

Summer 1998
Delivery Schedule
Inside!

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Radio Market Report

Philadelphia

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Spring 1998
April 2 - June 24

182 Philadelphia
Spring 1998

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Radio Market Report

**Summer '98
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1998-99 Survey Schedule

Spring 1998
April 2 - June 24

Summer 1998
July 2 - September 23

Fall 1998
September 24 - December 16

Winter 1999
January 7 - March 31

Spring 1999
April 1 - June 23



What MRC accreditation means

The Arbitron Radio Service has been accredited by the Media Rating Council (MRC) since 1968. To merit continued MRC accreditation, Arbitron: (1) adheres to the Council's Minimum Standards for Media Rating Research; (2) supplies full information to the MRC 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 MRC. In addition to paying sizable audit charges, Arbitron provides office and file space for MRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about the MRC's accreditation and auditing procedures can be obtained from the Executive Director, 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 1998 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.

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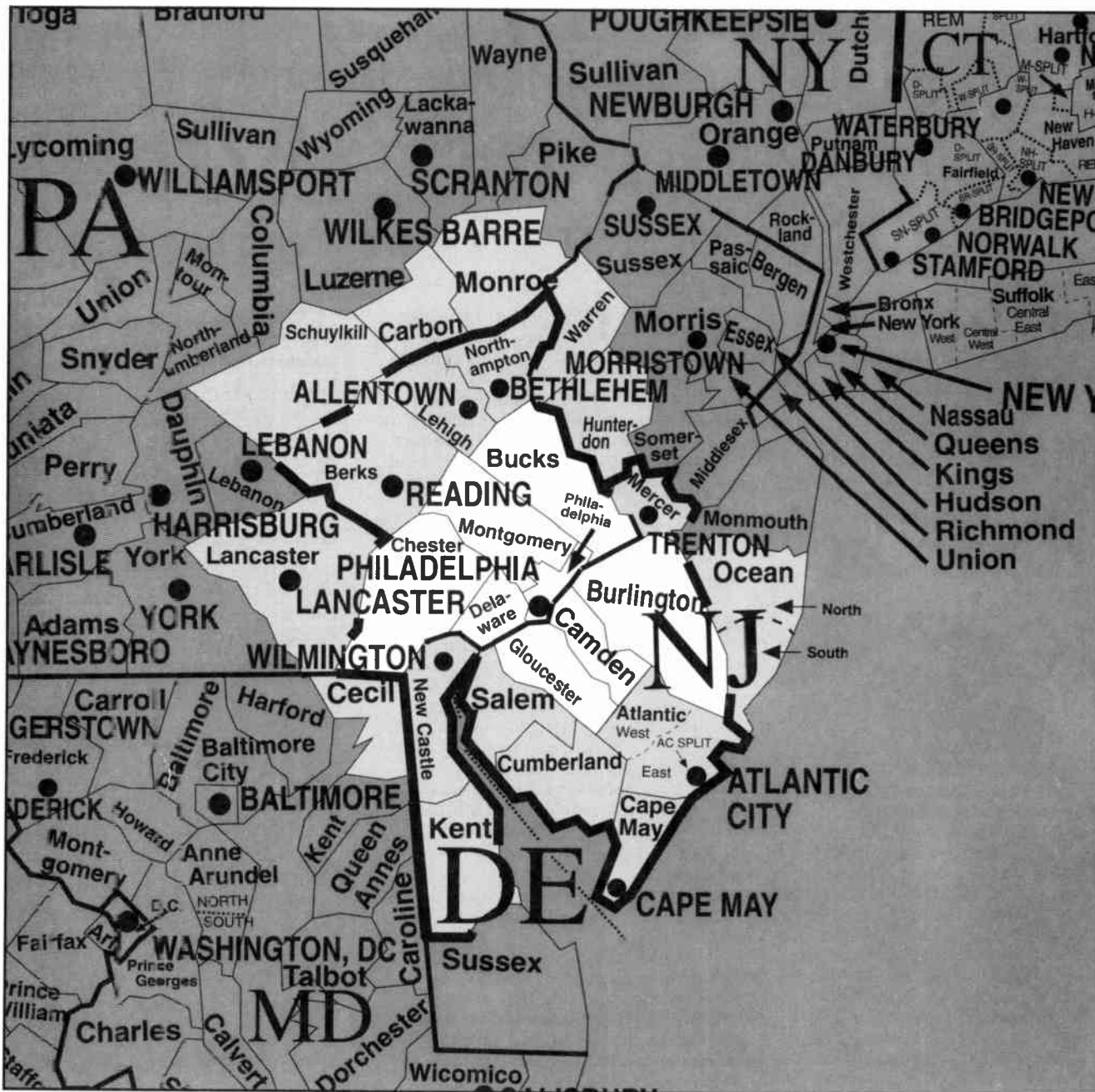
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases 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	WDAS-AM	WDAS-FM	WIOQ-FM	WIP-AM
WJJZ-FM	WKXW-FM	WMGK-FM	WMMR-FM	WUGL-FM	WPEN-AM
WPHI-FM	WPHT-AM	WPLY-FM	WPST-FM	WRDR-FM	WUSL-FM
WWDB-FM	WXTU-FM	WXXM-FM	WYSP-FM	WYXR-FM	

* Station subscribers as of release to print.

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

Estimated P12+			County/ Split County	HDA		Estimated P12+			County/ Split County	HDA	
Population	In-Tab	Area		ST	Blk. / Hisp.	Population	In-Tab	Area		ST	Blk. / Hisp.
344,700	395	MTD	BURLINGTON	NJ	B	110,900	155	TD	CUMBERLAND	NJ	
412,800	464	MTD	CAMDEN	NJ	B H	101,700	72	T	HUNTERDON	NJ	
204,100	218	MTD	GLOUCESTER	NJ		280,600	635	TD	MERCER	NJ	B
484,100	554	MTD	BUCKS	PA		323,900	515	T	OCEAN NORTH COUNTY	NJ	
347,600	389	MTD	CHESTER	PA		86,600	126	T	OCEAN SOUTH COUNTY	NJ	
456,300	527	MTD	DELAWARE	PA	B	53,000	126	TD	SALEM	NJ	
604,100	703	MTD	MONTGOMERY	PA		82,000	263	T	WARREN	NJ	
1,219,400	1,423	MTD	PHILADELPHIA	PA	B H	298,400	453	TD	BERKS	PA	
102,700	129	TD	KENT	DE		50,500	158	T	CARBON	PA	
397,500	1,049	TD	NEW CASTLE	DE	B	371,700	785	T	LANCASTER	PA	
65,900	175	T	CECIL	MD		250,800	774	TD	LEHIGH	PA	
37,700	177	TD	ATLANTIC AC-SPLIT	NJ		103,000	202	T	MONROE	PA	
137,500	629	TD	ATLANTIC EAST	NJ		217,800	631	TD	NORTHAMPTON	PA	
24,800	123	TD	ATLANTIC WEST	NJ		129,900	136	T	SCHUYLKILL	PA	
83,700	373	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	846	712,600	659	523,700
HDHA	82	56,800	32	31,800

These population estimates are based on 1990 Census data, updated and projected to January 1, 1998, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1997 survey, population estimates for this report are based on Market Statistics 1/1/98 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/97 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	% Urrwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Urrwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Urrwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	408,600	10.0	482	10.3	10.0	734,100	9.9	1,220	9.9	9.9					
18-24	212,700	5.2	239	5.1	5.2	383,200	5.2	599	4.8	5.2	322,600	5.3	492	5.0	5.3
25-34	362,500	8.9	364	7.8	8.9	645,600	8.7	976	7.9	8.7	538,900	8.9	802	8.1	8.9
35-44	384,500	9.4	426	9.1	9.4	699,100	9.5	1,164	9.4	9.5	573,900	9.5	927	9.3	9.5
45-49	168,600	4.1	171	3.7	4.1	307,300	4.2	504	4.1	4.2	251,700	4.1	405	4.1	4.1
50-54	138,900	3.4	171	3.7	3.4	252,500	3.4	437	3.5	3.4	207,900	3.4	341	3.4	3.4
55-64	207,800	5.1	224	4.8	5.1	377,600	5.1	618	5.0	5.1	311,500	5.1	496	5.0	5.1
65+	259,800	6.4	276	5.9	6.4	504,000	6.8	797	6.4	6.8	394,900	6.5	617	6.2	6.5
18+	1,734,800	42.6	1,871	40.0	42.6	3,169,300	42.9	5,095	41.2	42.9	2,601,400	42.9	4,080	41.1	42.9
Women															
12-24	400,000	9.8	518	11.1	9.8	718,100	9.7	1,280	10.4	9.7					
18-24	212,900	5.2	258	5.5	5.2	382,400	5.2	575	4.7	5.2	322,200	5.3	484	4.9	5.3
25-34	365,800	9.0	443	9.5	9.0	642,900	8.7	1,105	8.9	8.7	537,600	8.9	921	9.3	8.9
35-44	407,000	10.0	515	11.0	10.0	726,800	9.8	1,367	11.1	9.8	600,600	9.9	1,100	11.1	9.9
45-49	182,700	4.5	227	4.9	4.5	326,200	4.4	603	4.9	4.4	269,900	4.4	488	4.9	4.4
50-54	150,900	3.7	208	4.5	3.7	268,200	3.6	511	4.1	3.6	223,500	3.7	410	4.1	3.7
55-64	232,600	5.7	279	6.0	5.7	419,800	5.7	737	6.0	5.7	345,900	5.7	592	6.0	5.7
65+	403,400	9.9	369	7.9	9.9	761,500	10.3	1,040	8.4	10.3	604,700	10.0	808	8.1	10.0
18+	1,955,300	48.0	2,299	49.2	48.0	3,527,800	47.8	5,938	48.0	47.8	2,904,400	47.9	4,803	48.4	47.9
P18+	3,690,100	90.6	4,170	89.2	90.6	6,697,100	90.7	11,033	89.3	90.7	5,505,800	90.7	8,883	89.5	90.7
Teens 12-17	383,000	9.4	503	10.8	9.4	686,600	9.3	1,326	10.7	9.3	562,700	9.3	1,044	10.5	9.3
Black P12+	769,700	18.9	1,016	21.7	18.9										
Hispanic P12+	162,500	4.0	190	4.1	4.0										
Total P12+	4,073,100		4,673			7,383,700		12,359			6,068,500		9,927		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,622	7,521	6,032
UNL - Est. Usable Households in Sample	2,923	7,437	6,226
TOT - Est. Usable Households in Sample	5,545	14,958	12,258
LST - Est. Persons in Usable Households	5,934	16,674	13,339
UNL - Est. Persons in Usable Households	7,109	17,748	14,845
TOT - Est. Persons in Usable Households	13,043	34,422	28,184
LST - Contacted Households	2,545	7,201	5,784
UNL - Contacted Households	2,702	6,857	5,727
TOT - Contacted Households	5,247	14,058	11,511
LST - Households Accepting Diaries	1,883	5,257	4,239
UNL - Households Accepting Diaries	2,039	4,989	4,165
TOT - Households Accepting Diaries	3,922	10,246	8,404
LST - Persons Sent Diaries	4,279	11,725	9,428
UNL - Persons Sent Diaries	5,004	12,019	10,028
TOT - Persons Sent Diaries	9,283	23,744	19,456
LST - Diaries In-Tab	2,251	6,492	5,154
UNL - Diaries In-Tab	2,422	5,867	4,773
TOT - Diaries In-Tab	4,673	12,359	9,927
Metro Sample Target	4,630		
Metro In-Tab/Target Index	101		

These population estimates are based on 1990 Census data, updated and projected to January 1, 1998, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

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For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/97 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

[Stations listed alphabetically left to right.]

- (s) **KYW-AM 1060**
 Independence Mall E
 Philadelphia, PA 19106
 (215) 238-4971 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/Spilt Co.: Philadelphia, PA
 Power Day/Night (watts): 50,000/50,000
- (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/Spilt Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 14,000/287
- (s) **WDAS-AM 1480**
 23 West City Line Ave
 Bala Cynwyd, PA 19004
 (610) 617-8500 Fax: (610) 617-8501
 Format: Religious
 Sales Rep: Eastman Radio, Inc
 Network: AURN
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 Power Day/Night (watts): 5,000/1,000
- (s) **WDAS-FM 105.3**
 23 West City Line Ave
 Bala Cynwyd, PA 19004
 (610) 617-8500 Fax: (610) 617-8501
 Format: Urban Adult Contemporary
 Sales Rep: Eastman Radio, Inc
 Network: ABC
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 16,500/266
- (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/Spilt Co.: Philadelphia, PA
 Power Day/Night (watts): 5,000/5,000
- (s) **WJZZ-FM 106.1**
 One Bala Plz Ste 243
 Bala Cynwyd, PA 19004
 (610) 667-3939 Fax: (610) 664-2931
 Format: New AC (NAC)/Smooth Jazz
 Sales Rep: Christal Radio
 Network: IND
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 22,500/226
- (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/Spilt Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 8,500/360
- (s) **WMMR-FM 93.3**
 One Bala Plaza #424
 Bala Cynwyd, PA 19004
 (610) 771-0933 Fax: (610) 771-9710
 Format: Album Oriented Rock
 Sales Rep: McGavren Guild
 Network: IND
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 18,000/252
- (s) **WOGI-FM 98.1**
 City Line + Monument Aves
 Philadelphia, PA 19131
 (610) 668-5940 Fax: (610) 667-1904
 Format: Oldies
 Sales Rep: CBS Radio Sales
 Network: CBS
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 ERP (watts) / HAAT (meters): 12,500/305
- (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: McGavren Guild
 Network: WESTWD
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 Power Day/Night (watts): 5,000/5,000
- (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/Spilt Co.: Montgomery, PA
 ERP (watts) / HAAT (meters): 340/305
- (s) **WPHT-AM 1210**
 City Line And Monument Rd
 Philadelphia, PA 19131
 (610) 668-5881 Fax: (610) 668-5888
 Format: Talk/Personality
 Sales Rep: Interep
 Network: CBS
 City of Lic./Alt City ID: Philadelphia, PA
 County/Spilt Co.: Philadelphia, PA
 Power Day/Night (watts): 50,000/50,000
- (s) **WPLY-FM 100.3**
 1003 Baltimore Pike
 Media, PA 19063
 (610) 565-8900 Fax: (610) 565-7823
 Format: Alternative
 Sales Rep: Allied Radio Partners
 Network: IND
 City of Lic./Alt City ID: Media/Philadelphia, PA
 County/Spilt Co.: Delaware, PA
 ERP (watts) / HAAT (meters): 35,000/183

continued..

Network Affiliation Abbreviations

ABC: ABC Radio Networks
 AMFM: AMFM Radio Network
 APNET: Associated Press Radio Network
 AURN: American Urban Radio Network
 BNN: Business News Network
 CAR: Cadena Caracol Network
 CBS: CBS Radio Networks
 CNN: Westwood One CNN Plus Radio Network
 ESPN: ESPN Radio Network
 JRN: Jones Radio 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
 UNICA: Radio Unica 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.

(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 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.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

WURD-AM 900

333 Sylvan Ave #304
Englewood Cliffs, NJ 07632
(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

WWJZ-AM 640

50 Tensaw Dr
Browns Mills, NJ 08015
(609) 893-5253 Fax: (609) 893-3585
Format: Nostalgia
Sales Rep: N/A
Network: USA
City of Lic./Alt City ID: Mount Holly, NJ
County/Split Co.: Burlington, NJ
Power Day/Night (watts): 50,000/950

(s) WYSP-FM 94.1

101 S Independence Mall East
Philadelphia, PA 19106
(215) 625-9460 Fax: (215) 625-6555
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) WUSL-FM 98.9

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

(s) WXTU-FM 92.5

555 City Line Ave Ste 330
Bala Cynwyd, PA 19004
(610) 667-9000 Fax: (610) 617-1607
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

(s) WYXR-FM 104.5

One Bala Piz
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

(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: D & R
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 17,000/264

(s) WXXM-FM 95.7

8200 Ridge Ave
Philadelphia, PA 19128
(215) 482-6000 Fax: (215) 482-3777
Format: Modern Adult Contemporary
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 50,000/153

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) 434-3808
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): 3,600/1,500

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: IND
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: D & R
Network: ABC
City of Lic./Alt City ID: Cape May Cths/Wldwd, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 3,300/90

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

WCTO-FM 96.1

P O Box 81
Easton, PA 18044
(610) 250-9600 Fax: (610) 250-9674
Format: Country
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

(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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continued...

Network Affiliation Abbreviations

ABC: ABC Radio Networks
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio 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
UNICA: Radio Unica 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)

[Stations listed alphabetically left to right.]

WDSF-FM 92.9

5595 West Denny's Rd
Dover, DE 19904
(302) 674-1410 Fax: (302) 674-5978
Format: Country
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: <Smyrna/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 1,700/115

WJBR-FM 99.5

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

WLEV-FM 100.7

P O Box 81
Easton, PA 18044
(610) 250-9600 Fax: (610) 250-9674
Format: Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
ERP (watts) / HAAT (meters): 11,000/327

(s) WPST-FM 97.5

619 Alexander Rd 3rd Fl
Princeton, NJ 08540
(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

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

WKAP-AM 1470

1541 Alta Dr 4th Fl
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 434-6288
Format: Adult Standards
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

WNJO-FM 94.5

619 Alexander Rd
Princeton, NJ 08540
(609) 419-0300 Fax: (609) 419-0143
Format: Oldies
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Trenton, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/150

(s) 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

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

WFPG-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

(s) WKXW-FM 101.5

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

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

WRDX-FM 94.7

3001 Philadelphia Pike
Claymont, DE 19703
(302) 793-4200 Fax: (302) 793-4204
Format: Album Oriented Rock
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: <Dover/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 50,000/115

WTTH-FM 96.1

(simulcast w/WBNU-FM)†
2922 Atlantic Ave Suite 201
Atlantic City, NJ 08401
(609) 348-4040 Fax: (609) 348-1303
Format: Urban Adult Contemporary
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Mrgate Cty/Attn Cty, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 2,800/122

continued..

(s) Station subscribers as of release to print

* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
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SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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TARN: Talk America Radio Network
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UNICA: Radio Unica Network
UPI: United Press International Radio Network
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Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

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

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

(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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ESPN: ESPN Radio Network
JRN: Jones Radio 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
UNICA: Radio Unica 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	1,802,200	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	147,407	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	187,874	10.4	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,560	9.9	High school grad	1,042,876	32.9
\$30,000-39,999	180,987	10.0	College 1-3 yrs	641,096	20.2
\$40,000-49,999	170,065	9.4	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,237	20.2	Colleges & Universities	76	
\$75,000-99,999	247,980	13.8	Total enrollment	247,454	100.0
\$100,000+	327,090	18.1	Full-time enrollment	138,901	56.1
Median income: \$52,240			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	337,300	18.7
Median rent: \$516			1 Car	648,300	36.0
Household Size			2 Cars	598,200	33.2
1 Person	461,200	25.6	3+ Cars	218,400	12.1
2 Persons	555,800	30.8			
3-4 Persons	572,200	31.8			
5+ Persons	213,000	11.8			

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 12 years of age and older. 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 12 years of age and older.

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	1,500	.0	33,800	.8	85,000	2.1
Teens 12-17	0	.0	1,100	.3	3,100	.8
Men						
18-24	600	.3	13,100	6.2	9,100	4.3
25-34	500	.1	1,700	.5	9,100	2.5
35-44	100	.0	400	.1	6,600	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	2,400	1.2
65+	0	.0	0	.0	10,000	3.8
Women						
18-24	200	.1	16,000	7.5	2,600	1.2
25-34	100	.0	600	.2	1,800	.5
35-44	0	.0	100	.0	1,700	.4
45-49	0	.0	100	.1	1,000	.5
50-54	0	.0	100	.1	900	.6
55-64	0	.0	100	.0	2,000	.9
65+	0	.0	500	.1	31,200	7.7

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 1990 Census data, updated and projected to 1/1/98 by Market Statistics.

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+	769,700	100.0	18.9	162,500	100.0	4.0
Teens 12-17	84,300	11.0	22.0	22,800	14.0	6.0
Men						
18-24	48,800	6.3	22.9	11,700	7.2	5.5
25-34	68,900	9.0	19.0	19,900	12.2	5.5
35-44	66,400	8.6	17.3	17,700	10.9	4.6
45-49	28,000	3.6	16.6	6,500	4.0	3.9
50-54	23,000	3.0	16.6	4,200	2.6	3.0
55-64	34,900	4.5	16.8	5,600	3.4	2.7
65+	37,400	4.9	14.4	4,400	2.7	1.7
Women						
18-24	48,400	6.3	22.7	12,000	7.4	5.6
25-34	76,000	9.9	20.8	18,400	11.3	5.0
35-44	81,500	10.6	20.0	17,000	10.5	4.2
45-49	35,600	4.6	19.5	6,100	3.8	3.3
50-54	28,700	3.7	19.0	4,300	2.6	2.8
55-64	45,000	5.8	19.3	5,800	3.6	2.5
65+	62,800	8.2	15.6	6,100	3.8	1.5

Area Lifestyle Profile

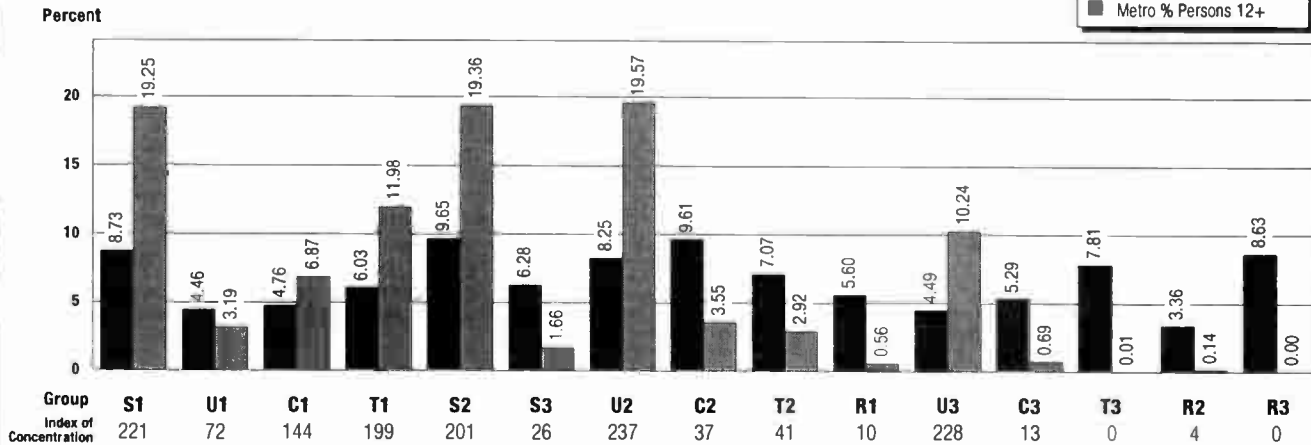
by PRIZM® Groups

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 the graph.

In this graph, 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 Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M6.)



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 Affluentals - 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. singls. & families; inner-city solo-parent families

C3 2nd City Blues - low-inc. older singls., cps. & 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 cps., 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 1997 publication of *Survey of Buying Power* (1/1/97 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$121,790,939
Median Household Income	\$52,240
Income per Household	\$67,579

* 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	\$46,677,163
Retail Expenditures per Household (\$)	\$25,900
Food Stores	\$7,389,609
Supermarkets	\$6,760,273
Eating & Drinking Places	\$3,725,879
General Merchandise Stores	\$4,455,509
Department Stores	\$3,616,822
Apparel and Accessories Stores	\$2,716,418
Automotive Dealers	\$12,042,724
Building Materials & Hardware Stores	\$1,918,438
Drugstores	\$2,340,142
Furniture and Appliance Stores	\$732,952
Radio, TV & Music Stores	\$1,061,093

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	10.4
Ford Motor Company	15.2
General Motors Corporation	25.5
Honda	11.3
Mazda	2.0
Mitsubishi	1.7
Nissan	7.9
Toyota	9.2
Other	16.8

* Note: Figures are shown for October through December of the 1998 model year.

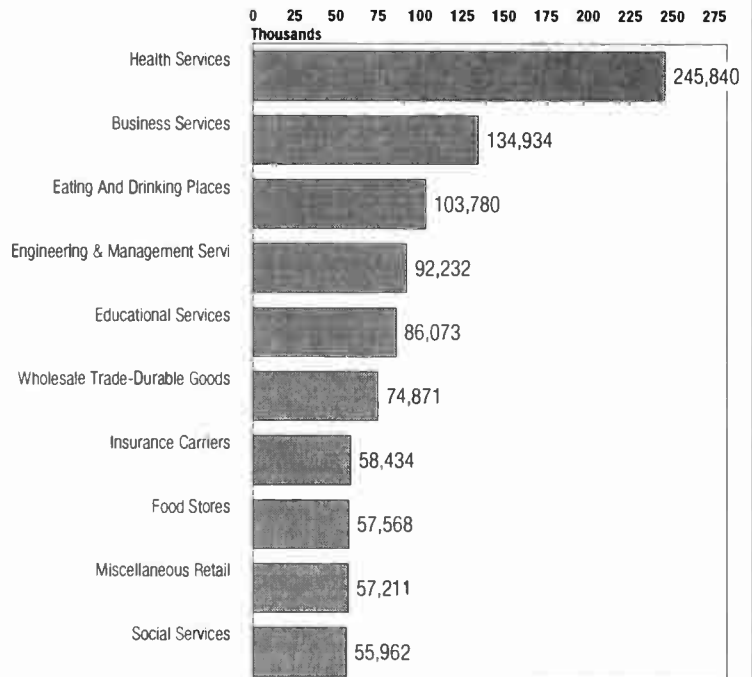
Top Ten Employer Industries

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 MATOR	446,927	24.9	US NWS&WR	41,886	2.3
TV GUIDE	282,174	15.7	YM	41,669	2.3
RDRS DIGST	241,387	13.4	GLAMOUR	39,114	2.2
BTR HOME	124,470	6.9	TEEN	36,615	2.0
NAT GEO	116,224	6.5	PARENTS	36,290	2.0
FAMLY CRCL	100,481	5.6	SP OP DGST	34,906	1.9
TIME	100,131	5.6	ROLLNG STN	33,805	1.9
GD HSEKPNG	91,492	5.1	MENS HLTH	31,557	1.8
WOMANS DAY	89,426	5.0	COOKING LT	31,353	1.7
LS HOME JN	85,110	4.7	GOLF DIGST	30,790	1.7
MCCALLS	78,943	4.4	LIFE	29,317	1.6
SPORTS ILS	70,219	3.9	CTRY LVING	29,218	1.6
PREVENTION	67,320	3.7	ENTERTNMNT	28,066	1.6
NEWSWEEK	65,974	3.7	KIPLINGERS	25,324	1.4
PEOPLE	63,132	3.5	POP SCIENC	25,230	1.4
EBONY	60,445	3.4	BOYS LIFE	25,083	1.4
PLAYBOY	52,835	2.9	MADEMOSELL	24,575	1.4
REDBOOK	52,049	2.9	SELF	24,026	1.3
MONEY	49,029	2.7	GOLF MGZNE	23,903	1.3
STAR	48,028	2.7	POP MECHAN	22,426	1.2
SMTHSONIAN	47,249	2.6	NEW WOMAN	22,087	1.2
COSMOPLTAN	47,049	2.6	FIELD STRM	19,525	1.1
MARTHA STW	45,581	2.5	OUTDR LIFE	14,555	0.8
SEVENTEEN	44,094	2.5	SOJ LVING	-	-
NATL ENOR	42,109	2.3	SUNSET	-	-

Newspapers

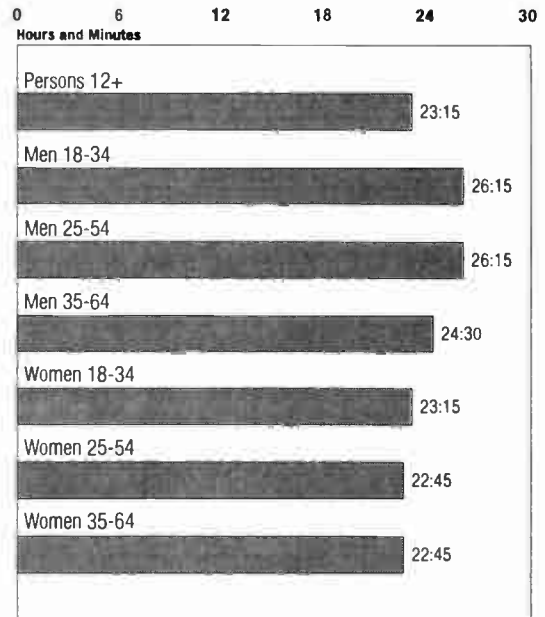
Paper	Circulation	%
PHILADELPHIA INQUIRER	392,585	22
PHILADELPHIA DAILY NEWS	163,374	9
CAMDEN COURIER POST	88,742	5
BUCKS COUNTY COURIER TIMES	69,694	4
DELAWARE COUNTY TIMES	51,118	3
DOYLESTOWN INTELLIGENCER	43,754	2
HURLINGTON COUNTY TIMES	39,506	2
WEST CHESTER DAILY LOCAL NEWS	33,841	2
USA TODAY	29,365	2
GLOUCESTER COUNTY TIMES	27,782	2
NORRISTOWN TIMES HERALD	25,245	1
POTTSTOWN MERCURY	21,993	1
LANSDALE REPORTER	19,640	1
TRENTONIAN	13,666	1
TRENTON TIMES	12,114	1
ALLENTOWN MORNING CALL	7,996	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,288	-
PRESS OF ATLANTIC CITY	1,065	-
VINELAND DAILY JOURNAL	987	-
LANCASTER INTELLIGENCER-JRNL	927	-
SALEM, TODAY'S SUNBEAM	213	-

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

Radio Time Spent Listening*

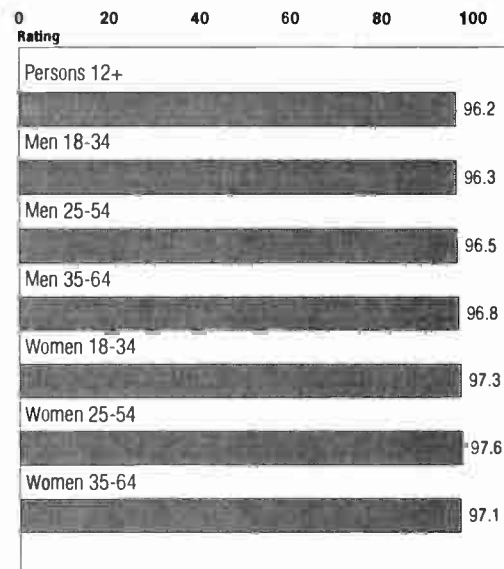
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



* Based on Arbitron's Spring 1998 radio survey.

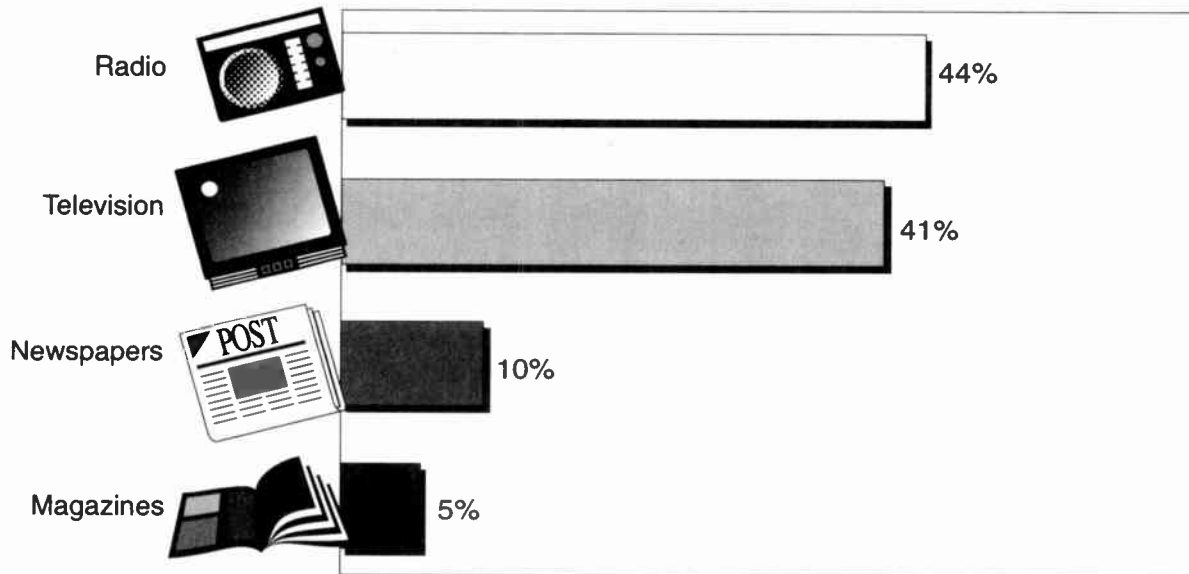
Media Targeting 2000SM

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 United States, excluding Alaska and Hawaii.

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

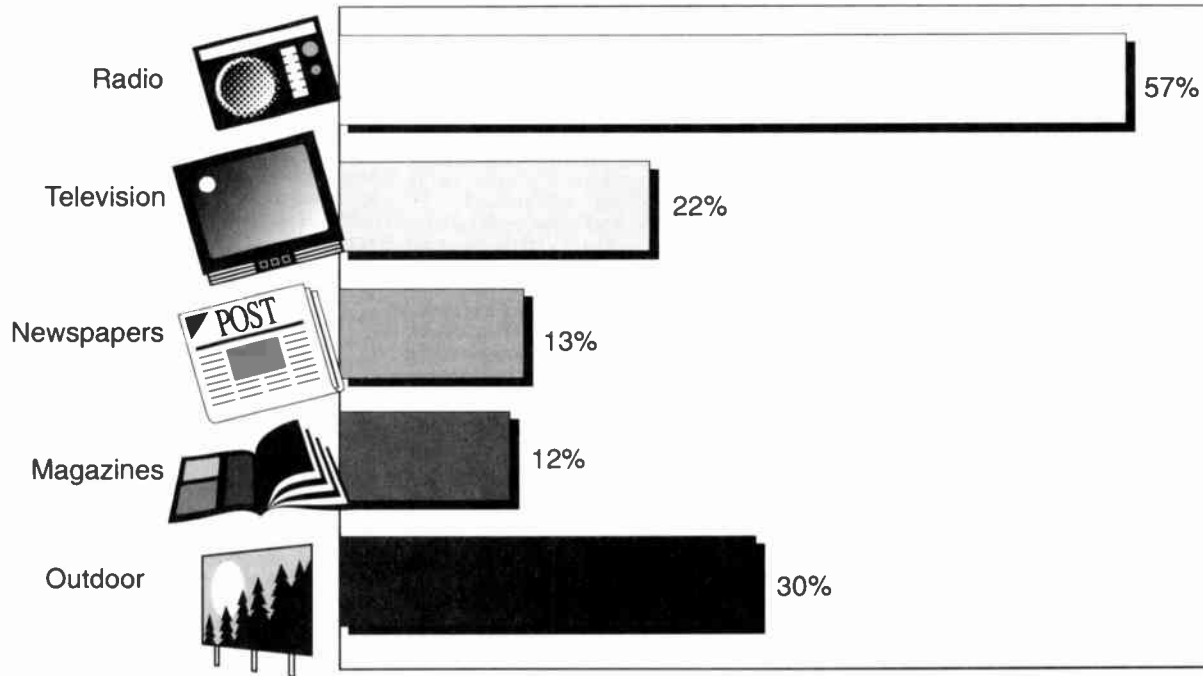
Media Targeting 2000SM

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 United States, excluding Alaska and Hawaii.

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 MRC This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC), and Arbitron has not requested accreditation. Arbitron does provide syndicated services which are accredited by the MRC.

Rating Distortion/Rating Bias Policies and Procedures

In accordance with MRC 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 that 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 that may not directly appeal to diarykeepers, but that may nevertheless cause diarykeepers to misreport their actual listening. Improper Promotional Activities include, but are not limited to, contests that 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 that 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 that 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 that 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 (known as "below-the-line" listing).

Rating Bias

Rating Bias is defined as: Any announcement, statement or activity that could alert, sensitize or remind diarykeepers or potential diarykeepers about past, current or future surveys in any way that 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 that alert listeners that a survey is, or soon will be, in progress or that 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 that 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, that mentions or alludes to a past, current, or future Arbitron survey, diary (ies) or radio ratings in any way that might sensitize diarykeepers to a current or future survey, or that may affect the way 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 that 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 air-check 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 that, 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 Media Rating Council (MRC) 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 (DST) used in this Metro Survey Area. All Metro counties, including HDBA 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.

Language Preference/ In Hispanic DST Metros, the bilingual diary includes a three-part question to determine the individual language preference of the diarykeeper. The diary question was tested in six diverse Hispanic Metros in Summer 1996 and was found to have no significant impact on Hispanic response rates, in-tab representation by sex/age, or format ratings and shares.

The Sample

High Density Area/ Effective with the Fall 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
Fall 1997	Camden, NJ	(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
WLEV-FM	WFMZ-FM	SU97 SP97	09/15/97
WNJO-FM	WCHR-FM	SU97	03/02/98
WXXM-FM	WFLN-FM	SU97 SP97	10/02/97

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
WRDX-FM	SU 05/10/98 07:48P to 08:18P	OFF
	SU 06/14/98 10:28P to 11:22P	OFF
	SU 06/14/98 11:22P to	
	TH 06/18/98 01:24P	REDUCED
	TU 06/23/98 11:01A to 04:12P	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 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
WBNJ-FM/ WTH-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	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 '98	520	11797	1.3	7.2	1289	8111	3.2	12.2	470	4914	1.2	4.7	509	5491	1.2	6.0	188	2663	.5	5.1
WI '98	527	11919	1.3	7.4	1332	8487	3.3	12.3	450	4570	1.1	4.8	485	5231	1.2	5.8	205	2511	.5	5.8
FA '97	489	11786	1.2	6.8	1248	8141	3.1	11.6	414	4802	1.0	4.2	480	5528	1.2	5.7	156	2343	.4	4.4
SU '97	462	11439	1.1	6.3	1156	8010	2.8	11.2	416	4677	1.0	4.0	425	5381	1.0	5.1	159	2483	.4	4.3
4-Book	500	11735	1.2	6.9	1256	8187	3.1	11.8	438	4741	1.1	4.4	475	5408	1.2	5.7	177	2500	.5	4.9
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
WBEB-FM																				
SP '98	520	6934	1.3	7.2	671	3695	1.6	6.4	965	3642	2.4	9.7	633	4185	1.6	7.5	198	2221	.5	5.4
WI '98	413	6603	1.0	5.8	585	3327	1.4	5.4	772	3275	1.9	8.2	482	3471	1.2	5.8	138	1747	.3	3.9
FA '97	430	6247	1.1	5.9	562	3341	1.4	5.2	789	3179	1.9	8.0	524	3517	1.3	6.2	143	1804	.4	4.0
SU '97	418	6105	1.0	5.7	505	2999	1.2	4.9	781	3271	1.9	7.6	501	3379	1.2	6.0	129	1771	.3	3.5
4-Book	445	6472	1.1	6.2	581	3341	1.4	5.5	827	3342	2.0	8.4	535	3638	1.3	6.4	152	1886	.4	4.2
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
WDAS-AM																				
SP '98	85	1254	.2	1.2	162	595	.4	1.5	69	380	.2	.7	60	397	.1	.7	17	186		.5
WI '98	91	1225	.2	1.3	161	587	.4	1.5	87	450	.2	.9	75	370	.2	.9	36	272	.1	1.0
FA '97	89	1024	.2	1.2	153	485	.4	1.4	97	390	.2	1.0	87	388	.2	1.0	38	245	.1	1.1
SU '97	71	991	.2	1.0	130	504	.3	1.3	77	349	.2	.7	47	363	.1	.6	11	169		.3
4-Book	84	1124	.2	1.2	152	543	.4	1.4	83	392	.2	.8	67	380	.2	.8	26	218	.1	.7
SP '97	91	1189	.2	1.2	136	554	.3	1.2	113	442	.3	1.1	63	297	.2	.7	16	213		.4
WDAS-FM																				
SP '98	445	4537	1.1	6.2	607	2502	1.5	5.8	513	2296	1.3	5.2	469	2567	1.2	5.6	355	2164	.9	9.7
WI '98	454	4360	1.1	6.4	636	2630	1.6	5.9	539	2155	1.3	5.7	485	2491	1.2	5.8	370	2052	.9	10.5
FA '97	399	4389	1.0	5.5	561	2336	1.4	5.2	522	2105	1.3	5.3	430	2362	1.1	5.1	275	1891	.7	7.8
SU '97	402	3953	1.0	5.5	516	2128	1.3	5.0	540	2089	1.3	5.3	441	2303	1.1	5.3	301	1889	.7	8.2
4-Book	425	4310	1.1	5.9	580	2399	1.5	5.5	529	2161	1.3	5.4	456	2431	1.2	5.5	325	1999	.8	9.1
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
WHAT-AM																				
SP '98	80	921	.2	1.1	125	446	.3	1.2	114	472	.3	1.2	61	244	.1	.7	24	160	.1	.7
WI '98	75	907	.2	1.1	97	463	.2	.9	125	469	.3	1.3	76	353	.2	.9	21	167	.1	.6
FA '97	69	950	.2	1.0	109	411	.3	1.0	106	433	.3	1.1	54	252	.1	.6	15	190		.4
SU '97	63	769	.2	.9	104	424	.3	1.0	76	364	.2	.7	50	269	.1	.6	29	167	.1	.8
4-Book	72	887	.2	1.0	109	436	.3	1.0	105	435	.3	1.1	60	280	.1	.7	22	171	.1	.6
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
W100-FM																				
SP '98	280	5992	.7	3.9	272	2617	.7	2.6	393	2831	1.0	4.0	353	3275	.9	4.2	187	2102	.5	5.1
WI '98	264	6008	.6	3.7	341	2900	.8	3.1	305	2658	.7	3.2	366	3643	.9	4.4	165	2333	.4	4.7
FA '97	235	5525	.6	3.2	275	2289	.7	2.5	301	2629	.7	3.1	294	3119	.7	3.5	167	2036	.4	4.7
SU '97	301	6656	.7	4.1	274	2582	.7	2.7	426	3502	1.0	4.1	379	3818	.9	4.5	193	2633	.5	5.2
4-Book	270	6045	.7	3.7	291	2597	.7	2.7	356	2905	.9	3.6	348	3464	.9	4.2	178	2276	.5	4.9
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
WIP -AM																				
SP '98	187	3540	.5	2.6	384	2133	.9	3.6	244	1551	.6	2.5	242	1913	.6	2.9	82	1073	.2	2.2
WI '98	245	4461	.6	3.4	455	2507	1.1	4.2	303	2061	.7	3.2	349	2496	.9	4.2	106	1391	.3	3.0
FA '97	270	4627	.7	3.7	514	2822	1.3	4.8	353	1999	.9	3.6	372	2721	.9	4.4	92	1398	.2	2.6
SU '97	268	4316	.7	3.7	527	2806	1.3	5.1	346	2322	.9	3.4	355	2632	.9	4.2	96	1138	.2	2.6
4-Book	243	4236	.6	3.4	470	2567	1.2	4.4	312	1963	.8	3.2	330	2441	.8	3.9	94	1250	.2	2.6
SP '97	247	4809	.6	3.4	431	2339	1.1	4.0	289	1842	.7	2.9	325	2426	.8	3.8	142	1637	.3	3.9
WJJZ-FM																				
SP '98	326	4665	.8	4.5	320	1960	.8	3.0	519	2202	1.3	5.2	404	2601	1.0	4.8	174	1783	.4	4.7
WI '98	359	4725	.9	5.0	385	2197	.9	3.6	529	2222	1.3	5.6	489	2797	1.2	5.8	186	1722	.5	5.3
FA '97	306	4258	.8	4.2	305	1932	.7	2.8	495	2085	1.2	5.0	451	2633	1.1	5.3	173	1594	.4	4.9
SU '97	309	4134	.8	4.2	322	1843	.8	3.1	502	2250	1.2	4.9	389	2437	1.0	4.6	180	1598	.4	4.9
4-Book	325	4446	.8	4.5	333	1983	.8	3.1	511	2190	1.3	5.2	433	2617	1.1	5.1	178	1674	.4	5.0
SP '97	282	4096	.7	3.9	306	1955	.8	2.8	418	2100	1.0	4.2	386	2395	.9	4.5	158	1516	.4	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 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
WMGK-FM																				
SP '98	299	5006	.7	4.1	331	2240	.8	3.1	526	2512	1.3	5.3	391	2961	1.0	4.6	120	1386	.3	3.3
WI '98	278	5262	.7	3.9	321	2233	.8	3.0	450	2516	1.1	4.8	367	3209	.9	4.4	119	1642	.3	3.4
FA '97	339	5696	.8	4.7	362	2844	.9	3.4	560	2864	1.4	5.7	476	3497	1.2	5.6	152	1820	.4	4.3
SU '97	328	6154	.8	4.5	362	2710	.9	3.5	562	3276	1.4	5.5	447	3749	1.1	5.3	132	1900	.3	3.6
4-Book	311	5530	.8	4.3	344	2507	.9	3.3	525	2792	1.3	5.3	420	3354	1.1	5.0	131	1687	.3	3.7
SP '97	318	5889	.8	4.4	337	2747	.8	3.1	517	2976	1.3	5.2	406	3542	1.0	4.7	139	2014	.3	3.9
WMMR-FM																				
SP '98	216	4624	.5	3.0	318	1930	.8	3.0	328	2044	.8	3.3	259	2612	.6	3.1	85	1163	.2	2.3
WI '98	220	4598	.5	3.1	301	1921	.7	2.8	355	1976	.9	3.8	262	2586	.6	3.1	83	1246	.2	2.4
FA '97	228	4996	.6	3.2	340	2431	.8	3.2	368	2344	.9	3.8	281	2755	.7	3.3	95	1289	.2	2.7
SU '97	283	5267	.7	3.9	346	2197	.9	3.4	516	2468	1.3	5.0	362	2986	.9	4.3	108	1535	.3	2.9
4-Book	237	4871	.6	3.3	326	2120	.8	3.1	392	2208	1.0	4.0	291	2735	.7	3.5	93	1308	.2	2.6
SP '97	331	5571	.8	4.5	490	2695	1.2	4.5	574	2767	1.4	5.8	369	3317	.9	4.3	116	1695	.3	3.2
WGL-FM																				
SP '98	356	6040	.9	4.9	455	2807	1.1	4.3	572	2856	1.4	5.8	438	3261	1.1	5.2	134	1703	.3	3.6
WI '98	324	5806	.8	4.6	442	2725	1.1	4.1	465	2573	1.1	4.9	369	3105	.9	4.4	98	1488	.2	2.8
FA '97	365	6421	.9	5.0	473	2865	1.2	4.4	555	2995	1.4	5.7	418	3415	1.0	4.9	135	1879	.3	3.8
SU '97	397	6807	1.0	5.4	479	3108	1.2	4.6	634	3644	1.6	6.2	461	3922	1.1	5.5	163	1920	.4	4.4
4-Book	361	6269	.9	5.0	462	2876	1.2	4.4	557	3017	1.4	5.7	422	3426	1.0	5.0	133	1748	.3	3.7
SP '97	398	6393	1.0	5.5	479	3067	1.2	4.4	578	2877	1.4	5.8	434	3356	1.1	5.1	172	1955	.4	4.8
WPEN-AM																				
SP '98	295	3213	.7	4.1	420	1749	1.0	4.0	437	2206	1.1	4.4	334	2010	.8	4.0	111	897	.3	3.0
WI '98	270	3281	.7	3.8	431	1838	1.1	4.0	395	2133	1.0	4.2	294	1690	.7	3.5	88	839	.2	2.5
FA '97	260	3151	.6	3.6	390	1728	1.0	3.6	404	2002	1.0	4.1	261	1542	.6	3.1	81	726	.2	2.3
SU '97	345	3479	.8	4.7	504	2013	1.2	4.9	478	2267	1.2	4.7	415	2011	1.0	4.9	138	900	.3	3.7
4-Book	293	3281	.7	4.1	436	1832	1.1	4.1	429	2152	1.1	4.4	326	1813	.8	3.9	105	841	.3	2.9
SP '97	294	3156	.7	4.0	462	1752	1.1	4.2	445	2091	1.1	4.5	315	1674	.8	3.7	65	611	.2	1.8
WPHI-FM																				
SP '98	246	4154	.6	3.4	246	1955	.6	2.3	229	2174	.6	2.3	327	2794	.8	3.9	257	2089	.6	7.0
WI '98	250	4623	.6	3.5	267	2137	.7	2.5	202	1963	.5	2.1	375	2922	.9	4.5	236	2124	.6	6.7
FA '97	254	4262	.6	3.5	258	1985	.6	2.4	203	1939	.5	2.1	336	2612	.8	4.0	281	2235	.7	7.9
SU '97	303	4510	.7	4.2	277	2039	.7	2.7	347	2564	.9	3.4	398	2954	1.0	4.7	296	2566	.7	8.0
4-Book	263	4387	.6	3.7	262	2029	.7	2.5	245	2160	.6	2.5	359	2821	.9	4.3	268	2254	.7	7.4
SP '97	285	4503	.7	3.9	252	2141	.6	2.3	257	2225	.6	2.6	417	2866	1.0	4.9	285	2452	.7	7.9
WPHT-AM																				
SP '98	86	2266	.2	1.2	116	630	.3	1.1	70	603	.2	.7	66	596	.2	.8	138	1018	.3	3.8
WI '98	76	1811	.2	1.1	168	714	.4	1.5	86	818	.2	.9	89	759	.2	1.1	27	360	.1	.8
FA '97	50	1593	.1	.7	63	514	.2	.6	74	499	.2	.8	52	495	.1	.6	29	420	.1	.8
SU '97	59	1934	.1	.8	74	529	.2	.7	53	577	.1	.5	54	668	.1	.6	80	711	.2	2.2
4-Book	68	1901	.2	1.0	105	597	.3	1.0	71	624	.2	.7	65	630	.2	.8	69	627	.2	1.9
SP '97	61	1966	.2	.8	68	602	.2	.6	62	589	.2	.6	64	514	.2	.7	78	705	.2	2.2
WPLY-FM																				
SP '98	164	4965	.4	2.3	216	2241	.5	2.0	219	2169	.5	2.2	240	2829	.6	2.9	89	1628	.2	2.4
WI '98	159	4846	.4	2.2	240	2233	.6	2.2	153	1721	.4	1.6	216	2624	.5	2.6	108	1857	.3	3.1
FA '97	188	4919	.5	2.6	226	2232	.6	2.1	190	2076	.5	1.9	263	2822	.6	3.1	154	2005	.4	4.3
SU '97	240	5529	.6	3.3	284	2473	.7	2.8	321	2621	.8	3.1	305	3414	.8	3.6	167	2336	.4	4.5
4-Book	188	5065	.5	2.6	242	2295	.6	2.3	221	2147	.6	2.2	256	2922	.6	3.1	130	1957	.3	3.6
SP '97	199	4961	.5	2.7	292	2363	.7	2.7	239	2168	.6	2.4	249	2781	.6	2.9	117	1695	.3	3.3
WURD-AM																				
SP '98	45	436	.1	.6	56	251	.1	.5	81	289	.2	.8	47	292	.1	.6	8	117	.2	.2
WI '98	32	431	.1	.5	36	216	.1	.3	50	294	.1	.5	39	267	.1	.5	7	72	.2	.2
FA '97	44	440	.1	.6	82	283	.2	.8	59	312	.1	.6	37	297	.1	.4	18	184	.5	.5
SU '97	27	374	.1	.4	37	197	.1	.4	44	230	.1	.4	18	158	.2	.2	5	49	.1	.1
4-Book	37	420	.1	.5	53	237	.1	.5	59	281	.1	.6	35	254	.1	.4	10	106	.3	.3
SP '97	37	406	.1	.5	59	225	.1	.5	38	196	.1	.4	40	260	.1	.5	20	171	.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

	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
WUSL-FM																				
SP '98	367	5705	.9	5.1	426	2837	1.0	4.0	377	2756	.9	3.8	449	3372	1.1	5.3	294	2308	.7	8.0
WI '98	303	5466	.7	4.3	382	2637	.9	3.5	287	2302	.7	3.0	369	3037	.9	4.4	257	2290	.6	7.3
FA '97	341	5467	.8	4.7	372	2759	.9	3.4	312	2463	.8	3.2	454	3087	1.1	5.4	332	2521	.8	9.4
SU '97	333	5296	.8	4.6	340	2522	.8	3.3	412	2824	1.0	4.0	368	2957	.9	4.4	284	2418	.7	7.7
4-Book	336	5484	.8	4.7	380	2689	.9	3.6	347	2586	.9	3.5	410	3113	1.0	4.9	292	2384	.7	8.1
SP '97	365	5533	.9	5.0	393	2872	1.0	3.6	398	2762	1.0	4.0	453	3175	1.1	5.3	339	2600	.8	9.4
WWDB-FM																				
SP '98	286	4012	.7	4.0	330	1622	.8	3.1	484	2225	1.2	4.9	284	1635	.7	3.4	155	1050	.4	4.2
WI '98	363	4722	.9	5.1	394	2056	1.0	3.6	650	2726	1.6	6.9	350	2031	.9	4.2	180	1255	.4	5.1
FA '97	332	4322	.8	4.6	551	2156	1.4	5.1	479	2268	1.2	4.9	282	1706	.7	3.3	164	1395	.4	4.6
SU '97	342	4970	.8	4.7	481	2131	1.2	4.7	507	2460	1.2	4.9	342	2153	.8	4.1	176	1537	.4	4.8
4-Book	331	4507	.8	4.6	439	1991	1.1	4.1	530	2420	1.3	5.4	315	1881	.8	3.8	169	1309	.4	4.7
SP '97	365	4918	.9	5.0	554	2267	1.4	5.1	517	2544	1.3	5.2	474	2781	1.2	5.5	157	1366	.4	4.4
WWJZ-AM																				
SP '98	25	351	.1	.3	32	156	.1	.3	36	237	.1	.4	29	220	.1	.3	3	55		.1
WI '98	24	416	.1	.3	37	226	.1	.3	35	245	.1	.4	35	240	.1	.4	1	20		
FA '97	31	507	.1	.4	42	274	.1	.4	47	309	.1	.5	36	245	.1	.4	4	63		.1
SU '97	28	420	.1	.4	30	189	.1	.3	43	219	.1	.4	36	207	.1	.4	8	100		.2
4-Book	27	424	.1	.4	35	211	.1	.3	40	253	.1	.4	34	228	.1	.4	4	60		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	311	3839	.8	4.3	397	2196	1.0	3.8	464	2222	1.1	4.7	418	2422	1.0	5.0	109	1199	.3	3.0
WI '98	302	3977	.7	4.2	391	2243	1.0	3.6	435	2368	1.1	4.6	392	2663	1.0	4.7	125	1319	.3	3.6
FA '97	271	3877	.7	3.7	399	2125	1.0	3.7	377	2046	.9	3.8	291	2299	.7	3.4	103	1154	.3	2.9
SU '97	308	4138	.8	4.2	391	2304	1.0	3.8	476	2382	1.2	4.6	392	2617	1.0	4.7	113	1243	.3	3.1
4-Book	298	3958	.8	4.1	395	2217	1.0	3.7	438	2255	1.1	4.4	373	2500	.9	4.5	113	1229	.3	3.2
SP '97	292	3780	.7	4.0	397	2170	1.0	3.6	430	2112	1.1	4.3	352	2459	.9	4.1	107	1261	.3	3.0
+VXXM-FM																				
SP '98	157	4285	.4	2.2	202	1966	.5	1.9	217	1914	.5	2.2	195	2430	.5	2.3	71	1449	.2	1.9
WI '98	158	4082	.4	2.2	181	1854	.4	1.7	193	1707	.5	2.0	219	2473	.5	2.6	93	1527	.2	2.6
FA '97	118	3053	.3	1.6	109	1291	.3	1.0	150	1232	.4	1.5	168	1829	.4	2.0	73	1206	.2	2.1
SU '97	178	2609	.4	2.4	193	1240	.5	1.9	287	1365	.7	2.8	244	1621	.6	2.9	83	827	.2	2.3
4-Book	153	3507	.4	2.1	171	1588	.4	1.6	212	1555	.5	2.1	207	2088	.5	2.5	80	1252	.2	2.2
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
WYSP-FM																				
SP '98	369	6666	.9	5.1	1081	4376	2.7	10.2	488	3179	1.2	4.9	281	2621	.7	3.3	89	1362	.2	2.4
WI '98	382	6637	.9	5.4	1245	4722	3.1	11.5	453	3026	1.1	4.8	267	2337	.7	3.2	92	1405	.2	2.6
FA '97	454	7909	1.1	6.3	1266	4777	3.1	11.7	568	3278	1.4	5.8	310	2554	.8	3.7	94	1338	.2	2.7
SU '97	385	7318	.9	5.3	1181	4551	2.9	11.5	428	3113	1.1	4.2	281	2672	.7	3.3	111	1654	.3	3.0
4-Book	398	7133	1.0	5.5	1193	4607	3.0	11.2	484	3149	1.2	4.9	285	2546	.7	3.4	97	1440	.2	2.7
SP '97	461	7010	1.1	6.3	1279	4665	3.1	11.7	608	3329	1.5	6.1	419	3173	1.0	4.9	122	1644	.3	3.4
WYXR-FM																				
SP '98	237	5028	.6	3.3	260	2045	.6	2.5	324	1980	.8	3.3	315	2788	.8	3.7	162	1791	.4	4.4
WI '98	224	5061	.5	3.2	278	2162	.7	2.6	307	2103	.8	3.3	269	2459	.7	3.2	150	1737	.4	4.3
FA '97	217	4885	.5	3.0	280	2180	.7	2.6	332	1841	.8	3.4	294	2422	.7	3.5	118	1706	.3	3.3
SU '97	265	5795	.7	3.6	267	2290	.7	2.6	392	2723	1.0	3.8	318	3174	.8	3.8	185	2141	.5	5.0
4-Book	236	5192	.6	3.3	271	2169	.7	2.6	339	2162	.9	3.5	299	2711	.8	3.6	154	1844	.4	4.3
SP '97	252	5301	.6	3.5	321	2441	.8	2.9	395	2414	1.0	4.0	332	2967	.8	3.9	129	1857	.3	3.6
WJBR-FM																				
SP '98	37	750	.1	.5	54	295	.1	.5	55	291	.1	.6	39	363	.1	.5	23	248	.1	.6
WI '98	29	838	.1	.4	36	332	.1	.3	54	339	.1	.6	32	347	.1	.4	13	261		.4
FA '97	28	863	.1	.4	40	327	.1	.4	36	287	.1	.4	36	375	.1	.4	18	213		.5
SU '97	31	721	.1	.4	45	254	.1	.4	51	278	.1	.5	35	294	.1	.4	15	165		.4
4-Book	31	793	.1	.4	44	302	.1	.4	49	299	.1	.5	36	345	.1	.4	17	222		.5
SP '97	45	920	.1	.6	58	384	.1	.5	83	415	.2	.8	52	368	.1	.6	14	264		.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 - Persons 12+

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
WKXV-FM																			
SP '98	67	1302	.2	.9	106	648	.3	1.0	119	578	.3	1.2	105	721	.3	1.2	17	269	.5
WI '98	72	1499	.2	1.0	86	657	.2	.8	81	559	.2	.9	129	824	.3	1.5	41	405	1.2
FA '97	68	1367	.2	.9	101	616	.2	.9	93	605	.2	.9	122	854	.3	1.4	37	372	1.0
SU '97	60	1392	.1	.8	85	569	.2	.8	103	660	.3	1.0	80	739	.2	1.0	16	321	.4
4-Book	67	1390	.2	.9	95	623	.2	.9	99	601	.3	1.0	109	785	.3	1.3	28	342	.8
SP '97	41	1223	.1	.6	52	485	.1	.5	64	529	.2	.6	60	599	.1	.7	14	222	.4
+WLEV-FM																			
SP '98	21	367	.1	.3	21	136	.1	.2	40	141	.1	.4	29	189	.1	.3	3	50	.1
WI '98	37	444	.1	.5	38	235	.1	.4	55	192	.1	.6	44	209	.1	.5	24	214	.7
FA '97	41	591	.1	.6	38	211	.1	.4	84	285	.2	.9	56	288	.1	.7	17	201	.5
SU '97	36	649	.1	.5	49	281	.1	.5	66	305	.2	.6	32	332	.1	.4	7	144	.2
4-Book	34	513	.1	.5	37	216	.1	.4	61	231	.2	.6	40	255	.1	.5	13	152	.4
SP '97	38	503	.1	.5	47	254	.1	.4	61	224	.2	.6	47	276	.1	.5	11	129	.3
+WNJO-FM																			
SP '98	50	1144	.1	.7	50	444	.1	.5	72	564	.2	.7	56	574	.1	.7	24	341	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	21	462	.1	.3	36	243	.1	.3	36	248	.1	.4	27	225	.1	.3	6	128	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																			
SP '98	95	3004	.2	1.3	122	1321	.3	1.2	117	1240	.3	1.2	137	1510	.3	1.6	63	1087	1.7
WI '98	89	3035	.2	1.3	106	1259	.3	1.0	99	1025	.2	1.0	124	1550	.3	1.5	64	1065	1.8
FA '97	83	2843	.2	1.1	95	1197	.2	.9	103	1051	.3	1.0	105	1531	.3	1.2	61	1223	1.7
SU '97	113	3459	.3	1.5	95	1157	.2	.9	163	1541	.4	1.6	152	1899	.4	1.8	61	1217	1.7
4-Book	95	3085	.2	1.3	105	1234	.3	1.0	121	1214	.3	1.2	130	1623	.3	1.5	62	1148	1.7
SP '97	91	2910	.2	1.2	108	1215	.3	1.0	117	1318	.3	1.2	128	1677	.3	1.5	66	1028	1.8
WRDR-FM																			
SP '98	51	872	.1	.7	30	324	.1	.3	86	442	.2	.9	73	530	.2	.9	26	292	.7
WI '98	47	912	.1	.7	36	372	.1	.3	66	533	.2	.7	68	509	.2	.8	23	241	.7
FA '97	55	891	.1	.8	65	374	.2	.6	92	558	.2	.9	79	540	.2	.9	9	207	.3
SU '97	32	564	.1	.4	42	245	.1	.4	54	315	.1	.5	27	291	.1	.3	10	95	.3
4-Book	46	810	.1	.7	43	329	.1	.4	75	462	.2	.8	62	468	.2	.7	17	209	.5
SP '97	53	760	.1	.7	57	407	.1	.5	102	490	.3	1.0	58	429	.1	.7	12	177	.3
WZZO-FM																			
SP '98	21	350	.1	.3	32	166	.1	.3	34	137	.1	.3	30	167	.1	.4	4	55	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SP '98	7219	39136	17.7		10556	34241	25.9		9912	30305	24.3		8415	33429	20.7		3676	23413	9.0
WI '98	7109	39445	17.5		10843	34934	26.6		9431	29645	23.2		8363	33431	20.5		3518	22964	8.6
FA '97	7231	39206	17.8		10789	34875	26.5		9811	29912	24.1		8471	33235	20.8		3541	23122	8.7
SU '97	7295	39318	17.9		10310	33823	25.4		10279	31869	25.3		8396	33917	20.7		3685	23822	9.1
4-Book	7214	39276	17.7		10625	34468	26.1		9858	30433	24.2		8411	33503	20.7		3605	23330	8.9
SP '97	7299	39409	18.0		10888	34899	26.8		9892	30393	24.3		8560	33581	21.1		3596	23799	8.8

** 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+																				
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 '98	734	10813	1.8	7.6	364	6293	.9	6.9	885	3318	2.2	15.1	379	1832	.9	4.4	253	1212	.6	4.2
4-Book	701	10825	1.7	7.3	360	6382	.9	6.8	853	3307	2.1	14.8	391	1876	1.0	4.6	252	1206	.6	4.2
WBEB-FM																				
SP '98	772	5937	1.9	8.0	286	3546	.7	5.4	312	1014	.8	5.3	558	1632	1.4	6.4	310	1047	.8	5.2
4-Book	661	5399	1.6	6.9	259	3296	.6	4.9	262	870	.6	4.5	505	1515	1.2	5.9	323	1060	.8	5.4
WDAS-AM																				
SP '98	95	752	.2	1.0	112	1012	.3	2.1	91	209	.2	1.6	67	175	.2	.8	54	118	.1	.9
4-Book	99	726	.3	1.0	96	878	.2	1.8	70	155	.2	1.2	69	174	.2	.8	34	89	.1	.6
WDAS-FM																				
SP '98	529	3743	1.3	5.5	356	3024	.9	6.8	308	809	.8	5.3	531	1355	1.3	6.1	406	1026	1.0	6.8
4-Book	522	3539	1.3	5.4	320	2646	.8	6.1	267	719	.7	4.6	483	1139	1.2	5.6	366	911	.9	6.1
WHAT-AM																				
SP '98	101	658	.2	1.0	79	643	.2	1.5	73	163	.2	1.2	96	199	.2	1.1	40	102	.1	.7
4-Book	92	659	.2	1.0	69	571	.2	1.3	68	168	.2	1.2	100	203	.2	1.2	46	120	.1	.8
WIOQ-FM																				
SP '98	343	4921	.8	3.6	229	3159	.6	4.3	133	585	.3	2.3	414	1439	1.0	4.8	363	1175	.9	6.1
4-Book	334	5015	.8	3.5	218	3329	.5	4.1	167	636	.4	2.9	387	1436	1.0	4.5	296	1063	.7	4.9
WIP -AM																				
SP '98	287	3073	.7	3.0	82	1338	.2	1.6	106	430	.3	1.8	145	563	.4	1.7	90	345	.2	1.5
4-Book	366	3748	.9	3.8	123	1860	.3	2.3	165	606	.4	2.9	193	729	.5	2.3	128	487	.3	2.1
WJZZ-FM																				
SP '98	422	3650	1.0	4.4	257	2739	.6	4.9	210	582	.5	3.6	411	1018	1.0	4.7	339	922	.8	5.7
4-Book	433	3580	1.1	4.5	233	2547	.6	4.4	191	585	.5	3.3	382	1021	1.0	4.5	302	877	.7	5.1
WMGK-FM																				
SP '98	425	4267	1.0	4.4	196	2462	.5	3.7	193	617	.5	3.3	414	1179	1.0	4.8	260	866	.6	4.4
4-Book	437	4657	1.1	4.5	208	2887	.5	3.9	188	644	.5	3.3	440	1351	1.1	5.1	292	1003	.7	4.9
WMMR-FM																				
SP '98	304	3766	.7	3.2	148	2380	.4	2.8	190	631	.5	3.2	309	1158	.8	3.6	139	661	.3	2.3
4-Book	341	3975	.8	3.6	149	2474	.4	2.8	163	579	.4	2.8	284	1060	.7	3.3	172	725	.4	2.9
WOGL-FM																				
SP '98	495	4801	1.2	5.1	260	3313	.6	4.9	192	713	.5	3.3	373	1299	.9	4.3	326	1030	.8	5.5
4-Book	486	5021	1.2	5.0	292	3488	.7	5.5	255	884	.7	4.5	491	1486	1.2	5.7	357	1150	.9	6.0
WPEN-AM																				
SP '98	400	2830	1.0	4.1	233	2139	.6	4.4	394	1046	1.0	6.7	480	1214	1.2	5.5	267	762	.7	4.5
4-Book	400	2849	1.0	4.1	231	2224	.6	4.4	364	975	.9	6.3	447	1166	1.1	5.2	284	782	.7	4.7
WPHI-FM																				
SP '98	264	3682	.6	2.7	206	2470	.5	3.9	143	513	.4	2.4	314	1130	.8	3.6	256	943	.6	4.3
4-Book	285	3797	.7	3.0	220	2617	.5	4.2	156	510	.4	2.7	355	1158	.9	4.1	303	965	.8	5.0
WPHT-AM																				
SP '98	83	1305	.2	.9	55	972	.1	1.0	21	65	.1	.4	29	136	.1	.3	19	87	.1	.3
4-Book	80	1271	.2	.9	46	765	.1	.9	41	134	.1	.7	43	172	.1	.5	34	111	.1	.6
WPLY-FM																				
SP '98	225	4198	.6	2.3	107	2469	.3	2.0	83	417	.2	1.4	195	1048	.5	2.2	148	775	.4	2.5
4-Book	238	4279	.6	2.5	137	2703	.4	2.6	88	467	.2	1.5	238	1113	.6	2.8	191	855	.5	3.2
WURD-AM																				
SP '98	63	375	.2	.7	41	348	.1	.8	58	160	.1	1.0	105	252	.3	1.2	39	97	.1	.7
4-Book	50	374	.1	.5	34	276	.1	.6	44	110	.1	.8	80	193	.2	.9	25	68	.1	.4
WUSL-FM																				
SP '98	414	4790	1.0	4.3	334	3668	.8	6.3	271	901	.7	4.6	503	1413	1.2	5.8	441	1225	1.1	7.4
4-Book	377	4589	.9	3.9	294	3361	.7	5.5	211	689	.5	3.7	442	1366	1.1	5.1	379	1122	.9	6.3

** 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 12+

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
WVDB-FM																				
SP '98	375	3099	.9	3.9	214	2300	.5	4.1	321	856	.8	5.5	296	850	.7	3.4	119	313	.3	2.0
4-Book	436	3519	1.1	4.5	253	2584	.6	4.8	387	1005	1.0	6.7	297	833	.7	3.4	168	453	.4	2.8
WVJZ-AM																				
SP '98	33	314	.1	.3	27	238	.1	.5	39	104	.1	.7	65	113	.2	.7	36	88	.1	.6
4-Book	37	369	.1	.4	26	269	.1	.5	36	104	.1	.6	46	139	.1	.5	27	62	.1	.5
WXTU-FM																				
SP '98	429	3351	1.1	4.4	237	2501	.6	4.5	248	836	.6	4.2	424	1293	1.0	4.9	303	860	.7	5.1
4-Book	405	3443	1.0	4.2	234	2446	.6	4.4	244	800	.6	4.2	460	1288	1.1	5.4	282	840	.7	4.7
+WXMM-FM																				
SP '98	206	3601	.5	2.1	129	2233	.3	2.4	62	287	.2	1.1	265	1021	.7	3.0	199	755	.5	3.3
4-Book	198	2945	.5	2.1	123	1957	.3	2.3	87	351	.2	1.5	232	863	.6	2.7	174	687	.4	2.9
WYSP-FM																				
SP '98	607	6035	1.5	6.3	133	2273	.3	2.5	170	626	.4	2.9	274	1121	.7	3.2	213	782	.5	3.6
4-Book	641	6086	1.6	6.7	167	2840	.4	3.2	138	496	.4	2.4	238	953	.6	2.8	182	712	.5	3.0
WYXR-FM																				
SP '98	301	3821	.7	3.1	173	2495	.4	3.3	133	529	.3	2.3	353	1085	.9	4.1	242	738	.6	4.1
4-Book	306	3991	.7	3.2	167	2671	.4	3.2	143	550	.4	2.5	311	1066	.8	3.6	214	793	.5	3.6
WJBR-FM																				
SP '98	50	568	.1	.5	22	373	.1	.4	26	69	.1	.4	26	129	.1	.3	11	48	.1	.2
4-Book	44	587	.1	.5	19	374	.1	.4	23	72	.1	.4	31	136	.1	.4	19	81	.1	.3
WKXW-FM																				
SP '98	111	1127	.3	1.2	22	414	.1	.4	30	95	.1	.5	37	154	.1	.4	8	53	.1	.1
4-Book	101	1178	.3	1.1	32	498	.1	.6	40	136	.1	.7	62	188	.2	.7	37	128	.1	.6
+WLEV-FM																				
SP '98	31	261	.1	.3	17	192	.1	.3	1	24	.1	.4	42	114	.1	.5	21	64	.1	.4
4-Book	47	368	.1	.5	25	279	.1	.5	21	67	.1	.4	40	121	.1	.5	28	83	.1	.5
+WNJD-FM																				
SP '98	60	872	.1	.6	51	656	.1	1.0	54	140	.1	.9	82	244	.2	.9	49	180	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	124	2354	.3	1.3	65	1499	.2	1.2	55	318	.1	.9	135	625	.3	1.6	106	461	.3	1.8
4-Book	118	2465	.3	1.2	76	1569	.2	1.4	50	249	.1	.9	141	620	.4	1.7	108	514	.3	1.8
WRDR-FM																				
SP '98	65	727	.2	.7	42	568	.1	.8	38	112	.1	.6	81	234	.2	.9	64	226	.2	1.1
4-Book	61	670	.2	.6	40	520	.1	.8	37	119	.1	.7	78	217	.2	.9	58	185	.2	1.0
WZZO-FM																				
SP '98	32	243	.1	.3	12	191	.1	.2	18	54	.1	.3	39	105	.1	.4	20	34	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	9650	38477	23.7		5268	32924	12.9		5847	15844	14.4		8695	21134	21.3		5958	15687	14.6	
4-Book	9650	38622	23.7		5293	33306	13.0		5755	15742	14.2		8625	21123	21.2		6010	15869	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+																				
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 '98	113	632	.3	3.1	722	2853	1.8	16.3	359	1721	.9	5.9	199	936	.5	4.5	123	774	.3	4.1
4-Book	128	742	.3	3.6	739	2881	1.9	16.2	306	1493	.8	5.0	204	906	.5	4.5	130	779	.3	4.4
WBEB-FM																				
SP '98	197	742	.5	5.4	201	603	.5	4.5	283	1142	.7	4.7	254	764	.6	5.8	163	611	.4	5.5
4-Book	156	647	.4	4.3	174	583	.4	3.8	293	1028	.7	4.8	230	731	.6	5.0	122	512	.3	4.1
WDAS-AM																				
SP '98	18	58	.1	.5	370	721	.9	8.3	223	625	.5	3.7	72	172	.2	1.6	28	96	.1	.9
4-Book	20	50	.1	.6	306	615	.7	6.7	201	532	.5	3.3	59	146	.2	1.3	29	74	.1	1.0
WDAS-FM																				
SP '98	310	777	.8	8.6	173	429	.4	3.9	262	744	.6	4.3	242	550	.6	5.5	561	1036	1.4	18.8
4-Book	268	696	.7	7.5	184	434	.4	4.0	226	651	.6	3.7	248	533	.6	5.4	473	901	1.2	16.1
WHAT-AM																				
SP '98	48	118	.1	1.3	185	371	.5	4.2	108	327	.3	1.8	61	153	.1	1.4	33	72	.1	1.1
4-Book	26	68	.1	.7	150	304	.4	3.3	95	282	.3	1.6	53	122	.1	1.2	22	53	.1	.7
WIOQ-FM																				
SP '98	202	791	.5	5.6	72	276	.2	1.6	235	1013	.6	3.9	207	738	.5	4.7	174	498	.4	5.8
4-Book	210	854	.5	5.9	79	331	.2	1.8	229	995	.6	3.7	189	728	.5	4.1	159	572	.4	5.4
WIP -AM																				
SP '98	40	164	.1	1.1	68	342	.2	1.5	98	387	.2	1.6	54	183	.1	1.2	51	204	.1	1.7
4-Book	54	203	.2	1.5	117	442	.3	2.6	151	580	.4	2.5	117	389	.3	2.5	65	288	.2	2.2
WJJZ-FM																				
SP '98	243	778	.6	6.7	142	559	.3	3.2	261	812	.6	4.3	274	721	.7	6.3	166	489	.4	5.6
4-Book	200	631	.5	5.6	132	474	.3	2.9	274	819	.7	4.5	224	604	.6	5.0	143	444	.3	4.9
WMGK-FM																				
SP '98	127	517	.3	3.5	59	308	.1	1.3	196	790	.5	3.2	206	656	.5	4.7	98	384	.2	3.3
4-Book	136	521	.3	3.8	67	326	.2	1.4	224	900	.6	3.6	210	729	.5	4.6	93	406	.2	3.2
WMMR-FM																				
SP '98	92	418	.2	2.5	80	284	.2	1.8	168	646	.4	2.8	124	498	.3	2.8	68	338	.2	2.3
4-Book	92	418	.2	2.5	98	358	.3	2.2	187	734	.5	3.0	128	489	.3	2.8	63	296	.2	2.2
WQGL-FM																				
SP '98	192	782	.5	5.3	246	744	.6	5.5	294	1126	.7	4.8	276	777	.7	6.3	177	578	.4	5.9
4-Book	185	689	.5	5.1	305	891	.8	6.7	324	1119	.8	5.3	262	800	.7	5.7	158	515	.4	5.4
WPEN-AM																				
SP '98	65	293	.2	1.8	177	654	.4	4.0	260	784	.6	4.3	159	432	.4	3.6	77	280	.2	2.6
4-Book	82	325	.2	2.3	136	499	.4	3.0	248	775	.6	4.1	209	529	.5	4.5	92	307	.2	3.1
WPHI-FM																				
SP '98	235	752	.6	6.5	92	338	.2	2.1	182	748	.4	3.0	237	625	.6	5.4	171	612	.4	5.7
4-Book	286	905	.7	8.0	86	319	.2	1.9	178	694	.4	2.9	224	656	.6	4.9	151	540	.4	5.2
WPHT-AM																				
SP '98	90	284	.2	2.5	50	161	.1	1.1	121	436	.3	2.0	66	281	.2	1.5	32	106	.1	1.1
4-Book	45	149	.1	1.3	47	158	.1	1.1	84	297	.2	1.4	48	180	.1	1.1	22	77	.1	.8
WPLY-FM																				
SP '98	98	455	.2	2.7	32	217	.1	.7	128	760	.3	2.1	95	537	.2	2.2	60	352	.1	2.0
4-Book	111	560	.3	3.1	61	328	.2	1.3	170	862	.4	2.8	140	650	.3	3.1	85	482	.2	2.9
WURD-AM																				
SP '98	14	46	.1	.4	16	45	.1	.4	63	166	.2	1.0	24	62	.1	.5	2	13	.1	.1
4-Book	7	22	.1	.2	24	54	.1	.5	54	137	.2	.9	27	71	.1	.6	5	17	.1	.2
WUSL-FM																				
SP '98	362	1011	.9	10.0	291	952	.7	6.6	374	1146	.9	6.2	227	751	.6	5.2	179	575	.4	6.0
4-Book	328	985	.8	9.1	224	717	.6	4.9	316	1019	.8	5.2	241	727	.6	5.3	187	593	.5	6.4

** 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 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
WWDB-FM																				
SP '98	139	433	.3	3.8	204	725	.5	4.6	441	893	1.1	7.3	86	240	.2	2.0	84	283	.2	2.8
4-Book	176	566	.4	4.9	288	907	.7	6.3	455	985	1.1	7.4	108	307	.3	2.4	133	459	.3	4.6
WWJZ-AM																				
SP '98	8	42	.2	.2	23	58	.1	.5	29	87	.1	.5	10	38	.2	.2	4	26	.1	.1
4-Book	6	32	.2	.2	35	93	.1	.8	35	111	.1	.6	18	42	.4	.4	5	25	.2	.2
WXTU-FM																				
SP '98	111	393	.3	3.1	177	575	.4	4.0	349	1002	.9	5.7	219	711	.5	5.0	68	257	.2	2.3
4-Book	97	413	.3	2.7	178	606	.4	3.9	313	926	.8	5.1	210	679	.5	4.6	83	339	.2	2.8
+WXXM-FM																				
SP '98	90	482	.2	2.5	57	313	.1	1.3	146	655	.4	2.4	126	593	.3	2.9	69	316	.2	2.3
4-Book	87	445	.2	2.5	51	250	.1	1.1	146	633	.4	2.4	131	499	.3	2.9	64	310	.2	2.2
WYSP-FM																				
SP '98	89	358	.2	2.5	41	170	.1	.9	124	592	.3	2.0	103	451	.3	2.4	48	305	.1	1.6
4-Book	101	414	.2	2.8	59	222	.2	1.3	287	1129	.7	4.6	250	916	.6	5.3	69	353	.2	2.4
WYXR-FM																				
SP '98	93	473	.2	2.6	73	319	.2	1.6	212	673	.5	3.5	141	475	.3	3.2	113	471	.3	3.8
4-Book	120	540	.3	3.4	85	343	.2	1.9	185	729	.5	3.0	140	577	.3	3.1	118	503	.3	4.0
WJBR-FM																				
SP '98	28	126	.1	.8	16	54	.4	.4	33	138	.1	.5	24	103	.1	.5	13	69	.4	.4
4-Book	14	70	.4	.4	13	60	.3	.3	25	108	.1	.4	16	81	.1	.4	13	62	.4	.4
WKXV-FM																				
SP '98	7	26	.2	.2	33	97	.1	.7	24	127	.1	.4	23	100	.1	.5	18	74	.6	.6
4-Book	16	68	.5	.5	36	129	.1	.8	36	149	.1	.6	24	95	.1	.5	9	43	.3	.3
+WLEV-FM																				
SP '98	2	16	.1	.1	17	27	.4	.4	23	44	.1	.4	15	44	.3	.3	12	43	.4	.4
4-Book	16	53	.5	.5	27	84	.6	.6	34	94	.1	.6	23	88	.1	.5	12	49	.4	.4
+WNJO-FM																				
SP '98	32	131	.1	.9	38	113	.1	.9	68	231	.2	1.1	70	160	.2	1.6	13	44	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	30	205	.1	.8	19	142	.4	.4	77	461	.2	1.3	54	254	.1	1.2	38	229	.1	1.3
4-Book	53	332	.1	1.5	29	165	.1	.6	95	468	.3	1.6	77	354	.2	1.7	45	261	.1	1.5
WROR-FM																				
SP '98	22	133	.1	.6	17	89	.4	.4	60	179	.1	1.0	35	154	.1	.8	19	82	.6	.6
4-Book	24	101	.1	.7	18	84	.4	.4	49	169	.1	.8	39	134	.1	.8	13	50	.5	.5
WZZO-FM																				
SP '98	2	8	.1	.1	9	34	.2	.2	2	25	.2	.2	11	35	.3	.3		9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	3619	10782	8.9	8.9	4433	12942	10.9	10.9	6070	16835	14.9	14.9	4380	11786	10.8	10.8	2980	8754	7.3	7.3
4-Book	3587	11056	8.8	8.8	4558	13151	11.2	11.2	6149	17053	15.1	15.1	4585	12286	11.3	11.3	2936	9041	7.2	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

	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 '98	16	773	.2	1.3	43	510	.5	3.2	9	179	.1	.7	14	237	.2	.9	4	138		.4
WI '98	16	761	.2	1.4	49	555	.6	3.5	6	127	.1	.6	14	247	.2	.9	9	88	.1	.9
FA '97	15	884	.2	1.3	49	521	.6	3.6	7	177	.1	.6	18	230	.2	1.2	3	82		3.3
SU '97	12	623	.1	.9	29	343	.4	2.2	17	155	.2	1.0	11	178	.1	.7	4	83		.4
4-Book	15	760	.2	1.2	43	482	.5	3.1	10	160	.1	.7	14	223	.2	.9	5	98		.5
SP '97	13	632	.2	1.1	38	394	.5	2.8	12	124	.1	1.0	9	159	.1	.6	4	89		.4
WBEB-FM																				
SP '98	71	1364	.9	5.9	79	574	1.0	5.8	102	551	1.3	7.9	81	706	1.0	5.4	49	535	.6	4.8
WI '98	50	1125	.6	4.4	54	400	.7	3.9	74	338	.9	6.9	60	518	.7	4.0	37	441	.5	3.6
FA '97	53	1114	.7	4.4	53	426	.7	3.9	81	456	1.0	7.1	70	563	.9	4.6	38	421	.5	3.4
SU '97	46	1178	.6	3.6	39	427	.5	3.0	57	442	.7	3.5	52	479	.6	3.3	33	429	.4	3.1
4-Book	55	1195	.7	4.6	56	457	.7	4.2	79	447	1.0	6.4	66	567	.8	4.3	39	457	.5	3.7
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
WDAS-AM																				
SP '98	4	168		.3	5	55	.1	.4	3	37		.2	5	65	.1	.3	2	19		.2
WI '98	7	132	.1	.6	12	50	.1	.9	3	28		.3	3	22		.2	2	12		.2
FA '97	7	82	.1	.6	9	26	.1	.7	9	20	.1	.8	7	30	.1	.5	2	17		.2
SU '97	6	93	.1	.5	13	52	.2	1.0	9	46	.1	.6	6	54	.1	.4	1	28		.1
4-Book	6	119	.1	.5	10	46	.1	.8	6	33	.1	.5	5	43	.1	.4	2	19		.2
SP '97	2	93		.2	2	30		.1	2	8		.2	1	6		.1		8		
WDAS-FM																				
SP '98	39	782	.5	3.3	54	326	.7	4.0	40	296	.5	3.1	33	323	.4	2.2	40	351	.5	3.9
WI '98	50	768	.6	4.4	64	323	.8	4.6	56	243	.7	5.2	58	343	.7	3.9	52	416	.6	5.1
FA '97	43	777	.5	3.6	36	283	.4	2.7	43	235	.5	3.8	44	299	.5	2.9	42	369	.5	3.7
SU '97	38	647	.5	3.0	42	301	.5	3.2	53	270	.7	3.2	49	313	.6	3.1	29	314	.4	2.7
4-Book	43	744	.5	3.6	49	308	.6	3.6	48	261	.6	3.8	46	320	.6	3.0	41	363	.5	3.9
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
WHAT-AM																				
SP '98		14				11								6						
WI '98		8																		
FA '97	1	42		.1						8			1	10		.1	1	34		.1
SU '97	2	30		.2	6	25	.1	.5	1	12		.1	1	13		.1		6		
4-Book	1	24		.1	2	9		.1		5			1	7		.1		10		
SP '97	1	37		.1		8				10				5						
WIOQ-FM																				
SP '98	120	2636	1.5	10.0	103	1163	1.3	7.6	143	1294	1.8	11.1	157	1470	1.9	10.5	101	1139	1.2	9.8
WI '98	96	2645	1.2	8.4	113	1226	1.4	8.1	72	1040	.9	6.7	138	1660	1.7	9.2	89	1173	1.1	8.7
FA '97	108	2649	1.3	9.1	101	1045	1.2	7.5	87	1062	1.1	7.6	150	1561	1.9	9.8	113	1225	1.4	10.0
SU '97	136	2950	1.7	10.6	91	1147	1.1	6.9	170	1653	2.1	10.4	175	1898	2.2	11.1	127	1478	1.6	12.0
4-Book	115	2720	1.4	9.5	102	1145	1.3	7.5	118	1262	1.5	9.0	155	1647	1.9	10.2	108	1254	1.3	10.1
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
WIP -AM																				
SP '98	20	445	.2	1.7	34	221	.4	2.5	15	134	.2	1.2	27	211	.3	1.8	20	189	.2	1.9
WI '98	17	402	.2	1.5	34	229	.4	2.4	9	118	.1	.8	24	171	.3	1.6	10	162	.1	1.0
FA '97	26	603	.3	2.2	37	363	.5	2.7	25	187	.3	2.2	40	367	.5	2.6	13	210	.2	1.2
SU '97	30	590	.4	2.3	63	350	.8	4.8	40	302	.5	2.5	35	282	.4	2.2	10	150	.1	.9
4-Book	23	510	.3	1.9	42	291	.5	3.1	22	185	.3	1.7	32	258	.4	2.1	13	178	.2	1.3
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
WJJZ-FM																				
SP '98	14	312	.2	1.2	11	105	.1	.8	15	86	.2	1.2	24	131	.3	1.6	10	121	.1	1.0
WI '98	23	414	.3	2.0	15	117	.2	1.1	43	164	.5	4.0	34	194	.4	2.3	12	114	.1	1.2
FA '97	10	305	.1	.8	12	119	.1	.9	13	140	.2	1.1	11	140	.1	.7	13	103	.2	1.2
SU '97	8	253	.1	.6	4	91		.3	12	122	.1	.7	10	115	.1	.6	5	104	.1	.5
4-Book	14	321	.2	1.2	11	108	.1	.8	21	128	.3	1.8	20	145	.2	1.3	10	111	.1	1.0
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

** 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 - 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
WMGK-FM																				
SP '98	50	1052	.6	4.2	48	347	.6	3.5	85	508	1.1	6.6	62	545	.8	4.2	24	234	.3	2.3
WI '98	35	858	.4	3.1	31	305	.4	2.2	42	319	.5	3.9	46	463	.6	3.1	28	320	.3	2.7
FA '97	66	1169	.8	5.5	55	481	.7	4.1	91	508	1.1	8.0	102	658	1.3	6.6	45	437	.6	4.0
SU '97	46	1177	.6	3.6	41	439	.5	3.1	77	558	.9	4.7	68	675	.8	4.3	29	422	.4	2.7
4-Book	49	1064	.6	4.1	44	393	.6	3.2	74	473	.9	5.8	70	585	.9	4.6	32	353	.4	2.9
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
WMMR-FM																				
SP '98	36	1272	.4	3.0	44	521	.5	3.2	39	426	.5	3.0	46	645	.6	3.1	21	395	.3	2.0
WI '98	41	1254	.5	3.6	34	450	.4	2.4	52	468	.6	4.9	52	641	.6	3.5	30	454	.4	2.9
FA '97	30	1008	.4	2.5	38	367	.5	2.8	37	387	.5	3.2	37	462	.5	2.4	28	307	.3	2.5
SU '97	56	1322	.7	4.4	55	406	.7	4.2	93	544	1.1	5.7	81	743	1.0	5.1	36	457	.4	3.4
4-Book	41	1214	.5	3.4	43	436	.5	3.2	55	456	.7	4.2	54	623	.7	3.5	29	403	.4	2.7
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
WOGL-FM																				
SP '98	22	652	.3	1.8	19	222	.2	1.4	36	248	.4	2.8	28	273	.3	1.9	9	171	.1	.9
WI '98	19	640	.2	1.7	20	164	.2	1.4	19	201	.2	1.8	24	272	.3	1.6	13	194	.2	1.3
FA '97	17	790	.2	1.4	17	245	.2	1.3	17	269	.2	1.5	23	335	.3	1.5	14	224	.2	1.2
SU '97	29	819	.4	2.3	27	239	.3	2.1	54	302	.7	3.3	32	365	.4	2.0	12	220	.1	1.1
4-Book	22	725	.3	1.8	21	218	.2	1.6	32	255	.4	2.4	27	311	.3	1.8	12	202	.2	1.1
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
WPEN-AM																				
SP '98		21												11				11		
WI '98	7	54	.1	.6	10	19	.1	.7	12	40	.1	1.1	12	37	.1	.8		6		
FA '97		22								7							1	15		.1
SU '97	3	70		.2	2	8		.2	7	16	.1	.4	4	15		.3		8		
4-Book	3	42		.2	3	7		.2	5	16	.1	.4	4	16		.3		8		
SP '97	4	43		.3	2	26		.1	5	25	.1	.4	7	25	.1	.4	2	17		.2
WPHI-FM																				
SP '98	166	2665	2.1	13.9	170	1381	2.1	12.5	146	1383	1.8	11.4	206	1863	2.5	13.8	181	1476	2.2	17.6
WI '98	163	2871	2.0	14.3	159	1338	2.0	11.3	116	1216	1.4	10.8	244	1924	3.0	16.3	177	1566	2.2	17.3
FA '97	175	2763	2.2	14.7	173	1355	2.1	12.8	121	1179	1.5	10.6	240	1789	3.0	15.6	205	1594	2.5	18.2
SU '97	189	2775	2.3	14.7	160	1193	2.0	12.2	204	1714	2.5	12.5	241	1902	3.0	15.2	208	1762	2.6	19.7
4-Book	173	2769	2.2	14.4	166	1317	2.1	12.2	147	1373	1.8	11.3	233	1870	2.9	15.2	193	1600	2.4	18.2
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
WPHT-AM																				
SP '98	1	89		.1	1	23		.1		9				8			3	42		.3
WI '98	1	36		.1	1	5		.1		13				14				9		
FA '97	1	42		.1	1	18		.1	1	10		.1					1	7		.1
SU '97	2	94		.2	2	7		.2		9			1	15		.1	5	28		.5
4-Book	1	65		.1	1	13		.1		10				9			2	22		.2
SP '97	2	106		.2	2	9		.1	2	35		.2	4	27		.3	3	62		.3
WPLY-FM																				
SP '98	90	2507	1.1	7.5	110	1192	1.4	8.1	89	1129	1.1	6.9	136	1618	1.7	9.1	69	987	.9	6.7
WI '98	88	2488	1.1	7.7	115	1135	1.4	8.2	79	964	1.0	7.4	122	1534	1.5	8.1	81	1195	1.0	7.9
FA '97	99	2400	1.2	8.3	104	1094	1.3	7.7	79	960	1.0	6.9	134	1510	1.7	8.7	104	1222	1.3	9.2
SU '97	120	2585	1.5	9.4	102	1089	1.3	7.8	148	1339	1.8	9.1	162	1724	2.0	10.2	111	1333	1.4	10.5
4-Book	99	2495	1.2	8.2	108	1128	1.4	8.0	99	1098	1.2	7.6	139	1597	1.7	9.0	91	1184	1.2	8.6
SP '97	106	2469	1.3	8.9	147	1143	1.8	10.9	104	1145	1.3	8.6	139	1468	1.7	8.8	83	1024	1.0	7.8
WURD-AM																				
SP '98	3	75		.3	4	17		.3	4	37		.3	4	43		.3	1	26		.1
WI '98	11	154	.1	1.0	15	94	.2	1.1	10	95	.1	.9	15	111	.2	1.0	5	45	.1	.5
FA '97	5	113	.1	.4	5	42	.1	.4	4	58		.4	7	89	.1	.5	5	70	.1	.4
SU '97	8	95	.1	.6	9	55	.1	.7	15	65	.2	.9	8	40	.1	.5	1	22		.1
4-Book	7	109	.1	.6	8	52	.1	.6	8	64	.1	.6	9	71	.1	.6	3	41	.1	.3
SP '97	4	67		.3	5	28	.1	.4	1	10		.1	3	37		.2	1	23		.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																				
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	
WUSL-FM																				
SP '98	190	3126	2.3	15.9	198	1620	2.4	14.6	159	1494	2.0	12.4	256	2073	3.2	17.1	183	1596	2.3	17.8
WI '98	152	2843	1.9	13.3	178	1418	2.2	12.7	106	1120	1.3	9.9	194	1782	2.4	12.9	165	1504	2.0	16.1
FA '97	185	2974	2.3	15.5	176	1541	2.2	13.0	132	1210	1.6	11.6	255	1784	3.2	16.6	227	1712	2.8	20.2
SU '97	185	2752	2.3	14.4	171	1244	2.1	13.0	210	1490	2.6	12.9	216	1653	2.7	13.6	182	1421	2.2	17.2
4-Book	178	2924	2.2	14.8	181	1456	2.2	13.3	152	1329	1.9	11.7	230	1823	2.9	15.1	189	1558	2.3	17.8
SP '97	180	2876	2.2	15.1	162	1512	2.0	12.0	148	1405	1.8	12.2	261	1895	3.2	16.5	203	1603	2.5	19.2
WWDB-FM																				
SP '98	1	46	.1	.1	1	20	.1	.1	3	27	.2	.2								
WI '98	9	149	.1	.8	6	64	.1	.4	18	66	.2	1.7	15	53	.2	1.0	3	37	.3	.3
FA '97	2	96	.2	.3	3	14	.2	.1	1	17	.1	.1	1	25	.1	.1		18		
SU '97	4	162	.3	.3	2	14	.2	.2	9	60	.1	.6	3	57	.2	.2	4	55	.4	.4
4-Book	4	113	.4	.4	3	28	.2	.2	8	43	.1	.7	5	34	.1	.3	2	28	.2	.2
SP '97	7	252	.1	.6	3	52	.2	.2	8	87	.1	.7	17	87	.2	1.1	2	17	.2	.2
WWJZ-AM																				
SP '98	1	10	.1	.1	2	10	.1	.1									2	10	.2	.2
WI '98		5							1	5	.1	.1	1	5	.1	.1				
FA '97																				
SU '97	2	7	.2	.2					2	7	.1	.1	4	7	.3	.3	1	7	.1	.1
4-Book	1	6	.1	.1	1	3	.1	.1	1	3	.1	.1	1	3	.1	.1	1	4	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	23	345	.3	1.9	30	235	.4	2.2	35	195	.4	2.7	34	231	.4	2.3	9	97	.1	.9
WI '98	27	456	.3	2.4	32	232	.4	2.3	26	246	.3	2.4	31	306	.4	2.1	21	266	.3	2.1
FA '97	13	342	.2	1.1	20	149	.2	1.5	18	139	.2	1.6	16	196	.2	1.0	7	156	.1	.6
SU '97	30	583	.4	2.3	31	274	.4	2.4	45	399	.6	2.8	39	318	.5	2.5	17	207	.2	1.6
4-Book	23	432	.3	1.9	28	223	.4	2.1	31	245	.4	2.4	30	263	.4	2.0	14	182	.2	1.3
SP '97	23	495	.3	1.9	25	199	.3	1.9	23	186	.3	1.9	22	281	.3	1.4	21	200	.3	2.0
+WXXM-FM																				
SP '98	60	1895	.7	5.0	74	837	.9	5.4	67	844	.8	5.2	63	1065	.8	4.2	43	769	.5	4.2
WI '98	70	1863	.9	6.1	79	850	1.0	5.6	72	780	.9	6.7	102	1132	1.3	6.8	54	830	.7	5.3
FA '97	48	1379	.6	4.0	45	605	.6	3.3	43	503	.5	3.8	67	908	.8	4.4	46	689	.6	4.1
SU '97	6	211	.1	.5	8	101	.1	.6	5	56	.1	.3	8	127	.1	.5	3	76	.3	.3
4-Book	46	1337	.6	3.9	52	598	.7	3.7	47	546	.6	4.0	60	808	.8	4.0	37	591	.5	3.5
SP '97	3	129	.3	.3	1	30	.1	.1	2	41	.2	.2	3	45	.2	.2	3	53	.3	.3
WYSP-FM																				
SP '98	83	1890	1.0	6.9	172	1027	2.1	12.6	121	921	1.5	9.4	84	886	1.0	5.6	34	576	.4	3.3
WI '98	87	1818	1.1	7.6	212	1105	2.6	15.1	101	802	1.2	9.4	85	794	1.1	5.7	40	704	.5	3.9
FA '97	109	1932	1.3	9.1	251	1202	3.1	18.6	129	811	1.6	11.3	94	824	1.2	6.1	43	454	.5	3.8
SU '97	103	2021	1.3	8.0	262	1151	3.2	20.0	127	912	1.6	7.8	89	952	1.1	5.6	41	639	.5	3.9
4-Book	96	1915	1.2	7.9	224	1121	2.8	16.6	120	862	1.5	9.5	88	864	1.1	5.8	40	593	.5	3.7
SP '97	113	2080	1.4	9.5	276	1282	3.4	20.5	133	924	1.6	11.0	120	1090	1.5	7.6	47	684	.6	4.4
WYXR-FM																				
SP '98	58	1500	.7	4.8	38	463	.5	2.8	48	409	.6	3.7	72	598	.9	4.8	95	718	1.2	9.3
WI '98	33	1377	.4	2.9	18	313	.2	1.3	22	335	.3	2.1	32	495	.4	2.1	66	645	.8	6.4
FA '97	48	1425	.6	4.0	50	504	.6	3.7	58	399	.7	5.1	44	564	.5	2.9	58	730	.7	5.2
SU '97	74	1779	.9	5.8	43	492	.5	3.3	93	798	1.1	5.7	88	811	1.1	5.6	85	881	1.0	8.0
4-Book	53	1520	.7	4.4	37	443	.5	2.8	55	485	.7	4.2	59	617	.7	3.9	76	744	.9	7.2
SP '97	53	1557	.7	4.4	40	471	.5	3.0	67	620	.8	5.5	66	765	.8	4.2	59	737	.7	5.6
WJBR-FM																				
SP '98	4	171	.3	.3	2	76	.1	.1		17			5	86	.1	.3	8	78	.1	.8
WI '98	3	194	.3	.3	1	44	.1	.1	2	58	.2	.2	3	63	.2	.2	4	86	.4	.4
FA '97	3	161	.3	.3	1	23	.1	.1	1	24	.1	.1	5	84	.1	.3	4	54	.4	.4
SU '97	4	173	.3	.3	4	41	.3	.3	4	47	.2	.2	4	42	.3	.3	7	42	.1	.7
4-Book	4	175	.3	.3	2	46	.2	.2	2	37	.1	.1	4	69	.1	.3	6	65	.1	.6
SP '97	7	234	.1	.6	4	81	.3	.3	12	98	.1	1.0	5	74	.1	.3	9	138	.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

Persons 12-24

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
WKXV-FM																				
SP '98	4	102	.3		1	27	.1		6	20	.1	.5	6	52	.1	.4	5	42	.1	.5
WI '98	3	101	.3		2	34	.1		3	45	.1	.3	4	43	.1	.3	4	51	.1	.4
FA '97	6	176	.1	.5	5	57	.1	.4	11	71	.1	1.0	17	127	.2	1.1	2	54	.2	.2
SU '97	4	98	.3		1	18	.1		12	48	.1	.7	6	60	.1	.4	2	30	.2	.2
4-Book	4	119	.4		2	34	.2		8	46	.1	.6	8	71	.1	.6	3	44	.3	
SP '97	2	132	.2		3	41	.2		3	47	.2	.2	2	41	.1	.1	1	25	.1	.1
+WLEV-FM																				
SP '98		14				7				7										
WI '98	6	42	.1	.5	8	17	.1	.6	14	23	.2	1.3	7	30	.1	.5	1	13	.1	.1
FA '97	1	62	.1	.1	1	18	.1	.1		19			1	26	.1	.1	1	33	.1	.1
SU '97		37				15			1	15	.1	.1	1	15	.1	.1				
4-Book	2	39	.2		2	11	.2		4	16	.1	.4	2	18	.2		1	12	.1	
SP '97	2	28	.2		2	19	.1		4	9	.3	.3	3	18	.2	.2				
+WNJO-FM																				
SP '98	5	167	.1	.4	3	41	.2	.2	7	70	.1	.5	5	82	.1	.3	4	44	.4	.4
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		31				6			1	16	.1	.1	1	9	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	43	1429	.5	3.6	45	622	.6	3.3	49	561	.6	3.8	53	681	.7	3.5	42	620	.5	4.1
WI '98	44	1497	.5	3.8	47	655	.6	3.4	32	475	.4	3.0	63	852	.8	4.2	48	678	.6	4.7
FA '97	38	1262	.5	3.2	42	555	.5	3.1	31	412	.4	2.7	42	738	.5	2.7	42	698	.5	3.7
SU '97	59	1623	.7	4.6	32	484	.4	2.4	80	787	1.0	4.9	82	927	1.0	5.2	44	779	.5	4.2
4-Book	46	1453	.6	3.8	42	579	.5	3.1	48	559	.6	3.6	60	800	.8	3.9	44	694	.5	4.2
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
WRDR-FM																				
SP '98		20				4								8				8		
WI '98		25								8				10	.1	.1		16	.1	.1
FA '97		21																		
SU '97																				
4-Book	17				1				2				5				6			
SP '97																				
WZZO-FM																				
SP '98	2	88	.2	.2	1	31	.1	.1	2	48	.2	.2	5	41	.1	.3	1	17	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1198	7793	14.8		1360	6309	16.8		1286	5393	15.9		1493	6660	18.5		1027	5833	12.7	
WI '98	1143	7804	14.1		1402	6449	17.3		1070	4751	13.2		1500	6718	18.6		1024	5924	12.7	
FA '97	1193	7797	14.8		1349	6344	16.7		1140	5011	14.1		1538	6656	19.0		1125	5913	13.9	
SU '97	1282	7872	15.8		1312	5958	16.1		1632	6255	20.1		1583	6784	19.5		1056	5945	13.0	
4-Book	1204	7817	14.9		1356	6265	16.7		1282	5353	15.8		1529	6705	18.9		1058	5904	13.1	
SP '97	1192	7836	14.7		1349	6315	16.6		1212	5290	14.9		1578	6745	19.4		1059	5915	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 '98	21	681	.3	1.5	16	336	.2	1.6	38	118	.5	5.0	19	68	.2	1.2	20	69	.2	1.6
4-Book	21	677	.3	1.6	10	262	.1	1.1	25	102	.3	3.6	9	48	.1	.6	7	37	.1	.6
WBEB-FM																				
SP '98	89	1068	1.1	6.5	56	738	.7	5.6	49	135	.6	6.4	90	296	1.1	5.5	44	155	.5	3.5
4-Book	68	905	.9	5.0	43	577	.5	4.4	31	99	.4	4.5	70	224	.9	4.5	47	141	.6	3.7
WDAS-AM																				
SP '98	4	104	.3	.5	5	112	.1	.5					2	14	.1					
4-Book	7	73	.1	.5	7	76	.1	.7	4	6	.1	.5	4	12	.3		1	4		.1
WDAS-FM																				
SP '98	42	559	.5	3.1	31	422	.4	3.1	25	72	.3	3.3	45	137	.6	2.8	20	79	.2	1.6
4-Book	48	509	.6	3.5	34	395	.4	3.5	30	81	.4	4.6	45	121	.6	3.0	30	84	.4	2.4
WHAT-AM																				
SP '98		11			1	9	.1										2	6		.2
4-Book	1	15			2	13	.2		1	2	.1						3	6		.2
WIOQ-FM																				
SP '98	135	2198	1.7	9.8	107	1520	1.3	10.7	61	242	.8	8.0	194	681	2.4	11.9	160	541	2.0	12.8
4-Book	125	2289	1.6	9.0	102	1640	1.3	10.4	63	263	.8	9.4	166	682	2.1	10.8	136	540	1.7	10.6
WIP -AM																				
SP '98	25	333	.3	1.8	11	148	.1	1.1	4	31	.5		7	40	.1	.4	6	27	.1	.5
4-Book	31	433	.4	2.2	15	196	.2	1.6	11	45	.1	1.7	20	62	.3	1.3	15	47	.2	1.2
WJJZ-FM																				
SP '98	16	206	.2	1.2	12	210	.1	1.2	11	24	.1	1.4	13	43	.2	.8	16	59	.2	1.3
4-Book	17	226	.2	1.3	10	167	.1	1.0	9	28	.1	1.2	14	38	.2	.9	12	41	.2	1.0
WMGK-FM																				
SP '98	67	858	.8	4.9	36	452	.4	3.6	19	64	.2	2.5	77	167	1.0	4.7	51	170	.6	4.1
4-Book	63	855	.8	4.6	36	524	.4	3.7	18	76	.2	2.5	72	209	.9	4.7	51	180	.6	4.0
WMMR-FM																				
SP '98	43	987	.5	3.1	34	652	.4	3.4	47	148	.6	6.2	55	246	.7	3.4	22	127	.3	1.8
4-Book	51	947	.7	3.7	31	606	.4	3.2	32	112	.4	4.8	51	221	.6	3.4	39	159	.5	3.0
WGL-FM																				
SP '98	28	453	.3	2.0	21	323	.3	2.1	6	17	.1	.8	37	125	.5	2.3	33	97	.4	2.6
4-Book	27	511	.3	1.9	20	332	.3	2.0	12	43	.2	1.8	35	113	.4	2.3	28	95	.3	2.2
WPEN-AM																				
SP '98		11															2	6		.2
4-Book	4	24		.3	2	18		.2	3	5		.5	2	5		.1	3	7		.3
WPHI-FM																				
SP '98	172	2396	2.1	12.5	143	1729	1.8	14.3	111	386	1.4	14.6	228	805	2.8	14.0	183	688	2.3	14.7
4-Book	179	2438	2.2	12.9	148	1759	1.9	15.1	105	343	1.3	15.6	234	786	2.9	15.4	206	677	2.6	16.2
WPHT-AM																				
SP '98	1	32	.1		1	30	.1										2	16		.2
4-Book	1	30	.1		2	20	.2						1	2			2	8		.2
WPLY-FM																				
SP '98	110	2230	1.4	8.0	68	1390	.8	6.8	50	247	.6	6.6	130	618	1.6	8.0	81	417	1.0	6.5
4-Book	114	2180	1.4	8.2	78	1450	1.0	7.9	40	236	.5	5.9	125	591	1.5	8.2	113	461	1.4	8.7
WURD-AM																				
SP '98	4	59	.3	.6	2	50	.2		1	5	.1		8	24	.1	.5	2	5		.2
4-Book	8	97	.1	.6	6	65	.1	.6	6	22	.1	1.0	17	37	.2	1.2	3	13		.2
WUSL-FM																				
SP '98	201	2765	2.5	14.7	177	2036	2.2	17.7	127	480	1.6	16.7	284	855	3.5	17.5	239	749	3.0	19.2
4-Book	185	2538	2.3	13.4	158	1864	2.0	16.1	107	360	1.3	15.7	240	776	3.0	15.7	217	706	2.7	17.0

