4	33	.1	2.0	13	39	.3	2.9	14	32	.4	2.9	9	33	.2	2.4
4-Book																			
6	35	.2	1.5	4	21	.1	1.5	10	35	.3	2.2	7	28	.2	1.5	9	32	.2	2.7
WJZZ-FM																			
SP '97																			
4	4	.1	1.0					1	7		.2	7	7	.2	1.5	13	40	.3	3.5
4-Book																			
2	10	.1	.6	2	11	.1	.9	4	9	.1	.8	3	4	.1	.7	7	22	.2	1.7
WMGK-FM																			
SP '97																			
7	54	.2	1.7	2	16	.1	1.0	13	72	.3	2.9	31	85	.8	6.5	19	59	.5	5.1
4-Book																			
9	39	.2	2.1	6	27	.2	2.7	10	56	.3	2.3	14	43	.4	3.0	15	58	.4	4.1
WMMR-FM																			
SP '97																			
8	16	.2	1.9	8	26	.2	4.0	11	25	.3	2.4	5	22	.1	1.0	1	8		.3
4-Book																			
5	21	.1	1.2	5	19	.1	2.0	8	38	.2	1.8	10	42	.3	2.3	2	11		.6
WDGL-FM																			
SP '97																			
4	42	.1	1.0	2	25	.1	1.0	4	31	.1	.9	5	16	.1	1.0	2	15	.1	.5
4-Book																			
5	31	.1	1.2	6	35	.2	2.7	12	62	.3	2.7	6	29	.2	1.3	5	29	.2	1.3
WPEN-AM																			
SP '97																			
2	7	.1	.5	1	7		.5	3	7	.1	.7					2	7	.1	.5
4-Book																			
1	2		.1		2		.1	1	2		.2					1	2		.1
+WPHI-FM																			
WDRE-FM																			
SP '97																			
114	343	3.0	27.2	45	141	1.2	22.5	104	345	2.7	23.2	98	325	2.6	20.5	82	281	2.1	21.9
4-Book																			
56	202	1.5	13.8	24	88	.6	10.9	53	200	1.4	12.0	51	179	1.3	11.4	42	142	1.1	11.5
+WPHT-AM																			
SP '97																			
								1	4		.2	1	2		.1	1	2		.2
4-Book																			
3	6	.1	.7																
WPLY-FM																			
SP '97																			
20	168	.5	4.8	24	133	.6	12.0	61	274	1.6	13.6	61	227	1.6	12.8	32	184	.8	8.5
4-Book																			
23	155	.6	5.5	21	122	.6	9.2	41	221	1.1	9.3	43	190	1.1	9.5	28	176	.7	7.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Teens 12-17

	Teens 12-17																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SP '97 4-Book	2 **	18 **	.1 **	.5 **	3 **	9 **	.1 **	1.5 **	**	**	**	**	1 **	9 **	.2 **	.2 **	1 **	9 **	**	**
WUSL-FM SP '97 4-Book	96 115	341 378	2.5 3.0	22.9 27.6	37 46	119 144	1.0 1.2	18.5 19.9	62 91	253 318	1.6 2.4	13.8 20.2	70 94	219 263	1.8 2.4	14.7 21.1	81 81	268 263	2.1 2.1	21.6 22.8
WWDB-FM SP '97 4-Book					1 2	8 6	.1 .1	.5 1.0	10 3	34 13	.3 .1	2.2 .7	5 1	8 2	.1 .3	1.0 .3	1 2	9 2		.3 .1
WXTU-FM SP '97 4-Book	6 8	9 23	.2 .2	1.4 1.8	5 5	26 22	.1 .1	2.5 2.0	14 11	41 39	.4 .3	3.1 2.5	5 7	16 23	.1 .2	1.0 1.7	5 4	14 16	.1 .1	1.3 1.3
WYSP-FM SP '97 4-Book	20 12	69 49	.5 .3	4.8 2.8	4 5	18 21	.1 .2	2.0 2.2	15 14	93 76	.4 .3	3.3 3.0	10 16	30 46	.3 .4	2.1 3.5	10 9	60 38	.3 .2	2.7 2.6
WYXR-FM SP '97 4-Book	18 18	91 90	.5 .5	4.3 4.3	11 11	38 48	.3 .3	5.5 4.9	21 15	136 85	.5 .4	4.7 3.3	22 17	99 77	.6 .5	4.6 3.8	44 28	148 103	1.1 .7	11.7 7.8
WKXW-FM SP '97 4-Book						8 2			1 1	15 4	.2 .1		4 1	7 3	.1 .3	.8 .3	1 2	7 2		.3 .1
WFMZ-FM SP '97 4-Book																		1		
WJBR-FM SP '97 4-Book	2 4	16 16	.1 .1	.5 .8		2		.1	2 2	7 9	.1 .1	.4	5 5	21 19	.1 .1	1.0 1.0	9 5	31 14	.2 .1	2.4 1.3
WPST-FM SP '97 4-Book	20 26	93 125	.5 .7	4.8 6.2	4 12	45 56	.1 .3	2.0 5.0	8 21	54 121	.2 .6	1.8 4.8	21 30	99 117	.5 .8	4.4 6.8	14 21	63 90	.4 .6	3.7 6.0
WRDR-FM SP '97 4-Book													1	4		.1				
WSTW-FM SP '97 4-Book		3		.1					1 1	8 8	.2 .2		1 1	9 4	.2 .1		1	8 2		.3 .1
WFAN-AM SP '97 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '97 4-Book	419 414	1325 1333	10.9 10.8		200 228	728 819	5.2 5.9		449 446	1423 1452	11.7 11.7		477 444	1186 1187	12.5 11.6		375 356	1155 1156	9.8 9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	460	4	230	2	21	38	48	48	73	226	7	18	35	39	37	89
(%)	100	1	50		5	8	10	10	16	49	1	4	8	9	8	19
Rating	1.1	.1	1.3	.1	.6	1.0	1.6	2.4	2.8	1.2	.3	.5	.9	1.2	1.6	2.2
Share	6.3	.9	6.9	.5	2.6	4.7	9.2	11.5	17.4	6.4	1.8	2.5	4.7	6.4	9.6	13.4
WBEB-FM	440	12	116	5	19	18	22	24	28	312	35	53	71	86	32	35
(%)	100	3	26	1	4	4	5	5	6	71	8	12	16	20	7	8
Rating	1.1	.3	.7	.2	.5	.5	.7	1.2	1.1	1.6	1.6	1.4	1.7	2.6	1.4	.9
Share	6.0	2.8	3.5	1.3	2.3	2.2	4.2	5.8	6.7	8.9	9.2	7.3	9.5	14.1	8.3	5.3
WDAS-AM	91	1	13		1	4	2	1	5	77	1	2	14	19	18	23
(%)	100	2	14		2	4	2	1	5	84	1	3	15	21	20	25
Rating	.2		.1		.1	.1	.1	.2	.2	.4		.1	.3	.6	.8	.6
Share	1.2	.2	.4		.1	.5	.4	.2	1.2	2.2	.3	.3	1.9	3.1	4.7	3.5
WDAS-FM	356	10	145	10	40	51	31	13	1	201	13	57	74	36	14	7
(%)	100	3	41	3	11	14	9	4		56	4	16	21	10	4	2
Rating	.9	.3	.8	.5	1.1	1.3	1.0	.6		1.0	.6	1.5	1.8	1.1	.6	.2
Share	4.9	2.3	4.3	2.6	4.9	6.3	6.0	3.1	.2	5.7	3.4	7.8	9.9	5.9	3.6	1.1
WFIL-AM	25	1	11		1	4	2	3	1	13		1	7	2	1	3
(%)	100	5	42		3	16	7	11	4	53		2	26	7	5	14
Rating	.1		.1		.1	.1	.1	.1		.1		.1	.2	.1		.1
Share	.3	.2	.3		.1	.5	.4	.7	.2	.4		.1	.9	.3	.3	.5
WFLN-FM	187		93	2	3	15	15	31	26	94		9	13	15	19	36
(%)	100		50	1	2	8	8	17	14	50		5	7	8	10	19
Rating	.5		.5	.1	.1	.4	.5	1.5	1.0	.5		.2	.3	.5	.8	.9
Share	2.6		2.8	.5	.4	1.9	2.9	7.5	6.2	2.7		1.2	1.7	2.5	4.9	5.4
WHAT-AM	118		29		1	5	3	5	14	90		6	11	17	25	30
(%)	100		24		1	4	2	4	12	76		5	10	14	21	26
Rating	.3		.2		.1	.1	.1	.2	.5	.5		.2	.3	.5	1.1	.7
Share	1.6		.9		.1	.6	.6	1.2	3.3	2.6		.8	1.5	2.8	6.5	4.5
WIOQ-FM	266	42	97	44	34	7	8	4		127	38	44	34	8	2	
(%)	100	16	37	17	13	3	3	1		48	14	17	13	3	1	
Rating	.7	1.1	.6	2.0	.9	.2	.3	.2		.7	1.8	1.2	.8	.2	.1	
Share	3.6	9.7	2.9	11.6	4.2	.9	1.5	1.0		3.6	10.0	6.1	4.6	1.3	.5	
WIP -AM	247	6	197	11	46	52	42	27	18	43	2	3	6	14	8	10
(%)	100	2	80	5	19	21	17	11	7	18	1	1	3	6	3	4
Rating	.6	.2	1.1	.5	1.2	1.4	1.4	1.3	.7	.2	.1	.1	.1	.4	.4	.2
Share	3.4	1.4	5.9	2.9	5.7	6.4	8.1	6.5	4.3	1.2	.5	.4	.8	2.3	2.1	1.5
WJZZ-FM	282	2	125	7	19	48	27	16	9	154	5	29	46	47	17	11
(%)	100	1	44	2	7	17	10	6	3	55	2	10	16	17	6	4
Rating	.7	.1	.7	.3	.5	1.3	.9	.8	.3	.8	.2	.8	1.1	1.4	.7	.3
Share	3.9	.5	3.7	1.9	2.3	5.9	5.2	3.8	2.1	4.4	1.3	4.0	6.2	7.7	4.4	1.7
WMGK-FM	318	11	171	16	56	67	30	2	1	137	25	50	40	17	2	2
(%)	100	3	54	5	18	21	9	1		43	8	16	13	5	1	1
Rating	.8	.3	1.0	.7	1.5	1.7	1.0	.1		.7	1.2	1.3	1.0	.5	.1	.1
Share	4.4	2.5	5.1	4.2	6.9	8.3	5.8	.5	.2	3.9	6.6	6.9	5.4	2.8	.5	.3
WMMR-FM	331	5	227	24	96	86	17	1	3	99	7	38	39	12	1	1
(%)	100	2	69	7	29	26	5		1	30	2	12	12	4		
Rating	.8	.1	1.3	1.1	2.6	2.2	.6		.1	.5	.3	1.0	1.0	.4		
Share	4.5	1.1	6.8	6.3	11.9	10.6	3.3	.2	.7	2.8	1.8	5.2	5.2	2.0	.3	.2
WUGL-FM	398	7	191	9	16	53	57	47	9	200	5	34	51	67	26	18
(%)	100	2	48	2	4	13	14	12	2	50	1	9	13	17	6	4
Rating	1.0	.2	1.1	.4	.4	1.4	1.9	2.3	.3	1.0	.2	.9	1.3	2.1	1.1	.4
Share	5.5	1.6	5.7	2.4	2.0	6.5	10.9	11.3	2.1	5.7	1.3	4.7	6.8	11.0	6.8	2.7
WPEN-AM	294	1	120	2		1	5	23	89	173	1	1	3	8	32	128
(%)	100		41	1		2	2	8	30	59			1	3	11	44
Rating	.7		.7	.1		.2	.2	1.1	3.4	.9			.1	.2	1.4	3.2
Share	4.0	.2	3.6	.5		.1	1.0	5.5	21.2	4.9	.3	.1	.4	1.3	8.3	19.2

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	11416	278	5503	142	766	1277	1134	905	1279	5635	213	665	1208	1110	863	1576
(%)	100	2	48	1	7	11	10	8	11	49	2	6	11	10	8	14
Rating	28.1	7.3	31.8	6.6	20.6	33.3	37.8	44.8	49.3	28.9	9.9	17.7	29.7	34.1	38.0	39.1
WBEB-FM	6142	498	1854	154	357	354	449	300	240	3791	532	808	910	846	413	282
(%)	100	8	30	3	6	6	7	5	4	62	9	13	15	14	7	5
Rating	15.1	13.0	10.7	7.1	9.6	9.2	15.0	14.8	9.3	19.4	24.8	21.5	22.4	26.0	18.2	7.0
WDAS-AM	1189	30	281	16	40	69	25	49	83	879	48	39	196	143	189	264
(%)	100	3	24	1	3	6	2	4	7	74	4	3	17	12	16	22
Rating	2.9	.8	1.6	.7	1.1	1.8	.8	2.4	3.2	4.5	2.2	1.0	4.8	4.4	8.3	6.6
WDAS-FM	3928	188	1530	156	448	453	315	134	23	2211	275	624	635	370	207	100
(%)	100	5	39	4	11	12	8	3	1	56	7	16	16	9	5	3
Rating	9.7	4.9	8.8	7.2	12.1	11.8	10.5	6.6	.9	11.3	12.8	16.6	15.6	11.4	9.1	2.5
WFIL-AM	605	15	260		18	44	51	101	46	330		31	86	62	41	109
(%)	100	2	43		3	7	8	17	8	55		5	14	10	7	18
Rating	1.5	.4	1.5		.5	1.1	1.7	5.0	1.8	1.7		.8	2.1	1.9	1.8	2.7
WFLN-FM	3030	45	1388	60	108	241	288	255	437	1597	24	135	319	292	323	503
(%)	100	1	46	2	4	8	10	8	14	53	1	4	11	10	11	17
Rating	7.5	1.2	8.0	2.8	2.9	6.3	9.6	12.6	16.9	8.2	1.1	3.6	7.9	9.0	14.2	12.5
WHAT-AM	1067	6	301	5	14	67	66	47	102	760	26	48	127	112	164	284
(%)	100	1	28		1	6	6	4	10	71	2	4	12	10	15	27
Rating	2.6	.2	1.7	.2	.4	1.7	2.2	2.3	3.9	3.9	1.2	1.3	3.1	3.4	7.2	7.1
WIOQ-FM	5918	1315	1828	641	544	280	255	91	18	2775	889	905	615	241	87	39
(%)	100	22	31	11	9	5	4	2		47	15	15	10	4	1	1
Rating	14.6	34.3	10.6	29.8	14.6	7.3	8.5	4.5	.7	14.2	41.5	24.1	15.1	7.4	3.8	1.0
WIP -AM	4809	250	3408	296	784	915	678	424	312	1152	127	153	233	190	237	212
(%)	100	5	71	6	16	19	14	9	6	24	3	3	5	4	5	4
Rating	11.8	6.5	19.7	13.7	21.1	23.9	22.6	21.0	12.0	5.9	5.9	4.1	5.7	5.8	10.4	5.3
WJZZ-FM	4096	95	1702	71	246	549	405	276	156	2298	139	428	692	581	259	200
(%)	100	2	42	2	6	13	10	7	4	56	3	10	17	14	6	5
Rating	10.1	2.5	9.8	3.3	6.6	14.3	13.5	13.7	6.0	11.8	6.5	11.4	17.0	17.9	11.4	5.0
WMGK-FM	5889	369	2773	407	872	972	443	59	20	2747	474	969	867	332	64	41
(%)	100	6	47	7	15	17	8	1		47	8	16	15	6	1	1
Rating	14.5	9.6	16.0	18.9	23.5	25.3	14.8	2.9	.8	14.1	22.1	25.8	21.3	10.2	2.8	1.0
WMMR-FM	5571	323	3167	565	1225	984	296	58	38	2080	402	733	679	189	44	33
(%)	100	6	57	10	22	18	5	1	1	37	7	13	12	3	1	1
Rating	13.7	8.4	18.3	26.2	33.0	25.7	9.9	2.9	1.5	10.7	18.8	19.5	16.7	5.8	1.9	.8
WUGL-FM	6393	292	2821	251	339	654	930	522	125	3279	169	492	876	1028	391	324
(%)	100	5	44	4	5	10	15	8	2	51	3	8	14	16	6	5
Rating	15.7	7.6	16.3	11.7	9.1	17.1	31.0	25.8	4.8	16.8	7.9	13.1	21.6	31.6	17.2	8.0
WPEN-AM	3156	17	1330	9	18	97	103	231	873	1809	17	25	68	145	428	1126
(%)	100	1	42		1	3	3	7	28	57	1	1	2	5	14	36
Rating	7.8	.4	7.7	.4	.5	2.5	3.4	11.4	33.7	9.3	.8	.7	1.7	4.5	18.8	28.0

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
+WPHI-FM																
WDRE-FM	285	109	86	39	33	8	3	1	2	91	44	27	11	3	5	
(%)	100	38	30	14	12	3	1	1	1	32	15	10	4	1	2	
Rating	.7	2.8	.5	1.8	.9	.2	.1	.1	.1	.5	2.1	.7	.3	.1	.2	
Share	3.9	25.1	2.6	10.3	4.1	1.0	.6	.2	.5	2.6	11.6	3.7	1.5	.5	1.3	
WPHT-AM	61		32	1	1	8	6	7	8	29	1	3	1	3	4	18
(%)	100	1	52	2	2	13	10	11	14	47	1	5	2	4	6	29
Rating	.2		.2			.2	.2	.3	.3	.1		.1		.1	.2	.4
Share	.8		1.0	.3	.1	1.0	1.2	1.7	1.9	.8	.3	.4	.1	.5	1.0	2.7
WPLY-FM	199	44	93	37	32	21	2			62	26	26	7	2		
(%)	100	22	47	19	16	11	1			31	13	13	4	1		
Rating	.5	1.1	.5	1.7	.9	.5	.1			.3	1.2	.7	.2	.1		
Share	2.7	10.1	2.8	9.8	4.0	2.6	.4			1.8	6.9	3.6	.9	.3		
WURD-AM	37	2	8		2	2	2	2		27	2	13	7	5		
(%)	100	5	23	1	5	5	7	5		73	5	36	19	13		
Rating	.1	.1			.1	.1	.1	.1		.1	.1	.3	.2	.2		
Share	.5	.5	.2		.2	.2	.4	.5		.8	.5	1.8	.9	.8		
WUSL-FM	365	95	124	34	60	16	7	7	1	146	51	58	23	7	5	2
(%)	100	26	34	9	16	4	2	2		40	14	16	6	2	1	
Rating	.9	2.5	.7	1.6	1.6	.4	.2	.3		.7	2.4	1.5	.6	.2	.2	
Share	5.0	21.8	3.7	9.0	7.4	2.0	1.3	1.7	.2	4.2	13.5	8.0	3.1	1.1	1.3	.3
WWDB-FM	365	2	161	2	13	30	30	35	51	201	3	4	18	22	31	123
(%)	100	1	44	1	4	8	8	10	14	55	1	1	5	6	8	34
Rating	.9	.1	.9	.1	.4	.8	1.0	1.7	2.0	1.0	.1	.1	.4	.7	1.4	3.1
Share	5.0	.5	4.8	.5	1.6	3.7	5.8	8.4	12.2	5.7	.8	.6	2.4	3.6	8.1	18.5
WXTU-FM	292	6	136	5	25	40	28	30	8	150	11	27	30	41	26	15
(%)	100	2	46	2	8	14	10	10	3	51	4	9	10	14	9	5
Rating	.7	.2	.8	.2	.7	1.0	.9	1.5	.3	.8	.5	.7	.7	1.3	1.1	.4
Share	4.0	1.4	4.1	1.3	3.1	4.9	5.4	7.2	1.9	4.3	2.9	3.7	4.0	6.7	6.8	2.3
WYSP-FM	461	18	340	69	155	93	16	6		103	26	38	28	8	3	
(%)	100	4	74	15	34	20	3	1		22	6	8	6	2	1	
Rating	1.1	.5	2.0	3.2	4.2	2.4	.5	.3		.5	1.2	1.0	.7	.2	.1	
Share	6.3	4.1	10.1	18.3	19.1	11.5	3.1	1.4		2.9	6.9	5.2	3.8	1.3	.8	
WYXR-FM	252	18	61	8	15	27	6	3	2	173	27	54	56	29	5	2
(%)	100	7	24	3	6	11	2	1	1	69	11	22	22	12	2	1
Rating	.6	.5	.4	.4	.4	.7	.2	.1	.1	.9	1.3	1.4	1.4	.9	.2	
Share	3.5	4.1	1.8	2.1	1.9	3.3	1.2	.7	.5	4.9	7.1	7.4	7.5	4.8	1.3	.3
WKXV-FM	41		12		3	4	4	1	1	28	1	8	8	9	2	
(%)	100	1	29	1	7	9	9	2	1	69	3	20	19	22	5	1
Rating	.1		.1		.1	.1	.1			.1		.2	.2	.3	.1	
Share	.6		.4		.4	.5	.8	.2	.2	.8	.3	1.1	1.1	1.5	.5	
WFMZ-FM	38		12				4	2	5	26	2	1	5	2	8	8
(%)	100		32				12	7	14	68	4	3	14	6	20	21
Rating	.1		.1				.1	.1	.2	.1	.1		.1	.1	.4	.2
Share	.5		.4				.8	.5	1.2	.7	.5	.1	.7	.3	2.1	1.2
WJBR-FM	45	2	12	2	2	3	5		1	31	3	6	9	4	1	7
(%)	100	5	26	3	4	6	10		2	69	6	13	21	10	3	16
Rating	.1	.1	.1	.1	.1	.1	.2		.2	.2	.1	.2	.2	.1	.2	.2
Share	.6	.5	.4	.5	.2	.4	1.0		.2	.9	.8	.8	1.2	.7	.3	1.1
WPST-FM	91	16	37	17	15	4	1			38	14	17	4	2		1
(%)	100	18	41	18	17	4	1			42	15	19	5	2		1
Rating	.2	.4	.2	.8	.4	.1				.2	.7	.5	.1			
Share	1.2	3.7	1.1	4.5	1.9	.5	.2			1.1	3.7	2.3	.5	.3		.2
WRDR-FM	53		33		2		1	13	17	20		1	1	4	11	3
(%)	100		62		4		1	25	32	38		2	1	8	20	6
Rating	.1		.2		.1		.1	.6	.7	.1				.1	.5	.1
Share	.7		1.0		.2		.2	3.1	4.1	.6		.1	.1	.7	2.9	.5

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
+WPHI-FM																
WDRE-FM	4503	1497	1346	584	437	188	80	33	23	1660	705	510	243	111	49	43
(%)	100	33	30	13	10	4	2	1	1	37	16	11	5	2	1	1
Rating	11.1	39.1	7.8	27.1	11.8	4.9	2.7	1.6	.9	8.5	32.9	13.6	6.0	3.4	2.2	1.1
WPHT-AM																
WPHT-AM	1966	42	1198	35	147	267	267	221	261	725	29	50	68	120	92	367
(%)	100	2	61	2	7	14	14	11	13	37	1	3	3	6	5	19
Rating	4.8	1.1	6.9	1.6	4.0	7.0	8.9	10.9	10.1	3.7	1.4	1.3	1.7	3.7	4.0	9.1
WPLY-FM																
WPLY-FM	4961	1104	2083	736	758	421	91	49	28	1774	628	699	279	115	41	10
(%)	100	22	42	15	15	8	2	1	1	36	13	14	6	2	1	
Rating	12.2	28.8	12.0	34.2	20.4	11.0	3.0	2.4	1.1	9.1	29.3	18.6	6.9	3.5	1.8	.2
WURD-AM																
WURD-AM	406	39	142	7	32	36	46	22		225	21	89	66	40		10
(%)	100	10	35	2	8	9	11	5		55	5	22	16	10		2
Rating	1.0	1.0	.8	.3	.9	.9	1.5	1.1		1.2	1.0	2.4	1.6	1.2		.2
WUSL-FM																
WUSL-FM	5533	1451	1816	633	567	290	149	122	54	2266	792	706	391	195	74	107
(%)	100	26	33	11	10	5	3	2	1	41	14	13	7	4	1	2
Rating	13.6	37.9	10.5	29.4	15.3	7.6	5.0	6.0	2.1	11.6	37.0	18.8	9.6	6.0	3.3	2.7
WWDB-FM																
WWDB-FM	4918	110	2316	56	264	531	426	417	622	2493	86	169	363	449	353	1073
(%)	100	2	47	1	5	11	9	8	13	51	2	3	7	9	7	22
Rating	12.1	2.9	13.4	2.6	7.1	13.8	14.2	20.6	24.0	12.8	4.0	4.5	8.9	13.8	15.5	26.6
WXTU-FM																
WXTU-FM	3780	188	1612	110	330	340	339	344	150	1980	197	478	384	410	285	227
(%)	100	5	43	3	9	9	9	9	4	52	5	13	10	11	8	6
Rating	9.3	4.9	9.3	5.1	8.9	8.9	11.3	17.0	5.8	10.1	9.2	12.7	9.5	12.6	12.5	5.6
WYSP-FM																
WYSP-FM	7010	565	4115	950	1595	1087	364	82	37	2329	564	915	516	234	83	17
(%)	100	8	59	14	23	16	5	1	1	33	8	13	7	3	1	
Rating	17.2	14.8	23.8	44.1	42.9	28.3	12.1	4.1	1.4	11.9	26.3	24.4	12.7	7.2	3.6	.4
WYXR-FM																
WYXR-FM	5301	715	1424	170	381	495	197	121	60	3161	672	1006	828	454	141	61
(%)	100	13	27	3	7	9	4	2	1	60	13	19	16	9	3	1
Rating	13.0	18.7	8.2	7.9	10.3	12.9	6.6	6.0	2.3	16.2	31.4	26.8	20.4	14.0	6.2	1.5
WKXW-FM																
WKXW-FM	1223	43	469	33	119	122	126	43	27	711	57	184	206	178	68	19
(%)	100	3	38	3	10	10	10	4	2	58	5	15	17	15	6	2
Rating	3.0	1.1	2.7	1.5	3.2	3.2	4.2	2.1	1.0	3.6	2.7	4.9	5.1	5.5	3.0	.5
WFMZ-FM																
WFMZ-FM	503		176			35	48	58	36	327	28	34	53	45	84	83
(%)	100		35			7	10	11	7	65	6	7	10	9	17	17
Rating	1.2		1.0			.9	1.6	2.9	1.4	1.7	1.3	.9	1.3	1.4	3.7	2.1
WJBR-FM																
WJBR-FM	920	101	219	29	47	63	62	8	9	600	104	114	148	113	52	69
(%)	100	11	24	3	5	7	7	1	1	65	11	12	16	12	6	7
Rating	2.3	2.6	1.3	1.3	1.3	1.6	2.1	.4	.3	3.1	4.9	3.0	3.6	3.5	2.3	1.7
WPST-FM																
WPST-FM	2910	630	1016	386	362	200	30	29	10	1264	510	402	187	92	25	49
(%)	100	22	35	13	12	7	1	1		43	18	14	6	3	1	2
Rating	7.2	16.5	5.9	17.9	9.7	5.2	1.0	1.4	.4	6.5	23.8	10.7	4.6	2.8	1.1	1.2
WRDR-FM																
WRDR-FM	760		413		25	35	18	122	213	347		15	30	60	127	116
(%)	100		54		3	5	2	16	28	46		2	4	8	17	15
Rating	1.9		2.4		.7	.9	.6	6.0	8.2	1.8		.4	.7	1.8	5.6	2.9

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WSTW-FM	25	1	9	1	3	5	1			14		12	1	1		
(%)	100	3	38	3	13	19	3			59	1	49	5	4		
Rating	.1		.1		.1	.1				.1		.3				
Share	.3	.2	.3	.3	.4	.6	.2			.4		1.7	.1	.2		
WFAN-AM	23		21	1	8	2	9	1		2	1					
(%)	100		93	3	36	9	41	3		7	4	1	1		1	
Rating	.1		.1		.2	.1	.3									
Share	.3		.6	.3	1.0	.2	1.7	.2		.1	.3					
TOTALS	7299	435	3353	378	810	810	521	416	419	3511	379	727	746	610	384	665
(%)	100	6	46	5	11	11	7	6	6	48	5	10	10	8	5	9
Rating	18.0	11.4	19.4	17.5	21.8	21.1	17.4	20.6	16.2	18.0	17.7	19.4	18.4	18.8	16.9	16.5

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WSTV-FM	896	76	364	49	141	144	22		9	455	80	263	94	9	9	
(%)	100	8	41	5	16	16	2		1	51	9	29	10	1	1	
Rating	2.2	2.0	2.1	2.3	3.8	3.8	.7		.3	2.3	3.7	7.0	2.3	.3	.4	
WFAN-AM	396		346	27	95	70	115	29	10	50	10	7	15		17	
(%)	100		87	7	24	18	29	7	2	13	3	2	4		4	
Rating	1.0		2.0	1.3	2.6	1.8	3.8	1.4	.4	.3	.5	.2	.4		.7	
TOTALS	39409	3669	16791	2073	3628	3746	2944	1979	2421	18949	2094	3698	3984	3180	2254	3739
(%)	100	9	43	5	9	10	7	5	6	48	5	9	10	8	6	9
Rating	96.9	95.8	97.0	96.2	97.7	97.7	98.2	97.9	93.4	97.1	97.7	98.5	98.1	97.8	99.1	92.8

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

Listener Composition

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KYV -AM (%)	537 66	234 29	40 5	2	169 47	126 35	65 18	4 1	170 63	86 32	7 3	5 2	298 65	127 28	28 6	3 1
WBEB-FM (%)	139 26	133 25	262 49	6 1	114 14	101 13	577 72	13 2	160 48	84 25	75 23	12 4	116 27	88 21	216 51	8 2
WDAS-AM (%)	82 83	7 8	8 8	1 1	77 70	17 16	16 14		93 75	20 16	10 8	2 1	72 80	10 11	8 8	1 1
WDAS-FM (%)	176 42	109 26	125 30	5 1	111 24	66 15	266 58	12 3	185 65	65 23	27 9	8 3	166 48	68 20	104 30	8 2
WFIL-AM (%)	18 50	13 36	5 13		10 36	16 54	2 8	1 2	6 61	4 39			14 57	8 34	2 8	
WFLN-FM (%)	112 50	52 24	56 25	2 1	113 41	48 17	112 41	2 1	155 74	47 23	4 2	2 1	107 57	37 20	41 22	2 1
WHAT-AM (%)	151 84	16 9	12 7	1 1	80 69	15 13	20 17	1 1	94 85	13 12	2 2	2 1	98 83	11 9	8 7	1 1
WIOQ-FM (%)	69 26	114 43	68 26	11 4	56 17	87 27	157 49	21 7	107 45	81 34	33 14	16 7	66 30	80 36	64 29	14 6
WIP -AM (%)	139 37	175 47	59 16	1	86 30	101 35	99 35	1	68 47	63 43	10 7	5 4	96 40	98 41	45 19	2 1
WJJZ-FM (%)	105 31	78 23	158 46	4 1	75 18	62 15	276 66	4 1	134 51	89 34	32 12	9 4	101 36	59 21	115 41	4 2
WMGK-FM (%)	54 15	141 39	162 45	6 2	63 12	104 20	330 65	12 2	121 36	114 34	82 25	17 5	61 20	96 31	142 46	9 3
WMMR-FM (%)	77 18	131 31	212 50	5 1	49 9	92 16	422 74	7 1	102 39	91 35	43 17	23 9	66 20	87 27	165 51	8 3
WGL-FM (%)	115 26	145 33	177 40	8 2	100 17	95 17	366 64	14 2	228 50	126 28	86 19	18 4	126 32	101 26	154 39	10 3
WPEN-AM (%)	303 78	65 17	18 5	1	292 66	102 23	43 10	6 1	245 75	68 21	10 3	2 1	220 75	55 19	16 5	2 1
+WPHI-FM VDRE-FM (%)	94 45	73 35	32 15	10 5	58 31	55 29	64 34	11 6	98 50	64 32	18 9	17 9	81 46	53 30	30 17	12 7
WPHT-AM (%)	39 60	23 34	2 2	2 4	31 51	23 38	7 11		31 61	18 36		1 2	39 64	18 30	2 4	1 2
WPLY-FM (%)	45 22	95 46	65 31	3 1	42 19	57 26	118 54	2 1	50 32	70 44	22 14	16 10	39 25	61 39	50 32	5 3
WURD-AM (%)	29 62	15 32	1 2	2 4	22 59	7 19	5 14	3 8	35 87	5 13			25 70	8 22	1 4	1 4
WUSL-FM (%)	140 47	64 21	83 28	13 4	132 37	40 11	168 47	15 4	141 55	56 22	46 18	15 6	138 51	45 17	74 28	13 5
WWDB-FM (%)	319 62	128 25	61 12	4 1	287 56	112 22	111 22	3 1	151 63	67 28	20 8	2 1	233 64	79 22	47 13	4 1
WXTU-FM (%)	136 37	128 35	95 26	6 2	97 23	111 26	211 49	7 2	129 44	125 43	34 12	4 1	106 37	94 33	81 28	5 2
WYSP-FM (%)	213 26	306 37	290 36	8 1	84 14	133 22	377 63	5 1	80 38	85 40	38 18	7 3	109 25	147 33	179 40	7 2
WYXR-FM (%)	73 23	118 38	114 37	7 2	46 12	80 21	253 65	9 2	68 35	85 44	34 18	5 3	55 24	78 33	95 41	6 2
WXXV-FM (%)	17 30	24 44	14 25	1 2	19 29	14 22	30 47	1 2	12 35	19 53	3 9	1 3	12 29	15 38	12 31	1 2

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

NOTE: Demographic estimates here may not sum to like demographics in other sections of the report due to rounding.

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WFMZ-FM (%)	15 32	7 15	25 52	1 1	14 23	6 10	41 67		14 36	9 22	14 36	2 6	12 32	6 15	19 50	1 2
WJBR-FM (%)	17 32	10 18	26 49	1 1	15 19	13 17	51 63	2 2	15 45	11 33	7 21		13 30	9 21	20 47	1 2
WPST-FM (%)	21 21	42 43	32 33	3 3	14 13	27 24	66 59	5 4	20 31	33 52	7 12	3 5	16 21	29 39	27 36	4 5
WRDR-FM (%)	31 53	20 35	7 11		45 44	37 36	19 19		34 59	23 39	1 2		27 52	19 36	6 12	
WSTW-FM (%)	5 16	14 45	13 40		5 12	8 21	27 67		6 35	7 39	4 23	1 3	4 17	9 37	11 45	
WFAN-AM (%)	15 37	21 49	6 13	1	6 20	11 36	14 45		4 53	4 47			8 35	10 45	4 20	
TOTALS (%)	3751 41	2862 31	2432 26	137 1	2662 28	2043 21	4759 49	199 2	3214 53	1874 31	716 12	276 5	2911 42	1846 27	1942 28	165 2

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

NOTE: Demographic estimates here may not sum to like demographics in other sections of the report due to rounding.