** 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

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
WWDB-FM																				
SP '98	1	38		.1		8														
4-Book	5	75	.1	.4	3	48		.3	3	4		.4	1	6		.1	3	7		.2
WWJZ-AM																				
SP '98	1	10		.1	1	10		.1	2	10		.3					2	2		.1
4-Book	1	6		.1	1	6		.1	1	3		.1		2						
WXTU-FM																				
SP '98	33	318	.4	2.4	15	239	.2	1.5	12	50	.1	1.6	15	90	.2	.9	3	17		.2
4-Book	30	375	.4	2.2	18	251	.2	1.9	11	55	.1	1.6	28	107	.3	1.8	19	65	.2	1.5
+WXMM-FM																				
SP '98	68	1620	.8	5.0	59	1028	.7	5.9	23	129	.3	3.0	104	448	1.3	6.4	96	341	1.2	7.7
4-Book	52	1139	.6	3.9	43	785	.5	4.4	21	107	.3	3.0	70	304	.9	4.7	66	279	.9	5.3
WYSP-FM																				
SP '98	125	1681	1.5	9.1	41	741	.5	4.1	39	150	.5	5.1	71	380	.9	4.4	60	229	.7	4.8
4-Book	142	1666	1.7	10.3	50	863	.6	5.1	32	121	.4	4.7	68	302	.9	4.5	62	255	.8	4.8
WYXR-FM																				
SP '98	52	968	.6	3.8	44	799	.5	4.4	28	135	.3	3.7	82	313	1.0	5.0	44	141	.5	3.5
4-Book	51	994	.6	3.6	42	795	.5	4.2	21	104	.2	3.1	59	250	.7	3.8	50	196	.6	3.9
WJBR-FM																				
SP '98	2	155		.1	3	84		.3					1	10		.1				
4-Book	3	116		.2	3	87		.3	1	7		.2	2	20		.1	4	16		.3
WKXW-FM																				
SP '98	5	78	.1	.4	2	32		.2					2	15		.1	3	17		.2
4-Book	7	96	.1	.5	2	36		.2	1	7		.2	2	13		.1	3	13		.2
+WLEV-FM																				
SP '98		7				7				7			1	7		.1				
4-Book	3	27		.3		17				2			1	7		.1	1	7		.1
+WNJO-FM																				
SP '98	5	133	.1	.4	4	80		.4	4	7		.5	7	12	.1	.4	9	26	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	49	1092	.6	3.6	34	817	.4	3.4	33	180	.4	4.3	60	300	.7	3.7	56	224	.7	4.5
4-Book	50	1163	.6	3.6	41	807	.5	4.2	27	127	.3	4.0	70	313	.9	4.5	60	270	.8	4.7
WRDR-FM																				
SP '98		12				8											1	8		.1
4-Book		8				7												2		
WZZO-FM																				
SP '98	3	63		.2	3	66		.3	2	8		.3	5	25	.1	.3	10	17	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1372	7638	17.0		1001	6662	12.4		762	2154	9.4		1626	4125	20.1		1248	3413	15.4	
4-Book	1381	7645	17.1		981	6631	12.1		676	2004	8.4		1526	4013	18.9		1278	3335	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 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 '98	10	18	.1	1.0	20	109	.2	3.9	13	73	.2	1.2	10	46	.1	1.1	5	49	.1	.6
4-Book	4	7	.1	.4	20	90	.2	3.9	9	54	.1	.8	7	33	.1	.7	7	40	.1	.9
WBEB-FM																				
SP '98	51	220	.6	5.3	44	126	.5	8.5	45	218	.6	4.3	56	151	.7	6.1	62	218	.8	7.7
4-Book	35	159	.4	3.5	31	78	.4	6.1	44	152	.6	4.3	45	125	.6	4.8	37	157	.5	4.8
WDAS-AM																				
SP '98	2	5	.2	.2	26	70	.3	5.0	9	56	.1	.9	3	11	.3	.3	1	6	.1	.1
4-Book	2	3	.2	.2	26	52	.3	5.1	15	47	.2	1.5	4	10	.1	.5	2	5	.2	.2
WDAS-FM																				
SP '98	14	66	.2	1.5	20	51	.2	3.9	29	115	.4	2.8	28	65	.3	3.0	59	118	.7	7.3
4-Book	30	99	.4	2.9	17	37	.2	3.2	28	86	.4	2.8	31	64	.4	3.1	58	127	.7	7.5
WHAT-AM																				
SP '98					3	9	.6	.6												
4-Book	1	2	.1	.1	3	11	.6	.6	3	4	.3	.3	1	2	.1	.1				
WIOQ-FM																				
SP '98	96	405	1.2	10.0	39	159	.5	7.6	120	600	1.5	11.4	80	380	1.0	8.7	88	267	1.1	10.9
4-Book	119	471	1.5	11.8	36	169	.5	7.1	111	516	1.4	10.8	90	387	1.1	9.3	81	302	1.0	10.5
WIP -AM																				
SP '98	10	27	.1	1.0	9	46	.1	1.7	27	69	.3	2.6	8	26	.1	.9	10	54	.1	1.2
4-Book	9	28	.1	.9	12	39	.1	2.4	23	69	.3	2.2	19	48	.2	2.0	12	51	.2	1.5
WJJZ-FM																				
SP '98	6	33	.1	.6	8	50	.1	1.6	19	37	.2	1.8	7	36	.1	.8	17	58	.2	2.1
4-Book	6	21	.1	.6	7	28	.1	1.3	16	42	.2	1.6	10	27	.1	1.2	8	28	.1	1.0
WMGK-FM																				
SP '98	41	121	.5	4.3	3	25	.6	.6	30	153	.4	2.9	37	131	.5	4.0	25	112	.3	3.1
4-Book	34	116	.4	3.4	11	56	.1	2.2	38	156	.5	3.8	39	142	.5	4.0	21	98	.3	2.8
WMMR-FM																				
SP '98	39	133	.5	4.0	4	18	.8	.8	31	120	.4	2.9	41	162	.5	4.5	28	131	.3	3.5
4-Book	27	129	.4	2.7	11	45	.1	2.2	36	147	.5	3.5	31	119	.4	3.4	20	83	.2	2.5
WGL-FM																				
SP '98	13	64	.2	1.3	9	42	.1	1.7	16	87	.2	1.5	39	114	.5	4.2	16	63	.2	2.0
4-Book	20	82	.3	2.0	9	36	.1	1.7	17	76	.2	1.7	24	77	.3	2.6	15	58	.2	1.9
WPEN-AM																				
SP '98																				
4-Book	1	3	.1	.1					2	6	.2	.2	4	7	.1	.4				
WPHI-FM																				
SP '98	161	511	2.0	16.7	60	221	.7	11.6	122	530	1.5	11.6	142	425	1.8	15.4	126	465	1.6	15.6
4-Book	194	636	2.4	19.3	60	224	.7	11.9	115	477	1.4	11.2	148	453	1.9	15.3	110	393	1.4	14.2
WPHT-AM																				
SP '98	1	7	.1	.1					2	15	.2	.2					2	2	.2	.2
4-Book	5	11	.5	.5					2	10	.2	.2	1	7	.1	.1	2	2	.2	.2
WPLY-FM																				
SP '98	64	332	.8	6.6	15	120	.2	2.9	76	466	.9	7.2	73	391	.9	7.9	45	230	.6	5.6
4-Book	78	373	1.0	7.8	31	174	.4	6.1	93	477	1.1	9.1	74	362	.9	7.7	60	322	.8	7.7
WURD-AM																				
SP '98	1	5	.1	.1					3	13	.3	.3	2	19	.2	.2				
4-Book	1	5	.1	.1	3	8	.1	.7	11	32	.1	1.1	5	21	.1	.6	1	5	.2	.2
WUSL-FM																				
SP '98	218	658	2.7	22.6	122	407	1.5	23.6	172	605	2.1	16.4	126	455	1.6	13.7	110	369	1.4	13.6
4-Book	183	615	2.3	18.3	98	317	1.2	19.6	148	520	1.8	14.4	139	450	1.7	14.4	117	403	1.5	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 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
WWDB-FM																				
SP '98	1	8	.1																	
4-Book	2	10	.2		3	18	.6		8	21	.1	.8	2	8	.2		1	8	.2	
WWJZ-AM																				
SP '98	2	10	.2						1	2	.1		2	2	.2		1	2	.1	
4-Book	1	6	.1																	
WXTU-FM																				
SP '98	7	30	.1	.7	14	69	.2	2.7	34	117	.4	3.2	16	67	.2	1.7	15	43	.2	1.9
4-Book	14	60	.2	1.3	13	63	.2	2.7	24	99	.3	2.4	22	75	.3	2.3	15	59	.2	1.9
+WXXM-FM																				
SP '98	47	257	.6	4.9	18	114	.2	3.5	71	340	.9	6.8	52	300	.6	5.7	50	212	.6	6.2
4-Book	37	206	.5	3.7	15	78	.2	3.0	47	246	.6	4.7	47	219	.6	5.0	34	165	.4	4.3
WYSP-FM																				
SP '98	37	154	.5	3.8	26	89	.3	5.0	36	193	.4	3.4	41	161	.5	4.5	15	91	.2	1.9
4-Book	48	187	.6	4.7	21	81	.3	4.2	70	291	.9	6.8	66	249	.8	6.7	30	134	.4	3.9
WYXR-FM																				
SP '98	29	154	.4	3.0	15	80	.2	2.9	41	177	.5	3.9	34	106	.4	3.7	69	265	.9	8.6
4-Book	45	193	.6	4.5	15	67	.2	3.0	35	144	.4	3.4	32	144	.4	3.2	66	252	.8	8.5
WJBR-FM																				
SP '98	10	41	.1	1.0					1	7	.1	.1	5	33	.1	.5	2	16	.2	.4
4-Book	6	27	.1	.6	2	6	.3		4	19	.1	.4	3	21	.3		3	22	.4	
WKXW-FM																				
SP '98	6	10	.1	.6					1	7	.1	.1					1	7	.1	.1
4-Book	2	8	.2		2				1	11	.1		3	7	.3		1	4	.1	.1
+WLEV-FM																				
SP '98					1	4	.2		1	5	.1		1	4	.1			2		
4-Book		3																		
+WNJO-FM																				
SP '98	**	**	**	**	**	**	**	**	4	34	.4		2	8	.2		4	16	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	21	139	.3	2.2	12	81	.1	2.3	38	257	.5	3.6	23	140	.3	2.5	30	178	.4	3.7
4-Book	37	223	.5	3.7	15	83	.2	3.0	45	237	.6	4.4	41	195	.5	4.2	33	190	.4	4.3
WRDR-FM																				
SP '98					1	2	.2			2				3						
4-Book																				
WZZD-FM																				
SP '98	2	8	.2		1	7	.2		1	8	.1		5	26	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	964	2773	11.9		516	1723	6.4		1051	3136	13.0		920	2544	11.4		806	2409	10.0	
4-Book	1006	2939	12.4		501	1619	6.2		1023	3116	12.6		961	2618	11.9		771	2385	9.5	

Target Listener Estimates - Persons 12-24

** 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 '98	41	1755	.4	1.9	109	1099	.9	3.6	30	571	.3	1.0	51	740	.4	1.9	14	360	.1	1.1
WI '98	59	2318	.5	2.8	199	1636	1.7	6.5	38	582	.3	1.3	56	922	.5	2.2	21	311	.2	1.8
FA '97	41	1890	.4	1.9	116	1091	1.0	3.9	30	598	.3	1.0	47	693	.4	1.7	12	296	.1	1.0
SU '97	44	1897	.4	1.9	119	1193	1.0	3.9	33	398	.3	1.0	48	804	.4	1.7	12	326	.1	.9
4-Book	46	1965	.4	2.1	136	1255	1.2	4.5	33	537	.3	1.1	51	790	.4	1.9	15	323	.1	1.2
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
WBEB-FM																				
SP '98	158	2069	1.4	7.2	181	1059	1.6	6.0	295	1070	2.6	9.4	201	1199	1.7	7.5	70	738	.6	5.5
WI '98	125	1837	1.1	6.0	165	902	1.4	5.4	252	863	2.2	8.8	149	981	1.3	5.8	44	549	.4	3.9
FA '97	109	1897	.9	5.0	121	933	1.0	4.0	195	899	1.7	6.2	142	974	1.2	5.3	53	596	.5	4.4
SU '97	102	1693	.9	4.4	115	782	1.0	3.7	190	846	1.6	5.6	122	895	1.0	4.4	40	493	.3	3.2
4-Book	124	1874	1.1	5.7	146	919	1.3	4.8	233	920	2.0	7.5	154	1012	1.3	5.8	52	594	.5	4.3
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
WDAS-AM																				
SP '98	8	216	.1	.4	16	74	.1	.5	6	41	.1	.2	5	44	.1	.2		7		
WI '98	20	290	.2	1.0	26	138	.2	.8	21	100	.2	.7	20	80	.2	.8	12	43	.1	1.1
FA '97	17	198	.1	.8	27	99	.2	.9	18	73	.2	.6	17	96	.1	.6	10	71	.1	.8
SU '97	13	165	.1	.6	22	101	.2	.7	13	73	.1	.4	13	89	.1	.5	4	39		.3
4-Book	15	217	.1	.7	23	103	.2	.7	15	72	.2	.5	14	77	.1	.5	7	40	.1	.6
SP '97	5	142		.2	4	45		.1	4	32		.1	3	26		.1	2	25		.2
WDAS-FM																				
SP '98	139	1624	1.2	6.4	204	852	1.8	6.8	146	805	1.3	4.6	137	807	1.2	5.1	139	822	1.2	11.0
WI '98	171	1671	1.5	8.2	227	997	2.0	7.4	233	927	2.0	8.1	191	952	1.7	7.5	136	798	1.2	12.0
FA '97	140	1701	1.2	6.4	186	801	1.6	6.2	199	800	1.7	6.3	145	892	1.3	5.4	106	776	.9	8.8
SU '97	129	1548	1.1	5.6	157	820	1.3	5.1	188	747	1.6	5.5	161	880	1.4	5.8	92	707	.8	7.3
4-Book	145	1636	1.3	6.7	194	868	1.7	6.4	192	820	1.7	6.1	159	883	1.4	6.0	118	776	1.0	9.8
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
WHAT-AM																				
SP '98	7	55	.1	.3	13	37	.1	.4	13	31	.1	.4	6	30	.1	.2	1	7		.1
WI '98	6	97	.1	.3	5	54	.2	.2	10	50	.1	.3	3	42	.1	.1	2	18		.2
FA '97	3	64		.1	5	22		.2	3	18		.1	7	19	.1	.3	1	33		.1
SU '97	5	61		.2	11	61	.1	.4	1	13		.4	5	24		.2	4	21		.3
4-Book	5	69	.1	.2	9	44	.1	.3	7	28	.1	.2	5	29	.1	.2	2	20	.1	.6
SP '97	8	93	.1	.3	12	39	.1	.4	12	50	.1	.4	8	39	.1	.3	3	27		.2
WIOQ-FM																				
SP '98	150	2982	1.3	6.9	139	1307	1.2	4.6	241	1614	2.1	7.7	185	1612	1.6	6.9	102	1073	.9	8.1
WI '98	132	2936	1.1	6.3	164	1284	1.4	5.3	173	1465	1.5	6.0	171	1803	1.5	6.7	81	1121	.7	7.1
FA '97	129	2732	1.1	5.9	136	1163	1.2	4.5	187	1536	1.6	5.9	157	1557	1.4	5.8	93	1031	.8	7.7
SU '97	156	3126	1.3	6.8	145	1251	1.2	4.7	224	1734	1.9	6.6	202	1811	1.7	7.2	99	1342	.8	7.8
4-Book	142	2944	1.2	6.5	146	1251	1.3	4.8	206	1587	1.8	6.6	179	1696	1.6	6.7	94	1142	.8	7.7
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
WIP -AM																				
SP '98	56	1101	.5	2.6	95	582	.8	3.2	79	492	.7	2.5	89	625	.8	3.3	29	351	.3	2.3
WI '98	71	1260	.6	3.4	126	701	1.1	4.1	90	508	.8	3.1	115	709	1.0	4.5	34	449	.3	3.0
FA '97	85	1518	.7	3.9	144	905	1.2	4.8	119	699	1.0	3.8	135	946	1.2	5.0	24	430	.2	2.0
SU '97	84	1366	.7	3.6	143	807	1.2	4.7	116	678	1.0	3.4	119	842	1.0	4.3	30	374	.3	2.4
4-Book	74	1311	.6	3.4	127	749	1.1	4.2	101	594	.9	3.2	115	781	1.0	4.3	29	401	.3	2.4
SP '97	63	1360	.5	2.7	100	536	.9	3.3	82	420	.7	2.5	93	610	.8	3.3	34	480	.3	2.6
WJJZ-FM																				
SP '98	53	880	.5	2.4	50	396	.4	1.7	83	397	.7	2.6	64	434	.6	2.4	41	382	.4	3.2
WI '98	59	1031	.5	2.8	59	417	.5	1.9	101	445	.9	3.5	75	495	.6	2.9	31	304	.3	2.7
FA '97	76	976	.7	3.5	61	387	.5	2.0	140	532	1.2	4.4	122	592	1.1	4.5	48	448	.4	4.0
SU '97	47	873	.4	2.0	37	289	.3	1.2	82	426	.7	2.4	58	440	.5	2.1	23	281	.2	1.8
4-Book	59	940	.5	2.7	52	372	.4	1.7	102	450	.9	3.2	80	490	.7	3.0	36	354	.3	2.9
SP '97	60	884	.5	2.6	67	389	.6	2.2	94	420	.8	2.9	70	416	.6	2.5	39	352	.3	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 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
WMGK-FM																				
SP '98	133	2160	1.2	6.1	148	945	1.3	4.9	252	1164	2.2	8.0	173	1345	1.5	6.5	46	543	.4	3.6
WI '98	112	2218	1.0	5.4	121	959	1.0	3.9	182	990	1.6	6.4	157	1366	1.4	6.2	56	762	.5	4.9
FA '97	154	2680	1.3	7.1	149	1263	1.3	5.0	272	1427	2.4	8.6	233	1631	2.0	8.6	73	888	.6	6.0
SU '97	168	2782	1.4	7.3	178	1289	1.5	5.8	284	1520	2.4	8.4	238	1784	2.0	8.5	79	929	.7	6.2
4-Book	142	2460	1.2	6.5	149	1114	1.3	4.9	248	1275	2.2	7.9	200	1532	1.7	7.5	64	781	.6	5.2
SP '97	147	2723	1.2	6.4	162	1217	1.4	5.3	241	1298	2.0	7.3	183	1764	1.6	6.5	74	988	.6	5.7
WMMR-FM																				
SP '98	109	2390	.9	5.0	139	873	1.2	4.6	160	1123	1.4	5.1	143	1418	1.2	5.3	61	715	.5	4.8
WI '98	97	2271	.8	4.6	118	882	1.0	3.8	159	882	1.4	5.6	112	1257	1.0	4.4	31	636	.3	2.7
FA '97	113	2556	1.0	5.2	144	1157	1.2	4.8	186	1265	1.6	5.9	158	1402	1.4	5.9	51	641	.4	4.2
SU '97	152	2781	1.3	6.6	187	1230	1.6	6.1	289	1305	2.5	8.5	192	1558	1.6	6.9	56	849	.5	4.4
4-Book	118	2500	1.0	5.4	147	1036	1.3	4.8	199	1144	1.7	6.3	151	1409	1.3	5.6	50	710	.4	4.0
SP '97	165	2926	1.4	7.2	207	1400	1.8	6.7	272	1424	2.3	8.3	194	1806	1.6	6.9	79	1033	.7	6.0
WOGL-FM																				
SP '98	53	1117	.5	2.4	46	411	.4	1.5	88	486	.8	2.8	71	606	.6	2.7	23	275	.2	1.8
WI '98	35	946	.3	1.7	41	295	.4	1.3	53	387	.5	1.9	44	493	.4	1.7	16	242	.1	1.4
FA '97	36	1079	.3	1.7	38	436	.3	1.3	65	490	.6	2.1	48	496	.4	1.8	17	302	.1	1.4
SU '97	65	1289	.6	2.8	74	491	.6	2.4	125	614	1.1	3.7	76	714	.6	2.7	20	329	.2	1.6
4-Book	47	1108	.4	2.2	50	408	.4	1.6	83	494	.8	2.6	60	577	.5	2.2	19	287	.2	1.6
SP '97	64	1250	.5	2.8	66	525	.6	2.2	84	495	.7	2.5	69	599	.6	2.5	38	372	.3	2.9
WPEN-AM																				
SP '98	2	52	.1	.1		10			3	9	.1	.1	5	19	.2	.2	1	14	.1	.1
WI '98	9	111	.1	.4	12	30	.1	.4	14	58	.1	.5	16	73	.1	.6	4	16	.1	.4
FA '97	4	116	.2	.2	1	37			10	28	.1	.3	7	32	.1	.3	1	19	.1	.1
SU '97	4	114	.2	.2	4	26	.1	.1	8	42	.1	.2	5	32	.2	.2				
4-Book	5	98	.2	.2	4	26	.1	.1	9	34	.1	.3	8	39	.1	.3	2	12	.2	.2
SP '97	4	70	.2	.2	1	18			4	35	.1	.1	6	26	.1	.2	2	25	.2	.2
WPHI-FM																				
SP '98	130	2024	1.1	5.9	129	903	1.1	4.3	150	1229	1.3	4.8	166	1320	1.4	6.2	133	999	1.2	10.5
WI '98	133	2365	1.2	6.4	131	996	1.1	4.3	137	1271	1.2	4.8	177	1485	1.5	6.9	119	1074	1.0	10.5
FA '97	128	2123	1.1	5.9	140	990	1.2	4.7	125	1102	1.1	4.0	156	1230	1.4	5.8	128	1040	1.1	10.6
SU '97	179	2400	1.5	7.8	173	1195	1.5	5.6	214	1401	1.8	6.3	243	1733	2.1	8.7	169	1443	1.4	13.4
4-Book	143	2228	1.2	6.5	143	1021	1.2	4.7	157	1251	1.4	5.0	186	1442	1.6	6.9	137	1139	1.2	11.3
SP '97	143	2236	1.2	6.2	124	1019	1.1	4.0	145	1215	1.2	4.4	216	1499	1.8	7.7	132	1189	1.1	10.1
WPHT-AM																				
SP '98	6	213	.1	.3	2	18	.1	.1	2	49	.1	.1	4	75	.1	.1	17	150	.1	1.3
WI '98	4	220	.2	.2	6	63	.1	.2	5	82	.2	.2	5	72	.2	.2	3	36	.1	.3
FA '97	3	129	.1	.1	7	54	.1	.2	4	38	.1	.1	3	36	.1	.1		8		
SU '97	6	264	.1	.3	9	62	.1	.3	2	47	.1	.1	5	89	.2	.2	8	91	.1	.6
4-Book	5	207	.1	.2	6	49	.1	.2	3	54	.1	.1	4	68	.2	.2	7	71	.1	.6
SP '97	6	260	.1	.3	5	54	.2	.2	6	63	.1	.2	8	62	.1	.3	8	118	.1	.6
WPLY-FM																				
SP '98	99	2727	.9	4.5	124	1274	1.1	4.1	153	1409	1.3	4.9	143	1570	1.2	5.3	49	884	.4	3.9
WI '98	89	2683	.8	4.3	120	1233	1.0	3.9	108	1150	.9	3.8	123	1485	1.1	4.8	51	1068	.4	4.5
FA '97	113	2769	1.0	5.2	145	1263	1.3	4.8	143	1330	1.2	4.5	150	1595	1.3	5.6	75	1049	.6	6.2
SU '97	143	3209	1.2	6.2	181	1488	1.5	5.9	201	1485	1.7	5.9	186	2052	1.6	6.7	88	1372	.7	7.0
4-Book	111	2847	1.0	5.1	143	1315	1.2	4.7	151	1344	1.3	4.8	151	1676	1.3	5.6	66	1093	.5	5.4
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
WURD-AM																				
SP '98	15	156	.1	.7	17	98	.1	.6	27	110	.2	.9	18	105	.2	.7	4	46	.1	.3
WI '98	14	233	.1	.7	12	108	.1	.4	25	162	.2	.9	19	145	.2	.7	5	35	.1	.4
FA '97	25	228	.2	1.1	42	171	.4	1.4	40	208	.3	1.3	22	174	.2	.8	5	86	.1	.4
SU '97	14	178	.1	.6	25	122	.2	.8	20	103	.2	.6	13	76	.1	.5	1	22	.1	.1
4-Book	17	199	.1	.8	24	125	.2	.8	28	146	.2	.9	18	125	.2	.7	4	47	.1	.3
SP '97	17	148	.1	.7	29	90	.2	.9	14	77	.1	.4	17	89	.1	.6	11	58	.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

	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
WUSL-FM																				
SP '98	193	2688	1.7	8.8	235	1503	2.0	7.8	222	1420	1.9	7.1	232	1694	2.0	8.7	143	1062	1.2	11.3
WI '98	156	2554	1.4	7.5	185	1187	1.6	6.0	173	1368	1.5	6.0	190	1508	1.6	7.5	116	1142	1.0	10.2
FA '97	169	2560	1.5	7.7	176	1310	1.5	5.9	196	1331	1.7	6.2	197	1397	1.7	7.3	156	1256	1.4	12.9
SU '97	197	2472	1.7	8.6	202	1384	1.7	6.6	256	1439	2.2	7.5	200	1460	1.7	7.2	180	1268	1.5	14.2
4-Book	179	2569	1.6	8.2	200	1346	1.7	6.6	212	1390	1.8	6.7	205	1515	1.8	7.7	149	1182	1.3	12.2
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
WVDB-FM																				
SP '98	17	356	.1	.8	17	121	.1	.6	29	153	.3	.9	19	142	.2	.7	10	69	.1	.8
WI '98	33	582	.3	1.6	25	106	.2	.8	78	311	.7	2.7	36	205	.3	1.4	14	120	.1	1.2
FA '97	17	444	.1	.8	17	172	.1	.6	41	225	.4	1.3	12	126	.1	.4	6	76	.1	.5
SU '97	28	667	.2	1.2	19	129	.2	.6	55	278	.5	1.6	35	266	.3	1.3	15	144	.1	1.2
4-Book	24	512	.2	1.1	20	132	.2	.7	51	242	.5	1.6	26	185	.2	1.0	11	102	.1	.9
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
WVJZ-AM																				
SP '98																				
WI '98		5							1	5			1	5						
FA '97																				
SU '97	2	35		.1					2	7		.1	5	35		.2	1	7		.1
4-Book	1	10							1	3			2	10		.1		2		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	67	913	.6	3.1	78	526	.7	2.6	122	494	1.1	3.9	94	586	.8	3.5	28	289	.2	2.2
WI '98	66	1063	.6	3.2	79	607	.7	2.6	96	639	.8	3.4	88	722	.8	3.5	33	413	.3	2.9
FA '97	55	905	.5	2.5	88	510	.8	2.9	72	495	.6	2.3	58	558	.5	2.1	27	388	.2	2.2
SU '97	79	1123	.7	3.4	90	605	.8	2.9	142	699	1.2	4.2	98	684	.8	3.5	28	392	.2	2.2
4-Book	67	1001	.6	3.1	84	562	.8	2.8	108	582	.9	3.5	85	638	.7	3.2	29	371	.2	2.4
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
+WXMM-FM																				
SP '98	85	2371	.7	3.9	109	1083	.9	3.6	126	1105	1.1	4.0	109	1406	.9	4.1	35	784	.3	2.8
WI '98	88	2308	.8	4.2	100	977	.9	3.3	104	988	.9	3.6	132	1498	1.1	5.2	50	946	.4	4.4
FA '97	79	1723	.7	3.6	64	681	.6	2.1	110	802	1.0	3.5	116	1070	1.0	4.3	48	730	.4	4.0
SU '97	16	428	.1	.7	19	189	.2	.6	29	139	.2	.9	21	241	.2	.8	5	107	.1	.4
4-Book	67	1708	.6	3.1	73	733	.7	2.4	92	759	.8	3.0	95	1054	.8	3.6	35	642	.3	2.9
SP '97	15	328	.1	.7	14	80	.1	.5	22	115	.2	.7	22	144	.2	.8	9	101	.1	.7
WYSP-FM																				
SP '98	250	3802	2.2	11.4	689	2626	6.0	23.0	355	1968	3.1	11.3	200	1596	1.7	7.5	59	835	.5	4.7
WI '98	218	3594	1.9	10.4	679	2550	5.9	22.1	273	1704	2.4	9.5	160	1409	1.4	6.3	57	873	.5	5.0
FA '97	265	4040	2.3	12.2	718	2765	6.2	23.9	356	2107	3.1	11.3	214	1653	1.9	7.9	53	836	.5	4.4
SU '97	252	3927	2.1	10.9	731	2646	6.2	23.8	310	1875	2.6	9.1	204	1705	1.7	7.3	62	951	.5	4.9
4-Book	246	3841	2.1	11.2	704	2647	6.1	23.2	324	1914	2.8	10.3	195	1591	1.7	7.3	58	874	.5	4.8
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
WYXR-FM																				
SP '98	124	2447	1.1	5.7	124	1020	1.1	4.1	160	978	1.4	5.1	172	1293	1.5	6.4	100	1029	.9	7.9
WI '98	97	2360	.8	4.6	96	914	.8	3.1	143	1018	1.2	5.0	123	1151	1.1	4.8	58	820	.5	5.1
FA '97	102	2281	.9	4.7	124	1016	1.1	4.1	157	827	1.4	5.0	137	1089	1.2	5.1	66	941	.6	5.5
SU '97	123	2550	1.0	5.3	107	969	.9	3.5	186	1182	1.6	5.5	153	1439	1.3	5.5	101	1024	.9	8.0
4-Book	112	2410	1.0	5.1	113	980	1.0	3.7	162	1001	1.4	5.2	146	1243	1.3	5.5	81	954	.7	6.6
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
WJBR-FM																				
SP '98	10	244	.1	.5	8	78	.1	.3	17	94	.1	.5	15	124	.1	.6	9	98	.1	.7
WI '98	6	299	.1	.3	8	82	.1	.3	6	94	.1	.2	7	106	.1	.3	6	141	.1	.5
FA '97	6	247	.1	.3	7	87	.1	.2	2	69	.1	.1	6	73	.1	.2	6	52	.1	.5
SU '97	7	242	.1	.3	7	75	.1	.2	10	68	.1	.3	11	97	.1	.4	6	68	.1	.5
4-Book	7	258	.1	.4	8	81	.1	.3	9	69	.1	.3	10	100	.1	.4	7	90	.1	.6
SP '97	12	294	.1	.5	15	127	.1	.5	24	143	.2	.7	11	111	.1	.4	7	144	.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
WKXW-FM																				
SP '98	14	293	.1	.6	20	128	.2	.7	30	144	.3	1.0	21	162	.2	.8	1	27		.1
WI '98	18	436	.2	.9	20	200	.2	.7	25	224	.2	.9	36	285	.3	1.4	10	101	.1	.9
FA '97	18	409	.2	.8	16	99	.1	.5	24	148	.2	.8	43	281	.4	1.6	9	122	.1	.7
SU '97	14	391	.1	.6	7	85	.1	.2	26	157	.2	.8	25	208	.2	.9	5	123		.4
4-Book	16	382	.2	.7	16	128	.2	.5	26	168	.2	.9	31	234	.3	1.2	6	93	.1	.5
SP '97	12	392	.1	.5	11	117	.1	.4	17	163	.1	.5	23	190	.2	.8	3	68		.2
+WLEV-FM																				
SP '98	3	91		.1		18				9			4	44		.1				
WI '98	8	128	.1	.4	10	50	.1	.3	16	60	.1	.6	12	66	.1	.5	4	42		.4
FA '97	4	92		.2	4	18		.1	9	28	.1	.3	7	46	.1	.3		17		
SU '97	4	130		.2	4	30		.1	7	32	.1	.2	5	70		.2	2	48		.2
4-Book	5	110		.2	5	29		.1	8	32	.1	.3	7	57	.1	.3	2	27		.2
SP '97	3	62		.1	4	36		.1	6	26	.1	.2	3	18		.1				
+WNJO-FM																				
SP '98	6	210	.1	.3	5	71		.2	12	106	.1	.4	5	54		.2	2	27		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	51		.1	6	27	.1	.2	5	43		.1	2	18		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	48	1470	.4	2.2	54	652	.5	1.8	70	753	.6	2.2	76	805	.7	2.8	28	513	.2	2.2
WI '98	47	1534	.4	2.3	58	707	.5	1.9	70	575	.6	2.4	57	770	.5	2.2	30	587	.3	2.6
FA '97	37	1298	.3	1.7	46	555	.4	1.5	67	559	.6	2.1	41	628	.4	1.5	19	462	.2	1.6
SU '97	68	1946	.6	3.0	63	725	.5	2.1	101	803	.9	3.0	97	1160	.8	3.5	37	712	.3	2.9
4-Book	50	1562	.4	2.3	55	660	.5	1.8	77	673	.7	2.4	68	841	.6	2.5	29	569	.3	2.3
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
WRDR-FM																				
SP '98	1	57			2	25		.1	1	8			1	30						
WI '98	1	38			1	7				8			1	7			1	8		.1
FA '97	1	36							2	17		.1	2	18		.1				
SU '97		32				17				9										
4-Book	1	41			1	12			1	11			1	14				2		
SP '97	3	40		.1	5	30		.2	10	24	.1	.3	3	33		.1				
WZZO-FM																				
SP '98	8	174	.1	.4	6	58	.1	.2	9	65	.1	.3	18	102	.2	.7	4	55		.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2185	11148	18.9		3001	9810	26.0		3141	8977	27.2		2675	9725	23.2		1265	7460	11.0	
WI '98	2088	11282	18.1		3070	9889	26.6		2864	8711	24.8		2549	9822	22.1		1138	7328	9.9	
FA '97	2181	11356	18.9		3001	9942	26.0		3156	9074	27.4		2700	9946	23.4		1207	7449	10.5	
SU '97	2302	11508	19.6		3069	9982	26.1		3398	9332	28.9		2789	10347	23.7		1265	7666	10.8	
4-Book	2189	11324	18.9		3035	9906	26.2		3140	9024	27.1		2678	9960	23.1		1219	7476	10.6	
SP '97	2294	11493	19.5		3069	9999	26.1		3296	9166	28.0		2798	10113	23.8		1308	7776	11.1	

** 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 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 '98	61	1578	.5	2.1	23	593	.2	1.6	51	217	.4	4.1	30	150	.3	1.2	23	90	.2	1.3
4-Book	70	1797	.6	2.4	25	661	.2	1.7	62	278	.5	5.0	21	126	.2	.8	16	75	.2	.9
WBEB-FM																				
SP '98	231	1741	2.0	7.8	86	991	.7	6.0	90	288	.8	7.3	165	437	1.4	6.7	76	246	.7	4.2
4-Book	182	1552	1.6	6.2	68	862	.6	4.7	70	229	.6	5.7	128	367	1.1	5.2	79	237	.7	4.4
WDAS-AM																				
SP '98	9	107	.1	.3	12	179	.1	.8		5			3	19		.1				
4-Book	17	133	.2	.6	16	171	.1	1.1	11	20	.1	.9	13	28	.1	.5	5	13	.1	.3
WDAS-FM																				
SP '98	161	1320	1.4	5.4	100	962	.9	7.0	83	232	.7	6.7	140	415	1.2	5.7	93	273	.8	5.2
4-Book	182	1319	1.6	6.2	96	897	.8	6.6	79	226	.7	6.5	148	350	1.3	6.1	97	270	.8	5.4
WHAT-AM																				
SP '98	11	44	.1	.4	4	40		.3	6	8	.1	.5	3	8		.1	4	14		.2
4-Book	7	52	.1	.3	5	40		.4	4	8	.1	.3	9	16	.1	.4	5	16	.1	.3
WIOQ-FM																				
SP '98	192	2470	1.7	6.5	108	1521	.9	7.6	57	257	.5	4.6	165	642	1.4	6.7	176	563	1.5	9.8
4-Book	179	2461	1.6	6.1	108	1656	.9	7.5	75	315	.7	6.1	181	700	1.6	7.4	148	529	1.3	8.2
WIP -AM																				
SP '98	87	950	.8	2.9	20	369	.2	1.4	29	112	.3	2.3	24	116	.2	1.0	32	113	.3	1.8
4-Book	113	1158	1.0	3.8	35	501	.3	2.4	36	140	.3	2.8	55	193	.5	2.2	42	137	.4	2.4
WJJZ-FM																				
SP '98	67	666	.6	2.3	36	433	.3	2.5	23	48	.2	1.9	45	135	.4	1.8	44	96	.4	2.5
4-Book	80	702	.7	2.7	38	480	.3	2.6	28	99	.3	2.3	59	165	.5	2.5	50	138	.5	2.8
WMGK-FM																				
SP '98	196	1834	1.7	6.6	80	1002	.7	5.6	80	227	.7	6.5	205	554	1.8	8.3	109	409	.9	6.1
4-Book	203	2084	1.8	6.8	87	1232	.8	6.0	70	259	.6	5.7	181	579	1.6	7.4	134	463	1.2	7.4
WMMR-FM																				
SP '98	149	1940	1.3	5.0	71	1182	.6	5.0	78	247	.7	6.3	136	579	1.2	5.5	69	343	.6	3.8
4-Book	169	2037	1.4	5.7	74	1269	.6	5.2	76	263	.7	6.2	142	568	1.3	5.8	88	383	.8	4.8
WOGL-FM																				
SP '98	70	856	.6	2.4	43	597	.4	3.0	30	129	.3	2.4	51	196	.4	2.1	78	218	.7	4.3
4-Book	66	875	.6	2.2	34	481	.3	2.3	30	106	.3	2.4	52	165	.4	2.1	51	159	.4	2.8
WPEN-AM																				
SP '98	3	29		.1		18														
4-Book	7	65	.1	.3	3	44		.2	4	7		.3	2	9		.1	3	5		.2
WPHI-FM																				
SP '98	149	1825	1.3	5.0	95	1148	.8	6.6	67	235	.6	5.4	136	517	1.2	5.5	144	491	1.2	8.0
4-Book	162	1967	1.4	5.4	113	1306	1.0	7.8	80	243	.7	6.5	173	572	1.5	7.1	161	497	1.4	8.8
WPHT-AM																				
SP '98	3	84		.1	3	93		.2					3	16		.1	1	9		.1
4-Book	5	131		.2	4	66		.3	1	3		.1	1	6		.1	3	9		.2
WPLY-FM																				
SP '98	141	2390	1.2	4.8	57	1292	.5	4.0	43	188	.4	3.5	114	618	1.0	4.6	83	423	.7	4.6
4-Book	148	2455	1.3	5.0	75	1480	.7	5.2	49	247	.4	4.0	139	654	1.2	5.7	109	497	.9	6.0
WURD-AM																				
SP '98	21	147	.2	.7	12	112	.1	.8	15	57	.1	1.2	35	91	.3	1.4	7	21	.1	.4
4-Book	24	190	.2	.8	14	110	.1	1.0	19	52	.2	1.5	34	82	.3	1.4	10	26	.1	.5
WUSL-FM																				
SP '98	229	2360	2.0	7.7	162	1772	1.4	11.3	137	475	1.2	11.1	277	737	2.4	11.3	199	610	1.7	11.1
4-Book	206	2203	1.8	6.9	151	1646	1.3	10.4	112	347	1.0	9.1	236	691	2.1	9.7	190	573	1.6	10.5

** 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

Target Listener Estimates - Persons 18-34

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	
WVDB-FM																				
SP '98	23	262	.2	.8	14	150	.1	1.0	4	19	.3	9	36	.1	.4	9	9	.1	.5	
4-Book	34	355	.3	1.1	16	203	.2	1.1	14	40	.1	1.2	6	24	.1	.2	9	20	.1	.5
WWJZ-AM																				
SP '98	1	10			1	3							2			2	2		.1	
4-Book	1	10			1	3							2			2	2		.1	
WXTU-FM																				
SP '98	100	792	.9	3.4	36	512	.3	2.5	33	125	.3	2.7	72	274	.6	2.9	41	147	.4	2.3
4-Book	93	865	.8	3.2	45	585	.4	3.1	35	152	.3	2.8	85	295	.7	3.5	55	197	.5	3.1
+WXXM-FM																				
SP '98	115	2059	1.0	3.9	66	1219	.6	4.6	20	83	.2	1.6	139	571	1.2	5.7	92	383	.8	5.1
4-Book	87	1468	.8	3.0	54	968	.5	3.8	39	150	.4	3.2	107	420	.9	4.5	74	352	.7	4.2
WYSP-FM																				
SP '98	410	3513	3.6	13.9	92	1401	.8	6.4	102	373	.9	8.2	191	774	1.7	7.8	160	528	1.4	8.9
4-Book	401	3445	3.5	13.5	98	1558	.9	6.7	78	271	.7	6.3	155	617	1.3	6.3	121	443	1.0	6.7
WYXR-FM																				
SP '98	152	1844	1.3	5.1	89	1218	.8	6.2	65	260	.6	5.3	173	572	1.5	7.0	138	372	1.2	7.7
4-Book	142	1824	1.2	4.8	78	1257	.7	5.4	57	230	.5	4.6	143	519	1.2	5.8	103	362	.9	5.7
WJBR-FM																				
SP '98	13	181	.1	.4	3	135		.2				1	19							
4-Book	9	175	.1	.3	5	120		.4	3	9		.2	7	27	.1	.3	5	21		.3
WKXW-FM																				
SP '98	24	275	.2	.8	4	63		.3					9				2	10		.1
4-Book	25	324	.2	.8	8	127	.1	.5	10	33	.1	.8	11	36	.1	.5	11	32	.1	.6
+WLEV-FM																				
SP '98	1	53			7	47	.1	.5					22	38	.2	.9	10	28	.1	.6
4-Book	7	67	.1	.2	4	58		.3	1	2		.1	7	18	.1	.3	3	14		.2
+WNJO-FM																				
SP '98	8	151	.1	.3	5	104		.3	2	12		.2		9			7	38	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	67	1194	.6	2.3	28	665	.2	2.0	26	138	.2	2.1	75	322	.6	3.0	46	215	.4	2.6
4-Book	68	1277	.6	2.3	33	741	.3	2.3	23	128	.2	1.9	75	311	.6	3.0	49	248	.4	2.7
WRDR-FM																				
SP '98	1	41			1	16		.1									1	7		.1
4-Book	1	24			1	18		.1					1	7			1	4		.1
WZZD-FM																				
SP '98	11	112	.1	.4	6	107	.1	.4	5	18		.4	20	64	.2	.8	12	26	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2955	11023	25.6		1429	9091	12.4		1238	3390	10.7		2460	5924	21.3		1795	4495	15.6	
4-Book	2967	11187	25.6		1450	9403	12.5		1229	3380	10.6		2448	5937	21.1		1811	4620	15.7	

** 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

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 '98	14	54	.1	1.2	27	146	.2	3.1	19	96	.2	1.2	13	67	.1	1.0	14	104	.1	1.4
4-Book	10	60	.1	.9	50	225	.4	6.0	17	112	.2	1.0	18	74	.2	1.3	17	103	.1	1.7
WBEB-FM																				
SP '98	64	230	.6	5.5	68	161	.6	7.9	61	245	.5	4.0	85	192	.7	6.7	72	240	.6	7.3
4-Book	45	190	.4	3.7	46	126	.4	5.4	68	234	.6	4.2	66	190	.6	4.9	44	173	.4	4.7
WDAS-AM																				
SP '98					48	116	.4	5.6	32	83	.3	2.1	14	29	.1	1.1	4	18		.4
4-Book	4	9		.4	50	113	.4	5.9	30	95	.3	1.9	15	32	.1	1.1	6	16	.1	.7
WDAS-FM																				
SP '98	69	213	.6	6.0	53	149	.5	6.2	75	256	.6	4.9	88	182	.8	6.9	180	349	1.6	18.4
4-Book	78	247	.7	6.4	54	142	.5	6.4	69	210	.6	4.3	85	179	.8	6.4	141	306	1.2	15.3
WHAT-AM																				
SP '98	3	7		.3	11	25	.1	1.3	3	8		.2	4	16		.3				
4-Book	2	5		.2	6	12	.1	.7	7	9	.1	.4	5	13		.4				
WIOQ-FM																				
SP '98	112	421	1.0	9.7	26	102	.2	3.0	99	455	.9	6.4	115	406	1.0	9.0	102	280	.9	10.4
4-Book	119	471	1.0	9.8	29	111	.3	3.4	113	482	1.0	6.9	99	373	.9	7.3	85	308	.7	9.2
WIP -AM																				
SP '98	4	9		.3	18	95	.2	2.1	20	103	.2	1.3	24	76	.2	1.9	13	53	.1	1.3
4-Book	11	36	.1	.9	25	96	.2	3.0	46	166	.4	2.7	41	120	.4	3.1	24	93	.2	2.6
WJJZ-FM																				
SP '98	29	62	.3	2.5	43	121	.4	5.0	36	113	.3	2.3	28	69	.2	2.2	42	122	.4	4.3
4-Book	28	89	.3	2.3	23	68	.2	2.7	51	154	.4	3.1	37	96	.3	2.8	25	85	.2	2.7
WMGK-FM																				
SP '98	54	197	.5	4.7	17	83	.1	2.0	58	287	.5	3.8	62	239	.5	4.9	43	183	.4	4.4
4-Book	66	232	.6	5.3	22	109	.2	2.6	89	377	.8	5.4	78	293	.7	5.8	43	191	.4	4.6
WMMR-FM																				
SP '98	52	237	.5	4.5	28	117	.2	3.3	85	340	.7	5.5	68	267	.6	5.3	41	170	.4	4.2
4-Book	53	224	.5	4.3	32	142	.3	3.8	97	369	.8	5.9	63	245	.6	4.7	35	148	.3	3.8
WGL-FM																				
SP '98	35	107	.3	3.0	37	134	.3	4.3	38	144	.3	2.5	58	164	.5	4.5	25	74	.2	2.6
4-Book	28	89	.3	2.4	29	88	.3	3.4	29	113	.3	1.8	32	105	.3	2.4	21	73	.2	2.2
WPEN-AM																				
SP '98					2	9		.2	1	9		.1								
4-Book	2	4		.1	3	12		.4	5	17	.1	.3	5	11	.1	.4	2	2		.3
WPHI-FM																				
SP '98	118	336	1.0	10.2	29	110	.3	3.4	89	337	.8	5.8	97	228	.8	7.6	72	259	.6	7.3
4-Book	155	459	1.3	12.7	36	138	.3	4.2	96	358	.8	5.9	118	343	1.0	8.7	71	257	.6	7.6
WPHT-AM																				
SP '98	9	32	.1	.8					8	36	.1	.5	3	18		.2				
4-Book	7	20	.1	.6	5	14	.1	.5	6	26	.1	.4	4	19		.3	3	5		.3
WPLY-FM																				
SP '98	56	265	.5	4.8	18	112	.2	2.1	70	420	.6	4.6	35	219	.3	2.7	27	198	.2	2.8
4-Book	62	313	.5	5.0	28	154	.3	3.4	93	449	.8	5.6	70	327	.6	5.1	43	267	.4	4.6
WURD-AM																				
SP '98	1	5		.1	3	16		.3	23	59	.2	1.5	5	20		.4	2	8		.2
4-Book	2	4		.1	13	27	.1	1.5	23	59	.2	1.4	11	31	.1	.8	2	7		.3
WUSL-FM																				
SP '98	188	494	1.6	16.2	125	391	1.1	14.5	172	526	1.5	11.2	100	369	.9	7.8	82	224	.7	8.4
4-Book	181	540	1.6	14.8	106	323	.9	12.5	159	507	1.4	9.8	113	342	1.0	8.3	90	264	.8	9.6

** 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 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
WWDB-FM																				
SP '98	3	18	.3	.3	15	59	.1	1.7	56	86	.5	3.6	8	19	.1	.6				
4-Book	9	27	.1	.8	17	76	.1	2.0	50	109	.4	3.1	8	27	.1	.6	8	31	.1	.9
WVJZ-AM																				
SP '98									1	2			2	2	.1		1	2		
4-Book	1	3		.1					1	2			2	2	.1		1	2		.1
WXTU-FM																				
SP '98	20	55	.2	1.7	22	82	.2	2.6	35	119	.3	2.3	33	140	.3	2.6	26	101	.2	2.7
4-Book	23	101	.2	1.9	29	119	.3	3.5	53	186	.5	3.2	51	165	.4	3.8	25	102	.2	2.7
+WXXM-FM																				
SP '98	58	253	.5	5.0	27	151	.2	3.1	69	289	.6	4.5	59	330	.5	4.6	51	186	.4	5.2
4-Book	44	212	.4	3.7	23	108	.2	2.7	54	255	.5	3.4	50	235	.4	3.8	33	160	.3	3.5
WYSP-FM																				
SP '98	63	247	.5	5.4	26	97	.2	3.0	89	407	.8	5.8	74	295	.6	5.8	33	190	.3	3.4
4-Book	71	273	.6	5.8	32	111	.3	3.8	147	605	1.3	8.8	132	473	1.1	9.7	43	211	.4	4.7
WYXR-FM																				
SP '98	47	263	.4	4.1	35	165	.3	4.1	106	316	.9	6.9	81	254	.7	6.4	58	247	.5	5.9
4-Book	60	267	.5	4.9	33	137	.3	3.9	90	334	.8	5.6	68	279	.6	5.1	62	256	.5	6.7
WJBR-FM																				
SP '98	11	50	.1	.9	5	19		.6	4	19		.3	3	29		.2	1	18		.1
4-Book	6	31	.1	.5	5	23	.1	.6	8	31	.1	.5	5	28		.3	3	18		.4
WKXV-FM																				
SP '98	6	18	.1	.5	14	19	.1	1.6	6	36	.1	.4					4	17		.4
4-Book	6	22	.1	.5	11	31	.1	1.3	8	41	.1	.5	3	13		.3	2	11		.2
+WLEV-FM																				
SP '98	1	8		.1	10	20	.1	1.2	7	9	.1	.5	2	9		.2				
4-Book	5	14		.4	5	17		.6	5	18	.1	.3	2	12		.1	2	7		.2
+WNJO-FM																				
SP '98	2	9		.2					12	36	.1	.8	20	35	.2	1.6	1	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	10	88	.1	.9	7	55	.1	.8	31	211	.3	2.0	16	109	.1	1.3	11	75	.1	1.1
4-Book	22	154	.2	1.8	11	67	.1	1.4	35	174	.3	2.2	27	140	.2	2.0	19	121	.2	2.1
WRDR-FM																				
SP '98	1	7		.1					2	10		.1					1	2		.1
4-Book		2			1	2		.1	2	8		.1	1	5			1	2		.1
WZZO-FM																				
SP '98	2	8		.2	5	9		.6	1	17		.1	4	18		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1158	3289	10.0		860	2631	7.5		1536	4304	13.3		1275	3414	11.0		980	2833	8.5	
4-Book	1224	3541	10.6		844	2518	7.3		1635	4571	14.1		1346	3568	11.6		928	2804	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 - Persons 18-34

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 '98	170	5466	.7	4.0	479	3803	2.1	7.7	127	1739	.6	2.0	208	2572	.9	4.1	54	1151	.2	2.6
WI '98	200	5800	.9	4.8	596	4173	2.6	9.2	145	1681	.6	2.5	200	2542	.9	3.9	70	1068	.3	3.5
FA '97	159	5525	.7	3.7	436	3730	1.9	6.8	123	1911	.5	2.0	190	2563	.8	3.6	45	918	.2	2.3
SU '97	157	5468	.7	3.5	425	3658	1.8	6.8	125	1648	.5	1.9	160	2494	.7	3.0	54	1085	.2	2.5
4-Book	172	5565	.8	4.0	484	3841	2.1	7.6	130	1745	.6	2.1	190	2543	.8	3.7	56	1056	.2	2.7
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
WBEB-FM																				
SP '98	329	4427	1.4	7.7	416	2376	1.8	6.7	630	2250	2.7	10.1	418	2749	1.8	8.2	124	1411	.5	5.9
WI '98	257	4087	1.1	6.1	374	2176	1.6	5.8	496	1992	2.2	8.6	302	2180	1.3	6.0	85	1069	.4	4.2
FA '97	285	4068	1.2	6.6	360	2263	1.6	5.6	541	2099	2.4	8.6	354	2222	1.5	6.7	94	1190	.4	4.7
SU '97	258	3796	1.1	5.8	327	1958	1.4	5.2	497	2009	2.1	7.7	297	2104	1.3	5.6	76	1111	.3	3.5
4-Book	282	4095	1.2	6.6	369	2193	1.6	5.8	541	2088	2.4	8.8	343	2314	1.5	6.6	95	1195	.4	4.6
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
WDAS-AM																				
SP '98	37	590	.2	.9	67	260	.3	1.1	40	133	.2	.6	25	155	.1	.5	3	46		.1
WI '98	43	602	.2	1.0	68	286	.3	1.0	33	171	.1	.6	46	192	.2	.9	23	136	.1	1.1
FA '97	37	499	.2	.9	56	231	.2	.9	34	149	.1	.5	36	184	.2	.7	20	145	.1	1.0
SU '97	28	395	.1	.6	46	198	.2	.7	30	117	.1	.5	24	144	.1	.5	5	77		.2
4-Book	36	522	.2	.9	59	244	.3	.9	34	143	.1	.6	33	169	.2	.7	13	101	.1	.6
SP '97	25	466	.1	.6	25	188	.1	.4	34	136	.1	.5	21	130	.1	.4	6	86		.3
WDAS-FM																				
SP '98	323	3302	1.4	7.6	464	1902	2.0	7.5	362	1689	1.6	5.8	333	1851	1.4	6.5	265	1636	1.2	12.7
WI '98	342	3198	1.5	8.2	472	1980	2.1	7.3	429	1678	1.9	7.4	382	1959	1.7	7.5	275	1523	1.2	13.6
FA '97	311	3325	1.4	7.2	433	1817	1.9	6.8	424	1663	1.8	6.7	345	1888	1.5	6.6	213	1447	.9	10.7
SU '97	309	3049	1.3	7.0	392	1678	1.7	6.3	424	1575	1.8	6.6	344	1803	1.5	6.5	228	1519	1.0	10.4
4-Book	321	3219	1.4	7.5	440	1844	1.9	7.0	410	1651	1.8	6.6	351	1875	1.5	6.8	245	1531	1.1	11.9
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
WHAT-AM																				
SP '98	24	277	.1	.6	31	138	.1	.5	36	128	.2	.6	22	99	.1	.4	11	59		.5
WI '98	25	344	.1	.6	28	177	.1	.4	44	156	.2	.8	26	145	.1	.5	6	56		.3
FA '97	28	356	.1	.7	30	160	.1	.5	45	165	.2	.7	35	129	.2	.7	8	98		.4
SU '97	22	243	.1	.5	36	145	.2	.6	24	101	.1	.4	23	115	.1	.4	13	61	.1	.6
4-Book	25	305	.1	.6	31	155	.1	.5	37	138	.2	.6	27	122	.1	.5	10	69		.5
SP '97	28	371	.1	.6	68	192	.3	1.0	32	176	.1	.5	18	111	.1	.3	9	83		.4
W100-FM																				
SP '98	215	4446	.9	5.0	217	1959	.9	3.5	330	2253	1.4	5.3	269	2402	1.2	5.3	137	1479	.6	6.6
WI '98	205	4449	.9	4.9	270	2082	1.2	4.2	271	2233	1.2	4.7	264	2646	1.1	5.2	111	1633	.5	5.5
FA '97	181	4017	.8	4.2	215	1706	.9	3.4	272	2202	1.2	4.3	212	2239	.9	4.0	114	1364	.5	5.7
SU '97	229	4828	1.0	5.2	230	1922	1.0	3.7	340	2559	1.5	5.3	286	2718	1.2	5.4	127	1836	.5	5.8
4-Book	208	4435	.9	4.8	233	1917	1.0	3.7	303	2312	1.3	4.9	258	2501	1.1	5.0	122	1578	.5	5.9
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
WIP -AM																				
SP '98	118	2232	.5	2.8	224	1317	1.0	3.6	173	964	.8	2.8	164	1252	.7	3.2	46	681	.2	2.2
WI '98	165	2861	.7	3.9	314	1627	1.4	4.8	205	1279	.9	3.5	258	1702	1.1	5.1	67	908	.3	3.3
FA '97	180	2990	.8	4.2	316	1761	1.4	4.9	249	1302	1.1	4.0	264	1850	1.1	5.0	62	882	.3	3.1
SU '97	176	2756	.8	4.0	321	1785	1.4	5.1	246	1467	1.1	3.8	258	1797	1.1	4.9	56	706	.2	2.5
4-Book	160	2710	.7	3.7	294	1623	1.3	4.6	218	1253	1.0	3.5	236	1650	1.0	4.6	58	794	.3	2.8
SP '97	158	3030	.7	3.5	272	1413	1.2	4.2	204	1147	.9	3.2	207	1570	.9	3.9	87	1068	.4	4.0
WJJZ-FM																				
SP '98	206	3051	.9	4.8	194	1307	.8	3.1	335	1346	1.5	5.4	252	1678	1.1	4.9	125	1294	.5	6.0
WI '98	201	2910	.9	4.8	212	1279	.9	3.3	295	1239	1.3	5.1	278	1644	1.2	5.5	109	1066	.5	5.4
FA '97	200	2737	.9	4.7	214	1324	.9	3.4	334	1352	1.5	5.3	299	1775	1.3	5.7	112	1084	.5	5.6
SU '97	219	2747	.9	4.9	234	1270	1.0	3.7	346	1443	1.5	5.4	271	1616	1.2	5.1	131	1061	.6	6.0
4-Book	207	2861	.9	4.8	214	1295	.9	3.4	328	1345	1.5	5.3	275	1678	1.2	5.3	119	1126	.5	5.8
SP '97	200	2715	.9	4.5	217	1329	.9	3.3	311	1460	1.3	4.8	278	1585	1.2	5.2	116	1070	.5	5.4

** 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 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
WMGK-FM																				
SP '98	273	4302	1.2	6.4	301	1991	1.3	4.9	480	2234	2.1	7.7	357	2614	1.6	7.0	109	1216	.5	5.2
WI '98	234	4540	1.0	5.6	268	1948	1.2	4.1	382	2214	1.7	6.6	314	2798	1.4	6.2	102	1460	.4	5.0
FA '97	297	4969	1.3	6.9	332	2557	1.4	5.2	517	2600	2.3	8.2	420	3137	1.8	8.0	118	1568	.5	5.9
SU '97	293	5197	1.3	6.6	334	2445	1.4	5.3	496	2802	2.1	7.7	410	3303	1.8	7.7	116	1629	.5	5.3
4-Book	274	4752	1.2	6.4	309	2235	1.3	4.9	469	2463	2.1	7.6	375	2963	1.7	7.2	111	1468	.5	5.4
SP '97	290	5153	1.3	6.5	313	2469	1.4	4.8	477	2622	2.1	7.4	374	3207	1.6	7.0	123	1777	.5	5.7
WMMR-FM																				
SP '98	197	4040	.9	4.6	293	1655	1.3	4.7	309	1907	1.3	5.0	232	2307	1.0	4.5	72	962	.3	3.4
WI '98	194	3985	.8	4.6	262	1648	1.1	4.0	324	1751	1.4	5.6	229	2247	1.0	4.5	66	1073	.3	3.3
FA '97	203	4412	.9	4.7	300	2192	1.3	4.7	322	2132	1.4	5.1	256	2485	1.1	4.9	83	1146	.4	4.2
SU '97	264	4613	1.1	6.0	332	2046	1.4	5.3	487	2183	2.1	7.6	337	2697	1.5	6.4	94	1358	.4	4.3
4-Book	215	4263	.9	5.0	297	1885	1.3	4.7	361	1993	1.6	5.8	264	2434	1.2	5.1	79	1135	.4	3.8
SP '97	316	4914	1.4	7.1	473	2486	2.0	7.2	553	2535	2.4	8.6	353	3056	1.5	6.6	112	1542	.5	5.2
WOGL-FM																				
SP '98	200	3540	.9	4.7	239	1610	1.0	3.9	339	1607	1.5	5.5	251	2002	1.1	4.9	72	1003	.3	3.4
WI '98	173	3314	.8	4.1	234	1472	1.0	3.6	256	1417	1.1	4.4	199	1811	.9	3.9	59	881	.3	2.9
FA '97	180	3545	.8	4.2	226	1558	1.0	3.5	292	1681	1.3	4.6	231	1928	1.0	4.4	65	1064	.3	3.3
SU '97	214	4136	.9	4.8	243	1895	1.0	3.9	339	2127	1.5	5.3	266	2475	1.1	5.0	91	1210	.4	4.1
4-Book	192	3634	.9	4.5	236	1634	1.0	3.7	307	1708	1.4	5.0	237	2054	1.0	4.6	72	1040	.3	3.4
SP '97	224	3793	1.0	5.0	255	1757	1.1	3.9	340	1736	1.5	5.3	233	1944	1.0	4.3	102	1233	.4	4.7
WPEN-AM																				
SP '98	10	238	.2	.2	14	104	.1	.2	17	103	.1	.3	15	110	.1	.3	1	34		
WI '98	19	352	.1	.5	30	155	.1	.5	26	181	.1	.5	26	169	.1	.5	9	87		.4
FA '97	13	326	.1	.3	13	146	.1	.2	29	118	.1	.5	15	121	.1	.3	2	36		.1
SU '97	19	352	.1	.4	26	130	.1	.4	22	124	.1	.3	18	121	.1	.3	10	72		.5
4-Book	15	317	.1	.4	21	134	.1	.3	24	132	.1	.4	19	130	.1	.4	6	57		.3
SP '97	14	321	.1	.3	13	96	.1	.2	22	167	.1	.3	17	125	.1	.3	4	68		.2
WPH1-FM																				
SP '98	147	2495	.6	3.5	147	1063	.6	2.4	165	1439	.7	2.7	194	1596	.8	3.8	144	1189	.6	6.9
WI '98	154	2932	.7	3.7	159	1268	.7	2.5	157	1485	.7	2.7	218	1785	.9	4.3	132	1239	.6	6.5
FA '97	152	2677	.7	3.5	164	1176	.7	2.6	159	1361	.7	2.5	183	1493	.8	3.5	149	1247	.6	7.5
SU '97	206	2957	.9	4.7	197	1392	.9	3.2	241	1641	1.0	3.7	274	2026	1.2	5.2	191	1671	.8	8.7
4-Book	165	2765	.7	3.9	167	1225	.7	2.7	181	1482	.8	2.9	217	1725	.9	4.2	154	1337	.7	7.4
SP '97	166	2793	.7	3.7	146	1214	.6	2.2	175	1449	.8	2.7	247	1758	1.1	4.6	148	1384	.6	6.9
WPHT-AM																				
SP '98	25	885	.1	.6	34	226	.1	.5	20	234	.1	.3	22	276	.1	.4	39	427	.2	1.9
WI '98	23	651	.1	.5	51	262	.2	.8	22	248	.1	.4	23	284	.1	.5	14	129	.1	.7
FA '97	8	419	.2	.2	14	127	.1	.2	11	78	.2	.2	6	79	.1	.1	5	71		.3
SU '97	19	729	.1	.4	23	174	.1	.4	14	192	.1	.2	15	263	.1	.3	26	289	.1	1.2
4-Book	19	671	.1	.4	31	197	.1	.5	17	188	.1	.3	17	226	.1	.3	21	229	.1	1.0
SP '97	21	829	.1	.5	27	263	.1	.4	24	216	.1	.4	25	225	.1	.5	21	282	.1	1.0
WPLY-FM																				
SP '98	125	3673	.5	2.9	169	1658	.7	2.7	196	1718	.9	3.2	181	2043	.8	3.5	53	1060	.2	2.5
WI '98	120	3646	.5	2.9	185	1663	.8	2.9	139	1408	.6	2.4	161	1915	.7	3.2	62	1266	.3	3.1
FA '97	132	3603	.6	3.1	165	1603	.7	2.6	163	1668	.7	2.6	183	2011	.8	3.5	87	1304	.4	4.4
SU '97	184	4197	.8	4.2	248	1941	1.1	4.0	264	1916	1.1	4.1	228	2611	1.0	4.3	99	1671	.4	4.5
4-Book	140	3780	.6	3.3	192	1716	.8	3.1	191	1678	.8	3.1	188	2145	.8	3.6	75	1325	.3	3.6
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
WURD-AM																				
SP '98	38	326	.2	.9	51	215	.2	.8	69	243	.3	1.1	40	220	.2	.8	5	95		.2
WI '98	23	316	.1	.5	30	182	.1	.5	34	234	.1	.6	30	196	.1	.6	5	35		.2
FA '97	39	367	.2	.9	77	251	.3	1.2	55	285	.2	.9	32	258	.1	.6	14	144	.1	.7
SU '97	17	236	.1	.4	30	151	.1	.5	22	123	.1	.3	15	111	.1	.3	2	31		.1
4-Book	29	311	.2	.7	47	200	.2	.8	45	221	.2	.7	29	196	.1	.6	7	76		.3
SP '97	29	302	.1	.6	51	169	.2	.8	29	154	.1	.4	31	190	.1	.6	16	132	.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

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
WUSL-FM																				
SP '98	250	3653	1.1	5.9	304	1867	1.3	4.9	286	1814	1.2	4.6	286	2131	1.2	5.6	173	1282	.8	8.3
WI '98	203	3555	.9	4.8	254	1603	1.1	3.9	231	1728	1.0	4.0	239	1890	1.0	4.7	150	1405	.7	7.4
FA '97	223	3548	1.0	5.2	250	1735	1.1	3.9	262	1825	1.1	4.2	269	1907	1.2	5.1	183	1478	.8	9.2
SU '97	248	3490	1.1	5.6	264	1836	1.1	4.2	322	1935	1.4	5.0	256	1960	1.1	4.8	211	1641	.9	9.6
4-Book	231	3562	1.0	5.4	268	1760	1.2	4.2	275	1826	1.2	4.5	263	1972	1.1	5.1	179	1452	.8	8.6
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
WWDB-FM																				
SP '98	75	1501	.3	1.8	78	528	.3	1.3	138	740	.6	2.2	75	593	.3	1.5	42	337	.2	2.0
WI '98	108	1772	.5	2.6	91	603	.4	1.4	201	899	.9	3.5	113	696	.5	2.2	49	375	.2	2.4
FA '97	72	1467	.3	1.7	103	562	.4	1.6	150	734	.7	2.4	62	512	.3	1.2	20	312	.1	1.0
SU '97	93	1867	.4	2.1	98	636	.4	1.6	162	790	.7	2.5	116	800	.5	2.2	39	461	.2	1.8
4-Book	87	1652	.4	2.1	93	582	.4	1.5	163	791	.7	2.7	92	650	.4	1.8	38	371	.2	1.8
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
WWJZ-AM																				
SP '98	1	47			2	10			1	28				12						
WI '98	1	18							1	5			2	8						
FA '97		34			1	26														
SU '97	3	60		.1	2	9			3	24			8	52		.2	1	7		
4-Book	1	40			1	11			1	14			3	18		.1		2		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	157	2127	.7	3.7	191	1222	.8	3.1	268	1191	1.2	4.3	204	1284	.9	4.0	60	742	.3	2.9
WI '98	151	2187	.7	3.6	201	1253	.9	3.1	205	1222	.9	3.5	214	1524	.9	4.2	64	764	.3	3.2
FA '97	135	2040	.6	3.1	210	1201	.9	3.3	198	1104	.9	3.1	154	1233	.7	2.9	50	743	.2	2.5
SU '97	177	2446	.8	4.0	215	1325	.9	3.4	271	1344	1.2	4.2	233	1548	1.0	4.4	78	797	.3	3.5
4-Book	155	2200	.7	3.6	204	1250	.9	3.2	236	1215	1.1	3.8	201	1397	.9	3.9	63	762	.3	3.0
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
+WXXM-FM																				
SP '98	130	3349	.6	3.1	176	1591	.8	2.8	194	1547	.8	3.1	166	1921	.7	3.2	47	1036	.2	2.3
WI '98	130	3168	.6	3.1	144	1414	.6	2.2	180	1442	.8	3.1	179	1981	.8	3.5	65	1157	.3	3.2
FA '97	97	2307	.4	2.3	86	945	.4	1.3	138	1037	.6	2.2	143	1390	.6	2.7	54	870	.2	2.7
SU '97	65	1216	.3	1.5	65	529	.3	1.0	108	498	.5	1.7	98	709	.4	1.9	33	338	.1	1.5
4-Book	106	2510	.5	2.5	118	1120	.5	1.8	155	1131	.7	2.5	147	1500	.6	2.8	50	850	.2	2.4
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
WYSP-FM																				
SP '98	331	5630	1.4	7.8	972	3806	4.2	15.7	453	2777	2.0	7.3	254	2231	1.1	5.0	69	1055	.3	3.3
WI '98	343	5608	1.5	8.2	1109	4042	4.8	17.1	430	2712	1.9	7.4	235	2084	1.0	4.6	75	1152	.3	3.7
FA '97	410	6556	1.8	9.5	1150	4237	5.0	18.0	537	2981	2.3	8.5	290	2274	1.3	5.5	77	1153	.3	3.9
SU '97	349	6042	1.5	7.9	1079	3947	4.7	17.3	396	2707	1.7	6.2	250	2252	1.1	4.7	89	1297	.4	4.0
4-Book	358	5959	1.6	8.4	1078	4008	4.7	17.0	454	2794	2.0	7.4	257	2210	1.1	5.0	78	1164	.3	3.7
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
WYXR-FM																				
SP '98	203	3992	.9	4.8	227	1764	1.0	3.7	288	1688	1.3	4.6	277	2289	1.2	5.4	122	1449	.5	5.8
WI '98	182	4120	.8	4.3	215	1834	.9	3.3	274	1833	1.2	4.7	232	2093	1.0	4.6	101	1357	.4	5.0
FA '97	184	3794	.8	4.3	245	1864	1.1	3.8	291	1507	1.3	4.6	255	1978	1.1	4.8	89	1321	.4	4.5
SU '97	220	4414	1.0	5.0	234	1890	1.0	3.7	328	2075	1.4	5.1	271	2606	1.2	5.1	140	1619	.6	6.4
4-Book	197	4080	.9	4.6	230	1838	1.0	3.6	295	1776	1.3	4.8	259	2242	1.1	5.0	113	1437	.5	5.4
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
WJBR-FM																				
SP '98	21	478	.1	.5	25	181	.1	.4	37	166	.2	.6	26	250	.1	.5	15	180	.1	.7
WI '98	20	543	.1	.5	27	211	.1	.4	39	203	.2	.7	24	220	.1	.5	8	197	.1	.4
FA '97	21	561	.1	.5	34	246	.1	.5	32	201	.1	.5	27	244	.1	.5	8	100	.1	.4
SU '97	22	467	.1	.5	31	170	.1	.5	35	172	.2	.5	28	223	.1	.5	12	133	.1	.5
4-Book	21	512	.1	.5	29	202	.1	.5	36	186	.2	.6	26	234	.1	.5	11	153	.1	.5
SP '97	28	604	.1	.6	37	277	.2	.6	57	269	.2	.9	31	250	.1	.6	10	198	.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 18-49

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
WKXV-FM																				
SP '98	43	911	.2	1.0	67	454	.3	1.1	76	443	.3	1.2	69	548	.3	1.3	10	196		.5
WI '98	46	1014	.2	1.1	52	422	.2	.8	55	428	.2	1.0	89	607	.4	1.8	33	276	.1	1.6
FA '97	49	950	.2	1.1	67	399	.3	1.0	66	391	.3	1.0	94	618	.4	1.8	25	261	.1	1.3
SU '97	36	884	.2	.8	37	332	.2	.6	63	385	.3	1.0	61	480	.3	1.2	12	250	.1	.5
4-Book	44	940	.2	1.0	56	402	.3	.9	65	412	.3	1.1	78	563	.4	1.5	20	246	.1	1.0
SP '97	27	905	.1	.6	34	350	.1	.5	41	369	.2	.6	44	441	.2	.8	8	176		.4
+WLEV-FM																				
SP '98	8	156		.2	8	49		.1	16	56	.1	.3	9	79		.2				
WI '98	20	255	.1	.5	17	114	.1	.3	40	128	.2	.7	28	115	.1	.6	9	91		.4
FA '97	20	346	.1	.5	15	102	.1	.2	45	148	.2	.7	31	138	.1	.6	7	112		.4
SU '97	12	300	.1	.3	13	105	.1	.2	24	142	.1	.4	15	210	.1	.3	4	86		.2
4-Book	15	264	.1	.4	13	93	.1	.2	31	119	.2	.5	21	136	.1	.4	5	72		.3
SP '97	12	190	.1	.3	18	95	.1	.3	29	81	.1	.4	12	89	.1	.2	1	34		
+WNJO-FM																				
SP '98	25	695	.1	.6	23	310	.1	.4	44	336	.2	.7	33	340	.1	.6	10	199		.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	12	265	.1	.3	24	159	.1	.4	22	134	.1	.3	14	130	.1	.3	2	58		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	74	2167	.3	1.7	100	947	.4	1.6	102	1004	.4	1.6	112	1150	.5	2.2	36	717	.2	1.7
WI '98	63	2170	.3	1.5	77	909	.3	1.2	89	774	.4	1.5	81	1062	.4	1.6	37	694	.2	1.8
FA '97	57	1962	.2	1.3	68	829	.3	1.1	96	869	.4	1.5	71	1003	.3	1.3	29	724	.1	1.5
SU '97	84	2537	.4	1.9	74	884	.3	1.2	125	1076	.5	1.9	112	1449	.5	2.1	42	822	.2	1.9
4-Book	70	2209	.3	1.6	80	892	.3	1.3	103	931	.4	1.6	94	1166	.4	1.8	36	739	.2	1.7
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
WRDR-FM																				
SP '98	8	172		.2	4	90		.1	11	62		.2	12	94	.1	.2	3	32		.1
WI '98	12	180	.1	.3	8	118		.1	21	133	.1	.4	19	115	.1	.4	3	41		.1
FA '97	9	151		.2	13	70		.1	19	86	.1	.3	8	57		.2	1	34		.1
SU '97	2	75			2	32			3	24			1	24			1	4		
4-Book	8	145		.2	7	78		.1	14	76	.1	.2	10	73	.1	.2	2	28		.1
SP '97	6	130		.1	7	64		.1	15	55	.1	.2	6	64		.1	1	33		
WZZO-FM																				
SP '98	17	259	.1	.4	25	127	.1	.4	26	100	.1	.4	25	145	.1	.5	4	55		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	4258	22226	18.5		6205	19796	27.0		6209	17408	27.0		5112	19481	22.3		2088	13718	9.1	
WI '98	4196	22399	18.3		6489	20090	28.3		5775	17042	25.1		5072	19500	22.1		2020	13611	8.8	
FA '97	4295	22430	18.7		6384	20301	27.8		6293	17720	27.4		5260	19796	22.9		1990	13599	8.7	
SU '97	4430	22679	19.1		6245	19992	27.0		6432	18264	27.8		5292	20338	22.9		2199	14260	9.5	
4-Book	4295	22434	18.7		6331	20045	27.5		6177	17609	26.8		5184	19779	22.6		2074	13797	9.0	
SP '97	4466	22649	19.3		6552	20273	28.3		6460	17903	27.9		5358	19991	23.1		2153	14316	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.

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 '98	260	5006	1.1	4.4	87	2297	.4	3.1	198	1028	.9	7.4	87	529	.4	1.8	83	408	.4	2.3
4-Book	257	5108	1.1	4.4	97	2418	.4	3.4	225	1061	1.0	8.3	98	585	.4	2.0	71	382	.3	2.1
WBEB-FM																				
SP '98	499	3815	2.2	8.5	165	2121	.7	5.8	183	603	.8	6.8	319	932	1.4	6.6	195	663	.8	5.5
4-Book	427	3440	1.9	7.2	150	1964	.7	5.2	154	529	.7	5.7	297	886	1.3	6.2	189	627	.8	5.4
WDAS-AM																				
SP '98	44	328	.2	.7	49	498	.2	1.7	21	67	.1	.8	14	59	.1	.3	12	27	.1	.3
4-Book	42	307	.2	.7	43	418	.2	1.5	29	66	.1	1.1	30	68	.1	.6	14	33	.1	.4
WDAS-FM																				
SP '98	384	2761	1.7	6.5	253	2178	1.1	8.9	216	567	.9	8.1	358	957	1.6	7.4	286	747	1.2	8.1
4-Book	401	2676	1.8	6.8	230	1957	1.0	8.0	183	516	.8	6.7	346	828	1.5	7.2	266	690	1.2	7.7
WHAT-AM																				
SP '98	30	192	.1	.5	23	198	.1	.8	11	34	.1	.4	24	41	.1	.5	24	50	.1	.7
4-Book	32	230	.1	.5	22	191	.1	.8	18	44	.1	.7	40	77	.2	.8	23	61	.1	.7
WIOQ-FM																				
SP '98	277	3652	1.2	4.7	160	2270	.7	5.6	89	410	.4	3.3	272	1025	1.2	5.6	272	854	1.2	7.7
4-Book	268	3677	1.2	4.5	158	2392	.7	5.5	121	469	.5	4.4	278	1030	1.2	5.7	222	764	1.0	6.3
WIP -AM																				
SP '98	186	1939	.8	3.2	44	793	.2	1.5	65	265	.3	2.4	80	338	.3	1.7	60	215	.3	1.7
4-Book	247	2412	1.1	4.2	73	1116	.3	2.5	83	333	.4	3.0	115	428	.5	2.4	87	312	.4	2.5
WJJZ-FM																				
SP '98	266	2337	1.2	4.5	154	1711	.7	5.4	110	316	.5	4.1	248	611	1.1	5.1	202	562	.9	5.7
4-Book	277	2267	1.2	4.7	141	1624	.7	4.9	110	353	.5	4.0	225	634	1.0	4.7	177	536	.8	5.1
WMGK-FM																				
SP '98	387	3710	1.7	6.6	180	2152	.8	6.3	180	583	.8	6.7	384	1080	1.7	7.9	237	790	1.0	6.7
4-Book	391	4060	1.7	6.6	176	2457	.8	6.1	155	548	.7	5.7	371	1153	1.7	7.7	251	871	1.1	7.2
WMMR-FM																				
SP '98	280	3309	1.2	4.8	132	2088	.6	4.6	176	567	.8	6.6	283	1071	1.2	5.8	124	587	.5	3.5
4-Book	311	3507	1.4	5.3	134	2187	.6	4.6	147	515	.7	5.4	260	961	1.1	5.4	158	656	.7	4.5
WUGL-FM																				
SP '98	281	2833	1.2	4.8	143	1813	.6	5.0	84	336	.4	3.1	191	682	.8	3.9	203	599	.9	5.7
4-Book	263	2955	1.1	4.5	147	1862	.6	5.1	124	462	.6	4.5	230	753	1.0	4.8	190	613	.8	5.5
WPEN-AM																				
SP '98	15	161	.1	.3	8	132	.1	.3	15	42	.1	.6	18	45	.1	.4	5	34	.1	.1
4-Book	21	231	.1	.4	12	169	.1	.4	15	42	.1	.6	16	44	.1	.3	12	35	.1	.4
WPHI-FM																				
SP '98	168	2205	.7	2.9	111	1359	.5	3.9	75	273	.3	2.8	152	592	.7	3.1	162	559	.7	4.6
4-Book	188	2385	.8	3.2	132	1554	.6	4.5	94	285	.4	3.4	206	668	.9	4.2	183	563	.8	5.2
WPHT-AM																				
SP '98	25	497	.1	.4	16	347	.1	.6	3	10	.1	.1	11	44	.1	.2	5	37	.1	.1
4-Book	21	424	.1	.4	14	253	.1	.5	9	32	.1	.3	10	37	.1	.2	10	33	.1	.3
WPLY-FM																				
SP '98	183	3097	.8	3.1	71	1758	.3	2.5	54	281	.2	2.0	135	749	.6	2.8	99	548	.4	2.8
4-Book	190	3188	.8	3.2	96	1961	.4	3.3	64	341	.3	2.4	178	823	.8	3.7	131	626	.6	3.8
WURD-AM																				
SP '98	55	288	.2	.9	33	282	.1	1.2	43	131	.2	1.6	89	208	.4	1.8	33	82	.1	.9
4-Book	41	287	.2	.7	24	198	.1	.9	31	79	.2	1.2	59	140	.3	1.2	19	50	.1	.6
WUSL-FM																				
SP '98	292	3025	1.3	5.0	227	2398	1.0	8.0	172	566	.7	6.4	351	920	1.5	7.2	291	780	1.3	8.2
4-Book	269	2948	1.2	4.6	198	2201	.9	6.8	145	458	.6	5.3	299	890	1.3	6.2	247	713	1.1	7.1

** 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 - 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	
WVDB-FM																				
SP '98	100	1127	.4	1.7	51	632	.2	1.8	56	135	.2	2.1	48	164	.2	1.0	18	37	.1	.5
4-Book	119	1245	.5	2.0	64	729	.3	2.2	77	204	.3	2.8	53	164	.2	1.1	41	95	.2	1.2
WWJZ-AM																				
SP '98	1	28			1	19			1	2			2			2	2			.1
4-Book	2	34			1	14			1	2			2			2	2			.1
WXTU-FM																				
SP '98	224	1813	1.0	3.8	104	1288	.5	3.7	97	354	.4	3.6	195	693	.8	4.0	148	409	.6	4.2
4-Book	215	1898	.9	3.6	111	1328	.5	3.8	104	374	.5	3.8	213	673	.9	4.4	144	442	.6	4.1
+WXXM-FM																				
SP '98	180	2857	.8	3.1	98	1715	.4	3.4	46	214	.2	1.7	207	800	.9	4.3	154	568	.7	4.4
4-Book	141	2134	.6	2.4	81	1371	.4	2.8	67	260	.3	2.5	158	592	.7	3.3	117	499	.5	3.4
WYSP-FM																				
SP '98	551	5151	2.4	9.4	114	1903	.5	4.0	138	532	.6	5.2	236	956	1.0	4.9	185	655	.8	5.2
4-Book	586	5195	2.5	9.9	142	2355	.6	4.9	121	442	.6	4.5	213	835	.9	4.4	157	601	.7	4.5
WYXR-FM																				
SP '98	266	3097	1.2	4.5	146	2043	.6	5.1	124	480	.5	4.6	315	936	1.4	6.5	207	621	.9	5.9
4-Book	264	3222	1.2	4.5	136	2147	.6	4.7	116	449	.5	4.2	263	907	1.2	5.4	178	654	.8	5.1
WJBR-FM																				
SP '98	30	365	.1	.5	8	225	.3		4	24	.1		6	52	.1		3	32	.1	.1
4-Book	31	385	.1	.5	10	230	.4		9	35	.3		17	76	.1	.3	11	49	.1	.3
WKXW-FM																				
SP '98	71	835	.3	1.2	15	255	.1	.5	15	56	.1	.6	18	73	.1	.4	7	40	.1	.2
4-Book	66	795	.3	1.1	19	326	.1	.7	25	89	.1	.9	33	105	.2	.7	21	74	.1	.7
+WLEV-FM																				
SP '98	12	110	.1	.2	8	80	.3		1	16			22	38	.1	.5	10	28	.1	.3
4-Book	23	191	.1	.4	9	117	.3		4	14	.1		19	41	.1	.4	11	35	.1	.3
+WNJO-FM																				
SP '98	34	537	.1	.6	19	355	.1	.7	16	57	.1	.6	26	74	.1	.5	29	107	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	105	1727	.5	1.8	45	1004	.2	1.6	36	224	.2	1.3	111	485	.5	2.3	70	317	.3	2.0
4-Book	93	1775	.4	1.6	50	1069	.2	1.7	33	173	.2	1.2	106	450	.5	2.2	72	353	.3	2.1
WRDR-FM																				
SP '98	9	140		.2	9	87		.3	7	11		.3	19	44	.1	.4	18	49	.1	.5
4-Book	11	118	.1	.2	7	78		.3	6	15		.2	16	38	.1	.3	10	34	.1	.3
WZZO-FM																				
SP '98	26	189	.1	.4	9	131		.3	10	26		.4	25	80	.1	.5	20	34	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	5870	21948	25.6		2847	18218	12.4		2673	7736	11.6		4843	11826	21.1		3534	9060	15.4	
4-Book	5919	22163	25.7		2890	18703	12.6		2725	7722	11.8		4841	11841	21.0		3484	9115	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

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 '98	33	186	.1	1.5	148	711	.6	7.9	98	613	.4	3.0	44	269	.2	1.8	32	250	.1	1.8
4-Book	38	262	.2	1.7	193	899	.8	9.5	79	498	.4	2.4	61	302	.3	2.4	43	300	.2	2.5
WBEB-FM																				
SP '98	120	432	.5	5.6	104	314	.5	5.5	143	599	.6	4.4	154	452	.7	6.1	99	346	.4	5.6
4-Book	88	383	.4	4.1	104	345	.5	5.2	159	559	.7	4.7	130	430	.6	5.0	78	303	.3	4.6
WDAS-AM																				
SP '98	6	21	.1	.3	179	355	.8	9.5	108	260	.5	3.3	43	93	.2	1.7	20	48	.1	1.1
4-Book	11	24	.1	.5	131	279	.6	6.5	86	234	.4	2.6	35	81	.2	1.3	18	39	.1	1.0
WDAS-FM																				
SP '98	231	570	1.0	10.7	106	286	.5	5.6	172	516	.7	5.3	167	378	.7	6.7	438	781	1.9	24.9
4-Book	202	523	.9	9.3	118	293	.5	5.8	151	450	.7	4.5	182	395	.8	7.1	361	695	1.6	21.4
WHAT-AM																				
SP '98	19	39	.1	.9	39	100	.2	2.1	34	84	.1	1.1	22	48	.1	.9	11	17	.1	.6
4-Book	10	25	.1	.4	33	75	.2	1.7	32	91	.1	1.0	18	43	.1	.7	5	8	.1	.3
WIOQ-FM																				
SP '98	151	591	.7	7.0	43	147	.2	2.3	141	620	.6	4.4	162	536	.7	6.5	131	361	.6	7.4
4-Book	153	622	.7	7.1	54	208	.2	2.7	161	699	.7	4.8	139	515	.6	5.3	115	405	.5	6.8
WIP -AM																				
SP '98	13	71	.1	.6	26	162	.1	1.4	43	196	.2	1.3	40	123	.2	1.6	31	120	.1	1.8
4-Book	32	110	.2	1.5	56	208	.2	2.7	92	352	.4	2.7	83	259	.4	3.2	39	174	.2	2.3
WJJZ-FM																				
SP '98	139	436	.6	6.5	91	349	.4	4.8	152	458	.7	4.7	158	411	.7	6.3	119	362	.5	6.8
4-Book	130	409	.6	6.0	80	275	.4	3.9	166	496	.7	4.9	135	380	.6	5.2	92	289	.4	5.4
WMGK-FM																				
SP '98	116	465	.5	5.4	50	250	.2	2.7	174	689	.8	5.4	191	572	.8	7.6	93	352	.4	5.3
4-Book	119	464	.5	5.4	53	270	.2	2.6	189	765	.9	5.6	175	603	.8	6.8	81	347	.4	4.8
WMMR-FM																				
SP '98	80	372	.3	3.7	75	267	.3	4.0	148	576	.6	4.6	104	419	.5	4.1	57	261	.2	3.2
4-Book	83	367	.3	3.8	86	316	.4	4.3	171	665	.7	5.1	110	425	.5	4.2	53	237	.2	3.1
WGL-FM																				
SP '98	140	446	.6	6.5	98	366	.4	5.2	158	588	.7	4.9	165	439	.7	6.6	97	304	.4	5.5
4-Book	111	371	.5	5.1	135	425	.6	6.6	166	589	.7	4.9	138	433	.6	5.3	80	255	.3	4.7
WPEN-AM																				
SP '98	3	15	.1	.1	9	37	.1	.5	10	28	.1	.3	2	9	.1	.1				
4-Book	6	20	.2	.2	11	48	.1	.6	16	48	.1	.5	11	30	.1	.4	10	25	.1	.6
WPHI-FM																				
SP '98	140	409	.6	6.5	47	159	.2	2.5	105	420	.5	3.2	125	298	.5	5.0	76	289	.3	4.3
4-Book	177	527	.8	8.2	47	171	.2	2.3	117	424	.5	3.4	138	394	.6	5.2	77	286	.4	4.6
WPHT-AM																				
SP '98	28	103	.1	1.3	4	17	.1	.2	38	120	.2	1.2	20	94	.1	.8	13	51	.1	.7
4-Book	16	55	.1	.7	15	49	.1	.7	25	92	.1	.8	11	54	.1	.4	10	33	.1	.6
WPLY-FM																				
SP '98	65	316	.3	3.0	25	156	.1	1.3	96	559	.4	3.0	47	306	.2	1.9	35	243	.2	2.0
4-Book	70	371	.3	3.2	41	223	.2	2.0	123	620	.6	3.6	95	440	.4	3.6	52	325	.3	3.1
WURD-AM																				
SP '98	12	38	.1	.6	6	24	.1	.3	53	130	.2	1.6	17	38	.1	.7	2	8	.1	.1
4-Book	4	12	.2	.2	16	38	.1	.8	40	96	.2	1.2	20	48	.1	.8	3	9	.1	.2
WUSL-FM																				
SP '98	230	613	1.0	10.7	211	682	.9	11.2	279	798	1.2	8.6	153	480	.7	6.1	111	307	.5	6.3
4-Book	223	650	1.0	10.3	157	503	.7	7.8	228	707	1.0	6.8	154	446	.7	5.9	110	330	.5	6.4

** 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 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
WWDB-FM SP '98 4-Book	24 47	76 126	.1 .2	1.1 2.2	50 62	179 225	.2 .3	2.7 3.1	174 169	336 368	.8 .7	5.4 5.0	12 24	43 77	.1 .1	.5 .9	9 27	31 98	.1 .1	.5 1.7
WWJZ-AM SP '98 4-Book	1	3			1	2			1	4			6 4	19 8	.2 .2		1	2		.1
WXTU-FM SP '98 4-Book	56 52	188 229	.2 .2	2.6 2.4	59 74	232 301	.3 .3	3.1 3.6	138 141	421 458	.6 .6	4.3 4.2	105 111	366 366	.5 .5	4.2 4.3	34 44	158 197	.1 .2	1.9 2.6
+WXXM-FM SP '98 4-Book	69 56	339 279	.3 .3	3.2 2.6	48 35	255 174	.2 .2	2.5 1.7	107 91	446 408	.5 .4	3.3 2.7	94 77	448 330	.4 .4	3.7 3.0	51 40	186 188	.2 .2	2.9 2.4
WYSP-FM SP '98 4-Book	74 86	301 345	.3 .4	3.4 3.9	30 48	122 180	.1 .2	1.6 2.4	118 243	528 939	.5 1.1	3.6 7.0	91 213	392 766	.4 .9	3.6 8.1	39 53	242 273	.2 .3	2.2 3.2
WYXR-FM SP '98 4-Book	76 97	381 427	.3 .4	3.5 4.4	64 63	287 268	.3 .3	3.4 3.1	174 152	550 592	.8 .7	5.4 4.5	114 116	361 474	.5 .5	4.5 4.4	83 85	343 366	.4 .4	4.7 5.1
WJBR-FM SP '98 4-Book	19 10	82 45	.1 .4	.9 .4	6 8	28 41	.3 .4		12 16	61 66	.1 .1	.4 .5	8 8	53 50	.3 .3		4 6	36 35	.2 .3	
WKXV-FM SP '98 4-Book	7 12	26 50	.1 .1	.3 .6	23 22	56 84	.1 .1	1.2 1.1	17 22	105 104	.1 .1	.5 .6	18 16	76 66	.1 .1	.7 .6	16 6	51 24	.1 .1	.9 .3
+WLEV-FM SP '98 4-Book	1 8	8 24		.3	10 7	20 25	.5 .4		7 8	9 35	.2 .2		6 8	16 41	.2 .3		3 5	9 20	.2 .3	
+WNJO-FM SP '98 4-Book	10 **	62 **	.5 **	.5 **	12 **	44 **	.1 **	.6 **	26 **	124 **	.1 **	.8 **	35 **	85 **	.2 **	1.4 **	1 **	17 **	.1 **	.1 **
WPST-FM SP '98 4-Book	15 29	115 197	.1 .1	.7 1.3	12 19	89 110	.1 .1	.6 .9	53 63	311 300	.2 .3	1.6 1.9	46 47	203 223	.2 .2	1.8 1.8	16 23	108 141	.1 .1	.9 1.3
WRDR-FM SP '98 4-Book	3 5	25 18	.1 .2		1 6		.1		17 11	45 32	.1 .3	.5 .3	3 5	18 22	.1 .2		5 3	16 8	.3 .2	
WZZD-FM SP '98 4-Book	2 **	8 **	.1 **	.1 **	7 **	17 **	.4 **		2 **	25 **	.1 **		4 **	18 **	.2 **			9 **	.1 **	.1 **
TOTALS SP '98 4-Book	2150 2169	6159 6398	9.4 9.5		1884 2036	5886 6180	8.2 8.8		3233 3387	9113 9474	14.1 14.7		2509 2610	6579 7024	10.9 11.4		1760 1691	5017 5080	7.7 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 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 '98	159	5035	.8	4.5	456	3522	2.4	8.6	120	1644	.6	2.3	196	2398	1.0	4.7	51	1050	.3	3.3
WI '98	187	5251	1.0	5.4	560	3772	3.0	10.0	140	1568	.7	2.9	187	2325	1.0	4.4	61	998	.3	4.1
FA '97	148	4938	.8	4.2	402	3410	2.1	7.3	116	1750	.6	2.2	175	2400	.9	4.0	44	876	.2	3.1
SU '97	148	5060	.8	4.1	404	3402	2.1	7.6	111	1557	.6	2.1	151	2366	.8	3.5	52	1029	.3	3.3
4-Book	161	5071	.9	4.6	456	3527	2.4	8.4	122	1630	.6	2.4	177	2372	.9	4.2	52	988	.3	3.5
SP '97	158	5211	.8	4.3	488	3756	2.6	8.6	105	1479	.6	1.9	157	2133	.8	3.6	38	858	.2	2.4
WBEB-FM																				
SP '98	272	3601	1.5	7.8	353	1978	1.9	6.6	534	1804	2.9	10.3	350	2305	1.9	8.3	90	1084	.5	5.8
WI '98	218	3442	1.2	6.3	332	1935	1.8	5.9	424	1736	2.3	8.7	256	1886	1.4	6.1	61	816	.3	4.1
FA '97	244	3428	1.3	6.9	321	1957	1.7	5.8	465	1766	2.5	8.7	301	1884	1.6	6.9	68	931	.4	4.8
SU '97	225	3202	1.2	6.2	297	1695	1.6	5.6	450	1741	2.4	8.4	263	1831	1.4	6.1	56	907	.3	3.6
4-Book	240	3418	1.3	6.8	326	1891	1.8	6.0	468	1762	2.5	9.0	293	1977	1.6	6.9	69	935	.4	4.6
SP '97	213	3158	1.1	5.7	298	1883	1.6	5.3	378	1659	2.0	6.9	274	1926	1.5	6.2	78	1055	.4	4.9
WDAS-AM																				
SP '98	36	523	.2	1.0	64	240	.3	1.2	37	118	.2	.7	25	140	.1	.6	3	43	.2	.2
WI '98	39	523	.2	1.1	60	264	.3	1.1	31	149	.2	.6	44	176	.2	1.0	21	129	.1	1.4
FA '97	31	448	.2	.9	47	212	.3	.9	26	132	.1	.5	29	157	.2	.7	18	129	.1	1.3
SU '97	23	338	.1	.6	37	169	.2	.7	24	89	.1	.5	19	107	.1	.4	4	55	.3	.3
4-Book	32	458	.2	.9	52	221	.3	1.0	30	122	.2	.6	29	145	.2	.7	12	89	.1	.8
SP '97	24	403	.1	.6	23	164	.1	.4	34	136	.2	.6	21	130	.1	.5	5	78	.3	.3
WDAS-FM																				
SP '98	293	2836	1.6	8.3	419	1677	2.2	7.9	328	1490	1.8	6.3	312	1677	1.7	7.4	234	1403	1.3	15.2
WI '98	305	2677	1.6	8.8	421	1743	2.3	7.5	376	1463	2.0	7.7	339	1686	1.8	8.1	244	1240	1.3	16.2
FA '97	275	2747	1.5	7.8	402	1624	2.1	7.3	384	1468	2.1	7.2	306	1654	1.6	7.0	180	1197	1.0	12.7
SU '97	278	2566	1.5	7.7	354	1429	1.9	6.7	378	1382	2.0	7.1	304	1580	1.6	7.1	204	1267	1.1	13.0
4-Book	288	2707	1.6	8.2	399	1618	2.1	7.4	367	1451	2.0	7.1	315	1649	1.7	7.4	216	1277	1.2	14.3
SP '97	259	2537	1.4	7.0	343	1453	1.8	6.1	354	1452	1.9	6.5	280	1530	1.5	6.4	185	1107	1.0	11.7
WHAT-AM																				
SP '98	24	269	.1	.7	31	133	.2	.6	36	128	.2	.7	22	94	.1	.5	11	59	.1	.7
WI '98	25	344	.1	.7	28	177	.1	.5	44	156	.2	.9	26	145	.1	.6	6	56	.4	.4
FA '97	27	330	.1	.8	30	160	.2	.5	45	156	.2	.8	33	120	.2	.8	7	71	.5	.5
SU '97	22	235	.1	.6	35	138	.2	.7	24	101	.1	.5	23	108	.1	.5	13	61	.1	.8
4-Book	25	295	.1	.7	31	152	.2	.6	37	135	.2	.7	26	117	.1	.6	9	62	.1	.6
SP '97	28	340	.1	.8	68	184	.4	1.2	32	166	.2	.6	17	106	.1	.4	9	83	.6	.6
WIOQ-FM																				
SP '98	140	2981	.7	4.0	146	1322	.8	2.7	216	1404	1.2	4.2	174	1613	.9	4.1	80	906	.4	5.2
WI '98	155	3051	.8	4.4	211	1522	1.1	3.8	217	1524	1.2	4.5	202	1770	1.1	4.8	71	1115	.4	4.7
FA '97	117	2655	.6	3.3	155	1171	.8	2.8	202	1444	1.1	3.8	136	1460	.7	3.1	50	765	.3	3.5
SU '97	154	3351	.8	4.3	178	1331	.9	3.4	242	1693	1.3	4.5	184	1748	1.0	4.3	62	1071	.3	3.9
4-Book	142	3010	.7	4.0	173	1337	.9	3.2	219	1516	1.2	4.3	174	1648	.9	4.1	66	964	.4	4.3
SP '97	131	2712	.7	3.5	155	1187	.8	2.7	214	1481	1.1	3.9	163	1512	.9	3.7	54	855	.3	3.4
WIP -AM																				
SP '98	106	1972	.6	3.0	196	1167	1.0	3.7	164	890	.9	3.2	152	1131	.8	3.6	36	606	.2	2.3
WI '98	153	2591	.8	4.4	288	1477	1.5	5.2	196	1175	1.0	4.0	237	1552	1.3	5.6	61	799	.3	4.1
FA '97	157	2578	.8	4.4	288	1513	1.5	5.2	224	1115	1.2	4.2	230	1566	1.2	5.3	51	742	.3	3.6
SU '97	155	2369	.8	4.3	274	1547	1.5	5.2	218	1270	1.2	4.1	234	1616	1.2	5.4	49	611	.3	3.1
4-Book	143	2378	.8	4.0	262	1426	1.4	4.8	201	1113	1.1	3.9	213	1466	1.1	5.0	49	690	.3	3.3
SP '97	144	2606	.8	3.9	251	1257	1.3	4.4	191	1036	1.0	3.5	193	1456	1.0	4.4	74	905	.4	4.7
WJZ-FM																				
SP '98	198	2896	1.1	5.6	191	1269	1.0	3.6	323	1283	1.7	6.2	235	1597	1.3	5.6	117	1210	.6	7.6
WI '98	185	2599	1.0	5.3	201	1194	1.1	3.6	260	1113	1.4	5.3	255	1518	1.4	6.1	104	1005	.6	6.9
FA '97	192	2549	1.0	5.4	203	1246	1.1	3.7	322	1235	1.7	6.0	292	1682	1.6	6.7	102	1006	.5	7.2
SU '97	215	2620	1.1	6.0	233	1233	1.2	4.4	339	1373	1.8	6.4	264	1552	1.4	6.1	128	997	.7	8.1
4-Book	198	2666	1.1	5.6	207	1236	1.1	3.8	311	1251	1.7	6.0	262	1587	1.4	6.1	113	1055	.6	7.5
SP '97	189	2505	1.0	5.1	199	1250	1.1	3.5	297	1375	1.6	5.4	264	1492	1.4	6.0	112	1016	.6	7.1

** 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 25-49

	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
	WMGK-FM																			
SP '98	228	3603	1.2	6.5	260	1741	1.4	4.9	401	1828	2.1	7.7	300	2195	1.6	7.1	87	1042	.5	5.6
WI '98	211	3930	1.1	6.1	247	1731	1.3	4.4	344	1957	1.8	7.1	284	2455	1.5	6.7	87	1229	.5	5.8
FA '97	246	4201	1.3	6.9	290	2242	1.5	5.3	438	2180	2.3	8.2	340	2650	1.8	7.8	86	1274	.5	6.1
SU '97	258	4453	1.4	7.1	301	2120	1.6	5.7	435	2450	2.3	8.2	356	2846	1.9	8.3	95	1384	.5	6.0
4-Book	236	4047	1.3	6.7	275	1959	1.5	5.1	405	2104	2.1	7.8	320	2537	1.7	7.5	89	1232	.5	5.9
SP '97	250	4272	1.3	6.7	277	2147	1.5	4.9	417	2186	2.2	7.6	327	2653	1.7	7.4	90	1411	.5	5.7
WMMR-FM																				
SP '98	171	3188	.9	4.9	260	1331	1.4	4.9	276	1567	1.5	5.3	203	1871	1.1	4.8	59	718	.3	3.8
WI '98	162	3093	.9	4.6	237	1333	1.3	4.2	274	1371	1.5	5.6	191	1787	1.0	4.5	49	767	.3	3.3
FA '97	177	3671	.9	5.0	269	1939	1.4	4.9	287	1792	1.5	5.4	222	2119	1.2	5.1	64	938	.3	4.5
SU '97	219	3700	1.2	6.1	280	1710	1.5	5.3	413	1838	2.2	7.8	274	2136	1.5	6.4	65	1024	.3	4.1
4-Book	182	3413	1.0	5.2	262	1578	1.4	4.8	313	1642	1.7	6.0	223	1978	1.2	5.2	59	862	.3	3.9
SP '97	285	3947	1.5	7.7	439	2165	2.3	7.7	504	2115	2.7	9.2	310	2459	1.6	7.0	93	1216	.5	5.9
WOGL-FM																				
SP '98	183	3196	1.0	5.2	224	1471	1.2	4.2	306	1402	1.6	5.9	230	1845	1.2	5.5	66	886	.4	4.3
WI '98	159	2953	.8	4.6	218	1372	1.2	3.9	239	1268	1.3	4.9	185	1645	1.0	4.4	49	772	.3	3.3
FA '97	167	3117	.9	4.7	215	1418	1.1	3.9	278	1479	1.5	5.2	213	1744	1.1	4.9	56	897	.3	4.0
SU '97	191	3669	1.0	5.3	221	1752	1.2	4.2	292	1933	1.5	5.5	238	2221	1.3	5.5	82	1059	.4	5.2
4-Book	175	3234	.9	5.0	220	1503	1.2	4.1	279	1521	1.5	5.4	217	1864	1.2	5.1	63	904	.4	4.2
SP '97	211	3374	1.1	5.7	239	1625	1.3	4.2	328	1622	1.7	6.0	220	1766	1.2	5.0	89	1101	.5	5.6
WPEN-AM																				
SP '98	10	216	.1	.3	14	104	.1	.3	17	103	.1	.3	15	100	.1	.4	1	23	.1	.1
WI '98	12	319	.1	.3	21	143	.1	.4	14	148	.1	.3	14	145	.1	.3	9	87	.1	.6
FA '97	13	316	.1	.4	13	146	.1	.2	29	118	.2	.5	15	121	.1	.3	1	26	.1	.1
SU '97	17	290	.1	.5	24	122	.1	.5	15	108	.1	.3	14	105	.1	.3	10	72	.1	.6
4-Book	13	285	.1	.4	18	129	.1	.4	19	119	.1	.4	15	118	.1	.3	5	52	.1	.4
SP '97	11	294	.1	.3	12	87	.1	.2	19	150	.1	.3	11	108	.1	.2	3	59	.1	.2
WPHI-FM																				
SP '98	75	1328	.4	2.1	72	506	.4	1.4	77	689	.4	1.5	112	817	.6	2.7	72	577	.4	4.7
WI '98	77	1563	.4	2.2	85	708	.5	1.5	81	692	.4	1.7	121	896	.6	2.9	48	515	.3	3.2
FA '97	74	1345	.4	2.1	80	596	.4	1.5	78	695	.4	1.5	86	736	.5	2.0	67	575	.4	4.7
SU '97	110	1621	.6	3.0	114	814	.6	2.2	141	830	.7	2.6	152	1023	.8	3.5	83	766	.4	5.3
4-Book	84	1464	.5	2.4	88	656	.5	1.7	94	727	.5	1.8	118	868	.6	2.8	68	608	.4	4.5
SP '97	83	1504	.4	2.2	85	630	.5	1.5	99	741	.5	1.8	120	903	.6	2.7	68	674	.4	4.3
WPHT-AM																				
SP '98	25	859	.1	.7	33	217	.2	.6	20	234	.1	.4	21	268	.1	.5	38	410	.2	2.5
WI '98	22	615	.1	.6	50	257	.3	.9	21	235	.1	.4	23	270	.1	.5	14	119	.1	.9
FA '97	8	400	.2	.2	13	118	.1	.2	10	67	.1	.2	6	79	.1	.1	5	71	.1	.4
SU '97	18	666	.1	.5	21	166	.1	.4	14	183	.1	.3	15	248	.1	.3	25	281	.1	1.6
4-Book	18	635	.1	.5	29	190	.2	.5	16	180	.1	.3	16	216	.1	.4	21	220	.1	1.4
SP '97	19	765	.1	.5	25	254	.1	.4	22	180	.1	.4	21	198	.1	.5	19	254	.1	1.2
WPLY-FM																				
SP '98	72	2291	.4	2.1	104	1005	.6	2.0	125	986	.7	2.4	101	1148	.5	2.4	20	595	.1	1.3
WI '98	67	2226	.4	1.9	119	1043	.6	2.1	68	698	.4	1.4	89	1032	.5	2.1	27	642	.1	1.8
FA '97	81	2354	.4	2.3	109	1074	.6	2.0	103	1047	.6	1.9	112	1214	.6	2.6	47	728	.3	3.3
SU '97	117	2719	.6	3.2	177	1304	.9	3.3	171	1202	.9	3.2	139	1608	.7	3.2	51	957	.3	3.2
4-Book	84	2398	.5	2.4	127	1107	.7	2.4	117	983	.7	2.2	110	1251	.6	2.6	36	731	.2	2.4
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
WURD-AM																				
SP '98	36	281	.2	1.0	47	198	.3	.9	66	215	.4	1.3	36	192	.2	.9	4	77	.1	.3
WI '98	16	215	.1	.5	21	115	.1	.4	26	167	.1	.5	18	113	.1	.4	1	8	.1	.1
FA '97	38	318	.2	1.1	77	241	.4	1.4	51	246	.3	1.0	30	209	.2	.7	13	113	.1	.9
SU '97	9	158	.2	.2	22	102	.1	.4	9	74	.2	.2	8	88	.2	.2	1	9	.1	.1
4-Book	25	243	.1	.7	42	164	.2	.8	38	176	.2	.8	23	151	.1	.6	5	52	.1	.4
SP '97	27	274	.1	.7	50	163	.3	.9	28	143	.1	.5	30	178	.2	.7	16	126	.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 - 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
WUSL-FM																				
SP '98	154	2122	.8	4.4	193	1032	1.0	3.6	191	1023	1.0	3.7	167	1147	.9	4.0	95	581	.5	6.2
WI '98	129	2214	.7	3.7	171	1043	.9	3.1	155	1045	.8	3.2	148	1081	.8	3.5	81	702	.4	5.4
FA '97	139	2103	.7	3.9	177	1041	.9	3.2	162	1104	.9	3.0	171	1121	.9	3.9	93	705	.5	6.6
SU '97	135	2198	.7	3.7	151	1158	.8	2.8	187	1185	1.0	3.5	139	1185	.7	3.2	92	890	.5	5.8
4-Book	139	2159	.7	3.9	173	1069	.9	3.2	174	1089	.9	3.4	156	1134	.8	3.7	90	720	.5	6.0
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
WVDB-FM																				
SP '98	74	1466	.4	2.1	78	519	.4	1.5	135	714	.7	2.6	75	593	.4	1.8	42	337	.2	2.7
WI '98	101	1687	.5	2.9	88	574	.5	1.6	184	848	1.0	3.8	99	655	.5	2.4	47	345	.3	3.1
FA '97	72	1418	.4	2.0	103	562	.6	1.9	150	724	.8	2.8	61	502	.3	1.4	20	302	.1	1.4
SU '97	89	1757	.5	2.5	95	622	.5	1.8	154	746	.8	2.9	113	750	.6	2.6	36	423	.2	2.3
4-Book	84	1582	.5	2.4	91	569	.5	1.7	156	758	.8	3.0	87	625	.5	2.1	36	352	.2	2.4
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
WVJZ-AM																				
SP '98	1	47			2	10			1	28				7						
WI '98		13												8						
FA '97		34			1	26														
SU '97	1	53			2	9			1	17			4	45		.1				
4-Book	1	37			1	11			1	11			1	15						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	141	1898	.8	4.0	169	1075	.9	3.2	238	1037	1.3	4.6	180	1133	1.0	4.3	56	695	.3	3.6
WI '98	133	1860	.7	3.8	179	1099	1.0	3.2	183	1008	1.0	3.8	194	1306	1.0	4.6	53	566	.3	3.5
FA '97	125	1788	.7	3.5	194	1089	1.0	3.5	182	994	1.0	3.4	140	1082	.7	3.2	45	640	.2	3.2
SU '97	158	2070	.8	4.4	198	1174	1.1	3.7	242	1115	1.3	4.5	209	1338	1.1	4.9	67	658	.4	4.3
4-Book	139	1904	.8	3.9	185	1109	1.0	3.4	211	1039	1.2	4.1	181	1215	1.0	4.3	55	640	.3	3.7
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
+WXM-FM																				
SP '98	95	2276	.5	2.7	128	1123	.7	2.4	148	1030	.8	2.8	129	1318	.7	3.1	27	661	.1	1.7
WI '98	86	2076	.5	2.5	99	961	.5	1.8	120	885	.6	2.5	114	1295	.6	2.7	39	679	.2	2.6
FA '97	64	1459	.3	1.8	61	632	.3	1.1	101	650	.5	1.9	96	828	.5	2.2	25	471	.1	1.8
SU '97	62	1112	.3	1.7	63	500	.3	1.2	105	460	.6	2.0	94	635	.5	2.2	31	308	.2	2.0
4-Book	77	1731	.4	2.2	88	804	.5	1.6	119	756	.6	2.3	108	1019	.6	2.6	31	530	.2	2.0
SP '97	53	1082	.3	1.4	61	490	.3	1.1	87	419	.5	1.6	73	578	.4	1.7	22	284	.1	1.4
WYSP-FM																				
SP '98	266	4373	1.4	7.6	833	3092	4.5	15.7	345	2071	1.8	6.6	192	1663	1.0	4.6	52	730	.3	3.4
WI '98	274	4326	1.5	7.9	924	3207	4.9	16.6	336	2027	1.8	6.9	180	1508	1.0	4.3	52	682	.3	3.5
FA '97	316	5146	1.7	8.9	925	3269	4.9	16.8	415	2244	2.2	7.8	210	1636	1.1	4.8	46	810	.2	3.3
SU '97	266	4696	1.4	7.4	850	3045	4.5	16.0	290	2063	1.5	5.4	186	1626	1.0	4.3	62	906	.3	3.9
4-Book	281	4635	1.5	8.0	883	3153	4.7	16.3	347	2101	1.8	6.7	192	1608	1.0	4.5	53	782	.3	3.5
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
WYXR-FM																				
SP '98	159	3022	.8	4.5	195	1399	1.0	3.7	244	1346	1.3	4.7	219	1908	1.2	5.2	59	981	.3	3.8
WI '98	163	3255	.9	4.7	206	1660	1.1	3.7	254	1555	1.4	5.2	208	1787	1.1	4.9	74	975	.4	4.9
FA '97	151	2942	.8	4.3	205	1500	1.1	3.7	243	1221	1.3	4.6	227	1670	1.2	5.2	53	880	.3	3.7
SU '97	170	3424	.9	4.7	202	1598	1.1	3.8	262	1639	1.4	4.9	206	2109	1.1	4.8	86	1137	.5	5.5
4-Book	161	3161	.9	4.6	202	1539	1.1	3.7	251	1440	1.4	4.9	215	1869	1.2	5.0	68	993	.4	4.5
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
VJBR-FM																				
SP '98	17	357	.1	.5	23	130	.1	.4	37	156	.2	.7	22	189	.1	.5	7	110		.5
WI '98	18	409	.1	.5	26	184	.1	.5	37	168	.2	.8	22	175	.1	.5	5	138		.3
FA '97	19	476	.1	.5	33	228	.2	.6	32	184	.2	.6	23	200	.1	.5	6	75		.4
SU '97	20	404	.1	.6	28	155	.1	.5	35	157	.2	.7	26	199	.1	.6	7	108		.4
4-Book	19	412	.1	.5	28	174	.1	.5	35	166	.2	.7	23	191	.1	.5	6	108		.4
SP '97	24	471	.1	.6	35	219	.2	.6	47	202	.2	.9	29	214	.2	.7	5	116		.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