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYY -AM										
SP '97	5:00	3:30	4:00	4:45	3:15	4:15	5:00	3:45	4:00	4:30
WI '97	5:00	3:00	4:15	4:45	3:30	4:15	5:00	2:30	4:00	4:45
FA '96	5:15	3:00	4:00	5:00	3:00	4:00	5:00	2:45	4:00	5:15
SU '96	5:15	3:15	4:15	4:45	3:45	4:15	5:00	2:45	4:00	4:45
4-Book	5:15	3:15	4:15	4:45	3:30	4:15	5:00	3:00	4:00	4:45
SP '96	5:15	2:30	4:15	5:15	2:30	4:15	5:00	2:30	4:00	5:15
WBEB-FM										
SP '97	9:00	7:45	9:00	9:45	6:00	6:30	7:15	8:15	10:15	11:00
WI '97	9:00	8:00	9:15	10:15	6:15	8:30	10:00	8:30	9:45	10:15
FA '96	8:30	8:00	9:30	10:00	6:30	8:00	8:00	8:45	10:00	10:45
SU '96	8:45	9:15	9:30	9:30	8:15	8:00	8:15	10:00	10:15	10:00
4-Book	8:45	8:15	9:15	10:00	6:45	7:45	8:30	9:00	10:00	10:30
SP '96	8:15	7:00	7:45	9:30	6:15	6:00	7:15	7:15	8:45	10:30
WDAS-AM										
SP '97	9:45	4:00	10:30	10:45	3:45	6:45	6:00	4:15	11:45	12:00
WI '97	9:30	5:15	8:30	9:45	8:00	4:45	6:45	3:45	12:00	11:45
FA '96	7:30	5:15	7:30	7:45	1:45	7:15	8:30	7:00	7:45	7:30
SU '96	7:45	6:15	7:00	7:45	5:15	7:30	8:00	7:00	6:45	7:30
4-Book	8:45	5:15	8:30	9:00	4:45	6:30	7:15	5:30	9:30	9:45
SP '96	8:00	4:45	8:00	9:45	3:00	6:45	10:15	5:30	8:45	9:30
WDAS-FM										
SP '97	11:30	10:00	12:45	13:00	10:30	12:45	13:15	9:45	13:00	13:00
WI '97	11:15	11:00	13:30	13:00	9:30	13:00	12:45	12:00	14:00	13:00
FA '96	11:30	10:00	13:00	14:15	10:30	13:30	15:00	9:45	13:00	13:45
SU '96	11:00	11:00	12:30	12:30	10:30	12:00	11:45	11:30	13:00	13:00
4-Book	11:15	10:30	13:00	13:15	10:15	12:45	13:15	10:45	13:15	13:15
SP '96	11:45	11:00	13:00	13:45	12:30	14:00	14:00	9:45	12:15	13:15
WFIL-AM										
SP '97	5:15	3:15	6:30	6:00	5:15	7:15	5:30	2:00	6:15	6:15
WI '97	6:00	2:30	7:15	7:00	2:45	7:45	7:30	1:45	6:45	6:45
FA '96	5:30	2:15	7:00	7:30	1:15	6:15	6:45	2:15	7:15	8:30
SU '96	6:45	7:30	6:15	7:15	5:45	6:30	7:30	8:15	6:00	7:15
4-Book	6:00	4:00	6:45	7:00	3:45	7:00	6:45	3:30	6:30	7:15
SP '96	**	**	**	**	**	**	**	**	**	**
WFLN-FM										
SP '97	7:45	5:45	6:30	8:00	4:15	6:45	10:00	7:30	6:15	6:30
WI '97	8:30	5:00	7:00	8:30	5:15	7:30	9:00	4:45	6:30	8:00
FA '96	8:30	4:45	6:45	8:15	6:00	7:00	9:15	3:30	6:15	7:45
SU '96	8:30	6:30	7:30	8:15	7:00	8:15	9:30	6:15	7:00	7:00
4-Book	8:15	5:30	7:00	8:15	5:45	7:30	9:30	5:30	6:30	7:15
SP '96	9:00	5:00	8:15	9:00	7:00	8:15	9:00	2:45	8:00	8:45
WHAT-AM										
SP '97	14:00	10:15	12:30	14:15	10:00	7:45	9:00	10:30	14:45	16:45
WI '97	9:15	12:45	8:30	9:30	16:15	12:15	11:15	2:15	5:30	8:15
FA '96	13:45	11:30	10:45	14:30	9:00	6:00	13:45	17:00	14:45	15:00
SU '96	14:45	8:00	12:45	16:45	10:30	12:00	15:30	5:15	13:30	17:45
4-Book	13:00	10:45	11:15	13:45	11:30	9:30	12:30	8:45	12:15	14:30
SP '96	8:45	4:45	5:30	7:00	1:15	5:30	8:30	8:00	5:45	6:00
W100-FM										
SP '97	5:45	6:45	6:00	5:15	8:15	5:45	3:45	5:45	6:15	6:00
WI '97	6:00	7:00	6:00	5:15	6:30	5:30	4:30	7:30	6:30	5:45
FA '96	6:15	6:00	5:15	5:30	5:45	5:00	5:30	6:15	5:30	5:45
SU '96	6:15	7:00	6:15	5:15	7:30	6:00	5:00	6:45	6:15	5:15
4-Book	6:00	6:45	6:00	5:15	7:00	5:30	4:45	6:30	6:15	5:45
SP '96	6:15	6:45	5:45	5:30	6:45	5:15	5:00	6:30	6:00	5:45
WIP -AM										
SP '97	6:30	5:45	7:00	7:00	6:45	7:30	7:30	2:30	5:15	5:30
WI '97	7:00	6:00	6:45	7:30	6:45	7:30	8:15	2:45	3:45	4:30
FA '96	7:15	7:30	7:45	7:15	8:00	8:30	8:15	4:15	3:45	3:45
SU '96	7:30	6:30	7:45	8:00	7:15	8:30	8:30	3:00	3:45	5:30
4-Book	7:00	6:30	7:15	7:30	7:15	8:00	8:15	3:15	4:15	4:45
SP '96	7:30	7:30	7:45	8:00	8:45	8:45	8:45	2:15	4:00	5:15

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WJJZ-FM										
SP '97	8:45	8:30	9:15	9:15	10:00	9:45	9:15	7:30	9:00	9:00
WI '97	8:30	6:00	8:15	9:30	8:00	9:15	10:00	4:45	7:45	8:45
FA '96	9:00	7:00	9:15	9:45	5:45	8:30	9:00	7:45	9:45	10:30
SU '96	9:30	8:30	10:15	11:00	8:30	10:30	11:00	8:30	10:00	11:00
4-Book	9:00	7:30	9:15	10:00	8:00	9:30	9:45	7:15	9:15	9:45
SP '96	7:30	4:45	7:45	9:00	5:45	7:30	8:15	4:00	8:00	9:30
WMGK-FM										
SP '97	6:45	6:45	7:15	7:15	7:00	8:30	8:30	6:30	6:15	6:00
WI '97	7:15	7:30	7:30	7:30	7:45	8:30	9:15	7:15	6:30	5:45
FA '96	8:15	8:00	8:30	9:00	9:00	10:30	11:00	7:00	6:45	7:00
SU '96	8:00	7:45	8:30	9:15	8:15	9:45	10:30	7:15	7:30	7:45
4-Book	7:30	7:30	8:00	8:15	8:00	9:15	9:45	7:00	6:45	6:45
SP '96	8:00	7:45	8:30	9:00	8:15	9:30	11:00	7:15	7:15	7:00
WMMR-FM										
SP '97	7:30	7:00	8:45	8:45	8:30	10:00	9:45	5:00	7:00	7:15
WI '97	6:15	6:00	7:00	7:30	6:45	7:15	7:30	4:45	6:45	7:15
FA '96	6:30	5:30	7:15	8:15	6:30	8:00	8:30	3:45	6:00	8:00
SU '96	6:30	6:15	7:15	7:15	7:30	8:30	8:15	4:30	5:15	6:00
4-Book	6:45	6:15	7:30	8:00	7:15	8:30	8:30	4:30	6:15	7:15
SP '96	7:15	6:00	8:00	9:15	7:00	8:45	9:45	5:00	7:00	8:15
WGL-FM										
SP '97	7:45	6:30	8:00	8:30	5:15	8:15	9:30	7:30	8:00	8:00
WI '97	6:45	4:00	6:30	7:30	5:30	7:30	8:00	3:00	5:45	7:15
FA '96	7:30	5:30	7:30	8:30	7:30	8:15	9:00	3:45	7:00	8:00
SU '96	8:30	4:00	8:15	9:45	3:45	7:45	9:15	4:15	8:30	9:45
4-Book	7:45	5:00	7:30	8:30	5:30	8:00	9:00	4:45	7:15	8:15
SP '96	8:00	5:45	8:30	9:15	7:00	9:15	9:30	5:00	8:15	9:00
WPEN-AM										
SP '97	11:45	7:15	5:00	8:30	9:45	3:45	8:45	5:30	6:15	8:30
WI '97	13:00	8:30	7:00	8:30	3:15	4:30	8:00	14:30	9:30	8:45
FA '96	13:15	6:00	5:00	11:15	7:45	4:30	11:00	4:00	5:15	11:30
SU '96	12:15	2:00	8:15	10:45	2:00	6:45	9:30	2:15	9:15	11:30
4-Book	12:30	6:00	6:15	9:45	5:45	5:00	9:15	6:30	7:30	10:00
SP '96	13:45	1:15	9:15	11:45	0:30	8:15	10:30	2:00	10:30	13:00
+WPHI-FM										
WDRE-FM										
SP '97	8:00	8:00	6:45	5:30	9:00	7:45	5:00	7:30	6:00	6:00
WI '97	6:45	6:45	6:45	6:45	8:30	8:15	7:30	5:15	5:30	6:00
FA '96	5:15	5:30	5:00	4:45	5:45	5:45	6:00	5:30	4:15	3:30
SU '96	5:00	5:15	5:00	4:15	6:30	5:30	5:15	4:00	4:15	3:15
4-Book	6:15	6:30	6:00	5:15	7:30	6:45	6:00	5:30	5:00	4:45
SP '96	5:15	5:15	6:30	6:00	5:00	5:45	6:00	5:45	7:30	6:00
+WPHT-AM										
SP '97	4:00	2:45	3:00	3:30	1:45	3:00	3:30	5:45	3:30	3:30
WI '97	4:00	1:45	4:00	4:30	2:00	4:30	4:30	1:15	2:45	4:45
FA '96	4:00	5:30	4:00	3:45	8:15	4:45	4:15	2:15	2:30	3:15
SU '96	4:30	2:30	3:00	3:45	2:45	2:45	3:30	1:15	3:15	4:45
4-Book	4:15	3:15	3:30	4:00	3:45	3:45	4:00	2:45	3:00	4:00
SP '96	4:45	3:30	4:00	4:45	3:30	4:00	4:45	4:15	4:00	4:15
WPLY-FM										
SP '97	5:00	5:30	4:45	4:15	5:45	5:30	5:15	5:00	4:15	3:00
WI '97	4:45	5:30	5:15	3:30	6:30	6:15	3:45	4:45	4:30	3:15
FA '96	4:30	5:15	4:45	3:45	5:15	4:45	3:30	5:00	4:30	4:00
SU '96	5:15	6:00	5:45	5:15	5:45	5:30	6:30	6:15	6:15	4:45
4-Book	5:00	5:30	5:15	4:15	5:45	5:30	4:45	5:15	5:00	3:45
SP '96	5:00	5:45	5:00	4:30	6:00	5:15	4:15	5:15	5:00	4:45
WURD-AM										
SP '97	11:30	14:30	12:45	10:45	7:00	6:45	7:30	17:15	16:15	14:00
WI '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '96	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

**Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WUSL-FM										
SP '97	8:15	9:30	9:15	6:45	9:45	10:15	6:30	9:15	8:45	6:45
WI '97	9:30	12:00	9:15	6:15	12:00	9:15	5:45	12:00	9:15	6:30
FA '96	10:00	11:45	9:30	7:15	10:30	9:45	7:30	13:00	9:15	7:00
SU '96	10:30	12:00	10:30	7:30	12:15	11:30	6:00	11:30	9:30	8:45
4-Book	9:30	11:15	9:45	7:00	11:15	10:15	6:30	11:30	9:15	7:15
SP '96	11:00	12:45	11:00	7:15	12:15	11:45	7:15	13:15	10:15	7:15
WWDB-FM										
SP '97	9:15	5:00	6:45	8:15	6:00	7:30	8:45	3:30	5:45	7:45
WI '97	9:15	5:30	7:30	9:15	7:00	8:00	9:15	3:15	7:15	9:00
FA '96	9:15	5:30	7:30	8:45	5:15	8:45	9:15	6:00	6:00	8:15
SU '96	9:45	6:15	7:30	9:00	7:45	8:45	10:15	4:00	5:30	7:30
4-Book	9:30	5:30	7:15	8:45	6:30	8:15	9:30	4:15	6:15	8:15
SP '96	9:30	5:30	8:15	9:15	9:30	10:00	9:30	2:00	7:00	8:45
WXTU-FM										
SP '97	9:45	7:45	10:30	11:45	8:45	11:30	12:00	7:00	9:45	11:30
WI '97	10:30	10:00	10:30	11:00	10:45	10:30	11:30	9:15	10:15	10:30
FA '96	9:00	9:00	9:15	10:00	11:15	10:45	10:30	7:15	7:45	9:15
SU '96	10:15	11:30	10:45	10:00	13:30	11:45	9:45	10:00	10:15	10:15
4-Book	10:00	9:30	10:15	10:45	11:00	11:15	11:00	8:30	9:30	10:30
SP '96	9:00	8:00	8:45	9:45	6:15	8:00	9:45	9:30	9:45	10:00
WYSP-FM										
SP '97	8:15	9:00	9:00	8:15	11:00	11:00	9:30	5:30	5:30	6:00
WI '97	7:15	7:45	7:30	7:30	9:45	9:00	8:30	4:00	4:45	5:00
FA '96	6:15	7:00	6:45	5:45	8:00	8:00	6:30	5:00	4:15	3:45
SU '96	7:30	8:45	7:45	6:30	10:30	9:00	7:15	5:45	5:15	4:30
4-Book	7:15	8:15	7:45	7:00	9:45	9:15	8:00	5:00	5:00	4:45
SP '96	7:30	8:15	8:00	7:15	10:00	9:30	8:00	4:45	5:15	5:30
WYXR-FM										
SP '97	6:00	6:00	7:00	7:00	5:15	5:45	5:30	6:15	7:45	8:00
WI '97	4:45	4:45	5:30	5:30	3:45	4:30	4:45	5:00	6:00	5:45
FA '96	6:00	6:15	6:45	6:45	6:45	7:15	6:15	6:15	6:45	7:00
SU '96	6:00	6:15	6:00	6:30	4:30	4:45	5:15	6:45	6:45	7:00
4-Book	5:45	5:45	6:15	6:30	5:00	5:30	5:30	6:00	6:45	7:00
SP '96	7:00	6:45	7:45	8:30	5:45	6:45	7:15	7:00	8:15	9:30
WKXW-FM										
SP '97	4:15	4:00	4:45	4:30	2:45	3:30	3:30	4:45	5:30	5:15
WI '97	5:45	4:15	4:45	6:15	6:00	5:15	6:15	3:15	4:30	6:30
FA '96	6:00	4:00	6:00	8:00	16:00	9:15	10:00	1:45	4:15	6:00
SU '96	5:00	5:15	4:45	4:45	10:30	6:30	5:45	2:30	3:15	3:45
4-Book	5:15	4:30	5:00	6:00	8:45	6:15	6:30	3:00	4:30	5:30
SP '96	4:00	3:00	3:45	5:00	3:15	3:00	4:15	2:45	4:15	5:30
WFMZ-FM										
SP '97	9:30	5:45	7:30	8:30	0:00	6:45	6:15	5:45	8:00	10:15
WI '97	9:30	7:45	7:45	9:30	3:30	5:15	6:45	11:45	9:30	11:45
FA '96	9:30	2:15	9:15	12:30	5:45	11:15	9:15	1:00	8:00	14:30
SU '96	7:30	8:00	6:45	7:45	1:30	3:00	6:45	13:15	9:30	8:45
4-Book	9:00	6:00	7:45	9:30	2:45	6:30	7:15	8:00	8:45	11:15
SP '96	7:45	6:45	6:45	7:30	14:15	11:30	10:15	2:15	4:30	5:45
WJBR-FM										
SP '97	6:00	5:15	6:30	6:15	5:30	6:45	7:00	5:00	6:30	6:00
WI '97	5:45	3:45	5:45	7:00	2:00	6:45	9:15	4:45	5:00	5:45
FA '96	7:30	4:45	7:15	9:15	11:00	13:15	12:30	3:00	4:45	6:45
SU '96	6:15	2:45	7:00	8:30	3:15	4:30	7:00	2:30	7:45	9:00
4-Book	6:30	4:15	6:45	7:45	5:30	7:45	9:00	3:45	6:00	7:00
SP '96	5:30	2:45	6:30	8:30	3:00	3:45	5:15	2:30	7:45	10:30
WPST-FM										
SP '97	4:00	4:45	4:15	2:30	5:30	4:15	2:15	4:15	4:15	2:45
WI '97	4:15	4:45	4:45	4:00	5:15	5:15	4:45	4:30	4:15	3:30
FA '96	4:30	4:45	4:45	5:00	4:00	4:30	6:15	4:45	4:45	4:00
SU '96	3:45	3:00	3:45	4:15	4:00	4:15	3:45	2:30	3:45	4:30
4-Book	4:15	4:15	4:30	4:00	4:45	4:30	4:15	4:00	4:15	3:45
SP '96	4:15	4:30	5:00	3:15	4:45	5:15	3:15	4:15	4:45	3:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
VRDR-FM										
SP '97	8:45	10:15	6:00	9:30	10:00	4:30	10:00	11:00	7:15	9:00
WI '97	7:15	1:00	3:30	7:30	0:00	4:15	7:15	1:00	3:15	8:00
FA '96	6:30	5:30	4:30	6:45	5:30	5:15	9:00	0:00	4:00	4:45
SU '96	6:15	2:45	4:00	6:00	2:15	4:30	5:00	3:30	3:00	7:00
4-Book	7:15	5:00	4:30	7:30	4:30	4:45	7:45	4:00	4:30	7:15
SP '96	5:45	5:00	3:00	4:15	5:00	4:15	5:45	0:00	2:15	3:15
WSTV-FM										
SP '97	3:30	3:45	4:15	3:30	2:45	3:30	4:00	4:30	4:45	2:15
WI '97	4:45	6:15	6:30	3:45	8:00	6:30	3:30	5:15	6:15	4:00
FA '96	5:00	5:15	4:15	5:00	6:45	5:45	6:15	3:45	2:30	3:15
SU '96	3:15	3:00	4:00	4:45	2:30	2:45	4:15	3:15	4:45	5:00
4-Book	4:15	4:30	4:45	4:15	5:00	4:45	4:30	4:15	4:30	3:45
SP '96	3:45	3:30	5:00	5:00	5:15	5:30	4:00	2:15	4:45	5:45
WFAN-AM										
SP '97	7:15	9:15	8:15	6:15	9:15	8:45	7:00	8:30	2:00	1:15
WI '97	**	**	**	**	**	**	**	**	**	**
FA '96	**	**	**	**	**	**	**	**	**	**
SU '96	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '96	7:45	9:00	8:15	8:15	10:00	8:45	8:45	1:00	5:30	5:45

Time Spent Listening

** Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYW - AM	WBEB - FM	WDAS - AM	WDAS - FM	WFIL - AM	WFLN - FM	WHAT - AM	WIOQ - FM	WIP - AM	WJJZ - FM	WMGK - FM	WMMR - FM	WVGL - FM	WPEN - AM	WPHI - FM	WPHT - AM	WPLY - FM	WURD - AM	WUSL - FM	WWDB - FM	WXTU - FM
Cume Pers. (00)	11416	6142	1189	3928	605	3030	1067	5918	4809	4096	5889	5571	6393	3156	4503	1966	4961	406	5533	4918	3780
KYW -AM	100	29	45	27	45	43	53	15	38	37	25	24	32	40	12	47	19	36	14	36	20
WBEB-FM	16	100	1	9	10	14	1	23	13	17	22	16	24	10	11	13	18	33	11	10	19
WDAS-AM	5		100	12	9	1	35		1	5				3	4	4		2	6	1	
WDAS-FM	9	6	40	100	7	4	39	6	4	31	3	2	7	3	29	5	2	8	35	4	2
WFIL-AM	2	1	5	1	100	2	5		2	3	1		2	3		4	1	6	1	4	1
WFLN-FM	11	7	1	3	12	100	2	3	7	7	5	6	8	13	1	13	4	3	1	15	5
WHAT-AM	5		32	10	8	1	100		1	5			1	3	2	6		6	4	3	1
WIOQ-FM	8	23	2	8	3	5	1	100	13	10	24	18	16	1	27	5	32	32	23	6	15
WIP -AM	16	10	3	5	15	11	6	10	100	8	16	16	15								
WJJZ-FM	13	11	16	32	22	10	20	7	7	100	9	6	9	6	11	11	5	4	4	16	12
WMGK-FM	13	21	1	4	10	10	2	24	20	13	100	42	22	2	8	10	29	2	6	12	14
WMMR-FM	12	14		3	4	11		17	19	8	39	100	16	3	6	11	34	2	5	8	16
WVGL-FM	18	25	2	11	17	16	5	18	20	14	24	19	100	12	6	17	13	14	8	17	24
WPEN-AM	11	5	9	2	18	13	8	9	4	4	1	2	6	100		18		2	1	12	7
+WPHI-FM	5	8	15	33	1	1	10	21	3	12	6	5	4	1	100	3	10	34	58	2	3
WPHT-AM	8	4	6	3	11	8	11	2	15	5	3	4	5	11	1	100	3	3	2	13	4
WPLY-FM	8	14	2	2	4	6	1	27	16	6	24	30	10	1	11	7	100	4	9	8	9
WURD-AM	1	2	1	1	4	2	2	2	2	2			1		3	1		100	2	8	9
WUSL-FM	7	10	26	49	8	2	18	22	5	18	6	5	7	2	71	6	10	29	100	3	3
WWDB-FM	16	8	4	5	29	24	12	5	17	12	10	7	13	18	2	32	8	2	3	100	13
WXTU-FM	7	12		2	4	6	2	10	9	5	9	11	14	8	2	8	7	3	2	10	100
WYSP-FM	13	12	1	6	4	9	1	24	28	13	39	55	16	1	12	9	48	9	9	17	15
WYXR-FM	11	26	5	9	7	6	7	36	12	16	25	17	17	4	15	11	20	25	12	7	14
WKXW-FM	2	6	1	1		2	1	4	2	3	6	5	7	1	1	2	3	2	2	4	5
WFMZ-FM	1	2			3					2	2	1	2	2		2	2			2	1
WJBR-FM	2	5	1	1	2	2	1	3	2	3	5	3	4	2	3	2	3	3	2	3	4
WPST-FM	4	11		1	2	3		22	7	4	15	18	7	1	9	7	25	1	6	4	10
WRDR-FM	3	2		3	3	3		1	1	3	1	2	3	6		3	1			4	2
WSTV-FM	2	3			1	1		5	2	2	6	9	3	1	1	2	8	1		1	3
WFAN-AM	1		1		2		1		4	1	2	2	1			6	1			1	

+ Station(s) changed call letters - see Page 13.

NOTE: Read across top then down to find percent of top station's cume duplication with side station.

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WYSP-FM	WYXR-FM	WKXW-FM	WFMZ-FM	WJBR-FM	WPST-FM	WRDR-FM	WSTW-FM	WFAN-AM											
Cume Pers. (00)	7010	5301	1223	503	920	2910	760	896	396											
KYW -AM	21	25	22	28	28	15	41	21	42											
WBEB-FM	11	30	30	23	35	23	16	20	4											
WDAS-AM		1	1		1				2											
WDAS-FM	3	7	4		6	2	1	2	2											
WFIL-AM		1			1		3		2											
WFLN-FM	4	3	6	20	6	4	12	5	14											
WHAT-AM		1	1		1				2											
W100-FM	20	40	19	3	18	45	7	32	7											
WIP -AM	19	10	7	4	10	12	9	13	45											
WJZ-FM	7	12	11	17	13	6	16	9	14											
WMGK-FM	33	28	28	18	33	31	7	39	29											
WMMR-FM	44	18	21	11	15	34	11	56	23											
WGL-FM	14	20	36	21	27	16	22	21	21											
WPEN-AM	1	2	3	11	6	1	26	2												
+WPHI-FM	8	13	5	2	14	14	1	6												
WPHT-AM	3	4	3	9	4	5	8	5	29											
WPLY-FM	34	19	12	18	19	43	5	43	9											
WURD-AM		2	1		1			1												
WUSL-FM	7	12	9		11	11	1	2												
WWDB-FM	12	6	16	22	14	7	24	7	16											
WXTU-FM	8	10	17	10	18	13	11	13	3											
WYSP-FM	100	19	27	10	19	43	7	49	24											
WYXR-FM	14	100	30	23	25	32	10	35	12											
WKXW-FM	5	7	100	8	6	5	6	1	3											
WFMZ-FM	1	2	3	100	5	2	4	2	5											
WJBR-FM	2	4	4	9	100	3	1	6	2											
WPST-FM	18	18	11	12	9	100	3	27	2											
WRDR-FM	1	1	4	7	1	1	100	2												
WSTV-FM	6	6	1	3	6	8	2	100												
WFAN-AM	1	1	1	4	1				100											

Cume Duplication Percent

+ Station(s) changed call letters - see Page 13.

NOTE: Read across top then down to find percent of top station's cume duplication with side station.

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)	
	KYW -AM	923	8	206	3135		11793	WMGK-FM	210	4	48		642	5900	WXTU-FM	533	14	65
WBEB-FM	425	7	48	683	6176	WMMR-FM	149	3	54	767	5605	WYSP-FM	252	4	51	745	7046	
WDAS-AM	95	8	8	163	1198	WGL-FM	423	7	56	849	6439	WYXR-FM	208	4	31	533	5348	
WDAS-FM	208	5	69	850	3954	WPEN-AM	578	18	34	356	3160							
WFIL-AM	13	2	12	108	632	WPHI-FM	227	5	58	881	4536	WKXW-FM	41	3	4	111	1267	
WFLN-FM	235	8	21	319	3047	WDRE-FM	227	5	58	881	4536	WFMZ-FM	30	6	2	51	503	
WHAT-AM	51	5	24	235	1077	WPHT-AM	30	2	10	250	1999	WJBR-FM	28	3	7	171	935	
WIOQ-FM	271	5	26	682	5948	WPLY-FM	190	4	28	573	4978	WPST-FM	46	2	14	227	2910	
WIP -AM	220	5	41	575	4825	WURD-AM	20	5	4	83	413	WRDR-FM	36	5	4	93	760	
WJJZ-FM	219	5	66	657	4134	WUSL-FM	339	6	91	1250	5548	WSTW-FM			1	83	916	
						WWDB-FM	368	7	136	1154	5013	WFAN-AM			4	59	396	
TOTALS															1410	13339	39418	

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

Exclusive & Overnight Listening

Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AOH (00)	AOH %	AOH Rtg	Cume (00)	Cume %	Cume Rtg		AOH (00)	AOH %	AOH Rtg	Cume (00)	Cume %	Cume Rtg
KYW -AM							WPEN-AM						
Total	460	100	1.1	11416	100	28.1	Total	294	100	.7	3156	100	7.8
Black	101	22	1.3	2122	19	28.2	Black	7	2	.1	191	6	2.5
Hispanic	10	2	.6	298	3	19.3	Hispanic				23	1	1.5
WBEB-FM							+WPHI-FM						
Total	440	100	1.1	6142	100	15.1	WDRE-FM						
Black	23	5	.3	439	7	5.8	Total	285	100	.7	4503	100	11.1
Hispanic	21	5	1.4	291	5	18.9	Black	177	62	2.3	2469	55	32.8
WDAS-AM							Hispanic	29	10	1.9	438	10	28.4
Total	91	100	.2	1189	100	2.9	WPHT-AM						
Black	82	90	1.1	1081	91	14.4	Total	61	100	.2	1966	100	4.8
Hispanic	3	3	.2	47	4	3.0	Black	6	10	.1	217	11	2.9
WDAS-FM							Hispanic	1	1	.1	40	2	2.6
Total	356	100	.9	3928	100	9.7	WPLY-FM						
Black	309	87	4.1	3286	84	43.6	Total	199	100	.5	4961	100	12.2
Hispanic	11	3	.7	135	3	8.8	Black	9	5	.1	141	3	1.9
WFIL-AM							Hispanic	2	1	.1	80	2	5.2
Total	25	100	.1	605	100	1.5	WURD-AM						
Black	5	21	.1	108	18	1.4	Total	37	100	.1	406	100	1.0
Hispanic	1	3	.1	23	4	1.5	Black	1	3	.1	23	6	.3
WFLN-FM							Hispanic	35	96	2.3	353	87	22.9
Total	187	100	.5	3030	100	7.5	WUSL-FM						
Black	12	6	.2	239	8	3.2	Total	365	100	.9	5533	100	13.6
Hispanic	3	2	.2	40	1	2.6	Black	280	77	3.7	3433	62	45.6
WHAT-AM							Hispanic	25	7	1.6	523	9	33.9
Total	118	100	.3	1067	100	2.6	WVDB-FM						
Black	112	94	1.5	995	93	13.2	Total	365	100	.9	4918	100	12.1
Hispanic	5	4	.3	28	3	1.8	Black	18	5	.2	335	7	4.4
WIOQ-FM							Hispanic	10	3	.6	87	2	5.6
Total	266	100	.7	5918	100	14.6	WXTU-FM						
Black	15	6	.2	437	7	5.8	Total	292	100	.7	3780	100	9.3
Hispanic	23	9	1.5	529	9	34.3	Black	7	2	.1	116	3	1.5
VIP -AM							Hispanic	3	1	.2	62	2	4.0
Total	247	100	.6	4809	100	11.8	WYSP-FM						
Black	20	8	.3	392	8	5.2	Total	461	100	1.1	7010	100	17.2
Hispanic	2	1	.1	42	1	2.7	Black	16	3	.2	264	4	3.5
WJJZ-FM							Hispanic	8	2	.5	124	2	8.0
Total	282	100	.7	4096	100	10.1	WYXR-FM						
Black	136	48	1.8	1723	42	22.9	Total	252	100	.6	5301	100	13.0
Hispanic	7	2	.5	192	5	12.5	Black	14	5	.2	397	7	5.3
WMGK-FM							Hispanic	14	5	.9	292	6	18.9
Total	318	100	.8	5889	100	14.5	WKXW-FM						
Black	9	3	.1	166	3	2.2	Total	41	100	.1	1223	100	3.0
Hispanic	5	2	.3	84	1	5.5	Black	2	4	.1	87	7	1.2
WMMR-FM							Hispanic	2	5	.1	44	4	2.9
Total	331	100	.8	5571	100	13.7	WFMZ-FM						
Black	4	1	.1	49	1	.7	Total	38	100	.1	503	100	1.2
Hispanic	1	1	.1	55	1	3.6	Black	1	3	.1	6	1	.1
WUOL-FM							Hispanic						
Total	398	100	1.0	6393	100	15.7	WJBR-FM						
Black	31	8	.4	489	8	6.5	Total	45	100	.1	920	100	2.3
Hispanic	7	2	.5	108	2	7.0	Black	4	8	.1	97	10	1.3
							Hispanic	1	2	.1	20	2	1.3

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WPST-FM							WSTV-FM						
Total	91	100	.2	2910	100	7.2	Total	25	100	.1	896	100	2.2
Black	2	2		47	2	.6	Black		2		12	1	.2
Hispanic	1	1	.1	99	3	6.4	Hispanic		1		15	2	1.0
WRDR-FM							WFAN-AM						
Total	53	100	.1	760	100	1.9	Total	23	100	.1	396	100	1.0
Black	1	2		46	6	.6	Black		6		25	6	.3
Hispanic				7	1	.5	Hispanic	1	1		11	3	.7
							TOTALS						
							Total	7299	100	18.0	39409	100	96.9
							Black	1575	22	20.9	7367	19	97.8
							Hispanic	279	4	18.1	1484	4	96.3

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

ARBITRON

Listener Estimates/Total Survey Area

Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYW -AM										
TSA AQH	492	52	214	260	26	116	143	26	98	118
Metro AQH	460	49	201	245	24	108	134	25	93	111
TSA Cume	12589	1931	6701	7107	996	3513	3697	935	3187	3410
Metro Cume	11416	1786	6160	6498	908	3177	3316	878	2983	3181
WBEB-FM										
TSA AQH	502	126	302	295	32	72	81	94	230	214
Metro AQH	440	113	269	252	24	59	64	88	210	189
TSA Cume	7207	2190	4371	3838	642	1368	1293	1547	3003	2545
Metro Cume	6142	1851	3723	3272	511	1160	1103	1340	2563	2169
WDAS-AM										
TSA AQH	92	5	43	58	2	7	7	3	35	51
Metro AQH	91	5	42	58	2	7	7	3	35	51
TSA Cume	1230	150	535	686	61	145	149	90	390	537
Metro Cume	1189	142	512	670	55	133	142	87	379	528
WDAS-FM										
TSA AQH	419	144	340	255	60	142	108	84	198	147
Metro AQH	356	120	289	219	51	122	94	70	167	124
TSA Cume	4863	1851	3473	2554	720	1472	1085	1131	2002	1469
Metro Cume	3928	1504	2844	2113	605	1216	902	899	1628	1211
WFIL-AM										
TSA AQH	30	2	17	22	1	8	11	1	9	11
Metro AQH	25	1	15	18	1	7	9	1	9	10
TSA Cume	696	62	344	440	30	149	231	31	195	209
Metro Cume	605	50	293	386	18	113	196	31	180	190
WFLN-FM										
TSA AQH	246	19	92	136	8	44	74	11	47	62
Metro AQH	187	15	72	110	6	34	62	9	38	48
TSA Cume	3979	428	1757	2181	227	847	1024	202	911	1157
Metro Cume	3030	328	1384	1719	168	637	784	160	747	935
WHAT-AM										
TSA AQH	118	8	43	66	2	9	13	6	34	53
Metro AQH	118	8	43	66	2	9	13	6	34	53
TSA Cume	1072	98	438	582	25	151	179	74	286	403
Metro Cume	1067	93	432	582	19	146	179	74	286	403
WIOQ-FM										
TSA AQH	357	213	175	80	101	66	26	112	109	54
Metro AQH	266	160	135	64	78	49	19	82	86	45
TSA Cume	8135	4208	3791	2016	1728	1476	799	2479	2315	1217
Metro Cume	5918	2978	2840	1569	1184	1079	625	1793	1761	943
WIP -AM										
TSA AQH	292	78	198	175	71	170	144	8	28	31
Metro AQH	247	63	164	150	57	140	122	5	24	28
TSA Cume	5820	1727	3600	3139	1384	2924	2408	344	676	731
Metro Cume	4809	1360	2952	2676	1080	2376	2016	281	576	659
WJZ-FM										
TSA AQH	367	77	276	258	33	124	126	44	152	133
Metro AQH	282	60	215	201	25	94	91	34	122	110
TSA Cume	5321	1175	3732	3504	456	1595	1597	719	2138	1906
Metro Cume	4096	884	2901	2761	317	1200	1229	567	1701	1531
WMGK-FM										
TSA AQH	398	178	324	204	89	193	126	89	131	78
Metro AQH	318	147	260	158	71	153	99	75	107	59
TSA Cume	7664	3501	5825	3578	1641	3002	1935	1860	2823	1643
Metro Cume	5889	2723	4455	2736	1279	2287	1474	1443	2168	1262
WMMR-FM										
TSA AQH	416	196	364	209	138	248	140	57	116	69
Metro AQH	331	165	289	157	119	199	105	46	90	52
TSA Cume	7272	3752	5454	3033	2263	3321	1818	1489	2133	1215
Metro Cume	5571	2926	4107	2251	1791	2505	1339	1135	1601	912

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID										
AQH and Cume Persons (00)										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WOGL-FM										
TSA AQH	499	77	358	383	31	169	204	46	189	179
Metro AQH	398	64	278	301	25	126	157	39	152	144
TSA Cume	8307	1647	5676	5706	802	2574	2761	846	3102	2945
Metro Cume	6393	1250	4318	4401	590	1923	2106	660	2396	2295
WPEN-AM										
TSA AQH	305	4	19	76	2	7	30	2	12	46
Metro AQH	294	4	18	72	2	7	30	2	12	43
TSA Cume	3350	79	470	1107	31	229	448	48	242	659
Metro Cume	3156	70	456	1071	27	218	430	42	238	640
+WPHI-FM										
WDRE-FM										
TSA AQH	308	159	91	32	79	47	12	80	44	19
Metro AQH	285	143	85	31	72	44	12	71	41	19
TSA Cume	5010	2546	1720	760	1127	747	316	1420	973	444
Metro Cume	4503	2236	1569	704	1021	706	302	1215	863	402
WPHT-AM										
TSA AQH	69	6	25	33	3	18	24	4	7	10
Metro AQH	61	6	22	29	2	16	21	4	7	8
TSA Cume	2242	311	1052	1174	215	765	840	96	287	334
Metro Cume	1966	260	918	1035	182	680	755	78	238	280
WPLY-FM										
TSA AQH	251	149	111	42	85	67	28	64	43	14
Metro AQH	199	121	91	34	69	55	23	52	36	10
TSA Cume	6265	3537	2870	1249	1857	1509	653	1681	1361	596
Metro Cume	4961	2822	2364	996	1495	1270	560	1328	1094	436
WURD-AM										
TSA AQH	37	17	32	18	2	6	6	15	25	12
Metro AQH	37	17	31	18	2	6	6	15	25	12
TSA Cume	419	159	321	211	44	122	106	115	199	105
Metro Cume	406	148	308	209	39	114	104	110	194	105
WUSL-FM										
TSA AQH	516	293	230	87	140	120	44	153	109	43
Metro AQH	365	203	171	65	94	82	29	109	89	35
TSA Cume	7577	3756	3058	1543	1690	1362	694	2066	1696	849
Metro Cume	5533	2699	2300	1221	1200	1007	561	1499	1293	660
WWDB-FM										
TSA AQH	457	34	155	210	24	97	125	10	58	86
Metro AQH	365	23	118	166	15	73	95	7	45	71
TSA Cume	6370	768	2930	3314	443	1657	1831	324	1273	1484
Metro Cume	4918	575	2201	2539	320	1221	1374	255	981	1165
WXTU-FM										
TSA AQH	386	94	242	243	43	118	119	51	125	125
Metro AQH	292	68	190	196	30	93	98	38	98	98
TSA Cume	5484	1723	3306	2902	680	1437	1357	1044	1869	1545
Metro Cume	3780	1115	2281	2101	439	1009	1023	675	1272	1078
WYSP-FM										
TSA AQH	612	383	450	203	299	350	151	84	100	52
Metro AQH	461	288	338	154	224	264	115	64	74	39
TSA Cume	9788	5648	6575	3243	3644	4260	2069	2004	2315	1174
Metro Cume	7010	4024	4712	2366	2545	3046	1533	1479	1666	833
WYXR-FM										
TSA AQH	310	133	223	148	34	61	44	99	163	104
Metro AQH	252	105	187	125	23	48	36	82	139	90
TSA Cume	6935	3041	4325	2769	852	1396	990	2189	2930	1779
Metro Cume	5301	2229	3360	2235	551	1073	813	1678	2288	1422
WKXW-FM										
TSA AQH	123	27	87	84	11	35	32	16	52	53
Metro AQH	41	12	35	27	3	10	8	9	25	19
TSA Cume	3066	778	2083	1864	362	938	831	416	1145	1033
Metro Cume	1223	392	934	742	152	366	290	240	567	452

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WFMZ-FM										
TSA AQH	148	26	62	75	6	19	23	20	43	52
Metro AQH	38	3	13	22		4	7	3	8	15
TSA Cume	2074	358	899	1043	96	311	379	262	588	663
Metro Cume	503	62	214	322		83	140	62	132	181
WJBR-FM										
TSA AQH	144	41	91	82	16	27	27	25	64	55
Metro AQH	45	12	29	22	3	9	7	9	20	15
TSA Cume	2181	635	1288	1131	222	470	411	414	818	720
Metro Cume	920	294	547	447	76	173	134	218	375	313
WPST-FM										
TSA AQH	160	103	75	28	54	36	12	49	39	17
Metro AQH	91	63	43	12	32	20	5	31	24	7
TSA Cume	4273	2281	1889	968	1005	858	431	1277	1031	538
Metro Cume	2910	1659	1272	562	747	592	259	912	680	303
WRDR-FM										
TSA AQH	153	5	16	56	2	7	28	2	10	28
Metro AQH	53	3	9	29	2	3	14	1	6	15
TSA Cume	1789	85	330	766	33	133	354	53	198	412
Metro Cume	760	40	183	392	25	79	176	15	104	216
WSTV-FM										
TSA AQH	96	56	75	37	21	32	20	35	43	17
Metro AQH	25	16	23	8	4	9	5	12	14	2
TSA Cume	2257	1239	1564	763	511	739	394	729	826	369
Metro Cume	896	532	673	278	189	307	166	343	366	112
WFAN-AM										
TSA AQH	70	20	53	43	18	50	39	1	3	4
Metro AQH	23	10	20	12	9	20	12	1		
TSA Cume	1258	300	869	797	276	774	672	24	95	125
Metro Cume	396	139	302	247	121	280	214	18	22	32
TOTALS										
TSA AQH	12742	3921	7267	6092	2054	3771	3094	1867	3495	2997
Metro AQH	7299	2294	4223	3487	1188	2141	1747	1106	2083	1740
TSA Cume	70661	20275	37562	32212	10091	18468	15580	10184	19094	16632
Metro Cume	39409	11493	21180	18087	5701	10318	8669	5792	10862	9418

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

& Both of the previous footnotes apply.