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
WKXV-FM																				
SP '98	40	872	.2	1.1	67	444	.4	1.3	70	422	.4	1.3	64	519	.3	1.5	9	178		.6
WI '98	44	927	.2	1.3	51	395	.3	.9	52	390	.3	1.1	87	571	.5	2.1	29	232	.2	1.9
FA '97	44	819	.2	1.2	65	371	.3	1.2	55	327	.3	1.0	78	513	.4	1.8	23	214	.1	1.6
SU '97	33	836	.2	.9	37	332	.2	.7	52	352	.3	1.0	56	456	.3	1.3	10	227	.1	.6
4-Book	40	864	.2	1.1	55	386	.3	1.0	57	373	.3	1.1	71	515	.4	1.7	18	213	.1	1.2
SP '97	26	815	.1	.7	32	323	.2	.6	38	328	.2	.7	43	422	.2	1.0	7	158		.4
+WLEV-FM																				
SP '98	8	156		.2	8	49		.2	16	56	.1	.3	9	79		.2				
WI '98	15	238	.1	.4	9	97		.2	26	111	.1	.5	21	97	.1	.5	9	91		.6
FA '97	19	317	.1	.5	14	93	.1	.3	45	129	.2	.8	30	119	.2	.7	7	103		.5
SU '97	12	270	.1	.3	13	105	.1	.2	24	134	.1	.5	14	195	.1	.3	4	86		.3
4-Book	14	245	.1	.4	11	86	.1	.2	28	108	.1	.5	19	123	.1	.4	5	70		.4
SP '97	10	162	.1	.3	16	76	.1	.3	26	72	.1	.5	10	71	.1	.2	1	34		.1
+WNJO-FM																				
SP '98	23	617	.1	.7	21	276	.1	.4	40	294	.2	.8	32	323	.2	.8	10	190	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	12	249	.1	.3	24	159	.1	.5	21	117	.1	.4	14	130	.1	.3	2	58		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	50	1465	.3	1.4	75	659	.4	1.4	66	649	.4	1.3	82	783	.4	1.9	19	424	.1	1.2
WI '98	43	1427	.2	1.2	55	577	.3	1.0	65	528	.3	1.3	60	686	.3	1.4	16	363	.1	1.1
FA '97	41	1472	.2	1.2	48	616	.3	.9	72	620	.4	1.4	58	736	.3	1.3	19	499	.1	1.3
SU '97	51	1672	.3	1.4	55	619	.3	1.0	80	688	.4	1.5	66	928	.4	1.5	16	398	.1	1.0
4-Book	46	1509	.3	1.3	58	618	.3	1.1	71	621	.4	1.4	67	783	.4	1.5	18	421	.1	1.2
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
WRDR-FM																				
SP '98	8	172		.2	4	90		.1	11	62	.1	.2	12	94	.1	.3	3	32		.2
WI '98	12	172	.1	.3	8	118		.1	21	125	.1	.4	19	115	.1	.5	2	33		.1
FA '97	9	138		.3	13	70	.1	.2	19	86	.1	.4	8	57		.2	1	34		.1
SU '97	2	75		.1	2	32			3	24		.1	1	24			1	4		.1
4-Book	8	139		.2	7	78		.1	14	74	.1	.3	10	73	.1	.3	2	26		.1
SP '97	6	130		.2	7	64		.1	15	55	.1	.3	6	64		.1	1	33		.1
WZZO-FM																				
SP '98	15	216	.1	.4	25	118	.1	.5	26	82	.1	.5	21	119	.1	.5	4	38		.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	3509	18113	18.8	5316	16341	28.4	5204	14064	27.8	4208	15933	22.5	1543	10699	8.2					
WI '98	3485	18263	18.6	5583	16681	29.8	4870	13874	26.0	4209	15850	22.5	1502	10509	8.0					
FA '97	3541	18260	18.9	5491	16880	29.3	5328	14372	28.5	4341	16128	23.2	1414	10569	7.6					
SU '97	3612	18486	19.2	5302	16506	28.1	5329	14896	28.3	4302	16631	22.8	1575	11063	8.4					
4-Book	3537	18281	18.9	5423	16602	28.9	5183	14302	27.7	4265	16136	22.8	1509	10710	8.1					
SP '97	3709	18482	19.7	5666	16883	30.1	5477	14594	29.1	4404	16310	23.4	1587	11243	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 '98	247	4612	1.3	5.0	75	2098	.4	3.3	171	944	.9	7.6	75	498	.4	1.9	66	362	.4	2.3
4-Book	242	4657	1.3	4.9	89	2250	.5	3.8	207	986	1.1	8.9	93	557	.5	2.3	65	355	.4	2.4
WBEB-FM																				
SP '98	422	3115	2.3	8.6	127	1686	.7	5.5	147	515	.8	6.5	253	730	1.4	6.4	172	580	.9	6.0
4-Book	370	2895	2.0	7.5	123	1651	.7	5.3	130	468	.7	5.6	250	744	1.3	6.4	157	545	.8	5.7
WDAS-AM																				
SP '98	42	287	.2	.9	47	455	.3	2.0	21	67	.1	.9	11	46	.1	.3	12	27	.1	.4
4-Book	37	268	.2	.8	39	378	.2	1.7	26	60	.1	1.1	26	58	.2	.7	13	29	.1	.5
WDAS-FM																				
SP '98	351	2424	1.9	7.1	231	1920	1.2	10.1	201	518	1.1	9.0	322	857	1.7	8.2	273	703	1.5	9.6
4-Book	361	2322	1.9	7.3	206	1678	1.1	8.9	161	461	.9	7.0	314	747	1.7	7.9	247	634	1.3	8.9
WHAT-AM																				
SP '98	30	186	.2	.6	23	189	.1	1.0	11	34	.1	.5	24	41	.1	.6	22	44	.1	.8
4-Book	32	222	.2	.6	22	186	.1	1.0	18	44	.1	.8	40	77	.2	1.0	21	57	.1	.8
WIOQ-FM																				
SP '98	182	2455	1.0	3.7	105	1446	.6	4.6	62	305	.3	2.8	177	659	.9	4.5	178	562	1.0	6.2
4-Book	191	2479	1.0	3.9	104	1548	.6	4.5	90	331	.5	3.9	192	678	1.0	4.8	147	484	.8	5.3
WIP -AM																				
SP '98	170	1734	.9	3.4	39	709	.2	1.7	62	245	.3	2.8	79	329	.4	2.0	58	206	.3	2.0
4-Book	223	2116	1.2	4.5	63	985	.3	2.7	78	306	.4	3.4	101	388	.6	2.5	76	281	.4	2.8
WJZZ-FM																				
SP '98	255	2221	1.4	5.2	150	1627	.8	6.5	110	316	.6	4.9	246	591	1.3	6.3	196	541	1.0	6.9
4-Book	264	2130	1.4	5.3	136	1527	.7	5.8	107	342	.6	4.6	216	608	1.2	5.4	169	512	.9	6.1
WMGK-FM																				
SP '98	327	3100	1.7	6.6	149	1874	.8	6.5	162	534	.9	7.2	317	952	1.7	8.1	196	657	1.0	6.9
4-Book	339	3463	1.8	6.8	152	2143	.8	6.5	143	508	.8	6.2	324	1023	1.7	8.2	218	756	1.2	7.9
WMMR-FM																				
SP '98	249	2640	1.3	5.0	108	1651	.6	4.7	140	466	.7	6.2	241	877	1.3	6.1	109	510	.6	3.8
4-Book	269	2834	1.4	5.4	111	1756	.6	4.8	120	434	.6	5.2	218	784	1.2	5.5	128	545	.7	4.6
WOGL-FM																				
SP '98	257	2569	1.4	5.2	132	1660	.7	5.7	81	327	.4	3.6	175	624	.9	4.4	185	542	1.0	6.5
4-Book	241	2653	1.3	4.9	134	1680	.7	5.7	115	431	.6	4.9	206	686	1.1	5.2	171	554	.9	6.1
WPEN-AM																				
SP '98	15	150	.1	.3	8	132	.3		15	42	.1	.7	18	45	.1	.5	5	34		.2
4-Book	17	214	.1	.4	11	154	.5		12	37	.1	.5	15	39	.1	.4	10	30		.4
WPHI-FM																				
SP '98	86	1136	.5	1.7	58	679	.3	2.5	25	106	.1	1.1	78	282	.4	2.0	71	233	.4	2.5
4-Book	100	1231	.5	2.0	67	794	.3	2.9	43	148	.2	1.8	110	339	.6	2.7	91	267	.5	3.3
WPHT-AM																				
SP '98	25	488	.1	.5	16	338	.1	.7	3	10			11	44	.1	.3	5	28		.2
4-Book	21	402	.1	.4	13	243	.1	.6	9	32	.1	.4	10	35	.1	.3	9	27		.3
WPLY-FM																				
SP '98	111	1852	.6	2.3	37	1018	.2	1.6	31	159	.2	1.4	62	412	.3	1.6	59	309	.3	2.1
4-Book	118	1968	.7	2.4	57	1191	.3	2.4	47	222	.3	2.0	110	503	.6	2.8	74	365	.4	2.7
WURD-AM																				
SP '98	51	252	.3	1.0	31	246	.2	1.3	42	126	.2	1.9	81	185	.4	2.1	31	78	.2	1.1
4-Book	35	225	.2	.7	21	160	.1	.9	27	66	.2	1.2	46	114	.2	1.2	17	42	.1	.6
WUSL-FM																				
SP '98	184	1668	1.0	3.7	140	1392	.7	6.1	117	344	.6	5.2	198	481	1.1	5.0	182	403	1.0	6.4
4-Book	168	1739	.9	3.4	120	1297	.6	5.2	88	276	.5	3.8	181	523	1.0	4.6	145	371	.8	5.2

** 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 25-49

	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
WXDB-FM																				
SP '98	99	1100	.5	2.0	50	623	.3	2.2	56	135	.3	2.5	48	164	.3	1.2	18	37	.1	.6
4-Book	115	1202	.6	2.3	62	696	.3	2.6	74	200	.4	3.2	52	160	.3	1.3	38	88	.2	1.4
WVJZ-AM																				
SP '98	1	28			1	19			1	2										
4-Book	1	31			1	11			1	2										
WXTU-FM																				
SP '98	199	1596	1.1	4.0	96	1136	.5	4.2	91	330	.5	4.1	183	622	1.0	4.7	147	399	.8	5.2
4-Book	194	1642	1.1	3.9	100	1157	.5	4.3	97	338	.5	4.2	196	597	1.1	5.0	132	399	.7	4.7
+WXXM-FM																				
SP '98	136	1910	.7	2.8	68	1154	.4	3.0	39	158	.2	1.7	153	540	.8	3.9	102	391	.5	3.6
4-Book	106	1445	.6	2.2	56	919	.3	2.4	55	201	.3	2.4	115	415	.6	2.9	79	329	.4	2.9
WYSP-FM																				
SP '98	448	3999	2.4	9.1	86	1436	.5	3.7	110	435	.6	4.9	193	709	1.0	4.9	145	507	.8	5.1
4-Book	464	4009	2.5	9.3	106	1777	.6	4.5	96	349	.5	4.1	167	638	.9	4.2	116	433	.6	4.1
WYXR-FM																				
SP '98	221	2454	1.2	4.5	116	1507	.6	5.0	100	370	.5	4.5	251	705	1.3	6.4	181	527	1.0	6.3
4-Book	225	2605	1.2	4.5	110	1658	.6	4.7	104	393	.6	4.5	222	742	1.2	5.6	148	536	.8	5.3
WJBR-FM																				
SP '98	28	252	.1	.6	6	155		.3	4	24		.2	6	41		.2	3	32		.1
4-Book	29	315	.2	.6	9	184	.1	.4	9	35	.1	.4	17	66	.1	.4	9	42	.1	.3
WKXW-FM																				
SP '98	67	797	.4	1.4	14	246	.1	.6	15	56	.1	.7	18	73	.1	.5	5	30		.2
4-Book	61	733	.3	1.3	18	304	.1	.8	24	85	.1	1.1	32	101	.2	.8	19	65	.1	.8
+WLEV-FM																				
SP '98	12	110	.1	.2	8	80		.3	1	16			22	38	.1	.6	10	28	.1	.4
4-Book	20	176	.1	.4	8	108		.3	4	14		.2	18	38	.1	.5	11	33	.1	.4
+WNJD-FM																				
SP '98	32	470	.2	.6	18	328	.1	.8	16	57	.1	.7	26	74	.1	.7	24	88	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	74	1194	.4	1.5	30	640	.2	1.3	21	130	.1	.9	75	317	.4	1.9	49	219	.3	1.7
4-Book	66	1224	.4	1.3	32	711	.2	1.4	21	111	.1	.9	68	295	.4	1.7	46	235	.3	1.7
WRDR-FM																				
SP '98	9	140		.2	9	87		.4	7	11		.3	19	44	.1	.5	18	49	.1	.6
4-Book	11	116	.1	.2	7	75		.3	6	15		.3	16	38	.1	.4	10	34	.1	.4
WZZO-FM																				
SP '98	24	163	.1	.5	6	87		.3	8	17		.4	23	62	.1	.6	10	17	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	4932	17883	26.4		2298	14763	12.3		2245	6570	12.0		3933	9552	21.0		2851	7311	15.2	
4-Book	4974	18064	26.5		2340	15177	12.5		2321	6639	12.4		3962	9657	21.1		2775	7354	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 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 '98	23	168	.1	1.4	133	653	.7	8.2	86	567	.5	3.2	36	240	.2	1.8	29	211	.2	2.2
4-Book	34	255	.2	2.1	178	836	1.0	10.0	73	468	.4	2.6	56	281	.3	2.7	38	272	.2	2.9
WBEB-FM																				
SP '98	86	301	.5	5.3	74	237	.4	4.6	121	486	.6	4.5	115	353	.6	5.7	50	200	.3	3.8
4-Book	69	296	.4	4.3	84	298	.5	4.8	134	477	.7	4.8	101	355	.5	4.9	53	210	.3	4.1
WDAS-AM																				
SP '98	6	21		.4	172	340	.9	10.6	107	246	.6	4.0	42	87	.2	2.1	20	48	.1	1.5
4-Book	9	22		.6	117	255	.6	6.7	79	212	.4	2.9	32	73	.2	1.6	16	37	.1	1.3
WDAS-FM																				
SP '98	226	549	1.2	13.9	94	256	.5	5.8	161	463	.9	6.0	143	340	.8	7.1	382	673	2.0	29.4
4-Book	180	452	1.0	11.1	105	266	.6	6.0	134	398	.7	4.8	159	351	.9	7.7	317	595	1.7	24.8
WHAT-AM																				
SP '98	19	39	.1	1.2	37	91	.2	2.3	34	84	.2	1.3	22	48	.1	1.1	11	17	.1	.8
4-Book	10	25	.1	.6	33	73	.2	1.9	32	91	.2	1.1	18	43	.1	.9	5	8		.4
WIOQ-FM																				
SP '98	97	352	.5	6.0	33	100	.2	2.0	92	338	.5	3.4	116	312	.6	5.8	78	209	.4	6.0
4-Book	86	356	.5	5.4	41	150	.2	2.3	103	436	.6	3.7	92	310	.5	4.4	72	257	.4	5.6
WIP -AM																				
SP '98	9	62		.6	20	133	.1	1.2	33	170	.2	1.2	32	96	.2	1.6	25	90	.1	1.9
4-Book	27	97	.1	1.7	48	184	.3	2.7	77	306	.4	2.7	68	220	.4	3.3	32	144	.2	2.5
WJZZ-FM																				
SP '98	136	428	.7	8.3	90	344	.5	5.5	149	448	.8	5.6	155	396	.8	7.7	112	340	.6	8.6
4-Book	126	398	.7	7.8	78	267	.4	4.4	161	475	.9	5.8	130	367	.7	6.2	89	280	.5	6.9
WMGK-FM																				
SP '98	77	362	.4	4.7	50	250	.3	3.1	152	597	.8	5.7	165	489	.9	8.2	72	264	.4	5.5
4-Book	94	381	.5	5.8	49	247	.3	2.8	165	671	.9	5.9	149	518	.8	7.2	68	289	.4	5.3
WMMR-FM																				
SP '98	52	276	.3	3.2	73	257	.4	4.5	124	483	.7	4.6	79	309	.4	3.9	38	182	.2	2.9
4-Book	62	272	.3	3.9	78	285	.4	4.5	144	557	.8	5.1	92	351	.5	4.4	42	192	.2	3.3
WOGL-FM																				
SP '98	130	406	.7	8.0	94	347	.5	5.8	154	558	.8	5.8	147	385	.8	7.3	83	249	.4	6.4
4-Book	100	328	.5	6.1	130	401	.7	7.3	156	543	.8	5.6	126	391	.7	6.0	70	214	.4	5.5
WPEN-AM																				
SP '98	3	15		.2	9	37		.6	10	28	.1	.4	2	9		.1				
4-Book	5	18		.3	11	48	.1	.7	14	43	.1	.5	7	23		.3	10	25	.1	.8
WPHI-FM																				
SP '98	73	220	.4	4.5	31	96	.2	1.9	58	189	.3	2.2	88	180	.5	4.4	36	108	.2	2.8
4-Book	89	252	.5	5.5	25	87	.2	1.4	62	206	.3	2.2	71	188	.4	3.5	38	133	.2	3.0
WPHT-AM																				
SP '98	28	103	.1	1.7	4	17		.2	38	120	.2	1.4	20	94	.1	1.0	13	51	.1	1.0
4-Book	13	51	.1	.8	15	49	.1	.8	24	90	.1	.9	11	52	.1	.5	9	31	.1	.7
WPLY-FM																				
SP '98	34	123	.2	2.1	17	98	.1	1.0	49	271	.3	1.8	21	135	.1	1.0	15	107	.1	1.2
4-Book	32	180	.2	1.9	29	147	.2	1.6	72	364	.4	2.6	61	277	.3	2.9	26	152	.2	2.0
WURD-AM																				
SP '98	11	33	.1	.7	6	24		.4	49	118	.3	1.8	16	34	.1	.8	2	8		.2
4-Book	4	11		.3	14	32	.1	.8	34	80	.2	1.2	18	43	.1	.9	2	6		.2
WUSL-FM																				
SP '98	129	307	.7	7.9	156	499	.8	9.6	187	492	1.0	7.0	91	264	.5	4.5	59	160	.3	4.5
4-Book	130	340	.7	8.1	107	352	.6	6.2	151	448	.8	5.4	91	249	.5	4.4	59	165	.3	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

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
WWDB-FM SP '98 4-Book	23 45	68 118	.1 .3	1.4 2.8	50 61	179 213	.3 .3	3.1 3.5	174 163	336 351	.9 .9	6.5 5.8	12 24	43 73	.1 .2	.6 1.2	9 26	31 94	.1 .1	.7 2.1
WWJZ-AM SP '98 4-Book					1	2		.1		2			6 3	19 6		.3 .1				
WXTU-FM SP '98 4-Book	54 45	179 193	.3 .2	3.3 2.8	48 65	176 253	.3 .4	3.0 3.7	127 129	375 403	.7 .7	4.8 4.6	93 96	329 318	.5 .5	4.6 4.6	24 34	129 156	.1 .2	1.8 2.7
+WXXM-FM SP '98 4-Book	42 34	217 170	.2 .2	2.6 2.2	37 26	189 127	.2 .1	2.3 1.5	72 66	288 282	.4 .4	2.7 2.4	71 53	276 201	.4 .3	3.5 2.6	19 18	96 95	.1 .1	1.5 1.4
WYSP-FM SP '98 4-Book	51 53	204 221	.3 .3	3.1 3.2	13 33	74 128	.1 .2	.8 1.8	85 188	360 712	.5 1.0	3.2 6.6	57 161	270 584	.3 .9	2.8 7.8	29 32	184 189	.2 .2	2.2 2.5
WYXR-FM SP '98 4-Book	54 67	268 305	.3 .4	3.3 4.2	51 54	215 222	.3 .3	3.1 3.0	141 126	406 495	.8 .7	5.3 4.5	98 98	313 392	.5 .5	4.9 4.7	43 49	195 227	.2 .3	3.3 3.9
WJBR-FM SP '98 4-Book	9 5	41 24		.6 .3	6 7	28 37		.4 .4	12 13	61 54	.1 .1	.4 .4	6 6	35 34		.3 .3	3 4	28 26		.2 .3
WKXV-FM SP '98 4-Book	2 10	16 42		.1 .6	23 22	56 84	.1 .1	1.4 1.3	17 22	105 97	.1 .1	.6 .8	18 13	76 59	.1 .1	.9 .7	16 6	51 21	.1 .1	1.2 .4
+WLEV-FM SP '98 4-Book	1 8	8 22		.1 .5	10 7	20 21	.1 .1	.6 .4	7 7	9 30		.3 .3	6 8	16 41		.3 .4	3 5	9 20		.2 .4
+WNJO-FM SP '98 4-Book	10 **	62 **	.1 **	.6 **	12 **	44 **	.1 **	.7 **	25 **	115 **	.1 **	.9 **	33 **	76 **	.2 **	1.6 **	**	9 **	**	**
WPST-FM SP '98 4-Book	10 15	66 102	.1 .1	.6 1.0	7 13	62 80		.4 .7	37 47	189 209	.2 .3	1.4 1.7	32 33	114 148	.2 .2	1.6 1.6	6 12	42 67		.5 .9
WRDR-FM SP '98 4-Book	3 5	25 18		.2 .4	1 6			.1 .1	17 11	45 32	.1 .1	.6 .4	3 5	18 19		.1 .2	5 3	16 8		.4 .3
WZZO-FM SP '98 4-Book	**	**	**	**	7 **	17 **	**	.4 **	1 **	16 **	**	**	**	**	**	**	**	9 **	**	**
TOTALS SP '98 4-Book	1630 1611	4654 4835	8.7 8.6		1625 1764	5061 5368	8.7 9.4		2670 2808	7412 7774	14.3 15.0		2013 2083	5219 5629	10.8 11.1		1301 1279	3692 3852	7.0 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

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 '98	201	6156	.9	4.9	562	4230	2.6	9.0	167	2010	.8	2.8	247	2940	1.1	5.1	63	1280	.3	3.6
WI '98	225	6263	1.0	5.6	659	4485	3.0	10.2	166	1911	.8	3.0	230	2740	1.1	4.8	76	1184	.4	4.5
FA '97	201	6117	.9	4.9	534	4210	2.5	8.4	151	2097	.7	2.5	242	3059	1.1	4.8	64	1180	.3	3.8
SU '97	189	6121	.9	4.6	501	4180	2.3	8.3	151	1978	.7	2.5	193	2918	.9	4.0	71	1220	.3	4.0
4-Book	204	6164	.9	5.0	564	4276	2.6	9.0	159	1999	.8	2.7	228	2914	1.1	4.7	69	1216	.3	4.0
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
WBEB-FM																				
SP '98	331	4177	1.5	8.1	446	2335	2.1	7.2	649	2147	3.0	10.8	424	2690	2.0	8.7	99	1226	.5	5.7
WI '98	264	4063	1.2	6.6	399	2280	1.8	6.1	515	2138	2.4	9.2	306	2267	1.4	6.3	72	968	.3	4.2
FA '97	295	3991	1.4	7.1	394	2297	1.8	6.2	567	2080	2.6	9.3	355	2266	1.6	7.0	84	1066	.4	5.0
SU '97	265	3738	1.2	6.5	347	1923	1.6	5.7	526	2057	2.4	8.7	318	2153	1.5	6.6	66	1059	.3	3.7
4-Book	289	3992	1.3	7.1	397	2209	1.8	6.3	564	2106	2.6	9.5	351	2344	1.6	7.2	80	1080	.4	4.7
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
WDAS-AM																				
SP '98	41	600	.2	1.0	78	302	.4	1.3	39	146	.2	.6	31	183	.1	.6	4	51	.1	.2
WI '98	50	607	.2	1.2	76	292	.4	1.2	45	190	.2	.8	60	224	.3	1.2	25	172	.1	1.5
FA '97	42	531	.2	1.0	71	275	.3	1.1	41	183	.2	.7	44	209	.2	.9	18	142	.1	1.1
SU '97	31	441	.1	.8	44	207	.2	.7	39	131	.2	.6	23	138	.1	.5	5	62	.1	.3
4-Book	41	545	.2	1.0	67	269	.3	1.1	41	163	.2	.7	40	189	.2	.8	13	107	.1	.8
SP '97	42	512	.2	1.0	52	241	.2	.8	59	208	.3	1.0	34	165	.2	.7	10	106	.1	.6
WDAS-FM																				
SP '98	350	3206	1.6	8.6	475	1874	2.2	7.6	389	1683	1.8	6.5	377	1896	1.7	7.7	280	1584	1.3	16.0
WI '98	345	3016	1.6	8.6	497	2006	2.3	7.7	409	1603	1.9	7.3	367	1852	1.7	7.6	275	1439	1.3	16.1
FA '97	313	3046	1.4	7.6	465	1798	2.2	7.3	429	1631	2.0	7.0	349	1840	1.6	6.9	201	1323	.9	12.0
SU '97	314	2846	1.5	7.7	409	1592	1.9	6.8	420	1514	1.9	7.0	343	1734	1.6	7.1	235	1428	1.1	13.2
4-Book	331	3029	1.5	8.1	462	1818	2.2	7.4	412	1608	1.9	7.0	359	1831	1.7	7.3	248	1444	1.2	14.3
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
WHAT-AM																				
SP '98	36	379	.2	.9	55	186	.3	.9	53	179	.2	.9	30	119	.1	.6	13	77	.1	.7
WI '98	30	421	.1	.7	32	199	.1	.5	54	200	.2	1.0	30	158	.1	.6	6	56	.1	.4
FA '97	35	399	.2	.8	47	218	.2	.7	54	190	.2	.9	38	152	.2	.8	10	98	.1	.6
SU '97	23	281	.1	.6	35	138	.2	.6	24	120	.1	.4	24	119	.1	.5	14	68	.1	.8
4-Book	31	370	.2	.8	42	185	.2	.7	46	172	.2	.8	31	137	.1	.6	11	75	.1	.6
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
WIOQ-FM																				
SP '98	155	3229	.7	3.8	164	1425	.8	2.6	245	1518	1.1	4.1	193	1758	.9	4.0	85	944	.4	4.9
WI '98	164	3230	.8	4.1	225	1633	1.0	3.5	232	1587	1.1	4.1	219	1890	1.0	4.5	73	1129	.3	4.3
FA '97	122	2775	.6	3.0	164	1219	.8	2.6	205	1485	.9	3.4	143	1513	.7	2.8	53	791	.2	3.2
SU '97	160	3504	.7	3.9	180	1377	.8	3.0	248	1747	1.1	4.1	197	1818	.9	4.1	64	1107	.3	3.6
4-Book	150	3185	.7	3.7	183	1414	.9	2.9	233	1584	1.1	3.9	188	1745	.9	3.9	69	993	.3	4.0
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
VIP -AM																				
SP '98	129	2282	.6	3.2	253	1426	1.2	4.1	189	1025	.9	3.1	175	1308	.8	3.6	42	690	.2	2.4
WI '98	177	2996	.8	4.4	339	1744	1.6	5.2	225	1375	1.0	4.0	274	1848	1.3	5.7	66	893	.3	3.9
FA '97	177	2911	.8	4.3	331	1742	1.5	5.2	248	1219	1.1	4.1	260	1804	1.2	5.2	58	843	.3	3.5
SU '97	174	2741	.8	4.2	322	1855	1.5	5.3	240	1466	1.1	4.0	256	1806	1.2	5.3	53	712	.2	3.0
4-Book	164	2733	.8	4.0	311	1692	1.5	5.0	226	1271	1.0	3.8	241	1692	1.1	5.0	55	785	.3	3.2
SP '97	164	2952	.8	3.9	289	1494	1.3	4.4	203	1152	.9	3.3	225	1662	1.0	4.5	81	1018	.4	4.5
WJJZ-FM																				
SP '98	234	3313	1.1	5.7	234	1445	1.1	3.8	392	1533	1.8	6.5	286	1888	1.3	5.9	129	1351	.6	7.4
WI '98	236	3136	1.1	5.9	267	1494	1.2	4.1	347	1373	1.6	6.2	321	1855	1.5	6.7	124	1207	.6	7.3
FA '97	224	2914	1.0	5.4	232	1404	1.1	3.6	372	1398	1.7	6.1	341	1898	1.6	6.8	121	1123	.6	7.2
SU '97	247	3043	1.1	6.0	273	1425	1.3	4.5	397	1616	1.8	6.6	293	1828	1.4	6.1	146	1153	.7	8.2
4-Book	235	3102	1.1	5.8	252	1442	1.2	4.0	377	1480	1.7	6.4	310	1867	1.5	6.4	130	1209	.6	7.5
SP '97	215	2901	1.0	5.1	239	1461	1.1	3.7	332	1565	1.5	5.4	293	1735	1.4	5.8	129	1165	.6	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

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
WMGK-FM																				
SP '98	241	3842	1.1	5.9	274	1828	1.3	4.4	423	1938	2.0	7.0	320	2355	1.5	6.6	94	1116	.4	5.4
WI '98	227	4182	1.1	5.6	268	1861	1.2	4.1	376	2100	1.7	6.7	304	2625	1.4	6.3	89	1300	.4	5.2
FA '97	264	4383	1.2	6.4	300	2325	1.4	4.7	455	2272	2.1	7.5	365	2764	1.7	7.2	106	1344	.5	6.3
SU '97	266	4630	1.2	6.5	311	2177	1.4	5.1	452	2548	2.1	7.5	363	2927	1.7	7.5	95	1408	.4	5.3
4-Book	250	4259	1.2	6.1	288	2048	1.3	4.6	427	2215	2.0	7.2	338	2668	1.6	6.9	96	1292	.4	5.6
SP '97	260	4455	1.2	6.2	289	2250	1.3	4.4	438	2310	2.0	7.1	340	2771	1.6	6.8	92	1449	.4	5.1
WMMR-FM																				
SP '98	176	3295	.8	4.3	270	1389	1.2	4.3	285	1598	1.3	4.7	206	1920	1.0	4.2	60	759	.3	3.4
WI '98	170	3216	.8	4.2	254	1419	1.2	3.9	283	1388	1.3	5.0	200	1849	.9	4.1	51	780	.2	3.0
FA '97	190	3868	.9	4.6	289	2029	1.3	4.5	314	1876	1.5	5.1	237	2222	1.1	4.7	66	974	.3	3.9
SU '97	221	3762	1.0	5.4	284	1725	1.3	4.7	415	1870	1.9	6.9	276	2175	1.3	5.7	65	1032	.3	3.7
4-Book	189	3535	.9	4.6	274	1641	1.3	4.4	324	1683	1.5	5.4	230	2042	1.1	4.7	61	886	.3	3.5
SP '97	289	4107	1.3	6.8	442	2217	2.0	6.8	509	2175	2.4	8.3	315	2539	1.5	6.3	94	1251	.4	5.2
WOGL-FM																				
SP '98	246	4105	1.1	6.0	313	1928	1.4	5.0	410	1829	1.9	6.8	308	2307	1.4	6.3	88	1135	.4	5.0
WI '98	221	3827	1.0	5.5	302	1879	1.4	4.7	328	1711	1.5	5.8	260	2109	1.2	5.4	67	1020	.3	3.9
FA '97	253	4204	1.2	6.1	326	2018	1.5	5.1	393	2001	1.8	6.4	304	2397	1.4	6.0	94	1264	.4	5.6
SU '97	256	4712	1.2	6.2	311	2271	1.4	5.1	400	2569	1.9	6.6	308	2858	1.4	6.4	104	1398	.5	5.8
4-Book	244	4212	1.1	6.0	313	2024	1.4	5.0	433	2028	1.8	6.4	295	2418	1.4	6.0	88	1204	.4	5.1
SP '97	278	4318	1.3	6.6	315	2051	1.5	4.8	433	2010	2.0	7.0	306	2399	1.4	6.1	108	1401	.5	6.0
WPEN-AM																				
SP '98	15	324	.1	.4	23	145	.1	.4	25	154	.1	.4	20	148	.1	.4	2	42	.1	.1
WI '98	19	424	.1	.5	44	217	.2	.7	24	209	.1	.4	19	201	.1	.4	10	104	.1	.6
FA '97	19	448	.1	.5	25	226	.1	.4	31	162	.1	.5	20	183	.1	.4	5	58	.1	.3
SU '97	41	554	.2	1.0	54	260	.2	.9	44	236	.2	.7	43	246	.2	.9	28	156	.1	1.6
4-Book	24	438	.1	.6	37	212	.2	.6	31	190	.1	.5	26	195	.1	.5	11	90	.1	.7
SP '97	18	456	.1	.4	26	165	.1	.4	25	227	.1	.4	21	174	.1	.4	5	100	.1	.3
WPHI-FM																				
SP '98	76	1382	.4	1.9	72	531	.3	1.2	79	721	.4	1.3	114	856	.5	2.3	72	577	.3	4.1
WI '98	84	1679	.4	2.1	107	780	.5	1.6	86	724	.4	1.5	129	955	.6	2.7	54	547	.2	3.2
FA '97	76	1413	.4	1.8	82	613	.4	1.3	80	718	.4	1.3	88	769	.4	1.7	71	608	.3	4.2
SU '97	113	1657	.5	2.8	115	824	.5	1.9	141	834	.7	2.3	156	1033	.7	3.2	87	783	.4	4.9
4-Book	87	1533	.4	2.2	94	687	.4	1.5	97	749	.5	1.6	122	903	.6	2.5	71	629	.3	4.1
SP '97	85	1569	.4	2.0	89	675	.4	1.4	100	778	.5	1.6	122	920	.6	2.4	70	695	.3	3.9
WPHT-AM																				
SP '98	30	1008	.1	.7	48	287	.2	.8	23	267	.1	.4	22	275	.1	.5	44	469	.2	2.5
WI '98	30	831	.1	.7	78	367	.4	1.2	24	295	.1	.4	32	371	.1	.7	14	134	.1	.8
FA '97	15	601	.1	.4	22	167	.1	.3	21	124	.1	.3	18	157	.1	.4	9	133	.1	.5
SU '97	22	910	.1	.5	27	245	.1	.4	19	263	.1	.3	21	328	.1	.4	27	344	.1	1.5
4-Book	24	838	.1	.6	44	267	.2	.7	22	237	.1	.4	23	283	.1	.5	24	270	.1	1.3
SP '97	22	918	.1	.5	37	325	.2	.6	23	192	.1	.4	23	219	.1	.5	20	296	.1	1.1
WPLY-FM																				
SP '98	73	2374	.3	1.8	105	1021	.5	1.7	127	994	.6	2.1	103	1193	.5	2.1	20	620	.1	1.1
WI '98	68	2275	.3	1.7	120	1058	.6	1.8	68	714	.3	1.2	89	1049	.4	1.8	27	642	.1	1.6
FA '97	84	2450	.4	2.0	113	1112	.5	1.8	107	1072	.5	1.8	122	1269	.6	2.4	49	756	.2	2.9
SU '97	118	2821	.5	2.9	180	1351	.8	3.0	172	1239	.8	2.8	141	1657	.7	2.9	53	975	.2	3.0
4-Book	86	2480	.4	2.1	130	1136	.6	2.1	119	1005	.6	2.0	114	1292	.6	2.3	37	748	.2	2.2
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
WURD-AM																				
SP '98	40	311	.2	1.0	49	210	.2	.8	71	228	.3	1.2	40	221	.2	.8	7	91	.1	.4
WI '98	18	233	.1	.4	21	122	.1	.3	30	178	.1	.5	20	131	.1	.4	2	16	.1	.1
FA '97	39	327	.2	.9	77	241	.4	1.2	55	255	.3	.9	30	209	.1	.6	13	113	.1	.8
SU '97	13	180	.1	.3	25	124	.1	.4	16	96	.1	.3	9	102	.1	.3	3	16	.1	.2
4-Book	28	263	.2	.7	43	174	.2	.7	43	189	.2	.7	25	166	.1	.5	6	59	.1	.4
SP '97	31	308	.1	.7	54	185	.2	.8	36	165	.2	.6	35	212	.2	.7	17	138	.1	.9

Target Listener Trends - Persons 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

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	
WUSL-FM																				
SP '98	162	2231	.7	4.0	199	1074	.9	3.2	204	1097	.9	3.4	180	1199	.8	3.7	102	615	.5	5.8
WI '98	137	2338	.6	3.4	183	1114	.8	2.8	161	1080	.7	2.9	160	1129	.7	3.3	89	743	.4	5.2
FA '97	145	2225	.7	3.5	187	1105	.9	2.9	168	1150	.8	2.8	178	1176	.8	3.5	99	749	.5	5.9
SU '97	140	2317	.6	3.4	157	1188	.7	2.6	193	1223	.9	3.2	146	1243	.7	3.0	98	935	.5	5.5
4-Book	146	2278	.7	3.6	182	1120	.8	2.9	182	1138	.8	3.1	166	1187	.8	3.4	97	761	.5	5.6
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
WWDB-FM																				
SP '98	91	1792	.4	2.2	103	645	.5	1.7	168	866	.8	2.8	95	723	.4	1.9	45	394	.2	2.6
WI '98	131	2105	.6	3.3	115	745	.5	1.8	256	1098	1.2	4.6	126	841	.6	2.6	58	450	.3	3.4
FA '97	99	1803	.5	2.4	142	779	.7	2.2	187	900	.9	3.1	86	684	.4	1.7	35	456	.2	2.1
SU '97	115	2295	.5	2.8	121	826	.6	2.0	193	993	.9	3.2	135	929	.6	2.8	54	569	.2	3.0
4-Book	109	1999	.5	2.7	120	749	.6	1.9	201	964	1.0	3.4	111	794	.5	2.3	48	467	.2	2.8
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
WJZ-AM																				
SP '98	1	64			2	10			2	45				9						
WI '98	1	31			1	9			2	18			1	7						
FA '97	1	45			2	37			2	10			1	19						
SU '97	8	99	.2		7	46	.1		12	54	.1	.2	13	67	.1	.3	3	22		.2
4-Book	3	60	.1		3	26			5	32		.1	4	26		.1	1	6		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	173	2319	.8	4.2	226	1371	1.0	3.6	274	1272	1.3	4.6	228	1442	1.1	4.7	67	789	.3	3.8
WI '98	170	2316	.8	4.2	218	1357	1.0	3.4	238	1268	1.1	4.2	249	1607	1.2	5.2	65	690	.3	3.8
FA '97	156	2209	.7	3.8	243	1347	1.1	3.8	219	1156	1.0	3.6	182	1373	.8	3.6	55	766	.3	3.3
SU '97	193	2482	.9	4.7	255	1444	1.2	4.2	296	1351	1.4	4.9	249	1645	1.2	5.1	75	800	.3	4.2
4-Book	173	2332	.8	4.2	236	1380	1.1	3.8	257	1262	1.2	4.3	227	1517	1.1	4.7	66	761	.3	3.8
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
+WXXM-FM																				
SP '98	96	2333	.4	2.4	128	1129	.6	2.1	149	1051	.7	2.5	130	1344	.6	2.7	27	669	.1	1.5
WI '98	87	2156	.4	2.2	100	993	.5	1.5	121	908	.6	2.2	118	1333	.5	2.4	39	687	.2	2.3
FA '97	67	1563	.3	1.6	63	657	.3	1.0	105	702	.5	1.7	100	881	.5	2.0	26	507	.1	1.6
SU '97	83	1368	.4	2.0	90	646	.4	1.5	145	603	.7	2.4	126	819	.6	2.6	34	351	.2	1.9
4-Book	83	1855	.4	2.1	95	856	.5	1.5	130	816	.6	2.2	119	1094	.6	2.4	32	554	.2	1.8
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
WYSP-FM																				
SP '98	278	4589	1.3	6.8	873	3223	4.0	14.0	359	2161	1.7	6.0	197	1736	.9	4.0	54	766	.2	3.1
WI '98	286	4534	1.3	7.1	981	3374	4.5	15.1	348	2130	1.6	6.2	181	1525	.8	3.8	52	689	.2	3.0
FA '97	329	5488	1.5	8.0	971	3438	4.5	15.2	425	2364	2.0	7.0	212	1675	1.0	4.2	50	847	.2	3.0
SU '97	274	4926	1.3	6.7	891	3213	4.1	14.7	293	2120	1.4	4.8	187	1649	.9	3.9	64	935	.3	3.6
4-Book	292	4884	1.4	7.2	929	3312	4.3	14.8	356	2194	1.7	6.0	194	1646	.9	4.0	55	809	.2	3.2
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
WYXR-FM																				
SP '98	172	3267	.8	4.2	219	1517	1.0	3.5	265	1431	1.2	4.4	231	2025	1.1	4.7	62	1017	.3	3.5
WI '98	172	3455	.8	4.3	229	1746	1.1	3.5	263	1631	1.2	4.7	217	1879	1.0	4.5	78	1018	.4	4.6
FA '97	162	3151	.7	3.9	220	1586	1.0	3.4	264	1315	1.2	4.3	243	1758	1.1	4.8	57	927	.3	3.4
SU '97	181	3698	.8	4.4	217	1686	1.0	3.6	283	1769	1.3	4.7	217	2222	1.0	4.5	90	1172	.4	5.1
4-Book	172	3393	.8	4.2	221	1634	1.0	3.5	269	1537	1.2	4.5	227	1971	1.1	4.6	72	1034	.4	4.2
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
WJBR-FM																				
SP '98	21	421	.1	.5	34	161	.2	.5	39	179	.2	.6	24	219	.1	.5	8	133		.5
WI '98	21	507	.1	.5	31	235	.1	.5	43	218	.2	.8	26	219	.1	.5	6	154		.4
FA '97	20	524	.1	.5	33	236	.2	.5	32	193	.1	.5	24	224	.1	.5	7	91		.4
SU '97	23	485	.1	.6	32	196	.1	.5	38	187	.2	.6	28	230	.1	.6	7	115		.4
4-Book	21	484	.1	.5	33	207	.2	.5	38	194	.2	.6	26	223	.1	.5	7	123		.4
SP '97	29	547	.1	.7	42	253	.2	.6	54	226	.2	.9	36	250	.2	.7	5	116		.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

Persons 25-54

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
WKXV-FM																				
SP '98	48	1004	.2	1.2	81	516	.4	1.3	84	480	.4	1.4	73	581	.3	1.5	11	202	.1	.6
WI '98	47	1044	.2	1.2	57	469	.3	.9	54	416	.2	1.0	93	628	.4	1.9	29	249	.1	1.7
FA '97	53	943	.2	1.3	84	462	.4	1.3	66	380	.3	1.1	88	595	.4	1.7	29	257	.1	1.7
SU '97	38	926	.2	.9	43	369	.2	.7	60	428	.3	1.0	60	518	.3	1.2	11	234	.1	.6
4-Book	47	979	.2	1.2	66	454	.3	1.1	66	426	.3	1.1	79	581	.4	1.6	20	236	.1	1.2
SP '97	35	934	.2	.8	46	377	.2	.7	56	391	.3	.9	53	505	.2	1.1	12	182	.1	.7
+WLEV-FM																				
SP '98	12	223	.1	.3	10	64		.2	22	78	.1	.4	15	123	.1	.3	1	23		.1
WI '98	20	324	.1	.5	13	140	.1	.2	30	127	.1	.5	27	125	.1	.6	13	136	.1	.8
FA '97	31	402	.1	.8	24	121	.1	.4	64	195	.3	1.0	46	194	.2	.9	15	149	.1	.9
SU '97	14	346	.1	.3	16	137	.1	.3	30	173	.1	.5	15	217	.1	.3	4	93		.2
4-Book	19	324	.1	.5	16	116	.1	.3	37	143	.2	.6	26	165	.1	.5	8	100	.1	.5
SP '97	13	214	.1	.3	20	95	.1	.3	29	85	.1	.5	13	110	.1	.3	2	46		.1
+WNJO-FM																				
SP '98	37	826	.2	.9	36	352	.2	.6	59	416	.3	1.0	44	425	.2	.9	12	237	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	13	288	.1	.3	25	174	.1	.4	22	149	.1	.4	15	147	.1	.3	3	83		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	51	1535	.2	1.3	77	690	.4	1.2	67	658	.3	1.1	83	800	.4	1.7	20	448	.1	1.1
WI '98	45	1502	.2	1.1	59	596	.3	.9	67	539	.3	1.2	60	686	.3	1.2	16	380	.1	.9
FA '97	44	1543	.2	1.1	52	633	.2	.8	72	629	.3	1.2	60	773	.3	1.2	19	516	.1	1.1
SU '97	53	1762	.2	1.3	56	626	.3	.9	82	710	.4	1.4	69	953	.3	1.4	18	429	.1	1.0
4-Book	48	1586	.2	1.2	61	636	.3	1.0	72	634	.3	1.2	68	803	.3	1.4	18	443	.1	1.0
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
WRDR-FM																				
SP '98	11	226	.1	.3	7	122		.1	18	97	.1	.3	17	127	.1	.3	4	44		.2
WI '98	17	260	.1	.4	13	148	.1	.2	27	146	.1	.5	25	169	.1	.5	5	51		.3
FA '97	12	205	.1	.3	16	96	.1	.3	24	127	.1	.4	13	97	.1	.3	2	48		.1
SU '97	6	129	.1	.1	6	61	.1	.1	10	56	.2	.2	5	64	.1	.1	1	12		.1
4-Book	12	205	.1	.3	11	107	.1	.2	20	107	.1	.4	15	114	.1	.3	3	39		.2
SP '97	9	183		.2	8	107		.1	21	83	.1	.3	10	105		.2	3	55		.2
WZZO-FM																				
SP '98	18	224	.1	.4	30	125	.1	.5	32	89	.1	.5	26	126	.1	.5	4	38		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	4072	20952	18.8		6233	18903	28.8		6005	16178	27.8		4885	18499	22.6		1751	12164	8.1	
WI '98	4027	21060	18.6		6489	19260	30.0		5619	15927	26.0		4826	18178	22.3		1705	12008	7.9	
FA '97	4128	21084	19.1		6389	19433	29.6		6101	16382	28.2		5040	18632	23.3		1675	12186	7.8	
SU '97	4099	21154	19.0		6051	18935	28.0		6042	16975	28.0		4840	18915	22.4		1778	12606	8.2	
4-Book	4082	21063	18.9		6291	19133	29.1		5942	16366	27.5		4898	18556	22.7		1727	12241	8.0	
SP '97	4223	21180	19.5		6525	19387	30.2		6168	16578	28.5		5011	18703	23.2		1791	12781	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 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 '98	313	5626	1.4	5.5	94	2697	.4	3.5	227	1251	1.1	8.3	91	590	.4	2.0	74	416	.3	2.3
4-Book	305	5664	1.4	5.4	116	2830	.6	4.2	280	1289	1.3	10.1	123	711	.6	2.7	79	446	.3	2.5
WBEB-FM																				
SP '98	517	3669	2.4	9.0	157	2000	.7	5.9	191	646	.9	7.0	320	890	1.5	7.0	206	689	1.0	6.3
4-Book	447	3399	2.1	7.8	148	1961	.7	5.4	157	550	.7	5.7	298	900	1.4	6.5	195	659	.9	6.1
WDAS-AM																				
SP '98	48	357	.2	.8	54	513	.2	2.0	32	89	.1	1.2	15	60	.1	.3	15	35	.1	.5
4-Book	48	334	.2	.8	47	444	.2	1.7	31	73	.1	1.1	31	72	.2	.7	16	39	.1	.6
WDAS-FM																				
SP '98	412	2719	1.9	7.2	287	2252	1.3	10.7	242	632	1.1	8.9	405	1051	1.9	8.9	359	868	1.7	11.0
4-Book	411	2590	1.9	7.2	242	1905	1.1	8.9	189	535	.9	6.8	369	858	1.7	8.0	295	723	1.4	9.3
WHAT-AM																				
SP '98	46	247	.2	.8	34	271	.2	1.3	24	57	.1	.9	27	57	.1	.6	22	44	.1	.7
4-Book	40	271	.2	.7	28	241	.1	1.0	26	62	.1	1.0	44	91	.2	1.0	24	64	.1	.8
WIOQ-FM																				
SP '98	204	2644	.9	3.6	116	1569	.5	4.3	65	326	.3	2.4	204	720	.9	4.5	201	616	.9	6.2
4-Book	204	2614	.9	3.6	111	1627	.5	4.1	96	354	.5	3.4	212	727	1.0	4.6	158	512	.7	4.9
WIP -AM																				
SP '98	204	2015	.9	3.6	52	858	.2	1.9	82	290	.4	3.0	108	420	.5	2.4	62	224	.3	1.9
4-Book	257	2453	1.2	4.5	73	1148	.4	2.6	99	367	.5	3.6	120	459	.6	2.6	84	322	.4	2.6
WJJZ-FM																				
SP '98	311	2603	1.4	5.4	169	1827	.8	6.3	128	371	.6	4.7	277	688	1.3	6.1	215	599	1.0	6.6
4-Book	318	2503	1.5	5.6	160	1767	.8	5.8	129	407	.6	4.6	256	711	1.2	5.6	198	590	.9	6.2
WMGK-FM																				
SP '98	346	3311	1.6	6.0	156	1958	.7	5.8	162	534	.7	5.9	329	992	1.5	7.2	205	673	.9	6.3
4-Book	357	3645	1.7	6.2	163	2260	.8	6.0	155	536	.7	5.6	346	1083	1.6	7.5	230	787	1.1	7.2
WMMR-FM																				
SP '98	256	2722	1.2	4.5	111	1718	.5	4.1	143	483	.7	5.2	244	903	1.1	5.4	114	526	.5	3.5
4-Book	280	2929	1.3	4.9	115	1825	.5	4.2	126	453	.6	4.5	225	817	1.0	4.9	132	559	.6	4.1
WOGL-FM																				
SP '98	349	3286	1.6	6.1	170	2205	.8	6.3	117	481	.5	4.3	240	860	1.1	5.3	221	698	1.0	6.8
4-Book	334	3461	1.6	5.9	190	2288	.9	6.9	158	592	.7	5.7	311	972	1.4	6.8	236	768	1.1	7.4
WPEN-AM																				
SP '98	23	229	.1	.4	11	183	.1	.4	23	58	.1	.8	20	58	.1	.4	9	50	.1	.3
4-Book	31	334	.1	.5	19	239	.1	.7	24	75	.1	.9	24	65	.1	.5	19	52	.1	.6
WPHI-FM																				
SP '98	88	1190	.4	1.5	58	679	.3	2.2	25	106	.1	.9	78	282	.4	1.7	71	233	.3	2.2
4-Book	104	1292	.5	1.8	69	818	.3	2.6	49	159	.2	1.7	115	350	.6	2.5	93	273	.4	2.9
WPHT-AM																				
SP '98	30	577	.1	.5	21	423	.1	.8	3	10	.1	.1	12	54	.1	.3	7	38	.1	.2
4-Book	29	543	.1	.5	17	327	.1	.6	13	47	.1	.5	12	46	.1	.3	11	40	.1	.3
WPLY-FM																				
SP '98	113	1904	.5	2.0	37	1050	.2	1.4	31	159	.1	1.1	63	419	.3	1.4	61	340	.3	1.9
4-Book	121	2035	.6	2.1	57	1209	.3	2.1	47	224	.2	1.7	111	508	.5	2.4	74	375	.4	2.3
WURD-AM																				
SP '98	55	282	.3	1.0	36	275	.2	1.3	49	141	.2	1.8	91	214	.4	2.0	36	92	.2	1.1
4-Book	37	244	.2	.7	24	180	.1	.9	31	76	.2	1.1	53	132	.2	1.2	19	48	.1	.6
WUSL-FM																				
SP '98	195	1757	.9	3.4	146	1460	.7	5.4	119	365	.6	4.4	205	512	.9	4.5	187	421	.9	5.7
4-Book	177	1831	.8	3.1	126	1367	.6	4.6	92	295	.4	3.4	187	550	.9	4.1	153	389	.7	4.8

** 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 - 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	
WWDB-FM SP '98 4-Book	125 148	1367 1519	.6 .7	2.2 2.6	61 81	781 913	.3 .4	2.3 3.0	74 97	201 279	.3 .4	2.7 3.5	66 79	223 230	.3 .4	1.4 1.7	22 51	51 124	.1 .2	.7 1.6
WWJZ-AM SP '98 4-Book	2 4	45 52		.1	1 2	27 23		.1	1 4	8 10		.1	3	6		.1	3	6		.1
WXTU-FM SP '98 4-Book	245 241	2001 2030	1.1 1.1	4.3 4.2	118 124	1372 1407	.5 .6	4.4 4.6	118 128	424 436	.5 .6	4.3 4.6	237 255	765 745	1.1 1.2	5.2 5.5	187 165	518 489	.9 .8	5.7 5.1
+WXXM-FM SP '98 4-Book	137 116	1951 1551	.6 .5	2.4 2.0	69 60	1177 977	.3 .3	2.6 2.2	39 57	158 207	.2 .3	1.4 2.0	158 122	563 443	.7 .6	3.5 2.7	104 84	414 349	.5 .4	3.2 2.6
WYSP-FM SP '98 4-Book	468 483	4186 4204	2.2 2.3	8.2 8.4	90 111	1503 1861	.4 .5	3.4 4.1	119 100	457 361	.6 .5	4.4 3.6	201 169	732 645	.9 .8	4.4 3.7	153 120	553 453	.7 .6	4.7 3.7
WYXR-FM SP '98 4-Book	240 241	2649 2783	1.1 1.1	4.2 4.2	125 116	1604 1757	.6 .5	4.7 4.3	104 112	385 416	.5 .5	3.8 4.0	261 237	729 778	1.2 1.1	5.7 5.1	197 156	586 568	.9 .7	6.0 4.8
WJBR-FM SP '98 4-Book	33 33	291 369	.2 .2	.6 .6	8 11	187 222	.1 .1	.3 .4	5 11	31 42	.1 .1	.2 .4	8 20	55 81	.1 .1	.2 .5	4 11	39 54	.1 .1	.1 .3
WKXV-FM SP '98 4-Book	80 70	905 838	.4 .4	1.4 1.2	16 22	304 349	.1 .1	.6 .8	19 30	71 103	.1 .1	.7 1.1	23 41	103 126	.1 .2	.5 .9	5 23	36 82	.1 .1	.2 .8
+WLEV-FM SP '98 4-Book	16 27	162 233	.1 .1	.3 .5	13 13	110 151	.1 .1	.5 .5	1 7	16 23		.2	33 26	60 54	.2 .2	.7 .6	18 17	35 46	.1 .1	.6 .5
+WNJO-FM SP '98 4-Book	48 **	624 **	.2 **	.8 **	36 **	488 **	.2 **	1.3 **	36 **	112 **	.2 **	1.3 **	51 **	173 **	.2 **	1.1 **	35 **	138 **	.2 **	1.1 **
WPST-FM SP '98 4-Book	75 67	1233 1262	.3 .3	1.3 1.2	30 34	663 752	.1 .1	1.1 1.2	22 23	138 122	.1 .1	.8 .8	75 72	325 307	.3 .3	1.6 1.5	49 47	227 242	.2 .2	1.5 1.5
WRDR-FM SP '98 4-Book	15 16	189 165	.1 .1	.3 .3	11 10	126 116	.1 .1	.4 .4	11 10	22 27	.1 .1	.4 .4	20 24	56 55	.1 .1	.4 .5	19 15	62 51	.1 .1	.6 .5
WZZO-FM SP '98 4-Book	29 **	170 **	.1 **	.5 **	6 **	87 **	.2 **	.2 **	8 **	17 **	.3 **	.3 **	23 **	62 **	.1 **	.5 **	10 **	17 **	.1 **	.3 **
TOTALS SP '98 4-Book	5731 5728	20681 20792	26.5 26.5		2679 2731	17063 17508	12.4 12.6		2725 2785	7873 7905	12.6 12.9		4556 4607	11035 11162	21.1 21.3		3265 3202	8397 8448	15.1 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 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 '98	30	219	.1	1.6	181	903	.8	8.9	103	668	.5	3.3	39	286	.2	1.7	33	261	.2	2.2
4-Book	45	326	.2	2.5	242	1091	1.1	11.1	90	561	.4	2.8	65	343	.3	2.7	45	328	.2	3.0
WBEB-FM																				
SP '98	95	346	.4	5.1	98	306	.5	4.8	148	578	.7	4.8	142	443	.7	6.2	55	237	.3	3.7
4-Book	84	353	.4	4.6	99	355	.5	4.6	167	595	.8	5.1	119	411	.6	5.0	61	248	.3	4.1
WDAS-AM																				
SP '98	8	29		.4	195	398	.9	9.6	118	300	.5	3.8	43	94	.2	1.9	20	56	.1	1.3
4-Book	10	26		.6	145	306	.7	6.7	96	261	.5	3.0	38	88	.2	1.7	18	40	.1	1.2
WDAS-FM																				
SP '98	265	644	1.2	14.3	141	336	.7	6.9	196	553	.9	6.3	183	419	.8	8.0	458	824	2.1	30.5
4-Book	202	513	.9	11.1	134	324	.6	6.1	157	464	.7	4.9	185	398	.9	7.8	373	689	1.7	25.0
WHAT-AM																				
SP '98	28	60	.1	1.5	78	158	.4	3.8	53	158	.2	1.7	31	61	.1	1.4	15	25	.1	1.0
4-Book	12	34	.1	.7	52	105	.2	2.4	42	123	.2	1.3	22	50	.1	.9	7	12		.5
WIOQ-FM																				
SP '98	103	376	.5	5.6	33	106	.2	1.6	105	362	.5	3.4	123	337	.6	5.4	86	231	.4	5.7
4-Book	89	374	.4	4.9	41	152	.2	1.9	111	453	.5	3.4	96	325	.5	4.0	76	265	.4	5.0
WIP -AM																				
SP '98	9	62		.5	34	189	.2	1.7	44	227	.2	1.4	40	124	.2	1.8	37	131	.2	2.5
4-Book	29	101	.1	1.6	59	234	.3	2.7	91	357	.4	2.8	72	237	.3	3.0	35	162	.2	2.4
WJZZ-FM																				
SP '98	166	522	.8	8.9	100	369	.5	4.9	164	507	.8	5.3	168	437	.8	7.4	116	365	.5	7.7
4-Book	152	477	.7	8.3	92	311	.5	4.2	187	551	.9	5.8	148	420	.7	6.2	100	324	.5	6.7
WMGK-FM																				
SP '98	84	378	.4	4.5	53	265	.2	2.6	164	627	.8	5.3	167	505	.8	7.3	73	272	.3	4.9
4-Book	100	394	.5	5.4	53	260	.2	2.4	180	724	.9	5.5	161	558	.8	6.8	71	304	.3	4.7
WMMR-FM																				
SP '98	54	285	.2	2.9	76	267	.4	3.7	132	516	.6	4.3	81	327	.4	3.6	40	207	.2	2.7
4-Book	63	276	.3	3.4	83	304	.4	3.9	146	572	.7	4.5	95	365	.5	4.0	44	208	.2	2.9
WOGL-FM																				
SP '98	154	552	.7	8.3	127	465	.6	6.2	193	726	.9	6.2	185	521	.9	8.1	121	355	.6	8.1
4-Book	132	463	.6	7.2	189	568	.9	8.6	210	723	1.0	6.4	172	541	.8	7.2	113	323	.5	7.7
WPEN-AM																				
SP '98	3	15		.2	16	66	.1	.8	14	43	.1	.5	2	9		.1				
4-Book	11	35		.6	17	68	.1	.8	24	73	.2	.8	15	39	.1	.6	15	41	.1	1.0
WPH1-FM																				
SP '98	73	220	.3	3.9	31	96	.1	1.5	58	189	.3	1.9	88	180	.4	3.9	36	108	.2	2.4
4-Book	91	261	.4	5.0	27	90	.1	1.2	63	210	.3	1.9	72	193	.4	3.1	38	136	.2	2.6
WPHT-AM																				
SP '98	37	134	.2	2.0	11	36	.1	.5	52	171	.2	1.7	27	134	.1	1.2	13	51	.1	.9
4-Book	18	68	.1	1.0	19	72	.1	.9	35	122	.2	1.1	14	67	.1	.6	11	38	.1	.8
WPLY-FM																				
SP '98	34	123	.2	1.8	17	98	.1	.8	51	294	.2	1.6	21	135	.1	.9	16	123	.1	1.1
4-Book	32	184	.2	1.8	29	150	.2	1.3	73	370	.3	2.2	61	277	.3	2.5	26	158	.1	1.7
WURD-AM																				
SP '98	11	33	.1	.6	15	39	.1	.7	56	147	.3	1.8	21	44	.1	.9	2	13		.1
4-Book	5	12		.3	17	40	.1	.8	39	98	.2	1.2	22	50	.1	.9	3	9		.2
WUSL-FM																				
SP '98	139	322	.6	7.5	157	505	.7	7.7	191	510	.9	6.2	99	288	.5	4.3	64	176	.3	4.3
4-Book	138	354	.6	7.5	111	363	.5	5.2	156	465	.7	4.8	96	259	.5	4.0	64	176	.3	4.3

** 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 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
WWDB-FM SP '98 4-Book	32 55	99 151	.1 .2	1.7 3.0	63 79	219 273	.3 .4	3.1 3.6	193 204	381 441	.9 1.0	6.2 6.3	13 34	50 105	.1 .2	.6 1.4	12 34	51 123	.1 .2	.8 2.3
WWJZ-AM SP '98 4-Book	1	4			2	5		.1	2	6		.1	4	19		.3	1	2		.1
WXTU-FM SP '98 4-Book	58 50	199 229	.3 .2	3.1 2.8	65 84	229 309	.3 .4	3.2 3.9	151 160	440 497	.7 .7	4.9 4.9	100 112	356 369	.5 .5	4.4 4.7	26 40	143 182	.1 .2	1.7 2.7
+WXXM-FM SP '98 4-Book	43 37	225 188	.2 .2	2.3 2.0	37 28	189 140	.2 .2	1.8 1.3	73 71	296 309	.3 .3	2.4 2.2	73 59	284 229	.3 .3	3.2 2.5	19 20	104 106	.1 .1	1.3 1.3
WYSP-FM SP '98 4-Book	51 54	204 227	.2 .3	2.7 2.9	14 35	82 137	.1 .2	.7 1.6	87 200	390 765	.4 .9	2.8 5.9	62 171	290 621	.3 .8	2.7 7.1	33 34	214 201	.2 .2	2.2 2.3
WYXR-FM SP '98 4-Book	62 72	299 328	.3 .3	3.3 3.9	59 59	239 248	.3 .3	2.9 2.7	161 135	459 534	.7 .6	5.2 4.2	104 103	350 418	.5 .5	4.6 4.3	43 50	195 234	.2 .3	2.9 3.4
WJBR-FM SP '98 4-Book	13 7	58 37	.1 .4	.7 .4	7 8	36 45		.3 .3	16 17	76 68	.1 .1	.5 .5	8 7	42 41	.4 .3		3 6	28 30		.2 .4
WKXW-FM SP '98 4-Book	2 11	16 46	.1 .1	.1 .6	27 28	80 102	.1 .1	1.3 1.3	18 24	111 107	.1 .1	.6 .7	21 16	91 73	.1 .1	.9 .7	17 6	58 29	.1 .1	1.1 .4
+WLEV-FM SP '98 4-Book	2 12	16 32	.1 .7	.1 .7	17 12	27 37	.1 .1	.8 .5	14 14	16 41	.1 .1	.5 .4	8 11	24 54	.4 .1	.4 .5	6 7	24 30		.4 .5
+WNJO-FM SP '98 4-Book	29 **	121 **	.1 **	1.6 **	28 **	92 **	.1 **	1.4 **	55 **	176 **	.3 **	1.8 **	49 **	119 **	.2 **	2.2 **	2 **	16 **	**	.1 **
WPST-FM SP '98 4-Book	10 16	66 107	.5 .1	.5 .9	7 14	62 82	.3 .1	.3 .7	39 50	204 226	.2 .2	1.3 1.6	32 35	114 155	.1 .1	1.4 1.5	6 12	42 69		.4 .8
WRDR-FM SP '98 4-Book	3 7	25 23	.2 .4	.2 .4	1 2	8 12		.1	19 12	51 38	.1 .1	.6 .4	7 6	38 28	.3 .3		5 3	16 8		.3 .2
WZZD-FM SP '98 4-Book	**	**	**	**	7 **	17 **		.3 **	1 **	16 **		**	**	**	**	**	**	9 **	**	**
TOTALS SP '98 4-Book	1855 1831	5406 5578	8.6 8.5		2036 2175	6133 6473	9.4 10.1		3104 3262	8621 8991	14.4 15.1		2277 2381	6042 6456	10.5 11.0		1501 1491	4251 4447	6.9 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 - Persons 25-54

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 '98	253	6572	1.4	7.4	678	4630	3.6	12.8	212	2271	1.1	4.3	285	3197	1.5	7.2	84	1392	.4	6.1
WI '98	269	6244	1.4	7.8	686	4422	3.7	12.4	211	2173	1.1	4.4	276	2916	1.5	6.9	115	1412	.6	8.2
FA '97	268	6727	1.4	7.7	703	4811	3.8	12.6	211	2502	1.1	4.3	303	3480	1.6	7.4	79	1329	.4	6.0
SU '97	247	6555	1.3	7.2	641	4762	3.5	12.4	208	2581	1.1	4.2	240	3191	1.3	6.0	93	1521	.5	6.3
4-Book	259	6525	1.4	7.5	677	4656	3.7	12.6	211	2382	1.1	4.3	276	3196	1.5	6.9	93	1414	.5	6.7
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
WBEB-FM																				
SP '98	298	3636	1.6	8.7	416	2090	2.2	7.8	571	1969	3.0	11.7	360	2345	1.9	9.0	93	1043	.5	6.8
WI '98	251	3724	1.3	7.3	369	2052	2.0	6.7	482	2040	2.6	10.0	304	2113	1.6	7.6	68	863	.4	4.8
FA '97	276	3352	1.5	7.9	385	2048	2.1	6.9	534	1857	2.9	10.8	332	2036	1.8	8.1	70	934	.4	5.3
SU '97	270	3401	1.5	7.8	352	1884	1.9	6.8	514	1948	2.8	10.4	322	2023	1.7	8.1	68	973	.4	4.6
4-Book	274	3528	1.5	7.9	381	2019	2.1	7.1	525	1954	2.8	10.7	330	2129	1.8	8.2	75	953	.4	5.4
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
WDAS-AM																				
SP '98	52	606	.3	1.5	94	323	.5	1.8	46	188	.2	.9	43	217	.2	1.1	12	119	.1	.9
WI '98	48	580	.3	1.4	85	271	.5	1.5	37	209	.2	.8	46	192	.2	1.1	23	187	.1	1.6
FA '97	51	588	.3	1.5	88	299	.5	1.6	55	201	.3	1.1	54	216	.3	1.3	21	131	.1	1.6
SU '97	34	482	.2	1.0	49	202	.3	.9	42	157	.2	.9	22	136	.1	.6	3	62	.2	.2
4-Book	46	564	.3	1.4	79	274	.5	1.5	45	189	.2	.9	41	190	.2	1.0	15	125	.1	1.1
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
WDAS-FM																				
SP '98	280	2408	1.5	8.2	378	1495	2.0	7.1	332	1286	1.8	6.8	304	1525	1.6	7.6	194	1153	1.0	14.2
WI '98	254	2191	1.4	7.4	388	1469	2.1	7.0	286	1071	1.5	5.9	257	1345	1.4	6.4	203	1039	1.1	14.4
FA '97	233	2210	1.2	6.7	343	1337	1.8	6.2	300	1162	1.6	6.1	263	1302	1.4	6.4	145	902	.8	11.0
SU '97	254	2055	1.4	7.4	346	1188	1.9	6.7	324	1146	1.8	6.6	253	1242	1.4	6.4	198	1081	1.1	13.5
4-Book	255	2216	1.4	7.4	364	1372	2.0	6.8	311	1166	1.7	6.4	269	1354	1.5	6.7	185	1044	1.0	13.3
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
WHAT-AM																				
SP '98	39	517	.2	1.1	53	236	.3	1.0	54	233	.3	1.1	29	115	.2	.7	17	114	.1	1.2
WI '98	30	462	.2	.9	34	205	.2	.6	57	219	.3	1.2	34	170	.2	.8	5	73	.4	.4
FA '97	42	514	.2	1.2	59	241	.3	1.1	65	225	.3	1.3	39	173	.2	.9	11	116	.1	.8
SU '97	38	406	.2	1.1	41	164	.2	.8	52	220	.3	1.1	39	197	.2	1.0	20	112	.1	1.4
4-Book	37	475	.2	1.1	47	212	.3	.9	57	224	.3	1.2	35	164	.2	.9	13	104	.1	1.0
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
WIOQ-FM																				
SP '98	84	1764	.4	2.5	100	773	.5	1.9	123	761	.7	2.5	105	950	.6	2.6	40	452	.2	2.9
WI '98	84	1760	.4	2.4	121	927	.6	2.2	114	840	.6	2.4	117	1014	.6	2.9	34	543	.2	2.4
FA '97	60	1468	.3	1.7	95	598	.5	1.7	95	761	.5	1.9	62	772	.3	1.5	23	360	.1	1.7
SU '97	83	1983	.5	2.4	89	749	.5	1.7	130	953	.7	2.6	101	1045	.5	2.5	32	541	.2	2.2
4-Book	78	1744	.4	2.3	101	762	.5	1.9	116	829	.6	2.4	96	945	.5	2.4	32	474	.2	2.3
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
WIP -AM																				
SP '98	102	1831	.5	3.0	236	1246	1.3	4.4	136	819	.7	2.8	123	1006	.7	3.1	28	491	.1	2.0
WI '98	147	2536	.8	4.3	288	1488	1.5	5.2	177	1243	.9	3.7	217	1592	1.2	5.4	55	719	.3	3.9
FA '97	151	2378	.8	4.3	298	1495	1.6	5.4	200	999	1.1	4.0	202	1486	1.1	4.9	53	750	.3	4.0
SU '97	139	2211	.8	4.0	282	1527	1.5	5.5	184	1203	1.0	3.7	197	1414	1.1	5.0	43	542	.2	2.9
4-Book	135	2239	.7	3.9	276	1439	1.5	5.1	174	1066	.9	3.6	185	1375	1.0	4.6	45	626	.2	3.2
SP '97	150	2676	.8	4.3	279	1428	1.5	4.9	176	1145	1.0	3.6	197	1517	1.1	4.9	75	880	.4	5.5
WJZ-FM																				
SP '98	247	3232	1.3	7.2	246	1379	1.3	4.6	411	1560	2.2	8.4	314	1935	1.7	7.9	120	1240	.6	8.8
WI '98	246	3053	1.3	7.1	265	1481	1.4	4.8	360	1380	1.9	7.4	333	1881	1.8	8.3	128	1210	.7	9.1
FA '97	207	2784	1.1	5.9	228	1414	1.2	4.1	317	1329	1.7	6.4	305	1824	1.6	7.4	110	1014	.6	8.3
SU '97	238	2806	1.3	6.9	259	1364	1.4	5.0	384	1569	2.1	7.8	305	1774	1.7	7.7	143	1142	.8	9.7
4-Book	235	2969	1.3	6.8	250	1410	1.3	4.6	368	1460	2.0	7.5	314	1854	1.7	7.8	125	1152	.7	9.0
SP '97	201	2761	1.1	5.8	217	1406	1.2	3.8	300	1455	1.6	6.1	286	1732	1.6	7.1	108	1060	.6	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

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
WMGK-FM																				
SP '98	160	2469	.9	4.7	175	1187	.9	3.3	268	1235	1.4	5.5	213	1489	1.1	5.4	72	783	.4	5.3
WI '98	149	2701	.8	4.3	183	1177	1.0	3.3	261	1454	1.4	5.4	185	1674	1.0	4.6	50	790	.3	3.5
FA '97	167	2557	.9	4.8	199	1415	1.1	3.6	273	1312	1.5	5.5	220	1676	1.2	5.4	66	780	.4	5.0
SU '97	144	2819	.8	4.2	173	1287	.9	3.4	251	1481	1.4	5.1	192	1709	1.0	4.8	45	784	.2	3.1
4-Book	155	2637	.9	4.5	183	1267	1.0	3.4	263	1371	1.4	5.4	203	1637	1.1	5.1	58	784	.3	4.2
SP '97	158	2736	.9	4.5	168	1411	.9	3.0	263	1514	1.4	5.3	208	1609	1.1	5.2	52	876	.3	3.8
WMMR-FM																				
SP '98	97	1814	.5	2.8	167	860	.9	3.1	162	835	.9	3.3	99	986	.5	2.5	16	297	.1	1.2
WI '98	110	1887	.6	3.2	169	872	.9	3.1	188	928	1.0	3.9	132	1091	.7	3.3	39	462	.2	2.8
FA '97	110	2126	.6	3.2	190	1160	1.0	3.4	180	1016	1.0	3.6	119	1239	.6	2.9	34	540	.2	2.6
SU '97	117	1975	.6	3.4	151	859	.8	2.9	207	945	1.1	4.2	151	1219	.8	3.8	38	525	.2	2.6
4-Book	109	1951	.6	3.2	169	938	.9	3.1	184	931	1.0	3.8	125	1134	.7	3.1	32	456	.2	2.3
SP '97	157	2251	.9	4.5	273	1167	1.5	4.8	290	1217	1.6	5.9	166	1368	.9	4.1	34	552	.2	2.5
WOGL-FM																				
SP '98	273	4157	1.5	8.0	371	2099	2.0	7.0	447	2052	2.4	9.1	332	2321	1.8	8.3	97	1229	.5	7.1
WI '98	248	3965	1.3	7.2	345	2085	1.8	6.2	354	1803	1.9	7.3	282	2194	1.5	7.0	75	1077	.4	5.3
FA '97	297	4439	1.6	8.5	408	2171	2.2	7.3	442	2129	2.4	8.9	338	2518	1.8	8.2	106	1382	.6	8.0
SU '97	292	4689	1.6	8.5	356	2376	1.9	6.9	451	2619	2.4	9.2	341	2851	1.8	8.6	121	1412	.7	8.2
4-Book	278	4313	1.5	8.1	370	2183	2.0	6.9	424	2151	2.3	8.6	323	2471	1.7	8.0	100	1275	.6	7.2
SP '97	301	4401	1.6	8.6	365	2207	2.0	6.5	452	2065	2.5	9.2	334	2490	1.8	8.3	120	1434	.7	8.8
WPEN-AM																				
SP '98	71	946	.4	2.1	110	523	.6	2.1	88	568	.5	1.8	83	562	.4	2.1	27	257	.1	2.0
WI '98	74	1028	.4	2.1	145	608	.8	2.6	95	563	.5	2.0	85	539	.5	2.1	24	279	.1	1.7
FA '97	65	979	.3	1.9	114	546	.6	2.0	79	479	.4	1.6	63	476	.3	1.5	25	234	.1	1.9
SU '97	110	1215	.6	3.2	158	736	.9	3.1	135	699	.7	2.7	134	679	.7	3.4	54	344	.3	3.7
4-Book	80	1042	.4	2.3	132	603	.7	2.5	99	577	.5	2.0	91	564	.5	2.3	33	279	.2	2.3
SP '97	72	1071	.4	2.1	139	568	.8	2.5	100	603	.5	2.0	71	511	.4	1.8	16	236	.1	1.2
WPHI-FM																				
SP '98	19	572	.1	.6	20	200	.1	.4	18	264	.1	.4	32	347	.2	.8	11	191	.1	.8
WI '98	30	691	.2	.9	50	351	.3	.9	24	247	.1	.5	48	358	.3	1.2	19	197	.1	1.3
FA '97	27	664	.1	.8	28	211	.1	.5	37	298	.2	.7	33	324	.2	.8	26	256	.1	2.0
SU '97	31	645	.2	.9	26	219	.1	.5	29	261	.2	.6	35	308	.2	.9	26	262	.1	1.8
4-Book	27	643	.2	.8	31	245	.2	.6	27	268	.2	.6	37	334	.2	.9	21	227	.1	1.5
SP '97	31	704	.2	.9	34	262	.2	.6	43	318	.2	.9	40	327	.2	1.0	21	254	.1	1.5
WPHT-AM																				
SP '98	34	1134	.2	1.0	74	419	.4	1.4	25	291	.1	.5	26	284	.1	.7	34	432	.2	2.5
WI '98	47	1046	.3	1.4	126	432	.7	2.3	55	432	.3	1.1	44	510	.2	1.1	15	189	.1	1.1
FA '97	26	815	.1	.7	34	250	.2	.6	38	172	.2	.8	29	220	.2	.7	13	194	.1	1.0
SU '97	32	978	.2	.9	45	316	.2	.9	37	313	.2	.8	31	383	.2	.8	34	382	.2	2.3
4-Book	35	993	.2	1.0	70	354	.4	1.3	39	302	.2	.8	33	349	.2	.8	24	299	.2	1.7
SP '97	29	1035	.2	.8	41	350	.2	.7	34	271	.2	.7	25	273	.1	.6	32	336	.2	2.3
WPLY-FM																				
SP '98	28	1081	.1	.8	46	417	.2	.9	46	342	.2	.9	39	524	.2	1.0	5	210	.1	.4
WI '98	32	1052	.2	.9	68	474	.4	1.2	32	293	.2	.7	40	467	.2	1.0	11	208	.1	.8
FA '97	23	954	.1	.7	25	386	.1	.4	25	371	.1	.5	43	480	.2	1.0	13	283	.1	1.0
SU '97	43	1149	.2	1.2	70	506	.4	1.4	65	493	.4	1.3	44	624	.2	1.1	15	327	.1	1.0
4-Book	32	1059	.2	.9	52	446	.3	1.0	42	375	.2	.9	42	524	.2	1.0	11	257	.1	.8
SP '97	34	996	.2	1.0	47	384	.3	.8	56	404	.3	1.1	36	398	.2	.9	10	198	.1	.7
WURD-AM																				
SP '98	28	221	.1	.8	36	135	.2	.7	48	152	.3	1.0	26	151	.1	.7	4	64	.1	.3
WI '98	12	120	.1	.3	19	82	.1	.3	18	90	.1	.4	15	81	.1	.4	1	8	.1	.1
FA '97	16	148	.1	.5	35	80	.2	.6	19	86	.1	.4	10	84	.1	.2	9	58	.1	.7
SU '97	10	123	.1	.3	12	61	.1	.2	16	73	.1	.3	4	65	.1	.1	3	16	.1	.2
4-Book	17	153	.1	.5	26	90	.2	.5	25	100	.2	.5	14	95	.1	.4	4	37	.1	.3
SP '97	18	209	.1	.5	27	111	.1	.5	23	110	.1	.5	22	146	.1	.5	9	98	.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

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	
WUSL-FM																				
SP '98	75	1306	.4	2.2	93	526	.5	1.8	86	593	.5	1.8	77	570	.4	1.9	44	316	.2	3.2
WI '98	66	1248	.4	1.9	98	549	.5	1.8	82	475	.4	1.7	69	481	.4	1.7	43	325	.2	3.0
FA '97	65	1230	.3	1.9	89	548	.5	1.6	73	557	.4	1.5	86	609	.5	2.1	37	293	.2	2.8
SU '97	62	1300	.3	1.8	75	541	.4	1.5	78	602	.4	1.6	69	610	.4	1.7	42	469	.2	2.9
4-Book	67	1271	.4	2.0	89	541	.5	1.7	80	557	.4	1.7	75	568	.4	1.9	42	351	.2	3.0
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
WVDB-FM																				
SP '98	130	2168	.7	3.8	148	875	.8	2.8	223	1109	1.2	4.6	132	871	.7	3.3	74	553	.4	5.4
WI '98	169	2491	.9	4.9	183	1179	1.0	3.3	319	1358	1.7	6.6	155	1038	.8	3.9	67	558	.4	4.7
FA '97	143	2289	.8	4.1	233	1049	1.2	4.2	236	1149	1.3	4.8	123	845	.7	3.0	48	647	.3	3.6
SU '97	159	2653	.9	4.6	200	1197	1.1	3.9	255	1281	1.4	5.2	180	1170	1.0	4.5	69	739	.4	4.7
4-Book	150	2400	.8	4.4	191	1075	1.0	3.6	258	1224	1.4	5.3	148	981	.8	3.7	65	624	.4	4.6
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
WWJZ-AM																				
SP '98	11	154	.1	.3	10	58	.1	.2	21	103	.1	.4	15	90	.1	.4	2	36		.1
WI '98	5	127		.1	11	78	.1	.2	12	72	.1	.2	3	53		.1		10		
FA '97	3	102		.1	2	44			2	10			9	39		.2				
SU '97	13	132	.1	.4	8	82		.2	19	64	.1	.4	22	84	.1	.6	5	49		.3
4-Book	8	129	.1	.2	8	66	.1	.2	14	62	.1	.3	12	67	.1	.3	2	24		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	176	2162	.9	5.2	230	1239	1.2	4.3	255	1235	1.4	5.2	229	1348	1.2	5.8	55	676	.3	4.0
WI '98	185	2205	1.0	5.4	258	1318	1.4	4.7	260	1250	1.4	5.4	248	1545	1.3	6.2	68	726	.4	4.8
FA '97	167	2188	.9	4.8	252	1288	1.3	4.5	240	1107	1.3	4.8	184	1337	1.0	4.5	54	610	.3	4.1
SU '97	195	2378	1.1	5.7	262	1381	1.4	5.1	283	1268	1.5	5.8	255	1615	1.4	6.4	70	703	.4	4.8
4-Book	181	2233	1.0	5.3	251	1307	1.3	4.7	260	1215	1.4	5.3	229	1461	1.2	5.7	62	679	.4	4.4
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
+WXXM-FM																				
SP '98	46	1082	.2	1.3	67	514	.4	1.3	68	472	.4	1.4	60	551	.3	1.5	12	261	.1	.9
WI '98	44	980	.2	1.3	46	480	.2	.8	78	496	.4	1.6	50	531	.3	1.2	15	229	.1	1.1
FA '97	23	747	.1	.7	24	298	.1	.4	33	295	.2	.7	31	382	.2	.8	9	185		.7
SU '97	99	1488	.5	2.9	114	733	.6	2.2	168	777	.9	3.4	147	955	.8	3.7	42	406	.2	2.9
4-Book	53	1074	.3	1.6	63	506	.3	1.2	87	510	.5	1.8	72	605	.4	1.8	20	270	.1	1.4
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
WYSP-FM																				
SP '98	99	2177	.5	2.9	347	1405	1.9	6.5	120	985	.6	2.5	59	707	.3	1.5	13	266	.1	1.0
WI '98	143	2410	.8	4.1	516	1829	2.8	9.3	172	1163	.9	3.6	77	711	.4	1.9	18	286	.1	1.3
FA '97	166	3102	.9	4.8	495	1721	2.6	8.9	201	1051	1.1	4.1	83	709	.4	2.0	28	365	.1	2.1
SU '97	111	2578	.6	3.2	413	1585	2.2	8.0	92	928	.5	1.9	52	633	.3	1.3	31	410	.2	2.1
4-Book	130	2567	.7	3.8	443	1635	2.4	8.2	146	1032	.8	3.0	68	690	.4	1.7	23	332	.1	1.6
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
WYXR-FM																				
SP '98	96	1953	.5	2.8	130	916	.7	2.4	154	868	.8	3.1	124	1212	.7	3.1	27	480	.1	2.0
WI '98	107	2074	.6	3.1	160	1061	.9	2.9	157	958	.8	3.2	130	1070	.7	3.2	52	628	.3	3.7
FA '97	99	1899	.5	2.8	144	1002	.8	2.6	163	863	.9	3.3	138	1022	.7	3.4	28	437	.1	2.1
SU '97	114	2346	.6	3.3	145	1074	.8	2.8	174	1114	.9	3.5	137	1368	.7	3.4	51	683	.3	3.5
4-Book	104	2068	.6	3.0	145	1013	.8	2.7	162	951	.9	3.3	132	1168	.7	3.3	40	557	.2	2.8
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
WJBR-FM																				
SP '98	23	398	.1	.7	41	172	.2	.8	34	193	.2	.7	21	193	.1	.5	12	122	.1	.9
WI '98	22	451	.1	.6	26	224	.1	.5	47	204	.3	1.0	25	215	.1	.6	6	93		.4
FA '97	21	491	.1	.6	33	226	.2	.6	34	202	.2	.7	29	254	.2	.7	9	109		.7
SU '97	19	352	.1	.6	30	144	.2	.6	34	161	.2	.7	20	171	.1	.5	6	72		.4
4-Book	21	423	.1	.6	33	192	.2	.6	37	190	.2	.8	24	208	.1	.6	8	99		.6
SP '97	22	447	.1	.6	33	217	.2	.6	42	173	.2	.9	28	184	.2	.7	2	55		.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 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
WKXV-FM																				
SP '98	45	845	.2	1.3	76	434	.4	1.4	76	408	.4	1.6	71	501	.4	1.8	12	218	.1	.9
WI '98	39	854	.2	1.1	49	344	.3	.9	42	280	.2	.9	73	475	.4	1.8	26	240	.1	1.8
FA '97	47	818	.3	1.3	80	471	.4	1.4	64	388	.3	1.3	73	499	.4	1.8	25	215	.1	1.9
SU '97	41	865	.2	1.2	62	409	.3	1.2	67	445	.4	1.4	52	477	.3	1.3	11	192	.1	.7
4-Book	43	846	.2	1.2	67	415	.4	1.2	62	380	.3	1.3	67	488	.4	1.7	19	216	.1	1.3
SP '97	27	742	.1	.8	40	327	.2	.7	46	322	.2	.9	36	388	.2	.9	10	147	.1	.7
+WLEV-FM																				
SP '98	16	205	.1	.5	17	74	.1	.3	35	106	.2	.7	24	126	.1	.6	2	41		.1
WI '98	22	245	.1	.6	16	138	.1	.3	36	116	.2	.7	28	107	.1	.7	12	113	.1	.9
FA '97	32	437	.2	.9	25	163	.1	.4	67	237	.4	1.4	48	206	.3	1.2	16	160	.1	1.2
SU '97	23	437	.1	.7	29	194	.2	.6	44	227	.2	.9	23	234	.1	.6	4	75		.3
4-Book	23	331	.1	.7	22	142	.1	.4	46	172	.3	.9	31	168	.2	.8	9	97	.1	.6
SP '97	22	322	.1	.6	27	148	.1	.5	39	131	.2	.8	27	180	.1	.7	7	100		.5
+WNJO-FM																				
SP '98	38	765	.2	1.1	38	333	.2	.7	55	378	.3	1.1	45	433	.2	1.1	17	256	.1	1.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	15	321	.1	.4	22	183	.1	.4	30	157	.2	.6	22	188	.1	.6	3	100		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	27	777	.1	.8	48	336	.3	.9	34	270	.2	.7	37	370	.2	.9	10	239	.1	.7
WI '98	17	718	.1	.5	23	220	.1	.4	20	210	.1	.4	24	292	.1	.6	7	131		.5
FA '97	23	764	.1	.7	26	301	.1	.5	29	319	.2	.6	33	423	.2	.8	11	279	.1	.8
SU '97	19	736	.1	.6	19	204	.1	.4	26	321	.1	.5	19	323	.1	.5	6	142		.4
4-Book	22	749	.1	.7	29	265	.2	.6	27	280	.2	.6	28	352	.2	.7	9	198	.1	.6
SP '97	12	562	.1	.3	20	200	.1	.4	18	237	.1	.4	16	308	.1	.4	6	128		.4
WRDR-FM																				
SP '98	28	533	.1	.8	16	219	.1	.3	45	260	.2	.9	40	315	.2	1.0	16	209	.1	1.2
WI '98	27	437	.1	.8	18	234	.1	.3	37	220	.2	.8	43	299	.2	1.1	8	95		.6
FA '97	23	381	.1	.7	31	210	.2	.6	37	196	.2	.7	30	200	.2	.7	3	78		.2
SU '97	14	250	.1	.4	14	108	.1	.3	22	126	.1	.4	14	148	.1	.4	6	56		.4
4-Book	23	400	.1	.7	20	193	.1	.4	35	201	.2	.7	32	241	.2	.8	8	110	.1	.6
SP '97	29	392	.2	.8	29	197	.2	.5	47	211	.3	1.0	31	218	.2	.8	9	109		.7
WZZO-FM																				
SP '98	11	111	.1	.3	23	77	.1	.4	23	42	.1	.5	11	50	.1	.3	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	3409	18141	18.2	5308	16262	28.3	4897	13890	26.1	3978	15814	21.2	1367	9969	7.3					
WI '98	3448	18163	18.4	5523	16522	29.5	4836	13842	25.8	4022	15563	21.5	1411	9972	7.5					
FA '97	3485	18104	18.6	5570	16683	29.7	4954	13936	26.4	4107	15827	21.9	1322	9867	7.1					
SU '97	3442	18005	18.7	5160	16272	28.0	4920	14472	26.7	3974	15861	21.5	1469	10356	8.0					
4-Book	3446	18103	18.5	5390	16435	28.9	4902	14035	26.3	4020	15766	21.5	1392	10041	7.5					
SP '97	3487	18087	18.9	5640	16625	30.6	4932	13994	26.7	4038	15868	21.9	1366	10347	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 '98	378	6069	2.0	8.0	146	3301	.8	6.1	369	1635	2.0	13.2	139	768	.7	3.4	107	547	.6	4.0
4-Book	374	6024	2.0	7.9	168	3468	.9	6.9	415	1732	2.3	14.8	178	935	.9	4.4	115	610	.6	4.3
WBEB-FM																				
SP '98	458	3219	2.4	9.7	150	1840	.8	6.2	176	560	.9	6.3	307	922	1.6	7.6	191	647	1.0	7.1
4-Book	420	3037	2.3	8.8	147	1823	.8	6.0	150	497	.8	5.4	306	908	1.6	7.6	200	663	1.1	7.4
WDAS-AM																				
SP '98	60	386	.3	1.3	66	516	.4	2.7	57	123	.3	2.0	34	91	.2	.8	34	87	.2	1.3
4-Book	54	355	.3	1.1	54	452	.3	2.2	38	86	.2	1.3	38	91	.2	.9	21	57	.1	.8
WDAS-FM																				
SP '98	337	2065	1.8	7.1	237	1768	1.3	9.8	207	529	1.1	7.4	361	853	1.9	8.9	297	680	1.6	11.0
4-Book	314	1892	1.7	6.6	198	1485	1.1	8.1	164	432	.9	5.8	298	692	1.6	7.4	243	571	1.3	9.0
WHAT-AM																				
SP '98	46	326	.2	1.0	43	371	.2	1.8	33	74	.2	1.2	46	99	.2	1.1	24	43	.1	.9
4-Book	47	336	.2	1.0	38	318	.2	1.5	39	92	.2	1.4	51	108	.3	1.3	29	69	.2	1.1
WIOQ-FM																				
SP '98	110	1395	.6	2.3	67	910	.4	2.8	42	192	.2	1.5	148	471	.8	3.7	119	352	.6	4.4
4-Book	105	1411	.6	2.2	60	848	.3	2.4	57	189	.3	2.0	123	392	.7	3.0	85	269	.5	3.1
WIP -AM																				
SP '98	163	1634	.9	3.4	43	690	.2	1.8	63	244	.3	2.3	98	357	.5	2.4	42	146	.2	1.6
4-Book	209	2018	1.1	4.3	64	1017	.3	2.6	95	354	.5	3.4	101	400	.5	2.5	67	273	.4	2.5
WJZ-FM																				
SP '98	331	2576	1.8	7.0	185	1893	1.0	7.7	142	423	.8	5.1	292	730	1.6	7.2	249	705	1.3	9.2
4-Book	315	2452	1.7	6.6	166	1741	.9	6.8	134	412	.8	4.7	268	721	1.4	6.6	209	624	1.1	7.7
WMGK-FM																				
SP '98	222	2175	1.2	4.7	109	1273	.6	4.5	112	375	.6	4.0	198	586	1.1	4.9	139	406	.7	5.1
4-Book	220	2272	1.2	4.6	106	1404	.6	4.3	109	336	.6	3.9	229	679	1.2	5.7	136	461	.7	5.1
WMMR-FM																				
SP '98	144	1507	.8	3.0	68	983	.4	2.8	101	338	.5	3.6	160	527	.9	4.0	63	269	.3	2.3
4-Book	161	1625	.9	3.4	66	1003	.4	2.7	79	279	.4	2.8	131	438	.7	3.3	75	292	.4	2.8
WOGL-FM																				
SP '98	389	3391	2.1	8.2	185	2292	1.0	7.7	143	526	.8	5.1	283	940	1.5	7.0	214	704	1.1	7.9
4-Book	376	3538	2.0	7.9	222	2528	1.2	9.1	195	688	1.1	6.9	383	1124	2.1	9.5	257	849	1.4	9.5
WPEN-AM																				
SP '98	93	790	.5	2.0	62	604	.3	2.6	106	247	.6	3.8	114	329	.6	2.8	61	225	.3	2.3
4-Book	107	877	.6	2.2	65	651	.4	2.7	107	278	.6	3.8	124	331	.7	3.0	77	224	.4	2.8
WPHI-FM																				
SP '98	23	482	.1	.5	18	241	.1	.7	8	38	.1	.3	23	97	.1	.6	19	75	.1	.7
4-Book	32	508	.2	.7	22	294	.1	.9	20	55	.1	.7	43	119	.2	1.1	27	80	.1	1.0
WPHT-AM																				
SP '98	40	712	.2	.8	23	435	.1	1.0	5	19	.2	.8	13	53	.1	.3	7	38	.1	.3
4-Book	46	683	.3	1.0	21	392	.1	.9	22	72	.1	.8	19	78	.1	.5	17	60	.1	.6
WPLY-FM																				
SP '98	44	804	.2	.9	15	505	.1	.6	11	93	.1	.4	21	139	.1	.5	23	164	.1	.8
4-Book	45	831	.2	1.0	22	514	.1	.9	16	96	.1	.6	40	177	.2	1.0	26	150	.1	.9
WURD-AM																				
SP '98	38	176	.2	.8	27	215	.1	1.1	41	96	.2	1.5	67	155	.4	1.7	31	76	.2	1.1
4-Book	22	130	.1	.5	16	122	.1	.6	21	45	.1	.8	38	89	.2	1.0	12	33	.1	.5
WUSL-FM																				
SP '98	85	960	.5	1.8	77	793	.4	3.2	55	157	.3	2.0	93	254	.5	2.3	106	230	.6	3.9
4-Book	81	964	.4	1.7	60	705	.3	2.5	44	150	.2	1.6	81	253	.4	2.0	70	177	.4	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 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
WVDB-FM																				
SP '98	172	1656	.9	3.6	94	1075	.5	3.9	145	399	.8	5.2	145	421	.8	3.6	37	131	.2	1.4
4-Book	204	1852	1.1	4.3	114	1280	.6	4.7	157	455	.9	5.6	141	397	.8	3.5	73	208	.4	2.7
WWJZ-AM																				
SP '98	16	127	.1	.3	9	98		.4	4	26		.1	22	29	.1	.5	16	29	.1	.6
4-Book	11	109	.1	.2	7	67		.3	7	27		.3	13	33	.1	.3	11	20	.1	.4
WXTU-FM																				
SP '98	239	1881	1.3	5.0	145	1415	.8	6.0	142	471	.8	5.1	249	735	1.3	6.2	202	515	1.1	7.5
4-Book	248	1961	1.4	5.2	142	1387	.8	5.8	157	477	.9	5.6	280	747	1.5	6.9	179	493	1.0	6.6
+WXXM-FM																				
SP '98	66	859	.4	1.4	34	548	.2	1.4	25	131	.1	.9	76	262	.4	1.9	63	209	.3	2.3
4-Book	75	887	.4	1.6	36	543	.2	1.5	33	126	.2	1.2	71	245	.4	1.7	54	186	.3	2.0
WYSP-FM																				
SP '98	171	1948	.9	3.6	28	597	.1	1.2	57	200	.3	2.0	55	214	.3	1.4	33	173	.2	1.2
4-Book	213	2086	1.2	4.5	53	951	.3	2.2	51	192	.3	1.8	62	231	.3	1.5	42	181	.2	1.5
WYXR-FM																				
SP '98	138	1575	.7	2.9	69	992	.4	2.9	65	244	.3	2.3	161	431	.9	4.0	85	308	.5	3.1
4-Book	148	1703	.8	3.1	70	1065	.4	2.9	72	259	.4	2.6	146	454	.8	3.6	89	344	.5	3.2
WJBR-FM																				
SP '98	32	296	.2	.7	15	194	.1	.6	16	48	.1	.6	22	101	.1	.5	11	48	.1	.4
4-Book	32	342	.2	.7	11	195	.1	.5	15	47	.1	.6	21	89	.1	.5	11	50	.1	.4
WKXW-FM																				
SP '98	74	730	.4	1.6	17	310	.1	.7	30	95	.2	1.1	33	121	.2	.8	5	36		.2
4-Book	65	719	.4	1.4	20	325	.1	.9	29	92	.2	1.0	41	123	.3	1.0	20	78	.1	.8
+WLEV-FM																				
SP '98	26	164	.1	.5	7	100		.3	1	16			13	41	.1	.3	9	26		.3
4-Book	34	243	.2	.7	16	172	.1	.7	12	42	.1	.4	26	71	.2	.6	22	56	.1	.8
+WNJO-FM																				
SP '98	47	595	.3	1.0	37	457	.2	1.5	41	108	.2	1.5	68	193	.4	1.7	38	134	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	39	581	.2	.8	18	372	.1	.7	11	94	.1	.4	36	172	.2	.9	25	111	.1	.9
4-Book	28	557	.2	.6	19	378	.1	.7	12	57	.1	.4	35	151	.2	.9	24	113	.1	.9
WRDR-FM																				
SP '98	35	442	.2	.7	25	359	.1	1.0	26	74	.1	.9	45	138	.2	1.1	34	142	.2	1.3
4-Book	30	333	.2	.6	21	260	.1	.9	22	75	.1	.8	40	100	.2	1.0	34	108	.2	1.3
WZZO-FM																				
SP '98	19	85	.1	.4	5	42		.2	12	26	.1	.4	17	34	.1	.4	8	8		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	4741	17845	25.3	2411	15023	12.9	2790	7702	14.9	4034	9750	21.5	2706	7142	14.4					
4-Book	4781	17830	25.6	2449	15253	13.2	2816	7774	15.1	4047	9775	21.7	2720	7265	14.6					

Target Listener Estimates - Persons 35-64

** 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 '98	38	275	.2	2.5	294	1314	1.6	14.0	161	918	.9	5.6	75	400	.4	3.8	40	271	.2	3.2
4-Book	63	403	.3	4.4	348	1463	1.9	15.3	138	737	.8	4.7	95	452	.5	4.7	57	391	.3	4.6
WBEB-FM																				
SP '98	95	343	.5	6.3	87	314	.5	4.1	157	605	.8	5.5	126	429	.7	6.4	55	227	.3	4.4
4-Book	77	321	.4	5.3	91	339	.5	4.0	172	600	.9	5.8	121	409	.7	5.8	55	236	.3	4.4
WDAS-AM																				
SP '98	16	54	.1	1.1	216	409	1.2	10.3	119	334	.6	4.1	45	106	.2	2.3	22	62	.1	1.8
4-Book	13	36	.1	.9	165	323	.9	7.3	112	283	.6	3.8	34	85	.2	1.7	19	46	.1	1.5
WDAS-FM																				
SP '98	220	496	1.2	14.5	108	248	.6	5.1	149	391	.8	5.2	150	330	.8	7.7	365	648	1.9	29.1
4-Book	170	392	.9	11.6	107	247	.6	4.7	130	361	.7	4.4	146	306	.8	7.1	305	541	1.6	24.6
WHAT-AM																				
SP '98	29	61	.2	1.9	101	221	.5	4.8	65	234	.3	2.3	33	62	.2	1.7	19	33	.1	1.5
4-Book	13	36	.1	.9	76	160	.4	3.4	51	173	.3	1.7	33	62	.2	1.6	13	29	.1	1.1
WIOQ-FM																				
SP '98	45	194	.2	3.0	17	51	.1	.8	64	218	.3	2.2	57	164	.3	2.9	38	103	.2	3.0
4-Book	39	174	.2	2.7	28	104	.2	1.2	62	249	.3	2.1	46	164	.3	2.2	36	110	.2	2.9
WIP -AM																				
SP '98	13	79	.1	.9	26	150	.1	1.2	40	169	.2	1.4	24	74	.1	1.2	33	126	.2	2.6
4-Book	30	108	.2	2.1	61	238	.3	2.7	74	295	.4	2.5	60	207	.3	2.9	27	136	.2	2.2
WJJZ-FM																				
SP '98	197	613	1.1	13.0	87	351	.5	4.1	176	574	.9	6.1	209	521	1.1	10.7	114	330	.6	9.1
4-Book	156	482	.9	10.8	93	339	.5	4.1	186	550	1.0	6.3	160	438	.9	7.8	105	317	.5	8.4
WMGK-FM																				
SP '98	70	303	.4	4.6	38	199	.2	1.8	131	441	.7	4.6	133	368	.7	6.8	52	177	.3	4.1
4-Book	60	254	.3	4.2	36	181	.2	1.6	119	454	.6	4.0	113	370	.6	5.5	41	171	.2	3.4
WMMR-FM																				
SP '98	30	144	.2	2.0	49	159	.3	2.3	76	278	.4	2.6	40	179	.2	2.0	17	115	.1	1.4
4-Book	32	152	.2	2.2	62	197	.4	2.7	80	319	.4	2.7	51	196	.3	2.5	20	108	.1	1.6
WOGL-FM																				
SP '98	144	583	.8	9.5	176	534	.9	8.4	220	815	1.2	7.6	174	488	.9	8.9	122	392	.7	9.7
4-Book	137	511	.8	9.4	236	686	1.3	10.3	254	870	1.4	8.6	197	595	1.1	9.6	120	368	.7	9.7
WPEN-AM																				
SP '98	17	95	.1	1.1	59	200	.3	2.8	61	213	.3	2.1	46	117	.2	2.3	35	96	.2	2.8
4-Book	21	90	.1	1.4	45	160	.3	2.0	67	216	.4	2.2	52	133	.3	2.5	35	113	.2	2.8
WPHI-FM																				
SP '98	23	81	.1	1.5	19	56	.1	.9	18	99	.1	.6	28	70	.1	1.4	5	37	.1	.4
4-Book	25	81	.2	1.8	12	38	.1	.5	22	74	.1	.7	21	56	.1	1.0	8	35	.1	.7
WPHT-AM																				
SP '98	35	127	.2	2.3	19	63	.1	.9	54	171	.3	1.9	28	135	.1	1.4	17	57	.1	1.4
4-Book	16	67	.1	1.1	26	88	.2	1.1	40	132	.2	1.3	16	67	.1	.8	13	44	.1	1.1
WPLY-FM																				
SP '98	9	52	.6	.6	7	44	.3	.3	28	162	.1	1.0	13	87	.1	.7	9	61	.7	.7
4-Book	9	62	.6	.6	13	72	.1	.6	32	180	.2	1.1	29	118	.2	1.4	10	64	.8	.8
WURD-AM																				
SP '98	13	41	.1	.9	12	22	.1	.6	36	101	.2	1.3	16	28	.1	.8	5	5	.1	.1
4-Book	4	12	.3	.3	10	23	.1	.5	23	56	.1	.8	12	25	.1	.6	2	5	.1	.1
WUSL-FM																				
SP '98	55	155	.3	3.6	94	325	.5	4.5	117	316	.6	4.1	62	143	.3	3.2	38	116	.2	3.0
4-Book	56	137	.3	3.9	64	214	.3	2.9	80	238	.4	2.7	51	131	.3	2.5	29	84	.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

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
WVDB-FM																				
SP '98	51	170	.3	3.4	85	324	.5	4.0	210	456	1.1	7.3	18	64	.1	.9	41	139	.2	3.3
4-Book	75	238	.4	5.2	110	392	.6	4.8	260	559	1.4	8.8	41	130	.2	2.0	44	167	.2	3.6
WVJZ-AM																				
SP '98					5	19		.2	13	30	.1	.5	6	19		.3	2	16		.2
4-Book	1	6		.1	3	10		.1	9	29	.1	.3	7	11		.3	3	11		.2
WXTU-FM																				
SP '98	64	235	.3	4.2	112	353	.6	5.3	223	560	1.2	7.8	140	407	.7	7.2	33	122	.2	2.6
4-Book	55	240	.3	3.8	108	372	.6	4.8	195	539	1.0	6.6	116	370	.6	5.7	44	183	.2	3.5
+WXM-FM																				
SP '98	11	94	.1	.7	23	113	.1	1.1	41	185	.2	1.4	38	135	.2	1.9		8		.9
4-Book	18	99	.1	1.2	18	92	.1	.8	49	206	.3	1.7	38	138	.2	1.8	12	56	.1	.9
WYSP-FM																				
SP '98	11	54	.1	.7	6	32		.3	31	161	.2	1.1	21	118	.1	1.1	10	82	.1	.8
4-Book	15	79	.1	1.1	18	81	.1	.8	119	430	.7	3.9	96	357	.5	4.7	17	87	.1	1.4
WYXR-FM																				
SP '98	37	158	.2	2.4	36	145	.2	1.7	95	313	.5	3.3	40	152	.2	2.0	24	96	.1	1.9
4-Book	44	196	.3	3.1	43	172	.3	1.9	80	328	.4	2.7	57	232	.3	2.8	26	125	.2	2.1
WJBR-FM																				
SP '98	15	67	.1	1.0	7	27		.3	25	94	.1	.9	16	51	.1	.8	9	35		.7
4-Book	7	32		.5	6	31		.2	15	61	.1	.5	10	45	.1	.5	8	29		.6
WKXV-FM																				
SP '98	1	8		.1	19	78	.1	.9	12	75	.1	.4	21	91	.1	1.1	14	49	.1	1.1
4-Book	8	39		.6	20	84	.1	.9	21	91	.1	.7	17	74	.1	.9	6	26		.5
+WLEV-FM																				
SP '98	1	8		.1	8	8		.4	9	17		.3	6	15		.3	12	43	.1	1.0
4-Book	10	28		.7	16	50	.1	.7	18	49	.1	.6	15	57	.1	.7	8	36	.1	.7
+WNJD-FM																				
SP '98	27	112	.1	1.8	31	101	.2	1.5	49	157	.3	1.7	38	101	.2	1.9	2	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	4	27		.3	5	35		.2	25	115	.1	.9	29	94	.2	1.5	6	43		.5
4-Book	8	50		.6	8	46		.4	32	147	.2	1.1	23	94	.2	1.1	4	25		.4
WRDR-FM																				
SP '98	13	107	.1	.9	8	61		.4	38	109	.2	1.3	21	96	.1	1.1	15	62	.1	1.2
4-Book	14	65	.1	1.0	6	36		.3	24	73	.1	.8	20	68	.1	1.0	9	33	.1	.7
WZZO-FM																				
SP '98	**	**	**	**	2	8		.1	1	8		**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDOTALS																				
SP '98	1514	4639	8.1		2105	6182	11.2		2876	8089	15.4		1958	5161	10.5		1254	3515	6.7	
4-Book	1448	4607	7.8		2282	6628	12.2		2963	8111	15.9		2053	5555	11.0		1238	3747	6.6	