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KYW -AM																			
P 12+	1269	2.1	8686	388	.6	4552	454	.7	5133	151	.2	2432	679	1.1	11073	485	.8	12342	
Teens 12-17	15	.3	193	1		14	2		58	1		28	6	.1	220	4	.1	285	
M 18-34	77	.9	763	16	.2	295	25	.3	357	10	.1	188	38	.4	927	26	.3	996	
W 18-34	76	.9	617	21	.2	262	28	.3	362	5	.1	112	40	.5	818	26	.3	924	
M 18-49	252	1.5	2168	75	.4	917	104	.6	1283	25	.1	528	138	.8	2717	91	.5	3037	
W 18-49	281	1.6	2001	49	.3	798	71	.4	1117	19	.1	482	128	.7	2598	86	.5	2909	
M 25-49	244	1.8	2068	73	.5	869	103	.7	1253	25	.2	518	135	1.0	2572	88	.6	2874	
W 25-49	265	1.9	1874	39	.3	731	65	.5	1043	17	.1	430	117	.8	2415	79	.6	2696	
M 25-54	315	2.0	2482	94	.6	1077	131	.8	1547	33	.2	635	173	1.1	3103	114	.7	3458	
W 25-54	319	2.0	2225	52	.3	919	81	.5	1226	25	.2	517	143	.9	2845	98	.6	3166	
M 35-64	361	2.7	2504	130	1.0	1202	164	1.2	1706	37	.3	657	211	1.6	3231	140	1.1	3618	
W 35-64	359	2.5	2373	64	.5	1087	98	.7	1366	38	.3	685	165	1.2	3069	118	.8	3383	
WBEB-FM																			
P 12+	651	1.1	3844	892	1.5	3573	598	1.0	4003	167	.3	2185	727	1.2	5805	489	.8	7066	
Teens 12-17	15	.3	223	4	.1	101	23	.4	220	18	.3	235	13	.2	419	13	.2	576	
M 18-34	38	.4	267	51	.6	243	39	.4	248	15	.2	163	43	.5	426	29	.3	619	
W 18-34	102	1.2	822	168	1.9	813	121	1.4	893	49	.6	554	134	1.5	1290	94	1.1	1512	
M 18-49	86	.5	631	93	.5	481	82	.5	629	27	.2	384	87	.5	974	60	.4	1318	
W 18-49	285	1.6	1800	404	2.3	1715	275	1.6	1903	80	.5	1062	328	1.9	2664	219	1.3	3104	
M 25-49	77	.6	565	81	.6	439	75	.5	579	26	.2	347	78	.6	851	54	.4	1130	
W 25-49	256	1.8	1572	340	2.4	1454	231	1.6	1620	62	.4	807	281	2.0	2249	183	1.3	2543	
M 25-54	106	.7	689	116	.7	532	94	.6	688	29	.2	385	106	.7	1005	71	.5	1345	
W 25-54	318	1.9	1850	436	2.7	1703	290	1.8	1937	73	.4	921	355	2.2	2633	228	1.4	2961	
M 35-64	105	.8	647	134	1.0	558	95	.7	679	24	.2	343	113	.9	984	75	.6	1252	
W 35-64	302	2.1	1557	412	2.9	1451	258	1.8	1642	48	.3	720	331	2.3	2181	212	1.5	2512	
WDAS-AM																			
P 12+	137	.2	569	113	.2	447	63	.1	297	16		220	105	.2	754	92	.2	1230	
Teens 12-17	1		6	2		8	1		6				1		14	1		30	
M 18-34	1		13	2		22	2		17	2		8	2		30	2		61	
W 18-34	4		37	2		15	2		9	1		17	2		43	3		90	
M 18-49	3		40	17	.1	56	5		45	2		17	9	.1	90	7		147	
W 18-49	22	.1	153	17	.1	85	16	.1	86	4		68	18	.1	181	18	.1	337	
M 25-49	2		32	17	.1	56	5		45	2		17	9	.1	83	7	.1	131	
W 25-49	21	.1	138	17	.1	85	16	.1	86	4		60	18	.1	166	17	.1	290	
M 25-54	2		41	17	.1	56	5		45	2		17	9	.1	92	7		145	
W 25-54	50	.3	206	42	.3	157	29	.2	121	8		89	40	.2	252	35	.2	390	
M 35-64	7	.1	68	15	.1	34	3		28			9	9	.1	101	7	.1	149	
W 35-64	84	.6	294	61	.4	249	36	.3	173	10	.1	106	60	.4	387	51	.4	537	
WDAS-FM																			
P 12+	556	.9	2586	534	.9	2548	454	.7	2726	295	.5	2025	517	.9	4041	417	.7	4779	
Teens 12-17	15	.3	114	10	.2	97	13	.2	124	9	.2	123	13	.2	202	12	.2	274	
M 18-34	72	.8	371	84	1.0	407	61	.7	364	46	.5	289	73	.8	584	59	.7	690	
W 18-34	112	1.3	599	109	1.2	514	87	1.0	629	68	.8	437	103	1.2	908	83	.9	1107	
M 18-49	172	1.0	794	181	1.1	816	147	.9	810	100	.6	643	168	1.0	1239	135	.8	1444	
W 18-49	270	1.5	1213	260	1.5	1142	209	1.2	1303	139	.8	888	247	1.4	1832	194	1.1	2136	
M 25-49	162	1.2	724	168	1.2	738	138	1.0	759	89	.6	579	157	1.1	1106	125	.9	1270	
W 25-49	246	1.7	1067	238	1.7	990	189	1.3	1108	121	.9	758	225	1.6	1548	177	1.2	1783	
M 25-54	200	1.3	849	183	1.2	809	150	1.0	822	97	.6	635	178	1.1	1257	142	.9	1437	
W 25-54	267	1.6	1171	263	1.6	1100	222	1.4	1239	132	.8	857	251	1.5	1706	197	1.2	1980	
M 35-64	155	1.2	645	135	1.0	585	114	.9	607	70	.5	473	135	1.0	956	107	.8	1071	
W 35-64	191	1.3	795	185	1.3	868	173	1.2	939	96	.7	662	183	1.3	1265	147	1.0	1459	
WFLN-FM																			
P 12+	275	.5	1817	340	.6	1842	280	.5	2039	120	.2	1225	302	.5	3040	234	.4	3724	
Teens 12-17	2		26	1		14	1		32	1		33	1		51	1		72	
M 18-34	3		41	11	.1	76	10	.1	86	5	.1	61	8	.1	152	7	.1	216	
W 18-34	12	.1	45	14	.2	74	12	.1	78	5	.1	56	13	.1	116	10	.1	181	
M 18-49	30	.2	266	59	.3	257	47	.3	339	11	.1	162	47	.3	517	33	.2	691	
W 18-49	46	.3	344	49	.3	302	40	.2	360	17	.1	220	45	.3	572	34	.2	710	
M 25-49	29	.2	245	58	.4	233	46	.3	328	9	.1	137	45	.3	474	30	.2	617	
W 25-49	46	.3	344	49	.3	286	38	.3	338	16	.1	213	45	.3	539	33	.2	677	
M 25-54	51	.3	350	76	.5	286	61	.4	408	15	.1	197	64	.4	592	42	.3	781	
W 25-54	58	.4	447	72	.4	383	52	.3	453	24	.1	286	61	.4	694	45	.3	870	
M 35-64	93	.7	475	105	.8	423	91	.7	549	34	.3	280	97	.7	753	73	.6	955	
W 35-64	77	.5	593	91	.6	548	71	.5	597	28	.2	330	80	.6	959	59	.4	1097	

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WHAT-AM																		
P 12+	288	.5	742	117	.2	482	72	.1	317	51	.1	243	155	.3	903	118	.2	1072
Teens 12-17																		
M 18-34	1		8	3		14	1		14	1		8	2		19	2		25
W 18-34	11	.1	31	9	.1	41	7	.1	25	1		19	9	.1	55	6	.1	74
M 18-49	25	.1	68	12	.1	93	4		43	3		26	13	.1	116	9	.1	132
W 18-49	43	.2	123	20	.1	88	14	.1	68	7		57	26	.1	163	19	.1	245
M 25-49	25	.2	68	12	.1	93	3		38	3		26	13	.1	111	9	.1	127
W 25-49	43	.3	115	20	.1	78	14	.1	68	7		57	25	.2	145	19	.1	219
M 25-54	25	.2	68	12	.1	93	4		45	3		35	13	.1	118	9	.1	151
W 25-54	63	.4	162	36	.2	110	27	.2	102	16	.1	78	42	.3	198	34	.2	286
M 35-64	30	.2	99	19	.1	110	4		50	5		35	18	.1	152	13	.1	179
W 35-64	115	.8	256	44	.3	165	37	.3	147	30	.2	134	64	.5	318	53	.4	403
WIOQ-FM																		
P 12+	331	.5	3098	423	.7	3698	459	.8	4426	246	.4	2943	406	.7	6233	334	.6	7482
Teens 12-17	53	.9	727	27	.5	562	82	1.5	960	59	1.0	760	52	.9	1304	53	.9	1674
M 18-34	72	.8	573	132	1.5	833	141	1.6	1032	73	.8	682	116	1.3	1324	96	1.1	1584
W 18-34	109	1.2	1054	149	1.7	1332	140	1.6	1480	72	.8	925	134	1.5	2020	107	1.2	2299
M 18-49	90	.5	712	150	.9	1045	160	.9	1288	89	.5	892	135	.8	1730	115	.7	2169
W 18-49	175	1.0	1544	230	1.3	1890	205	1.2	1987	88	.5	1212	205	1.2	2855	154	.9	3240
M 25-49	59	.4	407	89	.6	591	72	.5	678	38	.3	474	75	.5	980	61	.4	1291
W 25-49	132	.9	1022	171	1.2	1201	133	.9	1216	38	.3	617	147	1.0	1831	103	.7	2071
M 25-54	62	.4	440	91	.6	623	75	.5	712	39	.2	488	77	.5	1034	63	.4	1357
W 25-54	137	.8	1064	175	1.1	1240	135	.8	1261	38	.2	624	151	.9	1897	105	.6	2143
M 35-64	22	.2	182	26	.2	281	26	.2	339	24	.2	245	25	.2	535	25	.2	743
W 35-64	75	.5	554	87	.6	651	69	.5	587	17	.1	330	78	.5	983	52	.4	1115
WIP-AM																		
P 12+	497	.8	2731	343	.6	2266	367	.6	2833	161	.3	1908	398	.7	4281	285	.5	5637
Teens 12-17	5	.1	60	2		21	4	.1	72	12	.2	133	3	.1	128	6	.1	274
M 18-34	114	1.3	606	94	1.1	515	105	1.2	699	39	.4	464	103	1.2	995	70	.8	1348
W 18-34	14	.2	81	5	.1	54	8	.1	81	5	.1	126	9	.1	142	8	.1	344
M 18-49	270	1.6	1454	211	1.2	1293	213	1.3	1637	91	.5	1031	230	1.4	2266	160	.9	2885
W 18-49	53	.3	253	33	.2	152	27	.2	234	11	.1	228	38	.2	402	27	.2	714
M 25-49	251	1.8	1309	196	1.4	1176	197	1.4	1525	79	.6	911	213	1.5	2057	146	1.1	2538
W 25-49	49	.3	224	32	.2	126	26	.2	201	9	.1	172	35	.2	332	24	.2	570
M 25-54	291	1.9	1538	211	1.3	1306	231	1.5	1749	86	.5	1021	241	1.5	2345	167	1.1	2843
W 25-54	55	.3	266	36	.2	149	27	.2	216	10	.1	192	39	.2	390	27	.2	668
M 35-64	252	1.9	1320	171	1.3	1145	189	1.4	1473	72	.5	822	201	1.5	2002	141	1.1	2327
W 35-64	62	.4	317	39	.3	228	29	.2	256	12	.1	190	43	.3	493	30	.2	723
WJJZ-FM																		
P 12+	382	.6	2390	525	.9	2545	467	.8	2986	197	.3	1857	463	.8	4105	349	.6	5069
Teens 12-17	1		32	1		12	2		50	4	.1	51	1		75	3	.1	136
M 18-34	48	.5	186	52	.6	198	33	.4	199	11	.1	171	45	.5	320	31	.4	422
W 18-34	37	.4	281	74	.8	327	57	.7	352	32	.4	255	57	.7	563	44	.5	711
M 18-49	127	.7	656	157	.9	765	144	.8	856	61	.4	565	144	.8	1136	108	.6	1401
W 18-49	131	.8	947	218	1.3	981	179	1.0	1107	75	.4	739	179	1.0	1569	131	.8	1940
M 25-49	114	.8	605	149	1.1	714	137	1.0	817	58	.4	537	134	1.0	1070	100	.7	1312
W 25-49	124	.9	908	208	1.5	930	172	1.2	1036	73	.5	698	171	1.2	1458	125	.9	1774
M 25-54	133	.8	687	171	1.1	789	150	1.0	951	74	.5	621	153	1.0	1246	116	.7	1506
W 25-54	154	.9	1083	238	1.5	1092	199	1.2	1203	87	.5	801	200	1.2	1719	148	.9	2071
M 35-64	121	.9	708	165	1.2	786	159	1.2	1002	71	.5	579	150	1.1	1263	116	.9	1512
W 35-64	141	1.0	991	199	1.4	957	177	1.2	1097	68	.5	707	174	1.2	1506	129	.9	1841
WMGK-FM																		
P 12+	398	.7	3343	608	1.0	3590	487	.8	4400	166	.3	2447	506	.8	6038	376	.6	7314
Teens 12-17	6	.1	104	8	.1	139	15	.3	183	14	.2	177	9	.2	280	13	.2	472
M 18-34	102	1.2	735	132	1.5	740	99	1.1	970	40	.5	582	112	1.3	1312	82	.9	1580
W 18-34	82	.9	766	140	1.6	849	116	1.3	1192	46	.5	607	115	1.3	1535	86	1.0	1784
M 18-49	231	1.4	1608	321	1.9	1612	244	1.4	1976	77	.5	1115	270	1.6	2719	196	1.2	3249
W 18-49	140	.8	1415	241	1.4	1559	203	1.2	1992	71	.4	1056	198	1.1	2633	147	.8	3136
M 25-49	214	1.6	1408	300	2.2	1373	221	1.6	1682	63	.5	908	249	1.8	2315	178	1.3	2750
W 25-49	115	.8	1203	194	1.4	1266	169	1.2	1607	48	.3	835	162	1.1	2140	118	.8	2561
M 25-54	222	1.4	1469	310	2.0	1430	228	1.5	1757	64	.4	934	258	1.6	2410	183	1.2	2857
W 25-54	120	.7	1259	207	1.3	1353	176	1.1	1679	50	.3	849	171	1.0	2250	124	.8	2683
M 35-64	139	1.1	961	208	1.6	974	156	1.2	1112	38	.3	578	171	1.3	1559	122	.9	1851
W 35-64	67	.5	742	116	.8	833	98	.7	913	28	.2	493	95	.7	1276	70	.5	1552

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																
Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
WMMR-FM																		
P 12+	591	1.0	3300	671	1.1	3354	444	.7	4004	138	.2	2032	576	1.0	5745	397	.7	6911
Teens 12-17	6	.1	114	3	.1	105	6	.1	133	4	.1	110	5	.1	240	6	.1	372
M 18-34	176	2.0	1128	229	2.6	1073	156	1.8	1346	63	.7	779	190	2.2	1811	135	1.5	2170
W 18-34	71	.8	553	84	1.0	624	64	.7	809	24	.3	403	74	.8	1185	55	.6	1413
M 18-49	390	2.3	1893	456	2.7	1913	284	1.7	2277	93	.5	1159	383	2.3	3093	261	1.5	3686
W 18-49	176	1.0	1141	189	1.1	1157	141	.8	1406	40	.2	689	170	1.0	2107	116	.7	2439
M 25-49	358	2.6	1650	411	3.0	1627	248	1.8	1882	75	.5	921	345	2.5	2561	234	1.7	3030
W 25-49	171	1.2	995	178	1.3	961	129	.9	1101	35	.2	570	161	1.1	1692	107	.8	1945
M 25-54	360	2.3	1693	413	2.6	1671	252	1.6	1947	76	.5	937	347	2.2	2663	237	1.5	3146
W 25-54	173	1.1	1024	183	1.1	994	130	.8	1122	36	.2	591	164	1.0	1740	110	.7	2016
M 35-64	221	1.7	846	234	1.8	927	134	1.0	1033	30	.2	408	199	1.5	1452	131	1.0	1710
W 35-64	111	.8	630	113	.8	592	80	.6	639	16	.1	307	102	.7	1004	65	.5	1162
WOGL-FM																		
P 12+	579	1.0	3780	715	1.2	3706	543	.9	4276	203	.3	2387	620	1.0	6171	485	.8	7930
Teens 12-17	18	.3	165	3	.1	91	8	.1	116	3	.1	75	9	.2	277	8	.1	366
M 18-34	27	.3	284	36	.4	311	34	.4	414	23	.3	239	33	.4	599	29	.3	747
W 18-34	48	.5	340	73	.8	331	51	.6	351	19	.2	200	59	.7	535	46	.5	794
M 18-49	147	.9	968	195	1.1	995	141	.8	1214	61	.4	747	164	1.0	1670	133	.8	2177
W 18-49	166	1.0	1237	230	1.3	1228	160	.9	1331	63	.4	774	189	1.1	1951	145	.8	2536
M 25-49	136	1.0	882	182	1.3	889	127	.9	1042	49	.4	654	151	1.1	1435	122	.9	1864
W 25-49	159	1.1	1165	225	1.6	1172	155	1.1	1270	61	.4	712	183	1.3	1841	139	1.0	2344
M 25-54	182	1.2	1131	243	1.5	1129	180	1.1	1395	62	.4	832	205	1.3	1893	163	1.0	2452
W 25-54	214	1.3	1467	298	1.8	1475	209	1.3	1713	72	.4	911	245	1.5	2343	183	1.1	2937
M 35-64	232	1.8	1308	288	2.2	1259	229	1.7	1516	78	.6	876	252	1.9	2049	199	1.5	2659
W 35-64	221	1.6	1466	272	1.9	1399	193	1.4	1676	67	.5	891	232	1.6	2334	173	1.2	2825
WPEH-AM																		
P 12+	472	.8	1805	459	.8	2180	324	.5	1733	66	.1	620	421	.7	2870	302	.5	3287
Teens 12-17	1		17	2		7			7	1		7	1		17	1		17
M 18-34	1		9	2		13	6	.1	9	1		9	3		22	2		31
W 18-34			14	2		31	1		16	1		16	1		40	2		48
M 18-49	3		31	8		90	11	.1	54	2		36	8		122	6		166
W 18-49	9	.1	72	14	.1	88	7		75	2		32	10	.1	148	8		169
M 25-49	3		31	6		81	5		44	1		27	5		113	5		157
W 25-49	9	.1	57	13	.1	75	7		67	2		32	10	.1	126	6		147
M 25-54	7		66	8	.1	116	10	.1	74	1		29	9	.1	168	7		229
W 25-54	19	.1	100	17	.1	121	12	.1	103	4		73	16	.1	198	12	.1	242
M 35-64	44	.3	215	47	.4	254	35	.3	225	9	.1	85	43	.3	357	30	.2	448
W 35-64	99	.7	365	58	.4	363	39	.3	306	8	.1	157	65	.5	547	46	.3	659
+WPHI-FM																		
WDRE-FM																		
P 12+	271	.4	2358	281	.5	2447	452	.7	3200	304	.5	2675	331	.5	4318	308	.5	4999
Teens 12-17	97	1.7	896	75	1.3	757	171	3.0	1094	135	2.4	1059	111	2.0	1416	115	2.0	1626
M 18-34	56	.6	433	95	1.1	647	128	1.5	778	69	.8	532	93	1.1	1016	79	.9	1127
W 18-34	80	.9	699	69	.8	709	110	1.3	935	76	.9	777	85	1.0	1236	80	.9	1408
M 18-49	65	.4	511	106	.6	751	140	.8	889	76	.4	629	104	.6	1188	89	.5	1371
W 18-49	95	.5	842	87	.5	847	131	.8	1112	86	.5	888	103	.6	1508	93	.5	1761
M 25-49	40	.3	278	63	.5	395	69	.5	453	34	.2	312	58	.4	607	46	.3	716
W 25-49	51	.4	423	41	.3	393	61	.4	558	37	.3	412	50	.4	800	43	.3	929
M 25-54	43	.3	309	63	.4	417	71	.5	471	34	.2	320	60	.4	638	47	.3	747
W 25-54	51	.3	437	43	.3	412	61	.4	558	39	.2	424	51	.3	826	44	.3	968
M 35-64	13	.1	108	12	.1	140	15	.1	146	9	.1	123	13	.1	231	12	.1	316
W 35-64	23	.2	179	31	.2	194	27	.2	213	13	.1	145	27	.2	342	19	.1	444
WPHT-AM																		
P 12+	78	.1	690	69	.1	649	72	.1	597	84	.1	793	73	.1	1404	69	.1	2220
Teens 12-17																		42
M 18-34	3		44	2		50	2		29	5	.1	87	3		102	3		215
W 18-34	2		24	4		19	7	.1	45	4		50	4		51	4		96
M 18-49	25	.1	246	12	.1	126	15	.1	159	17	.1	249	17	.1	408	15	.1	676
W 18-49	7		63	12	.1	107	12	.1	99	5		84	10	.1	174	8		268
M 25-49	23	.2	222	11	.1	100	13	.1	138	17	.1	240	15	.1	359	14	.1	626
W 25-49	7		63	12	.1	98	9	.1	80	4		65	9	.1	156	7		239
M 25-54	35	.2	291	13	.1	117	18	.1	171	19	.1	281	21	.1	449	18	.1	765
W 25-54	7		74	12	.1	98	9	.1	86	4		71	10	.1	172	7		283
M 35-64	41	.3	333	23	.2	173	24	.2	246	24	.2	286	29	.2	549	24	.2	840
W 35-64	7		70	16	.1	132	8	.1	81	11	.1	99	11	.1	191	9	.1	323

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WPLY-FM																		
P 12+	351	.6	2895	284	.5	2713	316	.5	3451	149	.2	2136	315	.5	5182	245	.4	6152
Teens 12-17	76	1.4	668	24	.4	463	85	1.5	827	58	1.0	691	59	1.0	1178	57	1.0	1399
M 18-34	119	1.4	816	120	1.4	891	106	1.2	1056	47	.5	671	115	1.3	1488	85	1.0	1827
W 18-34	95	1.1	899	74	.8	849	80	.9	1035	31	.4	538	82	.9	1521	62	.7	1656
M 18-49	150	.9	1033	169	1.0	1182	135	.8	1327	56	.3	793	153	.9	1948	111	.7	2381
W 18-49	118	.7	1115	86	.5	1017	90	.5	1198	34	.2	610	97	.6	1875	73	.4	2136
M 25-49	96	.7	660	101	.7	668	76	.6	768	28	.2	467	92	.7	1201	66	.5	1445
W 25-49	75	.5	748	48	.3	525	51	.4	681	15	.1	299	57	.4	1118	40	.3	1283
M 25-54	97	.6	677	102	.6	681	76	.5	777	29	.2	484	93	.6	1226	66	.4	1483
W 25-54	77	.5	775	50	.3	537	53	.3	701	15	.1	299	59	.4	1152	42	.3	1336
M 35-64	32	.2	234	50	.4	306	31	.2	309	9	.1	160	39	.3	516	27	.2	643
W 35-64	28	.2	268	16	.1	200	13	.1	191	3		72	19	.1	438	14	.1	585
WURD-AM																		
P 12+	60	.1	230	38	.1	201	40	.1	262	20		171	46	.1	385	37	.1	419
Teens 12-17	4	.1	23				1		25			16	2		39	2		39
M 18-34	3		21				6	.1	39	2		23	3		44	2		44
W 18-34	27	.3	74	15	.2	82	11	.1	50	9	.1	35	17	.2	99	15	.2	115
M 18-49	12	.1	57	4		30	11	.1	88	3		40	9	.1	109	6		120
W 18-49	40	.2	117	25	.1	129	20	.1	104	14	.1	93	28	.2	172	23	.1	195
M 25-49	12	.1	57	4		30	10	.1	82	2		33	8	.1	102	6		113
W 25-49	39	.3	112	24	.2	118	20	.1	99	14	.1	93	28	.2	162	22	.2	174
M 25-54	13	.1	66	6		39	11	.1	91	2		33	10	.1	111	6		122
W 25-54	41	.3	125	30	.2	131	25	.2	124	15	.1	105	32	.2	187	25	.2	199
M 35-64	11	.1	55	7	.1	50	9	.1	69	3		28	9	.1	95	6		106
W 35-64	16	.1	56	16	.1	60	14	.1	80	5		70	15	.1	98	12	.1	105
WUSL-FM																		
P 12+	548	.9	3896	552	.9	3650	629	1.0	4339	456	.8	3442	574	.9	6314	506	.8	7295
Teens 12-17	124	2.2	1113	63	1.1	806	193	3.4	1337	157	2.8	1138	122	2.2	1769	125	2.2	1953
M 18-34	141	1.6	773	191	2.2	963	173	2.0	992	112	1.3	833	170	1.9	1404	138	1.6	1628
W 18-34	165	1.9	1219	159	1.8	1082	159	1.8	1194	136	1.6	971	161	1.8	1721	151	1.7	1989
M 18-49	177	1.0	1016	239	1.4	1184	218	1.3	1226	127	.7	998	214	1.3	1796	169	1.0	2122
W 18-49	214	1.2	1548	206	1.2	1345	195	1.1	1501	158	.9	1169	205	1.2	2241	186	1.1	2647
M 25-49	134	1.0	687	173	1.3	730	151	1.1	688	73	.5	539	154	1.1	1093	116	.8	1274
W 25-49	138	1.0	900	123	.9	717	99	.7	804	82	.6	601	120	.8	1286	105	.7	1558
M 25-54	136	.9	719	181	1.2	783	153	1.0	719	74	.5	549	159	1.0	1147	119	.8	1327
W 25-54	141	.9	934	126	.8	738	101	.6	838	84	.5	621	123	.8	1349	108	.7	1640
M 35-64	51	.4	325	66	.5	329	54	.4	344	20	.2	209	58	.4	574	43	.3	678
W 35-64	57	.4	404	61	.4	341	46	.3	410	26	.2	231	55	.4	671	43	.3	828
WVDB-FM																		
P 12+	643	1.1	2727	648	1.1	3159	559	.9	3369	191	.3	1648	619	1.0	5104	438	.7	6094
Teens 12-17	1		32	4	.1	36	2		27			11	3	.1	91	3	.1	131
M 18-34	19	.2	111	47	.5	216	39	.4	216	5	.1	73	36	.4	351	22	.3	424
W 18-34	4		52	12	.1	115	27	.3	189	4		44	14	.2	252	10	.1	324
M 18-49	97	.6	463	150	.9	672	104	.6	678	22	.1	282	120	.7	1099	78	.5	1386
W 18-49	37	.2	312	56	.3	357	107	.6	738	19	.1	268	66	.4	897	44	.3	1083
M 25-49	93	.7	434	141	1.0	620	95	.7	655	22	.2	282	112	.8	1023	74	.5	1309
W 25-49	37	.3	303	56	.4	327	97	.7	686	16	.1	258	63	.4	806	41	.3	984
M 25-54	127	.8	564	169	1.1	769	118	.8	789	26	.2	348	141	.9	1252	92	.6	1562
W 25-54	61	.4	389	76	.5	453	114	.7	833	25	.2	337	83	.5	1029	57	.3	1241
M 35-64	171	1.3	727	215	1.6	947	134	1.0	859	35	.3	402	177	1.3	1392	117	.9	1712
W 35-64	112	.8	570	105	.7	601	137	1.0	941	38	.3	421	117	.8	1204	84	.6	1429
WXTU-FM																		
P 12+	515	.9	2927	541	.9	2809	448	.7	3311	131	.2	1669	504	.8	4559	371	.6	5189
Teens 12-17	12	.2	119	6	.1	55	12	.2	157	6	.1	100	10	.2	220	9	.2	252
M 18-34	59	.7	375	74	.8	288	35	.4	344	16	.2	218	58	.7	516	41	.5	625
W 18-34	58	.7	459	65	.7	468	61	.7	568	23	.3	293	62	.7	831	50	.6	980
M 18-49	141	.8	832	170	1.0	672	113	.7	773	41	.2	472	144	.8	1116	105	.6	1319
W 18-49	141	.8	908	142	.8	882	133	.8	1079	47	.3	525	139	.8	1516	110	.6	1791
M 25-49	136	1.0	782	159	1.2	604	108	.8	703	32	.2	376	136	1.0	1013	97	.7	1154
W 25-49	122	.9	777	118	.8	708	116	.8	898	35	.2	428	119	.8	1243	93	.7	1468
M 25-54	161	1.0	904	180	1.1	728	133	.8	860	38	.2	422	160	1.0	1203	114	.7	1352
W 25-54	169	1.0	986	161	1.0	892	150	.9	1130	44	.3	557	160	1.0	1532	121	.7	1767
M 35-64	165	1.2	819	177	1.3	773	144	1.1	858	38	.3	433	163	1.2	1186	117	.9	1316
W 35-64	179	1.3	884	169	1.2	870	151	1.1	1029	41	.3	485	166	1.2	1330	121	.9	1487

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

			AQH and Cume Persons																	
			Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
			AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WYSP-FM																				
	P 12+		1645	2.7	6150	753	1.2	4287	534	.9	4170	160	.3	2146	960	1.6	8303	589	1.0	9240
Teens	12-17		42	.7	403	9	.2	216	37	.7	430	19	.3	327	28	.5	654	24	.4	762
M	18-34		675	7.7	2378	441	5.0	1907	305	3.5	1832	80	.9	890	471	5.4	3225	289	3.3	3409
W	18-34		267	3.1	1208	72	.8	757	65	.7	816	22	.3	401	130	1.5	1663	83	.9	1935
M	18-49		1084	6.4	3549	611	3.6	2795	391	2.3	2505	98	.6	1190	689	4.1	4744	416	2.4	5113
W	18-49		406	2.3	1767	109	.6	1101	96	.6	1134	39	.2	556	196	1.1	2418	124	.7	2818
M	25-49		874	6.4	2719	481	3.5	2126	308	2.2	1857	68	.5	837	549	4.0	3566	328	2.4	3869
W	25-49		310	2.2	1337	84	.6	805	67	.5	770	26	.2	343	148	1.0	1788	93	.7	2085
M	25-54		906	5.8	2826	489	3.1	2178	312	2.0	1893	70	.4	858	563	3.6	3699	335	2.1	4010
W	25-54		336	2.1	1442	85	.5	822	68	.4	782	27	.2	355	157	1.0	1894	98	.6	2199
M	35-64		471	3.6	1382	188	1.4	993	94	.7	748	21	.2	343	246	1.9	1765	143	1.1	1963
W	35-64		182	1.3	738	42	.3	395	32	.2	343	18	.1	175	82	.6	944	50	.4	1103
WYXR-FM																				
	P 12+		393	.6	3024	465	.8	2968	394	.7	3680	165	.3	2254	421	.7	5348	304	.5	6660
Teens	12-17		20	.4	278	13	.2	245	23	.4	409	31	.6	444	18	.3	597	22	.4	903
M	18-34		35	.4	302	54	.6	299	46	.5	469	21	.2	276	46	.5	634	34	.4	832
W	18-34		108	1.2	1020	166	1.9	1128	128	1.5	1195	63	.7	750	137	1.6	1791	98	1.1	2110
M	18-49		98	.6	692	99	.6	569	90	.5	864	36	.2	480	96	.6	1213	70	.4	1570
W	18-49		235	1.3	1766	314	1.8	1867	248	1.4	2060	86	.5	1192	269	1.5	3011	183	1.1	3490
M	25-49		88	.6	628	80	.6	437	73	.5	712	29	.2	370	80	.6	1005	58	.4	1289
W	25-49		208	1.5	1433	259	1.8	1442	202	1.4	1591	52	.4	828	226	1.6	2318	149	1.1	2624
M	25-54		96	.6	662	83	.5	465	76	.5	742	30	.2	377	85	.5	1070	60	.4	1365
W	25-54		223	1.4	1541	279	1.7	1552	221	1.4	1726	55	.3	880	244	1.5	2470	160	1.0	2799
M	35-64		75	.6	468	52	.4	334	53	.4	508	21	.2	251	59	.4	762	44	.3	963
W	35-64		151	1.1	919	175	1.2	911	142	1.0	1043	27	.2	516	158	1.1	1487	102	.7	1701
WAEB-AM																				
	P 12+		98	.2	490	68	.1	403	35	.1	236	13		143	67	.1	681	43	.1	762
Teens	12-17		1		17									9		17				26
M	18-34		5	.1	26	4		33	4		37			12	4	65	2		65	
W	18-34		5	.1	39	7	.1	43			4			4		52	2		52	
M	18-49		20	.1	90	11	.1	67	16	.1	80	4		26	15	.1	161	9	.1	166
W	18-49		25	.1	118	14	.1	84	5		32	4		9	15	.1	145	9	.1	150
M	25-49		18	.1	80	10	.1	57	16	.1	75	4		26	14	.1	146	9	.1	150
W	25-49		23	.2	104	11	.1	75	5		32			9	13	.1	131	8	.1	136
M	25-54		23	.1	97	16	.1	83	18	.1	97	4		34	19	.1	177	12	.1	190
W	25-54		28	.2	121	16	.1	102	5		44			19	16	.1	164	10	.1	169
M	35-64		32	.2	132	25	.2	115	19	.1	101	5		5	25	.2	203	16	.1	229
W	35-64		32	.2	139	16	.1	94	6		49	1		28	18	.1	173	11	.1	182
WAEB-FM																				
	P 12+		183	.3	1121	199	.3	962	141	.2	1116	50	.1	568	176	.3	1671	125	.2	1929
Teens	12-17		17	.3	165	10	.2	55	21	.4	150	15	.3	133	15	.3	231	15	.3	285
M	18-34		24	.3	163	17	.2	159	19	.2	158	12	.1	117	20	.2	248	17	.2	304
W	18-34		55	.6	327	68	.8	325	41	.5	335	9	.1	160	56	.6	496	37	.4	551
M	18-49		54	.3	310	54	.3	285	40	.2	297	22	.1	164	50	.3	467	38	.2	559
W	18-49		87	.5	530	112	.6	481	67	.4	529	13	.1	259	90	.5	772	59	.3	862
M	25-49		45	.3	235	46	.3	197	26	.2	216	12	.1	90	40	.3	349	29	.2	401
W	25-49		62	.4	389	79	.6	315	50	.4	357	7		169	65	.5	525	41	.3	599
M	25-54		50	.3	247	49	.3	210	28	.2	228	12	.1	94	43	.3	366	31	.2	418
W	25-54		69	.4	416	82	.5	336	53	.3	374	7		172	69	.4	556	43	.3	633
M	35-64		38	.3	168	41	.3	158	25	.2	176	10	.1	51	35	.3	265	25	.2	309
W	35-64		46	.3	269	56	.4	212	32	.2	246	4		107	46	.3	355	29	.2	392
WAYV-FM																				
	P 12+		44	.1	360	54	.1	330	37	.1	325	13		183	45	.1	557	32	.1	647
Teens	12-17		5	.1	49	2		33	4	.1	42	2		35	3	.1	75	3	.1	86
M	18-34		8	.1	69	12	.1	71	7	.1	50	3		30	9	.1	108	6	.1	131
W	18-34		12	.1	105	14	.2	95	10	.1	114	4		68	12	.1	157	9	.1	188
M	18-49		14	.1	107	25	.1	115	14	.1	91	4		46	18	.1	172	12	.1	205
W	18-49		21	.1	166	22	.1	153	16	.1	166	6		96	20	.1	250	15	.1	293
M	25-49		11	.1	81	24	.2	97	12	.1	73	2		31	16	.1	133	11	.1	148
W	25-49		17	.1	134	17	.1	115	13	.1	120	4		70	16	.1	194	12	.1	223
M	25-54		12	.1	87	24	.2	99	13	.1	77	2		31	17	.1	138	11	.1	155
W	25-54		19	.1	139	19	.1	130	14	.1	128	5		72	17	.1	217	13	.1	247
M	35-64		7	.1	48	13	.1	48	7	.1	47	2		17	9	.1	75	6	.1	86
W	35-64		11	.1	75	12	.1	80	9	.1	70	2		32	11	.1	125	8	.1	139

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

DMA Target Listeners

	AQH and Cume Persons																	
	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WBNJ-FM																		
P 12+	2		12	1		21	3		24	2		27	2		34	2		55
Teens 12-17			2			2			3						7			15
M 18-34			2												2			2
W 18-34						4	1		4	1		6			4	1		6
M 18-49	1		4			11	2		13			11	1		15	1		15
W 18-49	1		6	1		7	1		7	2		16	1		10	1		22
M 25-49	1		2			11	2		13			11	1		13	1		13
W 25-49	1		6	1		7	1		7	2		16	1		10	1		22
M 25-54	1		2			11	2		13			11	1		13	1		13
W 25-54	1		6	1		7	1		7	2		16	1		10	1		22
M 35-64	1		2			11	2		13			11	1		13	1		13
W 35-64	1		6			5			3			9			8			19
WTTH-FM																		
P 12+	73	.1	271	60	.1	262	45	.1	239	30		190	59	.1	365	48	.1	425
Teens 12-17	4	.1	31	2		16	3	.1	16	3	.1	24	3	.1	35	3	.1	41
M 18-34	13	.1	39	12	.1	50	11	.1	33	6	.1	29	12	.1	58	10	.1	64
W 18-34	22	.3	69	15	.2	71	13	.1	70	12	.1	62	16	.2	91	14	.2	98
M 18-49	22	.1	72	24	.1	86	17	.1	71	11	.1	58	21	.1	106	17	.1	127
W 18-49	37	.2	126	25	.1	119	22	.1	130	15	.1	98	28	.2	175	22	.1	186
M 25-49	21	.2	65	23	.2	82	17	.1	69	10	.1	54	21	.2	97	16	.1	118
W 25-49	26	.2	104	18	.1	96	18	.1	111	9	.1	71	20	.1	147	16	.1	154
M 25-54	21	.1	67	23	.1	82	17	.1	69	10	.1	56	21	.1	99	16	.1	122
W 25-54	28	.2	110	20	.1	100	18	.1	115	9	.1	73	22	.1	154	17	.1	160
M 35-64	10	.1	42	12	.1	43	7	.1	44	5		35	10	.1	59	8	.1	78
W 35-64	20	.1	79	17	.1	68	11	.1	69	4		40	16	.1	106	11	.1	112
WBUD-AM																		
P 12+	56	.1	236	58	.1	192	34	.1	164	4		53	50	.1	304	34	.1	319
Teens 12-17																		
M 18-34			9	2		9	1		9				2		9	1		9
M 18-49	5		28	7		11	3		15	1		8	5		32	3		35
W 18-49	5		32	8		21	7		20	2		11	6		32	4		35
M 25-49	5		28	7	.1	11	3		15	1		8	5		32	3		35
W 25-49	4		26	7		16	6		14	2		11	6		26	4		30
M 25-54	6		40	8	.1	19	4		23	1		12	6		44	3		47
W 25-54	5		32	7		21	6		20	2		11	6		43	4		46
M 35-64	9	.1	53	13	.1	37	6		37	1		16	10	.1	62	6		70
W 35-64	13	.1	55	15	.1	41	15	.1	47	2		18	15	.1	73	9	.1	81
WKXV-FM																		
P 12+	116	.2	909	109	.2	924	116	.2	1020	34	.1	395	113	.2	1682	77	.1	2019
Teens 12-17	1		27			10	1		29			14	1		55	1		76
M 18-34	11	.1	105	11	.1	114	20	.2	142	6	.1	53	14	.2	217	10	.1	285
W 18-34	14	.2	132	18	.2	172	24	.3	190	3		60	18	.2	312	12	.1	339
M 18-49	26	.2	262	18	.1	225	37	.2	300	10	.1	124	26	.2	478	19	.1	616
W 18-49	44	.3	380	50	.3	407	49	.3	441	8		159	48	.3	713	31	.2	807
M 25-49	24	.2	254	16	.1	187	34	.2	283	9	.1	115	24	.2	440	17	.1	551
W 25-49	41	.3	342	47	.3	371	47	.3	417	8	.1	141	45	.3	639	29	.2	728
M 25-54	32	.2	295	28	.2	239	42	.3	330	10	.1	123	34	.2	507	23	.1	629
W 25-54	57	.3	393	60	.4	423	54	.3	492	13	.1	172	58	.4	722	37	.2	832
M 35-64	27	.2	236	22	.2	193	25	.2	240	6		92	25	.2	403	16	.1	489
W 35-64	56	.4	346	51	.4	340	41	.3	380	15	.1	152	50	.4	581	34	.2	688
WBYN-FM																		
P 12+	59	.1	329	33	.1	219	27		243	16		214	39	.1	424	31	.1	519
Teens 12-17			8			5			9			4			17			22
M 18-34	1		8			8	1		8	1		17	1		17	1		32
W 18-34	9	.1	75	3		17	5	.1	57	2		34	5	.1	84	5	.1	97
M 18-49	7		35	5		30	5		34	2		33	5		65	4		80
W 18-49	15	.1	116	5		47	7		82	4		67	9	.1	138	8		156
M 25-49	7	.1	35	5		30	5		34	2		33	5		65	4		80
W 25-49	11	.1	85	5		47	6		60	4		59	7		97	6		115
M 25-54	12	.1	52	6		44	7		51	2		40	8	.1	86	6		105
W 25-54	18	.1	109	7		68	11	.1	83	4		59	12	.1	137	9	.1	155
M 35-64	12	.1	59	6		57	7	.1	62	4		46	8	.1	95	7	.1	113
W 35-64	22	.2	117	12	.1	92	13	.1	86	4		66	15	.1	149	11	.1	154

* Listener estimates adjusted for reported broadcast schedule.

* Station(s) changed call letters - see Page 13.