Target Listener Estimates - Persons 35-64

** 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 '98	11	440	.3	1.9	28	304	.7	4.2	7	95	.2	1.2	9	127	.2	1.3	3	82	.1	.6
WI '98	8	407	.2	1.5	23	290	.6	3.6	3	79	.1	.6	7	121	.2	.9	6	18	.1	1.2
FA '97	7	434	.2	1.3	23	244	.6	3.7	4	94	.1	.7	7	124	.2	1.0	2	68		.4
SU '97	6	328	.1	1.0	16	184	.4	2.3	7	82	.2	.9	4	78	.1	.5	2	43		.4
4-Book	8	402	.2	1.4	23	256	.6	3.5	5	88	.2	.9	7	113	.2	.9	3	53	.1	.7
SP '97	4	291	.1	.7	13	184	.3	2.0	1	43		.2	2	64		.3	1	16		.2
WBEB-FM																				
SP '98	30	512	.7	5.3	32	212	.8	4.8	47	191	1.2	7.8	33	263	.8	4.6	21	190	.5	4.4
WI '98	15	320	.4	2.7	13	102	.3	2.0	28	109	.7	5.3	18	170	.4	2.4	8	112	.2	1.6
FA '97	13	351	.3	2.3	16	163	.4	2.6	18	151	.4	3.4	16	157	.4	2.2	5	112	.1	1.0
SU '97	13	373	.3	2.1	14	172	.3	2.0	20	136	.5	2.5	8	109	.2	1.1	8	134	.2	1.7
4-Book	18	389	.4	3.1	19	162	.5	2.9	28	147	.7	4.8	19	175	.5	2.6	11	137	.3	2.2
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
WDAS-AM																				
SP '98	2	83		.4	4	30	.1	.6	2	16		.3	2	33		.3	1	5		.2
WI '98	1	44		.2	2	8		.3	1	9		.2	1	9		.1				
FA '97	1	28		.2		10								10						
SU '97																				
4-Book	1	39		.2	2	12		.2	1	6		.1	1	13		.1		1		.1
SP '97	1	25		.2		8														
WDAS-FM																				
SP '98	21	329	.5	3.7	33	169	.8	4.9	26	123	.6	4.3	21	154	.5	2.9	20	150	.5	4.2
WI '98	20	293	.5	3.7	24	132	.6	3.7	29	133	.7	5.5	20	141	.5	2.7	13	111	.3	2.6
FA '97	19	278	.5	3.4	18	111	.4	2.9	24	104	.6	4.5	23	117	.6	3.1	14	134	.3	2.7
SU '97	11	266	.3	1.8	12	103	.3	1.7	14	96	.3	1.7	14	108	.3	1.9	13	141	.3	2.7
4-Book	18	292	.5	3.2	22	129	.5	3.3	23	114	.6	4.0	20	130	.5	2.7	15	134	.4	3.1
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
WHAT-AM																				
SP '98																				
WI '98		8																		
FA '97		9																		
SU '97		5			3	5	.1	.4												
4-Book		6			1	1		.1												
SP '97		5												5						
WIOQ-FM																				
SP '98	50	1063	1.2	8.8	48	463	1.2	7.2	57	530	1.4	9.5	62	538	1.5	8.7	42	444	1.0	8.8
WI '98	32	950	.8	5.9	30	350	.7	4.7	22	344	.5	4.2	48	565	1.2	6.5	34	369	.8	6.9
FA '97	48	1013	1.2	8.6	33	377	.8	5.3	42	397	1.0	7.9	66	584	1.6	9.0	57	508	1.4	10.9
SU '97	49	1222	1.2	8.0	31	377	.8	4.4	64	644	1.6	7.9	59	709	1.4	8.0	47	523	1.1	9.8
4-Book	45	1062	1.1	7.8	36	392	.9	5.4	46	479	1.1	7.4	59	599	1.4	8.1	45	461	1.1	9.1
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
WIP -AM																				
SP '98	19	374	.5	3.4	34	196	.8	5.1	15	116	.4	2.5	27	211	.7	3.8	18	138	.4	3.8
WI '98	15	308	.4	2.7	28	179	.7	4.3	9	92	.2	1.7	23	144	.6	3.1	9	138	.2	1.8
FA '97	23	497	.6	4.1	31	324	.8	5.0	25	187	.6	4.7	38	319	.9	5.2	9	170	.2	1.7
SU '97	28	495	.7	4.6	57	303	1.4	8.1	39	275	.9	4.8	32	249	.8	4.3	9	122	.2	1.9
4-Book	21	419	.6	3.7	38	251	.9	5.6	22	168	.5	3.4	30	231	.8	4.1	11	142	.3	2.3
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
WJZ-FM																				
SP '98	6	147	.1	1.1	5	63	.1	.7	3	27	.1	.5	10	77	.2	1.4	4	45	.1	.8
WI '98	11	235	.3	2.0	5	43	.1	.8	18	86	.4	3.4	18	105	.4	2.4	9	66	.2	1.8
FA '97	7	181	.2	1.3	4	67	.1	.6	10	91	.2	1.9	10	105	.2	1.4	9	61	.2	1.7
SU '97	3	75	.1	.5	1	27		.1	4	35	.1	.5	2	27		.3	2	34		.4
4-Book	7	160	.2	1.2	4	50	.1	.6	9	60	.2	1.6	10	79	.2	1.4	6	52	.1	1.2
SP '97	7	105	.2	1.2	11	49	.3	1.7	5	39	.1	.9	6	36	.1	.8	2	31		.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

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
WMGK-FM																				
SP '98	22	514	.5	3.9	20	152	.5	3.0	42	243	1.0	7.0	25	249	.6	3.5	11	150	.3	2.3
WI '98	21	447	.5	3.8	19	170	.5	3.0	29	195	.7	5.5	23	223	.6	3.1	19	144	.5	3.8
FA '97	30	534	.7	5.4	26	187	.6	4.2	36	202	.9	6.7	48	325	1.2	6.5	22	232	.5	4.2
SU '97	23	609	.6	3.8	21	234	.5	3.0	43	308	1.0	5.3	36	351	.9	4.9	12	179	.3	2.5
4-Book	24	526	.6	4.2	22	186	.5	3.3	38	237	.9	6.1	33	287	.8	4.5	16	176	.4	3.2
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
WMMR-FM																				
SP '98	27	792	.7	4.8	40	393	1.0	6.0	27	224	.7	4.5	35	420	.9	4.9	13	230	.3	2.7
WI '98	31	806	.8	5.7	23	291	.6	3.6	41	346	1.0	7.8	41	398	1.0	5.5	21	273	.5	4.2
FA '97	17	540	.4	3.0	19	182	.5	3.0	21	220	.5	3.9	21	276	.5	2.9	17	162	.4	3.3
SU '97	39	794	.9	6.4	40	259	1.0	5.7	71	316	1.7	8.7	58	431	1.4	7.8	24	263	.6	5.0
4-Book	29	733	.7	5.0	31	281	.8	4.6	40	277	1.0	6.2	39	381	1.0	5.3	19	232	.5	3.8
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
WOGL-FM																				
SP '98	14	283	.3	2.5	9	106	.2	1.3	25	152	.6	4.2	23	173	.6	3.2	6	108	.1	1.3
WI '98	12	277	.3	2.2	17	98	.4	2.6	11	87	.3	2.1	15	141	.4	2.0	10	95	.2	2.0
FA '97	6	340	.1	1.1	6	97	.1	1.0	5	115	.1	.9	9	165	.2	1.2	7	119	.2	1.3
SU '97	15	337	.4	2.5	18	113	.4	2.6	31	127	.8	3.8	14	143	.3	1.9	5	107	.1	1.0
4-Book	12	309	.3	2.1	13	104	.3	1.9	18	120	.5	2.8	15	156	.4	2.1	7	107	.2	1.4
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
WPEN-AM																				
SP '98		21				7				7				11				11		
WI '98		21				7				7				14				6		
FA '97																				
SU '97	2	41		.3	2	8		.3	7	16	.2	.9	3	8	.1	.4				
4-Book	1	21		.1	1	4		.1	2	6	.1	.2	1	8		.1		4		
SP '97	2	19		.4		9			2	9		.3	6	9	.1	.8	1	9		.2
WPHI-FM																				
SP '98	75	1267	1.8	13.2	76	632	1.9	11.3	68	636	1.7	11.3	100	874	2.4	14.0	81	713	2.0	16.9
WI '98	79	1352	1.9	14.4	67	647	1.6	10.4	53	563	1.3	10.0	127	976	3.1	17.1	90	728	2.2	18.2
FA '97	80	1348	2.0	14.3	86	603	2.1	13.8	59	543	1.4	11.0	110	865	2.7	15.0	81	786	2.0	15.5
SU '97	81	1275	2.0	13.3	73	512	1.8	10.4	88	713	2.1	10.8	109	828	2.7	14.7	97	814	2.4	20.3
4-Book	79	1311	1.9	13.8	76	599	1.9	11.5	67	614	1.6	10.8	112	886	2.7	15.2	87	760	2.2	17.7
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
WPHT-AM																				
SP '98	1	75		.2	1	8		.1		9				8			3	42	.1	.6
WI '98	1	28		.2	1	5		.2		13				5				9		
FA '97	1	26		.2		8			1	10		.2								
SU '97	2	73		.3						9			1	8		.1	5	22	.1	1.0
4-Book	1	51		.2	1	5		.1	10			.1	5				2	18	.1	.4
SP '97	1	78		.2	2	9		.3	1	26		.2	2	9		.3	1	42		.2
WPLY-FM																				
SP '98	38	1175	.9	6.7	44	530	1.1	6.6	37	543	.9	6.2	54	698	1.3	7.6	33	416	.8	6.9
WI '98	44	1213	1.1	8.0	51	533	1.2	7.9	44	470	1.1	8.3	62	735	1.5	8.3	45	582	1.1	9.1
FA '97	44	1145	1.1	7.9	37	453	.9	5.9	34	460	.8	6.4	66	742	1.6	9.0	50	524	1.2	9.6
SU '97	52	1220	1.3	8.5	43	484	1.0	6.1	59	577	1.4	7.3	65	745	1.6	8.8	61	628	1.5	12.8
4-Book	45	1188	1.1	7.8	44	500	1.1	6.6	44	513	1.1	7.1	62	730	1.5	8.4	47	538	1.2	9.6
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
WURD-AM																				
SP '98	2	49		.4	1	7		.1	4	18	.1	.7	3	23	.1	.4	1	9		.2
WI '98	6	81	.1	1.1	8	53	.2	1.2	5	52	.1	.9	11	55	.3	1.5	4	27	.1	.8
FA '97	1	54		.2	1	25		.2	1	18		.2	3	35	.1	.4	2	35		.4
SU '97		20			1	15		.1		5				5			1	15		.2
4-Book	2	51		.4	3	25		.4	3	23		.5	4	30		.6	2	22		.4
SP '97	1	24		.2	1	10		.2					2	14		.3		14		

** 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
WUSL-FM																				
SP '98	78	1493	1.9	13.8	79	683	1.9	11.8	54	598	1.3	9.0	104	915	2.5	14.6	87	739	2.1	18.2
WI '98	66	1339	1.6	12.1	65	604	1.6	10.1	45	545	1.1	8.5	94	837	2.3	12.6	80	705	2.0	16.2
FA '97	102	1453	2.5	18.3	82	729	2.0	13.1	67	585	1.6	12.5	148	872	3.6	20.2	138	919	3.4	26.5
SU '97	110	1381	2.7	18.1	101	671	2.5	14.3	132	751	3.2	16.3	140	863	3.4	18.9	98	744	2.4	20.5
4-Book	89	1417	2.2	15.6	82	672	2.0	12.3	75	620	1.8	11.6	122	872	3.0	16.6	101	777	2.5	20.4
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
WWDB-FM																				
SP '98	1	26	.1	.2					2	18	.1	.3								
WI '98	4	79	.1	.7	3	40	.1	.5	8	26	.2	1.5	8	24	.2	1.1	1	9		.2
FA '97	1	41	.1	.2	1	7	.1	.2		9				7						
SU '97	2	73	.1	.3					4	33	.1	.5	2	16	.1	.3	3	41	.1	.6
4-Book	2	55	.1	.4	1	12	.1	.2	4	22	.1	.6	3	12	.1	.4	1	13		.2
SP '97	3	127	.1	.5	3	42	.1	.5	6	41	.1	1.0	5	25	.1	.7				
WWJZ-AM																				
SP '98	1	10	.1	.2	2	10	.1	.3									2	10		.4
WI '98		5							1	5	.1	.2	1	5	.1	.1				
FA '97																				
SU '97																				
4-Book	**	**	**	**	1	3	.1	.1	1	1	.1	.1	1	1	.1	.1	1	3		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	5	136	.1	.9	5	55	.1	.7	5	50	.1	.8	7	73	.2	1.0	2	33		.4
WI '98	13	211	.3	2.4	12	68	.3	1.9	14	121	.3	2.7	15	145	.4	2.0	13	114	.3	2.6
FA '97	5	140	.1	.9	9	77	.2	1.4	9	53	.2	1.7	4	60	.1	.5	4	78	.1	.8
SU '97	15	305	.4	2.5	16	141	.4	2.3	27	202	.7	3.3	19	168	.5	2.6	7	94	.2	1.5
4-Book	10	198	.2	1.7	11	85	.3	1.6	14	107	.3	2.1	11	112	.3	1.5	7	80	.2	1.3
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
+WXXM-FM																				
SP '98	22	732	.5	3.9	30	314	.7	4.5	28	328	.7	4.7	21	364	.5	2.9	12	262	.3	2.5
WI '98	30	710	.7	5.5	26	290	.6	4.0	27	287	.7	5.1	51	393	1.2	6.9	26	292	.6	5.3
FA '97	11	484	.3	2.0	11	139	.3	1.8	14	171	.3	2.6	15	307	.4	2.0	10	181	.2	1.9
SU '97	3	73	.1	.5	4	26	.1	.6	4	34	.1	.5	2	34	.1	.3	1	15		.2
4-Book	17	500	.4	3.0	18	192	.4	2.7	18	205	.5	3.2	22	275	.5	3.0	12	188	.3	2.5
SP '97	2	69	.1	.4	1	17	.1	.2	1	17	.1	.2	1	9	.1	.1	2	24		.4
WYSP-FM																				
SP '98	61	1261	1.5	10.8	117	730	2.9	17.4	95	598	2.3	15.8	58	595	1.4	8.1	26	406	.6	5.4
WI '98	65	1226	1.6	11.9	158	732	3.9	24.5	74	572	1.8	14.0	66	541	1.6	8.9	31	469	.8	6.3
FA '97	76	1181	1.9	13.6	175	783	4.3	28.0	93	460	2.3	17.4	62	470	1.5	8.4	30	281	.7	5.8
SU '97	78	1334	1.9	12.8	200	782	4.9	28.4	106	660	2.6	13.1	67	667	1.6	9.1	29	442	.7	6.1
4-Book	70	1251	1.7	12.3	163	757	4.0	24.6	92	573	2.3	15.1	63	568	1.5	8.6	29	400	.7	5.9
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
WYXR-FM																				
SP '98	23	505	.6	4.1	12	163	.3	1.8	13	90	.3	2.2	38	162	.9	5.3	36	199	.9	7.5
WI '98	9	389	.2	1.6	4	62	.1	.6	6	139	.1	1.1	6	93	.1	.8	18	175	.4	3.6
FA '97	9	503	.2	1.6	6	146	.1	1.0	6	106	.1	1.1	9	157	.2	1.2	14	227	.3	2.7
SU '97	15	508	.4	2.5	8	108	.2	1.1	18	221	.4	2.2	23	209	.6	3.1	14	159	.3	2.9
4-Book	14	476	.4	2.5	8	120	.2	1.1	11	139	.2	1.7	19	155	.5	2.6	21	190	.5	4.2
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
WJBR-FM																				
SP '98	2	53	.1	.4		7				7			3	37	.1	.4	5	20	.1	1.0
WI '98	1	55	.1	.2		17			2	32	.1	.4	2	40	.1	.3	1	22		.2
FA '97	2	42	.1	.4		9			1	17	.1	.2	3	34	.1	.4	3	17	.1	.6
SU '97		41			1	17		.1		7										
4-Book	1	48	.1	.3		13			1	16	.1	.2	2	28	.1	.3	2	15	.1	.5
SP '97	2	53	.1	.4	1	28	.1	.2	4	28	.1	.7	1	24	.1	.1	2	26		.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	
WKXV-FM																				
SP '98	2	42	.4	1	27	.1		2	11	.3		4	25	.1	.6	1	7		.2	
WI '98	2	45	.4	1	16	.2		1	17	.2		2	17	.3		3	31	.1	.6	
FA '97	1	64	.2	2	22	.3		1	26	.2		4	34	.1	.5		8			
SU '97	3	62	.5	1	11	.1		12	32	.3	1.5	5	38	.1	.7		16			
4-Book	2	53	.4	1	19	.2		4	22	.1	.6	4	29	.1	.5	1	16		.2	
SP '97	1	61	.2		7			2	28	.3		1	21	.1			7			
+WLEV-FM																				
SP '98		14			7				7				7							
WI '98	2	7	.4	3	7	.1	.5	4	7	.1	.8	3	7	.1	.4					
FA '97		8															8			
SU '97		23						1	8	.1		1	8	.1						
4-Book	1	13	.1	1	4	.1		1	6	.2		1	4	.1			2			
SP '97																				
+WNJO-FM																				
SP '98	4	101	.1	.7	3	25	.1	.4	5	47	.1	.8	4	66	.1	.6	4	44	.1	.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	25	**	**	**	**	**	**	1	16	.1		1	9	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	14	511	.3	2.5	18	256	.4	2.7	15	188	.4	2.5	18	243	.4	2.5	10	177	.2	2.1
WI '98	11	454	.3	2.0	12	192	.3	1.9	8	159	.2	1.5	19	239	.5	2.6	10	151	.2	2.0
FA '97	9	396	.2	1.6	6	124	.1	1.0	8	138	.2	1.5	12	223	.3	1.6	12	198	.3	2.3
SU '97	28	635	.7	4.6	12	143	.3	1.7	40	273	1.0	4.9	37	333	.9	5.0	17	289	.4	3.6
4-Book	16	499	.4	2.7	12	179	.3	1.8	18	190	.5	2.6	22	260	.5	2.9	12	204	.3	2.5
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	3.9
WRDR-FM																				
SP '98													1	10	.1			8		
WI '98		17																		
FA '97		9																		
SU '97																				
4-Book		7											3					2		
SP '97																				
WZZO-FM																				
SP '98	2	62	.4		1	22	.1		2	30	.3		5	31	.1	.7	1	17		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	567	3927	13.9		671	3075	16.4		601	2555	14.7		712	3188	17.4		478	2799	11.7	
WI '98	547	3895	13.4		644	3104	15.8		528	2315	12.9		744	3283	18.2		495	2757	12.1	
FA '97	558	3885	13.7		625	3089	15.3		534	2413	13.1		734	3310	18.0		521	2756	12.8	
SU '97	609	3930	14.8		705	2980	17.1		812	3040	19.7		740	3212	18.0		478	2768	11.6	
4-Book	570	3909	14.0		661	3062	16.2		619	2581	15.1		733	3248	17.9		493	2770	12.1	
SP '97	562	3928	13.7		657	2999	16.0		581	2433	14.1		762	3197	18.5		492	2776	12.0	

** 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 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 '98	14	391	.3	2.1	12	197	.3	2.6	31	80	.8	8.5	12	41	.3	1.6	14	36	.3	2.5
4-Book	11	361	.3	1.7	6	136	.2	1.3	14	64	.4	4.5	5	26	.1	.8	5	22	.1	1.0
WBEB-FM																				
SP '98	38	394	.9	5.8	22	244	.5	4.7	14	54	.3	3.9	32	103	.8	4.3	16	57	.4	2.9
4-Book	23	292	.6	3.4	14	172	.3	3.1	9	29	.2	2.7	21	71	.5	3.0	12	34	.3	2.2
WDAS-AM																				
SP '98	3	47	.1	.5	3	57	.1	.6												
4-Book	1	19		.2	2	28	.1	.4												
WDAS-FM																				
SP '98	27	264	.7	4.1	13	136	.3	2.8	9	25	.2	2.5	19	43	.5	2.5	9	29	.2	1.6
4-Book	22	202	.5	3.4	13	145	.3	2.9	12	28	.3	3.9	17	47	.4	2.4	13	33	.3	2.4
WHAT-AM																				
SP '98																				
4-Book	1				1	6		.1												
WIOQ-FM																				
SP '98	56	868	1.4	8.5	46	535	1.1	9.9	28	85	.7	7.7	70	245	1.7	9.4	42	134	1.0	7.6
4-Book	47	868	1.2	7.0	41	617	1.0	9.1	22	90	.5	7.2	59	242	1.4	8.6	50	173	1.2	9.1
WIP -AM																				
SP '98	24	299	.6	3.7	11	148	.3	2.4	4	31	.1	1.1	7	40	.2	.9	6	27	.1	1.1
4-Book	29	367	.7	4.3	14	178	.4	3.2	11	44	.3	3.7	19	60	.5	2.7	14	42	.3	2.6
WJJZ-FM																				
SP '98	6	113	.1	.9	7	107	.2	1.5	5	19	.1	1.4	7	38	.2	.9	7	27	.2	1.3
4-Book	8	113	.2	1.2	6	85	.2	1.3	6	18	.2	1.9	7	24	.2	1.0	5	16	.2	1.0
WMGK-FM																				
SP '98	30	392	.7	4.6	18	266	.4	3.9	4	26	.1	1.1	34	75	.8	4.6	15	84	.4	2.7
4-Book	31	423	.8	4.7	18	265	.4	3.9	9	48	.2	3.1	33	98	.8	4.8	21	76	.5	3.8
WMMR-FM																				
SP '98	33	622	.8	5.0	25	420	.6	5.4	31	73	.8	8.5	44	167	1.1	5.9	17	84	.4	3.1
4-Book	37	572	.9	5.4	21	363	.5	4.6	20	65	.5	6.5	34	144	.8	4.9	24	87	.6	4.5
WUGL-FM																				
SP '98	19	223	.5	2.9	11	120	.3	2.4					16	39	.4	2.1	22	43	.5	4.0
4-Book	16	231	.4	2.3	9	131	.2	1.9	7	25	.2	2.3	19	45	.5	2.7	12	35	.3	2.2
WPEN-AM																				
SP '98		11																		
4-Book	1	12		.1		6		.1												
WPHI-FM																				
SP '98	80	1109	2.0	12.2	63	791	1.5	13.5	50	190	1.2	13.8	112	394	2.7	15.0	85	334	2.1	15.4
4-Book	83	1127	2.1	12.5	65	800	1.6	14.5	52	165	1.3	17.4	108	360	2.6	15.7	85	288	2.1	15.5
WPHT-AM																				
SP '98		18			1	30		.2									2	16		.4
4-Book		18		.1	2	20		.3					1	2		.1	2	8	.1	.4
WPLY-FM																				
SP '98	45	1046	1.1	6.8	30	624	.7	6.4	16	72	.4	4.4	59	276	1.4	7.9	30	178	.7	5.4
4-Book	49	1032	1.2	7.4	34	633	.8	7.6	16	96	.4	5.3	55	239	1.3	7.9	43	160	1.0	7.8
WURD-AM																				
SP '98	3	40	.1	.5	1	31		.2	1	5		.3	3	5	.1	.4	2	5		.4
4-Book	3	44	.1	.5	2	26		.4	2	8	.1	.8	3	8	.1	.4	1	5		.2
WUSL-FM																				
SP '98	77	1280	1.9	11.7	72	961	1.8	15.4	65	243	1.6	17.9	129	403	3.2	17.3	105	346	2.6	19.1
4-Book	91	1224	2.2	13.5	77	894	1.9	17.2	54	188	1.3	17.5	125	380	3.1	17.9	103	320	2.5	18.7

** 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																				
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	
WWDB-FM																				
SP '98	1	18	.2		8															
4-Book	3	35	.4	2	26	.4		3	4	.1	1.0	1	6	.2		1	4	.2		
WWJZ-AM																				
SP '98	1	10	.2	1	10	.2		2	10	.6										
4-Book	1	4	.1		4	.1		1	3	.2										
WXTU-FM																				
SP '98	6	113	.1	.9	4	89	.1	.9	5	16	.1	1.4	4	26	.1	.5	2	7	.4	
4-Book	12	165	.3	1.8	7	100	.2	1.5	4	22	.1	1.4	9	35	.2	1.3	6	20	.2	1.2
+WXMM-FM																				
SP '98	26	617	.6	4.0	21	372	.5	4.5	8	81	.2	2.2	25	131	.6	3.3	31	83	.8	5.6
4-Book	20	417	.5	3.0	15	256	.4	3.3	5	37	.1	1.5	22	90	.5	3.2	24	76	.6	4.3
WYSP-FM																				
SP '98	91	1126	2.2	13.9	30	496	.7	6.4	21	96	.5	5.8	56	260	1.4	7.5	38	166	.9	6.9
4-Book	105	1089	2.6	15.7	36	557	.9	7.9	18	72	.4	5.8	49	206	1.2	7.1	42	170	1.0	7.7
WYXR-FM																				
SP '98	20	300	.5	3.0	18	253	.4	3.9	13	59	.3	3.6	27	79	.7	3.6	26	49	.6	4.7
4-Book	13	286	.3	1.8	13	227	.3	2.8	7	33	.2	2.0	16	61	.4	2.2	15	50	.4	2.7
WJBR-FM																				
SP '98	1	37	.2		1	32	.2													
4-Book	1	36	.2		1	30	.2		1	4	.3		2				1	6	.1	
WKXV-FM																				
SP '98	2	42	.3		7														7	
4-Book	3	45	.4		15		.1	1	6	.2		1	4	.2				2		
+WLEV-FM																				
SP '98		7			7				7				1	7	.1					
4-Book	1	7	.2		6				2				2							
+WNJO-FM																				
SP '98	4	92	.1	.6	2	46	.4		4	7	.1	1.1	4	7	.1	.5	4	7	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	17	417	.4	2.6	11	276	.3	2.4	11	84	.3	3.0	23	88	.6	3.1	22	72	.5	4.0
4-Book	17	390	.4	2.5	15	252	.4	3.3	7	35	.2	2.1	27	90	.7	3.9	22	74	.5	4.1
WRDR-FM																				
SP '98																				
4-Book		3			2		.1													
WZZO-FM																				
SP '98	2	46	.3		3	48	.1	.6	2	8	.6		4	16	.1	.5	10	17	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	657	3823	16.1		467	3214	11.4		363	1055	8.9		747	1822	18.3		551	1513	13.5	
4-Book	667	3809	16.3		449	3169	11.0		303	916	7.4		692	1804	16.9		548	1416	13.4	

** 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 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 '98	10	18	.2	2.1	13	74	.3	5.2	10	34	.2	2.0	10	46	.2	2.2	3	29	.1	.8
4-Book	4	7	.1	.8	10	47	.2	4.1	5	22	.1	1.1	3	17	.1	.7	5	25	.1	1.3
WBEB-FM																				
SP '98	19	56	.5	4.0	14	44	.3	5.6	23	87	.6	4.6	19	50	.5	4.3	34	70	.8	9.5
4-Book	12	41	.3	2.6	12	31	.3	5.2	19	55	.5	3.8	12	37	.3	2.6	13	38	.3	3.6
WDAS-AM																				
SP '98	2	5		.4	14	38	.3	5.6	6	31	.1	1.2								
4-Book	1	1		.1	8	18	.2	3.7	5	19	.1	1.0	1	3		.3	1	3		.4
WDAS-FM																				
SP '98	5	16	.1	1.1	13	29	.3	5.2	10	42	.2	2.0	10	30	.2	2.2	29	42	.7	8.1
4-Book	10	32	.3	2.2	7	14	.2	2.9	12	38	.3	2.4	11	24	.3	2.5	21	45	.5	5.6
WHAT-AM																				
SP '98					1	6		.5	2	2	.1	.5	1	2		.1				
4-Book																				
WIOQ-FM																				
SP '98	45	155	1.1	9.6	27	81	.7	10.9	60	241	1.5	12.0	38	120	.9	8.5	49	142	1.2	13.7
4-Book	54	182	1.3	11.7	17	71	.4	7.3	45	170	1.1	9.2	35	132	.9	7.7	38	116	.9	10.8
WIP -AM																				
SP '98	10	27	.2	2.1	9	46	.2	3.6	27	69	.7	5.4	8	26	.2	1.8	10	54	.2	2.8
4-Book	7	23	.2	1.5	12	38	.3	5.4	22	64	.6	4.5	18	44	.5	3.9	11	43	.3	3.0
WJJZ-FM																				
SP '98	2	21		.4	3	26	.1	1.2	19	37	.5	3.8	2	14		.4	6	25	.1	1.7
4-Book	2	8		.4	3	16	.1	1.4	12	26	.3	2.5	6	13	.1	1.3	4	13	.1	1.1
WMGK-FM																				
SP '98	25	82	.6	5.3	2	17		.8	18	80	.4	3.6	21	69	.5	4.7	17	73	.4	4.8
4-Book	16	56	.4	3.3	7	31	.2	3.1	19	69	.5	4.0	21	74	.5	4.6	13	59	.3	3.5
WMMR-FM																				
SP '98	29	100	.7	6.2	1	10		.4	28	99	.7	5.6	33	106	.8	7.4	13	85	.3	3.6
4-Book	19	83	.5	4.1	6	26	.1	2.6	25	100	.6	5.3	23	71	.6	5.2	14	55	.3	3.7
WGL-FM																				
SP '98	11	36	.3	2.3	4	16	.1	1.6	10	36	.2	2.0	19	43	.5	4.3	6	20	.1	1.7
4-Book	9	32	.2	1.8	5	19	.1	2.4	6	32	.1	1.2	7	22	.2	1.4	4	20	.1	1.2
WPEN-AM																				
SP '98									1	4		.2	2	3		.3				
4-Book																				
WPHI-FM																				
SP '98	66	205	1.6	14.0	28	97	.7	11.3	46	180	1.1	9.2	67	207	1.6	15.0	42	206	1.0	11.8
4-Book	80	281	1.9	17.0	28	101	.7	12.3	46	187	1.1	9.6	70	210	1.7	15.4	43	171	1.1	12.1
WPHT-AM																				
SP '98	1	7		.2					2	15		.4								
4-Book	5	11	.1	1.0					2	10		.3	1	7		.3	2	2		.4
WPLY-FM																				
SP '98	33	167	.8	7.0	3	34	.1	1.2	31	203	.8	6.2	41	160	1.0	9.2	20	106	.5	5.6
4-Book	39	161	.9	8.3	13	66	.3	6.2	41	204	1.0	8.4	38	148	.9	8.3	27	140	.7	7.4
WURD-AM																				
SP '98	1	5		.2					2	3		.4	2	19		.4				
4-Book		1		.1	1	3		.5	5	15	.1	1.0	3	12	.1	.6	1	3		.1
WUSL-FM																				
SP '98	87	285	2.1	18.5	56	184	1.4	22.6	45	191	1.1	9.0	38	177	.9	8.5	44	142	1.1	12.3
4-Book	90	295	2.2	19.2	44	141	1.1	19.2	63	226	1.6	13.0	64	222	1.6	14.1	66	204	1.6	18.4

** 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 12-24

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
WWDB-FM SP '98 4-Book	1 1	8 4	.2 .2		1 4		.4	3 6	.1 .6				1 4		.2	1 4		.4		
WWJZ-AM SP '98 4-Book	2 1	10 4	.4 .2																	
WXTU-FM SP '98 4-Book	2 5	16 27	.4 .1	1.0	5 6	32 26	.1 .1	2.0 2.5	10 7	37 34	.2 .2	2.0 1.5	5 7	23 24	.1 .2	1.1 1.5	2 7	7 29	.6 .2	1.9
+WXXM-FM SP '98 4-Book	20 14	120 79	.5 .3	4.2 2.8	2 4	18 16	.8 .1	1.9	35 20	138 86	.9 .5	7.0 4.1	14 14	77 58	.3 .3	3.1 3.2	23 13	91 58	.6 .3	6.4 3.5
WYSP-FM SP '98 4-Book	27 35	106 119	.7 .9	5.7 7.5	26 14	80 52	.6 .3	10.5 6.2	28 51	142 213	.7 1.3	5.6 10.6	35 49	111 172	.9 1.2	7.8 10.6	12 23	54 101	.3 .6	3.4 6.5
WYXR-FM SP '98 4-Book	21 16	73 61	.5 .4	4.5 3.5	10 7	52 32	.2 .2	4.0 3.1	16 13	67 46	.4 .3	3.2 2.7	14 9	38 39	.3 .2	3.1 2.0	18 15	85 58	.4 .4	5.0 4.2
WJBR-FM SP '98 4-Book	1	4		.3	2	6		.7	1 1	7 6		.2 .2	4 1	23 8	.1 .3	.9	2 2	16 12		.6 .4
WKXW-FM SP '98 4-Book						2			1	7 4		.2 .1	1	4		.3	1	7 2		.3 .1
+WLEV-FM SP '98 4-Book						2		.1										2		.1
+WNJO-FM SP '98 4-Book	**	**	**	**	**	**	**	**	2 **	25 **	**	.4 **	2 **	8 **	**	.4 **	4 **	16 **	.1 **	1.1 **
WPST-FM SP '98 4-Book	8 10	70 65	.2 .3	1.7 2.2	2 2	15 11	.8 .8		12 20	60 75	.3 .5	2.4 4.1	9 16	45 66	.2 .4	2.0 3.4	5 13	33 65	.1 .3	1.4 3.7
WRDR-FM SP '98 4-Book					1	2		.4		2		.1								
WZZO-FM SP '98 4-Book	2 **	8 **	.4 **	**	1 **	7 **	.4 **	**	1 **	8 **	**	.2 **	3 **	8 **	.1 **	.7 **	**	**	**	**
TOTALS SP '98 4-Book	471 468	1254 1338	11.5 11.5		248 225	811 717	6.1 5.5		498 483	1403 1413	12.2 11.8		446 453	1149 1191	10.9 11.1		357 359	1085 1088	8.7 8.8	

** 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																					
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 '98	25	934	.4	2.2	66	587	1.1	3.9	18	342	.3	1.1	29	386	.5	2.1	8	206	.1	1.2	
WI '98	33	1236	.6	3.2	107	838	1.9	6.6	26	389	.5	1.9	31	500	.5	2.5	14	166	.2	2.3	
FA '97	23	992	.4	2.0	61	557	1.1	3.8	20	334	.3	1.2	25	373	.4	1.8	9	193	.2	1.4	
SU '97	22	1044	.4	1.9	62	644	1.1	3.6	15	224	.3	.8	26	446	.4	1.9	8	204	.1	1.3	
4-Book	26	1052	.5	2.3	74	657	1.3	4.5	20	322	.4	1.3	28	426	.5	2.1	10	192	.2	1.6	
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	
WBEB-FM																					
SP '98	59	674	1.0	5.1	73	349	1.3	4.4	119	347	2.1	7.2	68	409	1.2	4.9	26	242	.5	4.0	
WI '98	30	577	.5	2.9	42	238	.7	2.6	52	242	.9	3.7	29	305	.5	2.3	14	208	.2	2.3	
FA '97	25	631	.4	2.2	33	367	.6	2.1	33	204	.6	2.0	26	248	.5	1.8	12	196	.2	1.9	
SU '97	26	520	.4	2.2	32	226	.5	1.9	41	232	.7	2.3	19	201	.3	1.4	10	161	.2	1.6	
4-Book	35	601	.6	3.1	45	295	.8	2.8	61	256	1.1	3.8	36	291	.6	2.6	16	202	.3	2.5	
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	
WDAS-AM																					
SP '98	2	70		.2	2	10		.1	2	10		.1		10							
WI '98	2	75		.2	5	31		.3	1	19		.1	3	20		.1	.2				
FA '97	4	62		.4	6	27		.4	5	18		.3	3	29		.1	.2	3	9	.1	.5
SU '97	1	25		.1					1	8		.1		8		.1	.1	2	8		.3
4-Book	2	58		.2	3	17		.1	2	12		.1	2	17		.1	.1	1	4		.2
SP '97	2	55		.2		8			2	17		.1	2	17		.1	.1	2	8		.3
WDAS-FM																					
SP '98	53	637	.9	4.6	91	365	1.6	5.4	49	303	.9	3.0	47	246	.8	3.4	51	290	.9	7.8	
WI '98	64	762	1.1	6.1	88	428	1.5	5.5	92	426	1.6	6.6	81	376	1.4	6.5	45	285	.8	7.4	
FA '97	48	637	.8	4.2	60	290	1.0	3.8	64	322	1.1	3.9	54	331	.9	3.8	37	303	.6	5.9	
SU '97	46	659	.8	3.9	53	292	.9	3.1	70	286	1.2	3.9	59	277	1.0	4.2	28	257	.5	4.5	
4-Book	53	674	.9	4.7	73	344	1.3	4.5	69	334	1.2	4.4	60	308	1.0	4.5	40	284	.7	6.4	
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	
WHAT-AM																					
SP '98	6	25	.1	.5	12	17	.2	.7	10	17	.2	.6	5	17	.1	.4					
WI '98	3	53	.1	.3	2	25		.1	7	20	.1	.5	1	20		.1		11			
FA '97	3	31	.1	.3	5	22	.1	.3	3	9	.1	.2	6	9	.1	.4					
SU '97	3	17	.1	.3	5	17	.1	.3		8			5	17	.1	.4	4	17	.1	.6	
4-Book	4	32	.1	.4	6	20	.1	.4	5	14	.1	.3	4	16	.1	.3	1	7		.2	
SP '97	2	19		.2	1	8		.1	3	8		.1	1	14		.1	1	8		.2	
WIOQ-FM																					
SP '98	69	1151	1.2	6.0	60	505	1.0	3.6	98	529	1.7	5.9	79	536	1.4	5.7	56	390	1.0	8.5	
WI '98	42	1104	.7	4.0	49	425	.9	3.0	49	492	.9	3.5	48	617	.8	3.8	31	444	.5	5.1	
FA '97	62	1067	1.1	5.4	52	467	.9	3.3	90	629	1.6	5.5	68	576	1.2	4.8	51	415	.9	8.2	
SU '97	60	1275	1.0	5.1	51	401	.9	3.0	83	688	1.4	4.7	76	676	1.3	5.4	41	534	.7	6.6	
4-Book	58	1149	1.0	5.1	53	450	.9	3.2	80	585	1.4	4.9	68	601	1.2	4.9	45	446	.8	7.1	
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	
WIP -AM																					
SP '98	48	908	.8	4.2	81	484	1.4	4.8	66	430	1.1	4.0	76	587	1.3	5.4	25	288	.4	3.8	
WI '98	66	1034	1.1	6.3	109	584	1.9	6.8	85	474	1.5	6.1	112	666	1.9	8.9	34	410	.6	5.6	
FA '97	77	1271	1.3	6.7	124	782	2.2	7.8	113	660	2.0	6.9	125	829	2.2	8.8	19	351	.3	3.0	
SU '97	76	1131	1.3	6.4	128	697	2.2	7.5	106	638	1.8	6.0	106	752	1.8	7.6	29	343	.5	4.7	
4-Book	67	1086	1.1	5.9	111	637	1.9	6.7	93	551	1.6	5.8	105	709	1.8	7.7	27	348	.5	4.3	
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	
WJJZ-FM																					
SP '98	22	318	.4	1.9	25	160	.4	1.5	35	177	.6	2.1	26	158	.5	1.9	12	107	.2	1.8	
WI '98	22	429	.4	2.1	20	118	.3	1.2	29	163	.5	2.1	32	206	.6	2.6	18	145	.3	3.0	
FA '97	35	505	.6	3.1	18	170	.3	1.1	47	256	.8	2.9	56	334	1.0	4.0	33	242	.6	5.3	
SU '97	17	390	.3	1.4	15	118	.3	.9	18	136	.3	1.0	15	151	.3	1.1	12	137	.2	1.9	
4-Book	24	411	.4	2.1	20	142	.3	1.2	32	183	.6	2.0	32	212	.6	2.4	19	158	.3	3.0	
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	

** 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
WMGK-FM																				
SP '98	68	1039	1.2	5.9	78	441	1.4	4.7	136	515	2.4	8.2	83	585	1.4	5.9	22	275	.4	3.3
WI '98	63	1147	1.1	6.0	61	499	1.1	3.8	101	517	1.8	7.3	84	698	1.5	6.7	37	402	.6	6.1
FA '97	82	1212	1.4	7.2	75	526	1.3	4.7	154	658	2.7	9.4	126	723	2.2	8.9	37	396	.6	5.9
SU '97	87	1348	1.5	7.4	95	628	1.6	5.6	147	744	2.5	8.3	137	842	2.3	9.8	35	428	.6	5.7
4-Book	75	1187	1.3	6.6	77	524	1.4	4.7	135	609	2.4	8.3	108	712	1.9	7.8	33	375	.6	5.3
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
WMMR-FM																				
SP '98	84	1426	1.5	7.3	111	591	1.9	6.6	125	704	2.2	7.6	110	885	1.9	7.9	47	460	.8	7.1
WI '98	73	1474	1.3	7.0	86	570	1.5	5.3	124	639	2.2	8.9	80	855	1.4	6.4	20	399	.3	3.3
FA '97	71	1456	1.2	6.2	88	676	1.5	5.5	120	745	2.1	7.4	104	821	1.8	7.3	32	337	.6	5.1
SU '97	104	1607	1.8	8.8	139	777	2.4	8.2	204	841	3.5	11.5	126	870	2.1	9.0	36	477	.6	5.8
4-Book	83	1491	1.5	7.3	106	654	1.8	6.4	143	732	2.5	8.9	105	858	1.8	7.7	34	418	.6	5.3
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
WOGL-FM																				
SP '98	38	507	.7	3.3	34	270	.6	2.0	67	289	1.2	4.1	59	369	1.0	4.2	19	173	.3	2.9
WI '98	22	410	.4	2.1	28	168	.5	1.7	33	170	.6	2.4	26	238	.5	2.1	12	139	.2	2.0
FA '97	19	484	.3	1.7	18	154	.3	1.1	41	193	.7	2.5	27	243	.5	1.9	8	153	.1	1.3
SU '97	34	559	.6	2.9	44	231	.7	2.6	71	259	1.2	4.0	35	297	.6	2.5	8	166	.1	1.3
4-Book	28	490	.5	2.5	31	206	.5	1.9	53	228	.9	3.3	37	287	.7	2.7	12	158	.2	1.9
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
WPEN-AM																				
SP '98		31				10				9				11				11		
WI '98	2	55		.2	3	18	.1	.2		14	.1	.2	3	27	.1	.2	3	8	.1	.5
FA '97	2	62		.2		8			3	33	.1	.4	5	25	.1	.4		9		
SU '97	3	75	.1	.3	3	17	.1	.2	7	33	.1	.4	5	25	.1	.4	1	7		.1
4-Book	2	56		.2	2	13		.1	3	14		.1	3	22		.1	1	9		.2
SP '97	2	27		.2	1	9		.1	2	9		.1	6	9	.1	.4	1	9		.2
WPHI-FM																				
SP '98	65	947	1.1	5.7	58	407	1.0	3.5	73	555	1.3	4.4	86	645	1.5	6.2	76	447	1.3	11.6
WI '98	61	1161	1.1	5.8	50	448	.9	3.1	60	598	1.0	4.3	87	701	1.5	6.9	62	543	1.1	10.2
FA '97	65	1022	1.1	5.7	67	432	1.2	4.2	64	496	1.1	3.9	82	623	1.4	5.8	60	550	1.0	9.6
SU '97	102	1242	1.7	8.6	97	634	1.7	5.7	136	693	2.3	7.7	140	914	2.4	10.0	96	758	1.6	15.5
4-Book	73	1093	1.3	6.5	68	480	1.2	4.1	83	586	1.4	5.1	99	721	1.7	7.2	74	575	1.3	11.7
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
WPHT-AM																				
SP '98	5	189	.1	.4	2	18		.1	1	41		.1	3	67	.1	.2	16	133	.3	2.4
WI '98	4	168	.1	.4	6	54	.1	.4	4	67	.1	.3	3	43	.1	.2	3	36	.1	.5
FA '97	2	103		.2	6	45	.1	.4	4	38	.1	.2	2	27		.1		8		
SU '97	4	195	.1	.3	4	27	.1	.2	2	47		.1	4	64	.1	.3	6	73	.1	1.0
4-Book	4	164		.3	5	36		.1	3	48		.1	3	50		.1	6	63		1.0
SP '97	2	182		.2	3	30	.1	.2	2	44		.1	2	17		.1	5	73	.1	.8
WPLY-FM																				
SP '98	50	1256	.9	4.4	62	560	1.1	3.7	80	669	1.4	4.8	70	684	1.2	5.0	25	451	.4	3.8
WI '98	42	1251	.7	4.0	51	536	.9	3.2	52	565	.9	3.7	58	676	1.0	4.6	26	495	.5	4.3
FA '97	60	1389	1.0	5.3	62	546	1.1	3.9	75	669	1.3	4.6	78	828	1.4	5.5	48	543	.8	7.7
SU '97	68	1630	1.2	5.8	98	674	1.7	5.8	90	672	1.5	5.1	82	989	1.4	5.9	50	683	.9	8.1
4-Book	55	1382	1.0	4.9	68	579	1.2	4.2	74	644	1.3	4.6	72	794	1.3	5.3	37	543	.7	6.0
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
WURD-AM																				
SP '98	4	58	.1	.3	5	40	.1	.3	7	32	.1	.4	5	18	.1	.4	1	9		.2
WI '98	7	127	.1	.7	7	54	.1	.4	10	87	.2	.7	12	75	.2	1.0	5	35	.1	.8
FA '97	7	100	.1	.6	18	80	.3	1.1	8	80	.1	.5	5	63	.1	.4	1	32		.2
SU '97	3	64	.1	.3	5	44	.1	.3	2	20		.1	4	30	.1	.3	1	15		.2
4-Book	5	87		.5	9	55		.5	7	55		.4	7	47		.5	2	23		.4
SP '97	2	39		.2	2	16		.1					6	39	.1	.4	2	23		.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
WUSL-FM																				
SP '98	86	1273	1.5	7.5	103	698	1.8	6.2	97	630	1.7	5.9	101	764	1.8	7.2	79	520	1.4	12.0
WI '98	73	1226	1.3	7.0	74	520	1.3	4.6	82	685	1.4	5.9	90	721	1.6	7.2	64	550	1.1	10.6
FA '97	92	1211	1.6	8.1	80	579	1.4	5.0	105	640	1.8	6.4	116	722	2.0	8.2	90	664	1.6	14.4
SU '97	107	1239	1.8	9.1	100	690	1.7	5.9	156	767	2.7	8.8	114	744	1.9	8.2	95	665	1.6	15.4
4-Book	90	1237	1.6	7.9	89	622	1.6	5.4	110	681	1.9	6.8	105	738	1.8	7.7	82	600	1.4	13.1
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
WWDB-FM																				
SP '98	10	184	.2	.9	10	49	.2	.6	14	64	.2	.8	15	70	.3	1.1	8	42	.1	1.2
WI '98	24	372	.4	2.3	20	56	.3	1.2	55	201	1.0	4.0	26	135	.5	2.1	12	74	.2	2.0
FA '97	9	209	.2	.8	9	67	.2	.6	27	120	.5	1.7	6	62	.1	.4	3	33	.1	.5
SU '97	17	408	.3	1.4	7	72	.1	.4	35	186	.6	2.0	23	134	.4	1.6	7	68	.1	1.1
4-Book	15	293	.3	1.4	12	61	.2	.7	33	143	.6	2.1	18	100	.3	1.3	8	54	.1	1.2
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
WVJZ-AM																				
SP '98									1	5		.1	1	5		.1				
WI '98		5																		
FA '97																				
SU '97		17												17		.1				
4-Book		6								1				6		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	27	364	.5	2.3	31	183	.5	1.9	52	198	.9	3.1	44	241	.8	3.1	10	108	.2	1.5
WI '98	39	549	.7	3.7	39	265	.7	2.4	58	342	1.0	4.2	50	324	.9	4.0	25	198	.4	4.1
FA '97	25	387	.4	2.2	40	199	.7	2.5	28	175	.5	1.7	24	201	.4	1.7	17	177	.3	2.7
SU '97	32	482	.5	2.7	42	231	.7	2.5	57	255	1.0	3.2	33	265	.6	2.4	7	144	.1	1.1
4-Book	31	446	.5	2.7	38	220	.7	2.3	49	243	.9	3.1	38	258	.7	2.8	15	157	.3	2.4
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
+WXXM-FM																				
SP '98	39	990	.7	3.4	49	437	.9	2.9	63	439	1.1	3.8	51	551	.9	3.6	8	280	.1	1.2
WI '98	41	1001	.7	3.9	44	394	.8	2.7	46	427	.8	3.3	62	582	1.1	5.0	28	414	.5	4.6
FA '97	37	804	.6	3.2	22	260	.4	1.4	58	341	1.0	3.6	64	502	1.1	4.5	21	276	.4	3.4
SU '97	6	190	.1	.5	8	86	.1	.5	6	41	.1	.3	8	103	.1	.6	3	51	.1	.5
4-Book	31	746	.5	2.8	31	294	.6	1.9	43	312	.8	2.8	46	435	.8	3.4	15	255	.3	2.4
SP '97	6	168	.1	.5	3	34	.1	.2	8	45	.1	.5	10	74	.2	.7	4	49	.1	.6
WYSP-FM																				
SP '98	190	2448	3.3	16.5	504	1770	8.8	30.1	289	1315	5.0	17.5	155	1101	2.7	11.1	42	541	.7	6.4
WI '98	161	2405	2.8	15.4	512	1698	8.9	31.7	201	1185	3.5	14.5	115	1020	2.0	9.2	35	581	.6	5.8
FA '97	204	2560	3.5	17.9	540	1818	9.4	33.9	288	1489	5.0	17.7	169	1089	2.9	11.9	40	599	.7	6.4
SU '97	196	2545	3.3	16.6	554	1801	9.4	32.5	252	1377	4.3	14.2	165	1225	2.8	11.8	50	653	.9	8.1
4-Book	188	2490	3.2	16.6	528	1772	9.1	32.1	258	1342	4.5	16.0	151	1109	2.6	11.0	42	594	.7	6.7
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
WYXR-FM																				
SP '98	39	844	.7	3.4	26	264	.5	1.6	35	241	.6	2.1	65	390	1.1	4.6	40	319	.7	6.1
WI '98	28	809	.5	2.7	16	210	.3	1.0	27	371	.5	1.9	27	298	.5	2.2	27	322	.5	4.5
FA '97	21	686	.4	1.8	20	267	.3	1.3	27	166	.5	1.7	31	287	.5	2.2	20	287	.3	3.2
SU '97	26	696	.4	2.2	17	124	.3	1.0	35	270	.6	2.0	26	307	.4	1.9	25	258	.4	4.0
4-Book	29	759	.5	2.5	20	216	.4	1.2	31	262	.6	1.9	37	321	.6	2.7	28	297	.5	4.5
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
VJBR-FM																				
SP '98	2	67		.2		10							4	39	.1	.3	5	30	.1	.8
WI '98	2	117		.2	1	35		.1	2	33		.1	2	66	.1	.2	2	42		.3
FA '97	2	76		.2	3	41	.1	.2	1	19		.1	3	19	.1	.2	2	19		.3
SU '97	2	85		.2	1	18		.1	3	29	.1	.2	2	31		.1	1	27		.2
4-Book	2	86		.2	1	26		.1	2	20		.1	3	39	.1	.2	3	30		.4
SP '97	3	76	.1	.3	5	44	.1	.3	5	37	.1	.3	3	28	.1	.2	2	23		.3

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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

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
WKXV-FM																				
SP '98	7	129	.1	.6	7	78	.1	.4	14	66	.2	.8	15	67	.3	1.1				8
WI '98	6	132	.1	.6	5	37	.1	.3	7	84	.1	.5	13	88	.2	1.0	5	42	.1	.8
FA '97	11	136	.2	1.0	12	39	.2	.8	10	37	.2	.6	24	98	.4	1.7	6	33	.1	1.0
SU '97	9	187	.2	.8	1	18		.1	23	79	.4	1.3	17	109	.3	1.2	3	62	.1	.5
4-Book	8	146	.2	.8	6	43	.1	.4	14	67	.2	.8	17	91	.3	1.3	4	36	.1	.6
SP '97	3	152	.1	.3	2	39		.1	5	49	.1	.3	2	48		.1	1	18		.2
+WLEV-FM																				
SP '98	1	39		.1		10							1	9		.1				
WI '98	4	52	.1	.4	4	24	.1	.2	5	16	.1	.4	8	34	.1	.6	3	19	.1	.5
FA '97		21											1	10		.1				
SU '97	1	63		.1	2	13		.1	1	8		.1	1	21		.1	1	22		.2
4-Book	2	44		.2	2	12		.1	2	6		.1	3	19		.2	1	10		.2
SP '97																				
+WNJO-FM																				
SP '98	2	59		.2	2	18		.1	3	29	.1	.2		10				8		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	43		.2	6	27	.1	.4	5	34	.1	.3	2	18		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	17	526	.3	1.5	18	264	.3	1.1	27	275	.5	1.6	31	263	.5	2.2	8	152	.1	1.2
WI '98	15	513	.3	1.4	15	230	.3	.9	28	205	.5	2.0	24	244	.4	1.9	7	172	.1	1.2
FA '97	10	546	.2	.9	14	238	.2	.9	11	191	.2	.7	14	277	.2	1.0	8	149	.1	1.3
SU '97	29	749	.5	2.5	24	209	.4	1.4	51	259	.9	2.9	40	419	.7	2.9	14	230	.2	2.3
4-Book	18	584	.3	1.6	18	235	.3	1.1	29	233	.5	1.8	27	301	.5	2.0	9	176	.1	1.5
SP '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
WRDR-FM																				
SP '98													1	7		.1				
WI '98		22			1	7		.1					2	11		.1				
FA '97	1	17		.1					2	17		.1								
SU '97		9				9				9										
4-Book		12				4			1	7			1	5		.1				
SP '97	2	25		.2	3	15	.1	.2	6	10	.1	.3	2	25		.1				
WZZO-FM																				
SP '98	7	139	.1	.6	6	48	.1	.4	9	47	.2	.5	16	84	.3	1.1	4	55	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1149	5519	20.0	1673	4853	29.1	1652	4300	28.7	1398	4762	24.3	658	3561	11.4					
WI '98	1045	5585	18.2	1614	4913	28.1	1387	4266	24.1	1252	4797	21.8	605	3554	10.5					
FA '97	1141	5637	19.8	1593	4952	27.7	1631	4437	28.4	1417	5010	24.6	625	3506	10.9					
SU '97	1182	5739	20.1	1703	5027	29.0	1774	4520	30.2	1395	5111	23.8	618	3647	10.5					
4-Book	1129	5620	19.5	1646	4936	28.5	1611	4381	27.9	1366	4920	23.6	627	3567	10.8					
SP '97	1188	5701	20.2	1645	4948	28.0	1769	4504	30.1	1473	4968	25.1	644	3756	11.0					

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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 '98	36	844	.6	2.3	16	325	.3	2.3	42	159	.7	6.3	19	70	.3	1.6	15	45	.3	1.7
4-Book	39	957	.7	2.6	14	351	.2	1.9	36	164	.6	5.6	10	62	.2	.9	8	37	.2	.9
WBEB-FM																				
SP '98	89	550	1.5	5.6	27	301	.5	3.8	24	89	.4	3.6	44	121	.8	3.7	19	54	.3	2.2
4-Book	48	474	.8	3.1	24	287	.4	3.4	25	68	.4	3.9	41	120	.7	3.4	22	60	.4	2.6
WDAS-AM																				
SP '98	2	19	.1	.1	2	60	.1	.3												
4-Book	3	26	.1	.2	3	44	.1	.4	1	3	.2		2							
WDAS-FM																				
SP '98	61	506	1.1	3.9	38	318	.7	5.4	29	69	.5	4.3	41	98	.7	3.5	30	100	.5	3.5
4-Book	67	521	1.2	4.4	35	354	.6	4.8	25	71	.5	3.8	50	131	.9	4.1	37	105	.7	4.3
WHAT-AM																				
SP '98	9	17	.2	.6	3	17	.1	.4	6	8	.1	.9	3	8	.1	.3	2	8	.1	.2
4-Book	5	22	.1	.4	2	17	.1	.3	2	4	.3		6	8	.1	.5	3	9	.1	.3
WIOQ-FM																				
SP '98	81	895	1.4	5.1	57	594	1.0	8.0	28	119	.5	4.2	77	283	1.3	6.5	69	195	1.2	8.0
4-Book	68	912	1.2	4.4	49	662	.9	6.8	30	132	.6	4.7	75	292	1.3	6.2	72	219	1.2	8.3
WIP -AM																				
SP '98	74	808	1.3	4.7	18	339	.3	2.5	28	103	.5	4.2	19	99	.3	1.6	28	92	.5	3.2
4-Book	102	993	1.8	6.6	32	430	.6	4.3	34	128	.6	5.2	51	177	.9	4.1	39	120	.7	4.5
WJZZ-FM																				
SP '98	29	248	.5	1.8	16	192	.3	2.3	12	20	.2	1.8	19	77	.3	1.6	10	29	.2	1.2
4-Book	28	296	.5	1.8	20	229	.4	2.8	17	57	.3	2.6	34	87	.6	2.8	22	58	.4	2.5
WMGK-FM																				
SP '98	102	851	1.8	6.5	39	478	.7	5.5	40	98	.7	6.0	96	210	1.7	8.1	43	174	.7	5.0
4-Book	109	996	1.9	7.0	44	540	.8	6.1	39	131	.7	6.2	91	252	1.6	7.5	68	195	1.2	7.8
WMMR-FM																				
SP '98	116	1189	2.0	7.3	52	723	.9	7.3	62	156	1.1	9.2	99	374	1.7	8.4	50	232	.9	5.8
4-Book	120	1250	2.1	7.7	50	748	.9	7.0	53	165	.9	8.4	99	358	1.7	8.2	55	210	1.0	6.3
WOGL-FM																				
SP '98	54	459	.9	3.4	22	248	.4	3.1	16	61	.3	2.4	25	58	.4	2.1	43	107	.7	5.0
4-Book	41	399	.7	2.6	16	208	.3	2.2	17	67	.3	2.8	30	63	.5	2.5	22	62	.4	2.5
WPEN-AM																				
SP '98		20																		
4-Book	2	35	.1		2	27	.2		1	2	.1		1	5	.1					
WPHI-FM																				
SP '98	72	862	1.3	4.6	42	536	.7	5.9	26	92	.5	3.9	58	228	1.0	4.9	71	245	1.2	8.2
4-Book	84	944	1.4	5.4	54	635	.9	7.5	39	114	.7	6.1	88	281	1.5	7.2	75	231	1.3	8.6
WPHT-AM																				
SP '98	2	77	.1	.1	3	84	.1	.4					3	16	.1	.3	1	9	.1	.1
4-Book	3	97	.1	.2	3	55	.1	.5					1	6	.1		3	9	.1	.4
WPLY-FM																				
SP '98	71	1115	1.2	4.5	27	569	.5	3.8	14	40	.2	2.1	60	267	1.0	5.1	43	201	.7	5.0
4-Book	72	1192	1.2	4.6	37	686	.7	5.1	24	115	.4	3.8	67	284	1.2	5.5	49	197	.8	5.7
WURD-AM																				
SP '98	5	49	.1	.3	5	40	.1	.7	7	28	.1	1.0	14	19	.2	1.2	2	5	.2	.2
4-Book	7	85	.2	.5	4	43	.1	.6	9	21	.2	1.3	9	24	.2	.8	1	3	.1	.1
WUSL-FM																				
SP '98	100	1104	1.7	6.3	66	840	1.1	9.3	66	219	1.1	9.8	126	335	2.2	10.6	102	300	1.8	11.8
4-Book	102	1057	1.7	6.6	72	767	1.2	10.0	58	180	1.0	9.1	118	336	2.0	9.6	93	263	1.6	10.7

** 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

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
WWDB-FM SP '98 4-Book	13 22	128 198	.2 .4	.8 1.4	7 10	76 127	.1 .2	1.0 1.3	4 12	19 32	.1 .2	.6 2.1	4	13	.1	.3	4	13	.1	.5
WWJZ-AM SP '98 4-Book		6				1														
WXTU-FM SP '98 4-Book	43 42	328 366	.7 .7	2.7 2.7	8 21	171 236	.1 .3	1.1 2.9	14 17	39 63	.2 .3	2.1 2.7	16 38	70 111	.3 .7	1.4 3.1	7 24	38 73	.1 .4	.8 2.7
+VXXM-FM SP '98 4-Book	55 40	841 633	1.0 .7	3.5 2.7	30 24	468 381	.5 .4	4.2 3.4	16 20	66 70	.3 .4	2.4 3.2	51 50	183 167	.9 .9	4.3 4.1	29 29	102 120	.5 .5	3.3 3.3
WYSP-FM SP '98 4-Book	314 308	2282 2262	5.5 5.3	19.9 19.9	68 72	898 1022	1.2 1.3	9.6 10.0	72 55	273 182	1.3 1.0	10.7 8.6	145 115	520 428	2.5 2.0	12.2 9.5	107 84	347 296	1.9 1.5	12.3 9.6
WYXR-FM SP '98 4-Book	42 30	568 486	.7 .5	2.7 2.0	34 27	358 386	.6 .5	4.8 3.8	25 21	90 76	.4 .4	3.7 3.4	54 45	160 160	.9 .8	4.6 3.8	66 37	144 117	1.1 .6	7.6 4.2
WJBR-FM SP '98 4-Book	1 2	39 57	.1 .1		1 2	47 41	.1 .3		1	3	.2		4	10	.1	.3	2	6	.1	.2
WKXW-FM SP '98 4-Book	12 12	120 121	.2 .2	.8 .8	3 4	28 50	.1 .1	.4 .5	4	16	.1	.7	5	14	.1	.4	6	9	.1	.7
+WLEV-FM SP '98 4-Book	2	19 25		.1	2 2	20 27	.3 .2						10 3	20 8	.2 .1	.8 .2	2 1	10 5	.2 .1	
+WNJO-FM SP '98 4-Book	2 **	37 **	.1 **	.1 **	2 **	41 **	.3 **	.3 **	2 **	12 **	.3 **	.3 **	** **	** **	** **	** **	1 **	10 **	.1 **	.1 **
WPST-FM SP '98 4-Book	25 25	431 465	.4 .4	1.6 1.6	9 11	213 251	.2 .2	1.3 1.5	8 5	62 29	.1 .1	1.2 .7	32 24	119 95	.6 .4	2.7 1.9	16 20	56 76	.3 .4	1.8 2.2
WRDR-FM SP '98 4-Book	1	8		.1		4								2						
WZZO-FM SP '98 4-Book	10 **	93 **	.2 **	.6 **	5 **	72 **	.1 **	.7 **	5 **	18 **	.1 **	.7 **	10 **	37 **	.2 **	.8 **	12 **	26 **	.2 **	1.4 **
TOTALS SP '98 4-Book	1580 1547	5437 5545	27.5 26.8		710 721	4430 4578	12.3 12.5		672 635	1753 1684	11.7 11.0		1185 1212	2700 2851	20.6 21.0		867 870	2102 2138	15.1 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

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 '98	11	28	.2	1.8	16	91	.3	3.8	13	59	.2	1.9	10	49	.2	1.5	3	30	.1	.6
4-Book	7	33	.2	1.1	24	119	.4	6.2	10	62	.2	1.3	9	41	.2	1.2	8	53	.2	1.8
WBEB-FM																				
SP '98	24	62	.4	4.0	23	48	.4	5.5	22	99	.4	3.2	18	37	.3	2.7	37	84	.6	7.1
4-Book	15	59	.3	2.4	22	52	.4	5.4	31	85	.5	3.8	21	60	.4	3.0	18	61	.3	3.7
WDAS-AM																				
SP '98					20	42	.3	4.8	1	17		.1						8		
4-Book					10	25	.2	2.3	6	24	.1	.6	4	9	.1	.6	4	8	.1	.8
WDAS-FM																				
SP '98	24	95	.4	4.0	32	84	.6	7.6	33	91	.6	4.7	27	59	.5	4.0	85	128	1.5	16.3
4-Book	32	99	.6	4.9	24	61	.4	6.2	26	86	.5	3.3	31	63	.5	4.5	49	99	.9	9.9
WHAT-AM																				
SP '98					8	17	.1	1.9	3	8	.1	.4	2	8		.3				
4-Book		2		.1	2	4		.5	2	4	.1	.3	2	6		.4				
WIOQ-FM																				
SP '98	70	188	1.2	11.6	13	44	.2	3.1	51	187	.9	7.3	71	172	1.2	10.6	68	167	1.2	13.1
4-Book	63	202	1.1	9.9	12	46	.2	3.1	44	160	.8	5.5	41	140	.7	6.0	49	150	.9	10.5
WIP -AM																				
SP '98	4	9	.1	.7	18	95	.3	4.3	19	86	.3	2.7	21	67	.4	3.1	13	53	.2	2.5
4-Book	9	29	.2	1.4	23	85	.4	5.9	41	138	.7	5.0	37	102	.7	5.2	21	74	.4	4.3
WJJZ-FM																				
SP '98	9	19	.2	1.5	22	57	.4	5.2	13	50	.2	1.9	18	35	.3	2.7	21	46	.4	4.0
4-Book	12	41	.2	1.8	12	34	.2	2.8	25	77	.4	3.2	20	44	.4	2.9	15	46	.3	3.2
WMGK-FM																				
SP '98	29	84	.5	4.8	14	48	.2	3.3	30	108	.5	4.3	27	97	.5	4.0	25	80	.4	4.8
4-Book	35	105	.6	5.4	10	40	.2	2.6	44	147	.8	5.5	38	134	.7	5.4	21	85	.4	4.4
WMMR-FM																				
SP '98	36	130	.6	6.0	23	71	.4	5.5	57	193	1.0	8.2	55	178	1.0	8.2	28	104	.5	5.4
4-Book	36	128	.6	5.7	24	98	.4	6.2	61	219	1.1	7.9	45	157	.8	6.6	25	96	.5	5.3
WGL-FM																				
SP '98	21	46	.4	3.5	17	60	.3	4.0	10	60	.2	1.4	34	68	.6	5.1	16	30	.3	3.1
4-Book	13	32	.2	2.1	15	39	.3	3.7	11	55	.2	1.4	15	39	.3	2.2	9	24	.2	1.8
WPEN-AM																				
SP '98					2	7	.1	.6	4	11	.1	.4	3	7	.1	.4	2	2		.5
4-Book																				
WPHI-FM																				
SP '98	56	147	1.0	9.3	8	36	.1	1.9	22	107	.4	3.2	50	111	.9	7.5	44	168	.8	8.5
4-Book	77	225	1.3	12.1	16	64	.3	4.0	39	157	.7	4.8	60	178	1.1	8.6	34	132	.6	7.5
WPHT-AM																				
SP '98	9	32	.2	1.5					7	27	.1	1.0	2	10		.3				
4-Book	7	17	.1	1.0	3	10	.1	.8	5	20	.1	.7	3	13	.1	.4	3	5	.1	.6
WPLY-FM																				
SP '98	28	119	.5	4.7	6	30	.1	1.4	27	177	.5	3.9	21	115	.4	3.1	10	69	.2	1.9
4-Book	35	138	.6	5.4	15	61	.3	3.8	43	200	.8	5.4	40	161	.7	5.7	22	122	.4	4.8
WURD-AM																				
SP '98	1	5		.2					17	26	.3	2.4	1	5		.1				
4-Book		1		.1	4	8	.1	1.0	10	27	.2	1.3	4	12	.1	.5				
WUSL-FM																				
SP '98	76	198	1.3	12.6	40	120	.7	9.5	45	161	.8	6.5	38	172	.7	5.7	34	72	.6	6.5
4-Book	90	259	1.6	14.2	38	108	.7	9.7	64	206	1.1	8.0	56	171	1.0	8.0	51	120	.9	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

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
WWDB-FM SP '98 4-Book	1 3	8 11	.2 .1	.2 .5	6 8	30 32	.1 .1	1.4 1.9	36 31	49 59	.6 .5	5.2 4.0	8 7	19 20	.1 .1	1.2 1.0	6	22	.1	1.3
WWJZ-AM SP '98 4-Book	1	1		.1																
WXTU-FM SP '98 4-Book	7 11	37 48	.1 .2	1.2 1.7	3 16	18 47	.1 .3	.7 3.9	8 26	27 67	.1 .4	1.1 3.2	6 21	38 62	.1 .4	.9 3.1	5 12	36 44	.1 .2	1.0 2.4
+WXXM-FM SP '98 4-Book	23 20	97 90	.4 .4	3.8 3.2	10 8	41 29	.2 .2	2.4 2.2	39 23	104 79	.7 .4	5.6 3.1	29 21	139 87	.5 .4	4.3 3.1	31 18	109 80	.5 .3	6.0 3.5
WYSP-FM SP '98 4-Book	50 56	161 187	.9 1.0	8.3 8.7	26 25	88 82	.5 .5	6.2 6.2	64 105	267 414	1.1 1.8	9.2 12.4	56 100	187 324	1.0 1.7	8.4 14.1	25 33	107 144	.4 .6	4.8 7.2
WYXR-FM SP '98 4-Book	28 25	107 101	.5 .5	4.7 3.9	12 13	72 57	.2 .3	2.9 3.6	35 33	104 100	.6 .6	5.0 4.4	34 24	87 81	.6 .4	5.1 3.5	16 17	80 72	.3 .3	3.1 3.6
WJBR-FM SP '98 4-Book	2	6		.2	2 4	10 15	.1	.5 1.0	4 3	19 12	.1 .1	.6 .4	2 1	9 7	.3 .1		1	9 6		.1
WKXV-FM SP '98 4-Book	4	8	.1	.6	14 4	19 12	.2 .1	3.3 1.0	4 2	10 8	.1 .1	.6 .3	2	6	.2		3 1	8 2	.1	.6 .2
+WLEV-FM SP '98 4-Book	2	5	.1	.4	5 2	10 9	.1 .1	1.2 .5	2	9		.3	1	7	.1		1	3		.2
+WNJO-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	2 18	**	.3 **	11 **	18 **	.2 **	1.6 **	1 **	8 **	**	.2 **
WPST-FM SP '98 4-Book	1 7	19 48	.2 .1	.2 1.1	1 1	10 11	.2 .3		5 10	38 45	.1 .2	.7 1.3	5 10	37 55	.1 .2	.7 1.5	1 8	8 45	.2	.2 1.8
WRDR-FM SP '98 4-Book										2										
WZZO-FM SP '98 4-Book	2 **	8 **		.3 **	5 **	9 **	.1 **	1.2 **	1 **	8 **		.1 **	3 **	8 **	.1 **	.4 **	**	9 **	**	**
TOTALS SP '98 4-Book	602 635	1509 1715	10.5 11.0		420 394	1221 1141	7.3 6.8		696 796	1976 2130	12.1 13.8		668 692	1665 1749	11.6 12.0		520 473	1373 1351	9.0 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

		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 '98	98	2884	.9	4.5	258	2012	2.3	7.7	76	950	.7	2.4	139	1486	1.2	5.2	34	705	.3	3.2	
WI '98	108	3132	1.0	5.1	303	2205	2.7	8.9	94	997	.8	3.3	118	1464	1.0	4.6	39	620	.3	3.7	
FA '97	83	2819	.7	3.8	204	1801	1.8	6.1	72	984	.6	2.3	106	1339	.9	3.9	32	556	.3	3.1	
SU '97	83	2887	.7	3.7	216	1915	1.9	6.5	72	879	.6	2.2	86	1366	.8	3.2	32	597	.3	2.9	
4-Book	93	2931	.8	4.3	245	1983	2.2	7.3	79	953	.7	2.6	112	1414	1.0	4.2	34	620	.3	3.2	
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	
WBEB-FM																					
SP '98	108	1481	1.0	4.9	135	712	1.2	4.0	208	678	1.8	6.6	144	953	1.3	5.4	42	457	.4	3.9	
WI '98	58	1289	.5	2.7	97	597	.9	2.9	85	472	.8	3.0	58	639	.5	2.2	30	391	.3	2.8	
FA '97	74	1337	.7	3.3	97	755	.9	2.9	112	498	1.0	3.5	89	631	.8	3.3	29	401	.3	2.8	
SU '97	75	1178	.7	3.3	97	563	.9	2.9	131	571	1.2	4.0	63	542	.6	2.3	22	361	.2	2.0	
4-Book	79	1321	.7	3.6	107	657	1.0	3.2	134	555	1.2	4.3	89	691	.8	3.3	31	403	.3	2.9	
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	
WDAS-AM																					
SP '98	10	193	.1	.5	18	67	.2	.5	12	28	.1	.4	8	45	.1	.3	1	19		.1	
WI '98	9	197	.1	.4	16	74	.1	.5	2	25		.1	11	61	.1	.4	4	28		.4	
FA '97	7	141	.1	.3	10	61	.1	.3	5	18		.2	6	51	.1	.2	4	28		.4	
SU '97	4	82		.2	4	25		.1	2	8		.1	3	17		.1	2	17		.2	
4-Book	8	153	.1	.4	12	57	.1	.4	5	20		.2	7	44	.1	.3	3	23		.3	
SP '97	7	140	.1	.3	2	34		.1	17	51	.1	.5	5	45		.2	2	17		.2	
WDAS-FM																					
SP '98	126	1387	1.1	5.7	186	782	1.6	5.6	115	656	1.0	3.6	120	661	1.1	4.5	110	647	1.0	10.2	
WI '98	134	1417	1.2	6.3	185	830	1.6	5.4	163	740	1.4	5.7	154	773	1.4	6.0	109	627	1.0	10.2	
FA '97	111	1249	1.0	5.0	160	693	1.4	4.8	146	645	1.3	4.6	134	737	1.2	4.9	72	555	.6	7.0	
SU '97	107	1294	.9	4.7	126	622	1.1	3.8	137	634	1.2	4.2	111	613	1.0	4.1	90	592	.8	8.0	
4-Book	120	1337	1.1	5.4	164	732	1.4	4.9	140	669	1.2	4.5	130	696	1.2	4.9	95	605	.9	8.9	
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	
WHAT-AM																					
SP '98	16	120	.1	.7	22	66	.2	.7	28	77	.2	.9	18	55	.2	.7	4	31		.4	
WI '98	16	187	.1	.8	16	98	.1	.5	33	84	.3	1.2	17	82	.2	.7	4	34		.4	
FA '97	15	171	.1	.7	19	91	.2	.6	24	97	.2	.8	22	72	.2	.8	3	35		.3	
SU '97	10	96	.1	.4	9	42	.1	.3	14	51	.1	.4	16	61	.1	.6	7	35		.6	
4-Book	14	144	.1	.7	17	74	.2	.5	25	77	.2	.8	18	68	.2	.7	5	34		.4	
SP '97	9	126	.1	.4	25	68	.2	.7	12	88	.1	.4	4	43		.1	3	26		.3	
W100-FM																					
SP '98	97	1700	.9	4.4	87	715	.8	2.6	139	755	1.2	4.4	119	787	1.1	4.5	77	539	.7	7.1	
WI '98	68	1654	.6	3.2	84	691	.7	2.5	85	731	.8	3.0	78	864	.7	3.0	41	622	.4	3.8	
FA '97	83	1609	.7	3.8	92	650	.8	2.7	126	915	1.1	3.9	84	807	.7	3.1	60	549	.5	5.9	
SU '97	92	1925	.8	4.1	89	644	.8	2.7	135	977	1.2	4.1	110	1003	1.0	4.1	53	737	.5	4.7	
4-Book	85	1722	.8	3.9	88	675	.8	2.6	121	845	1.1	3.9	98	865	.9	3.7	58	612	.5	5.4	
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	
WIP -AM																					
SP '98	103	1834	.9	4.7	193	1086	1.7	5.8	148	842	1.3	4.7	146	1129	1.3	5.5	42	571	.4	3.9	
WI '98	147	2378	1.3	6.9	271	1377	2.4	8.0	186	1177	1.6	6.5	236	1554	2.1	9.2	59	797	.5	5.5	
FA '97	159	2459	1.4	7.2	273	1501	2.4	8.1	224	1184	2.0	7.0	235	1605	2.1	8.6	54	749	.5	5.3	
SU '97	158	2312	1.4	7.0	274	1528	2.4	8.2	224	1333	2.0	6.8	240	1654	2.1	8.9	54	653	.5	4.8	
4-Book	142	2246	1.3	6.5	253	1373	2.2	7.5	196	1134	1.7	6.3	214	1486	1.9	8.1	52	693	.5	4.9	
SP '97	135	2416	1.2	5.9	226	1197	2.0	6.5	174	1032	1.5	5.2	186	1379	1.6	6.7	77	871	.7	7.1	
WJZ-FM																					
SP '98	90	1318	.8	4.1	92	578	.8	2.8	132	562	1.2	4.2	108	708	1.0	4.1	56	552	.5	5.2	
WI '98	92	1283	.8	4.3	92	513	.8	2.7	132	507	1.2	4.6	134	744	1.2	5.2	60	449	.5	5.6	
FA '97	95	1323	.8	4.3	93	594	.8	2.8	140	627	1.2	4.4	135	906	1.2	4.9	68	583	.6	6.6	
SU '97	119	1362	1.0	5.2	136	697	1.2	4.1	173	700	1.5	5.3	139	789	1.2	5.1	76	599	.7	6.8	
4-Book	99	1322	.9	4.5	103	596	.9	3.1	144	599	1.3	4.6	129	787	1.2	4.8	65	546	.6	6.1	
SP '97	90	1121	.8	3.9	106	544	.9	3.1	130	630	1.1	3.9	121	670	1.1	4.4	50	438	.4	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 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
WMGK-FM																				
SP '98	149	2132	1.3	6.8	171	1011	1.5	5.1	281	1078	2.5	8.9	184	1296	1.6	6.9	50	671	.4	4.6
WI '98	135	2340	1.2	6.3	150	982	1.3	4.4	224	1080	2.0	7.8	178	1467	1.6	6.9	63	790	.6	5.9
FA '97	163	2350	1.4	7.4	186	1121	1.6	5.5	295	1212	2.6	9.2	229	1469	2.0	8.4	64	799	.6	6.2
SU '97	157	2578	1.4	6.9	184	1192	1.6	5.5	274	1382	2.4	8.4	231	1601	2.0	8.5	54	769	.5	4.8
4-Book	151	2350	1.3	6.9	173	1077	1.5	5.1	269	1188	2.4	8.6	206	1458	1.8	7.7	58	757	.5	5.4
SP '97	164	2615	1.4	7.1	190	1299	1.7	5.5	266	1299	2.3	8.0	204	1580	1.8	7.4	61	907	.5	5.6
WMMR-FM																				
SP '98	155	2423	1.4	7.0	236	1064	2.1	7.1	255	1263	2.3	8.0	179	1423	1.6	6.7	55	614	.5	5.1
WI '98	131	2479	1.2	6.2	174	1023	1.5	5.1	224	1158	2.0	7.8	151	1458	1.3	5.9	41	680	.4	3.8
FA '97	135	2613	1.2	6.1	184	1337	1.6	5.5	221	1320	2.0	6.9	179	1582	1.6	6.6	56	679	.5	5.5
SU '97	185	2705	1.6	8.1	247	1300	2.2	7.4	328	1394	2.9	10.0	235	1623	2.1	8.7	69	843	.6	6.1
4-Book	152	2555	1.4	6.9	210	1181	1.9	6.3	257	1284	2.3	8.2	186	1522	1.7	7.0	55	704	.5	5.1
SP '97	221	2969	1.9	9.6	334	1576	2.9	9.6	395	1595	3.5	11.8	236	1921	2.1	8.5	77	977	.7	7.1
WOGL-FM																				
SP '98	112	1669	1.0	5.1	123	792	1.1	3.7	196	763	1.7	6.2	150	967	1.3	5.6	42	553	.4	3.9
WI '98	82	1422	.7	3.9	113	664	1.0	3.3	116	514	1.0	4.1	101	847	.9	3.9	36	440	.3	3.4
FA '97	88	1529	.8	4.0	117	606	1.0	3.5	160	678	1.4	5.0	109	804	1.0	4.0	26	450	.2	2.5
SU '97	105	1828	.9	4.6	129	832	1.1	3.9	160	925	1.4	4.9	128	1126	1.1	4.7	46	565	.4	4.1
4-Book	97	1612	.9	4.4	121	724	1.1	3.6	158	720	1.4	5.1	122	936	1.1	4.6	38	502	.3	3.5
SP '97	106	1717	.9	4.6	113	725	1.0	3.3	151	738	1.3	4.5	108	940	.9	3.9	50	610	.4	4.6
WPEN-AM																				
SP '98	3	105	.1	.1	4	46	.1	.1	4	28	.1	.1	3	38	.1	.1		11		
WI '98	6	194	.1	.3	11	86	.1	.3	5	75	.1	.3	7	82	.1	.3	5	40	.1	.5
FA '97	5	135	.2	.2	4	43	.1	.1	11	41	.1	.3	6	58	.1	.2	1	18	.1	.1
SU '97	11	170	.1	.5	17	64	.1	.5	12	63	.1	.4	11	74	.1	.4	7	25	.1	.6
4-Book	6	151	.1	.3	9	60	.1	.3	8	52	.1	.3	7	63	.1	.3	3	24	.1	.3
SP '97	6	157	.1	.3	3	30	.1	.1	8	84	.1	.2	10	50	.1	.4	2	36	.1	.2
WPH1-FM																				
SP '98	71	1114	.6	3.2	66	496	.6	2.0	77	637	.7	2.4	101	758	.9	3.8	80	521	.7	7.4
WI '98	69	1353	.6	3.2	66	552	.6	1.9	67	663	.6	2.3	99	815	.9	3.8	66	589	.6	6.2
FA '97	79	1264	.7	3.6	83	529	.7	2.5	84	608	.7	2.6	96	714	.9	3.5	74	668	.7	7.2
SU '97	116	1487	1.0	5.1	112	709	1.0	3.4	156	815	1.4	4.8	157	1057	1.4	5.8	107	854	.9	9.5
4-Book	84	1305	.7	3.8	82	572	.7	2.5	96	681	.9	3.0	113	836	1.0	4.2	82	658	.7	7.6
SP '97	82	1259	.7	3.6	61	458	.5	1.8	95	682	.8	2.8	131	810	1.2	4.7	72	594	.6	6.6
WPHT-AM																				
SP '98	21	657	.2	1.0	26	142	.2	.8	18	196	.2	.6	16	236	.1	.6	35	353	.3	3.2
WI '98	17	462	.2	.8	35	191	.3	1.0	14	174	.1	.5	14	167	.1	.5	13	113	.1	1.2
FA '97	7	352	.1	.3	13	111	.1	.4	11	63	.1	.3	6	70	.1	.2	2	65	.1	.2
SU '97	14	529	.1	.6	17	114	.1	.5	8	133	.1	.2	12	154	.1	.4	22	245	.2	2.0
4-Book	15	500	.2	.7	23	140	.2	.7	13	142	.1	.4	12	157	.1	.4	18	194	.2	1.7
SP '97	13	594	.1	.6	21	204	.2	.6	12	116	.1	.4	14	135	.1	.5	16	211	.1	1.5
WPLY-FM																				
SP '98	61	1684	.5	2.8	78	712	.7	2.3	96	774	.9	3.0	90	863	.8	3.4	28	514	.2	2.6
WI '98	61	1759	.5	2.9	96	781	.9	2.8	68	691	.6	2.4	78	864	.7	3.0	33	621	.3	3.1
FA '97	68	1832	.6	3.1	72	733	.6	2.1	81	812	.7	2.5	93	1059	.8	3.4	54	659	.5	5.3
SU '97	91	2031	.8	4.0	134	877	1.2	4.0	130	844	1.1	4.0	102	1247	.9	3.8	55	825	.5	4.9
4-Book	70	1827	.6	3.2	95	776	.9	2.8	94	780	.8	3.0	91	1008	.8	3.4	43	655	.4	4.0
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
WURD-AM																				
SP '98	14	139	.1	.6	16	86	.1	.5	24	86	.2	.8	17	64	.2	.6	1	24	.1	.1
WI '98	13	170	.1	.6	18	89	.2	.5	16	130	.1	.6	19	98	.2	.7	5	35	.1	.5
FA '97	11	147	.1	.5	33	108	.3	1.0	10	98	.1	.3	8	80	.1	.3	4	41	.1	.4
SU '97	5	107	.1	.2	8	58	.1	.2	4	40	.1	.1	5	56	.1	.2	2	24	.1	.2
4-Book	11	141	.1	.5	19	85	.2	.6	14	89	.1	.5	12	75	.1	.5	3	31	.1	.3
SP '97	6	112	.1	.3	11	52	.1	.3	4	30	.1	.1	11	86	.1	.4	3	40	.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

	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
WUSL-FM																				
SP '98	109	1636	1.0	5.0	129	800	1.1	3.9	124	776	1.1	3.9	126	940	1.1	4.7	91	610	.8	8.4
WI '98	88	1601	.8	4.1	91	643	.8	2.7	98	834	.9	3.4	108	852	1.0	4.2	76	641	.7	7.1
FA '97	112	1614	1.0	5.1	103	737	.9	3.1	135	883	1.2	4.2	135	928	1.2	4.9	99	733	.9	9.7
SU '97	123	1599	1.1	5.4	120	859	1.1	3.6	182	988	1.6	5.6	132	902	1.2	4.9	104	763	.9	9.3
4-Book	108	1613	1.0	4.9	111	760	1.0	3.3	135	870	1.2	4.3	125	906	1.1	4.7	93	687	.8	8.6
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
WVDB-FM																				
SP '98	47	816	.4	2.1	43	257	.4	1.3	81	383	.7	2.6	56	350	.5	2.1	33	215	.3	3.1
WI '98	67	1033	.6	3.1	47	328	.4	1.4	126	532	1.1	4.4	78	453	.7	3.0	31	216	.3	2.9
FA '97	36	724	.3	1.6	48	205	.4	1.4	79	348	.7	2.5	41	328	.4	1.5	9	165	.1	.9
SU '97	56	1061	.5	2.5	46	316	.4	1.4	104	432	.9	3.2	77	437	.7	2.8	17	237	.1	1.5
4-Book	52	909	.5	2.3	46	277	.4	1.4	98	424	.9	3.2	63	392	.6	2.4	23	208	.2	2.1
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
WVJZ-AM																				
SP '98	1	37			2	10		.1	1	28										
WI '98	1	11							1	5			1	5						
FA '97		19			1	11								8						
SU '97	1	34			2	9		.1	1	8			4	34		.1				
4-Book	1	25			1	8		.1	1	10			1	12						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	78	955	.7	3.5	100	518	.9	3.0	139	509	1.2	4.4	104	589	.9	3.9	27	328	.2	2.5
WI '98	78	1042	.7	3.7	88	527	.8	2.6	108	565	1.0	3.8	115	647	1.0	4.5	38	336	.3	3.6
FA '97	62	961	.5	2.8	90	493	.8	2.7	84	459	.7	2.6	80	588	.7	2.9	29	347	.3	2.8
SU '97	84	1117	.7	3.7	102	571	.9	3.1	130	515	1.1	4.0	112	682	1.0	4.1	35	316	.3	3.1
4-Book	76	1019	.7	3.4	95	527	.9	2.9	115	512	1.0	3.7	103	627	.9	3.9	32	332	.3	3.0
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
+WXXM-FM																				
SP '98	67	1503	.6	3.0	96	743	.9	2.9	109	620	1.0	3.4	86	827	.8	3.2	17	424	.2	1.6
WI '98	64	1411	.6	3.0	68	584	.6	2.0	90	601	.8	3.2	90	830	.8	3.5	37	522	.3	3.5
FA '97	45	1084	.4	2.0	30	363	.3	.9	69	458	.6	2.2	75	660	.7	2.7	23	336	.2	2.2
SU '97	28	604	.2	1.2	33	260	.3	1.0	41	203	.4	1.3	35	334	.3	1.3	19	161	.2	1.7
4-Book	51	1151	.5	2.3	57	488	.5	1.7	77	471	.7	2.5	72	663	.7	2.7	24	361	.2	2.3
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
WYSP-FM																				
SP '98	249	3611	2.2	11.3	707	2560	6.3	21.2	366	1864	3.2	11.5	195	1533	1.7	7.3	50	658	.4	4.6
WI '98	256	3766	2.3	12.0	836	2745	7.4	24.6	322	1911	2.9	11.3	171	1503	1.5	6.6	51	818	.5	4.8
FA '97	321	4270	2.8	14.5	887	2861	7.9	26.4	437	2122	3.9	13.7	234	1532	2.1	8.6	59	811	.5	5.8
SU '97	262	3892	2.3	11.5	780	2602	6.9	23.4	308	1866	2.7	9.4	200	1600	1.8	7.4	73	939	.6	6.5
4-Book	272	3885	2.4	12.3	803	2692	7.1	23.9	358	1941	3.2	11.5	200	1542	1.8	7.5	58	807	.5	5.4
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
WYXR-FM																				
SP '98	62	1433	.5	2.8	51	475	.5	1.5	64	462	.6	2.0	97	706	.9	3.6	46	464	.4	4.3
WI '98	63	1505	.6	3.0	63	512	.6	1.9	77	633	.7	2.7	75	690	.7	2.9	48	513	.4	4.5
FA '97	46	1213	.4	2.1	59	498	.5	1.8	62	352	.5	1.9	71	531	.6	2.6	29	424	.3	2.8
SU '97	61	1340	.5	2.7	58	392	.5	1.7	93	495	.8	2.8	67	660	.6	2.5	36	415	.3	3.2
4-Book	58	1373	.5	2.7	58	469	.5	1.7	74	486	.7	2.4	78	647	.7	2.9	40	454	.4	3.7
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
WJBR-FM																				
SP '98	9	150	.1	.4	10	49	.1	.3	16	47	.1	.5	10	75	.1	.4	6	56	.1	.6
WI '98	8	176	.1	.4	9	87	.1	.3	12	59	.1	.4	10	101	.1	.4	3	66	.1	.3
FA '97	11	195	.1	.5	17	94	.2	.5	19	54	.2	.6	17	112	.2	.6	3	38	.1	.3
SU '97	7	151	.1	.3	7	59	.1	.2	8	53	.1	.2	8	59	.1	.3	6	51	.1	.5
4-Book	9	168	.1	.4	11	72	.1	.3	14	53	.1	.4	11	87	.1	.4	5	53	.1	.4
SP '97	6	161	.1	.3	9	91	.1	.3	12	73	.1	.4	6	65	.1	.2	3	42	.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
WKXV-FM																				
SP '98	21	406	.2	1.0	32	223	.3	1.0	36	175	.3	1.1	37	228	.3	1.4	4	59		.4
WI '98	21	372	.2	1.0	18	133	.2	.5	26	139	.2	.9	44	226	.4	1.7	16	120	.1	1.5
FA '97	25	379	.2	1.1	33	163	.3	1.0	32	149	.3	1.0	45	245	.4	1.6	11	84	.1	1.1
SU '97	18	354	.2	.8	11	107	.1	.3	39	169	.3	1.2	36	212	.3	1.3	6	94	.1	.5
4-Book	21	378	.2	1.0	24	157	.2	.7	33	158	.3	1.1	41	228	.4	1.5	9	89	.1	.9
SP '97	8	354	.1	.3	9	117	.1	.3	9	111	.1	.3	11	140	.1	.4	3	61		.3
+WLEV-FM																				
SP '98	1	57				10			1	9			1	27						
WI '98	7	96	.1	.3	6	41	.1	.2	8	35	.1	.3	11	43	.1	.4	5	43		.5
FA '97	3	139		.1	2	35		.1	4	26		.1	5	39		.2	3	35		.3
SU '97	6	120	.1	.3	9	30	.1	.3	10	41	.1	.3	7	78	.1	.3	1	22		.1
4-Book	4	103	.1	.2	4	29	.1	.2	6	28	.1	.2	6	47	.1	.2	2	25		.2
SP '97	4	55		.2	7	19	.1	.2	8	10	.1	.2	4	28		.1	1	19		.1
+WNJO-FM																				
SP '98	11	283	.1	.5	9	143	.1	.3	20	133	.2	.6	14	136	.1	.5	5	91		.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	146	.1	.4	16	85	.1	.5	20	92	.2	.6	9	60	.1	.3	1	16		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	29	801	.3	1.3	44	403	.4	1.3	39	354	.3	1.2	47	393	.4	1.8	12	235	.1	1.1
WI '98	23	779	.2	1.1	22	322	.2	.6	35	305	.3	1.2	37	370	.3	1.4	10	202	.1	.9
FA '97	20	828	.2	.9	26	372	.2	.8	27	333	.2	.8	30	445	.3	1.1	15	271	.1	1.5
SU '97	35	982	.3	1.5	29	266	.3	.9	55	322	.5	1.7	47	552	.4	1.7	17	288	.1	1.5
4-Book	27	848	.3	1.2	30	341	.3	.9	39	329	.3	1.2	40	440	.4	1.5	14	249	.1	1.3
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
WRDR-FM																				
SP '98	1	25				8			1	9			1	8				9		
WI '98	8	111	.1	.4	4	70		.1	13	72	.1	.5	10	70	.1	.4	2	27		.2
FA '97	2	46		.1	2	23		.1	4	23		.1	4	27		.1	1	17		.1
SU '97		17			1	17				9			1	8						
4-Book	3	50		.1	2	30		.1	5	28		.2	4	28		.1	1	13		.1
SP '97	2	60		.1	3	25		.1	6	10	.1	.2	3	33		.1	1	17		.1
WZZO-FM																				
SP '98	14	184	.1	.6	23	93	.2	.7	25	74	.2	.8	22	111	.2	.8	4	55		.4
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2199	10862	19.5		3338	9697	29.6		3174	8161	28.1		2665	9459	23.6		1078	6571	9.6	
WI '98	2129	10985	18.9		3398	9849	30.1		2855	8113	25.3		2579	9568	22.9		1066	6722	9.4	
FA '97	2213	10986	19.6		3361	9975	29.8		3193	8531	28.3		2728	9814	24.2		1025	6523	9.1	
SU '97	2271	11156	20.0		3338	9884	29.3		3274	8685	28.8		2710	9965	23.8		1122	6729	9.9	
4-Book	2203	10997	19.5		3359	9851	29.7		3124	8373	27.6		2671	9702	23.6		1073	6636	9.5	
SP '97	2297	11111	20.2		3469	9985	30.5		3335	8738	29.3		2762	9797	24.3		1083	6954	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 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 '98	151	2658	1.3	4.9	47	1231	.4	3.3	109	575	1.0	7.9	47	266	.4	2.0	40	192	.4	2.3
4-Book	140	2686	1.3	4.6	49	1260	.4	3.4	118	555	1.1	8.3	46	284	.4	1.9	34	196	.3	2.0
WBEB-FM																				
SP '98	166	1229	1.5	5.4	51	663	.5	3.6	49	191	.4	3.5	88	267	.8	3.7	68	195	.6	3.9
4-Book	111	1040	1.0	3.6	53	668	.5	3.7	54	175	.5	3.8	100	289	.9	4.2	62	188	.6	3.7
WDAS-AM																				
SP '98	13	94	.1	.4	13	156	.1	.9	3	9	.2		2	8	.1		1	3		
4-Book	8	78	.1	.3	11	114	.1	.7	5	14	.4		5	12	.2		1	3		
WDAS-FM																				
SP '98	138	1142	1.2	4.5	115	833	1.0	8.2	71	194	.6	5.1	138	300	1.2	5.8	128	300	1.1	7.3
4-Book	145	1076	1.3	4.7	92	783	.8	6.4	61	170	.6	4.3	118	290	1.0	4.9	96	244	.9	5.7
WHAT-AM																				
SP '98	23	86	.2	.7	12	81	.1	.9	10	27	.1	.7	22	27	.2	.9	16	27	.1	.9
4-Book	20	115	.2	.7	11	84	.1	.8	11	25	.1	.7	30	45	.3	1.3	15	38	.1	.9
WIOQ-FM																				
SP '98	116	1314	1.0	3.8	76	878	.7	5.4	44	183	.4	3.2	106	383	.9	4.5	110	295	1.0	6.3
4-Book	104	1344	.9	3.4	70	949	.6	4.9	50	192	.5	3.5	110	405	1.0	4.6	107	306	1.0	6.3
WIP -AM																				
SP '98	161	1620	1.4	5.2	41	692	.4	2.9	60	223	.5	4.3	72	289	.6	3.0	55	186	.5	3.1
4-Book	219	2051	1.9	7.2	66	967	.6	4.6	78	301	.7	5.4	104	386	.9	4.3	74	267	.7	4.4
WJJZ-FM																				
SP '98	112	978	1.0	3.7	74	811	.7	5.3	41	107	.4	3.0	124	299	1.1	5.3	99	300	.9	5.7
4-Book	127	1037	1.1	4.2	72	803	.7	5.0	54	174	.5	3.8	121	312	1.1	5.1	93	287	.8	5.5
WMGK-FM																				
SP '98	217	1804	1.9	7.1	93	1097	.8	6.6	97	306	.9	7.0	196	501	1.7	8.3	115	400	1.0	6.6
4-Book	220	1967	1.9	7.2	93	1186	.8	6.4	100	319	.9	7.0	193	545	1.7	8.1	127	404	1.1	7.6
WMNR-FM																				
SP '98	226	2052	2.0	7.4	96	1272	.9	6.8	137	386	1.2	9.9	208	706	1.8	8.8	89	381	.8	5.1
4-Book	221	2161	1.9	7.2	93	1317	.8	6.5	107	343	1.0	7.5	183	615	1.6	7.7	109	394	1.0	6.4
WOGL-FM																				
SP '98	160	1353	1.4	5.2	76	816	.7	5.4	44	145	.4	3.2	101	267	.9	4.3	109	304	1.0	6.2
4-Book	136	1306	1.2	4.4	69	811	.6	4.8	66	230	.6	4.6	108	307	1.0	4.5	76	248	.7	4.5
WPEN-AM																				
SP '98	3	67	.1	.1	3	54	.2		7	26	.1	.5	3	18	.1		2	18	.1	
4-Book	8	104	.1	.3	6	89	.4		7	24	.1	.5	6	20	.2		5	18	.3	
WPHI-FM																				
SP '98	81	1020	.7	2.6	45	577	.4	3.2	27	100	.2	1.9	60	237	.5	2.5	78	260	.7	4.5
4-Book	97	1113	.9	3.2	60	719	.6	4.2	44	128	.4	3.1	101	308	.9	4.2	81	249	.7	4.8
WPHT-AM																				
SP '98	20	360	.2	.7	14	269	.1	1.0					11	44	.1	.5	5	37	.3	
4-Book	16	297	.2	.5	12	201	.1	.8	5	23	.3		10	35	.1	.4	10	31	.1	.6
WPLY-FM																				
SP '98	89	1418	.8	2.9	33	776	.3	2.3	19	77	.2	1.4	70	340	.6	3.0	47	238	.4	2.7
4-Book	94	1533	.8	3.0	48	927	.4	3.3	35	171	.3	2.5	88	374	.8	3.7	59	255	.5	3.5
WURD-AM																				
SP '98	19	110	.2	.6	12	121	.1	.9	24	83	.2	1.7	30	57	.3	1.3	6	20	.1	.3
4-Book	15	127	.2	.5	8	83	.1	.6	16	39	.2	1.1	21	50	.2	.9	3	11		.2
WUSL-FM																				
SP '98	126	1344	1.1	4.1	91	1071	.8	6.5	81	250	.7	5.8	162	422	1.4	6.9	145	376	1.3	8.3
4-Book	124	1340	1.1	4.1	90	966	.8	6.3	71	218	.6	5.0	146	412	1.3	6.1	115	313	1.0	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

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
WWDB-FM																				
SP '98	62	641	.5	2.0	29	316	.3	2.1	47	103	.4	3.4	26	76	.2	1.1	3	18		.2
4-Book	71	700	.6	2.4	36	400	.3	2.5	51	128	.4	3.6	31	94	.3	1.3	24	57	.2	1.4
WWJZ-AM																				
SP '98	1	28				8				2										
4-Book	1	22			1	7		.1	1	2										
WXTU-FM																				
SP '98	116	793	1.0	3.8	44	515	.4	3.1	49	148	.4	3.5	74	223	.7	3.1	79	173	.7	4.5
4-Book	105	844	.9	3.4	52	580	.5	3.6	52	176	.5	3.6	98	273	.9	4.1	72	186	.7	4.3
+WXXM-FM																				
SP '98	98	1262	.9	3.2	46	711	.4	3.3	32	138	.3	2.3	85	299	.8	3.6	67	204	.6	3.8
4-Book	69	958	.6	2.3	38	585	.3	2.7	35	129	.3	2.5	74	248	.7	3.1	50	198	.5	3.0
WYSP-FM																				
SP '98	418	3332	3.7	13.6	82	1245	.7	5.8	97	392	.9	7.0	169	633	1.5	7.2	120	411	1.1	6.9
4-Book	446	3399	3.9	14.6	106	1599	.9	7.4	87	308	.8	6.1	155	575	1.4	6.5	110	399	1.0	6.5
WYXR-FM																				
SP '98	70	975	.6	2.3	58	713	.5	4.1	48	185	.4	3.5	112	320	1.0	4.7	92	230	.8	5.3
4-Book	70	932	.6	2.3	49	729	.4	3.4	43	146	.4	3.0	90	302	.8	3.8	64	219	.6	3.8
WJBR-FM																				
SP '98	12	95	.1	.4	4	83		.3	2	9		.1	1	17			1	8		.1
4-Book	12	128	.1	.4	5	80		.4	4	16		.3	10	31	.1	.4	6	20	.1	.4
WKXW-FM																				
SP '98	35	370	.3	1.1	6	113	.1	.4	10	34	.1	.7	7	34	.1	.3				
4-Book	33	321	.3	1.1	9	131	.1	.6	11	46	.1	.8	17	45	.2	.7	9	21	.1	.6
+WLEV-FM																				
SP '98	1	37			3	38		.2	1	9		.1	10	20	.1	.4	2	10		.1
4-Book	6	69	.1	.2	5	58		.3	3	6		.2	8	20	.1	.3	3	16		.2
+WNJO-FM																				
SP '98	15	214	.1	.5	7	158	.1	.5	7	31	.1	.5	13	29	.1	.6	7	30	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	43	640	.4	1.4	15	314	.1	1.1	11	90	.1	.8	48	167	.4	2.0	25	85	.2	1.4
4-Book	37	666	.3	1.2	18	383	.2	1.3	10	48	.1	.7	39	155	.4	1.6	32	120	.3	1.9
WRDR-FM																				
SP '98	1	25			1	17		.1					2	9		.1	2	8		.1
4-Book	4	46		.1	3	28		.2		2			6	16		.3	4	11		.2
WZZO-FM																				
SP '98	24	138	.2	.8	5	72		.4	5	18		.4	10	37	.1	.4	12	26	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	3068	10716	27.2	1409	8752	12.5	1388	3946	12.3	2361	5417	20.9	1751	4279	15.5					
4-Book	3057	10848	27.0	1443	9046	12.8	1427	3892	12.6	2386	5635	21.1	1685	4275	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

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 '98	17	93	.2	1.5	89	431	.8	9.8	56	347	.5	3.8	24	156	.2	1.9	11	93	.1	1.2
4-Book	21	140	.2	1.9	99	469	.9	10.1	39	255	.3	2.4	31	164	.3	2.3	22	152	.2	2.6
WBEB-FM																				
SP '98	40	134	.4	3.6	33	113	.3	3.6	50	229	.4	3.4	33	109	.3	2.6	44	119	.4	4.8
4-Book	31	134	.3	2.7	41	125	.4	4.2	61	199	.5	3.7	44	155	.4	3.2	31	112	.3	3.6
WDAS-AM																				
SP '98					64	124	.6	7.0	23	59	.2	1.5	10	19	.1	.8	5	18		.5
4-Book		2			37	79	.4	3.8	21	57	.2	1.3	10	21	.1	.7	7	15		.8
WDAS-FM																				
SP '98	112	272	1.0	10.0	47	114	.4	5.2	90	233	.8	6.0	78	164	.7	6.2	229	357	2.0	25.0
4-Book	88	214	.8	7.7	50	118	.4	5.1	72	200	.6	4.4	77	162	.7	5.8	155	269	1.4	18.0
WHAT-AM																				
SP '98	4	11		.4	19	42	.2	2.1	17	32	.2	1.1	8	23	.1	.6				
4-Book	4	11		.3	10	25	.1	1.0	11	33	.1	.7	6	15	.1	.5				
WIOQ-FM																				
SP '98	92	270	.8	8.2	20	62	.2	2.2	62	231	.5	4.2	85	207	.8	6.8	79	202	.7	8.6
4-Book	82	270	.7	7.3	24	83	.2	2.4	61	236	.5	3.8	54	185	.5	4.1	64	192	.6	7.5
WIP -AM																				
SP '98	13	71	.1	1.2	22	133	.2	2.4	42	179	.4	2.8	36	106	.3	2.9	28	110	.2	3.1
4-Book	28	95	.3	2.5	51	178	.5	5.1	84	306	.8	5.0	76	229	.7	5.6	33	143	.3	3.9
WJJZ-FM																				
SP '98	76	238	.7	6.8	51	169	.5	5.6	69	201	.6	4.6	87	197	.8	6.9	43	104	.4	4.7
4-Book	66	209	.6	5.8	38	135	.4	3.9	80	246	.7	4.9	68	172	.6	5.1	52	146	.5	6.1
WMGK-FM																				
SP '98	55	212	.5	4.9	38	151	.3	4.2	89	334	.8	6.0	101	280	.9	8.1	48	170	.4	5.2
4-Book	64	233	.6	5.5	28	121	.3	2.9	93	343	.9	5.7	90	290	.8	6.8	41	169	.4	4.8
WMMR-FM																				
SP '98	54	185	.5	4.8	59	181	.5	6.5	101	337	.9	6.8	77	278	.7	6.1	40	149	.4	4.4
4-Book	57	217	.5	4.9	62	215	.6	6.3	112	406	1.0	6.9	77	268	.7	5.8	37	147	.3	4.4
WGL-FM																				
SP '98	87	212	.8	7.8	54	192	.5	5.9	60	252	.5	4.0	87	220	.8	6.9	63	152	.6	6.9
4-Book	55	152	.5	4.8	77	223	.7	7.7	69	244	.6	4.2	64	184	.6	4.8	35	97	.3	4.1
WPEN-AM																				
SP '98					5	19		.5	4	11		.3	2	9		.2				
4-Book	3	9		.3	5	26	.1	.5	8	25	.1	.5	6	20	.1	.4	7	17	.1	.9
WPHI-FM																				
SP '98	63	156	.6	5.6	15	55	.1	1.6	23	117	.2	1.5	51	116	.5	4.1	44	168	.4	4.8
4-Book	87	249	.8	7.6	20	77	.2	2.1	43	173	.4	2.6	64	192	.6	4.8	36	137	.3	4.3
WPHT-AM																				
SP '98	27	89	.2	2.4	4	17		.4	32	93	.3	2.1	18	75	.2	1.4	11	29	.1	1.2
4-Book	15	48	.1	1.3	12	41	.1	1.2	22	75	.2	1.4	9	41	.1	.7	8	21	.1	.9
WPLY-FM																				
SP '98	32	145	.3	2.9	10	49	.1	1.1	37	222	.3	2.5	26	160	.2	2.1	14	95	.1	1.5
4-Book	39	171	.4	3.5	21	91	.2	2.1	55	272	.5	3.4	54	225	.5	4.0	26	152	.2	3.1
WURD-AM																				
SP '98	1	5		.1	3	8		.3	30	52	.3	2.0	1	5		.1				
4-Book		1			7	17	.1	.7	15	39	.1	1.0	6	17	.1	.4				
WUSL-FM																				
SP '98	90	244	.8	8.0	72	232	.6	7.9	78	248	.7	5.2	61	222	.5	4.9	37	81	.3	4.0
4-Book	112	305	1.0	9.9	60	173	.5	6.2	85	272	.8	5.2	67	199	.6	5.0	57	137	.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 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 Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
SP '98	11	27	.1	1.0	21	85	.2	2.3	94	152	.8	6.3	12	43	.1	1.0	6	19	.1	.7
4-Book	25	64	.2	2.2	28	99	.2	2.8	88	185	.8	5.4	18	49	.2	1.4	16	57	.2	1.9
WWJZ-AM																				
SP '98													3	8		.2				
4-Book	1	1		.1	1	2		.1					2	4		.1				
WXTU-FM																				
SP '98	31	119	.3	2.8	18	74	.2	2.0	58	159	.5	3.9	37	113	.3	3.0	8	56	.1	.9
4-Book	25	122	.2	2.3	32	120	.3	3.2	72	190	.6	4.4	50	147	.4	3.7	18	76	.2	2.1
+WXXM-FM																				
SP '98	30	143	.3	2.7	18	69	.2	2.0	56	151	.5	3.8	50	204	.4	4.0	31	109	.3	3.4
4-Book	27	129	.3	2.4	15	60	.2	1.5	41	145	.4	2.6	35	139	.3	2.7	23	102	.2	2.7
WYSP-FM																				
SP '98	61	216	.5	5.4	27	105	.2	3.0	82	356	.7	5.5	70	268	.6	5.6	28	133	.2	3.1
4-Book	66	237	.6	5.7	36	129	.3	3.6	184	686	1.6	10.6	170	560	1.5	12.3	40	181	.3	4.8
WYXR-FM																				
SP '98	39	173	.3	3.5	25	119	.2	2.7	61	178	.5	4.1	45	121	.4	3.6	36	146	.3	3.9
4-Book	44	180	.4	3.8	27	98	.3	2.7	51	172	.5	3.2	43	146	.4	3.2	27	117	.2	3.2
WJBR-FM																				
SP '98	2	8		.2	4	19		.4	9	45	.1	.6	6	27	.1	.5	3	27		.3
4-Book	3	10		.3	5	19	.1	.5	6	24	.1	.3	3	17		.2	2	15		.2
WKXW-FM																				
SP '98	1	8	.1		14	19	.1	1.5	9	45	.1	.6	2	18		.2	6	26	.1	.7
4-Book	6	19	.6		8	27	.1	.9	9	43	.1	.6	6	27	.1	.5	2	7		.2
+WLEV-FM																				
SP '98					5	10		.5									3	9		.3
4-Book	5	11	.1	.5	4	16		.4	4	13		.2	4	23		.3	4	14		.5
+WNJO-FM																				
SP '98	5	29		.4	2	9		.2	6	51	.1	.4	17	35	.2	1.4	1	17		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	1	19		.1	2	18		.2	15	71	.1	1.0	11	66	.1	.9	3	18		.3
4-Book	9	59	.1	.7	4	25	.1	.4	22	93	.2	1.4	19	90	.2	1.4	11	58	.1	1.2
WRDR-FM																				
SP '98		9							1	9		.1					1	9		.1
4-Book	4	11		.4		2			3	10		.2	3	11		.3	1	4		.2
WZZO-FM																				
SP '98	2	8	.2		5	9	.5		1	8	.1		3	8	.2			9		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1122	2906	9.9		911	2789	8.1		1489	4139	13.2		1253	3109	11.1		916	2443	8.1	
4-Book	1143	3152	10.1		983	2907	8.7		1649	4469	14.6		1343	3471	11.9		849	2444	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