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WDSO-FM																		
P 12+	161	.3	754	135	.2	612	125	.2	738	26		407	140	.2	1026	103	.2	1213
Teens 12-17	4	.1	40			8	6	.1	15	3	.1	30	3	.1	43	4	.1	59
M 18-34	15	.2	89	13	.1	89	18	.2	116	3		93	15	.2	153	11	.1	206
W 18-34	19	.2	119	16	.2	85	13	.1	122	5	.1	96	16	.2	193	12	.1	228
M 18-49	33	.2	161	28	.2	169	31	.2	189	6		136	30	.2	270	21	.1	345
W 18-49	41	.2	235	32	.2	179	36	.2	238	9	.1	149	36	.2	340	26	.1	382
M 25-49	21	.2	110	20	.1	140	17	.1	122	5		108	20	.1	203	14	.1	278
W 25-49	36	.3	204	27	.2	137	33	.2	183	6		88	32	.2	270	23	.2	297
M 25-54	31	.2	139	32	.2	167	26	.2	151	6		126	30	.2	237	22	.1	330
W 25-54	46	.3	255	29	.2	149	38	.2	223	8		114	37	.2	328	28	.2	357
M 35-64	42	.3	154	42	.3	144	30	.2	140	5		71	38	.3	213	29	.2	264
W 35-64	49	.3	228	36	.3	167	39	.3	227	8	.1	101	41	.3	279	30	.2	292
WEEU-AM																		
P 12+	94	.2	386	75	.1	385	22		176	7		84	65	.1	551	42	.1	608
Teens 12-17	1		13	1		9			5			4	1		18			18
M 18-34	3		19	2		13			6			6	2		26	1		38
W 18-34			8												8			8
M 18-49	8		51	13	.1	44	2		20			13	8		89	5		101
W 18-49	6		52	6		29	2		34			1	5		71	3		71
M 25-49	8	.1	51	13	.1	44	2		20	1		13	8	.1	89	5		95
W 25-49	6		52	6		29	2		34			1	5		71	3		71
M 25-54	9	.1	57	14	.1	55	3		25	1		20	5	.1	100	5		113
W 25-54	10	.1	63	11	.1	53	2		34	1		18	9	.1	100	5		100
M 35-64	7	.1	49	15	.1	66	3		25	1		12	9	.1	104	5		120
W 35-64	14	.1	93	16	.1	96	5		53	2		32	12	.1	154	7		154
WFMZ-FM																		
P 12+	169	.3	911	235	.4	990	150	.2	998	33	.1	466	189	.3	1506	133	.2	1843
Teens 12-17			30	10	.1	29	3		52	2		5	8	.1	70	6	.1	25
M 18-34	9	.1	132	39	.4	122	20	.2	111	5	.1	24	27	.3	206	18	.2	81
W 18-34	21	.2	109	37	.2	90	18	.1	121	5	.1	60	28	.2	188	18	.1	246
M 18-49	26	.2	287	90	.5	288	50	.3	294	11	.1	73	64	.4	466	41	.2	248
W 18-49	46	.3	104	37	.3	78	18	.1	109	5	.1	153	27	.2	172	17	.1	552
M 25-49	25	.2	233	69	.5	245	37	.3	237	7		73	27	.2	385	30	.2	232
W 25-49	34	.2	120	39	.2	91	20	.1	144	5		118	49	.3	206	30	.2	453
M 25-54	26	.2	274	87	.5	279	42	.3	281	9	.1	82	29	.2	206	19	.1	287
W 25-54	50	.3	162	40	.3	165	28	.2	190	7	.1	147	62	.4	445	38	.2	527
M 35-64	27	.2	329	90	.6	325	52	.4	349	11	.1	101	32	.2	268	22	.2	357
W 35-64	61	.4										173	69	.5	491	46	.3	585
WFBG-FM																		
P 12+	56	.1	358	80	.1	387	45	.1	355	12		187	62	.1	567	45	.1	729
Teens 12-17	1		17			9	2		29	1		16	1		36	1		63
M 18-34	2		28	6	.1	44	6	.1	41	3		20	5	.1	62	3		70
W 18-34	12	.1	78	27	.3	85	13	.1	80	2		41	18	.2	127	11	.1	149
M 18-49	6		59	11	.1	93	11	.1	81	4		47	10	.1	130	8		172
W 18-49	25	.1	179	46	.3	174	24	.1	167	4		81	33	.2	259	21	.1	297
M 25-49	6		47	11	.1	76	10	.1	72	4		39	9	.1	108	7	.1	146
W 25-49	23	.2	160	40	.3	137	19	.1	140	3		62	28	.2	209	18	.1	230
M 25-54	10	.1	62	16	.1	90	12	.1	85	5		53	13	.1	132	10	.1	183
W 25-54	24	.1	171	41	.3	154	20	.1	147	4		69	30	.2	232	19	.1	277
M 35-64	12	.1	62	13	.1	74	9	.1	60	4		50	11	.1	110	9	.1	158
W 35-64	19	.1	131	25	.2	135	14	.1	109	3		58	20	.1	187	14	.1	239
WJBR-FM																		
P 12+	192	.3	1084	252	.4	1050	159	.3	1032	55	.1	589	205	.3	1616	133	.2	2055
Teens 12-17	4	.1	71	2		47	4	.1	78	5	.1	79	3	.1	127	4	.1	195
M 18-34	18	.2	111	33	.4	101	17	.2	104	6	.1	51	23	.3	156	15	.2	203
W 18-34	32	.4	185	41	.5	218	30	.3	206	21	.2	174	35	.4	315	24	.3	398
M 18-49	36	.2	254	64	.4	211	32	.2	217	10	.1	105	46	.3	347	28	.2	439
W 18-49	83	.5	467	113	.6	461	73	.4	488	31	.2	305	92	.5	719	60	.3	885
M 25-49	26	.2	196	39	.3	157	23	.2	171	8	.1	84	30	.2	281	19	.1	360
W 25-49	73	.5	389	103	.7	360	63	.4	398	17	.1	200	81	.6	574	51	.4	691
M 25-54	39	.2	241	52	.3	182	34	.2	210	9	.1	98	42	.3	343	27	.2	451
W 25-54	87	.5	445	119	.7	404	73	.4	460	18	.1	212	95	.6	642	59	.4	770
M 35-64	41	.3	227	51	.4	172	33	.2	184	8	.1	89	42	.3	301	27	.2	387
W 35-64	80	.6	416	101	.7	357	59	.4	382	12	.1	161	82	.6	558	51	.4	679

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WKAP-AM																		
P 12+	90	.1	339	73	.1	325	49	.1	296	14		115	71	.1	426	52	.1	448
Teens 12-17																		
M 18-34																		
W 18-34																		
M 18-49	2		5	4		10	3		5	1		5	3		10	3		10
W 18-49	1		4												9			9
M 25-49	2		5	4		10	3		5	1		5	3		10	3		10
W 25-49	1		4												9			9
M 25-54	4		9	5		14	4		9	1		9	4		14	3		14
W 25-54	3		22	1		10	1		19			10	1		30	1		30
M 35-64	11	.1	44	9	.1	49	6		31	3		22	8	.1	57	7	.1	57
W 35-64	17	.1	88	20	.1	77	9	.1	81	3		27	16	.1	109	11	.1	113
WKOE-FM																		
P 12+	43	.1	209	59	.1	280	40	.1	269	15		133	48	.1	367	35	.1	411
Teens 12-17																		
M 18-34	1		5	4		4	1		7	1		8			8			10
W 18-34	4		25	8	.1	42	6	.1	39	4		25	6	.1	50	5	.1	63
M 18-49	4		23	4		35	3		35	2		28	4		50	4		58
W 18-49	11	.1	63	17	.1	90	15	.1	83	7		49	15	.1	111	10	.1	128
M 25-49	6		46	6		56	6		63	3		38	6		87	6		99
W 25-49	11	.1	56	16	.1	67	12	.1	60	3		27	13	.1	85	9	.1	100
M 25-54	5		41	4		48	5		54	2		32	5		78	5		91
W 25-54	13	.1	71	18	.1	80	12	.1	67	3		33	14	.1	106	10	.1	121
M 35-64	8		59	8		60	7		73	3		34	8		101	8		113
W 35-64	20	.2	75	25	.2	101	17	.1	91	4		36	21	.2	123	13	.1	130
W 35-64	12	.1	67	15	.1	72	9	.1	77	2		23	12	.1	100	9	.1	113
WLEV-FM																		
P 12+	124	.2	679	162	.3	514	98	.2	586	34	.1	296	131	.2	869	85	.1	1081
Teens 12-17																		
M 18-34	2		19			4	2		33	4	.1	32	1		33	2		42
W 18-34	20	.2	80	38	.4	72	23	.3	105	4		37	28	.3	120	17	.2	140
M 18-49	19	.2	131	34	.4	117	25	.3	137	18	.2	104	26	.3	186	19	.2	238
W 18-49	43	.3	224	70	.4	159	36	.2	210	6		76	51	.3	288	32	.2	329
M 25-49	55	.3	310	59	.3	223	38	.2	245	21	.1	152	51	.3	384	34	.2	483
W 25-49	40	.3	214	62	.5	140	34	.2	186	6		71	46	.3	265	29	.2	305
M 25-54	48	.3	270	46	.3	184	25	.2	184	9	.1	88	40	.3	319	25	.2	383
W 25-54	47	.3	252	71	.5	166	42	.3	208	9	.1	83	54	.3	303	35	.2	352
M 35-64	52	.3	290	52	.3	201	27	.2	198	9	.1	88	44	.3	340	28	.2	404
W 35-64	35	.3	199	46	.3	125	24	.2	135	5		55	35	.3	227	23	.2	270
W 35-64	43	.3	213	33	.2	133	16	.1	130	3		48	31	.2	232	19	.1	283
WODE-FM																		
P 12+	143	.2	891	143	.2	831	126	.2	990	46	.1	567	138	.2	1402	103	.2	1743
Teens 12-17																		
M 18-34	2		35	3	.1	35	9	.2	73	5	.1	79	5	.1	101	5	.1	149
W 18-34	5	.1	53	7	.1	32	9	.1	78	3		41	7	.1	93	5	.1	133
M 18-49	13	.1	86	16	.2	110	10	.1	76	3		75	13	.1	143	9	.1	180
W 18-49	36	.2	262	33	.2	203	39	.2	320	12	.1	126	36	.2	403	26	.2	490
M 25-49	57	.3	321	55	.3	354	37	.2	332	11	.1	224	50	.3	489	35	.2	595
W 25-49	31	.2	231	27	.2	176	31	.2	279	10	.1	100	29	.2	352	21	.2	409
M 25-54	55	.4	296	53	.4	316	35	.2	316	11	.1	199	48	.3	446	34	.2	530
W 25-54	45	.3	301	44	.3	241	43	.3	378	16	.1	156	44	.3	468	34	.2	542
M 35-64	65	.4	348	61	.4	357	42	.3	355	14	.1	220	56	.3	512	40	.2	619
W 35-64	56	.4	335	56	.4	267	56	.4	409	23	.2	176	56	.4	511	43	.3	585
W 35-64	64	.5	337	53	.4	344	38	.3	344	12	.1	183	52	.4	498	37	.3	596
WPST-FM																		
P 12+	187	.3	1755	189	.3	1745	197	.3	2286	94	.2	1398	191	.3	3314	145	.2	3870
Teens 12-17																		
M 18-34	31	.6	409	8	.1	254	33	.6	483	24	.4	372	23	.4	669	23	.4	820
W 18-34	61	.7	419	70	.8	451	74	.8	647	29	.3	402	68	.8	851	49	.6	953
M 18-49	50	.6	560	70	.8	672	60	.7	678	33	.4	432	61	.7	1034	47	.5	1183
W 18-49	81	.5	539	87	.5	574	84	.5	828	33	.2	494	84	.5	1122	59	.3	1281
M 25-49	68	.4	734	87	.5	818	73	.4	869	35	.2	488	77	.4	1327	57	.3	1535
W 25-49	50	.4	312	57	.4	298	48	.3	496	13	.1	232	52	.4	665	34	.2	776
M 25-54	46	.3	430	59	.4	461	47	.3	492	15	.1	204	51	.4	745	35	.2	860
W 25-54	51	.3	320	57	.4	306	48	.3	500	13	.1	236	52	.3	673	34	.2	792
M 35-64	48	.3	457	62	.4	491	51	.3	530	17	.1	225	54	.3	805	37	.2	925
W 35-64	20	.2	133	17	.1	145	11	.1	209	4		101	16	.1	317	11	.1	385
W 35-64	25	.2	219	23	.2	199	18	.1	241	4		81	22	.2	392	14	.1	458

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

DMA Target Listeners

AQH and Cume Persons

		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WRDR-FM																			
P 12+		125	.2	793	172	.3	907	96	.2	752	26		354	134	.2	1145	97	.2	1326
Teens 12-17		1		4			2	1		4			3	1		4			6
M 18-34		3		17	6	.1	15	2		25			4		33	2		33	
W 18-34		2		26	7	.1	21	2		17			11		31	2		38	
M 18-49		4		50	8		35	4		50	1		21	5	77	3		94	
W 18-49		4		53	13	.1	66	6		61	2		31	8	92	6		125	
M 25-49		4		48	8	.1	32	4		50	1		21	5	73	3		90	
W 25-49		4		53	13	.1	66	5		58	1		26	8	89	5		117	
M 25-54		5		71	8	.1	39	5		68	2		37	6	98	5		119	
W 25-54		10	.1	95	20	.1	107	11	.1	102	2		47	14	141	9	.1	171	
M 35-64		21	.2	168	33	.2	139	20	.2	143	7	.1	87	25	219	20	.2	286	
W 35-64		29	.2	180	34	.2	203	23	.2	207	7		97	29	282	23	.2	340	
WRFY-FM																			
P 12+		202	.3	958	170	.3	855	121	.2	867	31	.1	429	164	.3	1464	109	.2	1683
Teens 12-17		12	.2	105	3	.1	57	9	.2	108	3	.1	85	8	.1	173	6	.1	198
M 18-34		33	.4	166	36	.4	203	19	.2	178	3		62	30	.3	331	19	.2	379
W 18-34		34	.4	223	44	.5	264	26	.3	212	14	.2	148	35	.4	347	26	.3	412
M 18-49		69	.4	316	75	.4	309	44	.3	299	7		110	64	.4	533	40	.2	622
W 18-49		89	.5	422	78	.4	406	55	.3	365	21	.1	222	74	.4	611	52	.3	692
M 25-49		62	.5	260	67	.5	239	39	.3	244	6		89	57	.4	421	36	.3	480
W 25-49		83	.6	351	67	.5	305	48	.3	327	18	.1	154	66	.5	491	46	.3	572
M 25-54		69	.4	287	74	.5	261	42	.3	261	6		95	63	.4	455	39	.2	528
W 25-54		89	.5	375	68	.4	323	49	.3	333	18	.1	154	69	.4	521	47	.3	607
M 35-64		48	.4	208	47	.4	147	33	.2	165	3		54	43	.3	275	27	.2	331
W 35-64		72	.5	247	39	.3	185	32	.2	183	7		81	47	.3	319	31	.2	344
WSTW-FM																			
P 12+		118	.2	959	131	.2	813	109	.2	1109	30		539	120	.2	1725	81	.1	2057
Teens 12-17		4	.1	43	1		54	4	.1	90	2		54	3	.1	138	3	.1	171
M 18-34		24	.3	184	26	.3	174	19	.2	206	10	.1	147	23	.3	369	16	.2	465
W 18-34		38	.4	319	53	.6	248	46	.5	407	7	.1	157	46	.5	584	30	.3	672
M 18-49		51	.3	357	54	.3	329	37	.2	386	15	.1	214	48	.3	645	32	.2	781
W 18-49		58	.3	498	65	.4	367	61	.4	567	11	.1	235	62	.4	829	41	.2	962
M 25-49		39	.3	312	38	.3	282	31	.2	320	14	.1	197	36	.3	546	25	.2	654
W 25-49		55	.4	416	60	.4	289	52	.4	440	9	.1	197	56	.4	642	37	.3	758
M 25-54		40	.3	327	41	.3	296	32	.2	339	14	.1	210	38	.2	567	27	.2	679
W 25-54		57	.3	428	63	.4	303	56	.3	455	9	.1	206	59	.4	664	38	.2	779
M 35-64		29	.2	197	33	.2	174	20	.2	207	5		84	28	.2	308	18	.1	356
W 35-64		23	.2	203	17	.1	142	19	.1	196	4		88	19	.1	293	14	.1	341
WTKU-FM																			
P 12+		36	.1	218	42	.1	188	37	.1	255	14		128	39	.1	342	31	.1	472
Teens 12-17				11	1		7			6			3		24	1		27	
M 18-34				8	1		6	1		14			11	1	14	1		21	
W 18-34		1		9	1		14	1		23	1		8	1	30	2		66	
M 18-49		8		45	7		39	5		49	2		37	7	67	5		86	
W 18-49		12	.1	91	16	.1	72	15	.1	107	5		40	14	.1	145	11	.1	197
M 25-49		8	.1	43	7	.1	36	5		44	2		32	7	.1	63	5		77
W 25-49		11	.1	88	16	.1	67	14	.1	99	5		34	14	.1	137	11	.1	176
M 25-54		11	.1	60	13	.1	53	8	.1	66	5		47	11	.1	90	8	.1	109
W 25-54		13	.1	97	18	.1	77	16	.1	117	5		40	16	.1	157	12	.1	204
M 35-64		14	.1	72	14	.1	68	13	.1	75	5		49	13	.1	100	10	.1	125
W 35-64		14	.1	94	18	.1	72	16	.1	111	6		42	16	.1	145	12	.1	198
WZXL-FM																			
P 12+		51	.1	420	54	.1	397	46	.1	403	20		224	51	.1	638	38	.1	726
Teens 12-17		7	.1	53	2		42	4	.1	53	4	.1	53	4	.1	92	4	.1	106
M 18-34		24	.3	173	29	.3	154	22	.3	168	11	.1	66	25	.3	244	19	.2	246
W 18-34		9	.1	108	9	.1	97	9	.1	92	3		64	9	.1	151	7	.1	179
M 18-49		31	.2	227	39	.2	221	31	.2	225	12	.1	91	34	.2	334	24	.1	361
W 18-49		13	.1	132	13	.1	125	11	.1	120	3		78	12	.1	198	10	.1	238
M 25-49		25	.2	151	26	.2	152	24	.2	146	9	.1	67	25	.2	219	18	.1	246
W 25-49		11	.1	113	11	.1	103	10	.1	104	2		52	11	.1	167	8	.1	195
M 25-54		25	.2	151	26	.2	152	24	.2	146	9	.1	67	25	.2	219	18	.1	253
W 25-54		11	.1	121	11	.1	108	11	.1	106	2		54	11	.1	176	8		204
M 35-64		7	.1	53	10	.1	68	8	.1	59	1		25	8	.1	92	5		124
W 35-64		4		33	4		34	3		30			17	4		56	3		68

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WZZO-FM																		
P 12+	109	.2	614	128	.2	613	104	.2	831	31	.1	411	115	.2	1129	82	.1	1315
Teens 12-17	5	.1	47	2		37	7	.1	101	5	.1	68	4	.1	112	4	.1	143
M 18-34	54	.6	240	64	.7	248	48	.5	303	12	.1	139	56	.6	374	37	.4	399
W 18-34	9	.1	104	21	.2	139	16	.2	184	4		104	16	.2	250	12	.1	293
M 18-49	84	.5	378	92	.5	332	69	.4	435	15	.1	210	83	.5	575	56	.3	656
W 18-49	16	.1	158	29	.2	214	25	.1	266	9	.1	129	24	.1	375	19	.1	422
M 25-49	67	.5	298	72	.5	247	54	.4	343	9	.1	157	65	.5	459	43	.3	535
W 25-49	12	.1	106	26	.2	152	19	.1	177	6		69	19	.1	256	16	.1	286
M 25-54	68	.4	302	72	.5	247	54	.3	343	9	.1	157	65	.4	463	44	.3	543
W 25-54	12	.1	106	26	.2	152	19	.1	177	6		69	19	.1	256	16	.1	289
M 35-64	34	.3	151	29	.2	92	23	.2	146	3		71	29	.2	227	20	.2	292
W 35-64	6		54	9	.1	83	9	.1	90	5		29	8	.1	134	8	.1	142
WFAN-AM																		
P 12+	88	.1	341	46	.1	294	41	.1	292	10		163	57	.1	570	35	.1	695
Teens 12-17			3												3			9
M 18-34	16	.2	61	22	.3	119	17	.2	107	5	.1	53	18	.2	168	12	.1	190
W 18-34	6	.1	10			4			12			7	2		22	1		24
M 18-49	56	.3	209	43	.3	265	36	.2	231	8		113	45	.3	391	27	.2	447
W 18-49	10	.1	24			4			15	1		28	3		40	2		60
M 25-49	55	.4	196	43	.3	260	35	.3	218	6		94	44	.3	377	26	.2	416
W 25-49	3		14			4			15	1		28	1		30	1		50
M 25-54	60	.4	225	44	.3	268	38	.2	241	6		98	47	.3	420	28	.2	458
W 25-54	7		27			4			15	1		28	2		42	2		63
M 35-64	56	.4	219	24	.2	168	24	.2	166	3		74	34	.3	323	19	.1	372
W 35-64	9	.1	39						8	1		28	3		42	2		78
WIOV-FM																		
P 12+	82	.1	394	73	.1	350	53	.1	401	13		247	70	.1	575	48	.1	653
Teens 12-17			4						4			4			4			8
M 18-34	10	.1	52	9	.1	48	8	.1	52	4		42	9	.1	83	7	.1	95
W 18-34	4		32	7	.1	32	6	.1	53	1		32	6	.1	68	4		73
M 18-49	31	.2	109	27	.2	103	23	.1	96	6		60	27	.2	155	19	.1	175
W 18-49	17	.1	84	20	.1	80	12	.1	115	3		64	16	.1	142	11	.1	158
M 25-49	28	.2	91	25	.2	79	19	.1	66	5		30	24	.2	119	17	.1	138
W 25-49	17	.1	84	20	.1	80	12	.1	107	3		56	16	.1	134	11	.1	144
M 25-54	38	.2	120	30	.2	90	22	.1	90	5		41	30	.2	149	20	.1	168
W 25-54	18	.1	99	22	.1	91	14	.1	122	3		78	18	.1	161	13	.1	183
M 35-64	35	.3	132	24	.2	93	19	.1	104	4		59	26	.2	169	17	.1	180
W 35-64	23	.2	107	19	.1	88	12	.1	112	4		82	18	.1	147	13	.1	182
TOTALS																		
P 12+	15880	26.2	51412	14616	24.1	44936	12325	20.4	49452	5025	8.3	34109	14301	23.6	57406	10581	17.5	58285
Teens 12-17	670	11.9	4313	319	5.7	2773	866	15.4	4394	670	11.9	4122	595	10.6	5155	609	10.8	5362
M 18-34	2422	27.6	7364	2564	29.2	6674	2137	24.4	7419	919	10.5	5506	2389	27.2	8344	1720	19.6	8488
W 18-34	2053	23.5	7409	2241	25.6	6928	1915	21.9	7553	928	10.6	5808	2083	23.8	8454	1588	18.1	8564
M 18-49	5038	29.6	14751	4936	29.0	12862	4030	23.7	14562	1553	9.1	10123	4688	27.6	16279	3344	19.7	16509
W 18-49	4470	25.6	15128	4527	26.0	13552	3742	21.5	14953	1501	8.6	10591	4268	24.5	16794	3120	17.9	17007
M 25-49	4347	31.6	12291	4155	30.2	10451	3309	24.1	11897	1159	8.4	8020	3954	28.8	13241	2778	20.2	13400
W 25-49	3840	27.1	12537	3784	26.7	10948	3041	21.4	12126	1063	7.5	8114	3573	25.2	13678	2543	17.9	13847
M 25-54	4941	31.4	14030	4597	29.2	11800	3714	23.6	13532	1285	8.2	9007	4431	28.2	15120	3115	19.8	15291
W 25-54	4487	27.5	14446	4377	26.8	12586	3503	21.5	13978	1225	7.5	9296	4142	25.4	15735	2951	18.1	15918
M 35-64	4112	31.1	11756	3645	27.5	9828	2969	22.4	11339	997	7.5	7121	3581	27.1	12713	2547	19.2	12833
W 35-64	4035	28.4	12596	3639	25.7	10848	2866	20.2	11935	933	6.6	7609	3524	24.8	13661	2510	17.7	13818

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

	AQH and Cume Persons																	
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KYW -AM																		
P 12+	910	1.5	3656	384	.6	1928	257	.4	1184	158	.3	777	315	.5	1625	186	.3	908
Teens 12-17	4	.1	29	2		36							8	.1	46	5	.1	16
M 18-34	36	.4	197	19	.2	104	16	.2	50	7	.1	34	9	.1	64	9	.1	45
W 18-34	36	.4	168	15	.2	91	8	.1	52	6	.1	29	15	.2	86	9	.1	56
M 18-49	125	.7	629	54	.3	304	46	.3	181	19	.1	116	36	.2	229	23	.1	152
W 18-49	162	.9	679	60	.3	329	33	.2	205	16	.1	104	47	.3	298	23	.1	153
M 25-49	123	.9	617	52	.4	291	46	.3	181	19	.1	116	34	.2	213	20	.1	142
W 25-49	156	1.1	654	55	.4	294	32	.2	195	15	.1	96	45	.3	274	20	.1	135
M 25-54	159	1.0	796	75	.5	405	56	.4	221	25	.2	165	44	.3	269	26	.2	166
W 25-54	180	1.1	779	66	.4	364	47	.3	268	27	.2	147	54	.3	325	27	.2	171
M 35-64	203	1.5	898	100	.8	478	69	.5	281	32	.2	204	63	.5	356	39	.3	227
W 35-64	250	1.8	953	78	.5	440	60	.4	342	40	.3	208	53	.4	369	43	.3	225
WBEB-FM																		
P 12+	325	.5	1034	539	.9	1543	350	.6	1041	158	.3	638	334	.6	1196	268	.4	847
Teens 12-17	10	.2	52	18	.3	75	11	.2	43	12	.2	59	10	.2	38	14	.2	39
M 18-34	18	.2	58	15	.2	89	12	.1	26	9	.1	46	18	.2	58	13	.1	50
W 18-34	49	.6	177	108	1.2	272	90	1.0	221	56	.6	193	32	.4	171	37	.4	150
M 18-49	42	.2	154	60	.4	223	42	.2	148	18	.1	80	43	.3	167	36	.2	131
W 18-49	113	.6	376	227	1.3	634	156	.9	436	76	.4	322	119	.7	503	125	.7	416
M 25-49	32	.2	126	57	.4	205	40	.3	140	17	.1	72	36	.3	155	30	.2	106
W 25-49	93	.7	298	163	1.1	501	102	.7	358	41	.3	225	109	.8	420	116	.8	342
M 25-54	42	.3	151	75	.5	266	56	.4	196	22	.1	87	40	.3	172	31	.2	113
W 25-54	119	.7	373	198	1.2	623	120	.7	431	60	.4	274	130	.8	475	121	.7	367
M 35-64	52	.4	182	83	.6	261	55	.4	212	17	.1	62	51	.4	227	36	.3	135
W 35-64	129	.9	412	219	1.5	639	107	.8	371	43	.3	214	149	1.1	513	117	.8	350
WDAS-AM																		
P 12+	80	.1	176	112	.2	185	44	.1	85	6		28	231	.4	541	105	.2	206
Teens 12-17	2		6			6							3	.1	6	9	.2	9
M 18-34			6										7	.1	17			
W 18-34													26	.3	54	6	.1	21
M 18-49	1		15	13	.1	28							21	.1	45	2		9
W 18-49	6		24	3		8	5		16			7	71	.4	171	34	.2	79
M 25-49	1		15	13	.1	28							21	.2	45	2		9
W 25-49	6		24	3		8	5		16			7	66	.5	147	34	.2	79
M 25-54	1		15	13	.1	28							21	.1	45	4		14
W 25-54	29	.2	70	25	.2	44	16	.1	37	4		22	96	.6	205	55	.3	107
M 35-64	1		9	13	.1	28							16	.1	34	6		22
W 35-64	54	.4	110	41	.3	84	25	.2	54	6		28	117	.8	269	58	.4	107
WDAS-FM																		
P 12+	275	.5	755	528	.9	1160	451	.7	1024	277	.5	800	207	.3	671	219	.4	586
Teens 12-17	7	.1	15	20	.4	36	14	.2	44	11	.2	44	7	.1	36	18	.3	40
M 18-34	27	.3	66	65	.7	155	57	.6	137	51	.6	132	36	.4	82	23	.3	70
W 18-34	36	.4	117	94	1.1	227	61	.7	166	59	.7	201	29	.3	137	43	.5	137
M 18-49	67	.4	175	158	.9	330	162	1.0	350	83	.5	215	75	.4	218	72	.4	169
W 18-49	113	.6	290	239	1.4	517	189	1.1	457	125	.7	416	61	.4	259	92	.5	296
M 25-49	61	.4	167	147	1.1	315	152	1.1	325	67	.5	185	67	.5	202	62	.5	146
W 25-49	109	.8	277	220	1.6	467	188	1.3	455	110	.8	371	56	.4	226	88	.6	274
M 25-54	88	.6	238	160	1.0	351	177	1.1	367	82	.5	226	79	.5	221	72	.5	159
W 25-54	125	.8	336	249	1.5	538	207	1.3	489	120	.7	394	65	.4	249	101	.6	299
M 35-64	76	.6	214	129	1.0	263	138	1.0	278	60	.5	152	57	.4	178	61	.5	121
W 35-64	117	.8	309	213	1.5	430	179	1.3	393	96	.7	273	55	.4	189	74	.5	218
WFLN-FM																		
P 12+	158	.3	568	295	.5	897	196	.3	670	84	.1	333	276	.5	948	266	.4	704
Teens 12-17			7	2		10				2		11	2		15	1		7
M 18-34	5	.1	9	7	.1	26	1		12				11	.1	50	11	.1	21
W 18-34	8	.1	26	10	.1	26	8	.1	30	7	.1	38	8	.1	31	10	.1	18
M 18-49	15	.1	57	28	.2	104	22	.1	103	3		15	39	.2	163	46	.3	126
W 18-49	23	.1	101	38	.2	142	19	.1	103	14	.1	70	33	.2	135	39	.2	107
M 25-49	10	.1	48	21	.2	89	22	.2	94	3		15	30	.2	127	35	.3	107
W 25-49	23	.2	101	38	.3	142	17	.1	96	13	.1	63	33	.2	135	39	.3	107
M 25-54	16	.1	67	31	.2	127	31	.2	137	5		24	31	.2	144	38	.2	119
W 25-54	28	.2	128	46	.3	162	27	.2	134	17	.1	77	40	.2	167	48	.3	151
M 35-64	44	.3	119	78	.6	218	63	.5	225	17	.1	62	82	.6	250	83	.6	193
W 35-64	33	.2	150	58	.4	225	37	.3	155	19	.1	85	58	.4	231	60	.4	190

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.



DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WHAT-AM																			
P 12+		117	.2	283	123	.2	237	70	.1	124	52	.1	167	116	.2	322	132	.2	197
Teens 12-17														3	.1	6			
M 18-34		1		5	3		5							1		11			
W 18-34		3		6	4		12	6	.1	13			7	3		25	8	.1	14
M 18-49		4		23	11	.1	35	1		9				5		27			
W 18-49		15	.1	48	9	.1	29	11	.1	27	12	.1	36	25	.1	81	27	.2	45
M 25-49		2		18	8	.1	30	1		9				5		22			
W 25-49		15	.1	48	9	.1	29	11	.1	27	12	.1	36	24	.2	73	21	.1	37
M 25-54		4		25	10	.1	37	1		9				6		30			
W 25-54		34	.2	74	27	.2	56	25	.2	41	23	.1	50	38	.2	87	49	.3	71
M 35-64		9	.1	34	18	.1	50	2		14				19	.1	42	1		5
W 35-64		70	.5	136	58	.4	99	31	.2	55	34	.2	79	57	.4	142	73	.5	103
W100-FM																			
P 12+		154	.3	766	501	.8	1898	378	.6	1367	266	.4	982	317	.5	1328	245	.4	977
Teens 12-17		24	.4	152	94	1.7	402	71	1.3	290	44	.8	224	65	1.2	344	63	1.1	243
M 18-34		34	.4	145	154	1.8	451	112	1.3	327	95	1.1	300	77	.9	253	61	.7	180
W 18-34		58	.7	271	140	1.6	591	103	1.2	392	104	1.2	371	94	1.1	441	74	.8	320
M 18-49		44	.3	193	191	1.1	597	151	.9	459	100	.6	338	108	.6	338	79	.5	255
W 18-49		77	.4	380	205	1.2	824	148	.8	572	112	.6	400	127	.7	603	101	.6	464
M 25-49		26	.2	120	102	.7	352	86	.6	278	43	.3	146	64	.5	209	40	.3	165
W 25-49		49	.3	240	148	1.0	520	96	.7	351	44	.3	148	91	.6	388	49	.3	241
M 25-54		30	.2	134	104	.7	363	87	.6	285	43	.3	146	64	.4	209	40	.3	165
W 25-54		49	.3	248	150	.9	536	97	.6	356	44	.3	148	92	.6	400	49	.3	241
M 35-64		16	.1	72	45	.3	188	45	.3	168	14	.1	57	31	.2	94	19	.1	84
W 35-64		23	.2	126	67	.5	255	48	.3	190	9	.1	30	49	.3	196	28	.2	151
WIP -AM																			
P 12+		234	.4	759	208	.3	875	150	.2	553	169	.3	677	174	.3	811	199	.3	715
Teens 12-17		1		9	6	.1	35	5	.1	9	7	.1	44	13	.2	39	14	.2	32
M 18-34		41	.5	140	42	.5	194	34	.4	129	50	.6	176	30	.3	166	20	.2	111
W 18-34		6	.1	19	9	.1	38	4		25	9		75	5	.1	42	14	.2	29
M 18-49		103	.6	328	98	.6	393	76	.4	235	98	.6	359	85	.5	398	95	.6	382
W 18-49		18	.1	47	20	.1	91	18	.1	76	14	.1	101	20	.1	104	32	.2	105
M 25-49		91	.7	294	90	.7	356	70	.5	207	75	.5	290	77	.6	365	90	.7	357
W 25-49		13	.1	37	14	.1	72	18	.1	76	9	.1	58	20	.1	104	32	.2	105
M 25-54		107	.7	360	117	.7	459	84	.5	250	88	.6	353	93	.6	444	105	.7	414
W 25-54		18	.1	63	19	.1	91	22	.1	90	16	.1	71	24	.1	123	35	.2	114
M 35-64		100	.8	351	101	.8	386	71	.5	224	73	.6	280	79	.6	343	98	.7	366
W 35-64		33	.2	90	21	.1	90	18	.1	67	19	.1	65	23	.2	113	31	.2	127
WJJZ-FM																			
P 12+		200	.3	708	447	.7	1247	378	.6	952	193	.3	646	263	.4	944	234	.4	694
Teens 12-17		3	.1	14	8	.1	14	5	.1	14	5	.1	9	1		7	7	.1	7
M 18-34		15	.2	69	52	.6	107	23	.3	69	13	.1	47	29	.3	68	9	.1	39
W 18-34		10	.1	63	54	.6	149	31	.4	78	24	.3	98	25	.3	106	37	.4	144
M 18-49		54	.3	193	129	.8	351	110	.6	289	66	.4	206	89	.5	310	75	.4	202
W 18-49		68	.4	268	157	.9	461	113	.6	273	60	.3	206	82	.5	319	91	.5	266
M 25-49		54	.4	193	99	.7	310	99	.7	260	65	.5	197	65	.5	271	72	.5	190
W 25-49		68	.5	268	148	1.0	445	112	.8	264	60	.4	206	77	.5	290	89	.6	255
M 25-54		64	.4	227	113	.7	360	112	.7	304	81	.5	243	80	.5	318	79	.5	224
W 25-54		82	.5	312	177	1.1	516	144	.9	332	74	.5	245	91	.6	331	106	.6	296
M 35-64		63	.5	191	128	1.0	394	123	.9	336	74	.6	240	108	.8	374	89	.7	255
W 35-64		95	.7	305	181	1.3	489	139	1.0	346	53	.4	173	82	.6	314	79	.6	198
WMGK-FM																			
P 12+		239	.4	974	613	1.0	1876	433	.7	1490	160	.3	735	301	.5	1227	271	.4	1018
Teens 12-17		7	.1	42	37	.7	138	15	.3	72	7	.1	58	18	.3	91	35	.6	96
M 18-34		36	.4	192	118	1.3	360	73	.8	259	26	.3	110	72	.8	236	70	.8	252
W 18-34		35	.4	171	128	1.5	435	112	1.3	368	29	.3	142	67	.8	279	63	.7	232
M 18-49		133	.8	503	304	1.8	831	234	1.4	724	92	.5	374	164	1.0	563	121	.7	422
W 18-49		82	.5	360	240	1.4	819	177	1.0	662	58	.3	273	109	.6	541	94	.5	421
M 25-49		126	.9	457	276	2.0	732	205	1.5	631	77	.6	308	142	1.0	489	95	.7	327
W 25-49		69	.5	300	200	1.4	676	135	1.0	520	47	.3	239	100	.7	482	75	.5	361
M 25-54		129	.8	479	280	1.8	759	207	1.3	643	79	.5	323	144	.9	498	97	.6	334
W 25-54		76	.5	325	214	1.3	710	136	.8	526	48	.3	254	105	.6	491	83	.5	401
M 35-64		100	.8	334	190	1.4	503	164	1.2	486	67	.5	279	95	.7	341	58	.4	193
W 35-64		54	.4	215	126	.9	418	68	.5	305	30	.2	147	48	.3	279	45	.3	244

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.



DMA Target Listeners

		AOH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WMMR-FM																			
P 12+		297	.5	940	505	.8	1653	311	.5	1115	128	.2	556	319	.5	1211	187	.3	750
Teens 12-17		3	.1	23	16	.3	53	17	.3	60	9	.2	24	12	.2	31	7	.1	32
M 18-34		91	1.0	287	180	2.1	545	119	1.4	423	58	.7	249	96	1.1	338	60	.7	198
W 18-34		61	.7	214	85	1.0	313	54	.6	226	18	.2	112	56	.6	220	33	.4	118
M 18-49		187	1.1	536	330	1.9	974	189	1.1	649	84	.5	324	197	1.2	657	111	.7	440
W 18-49		88	.5	316	148	.8	550	98	.6	381	30	.2	176	82	.5	387	56	.3	238
M 25-49		163	1.2	449	303	2.2	864	167	1.2	546	74	.5	253	189	1.4	609	102	.7	399
W 25-49		76	.5	265	122	.9	469	76	.5	302	23	.2	118	74	.5	343	48	.3	213
M 25-54		167	1.1	463	309	2.0	890	167	1.1	546	74	.5	253	197	1.3	636	102	.6	403
W 25-54		76	.5	265	123	.8	484	76	.5	304	24	.1	130	79	.5	373	55	.3	237
M 35-64		108	.8	282	158	1.2	472	69	.5	225	27	.2	85	114	.9	372	57	.4	258
W 35-64		31	.2	120	65	.5	260	45	.3	162	14	.1	79	31	.2	210	31	.2	145
WUGL-FM																			
P 12+		406	.7	1266	824	1.4	2115	478	.8	1457	266	.4	930	516	.9	1694	406	.7	1099
Teens 12-17		8	.1	28	28	.5	51	12	.2	42	5	.1	46	6	.1	45	7	.1	24
M 18-34		31	.4	111	56	.6	143	24	.3	81	24	.3	105	26	.3	98	27	.3	56
W 18-34		28	.3	109	86	1.0	209	44	.5	119	24	.3	50	45	.5	194	34	.4	72
M 18-49		115	.7	368	245	1.4	554	135	.8	337	100	.6	346	133	.8	385	119	.7	286
W 18-49		91	.5	327	238	1.4	624	133	.8	418	99	.6	297	144	.8	543	115	.7	321
M 25-49		111	.8	356	235	1.7	512	129	.9	318	91	.7	297	118	.9	334	111	.8	266
W 25-49		83	.6	290	225	1.6	586	127	.9	388	99	.7	297	134	.9	486	113	.8	311
M 25-54		153	1.0	473	309	2.0	723	165	1.0	461	111	.7	362	181	1.2	491	142	.9	358
W 25-54		104	.6	394	278	1.7	759	166	1.0	516	111	.7	342	185	1.1	660	163	1.0	439
M 35-64		189	1.4	524	334	2.5	803	205	1.5	576	120	.9	394	207	1.6	576	156	1.2	413
W 35-64		122	.9	411	263	1.9	740	161	1.1	545	93	.7	326	184	1.3	638	143	1.0	425
WPEN-AM																			
P 12+		431	.7	1033	537	.9	1289	336	.6	902	82	.1	339	210	.3	650	254	.4	545
Teens 12-17					2		7				2		7	3		7			9
M 18-34		1		9	6	.1	9	2		4							7	.1	9
W 18-34					8	.1	8	5	.1	16				10	.1	16	10	.1	16
M 18-49		2		18	14	.1	32	5		13	6		29	4		11	12	.1	29
W 18-49					9	.1	15	15	.1	35	4		14	10	.1	16	13	.1	32
M 25-49		2		18	14	.1	32	5		13	6		29	4		11	5		20
W 25-49					1		7	12	.1	27	4		14	2		9	9	.1	24
M 25-54		2		18	16	.1	39	6		20	6		29	9	.1	33	9	.1	27
W 25-54		11	.1	21	6		40	20	.1	60	5		28	15	.1	40	19	.1	34
M 35-64		28	.2	75	50	.4	130	26	.2	67	12	.1	58	30	.2	90	24	.2	53
W 35-64		66	.5	146	69	.5	195	64	.5	167	17	.1	54	31	.2	90	30	.2	71
+WPHT-FM																			
WDRE-FM																			
P 12+		150	.2	563	431	.7	1487	411	.7	1133	302	.5	844	284	.5	994	274	.5	865
Teens 12-17		49	.9	177	170	3.0	573	158	2.8	428	123	2.2	363	112	2.0	366	110	2.0	354
M 18-34		26	.3	97	101	1.2	306	101	1.2	249	73	.8	192	57	.6	177	72	.8	213
W 18-34		56	.6	202	106	1.2	416	107	1.2	341	81	.9	245	82	.9	328	71	.8	228
M 18-49		32	.2	125	127	.7	386	125	.7	307	92	.5	213	64	.4	203	76	.4	229
W 18-49		57	.3	208	121	.7	476	118	.7	371	85	.5	261	95	.5	393	80	.5	270
M 25-49		23	.2	81	67	.5	207	51	.4	141	37	.3	89	22	.2	98	32	.2	103
W 25-49		31	.2	89	59	.4	202	40	.3	152	35	.2	106	37	.3	183	23	.2	87
M 25-54		23	.1	81	68	.4	215	51	.3	141	37	.2	89	23	.1	103	32	.2	103
W 25-54		32	.2	96	60	.4	209	40	.2	152	35	.2	106	37	.2	183	23	.1	87
M 35-64		8	.1	41	27	.2	89	25	.2	63	19	.1	21	9	.1	41	4		16
W 35-64		7		35	18	.1	80	13		40	6		23	18	.1	71	9	.1	42
WPHT-AM																			
P 12+		75	.1	184	59	.1	266	30		120	39	.1	168	75	.1	337	66	.1	260
Teens 12-17					2		9												
M 18-34					3		22				2		9	4		39	3		23
W 18-34		1		8	5	.1	16	7	.1	17			7	.1	22	4		17	
M 18-49		15	.1	39	8		52	3		22	7		40	15	.1	108	15	.1	80
W 18-49		1		15	11	.1	50	9	.1	32	1		17	8		31	5		25
M 25-49		15	.1	39	7	.1	39	3		22	7	.1	40	13	.1	100	15	.1	80
W 25-49		1		15	11	.1	50	9	.1	32	1		17	8	.1	31	5		25
M 25-54		15	.1	43	8	.1	46	3		22	7		40	20	.1	121	15	.1	80
W 25-54		1		15	12	.1	56	9	.1	32	2		24	8		31	13	.1	44
M 35-64		16	.1	45	14	.1	60	3		22	11	.1	49	27	.2	134	16	.1	76
W 35-64		9	.1	23	7		48	1		15	12	.1	47	4		24	10	.1	33

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

	AQH and Cume Persons																	
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WPLY-FM																		
P 12+	147	.2	650	321	.5	1413	280	.5	1034	120	.2	620	233	.4	1059	219	.4	955
Teens 12-17	29	.5	140	63	1.1	386	70	1.2	303	33	.6	219	72	1.3	335	73	1.3	287
M 18-34	45	.5	196	113	1.3	417	82	.9	304	56	.6	249	55	.6	228	49	.6	221
W 18-34	38	.4	191	93	1.1	387	81	.9	274	28	.3	126	59	.7	296	60	.7	253
M 18-49	70	.4	272	143	.8	513	115	.7	385	59	.3	271	75	.4	324	68	.4	304
W 18-49	47	.3	228	110	.6	489	92	.5	327	28	.2	129	72	.4	378	72	.4	337
M 25-49	48	.3	204	80	.6	304	73	.5	223	38	.3	142	47	.3	236	35	.3	141
W 25-49	24	.2	131	60	.4	296	34	.2	147	8	.1	34	42	.3	194	30	.2	166
M 25-54	49	.3	211	83	.5	317	73	.5	223	38	.2	142	50	.3	243	37	.2	151
W 25-54	24	.1	131	63	.4	307	36	.2	156	8		36	51	.3	207	33	.2	173
M 35-64	26	.2	83	32	.2	108	34	.3	92	3		22	23	.2	103	21	.2	103
W 35-64	9	.1	39	20	.1	114	12	.1	61	1		5	24	.2	97	16	.1	91
WURD-AM																		
P 12+	34	.1	108	59	.1	109	44	.1	120	9		48	42	.1	114	26		70
Teens 12-17	2		9	5	.1	9	9	.2	18	2		18			1	1		9
M 18-34	1		5	3		13	6	.1	19	3		13	2		11	1		6
W 18-34	14	.2	25	27	.3	42	3		20			26	.3	50	16	.2		26
M 18-49	1		5	9	.1	23	9	.1	36	3		13	6		39	1		6
W 18-49	20	.1	56	39	.2	70	15	.1	42			30	.2	68	19	.1		48
M 25-49	1		5	8	.1	16	8	.1	29	1		6	6		39	1		6
W 25-49	20	.1	56	39	.3	65	15	.1	37			19	.1	52	8	.1		32
M 25-54	2		14	8	.1	16	8	.1	29	1		6	6		39	1		6
W 25-54	22	.1	63	45	.3	72	21	.1	51	1		7	26	.2	59	13	.1	39
M 35-64	10	.1	30	6		10	9	.1	28	3		11	4		27			
W 35-64	7		38	19	.1	34	17	.1	36	1		7	10	.1	25	8	.1	29
WUSL-FM																		
P 12+	285	.5	922	681	1.1	2104	541	.9	1507	454	.7	1377	402	.7	1314	357	.6	900
Teens 12-17	80	1.4	254	158	2.8	618	146	2.6	415	124	2.2	437	87	1.5	344	96	1.7	311
M 18-34	65	.7	210	182	2.1	474	133	1.5	353	118	1.3	332	85	1.0	253	82	.9	177
W 18-34	102	1.2	336	215	2.5	641	188	2.1	538	169	1.9	473	144	1.6	411	122	1.4	250
M 18-49	75	.4	243	225	1.3	588	160	.9	409	131	.8	380	108	.6	350	94	.6	199
W 18-49	120	.7	386	271	1.6	805	215	1.2	623	182	1.0	524	176	1.0	521	149	.9	348
M 25-49	51	.4	158	139	1.0	353	100	.7	238	78	.6	184	82	.6	266	54	.4	104
W 25-49	79	.6	220	152	1.1	467	98	.7	301	95	.7	253	104	.7	313	73	.5	192
M 25-54	52	.3	164	146	.9	373	103	.7	244	78	.5	184	87	.6	288	54	.3	104
W 25-54	81	.5	229	156	1.0	478	99	.6	306	99	.6	265	107	.7	322	74	.5	194
M 35-64	16	.1	56	54	.4	143	40	.3	94	18	.1	59	44	.3	159	23	.2	52
W 35-64	20	.1	59	62	.4	184	33	.2	101	22	.2	69	35	.2	124	29	.2	104
WVDB-FM																		
P 12+	464	.8	1236	345	.6	1058	202	.3	588	141	.2	543	441	.7	1111	138	.2	462
Teens 12-17	5	.1	27	5	.1	13	3	.1	18			12	.2	38	5	.1		8
M 18-34	4		31	2		15	1		3	1		9	28	.3	66	12	.1	21
W 18-34	1		8	1		5	3		8			30	.3	70	8	.1		34
M 18-49	61	.4	185	37	.2	111	20	.1	45	16	.1	40	88	.5	230	27	.2	51
W 18-49	9	.1	49	18	.1	75	33	.2	85	11	.1	62	62	.4	172	24	.1	88
M 25-49	61	.4	185	37	.3	111	20	.1	45	16	.1	40	88	.6	230	27	.2	51
W 25-49	8	.1	41	18	.1	75	33	.2	85	11	.1	62	45	.3	138	17	.1	64
M 25-54	80	.5	227	49	.3	147	20	.1	51	16	.1	40	108	.7	278	31	.2	74
W 25-54	27	.2	68	33	.2	112	42	.3	112	18	.1	89	59	.4	185	19	.1	76
M 35-64	112	.8	286	78	.6	234	34	.3	75	26	.2	54	131	1.0	313	25	.2	65
W 35-64	83	.6	197	77	.5	259	50	.4	135	27	.2	141	77	.5	228	35	.2	105
WXTU-FM																		
P 12+	387	.6	1121	470	.8	1389	364	.6	1184	114	.2	566	430	.7	1361	246	.4	818
Teens 12-17	3	.1	18	12	.2	37	11	.2	34	7	.1	25	18	.3	58	9	.2	34
M 18-34	44	.5	122	32	.4	118	30	.3	123	12	.1	83	40	.5	136	25	.3	69
W 18-34	61	.7	197	88	1.0	278	81	.9	244	26	.3	138	52	.6	201	17	.2	89
M 18-49	118	.7	298	119	.7	301	93	.5	289	22	.1	130	117	.7	314	79	.5	201
W 18-49	116	.7	365	165	.9	533	139	.8	448	43	.2	217	138	.8	457	85	.5	301
M 25-49	117	.9	284	115	.8	282	78	.6	253	17	.1	105	110	.8	284	70	.5	174
W 25-49	98	.7	320	131	.9	443	110	.8	375	37	.3	192	119	.8	378	84	.6	287
M 25-54	138	.9	351	135	.9	351	95	.6	295	30	.2	146	117	.7	316	78	.5	202
W 25-54	122	.7	392	164	1.0	519	125	.8	421	47	.3	223	143	.9	448	98	.6	343
M 35-64	138	1.0	367	152	1.1	355	114	.9	337	30	.2	136	115	.9	308	82	.6	235
W 35-64	113	.8	340	149	1.1	453	98	.7	343	29	.2	131	154	1.1	480	100	.7	325

* Listener estimates adjusted for reported broadcast schedule. * Station(s) changed call letters - see Page 13.



DMA Target Listeners

DMA Target Listeners

	AQH and Cume Persons																	
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WYSP-FM																		
P 12+	225	.4	669	437	.7	1466	329	.5	1205	152	.3	628	243	.4	983	180	.3	677
Teens 12-17	6	.1	42	28	.5	99	21	.4	78	25	.4	87	23	.4	139	16	.3	60
M 18-34	118	1.3	327	210	2.4	658	152	1.7	503	75	.9	285	99	1.1	360	86	1.0	323
W 18-34	33	.4	105	72	.8	321	55	.6	254	28	.3	145	47	.5	245	50	.6	148
M 18-49	170	1.0	460	314	1.8	915	212	1.2	722	90	.5	355	153	.9	516	98	.6	416
W 18-49	45	.3	151	92	.5	419	95	.5	394	36	.2	184	64	.4	298	61	.4	185
M 25-49	132	1.0	357	242	1.8	681	163	1.2	511	58	.4	246	116	.8	376	69	.5	259
W 25-49	35	.2	107	65	.5	328	80	.6	309	23	.2	106	48	.3	211	42	.3	122
M 25-54	132	.8	360	243	1.5	689	163	1.0	511	58	.4	246	116	.7	376	74	.5	271
W 25-54	36	.2	113	65	.4	328	80	.5	309	23	.1	106	49	.3	214	42	.3	122
M 35-64	54	.4	144	106	.8	282	61	.5	229	16	.1	71	55	.4	159	17	.1	105
W 35-64	12	.1	52	21	.1	105	40	.3	140	8	.1	39	19	.1	65	11	.1	41
WYXR-FM																		
P 12+	173	.3	704	361	.6	1355	263	.4	992	113	.2	602	199	.3	1055	172	.3	718
Teens 12-17	19	.3	67	24	.4	156	12	.2	92	22	.4	115	25	.4	162	25	.4	115
M 18-34	31	.4	79	26	.3	104	35	.4	126	20	.2	112	23	.3	82	13	.1	46
W 18-34	43	.5	201	111	1.3	459	79	.9	292	34	.4	178	43	.5	288	59	.7	214
M 18-49	61	.4	186	68	.4	268	61	.4	253	31	.2	170	53	.3	240	35	.2	157
W 18-49	75	.4	386	212	1.2	756	160	.9	573	51	.3	287	94	.5	534	93	.5	379
M 25-49	53	.4	160	52	.4	231	38	.3	195	20	.1	138	51	.4	224	34	.2	154
W 25-49	63	.4	347	181	1.3	626	142	1.0	515	31	.2	205	75	.5	404	68	.5	271
M 25-54	54	.3	165	53	.3	240	42	.3	204	20	.1	138	52	.3	232	34	.2	156
W 25-54	65	.4	362	187	1.1	661	143	.9	527	34	.2	214	81	.5	435	72	.4	293
M 35-64	35	.3	120	54	.4	222	35	.3	152	11	.1	62	37	.3	184	32	.2	137
W 35-64	43	.3	227	120	.8	354	85	.6	300	21	.1	128	69	.5	316	40	.3	195
WAEB-AM																		
P 12+	54	.1	152	21		81	9		31	13		41	18		61	13		33
Teens 12-17																		
M 18-34				3		14												4
W 18-34	3		4															10
M 18-49	8		25	2		15	4		5				1		5	5		4
W 18-49	15	.1	27	5		24							2		5	1		10
M 25-49	8	.1	25	2		15	4		5				1		5	5		4
W 25-49	15	.1	27	2		14							2		5	1		10
M 25-54	10	.1	29	2		15	5		9				3		19	5		8
W 25-54	18	.1	38	6		24				1		7	6		18	1		15
M 35-64	15	.1	51	6		19	5		14	4		9	4		28	6		4
W 35-64	16	.1	38	6		23				1		7	6		18	1		4
WAEB-FM																		
P 12+	85	.1	346	156	.3	454	101	.2	329	61	.1	207	123	.2	405	66	.1	273
Teens 12-17	15	.3	47	26	.5	80	18	.3	54	8	.1	48	20	.4	67	13	.2	40
M 18-34	14	.2	52	29	.3	72	19	.2	70	17	.2	36	12	.1	53	5	.1	42
W 18-34	23	.3	108	35	.4	111	33	.4	108	27	.3	67	23	.3	103	17	.2	86
M 18-49	25	.1	87	62	.4	145	29	.2	105	22	.1	52	42	.2	103	19	.1	77
W 18-49	36	.2	183	52	.3	185	46	.3	147	29	.2	92	48	.3	195	26	.1	124
M 25-49	20	.1	62	42	.3	100	14	.1	57	6		21	37	.3	77	18	.1	56
W 25-49	22	.2	127	31	.2	135	23	.2	100	12	.1	39	43	.3	171	21	.1	86
M 25-54	22	.1	70	42	.3	100	14	.1	57	6		21	37	.2	77	18	.1	56
W 25-54	25	.2	134	33	.2	146	24	.1	103	12	.1	42	46	.3	178	22	.1	93
M 35-64	14	.1	47	36	.3	77	10	.1	39	5		20	34	.3	58	16	.1	39
W 35-64	19	.1	86	28	.2	102	17	.1	47	3		37	33	.2	108	12	.1	54
WAYV-FM																		
P 12+	18		77	24		103	22		70	15		64	42	.1	130	17		58
Teens 12-17	2		13	5	.1	26	3	.1	12	1		8	3	.1	15	2		8
M 18-34	1		7			6	1		8	3		6	6	.1	23			2
W 18-34	5	.1	24	5	.1	33	5	.1	29	3		19	9	.1	34	3		24
M 18-49	3		13	7		24	7		17	5		14	17	.1	47	4		9
W 18-49	11	.1	41	12	.1	51	12	.1	41	8		39	20	.1	64	11	.1	39
M 25-49	2		9	7	.1	24	6		13	5		14	13	.1	30	4		6
W 25-49	10	.1	38	11	.1	40	9	.1	27	6		34	15	.1	48	9	.1	28
M 25-54	2		9	7		26	6		13	5		14	13	.1	32	4		6
W 25-54	12	.1	42	11	.1	40	9	.1	27	6		36	15	.1	48	9	.1	28
M 35-64	3		8	7	.1	19	6		9	1		8	11	.1	26	4		6
W 35-64	7		21	7		18	7		12	5		23	13	.1	32	8	.1	17

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

	AQH and Cume Persons																	
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WBNJ-FM																		
P 12+	1		7	2		6	3		9	2		8			2	2		14
Teens 12-17				2		2			2					2	1			7
M 18-34										4	2		4					4
M 18-49																		
W 18-49	1		7			3	2		7	2		7				1		7
M 25-49																		
W 25-49	1		7			3	2		7	2		7				1		7
M 25-54																		
W 25-54	1		7			3	2		7	2		7				1		7
M 35-64																		
W 35-64	1		7	1		5	2		3	1		5						3
WTH-FM																		
P 12+	30		76	48	.1	120	58	.1	112	38	.1	85	41	.1	99	32	.1	69
Teens 12-17	4	.1	9	5	.1	11	3	.1	7	1		4	1		5	3	.1	4
M 18-34	3		11	13	.1	23	15	.2	22	10	.1	19	5	.1	12	4		8
W 18-34	11	.1	27	6	.1	15	8	.1	22	11	.1	24	12	.1	27	6	.1	14
M 18-49	4		12	20	.1	49	28	.2	42	20	.1	38	12	.1	24	8		16
W 18-49	15	.1	38	12	.1	39	15	.1	41	13	.1	36	17	.1	41	11	.1	27
M 25-49	3		10	20	.1	49	28	.2	37	20	.1	36	12	.1	24	8	.1	15
W 25-49	12	.1	30	11	.1	36	12	.1	34	9	.1	28	11	.1	29	9	.1	25
M 25-54	3		10	20	.1	49	28	.2	39	20	.1	36	12	.1	24	8	.1	15
W 25-54	13	.1	32	12	.1	40	13	.1	39	9	.1	28	11	.1	29	10	.1	27
M 35-64	1		4	7	.1	25	14	.1	21	10	.1	19	8	.1	14	6		13
W 35-64	7		17	9	.1	33	9	.1	26	3		15	6		21	7		17
WBUD-AM																		
P 12+	49	.1	117	41	.1	94	28		61	7		22	33	.1	77	20		51
Teens 12-17																		
M 18-34																		
W 18-34																		
M 18-49	1		8			3	3		3	3		3	1		3	3		3
W 18-49				2		3	3		3	3		3			3	3		3
M 25-49	1		8			3	1		4			4			4			3
W 25-49				2		3	3		3	3		3	1		3	3		3
M 25-54	2		12	1		8	1		4			4			4			3
W 25-54	1		5	2		3	3		3	3		3	2		9	3		3
M 35-64	5		21	7	.1	17	5		13	1		5			4			7
W 35-64	6		21	9	.1	15	11	.1	19	6		11	5		17	4		7
WKXV-FM																		
P 12+	34	.1	151	66	.1	234	70	.1	187	23		117	43	.1	205	45	.1	141
Teens 12-17							1		7			3	1		15	4	.1	7
M 18-34	3		16	12	.1	49	20	.2	48	3		23	12	.1	37	8	.1	20
W 18-34	5	.1	26	12	.1	36	21	.2	43	3		17	1		12	6	.1	27
M 18-49	6		32	17	.1	82	22	.1	60	4		27	23	.1	76	12	.1	35
W 18-49	16	.1	72	31	.2	101	30	.2	82	6		37	10	.1	47	10	.1	46
M 25-49	5		27	15	.1	75	21	.2	58	3		14	22	.2	64	12	.1	35
W 25-49	13	.1	63	31	.2	101	30	.2	82	6		37	10	.1	47	9	.1	41
M 25-54	7		36	20	.1	90	24	.2	64	3		14	22	.1	64	14	.1	39
W 25-54	14	.1	65	33	.2	102	32	.2	84	8		61	15	.1	78	18	.1	60
M 35-64	7	.1	42	12	.1	63	5		26	1		6	13	.1	56	8	.1	28
W 35-64	17	.1	62	29	.2	76	23	.2	62	12	.1	56	15	.1	77	20	.1	58
WBYN-FM																		
P 12+	57	.1	169	41	.1	97	23		97	8		65	27		90	14		55
Teens 12-17			5			1			5									
M 18-34	2		15	2		15	1		8	1		8						
W 18-34	6	.1	26	5	.1	9	4		31	1		9	15	.2	39	6	.1	22
M 18-49	7		26	6		26	3		14	2		24	1		5	3		5
W 18-49	8		41	9	.1	18	8		40	1		9	15	.1	44	6		22
M 25-49	7	.1	26	6		26	3		14	2		24	1		5	3		5
W 25-49	5		28	9	.1	18	7		35	1		9	3		26	5		17
M 25-54	13	.1	43	6		26	4		18	3		29	1		12	3		5
W 25-54	17	.1	45	16	.1	35	14	.1	41	1		9	5		36	5		17
M 35-64	12	.1	41	4		21	6		23	4		34	2		16	4		9
W 35-64	21	.1	43	18	.1	32	10	.1	15			4	9	.1	25	3		19

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

DMA Target Listeners

DMA Target Listeners

AQH and Cume Persons																		
Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
WDSD-FM																		
P 12+	135	.2	393	193	.3	535	81	.1	323	28		176	120	.2	332	86	.1	233
Teens 12-17	5	.1	13	2		7	6	.1	12	2		8	2		10	14	.2	19
M 18-34	3		20	13	.1	73	5	.1	29	6	.1	45	15	.2	48	11	.1	51
W 18-34	13	.1	49	19	.2	78	7	.1	55	1		10	19	.2	55	9	.1	41
M 18-49	11	.1	47	29	.2	121	10	.1	61	11	.1	67	28	.2	83	21	.1	75
W 18-49	27	.2	92	38	.2	133	21	.1	116	4		41	32	.2	104	17	.1	70
M 25-49	9	.1	43	19	.1	71	9	.1	48	8	.1	42	23	.2	71	18	.1	62
W 25-49	20	.1	77	34	.2	104	16	.1	99	4		41	30	.2	91	15	.1	62
M 25-54	15	.1	63	33	.2	102	20	.1	67	10	.1	53	32	.2	84	23	.1	73
W 25-54	35	.2	114	51	.3	131	20	.1	118	5		43	40	.2	110	24	.1	83
M 35-64	39	.3	94	62	.5	129	29	.2	83	6		32	45	.3	94	26	.2	58
W 35-64	42	.3	112	55	.4	115	24	.2	105	7		42	33	.2	98	25	.2	63
WEEU-AM																		
P 12+	39	.1	111	29		116	18		64			34	.1	107	26		51	
Teens 12-17			6									3		6	4		6	
M 18-34	1																	
W 18-34			12									3		6	4		6	
M 18-49	2		15				1		5					5		4	6	
W 18-49	2		12									3		6			6	
M 25-49	2		15									3		6		4	6	
W 25-49	2		15											5				
M 25-54	2		12	1		7	3		5			3		6	4		6	
W 25-54	4		20	1		6	4		11			2		17			6	
M 35-64	1		6	1		7	3		5			3		15			6	
W 35-64	4		20	3		12	4		11			2		17				
WFMZ-FM																		
P 12+	129	.2	380	183	.3	486	121	.2	346	37	.1	181	114	.2	364	76	.1	211
Teens 12-17	1		5											4				
M 18-34	5	.1	18	9	.1	23	5	.1	11			7	.1	13				
W 18-34	11	.1	43	26	.3	49	17	.2	58	11	.1	40	9	.1	31	2		14
M 18-49	15	.1	33	13	.1	49	9	.1	20	5		6	13	.1	30	4		15
W 18-49	22	.1	74	46	.3	122	29	.2	98	18	.1	70	22	.1	62	11	.1	37
M 25-49	15	.1	33	12	.1	38	6		15	5		6	12	.1	24	4		15
W 25-49	13	.1	48	21	.1	90	17	.1	65	13	.1	65	18	.1	57	10	.1	32
M 25-54	19	.1	44	14	.1	51	6		15	6		13	13	.1	28	4		15
W 25-54	17	.1	64	25	.2	103	25	.2	81	13	.1	65	22	.1	69	13	.1	38
M 35-64	21	.2	44	14	.1	79	12	.1	42	8	.1	33	14	.1	65	11	.1	45
W 35-64	34	.2	113	50	.4	163	39	.3	104	9	.1	43	41	.3	121	18	.1	57
WFPG-FM																		
P 12+	39	.1	119	59	.1	161	39	.1	141	11		73	63	.1	171	41	.1	133
Teens 12-17			4	4	.1	15	3	.1	10	1		11	5	.1	24	4	.1	12
M 18-34	2		9	5	.1	12	3		9						3		15	
W 18-34	3		14	6	.1	17	9	.1	27	2		15	5	.1	25	7	.1	23
M 18-49	4		14	9	.1	25	7		27	2		15	15	.1	26	10	.1	44
W 18-49	16	.1	48	21	.1	51	19	.1	58	7		34	10	.1	58	11	.1	40
M 25-49	4		14	9	.1	23	6		25	2		15	15	.1	26	9	.1	39
W 25-49	15	.1	43	15	.1	46	13	.1	47	5		26	6		41	6		21
M 25-54	12	.1	29	13	.1	34	8	.1	29	2		17	18	.1	33	10	.1	41
W 25-54	18	.1	57	21	.1	68	15	.1	58	7		37	15	.1	60	10	.1	34
M 35-64	14	.1	28	13	.1	34	6		27	2		17	21	.2	45	9	.1	35
W 35-64	17	.1	55	23	.2	62	13	.1	48	6		30	21	.1	59	10	.1	35
WJBR-FM																		
P 12+	68	.1	258	94	.2	332	79	.1	256	39	.1	214	46	.1	254	56	.1	187
Teens 12-17	1		9	3	.1	8	1		7	2		16	7		7	6	.1	30
M 18-34	7	.1	25	7	.1	36	9	.1	26	4		20	6	.1	25	2		14
W 18-34	5	.1	31	10	.1	18	10	.1	39	9	.1	59	5	.1	28			
M 18-49	13	.1	53	16	.1	77	16	.1	49	8		40	8		39	8		40
W 18-49	22	.1	86	37	.2	119	29	.2	108	20	.1	110	19	.1	113	20	.1	56
M 25-49	8	.1	42	15	.1	66	8	.1	37	5		25	4		32	8	.1	40
W 25-49	19	.1	68	32	.2	105	25	.2	89	16	.1	85	17	.1	95	20	.1	56
M 25-54	13	.1	69	25	.2	89	22	.1	76	8	.1	39	7		43	14	.1	57
W 25-54	23	.1	82	35	.2	117	28	.2	95	16	.1	92	20	.1	113	22	.1	61
M 35-64	18	.1	76	21	.2	77	26	.2	75	9	.1	43	5		33	11	.1	42
W 35-64	21	.1	77	33	.2	131	23	.2	90	12	.1	62	22	.2	123	30	.2	81

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13.

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WKAP-AM																			
P 12+		73	.1	231	75	.1	181	52	.1	110	22		64	63	.1	145	17		39
Teens 12-17																			
M 18-34					5		5	5		5	3		5	3		5	5		5
W 18-34					1		5												
M 18-49					5		5	5		5	3		5	3		5	5		5
W 18-49	2		9		1		5												
M 25-49					5		5	5		5	3		5	3		5	5		5
W 25-49	2		9		1		5												
M 25-54					5		5	5		5	3		5	4		9	5		5
W 25-54	5		23		1		5							1		7			
M 35-64	8	.1	26	7	.1	17	5		5	3		5	10	.1	30	6		9	
W 35-64	10	.1	44	16	.1	44	13	.1	30	2		9	11	.1	24	3		4	
WKOE-FM																			
P 12+		31	.1	75	45	.1	129	30		78	11		41	33	.1	90	24		61
Teens 12-17		1		4	1		5			2						1			
M 18-34	4		6	8	.1	27	4		6	2		12	4		15	3		12	
W 18-34	4		13	7	.1	16	10	.1	19	5	.1	10	10	.1	19	8	.1	12	
M 18-49	5		10	11	.1	44	8		21	4		21	8		27	5		21	
W 18-49	8		25	13	.1	26	13	.1	32	5		10	12	.1	29	11	.1	20	
M 25-49	5		10	9	.1	23	8	.1	21	2		9	7	.1	23	2		9	
W 25-49	8	.1	25	11	.1	21	12	.1	30	5		10	12	.1	26	11	.1	20	
M 25-54	7		16	12	.1	31	10	.1	25	2		9	9	.1	29	3		13	
W 25-54	12	.1	33	16	.1	31	15	.1	34	6		12	15	.1	32	13	.1	26	
M 35-64	8	.1	17	9	.1	38	8	.1	25	2		9	7	.1	23	5		17	
W 35-64	11	.1	28	14	.1	31	7		22	3		9	7		22	5		14	
WLEV-FM																			
P 12+		38	.1	115	70	.1	217	35	.1	131	23		80	52	.1	178	28		116
Teens 12-17		1		5	3	.1	4			2			4						
M 18-34	4		11	9	.1	21	11	.1	27	5	.1	19	7	.1	27	5	.1	11	
W 18-34	5	.1	32	7	.1	41	3		22	11	.1	34	9	.1	54	5	.1	38	
M 18-49	14	.1	35	35	.2	81	19	.1	47	11	.1	34	19	.1	50	10	.1	39	
W 18-49	15	.1	54	20	.1	101	10	.1	59	11	.1	38	22	.1	93	9	.1	58	
M 25-49	14	.1	35	35	.3	81	19	.1	47	8	.1	29	19	.1	50	10	.1	39	
W 25-49	14	.1	48	17	.1	91	9	.1	50	2		17	18	.1	77	7		33	
M 25-54	15	.1	39	35	.2	85	19	.1	47	8	.1	29	24	.2	63	15	.1	48	
W 25-54	18	.1	56	22	.1	98	10	.1	54	2		17	18	.1	77	7		33	
M 35-64	11	.1	28	27	.2	72	9	.1	24	6		15	16	.1	36	10	.1	37	
W 35-64	16	.1	33	20	.1	71	9	.1	45			8	13	.1	39	4		20	
WODE-FM																			
P 12+		104	.2	325	110	.2	328	107	.2	348	40	.1	174	111	.2	373	65	.1	225
Teens 12-17		1		9	3	.1	13	10	.2	33	2		19	6	.1	18	4	.1	15
M 18-34	4		25	1		10	1		5	2		8	6	.1	27				
W 18-34	7	.1	23	8	.1	17	3		11	1		8	11	.1	46	8	.1	27	
M 18-49	18	.1	74	14	.1	69	19	.1	69	11	.1	45	23	.1	80	16	.1	57	
W 18-49	34	.2	103	39	.2	120	27	.2	107	5		41	45	.3	159	20	.1	71	
M 25-49	16	.1	64	14	.1	64	18	.1	64	10	.1	37	18	.1	59	16	.1	57	
W 25-49	33	.2	98	39	.3	120	24	.2	97	5		41	44	.3	151	17	.1	58	
M 25-54	30	.2	88	35	.2	108	35	.2	101	15	.1	50	31	.2	99	28	.2	88	
W 25-54	47	.3	125	47	.3	137	34	.2	130	9	.1	64	49	.3	166	22	.1	77	
M 35-64	34	.3	96	44	.3	118	47	.4	126	24	.2	69	38	.3	115	32	.2	103	
W 35-64	48	.3	134	41	.3	137	41	.3	149	9	.1	56	46	.3	143	21	.1	73	
WPST-FM																			
P 12+		69	.1	363	181	.3	895	135	.2	663	74	.1	427	104	.2	642	123	.2	487
Teens 12-17		15	.3	63	42	.7	198	34	.6	125	26	.5	124	13	.2	91	26	.5	126
M 18-34	23	.3	119	43	.5	225	34	.4	204	14	.2	119	40	.5	217	51	.6	168	
W 18-34	21	.2	131	62	.7	277	42	.5	223	30	.3	160	35	.4	214	37	.4	135	
M 18-49	26	.2	132	56	.3	274	43	.3	234	16	.1	127	44	.3	248	52	.3	185	
W 18-49	24	.1	148	72	.4	343	53	.3	271	31	.2	170	42	.2	269	44	.3	176	
M 25-49	10	.1	72	31	.2	142	29	.2	154	9	.1	62	20	.1	141	16	.1	78	
W 25-49	15	.1	79	42	.3	193	33	.2	172	8	.1	52	23	.2	132	16	.1	82	
M 25-54	10	.1	72	32	.2	149	30	.2	157	10	.1	65	20	.1	141	16	.1	78	
W 25-54	15	.1	85	45	.3	207	34	.2	182	8		54	27	.2	145	16	.1	82	
M 35-64	3		13	15	.1	71	9	.1	33	2		11	4		31	1		17	
W 35-64	5		31	15	.1	89	12	.1	58	1		13	11	.1	69	8	.1	40	

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

DMA Target Listeners

DMA Target Listeners

AQH and Cume Persons																		
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WRDR-FM																		
P 12+	99	.2	297	143	.2	386	93	.2	301	35	.1	169	114	.2	322	69	.1	224
Teens 12-17	1		5	1		2									1			
M 18-34	2		6	1		5				1		6			4			
W 18-34				2		18				1		6	1					
M 18-49				2		37	10	.1	34	1		7	3		12			
W 18-49	2		8	8		18				1		6						
M 25-49				2		37	10	.1	34	1		7	3		12			
W 25-49	2		8	8	.1	37	10	.1	34	1		6						
M 25-54				4		24	3		6	1		8	2		4	3		4
W 25-54	6		26	11	.1	47	11	.1	44	2		13	4		14	1		9
M 35-64	16	.1	51	36	.3	99	25	.2	80	12	.1	51	28	.2	63	17	.1	43
W 35-64	26	.2	74	41	.3	110	32	.2	89	14	.1	60	25	.2	69	14	.1	45
WRFY-FM																		
P 12+	99	.2	320	112	.2	342	80	.1	296	36	.1	118	67	.1	275	41	.1	163
Teens 12-17	3	.1	27	7	.1	31	6	.1	26	7	.1	25	8	.1	29	8	.1	21
M 18-34	22	.3	32	22	.3	49	8	.1	38	3		17	3		18	6	.1	19
W 18-34	17	.2	79	31	.4	79	30	.3	84	14	.2	37	19	.2	113	7	.1	49
M 18-49	39	.2	104	41	.2	129	23	.1	94	4		29	14	.1	50	9	.1	40
W 18-49	48	.3	144	57	.3	153	39	.2	123	23	.1	52	38	.2	173	19	.1	89
M 25-49	38	.3	98	40	.3	112	19	.1	69	3		23	11	.1	38	8	.1	34
W 25-49	45	.3	136	52	.4	145	29	.2	94	22	.2	44	37	.3	154	19	.1	89
M 25-54	38	.2	103	41	.3	123	22	.1	82	3		23	13	.1	51	10	.1	41
W 25-54	45	.3	136	52	.3	145	29	.2	94	22	.1	44	37	.2	154	19	.1	89
M 35-64	20	.2	95	20	.2	97	22	.2	90	2		18	13	.1	44	5		28
W 35-64	36	.3	77	33	.2	87	14	.1	58	11	.1	21	25	.2	70	15	.1	46
WSTV-FM																		
P 12+	47	.1	172	62	.1	331	49	.1	246	24		133	75	.1	266	47	.1	146
Teens 12-17	1		9	2		14	1		10	1		7	6	.1	21	6	.1	22
M 18-34	2		13	12	.1	73	14	.2	52	12	.1	35	10	.1	35	2		14
W 18-34	13	.1	57	20	.2	117	19	.2	96	4		58	29	.3	107	18	.2	54
M 18-49	19	.1	56	27	.2	148	22	.1	108	16	.1	55	16	.1	62	3		22
W 18-49	22	.1	93	26	.1	150	25	.1	123	7		70	47	.3	167	35	.2	94
M 25-49	18	.1	48	26	.2	140	21	.2	92	10	.1	42	11	.1	50	3		22
W 25-49	18	.1	84	22	.2	120	17	.1	94	7		62	45	.3	141	31	.2	85
M 25-54	18	.1	48	28	.2	145	21	.1	92	10	.1	42	15	.1	55	3		22
W 25-54	19	.1	87	22	.1	120	17	.1	94	7		62	46	.3	144	31	.2	85
M 35-64	18	.1	46	19	.1	84	8	.1	56	5		20	10	.1	36	3		12
W 35-64	14	.1	46	6		33	6		27	3		13	19	.1	63	17	.1	39
WTKU-FM																		
P 12+	33	.1	98	46	.1	155	40	.1	94	24		80	34	.1	109	25		91
Teens 12-17			7	1		8				1		8	4	.1	12	1		8
M 18-34	1		9	5	.1	10	1		4	1		3	3		4	2		7
W 18-34			5	6	.1	24	7	.1	19	11	.1	27	8	.1	22	3		17
M 18-49	3		17	10	.1	25	5		15	3		17	7		19	5		26
W 18-49	14	.1	35	11	.1	45	14	.1	37	17	.1	45	14	.1	46	7		31
M 25-49	2		8	6		20	4		11	3		17	4		15	4		22
W 25-49	14	.1	35	11	.1	45	14	.1	37	11	.1	35	14	.1	44	7		31
M 25-54	10	.1	17	10	.1	31	6		16	4		21	5		21	7		28
W 25-54	15	.1	39	13	.1	54	15	.1	44	11	.1	37	14	.1	48	7		33
M 35-64	11	.1	25	11	.1	43	6		16	3		18	5		24	7	.1	27
W 35-64	16	.1	37	11	.1	54	16	.1	38	6		21	8	.1	31	4		17
WZXL-FM																		
P 12+	36	.1	133	62	.1	196	28		117	16		80	39	.1	143	23		95
Teens 12-17	5	.1	23	6	.1	19	4	.1	16	2		11	7	.1	15	2		13
M 18-34	15	.2	41	34	.4	75	11	.1	49	7	.1	31	10	.1	46	6	.1	19
W 18-34	10	.1	45	9	.1	55	8	.1	32	7	.1	30	13	.1	47	5	.1	37
M 18-49	19	.1	53	41	.2	99	13	.1	55	7		31	16	.1	72	12	.1	37
W 18-49	12	.1	54	15	.1	76	10	.1	44	7		36	15	.1	54	7		43
M 25-49	12	.1	38	26	.2	75	8	.1	35	5		24	12	.1	54	10	.1	30
W 25-49	8	.1	45	13	.1	70	8	.1	31	7		26	14	.1	51	7		40
M 25-54	12	.1	38	26	.2	75	8	.1	35	5		24	12	.1	54	10	.1	30
W 25-54	8		45	13	.1	70	8		34	7		28	15	.1	53	8		42
M 35-64	3		12	7	.1	24	2		6				6		26	6		18
W 35-64	3		8	5		21	2		14	1		8	2		9	3		8

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WZZO-FM																			
P 12+		44	.1	171	103	.2	332	78	.1	227	38	.1	141	91	.2	318	74	.1	220
Teens 12-17		6	.1	23	8	.1	39	4	.1	17	6	.1	31	1		8	3	.1	16
M 18-34		16	.2	47	41	.5	120	29	.3	75	15	.2	54	32	.4	117	17	.2	64
W 18-34		3		20	15	.2	61	13	.1	50	9	.1	37	17	.2	76	14	.2	57
M 18-49		26	.2	92	69	.4	180	48	.3	122	16	.1	64	57	.3	183	39	.2	105
W 18-49		5		34	23	.1	90	25	.1	84	15	.1	43	29	.2	114	28	.2	87
M 25-49		21	.2	77	61	.4	138	38	.3	93	8	.1	40	48	.3	146	33	.2	85
W 25-49		3		19	19	.1	64	24	.2	73	11	.1	27	25	.2	90	17	.1	42
M 25-54		22	.1	81	62	.4	143	38	.2	93	8	.1	40	48	.3	146	33	.2	85
W 25-54		3		19	19	.1	64	24	.1	73	11	.1	27	27	.2	93	19	.1	46
M 35-64		17	.1	66	29	.2	65	18	.1	47	1		10	27	.2	71	24	.2	45
W 35-64		2		14	10	.1	38	12	.1	38	6		9	13	.1	41	16	.1	33
WFAN-AM																			
P 12+		24		84	16		71	6		23	3		29	16		81	9		61
Teens 12-17		1		4												3	1		3
M 18-34		10	.1	18	11	.1	27	6	.1	21	3		23	7	.1	24	1		5
W 18-34										2			2	2		7	2		7
M 18-49		21	.1	70	14	.1	51	6		21	3		27	10	.1	48	5		28
W 18-49							4			2			2	2		7	3		11
M 25-49		21	.2	70	13	.1	46	6		21	1		18	10	.1	48	5		28
W 25-49							4			2			2	2		7	3		11
M 25-54		21	.1	76	14	.1	51	6		21	1		18	10	.1	52	5		28
W 25-54							4			2			2	2		7	3		11
M 35-64		13	.1	63	4		31						4	4		28	4		23
W 35-64					1		13						2	2		9	1		13
WIOV-FM																			
P 12+		33	.1	120	56	.1	153	27		101	4		29	70	.1	155	56	.1	141
Teens 12-17										4				3	.1	4	4	.1	4
M 18-34		9	.1	18	10	.1	30	6	.1	6	2		12	6	.1	13	10	.1	24
W 18-34		1		9	6	.1	8	1		9				12	.1	25	7	.1	8
M 18-49		17	.1	37	26	.2	62	11	.1	25	3		19	19	.1	41	22	.1	53
W 18-49		4		19	11	.1	28	2		19	1		10	23	.1	48	11	.1	23
M 25-49		16	.1	30	24	.2	49	11	.1	25	1		7	19	.1	41	22	.2	53
W 25-49		4		19	11	.1	28	2		19	1		10	22	.2	40	11	.1	23
M 25-54		18	.1	43	25	.2	57	16	.1	44	1		7	21	.1	47	23	.1	58
W 25-54		7		35	14	.1	39	3		25	1		10	25	.2	51	12	.1	32
M 35-64		14	.1	50	21	.2	51	10	.1	37	1		7	15	.1	34	16	.1	38
W 35-64		7		32	13	.1	44	2		25	1		10	25	.2	50	9	.1	37
TOTALS																			
P 12+		8795	14.5	23853	12815	21.2	31457	9059	15.0	23504	4826	8.0	15353	8915	14.7	24928	6770	11.2	17756
Teens 12-17		354	6.3	1245	865	15.4	2514	741	13.2	1997	575	10.2	1888	640	11.4	2053	675	12.0	1715
M 18-34		944	10.8	2642	1963	22.4	4561	1427	16.3	3388	911	10.4	2567	1155	13.2	3134	937	10.7	2301
W 18-34		973	11.1	2937	1985	22.7	4923	1524	17.4	3946	962	11.0	2813	1322	15.1	3787	1035	11.8	2762
M 18-49		2208	13.0	5968	3789	22.3	8702	2801	16.5	6618	1541	9.1	4550	2455	14.4	6553	1869	11.0	4804
W 18-49		2089	12.0	6200	3708	21.3	9317	2777	15.9	7373	1482	8.5	4695	2535	14.5	7434	2014	11.6	5526
M 25-49		1938	14.1	5240	3113	22.6	7078	2262	16.5	5341	1132	8.2	3473	2054	14.9	5475	1494	10.9	3891
W 25-49		1732	12.2	5144	2936	20.7	7525	2124	15.0	5860	1019	7.2	3448	2073	14.6	5953	1582	11.2	4387
M 25-54		2240	14.2	6103	3500	22.3	8144	2528	16.1	6075	1261	8.0	3929	2317	14.7	6250	1656	10.5	4353
W 25-54		2090	12.8	6073	3373	20.7	8608	2402	14.7	6610	1186	7.3	3946	2434	14.9	6871	1862	11.4	5072
M 35-64		2188	16.5	5778	2878	21.7	6864	2081	15.7	5230	969	7.3	3119	2083	15.7	5559	1447	10.9	3870
W 35-64		2188	15.4	5924	2928	20.6	7282	1984	14.0	5406	881	6.2	3072	2133	15.0	6130	1622	11.4	4423

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call letters - see Page 13.