Men 25-49																				
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	
KYW -AM																				
SP '98	89	2617	1.0	4.9	241	1817	2.6	8.3	70	877	.8	2.6	131	1386	1.4	5.9	30	630	.3	3.7
WI '98	101	2836	1.1	5.7	286	2003	3.1	9.7	91	926	1.0	3.8	110	1351	1.2	5.1	33	602	.4	4.1
FA '97	79	2565	.9	4.3	191	1687	2.1	6.5	69	900	.8	2.5	101	1254	1.1	4.4	32	528	.3	4.2
SU '97	79	2682	.9	4.2	205	1779	2.2	7.3	67	837	.7	2.5	83	1324	.9	3.7	30	563	.3	3.7
4-Book	87	2675	1.0	4.8	231	1822	2.5	8.0	74	885	.8	2.9	106	1329	1.2	4.8	31	581	.3	3.9
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
W8EB-FM																				
SP '98	83	1190	.9	4.5	112	584	1.2	3.9	163	511	1.8	6.0	115	775	1.3	5.2	25	332	.3	3.1
WI '98	45	1093	.5	2.5	84	512	.9	2.8	58	384	.6	2.4	45	539	.5	2.1	23	312	.3	2.9
FA '97	65	1133	.7	3.5	85	631	.9	2.9	96	407	1.0	3.5	80	531	.9	3.5	25	317	.3	3.3
SU '97	66	991	.7	3.5	87	470	.9	3.1	117	496	1.3	4.3	59	478	.6	2.6	17	287	.2	2.1
4-Book	65	1102	.7	3.5	92	549	1.0	3.2	109	450	1.2	4.1	75	581	.8	3.4	23	312	.3	2.9
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
WDAS-AM																				
SP '98	9	165	.1	.5	16	57	.2	.6	10	19	.1	.4	8	36	.1	.4	1	19		.1
WI '98	8	177	.1	.5	16	74	.2	.5	1	15			9	51	.1	.4	4	28		.5
FA '97	6	121	.1	.3	10	51	.1	.3	5	18	.1	.2	6	41	.1	.3	4	28		.5
SU '97	4	82		.2	4	25		.1	2	8		.1	3	17		.1	2	17		.2
4-Book	7	136	.1	.4	12	52	.1	.4	5	15	.1	.2	7	36	.1	.3	3	23		.3
SP '97	7	124	.1	.4	2	27		.1	17	51	.2	.6	5	45	.1	.2	2	17		.3
WDAS-FM																				
SP '98	108	1191	1.2	5.9	157	661	1.7	5.4	91	572	1.0	3.4	107	591	1.2	4.8	94	549	1.0	11.7
WI '98	116	1149	1.3	6.5	162	707	1.8	5.5	135	616	1.5	5.6	135	640	1.5	6.3	96	517	1.0	12.0
FA '97	95	1056	1.0	5.1	145	623	1.6	4.9	124	564	1.4	4.5	114	650	1.2	5.0	61	484	.7	8.1
SU '97	97	1083	1.1	5.2	114	536	1.2	4.0	124	558	1.3	4.6	101	534	1.1	4.5	80	489	.9	9.8
4-Book	104	1120	1.2	5.7	145	632	1.6	5.0	119	578	1.3	4.5	114	604	1.3	5.2	83	510	.9	10.4
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
WHAT-AM																				
SP '98	16	120	.2	.9	22	66	.2	.8	28	77	.3	1.0	18	55	.2	.8	4	31		.5
WI '98	16	187	.2	.9	16	98	.2	.5	33	84	.4	1.4	17	82	.2	.8	4	34		.5
FA '97	15	171	.2	.8	19	91	.2	.6	24	97	.3	.9	22	72	.2	1.0	3	35		.4
SU '97	10	96	.1	.5	9	42	.1	.3	14	51	.2	.5	16	61	.2	.7	7	35	.1	.9
4-Book	14	144	.2	.8	17	74	.2	.6	25	77	.3	1.0	18	68	.2	.8	5	34		.6
SP '97	9	121	.1	.5	25	68	.3	.8	12	88	.1	.4	3	38		.1	3	26		.4
W100-FM																				
SP '98	62	1050	.7	3.4	53	448	.6	1.8	95	423	1.0	3.5	74	491	.8	3.3	47	261	.5	5.9
WI '98	51	1160	.6	2.9	66	521	.7	2.2	68	509	.7	2.8	56	583	.6	2.6	26	448	.3	3.2
FA '97	51	1060	.6	2.8	68	425	.7	2.3	89	610	1.0	3.2	51	510	.6	2.2	22	281	.2	2.9
SU '97	60	1277	.7	3.2	70	443	.8	2.5	92	607	1.0	3.4	66	582	.7	2.9	26	422	.3	3.2
4-Book	56	1137	.7	3.1	64	459	.7	2.2	86	537	.9	3.2	62	542	.7	2.8	30	353	.3	3.8
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
WIP -AM																				
SP '98	92	1613	1.0	5.0	165	946	1.8	5.7	140	787	1.5	5.2	133	1008	1.5	6.0	32	516	.3	4.0
WI '98	136	2188	1.5	7.7	250	1268	2.7	8.5	178	1092	1.9	7.4	216	1430	2.4	10.1	53	703	.6	6.6
FA '97	139	2115	1.5	7.5	251	1291	2.7	8.5	199	997	2.2	7.3	202	1350	2.2	8.8	47	629	.5	6.2
SU '97	139	2001	1.5	7.4	233	1337	2.5	8.2	196	1150	2.1	7.3	219	1502	2.4	9.8	48	580	.5	5.9
4-Book	127	1979	1.4	6.9	225	1211	2.4	7.7	178	1007	1.9	6.8	193	1323	2.1	8.7	45	607	.5	5.7
SP '97	123	2120	1.3	6.4	208	1072	2.3	6.9	162	938	1.8	5.7	174	1290	1.9	7.6	66	756	.7	8.3
WJZ-FM																				
SP '98	88	1265	1.0	4.8	90	558	1.0	3.1	132	552	1.4	4.9	103	666	1.1	4.6	53	528	.6	6.6
WI '98	86	1103	.9	4.8	91	493	1.0	3.1	120	437	1.3	5.0	120	669	1.3	5.6	56	415	.6	7.0
FA '97	89	1210	1.0	4.8	90	543	1.0	3.1	131	558	1.4	4.8	128	831	1.4	5.6	62	541	.7	8.2
SU '97	118	1328	1.3	6.3	136	687	1.5	4.8	171	684	1.9	6.4	139	789	1.5	6.2	75	581	.8	9.2
4-Book	95	1227	1.1	5.2	102	570	1.1	3.5	139	558	1.5	5.3	123	739	1.3	5.5	62	516	.7	7.8
SP '97	83	1050	.9	4.3	96	504	1.0	3.2	125	590	1.4	4.4	115	643	1.2	5.1	48	415	.5	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

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
WMGK-FM																				
SP '98	129	1800	1.4	7.0	152	888	1.7	5.3	243	904	2.7	9.0	163	1120	1.8	7.3	41	567	.4	5.1
WI '98	122	2025	1.3	6.9	137	865	1.5	4.6	197	916	2.2	8.2	164	1307	1.8	7.7	53	685	.6	6.6
FA '97	142	2029	1.6	7.7	169	1031	1.8	5.7	265	1051	2.9	9.7	194	1250	2.1	8.5	50	651	.5	6.6
SU '97	142	2189	1.5	7.6	168	1014	1.8	5.9	244	1184	2.6	9.1	203	1367	2.2	9.1	47	665	.5	5.8
4-Book	134	2011	1.5	7.3	157	950	1.7	5.4	237	1014	2.6	9.0	181	1261	2.0	8.2	48	642	.5	6.0
SP '97	148	2208	1.6	7.7	176	1144	1.9	5.8	248	1120	2.7	8.7	184	1351	2.0	8.1	49	720	.5	6.1
WMMR-FM																				
SP '98	135	1925	1.5	7.4	207	827	2.3	7.2	231	1086	2.5	8.6	157	1146	1.7	7.0	46	477	.5	5.7
WI '98	108	1897	1.2	6.1	159	840	1.7	5.4	185	860	2.0	7.7	121	1162	1.3	5.6	30	512	.3	3.7
FA '97	121	2222	1.3	6.5	169	1221	1.8	5.7	201	1125	2.2	7.3	160	1361	1.7	7.0	45	560	.5	6.0
SU '97	153	2168	1.7	8.2	209	1092	2.3	7.4	272	1177	2.9	10.1	189	1299	2.0	8.4	50	650	.5	6.1
4-Book	129	2053	1.4	7.1	186	995	2.0	6.4	222	1062	2.4	8.4	157	1242	1.7	7.0	43	550	.5	5.4
SP '97	197	2403	2.1	10.3	304	1360	3.3	10.1	356	1342	3.9	12.6	204	1565	2.2	9.0	62	762	.7	7.8
VOGL-FM																				
SP '98	101	1506	1.1	5.5	116	712	1.3	4.0	173	636	1.9	6.4	132	850	1.4	5.9	37	467	.4	4.6
WI '98	74	1259	.8	4.2	100	605	1.1	3.4	107	452	1.2	4.5	94	757	1.0	4.4	28	384	.3	3.5
FA '97	84	1332	.9	4.5	115	569	1.3	3.9	156	603	1.7	5.7	102	710	1.1	4.4	22	366	.2	2.9
SU '97	92	1640	1.0	4.9	114	767	1.2	4.0	133	842	1.4	4.9	114	1025	1.2	5.1	42	486	.5	5.1
4-Book	88	1434	1.0	4.8	111	663	1.2	3.8	142	633	1.6	5.4	111	836	1.2	5.0	32	426	.4	4.0
SP '97	97	1466	1.1	5.1	104	657	1.1	3.4	143	662	1.6	5.0	97	818	1.1	4.3	39	535	.4	4.9
WPEN-AM																				
SP '98	3	84	.1	.2	4	46	.1	.1	4	28	.1	.1	2	27	.1	.1				
WI '98	6	194	.1	.3	11	86	.1	.4	5	75	.1	.2	7	82	.1	.3	5	40	.1	.6
FA '97	5	135	.1	.3	4	43	.1	.1	11	41	.1	.4	6	58	.1	.3	1	18	.1	.1
SU '97	9	129	.1	.5	15	56	.2	.5	5	47	.1	.2	7	66	.1	.3	7	25	.1	.9
4-Book	6	136	.1	.3	9	58	.1	.3	6	48	.1	.2	6	58	.1	.3	3	21	.1	.4
SP '97	4	148	.1	.2	3	30	.1	.1	6	75	.1	.2	5	41	.1	.2	1	27	.1	.1
WPHI-FM																				
SP '98	36	554	.4	2.0	34	256	.4	1.2	33	273	.4	1.2	59	380	.6	2.6	42	242	.5	5.2
WI '98	32	697	.3	1.8	35	282	.4	1.2	32	296	.3	1.3	49	366	.5	2.3	22	241	.2	2.7
FA '97	39	621	.4	2.1	39	289	.4	1.3	43	317	.5	1.6	47	354	.5	2.0	40	325	.4	5.3
SU '97	64	791	.7	3.4	70	420	.8	2.5	97	417	1.1	3.6	89	542	1.0	4.0	43	355	.5	5.3
4-Book	43	666	.5	2.3	45	312	.5	1.6	51	326	.6	1.9	61	411	.7	2.7	37	291	.4	4.6
SP '97	43	675	.5	2.2	38	259	.4	1.3	58	366	.6	2.0	65	415	.7	2.9	32	294	.3	4.0
WPHT-AM																				
SP '98	21	632	.2	1.1	26	133	.3	.9	18	196	.2	.7	16	227	.2	.7	34	336	.4	4.2
WI '98	16	434	.2	.9	34	185	.4	1.2	13	161	.1	.5	14	162	.2	.7	12	104	.1	1.5
FA '97	7	342	.1	.4	13	111	.1	.4	9	53	.1	.3	6	70	.1	.3	2	65	.1	.3
SU '97	13	480	.1	.7	17	114	.2	.6	7	124	.1	.3	11	146	.1	.5	20	237	.2	2.5
4-Book	14	472	.2	.8	23	136	.3	.8	12	134	.1	.5	12	151	.2	.6	17	186	.2	2.1
SP '97	12	559	.1	.6	19	194	.2	.6	11	90	.1	.4	12	126	.1	.5	16	202	.2	2.0
WPLY-FM																				
SP '98	37	1026	.4	2.0	49	435	.5	1.7	68	416	.7	2.5	56	462	.6	2.5	8	261	.1	1.0
WI '98	35	1115	.4	2.0	69	514	.8	2.3	29	356	.3	1.2	44	461	.5	2.1	16	346	.2	2.0
FA '97	44	1213	.5	2.4	54	531	.6	1.8	53	509	.6	1.9	55	617	.6	2.4	33	380	.4	4.4
SU '97	64	1327	.7	3.4	107	597	1.2	3.8	91	525	1.0	3.4	70	805	.8	3.1	30	476	.3	3.7
4-Book	45	1170	.5	2.5	70	519	.8	2.4	60	452	.7	2.3	56	586	.6	2.5	22	366	.3	2.8
SP '97	55	1243	.6	2.9	79	556	.9	2.6	87	556	.9	3.1	63	638	.7	2.8	21	384	.2	2.6
WURD-AM																				
SP '98	12	114	.1	.7	15	78	.2	.5	21	77	.2	.8	15	55	.2	.7	1	15	.1	.1
WI '98	8	108	.1	.5	13	46	.1	.4	12	88	.1	.5	11	54	.1	.5	1	8	.1	.1
FA '97	11	127	.1	.6	32	98	.3	1.1	9	88	.1	.3	7	60	.1	.3	3	21	.1	.4
SU '97	4	93	.1	.2	8	43	.1	.3	4	40	.1	.1	5	56	.1	.2	1	9	.1	.1
4-Book	9	111	.1	.5	17	66	.2	.6	12	73	.1	.4	10	56	.1	.4	2	13	.1	.2
SP '97	5	105	.1	.3	11	52	.1	.4	4	30	.1	.1	10	79	.1	.4	2	33	.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 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	
WUSL-FM																				
SP '98	70	877	.8	3.8	80	418	.9	2.8	91	471	1.0	3.4	78	504	.9	3.5	49	271	.5	6.1
WI '98	53	945	.6	3.0	58	387	.6	2.0	63	504	.7	2.6	64	460	.7	3.0	41	298	.4	5.1
FA '97	69	957	.8	3.7	74	460	.8	2.5	88	563	1.0	3.2	85	559	.9	3.7	48	345	.5	6.3
SU '97	56	907	.6	3.0	56	485	.6	2.0	95	550	1.0	3.5	56	460	.6	2.5	35	318	.4	4.3
4-Book	62	922	.7	3.4	67	438	.7	2.3	84	522	.9	3.2	71	496	.8	3.2	43	308	.5	5.5
SP '97	80	964	.9	4.2	92	502	1.0	3.0	117	538	1.3	4.1	99	473	1.1	4.3	55	390	.6	6.9
WWDB-FM																				
SP '98	46	790	.5	2.5	43	257	.5	1.5	79	365	.9	2.9	56	350	.6	2.5	33	215	.4	4.1
WI '98	63	992	.7	3.5	45	311	.5	1.5	118	515	1.3	4.9	70	436	.8	3.3	31	207	.3	3.9
FA '97	36	715	.4	1.9	48	205	.5	1.6	79	339	.9	2.9	41	328	.4	1.8	9	165	.1	1.2
SU '97	54	1014	.6	2.9	46	316	.5	1.6	100	409	1.1	3.7	75	422	.8	3.3	15	213	.2	1.8
4-Book	50	878	.6	2.7	46	272	.5	1.6	94	407	1.1	3.6	61	384	.7	2.7	22	200	.3	2.8
SP '97	58	1017	.6	3.0	81	345	.9	2.7	103	450	1.1	3.6	70	509	.8	3.1	16	209	.2	2.0
WJZ-AM																				
SP '98	1	37		.1	2	10		.1	1	28										
WI '98		6																		
FA '97		19			1	11								8						
SU '97	1	34		.1	2	9		.1	1	8			4	34		.2				
4-Book	1	24		.1	1	8		.1	1	9			1	11		.1				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	75	876	.8	4.1	98	492	1.1	3.4	136	473	1.5	5.0	99	544	1.1	4.4	26	309	.3	3.2
WI '98	69	877	.8	3.9	80	482	.9	2.7	96	461	1.0	4.0	105	539	1.1	4.9	32	238	.3	4.0
FA '97	59	875	.6	3.2	84	446	.9	2.9	76	428	.8	2.8	77	551	.8	3.4	26	308	.3	3.4
SU '97	76	937	.8	4.1	93	502	1.0	3.3	111	420	1.2	4.1	101	571	1.1	4.5	31	244	.3	3.8
4-Book	70	891	.8	3.8	89	481	1.0	3.1	105	446	1.1	4.0	96	551	1.0	4.3	29	275	.3	3.6
SP '97	79	867	.9	4.1	105	613	1.1	3.5	128	455	1.4	4.5	87	532	.9	3.8	26	290	.3	3.3
+WXM-FM																				
SP '98	54	1107	.6	2.9	77	570	.8	2.7	90	414	1.0	3.3	73	609	.8	3.3	13	278	.1	1.6
WI '98	44	995	.5	2.5	51	438	.6	1.7	66	385	.7	2.8	55	573	.6	2.6	25	361	.3	3.1
FA '97	36	740	.4	1.9	21	264	.2	.7	57	317	.6	2.1	63	438	.7	2.7	15	222	.2	2.0
SU '97	27	559	.3	1.4	31	245	.3	1.1	38	180	.4	1.4	33	311	.4	1.5	18	146	.2	2.2
4-Book	40	850	.5	2.2	45	379	.5	1.6	63	324	.7	2.4	56	483	.6	2.5	18	252	.2	2.2
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
WYSP-FM																				
SP '98	203	2841	2.2	11.1	617	2093	6.7	21.4	282	1418	3.1	10.4	154	1168	1.7	6.9	38	462	.4	4.7
WI '98	205	2914	2.2	11.5	703	2214	7.7	23.8	254	1425	2.8	10.6	131	1116	1.4	6.1	34	514	.4	4.2
FA '97	256	3439	2.8	13.8	736	2266	8.0	25.0	350	1694	3.8	12.8	180	1169	2.0	7.8	38	581	.4	5.0
SU '97	199	3034	2.2	10.7	605	1989	6.6	21.4	221	1402	2.4	8.2	153	1172	1.7	6.8	53	653	.6	6.5
4-Book	216	3057	2.4	11.8	665	2141	7.3	22.9	277	1485	3.0	10.5	155	1156	1.7	6.9	41	553	.5	5.1
SP '97	257	2936	2.8	13.4	681	2046	7.4	22.6	391	1668	4.2	13.8	242	1431	2.6	10.6	49	634	.5	6.1
WYXR-FM																				
SP '98	44	1108	.5	2.4	44	370	.5	1.5	51	382	.6	1.9	66	614	.7	3.0	20	331	.2	2.5
WI '98	56	1253	.6	3.2	61	486	.7	2.1	71	518	.8	3.0	71	628	.8	3.3	34	376	.4	4.2
FA '97	41	951	.4	2.2	55	404	.6	1.9	60	296	.7	2.2	66	455	.7	2.9	21	316	.2	2.8
SU '97	50	1070	.5	2.7	53	347	.6	1.9	82	397	.9	3.0	52	538	.6	2.3	25	311	.3	3.1
4-Book	48	1096	.5	2.6	53	402	.6	1.9	66	398	.8	2.5	64	559	.7	2.9	25	334	.3	3.2
SP '97	46	1021	.5	2.4	72	503	.8	2.4	66	346	.7	2.3	57	554	.6	2.5	19	302	.2	2.4
WJBR-FM																				
SP '98	7	122	.1	.4	10	49	.1	.3	16	47	.2	.6	7	55	.1	.3	1	36		.1
WI '98	7	135	.1	.4	9	70	.1	.3	11	35	.1	.5	9	76	.1	.4	3	59		.4
FA '97	10	168	.1	.5	17	85	.2	.6	19	45	.2	.7	14	93	.2	.6	2	28		.3
SU '97	7	144	.1	.4	7	59	.1	.2	8	45	.1	.3	8	59	.1	.4	6	51	.1	.7
4-Book	8	142	.1	.4	11	66	.1	.4	14	43	.2	.5	10	71	.1	.4	3	44		.4
SP '97	5	132	.1	.3	8	71	.1	.3	8	53	.1	.3	6	57	.1	.3	2	24		.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 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
WKXV-FM																				
SP '98	20	395	.2	1.1	32	212	.3	1.1	34	165	.4	1.3	34	217	.4	1.5	4	59		.5
WI '98	20	340	.2	1.1	18	124	.2	.6	26	129	.3	1.1	43	216	.5	2.0	14	96	.2	1.7
FA '97	24	351	.3	1.3	33	163	.4	1.1	31	130	.3	1.1	42	226	.5	1.8	11	76	.1	1.5
SU '97	15	322	.2	.8	11	107	.1	.4	28	145	.3	1.0	32	196	.3	1.4	5	78	.1	.6
4-Book	20	352	.2	1.1	24	152	.3	.8	30	142	.3	1.1	38	214	.4	1.7	9	77	.1	1.1
SP '97	7	321	.1	.4	9	117	.1	.3	7	90	.1	.2	11	140	.1	.5	3	61		.4
+WLEV-FM																				
SP '98	1	57		.1		10			1	9			1	27						
WI '98	5	89	.1	.3	3	34		.1	4	28		.2	8	36	.1	.4	5	43	.1	.6
FA '97	3	139		.2	2	35		.1	4	26		.1	5	39	.1	.2	3	35		.4
SU '97	6	98	.1	.3	9	30	.1	.3	9	33	.1	.3	6	71	.1	.3	1	22		.1
4-Book	4	96	.1	.2	4	27	.1	.1	5	24	.1	.2	5	43	.1	.2	2	25		.3
SP '97	4	55		.2	7	19	.1	.2	8	10	.1	.3	4	28		.2	1	19		.1
+WNJO-FM																				
SP '98	10	256	.1	.5	7	125	.1	.2	17	115	.2	.6	14	136	.2	.6	5	82	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	129	.1	.5	16	85	.2	.6	19	76	.2	.7	9	60	.1	.4	1	16		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	22	556	.2	1.2	34	277	.4	1.2	30	229	.3	1.1	38	275	.4	1.7	8	154	.1	1.0
WI '98	19	565	.2	1.1	17	225	.2	.6	29	237	.3	1.2	31	262	.3	1.4	8	134	.1	1.0
FA '97	15	618	.2	.8	21	287	.2	.7	20	231	.2	.7	23	305	.3	1.0	8	171	.1	1.1
SU '97	18	637	.2	1.0	23	188	.2	.8	27	180	.3	1.0	28	364	.3	1.3	6	122	.1	.7
4-Book	19	594	.2	1.0	24	244	.3	.8	27	219	.3	1.0	30	302	.3	1.4	8	145	.1	1.0
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
WRDR-FM																				
SP '98	1	25		.1		8			1	9			1	8				9		
WI '98	8	111	.1	.5	4	70		.1	13	72	.1	.5	10	70	.1	.5	2	27		.2
FA '97	2	46		.1	2	23		.1	4	23		.1	4	27		.2	1	17		.1
SU '97		17			1	17				9				8						
4-Book	3	50		.2	2	30		.1	5	28		.2	4	28		.2	1	13		.1
SP '97	2	60		.1	3	25		.1	6	10	.1	.2	3	33		.1	1	17		.1
WZZO-FM																				
SP '98	13	150	.1	.7	23	93	.3	.8	25	65	.3	.9	19	94	.2	.9	4	38		.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1834	8800	20.0		2888	8006	31.5		2700	6588	29.5		2231	7754	24.4		802	5067	8.8	
WI '98	1775	8958	19.4		2956	8186	32.3		2397	6557	26.2		2143	7765	23.4		802	5289	8.8	
FA '97	1853	8925	20.2		2943	8340	32.1		2739	6898	29.9		2294	7975	25.1		756	5150	8.3	
SU '97	1866	9068	20.2		2825	8155	30.6		2690	7042	29.2		2240	8165	24.3		816	5195	8.8	
4-Book	1832	8938	20.0		2903	8172	31.6		2632	6771	28.7		2227	7915	24.3		794	5175	8.7	
SP '97	1918	9038	20.8		3019	8345	32.7		2835	7134	30.7		2277	8022	24.7		798	5518	8.7	

** 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 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	
KYW -AM																				
SP '98	141	2401	1.5	5.4	36	1100	.4	3.2	85	512	.9	7.2	36	240	.4	1.8	27	156	.3	1.9
4-Book	132	2449	1.4	5.1	44	1174	.5	3.8	108	511	1.2	8.7	42	266	.5	2.1	29	176	.3	2.2
WBEB-FM																				
SP '98	133	978	1.5	5.1	35	522	.4	3.1	35	152	.4	3.0	68	212	.7	3.5	58	161	.6	4.0
4-Book	93	863	1.1	3.6	43	568	.5	3.7	46	157	.5	3.7	86	240	1.0	4.4	52	166	.6	3.9
WDAS-AM																				
SP '98	11	74	.1	.4	12	137	.1	1.1	3	9	.3	.3	2	8	.1	.1				
4-Book	7	68	.1	.3	10	104	.1	.8	5	14	.1	.4	5	12	.1	.2	1	3		.1
WDAS-FM																				
SP '98	116	990	1.3	4.4	105	754	1.1	9.2	64	176	.7	5.4	123	273	1.3	6.3	122	284	1.3	8.4
4-Book	125	929	1.4	4.8	81	668	.9	6.9	52	149	.6	4.1	105	254	1.1	5.3	86	219	.9	6.2
WHAT-AM																				
SP '98	23	86	.3	.9	12	81	.1	1.1	10	27	.1	.8	22	27	.2	1.1	16	27	.2	1.1
4-Book	20	115	.2	.8	11	84	.1	.9	11	25	.1	.9	30	45	.3	1.5	15	38	.2	1.1
W100-FM																				
SP '98	76	808	.8	2.9	49	529	.5	4.3	36	150	.4	3.1	68	215	.7	3.5	87	209	1.0	6.0
4-Book	72	865	.8	2.8	46	600	.5	3.9	41	143	.5	3.3	79	261	.8	4.0	74	192	.8	5.3
WIP -AM																				
SP '98	145	1434	1.6	5.5	36	609	.4	3.2	58	203	.6	4.9	71	280	.8	3.6	53	176	.6	3.7
4-Book	197	1808	2.2	7.6	56	852	.6	4.7	72	274	.8	5.8	90	347	1.0	4.5	64	239	.7	4.7
WJJZ-FM																				
SP '98	110	925	1.2	4.2	73	782	.8	6.4	41	107	.4	3.5	122	280	1.3	6.2	99	300	1.1	6.8
4-Book	122	969	1.3	4.7	70	752	.8	5.9	52	167	.6	4.1	115	295	1.3	5.8	89	278	1.0	6.4
WMGK-FM																				
SP '98	190	1521	2.1	7.3	79	943	.9	6.9	94	287	1.0	8.0	168	450	1.8	8.6	102	337	1.1	7.0
4-Book	195	1675	2.1	7.5	83	1037	.9	7.0	95	295	1.0	7.7	172	485	1.9	8.7	112	356	1.2	8.2
WMMR-FM																				
SP '98	201	1652	2.2	7.7	76	980	.8	6.7	106	322	1.2	9.0	170	563	1.9	8.7	76	314	.8	5.2
4-Book	191	1763	2.1	7.4	78	1053	.9	6.6	90	294	1.0	7.3	155	495	1.7	7.8	90	333	1.0	6.5
WGL-FM																				
SP '98	143	1209	1.6	5.5	69	760	.8	6.0	44	145	.5	3.7	96	258	1.0	4.9	97	286	1.1	6.7
4-Book	123	1169	1.4	4.8	63	735	.7	5.3	60	210	.7	4.7	94	282	1.0	4.8	69	230	.8	5.0
WPEN-AM																				
SP '98	3	56	.1	.1	3	54	.3	.3	7	26	.1	.6	3	18	.2	.2	2	18		.1
4-Book	7	97	.1	.3	6	82	.1	.5	7	24	.1	.5	6	20	.1	.3	5	18		.3
WPHI-FM																				
SP '98	42	507	.5	1.6	22	252	.2	1.9	5	28	.1	.4	27	87	.3	1.4	27	75	.3	1.9
4-Book	53	567	.6	2.0	30	347	.3	2.5	19	64	.2	1.5	53	146	.6	2.6	38	105	.4	2.8
WPHT-AM																				
SP '98	20	351	.2	.8	14	261	.2	1.2					11	44	.1	.6	5	28	.1	.3
4-Book	15	283	.2	.6	11	191	.1	.9	5	23	.1	.4	10	33	.1	.5	8	25	.1	.6
WPLY-FM																				
SP '98	58	819	.6	2.2	17	430	.2	1.5	17	68	.2	1.4	32	185	.3	1.6	32	132	.3	2.2
4-Book	62	953	.7	2.4	30	587	.3	2.6	29	123	.3	2.3	58	248	.6	2.9	38	166	.4	2.8
WURD-AM																				
SP '98	17	94	.2	.7	11	104	.1	1.0	23	79	.3	2.0	27	52	.3	1.4	4	15		.3
4-Book	13	99	.2	.5	8	72	.1	.7	15	37	.2	1.2	18	44	.2	.9	2	8		.2
WUSL-FM																				
SP '98	84	688	.9	3.2	59	553	.6	5.2	59	152	.6	5.0	102	224	1.1	5.2	100	190	1.1	6.9
4-Book	75	746	.8	2.9	52	522	.6	4.5	41	120	.4	3.3	86	227	.9	4.4	69	152	.8	5.1

** 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 25-49

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
WVDB-FM																				
SP '98	61	623	.7	2.3	28	308	.3	2.5	47	103	.5	4.0	26	76	.3	1.3	3	18		.2
4-Book	69	681	.8	2.7	35	380	.4	2.9	49	124	.5	3.9	31	89	.4	1.6	23	53	.3	1.7
WVJZ-AM																				
SP '98	1	28				8														
4-Book	1	20				6			1	2										
WXTU-FM																				
SP '98	113	722	1.2	4.3	42	461	.5	3.7	45	139	.5	3.8	70	204	.8	3.6	79	173	.9	5.5
4-Book	97	739	1.1	3.8	49	516	.5	4.1	49	163	.6	3.9	94	253	1.1	4.7	70	178	.8	5.1
+VXXM-FM																				
SP '98	80	904	.9	3.1	36	520	.4	3.2	25	82	.3	2.1	76	244	.8	3.9	57	175	.6	3.9
4-Book	55	685	.6	2.1	29	436	.3	2.5	32	104	.4	2.6	61	195	.7	3.2	39	155	.4	2.9
WYSP-FM																				
SP '98	346	2606	3.8	13.2	62	962	.7	5.4	84	333	.9	7.1	137	466	1.5	7.0	97	302	1.1	6.7
4-Book	359	2660	3.9	13.9	81	1235	.9	6.8	75	256	.8	6.0	121	439	1.3	6.1	83	287	.9	6.0
WYXR-FM																				
SP '98	53	788	.6	2.0	43	546	.5	3.8	35	134	.4	3.0	91	268	1.0	4.7	73	195	.8	5.0
4-Book	61	770	.7	2.4	40	588	.5	3.4	38	124	.4	3.0	79	262	.9	4.0	54	191	.6	3.9
WJBR-FM																				
SP '98	11	75	.1	.4	3	65		.3	2	9		.2	1	17		.1	1	8		.1
4-Book	12	108	.1	.4	4	67		.4	4	16		.3	10	29	.1	.5	6	20	.1	.5
WKXV-FM																				
SP '98	33	359	.4	1.3	6	113	.1	.5	10	34	.1	.8	7	34	.1	.4				
4-Book	30	303	.4	1.2	8	123	.1	.7	10	44	.1	.9	16	43	.2	.8	9	21	.1	.8
+VLEV-FM																				
SP '98	1	37			3	38		.3	1	9		.1	10	20	.1	.5	2	10		.1
4-Book	5	63	.1	.2	5	56	.1	.4	3	6		.2	8	20	.1	.4	3	16		.3
+WNJO-FM																				
SP '98	13	188	.1	.5	7	150	.1	.6	7	31	.1	.6	13	29	.1	.7	7	30	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	34	450	.4	1.3	10	188	.1	.9	5	37	.1	.4	34	115	.4	1.7	19	59	.2	1.3
4-Book	27	471	.3	1.0	11	247	.1	.9	6	25	.1	.5	23	104	.3	1.2	19	77	.2	1.4
WRDR-FM																				
SP '98	1	25			1	17		.1					2	9		.1	2	8		.1
4-Book	4	46		.2	3	28		.3		2			6	16	.1	.3	4	11		.3
WZZO-FM																				
SP '98	23	122	.3	.9	2	38		.2	4	9		.3	8	29	.1	.4	2	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2613	8674	28.5	1142	7041	12.5	1179	7330	12.9	1179	3357	12.9	1956	4405	21.4	1448	3505	15.8		
4-Book	2590	8813	28.2	1179	7330	12.9				1244	3386	13.6	1977	4604	21.6	1370	3492	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

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 '98	7	75	.1	.8	78	384	.9	9.9	46	320	.5	3.8	16	127	.2	1.6	9	74	.1	1.3
4-Book	17	133	.2	2.0	92	436	1.0	10.6	34	241	.4	2.6	28	154	.3	2.6	19	139	.2	2.9
WBEB-FM																				
SP '98	25	101	.3	3.0	23	85	.3	2.9	35	172	.4	2.9	21	81	.2	2.2	13	65	.1	1.9
4-Book	24	114	.3	2.8	32	105	.4	3.7	47	162	.5	3.4	36	134	.4	3.3	21	86	.2	3.2
WDAS-AM																				
SP '98					59	114	.6	7.5	23	50	.3	1.9	10	19	.1	1.0	5	18	.1	.7
4-Book		2			34	74	.4	4.1	20	49	.3	1.5	8	18	.1	.8	6	12	.1	.8
WDAS-FM																				
SP '98	108	265	1.2	12.8	36	95	.4	4.6	87	215	1.0	7.1	70	152	.8	7.2	202	319	2.2	29.7
4-Book	78	187	.9	9.0	44	106	.5	5.0	64	173	.7	4.8	67	144	.7	6.3	135	226	1.5	20.8
WHAT-AM																				
SP '98	4	11		.5	19	42	.2	2.4	17	32	.2	1.4	8	23	.1	.8				
4-Book	4	11		.4	10	25	.1	1.2	11	33	.1	.9	6	15	.1	.6				
WIOQ-FM																				
SP '98	60	157	.7	7.1	15	50	.2	1.9	32	95	.3	2.6	58	116	.6	5.9	39	91	.4	5.7
4-Book	47	156	.6	5.6	17	57	.2	2.0	32	135	.4	2.4	32	101	.4	3.1	40	120	.4	6.1
WIP -AM																				
SP '98	9	62	.1	1.1	16	105	.2	2.0	32	152	.3	2.6	28	80	.3	2.9	22	80	.2	3.2
4-Book	25	87	.3	2.8	43	155	.5	4.9	69	264	.8	5.0	62	195	.7	5.7	27	118	.3	4.2
WJZ-FM																				
SP '98	76	238	.8	9.0	51	169	.6	6.5	65	191	.7	5.3	86	187	.9	8.8	43	104	.5	6.3
4-Book	65	206	.7	7.5	37	130	.4	4.4	76	232	.9	5.6	66	165	.7	6.1	51	144	.6	8.0
WMGK-FM																				
SP '98	33	147	.4	3.9	38	151	.4	4.8	77	300	.8	6.3	85	235	.9	8.7	33	121	.4	4.8
4-Book	52	194	.6	6.0	27	115	.3	3.2	84	313	.9	6.2	78	245	.9	7.3	35	141	.4	5.5
WMMR-FM																				
SP '98	28	107	.3	3.3	58	171	.6	7.4	80	265	.9	6.6	58	216	.6	5.9	31	100	.3	4.6
4-Book	40	156	.5	4.6	57	194	.6	6.7	93	333	1.0	7.0	65	222	.7	6.0	30	118	.3	4.8
WOGL-FM																				
SP '98	78	193	.9	9.3	50	182	.5	6.3	56	233	.6	4.6	74	191	.8	7.6	57	132	.6	8.4
4-Book	51	142	.6	5.9	74	212	.8	8.5	66	221	.7	4.8	60	169	.7	5.6	31	82	.3	4.8
WPEN-AM																				
SP '98					5	19	.1	.6	4	11		.3	2	9		.2				
4-Book	3	9		.3	5	26	.1	.6	7	22		.5	5	17		.4	7	17	.1	1.1
WPHI-FM																				
SP '98	34	83	.4	4.0	10	29	.1	1.3	11	47	.1	.9	34	58	.4	3.5	23	54	.3	3.4
4-Book	44	116	.5	5.2	11	34	.1	1.3	21	87	.2	1.6	32	88	.4	3.0	18	56	.2	3.0
WPHT-AM																				
SP '98	27	89	.3	3.2	4	17		.5	32	93	.3	2.6	18	75	.2	1.8	11	29	.1	1.6
4-Book	13	44	.1	1.5	12	41	.1	1.4	21	73	.2	1.6	9	39	.1	.8	7	18	.1	1.0
WPLY-FM																				
SP '98	11	45	.1	1.3	9	38	.1	1.1	18	85	.2	1.5	9	75	.1	.9	5	35	.1	.7
4-Book	16	82	.2	1.8	16	67	.2	1.8	33	155	.4	2.4	38	156	.4	3.4	14	78	.2	2.0
WURD-AM																				
SP '98					3	8		.4	28	49	.3	2.3								
4-Book					7	17	.1	.8	13	33	.2	1.0		6	16	.1	.6			
WUSL-FM																				
SP '98	48	119	.5	5.7	51	167	.6	6.5	57	153	.6	4.7	35	102	.4	3.6	20	25	.2	2.9
4-Book	65	154	.7	7.6	39	112	.5	4.6	51	156	.5	3.8	36	89	.4	3.4	27	56	.3	4.3

** 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
WWDB-FM SP '98 4-Book	10 25	18 59	.1 .3	1.2 2.8	21 27	85 97	.2 .3	2.7 3.1	94 86	152 181	1.0 .9	7.7 6.5	12 18	43 47	.1 .2	1.2 1.7	6 15	19 53	.1 .2	.9 2.3
WWJZ-AM SP '98 4-Book					1 2		.1						3 2	8 4	.3 .2					
WXTU-FM SP '98 4-Book	30 23	111 107	.3 .3	3.6 2.7	15 27	56 102	.2 .3	1.9 3.1	54 68	151 172	.6 .8	4.4 5.0	34 46	104 133	.4 .5	3.5 4.2	8 14	56 60	.1 .2	1.2 2.2
+WXXM-FM SP '98 4-Book	19 20	95 88	.2 .2	2.3 2.4	17 13	60 51	.2 .1	2.2 1.5	37 29	94 104	.4 .3	3.0 2.2	46 29	160 104	.5 .3	4.7 2.8	13 14	60 62	.1 .1	1.9 2.1
WYSP-FM SP '98 4-Book	44 41	159 162	.5 .5	5.2 4.6	10 26	66 99	.1 .3	1.3 3.0	57 143	238 520	.6 1.6	4.7 9.9	40 131	183 439	.4 1.4	4.1 11.9	20 23	104 118	.2 .3	2.9 3.6
WYXR-FM SP '98 4-Book	24 33	126 140	.3 .4	2.9 3.8	15 22	67 72	.2 .2	1.9 2.4	47 40	119 136	.5 .5	3.9 3.1	33 35	101 118	.4 .4	3.4 3.3	24 17	97 81	.3 .2	3.5 2.6
WJBR-FM SP '98 4-Book	2 2	8 6	.2 .2		4 3	19 15	.5 .4		9 5	45 21	.1 .1	.7 .4	4 2	17 13	.4 .2		3 2	18 11	.4 .2	
WKXW-FM SP '98 4-Book	1 6	8 19	.1 .1	.1 .7	14 8	19 27	.2 .1	1.8 1.0	9 9	45 41	.1 .1	.7 .7	2 5	18 23	.2 .4		6 2	26 7	.1 .1	.9 .2
+WLEV-FM SP '98 4-Book					5 4	10 14	.1 .1	.6 .5		13		.3	4	23	.1	.3	3 4	9 14	.4 .7	
+WNJO-FM SP '98 4-Book	5 **	29 **	.1 **	.6 **	2 **	9 **	.3 **		6 **	42 **	.1 **	.5 **	16 **	27 **	.2 **	1.6 **		9 **		**
WPST-FM SP '98 4-Book	3	26		.4	4	18 21	.3 .1	.4	11 14	44 63	.1 .2	.9 1.1	7 12	39 56	.1 .1	.7 1.1	2 5	9 28	.3 .1	.8
WRDR-FM SP '98 4-Book	4	9 11	.1	.5		2			1 3	9 10	.1	.3	3	11	.3		1 1	9 4	.1 .2	
WZZO-FM SP '98 4-Book	**	**	**	**	5 **	9 **	.1 **	.6 **	**	**	**	**	**	**	**	**	**	9 **	**	**
TOTALS SP '98 4-Book	841 862	2218 2411	9.2 9.4		789 863	2422 2548	8.6 9.4		1220 1356	3338 3652	13.3 14.8		976 1078	2419 2796	10.7 11.8		681 641	1807 1864	7.4 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 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 '98	115	3249	1.1	5.4	299	2176	2.8	8.9	106	1094	1.0	3.4	165	1708	1.6	6.4	37	754	.4	4.1
WI '98	122	3385	1.2	6.0	332	2389	3.1	9.7	108	1110	1.0	3.9	141	1604	1.3	5.8	40	706	.4	4.4
FA '97	109	3136	1.0	5.1	257	2038	2.4	7.6	96	1091	.9	3.1	140	1598	1.3	5.3	45	728	.4	5.1
SU '97	102	3274	1.0	4.9	257	2194	2.4	8.0	93	1079	.9	3.1	105	1645	1.0	4.2	40	679	.4	4.4
4-Book	112	3261	1.1	5.4	286	2199	2.7	8.6	101	1094	1.0	3.4	138	1639	1.3	5.4	41	717	.4	4.5
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
WBEB-FM																				
SP '98	98	1409	.9	4.6	128	690	1.2	3.8	189	620	1.8	6.1	135	911	1.3	5.2	28	399	.3	3.1
WI '98	57	1294	.5	2.8	102	621	1.0	3.0	79	501	.7	2.9	55	643	.5	2.2	27	365	.3	3.0
FA '97	78	1309	.7	3.6	102	727	1.0	3.0	122	477	1.2	3.9	90	629	.9	3.4	33	369	.3	3.7
SU '97	75	1188	.7	3.6	101	536	1.0	3.2	129	586	1.2	4.3	72	580	.7	2.9	20	330	.2	2.2
4-Book	77	1300	.7	3.7	108	644	1.1	3.3	130	546	1.2	4.3	88	691	.9	3.4	27	366	.3	3.0
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
WDAS-AM																				
SP '98	10	178	.1	.5	17	71	.2	.5	10	19	.1	.3	10	50	.1	.4	1	19	.1	.1
WI '98	8	184	.1	.4	16	74	.2	.5	1	23	.1	.4	9	51	.1	.4	4	36	.4	.4
FA '97	6	128	.1	.3	10	51	.1	.3	5	24	.1	.2	6	41	.1	.2	4	28	.5	.5
SU '97	7	117	.1	.3	7	35	.1	.2	7	23	.1	.2	4	27	.1	.2	2	17	.2	.2
4-Book	8	152	.1	.4	13	58	.2	.4	6	22	.1	.2	7	42	.1	.3	3	25	.3	.3
SP '97	7	133	.1	.3	2	36	.1	.1	17	51	.2	.5	5	45	.1	.2	2	17	.2	.2
WDAS-FM																				
SP '98	136	1362	1.3	6.4	185	758	1.8	5.5	124	656	1.2	4.0	141	693	1.3	5.5	117	626	1.1	12.9
WI '98	134	1289	1.3	6.6	206	839	2.0	6.0	151	691	1.4	5.5	142	703	1.3	5.8	112	613	1.1	12.4
FA '97	107	1194	1.0	5.0	169	702	1.6	5.0	132	621	1.3	4.2	130	739	1.2	5.0	68	532	.6	7.7
SU '97	115	1232	1.1	5.5	146	610	1.4	4.6	147	621	1.4	4.9	116	606	1.1	4.7	99	589	.9	10.8
4-Book	123	1269	1.2	5.9	177	727	1.7	5.3	139	647	1.3	4.7	132	685	1.2	5.3	99	590	.9	11.0
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
WHAT-AM																				
SP '98	19	150	.2	.9	31	86	.3	.9	32	97	.3	1.0	19	65	.2	.7	5	41	.6	.6
WI '98	18	232	.2	.9	17	107	.2	.5	39	107	.4	1.4	17	82	.2	.7	4	34	.4	.4
FA '97	17	196	.2	.8	21	105	.2	.6	29	111	.3	.9	25	90	.2	1.0	4	46	.5	.5
SU '97	10	110	.1	.5	9	42	.1	.3	14	65	.1	.5	16	67	.2	.6	7	35	.1	.8
4-Book	16	172	.2	.8	20	85	.2	.6	29	95	.3	1.0	19	76	.2	.8	5	39	.6	.6
SP '97	9	146	.1	.4	25	68	.2	.7	12	88	.1	.4	4	45	.1	.2	3	35	.3	.3
WIOQ-FM																				
SP '98	68	1155	.6	3.2	61	491	.6	1.8	106	459	1.0	3.4	81	550	.8	3.1	48	268	.5	5.3
WI '98	57	1268	.5	2.8	73	576	.7	2.1	78	537	.7	2.8	68	668	.6	2.8	28	461	.3	3.1
FA '97	53	1138	.5	2.5	71	449	.7	2.1	91	634	.9	2.9	53	546	.5	2.0	23	289	.2	2.6
SU '97	61	1324	.6	2.9	70	454	.7	2.2	93	619	.9	3.1	67	590	.6	2.7	27	430	.3	2.9
4-Book	60	1221	.6	2.9	69	493	.7	2.1	92	562	.9	3.1	67	589	.6	2.7	32	362	.3	3.5
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
WIP -AM																				
SP '98	114	1890	1.1	5.4	221	1190	2.1	6.6	164	922	1.6	5.3	156	1185	1.5	6.1	38	583	.4	4.2
WI '98	157	2483	1.5	7.7	292	1477	2.8	8.6	204	1273	1.9	7.4	250	1674	2.4	10.2	57	773	.5	6.3
FA '97	157	2364	1.5	7.3	286	1460	2.7	8.5	224	1100	2.1	7.2	229	1534	2.2	8.7	53	721	.5	6.0
SU '97	156	2280	1.5	7.4	271	1575	2.6	8.5	216	1326	2.0	7.1	240	1684	2.3	9.7	51	673	.5	5.6
4-Book	146	2254	1.4	7.0	268	1426	2.6	8.1	202	1155	1.9	6.8	219	1519	2.1	8.7	50	688	.5	5.5
SP '97	140	2376	1.3	6.5	242	1270	2.3	7.1	172	1035	1.6	5.5	205	1484	1.9	8.1	72	849	.7	8.2
WJJZ-FM																				
SP '98	105	1443	1.0	5.0	104	600	1.0	3.1	166	666	1.6	5.3	123	801	1.2	4.8	60	613	.6	6.6
WI '98	105	1333	1.0	5.2	121	640	1.1	3.6	158	551	1.5	5.7	145	812	1.4	5.9	60	504	.6	6.6
FA '97	106	1359	1.0	5.0	105	607	1.0	3.1	156	642	1.5	5.0	149	925	1.4	5.7	71	583	.7	8.0
SU '97	132	1546	1.3	6.3	151	772	1.4	4.7	197	799	1.9	6.5	150	914	1.4	6.0	85	673	.8	9.3
4-Book	112	1420	1.1	5.4	120	655	1.1	3.6	169	665	1.6	5.6	142	863	1.4	5.6	69	593	.7	7.6
SP '97	94	1200	.9	4.4	114	576	1.1	3.3	140	647	1.3	4.5	125	753	1.2	4.9	54	475	.5	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 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
WMGK-FM																				
SP '98	136	1906	1.3	6.4	155	926	1.5	4.6	254	969	2.4	8.2	176	1196	1.7	6.8	46	615	.4	5.1
WI '98	134	2205	1.3	6.6	155	956	1.5	4.6	224	1019	2.1	8.1	179	1421	1.7	7.3	54	716	.5	6.0
FA '97	152	2141	1.4	7.1	174	1095	1.7	5.2	277	1115	2.6	8.9	209	1320	2.0	8.0	56	686	.5	6.3
SU '97	145	2279	1.4	6.9	175	1057	1.7	5.5	249	1224	2.4	8.2	205	1399	1.9	8.3	47	675	.4	5.1
4-Book	142	2133	1.4	6.8	165	1009	1.6	5.0	251	1082	2.4	8.4	192	1334	1.8	7.6	51	673	.5	5.6
SP '97	153	2287	1.5	7.1	183	1197	1.7	5.3	258	1165	2.4	8.3	191	1409	1.8	7.5	50	745	.5	5.7
WMMR-FM																				
SP '98	139	2018	1.3	6.6	214	877	2.0	6.4	241	1117	2.3	7.7	160	1196	1.5	6.2	48	518	.5	5.3
WI '98	113	1979	1.1	5.5	170	891	1.6	5.0	192	869	1.8	7.0	125	1198	1.2	5.1	32	517	.3	3.5
FA '97	132	2380	1.3	6.2	188	1300	1.8	5.6	225	1181	2.1	7.2	175	1455	1.7	6.7	47	595	.4	5.3
SU '97	154	2207	1.5	7.3	209	1099	2.0	6.5	273	1194	2.6	9.0	190	1323	1.8	7.7	50	658	.5	5.4
4-Book	135	2146	1.3	6.4	195	1042	1.9	5.9	233	1090	2.2	7.7	163	1293	1.6	6.4	44	572	.4	4.9
SP '97	199	2505	1.9	9.3	306	1395	2.9	8.9	357	1378	3.4	11.5	207	1624	2.0	8.1	62	775	.6	7.1
WOGL-FM																				
SP '98	137	1989	1.3	6.5	162	938	1.5	4.8	238	868	2.3	7.7	180	1106	1.7	7.0	47	587	.4	5.2
WI '98	98	1645	.9	4.8	134	832	1.3	3.9	133	617	1.3	4.8	125	934	1.2	5.1	37	510	.4	4.1
FA '97	128	1854	1.2	6.0	171	844	1.6	5.1	218	846	2.1	7.0	145	1019	1.4	5.5	45	565	.4	5.1
SU '97	123	2127	1.2	5.9	154	995	1.5	4.8	180	1121	1.7	5.9	151	1288	1.4	6.1	53	653	.5	5.8
4-Book	122	1904	1.2	5.8	155	902	1.5	4.7	192	863	1.9	6.4	150	1087	1.4	5.9	46	579	.4	5.1
SP '97	126	1923	1.2	5.9	132	836	1.3	3.9	184	826	1.7	5.9	136	1080	1.3	5.3	48	667	.5	5.5
WPEN-AM																				
SP '98	6	130	.1	.3	11	70	.1	.3	8	51	.1	.3	6	43	.1	.2	5	57	.6	.6
WI '98	11	252	.1	.5	28	130	.3	.8	12	110	.1	.4	11	114	.1	.4	1	26	.1	.1
FA '97	7	169	.1	.3	7	68	.1	.2	12	49	.1	.4	7	84	.1	.3	1	26	.1	.1
SU '97	26	283	.2	1.2	35	142	.3	1.1	33	145	.3	1.1	27	168	.3	1.1	18	85	.2	2.0
4-Book	13	209	.1	.6	20	103	.2	.6	16	89	.2	.6	13	102	.2	.5	6	42	.1	.7
SP '97	7	218	.1	.3	7	65	.1	.2	8	110	.1	.3	9	70	.1	.4	1	27	.1	.1
WPHI-FM																				
SP '98	36	562	.3	1.7	34	264	.3	1.0	33	273	.3	1.1	60	389	.6	2.3	42	242	.4	4.6
WI '98	36	760	.3	1.8	45	321	.4	1.3	33	311	.3	1.2	55	405	.5	2.2	27	264	.3	3.0
FA '97	39	626	.4	1.8	39	289	.4	1.2	43	317	.4	1.4	47	354	.4	1.8	40	325	.4	4.5
SU '97	65	797	.6	3.1	70	420	.7	2.2	97	417	.9	3.2	89	542	.8	3.6	43	355	.4	4.7
4-Book	44	686	.4	2.1	47	324	.5	1.4	52	330	.5	1.7	63	423	.6	2.5	38	297	.4	4.2
SP '97	44	706	.4	2.1	42	290	.4	1.2	59	388	.6	1.9	67	433	.6	2.6	32	303	.3	3.6
WPHT-AM																				
SP '98	26	763	.2	1.2	39	190	.4	1.2	20	223	.2	.6	17	235	.2	.7	40	391	.4	4.4
WI '98	21	585	.2	1.0	54	265	.5	1.6	15	196	.1	.5	20	228	.2	.8	13	119	.1	1.4
FA '97	13	482	.1	.6	21	151	.2	.6	18	92	.2	.6	14	121	.1	.5	6	110	.1	.7
SU '97	16	617	.2	.8	23	164	.2	.7	10	168	.1	.3	14	198	.1	.6	23	278	.2	2.5
4-Book	19	612	.2	.9	34	193	.3	1.0	16	170	.2	.5	16	196	.2	.7	21	225	.2	2.3
SP '97	16	680	.2	.7	31	259	.3	.9	12	102	.1	.4	14	147	.1	.5	17	239	.2	1.9
WPLY-FM																				
SP '98	37	1036	.4	1.7	49	435	.5	1.5	68	416	.6	2.2	56	472	.5	2.2	9	270	.1	1.0
WI '98	35	1122	.3	1.7	69	522	.7	2.0	29	356	.3	1.1	44	461	.4	1.8	16	346	.2	1.8
FA '97	45	1256	.4	2.1	56	540	.5	1.7	54	518	.5	1.7	59	643	.6	2.2	34	388	.3	3.8
SU '97	64	1356	.6	3.0	108	615	1.0	3.4	91	533	.9	3.0	71	826	.7	2.9	31	487	.3	3.4
4-Book	45	1193	.4	2.1	71	528	.7	2.2	61	456	.6	2.0	58	601	.6	2.3	23	373	.2	2.5
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
WURD-AM																				
SP '98	13	122	.1	.6	16	87	.2	.5	25	85	.2	.8	16	63	.2	.6	1	15	.1	.1
WI '98	8	108	.1	.4	13	46	.1	.4	12	88	.1	.4	11	54	.1	.4	1	8	.1	.1
FA '97	12	136	.1	.6	32	98	.3	1.0	13	97	.1	.4	7	60	.1	.3	3	21	.3	.3
SU '97	4	93	.2	.2	8	43	.1	.2	4	40	.1	.1	5	56	.2	.2	1	9	.1	.1
4-Book	9	115	.1	.5	17	69	.2	.5	14	78	.1	.4	10	58	.1	.4	2	13	.2	.2
SP '97	6	114	.1	.3	12	61	.1	.4	6	39	.1	.2	11	88	.1	.4	2	33	.2	.2

Target Listener Trends - Men 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

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	
WUSL-FM																				
SP '98	73	914	.7	3.4	81	423	.8	2.4	95	500	.9	3.1	84	516	.8	3.3	54	289	.5	6.0
WI '98	56	1024	.5	2.7	59	423	.6	1.7	65	526	.6	2.4	66	487	.6	2.7	43	309	.4	4.8
FA '97	70	980	.7	3.3	75	473	.7	2.2	91	576	.9	2.9	87	572	.8	3.3	50	352	.5	5.6
SU '97	58	959	.5	2.8	58	495	.5	1.8	97	568	.9	3.2	58	480	.5	2.3	37	328	.4	4.0
4-Book	64	969	.6	3.1	68	454	.7	2.0	87	543	.8	2.9	74	514	.7	2.9	46	320	.5	5.1
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
WWDB-FM																				
SP '98	55	985	.5	2.6	60	341	.6	1.8	97	438	.9	3.1	66	413	.6	2.6	34	238	.3	3.7
WI '98	83	1230	.8	4.1	60	404	.6	1.8	166	644	1.6	6.0	91	569	.9	3.7	40	252	.4	4.4
FA '97	49	912	.5	2.3	65	293	.6	1.9	94	415	.9	3.0	52	407	.5	2.0	17	252	.2	1.9
SU '97	68	1275	.6	3.2	55	422	.5	1.7	124	540	1.2	4.1	84	518	.8	3.4	25	285	.2	2.7
4-Book	64	1101	.6	3.1	60	365	.6	1.8	120	509	1.2	4.1	73	477	.7	2.9	29	257	.3	3.2
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
WWJZ-AM																				
SP '98	1	53			2	10		.1	2	45		.1		9						
WI '98	1	24			1	9			2	18		.1								
FA '97		19			1	11								8						
SU '97	3	65		.1	5	32		.2	7	31		.2	4	41		.2	1	7		.1
4-Book	1	40			2	16		.1	3	24		.1	1	15		.1		2		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	92	1097	.9	4.3	128	651	1.2	3.8	158	552	1.5	5.1	127	727	1.2	4.9	32	331	.3	3.5
WI '98	87	1113	.8	4.3	97	616	.9	2.8	124	596	1.2	4.5	131	682	1.2	5.4	38	313	.4	4.2
FA '97	76	1055	.7	3.6	110	554	1.0	3.3	101	508	1.0	3.2	98	686	.9	3.7	29	346	.3	3.3
SU '97	89	1100	.8	4.2	117	618	1.1	3.7	131	532	1.2	4.3	116	704	1.1	4.7	34	301	.3	3.7
4-Book	86	1091	.8	4.1	113	610	1.1	3.4	129	547	1.2	4.3	118	700	1.1	4.7	33	323	.3	3.7
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
+WXMM-FM																				
SP '98	55	1122	.5	2.6	77	570	.7	2.3	90	422	.9	2.9	73	617	.7	2.8	13	278	.1	1.4
WI '98	45	1043	.4	2.2	51	455	.5	1.5	66	400	.6	2.4	57	597	.5	2.3	26	369	.2	2.9
FA '97	38	810	.4	1.8	23	280	.2	.7	61	344	.6	2.0	65	482	.6	2.5	16	240	.2	1.8
SU '97	38	682	.4	1.8	44	325	.4	1.4	64	265	.6	2.1	51	407	.5	2.1	19	160	.2	2.1
4-Book	44	914	.4	2.1	49	408	.5	1.5	70	358	.7	2.4	62	526	.6	2.4	19	262	.2	2.1
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
WYSP-FM																				
SP '98	210	2988	2.0	9.9	643	2175	6.1	19.2	288	1485	2.7	9.3	156	1207	1.5	6.1	40	484	.4	4.4
WI '98	213	3047	2.0	10.5	739	2313	7.0	21.7	264	1503	2.5	9.6	132	1133	1.3	5.4	34	514	.3	3.8
FA '97	267	3650	2.5	12.5	772	2369	7.3	22.9	357	1771	3.4	11.4	182	1199	1.7	6.9	40	603	.4	4.5
SU '97	205	3184	1.9	9.8	632	2093	6.0	19.7	223	1443	2.1	7.4	154	1188	1.5	6.2	55	674	.5	6.0
4-Book	224	3217	2.1	10.7	697	2238	6.6	20.9	283	1551	2.7	9.4	156	1182	1.5	6.2	42	569	.4	4.7
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
WYXR-FM																				
SP '98	50	1211	.5	2.4	53	433	.5	1.6	64	415	.6	2.1	73	670	.7	2.8	21	338	.2	2.3
WI '98	58	1301	.6	2.8	63	502	.6	1.8	72	534	.7	2.6	73	651	.7	3.0	34	376	.3	3.8
FA '97	46	1075	.4	2.2	62	456	.6	1.8	68	346	.6	2.2	71	500	.7	2.7	23	344	.2	2.6
SU '97	55	1202	.5	2.6	59	381	.6	1.8	91	453	.9	3.0	55	574	.5	2.2	25	319	.2	2.7
4-Book	52	1197	.5	2.5	59	443	.6	1.8	74	437	.7	2.5	68	599	.7	2.7	26	344	.2	2.9
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
WJBR-FM																				
SP '98	10	163	.1	.5	21	80	.2	.6	17	63	.2	.5	9	79	.1	.3	2	51		.2
WI '98	8	193	.1	.4	10	89	.1	.3	13	61	.1	.5	11	104	.1	.4	3	75		.3
FA '97	10	176	.1	.5	17	85	.2	.5	19	45	.2	.6	14	93	.1	.5	2	28		.2
SU '97	7	189	.1	.3	7	77	.1	.2	8	60	.1	.3	9	69	.1	.4	6	51	.1	.7
4-Book	9	180	.1	.4	14	83	.2	.4	14	57	.2	.5	11	86	.1	.4	3	51		.4
SP '97	9	173	.1	.4	15	86	.1	.4	16	61	.2	.5	11	65	.1	.4	2	24		.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
WKXV-FM																				
SP '98	24	461	.2	1.1	40	245	.4	1.2	41	182	.4	1.3	39	241	.4	1.5	4	75		.4
WI '98	23	410	.2	1.1	23	188	.2	.7	28	145	.3	1.0	47	243	.4	1.9	14	104	.1	1.5
FA '97	29	421	.3	1.4	44	205	.4	1.3	37	149	.4	1.2	46	271	.4	1.8	15	103	.1	1.7
SU '97	16	368	.2	.8	12	115	.1	.4	30	183	.3	1.0	32	213	.3	1.3	5	78		.5
4-Book	23	415	.2	1.1	30	188	.3	.9	34	165	.4	1.1	41	242	.4	1.6	10	90	.1	1.0
SP '97	10	366	.1	.5	10	135	.1	.3	16	122	.2	.5	16	165	.2	.6	3	61		.3
+WLEV-FM																				
SP '98	4	95		.2	1	17			5	16		.2	6	57	.1	.2		15		
WI '98	6	115	.1	.3	3	43		.1	4	36		.1	8	45	.1	.3	6	60	.1	.7
FA '97	7	165	.1	.3	2	35		.1	6	43	.1	.2	12	66	.1	.5	10	61	.1	1.1
SU '97	7	137	.1	.3	9	40	.1	.3	10	43	.1	.3	6	71	.1	.2	2	30		.2
4-Book	6	128	.1	.3	4	34		.1	6	35	.1	.2	8	60	.1	.3	5	42	.1	.5
SP '97	4	83		.2	7	26	.1	.2	8	17	.1	.3	6	49	.1	.2	1	19		.1
+WNJO-FM																				
SP '98	16	379	.2	.8	14	165	.1	.4	28	185	.3	.9	21	201	.2	.8	5	100		.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	162	.1	.4	16	100	.2	.5	20	101	.2	.7	9	77	.1	.4	2	41		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	22	590	.2	1.0	34	286	.3	1.0	30	238	.3	1.0	38	284	.4	1.5	8	171	.1	.9
WI '98	19	590	.2	.9	17	225	.2	.5	29	237	.3	1.1	31	262	.3	1.3	8	151	.1	.9
FA '97	17	655	.2	.8	23	297	.2	.7	20	231	.2	.6	25	331	.2	1.0	9	181	.1	1.0
SU '97	19	669	.2	.9	23	188	.2	.7	28	187	.3	.9	28	375	.3	1.1	7	139	.1	.8
4-Book	19	626	.2	.9	24	249	.2	.7	27	223	.3	.9	31	313	.3	1.2	8	161	.1	.9
SP '97	20	592	.2	.9	27	218	.3	.8	36	232	.3	1.2	32	376	.3	1.3	7	153	.1	.8
WRDR-FM																				
SP '98	1	45			1	16			1	21			2	24		.1		9		
WI '98	8	137	.1	.4	5	80		.1	13	72	.1	.5	11	96	.1	.4	2	27		.2
FA '97	4	64		.2	5	41		.1	6	32	.1	.2	6	36	.1	.2	1	17		.1
SU '97	4	57		.2	4	38		.1	8	41	.1	.3	4	40		.2				
4-Book	4	76		.2	4	44		.1	7	42	.1	.3	6	49	.1	.2	1	13		.1
SP '97	3	79		.1	3	43		.1	6	10	.1	.2	4	45		.2	1	29		.1
WZZO-FM																				
SP '98	16	158	.2	.8	28	100	.3	.8	31	73	.3	1.0	23	102	.2	.9	4	38		.4
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2116	10164	20.1		3354	9236	31.8		3111	7588	29.5		2576	8978	24.4		907	5741	8.6	
WI '98	2038	10285	19.3		3406	9445	32.3		2757	7547	26.1		2446	8867	23.2		904	6006	8.6	
FA '97	2137	10273	20.3		3366	9505	31.9		3122	7862	29.6		2623	9187	24.9		886	5945	8.4	
SU '97	2099	10353	19.9		3204	9325	30.4		3030	7988	28.7		2481	9251	23.5		918	5970	8.7	
4-Book	2098	10269	19.9		3333	9378	31.6		3005	7746	28.5		2532	9071	24.0		904	5916	8.6	
SP '97	2141	10318	20.3		3423	9537	32.5		3113	7996	29.5		2546	9123	24.1		878	6190	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 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 '98	183	2977	1.7	6.1	46	1428	.4	3.5	110	696	1.0	7.8	43	291	.4	1.9	33	195	.3	2.0
4-Book	169	2990	1.6	5.7	59	1484	.6	4.3	146	676	1.4	10.0	61	348	.6	2.7	40	237	.4	2.5
WBEB-FM																				
SP '98	154	1190	1.5	5.1	46	650	.4	3.5	51	199	.5	3.6	97	284	.9	4.4	75	219	.7	4.6
4-Book	111	1036	1.1	3.7	52	677	.5	3.8	55	191	.5	3.8	102	297	1.0	4.5	65	210	.6	4.2
WDAS-AM																				
SP '98	12	88	.1	.4	12	145	.1	.9	3	9	.2		2	8	.1					
4-Book	8	79	.1	.3	10	113	.1	.8	5	14	.4		5	14	.2		1	3		
WDAS-FM																				
SP '98	148	1121	1.4	4.9	129	919	1.2	9.8	88	235	.8	6.2	159	358	1.5	7.1	151	341	1.4	9.3
4-Book	148	1054	1.4	5.0	95	771	.9	7.0	66	183	.6	4.5	124	297	1.2	5.5	100	248	.9	6.4
WHAT-AM																				
SP '98	28	106	.3	.9	13	91	.1	1.0	10	27	.1	.7	22	27	.2	1.0	16	27	.2	1.0
4-Book	23	137	.2	.8	12	101	.1	.9	11	28	.1	.8	31	48	.3	1.4	16	43	.2	1.1
WIOQ-FM																				
SP '98	84	877	.8	2.8	51	583	.5	3.9	36	150	.3	2.6	69	223	.7	3.1	88	224	.8	5.4
4-Book	77	926	.7	2.6	47	634	.5	3.5	42	149	.4	2.9	82	279	.8	3.6	74	199	.7	4.7
WIP -AM																				
SP '98	179	1701	1.7	5.9	48	739	.5	3.6	77	248	.7	5.5	100	371	.9	4.5	58	194	.6	3.6
4-Book	227	2078	2.2	7.7	65	976	.6	4.8	91	325	.9	6.2	108	413	1.0	4.7	70	272	.7	4.5
WJJZ-FM																				
SP '98	134	1091	1.3	4.4	84	884	.8	6.4	49	139	.5	3.5	141	338	1.3	6.3	112	328	1.1	6.9
4-Book	146	1136	1.4	4.9	80	863	.8	5.9	61	201	.6	4.1	135	348	1.3	5.9	101	313	1.0	6.4
WMGK-FM																				
SP '98	200	1620	1.9	6.6	83	997	.8	6.3	94	287	.9	6.7	177	483	1.7	7.9	112	353	1.1	6.9
4-Book	207	1782	2.0	7.0	89	1114	.9	6.6	105	319	1.0	7.2	185	520	1.8	8.2	121	375	1.2	7.8
WMMR-FM																				
SP '98	207	1725	2.0	6.9	79	1033	.7	6.0	108	332	1.0	7.7	173	582	1.6	7.8	81	330	.8	5.0
4-Book	200	1835	1.9	6.8	81	1107	.8	5.9	93	307	.9	6.4	160	518	1.5	7.1	93	344	.9	5.9
WUGL-FM																				
SP '98	197	1578	1.9	6.5	91	1047	.9	6.9	65	227	.6	4.6	133	387	1.3	6.0	118	365	1.1	7.2
4-Book	168	1540	1.6	5.7	90	1035	.9	6.6	82	300	.8	5.5	141	424	1.4	6.3	98	326	.9	6.2
WPEN-AM																				
SP '98	8	87	.1	.3	5	85	.1	.4	12	35	.1	.9	4	26	.2		6	33	.1	.4
4-Book	17	157	.2	.6	10	122	.1	.7	11	35	.1	.8	10	32	.1	.4	10	29	.1	.7
WPHI-FM																				
SP '98	42	515	.4	1.4	22	252	.2	1.7	5	28	.2	.4	27	87	.3	1.2	27	75	.3	1.7
4-Book	54	584	.5	1.8	31	353	.3	2.3	20	66	.2	1.4	54	148	.5	2.4	40	106	.4	2.5
WPHT-AM																				
SP '98	25	426	.2	.8	19	336	.2	1.4					12	54	.1	.5	7	38	.1	.4
4-Book	22	383	.2	.7	14	249	.1	1.0	7	29	.1	.4	11	41	.1	.5	9	34	.1	.6
WPLY-FM																				
SP '98	59	829	.6	2.0	17	439	.2	1.3	17	68	.2	1.2	32	185	.3	1.4	33	142	.3	2.0
4-Book	63	973	.6	2.1	30	594	.3	2.2	29	125	.3	2.0	58	248	.6	2.5	39	170	.4	2.5
WURD-AM																				
SP '98	19	102	.2	.6	12	113	.1	.9	23	79	.2	1.6	32	61	.3	1.4	4	15		.2
4-Book	14	103	.2	.5	8	76	.1	.6	15	37	.2	1.0	20	49	.2	.9	2	8		.1
WUSL-FM																				
SP '98	87	717	.8	2.9	60	578	.6	4.5	60	158	.6	4.3	103	239	1.0	4.6	103	200	1.0	6.3
4-Book	77	782	.7	2.6	54	550	.5	3.9	42	126	.4	2.9	87	239	.9	3.9	72	158	.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 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
WWDB-FM																				
SP '98	76	773	.7	2.5	33	402	.3	2.5	57	140	.5	4.0	36	114	.3	1.6	3	18		.2
4-Book	87	848	.8	3.0	46	499	.4	3.4	60	168	.6	4.0	45	125	.4	2.0	30	69	.3	1.9
WWJZ-AM																				
SP '98	2	45		.1		17			1	8		.1								
4-Book	2	35		.1		12			2	6		.1						2		
WXTU-FM																				
SP '98	140	936	1.3	4.6	49	540	.5	3.7	54	171	.5	3.8	91	253	.9	4.1	95	221	.9	5.8
4-Book	121	922	1.2	4.1	60	624	.6	4.4	62	214	.6	4.2	120	309	1.2	5.3	87	224	.8	5.5
+WXXM-FM																				
SP '98	81	919	.8	2.7	37	528	.4	2.8	25	82	.2	1.8	79	252	.7	3.5	58	183	.6	3.6
4-Book	61	747	.6	2.1	31	458	.3	2.3	32	106	.3	2.3	64	205	.6	2.8	40	161	.4	2.6
WYSP-FM																				
SP '98	357	2745	3.4	11.8	64	994	.6	4.9	89	349	.8	6.3	137	474	1.3	6.1	101	327	1.0	6.2
4-Book	371	2790	3.5	12.6	84	1295	.8	6.1	77	265	.7	5.3	121	441	1.1	5.3	86	302	.8	5.5
WYXR-FM																				
SP '98	64	868	.6	2.1	47	577	.4	3.6	36	141	.3	2.6	91	268	.9	4.1	78	210	.7	4.8
4-Book	68	842	.7	2.3	44	641	.4	3.2	41	134	.4	2.8	85	277	.8	3.7	58	205	.6	3.7
WJBR-FM																				
SP '98	16	106	.2	.5	4	83		.3	2	9		.1	1	17			1	8		.1
4-Book	13	134	.2	.5	5	86		.4	4	16		.2	10	29	.1	.4	7	25	.1	.5
WKXW-FM																				
SP '98	40	408	.4	1.3	8	145	.1	.6	12	43	.1	.9	11	50	.1	.5				
4-Book	35	359	.3	1.2	10	146	.1	.8	13	54	.1	.9	21	55	.2	.9	11	27	.1	.8
+WLEV-FM																				
SP '98	4	67		.1	7	53	.1	.5	1	9		.1	20	35	.2	.9	10	17	.1	.6
4-Book	6	84	.1	.2	7	78	.1	.5	3	9		.2	11	27	.1	.5	8	27	.1	.5
+WNJO-FM																				
SP '98	21	284	.2	.7	15	231	.1	1.1	18	64	.2	1.3	19	70	.2	.9	8	38	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	34	459	.3	1.1	10	196	.1	.8	6	45	.1	.4	34	115	.3	1.5	19	59	.2	1.2
4-Book	27	485	.2	.9	12	263	.1	.9	8	34	.1	.5	25	108	.3	1.1	20	80	.2	1.3
WRDR-FM																				
SP '98	1	45			1	33		.1					2	9		.1	3	16		.2
4-Book	6	70	.1	.2	4	48		.3	3	9		.2	10	23	.1	.4	6	23	.1	.4
WZZO-FM																				
SP '98	28	129	.3	.9	2	38		.2	4	9		.3	8	29	.1	.4	2	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	3021	10012	28.6		1319	8099	12.5		1410	4016	13.4		2229	5093	21.1		1632	3989	15.5	
4-Book	2960	10107	28.1		1364	8464	13.0		1466	4032	13.9		2269	5323	21.5		1567	3996	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

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 '98	10	109	.1	1.1	103	515	1.0	10.5	52	360	.5	3.7	19	166	.2	1.8	12	110	.1	1.5
4-Book	23	179	.2	2.3	121	565	1.2	11.6	43	283	.4	2.8	34	193	.3	2.8	22	170	.2	2.9
WBEB-FM																				
SP '98	29	116	.3	3.0	30	110	.3	3.1	42	205	.4	3.0	28	106	.3	2.6	16	88	.2	2.0
4-Book	29	134	.3	3.0	37	128	.4	3.6	58	206	.6	3.6	42	151	.4	3.4	25	104	.3	3.3
WDAS-AM																				
SP '98					60	123	.6	6.1	24	58	.2	1.7	10	19	.1	.9	5	18		.6
4-Book		2			39	81	.4	3.7	22	55	.2	1.4	8	18	.1	.7	6	12		.7
WDAS-FM																				
SP '98	125	303	1.2	13.1	51	129	.5	5.2	96	249	.9	6.8	80	175	.8	7.4	251	407	2.4	30.7
4-Book	88	216	.9	9.0	53	132	.5	5.0	75	204	.7	4.8	74	160	.7	6.2	163	274	1.6	21.3
WHAT-AM																				
SP '98	4	11		.4	26	52	.2	2.7	20	43	.2	1.4	8	23	.1	.7				
4-Book	4	13		.4	15	32	.1	1.4	14	40	.1	.9	6	15	.1	.5				
WIOQ-FM																				
SP '98	60	157	.6	6.3	15	50	.1	1.5	32	95	.3	2.3	59	126	.6	5.4	48	113	.5	5.9
4-Book	48	160	.5	4.9	17	57	.2	1.6	33	139	.3	2.2	33	106	.3	2.8	42	126	.4	5.4
WIP -AM																				
SP '98	9	62	.1	.9	28	152	.3	2.9	43	210	.4	3.1	36	107	.3	3.3	33	110	.3	4.0
4-Book	26	92	.3	2.7	52	192	.5	4.9	81	306	.8	5.1	65	210	.6	5.2	30	130	.3	4.0
WJJZ-FM																				
SP '98	95	296	.9	10.0	56	179	.5	5.7	76	227	.7	5.4	92	206	.9	8.5	47	129	.4	5.8
4-Book	79	249	.8	8.1	44	154	.4	4.2	86	265	.8	5.5	74	189	.7	6.1	55	166	.5	7.3
WMGK-FM																				
SP '98	39	163	.4	4.1	42	166	.4	4.3	84	308	.8	6.0	86	244	.8	7.9	35	129	.3	4.3
4-Book	55	202	.5	5.6	30	124	.3	2.9	95	348	.9	6.0	84	267	.8	6.9	35	148	.3	4.7
WMMR-FM																				
SP '98	30	117	.3	3.2	61	181	.6	6.2	88	292	.8	6.3	60	234	.6	5.5	32	118	.3	3.9
4-Book	41	161	.4	4.2	61	208	.6	5.9	96	345	.9	6.2	68	234	.6	5.6	31	130	.3	4.2
WVGL-FM																				
SP '98	93	273	.9	9.8	63	239	.6	6.4	75	314	.7	5.3	94	262	.9	8.7	82	193	.8	10.0
4-Book	66	206	.7	6.8	100	298	1.0	9.5	89	299	.9	5.6	86	245	.8	7.0	59	143	.6	7.9
WPEN-AM																				
SP '98					10	42	.1	1.0	8	26	.1	.6	2	9		.2				
4-Book	7	14	.1	.6	8	39	.1	.8	13	38	.1	.8	8	23	.1	.6	10	24	.1	1.3
WPHI-FM																				
SP '98	34	83	.3	3.6	10	29	.1	1.0	11	47	.1	.8	34	58	.3	3.1	23	54	.2	2.8
4-Book	46	118	.4	4.7	11	34	.1	1.1	22	91	.2	1.4	33	92	.3	2.7	18	56	.2	2.5
WPHT-AM																				
SP '98	35	120	.3	3.7	11	36	.1	1.1	45	138	.4	3.2	25	111	.2	2.3	11	29	.1	1.3
4-Book	16	56	.1	1.6	16	60	.2	1.5	30	98	.3	2.0	12	49	.1	1.0	8	21	.1	1.0
WPLY-FM																				
SP '98	11	45	.1	1.2	9	38	.1	.9	19	95	.2	1.4	9	75	.1	.8	5	45		.6
4-Book	16	85	.2	1.7	16	67	.2	1.5	33	158	.3	2.1	38	156	.4	3.0	14	81	.1	1.7
WURD-AM																				
SP '98					3	8		.3	30	57	.3	2.1								
4-Book					7	17	.1	.7	15	37	.2	1.0		7	18	.1	.5			
WUSL-FM																				
SP '98	48	119	.5	5.0	52	172	.5	5.3	59	159	.6	4.2	35	102	.3	3.2	21	34	.2	2.6
4-Book	67	157	.7	6.9	40	116	.4	3.9	52	161	.5	3.3	36	89	.3	3.0	28	62	.3	3.8

** 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 25-54

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
WWDB-FM																				
SP '98	14	27	.1	1.5	29	103	.3	3.0	101	168	1.0	7.2	13	50	.1	1.2	8	27	.1	1.0
4-Book	31	80	.3	3.1	38	131	.4	3.5	111	229	1.1	7.2	25	67	.2	2.1	20	67	.2	2.6
WWJZ-AM																				
SP '98													3	8		.3				
4-Book		2			1	2		.1					2	4		.2				
WXTU-FM																				
SP '98	30	111	.3	3.2	19	71	.2	1.9	64	176	.6	4.6	34	104	.3	3.1	8	56	.1	1.0
4-Book	27	129	.3	2.8	34	127	.3	3.3	85	217	.8	5.4	52	154	.5	4.2	15	68	.2	2.1
+WXXM-FM																				
SP '98	19	95	.2	2.0	17	60	.2	1.7	37	94	.4	2.6	46	160	.4	4.2	13	60	.1	1.6
4-Book	20	92	.2	2.1	13	55	.1	1.2	30	112	.3	1.9	33	114	.3	2.7	15	66	.1	1.9
WYSP-FM																				
SP '98	44	159	.4	4.6	12	74	.1	1.2	58	255	.6	4.1	42	190	.4	3.9	23	121	.2	2.8
4-Book	42	168	.4	4.2	28	108	.3	2.7	153	561	1.5	9.0	138	465	1.3	10.8	24	124	.2	3.2
WYXR-FM																				
SP '98	28	134	.3	2.9	21	83	.2	2.1	57	143	.5	4.1	35	108	.3	3.2	24	97	.2	2.9
4-Book	35	151	.4	3.6	26	90	.3	2.5	45	158	.4	3.0	39	134	.4	3.2	17	85	.2	2.2
WJBR-FM																				
SP '98	4	19		.4	5	28		.5	13	54	.1	.9	4	17		.4	3	18		.4
4-Book	3	11		.3	4	21		.4	8	30	.1	.5	2	14		.2	2	13		.3
WKXV-FM																				
SP '98	1	8		.1	19	43	.2	1.9	9	45	.1	.6	4	25		.4	6	34	.1	.7
4-Book	7	21	.1	.7	12	39	.1	1.1	10	43	.1	.6	6	29		.5	2	9		.2
+WLEV-FM																				
SP '98	1	8		.1	13	18	.1	1.3	8	8	.1	.6	2	8		.2	4	17		.5
4-Book	8	19	.1	.8	7	20	.1	.7	7	20	.1	.5	5	29	.1	.4	5	20		.7
+WNJO-FM																				
SP '98	15	61	.1	1.6	16	44	.2	1.6	21	83	.2	1.5	21	43	.2	1.9	2	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98					2	18		.2	12	51	.1	.9	7	39	.1	.6	2	9		.2
4-Book	3	27		.3	4	23		.4	16	67	.2	1.0	13	59	.1	1.0	5	28	.1	.7
WRDR-FM																				
SP '98		9			1	8		.1	1	9		.1	1	8		.1	1	9		.1
4-Book	5	16	.1	.5	1	9		.1	3	10		.2	4	15		.3	1	4		.2
WZZO-FM																				
SP '98					5	9		.5										9		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	952	2603	9.0		979	2957	9.3		1406	3905	13.3		1083	2798	10.3		817	2148	7.7	
4-Book	974	2799	9.2		1048	3107	10.0		1576	4247	14.9		1223	3207	11.6		755	2183	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

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 '98	144	3452	1.6	8.5	355	2427	3.9	13.2	135	1216	1.5	5.6	188	1837	2.1	9.2	52	835	.6	7.5
WI '98	132	3356	1.5	7.6	325	2331	3.6	11.5	114	1139	1.3	4.8	158	1689	1.8	7.6	50	777	.6	7.0
FA '97	142	3347	1.6	8.2	343	2325	3.8	12.1	120	1246	1.3	4.9	179	1855	2.0	8.6	50	758	.6	7.6
SU '97	134	3437	1.5	7.8	316	2469	3.6	12.1	131	1438	1.5	5.4	130	1830	1.5	6.5	59	922	.7	7.5
4-Book	138	3398	1.6	8.0	335	2388	3.7	12.2	125	1260	1.4	5.2	164	1803	1.9	8.0	53	823	.6	7.4
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
WBEB-FM																				
SP '98	95	1307	1.1	5.6	119	633	1.3	4.4	176	594	2.0	7.2	126	842	1.4	6.2	33	373	.4	4.8
WI '98	68	1275	.8	3.9	110	649	1.2	3.9	100	556	1.1	4.2	77	659	.9	3.7	31	370	.3	4.4
FA '97	82	1151	.9	4.7	114	662	1.3	4.0	128	507	1.4	5.2	99	650	1.1	4.7	32	353	.4	4.9
SU '97	86	1162	1.0	5.0	119	601	1.3	4.6	143	606	1.6	5.9	87	624	1.0	4.3	29	347	.3	3.7
4-Book	83	1224	1.0	4.8	116	636	1.3	4.2	137	566	1.5	5.6	97	694	1.1	4.7	31	361	.4	4.5
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
WDAS-AM																				
SP '98	10	166	.1	.6	19	84	.2	.7	10	27	.1	.4	10	50	.1	.5	1	27	.1	.1
WI '98	11	178	.1	.6	18	63	.2	.6	4	33	.1	.2	8	41	.1	.4	8	55	.1	1.1
FA '97	6	120	.1	.3	10	45	.1	.4	5	19	.1	.2	8	35	.1	.4	2	30	.1	.3
SU '97	9	141	.1	.5	11	53	.1	.4	9	33	.1	.4	4	28	.1	.2	1	18	.1	.1
4-Book	9	151	.1	.5	15	61	.2	.5	7	28	.1	.3	8	39	.1	.4	3	33	.1	.4
SP '97	7	142	.1	.4	7	68	.1	.2	15	34	.2	.6	3	28	.1	.1		9		
WDAS-FM																				
SP '98	125	1097	1.4	7.3	159	646	1.8	5.9	140	553	1.6	5.8	134	636	1.5	6.6	93	513	1.0	13.5
WI '98	106	892	1.2	6.1	172	616	1.9	6.1	110	458	1.2	4.6	96	518	1.1	4.6	95	491	1.1	13.4
FA '97	87	871	1.0	5.0	137	544	1.5	4.8	101	432	1.1	4.1	109	552	1.2	5.2	49	355	.5	7.4
SU '97	95	886	1.1	5.5	125	454	1.4	4.8	113	492	1.3	4.7	81	468	.9	4.0	93	469	1.1	11.8
4-Book	103	937	1.2	6.0	148	565	1.7	5.4	116	484	1.3	4.8	105	544	1.2	5.1	83	457	.9	11.5
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
WHAT-AM																				
SP '98	15	195	.2	.9	19	87	.2	.7	24	97	.3	1.0	14	49	.2	.7	6	58	.1	.9
WI '98	18	208	.2	1.0	17	103	.2	.6	36	107	.4	1.5	20	82	.2	1.0	4	43	.1	.6
FA '97	18	187	.2	1.0	25	94	.3	.9	30	113	.3	1.2	24	92	.3	1.1	4	46	.1	.6
SU '97	13	164	.1	.8	8	44	.1	.3	21	100	.2	.9	16	92	.2	.8	5	36	.1	.6
4-Book	16	189	.2	.9	17	82	.2	.6	28	104	.3	1.2	19	79	.2	.9	5	46	.1	.7
SP '97	13	179	.1	.7	30	99	.3	1.0	19	110	.2	.8	4	50	.1	.2	5	35	.1	.7
WIOQ-FM																				
SP '98	34	670	.4	2.0	34	253	.4	1.3	51	261	.6	2.1	47	316	.5	2.3	23	156	.3	3.3
WI '98	33	666	.4	1.9	43	321	.5	1.5	47	267	.5	2.0	43	340	.5	2.1	13	192	.1	1.8
FA '97	24	665	.3	1.4	42	207	.5	1.5	41	346	.5	1.7	20	305	.2	1.0	10	142	.1	1.5
SU '97	35	762	.4	2.0	40	275	.5	1.5	60	348	.7	2.5	36	381	.4	1.8	14	221	.2	1.8
4-Book	32	691	.4	1.8	40	264	.5	1.5	50	306	.6	2.1	37	336	.4	1.8	15	178	.2	2.1
SP '97	19	625	.2	1.1	17	147	.2	.6	20	237	.2	.8	18	286	.2	.9	20	207	.2	2.9
WIP -AM																				
SP '98	91	1477	1.0	5.3	208	1046	2.3	7.7	122	726	1.4	5.0	114	869	1.3	5.6	24	388	.3	3.5
WI '98	126	2058	1.4	7.3	245	1249	2.7	8.7	158	1112	1.8	6.6	190	1392	2.1	9.2	42	581	.5	5.9
FA '97	125	1855	1.4	7.2	237	1198	2.6	8.4	171	847	1.9	6.9	167	1222	1.9	8.0	48	653	.5	7.3
SU '97	121	1786	1.4	7.0	224	1249	2.5	8.6	166	1025	1.9	6.9	189	1320	2.1	9.4	38	481	.4	4.8
4-Book	116	1794	1.3	6.7	229	1186	2.5	8.4	154	928	1.8	6.4	165	1201	1.9	8.1	38	526	.4	5.4
SP '97	122	2016	1.4	7.0	220	1130	2.5	7.7	141	946	1.6	5.8	170	1280	1.9	8.3	65	706	.7	9.4
WJJZ-FM																				
SP '98	109	1425	1.2	6.4	101	558	1.1	3.7	164	600	1.8	6.7	135	847	1.5	6.6	66	627	.7	9.6
WI '98	126	1441	1.4	7.3	131	715	1.5	4.6	195	650	2.2	8.2	171	914	1.9	8.2	64	538	.7	9.0
FA '97	107	1359	1.2	6.1	118	684	1.3	4.2	160	650	1.8	6.5	150	921	1.7	7.2	62	533	.7	9.4
SU '97	129	1385	1.5	7.5	145	743	1.6	5.6	211	794	2.4	8.8	153	874	1.7	7.6	79	611	.9	10.0
4-Book	118	1403	1.3	6.8	124	675	1.4	4.5	183	674	2.1	7.6	152	889	1.7	7.4	68	577	.8	9.5
SP '97	91	1229	1.0	5.2	97	585	1.1	3.4	126	636	1.4	5.2	130	822	1.5	6.4	52	452	.6	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

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
WMGK-FM																				
SP '98	91	1237	1.0	5.3	100	646	1.1	3.7	159	656	1.8	6.5	117	815	1.3	5.7	35	463	.4	5.1
WI '98	96	1453	1.1	5.5	121	630	1.3	4.3	176	726	2.0	7.4	117	946	1.3	5.6	28	440	.3	3.9
FA '97	93	1309	1.0	5.3	117	678	1.3	4.1	157	637	1.7	6.4	120	845	1.3	5.7	33	458	.4	5.0
SU '97	78	1440	.9	4.5	102	670	1.2	3.9	137	722	1.5	5.7	99	836	1.1	4.9	21	374	.2	2.7
4-Book	90	1360	1.0	5.2	110	656	1.2	4.0	157	685	1.8	6.5	113	861	1.3	5.5	29	434	.3	4.2
SP '97	99	1474	1.1	5.7	111	783	1.3	3.9	165	799	1.9	6.8	127	873	1.4	6.2	28	460	.3	4.0
WMMR-FM																				
SP '98	79	1128	.9	4.6	136	543	1.5	5.0	143	601	1.6	5.9	78	626	.9	3.8	12	205	.1	1.7
WI '98	66	1128	.7	3.8	101	516	1.1	3.6	113	562	1.3	4.7	77	669	.9	3.7	24	299	.3	3.4
FA '97	80	1372	.9	4.6	122	767	1.4	4.3	136	679	1.5	5.5	94	891	1.0	4.5	26	377	.3	4.0
SU '97	83	1184	.9	4.8	109	549	1.2	4.2	126	587	1.4	5.2	112	792	1.3	5.6	34	381	.4	4.3
4-Book	77	1203	.9	4.5	117	594	1.3	4.3	130	607	1.5	5.3	90	745	1.0	4.4	24	316	.3	3.4
SP '97	105	1339	1.2	6.0	184	668	2.1	6.4	195	745	2.2	8.0	102	849	1.2	5.0	21	303	.2	3.0
WOGL-FM																				
SP '98	149	2049	1.7	8.8	194	972	2.2	7.2	250	924	2.8	10.3	193	1110	2.1	9.5	50	643	.6	7.3
WI '98	106	1741	1.2	6.1	145	893	1.6	5.1	139	651	1.5	5.8	131	1006	1.5	6.3	36	493	.4	5.1
FA '97	147	2009	1.6	8.4	206	934	2.3	7.3	242	947	2.7	9.8	165	1106	1.8	7.9	47	639	.5	7.1
SU '97	153	2218	1.7	8.9	191	1098	2.2	7.3	216	1230	2.4	9.0	186	1377	2.1	9.3	70	695	.8	8.9
4-Book	139	2004	1.6	8.1	184	974	2.1	6.7	212	938	2.4	8.7	169	1150	1.9	8.3	51	618	.6	7.1
SP '97	157	2106	1.8	9.0	175	984	2.0	6.1	222	950	2.5	9.1	176	1176	2.0	8.6	66	719	.7	9.5
WPEN-AM																				
SP '98	24	343	.3	1.4	34	206	.4	1.3	31	197	.3	1.3	25	169	.3	1.2	10	87	.1	1.5
WI '98	30	493	.3	1.7	57	268	.6	2.0	38	244	.4	1.6	34	296	.4	1.6	11	148	.1	1.5
FA '97	27	366	.3	1.5	47	216	.5	1.7	39	173	.4	1.6	26	184	.3	1.2	7	83	.1	1.1
SU '97	57	567	.6	3.3	80	336	.9	3.1	78	390	.9	3.2	61	343	.7	3.0	32	167	.4	4.1
4-Book	35	442	.4	2.0	55	257	.6	2.0	47	251	.5	1.9	37	248	.4	1.8	15	121	.2	2.1
SP '97	30	430	.3	1.7	44	209	.5	1.5	46	248	.5	1.9	34	213	.4	1.7	8	83	.1	1.2
WPHI-FM																				
SP '98	6	176	.1	.4	8	98	.1	.3	5	82	.1	.2	15	122	.2	.7	4	74	.1	.6
WI '98	12	255	.1	.7	27	143	.3	1.0	8	80	.1	.3	18	153	.2	.9	9	69	.1	1.3
FA '97	14	257	.2	.8	15	97	.2	.5	21	113	.2	.9	16	102	.2	.8	14	118	.2	2.1
SU '97	15	256	.2	.9	15	75	.2	.6	20	127	.2	.8	17	143	.2	.8	11	96	.1	1.4
4-Book	12	236	.2	.7	16	103	.2	.6	14	101	.2	.6	17	130	.2	.8	10	89	.1	1.4
SP '97	12	302	.1	.7	13	104	.1	.5	12	133	.1	.5	14	135	.2	.7	9	119	.1	1.3
WPHT-AM																				
SP '98	27	787	.3	1.6	58	286	.6	2.2	21	216	.2	.9	17	216	.2	.8	28	312	.3	4.1
WI '98	33	689	.4	1.9	102	329	1.1	3.6	31	225	.3	1.3	25	300	.3	1.2	13	148	.1	1.8
FA '97	20	556	.2	1.1	32	210	.4	1.1	31	105	.3	1.3	22	149	.2	1.1	6	118	.1	.9
SU '97	22	645	.2	1.3	39	236	.4	1.5	21	193	.2	.9	18	217	.2	.9	26	295	.3	3.3
4-Book	26	669	.3	1.5	58	265	.6	2.1	26	185	.3	1.1	21	221	.2	1.0	18	218	.2	2.5
SP '97	21	755	.2	1.2	35	294	.4	1.2	22	155	.2	.9	19	213	.2	.9	23	256	.3	3.3
WPLY-FM																				
SP '98	11	448	.1	.6	17	152	.2	.6	16	114	.2	.7	19	189	.2	.9	2	72	.1	.3
WI '98	19	545	.2	1.1	47	281	.5	1.7	16	134	.2	.7	22	208	.2	1.1	7	126	.1	1.0
FA '97	10	488	.1	.6	12	195	.1	.4	7	151	.1	.3	19	257	.2	.9	6	124	.1	.9
SU '97	24	450	.3	1.4	38	221	.4	1.5	40	180	.5	1.7	22	279	.2	1.1	7	163	.1	.9
4-Book	16	483	.2	.9	29	212	.3	1.1	20	145	.3	.9	21	233	.2	1.0	6	121	.1	.8
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
WURD-AM																				
SP '98	11	96	.1	.6	13	60	.1	.5	22	68	.2	.9	14	60	.2	.7	1	15	.1	.1
WI '98	5	43	.1	.3	11	35	.1	.4	6	43	.1	.3	6	23	.1	.3				
FA '97	5	56	.1	.3	15	29	.2	.5	6	27	.1	.2	2	18	.1	.1	2	9	.1	.3
SU '97	3	55	.1	.2	3	14	.1	.1	6	31	.1	.2	2	31	.1	.1	1	9	.1	.1
4-Book	6	63	.1	.4	11	35	.1	.4	10	42	.1	.4	6	33	.1	.3	1	8	.1	.1
SP '97	6	104	.1	.3	11	55	.1	.4	7	50	.1	.3	8	67	.1	.4	3	28	.1	.4

Target Listener Trends - Men 35-64

** 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
WUSL-FM																				
SP '98	31	479	.3	1.8	35	150	.4	1.3	37	236	.4	1.5	34	223	.4	1.7	22	135	.2	3.2
WI '98	22	513	.2	1.3	30	185	.3	1.1	30	220	.3	1.3	21	168	.2	1.0	14	103	.2	2.0
FA '97	24	472	.3	1.4	26	206	.3	.9	34	273	.4	1.4	24	247	.3	1.1	10	86	.1	1.5
SU '97	20	462	.2	1.2	23	205	.3	.9	31	278	.4	1.3	22	192	.2	1.1	14	123	.2	1.8
4-Book	24	482	.3	1.4	29	187	.3	1.1	33	252	.4	1.4	25	208	.3	1.2	15	112	.2	2.1
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
WWDB-FM																				
SP '98	65	1131	.7	3.8	74	419	.8	2.7	113	533	1.3	4.6	76	477	.8	3.7	35	260	.4	5.1
WI '98	90	1334	1.0	5.2	79	592	.9	2.8	179	708	2.0	7.5	100	639	1.1	4.8	35	251	.4	4.9
FA '97	71	1088	.8	4.1	109	420	1.2	3.9	120	506	1.3	4.9	71	460	.8	3.4	24	335	.3	3.6
SU '97	85	1379	1.0	4.9	91	588	1.0	3.5	151	649	1.7	6.3	107	669	1.2	5.3	34	392	.4	4.3
4-Book	78	1233	.9	4.5	88	505	1.0	3.2	141	599	1.6	5.8	89	561	1.0	4.3	32	310	.4	4.5
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
WWJZ-AM																				
SP '98	7	102	.1	.4	8	40	.1	.3	16	85	.2	.7	9	57	.1	.4	1	19		.1
WI '98	3	74		.2	6	59	.1	.2	6	44	.1	.3	1	26						
FA '97	1	38		.1	1	11							6	19	.1	.3				
SU '97	8	77	.1	.5	6	52	.1	.2	14	41	.2	.6	13	53	.1	.6	2	28		.3
4-Book	5	73	.1	.3	5	41	.1	.2	9	43	.1	.4	7	39	.1	.3	1	12		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	98	1048	1.1	5.8	131	606	1.5	4.9	157	549	1.7	6.5	125	689	1.4	6.1	28	309	.3	4.1
WI '98	96	1052	1.1	5.5	127	604	1.4	4.5	144	561	1.6	6.0	136	706	1.5	6.6	33	344	.4	4.6
FA '97	86	1115	1.0	4.9	122	594	1.4	4.3	125	546	1.4	5.1	104	747	1.2	5.0	24	276	.3	3.6
SU '97	98	1115	1.1	5.7	128	658	1.4	4.9	145	582	1.6	6.0	135	770	1.5	6.7	38	307	.4	4.8
4-Book	95	1083	1.1	5.5	127	616	1.4	4.7	143	560	1.6	5.9	125	728	1.4	6.1	31	309	.4	4.3
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
+WXXM-FM																				
SP '98	29	567	.3	1.7	47	306	.5	1.7	46	188	.5	1.9	37	294	.4	1.8	8	144	.1	1.2
WI '98	24	498	.3	1.4	25	219	.3	.9	45	209	.5	1.9	31	280	.3	1.5	10	126	.1	1.4
FA '97	10	368	.1	.6	10	119	.1	.4	14	144	.2	.6	13	211	.1	.6	4	88		.6
SU '97	46	726	.5	2.7	54	371	.6	2.1	83	375	.9	3.4	65	473	.7	3.2	20	172	.2	2.5
4-Book	27	540	.3	1.6	34	254	.4	1.3	47	229	.5	2.0	37	315	.4	1.8	11	133	.1	1.4
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
WYSP-FM																				
SP '98	71	1427	.8	4.2	245	950	2.7	9.1	91	694	1.0	3.7	42	471	.5	2.1	10	150	.1	1.5
WI '98	107	1630	1.2	6.2	382	1263	4.2	13.5	132	823	1.5	5.5	59	519	.7	2.8	16	237	.2	2.3
FA '97	135	2085	1.5	7.7	398	1200	4.4	14.1	167	758	1.9	6.8	71	503	.8	3.4	22	244	.2	3.3
SU '97	77	1680	.9	4.5	274	1002	3.1	10.5	61	571	.7	2.5	38	438	.4	1.9	27	328	.3	3.4
4-Book	98	1706	1.1	5.7	325	1104	3.6	11.8	113	712	1.3	4.6	53	483	.6	2.6	19	240	.2	2.6
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
WYXR-FM																				
SP '98	31	758	.3	1.8	38	302	.4	1.4	44	283	.5	1.8	42	411	.5	2.1	7	153	.1	1.0
WI '98	37	785	.4	2.1	50	327	.6	1.8	52	287	.6	2.2	50	425	.6	2.4	21	191	.2	3.0
FA '97	31	708	.3	1.8	47	292	.5	1.7	45	249	.5	1.8	46	301	.5	2.2	11	165	.1	1.7
SU '97	42	866	.5	2.4	49	316	.6	1.9	69	316	.8	2.9	45	412	.5	2.2	17	183	.2	2.2
4-Book	35	779	.4	2.0	46	309	.5	1.7	53	284	.6	2.2	46	387	.5	2.2	14	173	.2	2.0
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
WJBR-FM																				
SP '98	12	152	.1	.7	22	80	.2	.8	18	72	.2	.7	12	77	.1	.6	2	41		.3
WI '98	9	178	.1	.5	10	90	.1	.4	15	83	.2	.6	13	103	.1	.6	5	61	.1	.7
FA '97	9	163	.1	.5	15	63	.2	.5	19	63	.2	.8	15	101	.2	.7	3	36		.5
SU '97	6	127	.1	.3	6	59	.1	.2	7	45	.1	.3	8	44	.1	.4	4	25		.5
4-Book	9	155	.1	.5	13	73	.2	.5	15	66	.2	.6	12	81	.1	.6	4	41		.5
SP '97	7	134	.1	.4	11	62	.1	.4	14	43	.2	.6	9	44	.1	.4	1	19		.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

Target Listener Trends - Men 35-64

	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
WKXW-FM																				
SP '98	21	360	.2	1.2	39	186	.4	1.4	36	144	.4	1.5	30	203	.3	1.5	4	75		.6
WI '98	20	353	.2	1.2	19	159	.2	.7	26	94	.3	1.1	37	187	.4	1.8	12	97	.1	1.7
FA '97	23	377	.3	1.3	37	201	.4	1.3	35	172	.4	1.4	31	209	.3	1.5	13	105	.1	2.0
SU '97	17	333	.2	1.0	26	164	.3	1.0	30	196	.3	1.2	25	179	.3	1.2	5	58	.1	.6
4-Book	20	356	.2	1.2	30	178	.3	1.1	32	152	.4	1.3	31	195	.3	1.5	9	84	.1	1.2
SP '97	8	290	.1	.5	9	114	.1	.3	14	112	.2	.6	14	133	.2	.7	3	48		.4
+WLEV-FM																				
SP '98	5	84	.1	.3	1	17			6	26	.1	.2	11	67	.1	.5	1	25		.1
WI '98	5	82	.1	.3	3	38		.1	4	39		.2	4	30		.2	3	41		.4
FA '97	10	194	.1	.6	4	65		.1	15	74	.2	.6	18	75	.2	.9	10	61	.1	1.5
SU '97	8	188	.1	.5	9	47	.1	.3	11	63	.1	.5	6	78	.1	.3	2	38		.3
4-Book	7	137	.1	.4	4	42	.1	.1	9	51	.1	.4	10	63	.1	.5	4	41		.6
SP '97	7	140	.1	.4	9	45	.1	.3	9	47	.1	.4	10	78	.1	.5	3	48		.4
+WNJO-FM																				
SP '98	18	366	.2	1.1	14	165	.2	.5	28	175	.3	1.2	22	201	.2	1.1	10	110	.1	1.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	170	.1	.5	12	92	.1	.5	20	93	.2	.8	14	94	.2	.7	2	50		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	12	319	.1	.7	27	157	.3	1.0	13	98	.1	.5	16	149	.2	.8	5	111	.1	.7
WI '98	8	291	.1	.5	7	92	.1	.2	7	100	.1	.3	13	126	.1	.6	4	47		.6
FA '97	13	329	.1	.7	14	144	.2	.5	16	142	.2	.6	18	205	.2	.9	7	131	.1	1.1
SU '97	7	285	.1	.4	9	77	.1	.3	4	71		.2	7	144	.1	.3	3	75		.4
4-Book	10	306	.1	.6	14	118	.2	.5	10	103	.1	.4	14	156	.2	.7	5	91	.1	.7
SP '97	5	259	.1	.3	9	70	.1	.3	7	99	.1	.3	7	152	.1	.3	3	62		.4
WRDR-FM																				
SP '98	8	222	.1	.5	5	63	.1	.2	13	96	.1	.5	10	126	.1	.5	6	66	.1	.9
WI '98	12	205	.1	.7	5	96	.1	.2	14	95	.2	.6	18	148	.2	.9	4	62		.6
FA '97	11	153	.1	.6	15	97	.2	.5	12	50	.1	.5	17	87	.2	.8	2	47		.3
SU '97	7	124	.1	.4	7	59	.1	.3	11	50	.1	.5	9	80	.1	.4	2	16		.3
4-Book	10	176	.1	.6	8	79	.1	.3	13	73	.1	.5	14	110	.2	.7	4	48		.5
SP '97	14	176	.2	.8	12	84	.1	.4	24	75	.3	1.0	14	84	.2	.7	5	59	.1	.7
WZZO-FM																				
SP '98	10	62	.1	.6	21	52	.2	.8	23	34	.3	.9	11	35	.1	.5	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1701	8709	18.9	2697	7867	30.0	2432	6413	27.0	2039	7574	22.7	689	4693	7.7					
WI '98	1731	8750	19.2	2826	7956	31.4	2388	6419	26.5	2074	7609	23.0	710	4951	7.9					
FA '97	1742	8715	19.4	2826	8051	31.4	2463	6618	27.4	2093	7751	23.3	658	4805	7.3					
SU '97	1720	8662	19.4	2610	7854	29.5	2411	6749	27.2	2006	7659	22.7	787	4952	8.9					
4-Book	1724	8709	19.2	2740	7932	30.6	2424	6550	27.0	2053	7648	22.9	711	4850	8.0					
SP '97	1747	8669	19.7	2867	8033	32.4	2432	6630	27.5	2039	7695	23.0	693	4983	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 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 '98	219	3206	2.4	9.2	74	1756	.8	6.4	179	867	2.0	12.9	65	389	.7	3.4	46	251	.5	3.5
4-Book	202	3138	2.2	8.4	83	1793	.9	7.0	203	881	2.3	14.4	87	464	1.0	4.5	54	315	.6	4.2
WBEB-FM																				
SP '98	143	1111	1.6	6.0	52	657	.6	4.5	61	208	.7	4.4	101	336	1.1	5.2	77	248	.9	5.9
4-Book	118	1000	1.3	4.9	55	687	.6	4.7	58	199	.7	4.1	110	346	1.2	5.7	74	254	.8	5.7
WDAS-AM																				
SP '98	13	101	.1	.5	13	124	.1	1.1	3	9	.2		2	8	.1					
4-Book	9	84	.1	.4	13	110	.2	1.1	7	16	.1	.5	7	17	.1	.4	3	9		.2
WDAS-FM																				
SP '98	144	935	1.6	6.0	114	802	1.3	9.9	87	244	1.0	6.3	178	367	2.0	9.2	141	281	1.6	10.9
4-Book	123	791	1.4	5.1	83	613	.9	7.0	65	163	.7	4.6	112	249	1.3	5.8	86	197	1.0	6.7
WHAT-AM																				
SP '98	19	114	.2	.8	13	117	.1	1.1	4	26	.3		26	36	.3	1.3	14	19	.2	1.1
4-Book	22	144	.3	.9	13	112	.1	1.1	12	33	.1	.8	29	49	.3	1.5	16	41	.2	1.3
WIOQ-FM																				
SP '98	45	494	.5	1.9	22	347	.2	1.9	16	73	.2	1.2	34	118	.4	1.8	43	115	.5	3.3
4-Book	43	522	.5	1.8	23	330	.3	2.0	21	68	.2	1.5	41	137	.5	2.1	36	97	.4	2.8
WIP -AM																				
SP '98	146	1354	1.6	6.1	40	575	.4	3.5	58	202	.6	4.2	95	326	1.1	4.9	39	130	.4	3.0
4-Book	180	1650	2.0	7.5	55	849	.6	4.6	82	306	.9	5.8	86	345	1.0	4.5	52	219	.6	4.0
WJJZ-FM																				
SP '98	136	1079	1.5	5.7	91	903	1.0	7.9	48	154	.5	3.5	149	350	1.7	7.7	135	381	1.5	10.4
4-Book	155	1154	1.8	6.5	84	875	.9	7.1	58	195	.7	4.2	141	352	1.6	7.3	110	341	1.2	8.5
WMGK-FM																				
SP '98	128	1090	1.4	5.4	62	704	.7	5.4	69	228	.8	5.0	117	343	1.3	6.1	83	251	.9	6.4
4-Book	129	1143	1.5	5.4	60	755	.7	5.0	82	230	.9	5.8	129	354	1.4	6.7	73	244	.8	5.6
WMMR-FM																				
SP '98	121	975	1.3	5.1	50	610	.6	4.3	77	240	.9	5.6	121	361	1.3	6.3	47	174	.5	3.6
4-Book	114	1028	1.3	4.7	48	632	.5	4.0	59	194	.7	4.2	96	290	1.1	5.0	58	201	.7	4.4
WVGL-FM																				
SP '98	215	1604	2.4	9.0	99	1112	1.1	8.6	82	253	.9	5.9	161	444	1.8	8.3	106	344	1.2	8.2
4-Book	190	1615	2.1	7.9	108	1181	1.2	9.1	98	330	1.1	7.0	183	519	2.1	9.5	113	382	1.3	8.7
WPEN-AM																				
SP '98	30	281	.3	1.3	24	250	.3	2.1	52	130	.6	3.8	40	122	.4	2.1	19	81	.2	1.5
4-Book	46	364	.5	1.9	28	285	.3	2.3	46	115	.5	3.3	51	143	.5	2.6	29	91	.3	2.2
WPHI-FM																				
SP '98	9	167	.1	.4	3	41	.1	.3	1	8	.1		2	9	.1		7	14	.1	.5
4-Book	15	190	.2	.6	7	94	.1	.6	6	17	.1	.4	14	28	.2	.7	8	22	.1	.6
WPHT-AM																				
SP '98	31	500	.3	1.3	19	306	.2	1.6					12	47	.1	.6	7	38	.1	.5
4-Book	34	461	.4	1.4	16	272	.2	1.3	14	50	.2	1.0	15	53	.2	.7	12	44	.1	1.0
WPLY-FM																				
SP '98	17	322	.2	.7	6	217	.1	.5	5	37	.1	.4	10	73	.1	.5	5	46	.1	.4
4-Book	23	371	.3	.9	11	253	.1	.9	11	59	.2	.8	22	92	.2	1.1	11	67	.2	.8
WURD-AM																				
SP '98	17	76	.2	.7	8	89	.1	.7	17	56	.2	1.2	21	47	.2	1.1	4	15		.3
4-Book	9	51	.1	.4	5	48	.1	.4	8	20	.1	.6	15	33	.2	.8	2	8		.2
WUSL-FM																				
SP '98	36	339	.4	1.5	30	299	.3	2.6	27	62	.3	1.9	46	129	.5	2.4	50	112	.6	3.9
4-Book	29	373	.3	1.2	22	255	.3	1.8	17	53	.2	1.2	34	98	.4	1.8	26	65	.3	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

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
WWDB-FM																				
SP '98	89	893	1.0	3.7	43	524	.5	3.7	85	207	.9	6.1	64	199	.7	3.3	10	56	.1	.8
4-Book	109	975	1.2	4.5	55	630	.6	4.6	80	230	.9	5.7	66	191	.8	3.4	36	98	.4	2.8
WWJZ-AM																				
SP '98	11	94	.1	.5	5	56	.1	.4	2	19	.1	.1	13	20	.1	.7	9	20	.1	.7
4-Book	7	65	.1	.3	3	32	.1	.3	3	14	.1	.2	6	13	.1	.3	5	10	.1	.4
WXTU-FM																				
SP '98	139	883	1.5	5.8	73	611	.8	6.3	77	246	.9	5.6	120	288	1.3	6.2	122	265	1.4	9.4
4-Book	133	935	1.5	5.5	71	649	.8	6.0	84	258	1.0	5.9	141	337	1.6	7.3	98	241	1.1	7.6
+WXXM-FM																				
SP '98	44	447	.5	1.8	18	279	.2	1.6	15	72	.2	1.1	39	133	.4	2.0	39	109	.4	3.0
4-Book	40	439	.5	1.7	17	264	.2	1.4	16	66	.2	1.2	31	106	.3	1.6	24	89	.3	1.9
WYSP-FM																				
SP '98	124	1295	1.4	5.2	18	408	.2	1.6	42	153	.5	3.0	27	130	.3	1.4	17	88	.2	1.3
4-Book	159	1375	1.8	6.6	40	687	.5	3.4	37	141	.4	2.6	41	153	.5	2.1	30	119	.4	2.3
WYXR-FM																				
SP '98	41	543	.5	1.7	28	396	.3	2.4	26	110	.3	1.9	58	160	.6	3.0	30	101	.3	2.3
4-Book	48	556	.6	2.0	26	422	.3	2.2	25	84	.3	1.8	52	163	.6	2.7	32	123	.4	2.4
WJBR-FM																				
SP '98	18	105	.2	.8	8	72	.1	.7	7	18	.1	.5	11	36	.1	.6	7	17	.1	.5
4-Book	14	123	.2	.6	5	73	.1	.5	4	18	.1	.3	9	28	.1	.5	8	26	.1	.6
WKXV-FM																				
SP '98	35	317	.4	1.5	6	126	.1	.5	16	51	.2	1.2	12	59	.1	.6				
4-Book	31	309	.4	1.3	9	134	.1	.7	13	48	.2	.9	19	53	.2	1.0	7	28	.1	.5
+WLEV-FM																				
SP '98	6	67	.1	.3	5	43	.1	.4	1	9	.1	.1	10	15	.1	.5	8	8	.1	.6
4-Book	8	87	.1	.4	7	81	.1	.6	4	16	.1	.3	10	24	.1	.5	10	28	.1	.8
+WNJO-FM																				
SP '98	22	284	.2	.9	17	218	.2	1.5	16	52	.2	1.2	29	89	.3	1.5	10	36	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	18	228	.2	.8	7	118	.1	.6	4	35	.1	.3	17	48	.2	.9	9	29	.1	.7
4-Book	12	225	.2	.6	9	153	.1	.8	7	27	.1	.5	19	65	.2	1.0	13	47	.1	1.0
WRDR-FM																				
SP '98	10	194	.1	.4	7	164	.1	.6	7	27	.1	.5	10	38	.1	.5	9	55	.1	.7
4-Book	12	151	.1	.5	10	128	.1	.8	11	39	.1	.8	16	41	.2	.8	15	47	.2	1.2
WZZO-FM																				
SP '98	19	52	.2	.8	1	10	.1	.1	4	10	.1	.3	6	10	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2392	8566	26.6	1152	7099	12.8	1386	3919	15.4	1930	4479	21.4	1297	3323	14.4					
4-Book	2407	8557	26.9	1189	7304	13.3	1415	3889	15.8	1928	4600	21.5	1300	3443	14.5					

Target Listener Estimates - Men 35-64

** 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 '98	17	147	.2	2.2	166	718	1.8	17.1	83	478	.9	6.3	32	216	.4	3.6	26	155	.3	4.0
4-Book	32	221	.4	4.3	170	728	1.9	16.0	68	371	.8	4.9	50	247	.6	4.9	29	219	.4	4.6
WBEB-FM																				
SP '98	34	129	.4	4.4	30	127	.3	3.1	50	211	.6	3.8	38	125	.4	4.3	24	108	.3	3.7
4-Book	31	136	.3	4.1	32	123	.4	3.0	63	225	.7	4.5	48	165	.5	4.6	24	106	.3	3.8
WDAS-AM																				
SP '98	2	4	.3		57	110	.6	5.9	27	67	.3	2.1	10	19	.1	1.1	5	9	.1	.8
4-Book	2	8	.3		46	84	.5	4.3	25	58	.3	1.8	6	14	.1	.6	6	14	.1	1.0
WDAS-FM																				
SP '98	108	225	1.2	14.0	30	73	.3	3.1	65	176	.7	4.9	73	144	.8	8.3	207	343	2.3	31.7
4-Book	71	162	.8	9.4	37	92	.4	3.4	68	164	.8	4.8	65	133	.7	6.5	148	246	1.7	23.5
WHAT-AM																				
SP '98	4	11	.5		23	44	.3	2.4	20	53	.2	1.5	8	23	.1	.9				
4-Book	4	13	.5		18	38	.2	1.7	15	53	.2	1.1	7	13	.1	.7	1	2		.1
WIOQ-FM																				
SP '98	22	83	.2	2.9	6	18	.1	.6	15	53	.2	1.1	18	53	.2	2.1	20	57	.2	3.1
4-Book	21	76	.2	2.7	11	38	.1	1.0	21	84	.3	1.5	15	54	.2	1.5	17	50	.2	2.8
WIP -AM																				
SP '98	11	71	.1	1.4	19	104	.2	2.0	40	169	.4	3.0	24	66	.3	2.7	27	96	.3	4.1
4-Book	27	97	.3	3.6	54	194	.6	5.0	63	253	.7	4.5	55	184	.6	5.3	23	111	.3	3.7
WJJZ-FM																				
SP '98	123	363	1.4	16.0	47	168	.5	4.9	87	272	1.0	6.6	99	251	1.1	11.3	37	118	.4	5.7
4-Book	86	261	1.0	11.4	46	182	.5	4.3	91	281	1.0	6.5	80	209	.9	8.0	57	162	.6	9.2
WMGK-FM																				
SP '98	34	163	.4	4.4	29	127	.3	3.0	68	243	.8	5.2	77	211	.9	8.8	24	99	.3	3.7
4-Book	32	142	.4	4.3	21	93	.2	2.0	60	233	.7	4.3	60	185	.7	6.0	21	90	.3	3.3
WMMR-FM																				
SP '98	20	64	.2	2.6	39	119	.4	4.0	57	180	.6	4.3	26	127	.3	3.0	13	63	.1	2.0
4-Book	22	96	.3	2.9	42	134	.5	4.0	55	203	.6	3.9	37	126	.4	3.6	13	67	.2	2.1
WGL-FM																				
SP '98	89	301	1.0	11.6	82	276	.9	8.5	103	360	1.1	7.8	81	242	.9	9.2	77	204	.9	11.8
4-Book	73	244	.8	9.5	122	367	1.4	11.4	118	382	1.3	8.4	94	271	1.1	9.1	63	174	.7	10.1
WPEN-AM																				
SP '98	3	17	.4		31	97	.3	3.2	19	72	.2	1.4	15	38	.2	1.7	17	37	.2	2.6
4-Book	10	33	.1	1.2	22	80	.2	2.1	28	90	.3	1.9	18	47	.2	1.7	21	62	.3	3.3
WPHI-FM																				
SP '98	7	10	.1	.9	7	19	.1	.7	1	9	.1	.1	1	5	.1	.1				
4-Book	12	26	.1	1.5	5	14	.1	.4	5	19	.1	.4	5	17	.1	.5	2	5		.3
WPHT-AM																				
SP '98	30	96	.3	3.9	17	54	.2	1.8	43	128	.5	3.3	25	111	.3	2.9	11	29	.1	1.7
4-Book	13	51	.1	1.7	22	72	.3	2.0	30	95	.3	2.2	11	45	.1	1.2	8	24	.1	1.3
WPLY-FM																				
SP '98	3	26	.4		5	18	.1	.5	10	55	.1	.8	5	45	.1	.6	5	35	.1	.8
4-Book	5	35	.1	.7	6	29	.1	.6	12	75	.1	.9	15	64	.2	1.4	5	33	.1	.8
WURD-AM																				
SP '98					3	8		.3	15	34	.2	1.1								
4-Book					3	9		.3	6	16	.1	.4	3	8		.3				
WUSL-FM																				
SP '98	14	46	.2	1.8	35	126	.4	3.6	36	101	.4	2.7	25	59	.3	2.9	8	26	.1	1.2
4-Book	24	48	.3	3.2	26	77	.3	2.5	26	83	.3	1.8	14	38	.2	1.4	8	25	.1	1.2

** 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 35-64

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
WWDB-FM SP '98 4-Book	22 37	64 115	.2 .4	2.9 4.9	38 48	151 174	.4 .5	3.9 4.4	97 120	196 265	1.1 1.4	7.4 8.6	6 24	39 71	.1 .3	.7 2.4	14 19	54 74	.2 .2	2.1 3.1
WWJZ-AM SP '98 4-Book	1	5		.1	3 2	10 5		.3 .2	8 4	21 13	.1 .1	.6 .3	3 4	8 6	.3 .4		2 2	9 5		.3 .2
WXTU-FM SP '98 4-Book	34 29	117 131	.4 .3	4.4 3.9	52 48	158 174	.6 .5	5.4 4.5	112 95	258 246	1.2 1.1	8.5 6.8	61 56	152 162	.7 .6	7.0 5.6	13 17	38 70	.1 .2	2.0 2.8
+WXXM-FM SP '98 4-Book	6 9	47 51	.1 .1	.8 1.2	10 9	38 40	.1 .1	1.0 .8	19 21	65 87	.2 .2	1.4 1.5	22 19	75 70	.2 .2	2.5 1.9	9	33	.1	1.4
WYSP-FM SP '98 4-Book	11 11	54 56	.1 .1	1.4 1.4	3 14	25 58		.3 1.2	20 98	116 346	.2 1.1	1.5 6.5	16 80	89 279	.2 .9	1.8 7.5	6 11	43 51	.1 .1	.9 1.7
WYXR-FM SP '98 4-Book	16 21	74 91	.2 .3	2.1 2.9	19 19	63 61	.2 .2	2.0 1.8	36 25	98 102	.4 .3	2.7 1.8	13 24	42 86	.1 .3	1.5 2.3	20 12	66 52	.2 .1	3.1 1.9
WJBR-FM SP '98 4-Book	4 3	19 9		.5 .4	2 2	18 13		.2 .2	17 8	43 26	.2 .1	1.3 .6	11 5	26 20	.1 .1	1.3 .5	3 4	18 13		.5 .6
WKXW-FM SP '98 4-Book	1 3	8 14		.1 .4	8 9	32 34	.1 .1	.8 .8	5 11	35 47	.1 .2	.4 .8	4 6	25 29		.5 .7	3 1	25 9		.5 .2
+WLEV-FM SP '98 4-Book	1 7	8 16		.1 .9	8 8	8 25	.1 .1	.8 .8	8 8	8 16	.1 .1	.6 .6	2 6	8 25		.2 .5	7 6	26 27	.1 .1	1.1 .9
+WNJO-FM SP '98 4-Book	15 **	61 **	.2 **	2.0 **	16 **	44 **	.2 **	1.7 **	24 **	82 **	.3 **	1.8 **	20 **	42 **	.2 **	2.3 **	2 **	16 **		.3 **
WPST-FM SP '98 4-Book	2	13		.3	1 4	9 16		.1 .3	11 15	41 56	.1 .2	.8 1.0	6 10	29 40	.1 .1	.7 1.0	4 3	19 15		.6 .5
WRDR-FM SP '98 4-Book	5 11	46 45	.1 .2	.7 1.5	4 3	36 23		.4 .3	11 9	47 29	.1 .1	.8 .6	7 12	36 37	.1 .1	.8 1.2	4 4	29 16		.6 .6
WZZO-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SP '98 4-Book	769 752	2210 2315	8.5 8.4		968 1068	2979 3176	10.8 11.9		1314 1409	3614 3830	14.6 15.7		877 1017	2317 2723	9.7 11.4		653 623	1754 1864	7.3 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

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
KYW -AM																			
SP '98	5	334	.1	.8	15	206	.4	2.2	3	84	.1	.4	5	110	.1	.6	1	56	.2
WI '98	8	354	.2	1.3	27	265	.7	3.6	3	48	.1	.6	6	126	.2	.8	3	70	.6
FA '97	8	449	.2	1.3	26	276	.7	3.6	4	83	.1	.7	11	105	.3	1.4	1	14	.2
SU '97	6	294	.1	.9	13	159	.3	2.1	10	73	.2	1.2	7	101	.2	.8	1	40	.2
4-Book	7	358	.2	1.1	20	227	.5	2.9	5	72	.1	.7	7	111	.2	.9	2	45	.3
SP '97	9	341	.2	1.4	25	210	.6	3.6	11	81	.3	1.7	8	95	.2	1.0	3	73	.5
WBEB-FM																			
SP '98	41	852	1.0	6.5	47	363	1.2	6.8	56	359	1.4	8.2	48	442	1.2	6.1	28	345	.7
WI '98	35	806	.9	5.9	40	298	1.0	5.3	46	228	1.2	8.5	42	348	1.1	5.6	29	329	.7
FA '97	40	763	1.0	6.3	38	263	1.0	5.2	63	304	1.6	10.4	54	406	1.4	6.7	33	308	.8
SU '97	33	804	.8	4.9	24	255	.6	4.0	37	307	.9	4.5	43	370	1.1	5.1	25	295	.6
4-Book	37	806	.9	5.9	37	295	1.0	5.3	51	300	1.3	7.9	47	392	1.2	5.9	29	319	.7
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
WDAS-AM																			
SP '98	2	85	.1	.3	1	25	.1	.1	1	20	.1	.1	3	32	.1	.4	1	14	.2
WI '98	5	88	.1	.8	10	42	.3	1.3	2	18	.1	.4	1	12	.1	.1	2	12	.1
FA '97	6	53	.2	.9	9	17	.2	1.2	9	20	.2	1.5	7	20	.2	.9	2	17	.1
SU '97	6	93	.1	.9	13	52	.3	2.1	9	46	.2	1.1	6	54	.1	.7	1	28	.2
4-Book	5	80	.1	.7	8	34	.2	1.2	5	26	.1	.8	4	30	.1	.5	2	18	.1
SP '97	2	68	.3	.3	2	22	.3	.3	2	8	.3	.3	1	6	.1	.1		8	.3
WDAS-FM																			
SP '98	17	453	.4	2.7	21	157	.5	3.1	14	173	.4	2.0	12	169	.3	1.5	21	201	.5
WI '98	30	476	.8	5.0	39	191	1.0	5.1	26	110	.7	4.8	38	203	1.0	5.0	39	305	1.0
FA '97	24	500	.6	3.8	18	172	.5	2.5	19	131	.5	3.1	22	182	.6	2.7	28	235	.7
SU '97	27	381	.7	4.0	29	198	.7	4.8	39	174	1.0	4.8	35	206	.9	4.2	17	173	.4
4-Book	25	453	.6	3.9	27	180	.7	3.9	25	147	.7	3.7	27	190	.7	3.4	26	229	.7
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
WHAT-AM																			
SP '98		14				11								6					
WI '98																			
FA '97	1	34	.2	.2						8			1	10	.1	.1		34	.2
SU '97	1	25	.1	.1	3	19	.1	.5	1	12	.1	.1	1	13	.1	.1	1	6	.1
4-Book	1	18	.1	.1	1	8	.1	.1		5			1	7	.1	.1		10	.1
SP '97	1	32	.2	.2		8				10									
WIOQ-FM																			
SP '98	70	1573	1.8	11.1	55	699	1.4	8.0	86	764	2.2	12.6	94	932	2.4	12.0	59	695	1.5
WI '98	64	1695	1.6	10.7	84	875	2.1	11.1	50	695	1.3	9.2	90	1095	2.3	11.9	55	804	1.4
FA '97	60	1636	1.5	9.5	68	668	1.7	9.4	45	665	1.1	7.4	84	976	2.1	10.4	56	717	1.4
SU '97	86	1728	2.1	12.8	60	770	1.5	9.9	105	1009	2.6	12.8	116	1189	2.9	13.8	80	954	2.0
4-Book	70	1658	1.8	11.0	67	753	1.7	9.6	72	783	1.8	10.5	96	1048	2.4	12.0	63	793	1.6
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
WIP -AM																			
SP '98	1	71	.2	.2	1	25	.1	.1		19							2	52	.1
WI '98	1	94	.2	.2	5	49	.1	.7	1	26		.2	1	27	.1	.1		24	.1
FA '97	2	107	.1	.3	6	38	.2	.8					2	48	.1	.2	4	40	.1
SU '97	2	96	.3	.3	6	47	.1	1.0	1	27	.1	.1	2	34	.2	.2	1	28	.2
4-Book	2	92	.3	.3	5	40	.1	.7	1	18	.1	.1	1	27	.1	.1	2	36	.1
SP '97	2	147	.3	.3	4	29	.1	.6	1	17	.2	.2	2	32	.2	.2	2	48	.4
WJZ-FM																			
SP '98	8	165	.2	1.3	5	42	.1	.7	12	59	.3	1.8	13	55	.3	1.7	6	75	.2
WI '98	12	179	.3	2.0	10	73	.3	1.3	25	78	.6	4.6	16	89	.4	2.1	4	49	.1
FA '97	3	124	.1	.5	8	52	.2	1.1	3	49	.1	.5	1	35	.1	.1	3	42	.1
SU '97	5	178	.1	.7	3	64	.1	.5	8	87	.2	1.0	8	88	.2	1.0	3	70	.1
4-Book	7	162	.2	1.1	7	58	.2	.9	12	68	.3	2.0	10	67	.2	1.2	4	59	.1
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

** 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
WMGK-FM																				
SP '98	27	538	.7	4.3	28	195	.7	4.1	43	264	1.1	6.3	38	296	1.0	4.9	14	84	.4	2.6
WI '98	14	411	.4	2.3	12	135	.3	1.6	13	124	.3	2.4	23	240	.6	3.0	10	176	.3	1.9
FA '97	36	634	.9	5.7	29	294	.7	4.0	55	306	1.4	9.1	54	332	1.4	6.7	23	205	.6	3.8
SU '97	23	568	.6	3.4	20	205	.5	3.3	34	249	.8	4.1	32	324	.8	3.8	17	242	.4	2.9
4-Book	25	538	.7	3.9	22	207	.6	3.3	36	236	.9	5.5	37	298	1.0	4.6	16	177	.4	2.8
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
WMMR-FM																				
SP '98	9	481	.2	1.4	4	128	.1	.6	12	202	.3	1.8	11	224	.3	1.4	8	165	.2	1.5
WI '98	10	448	.3	1.7	11	159	.3	1.5	12	122	.3	2.2	11	244	.3	1.5	9	181	.2	1.7
FA '97	13	468	.3	2.1	19	185	.5	2.6	16	167	.4	2.6	16	186	.4	2.0	11	145	.3	1.8
SU '97	17	528	.4	2.5	15	147	.4	2.5	22	228	.5	2.7	23	312	.6	2.7	13	195	.3	2.3
4-Book	12	481	.3	1.9	12	155	.3	1.8	16	180	.4	2.3	15	242	.4	1.9	10	172	.3	1.8
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
WOGL-FM																				
SP '98	8	369	.2	1.3	10	117	.3	1.5	11	96	.3	1.6	6	101	.2	.8	3	63	.1	.5
WI '98	7	363	.2	1.2	3	67	.1	.4	8	114	.2	1.5	9	131	.2	1.2	3	99	.1	.6
FA '97	11	449	.3	1.7	11	148	.3	1.5	12	153	.3	2.0	14	170	.4	1.7	6	105	.2	1.0
SU '97	14	482	.3	2.1	9	126	.2	1.5	23	175	.6	2.8	18	222	.4	2.1	6	113	.1	1.0
4-Book	10	416	.3	1.6	8	115	.2	1.2	14	135	.4	2.0	12	156	.3	1.5	5	95	.1	.8
SP '97	6	302	.1	1.0	11	122	.3	1.6	4	90	.1	.6	4	102	.1	.5	2	65		.4
WPEN-AM																				
SP '98																				
WI '98	7	33	.2	1.2	10	12	.3	1.3	12	33	.3	2.2	12	24	.3	1.6		15		.2
FA '97		22								7				7						
SU '97	1	29		.1						10	.1	.6	3	8	.1	.4		4		.1
4-Book	2	21	.1	.3	3	3	.1	.3	3	10	.1	.6	3	8	.1	.4		4		.1
SP '97	2	24		.3	1	17		.1	3	15	.1	.5	1	15		.1	1	7		.2
WPHI-FM																				
SP '98	90	1399	2.3	14.3	94	750	2.4	13.7	78	747	2.0	11.4	106	989	2.7	13.6	100	763	2.5	18.2
WI '98	84	1519	2.1	14.1	92	691	2.3	12.1	63	652	1.6	11.6	117	948	2.9	15.5	86	838	2.2	16.2
FA '97	95	1415	2.4	15.0	87	751	2.2	12.0	62	637	1.6	10.2	129	924	3.2	16.0	125	808	3.1	20.7
SU '97	107	1500	2.7	15.9	87	680	2.2	14.3	116	1001	2.9	14.1	133	1074	3.3	15.8	111	948	2.8	19.2
4-Book	94	1458	2.4	14.8	90	718	2.3	13.0	80	759	2.0	11.8	121	984	3.0	15.2	106	839	2.7	18.6
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
WPHT-AM																				
SP '98		15			1	15		.1						8						.2
WI '98		8																7		
FA '97		17			1	10		.1						7				6		
SU '97		21			2	7		.3						4				3		.1
4-Book		15			1	8		.1						4				3		.1
SP '97	1	29		.2						9			3	18	.1	.4	1	19		.2
WPLY-FM																				
SP '98	52	1332	1.3	8.2	66	662	1.7	9.6	52	586	1.3	7.6	82	921	2.1	10.5	36	571	.9	6.6
WI '98	43	1275	1.1	7.2	65	602	1.6	8.6	36	494	.9	6.6	60	798	1.5	7.9	36	613	.9	6.8
FA '97	55	1255	1.4	8.7	67	642	1.7	9.3	45	499	1.1	7.4	69	767	1.7	8.6	54	698	1.4	8.9
SU '97	68	1366	1.7	10.1	59	605	1.5	9.7	89	762	2.2	10.9	96	979	2.4	11.4	51	705	1.3	8.8
4-Book	55	1307	1.4	8.6	64	628	1.6	9.3	56	585	1.4	8.1	77	866	1.9	9.6	44	647	1.1	7.8
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
WURD-AM																				
SP '98	1	26		.2	2	10	.1	.3		19			2	19	.1	.3		17		
WI '98	5	73	.1	.8	7	41	.2	.9	5	43	.1	.9	4	57	.1	.5		18		
FA '97	4	59	.1	.6	3	16	.1	.4	4	40	.1	.7	5	53	.1	.6	3	35	.1	.5
SU '97	8	75	.2	1.2	8	40	.2	1.3	15	60	.4	1.8	8	35	.2	1.0		7		
4-Book	5	58	.1	.7	5	27	.2	.7	6	41	.2	.9	5	41	.1	.6	1	19		.1
SP '97	3	43	.1	.5	5	18	.1	.7	1	10		.2	1	23		.1		9		

Target Listener Trends - Women 12-24

** 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	
WUSL-FM																				
SP '98	113	1633	2.8	17.9	119	937	3.0	17.3	105	896	2.6	15.3	152	1158	3.8	19.4	96	857	2.4	17.5
WI '98	86	1504	2.2	14.4	113	813	2.8	14.9	61	575	1.5	11.3	101	944	2.5	13.4	85	799	2.1	16.0
FA '97	83	1521	2.1	13.1	94	813	2.4	13.0	65	626	1.6	10.7	107	912	2.7	13.3	90	793	2.3	14.9
SU '97	75	1371	1.9	11.1	70	573	1.7	11.5	78	739	1.9	9.5	76	790	1.9	9.0	84	677	2.1	14.6
4-Book	89	1507	2.3	14.1	99	784	2.5	14.2	77	709	1.9	11.7	109	951	2.7	13.8	89	782	2.2	15.8
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
WWDB-FM																				
SP '98		20			1	20	.1		1	9		.1								
WI '98	5	70	.1	.8	3	24	.1	.4	10	41	.3	1.8	7	30	.2	.9	3	28	.1	.6
FA '97	1	55		.2	1	7		.1		8				18				18		
SU '97	2	89		.3	2	14		.3	5	27	.1	.6	1	42		.1	1	14		.2
4-Book	2	59		.3	2	16		.2	4	21	.1	.6	2	23	.1	.3	1	15		.2
SP '97	4	124	.1	.6		9			1	45		.2	11	62	.3	1.3	2	17		.4
WWJZ-AM																				
SP '98																				
WI '98																				
FA '97																				
SU '97	2	7		.3					2	7		.2	4	7	.1	.5	1	7		.2
4-Book	1	2		.1					1	2		.1	1	2		.1	1	2		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	18	209	.5	2.9	25	180	.6	3.6	30	144	.8	4.4	27	158	.7	3.5	6	64	.2	1.1
WI '98	14	245	.4	2.3	20	164	.5	2.6	13	125	.3	2.4	16	161	.4	2.1	8	152	.2	1.5
FA '97	8	202	.2	1.3	12	72	.3	1.7	9	86	.2	1.5	11	136	.3	1.4	3	79	.1	.5
SU '97	16	279	.4	2.4	15	133	.4	2.5	17	197	.4	2.1	20	150	.5	2.4	10	113	.2	1.7
4-Book	14	234	.4	2.2	18	137	.5	2.6	17	138	.4	2.6	19	151	.5	2.4	7	102	.2	1.2
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
+WXXM-FM																				
SP '98	39	1163	1.0	6.2	44	523	1.1	6.4	39	516	1.0	5.7	42	701	1.1	5.4	31	507	.8	5.6
WI '98	40	1153	1.0	6.7	53	560	1.3	7.0	45	493	1.1	8.3	50	738	1.3	6.6	28	538	.7	5.3
FA '97	37	895	.9	5.8	34	466	.9	4.7	29	332	.7	4.8	52	600	1.3	6.5	35	508	.9	5.8
SU '97	3	138	.1	.4	4	75	.1	.7	1	21		.1	5	93	.1	.6	2	61		.3
4-Book	30	837	.8	4.8	34	406	.9	4.7	29	341	.7	4.7	37	533	1.0	4.8	24	404	.6	4.3
SP '97	1	61		.2		13			1	24		.2	2	36		.2	1	28		.2
WYSP-FM																				
SP '98	22	629	.6	3.5	54	297	1.4	7.8	25	323	.6	3.6	26	291	.7	3.3	8	169	.2	1.5
WI '98	22	592	.6	3.7	55	373	1.4	7.3	27	230	.7	5.0	19	253	.5	2.5	9	235	.2	1.7
FA '97	33	751	.8	5.2	76	419	1.9	10.5	36	351	.9	5.9	32	354	.8	4.0	13	173	.3	2.2
SU '97	25	687	.6	3.7	62	369	1.5	10.2	22	252	.5	2.7	23	285	.6	2.7	12	197	.3	2.1
4-Book	26	665	.7	4.0	62	365	1.6	9.0	28	289	.7	4.3	25	296	.7	3.1	11	194	.3	1.9
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
WYXR-FM																				
SP '98	35	995	.9	5.5	27	300	.7	3.9	34	319	.9	5.0	34	436	.9	4.3	58	519	1.5	10.6
WI '98	24	988	.6	4.0	14	251	.4	1.8	15	196	.4	2.8	26	402	.7	3.4	49	470	1.2	9.2
FA '97	38	922	1.0	6.0	44	358	1.1	6.1	52	293	1.3	8.6	34	407	.9	4.2	44	503	1.1	7.3
SU '97	58	1271	1.4	8.6	35	384	.9	5.8	75	577	1.9	9.1	64	602	1.6	7.6	71	722	1.8	12.3
4-Book	39	1044	1.0	6.0	30	323	.8	4.4	44	346	1.1	6.4	40	462	1.0	4.9	56	554	1.4	9.9
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
WJBR-FM																				
SP '98	2	118	.1	.3	2	69	.1	.3		10			2	49	.1	.3	4	59	.1	.7
WI '98	2	138	.1	.3	1	27		.1		26			1	24		.1	3	65	.1	.6
FA '97	1	119		.2	1	14		.1		8			2	51	.1	.2	1	37		.2
SU '97	4	133	.1	.6	3	25	.1	.5	3	39	.1	.4	4	42	.1	.5	7	42	.2	1.2
4-Book	2	127	.1	.4	2	34	.1	.3	1	21		.1	2	42	.1	.3	4	51	.1	.7
SP '97	5	181	.1	.8	3	53	.1	.4	8	69	.2	1.3	3	50	.1	.4	7	112	.2	1.2

** 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
WKXW-FM																				
SP '98	2	60	.1	.3					4	10	.1	.6	2	27	.1	.3	3	35	.1	.5
WI '98	2	56	.1	.3	1	18		.1	3	28	.1	.6	2	25	.1	.3	1	20		.2
FA '97	5	111	.1	.8	3	35	.1	.4	10	45	.3	1.7	13	93	.3	1.6	2	46	.1	.3
SU '97	1	36		.1		7				16			1	21		.1	1	14		.2
4-Book	3	66	.1	.4	1	15		.1	4	25	.1	.7	5	42	.1	.6	2	29	.1	.3
SP '97	1	71		.2	2	34		.3	1	19		.2	1	19		.1	1	18		.2
+WLEV-FM																				
SP '98																				
WI '98	4	35	.1	.7	5	10	.1	.7	10	16	.3	1.8	4	23	.1	.5	1	13		.2
FA '97	1	54		.2	1	18		.1		19			1	26		.1		25		
SU '97		14				7				7				7						
4-Book	1	26		.2	2	7		.2	3	11	.1	.5	1	14		.2		10		.1
SP '97	2	28		.3	2	19		.3	4	9	.1	.6	3	18	.1	.4				
+WNJO-FM																				
SP '98	1	66		.2	1	16		.1	2	23	.1	.3	1	16		.1				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	6	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	30	918	.8	4.8	28	365	.7	4.1	34	373	.9	5.0	35	438	.9	4.5	31	443	.8	5.6
WI '98	33	1043	.8	5.5	35	464	.9	4.6	25	316	.6	4.6	44	614	1.1	5.8	37	527	.9	7.0
FA '97	29	865	.7	4.6	36	431	.9	5.0	23	274	.6	3.8	30	515	.8	3.7	29	500	.7	4.8
SU '97	31	988	.8	4.6	19	342	.5	3.1	40	514	1.0	4.9	45	594	1.1	5.3	27	489	.7	4.7
4-Book	31	954	.8	4.9	30	401	.8	4.2	31	369	.8	4.6	39	540	1.0	4.8	31	490	.8	5.5
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
WRDR-FM																				
SP '98		20				4								8				8		
WI '98		8								8							1	8		.2
FA '97		12																		
SU '97																				
4-Book	**	10			**	1			**	2			**	2			**	4		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZZD-FM																				
SP '98		26				10				18				10						
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	631	3867	15.8		688	3234	17.2		685	2838	17.1		782	3473	19.6		549	3034	13.7	
WI '98	596	3909	14.9		758	3345	19.0		542	2437	13.6		756	3436	18.9		530	3167	13.3	
FA '97	634	3912	15.9		724	3254	18.1		606	2597	15.2		804	3346	20.1		604	3157	15.1	
SU '97	673	3941	16.8		607	2978	15.1		820	3215	20.4		842	3571	21.0		577	3177	14.4	
4-Book	634	3907	15.9		694	3203	17.4		663	2772	16.6		796	3457	19.9		565	3134	14.1	
SP '97	631	3908	15.7		691	3316	17.2		631	2857	15.7		816	3548	20.3		566	3139	14.1	

** 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 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 '98	7	290	.2	1.0	4	139	.1	.7	7	37	.2	1.8	6	28	.2	.7	7	33	.2	1.0	
4-Book	10	315	.3	1.4	4	126	.1	.8	11	39	.3	2.9	3	22	.1	.3	2	14	.1	.3	
WBEB-FM																					
SP '98	51	674	1.3	7.1	34	494	.9	6.4	34	81	.9	8.5	58	192	1.5	6.6	28	99	.7	4.0	
4-Book	45	613	1.2	6.4	29	405	.8	5.5	23	71	.6	6.0	49	152	1.2	5.9	35	108	.9	4.8	
WDAS-AM																					
SP '98	2	57	.1	.3	3	55	.1	.6					2	14	.1	.2					
4-Book	6	54	.2	.8	5	49	.1	1.0	4	6	.1	.9	4	12	.1	.5	1	4		.1	
WDAS-FM																					
SP '98	15	295	.4	2.1	17	286	.4	3.2	16	48	.4	4.0	26	94	.7	3.0	12	49	.3	1.7	
4-Book	26	306	.7	3.6	21	250	.6	4.0	19	54	.5	5.1	28	75	.7	3.4	17	50	.4	2.3	
WHAT-AM																					
SP '98		11			1	9		.2										2	6	.1	.3
4-Book		14			1	8		.2	1	2		.2						3	6	.1	.4
WIOQ-FM																					
SP '98	79	1329	2.0	11.0	61	985	1.5	11.4	33	157	.8	8.3	124	436	3.1	14.1	118	407	3.0	16.9	
4-Book	78	1421	2.0	10.8	61	1024	1.6	11.5	41	173	1.0	11.1	107	440	2.7	12.7	86	367	2.2	11.8	
WIP -AM																					
SP '98		34																			
4-Book	2	66	.1	.3	1	19		.2		1		.1	1	2		.1	1	5		.1	
WJJZ-FM																					
SP '98	10	93	.3	1.4	6	103	.2	1.1	6	6	.2	1.5	6	6	.2	.7	9	32	.2	1.3	
4-Book	10	112	.3	1.4	4	82	.1	.8	3	11	.1	.8	7	15	.2	.8	7	26	.2	1.0	
WMGK-FM																					
SP '98	37	466	.9	5.2	19	187	.5	3.6	15	38	.4	3.8	43	92	1.1	4.9	36	86	.9	5.2	
4-Book	32	432	.8	4.5	19	260	.5	3.5	8	28	.2	2.2	39	111	1.0	4.8	29	105	.7	4.1	
WMMR-FM																					
SP '98	9	365	.2	1.3	9	232	.2	1.7	15	74	.4	3.8	11	79	.3	1.3	5	43	.1	.7	
4-Book	14	376	.4	2.0	10	244	.3	1.9	12	47	.3	3.4	18	77	.4	2.1	15	72	.4	2.0	
WOGL-FM																					
SP '98	9	230	.2	1.3	10	204	.3	1.9	6	17	.2	1.5	21	86	.5	2.4	11	54	.3	1.6	
4-Book	11	280	.3	1.6	11	202	.3	2.1	5	18	.2	1.4	16	68	.4	1.9	15	60	.4	2.1	
WPEN-AM																					
SP '98																					
4-Book	3	12	.1	.4	1	12		.3	3	5	.1	.9	2	5	.1	.2	3	7	.1	.4	
WPHI-FM																					
SP '98	92	1287	2.3	12.8	81	938	2.0	15.2	61	196	1.5	15.3	115	411	2.9	13.1	99	355	2.5	14.2	
4-Book	96	1312	2.4	13.4	84	959	2.1	15.7	53	178	1.3	14.2	126	426	3.1	15.0	122	389	3.1	16.5	
WPHT-AM																					
SP '98		15																			
4-Book		12																			
WPLY-FM																					
SP '98	65	1185	1.6	9.1	38	766	1.0	7.1	34	175	.9	8.5	71	342	1.8	8.1	51	240	1.3	7.3	
4-Book	65	1148	1.6	9.0	44	817	1.1	8.1	24	140	.6	6.4	70	352	1.8	8.3	70	301	1.8	9.5	
WURD-AM																					
SP '98	1	19		.1	1	19		.2					5	19	.1	.6					
4-Book	5	53	.1	.7	4	39	.1	.8	4	15	.1	1.1	15	29	.4	1.8	2	7	.1	.3	
WUSL-FM																					
SP '98	124	1485	3.1	17.3	105	1075	2.6	19.7	62	236	1.6	15.5	155	452	3.9	17.6	135	403	3.4	19.4	
4-Book	94	1314	2.4	13.2	81	970	2.0	15.2	53	172	1.4	14.1	115	396	2.9	13.9	115	386	2.9	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

Women 12-24

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	
WWDB-FM SP '98 4-Book	3	20 40	.1	.4	1	21		.3									2	3	.1	.2	
WWJZ-AM SP '98 4-Book	1	2		.1	1	2		.1						2			2	2	.1	.2	
WXTU-FM SP '98 4-Book	28 18	205 210	.7 .5	3.9 2.5	10 12	150 151	.3 .3	1.9 2.2	6 6	34 33	.2 .2	1.5 1.7	11 19	64 72	.3 .5	1.3 2.2	1	10 45	.1 .3	.1 1.7	
+WXXM-FM SP '98 4-Book	42 33	1004 721	1.1 .9	5.9 4.8	38 28	655 529	1.0 .7	7.1 5.4	15 16	47 70	.4 .4	3.8 4.2	79 49	317 215	2.0 1.2	9.0 6.0	65 42	259 203	1.6 1.1	9.3 6.0	
WYSP-FM SP '98 4-Book	34 37	555 577	.9 .9	4.7 5.2	10 14	245 306	.3 .4	1.9 2.7	18 15	54 49	.5 .4	4.5 3.7	15 18	120 96	.4 .5	1.7 2.2	22 19	63 86	.6 .5	3.2 2.7	
WYXR-FM SP '98 4-Book	32 38	669 709	.8 1.0	4.5 5.3	26 29	545 567	.7 .8	4.9 5.5	14 14	76 71	.4 .4	3.5 3.8	55 44	234 188	1.4 1.1	6.3 5.2	18 36	92 146	.5 .9	2.6 4.7	
WJBR-FM SP '98 4-Book	1 2	118 80		.1 .2	2 2	52 58	.1 .1	.4 .4					1 2	10 18	.1 .1	.2	3	11	.1	.4	
WKXV-FM SP '98 4-Book	2 3	36 51	.1 .1	.3 .4	1 1	25 21		.2 .2					2 1	15 10	.1 .1	.2 .1	2 3	10 11	.1 .1	.3 .4	
+WLEV-FM SP '98 4-Book	2	20	.1	.3		11		.1						5			1	7		.1	
+WHJD-FM SP '98 4-Book	1 **	41 **	**	.1 **	1 **	34 **	**	.2 **	**	**	**	**	**	4 **	5 **	.1 **	.5 **	5 **	19 **	.1 **	.7 **
WPST-FM SP '98 4-Book	32 33	675 773	.8 .8	4.5 4.6	23 27	540 555	.6 .7	4.3 5.1	22 21	96 92	.6 .5	5.5 5.5	37 43	213 223	.9 1.1	4.2 5.2	34 39	152 196	.9 1.0	4.9 5.3	
WRDR-FM SP '98 4-Book		12 5				8 5											1	8 2		.1	
WZZD-FM SP '98 4-Book	**	18 **	**	**	**	18 **	**	**	**	**	**	**	**	10 **	**	**	**	**	**	**	**
TOTALS SP '98 4-Book	716 714	3815 3837	17.9 17.9		534 533	3448 3462	13.4 13.4		399 373	1099 1089	10.0 9.3		879 834	2303 2209	22.0 20.9		697 729	1901 1919	17.4 18.2		

** 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																			
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 '98				7 35 .2 2.6				3 39 .1 .5								2 20 .1 .4			
4-Book				10 43 .3 3.5				3 32 .1 .6				4 16 .1 .7				2 16 .1 .6			
WBEB-FM																			
SP '98				32 164 .8 6.5				22 132 .6 4.0				37 101 .9 7.8				28 148 .7 6.2			
4-Book				23 119 .6 4.2				26 97 .7 4.7				33 89 .8 6.6				24 118 .6 5.7			
WDAS-AM																			
SP '98				12 32 .3 4.5				3 25 .1 .5				3 11 .1 .6				1 6 .2			
4-Book				18 34 .5 6.3				10 29 .3 1.9				3 8 .1 .7				1 3 .1			
WDAS-FM																			
SP '98				9 49 .2 1.8				19 73 .5 3.4				18 36 .5 3.8				30 76 .8 6.7			
4-Book				19 67 .5 3.6				17 48 .4 3.1				19 40 .5 3.7				38 83 1.0 9.3			
WHAT-AM																			
SP '98				3 9 .1 1.1				1 2 .1											
4-Book				2 5 .1 .8				1 2 .1											
WIOQ-FM																			
SP '98				51 249 1.3 10.3				60 359 1.5 10.9				42 261 1.1 8.9				39 125 1.0 8.7			
4-Book				65 289 1.6 11.9				67 346 1.7 12.3				55 254 1.4 10.9				43 186 1.1 10.3			
WIP -AM																			
SP '98				2 5 .1 .3				1 2 .2				1 4 .2				1 8 .2			
4-Book				1 2 .1 .3				1 2 .2				1 4 .2				1 8 .2			
WJZ-FM																			
SP '98				4 13 .1 .8				6 24 .2 2.2				5 21 .1 1.1				10 34 .3 2.2			
4-Book				4 13 .1 .7				4 12 .1 1.3				5 15 .1 1.0				4 15 .1 .9			
WMGK-FM																			
SP '98				17 39 .4 3.4				12 73 .3 2.2				15 63 .4 3.2				7 39 .2 1.6			
4-Book				19 60 .5 3.4				19 87 .5 3.5				18 69 .5 3.5				9 39 .3 2.1			
WMMR-FM																			
SP '98				9 33 .2 1.8				3 8 .1 1.1				8 56 .2 1.7				16 46 .4 3.6			
4-Book				7 47 .2 1.4				5 19 .1 1.8				8 48 .2 1.6				6 28 .2 1.5			
WGL-FM																			
SP '98				1 29 .2				5 25 .1 1.9				6 51 .2 1.1				20 70 .5 4.2			
4-Book				12 50 .3 2.1				3 17 .1 1.1				11 45 .3 2.1				18 54 .5 3.6			
WPEN-AM																			
SP '98				1 3 .2				1 .1				1 2 .1				2 5 .1 .5			
4-Book				1 3 .2				1 .1				1 2 .1				2 5 .1 .5			
WPHI-FM																			
SP '98				95 305 2.4 19.2				31 124 .8 11.6				75 350 1.9 13.6				75 218 1.9 15.8			
4-Book				115 355 2.9 21.3				32 123 .8 11.5				68 291 1.7 12.5				78 243 2.0 15.1			
WPHT-AM																			
SP '98																			
4-Book																			
WPLY-FM																			
SP '98				31 165 .8 6.3				11 86 .3 4.1				46 263 1.2 8.3				32 232 .8 6.8			
4-Book				40 212 1.0 7.3				17 108 .4 6.0				53 273 1.4 9.8				37 215 .9 7.3			
WURD-AM																			
SP '98				1 3 .1				2 5 .1 .8				1 10 .2				3 9 .1 .6			
4-Book				1 3 .1				2 5 .1 .8				7 16 .2 1.3				3 9 .1 .6			
WUSL-FM																			
SP '98				130 374 3.3 26.3				66 223 1.7 24.6				128 414 3.2 23.2				88 278 2.2 18.6			
4-Book				94 320 2.3 17.7				55 176 1.4 19.6				85 294 2.1 15.9				75 228 1.9 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

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
WWDB-FM SP '98 4-Book	1	6		.2	2	13	.1	.6	6	15	.1	1.0		4		.1		4		
WWJZ-AM SP '98 4-Book		2							1	2		.1	2	2	.1	.3	1	2		.2
WXTU-FM SP '98 4-Book	5 9	15 34	.1 .2	1.0 1.6	8 7	38 37	.2 .2	3.0 2.5	24 17	81 65	.6 .4	4.3 3.1	12 15	44 51	.3 .4	2.5 2.9	14 8	36 31	.4 .2	3.1 1.8
+WXXM-FM SP '98 4-Book	28 24	137 126	.7 .6	5.7 4.6	15 11	96 61	.4 .3	5.6 3.9	35 27	202 159	.9 .7	6.3 5.1	38 33	223 161	1.0 .8	8.0 6.8	27 20	121 107	.7 .5	6.0 5.0
WYSP-FM SP '98 4-Book	10 13	48 68	.3 .3	2.0 2.3	1 7	9 29		.4 2.6	8 19	50 78	.2 .5	1.4 3.5	6 17	50 78	.2 .5	1.3 3.3	3 7	37 33	.1 .2	.7 1.6
WYXR-FM SP '98 4-Book	8 30	81 132	.2 .7	1.6 5.3	5 8	27 35	.1 .2	1.9 2.9	26 22	110 98	.7 .6	4.7 4.1	21 23	68 104	.5 .6	4.4 4.3	51 51	180 195	1.3 1.3	11.4 12.2
WJBR-FM SP '98 4-Book	10 5	41 23	.3 .1	2.0 .9					3	13	.1	.5	2	10 14	.2 .3		1	10		.2
WKXV-FM SP '98 4-Book	6 2	10 8	.2 .1	1.2 .4					1	7		.1	1	3		.3		3		.1
+WLEV-FM SP '98 4-Book		3		.1	1	3		.2	1	5		.2	1	4		.2				
+WNJO-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	10	.1	.4	**	**	**	**	**	**	**	**
WPST-FM SP '98 4-Book	12 27	69 158	.3 .7	2.4 5.0	10 13	66 72	.3 .3	3.7 4.8	26 25	197 162	.7 .7	4.7 4.7	14 25	95 128	.4 .6	3.0 4.9	25 20	145 125	.6 .5	5.6 4.9
WRDR-FM SP '98 4-Book														3		.1				
WZZO-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	2 18	.1 .1	.4 .4	**	**	**	**
TOTALS SP '98 4-Book	494 538	1519 1601	12.4 13.5		268 277	912 902	6.7 6.9		552 540	1733 1703	13.8 13.5		474 508	1396 1427	11.9 12.7		449 412	1324 1297	11.2 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 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 '98	16	821	.3	1.5	43	512	.7	3.2	12	229	.2	.8	22	353	.4	1.7	7	153	.1	1.2
WI '98	26	1082	.4	2.5	92	798	1.6	6.3	13	193	.2	.9	25	423	.4	1.9	7	145	.1	1.3
FA '97	18	898	.3	1.7	55	534	1.0	3.9	11	264	.2	.7	23	320	.4	1.8	3	102	.1	.5
SU '97	22	853	.4	2.0	58	550	1.0	4.2	17	175	.3	1.0	22	358	.4	1.6	5	122	.1	.8
4-Book	21	914	.4	1.9	62	599	1.1	4.4	13	215	.2	.9	23	364	.4	1.8	6	131	.1	1.0
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
WBEB-FM																				
SP '98	99	1396	1.7	9.6	107	710	1.8	8.1	176	723	3.0	11.8	133	790	2.3	10.4	44	497	.8	7.2
WI '98	96	1259	1.7	9.2	123	664	2.1	8.4	200	621	3.5	13.5	121	676	2.1	9.3	29	341	.5	5.4
FA '97	85	1266	1.5	8.2	88	566	1.5	6.3	162	695	2.8	10.6	116	726	2.0	9.0	41	400	.7	7.1
SU '97	75	1173	1.3	6.7	84	556	1.4	6.1	149	614	2.5	9.2	102	694	1.7	7.3	30	333	.5	4.6
4-Book	89	1274	1.6	8.4	101	624	1.7	7.2	172	663	3.0	11.3	118	722	2.0	9.0	36	393	.6	6.1
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
WDAS-AM																				
SP '98	7	146	.1	.7	14	64	.2	1.1	4	32	.1	.3	5	35	.1	.4	7	43	.2	2.3
WI '98	18	215	.3	1.7	21	107	.4	1.4	19	82	.3	1.3	17	60	.3	1.3	12	43	.2	2.3
FA '97	13	136	.2	1.3	20	72	.3	1.4	13	55	.2	.9	14	68	.2	1.1	8	61	.1	1.4
SU '97	11	139	.2	1.0	22	101	.4	1.6	13	73	.2	.8	12	80	.2	.9	2	30	.3	.3
4-Book	12	159	.2	1.2	19	86	.3	1.4	12	61	.2	.8	12	61	.2	.9	6	35	.1	1.0
SP '97	3	87	.1	.3	4	37	.1	.3	2	15	.1	.1	2	9	.1	.2	1	17	.1	.2
WDAS-FM																				
SP '98	87	987	1.5	8.4	113	487	2.0	8.5	97	501	1.7	6.5	90	560	1.6	7.0	89	532	1.5	14.7
WI '98	107	909	1.8	10.3	139	569	2.4	9.5	141	501	2.4	9.5	110	576	1.9	8.5	91	513	1.6	17.1
FA '97	92	1064	1.6	8.8	126	511	2.2	8.9	135	477	2.3	8.9	91	561	1.6	7.1	70	472	1.2	12.0
SU '97	83	889	1.4	7.4	104	528	1.8	7.6	118	462	2.0	7.3	102	603	1.7	7.3	64	450	1.1	9.9
4-Book	92	962	1.6	8.7	121	524	2.1	8.6	123	485	2.1	8.1	98	575	1.7	7.5	79	492	1.4	13.4
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
WHAT-AM																				
SP '98	1	30	.1	.1	1	20	.1	.1	3	14	.1	.2	1	13	.1	.1	1	7	.2	.2
WI '98	3	44	.1	.3	3	30	.1	.2	3	30	.1	.2	2	22	.2	.2	2	7	.4	.4
FA '97	1	33	.1	.1						8	.1	.1	1	10	.1	.1	1	33	.2	.2
SU '97	2	44	.2	.2	6	44	.1	.4		4	.1	.1		7	.1	.1		4	.4	.4
4-Book	2	38	.2	.2	3	24	.1	.2	2	14	.1	.1	1	13	.1	.1	1	13	.2	.2
SP '97	6	74	.1	.5	11	31	.2	.8	9	41	.2	.6	7	25	.1	.5	1	19	.2	.2
WIOQ-FM																				
SP '98	81	1831	1.4	7.8	79	803	1.4	5.9	143	1084	2.5	9.6	106	1076	1.8	8.3	47	683	.8	7.7
WI '98	91	1832	1.6	8.7	115	859	2.0	7.9	124	973	2.1	8.4	122	1186	2.1	9.4	51	677	.9	9.6
FA '97	68	1665	1.2	6.5	84	697	1.5	6.0	97	907	1.7	6.4	90	981	1.6	7.0	42	616	.7	7.2
SU '97	96	1851	1.6	8.6	94	851	1.6	6.9	141	1046	2.4	8.7	126	1135	2.1	9.0	58	808	1.0	9.0
4-Book	84	1795	1.5	7.9	93	803	1.6	6.7	126	1003	2.2	8.3	111	1095	1.9	8.4	50	696	.9	8.4
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
WIP -AM																				
SP '98	8	194	.1	.8	14	98	.2	1.1	14	61	.2	.9	13	38	.2	1.0	3	63	.1	.5
WI '98	6	226	.1	.6	17	117	.3	1.2	5	34	.1	.3	4	43	.1	.3	1	39	.2	.2
FA '97	8	247	.1	.8	20	122	.3	1.4	5	39	.1	.3	10	117	.2	.8	5	78	.1	.9
SU '97	8	234	.1	.7	14	110	.2	1.0	10	40	.2	.6	13	90	.2	.9	1	30	.2	.2
4-Book	8	225	.1	.7	16	112	.3	1.2	9	44	.2	.5	10	72	.2	.8	3	53	.1	.5
SP '97	5	281	.1	.5	9	56	.2	.6	4	35	.1	.3	2	48	.2	.2	4	99	.1	.6
WJZ-FM																				
SP '98	32	562	.6	3.1	25	236	.4	1.9	48	221	.8	3.2	39	276	.7	3.1	30	275	.5	4.9
WI '98	37	602	.6	3.5	39	299	.7	2.7	72	282	1.2	4.9	43	290	.7	3.3	13	159	.2	2.4
FA '97	41	471	.7	3.9	43	217	.7	3.1	93	276	1.6	6.1	66	258	1.1	5.1	15	205	.3	2.6
SU '97	30	483	.5	2.7	22	171	.4	1.6	63	290	1.1	3.9	42	289	.7	3.0	11	143	.2	1.7
4-Book	35	530	.6	3.3	32	231	.6	2.3	69	267	1.2	4.5	48	278	.8	3.6	17	196	.3	2.9
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

** 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
WMGK-FM																				
SP '98	65	1120	1.1	6.3	70	504	1.2	5.3	116	649	2.0	7.8	90	761	1.6	7.0	24	267	.4	4.0
WI '98	49	1071	.8	4.7	60	459	1.0	4.1	81	473	1.4	5.5	74	669	1.3	5.7	20	360	.3	3.8
FA '97	73	1468	1.3	7.0	74	737	1.3	5.3	118	769	2.0	7.7	107	908	1.8	8.3	36	492	.6	6.2
SU '97	81	1435	1.4	7.2	82	660	1.4	6.0	137	777	2.3	8.4	102	942	1.7	7.3	44	501	.7	6.8
4-Book	67	1274	1.2	6.3	72	590	1.2	5.2	113	667	1.9	7.4	93	820	1.6	7.1	31	405	.5	5.2
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
WMMR-FM																				
SP '98	25	963	.4	2.4	28	282	.5	2.1	35	419	.6	2.4	33	534	.6	2.6	14	256	.2	2.3
WI '98	24	797	.4	2.3	32	313	.6	2.2	34	243	.6	2.3	32	402	.6	2.5	11	238	.2	2.1
FA '97	41	1100	.7	3.9	56	480	1.0	4.0	66	520	1.1	4.3	55	581	1.0	4.3	19	304	.3	3.3
SU '97	49	1174	.8	4.4	48	453	.8	3.5	84	464	1.4	5.2	67	688	1.1	4.8	20	372	.3	3.1
4-Book	35	1009	.6	3.3	41	382	.7	3.0	55	412	.9	3.6	47	551	.8	3.6	16	293	.3	2.7
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
WOGL-FM																				
SP '98	15	610	.3	1.4	13	141	.2	1.0	22	197	.4	1.5	12	237	.2	.9	4	102	.1	.7
WI '98	13	536	.2	1.2	13	128	.2	.9	21	216	.4	1.4	18	255	.3	1.4	3	103	.1	.6
FA '97	18	595	.3	1.7	20	281	.3	1.4	25	297	.4	1.6	22	253	.4	1.7	9	150	.2	1.5
SU '97	31	730	.5	2.8	30	260	.5	2.2	54	355	.9	3.3	41	416	.7	2.9	12	163	.2	1.9
4-Book	19	618	.3	1.8	19	203	.3	1.4	31	266	.5	2.0	23	290	.4	1.7	7	130	.2	1.2
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
WPEN-AM																				
SP '98	2	21	.1	.2					3	9	.1	.2	5	9	.1	.4		4		
WI '98	7	56	.1	.7	10	12	.2	.7	13	49	.2	.9	13	46	.2	1.0		7		
FA '97	3	54	.1	.3	1	29	.1	.1	6	15	.1	.4	4	8	.1	.3	1	10		.2
SU '97	1	39	.1	.1	1	9	.1	.1	1	8	.1	.1		7						
4-Book	3	43	.1	.3	3	13	.1	.2	6	20	.1	.4	6	18	.1	.4		5		.1
SP '97	2	42	.2	.2		9			2	26	.1	.1	1	16	.1	.1	1	16		.2
WPHI-FM																				
SP '98	66	1078	1.1	6.4	71	496	1.2	5.3	78	674	1.3	5.2	79	675	1.4	6.2	57	551	1.0	9.4
WI '98	72	1204	1.2	6.9	82	548	1.4	5.6	77	672	1.3	5.2	90	784	1.6	6.9	57	532	1.0	10.7
FA '97	63	1101	1.1	6.1	73	558	1.3	5.2	61	606	1.1	4.0	74	607	1.3	5.8	68	491	1.2	11.7
SU '97	78	1159	1.3	7.0	76	561	1.3	5.6	78	708	1.3	4.8	103	819	1.7	7.4	73	685	1.2	11.3
4-Book	70	1136	1.2	6.6	76	541	1.3	5.4	74	665	1.3	4.8	87	721	1.5	6.6	64	565	1.1	10.8
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
WPHT-AM																				
SP '98	1	24	.1	.1					1	7	.1	.1	1	7	.1	.1	1	17		.2
WI '98	1	53	.1	.1		9				15			2	29	.2	.2				
FA '97		25			1	10	.1	.1					1	9	.1	.1				
SU '97	2	69	.2	.2	5	35	.1	.4					1	25	.1	.1	3	18	.1	.5
4-Book	1	43	.1	.1	2	14	.1	.1	6	6			1	18	.1	.1	1	9		.2
SP '97	4	78	.1	.4	2	24	.1	.1	4	19	.1	.3	7	45	.1	.5	4	45	.1	.6
WPLY-FM																				
SP '98	49	1471	.8	4.7	63	714	1.1	4.7	73	740	1.3	4.9	73	886	1.3	5.7	23	433	.4	3.8
WI '98	47	1432	.8	4.5	68	697	1.2	4.7	55	584	1.0	3.7	65	809	1.1	5.0	25	573	.4	4.7
FA '97	53	1380	.9	5.1	83	717	1.4	5.9	68	661	1.2	4.5	72	767	1.2	5.6	27	506	.5	4.6
SU '97	75	1579	1.3	6.7	83	814	1.4	6.1	111	813	1.9	6.8	104	1063	1.8	7.5	38	689	.6	5.9
4-Book	56	1466	1.0	5.3	74	736	1.3	5.4	77	700	1.4	5.0	79	881	1.4	6.0	28	550	.5	4.8
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
WURD-AM																				
SP '98	11	99	.2	1.1	12	59	.2	.9	20	78	.3	1.3	14	86	.2	1.1	3	37	.1	.5
WI '98	7	107	.1	.7	5	54	.1	.3	15	75	.3	1.0	7	70	.1	.5				
FA '97	17	128	.3	1.6	25	91	.4	1.8	32	128	.6	2.1	16	112	.3	1.2	4	54	.1	.7
SU '97	11	114	.2	1.0	20	78	.3	1.5	18	83	.3	1.1	9	46	.2	.6		7		
4-Book	12	112	.2	1.1	16	71	.3	1.1	21	91	.4	1.4	12	79	.2	.9	2	25	.1	.3
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

** 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
WUSL-FM																				
SP '98	107	1414	1.8	10.3	131	805	2.3	9.9	125	790	2.2	8.4	131	930	2.3	10.3	64	542	1.1	10.5
WI '98	83	1328	1.4	8.0	112	666	1.9	7.7	91	684	1.6	6.2	99	787	1.7	7.6	52	592	.9	9.8
FA '97	77	1349	1.3	7.4	96	731	1.7	6.8	91	691	1.6	6.0	82	676	1.4	6.4	66	592	1.1	11.4
SU '97	91	1233	1.5	8.1	102	693	1.7	7.5	100	672	1.7	6.2	86	716	1.5	6.2	85	603	1.4	13.1
4-Book	90	1331	1.5	8.5	110	724	1.9	8.0	102	709	1.8	6.7	100	777	1.7	7.6	67	582	1.1	11.2
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
WVDB-FM																				
SP '98	7	172	.1	.7	8	72	.1	.6	15	88	.3	1.0	5	72	.1	.4	2	27		.3
WI '98	9	210	.2	.9	5	50	.1	.3	23	111	.4	1.6	9	70	.2	.7	2	46		.4
FA '97	7	235	.1	.7	8	105	.1	.6	14	105	.2	.9	7	63	.1	.5	3	43	.1	.5
SU '97	11	259	.2	1.0	12	58	.2	.9	19	92	.3	1.2	12	132	.2	.9	8	76	.1	1.2
4-Book	9	219	.2	.8	8	71	.1	.6	18	99	.3	1.2	8	84	.2	.6	4	48	.1	.6
SP '97	7	255	.1	.6	1	33		.1	6	91	.1	.4	23	155	.4	1.7	4	37	.1	.6
WJZ-AM																				
SP '98																				
WI '98																				
FA '97																				
SU '97	2	18		.2					2	7		.1	4	18	.1	.3	1	7		.2
4-Book	1	5		.1					1	2			1	5		.1		2		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	41	549	.7	4.0	47	343	.8	3.5	70	296	1.2	4.7	50	345	.9	3.9	18	181	.3	3.0
WI '98	27	514	.5	2.6	40	342	.7	2.7	38	298	.7	2.6	38	397	.7	2.9	8	214	.1	1.5
FA '97	30	518	.5	2.9	49	311	.8	3.5	43	319	.7	2.8	34	357	.6	2.7	10	210	.2	1.7
SU '97	47	641	.8	4.2	48	374	.8	3.5	85	444	1.4	5.2	64	419	1.1	4.6	21	248	.4	3.2
4-Book	36	556	.6	3.4	46	343	.8	3.3	59	339	1.0	3.8	47	380	.8	3.5	14	213	.3	2.4
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
+WXXM-FM																				
SP '98	47	1381	.8	4.5	60	646	1.0	4.5	63	666	1.1	4.2	58	856	1.0	4.5	27	504	.5	4.4
WI '98	47	1307	.8	4.5	56	583	1.0	3.8	59	561	1.0	4.0	70	915	1.2	5.4	22	532	.4	4.1
FA '97	41	919	.7	3.9	42	421	.7	3.0	52	461	.9	3.4	52	569	.9	4.1	27	455	.5	4.6
SU '97	11	238	.2	1.0	11	103	.2	.8	24	98	.4	1.5	14	138	.2	1.0	2	56		.3
4-Book	37	961	.6	3.5	42	438	.7	3.0	50	447	.9	3.3	49	620	.8	3.8	20	387	.4	3.4
SP '97	9	160	.2	.8	12	45	.2	.8	14	70	.2	.9	12	70	.2	.9	5	52	.1	.8
WYSP-FM																				
SP '98	60	1355	1.0	5.8	185	856	3.2	13.9	66	653	1.1	4.4	46	495	.8	3.6	17	294	.3	2.8
WI '98	57	1188	1.0	5.5	167	852	2.9	11.5	72	519	1.2	4.9	45	389	.8	3.5	23	292	.4	4.3
FA '97	61	1479	1.1	5.9	179	947	3.1	12.7	68	618	1.2	4.5	45	563	.8	3.5	14	237	.2	2.4
SU '97	56	1382	.9	5.0	177	845	3.0	13.0	58	499	1.0	3.6	39	480	.7	2.8	13	298	.2	2.0
4-Book	59	1351	1.0	5.6	177	875	3.1	12.8	66	572	1.1	4.4	44	482	.8	3.4	17	280	.3	2.9
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
WYXR-FM																				
SP '98	85	1603	1.5	8.2	98	755	1.7	7.4	125	737	2.2	8.4	107	903	1.8	8.4	60	710	1.0	9.9
WI '98	70	1551	1.2	6.7	80	703	1.4	5.5	116	647	2.0	7.9	96	854	1.7	7.4	31	498	.5	5.8
FA '97	81	1595	1.4	7.8	104	749	1.8	7.4	130	661	2.2	8.5	106	803	1.8	8.3	45	654	.8	7.7
SU '97	97	1854	1.6	8.7	91	845	1.5	6.7	151	912	2.6	9.3	127	1131	2.2	9.1	76	766	1.3	11.7
4-Book	83	1651	1.4	7.9	93	763	1.6	6.8	131	739	2.3	8.5	109	923	1.9	8.3	53	657	.9	8.8
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
WJBR-FM																				
SP '98	8	177	.1	.8	7	68	.1	.5	17	43	.3	1.1	11	85	.2	.9	4	68	.1	.7
WI '98	5	182	.1	.5	7	47	.1	.5	4	61	.1	.3	5	40	.1	.4	4	99	.1	.8
FA '97	4	170	.1	.4	4	47	.1	.3	1	50		.1	3	54	.1	.2	4	33	.1	.7
SU '97	5	156	.1	.4	6	57	.1	.4	7	40	.1	.4	9	66	.2	.6	5	41	.1	.8
4-Book	6	171	.1	.5	6	55	.1	.4	7	49	.1	.5	7	61	.2	.5	4	60	.1	.8
SP '97	9	218	.2	.8	10	83	.2	.7	19	106	.3	1.2	8	83	.1	.6	5	121	.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 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
WKXW-FM																				
SP '98	7	164	.1	.7	13	50	.2	1.0	16	78	.3	1.1	6	95	.1	.5	1	19		.2
WI '98	12	303	.2	1.2	15	162	.3	1.0	18	139	.3	1.2	23	197	.4	1.8	5	59	.1	.9
FA '97	8	273	.1	.8	4	60	.1	.3	13	111	.2	.9	19	183	.3	1.5	4	89	.1	.7
SU '97	5	204	.1	.4	6	67	.1	.4	3	78	.1	.2	8	100	.1	.6	2	61		.3
4-Book	8	236	.1	.8	10	85	.2	.7	13	102	.2	.9	14	144	.2	1.1	3	57	.1	.5
SP '97	9	240	.2	.8	9	78	.2	.6	12	115	.2	.8	20	142	.3	1.5	2	50		.3
+WLEV-FM																				
SP '98	2	52		.2		9				9			3	34	.1	.2				
WI '98	4	76	.1	.4	5	26	.1	.3	11	44	.2	.7	5	32	.1	.4	1	23		.2
FA '97	4	71	.1	.4	4	18	.1	.3	9	28	.2	.6	6	36	.1	.5		17		
SU '97	3	67	.1	.3	1	17	.1	.1	7	25	.1	.4	4	49	.1	.3	1	26		.2
4-Book	3	67	.1	.3	3	18	.1	.2	7	27	.1	.4	5	38	.1	.4	1	17		.1
SP '97	3	62	.1	.3	4	36	.1	.3	6	26	.1	.4	3	18	.1	.2				
+WNJD-FM																				
SP '98	4	151	.1	.4	3	53	.1	.2	9	77	.2	.6	5	43	.1	.4	1	18		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	8	**	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	31	945	.5	3.0	36	387	.6	2.7	43	478	.7	2.9	45	542	.8	3.5	20	361	.3	3.3
WI '98	32	1022	.6	3.1	43	477	.7	3.0	42	370	.7	2.8	33	526	.6	2.5	23	415	.4	4.3
FA '97	27	752	.5	2.6	33	317	.6	2.3	56	368	1.0	3.7	27	350	.5	2.1	11	312	.2	1.9
SU '97	39	1197	.7	3.5	39	515	.7	2.9	50	545	.8	3.1	57	741	1.0	4.1	24	482	.4	3.7
4-Book	32	979	.6	3.1	38	424	.7	2.7	48	440	.8	3.1	41	540	.7	3.1	20	393	.3	3.3
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
WRDR-FM																				
SP '98	1	57		.1	2	25		.2	1	8		.1	1	30		.1				
WI '98		16								8							1	8		.2
FA '97		19												7						
SU '97		23				8														
4-Book		29			1	8		.1		4				9				2		.1
SP '97	1	15		.1	2	15		.1	5	15	.1	.3	1	7		.1				
WZZO-FM																				
SP '98	1	36		.1		10			1	18		.1	2	18		.2				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1036	5629	17.9		1328	4957	22.9		1489	4677	25.7		1277	4963	22.1		607	3899	10.5	
WI '98	1043	5698	18.0		1457	4976	25.2		1477	4444	25.5		1297	5026	22.4		533	3774	9.2	
FA '97	1040	5719	18.0		1408	4989	24.3		1524	4636	26.3		1282	4936	22.2		581	3943	10.0	
SU '97	1120	5769	19.0		1366	4955	23.2		1624	4812	27.5		1394	5236	23.6		647	4019	11.0	
4-Book	1060	5704	18.2		1390	4969	23.9		1529	4642	26.3		1313	5040	22.6		592	3909	10.2	
SP '97	1106	5792	18.8		1424	5051	24.2		1527	4663	25.9		1325	5145	22.5		663	4020	11.2	

** 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																				
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 '98	25	734	.4	1.8	8	267	.1	1.1	10	58	.2	1.8	11	80	.2	.9	8	44	.1	.9
4-Book	31	840	.5	2.2	12	310	.2	1.6	26	113	.4	4.4	11	64	.2	.8	8	38	.2	.9
WBEB-FM																				
SP '98	142	1191	2.5	10.3	59	691	1.0	8.2	66	199	1.1	11.7	122	315	2.1	9.6	58	192	1.0	6.3
4-Book	133	1079	2.3	9.4	44	575	.8	6.1	45	161	.8	7.7	87	247	1.5	7.1	57	177	1.0	6.2
WDAS-AM																				
SP '98	7	88	.1	.5	10	119	.2	1.4		5			3	19	.1	.2				
4-Book	14	107	.3	1.0	14	127	.2	1.9	10	17	.2	1.7	13	27	.3	1.0	5	13	.1	.5
WDAS-FM																				
SP '98	100	814	1.7	7.3	61	644	1.1	8.5	54	162	.9	9.6	99	317	1.7	7.8	63	173	1.1	6.8
4-Book	115	799	2.0	8.1	61	543	1.1	8.4	54	154	.9	9.1	98	219	1.7	8.0	59	165	1.0	6.4
WHAT-AM																				
SP '98	2	27	.1		1	23	.1										2	6	.1	.2
4-Book	2	30	.1		3	23	.1	.3	2	4	.3		3	8	.1	.2	3	7	.1	.3
WIOQ-FM																				
SP '98	112	1575	1.9	8.2	51	927	.9	7.1	29	138	.5	5.1	88	360	1.5	6.9	107	369	1.8	11.5
4-Book	112	1549	1.9	7.9	59	994	1.0	8.1	45	182	.8	7.5	106	409	1.8	8.4	76	310	1.3	8.0
WIP -AM																				
SP '98	13	142	.2	.9	2	30	.3		1	9	.2		5	17	.1	.4	4	22	.1	.4
4-Book	11	165	.2	.8	3	71	.1	.5	2	12	.1	.3	4	17	.1	.3	3	18	.1	.3
WJJZ-FM																				
SP '98	38	419	.7	2.8	21	241	.4	2.9	12	28	.2	2.1	26	58	.4	2.0	34	67	.6	3.7
4-Book	51	406	.9	3.6	18	251	.3	2.5	11	42	.2	1.9	26	78	.4	2.1	28	81	.5	3.0
WMGK-FM																				
SP '98	94	983	1.6	6.8	41	524	.7	5.7	40	130	.7	7.1	108	344	1.9	8.5	66	235	1.1	7.1
4-Book	94	1089	1.6	6.6	43	692	.7	5.9	31	129	.5	5.3	91	327	1.6	7.3	67	268	1.1	7.0
WMMR-FM																				
SP '98	32	751	.6	2.3	19	458	.3	2.6	16	91	.3	2.8	37	205	.6	2.9	19	111	.3	2.0
4-Book	48	787	.9	3.4	24	521	.4	3.3	24	98	.4	4.0	44	210	.8	3.6	33	173	.6	3.5
WUGL-FM																				
SP '98	16	397	.3	1.2	21	348	.4	2.9	14	68	.2	2.5	27	138	.5	2.1	35	111	.6	3.8
4-Book	25	477	.4	1.8	18	273	.3	2.4	13	39	.2	2.1	23	102	.4	1.8	30	98	.5	3.2
WPEN-AM																				
SP '98	3	9	.1	.2		18														
4-Book	5	30	.1	.4	2	17		.2	3	5	.1	.5	2	5		.1	3	5	.1	.3
WPHI-FM																				
SP '98	76	963	1.3	5.5	53	613	.9	7.4	40	144	.7	7.1	78	289	1.3	6.1	73	246	1.3	7.9
4-Book	78	1022	1.3	5.5	59	670	1.0	8.0	41	130	.7	6.9	85	291	1.5	6.9	86	267	1.5	9.1
WPHT-AM																				
SP '98	1	7	.1			8														
4-Book	1	33	.1			10			1	3	.2									
WPLY-FM																				
SP '98	70	1275	1.2	5.1	30	723	.5	4.2	29	148	.5	5.1	54	351	.9	4.2	40	222	.7	4.3
4-Book	77	1262	1.3	5.4	38	795	.7	5.2	25	132	.4	4.2	72	370	1.3	5.8	60	300	1.0	6.4
WURD-AM																				
SP '98	16	99	.3	1.2	6	72	.1	.8	8	30	.1	1.4	21	72	.4	1.6	5	16	.1	.5
4-Book	17	106	.3	1.2	10	68	.2	1.4	11	30	.2	1.8	25	58	.5	2.0	9	23	.2	1.0
WUSL-FM																				
SP '98	129	1256	2.2	9.4	96	932	1.7	13.4	72	257	1.2	12.7	150	402	2.6	11.8	97	309	1.7	10.5
4-Book	104	1146	1.8	7.4	79	879	1.4	10.8	54	167	.9	9.2	119	354	2.1	9.6	98	309	1.7	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

Target Listener Estimates - Women 18-34

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	
WVDB-FM																				
SP '98	10	134	.2	.7	6	73	.1	.8								9	36	.2	.7	
4-Book	12	157	.2	.9	6	76	.1	.8	2	8	.4	3	11	.1	.2	4	7	.1	.5	
WVJZ-AM																				
SP '98					1	2		.1					2			2	2		.2	
4-Book	1	5			1	2		.1					2			2	2		.2	
WXTU-FM																				
SP '98	57	464	1.0	4.1	27	341	.5	3.8	19	86	.3	3.4	56	204	1.0	4.4	34	108	.6	3.7
4-Book	51	499	.9	3.6	24	349	.4	3.3	18	88	.3	3.0	48	185	.8	3.9	32	124	.6	3.4
+WXXM-FM																				
SP '98	60	1218	1.0	4.4	37	750	.6	5.1	4	18	.1	.7	88	388	1.5	6.9	63	280	1.1	6.8
4-Book	47	834	.8	3.4	30	587	.5	4.2	19	80	.4	3.1	58	254	1.0	4.9	46	232	.8	5.1
WYSP-FM																				
SP '98	96	1231	1.7	7.0	24	504	.4	3.3	30	100	.5	5.3	46	254	.8	3.6	52	180	.9	5.6
4-Book	93	1183	1.6	6.6	26	537	.5	3.6	23	89	.4	3.9	40	189	.7	3.2	37	146	.6	3.9
WYXR-FM																				
SP '98	111	1276	1.9	8.1	55	861	1.0	7.6	40	169	.7	7.1	119	412	2.1	9.3	72	228	1.2	7.8
4-Book	113	1338	1.9	7.9	51	871	.9	7.0	36	153	.6	6.0	98	359	1.7	7.8	67	245	1.2	7.1
WJBR-FM																				
SP '98	12	142	.2	.9	2	88		.3					1	19		.1				
4-Book	7	118	.1	.5	3	79	.1	.4	2	6		.3	3	17	.1	.3	3	15	.1	.3
WKXW-FM																				
SP '98	12	155	.2	.9	1	36		.1						9			2	10		.2
4-Book	12	204	.2	.9	4	77	.1	.6	5	17	.1	.9	6	22	.1	.5	5	24	.1	.6
+WLEV-FM																				
SP '98	1	34		.1	4	27	.1	.6					12	18	.2	.9	8	18	.1	.9
4-Book	5	43	.1	.3	2	32		.3	1	2		.1	4	9	.1	.3	3	9		.3
+WNJO-FM																				
SP '98	6	114	.1	.4	3	63	.1	.4						9			5	28	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	42	763	.7	3.1	20	452	.3	2.8	18	76	.3	3.2	44	203	.8	3.5	30	159	.5	3.2
4-Book	43	812	.7	3.0	23	491	.4	3.1	19	99	.3	3.1	52	217	.9	4.2	30	172	.5	3.1
WRDR-FM																				
SP '98	1	41		.1	1	16		.1						5		.1	1	7		.1
4-Book		16			1	15		.1						5		.1	1	4		.1
WZZO-FM																				
SP '98	1	18		.1	1	36		.1					10	27	.2	.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1374	5586	23.7		719	4661	12.4		565	1637	9.8		1275	3224	22.0		928	2393	16.0	
4-Book	1420	5643	23.4		728	4826	12.5		594	1696	10.2		1236	3085	21.3		941	2482	16.2	

** 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																				
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 '98	3	27	.1	.5	11	55	.2	2.5	6	37	.1	.7	3	18	.1	.5	11	74	.2	2.4
4-Book	3	27	.1	.5	26	107	.5	5.7	7	50	.1	.8	10	34	.2	1.5	8	50	.2	1.8
WBEB-FM																				
SP '98	40	168	.7	7.2	46	113	.8	10.5	39	146	.7	4.6	68	155	1.2	11.2	35	155	.6	7.6
4-Book	30	130	.5	5.2	25	74	.5	5.4	38	148	.7	4.5	45	130	.8	7.0	26	111	.5	5.8
WDAS-AM																				
SP '98					28	74	.5	6.4	30	65	.5	3.6	14	29	.2	2.3	4	10	.1	.9
4-Book	4	9	.1	.7	40	89	.7	8.7	25	71	.4	2.9	11	24	.2	1.7	3	7	.1	.6
WDAS-FM																				
SP '98	45	119	.8	8.1	21	65	.4	4.8	42	165	.7	5.0	61	123	1.1	10.0	95	221	1.6	20.7
4-Book	46	148	.8	8.0	30	82	.5	6.7	43	124	.7	5.2	54	116	1.0	8.5	93	207	1.6	20.6
WHAT-AM																				
SP '98	3	7	.1	.5	3	9	.1	.7					2	7		.3				
4-Book	2	4	.1	.3	4	8	.1	.9	4	6	.1	.5	3	7		.5				
WIOQ-FM																				
SP '98	42	233	.7	7.6	13	57	.2	3.0	48	268	.8	5.7	44	234	.8	7.2	35	114	.6	7.6
4-Book	56	269	1.0	9.5	17	65	.3	3.7	69	322	1.2	8.2	58	233	1.0	8.7	37	158	.7	8.0
WIP -AM																				
SP '98									1	17		.1	3	9	.1	.5				
4-Book	2	7		.3	2	11	.1	.4	5	28	.1	.5	5	19	.1	.7	3	19	.1	.7
WJZ-FM																				
SP '98	19	43	.3	3.4	21	64	.4	4.8	23	63	.4	2.7	10	35	.2	1.6	21	76	.4	4.6
4-Book	16	49	.3	2.8	11	33	.2	2.5	26	78	.4	3.0	18	53	.3	2.6	9	39	.2	2.1
WMGK-FM																				
SP '98	25	113	.4	4.5	3	35	.1	.7	28	179	.5	3.3	35	142	.6	5.8	18	104	.3	3.9
4-Book	31	127	.5	5.1	12	69	.2	2.7	45	230	.8	5.4	41	159	.7	6.3	22	107	.4	4.7
WMMR-FM																				
SP '98	16	107	.3	2.9	6	46	.1	1.4	28	147	.5	3.3	13	89	.2	2.1	13	65	.2	2.8
4-Book	17	96	.3	2.9	9	44	.2	1.9	36	150	.6	4.3	18	88	.3	2.7	10	52	.2	2.1
WGL-FM																				
SP '98	14	61	.2	2.5	20	74	.3	4.5	28	84	.5	3.3	24	96	.4	3.9	9	44	.2	2.0
4-Book	15	57	.3	2.7	14	50	.2	3.3	19	58	.3	2.2	18	66	.3	2.7	12	50	.2	2.7
WPEN-AM																				
SP '98					2	9		.5	1	9		.1								
4-Book	2	4	.1	.2	1	5		.3	2	6		.2	2	5	.1	.3				
WPHI-FM																				
SP '98	62	190	1.1	11.2	21	74	.4	4.8	67	229	1.2	8.0	48	117	.8	7.9	27	91	.5	5.9
4-Book	78	234	1.4	13.3	20	75	.4	4.4	58	201	1.0	6.9	58	166	1.0	8.8	36	125	.6	8.0
WPHT-AM																				
SP '98									1	8		.1	1	8		.2				
4-Book		3			1	4		.2	1	6		.1	2	6		.2				
WPLY-FM																				
SP '98	28	145	.5	5.0	13	82	.2	3.0	43	244	.7	5.1	13	104	.2	2.1	17	129	.3	3.7
4-Book	27	175	.5	4.5	14	93	.3	3.1	50	249	.9	5.9	30	166	.5	4.4	21	146	.4	4.6
WURD-AM																				
SP '98					3	16	.1	.7	6	33	.1	.7	5	15	.1	.8	2	8		.4
4-Book	1	2		.2	9	19	.2	2.0	13	33	.2	1.5	7	18	.2	1.1	2	7	.1	.5
WUSL-FM																				
SP '98	112	296	1.9	20.1	84	271	1.5	19.1	127	366	2.2	15.1	62	196	1.1	10.2	49	152	.8	10.7
4-Book	91	281	1.5	15.4	67	215	1.2	15.0	95	302	1.6	11.4	57	171	1.0	8.6	40	144	.7	8.5

** 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 18-34

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
WVDB-FM																				
SP '98	2	9	.4	.4	9	29	.2	2.0	21	37	.4	2.5								
4-Book	6	15	.1	1.0	10	44	.2	2.2	20	50	.4	2.3	2	7	.2	.2	2	9	.1	.5
WVJZ-AM																				
SP '98									1	2	.1	.1	2	2	.3	.3	1	2	.2	.2
4-Book		2																		
WXTU-FM																				
SP '98	12	18	.2	2.2	19	65	.3	4.3	27	92	.5	3.2	27	102	.5	4.4	21	65	.4	4.6
4-Book	13	53	.2	2.2	14	73	.2	3.0	27	119	.5	3.2	30	103	.5	4.5	14	58	.2	2.9
+WXXM-FM																				
SP '98	35	156	.6	6.3	17	110	.3	3.9	30	184	.5	3.6	30	191	.5	4.9	20	76	.3	4.3
4-Book	24	123	.4	4.3	14	79	.3	3.1	31	176	.5	3.7	30	148	.5	4.7	15	80	.3	3.5
WYSP-FM																				
SP '98	13	85	.2	2.3	1	9	.2	.2	25	141	.4	3.0	18	108	.3	3.0	8	83	.1	1.7
4-Book	16	85	.3	2.7	8	29	.1	1.8	42	192	.7	5.1	32	149	.6	5.0	10	67	.2	2.0
WYXR-FM																				
SP '98	19	156	.3	3.4	23	93	.4	5.2	71	212	1.2	8.5	47	167	.8	7.7	43	167	.7	9.3
4-Book	35	166	.6	5.8	20	80	.4	4.4	57	235	1.0	6.8	44	198	.8	6.8	45	184	.8	9.7
WJBR-FM																				
SP '98	11	50	.2	2.0	2	9	.5	.5					1	19	.2	.2		10	.1	.6
4-Book	5	25	.1	.9	1	8	.3	.3	5	20	.1	.6	4	21	.1	.6	3	12	.1	.6
WKXV-FM																				
SP '98	6	18	.1	1.1					2	26	.2	.2						9		.2
4-Book	2	14	.1	.4	7	20	.1	1.5	6	33	.1	.7	2	6	.3	.3	1	9		.2
+WLEV-FM																				
SP '98	1	8	.2	.2	5	9	.1	1.1	7	9	.1	.8	2	9	.3	.3				
4-Book	2	9	.4	.4	2	7	.5	.5	3	9	.1	.3	1	4	.1	.1	1	4		.2
+WNJO-FM																				
SP '98	2	9	.4	.4	**	**	**	**	9	18	.2	1.1	9	17	.2	1.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	9	69	.2	1.6	7	45	.1	1.6	26	173	.4	3.1	12	71	.2	2.0	10	66	.2	2.2
4-Book	15	106	.3	2.5	10	56	.2	2.3	25	130	.4	3.0	17	86	.3	2.5	12	75	.2	2.5
WRDR-FM																				
SP '98	1	7	.2	.2					2	10	.2	.2					1	2	.1	.1
4-Book		2	.1	.1	1	2	.1	.1	2	6	.2	.2	1	5	.1	.1	1	2		.1
WZZO-FM																				
SP '98	**	**	**	**	**	**	**	**	**	9	**	**	**	10	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	556	1781	9.6	9.6	440	1411	7.6	7.6	840	2328	14.5	14.5	608	1749	10.5	10.5	460	1459	7.9	7.9
4-Book	589	1826	10.1	10.1	451	1377	7.8	7.8	839	2441	14.4	14.4	654	1819	11.3	11.3	456	1453	7.8	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

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 '98	72	2582	.6	3.5	220	1792	1.9	7.7	51	789	.4	1.7	69	1086	.6	2.8	21	446	.2	2.1
WI '98	92	2668	.8	4.5	294	1968	2.5	9.5	51	683	.4	1.7	82	1078	.7	3.3	31	448	.3	3.2
FA '97	76	2706	.7	3.7	232	1928	2.0	7.7	51	926	.4	1.6	84	1224	.7	3.3	13	362	.1	1.3
SU '97	74	2581	.6	3.4	209	1743	1.8	7.2	53	769	.5	1.7	74	1128	.6	2.9	22	488	.2	2.0
4-Book	79	2634	.7	3.8	239	1858	2.1	8.0	52	792	.4	1.7	77	1129	.7	3.1	22	436	.2	2.0
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
WBEB-FM																				
SP '98	221	2947	1.9	10.7	280	1664	2.4	9.8	423	1571	3.6	13.9	274	1796	2.3	11.2	82	954	.7	8.1
WI '98	199	2798	1.7	9.6	278	1579	2.4	9.0	411	1520	3.5	14.1	245	1541	2.1	9.8	55	678	.5	5.8
FA '97	211	2731	1.8	10.1	263	1508	2.3	8.7	430	1601	3.7	13.9	264	1591	2.3	10.4	65	788	.6	6.7
SU '97	183	2619	1.6	8.5	229	1395	1.9	7.9	366	1439	3.1	11.6	234	1563	2.0	9.1	54	749	.5	5.0
4-Book	204	2774	1.8	9.7	263	1537	2.3	8.9	408	1533	3.5	13.4	254	1623	2.2	10.1	64	792	.6	6.4
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
WDAS-AM																				
SP '98	27	397	.2	1.3	49	193	.4	1.7	28	105	.2	.9	17	109	.1	.7	2	28		.2
WI '98	34	405	.3	1.6	52	212	.4	1.7	31	147	.3	1.1	35	132	.3	1.4	19	109	.2	2.0
FA '97	30	358	.3	1.4	46	170	.4	1.5	29	131	.2	.9	30	133	.3	1.2	16	118	.1	1.7
SU '97	24	313	.2	1.1	42	173	.4	1.4	28	109	.2	.9	21	127	.2	.8	3	60		.3
4-Book	29	368	.3	1.4	47	187	.4	1.6	29	123	.2	1.0	26	125	.2	1.0	10	79	.1	1.1
SP '97	17	326	.1	.8	22	153	.2	.7	17	85	.1	.5	16	86	.1	.6	4	68		.4
WDAS-FM																				
SP '98	197	1915	1.7	9.6	278	1120	2.4	9.7	248	1033	2.1	8.2	213	1190	1.8	8.7	155	990	1.3	15.3
WI '98	208	1782	1.8	10.1	287	1150	2.5	9.3	265	937	2.3	9.1	228	1186	2.0	9.1	166	896	1.4	17.4
FA '97	200	2076	1.7	9.6	273	1123	2.3	9.0	277	1018	2.4	8.9	210	1150	1.8	8.3	142	892	1.2	14.7
SU '97	202	1755	1.7	9.4	266	1056	2.3	9.2	287	942	2.4	9.1	233	1191	2.0	9.0	138	927	1.2	12.8
4-Book	202	1882	1.7	9.7	276	1112	2.4	9.3	269	983	2.3	8.8	221	1179	1.9	8.8	150	926	1.3	15.1
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
WHAT-AM																				
SP '98	8	158	.1	.4	10	72	.1	.3	8	51	.1	.3	4	44		.2	7	28	.1	.7
WI '98	8	157	.1	.4	11	79	.1	.4	11	72	.1	.4	9	63	.1	.4	2	22		.2
FA '97	13	186	.1	.6	12	69	.1	.4	21	67	.2	.7	13	58	.1	.5	5	63		.5
SU '97	12	147	.1	.6	27	103	.2	.9	10	50	.1	.3	8	54	.1	.3	6	27	.1	.6
4-Book	10	162	.1	.5	15	81	.1	.5	13	60	.1	.4	9	55	.1	.4	5	35	.1	.5
SP '97	19	245	.2	.9	43	123	.4	1.4	20	88	.2	.6	14	68	.1	.5	7	57	.1	.7
W10Q-FM																				
SP '98	118	2746	1.0	5.7	131	1244	1.1	4.6	191	1498	1.6	6.3	151	1615	1.3	6.2	60	941	.5	5.9
WI '98	137	2796	1.2	6.6	186	1391	1.6	6.0	186	1502	1.6	6.4	186	1782	1.6	7.5	70	1010	.6	7.3
FA '97	97	2408	.8	4.7	123	1056	1.1	4.1	146	1287	1.2	4.7	128	1431	1.1	5.1	53	816	.5	5.5
SU '97	137	2903	1.2	6.3	141	1278	1.2	4.9	205	1582	1.7	6.5	176	1715	1.5	6.8	74	1100	.6	6.9
4-Book	122	2713	1.1	5.8	145	1242	1.3	4.9	182	1467	1.5	6.0	160	1636	1.4	6.4	64	967	.6	6.4
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
WIP -AM																				
SP '98	15	398	.1	.7	31	230	.3	1.1	25	122	.2	.8	19	123	.2	.8	5	110		.5
WI '98	18	483	.2	.9	43	251	.4	1.4	19	102	.2	.7	21	148	.2	.8	8	112	.1	.8
FA '97	21	530	.2	1.0	43	261	.4	1.4	25	118	.2	.8	30	246	.3	1.2	7	133	.1	.7
SU '97	17	444	.1	.8	47	257	.4	1.6	23	134	.2	.7	18	143	.2	.7	2	53		.2
4-Book	18	464	.2	.9	41	250	.4	1.4	23	119	.2	.8	22	165	.2	.9	6	102	.1	.6
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
WJZ-FM																				
SP '98	116	1732	1.0	5.6	102	729	.9	3.6	203	785	1.7	6.7	145	969	1.2	5.9	69	742	.6	6.8
WI '98	108	1627	.9	5.2	120	766	1.0	3.9	164	732	1.4	5.6	144	900	1.2	5.8	49	618	.4	5.1
FA '97	105	1415	.9	5.0	121	731	1.0	4.0	194	726	1.7	6.3	164	869	1.4	6.5	43	501	.4	4.5
SU '97	100	1385	.8	4.6	98	572	.8	3.4	173	742	1.5	5.5	133	827	1.1	5.1	55	462	.5	5.1
4-Book	107	1540	.9	5.1	110	700	.9	3.7	184	746	1.6	6.0	147	891	1.2	5.8	54	581	.5	5.4
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

** 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
WMGK-FM																				
SP '98	124	2170	1.1	6.0	129	980	1.1	4.5	199	1157	1.7	6.6	173	1317	1.5	7.1	59	544	.5	5.8
WI '98	98	2200	.8	4.7	119	967	1.0	3.8	158	1134	1.4	5.4	136	1330	1.2	5.5	39	670	.3	4.1
FA '97	134	2620	1.1	6.4	146	1436	1.2	4.8	222	1388	1.9	7.2	191	1668	1.6	7.5	55	770	.5	5.7
SU '97	135	2619	1.1	6.3	150	1253	1.3	5.2	222	1420	1.9	7.0	179	1702	1.5	6.9	61	861	.5	5.7
4-Book	123	2402	1.0	5.9	136	1159	1.2	4.6	200	1275	1.7	6.6	170	1504	1.5	6.8	54	711	.5	5.3
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
WMMR-FM																				
SP '98	42	1617	.4	2.0	56	591	.5	2.0	54	644	.5	1.8	54	885	.5	2.2	17	348	.1	1.7
WI '98	63	1507	.5	3.0	88	625	.8	2.8	100	593	.9	3.4	78	789	.7	3.1	26	393	.2	2.7
FA '97	68	1800	.6	3.3	116	855	1.0	3.8	101	812	.9	3.3	77	903	.7	3.0	27	467	.2	2.8
SU '97	80	1909	.7	3.7	85	746	.7	2.9	159	790	1.4	5.0	102	1075	.9	3.9	24	515	.2	2.2
4-Book	63	1708	.6	3.0	86	704	.8	2.9	104	710	.9	3.4	78	913	.7	3.1	24	431	.2	2.4
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
WGGL-FM																				
SP '98	88	1871	.8	4.3	115	817	1.0	4.0	143	845	1.2	4.7	101	1035	.9	4.1	29	450	.2	2.9
WI '98	91	1892	.8	4.4	120	808	1.0	3.9	140	903	1.2	4.8	97	964	.8	3.9	22	441	.2	2.3
FA '97	92	2016	.8	4.4	109	952	.9	3.6	132	1003	1.1	4.3	122	1123	1.0	4.8	39	614	.3	4.0
SU '97	110	2308	.9	5.1	114	1063	1.0	3.9	179	1202	1.5	5.7	138	1349	1.2	5.3	45	645	.4	4.2
4-Book	95	2022	.8	4.6	115	910	1.0	3.9	149	988	1.3	4.9	115	1118	1.0	4.5	34	538	.3	3.4
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
WPEN-AM																				
SP '98	8	132	.1	.4	10	57	.1	.3	13	75	.1	.4	12	73	.1	.5	1	23	.1	.1
WI '98	13	159	.1	.6	19	69	.2	.6	21	106	.2	.7	19	87	.2	.8	4	47	.4	.4
FA '97	8	191	.1	.4	9	102	.1	.3	17	77	.1	.5	10	63	.1	.4	1	18	.1	.1
SU '97	8	182	.1	.4	9	66	.1	.3	10	62	.1	.3	7	47	.1	.3	3	47	.3	.3
4-Book	9	166	.1	.5	12	74	.1	.4	15	80	.1	.5	12	68	.1	.5	2	34	.2	.2
SP '97	8	164	.1	.4	9	67	.1	.3	13	83	.1	.4	7	75	.1	.3	2	32	.2	.2
WPHI-FM																				
SP '98	76	1381	.7	3.7	81	566	.7	2.8	88	802	.8	2.9	93	838	.8	3.8	64	668	.5	6.3
WI '98	85	1579	.7	4.1	93	715	.8	3.0	90	822	.8	3.1	119	969	1.0	4.8	66	650	.6	6.9
FA '97	73	1413	.6	3.5	81	647	.7	2.7	74	753	.6	2.4	87	779	.7	3.4	75	579	.6	7.8
SU '97	90	1470	.8	4.2	85	683	.7	2.9	86	827	.7	2.7	116	969	1.0	4.5	84	817	.7	7.8
4-Book	81	1461	.7	3.9	85	653	.7	2.9	85	801	.7	2.8	104	889	.9	4.1	72	679	.6	7.2
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
WPHT-AM																				
SP '98	4	228	.1	.2	8	84	.1	.3	2	37	.1	.1	5	41	.1	.2	4	74	.4	.4
WI '98	6	189	.1	.3	16	72	.1	.5	8	73	.1	.3	9	117	.1	.4	1	15	.1	.1
FA '97	1	67	.1	.1	2	17	.1	.1	1	14	.1	.1	1	9	.1	.1	2	6	.2	.2
SU '97	5	200	.2	.2	6	60	.1	.2	6	59	.1	.2	4	108	.2	.2	4	44	.4	.4
4-Book	4	171	.2	.2	8	58	.1	.3	4	46	.1	.2	5	69	.2	.2	3	35	.3	.3
SP '97	7	234	.1	.3	6	59	.1	.2	12	100	.1	.4	11	90	.1	.4	5	71	.5	.5
WPLY-FM																				
SP '98	65	1989	.6	3.2	91	946	.8	3.2	100	944	.9	3.3	91	1179	.8	3.7	25	546	.2	2.5
WI '98	59	1887	.5	2.9	89	882	.8	2.9	70	717	.6	2.4	82	1052	.7	3.3	28	645	.2	2.9
FA '97	64	1770	.5	3.1	93	870	.8	3.1	82	856	.7	2.6	90	953	.8	3.6	33	644	.3	3.4
SU '97	93	2166	.8	4.3	113	1064	1.0	3.9	134	1072	1.1	4.2	126	1364	1.1	4.9	45	846	.4	4.2
4-Book	70	1953	.6	3.4	97	941	.9	3.3	97	897	.8	3.1	97	1137	.9	3.9	33	670	.3	3.3
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
WURD-AM																				
SP '98	25	187	.2	1.2	35	129	.3	1.2	46	157	.4	1.5	23	156	.2	.9	4	71	.4	.4
WI '98	11	146	.1	.5	12	93	.1	.4	18	104	.2	.6	12	98	.1	.5				
FA '97	28	220	.2	1.3	45	143	.4	1.5	45	187	.4	1.5	24	177	.2	.9	11	103	.1	1.1
SU '97	12	129	.1	.6	22	93	.2	.8	18	83	.2	.6	10	55	.1	.4		7		
4-Book	19	171	.2	.9	29	115	.3	1.0	32	133	.3	1.1	17	122	.2	.7	4	45	.4	.4
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

** 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	
WUSL-FM																				
SP '98	141	2017	1.2	6.9	175	1067	1.5	6.1	162	1038	1.4	5.3	161	1192	1.4	6.6	82	672	.7	8.1
WI '98	115	1954	1.0	5.6	163	961	1.4	5.3	133	894	1.1	4.6	131	1038	1.1	5.3	74	764	.6	7.8
FA '97	110	1934	.9	5.3	147	999	1.3	4.9	127	943	1.1	4.1	133	979	1.1	5.3	84	744	.7	8.7
SU '97	125	1892	1.1	5.8	144	977	1.2	5.0	139	947	1.2	4.4	125	1059	1.1	4.8	107	878	.9	9.9
4-Book	123	1949	1.1	5.9	157	1001	1.4	5.3	140	956	1.2	4.6	138	1067	1.2	5.5	87	765	.7	8.6
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
WWDB-FM																				
SP '98	28	685	.2	1.4	35	271	.3	1.2	57	358	.5	1.9	20	244	.2	.8	8	122	.1	.8
WI '98	42	739	.4	2.0	44	275	.4	1.4	75	367	.6	2.6	35	243	.3	1.4	18	159	.2	1.9
FA '97	36	743	.3	1.7	55	357	.5	1.8	71	386	.6	2.3	20	184	.2	.8	11	147	.1	1.1
SU '97	37	806	.3	1.7	51	320	.4	1.8	58	359	.5	1.8	39	363	.3	1.5	21	224	.2	1.9
4-Book	36	743	.3	1.7	46	306	.4	1.6	65	368	.6	2.2	29	259	.3	1.1	15	163	.2	1.4
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
WVJZ-AM																				
SP '98		11																		
WI '98		7												1	7					
FA '97		16			1	16														
SU '97	2	26		.1				2	16		.1		4	18		.2	1	7		.1
4-Book	1	15				4		1	4				1	6		.1		2		
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	79	1172	.7	3.8	91	704	.8	3.2	129	682	1.1	4.3	99	695	.8	4.0	32	415	.3	3.2
WI '98	73	1145	.6	3.5	114	726	1.0	3.7	98	656	.8	3.4	98	877	.8	3.9	26	428	.2	2.7
FA '97	73	1079	.6	3.5	120	708	1.0	4.0	114	645	1.0	3.7	73	645	.6	2.9	21	397	.2	2.2
SU '97	92	1329	.8	4.3	113	753	1.0	3.9	141	828	1.2	4.5	121	866	1.0	4.7	43	482	.4	4.0
4-Book	79	1181	.7	3.8	110	723	1.0	3.7	121	703	1.0	4.0	98	771	.8	3.9	31	431	.3	3.0
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
+VXXM-FM																				
SP '98	63	1846	.5	3.1	80	847	.7	2.8	84	927	.7	2.8	80	1093	.7	3.3	30	612	.3	3.0
WI '98	66	1757	.6	3.2	76	829	.7	2.5	91	841	.8	3.1	89	1151	.8	3.6	28	635	.2	2.9
FA '97	52	1222	.4	2.5	56	582	.5	1.9	69	580	.6	2.2	67	731	.6	2.6	31	534	.3	3.2
SU '97	37	611	.3	1.7	33	269	.3	1.1	67	294	.6	2.1	63	374	.5	2.4	14	176	.1	1.3
4-Book	55	1359	.5	2.6	61	632	.6	2.1	78	661	.7	2.6	75	837	.7	3.0	26	489	.2	2.6
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
WYSP-FM																				
SP '98	82	2019	.7	4.0	266	1246	2.3	9.3	87	913	.7	2.9	59	698	.5	2.4	19	397	.2	1.9
WI '98	87	1841	.7	4.2	273	1297	2.3	8.8	108	801	.9	3.7	64	581	.5	2.6	24	335	.2	2.5
FA '97	89	2286	.8	4.3	263	1376	2.3	8.7	99	859	.8	3.2	56	742	.5	2.2	18	342	.2	1.9
SU '97	86	2150	.7	4.0	299	1345	2.5	10.3	89	841	.8	2.8	51	652	.4	2.0	16	358	.1	1.5
4-Book	86	2074	.7	4.1	275	1316	2.4	9.3	96	854	.8	3.2	58	668	.5	2.3	19	358	.2	2.0
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
WYXR-FM																				
SP '98	141	2559	1.2	6.9	176	1289	1.5	6.1	223	1226	1.9	7.3	180	1583	1.5	7.4	77	985	.7	7.6
WI '98	120	2614	1.0	5.8	152	1322	1.3	4.9	198	1200	1.7	6.8	157	1403	1.3	6.3	53	844	.5	5.6
FA '97	138	2582	1.2	6.6	186	1366	1.6	6.2	228	1155	2.0	7.4	184	1447	1.6	7.3	59	897	.5	6.1
SU '97	159	3075	1.4	7.4	176	1497	1.5	6.1	235	1579	2.0	7.4	204	1946	1.7	7.9	104	1205	.9	9.7
4-Book	140	2708	1.2	6.7	173	1369	1.5	5.8	221	1290	1.9	7.2	181	1595	1.5	7.2	73	983	.7	7.3
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
WJBR-FM																				
SP '98	12	328	.1	.6	15	132	.1	.5	21	119	.2	.7	16	174	.1	.7	9	124	.1	.9
WI '98	13	367	.1	.6	18	124	.2	.6	27	144	.2	.9	13	119	.1	.5	5	131	.1	.5
FA '97	10	366	.1	.5	16	151	.1	.5	13	146	.1	.4	10	132	.1	.4	5	63	.1	.5
SU '97	15	316	.1	.7	24	111	.2	.8	27	119	.2	.9	19	164	.2	.7	6	82	.1	.6
4-Book	13	344	.1	.6	18	130	.2	.6	22	132	.2	.7	15	147	.1	.6	6	100	.1	.6
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