ARBITRON

Notations

Notations

Notations

Notations

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Notations

Arbitron Radio Reliability Tables

Table A

RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.78	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.87
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.88
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.78	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

Note: When a rating is greater than 50.0, use the value given for a rating equal to 100.0 minus the original rating. For example, if the rating were 87.3, use the value shown for a rating of 12.7 (100.0 - 87.3).

Instructions

Estimating the Reliability of Audience Ratings Estimates/The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M5, Paragraph 14, for further information.)

Confidence intervals can be obtained for any rating in the "Listener Estimates" section in this report in two steps: (1) determine an estimated standard error and (2) use this estimated standard error to construct a confidence interval around the rating.

1. Determine an estimate of standard error:

- For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 3.7 rating is 18.88. Table A values represent the square root of (the rating x 100 - the rating); therefore, Table A values are constant across all markets and surveys.
- For AQH ratings, select the demographic group (down the side) and the daypart (across the top) for the corresponding Table B value. For Cume ratings, select the demographic group (down the side) for the corresponding Table B value in the first column.

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 18+, Mon-Fri 6AM-7PM might be 55.00.

- Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $18.88 \div 55.00 = 0.34$.

2. Use the estimated standard error to construct a confidence interval around the rating:

- The rating +/- one standard error will yield a 68% confidence interval. In the above example, 3.7 ± 0.34 yields a confidence interval of 3.36-4.04. Interpretation: The user can be 68% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.4 and 4.0.
- The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $3.7 \pm (1.64 \times 0.34)$ yields a confidence interval of 3.14-4.26. Interpretation: The user can be 90% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.1 and 4.3.
- The rating +/- (1.96 x the standard error) yields a 95% confidence interval (compute as in (b) above), and the rating +/- (2.58 x the standard error) yields a 99% confidence interval (compute as in (b) above).

Estimating Reliability for Projected Numbers of Persons/To estimate standard error (and construct confidence intervals) for Persons estimates rather

than ratings: (1) Convert the Persons estimate into a rating. $(\text{Persons} \div \text{the population}) \times 100$. (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. $(\text{Standard error} \times \text{the population}) \div 100$. (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

Estimating Effective Sample Base (ESB) Sizes/

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M 18+, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 55.00 would be 55.00 squared, or 3025. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

Please refer to the *Arbitron Radio Description of Methodology and Arbitron Replication II: A Study of the Reliability of Radio Ratings* for further discussion of the above and a discussion of more complex applications.

Limitations

Although Arbitron believes the above-described procedures provide report users with useful estimates of standard errors, the reader should note the limitations described in Paragraphs 14-16 and 18-21 herein on Pages M5-M6.

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A Sat 3P-7P	Weekend 10A-7P	Sat 10A-3P Sat 7P-MID	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Weekend 6A-MID	Mon-Fri 6A-10A +	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sun 6A-10A Sun 3P-7P		Sun 10A-3P Sun 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID		Mon-Fri 3P-7P			
Persons 12+	56.32	84.68	103.23	83.82	105.09	106.09	124.11	124.41	115.57	128.01	133.45
Persons 18+	*****	*****	98.75	*****	*****	*****	*****	119.27	*****	*****	127.94
Men											
18+	41.22	*****	*****	*****	*****	*****	*****	*****	*****	*****	99.74
18-24	14.23	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.49
25-34	19.47	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.64
35-44	19.94	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.06
45-54	17.84	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.19
55-64	14.78	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.88
65+	16.55	*****	*****	*****	*****	*****	*****	*****	*****	*****	36.08
12-24	20.68	36.42	*****	35.45	45.91	43.24	53.81	*****	48.47	*****	57.97
18-34	24.43	38.32	46.95	36.99	50.00	46.90	56.77	56.71	55.03	*****	64.31
18-49	33.44	51.89	60.57	50.28	65.79	60.34	73.24	73.16	70.99	*****	82.97
25-49	30.75	46.56	*****	45.88	58.66	54.21	69.03	*****	60.16	*****	74.18
25-54	33.21	49.60	60.80	49.30	62.79	57.76	73.53	68.34	64.08	*****	79.03
35-64	30.79	45.00	56.84	45.96	58.37	54.15	68.73	63.88	59.90	*****	73.87
Women											
18+	45.05	*****	*****	*****	*****	*****	*****	*****	*****	*****	103.56
18-24	15.02	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.70
25-34	20.59	*****	*****	*****	*****	*****	*****	*****	*****	*****	52.75
35-44	22.74	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.64
45-54	19.02	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.16
55-64	16.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.39
65+	19.71	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.60
12-24	21.51	35.24	*****	34.83	43.11	43.82	52.85	*****	46.98	*****	55.03
18-34	25.74	39.66	48.97	38.30	50.09	48.52	59.46	55.59	53.18	*****	64.52
18-49	35.59	54.58	65.77	53.31	68.04	65.27	79.88	74.67	71.44	*****	86.67
25-49	33.55	49.80	*****	49.68	63.14	60.07	74.63	*****	68.40	*****	80.62
25-54	36.30	53.28	65.54	53.22	67.72	63.73	79.60	76.31	72.95	*****	85.99
35-64	34.45	49.90	60.34	49.97	62.82	59.95	73.28	70.26	67.17	*****	79.17
Persons											
12-24	28.23	46.12	*****	45.49	57.18	55.50	67.52	*****	62.42	*****	72.60
18-34	33.29	51.38	63.87	49.71	65.50	63.30	76.96	77.15	71.15	*****	82.76
18-49	45.30	69.10	84.04	67.25	86.15	81.61	101.27	101.51	93.62	*****	108.89
25-49	41.36	62.01	*****	61.46	77.84	73.54	91.46	*****	84.56	*****	98.35
25-54	44.51	65.94	81.56	65.77	83.17	78.45	98.28	98.52	90.86	*****	105.68
35-64	42.04	60.70	75.81	61.36	77.79	74.08	91.35	91.57	84.45	*****	98.22
Teens											
12-17	20.24	33.16	*****	33.79	45.34	50.11	51.52	*****	54.81	*****	59.77
Black P12+	24.61	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.30
Hispanic P12+	11.17	*****	*****	*****	*****	*****	*****	*****	*****	*****	26.47

***** Report does not include data for this demographic group

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	82.71	192.33
Men		
18-34	36.14	94.87
25-54	49.34	114.65
35-64	46.34	109.46
Women		
18-34	36.52	91.21
25-54	53.21	125.69
35-64	50.50	116.52
Persons		
18-34	48.24	120.37
25-54	65.90	153.18
35-64	62.51	144.92

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A Sat 3P-7P	Sat 10A-3P Sat 7P-MID	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 6A-7P	Mon-Sun 6A-MID
		Sun 3P-7P	Sun 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Sun 6A-MID
Persons 12+	68.34	111.65	109.65	139.46	134.42	166.94	182.62
Men							
18-34	33.19	50.78	49.42	65.61	61.32	72.08	87.10
18-49	45.86	68.52	67.20	86.10	80.23	93.64	110.80
25-49	41.50	62.08	61.67	77.76	74.04	80.93	101.35
25-54	44.97	66.35	66.24	83.81	79.18	86.68	107.16
35-64	42.00	60.80	62.09	79.18	74.23	81.68	96.68
Women							
18-34	33.89	52.37	50.24	65.90	64.36	70.25	85.95
18-49	48.42	72.55	70.53	90.66	87.84	95.66	116.81
25-49	44.84	66.06	66.12	84.77	81.81	92.50	112.78
25-54	48.47	70.48	70.49	90.24	86.24	97.96	119.60
35-64	46.36	67.64	67.16	84.33	83.04	91.58	110.98
Teens							
12-17	27.93	44.81	45.38	60.83	66.61	73.19	81.69

Description of Methodology

Introduction

The following Description of Methodology is applicable to the data and estimates contained in the "Listener Estimates" section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* and in other associated relevant documents, made available by Arbitron to all Arbitron syndicated Radio Report subscribers. In the event that the separate publication titled *Arbitron Radio Description of Methodology* conflicts with the "Description of Methodology" printed herein, the latter is considered the more current Description of Methodology.

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of sampling units. A sampling unit generally consists of a single county, but may also consist of an independent city or a split county. Split counties are defined as one or more zip codes within a county and are based on zip code information from 1990 Census data, as updated annually by Market Statistics.

a. Metro Survey Area (Metro)

The Metro Survey Area is the primary reporting area of local radio. Arbitron Radio Metros generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A radio Metro may deviate from its respective OMB definition due to topographical, sampling, or other considerations.

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county (ies) of the majority of the local area stations' city (ies) of license.

The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data. At that time, Arbitron reviews all Radio Metro definitions for possible adoption of the applicable OMB definitions. In the review process, Arbitron considers such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

Changes to an existing Metro definition between the 10-year OMB review cycles will be considered by Arbitron if a formal written proposal, which presents in detail the rationale and benefits of the proposed Metro, is submitted to Arbitron within established deadlines; widespread subscriber support for the change is generally required as well.

b. Total Survey Area (TSA)

The TSA of an Arbitron Radio Market is designed to provide a comprehensive measure of listening to Metro-licensed radio stations. The TSA is composed of the Metro and any additional counties (or geographically split counties) which meet certain criteria for inclusion.

TSA definitions are based on historical radio listening patterns and are updated biennially based on the syndicated diary data used for the most recent County Coverage study [excluding any extra sample used for Custom Survey Area Reports (CSARs)]. The specific criteria for adding, retaining or deleting non-Metro TSA counties are outlined in a separate publication titled *Arbitron Radio*

Description of Methodology and in other associated relevant documents.

c. Designated Market Area (DMA®)

The DMA is composed of sampling units (counties or geographically split counties) and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or split county is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Sampling & Measurement Techniques

2. Sampling Methodology/Survey sample targets are established for the Metro and, if applicable, the non-Metro TSA and/or the DMA. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the respective survey area subject to minimum sample requirements for Radio County Coverage. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of response based on previous survey (s) sample performance and other factors.

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Metromail Corporation. These qualifying hundred blocks comprise the sample frame for each sampling unit. Known non-residential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

If a need for additional sample arises after the original sample has been selected by the computer, then such additional sample is generally selected in the same manner and from the same sample frame as the original sample.

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying monetary amounts are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/Initial contact with listed sample households is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Initial contact with unlisted sample households is by telephone, when an interviewer calls to request participation in the survey.

Arbitron interviewers call selected telephone numbers to ascertain the possibility of a media affiliation, to gain consent for participation in the survey, to determine the number of Persons 12+ living in the household at the time of the placement call and, where applicable, to determine the race/ethnicity and demographics of the household. Households with more than nine persons 12 years of age and older and media-affiliated households are ineligible for survey participation.

Interviewers are instructed to make a number of attempts to reach every telephone number in the sample. These attempts are made at different hours of the day and evening. Arbitron then sends diaries directly to consenting sample households.

In addition to follow-up by mail from Arbitron, the interviewers are directed to make further contact (s) with consenting sample households by telephone: to make sure the diaries have been received; to assist members of the household in understanding the diaries' purpose; to answer any questions; to remind the diarykeepers to return their diaries after the survey week; and to thank them for their participation in the survey.

Explicit instructions are provided to each interviewer, and validation checks are regularly conducted to help ensure that instructions are being properly followed.

Processing Techniques

5. Processing of Diaries/Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those which are unusable are diaries which Arbitron determines: are incomplete; are postmarked and/or arrive before or after established dates; or which otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron Radio Edit Procedures Manual*. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascription procedures, the allocation of credit for aberrated call letters and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., counties, split counties or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a

station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

c. Computing Average Quarter-Hour (AQH) Persons Estimates

Station AQH Persons estimates are computed by multiplying, for each diary, the number of quarter-hours of listening to a station for the time the station is on the air within a daypart by that diary's PPDV. The result of this multiplication is summed for all diaries within the particular demographic group, then divided by the number of quarter-hours the station is on the air within the same daypart, then rounded to hundreds.

d. Computing 4-Book and 2-Book Averages

4-Book and 2-Book Averages are applicable to Continuous Measurement and Fall/Spring markets, respectively. 4-Book and 2-Book Averages are averages of rounded audience estimates computed for the total demographic group and daypart for each applicable survey. A 4-Book or 2-Book Average is computed for a station, if the station is reported in the applicable Radio Market Report for each survey included in the average. A zero value is used for survey(s) for which an estimate did not appear for a station reported in the Radio Market Report. A 4-Book or 2-Book Average is not shown, if a station is not reported for one of the surveys to be averaged.

e. Rounding of Calculations

Rounding occurs at various stages in the calculation of audience estimates at demographic and daypart summation levels.

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time as soon as they occur but no later than the day after the last day of the survey.

g. Technical Difficulties

Generally, no adjustments are made to either diary entries or published audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 13 is to assist users of this report in making their own evaluation of the audience estimates. Arbitron will accept information on technical difficulties up to the day after the last day of the survey.

Criteria for Reporting Stations

7. Criteria for Reporting Stations/To be listed in an Arbitron report, a radio station must engage in systematic regular commercial broadcasting pursuant to the authority of the Federal Communications Commission (FCC) or other appropriate governmental authority. Call letter designations exceeding four characters are shortened to four characters. Generally, reported call letters are the FCC-authorized call letters in effect on the last day of the survey as reported to Arbitron. In the event a station has changed call letters during the survey period, the first call letters listed in the report are those in effect on the last day of the survey, with the station's previous call letters noted immediately below them.

Arbitron maintains a call letter history based on information provided by radio stations, the FCC and other sources. In the event of exchanges of frequencies between stations in a market, the call letters under which audience estimates are published in this report are based on Arbitron's verification and interpretation of information from various relevant sources, which include the FCC and the affected stations. Specifics regarding the above are listed on Page 13 of this report.

Audience estimates for a station which does not meet Minimum Reporting Standards (MRS) cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the MRS as described in Paragraphs 8 and 9. Non-commercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron.

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station which does not simulcast with another station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro or, if applicable, the DMA among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market:

- a. The station must have received five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), and,
- b. The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), and,
- c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

9. Minimum Reporting Standards (MRS) for Simulcast Stations/MRS for simulcast stations are generally based on the percent of quarter-hours in the Monday-Sunday 6AM-Midnight daypart (when both stations are on the air simultaneously) that the two stations simulcast for every week of the current survey:

- a. 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)

- b. 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.

- c. 90.50 percent or greater – If the combined audience of the two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

10. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. However, if two stations are partially or totally simulcast and one of the two stations is a home station, both may be treated as home stations. A station can be home to only one Metro, unless a station is licensed to a Metro which is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

11. Station Information/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed on the Station Information page in alphabetical order within Home/Outside reporting classifications (see Paragraph 10) with their simulcast partner noted in parentheses next to their call letters. Simulcast partners are further distinguished with the following indicators: * denotes 10 to 50 percent simulcasting; † denotes 51 to 90 percent simulcasting; ‡ denotes 91 to 100 percent simulcasting.

12. Special Notices/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed in Special Notices on Page 13 of this report, along with an indication of the dayparts for which they simulcast 100 percent.

13. Station Lineup/If two stations simulcast for 9.50 percent or more during the total Monday-Sunday 6AM-Midnight daypart, the stations are reported in the following order for all dayparts: (1) For AM/FM simulcast partners, the AM station is listed in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10) with its FM simulcast partner listed immediately below it; (2) For same-band simulcast partners, the stations are listed together in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10), based on the alphabetical position of the first simulcast partner.

Statistical Reliability

14. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special

Notices and Paragraph 16. Approximations of the sampling error can be developed by use of Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 16, the accuracy of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

15. Effective Sample Base (ESB)/Estimates of the Effective Sample Base indicate the size of a simple random sample (in which all diaries have equal value) that would be required to provide the same degree of reliability as the in-tab sample actually used to produce the audience estimates in the "Listener Estimates" section in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Statistical reliability is also affected by factors described in Paragraph 16. Approximations of ESBs may be determined by squaring the values in Table B of this report. The Arbitron formula for estimating ESBs is based upon the empirical study referenced in Paragraph 14. This formula takes into account overlapping Metro sample designs (Embedded Metros) and differences in return rates among sampling units, the individual sex-age categories and race/ethnic groups, where applicable. As a general rule, ESBs for all Cume estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

Limitations

16. Limitations/In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

- a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; group quarters residences containing ten or more individuals. Additionally, all possible telephone listings may not be included in the directories available to Metromail Corporation when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.
- b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call.
- c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent marketing research suppliers are used by Arbitron.

- d. Nonresponding persons may have listening habits which differ from those of respondents.
- e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.
- f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits which differ from other persons.
- g. The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.
- h. Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations which are inherent in Arbitron estimates based thereon.
- i. Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.
- j. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.
- k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.
- l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.
- m. Data analysis, preprocessing preparation, ascription of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.
- n. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately pro-

- grammed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.
- p. Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.
- q. Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.
- r. Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

17. Retention Schedule/In-tab Arbitron diaries used for the compilation of the most current estimates published in this report are retained in the form of electronic images for one year from the date on which this report was first mailed to subscribers by Arbitron. Unusable diaries and other survey materials are retained in paper format or electronic image for one year from the date on which this report was first mailed to subscribers by Arbitron. After such time, all diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

Special Notices

18. Special Notices/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the Special Notices on Page 13 of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

Reservation of Rights

19. Reservation of Rights/Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties

20. Disclaimer of Warranties/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing Arbitron data or estimates; or the Arbitron data or estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on

behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report.

Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Spring 1997, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

A subscriber to any particular report may not use the demographic data or audience estimates printed in the "Target Listener Trends" section which reference a market report to which they did not subscribe.

Neither this report, the map contained herein nor any audience estimate may be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Metro Market Profile Sources

PRIZM®

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers and profile markets and audiences by lifestyle. Claritas analyzes key demographic characteristics from the U.S. Census and hundreds of millions of actual consumer purchase records to classify each neighborhood in the U.S. into one of 62 distinct PRIZM clusters. Among the characteristics analyzed are income, value and type of housing, marital status, presence and ages of children in a household, ethnicity, urban-suburban-town-rural location, age, sex, occupation, level of education, as well as new car registrations, magazine subscriptions, real estate transactions, and financial data. Claritas updates PRIZM annually.

The 62 unique PRIZM clusters are organized into 15 broader social groups. Each group is identified by a group code which denotes a basic neighborhood type. (U1-U3 groups are Metro Urban; C1-C3 groups are 2nd City; S1-S3 groups are Metro Suburb; T1-T3 groups are Small Town; and R1-R3 groups are Rural.) When linked to market and radio measurement data, this geodemographic model produces descriptive audience information.

Each PRIZM group's composition in this Metro for Persons 12+ is compared to the group's national composition. The Index of Concentration compares the Metro's composition with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. An index of 200 means that the Metro's composition is twice that of the nation.

For more information about PRIZM, please call (703) 812-2700. PRIZM is a registered trademark of Claritas, Inc.

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Spring 1997 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/97.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/97).

3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/97.

6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the metro (1990 Census).

8. Colleges and Universities enrollment is taken from the most current available survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/97 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 6, 1997, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1997, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (810) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Selected Arbitron Terms

Average Quarter-Hour Persons/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening in the total number of quarter-hours the station was on the air during a reported daypart. This estimate, expressed in hundreds (00), is reported for the Metro, TSA and DMA, where applicable.

Average Quarter-Hour Rating/The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro and, where applicable, the DMA.

Average Quarter-Hour Share/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. This estimate is reported for the Metro only.

Cume Duplication/The percentage of estimated Cume Persons for one station that also listened to a second station. This estimate is reported for the Metro only.

Cume Persons/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.) This estimate, expressed in hundreds (00), is reported for the Metro, TSA and DMA where applicable.

Cume Rating/The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro only.

Daypart/A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 10AM-7PM).

Designated Market Area (DMA®)/Nielsen Media Research's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county or sampling unit in the United States is assigned exclusively to one DMA.

Diary Mentions/The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and who is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab for the Metro.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, plus dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc. are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit which may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 10.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listed Sample/Sample telephone numbers for which names and mailable addresses are known prior to diary placement calling.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals/DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Pars. 8-9.)

Outside Station/A station which is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county, county equivalent, split county, or independent city for which sample is separately selected and monitored.

Share/(See "Average Quarter-Hour Share.")

Simulcast/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

Split County/A portion of a county, consisting of one or more zip codes, which is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties.

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

METRO RANK	MARKET	WINTER 97	SPRING 97	SUMMER 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	SUMMER 97	FALL 97	METRO RANK	MARKET	WINTER 97	SPRING 97	SUMMER 97	FALL 97
223	Abilene, TX	C				261	Great Falls, MT	C				125	Pensacola	C			
67	Akron					181	Green Bay					135	Peoria				
245	Albany, GA	C	C	C	C	41	Greensboro-Winston Salem-High Point					5	Philadelphia	C	C	C	C
57	Albany-Schenectady-Troy					80	Greenville-New Bern-Jacksonville					18	Phoenix				
71	Albuquerque					59	Greenville-Spartanburg					20	Pittsburgh				
200	Alexandria, LA	C	C	C	C	159	Hagerstown-Chambersburg-Waynesboro, MD-PA	C	C	C	C	162	Portland, ME	C	C	C	C
65	Allentown-Bethlehem					73	Harrisburg-Lebanon-Carlisle					24	Portland, OR	C	C	C	C
236	Altoona					255	Harrisburg, VA					117	Portsmouth-Dover-Rochester				
189	Amarillo, TX	C	C	C	C	42	Hartford-New Britain-Middletown					160	Poughkeepsie, NY	C	C	C	C
165	Anchorage					58	Honolulu					31	Providence-Warwick-Pawtucket	C	C	C	C
147	Ann Arbor					9	Houston-Galveston					238	Pueblo				
138	Appleton-Oshkosh					139	Huntington-Ashland					132	Quad Cities (Davenport-Rock Island-Moline)				
176	Asheville					115	Huntsville					48	Raleigh-Durham				
12	Atlanta					36	Indianapolis					250	Rapid City, SD				
136	Atlantic City-Cape May					254	Ithaca, NY					130	Reading, PA	C	C	C	C
111	Augusta, GA					118	Jackson, MS					210	Redding, CA	C	C	C	C
243	Augusta-Waterville, ME					259	Jackson, TN					131	Reno				
51	Austin					53	Jacksonville					56	Richmond				
86	Bakersfield					94	Johnson City-Kingsport-Bristol					26	Riverside-San Bernardino				
19	Baltimore					166	Johnstown					102	Roanoke-Lynchburg				
260	Bangor, ME					224	Joplin, MO					247	Rochester, MN	C	C	C	C
81	Baton Rouge					171	Kalamazoo					46	Rochester, NY				
230	Battle Creek, MI					27	Kansas City					149	Rockford				
128	Beaumont-Port Arthur, TX					143	Killeen-Temple, TX					28	Sacramento				
262	Beckley, WV					68	Knoxville					124	Saginaw-Bay City-Midland				
240	Billings, MT					251	La Crosse, WI					214	St. Cloud, MN	C	C	C	C
133	Biloxi-Gulfport-Pascagoula, MS					231	Lafayette, IN					17	St. Louis				
161	Binghamton					98	Lafayette, LA					154	Salisbury-Ocean City				
55	Birmingham					203	Lake Charles, LA					35	Salt Lake City-Ogden-Provo				
258	Bismarck, ND					104	Lakeland-Winter Haven					252	San Angelo, TX	C	C	C	C
207	Blacksburg-Christiansburg-Radford-Pulaski, VA					110	Lancaster					34	San Antonio				
228	Bloomington					113	Lansing-East Lansing					14	San Diego				
129	Boise					211	Laredo, TX					4	San Francisco				
10	Boston					45	Las Vegas					30	San Jose				
112	Bridgeport					204	Laurel-Hattiesburg, MS					168	San Luis Obispo, CA				
235	Bryan-College Station, TX					248	Lawton, OK					184	Santa Barbara, CA				
40	Buffalo-Niagara Falls					105	Lexington-Fayette					233	Santa Fe, NM	C	C	C	C
221	Burlington, VT					220	Lima, OH					196	Santa Maria-Lompoc, CA				
120	Canton					169	Lincoln					114	Santa Rosa				
182	Cape Cod, MA					82	Little Rock					79	Sarasota-Bradenton				
265	Casper, WY					2	Los Angeles					153	Savannah				
198	Cedar Rapids					50	Louisville					13	Seattle-Tacoma				
212	Champaign, IL					172	Lubbock					127	Shreveport				
91	Charleston, SC					148	Macon					244	Sioux City, IA	C	C	C	C
156	Charleston, WV					121	Madison					209	Sioux Falls				
37	Charlotte-Gastonia-Rock Hill					193	Manchester					157	South Bend				
222	Charlottesville, VA					205	Marion-Carbondale (Southern Illinois)					87	Spokane				
100	Chattanooga					63	McAllen-Brownsville-Harlingen					192	Springfield, IL	C	C	C	C
263	Cheyenne, WY					202	Medford-Ashland, OR					77	Springfield, MA				
3	Chicago					96	Melbourne-Titusville-Cocoa					145	Springfield, MO				
186	Chico, CA					43	Memphis					134	Stamford-Norwalk, CT				
25	Cincinnati					188	Merced, CA					234	State College, PA				
22	Cleveland					264	Meridian, MS					85	Stockton				
95	Colorado Springs					11	Miami-Ft. Lauderdale-Hollywood					232	Sussex, NJ	C	C	C	C
239	Columbia, MO					29	Milwaukee-Racine					70	Syracuse				
88	Columbia, SC					16	Minneapolis-St. Paul					167	Tallahassee				
164	Columbus, GA					84	Mobile					21	Tampa-St. Petersburg-Clearwater				
32	Columbus, OH					122	Modesto					182	Terre Haute				
126	Corpus Christi					47	Monmouth-Ocean					241	Texarkana, TX-AR	C	C	C	C
7	Dallas-Ft. Worth					227	Monroe, LA					75	Toledo				
191	Danbury, CT					78	Monterey-Salinas-Santa Cruz					177	Topeka				
257	Danville, IL					140	Montgomery					137	Trenton, NJ				
54	Dayton					179	Morgantown-Clarksburg-Fairmont, WV					201	Tri-Cities, WA (Richland-Kennewick-Pasco)				
93	Daytona Beach					101	Morristown, NJ					60	Tucson				
23	Denver-Boulder					185	Myrtle Beach, SC					61	Tulsa				
88	Des Moines					44	Nashville					174	Tupelo, MS	C	C	C	C
6	Detroit					15	Nassau-Suffolk (Long Island)					213	Tuscaloosa, AL				
178	Dothan, AL					83	New Bedford-Fall River, MA					144	Tyler-Longview, TX	C	C	C	C
217	Dubuque, IA					97	New Haven					142	Utica-Rome				
215	Duluth-Superior					163	New London, CT					106	Visalia-Tulare-Hanford				
229	Eau Claire, WI					39	New Orleans					190	Waco, TX				
194	Elmira-Corning, NY					1	New York					8	Washington, DC				
69	El Paso					141	Newburgh-Middletown, NY (Mid-Hudson Valley)					175	Waterbury, CT				
152	Erie					33	Norfolk-Virginia Beach-Newport News					225	Waterloo-Cedar Falls				
146	Eugene-Springfield					195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)					246	Watertown, NY	C	C	C	C
151	Evansville					173	Odessa-Midland, TX					158	Wausau-Stevens Point, WI (Central WI)				
208	Fargo-Moorhead					52	Oklahoma City					49	West Palm Beach-Boca Raton				
123	Fayetteville, NC					72	Omaha-Council Bluffs					216	Wheeling				
155	Fayetteville (Northwest Arkansas)					38	Orlando					90	Wichita				
116	Flint					256	Owensboro, KY					237	Wichita Falls, TX				
197	Florence, SC					109	Oxnard-Ventura					62	Wilkes Barre-Scranton				
76	Ft. Myers-Naples-Marco Island					150	Palm Springs, CA					242	Williamsport, PA				
119	Ft. Pierce-Stuart-Vero Beach					226	Panama City, FL					74	Wilmington, DE				
170	Ft. Smith, AR					218	Parkersburg-Marietta, WV-OH					180	Wilmington, NC				
206	Ft. Walton Beach, FL											219	Winchester, VA				
99	Ft. Wayne											107	Worcester				
198	Frederick, MD											187	Yakima, WA				
64	Fresno											103	York				
108	Gainesville-Ocala											92	Youngstown-Warren				
253	Grand Forks, ND-MN																
249	Grand Junction, CO																
66	Grand Rapids																

NOTE/Metro ranks listed above are based on Spring 1997 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
● — denotes Standard Radio Market Report
C — denotes Condensed Radio Market Report

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

This Service is Not Accredited by the EMRC/This service is not part of a regular syndicated rating service accredited by the Electronic Media Rating Council (EMRC), and Arbitron has not requested accreditation. Arbitron does provide syndicated services which are accredited by the EMRC.

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Prior to Purchasing, within one hour prior to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

METHODOLOGY/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

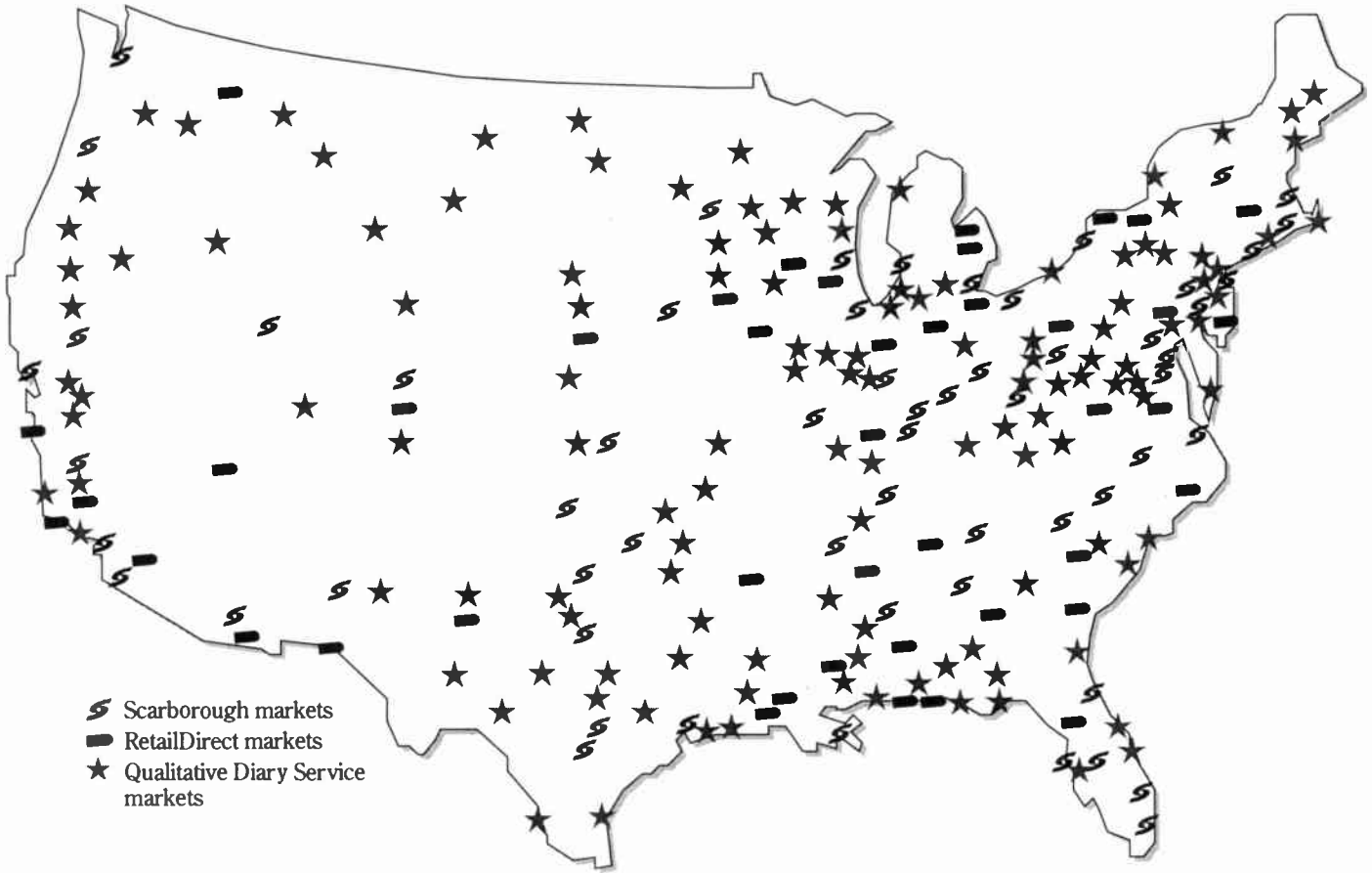
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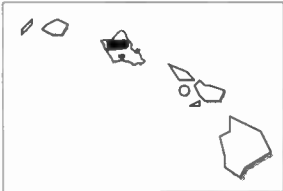
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Now in 236 markets



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- ★ Qualitative Diary Service markets



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Arbitron introduced its RetailDirectSM qualitative service into two markets in the fall of 1994. Since, it has grown to where it's now in 44 markets.

The Scarborough Report, another qualitative service offered by Arbitron, is available in 60 markets (the top 50 DMA[®] markets plus 10 others).

And now Arbitron has introduced a *new* qualitative research service starting with the Spring 1997 survey. It's called the Qualitative Diary Service and, as of December 3, 1996, is being offered in 132 markets. Altogether that means Arbitron qualitative research is now available in 236 markets, with more to come.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

The 1996-1997 Scarborough Consumer, Media & Retail Report

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Preface

The Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, **WAVE II 97 (Jan. 96 - Feb. 97)**. The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Scarborough data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and retail shopping profiles of radio listeners. A detailed description of Scarborough methodology is available to Arbitron subscribers upon request in separate publications, titled *The 1996 Scarborough Consumer, Media & Retail Report*.

Users of this report should note that Scarborough survey periods and methodology differ from Arbitron survey periods and methodology. Therefore, Scarborough data and estimates may differ from Arbitron data and estimates.

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The Scarborough Consumer, Media & Retail Report

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Special Notices

The Market

Metro Definition/ The geographic area surveyed by Scarborough for this market is defined as follows:

County/State

Burlington, NJ
 Camden, NJ
 Gloucester, NJ
 Bucks, PA
 Chester, PA
 Delaware, PA
 Montgomery, PA
 Philadelphia, PA

Reported Stations/ The following radio station call letters are reported by Scarborough for the Scarborough data and estimates provided herein:

Current Call Letters	Reported Call Letters	Licensed Station
	KYW -AM	
	WBEB-FM	(S)
	WCHR-FM	
	WDAS-AM	(S)
	WDAS-FM	(S)
WPHI-FM	WDRE-FM	
	WFIL-AM	
	WFLN-FM	(S)
	WFMZ-FM	
	WHAT-AM	
	WIOQ-FM	(S)
	WIP -AM	(S)
	WJBR-FM	
	WJJZ-FM	
	WKKW-FM	(S)
	WMGK-FM	(S)
	WMMR-FM	
	WUGL-FM	
	WPEN-AM	(S)
	+WPHT-A,WPTS-A	
	WPLY-FM	
	WPST-FM	
	WRDR-FM	
	WSTW-FM	
	WUSL-FM	(S)
	WWDB-FM	(S)
	WXTU-FM	(S)
	WYSP-FM	(S)
	WYXR-FM	

+ WPTS-AM changed call letters to WPHT-AM on September 19, 1996

(S) Scarborough station subscriber as of release to print

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is **3,041**.

How to Read a Consumer Profile Report

Any Market Metro

Any Survey Period

Persons 18+



Scarborough Research

	Market		Drank Any Regular Soft Drink Past Week		3+ Fast Food Visits Past Month		Last New Vehicle Bought Was \$20K+		3 or More Dom. Air Trips Past Year		Spent \$250+ on Furniture Past Year	
	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %
AGE												
18-24	1▶ 4312	2▶ 13.4	1463	11.0	3940	15.7	489	8.2	749	9.5	3▶ 1413	4▶ 13.0
25-34	7835	24.4	2729	20.4	6593	26.2	682	11.5	2100	26.7	3034	27.9
35-44	7897	24.6	3624	27.2	6527	25.9	1906	32.1	2088	26.5	2848	26.2
45-54	5650	17.6	2755	20.6	4461	17.7	1368	23.1	1803	22.9	2012	18.5
55-64	2905	9.0	1383	10.4	1812	7.2	664	11.2	666	8.5	846	7.8
65+	3513	10.9	1392	10.4	1839	7.3	823	13.9	472	6.0	714	6.6
Total Adults 18+	32112	100.0	13346	100.0	25172	100.0	5932	100.0	7878	100.0	10867	100.0

1▶ An estimated 431,200 people in the Metro are age 18-24.

2▶ For this Metro, an estimated 13.4% of Persons 18+ are age 18-24.

3▶ An estimated 141,300 people age 18-24 spent \$250+ on furniture in the past year.

4▶ Of Persons 18+, 13.0% of the people who spent \$250+ on furniture in the past year are age 18-24.

How to Read a Radio Report

Any Market

Projected Numbers
In Hundreds (00)

Basic Demographic Characteristics of
Cumulative Radio Audiences
(6AM to Midnight Monday - Sunday)

	Total	Total Radio	Basic Demographic Characteristics of Cumulative Radio Audiences (6AM to Midnight Monday - Sunday)										
			KAAA AM	KBBB FM	KCCC AM	KDDD FM	KEEE FM	KFFF AM	KGGG AM	KHHH FM	KJJJ FM	KLLL FM	KNNN FM
Total	1▶ 7001												
Household Income													
\$100,000 or more	255	247	45	28	13	30	38	44	7	23	18	13	25
Coverage	100%	96.9	17.6	11.0	5.1	11.8	14.9	17.3	2.7	9.0	7.1	5.1	9.8
Compostn	3.6	3.7	10.4	2.9	3.7	5.9	2.3	4.3	1.3	1.8	2.5	1.6	5.0
Index	100	101	287	79	102	163	62	119	36	49	69	45	137
\$75,000-\$99,999	337	307	39	28	9	24	40	54	14	31	21	11	14
Coverage	100%	91.1	11.6	8.3	2.7	7.1	11.9	16.0	4.2	9.2	6.2	3.3	4.2
Compostn	4.8	4.6	9.0	7.9	2.6	4.7	2.4	5.3	2.7	2.4	2.9	1.4	2.8
Index	100	95	188	60	54	99	50	110	53	50	61	29	58
\$50,000-\$74,999	720	648	62	29	26	27	157	114 2▶	73	87	22	36	38
Coverage	100%	90.0	9.6	4.0	3.6	3.9	21.8	15.8 2▶	10.1	12.1	3.1	5.0	5.3
Compostn	10.3	9.7	14.4	3.0	7.4	5.3	9.4	11.2 2▶	13.9	6.8	3.1	4.5	7.6
Index	100	94	140	29	72	52	91	109 3▶	135	66	30	44	74
\$35,000-\$49,999	1058	1009	70	116	77	98	232	158	82	162	119	120	42

1▶ The estimated number of adults 18+ within this Metro is 700,100.

2▶ Of adults 18+ with a Household Income of \$50,000-\$74,999, an estimated 7,300 (10.1 percent) listen to KGGG-AM. This represents approximately 13.9 percent of KGGG-AM adult 18+ listeners.

3▶ The index shows that adults 18+ who have a Household Income of \$50,000-\$74,999 are 35 percent more likely to listen to KGGG-AM than the Metro average.