** 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
WKXW-FM																				
SP '98	22	506	.2	1.1	35	231	.3	1.2	40	267	.3	1.3	32	320	.3	1.3	6	137	.1	.6
WI '98	26	643	.2	1.3	34	289	.3	1.1	28	289	.2	1.0	46	381	.4	1.8	16	156	.1	1.7
FA '97	24	572	.2	1.2	34	236	.3	1.1	34	242	.3	1.1	49	373	.4	1.9	14	177	.1	1.5
SU '97	18	529	.2	.8	25	224	.2	.9	24	216	.2	.8	25	268	.2	1.0	6	156	.1	.6
4-Book	23	563	.2	1.1	32	245	.3	1.1	32	254	.3	1.1	38	336	.3	1.5	11	157	.1	1.1
SP '97	20	550	.2	.9	25	233	.2	.8	32	258	.3	1.0	33	301	.3	1.3	5	115		.5
+WLEV-FM																				
SP '98	7	99	.1	.3	8	40	.1	.3	16	47	.1	.5	8	51	.1	.3				
WI '98	13	159	.1	.6	11	73	.1	.4	32	93	.3	1.1	18	72	.2	.7	3	49		.3
FA '97	17	207	.1	.8	13	68	.1	.4	41	122	.4	1.3	26	99	.2	1.0	4	77		.4
SU '97	6	179	.1	.3	4	75		.1	14	101	.1	.4	8	131	.1	.3	3	63		.3
4-Book	11	161	.1	.5	9	64	.1	.3	26	91	.2	.8	15	88	.2	.6	3	47		.3
SP '97	8	135	.1	.4	11	76	.1	.4	21	71	.2	.7	8	61	.1	.3		15		
+WNJO-FM																				
SP '98	14	412	.1	.7	14	167	.1	.5	24	203	.2	.8	19	204	.2	.8	5	108		.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	3	120		.1	8	74	.1	.3	2	41		.1	5	70		.2	1	42		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	45	1366	.4	2.2	57	544	.5	2.0	63	650	.5	2.1	65	756	.6	2.7	24	482	.2	2.4
WI '98	40	1391	.3	1.9	55	586	.5	1.8	54	469	.5	1.8	45	692	.4	1.8	27	493	.2	2.8
FA '97	36	1134	.3	1.7	43	457	.4	1.4	69	536	.6	2.2	41	558	.4	1.6	15	453	.1	1.6
SU '97	49	1555	.4	2.3	45	619	.4	1.5	71	754	.6	2.2	65	897	.6	2.5	25	535	.2	2.3
4-Book	43	1362	.4	2.0	50	552	.5	1.7	64	602	.6	2.1	54	726	.5	2.2	23	491	.2	2.3
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
WRDR-FM																				
SP '98	7	146	.1	.3	4	82		.1	11	53	.1	.4	11	85	.1	.4	3	23		.3
WI '98	5	69		.2	4	47		.1	8	61	.1	.3	8	45	.1	.3	1	14		.1
FA '97	7	105	.1	.3	11	47	.1	.4	15	64	.1	.5	3	30		.1		16		
SU '97	2	58		.1	1	15			2	15		.1	1	17				4		.1
4-Book	5	95	.1	.2	5	48		.2	9	48	.1	.3	6	44	.1	.2	1	14		.1
SP '97	4	70		.2	4	39		.1	10	45	.1	.3	3	31		.1	1	16		.1
WZZO-FM																				
SP '98	2	76		.1	2	34		.1	1	26			2	34		.1				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2058	11364	17.6	2867	10100	24.5	3035	9247	26.0	2446	10022	20.9	1010	7147	8.6					
WI '98	2067	11414	17.7	3091	10241	26.5	2920	8929	25.0	2493	9932	21.3	954	6890	8.2					
FA '97	2082	11444	17.8	3023	10326	25.9	3100	9189	26.5	2532	9982	21.7	965	7076	8.3					
SU '97	2159	11523	18.3	2906	10108	24.7	3158	9579	26.8	2583	10373	21.9	1077	7531	9.1					
4-Book	2092	11436	17.9	2972	10194	25.4	3053	9236	26.1	2514	10077	21.5	1002	7161	8.6					
SP '97	2170	11538	18.4	3083	10288	26.2	3126	9165	26.6	2597	10195	22.1	1070	7361	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

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 '98	109	2348	.9	3.9	40	1066	.3	2.8	89	453	.8	6.9	40	263	.3	1.6	42	217	.4	2.4
4-Book	117	2422	1.0	4.1	48	1158	.4	3.3	108	505	.9	8.3	53	301	.4	2.2	37	187	.3	2.1
WBEB-FM																				
SP '98	333	2586	2.9	11.9	114	1458	1.0	7.9	134	412	1.1	10.4	231	665	2.0	9.3	127	469	1.1	7.1
4-Book	316	2400	2.7	11.0	97	1297	.9	6.7	99	353	.8	7.6	197	597	1.7	8.1	128	439	1.1	7.1
WDAS-AM																				
SP '98	31	234	.3	1.1	36	342	.3	2.5	17	57	.1	1.3	12	51	.1	.5	12	27	.1	.7
4-Book	34	229	.3	1.2	33	304	.3	2.3	24	52	.2	1.8	26	56	.2	1.1	13	30	.1	.7
WDAS-FM																				
SP '98	247	1619	2.1	8.8	138	1345	1.2	9.6	145	374	1.2	11.3	220	657	1.9	8.9	159	448	1.4	8.9
4-Book	257	1600	2.2	9.0	139	1174	1.2	9.6	122	347	1.1	9.4	228	538	2.0	9.3	170	447	1.5	9.6
WHAT-AM																				
SP '98	7	106	.1	.2	11	117	.1	.8	2	7	.2	.2	2	14	.1	.1	8	23	.1	.4
4-Book	12	115	.1	.4	12	107	.1	.8	8	19	.1	.6	10	32	.1	.4	8	24	.1	.5
WIOQ-FM																				
SP '98	160	2338	1.4	5.7	84	1393	.7	5.8	45	228	.4	3.5	165	641	1.4	6.7	161	559	1.4	9.0
4-Book	164	2333	1.4	5.7	88	1444	.7	6.0	71	277	.6	5.5	167	624	1.4	6.8	115	458	1.0	6.3
WIP -AM																				
SP '98	25	318	.2	.9	3	100	.2	.2	5	42	.4	.4	8	49	.1	.3	5	29	.3	.3
4-Book	28	361	.2	1.0	8	149	.1	.5	6	32	.1	.5	11	42	.1	.5	13	45	.1	.8
WJJZ-FM																				
SP '98	154	1359	1.3	5.5	80	900	.7	5.6	68	209	.6	5.3	124	311	1.1	5.0	103	262	.9	5.8
4-Book	150	1230	1.3	5.3	69	821	.6	4.8	56	178	.5	4.3	105	322	.9	4.3	85	250	.8	4.8
WMGK-FM																				
SP '98	169	1906	1.4	6.0	87	1055	.7	6.1	83	277	.7	6.5	187	579	1.6	7.5	122	390	1.0	6.8
4-Book	171	2093	1.5	6.0	84	1271	.7	5.8	55	229	.5	4.3	178	609	1.5	7.3	125	467	1.1	6.9
WMMR-FM																				
SP '98	55	1257	.5	2.0	36	816	.3	2.5	39	181	.3	3.0	76	364	.7	3.1	35	206	.3	2.0
4-Book	91	1345	.8	3.2	41	870	.4	2.9	40	171	.4	3.1	77	347	.7	3.2	50	263	.4	2.8
WVGL-FM																				
SP '98	122	1480	1.0	4.4	67	998	.6	4.7	40	192	.3	3.1	90	415	.8	3.6	94	295	.8	5.3
4-Book	128	1649	1.1	4.5	78	1050	.7	5.4	58	232	.5	4.5	123	445	1.1	5.0	113	365	1.0	6.3
WPEN-AM																				
SP '98	12	94	.1	.4	5	77	.3	.3	8	16	.1	.6	15	26	.1	.6	3	17	.2	.2
4-Book	13	126	.1	.5	6	80	.1	.4	8	19	.1	.6	11	23	.1	.4	8	17	.1	.4
WPHI-FM																				
SP '98	87	1185	.7	3.1	66	783	.6	4.6	48	173	.4	3.7	92	355	.8	3.7	84	299	.7	4.7
4-Book	91	1272	.8	3.2	71	836	.6	4.9	49	157	.4	3.8	105	360	.9	4.2	102	315	.9	5.6
WPHT-AM																				
SP '98	5	137	.2	.2	2	77	.1	.1	3	10	.2	.2								
4-Book	6	127	.1	.2	2	52	.1	.1	4	10	.4	.4		2				1	2	
WPLY-FM																				
SP '98	94	1679	.8	3.4	39	982	.3	2.7	35	204	.3	2.7	65	409	.6	2.6	52	310	.4	2.9
4-Book	97	1655	.9	3.4	48	1034	.4	3.3	30	170	.2	2.3	90	449	.8	3.6	72	371	.6	4.0
WURD-AM																				
SP '98	35	178	.3	1.2	20	161	.2	1.4	19	48	.2	1.5	59	152	.5	2.4	27	62	.2	1.5
4-Book	26	160	.2	.9	16	114	.2	1.1	15	40	.1	1.2	39	90	.3	1.6	16	38	.1	1.0
WUSL-FM																				
SP '98	166	1681	1.4	5.9	136	1327	1.2	9.5	91	317	.8	7.1	189	499	1.6	7.6	147	404	1.3	8.2
4-Book	145	1609	1.3	5.1	107	1235	.9	7.4	74	241	.6	5.7	154	479	1.3	6.3	133	401	1.1	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 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
WWDB-FM																				
SP '98	39	486	.3	1.4	22	316	.2	1.5	9	33	.1	.7	22	88	.2	.9	14	19	.1	.8
4-Book	48	545	.4	1.7	28	329	.2	1.9	26	76	.2	2.0	21	70	.2	.9	17	38	.2	1.0
WWJZ-AM																				
SP '98						11														
4-Book	1	12			1	7								2				2		.1
WXTU-FM																				
SP '98	108	1020	.9	3.9	60	774	.5	4.2	48	206	.4	3.7	121	470	1.0	4.9	69	236	.6	3.9
4-Book	110	1054	1.0	3.8	58	748	.5	4.0	52	198	.4	4.0	115	400	1.0	4.7	72	256	.6	4.0
+WXXM-FM																				
SP '98	82	1596	.7	2.9	52	1004	.4	3.6	14	76	.1	1.1	123	502	1.1	5.0	86	364	.7	4.8
4-Book	72	1176	.6	2.5	43	786	.4	3.0	33	131	.3	2.5	85	343	.8	3.5	67	301	.6	3.8
WYSP-FM																				
SP '98	133	1820	1.1	4.7	32	658	.3	2.2	41	139	.4	3.2	67	323	.6	2.7	65	244	.6	3.6
4-Book	139	1796	1.2	4.9	36	756	.3	2.5	35	134	.3	2.7	59	260	.5	2.4	47	202	.4	2.6
WYXR-FM																				
SP '98	196	2122	1.7	7.0	89	1330	.8	6.2	76	295	.7	5.9	203	616	1.7	8.2	115	392	1.0	6.4
4-Book	194	2290	1.7	6.8	87	1418	.8	6.0	72	304	.7	5.6	174	606	1.5	7.0	115	436	1.0	6.3
WJBR-FM																				
SP '98	18	270	.2	.6	4	142		.3	2	16		.2	5	34		.2	2	23		.1
4-Book	19	258	.2	.6	6	151		.4	5	20	.1	.4	7	45	.1	.3	5	29		.3
WKXW-FM																				
SP '98	36	465	.3	1.3	9	142	.1	.6	5	22		.4	11	39	.1	.4	7	40	.1	.4
4-Book	34	475	.3	1.2	11	195	.1	.7	14	43	.1	1.1	16	60	.2	.6	12	53	.1	.7
+WLEV-FM																				
SP '98	11	73	.1	.4	5	42		.3		8			12	18	.1	.5	8	18	.1	.4
4-Book	17	122	.2	.6	4	59		.3	2	8		.1	10	22	.1	.5	8	20	.1	.5
+WNJO-FM																				
SP '98	20	323	.2	.7	12	197	.1	.8	9	26	.1	.7	13	45	.1	.5	22	78	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	62	1087	.5	2.2	31	690	.3	2.2	25	134	.2	1.9	63	319	.5	2.5	45	233	.4	2.5
4-Book	57	1109	.5	2.0	32	687	.3	2.2	24	126	.2	1.8	67	295	.6	2.7	41	233	.4	2.2
WRDR-FM																				
SP '98	9	115	.1	.3	8	69	.1	.6	7	11	.1	.5	17	35	.1	.7	16	40	.1	.9
4-Book	7	72	.1	.2	4	51		.3	6	12	.1	.5	11	23	.1	.4	6	22		.4
WZZO-FM																				
SP '98	2	51		.1	4	59		.3	5	8		.4	15	43	.1	.6	8	8	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2802	11232	24.0		1438	9467	12.3		1285	3790	11.0		2481	6409	21.2		1783	4781	15.3	
4-Book	2862	11315	24.5		1447	9657	12.4		1297	3830	11.1		2455	6206	21.0		1798	4840	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 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 '98	16	93	.1	1.6	59	280	.5	6.1	41	266	.4	2.4	20	113	.2	1.6	22	157	.2	2.6
4-Book	17	122	.2	1.6	94	431	.8	8.8	40	243	.4	2.3	31	137	.3	2.4	22	148	.2	2.5
WBEB-FM																				
SP '98	79	298	.7	7.7	71	202	.6	7.3	93	370	.8	5.3	120	343	1.0	9.6	56	226	.5	6.6
4-Book	57	249	.5	5.6	63	220	.5	6.0	98	360	.9	5.6	86	276	.7	6.9	47	191	.4	5.5
WDAS-AM																				
SP '98	6	21	.1	.6	115	231	1.0	11.8	85	200	.7	4.9	33	75	.3	2.6	14	31	.1	1.7
4-Book	10	22	.1	1.0	94	200	.8	8.9	65	178	.6	3.8	25	60	.2	2.0	10	25	.1	1.2
WDAS-FM																				
SP '98	120	298	1.0	11.7	59	172	.5	6.1	83	283	.7	4.8	89	213	.8	7.1	209	425	1.8	24.7
4-Book	114	309	1.0	11.2	69	176	.6	6.6	79	250	.7	4.5	105	233	.9	8.4	206	426	1.8	24.6
WHAT-AM																				
SP '98	15	28	.1	1.5	21	58	.2	2.2	17	52	.1	1.0	14	24	.1	1.1	11	17	.1	1.3
4-Book	6	15	.1	.6	24	50	.2	2.3	21	58	.2	1.2	12	28	.1	.9	5	8	.1	.6
WIOQ-FM																				
SP '98	59	321	.5	5.7	23	84	.2	2.4	80	389	.7	4.6	78	329	.7	6.2	52	159	.4	6.2
4-Book	71	352	.6	6.9	31	125	.3	2.9	100	463	.9	5.8	85	330	.8	6.6	52	213	.5	6.1
WIP -AM																				
SP '98					4	28	.4		1	17	.1		4	16	.3		3	10	.4	
4-Book	4	14	.4		6	30	.5		9	46	.1	.5	7	30	.1	.6	6	31	.7	
WJZ-FM																				
SP '98	63	199	.5	6.1	40	181	.3	4.1	83	257	.7	4.8	70	214	.6	5.6	77	259	.7	9.1
4-Book	63	200	.5	6.2	42	140	.3	4.0	86	250	.7	4.9	66	208	.6	5.2	40	144	.4	4.7
WMGK-FM																				
SP '98	61	253	.5	5.9	11	99	.1	1.1	85	355	.7	4.9	90	292	.8	7.2	45	182	.4	5.3
4-Book	56	231	.5	5.3	24	149	.2	2.3	96	423	.8	5.5	85	313	.7	6.8	40	179	.4	4.8
WMMR-FM																				
SP '98	27	187	.2	2.6	15	86	.1	1.5	47	239	.4	2.7	27	141	.2	2.1	17	111	.1	2.0
4-Book	27	150	.2	2.6	24	101	.2	2.3	60	259	.5	3.4	33	157	.3	2.5	16	90	.1	1.9
WGL-FM																				
SP '98	53	234	.5	5.2	45	174	.4	4.6	99	336	.8	5.7	78	219	.7	6.2	34	152	.3	4.0
4-Book	57	219	.5	5.5	59	202	.5	5.5	97	346	.8	5.6	74	249	.7	5.9	45	158	.4	5.3
WPEN-AM																				
SP '98	3	15	.3		4	19	.4		6	17	.1	.3								
4-Book	3	12	.3		6	22	.1	.6	7	23	.1	.4		5	11	.1	.4	3	9	.4
WPHI-FM																				
SP '98	77	253	.7	7.5	32	104	.3	3.3	82	303	.7	4.7	75	183	.6	6.0	31	121	.3	3.7
4-Book	91	279	.8	8.8	26	94	.2	2.5	74	252	.6	4.3	74	203	.6	5.8	41	149	.4	4.9
WPHT-AM																				
SP '98	2	14	.2						6	27	.1	.3		1	19	.1		2	21	.2
4-Book	1	7	.1		2	8	.2		3	16	.2			2	13	.2		2	12	.2
WPLY-FM																				
SP '98	34	171	.3	3.3	15	108	.1	1.5	59	337	.5	3.4	21	146	.2	1.7	21	148	.2	2.5
4-Book	31	200	.3	2.9	20	133	.2	1.9	68	348	.6	3.9	41	216	.4	3.2	26	173	.2	3.0
WURD-AM																				
SP '98	11	33	.1	1.1	3	16	.3		22	79	.2	1.3	16	34	.1	1.3	2	8	.2	
4-Book	4	11	.4		9	21	.1	.9	25	57	.2	1.5	14	31	.1	1.1	3	9	.4	
WUSL-FM																				
SP '98	141	369	1.2	13.7	139	450	1.2	14.3	200	550	1.7	11.5	92	257	.8	7.3	73	226	.6	8.6
4-Book	111	346	1.0	10.8	97	330	.9	9.4	142	435	1.2	8.2	87	248	.7	6.7	54	193	.4	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 18-49

	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
	WVDB-FM SP '98 4-Book	12 22	49 63	.1 .2	1.2 2.2	28 35	95 126	.2 .3	2.9 3.3	80 81	184 183	.7 .7	4.6 4.7	6	29	.1	.5	3 12	12 42	.1
WVJZ-AM SP '98 4-Book		2							1	4			3 3	11 5	.2 .2		1	2		.1
WXTU-FM SP '98 4-Book	25 27	68 107	.2 .2	2.4 2.6	41 43	157 181	.4 .4	4.2 4.1	80 69	262 269	.7 .6	4.6 4.0	69 62	254 220	.6 .5	5.5 4.8	26 27	102 122	.2 .2	3.1 3.2
+WXXM-FM SP '98 4-Book	39 29	196 151	.3 .3	3.8 2.9	30 20	186 114	.3 .2	3.1 1.9	52 51	296 263	.4 .4	3.0 2.9	44 42	244 191	.4 .4	3.5 3.4	20 17	76 86	.2 .2	2.4 2.0
WYSP-FM SP '98 4-Book	13 20	85 108	.1 .2	1.3 2.0	3 13	16 51	.1 .1	.3 1.2	36 59	172 253	.3 .5	2.1 3.5	21 43	124 206	.2 .4	1.7 3.5	11 13	109 93	.1 .1	1.3 1.6
WYXR-FM SP '98 4-Book	36 53	208 247	.3 .5	3.5 5.2	39 37	168 171	.3 .3	4.0 3.5	113 100	373 421	1.0 .9	6.5 5.8	69 73	240 328	.6 .6	5.5 5.8	47 58	196 249	.4 .5	5.6 6.9
WJBR-FM SP '98 4-Book	17 7	74 35	.1 .1	1.7 .7	2 4	9 22	.2 .4		2 10	15 42	.1 .1	.1 .6	2 5	27 32	.2 .4		4	10 20	.1	.4
WKXW-FM SP '98 4-Book	6 6	18 31	.1 .1	.6 .6	8 13	37 57	.1 .1	.8 1.3	8 13	60 62	.1 .1	.5 .7	17 10	58 39	.1 .1	1.4 .8	10 4	25 17	.1 .1	1.2 .5
+WLEV-FM SP '98 4-Book	1 2	8 13	.1 .2		5 3	9 10	.5 .3		7 4	9 21	.1 .2	.4 .2	6 4	16 18	.1 .3	.5 .3	1	6		.1
+WNJO-FM SP '98 4-Book	5 **	33 **	.5 **	.5 **	10 **	35 **	.1 **	1.0 **	19 **	73 **	.2 **	1.1 **	18 **	49 **	.2 **	1.4 **	**	**	**	**
WPST-FM SP '98 4-Book	13 21	96 137	.1 .2	1.3 2.0	10 15	71 85	.1 .1	1.0 1.4	38 41	240 207	.3 .4	2.2 2.4	35 28	137 133	.3 .3	2.8 2.2	13 13	90 83	.1 .1	1.5 1.5
WRDR-FM SP '98 4-Book	2 1	16 7	.2 .1		1	4		.1	16 7	36 22	.1 .1	.9 .4	3 2	18 11	.2 .1		5 2	8 4	.6 .2	
WZZO-FM SP '98 4-Book	**	**	**	**	2 **	8 **	.2 **	**	1 **	16 **	.1 **	**	1 **	10 **	.1 **	**	**	**	**	**
TOTALS SP '98 4-Book	1029 1026	3252 3245	8.8 8.8		973 1053	3096 3273	8.3 9.0		1744 1739	4974 5005	14.9 14.9		1256 1267	3469 3553	10.7 10.8		845 842	2574 2636	7.2 7.2	

Target Listener Estimates - Women 18-49

** 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 '98	69	2418	.7	4.1	215	1705	2.3	8.9	50	767	.5	2.0	66	1012	.7	3.3	20	420	.2	2.7
WI '98	86	2415	.9	5.0	274	1768	2.9	10.4	49	641	.5	2.0	77	974	.8	3.7	29	396	.3	4.1
FA '97	69	2373	.7	4.1	211	1723	2.2	8.3	48	850	.5	1.9	74	1146	.8	3.6	12	348	.1	1.8
SU '97	69	2379	.7	4.0	199	1623	2.1	8.0	44	720	.5	1.7	68	1041	.7	3.3	22	467	.2	2.9
4-Book	73	2396	.8	4.3	225	1705	2.4	8.9	48	745	.5	1.9	71	1043	.8	3.5	21	408	.2	2.9
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
WBEB-FM																				
SP '98	188	2411	2.0	11.2	241	1394	2.5	9.9	372	1293	3.9	14.9	235	1531	2.5	11.9	65	752	.7	8.8
WI '98	172	2348	1.8	10.1	248	1423	2.6	9.4	366	1352	3.8	14.8	211	1346	2.2	10.2	37	504	.4	5.3
FA '97	179	2295	1.9	10.6	236	1325	2.5	9.3	369	1359	3.9	14.3	221	1352	2.3	10.8	42	614	.4	6.4
SU '97	159	2212	1.7	9.1	210	1225	2.2	8.5	333	1245	3.5	12.6	204	1353	2.1	9.9	39	620	.4	5.1
4-Book	175	2317	1.9	10.3	234	1342	2.5	9.3	360	1312	3.8	14.2	218	1396	2.3	10.7	46	623	.5	6.4
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
WDAS-AM																				
SP '98	26	359	.3	1.6	49	183	.5	2.0	27	99	.3	1.1	17	104	.2	.9	2	25	.3	.3
WI '98	30	346	.3	1.8	45	190	.5	1.7	29	133	.3	1.2	34	124	.4	1.6	17	101	.2	2.4
FA '97	25	327	.3	1.5	38	161	.4	1.5	21	114	.2	.8	24	116	.3	1.2	14	101	.1	2.1
SU '97	19	255	.2	1.1	33	144	.3	1.3	22	80	.2	.8	16	91	.2	.8	2	39	.3	.3
4-Book	25	322	.3	1.5	41	170	.4	1.6	25	107	.3	1.0	23	109	.3	1.1	9	67	.1	1.3
SP '97	17	278	.2	.9	21	138	.2	.8	17	85	.2	.6	16	86	.2	.8	4	60	.5	.5
WDAS-FM																				
SP '98	185	1645	1.9	11.0	262	1015	2.7	10.8	237	918	2.5	9.5	205	1086	2.1	10.4	140	853	1.5	18.9
WI '98	189	1528	2.0	11.0	259	1036	2.7	9.9	242	846	2.5	9.8	205	1046	2.1	9.9	149	724	1.6	21.3
FA '97	180	1692	1.9	10.7	257	1002	2.7	10.1	260	905	2.7	10.0	192	1004	2.0	9.4	119	713	1.2	18.1
SU '97	180	1484	1.9	10.3	239	892	2.5	9.6	253	824	2.6	9.6	204	1045	2.1	9.9	124	777	1.3	16.3
4-Book	184	1587	1.9	10.8	254	986	2.7	10.1	248	873	2.6	9.7	202	1045	2.1	9.9	133	767	1.4	18.7
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
WHAT-AM																				
SP '98	8	149	.1	.5	9	67	.1	.4	8	51	.1	.3	4	38	.2	.9	7	28	.1	.9
WI '98	8	157	.1	.5	11	79	.1	.4	11	72	.1	.4	9	63	.1	.4	2	22	.3	.3
FA '97	13	159	.1	.8	12	69	.1	.5	21	59	.2	.8	11	48	.1	.5	4	37	.6	.6
SU '97	12	140	.1	.7	26	96	.3	1.0	10	50	.1	.4	7	47	.1	.3	6	27	.1	.8
4-Book	10	151	.1	.6	15	78	.2	.6	13	58	.1	.5	8	49	.1	.4	5	29	.1	.7
SP '97	19	219	.2	1.1	43	115	.4	1.6	20	78	.2	.8	14	68	.1	.7	7	57	.1	.9
WIOQ-FM																				
SP '98	77	1930	.8	4.6	93	874	1.0	3.8	121	981	1.3	4.8	100	1122	1.0	5.1	34	645	.4	4.6
WI '98	104	1891	1.1	6.1	145	1001	1.5	5.5	149	1015	1.6	6.0	146	1187	1.5	7.1	45	667	.5	6.4
FA '97	66	1595	.7	3.9	87	746	.9	3.4	112	834	1.2	4.3	86	950	.9	4.2	28	484	.3	4.3
SU '97	94	2074	1.0	5.4	108	888	1.1	4.4	150	1085	1.6	5.7	117	1166	1.2	5.7	35	649	.4	4.6
4-Book	85	1873	.9	5.0	108	877	1.1	4.3	133	979	1.4	5.2	112	1106	1.2	5.5	36	611	.4	5.0
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
WIP -AM																				
SP '98	15	359	.2	.9	31	221	.3	1.3	25	103	.3	1.0	19	123	.2	1.0	4	90	.5	.5
WI '98	17	403	.2	1.0	38	209	.4	1.4	19	84	.2	.8	20	122	.2	1.0	8	95	.1	1.1
FA '97	18	463	.2	1.1	37	222	.4	1.5	25	118	.3	1.0	28	216	.3	1.4	4	113	.6	.6
SU '97	15	368	.2	.9	41	209	.4	1.7	22	119	.2	.8	15	115	.2	.7	1	31	.1	.1
4-Book	16	398	.2	1.0	37	215	.4	1.5	23	106	.3	.9	21	144	.2	1.0	4	82	.6	.6
SP '97	21	487	.2	1.2	42	186	.4	1.6	28	98	.3	1.1	19	166	.2	.9	8	150	.1	1.0
WJJZ-FM																				
SP '98	109	1630	1.1	6.5	101	711	1.1	4.2	191	731	2.0	7.6	132	930	1.4	6.7	63	682	.7	8.5
WI '98	99	1496	1.0	5.8	111	701	1.2	4.2	140	677	1.5	5.7	135	848	1.4	6.5	48	590	.5	6.9
FA '97	103	1339	1.1	6.1	113	703	1.2	4.4	191	677	2.0	7.4	164	851	1.7	8.0	41	465	.4	6.2
SU '97	97	1292	1.0	5.6	97	545	1.0	3.9	167	689	1.7	6.3	126	763	1.3	6.1	53	416	.6	7.0
4-Book	102	1439	1.1	6.0	106	665	1.1	4.2	172	694	1.8	6.8	139	848	1.5	6.8	51	538	.6	7.2
SP '97	106	1455	1.1	5.9	103	746	1.1	3.9	172	785	1.8	6.5	149	850	1.5	7.0	64	601	.7	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

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
	WMGK-FM																			
SP '98	100	1804	1.0	6.0	108	853	1.1	4.4	158	924	1.7	6.3	137	1076	1.4	6.9	46	475	.5	6.2
WI '98	89	1905	.9	5.2	110	866	1.2	4.2	147	1041	1.5	5.9	120	1148	1.3	5.8	33	544	.3	4.7
FA '97	103	2172	1.1	6.1	121	1212	1.3	4.8	173	1129	1.8	6.7	145	1401	1.5	7.1	36	623	.4	5.5
SU '97	116	2264	1.2	6.6	133	1106	1.4	5.4	192	1266	2.0	7.3	152	1479	1.6	7.4	48	719	.5	6.3
4-Book	102	2036	1.1	6.0	118	1009	1.3	4.7	168	1090	1.8	6.6	139	1276	1.5	6.8	41	590	.4	5.7
SP '97	102	2064	1.1	5.7	101	1003	1.0	3.8	169	1066	1.8	6.4	143	1303	1.5	6.7	41	692	.4	5.2
WMMR-FM																				
SP '98	36	1263	.4	2.1	53	504	.6	2.2	44	481	.5	1.8	46	724	.5	2.3	12	241	.1	1.6
WI '98	54	1196	.6	3.2	78	493	.8	3.0	89	511	.9	3.6	70	626	.7	3.4	19	256	.2	2.7
FA '97	56	1449	.6	3.3	99	718	1.0	3.9	86	667	.9	3.3	62	758	.6	3.0	19	378	.2	2.9
SU '97	66	1532	.7	3.8	71	619	.7	2.9	142	661	1.5	5.4	84	837	.9	4.1	15	374	.2	2.0
4-Book	53	1360	.6	3.1	75	584	.8	3.0	90	580	1.0	3.5	66	736	.7	3.2	16	312	.2	2.3
SP '97	88	1544	.9	4.9	135	805	1.4	5.1	148	774	1.5	5.6	107	894	1.1	5.0	31	454	.3	3.9
WOGL-FM																				
SP '98	82	1690	.9	4.9	108	758	1.1	4.4	132	765	1.4	5.3	99	995	1.0	5.0	28	419	.3	3.8
WI '98	86	1694	.9	5.0	118	767	1.2	4.5	132	816	1.4	5.3	91	889	1.0	4.4	21	388	.2	3.0
FA '97	83	1785	.9	4.9	100	849	1.0	3.9	121	877	1.3	4.7	111	1034	1.2	5.4	34	531	.4	5.2
SU '97	99	2029	1.0	5.7	107	985	1.1	4.3	159	1091	1.7	6.0	124	1196	1.3	6.0	40	573	.4	5.3
4-Book	88	1800	.9	5.1	108	840	1.1	4.3	136	887	1.5	5.3	106	1029	1.1	5.2	31	478	.3	4.3
SP '97	114	1908	1.2	6.4	135	968	1.4	5.1	185	960	1.9	7.0	123	948	1.3	5.8	50	566	.5	6.3
WPEN-AM																				
SP '98	8	132	.1	.5	10	57	.1	.4	13	75	.1	.5	12	73	.1	.6	1	23	.1	.1
WI '98	6	126	.1	.4	10	57	.1	.4	9	73	.1	.4	7	63	.1	.3	4	47	.6	.6
FA '97	7	181	.1	.4	9	102	.1	.4	17	77	.2	.7	10	63	.1	.5		8		
SU '97	7	160	.1	.4	9	66	.1	.4	10	62	.1	.4	7	39	.1	.3	3	47	.4	.4
4-Book	7	150	.1	.4	10	71	.1	.4	12	72	.1	.5	9	60	.1	.4	2	31	.3	.3
SP '97	6	147	.1	.3	9	57	.1	.3	13	75	.1	.5	7	67	.1	.3	2	32	.3	.3
WPHI-FM																				
SP '98	40	774	.4	2.4	38	251	.4	1.6	44	416	.5	1.8	53	437	.6	2.7	30	335	.3	4.0
WI '98	45	866	.5	2.6	50	426	.5	1.9	49	396	.5	2.0	72	530	.8	3.5	27	274	.3	3.9
FA '97	35	724	.4	2.1	41	306	.4	1.6	35	378	.4	1.4	39	381	.4	1.9	27	250	.3	4.1
SU '97	46	829	.5	2.6	43	393	.4	1.7	44	414	.5	1.7	63	481	.7	3.1	41	411	.4	5.4
4-Book	42	798	.5	2.4	43	344	.4	1.7	43	401	.5	1.7	57	457	.6	2.8	31	318	.3	4.4
SP '97	40	829	.4	2.2	47	371	.5	1.8	40	375	.4	1.5	55	488	.6	2.6	36	380	.4	4.6
WPHT-AM																				
SP '98	4	228	.1	.2	8	84	.1	.3	2	37	.1	.1	5	41	.1	.3	4	74	.5	.5
WI '98	6	180	.1	.4	16	72	.2	.6	8	73	.1	.3	9	109	.1	.4	1	15	.1	.1
FA '97	1	57	.1	.1	1	7	.1	.1		14			1	9			2	6	.3	.3
SU '97	4	186	.2	.2	4	53	.2	.2	6	59	.1	.2	4	101	.2	.2	4	44	.5	.5
4-Book	4	163	.2	.2	7	54	.1	.3	4	46	.1	.2	5	65	.1	.2	3	35	.4	.4
SP '97	6	206	.1	.3	6	59	.1	.2	11	90	.1	.4	8	72	.1	.4	3	51	.4	.4
WPLY-FM																				
SP '98	35	1265	.4	2.1	55	570	.6	2.3	57	570	.6	2.3	45	686	.5	2.3	12	335	.1	1.6
WI '98	32	1111	.3	1.9	51	529	.5	1.9	39	341	.4	1.6	45	571	.5	2.2	11	296	.1	1.6
FA '97	37	1141	.4	2.2	55	543	.6	2.2	50	538	.5	1.9	57	596	.6	2.8	13	348	.1	2.0
SU '97	53	1392	.6	3.0	70	707	.7	2.8	79	677	.8	3.0	69	803	.7	3.3	21	481	.2	2.8
4-Book	39	1227	.4	2.3	58	587	.6	2.3	56	532	.6	2.2	54	664	.6	2.7	14	365	.1	2.0
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
WURD-AM																				
SP '98	24	168	.3	1.4	32	119	.3	1.3	45	138	.5	1.8	21	137	.2	1.1	4	62	.5	.5
WI '98	8	108	.1	.5	8	69	.1	.3	14	79	.1	.6	8	60	.1	.4				
FA '97	27	191	.3	1.6	45	143	.5	1.8	42	158	.4	1.6	23	148	.2	1.1	11	92	.1	1.7
SU '97	5	66	.1	.3	14	59	.1	.6	4	34	.2	.2	3	32	.1	.1				
4-Book	16	133	.2	1.0	25	98	.3	1.0	26	102	.3	1.1	14	94	.1	.7	4	39	.6	.6
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

** 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	
WUSL-FM																				
SP '98	84	1245	.9	5.0	112	614	1.2	4.6	100	552	1.0	4.0	88	643	.9	4.4	46	311	.5	6.2
WI '98	75	1269	.8	4.4	113	656	1.2	4.3	93	540	1.0	3.8	84	620	.9	4.1	40	405	.4	5.7
FA '97	70	1146	.7	4.1	102	582	1.1	4.0	74	542	.8	2.9	86	562	.9	4.2	45	360	.5	6.8
SU '97	78	1291	.8	4.5	94	673	1.0	3.8	92	634	1.0	3.5	83	724	.9	4.0	58	572	.6	7.6
4-Book	77	1238	.8	4.5	105	631	1.1	4.2	90	567	1.0	3.6	85	637	.9	4.2	47	412	.5	6.6
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
WWDB-FM																				
SP '98	28	676	.3	1.7	34	262	.4	1.4	56	349	.6	2.2	20	244	.2	1.0	8	122	.1	1.1
WI '98	38	695	.4	2.2	43	264	.5	1.6	65	333	.7	2.6	29	219	.3	1.4	16	138	.2	2.3
FA '97	36	703	.4	2.1	55	357	.6	2.2	71	386	.7	2.7	20	174	.2	1.0	11	137	.1	1.7
SU '97	35	742	.4	2.0	49	307	.5	2.0	54	338	.6	2.0	38	328	.4	1.8	21	210	.2	2.8
4-Book	34	704	.4	2.0	45	298	.5	1.8	62	352	.7	2.4	27	241	.3	1.3	14	152	.2	2.0
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
VWJZ-AM																				
SP '98		11																		
WI '98		7																		
FA '97		16			1	16							1	7						
SU '97		19																		
4-Book		13				4				9				11						
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	66	1022	.7	3.9	72	583	.8	3.0	102	564	1.1	4.1	81	588	.8	4.1	30	387	.3	4.0
WI '98	64	983	.7	3.7	99	617	1.0	3.8	87	547	.9	3.5	89	767	.9	4.3	21	328	.2	3.0
FA '97	66	914	.7	3.9	110	643	1.2	4.3	106	566	1.1	4.1	64	531	.7	3.1	19	332	.2	2.9
SU '97	82	1133	.9	4.7	105	672	1.1	4.2	131	695	1.4	5.0	108	767	1.1	5.2	37	414	.4	4.9
4-Book	70	1013	.8	4.1	97	629	1.0	3.8	107	593	1.1	4.2	86	663	.9	4.2	27	365	.3	3.7
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
+WXXM-FM																				
SP '98	40	1169	.4	2.4	51	553	.5	2.1	59	615	.6	2.4	56	709	.6	2.8	13	383	.1	1.8
WI '98	42	1080	.4	2.5	48	523	.5	1.8	54	500	.6	2.2	60	721	.6	2.9	14	318	.1	2.0
FA '97	28	719	.3	1.7	40	368	.4	1.6	43	333	.5	1.7	32	390	.3	1.6	10	249	.1	1.5
SU '97	35	553	.4	2.0	32	255	.3	1.3	66	280	.7	2.5	60	323	.6	2.9	14	162	.1	1.8
4-Book	36	880	.4	2.2	43	425	.4	1.7	56	432	.6	2.2	52	536	.5	2.6	13	278	.1	1.8
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
WYSP-FM																				
SP '98	63	1532	.7	3.8	216	999	2.3	8.9	63	653	.7	2.5	38	496	.4	1.9	14	268	.1	1.9
WI '98	68	1412	.7	4.0	221	993	2.3	8.4	82	602	.9	3.3	49	392	.5	2.4	18	168	.2	2.6
FA '97	59	1707	.6	3.5	189	1003	2.0	7.4	65	550	.7	2.5	29	467	.3	1.4	9	229	.1	1.4
SU '97	67	1662	.7	3.8	245	1056	2.5	9.9	69	661	.7	2.6	33	454	.3	1.6	10	254	.1	1.3
4-Book	64	1578	.7	3.8	218	1013	2.3	8.7	70	617	.8	2.7	37	452	.4	1.8	13	230	.1	1.8
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
WYXR-FM																				
SP '98	115	1914	1.2	6.9	151	1030	1.6	6.2	193	964	2.0	7.7	153	1294	1.6	7.7	39	651	.4	5.3
WI '98	106	2001	1.1	6.2	145	1174	1.5	5.5	183	1036	1.9	7.4	137	1160	1.4	6.6	40	599	.4	5.7
FA '97	110	1991	1.2	6.5	150	1096	1.6	5.9	183	925	1.9	7.1	161	1215	1.7	7.9	32	564	.3	4.9
SU '97	120	2355	1.2	6.9	149	1251	1.5	6.0	180	1243	1.9	6.8	154	1571	1.6	7.5	61	826	.6	8.0
4-Book	113	2065	1.2	6.6	149	1138	1.6	5.9	185	1042	1.9	7.3	151	1310	1.6	7.4	43	660	.4	6.0
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
WJBR-FM																				
SP '98	10	236	.1	.6	13	81	.1	.5	21	109	.2	.8	14	133	.1	.7	6	74	.1	.8
WI '98	12	275	.1	.7	17	114	.2	.6	27	134	.3	1.1	13	99	.1	.6	2	79	.3	.3
FA '97	9	308	.1	.5	15	143	.2	.6	13	139	.1	.5	9	107	.1	.4	4	47	.6	.6
SU '97	13	260	.1	.7	22	97	.2	.9	27	111	.3	1.0	18	140	.2	.9	2	56	.3	.3
4-Book	11	270	.1	.6	17	109	.2	.7	22	123	.2	.9	14	120	.1	.7	4	64	.5	.5
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	.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 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
WKXW-FM																				
SP '98	21	478	.2	1.3	35	231	.4	1.4	36	257	.4	1.4	30	301	.3	1.5	5	119	.1	.7
WI '98	24	587	.3	1.4	32	271	.3	1.2	26	261	.3	1.1	43	356	.5	2.1	15	136	.2	2.1
FA '97	20	467	.2	1.2	32	208	.3	1.3	24	197	.3	.9	36	287	.4	1.8	12	138	.1	1.8
SU '97	18	513	.2	1.0	25	224	.3	1.0	24	208	.2	.9	25	260	.3	1.2	5	149	.1	.7
4-Book	21	511	.2	1.2	31	234	.3	1.2	28	231	.3	1.1	34	301	.4	1.7	9	136	.1	1.3
SP '97	19	494	.2	1.1	23	206	.2	.9	31	238	.3	1.2	32	281	.3	1.5	4	97		.5
+WLEV-FM																				
SP '98	7	99	.1	.4	8	40	.1	.3	16	47	.2	.6	8	51	.1	.4				
WI '98	10	149	.1	.6	6	63	.1	.2	22	83	.2	.9	14	61	.1	.7	3	49		.4
FA '97	16	178	.2	.9	12	58	.1	.5	41	103	.4	1.6	25	80	.3	1.2	4	68		.6
SU '97	6	172	.1	.3	4	75		.2	14	101	.1	.5	8	124	.1	.4	3	63		.4
4-Book	10	150	.1	.6	8	59	.1	.3	23	84	.2	.9	14	79	.2	.7	3	45		.4
SP '97	6	107	.1	.3	9	58	.1	.3	18	62	.2	.7	5	43	.1	.2		15		
+VNJO-FM																				
SP '98	14	361	.1	.8	13	152	.1	.5	23	180	.2	.9	19	188	.2	1.0	5	108	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	3	120		.2	8	74	.1	.3	2	41		.1	5	70	.1	.2	1	42		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	28	908	.3	1.7	41	382	.4	1.7	36	420	.4	1.4	44	508	.5	2.2	11	270	.1	1.5
WI '98	24	862	.3	1.4	37	352	.4	1.4	36	291	.4	1.5	29	424	.3	1.4	8	229	.1	1.1
FA '97	27	854	.3	1.6	28	329	.3	1.1	52	389	.5	2.0	35	431	.4	1.7	10	327	.1	1.5
SU '97	33	1035	.3	1.9	33	430	.3	1.3	53	508	.6	2.0	38	564	.4	1.8	10	276	.1	1.3
4-Book	28	915	.3	1.7	35	373	.4	1.4	44	402	.5	1.7	37	482	.4	1.8	10	276	.1	1.4
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
WRDR-FM																				
SP '98	7	146	.1	.4	4	82		.2	11	53	.1	.4	11	85	.1	.6	3	23		.4
WI '98	5	61	.1	.3	4	47		.2	8	53	.1	.3	8	45	.1	.4		6		
FA '97	7	92	.1	.4	11	47	.1	.4	15	64	.2	.6	3	30		.1		16		
SU '97	2	58		.1	1	15			2	15		.1	1	17			1	4		.1
4-Book	5	89	.1	.3	5	48		.2	9	46	.1	.4	6	44	.1	.3	1	12		.1
SP '97	4	70		.2	4	39		.2	10	45	.1	.4	3	31		.1	1	16		.1
WZZO-FM																				
SP '98	2	66		.1	2	25		.1	1	16			2	24		.1				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1675	9312	17.5	2428	8335	25.4	2504	7476	26.2	1978	8179	20.7	741	5633	7.8					
WI '98	1711	9305	17.9	2627	8495	27.5	2473	7317	25.9	2066	8085	21.6	700	5221	7.3					
FA '97	1688	9334	17.7	2547	8541	26.7	2589	7474	27.1	2047	8153	21.4	658	5419	6.9					
SU '97	1746	9418	18.1	2477	8351	25.7	2640	7855	27.4	2061	8466	21.4	759	5869	7.9					
4-Book	1705	9342	17.8	2520	8431	26.3	2552	7531	26.7	2038	8221	21.3	715	5536	7.5					
SP '97	1791	9443	18.6	2647	8538	27.5	2642	7460	27.4	2127	8289	22.1	789	5725	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 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 '98	106	2211	1.1	4.6	38	999	.4	3.3	86	433	.9	8.1	40	258	.4	2.0	39	206	.4	2.8
4-Book	109	2208	1.1	4.6	45	1077	.5	3.9	99	475	1.0	9.2	51	291	.5	2.6	36	180	.4	2.6
WBEB-FM																				
SP '98	289	2137	3.0	12.5	92	1164	1.0	8.0	112	363	1.2	10.5	184	518	1.9	9.3	114	419	1.2	8.1
4-Book	277	2032	2.9	11.7	79	1083	.8	6.9	84	311	.9	7.8	164	504	1.7	8.3	104	378	1.1	7.5
WDAS-AM																				
SP '98	31	213	.3	1.3	35	318	.4	3.0	17	57	.2	1.6	10	38	.1	.5	12	27	.1	.9
4-Book	30	200	.3	1.2	29	274	.3	2.5	20	46	.2	1.9	22	46	.2	1.1	12	26	.1	.9
WDAS-FM																				
SP '98	235	1435	2.5	10.1	126	1167	1.3	10.9	137	343	1.4	12.9	199	584	2.1	10.1	151	419	1.6	10.8
4-Book	236	1395	2.5	9.9	126	1010	1.3	10.8	109	312	1.1	10.1	209	493	2.2	10.6	161	415	1.7	11.6
WHAT-AM																				
SP '98	7	100	.1	.3	11	108	.1	1.0	2	7	.2	.2	2	14	.1	.1	6	17	.1	.4
4-Book	12	107	.1	.5	12	102	.1	1.0	8	19	.1	.7	10	32	.1	.5	6	20	.1	.5
WIOQ-FM																				
SP '98	106	1647	1.1	4.6	56	917	.6	4.8	26	155	.3	2.4	109	444	1.1	5.5	92	353	1.0	6.6
4-Book	119	1614	1.2	5.0	59	948	.6	5.0	49	189	.5	4.6	114	417	1.2	5.7	74	292	.8	5.2
WIP -AM																				
SP '98	25	300	.3	1.1	3	100	.3	.3	5	42	.1	.5	8	49	.1	.4	5	29	.1	.4
4-Book	26	308	.3	1.1	7	133	.1	.6	6	32	.1	.5	11	41	.1	.6	12	42	.1	.9
WJJZ-FM																				
SP '98	145	1296	1.5	6.3	77	845	.8	6.7	68	209	.7	6.4	124	311	1.3	6.3	97	242	1.0	6.9
4-Book	142	1162	1.5	6.0	66	774	.7	5.7	55	175	.6	5.1	101	313	1.0	5.1	80	235	.8	5.7
WMGK-FM																				
SP '98	136	1579	1.4	5.9	71	931	.7	6.1	68	246	.7	6.4	150	502	1.6	7.6	93	320	1.0	6.6
4-Book	143	1788	1.5	6.0	70	1106	.7	6.1	48	213	.5	4.5	153	538	1.6	7.7	106	400	1.1	7.5
WMMR-FM																				
SP '98	48	988	.5	2.1	32	671	.3	2.8	34	144	.4	3.2	70	314	.7	3.5	33	196	.3	2.4
4-Book	78	1072	.8	3.3	34	703	.4	2.9	31	140	.3	2.9	63	289	.7	3.2	38	213	.4	2.7
WGL-FM																				
SP '98	114	1360	1.2	4.9	62	901	.6	5.4	37	182	.4	3.5	79	366	.8	4.0	88	256	.9	6.3
4-Book	118	1484	1.3	5.0	71	946	.7	6.1	55	221	.6	5.1	112	404	1.2	5.6	102	325	1.1	7.3
WPEN-AM																				
SP '98	12	94	.1	.5	5	77	.1	.4	8	16	.1	.8	15	26	.2	.8	3	17	.2	.2
4-Book	11	116	.1	.5	5	71	.1	.4	5	14	.1	.5	9	19	.1	.5	6	12	.1	.4
WPHI-FM																				
SP '98	45	629	.5	1.9	37	427	.4	3.2	20	79	.2	1.9	52	195	.5	2.6	44	158	.5	3.1
4-Book	47	664	.5	2.0	37	448	.4	3.2	24	85	.3	2.3	57	192	.6	2.8	53	162	.6	3.7
WPHT-AM																				
SP '98	5	137	.1	.2	2	77	.2	.2	3	10	.3	.3								
4-Book	6	119	.1	.2	2	52	.2	.2	4	10	.4	.4		2				1		2
WPLY-FM																				
SP '98	53	1032	.6	2.3	20	589	.2	1.7	14	91	.1	1.3	30	227	.3	1.5	27	176	.3	1.9
4-Book	56	1015	.6	2.3	27	604	.3	2.3	18	100	.2	1.6	53	254	.6	2.6	35	200	.4	2.5
WURD-AM																				
SP '98	34	158	.4	1.5	20	142	.2	1.7	19	48	.2	1.8	54	132	.6	2.7	27	62	.3	1.9
4-Book	22	126	.3	.9	13	88	.2	1.1	13	30	.2	1.2	28	70	.3	1.4	15	34	.2	1.1
WUSL-FM																				
SP '98	100	980	1.0	4.3	82	839	.9	7.1	58	192	.6	5.4	96	258	1.0	4.9	82	213	.9	5.8
4-Book	93	993	1.0	3.9	68	775	.7	5.9	48	156	.5	4.4	95	297	1.0	4.8	76	219	.8	5.4

** 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

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
WWDB-FM																				
SP '98	38	477	.4	1.6	22	316	.2	1.9	9	33	.1	.8	22	88	.2	1.1	14	19	.1	1.0
4-Book	46	521	.5	1.9	27	316	.3	2.4	26	76	.3	2.4	21	70	.2	1.0	15	35	.2	1.1
WWJZ-AM																				
SP '98						11														
4-Book		11				5														
WXTU-FM																				
SP '98	86	874	.9	3.7	54	675	.6	4.7	46	191	.5	4.3	113	418	1.2	5.7	67	226	.7	4.8
4-Book	97	903	1.0	4.1	51	641	.6	4.4	48	175	.5	4.5	102	345	1.1	5.2	62	221	.6	4.4
+WXXM-FM																				
SP '98	56	1006	.6	2.4	31	634	.3	2.7	14	76	.1	1.3	78	296	.8	3.9	45	216	.5	3.2
4-Book	51	760	.6	2.1	27	483	.3	2.3	24	98	.3	2.2	54	220	.6	2.8	41	175	.5	2.9
WYSP-FM																				
SP '98	103	1393	1.1	4.4	24	475	.3	2.1	26	101	.3	2.4	56	243	.6	2.8	48	205	.5	3.4
4-Book	106	1348	1.1	4.4	25	542	.3	2.2	21	93	.3	2.0	46	199	.5	2.3	33	146	.4	2.3
WYXR-FM																				
SP '98	168	1666	1.8	7.2	73	961	.8	6.3	65	236	.7	6.1	160	437	1.7	8.1	108	332	1.1	7.7
4-Book	163	1835	1.7	6.9	70	1071	.7	6.0	66	269	.7	6.1	143	480	1.5	7.2	94	345	1.0	6.6
WJBR-FM																				
SP '98	16	177	.2	.7	3	90	.3		2	16		.2	4	24		.2	2	23		.1
4-Book	18	207	.2	.8	5	117	.4		5	20	.1	.5	6	37	.1	.3	3	21		.2
WKXV-FM																				
SP '98	34	437	.4	1.5	8	133	.1	.7	5	22	.1	.5	11	39	.1	.6	5	30	.1	.4
4-Book	31	431	.3	1.3	10	181	.1	.9	14	41	.2	1.3	16	58	.2	.8	10	44	.1	.7
+WLEV-FM																				
SP '98	11	73	.1	.5	5	42	.1	.4		8			12	18	.1	.6	8	18	.1	.6
4-Book	15	113	.2	.7	4	52	.1	.4	2	8		.2	10	19	.1	.5	8	17	.1	.6
+WNJO-FM																				
SP '98	19	282	.2	.8	11	178	.1	1.0	9	26	.1	.8	13	45	.1	.7	17	59	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	40	744	.4	1.7	20	451	.2	1.7	16	93	.2	1.5	41	201	.4	2.1	30	160	.3	2.1
4-Book	39	753	.4	1.6	22	463	.2	1.8	15	86	.2	1.4	45	192	.5	2.2	27	158	.3	1.9
WROR-FM																				
SP '98	9	115	.1	.4	8	69	.1	.7	7	11	.1	.7	17	35	.2	.9	16	40	.2	1.1
4-Book	7	70	.1	.3	4	48		.4	6	12	.1	.5	11	23	.1	.6	6	22	.1	.4
WZZD-FM																				
SP '98	2	41		.1	4	49		.3	5	8	.1	.5	15	33	.2	.8	8	8	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2319	9210	24.3		1156	7722	12.1		1066	3212	11.2		1976	5148	20.7		1403	3805	14.7	
4-Book	2384	9251	24.9		1161	7846	12.1		1077	3252	11.3		1985	5053	20.7		1406	3862	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 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 '98		16	93	.2	2.0	55	269	.6	6.6	39	247	.4	2.7	20	113	.2	1.9	20	136	.2	3.2	
4-Book		17	122	.2	2.2	86	400	.9	9.4	38	227	.4	2.6	28	128	.3	2.8	19	134	.2	3.0	
WBEB-FM																						
SP '98		61	200	.6	7.7	51	151	.5	6.1	85	314	.9	5.9	94	272	1.0	9.1	37	136	.4	6.0	
4-Book		46	182	.5	6.1	52	193	.5	5.8	87	315	.9	6.0	65	222	.7	6.5	32	125	.3	5.0	
WDAS-AM																						
SP '98		6	21	.1	.8	113	226	1.2	13.5	85	196	.9	5.9	32	69	.3	3.1	14	31	.1	2.3	
4-Book		9	20	.1	1.2	83	181	.9	9.2	59	162	.6	4.1	24	55	.2	2.5	10	25	.1	1.7	
WDAS-FM																						
SP '98		118	284	1.2	15.0	58	161	.6	6.9	74	248	.8	5.1	72	187	.8	6.9	180	353	1.9	29.0	
4-Book		102	264	1.1	13.6	62	161	.7	6.9	70	226	.8	4.8	92	206	1.0	9.2	182	369	1.9	28.6	
WHAT-AM																						
SP '98		15	28	.2	1.9	18	49	.2	2.2	17	52	.2	1.2	14	24	.1	1.3	11	17	.1	1.8	
4-Book		6	15	.1	.8	23	48	.3	2.6	21	58	.2	1.4	12	28	.1	1.1	5	8	.1	.8	
WIOQ-FM																						
SP '98		37	195	.4	4.7	18	50	.2	2.2	61	243	.6	4.2	58	196	.6	5.6	38	118	.4	6.1	
4-Book		39	200	.4	5.2	24	93	.3	2.7	71	301	.7	4.9	60	209	.6	5.8	33	137	.4	5.0	
WIP -AM																						
SP '98						4	28		.5	1	17		.1	4	16		.4	3	10		.5	
4-Book		2	9		.3	5	29		.5	8	42		.6	6	25		.7	5	27		.8	
WJJZ-FM																						
SP '98		60	190	.6	7.6	39	175	.4	4.7	83	257	.9	5.7	69	208	.7	6.6	70	236	.7	11.3	
4-Book		60	192	.6	8.1	41	137	.4	4.5	85	244	.9	5.8	65	202	.7	6.3	38	137	.4	5.9	
WMGK-FM																						
SP '98		45	214	.5	5.7	11	99	.1	1.3	75	297	.8	5.2	81	253	.8	7.8	38	143	.4	6.1	
4-Book		42	187	.5	5.5	22	133	.2	2.4	81	358	.9	5.6	71	273	.7	7.1	33	148	.3	5.1	
WMMR-FM																						
SP '98		24	168	.3	3.0	15	86	.2	1.8	44	218	.5	3.0	21	93	.2	2.0	7	83	.1	1.1	
4-Book		22	116	.3	2.9	21	92	.2	2.3	51	224	.6	3.5	27	130	.3	2.6	12	74	.1	1.8	
WOGL-FM																						
SP '98		52	213	.5	6.6	44	165	.5	5.3	98	326	1.0	6.8	73	194	.8	7.0	26	117	.3	4.2	
4-Book		49	187	.5	6.4	57	189	.6	6.2	91	323	.9	6.2	65	222	.7	6.5	39	133	.4	6.0	
WPEN-AM																						
SP '98		3	15		.4	4	19		.5	6	17		.4									
4-Book		2	10		.3	6	22		.7	7	21		.5	3	6		.3	3	9		.5	
WPHI-FM																						
SP '98		40	137	.4	5.1	21	66	.2	2.5	47	142	.5	3.2	54	122	.6	5.2	13	54	.1	2.1	
4-Book		45	137	.5	6.0	14	53	.2	1.6	41	119	.4	2.8	40	100	.4	4.0	20	77	.2	3.1	
WPHT-AM																						
SP '98		2	14		.3					6	27		.4	1	19		.1	2	21		.3	
4-Book		1	7		.2	2	8		.3	3	16		.2	2	13		.2	2	12		.3	
WPLY-FM																						
SP '98		23	78	.2	2.9	8	60	.1	1.0	32	186	.3	2.2	11	60	.1	1.1	10	71	.1	1.6	
4-Book		16	97	.2	2.1	13	80	.1	1.5	40	209	.4	2.7	23	120	.3	2.3	12	73	.1	1.8	
WURD-AM																						
SP '98		11	33	.1	1.4	3	16		.4	21	69	.2	1.4	16	34	.2	1.5	2	8		.3	
4-Book		4	11	.1	.5	7	15	.1	.8	21	48	.2	1.5	12	27	.1	1.3	2	6		.4	
WUSL-FM																						
SP '98		81	187	.8	10.3	105	332	1.1	12.6	130	339	1.4	9.0	56	162	.6	5.4	39	135	.4	6.3	
4-Book		66	186	.7	8.7	68	240	.7	7.6	100	292	1.1	6.9	55	160	.6	5.4	32	109	.3	5.0	

** 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

Women 25-49

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
WVDB-FM																				
SP '98	12	49	.1	1.5	28	95	.3	3.3	80	184	.8	5.5					3	12		.5
4-Book	21	59	.2	2.9	34	116	.4	3.7	77	170	.8	5.3	6	27	.1	.6	12	42	.1	1.9
WWJZ-AM																				
SP '98													3	11		.3				
4-Book													1	3		.1				
WXTU-FM																				
SP '98	25	68	.3	3.2	33	120	.3	3.9	72	224	.8	5.0	59	225	.6	5.7	16	74	.2	2.6
4-Book	22	86	.2	2.9	38	151	.4	4.2	61	231	.6	4.2	51	185	.5	5.0	21	97	.2	3.3
+WXXM-FM																				
SP '98	23	122	.2	2.9	20	129	.2	2.4	36	194	.4	2.5	25	116	.3	2.4	6	36	.1	1.0
4-Book	15	82	.2	2.0	13	76	.1	1.5	37	177	.4	2.6	24	98	.3	2.4	4	33	.1	.7
WYSP-FM																				
SP '98	7	45	.1	.9	2	8		.2	28	122	.3	1.9	18	87	.2	1.7	8	80	.1	1.3
4-Book	12	59	.1	1.6	7	29	.1	.7	45	192	.5	3.1	31	146	.3	3.2	9	72	.1	1.4
WYXR-FM																				
SP '98	31	142	.3	3.9	36	149	.4	4.3	95	287	1.0	6.6	65	212	.7	6.3	19	98	.2	3.1
4-Book	35	165	.4	4.7	32	151	.4	3.6	87	360	.9	6.0	63	274	.7	6.3	32	147	.3	5.1
WJBR-FM																				
SP '98	6	33	.1	.8	2	9		.2	2	15		.1	2	17		.2		10		
4-Book	3	18		.4	4	22		.4	8	33	.1	.6	4	21	.1	.4	3	15		.4
WKXW-FM																				
SP '98		9			8	37	.1	1.0	8	60	.1	.6	17	58	.2	1.6	10	25	.1	1.6
4-Book	4	24		.6	13	57	.2	1.5	13	57	.1	.9	9	36	.1	.9	4	15	.1	.6
+WLEV-FM																				
SP '98	1	8		.1	5	9	.1	.6	7	9	.1	.5	6	16	.1	.6				
4-Book	2	11		.3	2	7		.3	3	17		.3	4	18	.1	.4	1	6		.2
+WNJO-FM																				
SP '98	5	33	.1	.6	10	35	.1	1.2	19	73	.2	1.3	18	49	.2	1.7	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	10	66	.1	1.3	5	43	.1	.6	26	146	.3	1.8	24	74	.3	2.3	4	32		.6
4-Book	12	76	.1	1.6	10	59	.1	1.1	33	147	.3	2.2	21	91	.2	2.0	7	39	.1	1.0
WRDR-FM																				
SP '98	2	16		.3					16	36	.2	1.1	3	18		.3	5	8	.1	.8
4-Book	1	7		.2	1	4		.1	7	22	.1	.5	2	8		.2	2	4		.3
WZZO-FM																				
SP '98					2	8		.2	1	16		.1					**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDTALS																				
SP '98	789	2436	8.3		836	2639	8.7		1450	4074	15.2		1038	2800	10.9		620	1885	6.5	
4-Book	750	2423	7.9		902	2820	9.4		1452	4123	15.2		1005	2833	10.5		638	1988	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 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 '98	86	2907	.8	4.4	263	2054	2.4	9.1	61	916	.6	2.1	81	1233	.7	3.5	27	527	.2	3.2
WI '98	103	2877	.9	5.2	327	2096	3.0	10.6	57	801	.5	2.0	88	1136	.8	3.7	36	478	.3	4.5
FA '97	92	2981	.8	4.6	277	2172	2.5	9.2	55	1006	.5	1.8	102	1460	.9	4.2	19	451	.2	2.4
SU '97	87	2847	.8	4.4	243	1986	2.2	8.5	57	899	.5	1.9	87	1272	.8	3.7	31	540	.3	3.6
4-Book	92	2903	.8	4.7	278	2077	2.5	9.4	58	906	.5	2.0	90	1275	.8	3.8	28	499	.3	3.4
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
WBEB-FM																				
SP '98	233	2768	2.1	11.9	318	1645	2.9	11.0	460	1527	4.2	15.9	290	1779	2.6	12.6	70	827	.6	8.3
WI '98	207	2768	1.9	10.4	298	1659	2.7	9.7	436	1637	3.9	15.2	251	1624	2.3	10.5	45	603	.4	5.6
FA '97	217	2681	2.0	10.9	292	1569	2.6	9.7	445	1603	4.0	14.9	265	1637	2.4	11.0	51	697	.5	6.5
SU '97	189	2550	1.7	9.5	246	1387	2.2	8.6	397	1471	3.6	13.2	247	1574	2.2	10.5	46	729	.4	5.3
4-Book	212	2692	1.9	10.7	289	1565	2.6	9.8	435	1560	3.9	14.8	263	1654	2.4	11.2	53	714	.5	6.4
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
WDAS-AM																				
SP '98	31	422	.3	1.6	60	231	.5	2.1	29	127	.3	1.0	21	133	.2	.9	2	33	.2	.2
WI '98	41	422	.4	2.1	60	218	.5	1.9	44	167	.4	1.5	51	172	.5	2.1	21	136	.2	2.6
FA '97	36	403	.3	1.8	61	223	.6	2.0	35	159	.3	1.2	39	167	.4	1.6	14	114	.1	1.8
SU '97	24	324	.2	1.2	37	172	.3	1.3	32	108	.3	1.1	19	111	.2	.8	3	45	.3	.3
4-Book	33	393	.3	1.7	55	211	.5	1.8	35	140	.3	1.2	33	146	.3	1.4	10	82	.1	1.2
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
WDAS-FM																				
SP '98	213	1844	1.9	10.9	289	1116	2.6	10.0	264	1027	2.4	9.1	237	1203	2.1	10.3	163	958	1.5	19.3
WI '98	210	1727	1.9	10.6	291	1167	2.6	9.4	258	912	2.3	9.0	225	1149	2.0	9.5	163	826	1.5	20.3
FA '97	206	1853	1.9	10.3	296	1096	2.7	9.8	297	1010	2.7	10.0	219	1101	2.0	9.1	133	791	1.2	16.9
SU '97	198	1614	1.8	9.9	264	982	2.4	9.3	273	894	2.5	9.1	227	1127	2.1	9.6	135	838	1.2	15.7
4-Book	207	1760	1.9	10.4	285	1090	2.6	9.6	273	961	2.5	9.3	227	1145	2.1	9.6	149	853	1.4	18.1
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
WHAT-AM																				
SP '98	17	229	.2	.9	24	100	.2	.8	21	82	.2	.7	11	53	.1	.5	9	36	.1	1.1
WI '98	11	189	.1	.6	15	92	.1	.5	15	92	.1	.5	13	76	.1	.5	2	22	.2	.2
FA '97	17	203	.2	.9	26	114	.2	.9	25	79	.2	.8	13	61	.1	.5	6	52	.1	.8
SU '97	13	172	.1	.7	26	96	.2	.9	10	55	.1	.3	7	52	.1	.3	7	34	.1	.8
4-Book	15	198	.2	.8	23	101	.2	.8	18	77	.2	.6	11	61	.1	.5	6	36	.1	.7
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
WIOQ-FM																				
SP '98	88	2074	.8	4.5	103	934	.9	3.6	139	1059	1.3	4.8	112	1208	1.0	4.9	37	676	.3	4.4
WI '98	107	1962	1.0	5.4	152	1057	1.4	4.9	154	1050	1.4	5.4	150	1222	1.4	6.3	45	667	.4	5.6
FA '97	70	1637	.6	3.5	93	769	.8	3.1	114	851	1.0	3.8	90	966	.8	3.7	30	502	.3	3.8
SU '97	99	2181	.9	5.0	109	923	1.0	3.8	154	1128	1.4	5.1	131	1229	1.2	5.6	38	677	.3	4.4
4-Book	91	1964	.8	4.6	114	921	1.0	3.9	140	1022	1.3	4.8	121	1156	1.1	5.1	38	631	.3	4.6
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
WIP -AM																				
SP '98	15	392	.1	.8	33	236	.3	1.1	25	103	.2	.9	19	123	.2	.8	4	108	.5	.5
WI '98	20	513	.2	1.0	47	267	.4	1.5	20	101	.2	.7	24	174	.2	1.0	9	120	.1	1.1
FA '97	21	548	.2	1.1	45	282	.4	1.5	25	118	.2	.8	31	271	.3	1.3	4	123	.5	.5
SU '97	18	461	.2	.9	52	280	.5	1.8	23	141	.2	.8	17	122	.2	.7	1	38	.1	.1
4-Book	19	479	.2	1.0	44	266	.4	1.5	23	116	.2	.8	23	173	.2	1.0	5	97	.6	.6
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
WJZ-FM																				
SP '98	129	1869	1.2	6.6	130	844	1.2	4.5	226	867	2.0	7.8	163	1087	1.5	7.1	69	738	.6	8.2
WI '98	132	1803	1.2	6.6	145	854	1.3	4.7	189	822	1.7	6.6	176	1042	1.6	7.4	64	703	.6	8.0
FA '97	118	1555	1.1	5.9	127	796	1.1	4.2	215	756	1.9	7.2	192	972	1.7	7.9	50	540	.5	6.3
SU '97	115	1497	1.0	5.8	122	653	1.1	4.3	200	817	1.8	6.6	143	913	1.3	6.1	60	479	.5	7.0
4-Book	124	1681	1.1	6.2	131	787	1.2	4.4	208	816	1.9	7.1	169	1004	1.5	7.1	61	615	.6	7.4
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

** 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
WMGK-FM																				
SP '98	105	1935	.9	5.4	119	902	1.1	4.1	169	969	1.5	5.8	144	1160	1.3	6.2	48	502	.4	5.7
WI '98	92	1976	.8	4.6	114	906	1.0	3.7	153	1081	1.4	5.3	125	1204	1.1	5.3	35	584	.3	4.4
FA '97	112	2242	1.0	5.6	126	1231	1.1	4.2	178	1157	1.6	6.0	156	1444	1.4	6.5	50	659	.5	6.3
SU '97	121	2350	1.1	6.1	135	1121	1.2	4.7	203	1324	1.8	6.7	158	1528	1.4	6.7	48	733	.4	5.6
4-Book	108	2126	1.0	5.4	124	1040	1.1	4.2	176	1133	1.6	6.0	146	1334	1.3	6.2	45	620	.4	5.5
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
WMMR-FM																				
SP '98	37	1277	.3	1.9	56	512	.5	1.9	44	481	.4	1.5	46	724	.4	2.0	12	241	.1	1.4
WI '98	56	1237	.5	2.8	84	528	.8	2.7	91	519	.8	3.2	75	652	.7	3.2	19	263	.2	2.4
FA '97	57	1487	.5	2.9	101	729	.9	3.3	89	695	.8	3.0	63	767	.6	2.6	19	378	.2	2.4
SU '97	67	1555	.6	3.4	75	627	.7	2.6	142	677	1.3	4.7	86	852	.8	3.6	15	374	.1	1.7
4-Book	54	1389	.5	2.8	79	599	.7	2.6	92	593	.8	3.1	68	749	.6	2.9	16	314	.2	2.0
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
WOGL-FM																				
SP '98	109	2116	1.0	5.6	152	990	1.4	5.3	173	961	1.6	6.0	128	1202	1.2	5.5	40	548	.4	4.7
WI '98	123	2182	1.1	6.2	167	1047	1.5	5.4	195	1093	1.8	6.8	135	1175	1.2	5.7	30	510	.3	3.7
FA '97	125	2350	1.1	6.3	155	1174	1.4	5.1	175	1155	1.6	5.9	159	1378	1.4	6.6	49	698	.4	6.2
SU '97	133	2586	1.2	6.7	156	1276	1.4	5.5	220	1448	2.0	7.3	157	1569	1.4	6.7	51	745	.5	5.9
4-Book	123	2309	1.1	6.2	158	1122	1.4	5.3	191	1164	1.8	6.5	145	1331	1.3	6.1	43	625	.4	5.1
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
WPEN-AM																				
SP '98	10	194	.1	.5	12	75	.1	.4	17	103	.2	.6	15	105	.1	.6	2	42	.0	.2
WI '98	8	173	.1	.4	16	87	.1	.5	12	98	.1	.4	8	88	.1	.3	4	47	.0	.5
FA '97	12	279	.1	.6	18	158	.2	.6	19	113	.2	.6	13	99	.1	.5	4	32	.0	.5
SU '97	15	270	.1	.8	19	117	.2	.7	12	91	.1	.4	16	77	.1	.7	11	70	.1	1.3
4-Book	11	229	.1	.6	16	109	.2	.6	15	101	.2	.5	13	92	.1	.5	5	48	.0	.6
SP '97	12	238	.1	.6	19	100	.2	.6	16	118	.1	.5	12	103	.1	.5	4	73	.0	.4
WPHI-FM																				
SP '98	40	820	.4	2.0	38	267	.3	1.3	46	447	.4	1.6	54	467	.5	2.3	30	335	.3	3.6
WI '98	48	919	.4	2.4	61	459	.6	2.0	53	413	.5	1.9	74	550	.7	3.1	27	283	.2	3.4
FA '97	37	787	.3	1.9	44	324	.4	1.5	37	401	.3	1.2	41	415	.4	1.7	31	284	.3	3.9
SU '97	47	860	.4	2.4	44	404	.4	1.5	44	417	.4	1.5	67	492	.6	2.8	44	428	.4	5.1
4-Book	43	847	.4	2.2	47	364	.4	1.6	45	420	.4	1.6	59	481	.6	2.5	33	333	.3	4.0
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
WPHT-AM																				
SP '98	4	245	.1	.2	9	97	.1	.3	3	44	.1	.1	5	41	.1	.2	4	78	.0	.5
WI '98	9	245	.1	.5	24	103	.2	.8	9	99	.1	.3	12	143	.1	.5	1	15	.0	.1
FA '97	2	119	.1	.1	1	16	.0	.1	3	32	.1	.1	4	36	.1	.2	3	23	.0	.4
SU '97	6	293	.1	.3	5	81	.1	.2	10	95	.1	.3	7	131	.1	.3	4	66	.0	.5
4-Book	5	226	.1	.3	10	74	.1	.3	6	68	.1	.2	7	88	.1	.3	3	46	.0	.4
SP '97	7	238	.1	.3	7	66	.1	.2	11	90	.1	.4	8	72	.1	.3	3	58	.0	.3
WPLY-FM																				
SP '98	36	1339	.3	1.8	55	585	.5	1.9	59	578	.5	2.0	47	721	.4	2.0	12	350	.1	1.4
WI '98	33	1153	.3	1.7	51	537	.5	1.7	39	358	.4	1.4	46	588	.4	1.9	11	296	.1	1.4
FA '97	39	1193	.4	2.0	57	573	.5	1.9	53	554	.5	1.8	63	625	.6	2.6	15	369	.1	1.9
SU '97	54	1465	.5	2.7	73	737	.7	2.6	80	706	.7	2.7	70	831	.6	3.0	22	488	.2	2.6
4-Book	41	1288	.4	2.1	59	608	.6	2.0	58	549	.5	2.0	57	691	.5	2.4	15	376	.1	1.8
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
WURD-AM																				
SP '98	26	189	.2	1.3	33	124	.3	1.1	46	143	.4	1.6	24	158	.2	1.0	6	76	.1	.7
WI '98	10	126	.1	.5	8	76	.1	.3	18	89	.2	.6	9	78	.1	.4	1	8	.0	.1
FA '97	27	191	.2	1.4	45	143	.4	1.5	42	158	.4	1.4	23	148	.2	1.0	11	92	.1	1.4
SU '97	8	87	.1	.4	17	80	.2	.6	11	56	.1	.4	5	46	.1	.2	2	7	.0	.2
4-Book	18	148	.2	.9	26	106	.3	.9	29	112	.3	1.0	15	108	.1	.7	5	46	.1	.6
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

** 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		
WUSL-FM																					
SP '98	90	1318	.8	4.6	118	651	1.1	4.1	109	597	1.0	3.8	96	682	.9	4.2	48	326	.4	5.7	
WI '98	82	1314	.7	4.1	124	692	1.1	4.0	96	554	.9	3.4	94	642	.8	3.9	46	433	.4	5.7	
FA '97	75	1246	.7	3.8	112	633	1.0	3.7	78	574	.7	2.6	91	604	.8	3.8	50	397	.5	6.3	
SU '97	82	1358	.7	4.1	99	694	.9	3.5	96	655	.9	3.2	88	763	.8	3.7	61	607	.6	7.1	
4-Book	82	1309	.7	4.2	113	668	1.0	3.8	95	595	.9	3.3	92	673	.8	3.9	51	441	.5	6.2	
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	
WDB-FM																					
SP '98	36	806	.3	1.8	43	304	.4	1.5	71	428	.6	2.5	29	310	.3	1.3	11	156	.1	1.3	
WI '98	48	875	.4	2.4	55	341	.5	1.8	90	454	.8	3.1	35	271	.3	1.5	18	197	.2	2.2	
FA '97	50	891	.5	2.5	77	486	.7	2.5	93	484	.8	3.1	34	277	.3	1.4	17	204	.2	2.2	
SU '97	48	1019	.4	2.4	66	404	.6	2.3	69	453	.6	2.3	51	411	.5	2.2	28	284	.3	3.3	
4-Book	46	898	.4	2.3	60	384	.6	2.0	81	455	.7	2.8	37	317	.4	1.6	19	210	.2	2.3	
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	
WWJZ-AM																					
SP '98		11																			
WI '98		7																			
FA '97	1	26		.1	1	26			2	10		.1	1	10							
SU '97	4	34		.2	2	15		.1	5	23		.2	8	25		.1	.3	2	15		.2
4-Book	1	20		.1	1	10			2	8		.1	3	11			.1	1	4		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																					
SP '98	81	1221	.7	4.1	98	720	.9	3.4	116	720	1.0	4.0	101	715	.9	4.4	34	458	.3	4.0	
WI '98	83	1204	.8	4.2	121	741	1.1	3.9	114	672	1.0	4.0	118	925	1.1	5.0	26	377	.2	3.2	
FA '97	80	1154	.7	4.0	133	793	1.2	4.4	117	648	1.1	3.9	84	687	.8	3.5	27	420	.2	3.4	
SU '97	104	1381	.9	5.2	138	826	1.2	4.8	165	819	1.5	5.5	133	942	1.2	5.6	41	500	.4	4.8	
4-Book	87	1240	.8	4.4	123	770	1.1	4.1	128	715	1.2	4.4	109	817	1.0	4.6	32	439	.3	3.9	
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	
+WXXM-FM																					
SP '98	41	1210	.4	2.1	52	559	.5	1.8	59	629	.5	2.0	57	727	.5	2.5	14	391	.1	1.7	
WI '98	42	1113	.4	2.1	49	538	.4	1.6	55	508	.5	1.9	60	737	.5	2.5	14	318	.1	1.7	
FA '97	29	753	.3	1.5	40	377	.4	1.3	44	358	.4	1.5	35	399	.3	1.4	11	267	.1	1.4	
SU '97	45	685	.4	2.3	46	321	.4	1.6	82	338	.7	2.7	75	412	.7	3.2	15	190	.1	1.7	
4-Book	39	940	.4	2.0	47	449	.4	1.6	60	458	.5	2.0	57	569	.5	2.4	14	292	.1	1.6	
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	
WYSP-FM																					
SP '98	68	1601	.6	3.5	230	1048	2.1	8.0	71	676	.6	2.5	42	529	.4	1.8	15	281	.1	1.8	
WI '98	72	1487	.7	3.6	242	1061	2.2	7.9	84	628	.8	2.9	49	392	.4	2.1	18	175	.2	2.2	
FA '97	62	1838	.6	3.1	199	1069	1.8	6.6	68	592	.6	2.3	30	476	.3	1.2	10	244	.1	1.3	
SU '97	69	1742	.6	3.5	260	1120	2.3	9.1	70	676	.6	2.3	33	461	.3	1.4	10	261	.1	1.2	
4-Book	68	1667	.6	3.4	233	1075	2.1	7.9	73	643	.7	2.5	39	465	.4	1.6	13	240	.1	1.6	
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	
WYXR-FM																					
SP '98	122	2056	1.1	6.2	165	1083	1.5	5.7	201	1016	1.8	6.9	159	1354	1.4	6.9	41	679	.4	4.9	
WI '98	115	2154	1.0	5.8	166	1244	1.5	5.4	191	1097	1.7	6.7	144	1228	1.3	6.1	44	642	.4	5.5	
FA '97	116	2076	1.0	5.8	157	1130	1.4	5.2	196	969	1.8	6.6	172	1258	1.6	7.1	34	583	.3	4.3	
SU '97	126	2496	1.1	6.3	157	1305	1.4	5.5	192	1315	1.7	6.4	162	1649	1.5	6.9	65	853	.6	7.6	
4-Book	120	2196	1.1	6.0	161	1191	1.5	5.5	195	1099	1.8	6.7	159	1372	1.5	6.8	46	689	.4	5.6	
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	
WJBR-FM																					
SP '98	11	257	.1	.6	13	81	.1	.5	21	116	.2	.7	15	141	.1	.6	6	82	.1	.7	
WI '98	14	314	.1	.7	21	146	.2	.7	30	157	.3	1.0	15	115	.1	.6	2	79		.2	
FA '97	10	348	.1	.5	16	151	.1	.5	14	148	.1	.5	11	131	.1	.5	5	63		.6	
SU '97	15	296	.1	.8	25	119	.2	.9	29	127	.3	1.0	19	161	.2	.8	2	63		.2	
4-Book	13	304	.1	.7	19	124	.2	.7	24	137	.2	.8	15	137	.1	.6	4	72		.4	
SP '97	20	375	.2	1.0	27	167	.2	.9	39	165	.4	1.3	24	185	.2	1.0	3	91		.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

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
WKXV-FM																				
SP '98	24	543	.2	1.2	41	272	.4	1.4	43	298	.4	1.5	34	340	.3	1.5	6	126	.1	.7
WI '98	24	634	.2	1.2	33	281	.3	1.1	26	271	.2	.9	46	385	.4	1.9	15	146	.1	1.9
FA '97	24	523	.2	1.2	39	256	.4	1.3	30	231	.3	1.0	42	324	.4	1.7	14	154	.1	1.8
SU '97	22	558	.2	1.1	32	255	.3	1.1	30	246	.3	1.0	28	305	.3	1.2	5	156	.1	.6
4-Book	24	565	.2	1.2	36	266	.4	1.2	32	262	.3	1.1	38	339	.4	1.6	10	146	.1	1.3
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
+WLEV-FM																				
SP '98	8	128	.1	.4	8	47	.1	.3	16	62	.1	.6	9	66	.1	.4		7		
WI '98	14	209	.1	.7	9	97	.1	.3	26	92	.2	.9	19	80	.2	.8	7	76	.1	.9
FA '97	24	237	.2	1.2	23	86	.2	.8	59	151	.5	2.0	34	128	.3	1.4	5	88	.1	.6
SU '97	8	209	.1	.4	7	97	.1	.2	20	130	.2	.7	10	146	.1	.4	3	63	.1	.3
4-Book	14	196	.1	.7	12	82	.1	.4	30	109	.3	1.1	18	105	.2	.8	4	59	.1	.5
SP '97	8	132	.1	.4	12	69	.1	.4	20	68	.2	.7	7	61	.1	.3	2	27	.1	.2
+WNJO-FM																				
SP '98	21	447	.2	1.1	23	188	.2	.8	31	231	.3	1.1	23	224	.2	1.0	7	137	.1	.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	3	126	.1	.2	8	74	.1	.3	2	48	.1	.1	5	70	.1	.2	1	42	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	29	945	.3	1.5	42	404	.4	1.5	36	420	.3	1.2	44	516	.4	1.9	11	277	.1	1.3
WI '98	26	912	.2	1.3	41	371	.4	1.3	37	302	.3	1.3	29	424	.3	1.2	8	229	.1	1.0
FA '97	27	888	.2	1.4	30	336	.3	1.0	52	399	.5	1.7	35	442	.3	1.4	10	334	.1	1.3
SU '97	34	1093	.3	1.7	33	438	.3	1.2	55	523	.5	1.8	41	578	.4	1.7	11	290	.1	1.3
4-Book	29	960	.3	1.5	37	387	.4	1.3	45	411	.4	1.5	37	490	.4	1.6	10	283	.1	1.2
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
WRDR-FM																				
SP '98	10	182	.1	.5	7	106	.1	.2	17	77	.2	.6	15	103	.1	.6	4	35	.1	.5
WI '98	9	123	.1	.5	9	68	.1	.3	13	74	.1	.5	14	73	.1	.6	3	24	.1	.4
FA '97	8	142	.1	.4	12	54	.1	.4	19	95	.2	.6	7	61	.1	.3	1	31	.1	.1
SU '97	2	73	.1	.1	2	22	.1	.1	2	15	.1	.1	1	24	.1	.1	1	12	.1	.1
4-Book	7	130	.1	.4	8	63	.1	.3	13	65	.1	.5	9	65	.1	.4	2	26	.1	.3
SP '97	6	104	.1	.3	5	63	.1	.2	15	73	.1	.5	7	60	.1	.3	1	26	.1	.1
WZZO-FM																				
SP '98	2	66	.1	.1	2	25	.1	.1	1	16	.1	.1	2	24	.1	.1	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1956	10788	17.7	2879	9667	26.0	2894	8590	26.2	2309	9521	20.9	845	6422	7.6					
WI '98	1989	10775	18.0	3082	9815	27.9	2862	8380	25.9	2380	9311	21.5	802	6002	7.2					
FA '97	1991	10811	18.0	3023	9927	27.3	2979	8520	26.9	2417	9445	21.8	789	6241	7.1					
SU '97	2000	10800	18.1	2847	9610	25.7	3012	8987	27.2	2359	9664	21.3	860	6636	7.8					
4-Book	1984	10794	18.0	2958	9755	26.7	2937	8619	26.6	2366	9485	21.4	824	6325	7.4					
SP '97	2083	10862	18.8	3102	9850	28.0	3056	8581	27.6	2466	9579	22.3	913	6591	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 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 '98	129	2649	1.2	4.8	48	1269	.4	3.5	117	555	1.1	8.9	48	298	.4	2.1	42	220	.4	2.6
4-Book	135	2675	1.2	4.9	58	1346	.5	4.2	135	614	1.2	10.2	63	363	.6	2.7	40	208	.4	2.5
WBEB-FM																				
SP '98	364	2479	3.3	13.4	111	1350	1.0	8.2	140	446	1.3	10.6	223	606	2.0	9.6	131	471	1.2	8.0
4-Book	337	2364	3.0	12.2	96	1284	.9	7.1	102	359	.9	7.7	196	603	1.8	8.5	130	450	1.2	8.0
WDAS-AM																				
SP '98	36	268	.3	1.3	42	368	.4	3.1	29	79	.3	2.2	13	52	.1	.6	15	35	.1	.9
4-Book	40	255	.4	1.5	37	331	.4	2.7	25	60	.3	1.9	27	58	.2	1.2	16	36	.1	1.0
WDAS-FM																				
SP '98	264	1598	2.4	9.7	158	1333	1.4	11.6	154	397	1.4	11.7	245	692	2.2	10.5	208	527	1.9	12.7
4-Book	263	1536	2.4	9.5	147	1134	1.3	10.8	124	353	1.1	9.3	244	561	2.2	10.4	195	476	1.8	12.0
WHAT-AM																				
SP '98	19	141	.2	.7	21	180	.2	1.5	14	30	.1	1.1	5	30	.2	.6	6	17	.1	.4
4-Book	17	135	.2	.6	16	140	.2	1.2	14	33	.1	1.1	13	43	.1	.6	7	21	.1	.5
WIOQ-FM																				
SP '98	120	1768	1.1	4.4	65	986	.6	4.8	29	176	.3	2.2	135	497	1.2	5.8	113	392	1.0	6.9
4-Book	126	1689	1.2	4.6	64	993	.6	4.7	54	205	.5	4.1	130	447	1.2	5.5	84	313	.8	5.1
WIP -AM																				
SP '98	25	314	.2	.9	4	120	.3	.6	5	42	.4	.6	8	49	.1	.3	5	29	.3	.9
4-Book	30	376	.3	1.1	8	172	.1	.6	8	42	.1	.6	12	46	.1	.5	14	51	.1	.9
WJJZ-FM																				
SP '98	177	1512	1.6	6.5	84	943	.8	6.2	79	233	.7	6.0	136	350	1.2	5.8	104	271	.9	6.4
4-Book	172	1367	1.6	6.2	79	904	.8	5.8	68	207	.6	5.1	121	363	1.1	5.2	97	277	.9	5.9
WMGK-FM																				
SP '98	146	1691	1.3	5.4	72	961	.7	5.3	68	246	.6	5.2	153	509	1.4	6.6	93	320	.8	5.7
4-Book	150	1863	1.4	5.4	74	1146	.7	5.4	50	217	.5	3.8	161	563	1.5	6.9	109	412	1.0	6.7
WMMR-FM																				
SP '98	48	996	.4	1.8	32	685	.3	2.4	35	152	.3	2.7	71	320	.6	3.1	33	196	.3	2.0
4-Book	80	1094	.7	2.9	34	719	.3	2.5	33	147	.3	2.5	65	299	.6	2.8	39	215	.4	2.4
WUGL-FM																				
SP '98	152	1707	1.4	5.6	79	1158	.7	5.8	52	254	.5	4.0	106	473	1.0	4.6	103	333	.9	6.3
4-Book	166	1921	1.5	6.0	100	1254	.9	7.3	76	292	.7	5.8	169	548	1.6	7.3	138	442	1.3	8.4
WPEN-AM																				
SP '98	15	142	.1	.6	6	97	.1	.4	11	24	.1	.8	16	32	.1	.7	3	17	.2	.6
4-Book	15	177	.1	.5	9	117	.1	.7	13	40	.1	1.0	14	33	.1	.6	9	23	.1	.6
WPHI-FM																				
SP '98	46	675	.4	1.7	37	427	.3	2.7	20	79	.2	1.5	52	195	.5	2.2	44	158	.4	2.7
4-Book	50	707	.5	1.8	39	465	.4	2.8	29	94	.3	2.2	61	202	.6	2.6	54	167	.5	3.3
WPHT-AM																				
SP '98	5	150	.2	.3	2	87	.1	.2	3	10	.2	.5	1	5	.1	.3	2	7	.1	.4
4-Book	8	160	.1	.3	3	79	.1	.2	7	18	.1	.5	1	5	.1	.3	2	7	.1	.4
WPLY-FM																				
SP '98	54	1075	.5	2.0	20	611	.2	1.5	14	91	.1	1.1	31	234	.3	1.3	28	198	.3	1.7
4-Book	58	1062	.5	2.1	27	616	.2	2.0	18	100	.2	1.4	53	259	.5	2.3	36	205	.4	2.2
WURD-AM																				
SP '98	36	179	.3	1.3	24	163	.2	1.8	26	62	.2	2.0	59	153	.5	2.5	33	77	.3	2.0
4-Book	24	141	.2	.9	16	104	.2	1.2	17	39	.1	1.3	32	83	.3	1.4	18	40	.2	1.1
WUSL-FM																				
SP '98	108	1040	1.0	4.0	86	882	.8	6.3	59	207	.5	4.5	102	273	.9	4.4	84	221	.8	5.1
4-Book	100	1049	.9	3.6	72	817	.7	5.3	51	169	.5	3.9	100	311	.9	4.3	82	230	.8	4.9

** 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 25-54

	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
WWDB-FM SP '98 4-Book	49 61	593 671	.4 .6	1.8 2.2	28 36	379 414	.3 .3	2.1 2.6	17 38	61 112	.2 .4	1.3 2.9	30 34	110 106	.3 .3	1.3 1.5	19 21	33 55	.2 .2	1.2 1.3
WWJZ-AM SP '98 4-Book	2	17		.1	2	11		.1	2	4		.2	3	6		.1	2	4		.1
WXTU-FM SP '98 4-Book	106 121	1066 1108	1.0 1.1	3.9 4.4	68 64	832 782	.6 .6	5.0 4.7	64 66	253 222	.6 .6	4.9 5.0	146 135	512 436	1.3 1.2	6.3 5.8	92 78	297 266	.8 .7	5.6 4.8
+WXXM-FM SP '98 4-Book	56 55	1032 805	.5 .5	2.1 2.0	32 29	649 519	.3 .3	2.4 2.2	14 24	76 101	.1 .2	1.1 1.8	80 59	312 238	.7 .5	3.4 2.5	46 44	231 188	.4 .4	2.8 2.7
WYSP-FM SP '98 4-Book	111 112	1441 1414	1.0 1.0	4.1 4.0	27 27	509 567	.2 .2	2.0 2.0	30 24	109 97	.3 .3	2.3 1.8	64 49	258 205	.6 .5	2.8 2.1	52 34	226 151	.5 .3	3.2 2.1
WYXR-FM SP '98 4-Book	177 174	1781 1942	1.6 1.6	6.5 6.3	78 73	1026 1116	.7 .7	5.7 5.3	68 71	244 282	.6 .6	5.2 5.4	170 152	461 501	1.5 1.4	7.3 6.5	119 98	376 363	1.1 .9	7.3 5.9
WJBR-FM SP '98 4-Book	17 20	185 236	.2 .2	.6 .7	4 6	104 136	.1 .1	.3 .5	3 7	22 27	.1 .1	.2 .5	7 11	37 52	.1 .1	.3 .4	4 5	31 30	.2 .3	
WKXV-FM SP '98 4-Book	40 35	497 479	.4 .3	1.5 1.3	9 12	158 203	.1 .1	.7 .9	7 17	28 49	.1 .2	.5 1.3	12 21	52 70	.1 .2	.5 .9	5 12	36 55	.1 .1	.3 .8
+WLEV-FM SP '98 4-Book	12 21	95 149	.1 .2	.4 .8	5 7	57 73	.1 .1	.4 .5	4	8 15			13 15	25 27	.1 .1	.6 .7	8 9	18 19	.1 .1	.5 .6
+WNJO-FM SP '98 4-Book	26 **	340 **	.2 **	1.0 **	21 **	257 **	.2 **	1.5 **	18 **	47 **	.2 **	1.4 **	32 **	103 **	.3 **	1.4 **	27 **	99 **	.2 **	1.7 **
WPST-FM SP '98 4-Book	41 40	773 777	.4 .4	1.5 1.5	20 22	467 489	.2 .2	1.5 1.6	16 15	93 88	.1 .1	1.2 1.1	41 47	210 200	.4 .4	1.8 2.0	31 28	168 162	.3 .3	1.9 1.7
WRDR-FM SP '98 4-Book	13 10	144 96	.1 .1	.5 .4	10 6	93 68	.1 .1	.7 .4	11 7	22 17	.1 .1	.8 .5	18 14	47 32	.2 .2	.8 .6	16 9	46 28	.1 .1	1.0 .5
WZZO-FM SP '98 4-Book	2 **	41 **	.1 **	.1 **	4 **	49 **	.3 **	.3 **	5 **	8 **	.4 **	.4 **	15 **	33 **	.1 **	.6 **	8 **	8 **	.1 **	.5 **
TOTALS SP '98 4-Book	2709 2768	10670 10684	24.5 25.0		1360 1366	8965 9045	12.3 12.4		1315 1320	3857 3873	11.9 11.9		2327 2338	5942 5839	21.0 21.1		1633 1636	4409 4452	14.8 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

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 '98	19	109	.2	2.1	78	388	.7	7.4	50	308	.5	2.9	20	121	.2	1.7	21	150	.2	3.1
4-Book	22	147	.2	2.6	120	526	1.1	10.6	48	278	.5	2.8	31	151	.3	2.7	23	158	.2	3.2
WBEB-FM																				
SP '98	66	229	.6	7.3	68	196	.6	6.4	106	374	1.0	6.2	115	337	1.0	9.6	39	150	.4	5.7
4-Book	55	219	.5	6.4	62	227	.6	5.6	109	389	1.0	6.4	77	261	.7	6.6	35	145	.3	4.8
WDAS-AM																				
SP '98	8	29	.1	.9	135	275	1.2	12.8	94	241	.8	5.5	33	75	.3	2.8	15	39	.1	2.2
4-Book	9	24	.1	1.1	106	225	1.0	9.4	74	205	.7	4.4	30	70	.3	2.6	12	28	.1	1.6
WDAS-FM																				
SP '98	140	341	1.3	15.5	90	207	.8	8.5	101	305	.9	5.9	103	244	.9	8.6	207	416	1.9	30.3
4-Book	115	297	1.0	13.4	81	192	.7	7.2	82	260	.8	4.9	111	238	1.0	9.6	210	414	1.9	28.7
WHAT-AM																				
SP '98	24	49	.2	2.7	52	105	.5	4.9	32	116	.3	1.9	23	38	.2	1.9	15	25	.1	2.2
4-Book	9	22	.1	1.0	37	73	.4	3.3	28	83	.3	1.7	16	35	.1	1.3	7	12	.1	1.0
WIOQ-FM																				
SP '98	43	218	.4	4.8	19	56	.2	1.8	74	266	.7	4.4	64	211	.6	5.4	38	118	.3	5.6
4-Book	42	214	.4	4.9	24	95	.2	2.2	78	315	.7	4.6	63	219	.6	5.4	34	139	.3	4.6
WIP -AM																				
SP '98					6	36	.1	.6	1	17		.1	4	16		.3	3	21		.4
4-Book	2	9		.3	7	41	.1	.6	11	51	.1	.7	7	28	.1	.6	5	32		.7
WJJZ-FM																				
SP '98	71	227	.6	7.9	44	191	.4	4.2	88	279	.8	5.2	76	231	.7	6.4	70	236	.6	10.2
4-Book	73	229	.7	8.6	48	158	.5	4.3	101	286	.9	6.0	74	231	.7	6.4	46	159	.4	6.2
WMGK-FM																				
SP '98	45	214	.4	5.0	11	99	.1	1.0	81	320	.7	4.8	82	261	.7	6.9	38	143	.3	5.6
4-Book	45	192	.4	5.1	23	137	.2	2.1	85	376	.8	5.1	78	290	.7	6.7	35	156	.3	4.8
WMMR-FM																				
SP '98	24	168	.2	2.7	15	86	.1	1.4	44	224	.4	2.6	21	93	.2	1.8	7	89	.1	1.0
4-Book	22	116	.2	2.5	22	96	.2	2.0	51	227	.5	3.0	27	131	.3	2.4	12	78	.1	1.6
WVGL-FM																				
SP '98	61	279	.6	6.8	64	226	.6	6.1	118	411	1.1	6.9	91	259	.8	7.6	39	162	.4	5.7
4-Book	66	256	.6	7.7	89	270	.8	7.9	120	424	1.1	7.1	86	295	.8	7.5	54	180	.5	7.3
WPEN-AM																				
SP '98	3	15		.3	6	24	.1	.6	6	17		.4				.6	5	16		.7
4-Book	4	21		.5	9	29	.1	.8	12	35		.7	7	16		.6	5	16		.7
WPHI-FM																				
SP '98	40	137	.4	4.4	21	66	.2	2.0	47	142	.4	2.8	54	122	.5	4.5	13	54	.1	1.9
4-Book	46	144	.4	5.3	15	55	.2	1.4	41	119	.4	2.5	40	101	.4	3.5	20	80	.2	2.8
WPHT-AM																				
SP '98	2	14		.2				8	33		.5	2	23		.2	2	21		.3	
4-Book	2	11		.2	3	12		.3	5	23		.3	3	17		.3	4	17		.5
WPLY-FM																				
SP '98	23	78	.2	2.5	8	60	.1	.8	33	200	.3	1.9	11	60	.1	.9	10	78	.1	1.5
4-Book	16	100	.2	1.9	14	83	.1	1.2	40	212	.4	2.4	23	120	.2	1.9	12	77	.1	1.6
WURD-AM																				
SP '98	11	33	.1	1.2	12	31	.1	1.1	26	90	.2	1.5	21	44	.2	1.8	2	13		.3
4-Book	5	12		.6	10	23	.1	.9	25	61	.2	1.5	15	32	.1	1.3	3	9		.4
WUSL-FM																				
SP '98	90	203	.8	10.0	105	332	.9	9.9	132	351	1.2	7.8	64	186	.6	5.4	43	142	.4	6.3
4-Book	71	197	.7	8.2	71	247	.6	6.3	104	303	1.0	6.2	59	170	.5	5.1	35	114	.3	4.8

** 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 25-54

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
WWDB-FM																				
SP '98	18	72	.2	2.0	35	116	.3	3.3	92	212	.8	5.4					4	24		.6
4-Book	25	72	.3	3.0	42	143	.4	3.8	94	212	.8	5.6	9	38	.1	.8	15	56	.1	2.1
WWJZ-AM																				
SP '98													3	11		.3				
4-Book		2			1	3		.1	2	6		.1	3	5		.2	1	2		.1
WXTU-FM																				
SP '98	28	89	.3	3.1	46	157	.4	4.4	87	265	.8	5.1	66	252	.6	5.5	18	88	.2	2.6
4-Book	24	101	.2	2.8	50	182	.4	4.5	75	280	.7	4.4	60	215	.6	5.2	25	114	.2	3.3
+WXXM-FM																				
SP '98	24	130	.2	2.7	20	129	.2	1.9	36	202	.3	2.1	27	124	.2	2.3	7	44	.1	1.0
4-Book	17	96	.2	2.0	15	85	.1	1.3	41	197	.4	2.5	27	115	.2	2.3	5	41	.1	.7
WYSP-FM																				
SP '98	7	45	.1	.8	2	8		.2	28	135	.3	1.6	20	100	.2	1.7	10	93	.1	1.5
4-Book	12	59	.1	1.4	7	29	.1	.6	47	205	.4	2.8	33	156	.3	3.0	10	78	.1	1.3
WYXR-FM																				
SP '98	33	165	.3	3.7	37	156	.3	3.5	104	316	.9	6.1	69	242	.6	5.8	19	98	.2	2.8
4-Book	37	177	.4	4.3	33	158	.3	2.9	90	377	.8	5.4	64	285	.6	5.5	32	150	.3	4.4
WJBR-FM																				
SP '98	9	40	.1	1.0	2	9		.2	3	22		.2	4	25		.3		10		
4-Book	5	26		.5	4	24		.3	9	38	.1	.5	5	27		.4	4	17	.1	.5
WKXW-FM																				
SP '98		9			8	37	.1	.8	9	66	.1	.5	17	66	.2	1.4	10	25	.1	1.5
4-Book	4	26		.5	17	63	.2	1.5	14	64	.1	.8	11	45	.1	.9	4	21	.1	.6
+WLEV-FM																				
SP '98	1	8		.1	5	9		.5	7	9	.1	.4	6	16	.1	.5	2	7		.3
4-Book	4	13		.4	6	17	.1	.5	7	21	.1	.4	6	25	.1	.5	3	10		.4
+WNJO-FM																				
SP '98	14	60	.1	1.6	13	49	.1	1.2	34	94	.3	2.0	28	76	.3	2.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	10	66	.1	1.1	5	43		.5	28	153	.3	1.6	24	74	.2	2.0	4	32		.6
4-Book	13	80	.1	1.5	10	59	.1	.9	34	158	.3	2.0	22	96	.2	1.8	7	41	.1	.9
WRDR-FM																				
SP '98	2	16		.2					18	42	.2	1.1	6	30	.1	.5	5	8		.7
4-Book	1	7		.1	1	4		.1	9	28	.1	.6	3	13		.2	2	4		.3
WZZO-FM																				
SP '98					2	8		.2	1	16		.1					**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	903	2803	8.2		1057	3175	9.6		1699	4716	15.4		1194	3245	10.8		683	2103	6.2	
4-Book	857	2779	7.8		1127	3366	10.2		1686	4744	15.3		1158	3249	10.5		735	2264	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 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 '98	109	3120	1.1	6.4	323	2204	3.3	12.4	77	1056	.8	3.1	97	1360	1.0	5.0	32	557	.3	4.7
WI '98	137	2888	1.4	8.0	360	2090	3.7	13.3	96	1034	1.0	3.9	118	1227	1.2	6.1	65	635	.7	9.3
FA '97	127	3379	1.3	7.3	359	2486	3.7	13.1	91	1255	.9	3.7	124	1625	1.3	6.2	29	571	.3	4.4
SU '97	113	3118	1.2	6.6	325	2293	3.4	12.7	77	1143	.8	3.1	110	1361	1.1	5.6	34	598	.4	5.0
4-Book	122	3126	1.3	7.1	342	2268	3.5	12.9	85	1122	.9	3.5	112	1393	1.2	5.7	40	590	.4	5.9
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
WBEB-FM																				
SP '98	203	2329	2.1	11.9	297	1457	3.1	11.4	395	1376	4.1	16.0	234	1503	2.4	12.1	61	671	.6	9.0
WI '98	184	2449	1.9	10.7	258	1403	2.7	9.6	382	1484	3.9	15.6	227	1454	2.3	11.7	37	493	.4	5.3
FA '97	194	2201	2.0	11.1	271	1386	2.8	9.9	406	1350	4.2	16.3	233	1386	2.4	11.6	38	580	.4	5.7
SU '97	184	2238	1.9	10.7	234	1283	2.4	9.2	371	1342	3.9	14.8	236	1400	2.5	12.0	39	626	.4	5.7
4-Book	191	2304	2.0	11.1	265	1382	2.8	10.0	389	1388	4.0	15.7	233	1436	2.4	11.9	44	593	.5	6.4
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
WDAS-AM																				
SP '98	42	440	.4	2.5	75	239	.8	2.9	36	161	.4	1.5	34	168	.3	1.8	10	92	.1	1.5
WI '98	37	402	.4	2.2	67	209	.7	2.5	33	175	.3	1.3	38	151	.4	2.0	15	132	.2	2.1
FA '97	46	468	.5	2.6	78	254	.8	2.8	51	183	.5	2.0	47	181	.5	2.3	19	102	.2	2.9
SU '97	25	340	.3	1.5	38	149	.4	1.5	34	125	.4	1.4	18	109	.2	.9	2	44	.3	.3
4-Book	38	413	.4	2.2	65	213	.7	2.4	39	161	.4	1.6	34	152	.4	1.8	12	93	.1	1.7
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
WDAS-FM																				
SP '98	155	1311	1.6	9.1	219	849	2.3	8.4	192	733	2.0	7.8	170	890	1.7	8.8	101	640	1.0	14.9
WI '98	148	1299	1.5	8.6	216	853	2.2	8.0	176	613	1.8	7.2	161	828	1.7	8.3	108	549	1.1	15.4
FA '97	146	1338	1.5	8.4	206	793	2.1	7.5	199	729	2.0	8.0	154	749	1.6	7.6	96	547	1.0	14.5
SU '97	159	1169	1.7	9.2	221	734	2.3	8.7	211	655	2.2	8.4	172	774	1.8	8.7	105	612	1.1	15.4
4-Book	152	1279	1.6	8.8	216	807	2.2	8.2	195	683	2.0	7.9	164	810	1.7	8.4	103	587	1.1	15.1
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
WHAT-AM																				
SP '98	25	322	.3	1.5	34	150	.3	1.3	30	136	.3	1.2	15	66	.2	.8	11	56	.1	1.6
WI '98	13	254	.1	.8	17	102	.2	.6	20	112	.2	.8	15	89	.2	.8	1	30	.1	.1
FA '97	25	327	.3	1.4	34	147	.3	1.2	35	111	.4	1.4	15	80	.2	.7	7	69	.1	1.1
SU '97	26	242	.3	1.5	33	120	.3	1.3	31	120	.3	1.2	23	105	.2	1.2	15	76	.2	2.2
4-Book	22	286	.3	1.3	30	130	.3	1.1	29	120	.3	1.2	17	85	.2	.9	9	58	.1	1.3
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
WIOQ-FM																				
SP '98	50	1095	.5	2.9	66	520	.7	2.5	71	500	.7	2.9	58	634	.6	3.0	17	297	.2	2.5
WI '98	51	1094	.5	3.0	79	605	.8	2.9	67	573	.7	2.7	74	674	.8	3.8	21	351	.2	3.0
FA '97	36	802	.4	2.1	53	390	.5	1.9	54	415	.6	2.2	43	467	.4	2.1	13	218	.1	2.0
SU '97	48	1221	.5	2.8	49	474	.5	1.9	70	605	.7	2.8	65	664	.7	3.3	18	320	.2	2.6
4-Book	46	1053	.5	2.7	62	497	.6	2.3	66	523	.7	2.7	60	610	.6	3.1	17	297	.2	2.5
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
WIP -AM																				
SP '98	10	353	.1	.6	28	200	.3	1.1	14	94	.1	.6	9	137	.1	.5	5	103	.1	.7
WI '98	20	478	.2	1.2	43	239	.4	1.6	19	130	.2	.8	26	200	.3	1.3	13	138	.1	1.9
FA '97	25	522	.3	1.4	60	297	.6	2.2	29	152	.3	1.2	35	265	.4	1.7	5	97	.1	.8
SU '97	18	425	.2	1.0	58	278	.6	2.3	19	178	.2	.8	8	93	.1	.4	5	61	.1	.7
4-Book	18	445	.2	1.1	47	254	.5	1.8	20	139	.2	.9	20	174	.2	1.0	7	100	.1	1.0
SP '97	28	659	.3	1.6	60	298	.6	2.2	35	199	.4	1.4	28	237	.3	1.4	10	175	.1	1.5
WJZ-FM																				
SP '98	138	1806	1.4	8.1	145	821	1.5	5.6	247	960	2.5	10.0	180	1088	1.8	9.3	54	613	.6	8.0
WI '98	121	1612	1.2	7.0	133	766	1.4	4.9	165	729	1.7	6.7	161	967	1.7	8.3	64	672	.7	9.1
FA '97	100	1425	1.0	5.7	109	730	1.1	4.0	158	679	1.6	6.3	155	903	1.6	7.7	48	480	.5	7.2
SU '97	109	1421	1.1	6.3	113	621	1.2	4.4	173	775	1.8	6.9	151	900	1.6	7.7	64	531	.7	9.4
4-Book	117	1566	1.2	6.8	125	735	1.3	4.7	186	786	1.9	7.5	162	965	1.7	8.3	58	574	.6	8.4
SP '97	110	1531	1.1	6.3	120	821	1.3	4.3	174	819	1.8	7.0	156	911	1.6	7.8	56	609	.6	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 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
WMGK-FM																				
SP '98	69	1232	.7	4.0	75	541	.8	2.9	108	579	1.1	4.4	96	673	1.0	5.0	37	320	.4	5.5
WI '98	54	1249	.6	3.1	62	547	.6	2.3	85	728	.9	3.5	69	728	.7	3.5	21	351	.2	3.0
FA '97	74	1249	.8	4.2	82	736	.8	3.0	116	674	1.2	4.7	100	830	1.0	5.0	33	322	.3	5.0
SU '97	66	1379	.7	3.8	71	616	.7	2.8	115	759	1.2	4.6	92	873	1.0	4.7	24	410	.3	3.5
4-Book	66	1277	.7	3.8	73	610	.7	2.8	106	685	1.1	4.3	89	776	.9	4.6	29	351	.3	4.3
SP '97	59	1262	.6	3.4	57	627	.6	2.1	98	715	1.0	3.9	80	736	.8	4.0	25	417	.3	3.7
WMMR-FM																				
SP '98	18	686	.2	1.1	31	317	.3	1.2	19	234	.2	.8	21	360	.2	1.1	4	92	.1	.6
WI '98	44	759	.5	2.6	68	356	.7	2.5	75	366	.8	3.1	55	422	.6	2.8	16	163	.2	2.3
FA '97	30	754	.3	1.7	68	393	.7	2.5	43	337	.4	1.7	24	348	.2	1.2	8	163	.1	1.2
SU '97	34	790	.4	2.0	42	310	.4	1.6	80	358	.8	3.2	39	427	.4	2.0	5	143	.1	.7
4-Book	32	747	.4	1.9	52	344	.5	2.0	54	324	.6	2.2	35	389	.4	1.8	8	140	.1	1.2
SP '97	52	912	.5	3.0	90	499	.9	3.2	96	472	1.0	3.8	64	519	.7	3.2	13	250	.1	1.9
WOGL-FM																				
SP '98	123	2108	1.3	7.2	178	1127	1.8	6.8	197	1128	2.0	8.0	140	1211	1.4	7.2	46	587	.5	6.8
WI '98	142	2224	1.5	8.3	200	1193	2.1	7.4	215	1153	2.2	8.8	151	1188	1.6	7.8	40	585	.4	5.7
FA '97	150	2430	1.5	8.6	202	1237	2.1	7.4	199	1183	2.0	8.0	173	1412	1.8	8.6	59	743	.6	8.9
SU '97	139	2471	1.4	8.1	166	1277	1.7	6.5	235	1389	2.5	9.4	155	1474	1.6	7.9	52	717	.5	7.6
4-Book	139	2308	1.4	8.1	187	1209	1.9	7.0	212	1213	2.2	8.6	155	1321	1.6	7.9	49	658	.5	7.3
SP '97	144	2295	1.5	8.3	190	1223	2.0	6.9	230	1115	2.4	9.2	157	1314	1.6	7.9	54	714	.6	8.0
WPEN-AM																				
SP '98	47	604	.5	2.8	76	317	.8	2.9	58	371	.6	2.4	58	393	.6	3.0	17	170	.2	2.5
WI '98	44	535	.5	2.6	87	340	.9	3.2	57	319	.6	2.3	51	242	.5	2.6	13	131	.1	1.9
FA '97	38	613	.4	2.2	67	330	.7	2.4	40	306	.4	1.6	37	292	.4	1.8	18	151	.2	2.7
SU '97	52	649	.5	3.0	78	401	.8	3.1	56	309	.6	2.2	73	336	.8	3.7	22	177	.2	3.2
4-Book	45	600	.5	2.7	77	347	.8	2.9	53	326	.6	2.1	55	316	.6	2.8	18	157	.2	2.6
SP '97	43	640	.4	2.5	95	360	1.0	3.4	54	355	.6	2.2	37	297	.4	1.9	8	153	.1	1.2
WPHI-FM																				
SP '98	13	396	.1	.8	12	102	.1	.5	13	182	.1	.5	16	225	.2	.8	7	117	.1	1.0
WI '98	18	436	.2	1.0	23	208	.2	.9	16	166	.2	.7	30	205	.3	1.5	10	127	.1	1.4
FA '97	14	407	.1	.8	12	115	.1	.4	17	185	.2	.7	16	222	.2	.8	12	138	.1	1.8
SU '97	16	389	.2	.9	12	144	.1	.5	9	133	.1	.4	18	165	.2	.9	15	166	.2	2.2
4-Book	15	407	.2	.9	15	142	.1	.6	14	167	.2	.6	20	204	.2	1.0	11	137	.1	1.6
SP '97	19	402	.2	1.1	21	157	.2	.8	31	185	.3	1.2	26	191	.3	1.3	13	136	.1	1.9
WPHT-AM																				
SP '98	7	348	.1	.4	15	133	.2	.6	4	74	.2	.2	8	68	.1	.4	6	120	.1	.9
WI '98	14	357	.1	.8	25	102	.3	.9	24	207	.2	1.0	18	210	.2	.9	2	41	.1	.3
FA '97	6	259	.1	.3	2	40	.1	.1	7	67	.1	.3	7	71	.1	.3	7	76	.1	1.1
SU '97	10	334	.1	.6	6	80	.1	.2	17	120	.2	.7	14	165	.1	.7	7	88	.1	1.0
4-Book	9	325	.1	.5	12	89	.2	.5	13	117	.1	.6	12	129	.1	.6	6	81	.1	.8
SP '97	8	280	.1	.5	5	56	.1	.2	12	116	.1	.5	6	60	.1	.3	9	80	.1	1.3
WPLY-FM																				
SP '98	17	634	.2	1.0	30	265	.3	1.1	30	229	.3	1.2	20	336	.2	1.0	3	137	.1	.4
WI '98	13	507	.1	.8	21	193	.2	.8	16	159	.2	.7	19	259	.2	1.0	4	82	.1	.6
FA '97	14	466	.1	.8	13	190	.1	.5	19	220	.2	.8	24	223	.2	1.2	7	159	.1	1.1
SU '97	19	699	.2	1.1	33	285	.3	1.3	25	313	.3	1.0	23	345	.2	1.2	8	164	.1	1.2
4-Book	16	577	.2	.9	24	233	.2	.9	23	230	.3	.9	22	291	.2	1.1	6	136	.1	.8
SP '97	10	436	.1	.6	21	185	.2	.8	13	136	.1	.5	8	136	.1	.4	2	57	.1	.3
WURD-AM																				
SP '98	17	125	.2	1.0	23	75	.2	.9	26	84	.3	1.1	12	91	.1	.6	3	49	.1	.4
WI '98	7	77	.1	.4	7	47	.1	.3	12	47	.1	.5	9	58	.1	.5	1	8	.1	.1
FA '97	10	92	.1	.6	20	51	.2	.7	13	59	.1	.5	8	66	.1	.4	7	49	.1	1.1
SU '97	7	68	.1	.4	8	47	.1	.3	9	41	.1	.4	2	33	.1	.1	2	7	.1	.3
4-Book	10	91	.1	.6	15	55	.2	.6	15	58	.2	.6	8	62	.1	.4	3	28	.1	.5
SP '97	12	105	.1	.7	16	56	.2	.6	16	60	.2	.6	14	80	.1	.7	5	70	.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