Scarborough Consumer Profile Report

Philadelphia
Survey Period: Jan 1996 - Feb 1997
Persons 18+



	Market		Drank Any Regular Soft Drink Past Week		3+Fast Food Visits Past Month		Last New Vehicle Bought Was \$20K +		3 or More Dom. Air Trips Past Year		Spent \$250 + On Furniture Past Year	
	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %	Persons (00)	Comp %
AGE												
18 - 24	4310	11.7	3239	13.1	3148	13.3	726	9.3	573	13.6	1439	15.5
25 - 34	7576	20.6	5660	22.9	5415	22.8	1538	19.7	980	23.3	2201	23.7
35 - 44	7844	21.3	5556	22.4	5811	24.5	2062	26.4	821	19.5	2071	22.3
45 - 54	6188	16.8	3813	15.4	4044	17.1	1437	18.4	922	21.9	1792	19.3
55 - 64	4245	11.5	2606	10.5	2261	9.5	913	11.7	544	12.9	823	8.8
65 +	6604	18.0	3893	15.7	3022	12.7	1129	14.5	377	8.9	979	10.5
Total Adults 18 +	36767	100.0	24768	100.0	23700	100.0	7804	100.0	4217	100.0	9306	100.0
GENDER												
Men	17372	47.2	11483	46.4	10705	45.2	3923	50.3	2437	57.8	4496	48.3
Women	19396	52.8	13285	53.6	12995	54.8	3881	49.7	1779	42.2	4809	51.7
MARITAL STATUS												
Married	20026	54.5	13705	55.3	12828	54.1	5361	68.7	2408	57.1	5404	58.1
Single (Never Married)	9467	25.7	6393	25.8	6521	27.5	1473	18.9	1277	30.3	2520	27.1
Widowed/Divorced/Separated	7274	19.8	4670	18.9	4352	18.4	970	12.4	532	12.6	1380	14.8
EMPLOYMENT STATUS												
Full-Time	19946	54.2	13570	54.8	13235	55.8	4761	61.0	2988	70.9	5676	61.0
Part-Time	4540	12.3	2998	12.1	3421	14.4	1044	13.4	405	9.6	1237	13.3
Homemaker	3837	10.4	2610	10.5	2513	10.6	637	8.2	176	4.2	767	8.2
Student	946	2.6	733	3.0	741	3.1	101	1.3	190	4.5	287	3.1
Retired	5213	14.2	3253	13.1	2322	9.8	929	11.9	284	6.7	818	8.8
Other	2285	6.2	1604	6.5	1469	6.2	332	4.3	174	4.1	520	5.6
OCCUPATION												
Professional Specialty	3927	10.7	2418	9.8	2480	10.5	1137	14.6	791	18.8	1180	12.7
Executive/Administrative/Mngmt.	3303	9.0	2125	8.6	2250	9.5	895	11.5	628	14.9	931	10.0
Sales	2779	7.6	1783	7.2	1984	8.4	787	10.1	510	12.1	902	9.7
Administrative Support (Clerical)	5078	13.8	3741	15.1	3544	15.0	966	12.4	497	11.8	1416	15.2
Technicians & Related Support	1651	4.5	1268	5.1	1134	4.8	443	5.7	245	5.8	377	4.1
Service	3451	9.4	2367	9.6	2459	10.4	703	9.0	401	9.5	953	10.2
Other	4296	11.7	2867	11.6	2806	11.8	876	11.2	323	7.7	1154	12.4
HOME OWNERSHIP												
Own	26702	72.6	17645	71.2	16829	71.0	6451	82.7	2968	70.4	6906	74.2
Rent	8914	24.2	6256	25.3	6056	25.6	1204	15.4	1163	27.6	2187	23.5
Other	1152	3.1	867	3.5	815	3.4	148	1.9	86	2.1	212	2.3
ANNUAL HOUSEHOLD INCOME												
Less than \$20,000	4958	13.5	3220	13.0	3089	13.0	459	5.9	231	5.5	832	8.9
\$20,000 - \$34,999	8796	23.9	5951	24.0	5479	23.1	1272	16.3	614	14.6	1685	18.1
\$35,000 - \$49,999	8870	24.1	6376	25.7	6163	26.0	1420	18.2	968	23.0	2117	22.8
\$50,000 - \$75,000	6918	18.8	4891	19.7	4453	18.8	1965	25.2	855	20.3	2186	23.3
\$75,000 +	7224	19.6	4331	17.5	4517	19.1	2688	34.4	1549	36.7	2505	26.9
HOUSEHOLD SIZE												
One	4676	12.7	2780	11.2	2351	9.9	743	9.5	498	11.8	813	8.7
Two	12440	33.8	7703	31.1	7125	30.1	2853	36.6	1769	41.9	2869	30.8
Three or more	19652	53.4	14285	57.7	14224	60.0	4209	53.9	1950	46.2	5623	60.4
NUMBER OF CHILDREN UNDER 18 IN HH												
None	21348	58.1	12864	51.9	11784	49.7	4689	60.1	3060	72.6	4665	50.1
One	6348	17.3	4745	19.2	4748	20.0	1363	17.5	489	11.6	2171	23.3
Two or more	9071	24.7	7158	28.9	7168	30.2	1752	22.5	668	15.8	2468	26.5
RADIO: MON - SUN, 6A - 12M												
Listened	34334	93.4	23194	93.6	22281	94.0	7349	94.2	3959	93.9	8824	94.8
TELEVISION: MON - SUN, 6A - 2A												
Watched	35873	97.6	24063	97.2	23300	98.3	7536	96.6	4199	99.6	9196	98.8
NEWSPAPER READERSHIP												
Read any daily paper	29742	80.9	19844	80.1	19132	80.7	6721	86.1	3539	83.9	7552	81.2
Read any Sunday paper	31725	86.3	21152	85.4	20325	85.8	6976	89.4	3738	88.6	8145	87.5
CABLE TV SERVICE												
Subscribe to Cable television	28222	76.8	19487	78.7	18932	79.9	6830	87.5	3368	79.9	7668	82.4

1997 Scarborough Report

JAN 96-FEB 97

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PROJECTED NUMBERS
IN HUNDREDS (00)

BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	TOTAL RADIO	KYW AM	WBEB FM	WCHP FM	WDAS AM	WDAS FM	WDRE FM	WFIL AM	WFLN FM	WPMZ FM	WHEAT AM	WIOQ FM
TOTAL	36767												
HOUSEHOLD INCOME													
\$100,000 OR MORE	3580	3514	1476	629	77	69	219	430	57	540	80	7	591
COVERAGE	100%	98.2	41.2	17.6	2.2	1.9	6.1	12.0	1.6	15.1	2.2	0.2	16.5
COMPOSTN	9.7	10.2	12.2	10.9	17.4	7.7	5.8	15.3	12.1	16.5	11.9	1.1	11.8
INDEX	100	105	125	112	179	79	59	158	125	169	122	11	121
\$75,000 - \$99,999	3644	3537	1224	877	41	49	281	341	21	343	169	51	566
COVERAGE	100%	97.1	33.6	24.1	1.1	1.3	7.7	9.4	0.6	9.4	4.6	1.4	15.5
COMPOSTN	9.9	10.3	10.1	15.2	9.3	5.5	7.4	12.2	4.5	10.5	25.0	8.0	11.3
INDEX	100	104	102	154	94	55	75	123	45	106	253	81	114
\$50,000 - \$74,999	6918	6604	2236	1568	111	117	548	776	96	649	174	59	1017
COVERAGE	100%	95.5	32.3	22.7	1.6	1.7	7.9	11.2	1.4	9.4	2.5	0.9	14.7
COMPOSTN	18.8	19.2	18.4	27.3	25.1	13.0	14.4	27.7	20.4	19.8	25.8	9.3	20.3
INDEX	100	102	98	145	133	69	77	147	109	105	137	49	108
\$35,000 - \$49,999	8870	8352	2852	1307	74	341	1064	731	85	449	110	53	1253
COVERAGE	100%	94.2	32.2	14.7	0.8	3.8	12.0	8.2	1.0	5.1	1.2	0.6	14.1
COMPOSTN	24.1	24.3	23.5	22.7	16.7	38.0	28.0	26.1	18.1	13.7	16.3	8.3	25.0
INDEX	100	101	97	94	69	158	116	108	75	57	68	35	104
\$30,000 - \$34,999	2907	2548	1008	342	13	48	279	138	25	243	41	54	392
COVERAGE	100%	87.7	34.7	11.8	0.4	1.7	9.6	4.7	0.9	8.4	1.4	1.9	13.5
COMPOSTN	7.9	7.4	8.3	5.9	2.9	5.4	7.3	4.9	5.3	7.4	6.1	8.5	7.8
INDEX	100	94	105	75	37	68	93	62	67	94	77	107	99
\$25,000 - \$29,999	3207	3041	1069	295	19	81	462	87	41	355	57	71	305
COVERAGE	100%	94.8	33.3	9.2	0.6	2.5	14.4	2.7	1.3	11.1	1.8	2.2	9.5
COMPOSTN	8.7	8.9	8.8	5.1	4.3	9.0	12.2	3.1	8.7	10.8	8.4	11.2	6.1
INDEX	100	102	101	59	49	104	140	36	100	124	97	128	70
\$20,000 - \$24,999	2683	2248	758	282	20	105	334	74	24	249	0	125	263
COVERAGE	100%	83.8	28.3	10.5	0.7	3.9	12.4	2.8	0.9	9.3	0.0	4.7	9.8
COMPOSTN	7.3	6.5	6.3	4.9	4.5	11.7	8.8	2.6	5.1	7.6	0.0	19.7	5.3
INDEX	100	90	86	67	62	160	121	36	70	104	0	269	72
\$15,000 - \$19,999	2065	1942	658	278	32	37	242	131	52	123	0	79	447
COVERAGE	100%	94.0	31.9	13.5	1.5	1.8	11.7	6.3	2.5	6.0	0.0	3.8	21.6
COMPOSTN	5.6	5.7	5.4	4.8	7.2	4.1	6.4	4.7	11.1	3.8	0.0	12.4	8.9
INDEX	100	101	97	86	129	73	114	83	197	67	0	221	159
LESS THAN \$15,000	2893	2548	846	174	55	50	369	94	70	322	44	137	175
COVERAGE	100%	88.1	29.2	6.0	1.9	1.7	12.8	3.2	2.4	11.1	1.5	4.7	6.0
COMPOSTN	7.9	7.4	7.0	3.0	12.4	5.6	9.7	3.4	14.9	9.8	6.5	21.5	3.5
INDEX	100	94	89	38	158	71	124	43	189	125	83	274	44
(\$50,000 OR MORE)	14142	13655	4936	3074	229	235	1047	1547	174	1532	423	117	2174
COVERAGE	100%	96.6	34.9	21.7	1.6	1.7	7.4	10.9	1.2	10.8	3.0	0.8	15.4
COMPOSTN	38.5	39.8	40.7	53.4	51.8	26.2	27.6	55.2	37.0	46.8	62.7	18.4	43.4
INDEX	100	103	106	139	135	68	72	144	96	122	163	48	113
(\$30,000 OR MORE)	25920	24555	8796	4723	316	623	2390	2416	283	2224	574	224	3819
COVERAGE	100%	94.7	33.9	18.2	1.2	2.4	9.2	9.3	1.1	8.6	2.2	0.9	14.7
COMPOSTN	70.5	71.5	72.5	82.1	71.5	69.5	63.0	86.2	60.2	67.9	85.0	35.2	76.3
INDEX	100	101	103	116	101	99	89	122	85	96	121	50	108
(\$25,000 OR MORE)	29126	27596	9865	5018	335	705	2851	2502	324	2579	631	295	4124
COVERAGE	100%	94.7	33.9	17.2	1.2	2.4	9.8	8.6	1.1	8.9	2.2	1.0	14.2
COMPOSTN	79.2	80.4	81.3	87.2	75.8	78.6	75.1	89.3	68.9	78.8	93.5	46.4	82.3
INDEX	100	101	103	110	96	99	95	113	87	99	118	59	104
MEDIAN HOUSEHOLD INCOME (IN THOUSANDS)	43.2	44.0	43.8	53.2	51.7	43.2	38.1	54.7	38.3	47.0	62.3	24.1	46.0

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BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	WIP AM	WJBR FM	WJZ FM	WKW FM	WMGK FM	WMGR FM	WOGL FM	WPEN AM	+WPHT AM, WPTS AM	WPLY FM	WPST FM	WRDR FM
TOTAL	36767												
HOUSEHOLD INCOME													
\$100,000 OR MORE	3580	732	68	413	141	470	494	885	195	32	468	341	45
COVERAGE	100%	20.4	1.9	11.5	3.9	13.1	13.8	24.7	5.4	0.9	13.1	9.5	1.3
COMPOSTN	9.7	16.7	12.2	10.2	11.5	9.5	9.5	15.2	6.2	6.7	10.8	14.4	10.4
INDEX	100	172	126	105	119	98	98	156	64	69	110	148	107
\$75,000 - \$99,999	3644	610	72	541	116	599	829	744	253	80	535	388	26
COVERAGE	100%	16.7	2.0	14.8	3.2	16.4	22.7	20.4	6.9	2.2	14.7	10.6	0.7
COMPOSTN	9.9	13.9	12.9	13.4	9.5	12.2	16.0	12.7	8.1	16.8	12.3	16.4	6.0
INDEX	100	141	131	135	96	123	162	129	81	170	124	165	61
\$50,000 - \$74,999	6918	999	76	744	322	1146	1461	1445	308	82	1135	597	91
COVERAGE	100%	14.4	1.1	10.8	4.7	16.6	21.1	20.9	4.5	1.2	16.4	8.6	1.3
COMPOSTN	18.8	22.8	13.7	18.4	26.4	23.3	28.2	24.7	9.8	17.3	26.1	25.2	21.1
INDEX	100	121	73	98	140	124	150	131	52	92	139	134	112
\$35,000 - \$49,999	8870	1132	179	994	301	1471	1216	1457	670	64	1161	593	118
COVERAGE	100%	12.8	2.0	11.2	3.4	16.6	13.7	16.4	7.6	0.7	13.1	6.7	1.3
COMPOSTN	24.1	25.9	32.2	24.6	24.7	29.8	23.5	24.9	21.4	13.5	26.7	25.0	27.3
INDEX	100	107	133	102	102	124	97	103	89	56	111	104	113
\$30,000 - \$34,999	2907	227	45	365	105	373	426	393	238	0	270	130	36
COVERAGE	100%	7.8	1.5	12.6	3.6	12.8	14.7	13.5	8.2	0.0	9.3	4.5	1.2
COMPOSTN	7.9	5.2	8.1	9.0	8.6	7.6	8.2	6.7	7.6	0.0	6.2	5.5	8.3
INDEX	100	66	102	114	109	96	104	85	96	0	78	69	105
\$25,000 - \$29,999	3207	215	27	247	45	256	358	264	420	109	167	58	89
COVERAGE	100%	6.7	0.8	7.7	1.4	8.0	11.2	8.2	13.1	3.4	5.2	1.8	2.8
COMPOSTN	8.7	4.9	4.9	6.1	3.7	5.2	6.9	4.5	13.4	22.9	3.8	2.4	20.6
INDEX	100	56	56	70	42	60	79	52	154	263	44	28	236
\$20,000 - \$24,999	2683	118	57	388	58	236	155	179	350	0	206	106	21
COVERAGE	100%	4.4	2.1	14.5	2.2	8.8	5.8	6.7	13.0	0.0	7.7	4.0	0.8
COMPOSTN	7.3	2.7	10.3	9.6	4.8	4.8	3.0	3.1	11.2	0.0	4.7	4.5	4.9
INDEX	100	37	140	132	65	66	41	42	153	0	65	61	67
\$15,000 - \$19,999	2065	198	20	131	79	202	45	223	224	5	202	69	0
COVERAGE	100%	9.6	1.0	6.3	3.8	9.8	2.2	10.8	10.8	0.2	9.8	3.3	0.0
COMPOSTN	5.6	4.5	3.6	3.2	6.5	4.1	0.9	3.8	7.1	1.1	4.6	2.9	0.0
INDEX	100	81	64	58	115	73	15	68	127	19	83	52	0
LESS THAN \$15,000	2893	147	12	211	53	176	190	250	476	102	208	86	6
COVERAGE	100%	5.1	0.4	7.3	1.8	6.1	6.6	8.6	16.5	3.5	7.2	3.0	0.2
COMPOSTN	7.9	3.4	2.2	5.2	4.3	3.6	3.7	4.3	15.2	21.5	4.8	3.6	1.4
INDEX	100	43	27	66	55	45	47	54	193	273	61	46	18
(\$50,000 OR MORE)	14142	2341	216	1698	580	2215	2785	3074	757	194	2139	1325	162
COVERAGE	100%	16.6	1.5	12.0	4.1	15.7	19.7	21.7	5.4	1.4	15.1	9.4	1.1
COMPOSTN	38.5	53.5	38.8	42.1	47.5	44.9	53.8	52.6	24.2	40.8	49.1	56.0	37.5
INDEX	100	139	101	109	123	117	140	137	63	106	128	145	97
(\$30,000 OR MORE)	25920	3701	440	3057	986	4059	4427	4924	1664	258	3569	2049	316
COVERAGE	100%	14.3	1.7	11.8	3.8	15.7	17.1	19.0	6.4	1.0	13.8	7.9	1.2
COMPOSTN	70.5	84.5	79.1	75.8	80.8	82.3	85.6	84.3	53.1	54.3	82.0	86.5	73.1
INDEX	100	120	112	107	115	117	121	120	75	77	116	123	104
(\$25,000 OR MORE)	29126	3915	468	3305	1031	4315	4785	5188	2084	367	3737	2106	405
COVERAGE	100%	13.4	1.6	11.3	3.5	14.8	16.4	17.8	7.2	1.3	12.8	7.2	1.4
COMPOSTN	79.2	89.4	84.2	81.9	84.4	87.5	92.5	88.8	66.5	77.3	85.8	88.9	93.7
INDEX	100	113	106	103	107	111	117	112	84	98	108	112	118
MEDIAN HOUSEHOLD INCOME (IN THOUSANDS)	43.2	53.9	46.3	45.2	48.8	47.5	53.4	52.7	32.1	37.8	49.6	56.0	42.8

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PROJECTED NUMBERS
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BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	WSTW FM	WUSL FM	WVDB FM	WKTU FM	WYSP FM	WYXR FM
TOTAL	36767						
HOUSEHOLD INCOME							
\$100,000 OR MORE	3580	66	136	547	284	917	588
COVERAGE	100%	1.8	3.8	15.3	7.9	25.6	16.4
COMPOSTN	9.7	16.9	3.2	12.2	7.5	14.6	12.9
INDEX	100	173	33	125	77	150	133
\$75,000 - \$99,999	3644	61	373	453	602	877	524
COVERAGE	100%	1.7	10.2	12.4	16.5	24.1	14.4
COMPOSTN	9.9	15.6	8.9	10.1	15.9	14.0	11.5
INDEX	100	157	89	102	161	141	116
\$50,000 - \$74,999	6918	56	583	884	832	1323	1136
COVERAGE	100%	0.8	8.4	12.8	12.0	19.1	16.4
COMPOSTN	18.8	14.3	13.8	19.7	22.0	21.1	25.0
INDEX	100	76	74	105	117	112	133
\$35,000 - \$49,999	8870	129	1117	943	956	1721	1268
COVERAGE	100%	1.5	12.6	10.6	10.8	19.4	14.3
COMPOSTN	24.1	33.0	26.5	21.0	25.3	27.4	27.9
INDEX	100	137	110	87	105	114	116
\$30,000 - \$34,999	2907	38	409	476	384	404	156
COVERAGE	100%	1.3	14.1	16.4	13.2	13.9	5.4
COMPOSTN	7.9	9.7	9.7	10.6	10.2	6.4	3.4
INDEX	100	123	123	134	128	81	43
\$25,000 - \$29,999	3207	13	410	592	179	370	278
COVERAGE	100%	0.4	12.8	18.5	5.6	11.5	8.7
COMPOSTN	8.7	3.3	9.7	13.2	4.7	5.9	6.1
INDEX	100	38	112	151	54	68	70
\$20,000 - \$24,999	2683	27	457	191	115	257	263
COVERAGE	100%	1.0	17.0	7.1	4.3	9.6	9.8
COMPOSTN	7.3	6.9	10.8	4.3	3.0	4.1	5.8
INDEX	100	95	149	58	42	56	79
\$15,000 - \$19,999	2065	0	416	130	201	232	196
COVERAGE	100%	0.0	20.1	6.3	9.7	11.2	9.5
COMPOSTN	5.6	0.0	9.9	2.9	5.3	3.7	4.3
INDEX	100	0	176	52	95	66	77
LESS THAN \$15,000	2893	0	314	266	231	179	138
COVERAGE	100%	0.0	10.9	9.2	8.0	6.2	4.8
COMPOSTN	7.9	0.0	7.5	5.9	6.1	2.9	3.0
INDEX	100	0	95	75	78	36	39
(\$50,000 OR MORE)	14142	184	1092	1884	1717	3117	2248
COVERAGE	100%	1.3	7.7	13.3	12.1	22.0	15.9
COMPOSTN	38.5	47.1	25.9	42.0	45.4	49.6	49.5
INDEX	100	122	67	109	118	129	129
(\$30,000 OR MORE)	25920	351	2618	3302	3057	5242	3672
COVERAGE	100%	1.4	10.1	12.7	11.8	20.2	14.2
COMPOSTN	70.5	89.8	62.1	73.7	80.8	83.5	80.8
INDEX	100	127	88	105	115	118	115
(\$25,000 OR MORE)	29126	364	3027	3894	3236	5612	3949
COVERAGE	100%	1.2	10.4	13.4	11.1	19.3	13.6
COMPOSTN	79.2	93.1	71.8	86.9	85.5	89.4	86.9
INDEX	100	118	91	110	108	113	110
MEDIAN HOUSEHOLD INCOME (IN THOUSANDS)	43.2	49.1	36.4	46.1	46.9	49.9	49.8

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(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	TOTAL RADIO	KYW AM	WBEB FM	WCHR FM	WDAS AM	WDAS FM	WDRE FM	WFIL AM	WFLN FM	WPMZ FM	WHEAT AM	WIOQ FM
TOTAL	36767												
OCCUPATION (1990 CENSUS DEF'N EMPLOYED)	24486	23462	7621	4446	294	665	2730	2433	280	1974	574	257	3915
COVERAGE	100%	95.8	31.1	18.2	1.2	2.7	11.1	9.9	1.1	8.1	2.3	1.0	16.0
COMPOSTN	66.6	68.3	62.8	77.3	66.5	74.1	71.9	86.8	59.6	60.3	85.0	40.4	78.2
INDEX	100	103	94	116	100	111	108	130	89	91	128	61	117
WHITE COLLAR	16739	16065	5392	3450	232	329	1854	1537	260	1581	430	160	2680
COVERAGE	100%	96.0	32.2	20.6	1.4	2.0	11.1	9.2	1.6	9.4	2.6	1.0	16.0
COMPOSTN	45.5	46.8	44.5	60.0	52.5	36.7	48.8	54.9	55.3	48.3	63.7	25.2	53.5
INDEX	100	103	98	132	115	81	107	120	122	106	140	55	118
MANAGERIAL AND PROFESSIONAL SPECIALTY	7230	7007	2593	1408	167	83	573	427	117	920	232	118	1018
COVERAGE	100%	96.9	35.9	19.5	2.3	1.1	7.9	5.9	1.6	12.7	3.2	1.6	14.1
COMPOSTN	19.7	20.4	21.4	24.5	37.8	9.3	15.1	15.2	24.9	28.1	34.4	18.6	20.3
INDEX	100	104	109	124	192	47	77	77	127	143	175	94	103
EXECUTIVE, ADMINISTRATIVE, AND MANAGERIAL	3303	3229	1228	656	48	47	231	181	55	387	126	77	428
COVERAGE	100%	97.8	37.2	19.9	1.5	1.4	7.0	5.5	1.7	11.7	3.8	2.3	13.0
COMPOSTN	9.0	9.4	10.1	11.4	10.9	5.2	6.1	6.5	11.7	11.8	18.7	12.1	8.5
INDEX	100	105	113	127	121	58	68	72	130	132	208	135	95
PROFESSIONAL SPECIALT	3927	3778	1365	753	119	36	342	246	62	534	106	41	590
COVERAGE	100%	96.2	34.8	19.2	3.0	0.9	8.7	6.3	1.6	13.6	2.7	1.0	15.0
COMPOSTN	10.7	11.0	11.3	13.1	26.9	4.0	9.0	8.8	13.2	16.3	15.7	6.4	11.8
INDEX	100	103	105	123	252	38	84	82	124	153	147	60	110
TECHNICAL, SALES AND ADMINISTRATIVE SUPPORT	9509	9058	2798	2041	65	246	1281	1109	143	660	198	42	1663
COVERAGE	100%	95.3	29.4	21.5	0.7	2.6	13.5	11.7	1.5	6.9	2.1	0.4	17.5
COMPOSTN	25.9	26.4	23.1	35.5	14.7	27.4	33.7	39.6	30.4	20.2	29.3	6.6	33.2
INDEX	100	102	89	137	57	106	130	153	118	78	113	26	128
TECHNICIANS AND RELATED SUPPORT	1651	1540	558	337	12	58	185	159	20	50	34	24	213
COVERAGE	100%	93.3	33.8	20.4	0.7	3.5	11.2	9.6	1.2	3.0	2.1	1.5	12.9
COMPOSTN	4.5	4.5	4.6	5.9	2.7	6.5	4.9	5.7	4.3	1.5	5.0	3.8	4.3
INDEX	100	100	102	130	60	144	109	126	95	34	112	84	95
SALES	2779	2612	835	529	13	49	279	338	43	288	43	11	660
COVERAGE	100%	94.0	30.0	19.0	0.5	1.8	10.0	12.2	1.5	10.4	1.5	0.4	23.7
COMPOSTN	7.6	7.6	6.9	9.2	2.9	5.5	7.3	12.1	9.1	8.8	6.4	1.7	13.2
INDEX	100	101	91	122	39	72	97	160	121	116	84	23	174
ADMINISTRATIVE SUPPOR (INCLUDING CLERICAL)	5078	4906	1406	1175	39	140	816	613	80	322	120	7	789
COVERAGE	100%	96.6	27.7	23.1	0.8	2.8	16.1	12.1	1.6	6.3	2.4	0.1	15.5
COMPOSTN	13.8	14.3	11.6	20.4	8.8	15.6	21.5	21.9	17.0	9.8	17.8	1.1	15.8
INDEX	100	103	84	148	64	113	156	158	123	71	129	8	114
BLUE COLLAR	7747	7397	2230	996	62	336	876	897	20	393	144	98	1235
COVERAGE	100%	95.5	28.8	12.9	0.8	4.3	11.3	11.6	0.3	5.1	1.9	1.3	15.9
COMPOSTN	21.1	21.5	18.4	17.3	14.0	37.5	23.1	32.0	4.3	12.0	21.3	15.4	24.7
INDEX	100	102	87	82	67	178	110	152	20	57	101	73	117
SERVICE	3451	3294	820	494	52	211	528	367	11	175	63	25	617
COVERAGE	100%	95.5	23.8	14.3	1.5	6.1	15.3	10.6	0.3	5.1	1.8	0.7	17.9
COMPOSTN	9.4	9.6	6.8	8.6	11.8	23.5	13.9	13.1	2.3	5.3	9.3	3.9	12.3
INDEX	100	102	72	92	125	251	148	140	25	57	99	42	131
PRECISION PRODUCTION, CRAFT, AND REPAIR	1696	1664	614	91	0	28	139	308	9	65	31	26	278
COVERAGE	100%	98.1	36.2	5.4	0.0	1.7	8.2	18.2	0.5	3.8	1.8	1.5	16.4
COMPOSTN	4.6	4.8	5.1	1.6	0.0	3.1	3.7	11.0	1.9	2.0	4.6	4.1	5.6
INDEX	100	105	110	34	0	68	79	238	42	43	100	89	120
MACHINE OPERATORS, ASSEMBLERS & INSPECTORS TRANSPORTATION AND MATERIAL HANDLING	1827	1727	594	343	0	98	173	180	0	123	23	46	249
COVERAGE	100%	94.5	32.5	18.8	0.0	5.4	9.5	9.9	0.0	6.7	1.3	2.5	13.6
COMPOSTN	5.0	5.0	4.9	6.0	0.0	10.9	4.6	6.4	0.0	3.8	3.4	7.2	5.0
INDEX	100	101	99	120	0	220	92	129	0	76	69	146	100
LABORERS, FARMING AND OTHER	773	712	202	67	11	0	36	41	0	30	26	0	90
COVERAGE	100%*	92.1	26.1	8.7	1.4	0.0	4.7	5.3	0.0	3.9	3.4	0.0	11.6
COMPOSTN	2.1	2.1	1.7	1.2	2.5	0.0	0.9	1.5	0.0	0.9	3.9	0.0	1.8
INDEX	100	99	79	55	118	0	45	70	0	44	183	0	85

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PROJECTED NUMBERS
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BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	WIP AM	WJBR FM	WJZ FM	WKW FM	WQK FM	WQMR FM	WGL FM	WPEN AM	+WPHT AM, WPTS AM	WPLY FM	WPST FM	WRDR FM
TOTAL	36767												
OCCUPATION (1990 CENSUS DEF'N EMPLOYED)	24486	3389	433	3066	960	4276	4485	4885	1161	309	3677	1969	196
COVERAGE	100%	13.8	1.8	12.5	3.9	17.5	18.3	20.0	4.7	1.3	15.0	8.0	0.8
COMPOSTM	66.6	77.4	77.9	76.0	78.6	86.8	86.7	83.6	37.0	65.1	84.5	83.2	45.4
INDEX	100	116	117	114	118	130	130	126	56	98	127	125	68
WHITE COLLAR	16739	2358	278	2218	613	2883	3001	3375	798	115	2402	1283	173
COVERAGE	100%	14.1	1.7	13.3	3.7	17.2	17.9	20.2	4.8	0.7	14.3	7.7	1.0
COMPOSTM	45.5	53.8	50.0	55.0	50.2	58.5	58.0	57.8	25.5	24.2	55.2	54.2	40.0
INDEX	100	118	110	121	110	128	127	127	56	53	121	119	88
MANAGERIAL AND PROFESSIONAL SPECIALTY	7230	1233	71	1065	285	1225	1358	1555	256	43	961	503	30
COVERAGE	100%	17.1	1.0	14.7	3.9	16.9	18.8	21.5	3.5	0.6	13.3	7.0	0.4
COMPOSTM	19.7	28.2	12.8	26.4	23.3	24.9	26.2	26.6	8.2	9.1	22.1	21.2	6.9
INDEX	100	143	65	134	119	126	133	135	42	46	112	108	35
EXECUTIVE, ADMINISTRATIVE, AND MANAGERIAL	3303	633	44	492	171	552	641	701	152	18	455	206	0
COVERAGE	100%	19.2	1.3	14.9	5.2	16.7	19.4	21.2	4.6	0.5	13.8	6.2	0.0
COMPOSTM	9.0	14.5	7.9	12.2	14.0	11.2	12.4	12.0	4.9	3.8	10.5	8.7	0.0
INDEX	100	161	88	136	156	125	138	134	54	42	116	97	0
PROFESSIONAL SPECIALTY	3927	601	27	573	114	673	717	854	104	25	506	297	30
COVERAGE	100%	15.3	0.7	14.6	2.9	17.1	18.3	21.7	2.6	0.6	12.9	7.6	0.8
COMPOSTM	10.7	13.7	4.9	14.2	9.3	13.7	13.9	14.6	3.3	5.3	11.6	12.5	6.9
INDEX	100	128	45	133	87	128	130	137	31	49	109	117	65
TECHNICAL, SALES AND ADMINISTRATIVE SUPPORT	9509	1125	207	1154	328	1658	1644	1820	542	72	1441	780	143
COVERAGE	100%	11.8	2.2	12.1	3.4	17.4	17.3	19.1	5.7	0.8	15.2	8.2	1.5
COMPOSTM	25.9	25.7	37.2	28.6	26.9	33.6	31.8	31.2	17.3	15.2	33.1	32.9	33.1
INDEX	100	99	144	111	104	130	123	120	67	59	128	127	128
TECHNICIANS AND RELATED SUPPORT	1651	190	48	210	58	269	246	319	97	49	298	142	79
COVERAGE	100%	11.5	2.9	12.7	3.5	16.3	14.9	19.3	5.9	3.0	18.0	8.6	4.8
COMPOSTM	4.5	4.3	8.6	5.2	4.8	5.5	4.8	5.5	3.1	10.3	6.8	6.0	18.3
INDEX	100	97	192	116	106	122	106	122	69	230	152	134	407
SALES	2779	551	53	301	123	533	445	439	125	0	424	318	27
COVERAGE	100%	19.8	1.9	10.8	4.4	19.2	16.0	15.8	4.5	0.0	15.3	11.4	1.0
COMPOSTM	7.6	12.6	9.5	7.5	10.1	10.8	8.6	7.5	4.0	0.0	9.7	13.4	6.2
INDEX	100	166	126	99	133	143	114	99	53	0	129	178	83
ADMINISTRATIVE SUPPORT (INCLUDING CLERICAL)	5078	384	106	643	147	857	954	1062	319	24	720	320	37
COVERAGE	100%	7.6	2.1	12.7	2.9	16.9	18.8	20.9	6.3	0.5	14.2	6.3	0.7
COMPOSTM	13.8	8.8	19.1	15.9	12.0	17.4	18.4	18.2	10.2	5.1	16.5	13.5	8.6
INDEX	100	63	138	115	87	126	134	132	74	37	120	98	62
BLUE COLLAR	7747	1031	154	848	346	1392	1484	1510	364	194	1274	686	23
COVERAGE	100%	13.3	2.0	10.9	4.5	18.0	19.2	19.5	4.7	2.5	16.4	8.9	0.3
COMPOSTM	21.1	23.5	27.7	21.0	28.3	28.2	28.7	25.9	11.6	40.8	29.3	29.0	5.3
INDEX	100	112	131	100	134	134	136	123	55	194	139	137	25
SERVICE	3451	349	104	399	174	433	503	639	216	134	661	320	13
COVERAGE	100%	10.1	3.0	11.6	5.0	12.5	14.6	18.5	6.3	3.9	19.2	9.3	0.4
COMPOSTM	9.4	8.0	18.7	9.9	14.3	8.8	9.7	10.9	6.9	28.2	15.2	13.5	3.0
INDEX	100	85	199	105	152	94	104	117	73	301	162	144	32
PRECISION PRODUCTION, CRAFT, AND REPAIR	1696	310	39	154	64	392	598	436	38	0	182	182	0
COVERAGE	100%	18.3	2.3	9.1	3.8	23.1	35.3	25.7	2.2	0.0	10.7	10.7	0.0
COMPOSTM	4.6	7.1	7.0	3.8	5.2	8.0	11.6	7.5	1.2	0.0	4.2	7.7	0.0
INDEX	100	153	152	83	114	172	251	162	26	0	91	167	0
MACHINE OPERATORS, ASSEMBLERS & INSPECTORS TRANSPORTATION AND MATERIAL HANDLING	1827	283	12	228	108	340	252	310	79	34	288	126	10
COVERAGE	100%	15.5	0.7	12.5	5.9	18.6	13.8	17.0	4.3	1.9	15.8	6.9	0.5
COMPOSTM	5.0	6.5	2.2	5.7	8.8	6.9	4.9	5.3	2.5	7.2	6.6	5.3	2.3
INDEX	100	130	43	114	178	139	98	107	51	144	133	107	47
LABORERS, FARMING AND OTHER	773	90	0	67	0	228	131	126	30	26	144	59	0
COVERAGE	100%*	11.6	0.0	8.7	0.0	29.5	16.9	16.3	3.9	3.4	18.6	7.6	0.0
COMPOSTM	2.1	2.1	0.0	1.7	0.0	4.6	2.5	2.2	1.0	5.5	3.3	2.5	0.0
INDEX	100	98	0	79	0	220	120	103	46	260	157	119	0

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BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	WSTW FM	WUSL FM	WWDB FM	WXTU FM	WYSP FM	WYXR FM
TOTAL	36767						
OCCUPATION (1990 CENSUS DEF'N							
EMPLOYED	24486	347	3146	2795	2731	5483	3629
COVERAGE	100%	1.4	12.8	11.4	11.2	22.4	14.8
COMPOSTN	66.6	88.7	74.7	62.4	72.2	87.3	79.8
INDEX	100	133	112	94	108	131	120
WHITE COLLAR	16739	198	1848	1962	1689	3225	2709
COVERAGE	100%	1.2	11.0	11.7	10.1	19.3	16.2
COMPOSTN	45.5	50.6	43.9	43.8	44.6	51.4	59.6
INDEX	100	111	96	96	98	113	131
MANAGERIAL AND PROFESSIONAL SPECIALTY	7230	103	632	918	638	1289	851
COVERAGE	100%	1.4	8.7	12.7	8.8	17.8	11.8
COMPOSTN	19.7	26.3	15.0	20.5	16.9	20.5	18.7
INDEX	100	134	76	104	86	104	95
EXECUTIVE, ADMINISTRATIVE, AND MANAGERIAL	3303	50	285	463	434	640	372
COVERAGE	100%	1.5	8.6	14.0	13.1	19.4	11.3
COMPOSTN	9.0	12.8	6.8	10.3	11.5	10.2	8.2
INDEX	100	142	75	115	128	113	91
PROFESSIONAL SPECIALT	3927	53	347	455	203	649	479
COVERAGE	100%	1.3	8.8	11.6	5.2	16.5	12.2
COMPOSTN	10.7	13.6	8.2	10.2	5.4	10.3	10.5
INDEX	100	127	77	95	50	97	99
TECHNICAL, SALES AND ADMINISTRATIVE SUPPORT	9509	95	1216	1044	1051	1937	1857
COVERAGE	100%	1.0	12.8	11.0	11.1	20.4	19.5
COMPOSTN	25.9	24.3	28.9	23.3	27.8	30.8	40.8
INDEX	100	94	112	90	107	119	158
TECHNICIANS AND RELATED SUPPORT	1651	11	116	243	221	456	242
COVERAGE	100%	0.7	7.0	14.7	13.4	27.6	14.7
COMPOSTN	4.5	2.8	2.8	5.4	5.8	7.3	5.3
INDEX	100	63	61	121	130	162	119
SALES	2779	11	283	347	362	594	552
COVERAGE	100%	0.4	10.2	12.5	13.0	21.4	19.9
COMPOSTN	7.6	2.8	6.7	7.7	9.6	9.5	12.1
INDEX	100	37	89	102	127	125	161
ADMINISTRATIVE SUPPOR (INCLUDING CLERICAL)	5078	72	817	455	469	886	1064
COVERAGE	100%	1.4	16.1	9.0	9.2	17.4	21.0
COMPOSTN	13.8	18.4	19.4	10.2	12.4	14.1	23.4
INDEX	100	133	140	74	90	102	169
BLUE COLLAR	7747	149	1298	832	1042	2258	921
COVERAGE	100%	1.9	16.8	10.7	13.5	29.1	11.9
COMPOSTN	21.1	38.1	30.8	18.6	27.5	36.0	20.3
INDEX	100	181	146	88	131	171	96
SERVICE	3451	50	791	418	331	635	509
COVERAGE	100%	1.4	22.9	12.1	9.6	18.4	14.7
COMPOSTN	9.4	12.8	18.8	9.3	8.7	10.1	11.2
INDEX	100	136	200	99	93	108	119
PRECISION PRODUCTION, CRAFT, AND REPAIR	1696	40	121	195	206	789	145
COVERAGE	100%	2.4	7.1	11.5	12.1	46.5	8.5
COMPOSTN	4.6	10.2	2.9	4.4	5.4	12.6	3.2
INDEX	100	222	62	94	118	272	69
MACHINE OPERATORS, ASSEMBLERS & INSPECTORS TRANSPORTATION AND MATERIAL HANDLING	1827	35	241	146	360	615	174
COVERAGE	100%	1.9	13.2	8.0	19.7	33.7	9.5
COMPOSTN	5.0	9.0	5.7	3.3	9.5	9.8	3.8
INDEX	100	180	115	66	192	197	77
LABORERS, FARMING AND OTHER	773	24	145	73	145	219	92
COVERAGE	100%*	3.1	18.8	9.4	18.8	28.3	11.9
COMPOSTN	2.1	6.1	3.4	1.6	3.8	3.5	2.0
INDEX	100	292	164	77	182	166	96

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BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	TOTAL RADIO	KYW AM	WBEB FM	WCHR FM	WDAS AM	WDAS FM	WDRE FM	WFIL AM	WFLN FM	WFMZ FM	WHAT AM	WIOQ FM
TOTAL	36767												
NUMBER OF CHILDREN IN HLD (AGE 17 OR UNDER)													
ONE OR MORE	15419	14876	4285	2876	188	578	2496	1486	189	800	240	111	2827
COVERAGE	100%	96.5	27.8	18.7	1.2	3.7	16.2	9.6	1.2	5.2	1.6	0.7	18.3
COMPOSTN	41.9	43.3	35.3	50.0	42.5	64.4	65.8	53.0	40.2	24.4	35.6	17.5	56.4
INDEX	100	103	84	119	101	154	157	126	96	58	85	42	135
ONE	6348	6104	1798	1064	102	183	1057	671	72	432	134	29	1293
COVERAGE	100%	96.2	28.3	16.8	1.6	2.9	16.7	10.6	1.1	6.8	2.1	0.5	20.4
COMPOSTN	17.3	17.8	14.8	18.5	23.1	20.4	27.8	23.9	15.3	13.2	19.9	4.6	25.8
INDEX	100	103	86	107	134	118	161	139	89	76	115	26	150
TWO	5380	5217	1583	1108	68	184	742	493	100	180	76	50	921
COVERAGE	100%	97.0	29.4	20.6	1.3	3.4	13.8	9.2	1.9	3.3	1.4	0.9	17.1
COMPOSTN	14.6	15.2	13.1	19.3	15.4	20.5	19.5	17.6	21.3	5.5	11.3	7.9	18.4
INDEX	100	104	89	132	105	140	134	120	145	38	77	54	126
THREE OR MORE	3691	3555	904	704	18	211	697	321	18	188	30	33	613
COVERAGE	100%	96.3	24.5	19.1	0.5	5.7	18.9	8.7	0.5	5.1	0.8	0.9	16.6
COMPOSTN	10.0	10.4	7.5	12.2	4.1	23.5	18.4	11.5	3.8	5.7	4.4	5.2	12.2
INDEX	100	103	74	122	41	234	183	114	38	57	44	52	122
NONE	21348	19458	7842	2876	254	319	1300	1317	281	2473	436	524	2181
COVERAGE	100%	91.1	36.7	13.5	1.2	1.5	6.1	6.2	1.3	11.6	2.0	2.5	10.2
COMPOSTN	58.1	56.7	64.7	50.0	57.5	35.6	34.2	47.0	59.8	75.6	64.6	82.4	43.6
INDEX	100	98	111	86	99	61	59	81	103	130	111	142	75
NUMBER OF TEENS (AGE 12-17) IN HLD													
ONE OR MORE	7132	6957	2065	1586	54	317	1165	672	43	485	148	47	1354
COVERAGE	100%	97.5	29.0	22.2	0.8	4.4	16.3	9.4	0.6	6.8	2.1	0.7	19.0
COMPOSTN	19.4	20.3	17.0	27.6	12.2	35.3	30.7	24.0	9.1	14.8	21.9	7.4	27.0
INDEX	100	104	88	142	63	182	158	124	47	76	113	38	139
ONE OR TWO	6728	6573	1966	1567	41	317	1116	643	43	466	148	47	1312
COVERAGE	100%	97.7	29.2	23.3	0.6	4.7	16.6	9.6	0.6	6.9	2.2	0.7	19.5
COMPOSTN	18.3	19.1	16.2	27.2	9.3	35.3	29.4	22.9	9.1	14.2	21.9	7.4	26.2
INDEX	100	105	89	149	51	193	161	125	50	78	120	40	143
THREE OR MORE	404	384	99	19	12	0	49	29	0	19	0	0	43
COVERAGE	100%#	95.0	24.5	4.7	3.0	0.0	12.1	7.2	0.0	4.7	0.0	0.0	10.6
COMPOSTN	1.1	1.1	0.8	0.3	2.7	0.0	1.3	1.0	0.0	0.6	0.0	0.0	0.9
INDEX	100	102	74	30	247	0	117	94	0	53	0	0	78
NONE	29635	27377	10062	4166	388	581	2631	2130	427	2788	528	589	3654
COVERAGE	100%	92.4	34.0	14.1	1.3	2.0	8.9	7.2	1.4	9.4	1.8	2.0	12.3
COMPOSTN	80.6	79.7	83.0	72.4	87.8	64.8	69.3	76.0	90.9	85.2	78.2	92.6	73.0
INDEX	100	99	103	90	109	80	86	94	113	106	97	115	91
AGE OF CHILDREN IN HLD													
TWELVE TO SEVENTEEN	7132	6957	2065	1586	54	317	1165	672	43	485	148	47	1354
COVERAGE	100%	97.5	29.0	22.2	0.8	4.4	16.3	9.4	0.6	6.8	2.1	0.7	19.0
COMPOSTN	19.4	20.3	17.0	27.6	12.2	35.3	30.7	24.0	9.1	14.8	21.9	7.4	27.0
INDEX	100	104	88	142	63	182	158	124	47	76	113	38	139
SIX TO ELEVEN	7534	7335	2138	1624	58	255	1095	568	123	415	117	98	1258
COVERAGE	100%	97.4	28.4	21.6	0.8	3.4	14.5	7.5	1.6	5.5	1.6	1.3	16.7
COMPOSTN	20.5	21.4	17.6	28.2	13.1	28.4	28.8	20.3	26.2	12.7	17.3	15.4	25.1
INDEX	100	104	86	138	64	139	141	99	128	62	85	75	123
TWO TO FIVE	5915	5681	1532	951	62	378	1104	561	68	243	73	33	1033
COVERAGE	100%	96.0	25.9	16.1	1.0	6.4	18.7	9.5	1.1	4.1	1.2	0.6	17.5
COMPOSTN	16.1	16.5	12.6	16.5	14.0	42.1	29.1	20.0	14.5	7.4	10.8	5.2	20.6
INDEX	100	103	79	103	87	262	181	124	90	46	67	32	128
UNDER TWO	2426	2262	505	343	39	92	422	293	13	8	12	10	433
COVERAGE	100%	93.2	20.8	14.1	1.6	3.8	17.4	12.1	0.5	0.3	0.5	0.4	17.8
COMPOSTN	6.6	6.6	4.2	6.0	8.8	10.3	11.1	10.5	2.8	0.2	1.8	1.6	8.6
INDEX	100	100	63	90	134	155	168	158	42	4	27	24	131

* PERCENTAGES RELATIVELY UNSTABLE-- 36-70 RESPONDENTS.
USE WITH CAUTION.

PERCENTAGES UNRELIABLE -- 35 OR LESS RESPONDENTS.
SHOWN FOR CONSISTENCY ONLY.

+ Station(s) changed call letters during survey
- see SPECIAL NOTICES page.

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1997 Scarborough Report

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PROJECTED NUMBERS
IN HUNDREDS (00)

BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	WIP AM	WJBR FM	WJZ FM	WKW FM	WMGK FM	WMMR FM	WOGL FM	WPEN AM	+WPET AM, WPTS AM	WPLY FM	WPST FM	WRDR FM
TOTAL	36767												
NUMBER OF CHILDREN IN HHLD (AGE 17 OR UNDER)													
ONE OR MORE	15419	1936	392	1874	614	2704	3096	2935	391	7	2310	1160	21
COVERAGE	100%	12.6	2.5	12.2	4.0	17.5	20.1	19.0	2.5	0.0	15.0	7.5	0.1
COMPOSTN	41.9	44.2	70.5	46.5	50.3	54.9	59.8	50.2	12.5	1.5	53.1	49.0	4.9
INDEX	100	105	168	111	120	131	143	120	30	4	127	117	12
ONE	6348	753	129	770	199	911	996	1220	287	7	1148	500	15
COVERAGE	100%	11.9	2.0	12.1	3.1	14.4	15.7	19.2	4.5	0.1	18.1	7.9	0.2
COMPOSTN	17.3	17.2	23.2	19.1	16.3	18.5	19.3	20.9	9.2	1.5	26.4	21.1	3.5
INDEX	100	100	134	111	94	107	111	121	53	9	153	122	20
TWO	5380	816	168	655	270	1086	1375	1165	92	0	706	377	0
COVERAGE	100%	15.2	3.1	12.2	5.0	20.2	25.6	21.7	1.7	0.0	13.1	7.0	0.0
COMPOSTN	14.6	18.6	30.2	16.2	22.1	22.0	26.6	19.9	2.9	0.0	16.2	15.9	0.0
INDEX	100	127	206	111	151	151	182	136	20	0	111	109	0
THREE OR MORE	3691	366	95	448	145	707	724	551	13	0	456	283	6
COVERAGE	100%	9.9	2.6	12.1	3.9	19.2	19.6	14.9	0.4	0.0	12.4	7.7	0.2
COMPOSTN	10.0	8.4	17.1	11.1	11.9	14.3	14.0	9.4	0.4	0.0	10.5	12.0	1.4
INDEX	100	83	170	111	118	143	139	94	4	0	104	119	14
NONE	21348	2443	164	2160	606	2224	2079	2906	2743	467	2043	1208	412
COVERAGE	100%	11.4	0.8	10.1	2.8	10.4	9.7	13.6	12.8	2.2	9.6	5.7	1.9
COMPOSTN	58.1	55.8	29.5	53.5	49.6	45.1	40.2	49.8	87.5	98.3	46.9	51.0	95.4
INDEX	100	96	51	92	85	78	69	86	151	169	81	88	164
NUMBER OF TEENS (AGE 12-17) IN HHLD													
ONE OR MORE	7132	846	269	833	352	1090	1313	1469	272	0	853	594	16
COVERAGE	100%	11.9	3.8	11.7	4.9	15.3	18.4	20.6	3.8	0.0	12.0	8.3	0.2
COMPOSTN	19.4	19.3	48.4	20.6	28.8	22.1	25.4	25.1	8.7	0.0	19.6	25.1	3.7
INDEX	100	100	249	106	149	114	131	130	45	0	101	129	19
ONE OR TWO	6728	822	261	821	352	1006	1231	1373	272	0	815	565	16
COVERAGE	100%	12.2	3.9	12.2	5.2	15.0	18.3	20.4	4.0	0.0	12.1	8.4	0.2
COMPOSTN	18.3	18.8	46.9	20.4	28.8	20.4	23.8	23.5	8.7	0.0	18.7	23.9	3.7
INDEX	100	103	257	111	158	112	130	128	47	0	102	130	20
THREE OR MORE	404	25	8	12	0	85	83	96	0	0	38	29	0
COVERAGE	100%#	6.2	2.0	3.0	0.0	21.0	20.5	23.8	0.0	0.0	9.4	7.2	0.0
COMPOSTN	1.1	0.6	1.4	0.3	0.0	1.7	1.6	1.6	0.0	0.0	0.9	1.2	0.0
INDEX	100	52	131	27	0	157	146	150	0	0	79	111	0
NONE	29635	3532	287	3201	869	3838	3861	4372	2862	475	3500	1774	416
COVERAGE	100%	11.9	1.0	10.8	2.9	13.0	13.0	14.8	9.7	1.6	11.8	6.0	1.4
COMPOSTN	80.6	80.7	51.6	79.4	71.2	77.9	74.6	74.9	91.3	100.0	80.4	74.9	96.3
INDEX	100	100	64	98	88	97	93	93	113	124	100	93	119
AGE OF CHILDREN IN HHLD													
TWELVE TO SEVENTEEN	7132	846	269	833	352	1090	1313	1469	272	0	853	594	16
COVERAGE	100%	11.9	3.8	11.7	4.9	15.3	18.4	20.6	3.8	0.0	12.0	8.3	0.2
COMPOSTN	19.4	19.3	48.4	20.6	28.8	22.1	25.4	25.1	8.7	0.0	19.6	25.1	3.7
INDEX	100	100	249	106	149	114	131	130	45	0	101	129	19
SIX TO ELEVEN	7534	980	250	879	445	1624	1682	1596	85	7	873	483	10
COVERAGE	100%	13.0	3.3	11.7	5.9	21.6	22.3	21.2	1.1	0.1	11.6	6.4	0.1
COMPOSTN	20.5	22.4	45.0	21.8	36.4	32.9	32.5	27.3	2.7	1.5	20.1	20.4	2.3
INDEX	100	109	219	106	178	161	159	133	13	7	98	100	11
TWO TO FIVE	5915	826	100	644	186	1155	1426	839	82	0	974	488	0
COVERAGE	100%	14.0	1.7	10.9	3.1	19.5	24.1	14.2	1.4	0.0	16.5	8.3	0.0
COMPOSTN	16.1	18.9	18.0	16.0	15.2	23.4	27.6	14.4	2.6	0.0	22.4	20.6	0.0
INDEX	100	117	112	99	95	146	171	89	16	0	139	128	0
UNDER TWO	2426	230	24	336	17	355	462	243	0	0	432	199	0
COVERAGE	100%	9.5	1.0	13.8	0.7	14.6	19.0	10.0	0.0	0.0	17.8	8.2	0.0
COMPOSTN	6.6	5.3	4.3	8.3	1.4	7.2	8.9	4.2	0.0	0.0	9.9	8.4	0.0
INDEX	100	80	65	126	21	109	135	63	0	0	150	127	0

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PROJECTED NUMBERS
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BASIC DEMOGRAPHIC CHARACTERISTICS OF
CUMULATIVE RADIO AUDIENCES

(6AM TO MIDNIGHT MONDAY - SUNDAY)

BASE: ADULTS IN
PHILADELPHIA
ARBITRON METRO AREA

	TOTAL	WSTW FM	WUSL FM	WMDB FM	WXTU FM	WYSP FM	WYXR FM
TOTAL	36767						
NUMBER OF CHILDREN IN HHLD (AGE 17 OR UNDER)							
ONE OR MORE	15419	238	2813	1310	1513	3206	2640
COVERAGE	100%	1.5	18.2	8.5	9.8	20.8	17.1
COMPOSTN	41.9	60.9	66.8	29.2	40.0	51.1	58.1
INDEX	100	145	159	70	95	122	138
ONE	6348	101	1138	612	728	1416	1000
COVERAGE	100%	1.6	17.9	9.6	11.5	22.3	15.8
COMPOSTN	17.3	25.8	27.0	13.7	19.2	22.5	22.0
INDEX	100	150	156	79	111	131	127
TWO	5380	90	863	382	477	1211	902
COVERAGE	100%	1.7	16.0	7.1	8.9	22.5	16.8
COMPOSTN	14.6	23.0	20.5	8.5	12.6	19.3	19.8
INDEX	100	157	140	58	86	132	136
THREE OR MORE	3691	47	812	316	308	579	738
COVERAGE	100%	1.3	22.0	8.6	8.3	15.7	20.0
COMPOSTN	10.0	12.0	19.3	7.1	8.1	9.2	16.2
INDEX	100	120	192	70	81	92	162
NONE	21348	153	1401	3171	2270	3074	1906
COVERAGE	100%	0.7	6.6	14.9	10.6	14.4	8.9
COMPOSTN	58.1	39.1	33.2	70.8	60.0	48.9	41.9
INDEX	100	67	57	122	103	84	72
NUMBER OF TEENS (AGE 12-17) IN HHLD							
ONE OR MORE	7132	149	1320	659	686	1041	1257
COVERAGE	100%	2.1	18.5	9.2	9.6	14.6	17.6
COMPOSTN	19.4	38.1	31.3	14.7	18.1	16.6	27.7
INDEX	100	196	161	76	93	85	143
ONE OR TWO	6728	141	1249	606	658	1003	1138
COVERAGE	100%	2.1	18.6	9.0	9.8	14.9	16.9
COMPOSTN	18.3	36.1	29.6	13.5	17.4	16.0	25.0
INDEX	100	197	162	74	95	87	137
THREE OR MORE	404	8	71	53	28	37	119
COVERAGE	100%#	2.0	17.6	13.1	6.9	9.2	29.5
COMPOSTN	1.1	2.0	1.7	1.2	0.7	0.6	2.6
INDEX	100	186	153	108	67	54	238
NONE	29635	242	2894	3822	3097	5239	3289
COVERAGE	100%	0.8	9.8	12.9	10.5	17.7	11.1
COMPOSTN	80.6	61.9	68.7	85.3	81.9	83.4	72.3
INDEX	100	77	85	106	102	104	90
AGE OF CHILDREN IN HHLD TWELVE TO SEVENTEEN							
	7132	149	1320	659	686	1041	1257
COVERAGE	100%	2.1	18.5	9.2	9.6	14.6	17.6
COMPOSTN	19.4	38.1	31.3	14.7	18.1	16.6	27.7
INDEX	100	196	161	76	93	85	143
SIX TO ELEVEN	7534	128	1183	705	766	1548	1358
COVERAGE	100%	1.7	15.7	9.4	10.2	20.5	18.0
COMPOSTN	20.5	32.7	28.1	15.7	20.2	24.6	29.9
INDEX	100	160	137	77	99	120	146
TWO TO FIVE	5915	64	1170	465	561	1521	1002
COVERAGE	100%	1.1	19.8	7.9	9.5	25.7	16.9
COMPOSTN	16.1	16.4	27.8	10.4	14.8	24.2	22.0
INDEX	100	102	173	65	92	151	137
UNDER TWO	2426	11	613	168	188	523	401
COVERAGE	100%	0.5	25.3	6.9	7.7	21.6	16.5
COMPOSTN	6.6	2.8	14.5	3.7	5.0	8.3	8.8
INDEX	100	43	220	57	75	126	134

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Notations

Qualitative 1995-1998 Survey Schedule

Market RD = RetailDirect S = Scarborough		1995												1996												1997-98												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
S	Albany-Schenectady-Troy	[Release 1]												[Release 1]												[Release 1]												
S	Albuquerque	[Release 1]												[Release 1]												[Release 1]												
RD	Allentown-Bethlehem	[Release 1]												[Release 1]												[Release 1]												
S	Atlanta	[Release 1]												[Release 1]												[Release 1]												
RD	Atlantic City-Cape May	[Release 1]												[Release 1]												[Release 1]												
S	Austin	[Release 1]												[Release 1]												[Release 1]												
RD	Bakersfield	[Release 1]												[Release 1]												[Release 1]												
S	Baltimore	[Release 1]												[Release 1]												[Release 1]												
RD	Baton Rouge	[Release 1]												[Release 1]												[Release 1]												
S	Birmingham	[Release 1]												[Release 1]												[Release 1]												
S	Boston	[Release 1]												[Release 1]												[Release 1]												
S	Buffalo	[Release 1]												[Release 1]												[Release 1]												
RD	Cedar Rapids	[Release 1]												[Release 1]												[Release 1]												
RD	Charleston, SC	[Release 1]												[Release 1]												[Release 1]												
S	Charleston-Huntington	[Release 1]												[Release 1]												[Release 1]												
S	Charlotte	[Release 1]												[Release 1]												[Release 1]												
RD	Chattanooga	[Release 1]												[Release 1]												[Release 1]												
S	Chicago	[Release 1]												[Release 1]												[Release 1]												
S	Cincinnati	[Release 1]												[Release 1]												[Release 1]												
S	Cleveland	[Release 1]												[Release 1]												[Release 1]												
RD	Colorado Springs	[Release 1]												[Release 1]												[Release 1]												
RD	Columbia, SC	[Release 1]												[Release 1]												[Release 1]												
S	Columbus, OH	[Release 1]												[Release 1]												[Release 1]												
S	Dallas-Ft. Worth	[Release 1]												[Release 1]												[Release 1]												
S	Dayton	[Release 1]												[Release 1]												[Release 1]												
S	Denver	[Release 1]												[Release 1]												[Release 1]												
S	Des Moines-Ames	[Release 1]												[Release 1]												[Release 1]												
S	Detroit	[Release 1]												[Release 1]												[Release 1]												
RD	El Paso	[Release 1]												[Release 1]												[Release 1]												
RD	Evansville	[Release 1]												[Release 1]												[Release 1]												
RD	Flint	[Release 1]												[Release 1]												[Release 1]												
RD	Ft. Wayne	[Release 1]												[Release 1]												[Release 1]												
S	Fresno-Visalia	[Release 1]												[Release 1]												[Release 1]												
RD	Gainesville-Ocala	[Release 1]												[Release 1]												[Release 1]												
S	Grand Rapids-Kalamazoo-Battle Creek	[Release 1]												[Release 1]												[Release 1]												
S	Greensboro-High Point-Winston Salem	[Release 1]												[Release 1]												[Release 1]												
RD	Greenville-New Bern-Jacksonville	[Release 1]												[Release 1]												[Release 1]												
S	Greenville-Spartanburg-Asheville-Anderson	[Release 1]												[Release 1]												[Release 1]												
S	Harrisburg-Lancaster-Lebanon-York	[Release 1]												[Release 1]												[Release 1]												
S	Hartford-New Haven	[Release 1]												[Release 1]												[Release 1]												
RD	Honolulu	[Release 1]												[Release 1]												[Release 1]												
S	Houston	[Release 1]												[Release 1]												[Release 1]												
RD	Huntsville	[Release 1]												[Release 1]												[Release 1]												
S	Indianapolis	[Release 1]												[Release 1]												[Release 1]												
RD	Jackson, MS	[Release 1]												[Release 1]												[Release 1]												
S	Jacksonville	[Release 1]												[Release 1]												[Release 1]												
S	Kansas City	[Release 1]												[Release 1]												[Release 1]												
RD	Lafayette, IN	[Release 1]												[Release 1]												[Release 1]												
RD	Lafayette, LA	[Release 1]												[Release 1]												[Release 1]												
RD	Las Vegas	[Release 1]												[Release 1]												[Release 1]												
RD	Little Rock	[Release 1]												[Release 1]												[Release 1]												
S	Los Angeles	[Release 1]												[Release 1]												[Release 1]												
S	Louisville	[Release 1]												[Release 1]												[Release 1]												
RD	Lubbock	[Release 1]												[Release 1]												[Release 1]												
RD	Macon	[Release 1]												[Release 1]												[Release 1]												

[Light Gray] Release 1 [Dark Gray] Release 2

Market	1995												1996												1997-98																
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
RD Madison																																									
S Memphis																																									
S Miami/Ft. Lauderdale																																									
S Milwaukee																																									
S Minneapolis-St. Paul																																									
RD Mobile																																									
RD Monterey-Salinas-Santa Cruz																																									
RD Montgomery																																									
S Nashville																																									
S New Orleans																																									
S New York																																									
S Norfolk-Portsmouth-Newport News																																									
S Oklahoma City																																									
RD Omaha-Council Bluffs																																									
S Orlando-Daytona Beach-Melbourne																																									
RD Palm Springs																																									
RD Pensacola																																									
RD Peoria																																									
S Philadelphia																																									
S Phoenix																																									
S Pittsburgh																																									
S Portland, OR																																									
S Providence-New Bedford																																									
RD Quad Cities (Davenport-Rock Island-Moline)																																									
S Raleigh-Durham																																									
RD Richmond																																									
RD Roanoke-Lynchburg																																									
RD Rochester, NY																																									
RD Rockford																																									
S Sacramento-Stockton-Modesto																																									
RD Saginaw-Bay City-Midland																																									
S St. Louis																																									
S Salt Lake City																																									
S San Antonio																																									
S San Diego																																									
S San Francisco																																									
RD Santa Barbara																																									
S Seattle-Tacoma																																									
RD Spokane																																									
RD Springfield, MA																																									
RD Syracuse																																									
S Tampa-St. Petersburg-Sarasota																																									
RD Toledo																																									
RD Tucson																																									
S Tulsa																																									
S Washington, DC																																									
S West Palm Beach-Ft. Pierce Vero Beach																																									
S Wichita																																									
S Wilkes Barre/Scranton																																									
RD Youngstown-Warren																																									

Release 1 Release 2

Arbitron 1997 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings		MaximSer [®] / MediaProfessional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
Akron	Aug 14	10:00AM EDT	Sep 11	10:00AM	Oct 09	11:30AM	Oct 09	2:30-2:45PM	Oct 10	Oct 13
Albany-Schenectady-Troy	Aug 21	10:00AM EDT	Sep 18	10:00AM	Oct 16	10:00AM	Oct 16	1:00-1:15PM	Oct 17	Oct 20
Albuquerque	Aug 25	11:00AM MDT	Sep 22	11:00AM	Oct 21	9:30AM	Oct 21	12:30-12:45PM	Oct 22	Oct 23
Allentown-Bethlehem	Aug 14	1:00PM EDT	Sep 11	1:00PM	Oct 10	11:30AM	Oct 10	2:30-2:45PM	Oct 13	Oct 14
Atlanta	Aug 19	10:00AM EDT	Sep 16	10:00AM	Oct 14	10:00AM	Oct 14	1:00-1:15PM	Oct 15	Oct 16
Austin	Aug 22	3:00PM CDT	Sep 19	3:00PM	Oct 20	10:30AM	Oct 20	1:30-1:45PM	Oct 21	Oct 22
Bakersfield	Aug 26	10:00AM PDT	Sep 23	10:00AM	Oct 21	10:00AM	Oct 21	1:00-1:15PM	Oct 22	Oct 23
Baltimore	Aug 14	4:00PM EDT	Sep 11	4:00PM	Oct 10	1:00PM	Oct 10	4:00-4:15PM	Oct 13	Oct 14
Baton Rouge	Aug 22	1:30PM CDT	Sep 19	1:30PM	Oct 20	12:00PM	Oct 20	3:00-3:15PM	Oct 21	Oct 22
Birmingham	Aug 20	10:30AM CDT	Sep 17	10:30AM	Oct 15	1:30PM	Oct 15	4:30-4:45PM	Oct 16	Oct 17
Boston	Aug 13	1:00PM EDT	Sep 10	1:00PM	Oct 08	1:00PM	Oct 08	4:00-4:15PM	Oct 09	Oct 10
Buffalo-Niagara Falls	Aug 15	11:30AM EDT	Sep 12	11:30AM	Oct 10	1:00PM	Oct 10	4:00-4:15PM	Oct 13	Oct 14
Charleston, SC	Aug 21	1:00PM EDT	Sep 18	1:00PM	Oct 17	10:00AM	Oct 17	1:00-1:15PM	Oct 20	Oct 21
Charlotte-Gastonia-Rock Hill	Aug 21	11:30AM EDT	Sep 18	11:30AM	Oct 16	11:30AM	Oct 16	2:30-2:45PM	Oct 17	Oct 20
Chattanooga	Aug 22	11:30AM EDT	Sep 19	11:30AM	Oct 20	11:30AM	Oct 20	2:30-2:45PM	Oct 21	Oct 22
Chicago	Aug 12	12:00PM CDT	Sep 09	12:00PM	Oct 07	12:00PM	Oct 07	3:00-3:15PM	Oct 08	Oct 09
Cincinnati	Aug 15	2:30PM EDT	Sep 12	2:30PM	Oct 13	10:00AM	Oct 13	1:00-1:15PM	Oct 14	Oct 15
Cleveland	Aug 14	2:30PM EDT	Sep 11	2:30PM	Oct 09	11:30AM	Oct 09	2:30-2:45PM	Oct 10	Oct 13
Colorado Springs	Aug 25	12:30PM MDT	Sep 22	12:30PM	Oct 21	9:30AM	Oct 21	12:30-12:45PM	Oct 22	Oct 23
Columbia, SC	Aug 20	10:00AM EDT	Sep 17	10:00AM	Oct 16	1:00PM	Oct 16	4:00-4:15PM	Oct 17	Oct 20
Columbus, OH	Aug 18	10:00AM EDT	Sep 15	10:00AM	Oct 13	10:00AM	Oct 13	1:00-1:15PM	Oct 14	Oct 15
Dallas-Ft. Worth	Aug 18	10:30AM CDT	Sep 15	10:30AM	Oct 13	3:00PM	Oct 14	9:00-9:15AM	Oct 14	Oct 15
Dayton	Aug 20	10:00AM EDT	Sep 17	10:00AM	Oct 15	11:30AM	Oct 15	2:30-2:45PM	Oct 16	Oct 17
Denver-Boulder	Aug 18	12:30PM MDT	Sep 15	12:30PM	Oct 10	12:30PM	Oct 10	3:30-3:45PM	Oct 13	Oct 14
Des Moines	Aug 25	9:00AM CDT	Sep 22	9:00AM	Oct 20	1:30PM	Oct 20	4:30-4:45PM	Oct 21	Oct 22
Detroit	Aug 13	11:30AM EDT	Sep 10	11:30AM	Oct 08	11:30AM	Oct 08	2:30-2:45PM	Oct 09	Oct 10
El Paso	Aug 25	9:30AM MDT	Sep 22	9:30AM	Oct 17	12:30PM	Oct 17	3:30-3:45PM	Oct 20	Oct 21
Fresno	Aug 21	1:00PM PDT	Sep 18	1:00PM	Oct 17	10:00AM	Oct 17	1:00-1:15PM	Oct 20	Oct 21
Grand Rapids	Aug 22	11:30AM EDT	Sep 19	11:30AM	Oct 17	1:00PM	Oct 17	4:00-4:15PM	Oct 20	Oct 21
Greensboro-Winston Salem-High Point	Aug 22	2:30PM EDT	Sep 19	2:30PM	Oct 17	1:00PM	Oct 17	4:00-4:15PM	Oct 20	Oct 21
Greenville-New Bern-Jacksonville	Aug 25	10:00AM EDT	Sep 22	10:00AM	Oct 20	1:00PM	Oct 20	4:00-4:15PM	Oct 21	Oct 22
Greenville-Spartanburg	Aug 20	4:00PM EDT	Sep 17	4:00PM	Oct 17	10:00AM	Oct 17	1:00-1:15PM	Oct 20	Oct 21
Harrisburg-Lebanon-Carlisle	Aug 22	11:30AM EDT	Sep 19	11:30AM	Oct 17	11:30AM	Oct 17	2:30-2:45PM	Oct 20	Oct 21
Hartford-New Britain-Middletown	Aug 13	2:30PM EDT	Sep 10	2:30PM	Oct 09	10:00AM	Oct 09	1:00-1:15PM	Oct 10	Oct 13
Honolulu	Aug 20	10:00AM HST	Sep 17	10:00AM	Oct 16	10:00AM	Oct 16	1:00-1:15PM	Oct 17	Oct 20
Houston-Galveston	Aug 18	12:00PM CDT	Sep 15	12:00PM	Oct 13	12:00PM	Oct 13	3:00-3:15PM	Oct 14	Oct 15
Huntsville	Aug 25	12:00PM CDT	Sep 22	12:00PM	Oct 21	9:00AM	Oct 21	12:00-12:15PM	Oct 22	Oct 23
Indianapolis	Aug 18	9:00AM EST	Sep 15	9:00AM	Oct 14	10:30AM	Oct 14	1:30-1:45PM	Oct 15	Oct 16
Jackson, MS	Aug 25	12:00PM CDT	Sep 22	12:00PM	Oct 21	10:30AM	Oct 21	1:30-1:45PM	Oct 22	Oct 23
Jacksonville	Aug 22	10:00AM EDT	Sep 19	10:00AM	Oct 17	10:00AM	Oct 17	1:00-1:15PM	Oct 20	Oct 21
Kansas City	Aug 19	1:30PM CDT	Sep 16	1:30PM	Oct 14	1:30PM	Oct 14	4:30-4:45PM	Oct 15	Oct 16
Knoxville	Aug 22	11:30AM EDT	Sep 19	11:30AM	Oct 17	11:30AM	Oct 17	2:45-3:00PM	Oct 20	Oct 21
Lansing-East Lansing	Aug 22	2:30PM EDT	Sep 19	2:30PM	Oct 20	11:30AM	Oct 20	2:30-2:45PM	Oct 21	Oct 22
Las Vegas	Aug 21	10:00AM PDT	Sep 18	10:00AM	Oct 16	10:00AM	Oct 16	1:00-1:15PM	Oct 17	Oct 20
Little Rock	Aug 25	10:30AM CDT	Sep 22	10:30AM	Oct 20	12:00PM	Oct 20	3:15-3:30PM	Oct 21	Oct 22
Los Angeles	Aug 12	11:30AM PDT	Sep 09	11:30AM	Oct 07	11:30AM	Oct 07	2:30-2:45PM	Oct 08	Oct 09
Louisville	Aug 19	4:00PM EDT	Sep 16	4:00PM	Oct 15	11:30AM	Oct 15	2:30-2:45PM	Oct 16	Oct 17
Madison	Aug 25	10:30AM CDT	Sep 22	10:30AM	Oct 21	9:00AM	Oct 21	12:00-12:15PM	Oct 22	Oct 23

* All times are local market times.

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ARBITRON

Arbitron 1997 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings		Maximiser SM / Media Professional SM	Market Report
	Date	Time *	Date	Time *	Date	Time *	Date	Time *	Mail Date	Mail Date
McAllen-Brownsville-Harlingen	Aug 22	3:00PM CDT	Sep 19	3:00PM	Oct 20	1:30PM	Oct 20	4:30-4:45PM	Oct 21	Oct 22
Memphis	Aug 20	10:30AM CDT	Sep 17	10:30AM	Oct 15	12:00PM	Oct 15	3:00-3:15PM	Oct 16	Oct 17
Miami-Ft. Lauderdale-Hollywood	Aug 19	1:00PM EDT	Sep 16	1:00PM	Oct 15	10:00AM	Oct 15	1:00-1:15PM	Oct 16	Oct 17
Milwaukee-Racine	Aug 19	3:00PM CDT	Sep 16	3:00PM	Oct 14	10:30AM	Oct 14	1:30-1:45PM	Oct 15	Oct 16
Minneapolis-St. Paul	Aug 15	3:00PM CDT	Sep 12	3:00PM	Oct 13	10:30AM	Oct 13	1:30-1:45PM	Oct 14	Oct 15
Mobile	Aug 25	12:00PM CDT	Sep 22	12:00PM	Oct 21	9:00AM	Oct 21	12:00-12:15PM	Oct 22	Oct 23
Monterey-Salinas-Santa Cruz	Aug 14	1:00PM PDT	Sep 11	1:00PM	Oct 09	11:30AM	Oct 09	2:30-2:45PM	Oct 10	Oct 13
Nashville	Aug 20	9:00AM CDT	Sep 17	9:00AM	Oct 15	12:00PM	Oct 15	3:00-3:15PM	Oct 16	Oct 17
Nassau-Suffolk (Long Island)	Aug 12	11:30AM EDT	Sep 09	11:30AM	Oct 07	11:30AM	Oct 07	2:30-2:45PM	Oct 08	Oct 09
New Orleans	Aug 19	1:30PM CDT	Sep 16	1:30PM	Oct 14	1:30PM	Oct 14	4:30-4:45PM	Oct 15	Oct 16
New York	Aug 12	10:00AM EDT	Sep 09	10:00AM	Oct 07	10:00AM	Oct 07	1:00-1:15PM	Oct 08	Oct 09
Norfolk-Virginia Beach-Newport News	Aug 21	1:00PM EDT	Sep 18	1:00PM	Oct 16	2:30PM	Oct 17	10:00-10:15AM	Oct 17	Oct 20
Oklahoma City	Aug 21	1:30PM CDT	Sep 18	1:30PM	Oct 16	1:30PM	Oct 16	4:30-4:45PM	Oct 17	Oct 20
Omaha-Council Bluffs	Aug 20	10:30AM CDT	Sep 17	10:30AM	Oct 15	12:00PM	Oct 15	3:00-3:15PM	Oct 16	Oct 17
Orlando	Aug 22	1:00PM EDT	Sep 19	1:00PM	Oct 20	10:00AM	Oct 20	1:00-1:15PM	Oct 21	Oct 22
Philadelphia	Aug 13	10:00AM EDT	Sep 10	10:00AM	Oct 08	10:00AM	Oct 08	1:00-1:15PM	Oct 09	Oct 10
Phoenix	Aug 20	11:30AM MST	Sep 17	11:30AM	Oct 15	1:00PM	Oct 15	4:00-4:15PM	Oct 16	Oct 17
Pittsburgh	Aug 15	11:30AM EDT	Sep 12	11:30AM	Oct 10	11:30AM	Oct 10	2:30-2:45PM	Oct 13	Oct 14
Portland, OR	Aug 20	10:00AM PDT	Sep 17	10:00AM	Oct 14	1:00PM	Oct 14	4:00-4:15PM	Oct 15	Oct 16
Providence-Warwick-Pawtucket	Aug 14	10:00AM EDT	Sep 11	10:00AM	Oct 09	10:00AM	Oct 09	1:00-1:15PM	Oct 10	Oct 13
Raleigh-Durham	Aug 22	10:00AM EDT	Sep 19	10:00AM	Oct 17	11:30AM	Oct 17	2:30-2:45PM	Oct 20	Oct 21
Richmond	Aug 21	11:30AM EDT	Sep 18	11:30AM	Oct 16	11:30AM	Oct 16	2:30-2:45PM	Oct 17	Oct 20
Riverside-San Bernardino	Aug 14	11:30AM PDT	Sep 11	11:30AM	Oct 09	11:30AM	Oct 09	2:30-2:45PM	Oct 10	Oct 13
Rochester, NY	Aug 21	10:00AM EDT	Sep 18	10:00AM	Oct 16	10:00AM	Oct 16	1:00-1:15PM	Oct 17	Oct 20
Sacramento	Aug 21	1:00PM PDT	Sep 18	1:00PM	Oct 16	1:00PM	Oct 16	4:00-4:15PM	Oct 17	Oct 20
Saginaw-Bay City-Midland	Aug 25	10:00AM EDT	Sep 22	10:00AM	Oct 20	10:00AM	Oct 20	1:00-1:15PM	Oct 21	Oct 22
Salt Lake City-Ogden-Provo	Aug 20	2:00PM MDT	Sep 17	2:00PM	Oct 15	12:30PM	Oct 15	3:30-3:45PM	Oct 16	Oct 17
San Antonio	Aug 21	1:30PM CDT	Sep 18	1:30PM	Oct 16	12:00PM	Oct 16	3:00-3:30PM	Oct 17	Oct 20
San Diego	Aug 14	10:00AM PDT	Sep 11	10:00AM	Oct 08	11:30AM	Oct 08	2:30-2:45PM	Oct 09	Oct 10
San Francisco	Aug 15	10:00AM PDT	Sep 12	10:00AM	Oct 09	1:00PM	Oct 09	4:00-4:15PM	Oct 10	Oct 13
San Jose	Aug 15	11:30AM PDT	Sep 12	11:30AM	Oct 09	11:30AM	Oct 09	2:30-2:45PM	Oct 10	Oct 13
Seattle-Tacoma	Aug 18	1:00PM PDT	Sep 15	1:00PM	Oct 13	11:30AM	Oct 13	2:30-2:45PM	Oct 14	Oct 15
Shreveport	Aug 25	10:30AM CDT	Sep 22	10:30AM	Oct 20	1:30PM	Oct 20	4:30-4:45PM	Oct 21	Oct 22
Spokane	Aug 26	10:00AM PDT	Sep 23	10:00AM	Oct 21	10:00AM	Oct 21	1:00-1:15PM	Oct 22	Oct 23
Springfield, MA	Aug 14	10:00AM EDT	Sep 11	10:00AM	Oct 08	1:00PM	Oct 08	4:00-4:15PM	Oct 09	Oct 10
St. Louis	Aug 15	9:00AM CDT	Sep 12	9:00AM	Oct 09	12:00PM	Oct 09	3:00-3:15PM	Oct 10	Oct 13
Syracuse	Aug 21	10:00AM EDT	Sep 18	10:00AM	Oct 16	10:00AM	Oct 16	1:00-1:15PM	Oct 17	Oct 20
Tampa-St. Petersburg-Clearwater	Aug 19	11:30AM EDT	Sep 16	11:30AM	Oct 14	1:00PM	Oct 14	4:00-4:15PM	Oct 15	Oct 16
Toledo	Aug 19	11:30AM EDT	Sep 16	11:30AM	Oct 14	1:00PM	Oct 14	4:00-4:15PM	Oct 15	Oct 16
Tucson	Aug 20	10:00AM MST	Sep 17	10:00AM	Oct 15	11:30AM	Oct 15	2:30-2:45PM	Oct 16	Oct 17
Tulsa	Aug 21	1:30PM CDT	Sep 18	1:30PM	Oct 16	1:30PM	Oct 16	4:30-4:45PM	Oct 17	Oct 20
Washington, D.C.	Aug 14	11:30AM EDT	Sep 11	11:30AM	Oct 10	10:00AM	Oct 10	1:00-1:15PM	Oct 13	Oct 14
West Palm Beach-Boca Raton	Aug 25	10:00AM EDT	Sep 22	10:00AM	Oct 20	1:00PM	Oct 20	4:00-4:15PM	Oct 21	Oct 22
Wichita	Aug 25	10:30AM CDT	Sep 22	10:30AM	Oct 20	1:30PM	Oct 20	4:30-4:45PM	Oct 21	Oct 22
Wilkes Barre-Scranton	Aug 22	2:30PM EDT	Sep 19	2:30PM	Oct 20	11:30AM	Oct 20	2:30-2:45PM	Oct 21	Oct 22
York	Aug 22	10:00AM EDT	Sep 19	10:00AM	Oct 17	11:30AM	Oct 17	2:30-2:45PM	Oct 20	Oct 21

* All times are local market times.

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1997-1998 Radio Survey Schedule

Who to call at Arbitron

SPRING SURVEY

March 27 - June 18, 1997

MARCH						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY						
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

SUMMER SURVEY

June 26 - September 17, 1997

JUNE						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JULY						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

FALL SURVEY

September 18 - December 10, 1997

SEPTEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

WINTER SURVEY

January 8 - April 1, 1998

JANUARY						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MARCH						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

APRIL						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

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Tom O'Sullivan, Mgr., National Radio Sales (212) 887-1368
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Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Ruth Roman (212) 887-1326

Scarborough Training Specialist:
Debbie Goldstein (212) 887-1367

Training Specialists:
Jennae Buiuskis (212) 887-1371
Chris Kiske (212) 887-1310

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:
Donna Polifrone (212) 887-1582

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Susan Carmichael (212) 887-1398
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Jerry Sacchetti (212) 887-1502

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Karla Eyerly (410) 312-8539

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Bethanie Buckingham (312) 913-6232
Mark Cody (312) 913-6236
Patrick Pendergast (312) 913-6239

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Jennifer Thompson (312) 913-6238

Training Specialists:
Malou Watterson (312) 913-6233
Karen Young (312) 913-6240

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Margaret Bustell (312) 913-6229
Alisa Joseph (312) 913-6228

Client Service Executive:
Megan Horen (312) 913-6227

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Vicki Murphy (312) 913-6241

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Julian Davis (770) 551-1419
Jim Remeny (770) 551-1418
Bill Soule (770) 551-1420
Jerry Wiese (770) 551-1422

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Training Specialist:
Felicia Clem (770) 551-1405

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Marvin Korach (310) 824-6605
Paul LeFort (310) 824-6606
Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

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13355 Noel Road, Suite 1120/75240
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Mike Holderle (972) 385-5391

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NOTE/The survey dates are subject to change.

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