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	
WUSL-FM																				
SP '98	44	827	.5	2.6	58	376	.6	2.2	48	357	.5	1.9	43	347	.4	2.2	22	181	.2	3.2
WI '98	44	735	.5	2.6	68	364	.7	2.5	52	255	.5	2.1	48	313	.5	2.5	29	222	.3	4.1
FA '97	41	758	.4	2.4	63	342	.6	2.3	39	284	.4	1.6	62	362	.6	3.1	26	207	.3	3.9
SU '97	42	837	.4	2.4	53	335	.6	2.1	47	324	.5	1.9	47	418	.5	2.4	28	347	.3	4.1
4-Book	43	789	.5	2.5	61	354	.6	2.3	47	305	.5	1.9	50	360	.5	2.6	26	239	.3	3.8
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
WVDB-FM																				
SP '98	65	1038	.7	3.8	74	456	.8	2.8	110	576	1.1	4.5	56	394	.6	2.9	39	293	.4	5.8
WI '98	79	1157	.8	4.6	104	587	1.1	3.9	139	649	1.4	5.7	55	400	.6	2.8	32	307	.3	4.6
FA '97	73	1201	.8	4.2	123	629	1.3	4.5	116	642	1.2	4.7	52	385	.5	2.6	25	312	.3	3.8
SU '97	74	1273	.8	4.3	109	609	1.1	4.3	104	632	1.1	4.1	73	501	.8	3.7	35	347	.4	5.1
4-Book	73	1167	.8	4.2	103	570	1.1	3.9	117	625	1.2	4.8	59	420	.6	3.0	33	315	.4	4.8
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
WWJZ-AM																				
SP '98	4	52	.2	.2	2	18	.1	.1	5	18	.1	.2	7	33	.1	.4	1	17	.1	.1
WI '98	3	53	.2	.2	4	19	.1	.1	6	29	.1	.2	2	28	.1	.1		10		
FA '97	2	64	.1	.1	1	34			2	10		.1	3	21		.1				
SU '97	5	55	.1	.3	2	30	.1	.1	5	23	.1	.2	9	30	.1	.5	3	21		.4
4-Book	4	56	.2	.2	2	25	.1	.1	5	20	.1	.2	5	28	.1	.3	1	12		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	77	1115	.8	4.5	98	634	1.0	3.8	98	687	1.0	4.0	104	659	1.1	5.4	27	367	.3	4.0
WI '98	88	1153	.9	5.1	131	714	1.3	4.9	116	689	1.2	4.7	112	839	1.2	5.8	35	381	.4	5.0
FA '97	81	1072	.8	4.6	130	694	1.3	4.7	115	561	1.2	4.6	80	590	.8	4.0	30	335	.3	4.5
SU '97	96	1263	1.0	5.6	133	724	1.4	5.2	139	686	1.4	5.5	120	845	1.3	6.1	32	396	.3	4.7
4-Book	86	1151	.9	5.0	123	692	1.3	4.7	117	656	1.2	4.7	104	733	1.1	5.3	31	370	.3	4.6
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
+VXXM-FM																				
SP '98	17	515	.2	1.0	21	207	.2	.8	22	284	.2	.9	23	256	.2	1.2	4	117		.6
WI '98	19	483	.2	1.1	21	262	.2	.8	33	288	.3	1.3	20	251	.2	1.0	6	104	.1	.9
FA '97	13	379	.1	.7	15	179	.2	.5	18	151	.2	.7	18	171	.2	.9	4	97		.6
SU '97	53	762	.6	3.1	60	362	.6	2.4	86	402	.9	3.4	82	482	.9	4.2	21	234	.2	3.1
4-Book	26	535	.3	1.5	29	253	.3	1.1	40	281	.4	1.6	36	290	.4	1.8	9	138	.1	1.3
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
WYSP-FM																				
SP '98	28	749	.3	1.6	102	455	1.0	3.9	29	291	.3	1.2	17	236	.2	.9	3	116		.4
WI '98	35	780	.4	2.0	134	565	1.4	5.0	40	340	.4	1.6	18	192	.2	.9	2	49		.3
FA '97	32	1017	.3	1.8	98	521	1.0	3.6	34	292	.3	1.4	12	206	.1	.6	6	121	.1	.9
SU '97	34	898	.4	2.0	139	583	1.4	5.4	31	357	.3	1.2	13	194	.1	.7	4	81		.6
4-Book	32	861	.4	1.9	118	531	1.2	4.5	34	320	.3	1.4	15	207	.2	.8	4	92		.6
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
WYXR-FM																				
SP '98	66	1195	.7	3.9	93	614	1.0	3.6	110	585	1.1	4.5	83	801	.9	4.3	21	328	.2	3.1
WI '98	70	1289	.7	4.1	110	734	1.1	4.1	105	671	1.1	4.3	79	644	.8	4.1	31	437	.3	4.4
FA '97	67	1191	.7	3.8	97	711	1.0	3.5	118	614	1.2	4.7	92	720	.9	4.6	17	272	.2	2.6
SU '97	73	1479	.8	4.2	97	758	1.0	3.8	105	798	1.1	4.2	93	956	1.0	4.7	35	500	.4	5.1
4-Book	69	1289	.7	4.0	99	704	1.0	3.8	110	667	1.1	4.4	87	780	.9	4.4	26	384	.3	3.8
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
WJBR-FM																				
SP '98	12	246	.1	.7	19	92	.2	.7	16	121	.2	.6	8	116	.1	.4	10	81	.1	1.5
WI '98	12	274	.1	.7	17	134	.2	.6	32	121	.3	1.3	12	112	.1	.6	1	32		.1
FA '97	12	328	.1	.7	18	163	.2	.7	15	139	.2	.6	14	153	.1	.7	7	72	.1	1.1
SU '97	13	225	.1	.8	24	85	.3	.9	27	115	.3	1.1	12	127	.1	.6	2	47		.3
4-Book	12	268	.1	.7	20	119	.2	.7	23	124	.3	.9	12	127	.1	.6	5	58	.1	.8
SP '97	15	313	.2	.9	22	155	.2	.8	28	130	.3	1.1	19	139	.2	1.0	1	36		.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 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
WKXW-FM																				
SP '98	25	485	.3	1.5	37	247	.4	1.4	39	264	.4	1.6	41	299	.4	2.1	8	143	.1	1.2
WI '98	20	500	.2	1.2	31	185	.3	1.1	15	186	.2	.6	35	287	.4	1.8	14	143	.1	2.0
FA '97	24	442	.2	1.4	43	270	.4	1.6	29	216	.3	1.2	42	291	.4	2.1	12	111	.1	1.8
SU '97	23	531	.2	1.3	36	245	.4	1.4	37	250	.4	1.5	27	299	.3	1.4	6	134	.1	.9
4-Book	23	490	.2	1.4	37	237	.4	1.4	30	229	.3	1.2	36	294	.4	1.9	10	133	.1	1.5
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
+WLEV-FM																				
SP '98	11	121	.1	.6	16	57	.2	.6	29	80	.3	1.2	13	59	.1	.7	1	17	.1	.1
WI '98	18	163	.2	1.0	14	100	.1	.5	32	77	.3	1.3	24	77	.2	1.2	9	72	.1	1.3
FA '97	22	243	.2	1.3	21	98	.2	.8	51	163	.5	2.0	30	131	.3	1.5	6	99	.1	.9
SU '97	16	249	.2	.9	20	147	.2	.8	33	164	.3	1.3	16	157	.2	.8	2	37	.1	.3
4-Book	17	194	.2	1.0	18	101	.2	.7	36	121	.4	1.5	21	106	.2	1.1	5	56	.1	.7
SP '97	15	181	.2	.9	18	103	.2	.6	30	84	.3	1.2	17	102	.2	.9	4	52	.1	.6
+WNJO-FM																				
SP '98	20	399	.2	1.2	24	169	.2	.9	28	204	.3	1.1	23	232	.2	1.2	8	146	.1	1.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	151	.1	.3	11	90	.1	.4	9	64	.1	.4	8	94	.1	.4	1	50	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	15	458	.2	.9	22	178	.2	.8	20	172	.2	.8	21	221	.2	1.1	5	128	.1	.7
WI '98	9	426	.1	.5	16	128	.2	.6	13	111	.1	.5	11	166	.1	.6	4	84	.1	.6
FA '97	10	434	.1	.6	13	156	.1	.5	13	177	.1	.5	14	218	.1	.7	4	148	.1	.6
SU '97	12	451	.1	.7	10	128	.1	.4	22	250	.2	.9	11	179	.1	.6	2	67	.1	.3
4-Book	12	442	.1	.7	15	148	.2	.6	17	178	.2	.7	14	196	.1	.8	4	107	.1	.6
SP '97	7	303	.1	.4	12	131	.1	.4	11	138	.1	.4	10	156	.1	.5	3	66	.1	.4
WRDR-FM																				
SP '98	20	310	.2	1.2	11	156	.1	.4	32	164	.3	1.3	30	189	.3	1.5	10	143	.1	1.5
WI '98	15	232	.2	.9	14	138	.1	.5	23	125	.2	.9	25	151	.3	1.3	3	34	.1	.4
FA '97	12	227	.1	.7	16	114	.2	.6	25	145	.3	1.0	13	113	.1	.6	1	31	.1	.2
SU '97	6	126	.1	.3	7	50	.1	.3	11	76	.1	.4	5	68	.1	.3	3	40	.1	.4
4-Book	13	224	.2	.8	12	115	.1	.5	23	128	.2	.9	18	130	.2	.9	4	62	.1	.6
SP '97	15	216	.2	.9	17	113	.2	.6	23	136	.2	.9	16	134	.2	.8	4	49	.1	.6
WZZO-FM																				
SP '98	1	49	.1	.1	2	25	.1	.1	8	8	.1	.1	16	16	.1	.1	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	1708	9432	17.6	2612	8395	26.8	2466	7477	25.3	1939	8240	19.9	678	5275	7.0					
WI '98	1717	9413	17.6	2697	8566	27.7	2448	7423	25.2	1947	7954	20.0	702	5021	7.2					
FA '97	1743	9389	17.9	2743	8632	28.2	2490	7318	25.6	2014	8075	20.7	664	5062	6.8					
SU '97	1722	9343	18.0	2551	8418	26.6	2510	7723	26.2	1968	8202	20.5	682	5404	7.1					
4-Book	1723	9394	17.8	2651	8503	27.3	2479	7485	25.6	1967	8118	20.3	682	5191	7.0					
SP '97	1740	9418	18.1	2773	8592	28.9	2500	7364	26.1	2000	8173	20.9	674	5363	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 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 '98	159	2863	1.6	6.8	73	1545	.8	5.8	190	768	2.0	13.5	74	379	.8	3.5	61	296	.6	4.3
4-Book	173	2886	1.8	7.3	86	1675	.9	6.8	212	851	2.2	15.2	91	472	.9	4.3	61	295	.6	4.3
WBEB-FM																				
SP '98	315	2107	3.2	13.4	98	1182	1.0	7.8	115	352	1.2	8.2	206	586	2.1	9.8	114	398	1.2	8.1
4-Book	302	2037	3.1	12.7	92	1136	.9	7.3	93	298	1.0	6.6	196	562	2.0	9.3	126	408	1.3	8.9
WDAS-AM																				
SP '98	47	285	.5	2.0	53	391	.5	4.2	54	114	.6	3.8	32	83	.3	1.5	34	87	.3	2.4
4-Book	45	271	.5	1.9	42	342	.4	3.3	31	70	.3	2.2	31	74	.3	1.5	19	49	.2	1.3
WDAS-FM																				
SP '98	194	1130	2.0	8.3	122	965	1.3	9.7	120	284	1.2	8.5	183	486	1.9	8.7	156	399	1.6	11.1
4-Book	192	1101	2.0	8.1	115	872	1.2	9.1	99	270	1.0	7.1	187	443	1.9	8.8	156	374	1.6	11.0
WHAT-AM																				
SP '98	26	211	.3	1.1	31	253	.3	2.5	29	48	.3	2.1	20	63	.2	1.0	10	25	.1	.7
4-Book	25	191	.3	1.1	25	206	.3	2.0	27	58	.3	2.0	22	59	.2	1.1	13	29	.1	.9
WIOQ-FM																				
SP '98	66	902	.7	2.8	45	563	.5	3.6	26	119	.3	1.9	114	352	1.2	5.4	77	236	.8	5.5
4-Book	63	890	.7	2.7	37	518	.4	2.9	36	121	.4	2.6	82	254	.9	3.9	49	173	.5	3.5
WIP -AM																				
SP '98	17	280	.2	.7	3	115	.2	.7	4	42	.3	.9	2	32	.1	.7	3	16	.2	.7
4-Book	29	367	.3	1.2	9	167	.1	.7	12	48	.1	.9	15	54	.2	.7	15	54	.1	1.1
WJJZ-FM																				
SP '98	195	1497	2.0	8.3	93	991	1.0	7.4	95	270	1.0	6.8	143	381	1.5	6.8	114	324	1.2	8.1
4-Book	160	1298	1.7	6.8	81	867	.8	6.4	76	217	.8	5.4	127	369	1.3	6.0	99	283	1.0	7.0
WMGK-FM																				
SP '98	94	1085	1.0	4.0	47	569	.5	3.7	42	147	.4	3.0	82	242	.8	3.9	56	155	.6	4.0
4-Book	91	1129	1.0	3.8	47	649	.5	3.7	26	107	.3	1.9	100	325	1.0	4.8	63	217	.7	4.5
WMMR-FM																				
SP '98	23	532	.2	1.0	17	373	.2	1.4	24	98	.2	1.7	39	166	.4	1.9	16	95	.2	1.1
4-Book	48	597	.5	2.0	19	371	.2	1.5	20	85	.2	1.4	36	149	.4	1.7	17	92	.2	1.2
WUGL-FM																				
SP '98	173	1788	1.8	7.4	86	1180	.9	6.8	61	272	.6	4.3	122	496	1.3	5.8	108	360	1.1	7.7
4-Book	186	1923	2.0	7.8	114	1347	1.2	9.1	97	357	1.0	6.9	200	605	2.1	9.4	144	468	1.5	10.2
WPEN-AM																				
SP '98	63	509	.6	2.7	38	354	.4	3.0	54	118	.6	3.8	74	208	.8	3.5	42	144	.4	3.0
4-Book	61	513	.6	2.6	37	367	.4	3.0	61	164	.6	4.3	73	189	.8	3.4	48	133	.5	3.4
WPHI-FM																				
SP '98	14	315	.1	.6	15	200	.2	1.2	8	30	.1	.6	21	88	.2	1.0	13	61	.1	.9
4-Book	16	318	.2	.7	16	200	.2	1.3	14	38	.2	1.0	29	91	.3	1.4	20	58	.2	1.4
WPHT-AM																				
SP '98	9	212	.1	.4	4	129	.1	.3	5	19	.1	.4	1	6	.1	.2	5	17	.1	.3
4-Book	12	222	.1	.5	6	120	.1	.4	8	23	.1	.6	5	25	.1	.2	5	17	.1	.3
WPLY-FM																				
SP '98	27	482	.3	1.1	9	288	.1	.7	6	56	.1	.4	11	66	.1	.5	17	118	.2	1.2
4-Book	23	461	.3	.9	11	261	.1	.9	5	38	.1	.4	18	85	.2	.9	15	83	.2	1.0
WURD-AM																				
SP '98	21	100	.2	.9	20	125	.2	1.6	24	40	.2	1.7	46	108	.5	2.2	28	61	.3	2.0
4-Book	13	79	.1	.6	11	74	.1	.9	13	26	.1	1.0	24	56	.3	1.1	11	25	.1	.8
WUSL-FM																				
SP '98	50	622	.5	2.1	48	494	.5	3.8	29	95	.3	2.1	47	125	.5	2.2	55	118	.6	3.9
4-Book	52	591	.6	2.2	38	449	.4	3.0	27	97	.3	1.9	47	154	.5	2.2	44	113	.5	3.1

** 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 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
WWDB-FM																				
SP '98	82	762	.8	3.5	51	551	.5	4.1	60	192	.6	4.3	81	222	.8	3.9	27	75	.3	1.9
4-Book	95	877	1.0	4.0	60	650	.6	4.8	78	225	.8	5.5	76	207	.8	3.6	37	111	.4	2.6
WWJZ-AM																				
SP '98	5	33	.1	.2	4	43		.3	1	7		.1	9	9	.1	.4	7	9	.1	.5
4-Book	4	44	.1	.2	4	35		.3	4	13	.1	.3	7	20	.1	.3	6	10	.1	.5
WXTU-FM																				
SP '98	100	998	1.0	4.3	72	803	.7	5.7	65	225	.7	4.6	129	448	1.3	6.1	79	250	.8	5.6
4-Book	115	1026	1.2	4.9	71	738	.7	5.7	73	220	.8	5.2	139	410	1.5	6.5	80	252	.8	5.6
+WXXM-FM																				
SP '98	22	412	.2	.9	16	269	.2	1.3	10	59	.1	.7	37	129	.4	1.8	24	99	.2	1.7
4-Book	35	449	.4	1.5	19	280	.2	1.5	17	61	.2	1.2	40	139	.4	1.9	30	97	.3	2.1
WYSP-FM																				
SP '98	48	653	.5	2.0	10	188	.1	.8	15	47	.2	1.1	29	83	.3	1.4	17	84	.2	1.2
4-Book	54	711	.6	2.3	13	264	.1	1.0	14	51	.2	1.0	21	78	.2	1.0	12	62	.1	.9
WYXR-FM																				
SP '98	96	1032	1.0	4.1	41	596	.4	3.3	39	134	.4	2.8	103	271	1.1	4.9	55	207	.6	3.9
4-Book	99	1147	1.0	4.2	44	643	.5	3.5	47	176	.5	3.4	94	290	1.0	4.5	57	222	.6	4.0
WJBR-FM																				
SP '98	15	190	.2	.6	7	122	.1	.6	9	31	.1	.6	11	65	.1	.5	4	31		.3
4-Book	19	220	.2	.8	6	122	.1	.5	11	30	.1	.8	12	61	.1	.6	3	24		.3
WKXW-FM																				
SP '98	39	413	.4	1.7	11	183	.1	.9	14	44	.1	1.0	21	62	.2	1.0	5	36	.1	.4
4-Book	34	410	.4	1.4	12	191	.1	1.0	16	44	.2	1.2	23	70	.2	1.1	13	50	.2	.9
+WLEV-FM																				
SP '98	20	97	.2	.9	2	58		.2		8			3	26		.1	2	18		.1
4-Book	26	156	.3	1.1	9	91	.1	.7	8	26	.1	.6	16	47	.2	.8	12	28	.1	.8
+WNJO-FM																				
SP '98	25	311	.3	1.1	20	239	.2	1.6	25	56	.3	1.8	39	104	.4	1.9	28	98	.3	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	21	353	.2	.9	11	254	.1	.9	7	58	.1	.5	20	124	.2	1.0	16	82	.2	1.1
4-Book	16	332	.2	.7	10	226	.1	.8	5	29	.1	.4	17	87	.2	.8	11	66	.1	.8
WRDR-FM																				
SP '98	25	248	.3	1.1	18	195	.2	1.4	19	47	.2	1.4	35	99	.4	1.7	26	87	.3	1.8
4-Book	18	182	.2	.7	11	133	.1	.9	11	37	.1	.8	25	59	.3	1.2	19	60	.2	1.3
WZZO-FM																				
SP '98	1	32			4	32		.3	8	17	.1	.6	11	25	.1	.5	8	8	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	2349	9279	24.1		1258	7924	12.9		1404	3783	14.4		2103	5271	21.6		1409	3819	14.5	
4-Book	2375	9274	24.5		1260	7949	13.0		1401	3886	14.5		2119	5175	21.9		1420	3823	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

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 '98	22	128	.2	3.0	128	595	1.3	11.3	78	439	.8	5.0	43	184	.4	4.0	13	115	.1	2.2
4-Book	31	181	.3	4.5	178	735	1.8	14.6	70	366	.7	4.5	46	206	.5	4.5	28	172	.3	4.6
WBEB-FM																				
SP '98	62	215	.6	8.3	57	187	.6	5.0	107	394	1.1	6.9	88	304	.9	8.1	32	119	.3	5.3
4-Book	47	185	.5	6.6	60	216	.6	4.9	109	375	1.1	7.0	74	244	.8	7.1	31	130	.3	5.0
WDAS-AM																				
SP '98	14	49	.1	1.9	159	299	1.6	14.0	92	267	.9	5.9	35	87	.4	3.2	17	52	.2	2.8
4-Book	11	27	.1	1.6	119	239	1.2	9.9	87	224	.9	5.6	28	71	.3	2.8	13	33	.2	2.1
WDAS-FM																				
SP '98	111	271	1.1	14.9	78	176	.8	6.9	83	215	.9	5.3	76	185	.8	7.0	158	305	1.6	26.3
4-Book	98	230	1.0	14.0	70	156	.7	5.8	61	197	.7	4.0	81	173	.8	7.8	157	296	1.6	25.6
WHAT-AM																				
SP '98	24	50	.2	3.2	78	177	.8	6.9	45	180	.5	2.9	25	39	.3	2.3	19	33	.2	3.2
4-Book	9	23	.1	1.3	59	123	.6	4.8	37	119	.4	2.4	26	49	.3	2.4	13	27	.1	2.0
WIOQ-FM																				
SP '98	23	111	.2	3.1	11	33	.1	1.0	50	165	.5	3.2	39	110	.4	3.6	18	46	.2	3.0
4-Book	18	99	.2	2.6	17	66	.2	1.4	42	165	.4	2.7	31	111	.3	2.9	19	60	.2	3.0
WIP -AM																				
SP '98	2	8	.3		7	45	.1	.6					8				6	30	.1	1.0
4-Book	3	12	.5		8	44	.1	.7	11	42	.1	.7	4	23	.4		4	26	.1	.7
WJZZ-FM																				
SP '98	74	249	.8	9.9	40	183	.4	3.5	89	302	.9	5.7	110	270	1.1	10.2	77	213	.8	12.8
4-Book	70	221	.8	10.1	47	157	.5	3.9	95	269	1.0	6.2	80	229	.8	7.7	48	155	.5	7.8
WMGK-FM																				
SP '98	36	140	.4	4.8	9	73	.1	.8	63	198	.6	4.0	56	157	.6	5.2	27	78	.3	4.5
4-Book	28	113	.3	4.0	14	89	.2	1.2	59	221	.6	3.8	54	185	.6	5.2	21	80	.2	3.4
WMMR-FM																				
SP '98	11	80	.1	1.5	10	40	.1	.9	19	98	.2	1.2	14	53	.1	1.3	4	53	.7	
4-Book	11	57	.1	1.5	19	64	.2	1.6	25	115	.3	1.6	15	70	.2	1.4	7	42	.1	1.1
WGL-FM																				
SP '98	55	282	.6	7.4	93	258	1.0	8.2	117	455	1.2	7.5	92	246	.9	8.5	45	189	.5	7.5
4-Book	64	267	.7	9.3	113	319	1.2	9.3	136	488	1.4	8.8	103	324	1.1	10.0	57	194	.6	9.3
WPEN-AM																				
SP '98	14	78	.1	1.9	28	103	.3	2.5	41	141	.4	2.6	32	79	.3	3.0	18	59	.2	3.0
4-Book	12	57	.1	1.7	23	80	.3	1.9	39	126	.4	2.5	34	86	.4	3.3	14	51	.2	2.2
WPHI-FM																				
SP '98	16	71	.2	2.1	12	37	.1	1.1	17	90	.2	1.1	27	65	.3	2.5	5	37	.1	.8
4-Book	14	55	.2	2.0	8	24	.1	.7	17	55	.2	1.1	16	38	.2	1.5	7	30	.1	1.0
WPHT-AM																				
SP '98	5	31	.1	.7	2	9	.2		12	43	.1	.8	2	23	.2		6	27	.1	1.0
4-Book	3	16	.1	.4	4	16	.1	.3	11	37	.1	.7	5	22	.1	.5	5	21	.1	.8
WPLY-FM																				
SP '98	6	25	.1	.8	2	26	.2		17	107	.2	1.1	8	42	.1	.7	4	26	.7	
4-Book	3	28	.5		7	43	.1	.6	19	106	.2	1.2	14	54	.2	1.3	5	32	.8	
WURD-AM																				
SP '98	13	41	.1	1.7	9	15	.1	.8	21	67	.2	1.3	16	28	.2	1.5		5		
4-Book	4	12	.6		7	15	.1	.6	17	41	.2	1.1	9	18	.1	.9	2	5		.3
WUSL-FM																				
SP '98	41	109	.4	5.5	59	200	.6	5.2	81	214	.8	5.2	38	84	.4	3.5	30	90	.3	5.0
4-Book	32	90	.3	4.6	38	137	.4	3.2	55	155	.6	3.5	38	93	.4	3.6	21	59	.2	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 - 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	
WWDB-FM																				
SP '98	29	106	.3	3.9	47	173	.5	4.1	112	260	1.2	7.2	12	24	.1	1.1	27	85	.3	4.5
4-Book	38	124	.4	5.5	62	218	.7	5.1	139	294	1.5	9.0	17	59	.2	1.6	25	93	.3	4.2
WWJZ-AM																				
SP '98					3	8		.3	5	9	.1	.3	3	11		.3	1	7		.2
4-Book		2			2	5		.2	5	16	.1	.3	3	5		.2	2	6		.2
WXTU-FM																				
SP '98	30	118	.3	4.0	60	196	.6	5.3	111	302	1.1	7.1	79	256	.8	7.3	19	84	.2	3.2
4-Book	26	109	.3	3.7	61	198	.6	5.0	100	293	1.0	6.5	61	209	.6	5.8	26	114	.3	4.3
+WXXM-FM																				
SP '98	5	48	.1	.7	13	76	.1	1.1	22	120	.2	1.4	16	61	.2	1.5		8		
4-Book	8	49	.1	1.2	9	52	.1	.8	28	119	.3	1.8	18	69	.2	1.7	4	23		.5
WYSP-FM																				
SP '98					2	8		.2	11	45	.1	.7	5	28	.1	.5	4	39		.7
4-Book	5	23	.1	.7	5	22	.1	.4	21	85	.2	1.4	16	78	.2	1.6	6	37	.1	1.0
WYXR-FM																				
SP '98	21	84	.2	2.8	17	82	.2	1.5	59	216	.6	3.8	27	110	.3	2.5	4	30		.7
4-Book	23	105	.2	3.3	24	112	.3	2.0	55	226	.6	3.5	34	146	.4	3.3	15	73	.1	2.3
WJBR-FM																				
SP '98	11	49	.1	1.5	4	9		.4	7	50	.1	.4	5	25	.1	.5	6	17	.1	1.0
4-Book	4	23		.6	3	19		.3	8	35	.1	.5	5	26	.1	.5	4	15	.1	.6
WKXV-FM																				
SP '98					11	46	.1	1.0	7	40	.1	.4	17	66	.2	1.6	11	24	.1	1.8
4-Book	5	25		.7	12	50	.1	1.0	10	44	.1	.6	11	45	.1	1.1	5	18		.8
+VLEV-FM																				
SP '98									2	9		.1	4	8		.4	5	17	.1	.8
4-Book	3	12		.4	8	25	.1	.7	11	33	.1	.7	10	33	.1	1.0	2	9		.4
+WNJO-FM																				
SP '98	12	51	.1	1.6	15	58	.2	1.3	25	75	.3	1.6	19	59	.2	1.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	4	27		.5	3	26		.3	14	74	.1	.9	23	66	.2	2.1	3	24		.5
4-Book	6	37	.1	.9	5	30		.4	17	91	.2	1.1	13	54	.1	1.2	1	10		.2
WRDR-FM																				
SP '98	8	61	.1	1.1	4	25		.4	27	62	.3	1.7	14	59	.1	1.3	10	32	.1	1.7
4-Book	3	20		.5	2	14		.2	15	44	.2	1.0	9	31	.1	.8	5	17	.1	.9
WZZO-FM																				
SP '98					2	8		.2	1	8		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	745	2429	7.7		1137	3203	11.7		1562	4475	16.1		1080	2845	11.1		601	1761	6.2	
4-Book	696	2292	7.2		1215	3452	12.6		1554	4281	16.1		1036	2833	10.7		615	1884	6.4	

** 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

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 '98	5	343	.1	1.1	21	228	.5	4.5	3	84	.1	1.1	2	63	.1	.3			37		
WI '98	3	213	.1	.7	12	154	.3	2.4	1	14		.6	1	30		.2			18		
FA '97	4	297	.1	.9	15	201	.4	3.3		16			3	66	.1	.5			40		
SU '97	3	216	.1	.6	8	87	.2	2.2	3	64	.1	.6	1	50		.2	2	28	.1	.5	
4-Book	4	267	.1	.8	14	168	.4	3.1	2	45	.1	.6	2	52	.1	.3	1	31	.1	.2	
SP '97	4	278	.1	.9	15	185	.4	3.2	1	14		.4	2	58	.1	.3	1	28		.2	
WBEB-FM																					
SP '98	14	537	.4	3.1	16	176	.4	3.4	6	105	.2	2.1	13	262	.3	2.2	15	208	.4	3.1	
WI '98	11	480	.3	2.5	12	159	.3	2.4	2	82	.1	1.2	14	224	.4	2.2	12	187	.3	2.4	
FA '97	12	475	.3	2.7	14	120	.4	3.1	5	123	.1	2.8	17	225	.4	2.7	12	162	.3	2.2	
SU '97	14	584	.4	3.0	9	165	.2	2.4	11	174	.3	2.1	18	206	.5	3.0	13	225	.3	3.0	
4-Book	13	519	.4	2.8	13	155	.3	2.8	6	121	.2	2.1	16	229	.4	2.5	13	196	.3	2.7	
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	
WDAS-AM																					
SP '98	3	101	.1	.7	2	35	.1	.4	1	21		.4	4	50	.1	.7	2	16	.1	.4	
WI '98	2	53	.1	.5	4	28	.1	.8		5			1	5		.2		5			
FA '97		31				8				3				3							
SU '97	2	35	.1	.4	4	23	.1	1.1	3	17	.1	.6	1	18		.2		6			
4-Book	2	55	.1	.4	3	24	.1	.6	1	12	.1	.3	2	19	.1	.3	1	7	.1	.1	
SP '97	1	30		.2	1	6		.2	2	8	.1	.9	1	6		.2					
WDAS-FM																					
SP '98	9	317	.2	2.0	10	101	.3	2.1	5	97	.1	1.8	12	148	.3	2.0	9	118	.2	1.9	
WI '98	13	247	.3	3.0	13	85	.3	2.6	3	27	.1	1.8	15	71	.4	2.4	21	133	.5	4.1	
FA '97	7	200	.2	1.6	5	91	.1	1.1	3	40	.1	1.7	6	65	.2	1.0	9	119	.2	1.6	
SU '97	7	164	.2	1.5	3	51	.1	.8	6	77	.2	1.1	9	90	.2	1.5	6	61	.2	1.4	
4-Book	9	232	.2	2.0	8	82	.2	1.7	4	60	.1	1.6	11	94	.3	1.7	11	108	.3	2.3	
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	
WHAT-AM																					
SP '98		5				5															
WI '98		8																			
FA '97		16																1	7		.2
SU '97	2	23	.1	.4	5	17	.1	1.4	1	12		.2		6				6			
4-Book	1	13	.1	.1	1	6	.1	.4	1	3	.1	.1	2	2	.1	.1	1	3	.1	.1	
SP '97		6																			
WIOQ-FM																					
SP '98	44	1170	1.1	9.8	32	526	.8	6.8	30	446	.8	10.7	61	681	1.6	10.3	44	565	1.1	9.1	
WI '98	46	1247	1.2	10.6	54	666	1.4	10.9	18	330	.5	10.9	76	784	2.0	11.9	49	656	1.3	9.7	
FA '97	44	1288	1.1	10.0	41	510	1.1	9.0	17	304	.4	9.7	74	782	1.9	12.0	50	626	1.3	9.1	
SU '97	61	1473	1.6	13.1	39	556	1.0	10.5	71	786	1.9	13.4	73	927	1.9	12.3	62	712	1.6	14.4	
4-Book	49	1295	1.3	10.9	42	565	1.1	9.3	34	467	.9	11.2	71	794	1.9	11.6	51	640	1.3	10.6	
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	
WIP -AM																					
SP '98	8	185	.2	1.8	6	71	.2	1.3	6	60	.2	2.1	14	91	.4	2.4	9	114	.2	1.9	
WI '98	4	132	.1	.9	7	78	.2	1.4	1	14		.6	3	21	.1	.5	4	52	.1	.8	
FA '97	3	192	.1	.7	9	114	.2	2.0					6	83	.2	1.0	2	70	.1	.4	
SU '97	9	203	.2	1.9	16	113	.4	4.3	11	105	.3	2.1	11	102	.3	1.9	3	56	.1	.7	
4-Book	6	178	.2	1.3	10	94	.3	2.3	5	45	.1	1.2	9	74	.3	1.5	5	73	.1	1.0	
SP '97	6	250	.2	1.4	4	51	.1	.9	2	18	.1	.9	3	67	.1	.5	11	119	.3	2.2	
WJZ-FM																					
SP '98	6	158	.2	1.3	8	67	.2	1.7	3	23	.1	1.1	6	50	.2	1.0	2	37	.1	.4	
WI '98	7	103	.2	1.6	5	32	.1	1.0	8	38	.2	4.8	11	68	.3	1.7	8	53	.2	1.6	
FA '97	2	117	.1	.5	1	41	.1	.2	1	23		.6	3	47	.1	.5	4	26	.1	.7	
SU '97	3	126	.1	.6	3	54	.1	.8	5	52	.1	.9	3	51	.1	.5	1	41		.2	
4-Book	5	126	.2	1.0	4	49	.1	.9	4	34	.1	1.9	6	54	.2	.9	4	39	.1	.7	
SP '97	2	95	.1	.5	1	22		.2		7			2	32	.1	.3	2	27	.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

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
WMGK-FM																				
SP '98	5	353	.1	1.1	8	97	.2	1.7	6	101	.2	2.1	5	127	.1	.8	2	61	.1	.4
WI '98	12	248	.3	2.8	10	88	.3	2.0	4	62	.1	2.4	15	120	.4	2.4	13	89	.3	2.6
FA '97	15	401	.4	3.4	13	166	.3	2.9	11	88	.3	6.3	21	172	.5	3.4	13	143	.3	2.4
SU '97	12	433	.3	2.6	7	114	.2	1.9	16	206	.4	3.0	13	218	.3	2.2	8	176	.2	1.9
4-Book	11	359	.3	2.5	10	116	.3	2.1	9	114	.3	3.5	14	159	.3	2.2	9	117	.2	1.8
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
WMMR-FM																				
SP '98	10	420	.3	2.2	12	196	.3	2.5	5	86	.1	1.8	17	208	.4	2.9	8	151	.2	1.7
WI '98	10	361	.3	2.3	9	135	.2	1.8	2	88	.1	1.2	14	182	.4	2.2	13	148	.3	2.6
FA '97	4	267	.1	.9	6	114	.2	1.3	2	46	.1	1.1	3	96	.1	.5	9	100	.2	1.6
SU '97	10	409	.3	2.2	3	70	.1	.8	18	198	.5	3.4	17	181	.4	2.9	8	124	.2	1.9
4-Book	9	364	.3	1.9	8	129	.2	1.6	7	105	.2	1.9	13	167	.3	2.1	10	131	.2	2.0
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
WGL-FM																				
SP '98	6	308	.2	1.3	4	83	.1	.8	2	42	.1	.7	7	116	.2	1.2	3	54	.1	.6
WI '98	5	279	.1	1.2	4	64	.1	.8	1	51	.1	.6	10	106	.3	1.6	4	85	.1	.8
FA '97	4	362	.1	.9	6	105	.2	1.3	2	67	.1	1.1	4	151	.1	.6	4	58	.1	.7
SU '97	6	351	.2	1.3	5	96	.1	1.4	7	108	.2	1.3	5	111	.1	.8	3	69	.1	.7
4-Book	5	325	.2	1.2	5	87	.1	1.1	3	67	.1	.9	7	121	.2	1.1	4	67	.1	.7
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
WPEN-AM																				
SP '98																				
WI '98		21				7				7				14				6		
FA '97		12								7								5		
SU '97		8																		
4-Book		10				2				4				4				3		
SP '97	1	17		.2	1	17		.2	2	7	.1	.9		7			1	7		.2
WPHI-FM																				
SP '98	94	1498	2.5	20.9	95	825	2.5	20.2	58	633	1.5	20.6	125	1084	3.3	21.2	109	864	2.8	22.6
WI '98	85	1503	2.2	19.6	85	777	2.2	17.1	40	422	1.0	24.2	147	1036	3.8	23.1	93	842	2.4	18.3
FA '97	97	1432	2.5	22.1	89	775	2.3	19.5	40	514	1.0	22.7	143	1032	3.7	23.1	124	922	3.2	22.6
SU '97	92	1439	2.4	19.8	77	614	2.0	20.8	104	903	2.7	19.7	119	899	3.1	20.1	100	856	2.6	23.1
4-Book	92	1468	2.4	20.6	87	748	2.3	19.4	61	618	1.6	21.8	134	1013	3.5	21.9	107	871	2.8	21.7
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
WPHT-AM																				
SP '98	1	64		.2	1	15		.2		9							2	25	.1	.4
WI '98																				
FA '97	1	22		.2		8											1	7		.2
SU '97	1	31		.2													4	20	.1	.9
4-Book	1	29		.2		6		.1		2							2	13	.1	.4
SP '97		42															1	34		.2
WPLY-FM																				
SP '98	36	1126	.9	8.0	45	539	1.2	9.6	18	397	.5	6.4	57	724	1.5	9.7	36	523	.9	7.5
WI '98	35	1067	.9	8.1	49	515	1.3	9.9	9	254	.2	5.5	50	651	1.3	7.9	46	571	1.2	9.1
FA '97	47	1151	1.2	10.7	48	566	1.3	10.5	19	339	.5	10.8	63	712	1.6	10.2	64	646	1.7	11.7
SU '97	53	1108	1.4	11.4	31	452	.8	8.4	54	625	1.4	10.2	73	721	1.9	12.3	63	619	1.6	14.6
4-Book	43	1113	1.1	9.6	43	518	1.2	9.6	25	404	.7	8.2	61	702	1.6	10.0	52	590	1.4	10.7
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
WURD-AM																				
SP '98		30							1	9		.4	1	14		.2		7		
WI '98	3	53	.1	.7	5	26	.1	1.0	2	28	.1	1.2	3	28	.1	.5		18		
FA '97	4	64	.1	.9	4	32	.1	.9	1	19		.6	5	40	.1	.8	4	40	.1	.7
SU '97		17				6			1	17		.2	1	17		.2				
4-Book	2	41	.1	.4	2	16	.1	.5	1	18		.6	3	25	.1	.4	1	16		.2
SP '97	2	39	.1	.5	4	23	.1	.9					1	25		.2		16		

** 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 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
WUSL-FM																				
SP '98	95	1596	2.5	21.2	86	786	2.2	18.3	64	703	1.7	22.8	136	1088	3.6	23.1	105	895	2.7	21.8
WI '98	78	1503	2.0	18.0	94	857	2.5	19.0	31	437	.8	18.8	104	973	2.7	16.4	96	801	2.5	18.9
FA '97	101	1529	2.6	23.1	102	847	2.7	22.4	33	489	.9	18.8	157	997	4.1	25.4	137	940	3.6	25.0
SU '97	71	1460	1.9	15.3	57	566	1.5	15.4	75	740	2.0	14.2	99	877	2.6	16.7	63	670	1.6	14.6
4-Book	86	1522	2.3	19.4	85	764	2.2	18.8	51	592	1.4	18.7	124	984	3.3	20.4	100	827	2.6	20.1
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
WWDB-FM																				
SP '98		11				11				15		.6		13				7		.2
WI '98	1	64	.2		3	36	.1	.6	1	8				15				8		
FA '97	1	47	.2		3	14	.1	.7						7				17		
SU '97		52							1	15		.2		9				8		.1
4-Book	1	44	.1	.1	2	15	.1	.3	1	10		.2		9				8		.1
SP '97	2	110	.1	.5	1	26		.2	4	25	.1	1.7	2	23	.1	.3		7		
WWJZ-AM																				
SP '98	1	10	.2		2	10	.1	.4									2	10	.1	.4
WI '98																				
FA '97																				
SU '97																				
4-Book	3	.1	.1	.1	3	.1	.1	.1	3	.1	.1	.1	3	.1	.1	.1	3	.1	.1	.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
SP '98	7	116	.2	1.6	8	87	.2	1.7	6	41	.2	2.1	11	79	.3	1.9	5	50	.1	1.0
WI '98	9	129	.2	2.1	9	78	.2	1.8	4	32	.1	2.4	12	88	.3	1.9	9	68	.2	1.8
FA '97	2	90	.1	.5	4	37	.1	.9	1	30		.6	2	45	.1	.3	3	53	.1	.5
SU '97	12	207	.3	2.6	14	123	.4	3.8	15	171	.4	2.8	15	108	.4	2.5	7	68	.2	1.6
4-Book	8	136	.2	1.7	9	81	.2	2.1	7	69	.2	2.0	10	80	.3	1.7	6	60	.2	1.2
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
+WXM-FM																				
SP '98	25	822	.7	5.6	26	369	.7	5.5	22	327	.6	7.8	25	463	.7	4.2	23	394	.6	4.8
WI '98	26	771	.7	6.0	35	397	.9	7.1	11	223	.3	6.7	37	445	1.0	5.8	28	351	.7	5.5
FA '97	16	532	.4	3.7	21	292	.5	4.6	6	116	.2	3.4	20	345	.5	3.2	17	290	.4	3.1
SU '97	3	108	.1	.6	5	71	.1	1.4	2	18	.1	.4	3	53	.1	.5	2	46	.1	.5
4-Book	18	558	.5	4.0	22	282	.6	4.7	10	171	.3	4.6	21	327	.6	3.4	18	270	.5	3.5
SP '97		45				13				7		.4		21		.2		22		
WYSP-FM																				
SP '98	18	633	.5	4.0	32	312	.8	6.8	13	215	.3	4.6	22	318	.6	3.7	17	251	.4	3.5
WI '98	17	536	.4	3.9	27	270	.7	5.4	6	117	.2	3.6	30	217	.8	4.7	17	233	.4	3.4
FA '97	15	522	.4	3.4	26	234	.7	5.7	8	75	.2	4.5	13	186	.3	2.1	12	111	.3	2.2
SU '97	20	675	.5	4.3	33	249	.9	8.9	21	268	.5	4.0	25	326	.7	4.2	14	248	.4	3.2
4-Book	18	592	.5	3.9	30	266	.8	6.7	12	169	.3	4.2	23	262	.6	3.7	15	211	.4	3.1
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
WYXR-FM																				
SP '98	14	530	.4	3.1	6	98	.2	1.3	4	67	.1	1.4	14	217	.4	2.4	31	251	.8	6.4
WI '98	14	512	.4	3.2	8	139	.2	1.6	1	57		.6	9	190	.2	1.4	39	263	1.0	7.7
FA '97	14	573	.4	3.2	11	141	.3	2.4	10	112	.3	5.7	16	255	.4	2.6	22	289	.6	4.0
SU '97	24	789	.6	5.2	11	201	.3	3.0	27	363	.7	5.1	23	314	.6	3.9	31	399	.8	7.2
4-Book	17	601	.5	3.7	9	145	.3	2.1	11	150	.3	3.2	16	244	.4	2.6	31	301	.8	6.3
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
WJBR-FM																				
SP '98		50				25				7				25		.2		8		
WI '98	1	60	.2			17			1	23		.6		18			1	27		.2
FA '97	1	76	.2		1	5		.2		7			1	40		.2	2	28	.1	.4
SU '97	2	110	.1	.4	2	27	.1	.5	3	31	.1	.6	2	17	.1	.3	2	17	.1	.5
4-Book	1	74	.2	.2	1	19	.2	.2	1	17	.3	.3	1	25	.2	.2	1	20	.1	.3
SP '97	2	101	.1	.5	1	23		.2	2	30	.1	.9	2	38	.1	.3	4	55	.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

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
WKXV-FM																				
SP '98	1	63	.2			16							2	23	.1	.3	4	24	.1	.8
WI '98		14				7			7				2	7	.1	.3		7		
FA '97	1	44	.2		3	29	.1	.7					2	22	.1	.3		7		
SU '97	1	50	.2		1	18		.3	1	16		.2	2	36	.1	.3		6		
4-Book	1	43	.2		1	18		.3		8		.1	2	22	.1	.3	1	11		.2
SP '97		43				14				7			1	21		.2		7		
+WLEV-FM																				
SP '98		14				7				7										
WI '98		25								6				13			1	13		.2
FA '97		33			1	9		.2					7				24			
SU '97		7								7										
4-Book		20				4		.1		5				5				9		.1
SP '97																				
+WNJO-FM																				
SP '98	3	90	.1	.7		7			3	29	.1	1.1	4	66	.1	.7	4	36	.1	.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	15	**	**	**	6	**	**	**	**	**	**	1	9	**	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SP '98	20	727	.5	4.5	20	334	.5	4.2	13	207	.3	4.6	23	315	.6	3.9	25	327	.7	5.2
WI '98	25	753	.7	5.8	25	324	.7	5.0	8	229	.2	4.8	42	477	1.1	6.6	27	347	.7	5.3
FA '97	23	772	.6	5.3	22	342	.6	4.8	6	163	.2	3.4	29	471	.8	4.7	31	473	.8	5.6
SU '97	26	758	.7	5.6	13	219	.3	3.5	35	398	.9	6.6	36	406	.9	6.1	18	354	.5	4.2
4-Book	24	753	.6	5.3	20	305	.5	4.4	16	249	.4	4.9	33	417	.9	5.3	25	375	.7	5.1
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
WRDR-FM																				
SP '98		20				4								8				8		
WI '98		17											1	10		.2		8		
FA '97		9																		
SU '97																				
4-Book		12				1								5		.1		4		
SP '97																				
WZZO-FM																				
SP '98	1	45		.2	1	22		.2	2	30	.1	.7	1	14		.2				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '98	449	3681	11.7		471	2854	12.3		281	2049	7.3		590	3113	15.4		482	2815	12.6	
WI '98	433	3667	11.3		496	3040	13.0		165	1583	4.3		636	3068	16.6		507	2822	13.2	
FA '97	438	3627	11.4		456	2923	11.9		176	1663	4.6		619	2988	16.2		549	2883	14.3	
SU '97	464	3679	12.1		370	2473	9.7		529	2887	13.8		592	3077	15.5		432	2748	11.3	
4-Book	446	3664	11.6		448	2823	11.7		288	2046	7.5		609	3062	15.9		493	2817	12.9	
SP '97	435	3669	11.4		462	2925	12.1		229	1982	6.0		624	3064	16.3		493	2842	12.9	

Target Listener Trends - Teens 12-17

** 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																			
	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 '98	8	287	.2	1.8	4	138	.1	.9	11	34	.3	3.3	7	37	.2	1.0	3	22	.1	.5
4-Book	5	226	.1	1.2	3	94	.1	.6	6	28	.2	2.1	3	19	.1	.5	1	10		.2
WBEB-FM																				
SP '98	11	368	.3	2.5	18	303	.5	4.0	14	47	.4	4.2	24	94	.6	3.4	21	72	.5	3.7
4-Book	11	360	.3	2.5	15	264	.4	3.5	8	38	.2	2.7	23	82	.6	3.5	14	59	.4	2.5
WDAS-AM																				
SP '98	3	64	.1	.7	4	69	.1	.9												
4-Book	2	34	.1	.5	3	37	.1	.6					1			.1				
WDAS-FM																				
SP '98	8	222	.2	1.8	9	164	.2	2.0	10	24	.3	3.0	8	37	.2	1.1	7	35	.2	1.2
4-Book	7	156	.2	1.7	10	117	.2	2.3	9	26	.3	3.1	13	39	.3	2.0	11	28	.3	2.0
WHAT-AM																				
SP '98		5																		
4-Book	1	7		.1	1	9	.1	.3	1	2		.2					1	2		.1
WIOQ-FM																				
SP '98	40	1001	1.0	9.2	52	696	1.4	11.5	34	136	.9	10.2	99	315	2.6	13.8	66	249	1.7	11.7
4-Book	48	1091	1.2	10.9	48	797	1.3	11.2	32	125	.8	12.1	81	330	2.1	12.5	61	260	1.6	10.8
WIP -AM																				
SP '98	9	128	.2	2.1	5	64	.1	1.1	1	10		.3	6	32	.2	.8	4	17	.1	.7
4-Book	7	137	.2	1.6	5	65	.1	1.1	5	18	.2	2.1	5	22	.1	.7	4	16	.1	.8
WJZZ-FM																				
SP '98	6	90	.2	1.4	9	127	.2	2.0	11	24	.3	3.3	11	24	.3	1.5	10	38	.3	1.8
4-Book	5	89	.2	1.2	5	69	.1	1.2	6	18	.2	2.0	4	13	.1	.6	4	17	.1	.6
WMGK-FM																				
SP '98	6	247	.2	1.4	6	174	.2	1.3	1	14		.3	10	39	.3	1.4	10	37	.3	1.8
4-Book	11	257	.3	2.5	13	211	.3	3.0	5	36	.2	2.0	25	79	.7	4.0	18	65	.5	3.2
WMMR-FM																				
SP '98	11	319	.3	2.5	10	215	.3	2.2	11	46	.3	3.3	12	52	.3	1.7	7	50	.2	1.2
4-Book	9	275	.2	2.0	8	176	.2	1.8	6	30	.2	2.1	9	44	.2	1.3	9	47	.3	1.5
WUGL-FM																				
SP '98	4	190	.1	.9	10	170	.3	2.2	2	8	.1	.6	21	67	.5	2.9	15	40	.4	2.7
4-Book	5	209	.1	1.1	7	151	.2	1.6	3	13	.1	.9	11	47	.3	1.6	8	36	.2	1.4
WPEN-AM																				
SP '98																				
4-Book		7				3											1	2		.1
WPHI-FM																				
SP '98	90	1327	2.3	20.7	90	1049	2.3	19.9	62	219	1.6	18.6	154	495	4.0	21.5	92	363	2.4	16.3
4-Book	91	1285	2.4	20.9	84	999	2.2	19.5	56	207	1.5	20.4	138	457	3.6	21.3	114	381	3.0	20.0
WPHT-AM																				
SP '98		24			1	22		.2									1	7		.2
4-Book		8			1	10		.2										2		.1
WPLY-FM																				
SP '98	38	985	1.0	8.7	34	650	.9	7.5	27	125	.7	8.1	57	281	1.5	8.0	41	178	1.1	7.3
4-Book	42	960	1.1	9.6	39	681	1.0	9.1	22	118	.6	8.1	57	271	1.5	8.8	55	200	1.5	9.4
WURD-AM																				
SP '98	1	23		.2		14														
4-Book	2	34	.1	.5	3	28	.1	.6	3	9	.1	1.0	4	11	.1	.7	1	5		.2
WUSL-FM																				
SP '98	93	1408	2.4	21.4	91	1031	2.4	20.1	73	257	1.9	21.9	131	416	3.4	18.3	130	372	3.4	23.0
4-Book	84	1329	2.2	19.4	81	960	2.1	18.8	50	178	1.3	17.7	122	409	3.2	19.0	115	364	3.0	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 Estimates

Target Listener Estimates - Teens 12-17

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
WVDB-FM SP '98 4-Book	1	11 32	.1	1	15	.2						1	2	.1					
WVJZ-AM SP '98 4-Book	1	10 3	.2 .1	1	10 3	.2 .1		2 1	10 3	.1 .2	.6 .2								
WXTU-FM SP '98 4-Book	8 8	102 119	.2 .2	1.8 1.8	7 7	.2 .2	1.5 1.7	6 4	26 19	.2 .2	1.8 1.5	3 11	19 31	.1 .3	.4 1.7	2 7	7 22	.1 .2	.4 1.2
+WXXM-FM SP '98 4-Book	24 17	673 449	.6 .5	5.5 4.1	28 18	.7 .5	6.2 4.2	16 9	73 49	.4 .2	4.8 2.9	50 28	188 127	1.3 .7	7.0 4.2	44 28	164 110	1.1 .7	7.8 5.0
WYSP-FM SP '98 4-Book	22 21	530 479	.6 .6	5.1 4.8	13 14	.3 .4	2.9 3.2	12 7	53 29	.3 .2	3.6 2.7	28 21	133 105	.7 .6	3.9 3.3	20 20	81 88	.5 .5	3.5 3.6
WYXR-FM SP '98 4-Book	8 12	325 378	.2 .3	1.8 2.6	14 16	.4 .4	3.1 3.6	3 9	25 47	.1 .2	.9 3.3	19 19	82 85	.5 .5	2.7 2.9	18 20	47 77	.5 .5	3.2 3.4
WJBR-FM SP '98 4-Book	1	43 44	.2		1 1	.2 .3		1	7	.1	.4	1	11	.1		2	9	.1	.4
WKXV-FM SP '98 4-Book	1 1	39 34	.2 .2		1	.2			4	.1		2 1	15 9	.1 .2	.3 .2		7 3		.1
+WLEV-FM SP '98 4-Book		7 12			7 8				7 2			1	7 4	.1			4		.1
+WNJO-FM SP '98 4-Book	2 **	66 **	.1 **	.5 **	3 **	.5 **	.7 **	4 **	7 **	.1 **	1.2 **	7 **	12 **	.2 **	1.0 **	4 **	7 **	.1 **	.7 **
WPST-FM SP '98 4-Book	18 22	559 612	.5 .6	4.1 5.1	19 24	.5 .7	4.2 5.6	18 14	86 65	.5 .4	5.4 5.2	23 31	132 158	.6 .8	3.2 4.8	34 34	125 152	.9 .9	6.0 6.0
WRDR-FM SP '98 4-Book		12 6			8 4		.1									1	8 2		.2 .1
WZZO-FM SP '98 4-Book	1 **	37 **	.2 **		1 **	.2 **		**	**	**	**	2 **	7 **	.1 **	.3 **	**	**	**	**
TOTALS SP '98 4-Book	435 436	3573 3546	11.4 11.4		453 431	3206 3104	11.8 11.3		334 272	988 921	8.7 7.1		716 647	1852 1830	18.7 16.9		565 569	1664 1574	14.8 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

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 '98 4-Book				5 4	51 26	.1 .1	1.9 1.6	1 2	27 24	.2 .1	.5 .5	2 2	17 13	.1 .1	.5 .3	1 2	10 13	.3 .1	.3 .5				
WBEB-FM SP '98 4-Book				18 16	89 73	.5 .4	4.1 3.7	15 11	48 31	.4 .3	5.8 4.8	23 20	105 70	.6 .5	4.7 4.4	17 16	52 51	.4 .4	4.0 3.7	13 12	72 64	.3 .3	3.8 3.4
WDAS-AM SP '98 4-Book				2 1	5 1	.1 .1	.5 .1	19 12	54 27	.5 .3	7.4 4.8	8 7	42 24	.2 .2	1.6 1.6	2 2	6 3	.1 .1	.5 .4	1 1	6 3	.3 .2	.3 .2
WDAS-FM SP '98 4-Book				9 8	45 27	.2 .2	2.0 1.7	9 4	20 10	.2 .1	3.5 1.6	17 11	62 35	.4 .3	3.5 2.6	3 7	27 20	.1 .2	.7 1.6	4 14	10 27	.1 .4	1.2 3.9
WHAT-AM SP '98 4-Book				1	2	.1	.1	2	9	.1	1.1	3	4	.1	.6	1	2	.1	.1				
WIDQ-FM SP '98 4-Book				42 51	166 205	1.1 1.3	9.5 11.6	29 23	113 111	.8 .6	11.3 9.9	70 53	318 253	1.8 1.4	14.3 11.8	34 42	157 181	.9 1.1	8.0 9.7	34 38	115 154	.9 1.0	9.8 10.6
WIP -AM SP '98 4-Book				6 3	17 14	.2 .1	1.4 .7	3 4	17 14	.1 .1	1.2 1.6	17 7	43 23	.4 .2	3.5 1.6	4	10	.1	.9	4 5	25 21	.1 .1	1.2 1.4
WJZ-FM SP '98 4-Book				2 1	25 10	.1 .1	.5 .3	8 4	44 20	.2 .1	3.1 1.9	16 12	28 22	.4 .3	3.3 2.6	5 6	20 14	.1 .2	1.2 1.5	10 5	36 19	.3 .2	2.9 1.5
WMGK-FM SP '98 4-Book				3 9	17 33	.1 .2	.7 2.0	3 7	25 33	.1 .2	1.2 3.3	8 15	61 62	.2 .4	1.6 3.4	11 13	48 57	.3 .3	2.6 3.1	3 8	24 40	.1 .2	.9 2.3
WMMR-FM SP '98 4-Book				10 5	36 34	.3 .2	2.3 1.1	3 3	8 15	.1 .1	1.2 1.1	7 8	27 39	.2 .2	1.4 1.9	16 13	52 45	.4 .3	3.8 3.1	10 8	53 38	.3 .2	2.9 2.3
VOGL-FM SP '98 4-Book				2 8	25 39	.1 .2	.5 1.8	4 3	23 12	.1 .1	1.6 1.6	12 7	58 30	.3 .2	2.5 1.6	22 12	60 35	.6 .3	5.2 2.8	2 4	8 17	.1 .1	.6 1.2
WPEN-AM SP '98 4-Book					1	.1	.1		1	.1	.1												
WPHI-FM SP '98 4-Book				94 106	321 361	2.5 2.8	21.2 23.6	44 38	158 140	1.1 1.0	17.1 16.5	75 60	299 259	2.0 1.6	15.4 13.6	105 82	307 247	2.7 2.1	24.7 18.6	86 71	284 240	2.2 1.9	24.9 19.7
WPHT-AM SP '98 4-Book				1 2	7 6	.2 .1	.2 .5					2 1	15 8	.1 .2	.4 .2	1 1	5	.2	.2				
WPLY-FM SP '98 4-Book				33 40	139 182	.9 1.1	7.4 8.9	7 19	61 98	.2 .5	2.7 8.5	30 43	178 221	.8 1.1	6.1 9.6	46 40	221 199	1.2 1.1	10.8 9.2	24 32	93 148	.6 .9	6.9 9.0
WURD-AM SP '98 4-Book				1	3	.2	.2	1	3	.4	.4	5	16	.1	1.3	2 4	14 15	.1 .1	.5 .9	1 1	3	.1	.1
WUSL-FM SP '98 4-Book				116 90	352 305	3.0 2.4	26.1 20.1	67 48	224 166	1.7 1.2	26.1 20.7	81 72	299 261	2.1 1.9	16.6 16.2	64 77	240 253	1.7 2.0	15.1 17.5	58 65	222 238	1.5 1.7	16.8 18.2

** 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 - 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
WVQB-FM SP '98 4-Book		2			1	6	.1	.6	2	4	.1	.4	1	4	.2					4
WWJZ-AM SP '98 4-Book	2 1	10 3	.1	.5 .1																
WXTU-FM SP '98 4-Book	5 6	22 24	.1 .1	1.1 1.3	3 3	14 14	.1 .1	1.2 1.3	22 13	71 44	.6 .3	4.5 2.8	4 7	30 27	.1 .2	.9 1.6	5 5	14 19	.1 .1	1.4 1.3
+WXXM-FM SP '98 4-Book	21 16	135 96	.5 .4	4.7 3.5	7 6	48 30	.2 .2	2.7 2.3	36 22	182 119	.9 .5	7.4 4.8	29 23	128 91	.8 .6	6.8 5.3	18 12	122 71	.5 .3	5.2 3.2
WYSP-FM SP '98 4-Book	15 15	56 62	.4 .4	3.4 3.4	9 6	41 29	.2 .2	3.5 2.3	4 14	24 64	.1 .4	.8 3.3	8 15	39 68	.2 .4	1.9 3.4	5 9	33 49	.1 .2	1.4 2.4
WYXR-FM SP '98 4-Book	8 16	41 71	.2 .4	1.8 3.6	2 5	8 21	.1 .2	.8 2.4	9 10	32 47	.2 .3	1.8 2.3	19 14	58 61	.5 .4	4.5 3.2	29 30	117 113	.8 .8	8.4 8.3
VJBR-FM SP '98 4-Book	1	5		.2		2			1 1	7 7	.2 .2		3 1	14 5	.1 .2	.7 .	2 2	7 13	.1 .1	.6 .5
WKXV-FM SP '98 4-Book						2			1	7 4	.2 .1						1	7 2		.3 .1
+WLEV-FM SP '98 4-Book													1	4		.2		2		.1
+WNJO-FM SP '98 4-Book	**	**	**	**	**	**	**	**	4 **	26 **	.1 **	.8 **	**	**	**	**	3 **	7 **	.1 **	.9 **
WPST-FM SP '98 4-Book	16 23	90 128	.4 .6	3.6 5.2	7 10	53 53	.2 .3	2.7 4.2	21 28	135 147	.5 .7	4.3 6.4	9 27	50 120	.2 .7	2.1 6.1	20 22	112 115	.5 .6	5.8 6.0
WROR-FM SP '98 4-Book					1	2		.5		2		.1								
WZZD-FM SP '98 4-Book	**	**	**	**	1 **	7 **		.4 **	**	**	**	**	1 **	8 **		.2 **	**	**	**	**
TOTALS SP '98 4-Book	444 448	1269 1377	11.6 11.7		257 230	899 807	6.7 6.0		488 444	1434 1416	12.7 11.6		425 435	1185 1223	11.1 11.4		346 358	1084 1157	9.0 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	520	5	249	9	16	47	53	45	80	266	2	14	38	34	38	140
(%)	100	1	48	2	3	9	10	9	15	51	3	3	7	6	7	27
Rating	1.3	.1	1.4	.4	.4	1.2	1.7	2.2	3.1	1.4	.1	.4	.9	1.0	1.6	3.5
Share	7.2	1.1	7.6	2.5	2.0	6.4	8.9	12.2	19.0	7.6	.5	2.1	5.5	5.5	9.4	18.5
WBEB-FM	520	14	172	25	34	31	33	31	17	334	32	66	80	87	36	33
(%)	100	3	33	5	6	6	6	6	3	64	6	13	15	17	7	6
Rating	1.3	.4	1.0	1.2	.9	.8	1.1	1.5	.7	1.7	1.5	1.8	2.0	2.6	1.5	.8
Share	7.2	3.1	5.3	6.8	4.3	4.2	5.6	8.4	4.0	9.5	8.3	10.1	11.6	14.1	8.9	4.4
WDAS-AM	85	3	16	1	1	8	2	1	4	66		6	10	15	17	18
(%)	100	3	18	1	1	9	2	1	4	78		7	11	18	20	22
Rating	.2	.1	.1			.2	.1		.2	.3		.2	.2	.4	.7	.4
Share	1.2	.7	.5	.3	.1	1.1	.3	.3	1.0	1.9		.9	1.5	2.4	4.2	2.4
WDAS-FM	445	9	189	17	35	44	58	24	11	247	13	74	83	57	16	6
(%)	100	2	42	4	8	10	13	5	3	56	3	17	19	13	3	1
Rating	1.1	.2	1.1	.8	1.0	1.1	1.9	1.2	.4	1.3	.6	2.0	2.0	1.7	.7	.1
Share	6.2	2.0	5.8	4.7	4.5	6.0	9.8	6.5	2.6	7.1	3.4	11.3	12.1	9.3	4.0	.8
WHAT-AM	80		26		6	8	6	1	5	54		1	1	15	9	28
(%)	100		32		7	10	7	2	7	68		2	2	19	11	35
Rating	.2		.1		.2	.2	.2		.2	.3				.4	.4	.7
Share	1.1		.8		.8	1.1	1.0	.3	1.2	1.5		.2	.1	2.4	2.2	3.7
WIOQ-FM	280	44	103	35	34	25	8	1		132	41	40	28	20	3	1
(%)	100	16	37	12	12	9	3			47	15	14	10	7	1	
Rating	.7	1.1	.6	1.6	.9	.7	.3			.7	1.9	1.1	.7	.6	.1	
Share	3.9	9.8	3.1	9.6	4.3	3.4	1.3	.3		3.8	10.7	6.1	4.1	3.2	.7	.1
WIP -AM	187	8	150	11	37	40	37	14	10	30		8	3	5	3	12
(%)	100	4	80	6	20	21	20	8	5	16		4	1	3	2	6
Rating	.5	.2	.9	.5	1.0	1.0	1.2	.7	.4	.2		.2	.1	.1	.1	.3
Share	2.6	1.8	4.6	3.0	4.7	5.4	6.2	3.8	2.4	.9		1.2	.4	.8	.7	1.6
WJZ-FM	326	6	139	2	20	44	41	24	8	181	6	25	53	51	34	12
(%)	100	2	43	1	6	14	12	7	2	56	2	8	16	16	10	4
Rating	.8	.2	.8	.1	.6	1.1	1.3	1.2	.3	.9	.3	.7	1.3	1.5	1.5	.3
Share	4.5	1.3	4.2	.5	2.6	6.0	6.9	6.5	1.9	5.2	1.6	3.8	7.7	8.3	8.4	1.6
WMGK-FM	299	5	159	20	48	62	25	3		135	24	41	44	21	5	
(%)	100	2	53	7	16	21	9	1		45	8	14	15	7	2	
Rating	.7	.1	.9	.9	1.3	1.6	.8	.1		.7	1.1	1.1	1.1	.6	.2	
Share	4.1	1.1	4.9	5.5	6.1	8.4	4.2	.8		3.9	6.3	6.3	6.4	3.4	1.2	
WMMR-FM	216	10	163	20	64	64	11	4		42	6	19	11	6		
(%)	100	5	76	9	30	30	5	2		20	3	9	5	3		
Rating	.5	.3	.9	.9	1.8	1.7	.4	.2		.2	.3	.5	.3	.2		
Share	3.0	2.2	5.0	5.5	8.2	8.7	1.9	1.1		1.2	1.6	2.9	1.6	1.0		
WUGL-FM	356	6	198	11	27	38	72	39	11	152	5	10	29	70	24	14
(%)	100	2	56	3	7	11	20	11	3	43	1	3	8	20	7	4
Rating	.9	.2	1.1	.5	.7	1.0	2.3	1.9	.4	.8	.2	.3	.7	2.1	1.0	.3
Share	4.9	1.3	6.1	3.0	3.4	5.1	12.1	10.6	2.6	4.3	1.3	1.5	4.2	11.4	5.9	1.9
WPEN-AM	295		103			2	4	19	79	192		2	5	3	39	143
(%)	100		35			1	1	6	27	65		1	2	1	13	49
Rating	.7		.6			.1	.1	.9	3.0	1.0		.1	.1	.1	1.7	3.5
Share	4.1		3.1			.3	.7	5.2	18.8	5.5		.3	.7	.5	9.6	18.9
WPHI-FM	246	94	71	35	30	6	1		1	81	37	29	9	3	1	3
(%)	100	38	29	14	12	2				33	15	12	4	1		1
Rating	.6	2.5	.4	1.6	.8	.2				.4	1.7	.8	.2	.1		.1
Share	3.4	20.9	2.2	9.6	3.8	.8	.2		.2	2.3	9.6	4.4	1.3	.5	.2	.4
WPHT-AM	86	1	50		5	9	12	6	18	35		1	2	2	3	28
(%)	100	1	58		6	11	14	7	21	41		1	2	2	4	32
Rating	.2		.3		.1	.2	.4	.3	.7	.2				.1	.1	.7
Share	1.2	.2	1.5		.6	1.2	2.0	1.6	4.3	1.0		.2	.3	.3	.7	3.7

* 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	11797	343	5715	267	667	1228	1355	870	1329	5739	164	657	1209	1040	870	1799
(%)	100	3	48	2	6	10	11	7	11	49	1	6	10	9	7	15
Rating	29.0	9.0	32.9	12.6	18.4	31.9	44.1	41.9	51.2	29.4	7.7	18.0	29.7	31.2	37.4	44.6
WBEB-FM	6934	537	2207	291	382	539	488	281	226	4190	535	860	1023	885	421	466
(%)	100	8	32	4	6	8	7	4	3	60	8	12	15	13	6	7
Rating	17.0	14.0	12.7	13.7	10.5	14.0	15.9	13.5	8.7	21.4	25.1	23.5	25.1	26.5	18.1	11.6
WDAS-AM	1254	101	313	29	41	94	43	29	77	840	38	108	155	159	127	254
(%)	100	8	25	2	3	7	3	2	6	67	3	9	12	13	10	20
Rating	3.1	2.6	1.8	1.4	1.1	2.4	1.4	1.4	3.0	4.3	1.8	3.0	3.8	4.8	5.5	6.3
WDAS-FM	4537	317	1808	196	441	510	410	176	74	2413	270	717	676	450	185	115
(%)	100	7	40	4	10	11	9	4	2	53	6	16	15	10	4	3
Rating	11.1	8.3	10.4	9.2	12.2	13.3	13.3	8.5	2.8	12.3	12.7	19.6	16.6	13.5	8.0	2.9
WHAT-AM	921	5	333		25	46	79	70	113	582	9	22	62	145	115	230
(%)	100	1	36		3	5	9	8	12	63	1	2	7	16	12	25
Rating	2.3	.1	1.9		.7	1.2	2.6	3.4	4.3	3.0	.4	.6	1.5	4.3	4.9	5.7
WIOQ-FM	5992	1170	1820	649	501	395	259	16		3002	816	1015	696	362	36	76
(%)	100	20	30	11	8	7	4			50	14	17	12	6	1	1
Rating	14.7	30.5	10.5	30.5	13.8	10.3	8.4	.8		15.4	38.3	27.7	17.1	10.9	1.5	1.9
WIP -AM	3540	185	2626	221	687	625	577	274	241	730	39	154	128	110	115	183
(%)	100	5	74	6	19	18	16	8	7	21	1	4	4	3	3	5
Rating	8.7	4.8	15.1	10.4	19.0	16.3	18.8	13.2	9.3	3.7	1.8	4.2	3.1	3.3	4.9	4.5
WJJZ-FM	4665	158	1899	53	265	723	456	247	156	2608	102	460	823	586	397	240
(%)	100	3	41	1	6	15	10	5	3	56	2	10	18	13	9	5
Rating	11.5	4.1	10.9	2.5	7.3	18.8	14.8	11.9	6.0	13.3	4.8	12.6	20.2	17.6	17.1	5.9
WMGK-FM	5006	353	2276	332	707	877	322	38		2377	367	753	799	383	50	24
(%)	100	7	45	7	14	18	6	1		47	7	15	16	8	1	
Rating	12.3	9.2	13.1	15.6	19.5	22.8	10.5	1.8		12.2	17.2	20.6	19.6	11.5	2.1	.6
WMMR-FM	4624	420	2555	498	928	861	229	39		1649	354	609	561	107	18	
(%)	100	9	55	11	20	19	5	1		36	8	13	12	2		
Rating	11.4	11.0	14.7	23.4	25.6	22.4	7.4	1.9		8.4	16.6	16.6	13.8	3.2	.8	
WVGL-FM	6040	308	2720	162	345	711	933	405	163	3012	181	429	694	993	421	293
(%)	100	5	45	3	6	12	15	7	3	50	3	7	11	16	7	5
Rating	14.8	8.0	15.7	7.6	9.5	18.5	30.3	19.5	6.3	15.4	8.5	11.7	17.1	29.8	18.1	7.3
WPEN-AM	3213		1307	21	10	35	86	223	933	1906		21	73	100	431	1282
(%)	100		41	1		1	3	7	29	59		1	2	3	13	40
Rating	7.9		7.5	1.0	.3	.9	2.8	10.7	35.9	9.7		.6	1.8	3.0	18.5	31.8
WPHI-FM	4154	1498	1134	560	386	149	27		12	1521	607	471	236	113	47	47
(%)	100	36	27	13	9	4	1			37	15	11	6	3	1	1
Rating	10.2	39.1	6.5	26.3	10.6	3.9	.9		.5	7.8	28.5	12.9	5.8	3.4	2.0	1.2
WPHT-AM	2266	64	1391	26	163	281	319	187	416	812		24	119	101	127	439
(%)	100	3	61	1	7	12	14	8	18	36		1	5	4	6	19
Rating	5.6	1.7	8.0	1.2	4.5	7.3	10.4	9.0	16.0	4.2		.7	2.9	3.0	5.5	10.9

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

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+
WPLY-FM	164	36	61	24	26	10	2			67	29	20	15	2	1	1
(%)	100	22	37	15	16	6	1			41	18	12	9	1		
Rating	.4	.9	.4	1.1	.7	.3	.1			.3	1.4	.5	.4	.1		
Share	2.3	8.0	1.9	6.6	3.3	1.4	.3			1.9	7.6	3.1	2.2	.3	.2	.1
WURD-AM	45		16	2	3	9	1		1	28	1	10	12	5		1
(%)	100	1	36	3	6	20	3		2	63	2	21	26	11		2
Rating	.1		.1	.1	.1	.2				.1		.3	.3	.1		
Share	.6		.5	.5	.4	1.2	.2		.2	.8	.3	1.5	1.7	.8		.1
WUSL-FM	367	95	119	39	47	20	6	6	1	154	56	50	24	16	4	4
(%)	100	26	32	11	13	5	2	2		42	15	14	6	4	1	1
Rating	.9	2.5	.7	1.8	1.3	.5	.2	.3		.8	2.6	1.4	.6	.5	.2	.1
Share	5.1	21.2	3.6	10.7	6.0	2.7	1.0	1.6	.2	4.4	14.6	7.7	3.5	2.6	1.0	.5
WVDB-FM	286		118	1	10	22	23	20	42	168		7	16	13	36	96
(%)	100		41		3	8	8	7	15	59		2	5	5	13	33
Rating	.7		.7		.3	.6	.7	1.0	1.6	.9		.2	.4	.4	1.5	2.4
Share	4.0		3.6	.3	1.3	3.0	3.9	5.4	10.0	4.8		1.1	2.3	2.1	8.9	12.7
WVJZ-AM	25	1	14			1		6	7	10					3	6
(%)	100	3	57			2		25	28	40					14	26
Rating	.1		.1					.3	.3	.1					.1	.1
Share	.3	.2	.4			.1		1.6	1.7	.3					.7	.8
WXTU-FM	311	7	146	3	24	37	31	30	21	157	13	27	29	25	24	40
(%)	100	2	47	1	8	12	10	10	7	51	4	9	9	8	8	13
Rating	.8	.2	.8	.1	.7	1.0	1.0	1.4	.8	.8	.6	.7	.7	.7	1.0	1.0
Share	4.3	1.6	4.5	.8	3.1	5.0	5.2	8.2	5.0	4.5	3.4	4.1	4.2	4.1	5.9	5.3
WXXM-FM	157	25	68	13	26	21	8	1		64	23	24	16	1		
(%)	100	16	43	8	16	14	5			41	14	15	10	1		
Rating	.4	.7	.4	.6	.7	.5	.3			.3	1.1	.7	.4			
Share	2.2	5.6	2.1	3.6	3.3	2.8	1.3	.3		1.8	6.0	3.7	2.3	.2		
WYSP-FM	369	18	261	46	144	49	17	5	5	90	19	41	18	8	1	2
(%)	100	5	71	12	39	13	5	1		24	5	11	5	2		
Rating	.9	.5	1.5	2.2	4.0	1.3	.6	.2		.5	.9	1.1	.4	.2		
Share	5.1	4.0	8.0	12.6	18.4	6.6	2.9	1.4		2.6	4.9	6.3	2.6	1.3	.2	.3
WYXR-FM	237	14	70	18	21	13	17	1	1	153	26	59	34	29	3	2
(%)	100	6	30	8	9	5	7	1		64	11	25	15	12	1	1
Rating	.6	.4	.4	.8	.6	.3	.6			.8	1.2	1.6	.8	.9	.1	.1
Share	3.3	3.1	2.1	4.9	2.7	1.8	2.9	.3	.2	4.4	6.8	9.0	4.9	4.7	.7	.3
WJBR-FM	37		16	1	1	2	8	2	2	21	2	6	3	2	7	1
(%)	100	1	43	4	1	4	21	6	6	56	5	16	9	5	18	3
Rating	.1		.1			.1	.3	.1	.1	.1	.1	.2	.1	.1	.3	
Share	.5		.5	.3	.1	.3	1.3	.5	.5	.6	.5	.9	.4	.3	1.7	.1
WKXV-FM	67	1	29	1	6	7	11	3	1	37	2	5	11	8	6	6
(%)	100	2	43	1	9	10	16	5	1	56	2	8	16	12	9	8
Rating	.2		.2		.2	.2	.4	.1		.2	.1	.1	.3	.2	.3	.1
Share	.9	.2	.9	.3	.8	.9	1.9	.8	.2	1.1	.5	.8	1.6	1.3	1.5	.8
WLEV-FM	21		8		1		3	1	2	14		2	4	2	5	1
(%)	100		36		4		16	6	9	63		9	17	10	24	4
Rating	.1		.1		.1		.1	.1	.1	.1		.1	.1	.1	.2	
Share	.3		.2		.1		.5	.3	.5	.4		.3	.6	.3	1.2	.1
WNJO-FM	50	3	20	1	1	6	10	2		28	1	4	5	13	3	4
(%)	100	6	39	2	1	12	19	4		55	1	7	9	25	6	7
Rating	.1	.1	.1			.2	.3	.1		.1		.1	.1	.4	.1	.1
Share	.7	.7	.6	.3	.1	.8	1.7	.5		.8	.3	.6	.7	2.1	.7	.5
WPST-FM	95	20	30	7	10	9	3	1		46	17	14	11	4		
(%)	100	21	31	7	11	9	3	1		48	18	15	11	4		
Rating	.2	.5	.2	.3	.3	.2	.1			.2	.8	.4	.3	.1		
Share	1.3	4.5	.9	1.9	1.3	1.2	.5	.3		1.3	4.4	2.1	1.6	.6		

* 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+
WPLY-FM (%) Rating	4965 100 12.2	1126 23 29.4	1713 34 9.9	658 13 30.9	598 12 16.5	390 8 10.1	48 1 1.6	10 1 .5	9 1 .3	2126 43 10.9	724 15 34.0	748 15 20.4	462 9 11.4	129 3 3.9	43 1 1.8	21 1 .5
WURD-AM (%) Rating	436 100 1.1	30 7 .8	160 37 .9	25 6 1.2	32 7 .9	81 19 2.1	8 2 .3	6 1 .3	7 2 .3	246 56 1.3	19 4 .9	79 18 2.2	73 17 1.8	37 8 1.1	16 4 .7	22 5 .5
WUSL-FM (%) Rating	5705 100 14.0	1596 28 41.7	1795 31 10.3	759 13 35.7	514 9 14.2	272 5 7.1	127 2 4.1	80 1 3.8	42 1 1.6	2315 41 11.8	772 14 36.3	643 11 17.6	435 8 10.7	240 4 7.2	152 3 6.5	73 1 1.8
WWDB-FM (%) Rating	4012 100 9.8	11 1 .3	1895 47 10.9	26 1 1.2	158 4 4.4	426 11 11.1	401 10 13.0	304 8 14.6	579 14 22.3	2107 53 10.8	9 4 .4	162 4 4.4	332 8 8.2	312 8 9.4	394 10 16.9	898 22 22.3
WWJZ-AM (%) Rating	351 100 .9	10 3 .3	183 52 1.1			27 8 .7	26 7 .8	49 14 2.4	81 23 3.1	158 45 .8			11 3 .3		41 12 1.8	107 30 2.7
WXTU-FM (%) Rating	3839 100 9.4	116 3 3.0	1678 44 9.7	79 2 3.7	285 7 7.9	371 10 9.6	441 11 14.3	235 6 11.3	266 7 10.2	2045 53 10.5	150 4 7.0	399 10 10.9	422 11 10.4	401 10 12.0	292 8 12.6	382 10 9.5
WXXM-FM (%) Rating	4285 100 10.5	822 19 21.5	1557 36 9.0	396 9 18.6	594 14 16.4	436 10 11.3	92 2 3.0	39 1 1.9		1906 44 9.7	677 16 31.8	704 16 19.2	430 10 10.6	76 2 2.3	9 .4	10 .2
WYSP-FM (%) Rating	6666 100 16.4	633 9 16.5	3884 58 22.4	770 12 36.2	1678 25 46.3	911 14 23.7	400 6 13.0	116 2 5.6	9 .3	2149 32 11.0	487 7 22.9	868 13 23.7	548 8 13.5	185 3 5.5	16 .7	45 1 1.1
WYXR-FM (%) Rating	5028 100 12.3	530 11 13.8	1621 32 9.3	325 6 15.3	519 10 14.3	400 8 10.4	292 6 9.5	66 1 3.2	18 .7	2877 57 14.7	645 13 30.3	957 19 26.2	638 13 15.7	460 9 13.8	97 2 4.2	80 2 2.0
WJBR-FM (%) Rating	750 100 1.8	50 7 1.3	255 34 1.5	28 4 1.3	39 5 1.1	54 7 1.4	70 9 2.3	28 4 1.3	36 5 1.4	445 59 2.3	92 12 4.3	85 11 2.3	116 15 2.9	56 8 1.7	73 10 3.1	22 3 .5
WKXW-FM (%) Rating	1302 100 3.2	63 5 1.6	530 41 3.1	11 1 .5	119 9 3.3	191 15 5.0	151 12 4.9	18 1 .9	41 3 1.6	710 54 3.6	28 2 1.3	136 10 3.7	232 18 5.7	175 13 5.2	78 6 3.4	60 5 1.5
WLEV-FM (%) Rating	367 100 .9	14 4 .4	159 43 .9		39 11 1.1	9 2 .2	47 13 1.5	28 8 1.3	36 10 1.4	194 53 1.0		52 14 1.4	37 10 .9	38 10 1.1	45 12 1.9	20 5 .5
WNJO-FM (%) Rating	1144 100 2.8	90 8 2.3	451 39 2.6	27 2 1.3	32 3 .9	152 13 4.0	195 17 6.3	19 2 .9	27 2 1.0	604 53 3.1	51 4 2.4	100 9 2.7	122 11 3.0	225 20 6.7	52 5 2.2	54 5 1.3
WPST-FM (%) Rating	3004 100 7.4	727 24 19.0	853 28 4.9	245 8 11.5	281 9 7.8	198 7 5.1	111 4 3.6	10 .5	9 .3	1424 47 7.3	458 15 21.5	487 16 13.3	273 9 6.7	185 6 5.5		21 1 .5

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+
WRDR-FM	51		22			1		7	14	28		1	5	5	11	7
(%)	100		44			1	1	14	28	55		2	9	10	21	14
Rating	.1		.1					.3	.5	.1			.1	.1	.5	.2
Share	.7		.7			.1		1.9	3.3	.8		.2	.7	.8	2.7	.9
WZZO-FM	21	1	18	1	6	7	3			3		1	1			
(%)	100	3	84	7	29	32	14	2	1	13	1	3	5		2	1
Rating	.1		.1		.2	.2	.1									
Share	.3	.2	.6	.3	.8	.9	.5			.1		.2	.1			
TOTALS	7219	449	3271	365	783	739	593	368	421	3499	384	652	687	616	405	755
(%)	100	6	45	5	11	10	8	5	6	48	5	9	10	9	6	10
Rating	17.7	11.7	18.9	17.2	21.6	19.2	19.3	17.7	16.2	17.9	18.0	17.8	16.9	18.5	17.4	18.7

* 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+
WRDR-FM	872	20	405			25	19	178	182	447		57	66	59	186	80
(%)	100	2	46			3	2	20	21	51		7	8	7	21	9
Rating	2.1	.5	2.3			.7	.6	8.6	7.0	2.3		1.6	1.6	1.8	8.0	2.0
WZZO-FM	350	45	210	34	105	36	17	10	9	95	10	26	31	9	9	10
(%)	100	13	60	10	30	10	5	3	3	27	3	7	9	3	3	3
Rating	.9	1.2	1.2	1.6	2.9	.9	.6	.5	.3	.5	.5	.7	.8	.3	.4	.2
TOTALS	39136	3681	16648	2061	3457	3689	3018	2003	2420	18808	2052	3578	3954	3256	2222	3747
(%)	100	9	43	5	9	9	8	5	6	48	5	9	10	8	6	10
Rating	96.1	96.1	96.0	96.9	95.4	95.9	98.1	96.4	93.1	96.2	96.4	97.8	97.1	97.6	95.5	92.9

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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
KYW -AM (%)	566 64	287 32	33 4	2	245 52	148 32	70 15	4 1	199 66	90 30	10 3	2 1	340 66	146 28	27 5	2
WBEB-FM (%)	156 24	167 26	307 48	8 1	145 15	111 12	690 72	12 1	142 42	118 35	73 22	4 1	133 26	108 21	257 51	7 1
WDAS-AM (%)	78 72	17 16	11 10	2 2	41 60	8 11	17 25	2 3	86 81	17 16	1 1	1 1	62 76	11 13	7 9	1 2
WDAS-FM (%)	199 38	158 30	159 30	11 2	131 26	80 16	286 56	12 2	206 58	90 25	47 13	12 3	206 47	94 21	126 29	10 2
WHAT-AM (%)	69 74	9 9	14 16	1 1	62 54	17 15	35 31		69 87	6 8	4 5		59 74	8 10	13 16	
WIOQ-FM (%)	67 25	109 41	82 31	8 3	73 20	73 20	195 54	22 6	92 39	73 31	46 19	28 12	68 29	72 30	81 34	14 6
WIP -AM (%)	103 34	151 50	47 16	2 1	46 19	100 42	90 38	3 1	39 42	39 42	13 14	1 1	61 34	81 45	36 20	1 1
WJZ-FM (%)	108 30	101 29	139 39	7 2	94 18	72 14	342 66	7 1	174 56	91 29	32 10	15 5	119 37	71 22	122 38	7 2
WMGK-FM (%)	61 17	106 30	182 51	5 1	54 10	77 15	386 74	3 1	97 37	86 33	68 26	12 5	57 19	74 25	157 54	5 2
WMMR-FM (%)	37 13	105 38	127 46	6 2	33 10	56 17	226 70	8 2	60 33	60 33	43 24	17 10	35 17	61 30	102 50	7 3
WGL-FM (%)	130 29	149 34	154 35	8 2	100 18	136 24	327 57	7 1	129 43	118 39	38 13	17 6	106 30	109 31	128 36	8 2
WPEN-AM (%)	302 80	61 16	13 3	1	332 76	81 19	21 5	3 1	241 80	55 18	1 1	3 1	236 80	48 16	9 3	2 1
WPHI-FM (%)	75 42	66 38	28 16	8 4	54 31	55 32	53 31	9 5	67 48	53 38	12 9	7 5	72 47	50 32	24 16	7 5
WPHT-AM (%)	50 55	31 34	8 9	1 1	43 62	13 19	13 18		43 73	13 22	1 1	3 4	61 71	18 21	5 6	1 2
WPLY-FM (%)	40 23	82 46	51 29	4 2	30 15	54 27	111 55	6 3	32 32	51 51	12 12	4 4	30 23	52 41	41 32	4 3
WURD-AM (%)	30 59	11 22	8 17	1 2	54 68	9 11	16 21	1 1	51 84	9 15	1 1		31 68	8 17	6 14	1 1
WUSL-FM (%)	144 44	96 30	76 23	11 3	85 27	66 21	144 46	18 6	177 61	63 22	33 11	18 6	132 48	64 23	63 23	14 5
WVDB-FM (%)	192 62	84 27	29 9	2 1	246 51	133 28	100 21	5 1	196 78	43 17	6 3	5 2	185 65	66 23	32 11	2 1
WVJZ-AM (%)	22 75	5 19	2 6	1	17 45	12 33	7 19	1 2	30 83	5 13		1 4	17 68	5 22	2 8	2 2
WXTU-FM (%)	127 32	168 42	100 25	3 1	129 28	142 31	183 40	5 1	154 48	127 39	34 10	8 2	108 36	113 37	78 26	5 2
WXXM-FM (%)	35 20	80 46	52 30	7 4	25 13	48 24	115 59	8 4	64 44	59 40	14 10	10 7	32 24	50 38	43 33	7 5
WYSP-FM (%)	171 26	256 39	218 33	9 1	70 15	99 21	302 63	4 1	69 42	64 38	17 10	15 9	87 25	120 34	135 39	8 2
WYXR-FM (%)	71 26	96 35	104 38	6 2	43 13	56 18	217 68	4 1	100 44	74 33	48 21	3 2	66 30	64 29	88 40	5 2
WJBR-FM (%)	14 30	11 24	21 45	1	7 13	5 8	44 79		12 50	11 46	1 3		13 36	7 20	16 43	

* 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
WKXW-FM (%)	30 29	41 40	33 32		19 16	27 22	72 61	2 1	6 25	11 48	6 27	1	17 25	22 33	27 41	1
WLEV-FM (%)	2 6	5 19	19 74		1	2 6	37 92	1 2	8 33	6 22	11 44	2	2 11	4 17	15 71	1
WNJO-FM (%)	12 24	20 39	18 35	1 2	11 16	14 20	42 60	3 4	36 56	22 34	5 8	1 2	15 32	15 31	16 34	1 3
WPST-FM (%)	18 17	50 46	37 34	3 3	14 13	27 26	61 58	3 3	24 33	37 51	10 14	1 2	15 20	31 41	27 36	2 3
WRDR-FM (%)	25 48	19 36	8 15	1	35 40	30 35	20 23	2 2	31 50	26 43	4 6		22 43	21 42	7 14	1
WZZO-FM (%)	2 7	6 19	22 73		1	4 14	27 85		8 45	3 18	2 11	5 27	2 12	4 17	13 65	1 6
TOTALS (%)	3523 39	2966 33	2324 26	143 2	2677 28	2071 22	4688 49	195 2	3160 54	1791 31	651 11	243 4	2860 42	1869 28	1885 28	156 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

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
KYW -AM										
SP '98	5:30	3:00	4:00	4:45	3:15	4:30	5:15	2:30	3:45	4:30
WI '98	5:30	3:15	4:30	5:30	3:30	4:30	5:00	3:00	4:30	6:00
FA '97	5:15	2:45	4:15	5:00	3:00	4:30	5:15	2:30	3:45	4:45
SU '97	5:00	3:00	4:00	4:45	2:45	4:00	5:00	3:15	3:45	4:30
4-Book	5:15	3:00	4:15	5:00	3:15	4:30	5:15	2:45	4:00	5:00
SP '97	5:00	3:30	4:00	4:45	3:15	4:15	5:00	3:45	4:00	4:30
WBEB-FM										
SP '98	9:30	9:30	10:00	10:15	11:00	8:45	9:15	9:00	10:30	11:00
WI '98	8:00	8:30	8:15	8:30	6:30	5:30	6:45	9:30	9:30	9:30
FA '97	8:45	7:15	9:15	10:30	5:00	7:30	9:00	8:30	10:15	11:00
SU '97	8:45	7:30	9:00	10:00	6:30	8:00	9:15	8:00	9:15	10:15
4-Book	8:45	8:15	9:15	9:45	7:15	7:30	8:30	8:45	10:00	10:30
SP '97	9:00	7:45	9:00	9:45	6:00	6:30	7:15	8:15	10:15	11:00
WDAS-AM										
SP '98	8:30	4:45	8:30	10:45	2:45	7:00	8:00	5:30	9:15	12:00
WI '98	9:15	8:45	10:15	10:30	3:15	5:45	7:45	10:30	12:15	11:45
FA '97	11:00	11:00	10:00	11:00	8:30	6:00	6:00	12:15	11:15	12:15
SU '97	9:00	9:45	8:45	8:45	7:15	7:15	7:45	10:15	9:15	9:15
4-Book	9:30	8:30	9:30	10:15	5:30	6:30	7:30	9:45	10:30	11:15
SP '97	9:45	4:00	10:30	10:45	3:45	6:45	6:00	4:15	11:45	12:00
WDAS-FM										
SP '98	12:15	10:45	13:45	14:45	10:30	12:30	14:30	11:00	14:30	15:00
WI '98	13:15	12:45	14:30	14:30	10:30	13:15	15:00	14:45	15:15	14:15
FA '97	11:30	10:30	13:00	13:15	9:30	11:15	12:30	11:00	14:00	13:45
SU '97	12:45	10:30	14:00	15:30	8:45	11:45	13:30	11:45	15:30	17:15
4-Book	12:30	11:15	13:45	14:30	9:45	12:15	14:00	12:15	14:45	15:00
SP '97	11:30	10:00	12:45	13:00	10:30	12:45	13:15	9:45	13:00	13:00
WHAT-AM										
SP '98	11:00	15:45	12:00	9:30	27:45	16:00	9:30	6:00	9:30	9:45
WI '98	10:30	7:30	8:45	8:15	6:30	10:00	10:45	8:45	7:30	6:15
FA '97	9:15	6:45	11:00	10:15	11:00	11:15	12:00	2:45	10:45	9:30
SU '97	10:15	9:45	10:15	12:00	20:15	11:45	9:30	5:45	9:30	13:30
4-Book	10:15	10:00	10:30	10:00	16:30	12:15	10:30	5:45	9:15	9:45
SP '97	14:00	10:15	12:30	14:15	10:00	7:45	9:00	10:30	14:45	16:45
WIOQ-FM										
SP '98	6:00	6:15	6:00	6:00	7:30	7:15	6:15	5:30	5:15	5:45
WI '98	5:30	5:45	6:30	6:00	4:45	5:45	6:15	6:15	6:45	6:00
FA '97	5:15	6:00	5:30	5:15	7:15	5:45	4:30	5:00	5:15	5:45
SU '97	5:45	6:15	5:45	5:15	6:00	5:45	5:45	6:30	5:45	5:00
4-Book	5:45	6:00	6:00	5:45	6:30	6:15	5:45	5:45	5:45	5:45
SP '97	5:45	6:45	6:00	5:15	8:15	5:45	3:45	5:45	6:15	6:00
WIP -AM										
SP '98	6:45	6:30	7:00	7:00	6:45	7:30	7:45	5:15	4:45	3:45
WI '98	7:00	7:15	7:30	7:15	8:00	8:00	7:45	3:00	5:00	5:30
FA '97	7:15	7:00	7:45	8:00	7:45	8:15	8:30	4:00	4:45	6:00
SU '97	7:45	7:45	8:00	8:00	8:30	8:30	8:30	4:00	5:00	5:15
4-Book	7:15	7:15	7:30	7:30	7:45	8:00	8:15	4:00	5:00	5:15
SP '97	6:30	5:45	7:00	7:00	6:45	7:30	7:30	2:30	5:15	5:30
WJZ-FM										
SP '98	8:45	7:30	9:00	9:45	8:30	9:15	9:45	7:00	8:45	9:30
WI '98	9:30	7:15	9:30	10:15	6:30	10:00	11:00	7:45	9:15	9:30
FA '97	9:00	9:45	9:45	9:15	8:45	9:45	10:00	11:00	9:30	8:45
SU '97	9:30	6:45	10:15	10:45	5:30	10:45	11:45	7:45	9:45	9:45
4-Book	9:15	7:45	9:45	10:00	7:15	10:00	10:45	8:30	9:15	9:30
SP '97	8:45	8:30	9:15	9:15	10:00	9:45	9:15	7:30	9:00	9:00
WMGK-FM										
SP '98	7:30	7:45	8:00	8:15	8:15	9:00	9:15	7:15	6:45	7:00
WI '98	6:45	6:15	6:45	7:00	7:00	7:45	8:15	5:45	6:00	5:30
FA '97	7:30	7:15	7:30	8:15	8:30	9:00	9:00	6:15	6:15	7:30
SU '97	6:45	7:30	7:15	6:30	8:00	8:00	6:45	7:15	6:30	6:00
4-Book	7:15	7:15	7:30	7:30	8:00	8:30	8:15	6:45	6:30	6:30
SP '97	6:45	6:45	7:15	7:15	7:00	8:30	8:30	6:30	6:15	6:00

** 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
WMMR-FM										
SP '98	6:00	5:45	6:45	6:45	7:30	8:45	8:45	3:15	3:30	3:15
WI '98	6:00	5:30	6:45	7:15	6:15	7:15	7:15	3:45	5:45	7:15
FA '97	5:45	5:30	6:15	6:30	6:15	7:00	7:15	4:45	4:45	5:00
SU '97	6:45	7:00	7:30	7:30	8:15	8:45	8:45	5:15	5:30	5:30
4-Book	6:15	6:00	6:45	7:00	7:00	8:00	8:00	4:15	5:00	5:15
SP '97	7:30	7:00	8:45	8:45	8:30	10:00	9:45	5:00	7:00	7:15
WOGL-FM										
SP '98	7:30	6:00	7:30	8:15	9:30	8:45	9:15	3:00	6:30	7:15
WI '98	7:00	4:45	7:15	8:00	6:45	7:30	7:45	3:00	7:15	8:00
FA '97	7:15	4:15	7:30	8:30	5:00	8:45	9:15	3:45	6:45	7:45
SU '97	7:15	6:15	6:45	7:45	7:45	7:15	8:45	5:15	6:30	7:00
4-Book	7:15	5:15	7:15	8:15	7:15	8:00	8:45	3:45	6:45	7:30
SP '97	7:45	6:30	8:00	8:30	5:15	8:15	9:30	7:30	8:00	8:00
WPEN-AM										
SP '98	11:30	4:00	6:00	9:30	0:30	5:30	9:00	9:15	6:15	9:45
WI '98	10:30	10:45	5:45	9:00	5:00	5:30	7:30	16:15	6:00	10:30
FA '97	10:30	4:45	5:15	8:30	3:45	5:15	9:15	6:00	5:30	8:00
SU '97	12:30	4:15	9:15	11:15	5:15	11:30	12:45	2:30	7:00	10:15
4-Book	11:15	6:00	6:30	9:30	3:45	7:00	9:45	8:30	6:15	9:45
SP '97	11:45	7:15	5:00	8:30	9:45	3:45	8:45	5:30	6:15	8:30
WPHI-FM										
SP '98	7:30	8:00	7:00	4:15	8:30	8:00	4:30	7:45	6:15	4:00
WI '98	6:45	7:00	6:15	5:30	6:30	6:00	6:00	7:30	6:45	5:00
FA '97	7:30	7:30	6:45	5:15	8:00	7:45	6:45	7:15	6:00	4:15
SU '97	8:30	9:30	8:30	6:00	10:15	10:15	7:30	8:30	7:00	5:00
4-Book	7:30	8:00	7:15	5:15	8:15	8:00	6:15	7:45	6:30	4:30
SP '97	8:00	8:00	6:45	5:30	9:00	7:45	5:00	7:30	6:00	6:00
WPHT-AM										
SP '98	4:45	3:15	3:45	3:45	3:30	4:15	4:15	2:45	2:15	2:30
WI '98	5:15	2:30	4:30	5:45	3:00	4:30	6:00	1:15	4:30	4:45
FA '97	4:00	2:30	3:15	4:00	2:45	3:15	4:30	1:30	2:30	2:45
SU '97	3:45	3:00	3:00	4:15	2:45	3:15	4:30	3:30	2:45	3:45
4-Book	4:30	2:45	3:45	4:30	3:00	3:45	4:45	2:15	3:00	3:30
SP '97	4:00	2:45	3:00	3:30	1:45	3:00	3:30	5:45	3:30	3:30
WPLY-FM										
SP '98	4:15	4:30	3:45	3:15	5:00	4:30	3:15	4:15	3:30	3:15
WI '98	4:15	4:15	3:45	4:00	4:15	4:00	4:30	4:00	3:30	3:15
FA '97	4:45	5:15	4:15	3:00	5:30	4:30	2:30	4:45	4:00	3:45
SU '97	5:30	5:30	5:15	4:45	5:15	6:00	6:45	6:00	4:45	3:30
4-Book	4:45	5:00	4:15	3:45	5:00	4:45	4:15	4:45	4:00	3:30
SP '97	5:00	5:30	4:45	4:15	5:45	5:30	5:15	5:00	4:15	3:00
WURD-AM										
SP '98	13:00	12:00	16:15	16:00	9:45	14:00	14:30	13:30	17:30	17:15
WI '98	9:15	7:45	9:45	13:00	7:00	9:45	16:00	8:30	9:30	11:30
FA '97	12:30	13:45	15:00	13:15	9:00	11:15	12:00	17:15	17:30	14:00
SU '97	9:00	9:45	9:00	10:00	5:15	6:00	7:00	12:30	12:00	12:30
4-Book	11:00	10:45	12:30	13:00	7:45	10:15	12:30	13:00	14:15	13:45
SP '97	11:30	14:30	12:45	10:45	7:00	6:45	7:30	17:15	16:15	14:00
WUSL-FM										
SP '98	8:00	9:00	9:15	7:15	8:30	10:00	8:15	9:30	8:30	6:45
WI '98	7:00	7:45	7:30	6:45	7:30	6:45	5:30	7:45	7:45	7:30
FA '97	7:45	8:15	8:15	6:45	9:30	9:00	6:15	7:15	7:30	7:00
SU '97	8:00	10:00	7:30	6:00	10:45	7:30	5:30	9:15	7:45	6:30
4-Book	7:45	8:45	8:15	6:45	9:00	8:15	6:30	8:30	8:00	7:00
SP '97	8:15	9:30	9:15	6:45	9:45	10:15	6:30	9:15	8:45	6:45
WVDB-FM										
SP '98	9:00	6:15	6:30	7:30	7:00	7:00	7:15	5:15	5:30	8:00
WI '98	9:45	7:15	7:45	8:30	8:15	8:30	8:30	5:15	6:45	8:30
FA '97	9:45	4:45	7:00	8:00	5:45	6:45	8:15	3:45	7:00	7:45
SU '97	8:45	5:15	6:15	7:30	5:15	6:45	7:45	5:30	6:00	7:15
4-Book	9:15	6:00	7:00	8:00	6:30	7:15	8:00	5:00	6:15	8:00
SP '97	9:15	5:00	6:45	8:15	6:00	7:30	8:45	3:30	5:45	7:45

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.

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
WWJZ-AM										
SP '98	9:00	0:00	2:00	9:00	0:00	2:15	9:00	0:00	1:15	8:45
WI '98	7:15	11:00	3:30	5:15	11:00	4:00	4:45	0:00	2:00	6:00
FA '97	7:45	0:00	3:30	3:45	0:00	0:45	3:45	0:00	5:30	3:45
SU '97	8:30	7:45	9:45	12:30	1:30	6:30	12:45	13:45	15:45	12:15
4-Book	8:15	4:45	4:45	7:45	3:15	3:30	7:30	3:30	6:15	7:45
SP '97	**	**	**	**	**	**	**	**	**	**
WXTU-FM										
SP '98	10:15	9:15	9:30	10:15	9:15	10:30	11:45	9:15	8:15	8:45
WI '98	9:30	7:45	9:15	10:30	9:00	9:45	11:30	6:30	8:45	9:45
FA '97	8:45	7:45	9:00	9:30	8:00	9:00	9:45	7:30	8:45	9:30
SU '97	9:15	8:45	9:45	10:15	8:15	10:15	11:00	9:15	9:30	9:30
4-Book	9:30	8:30	9:30	10:15	8:45	10:00	11:00	8:15	8:45	9:30
SP '97	9:45	7:45	10:30	11:45	8:45	11:30	12:00	7:00	9:45	11:30
+WXXM-FM										
SP '98	4:30	4:30	5:15	5:15	5:00	6:15	6:30	4:15	4:15	4:00
WI '98	5:00	4:45	5:00	5:45	5:15	5:30	6:15	4:30	4:45	5:00
FA '97	5:00	5:45	5:30	3:45	5:45	6:00	3:30	5:45	5:00	4:15
SU '97	8:30	4:45	7:45	8:30	3:45	7:00	8:00	5:30	8:15	8:45
4-Book	5:45	5:00	6:00	5:45	5:00	6:15	6:00	5:00	5:30	5:30
SP '97	7:45	5:45	6:30	8:00	4:15	6:45	10:00	7:30	6:15	6:30
WYSP-FM										
SP '98	7:00	8:15	7:45	5:45	9:45	8:45	6:15	5:30	5:15	4:45
WI '98	7:15	7:45	8:00	7:30	8:30	8:45	8:15	6:00	6:00	5:45
FA '97	7:15	8:15	7:30	6:45	10:00	9:15	8:15	5:15	4:15	4:00
SU '97	6:45	8:00	7:00	5:30	9:45	8:00	5:45	5:15	5:00	4:45
4-Book	7:00	8:00	7:30	6:30	9:30	8:45	7:15	5:30	5:15	4:45
SP '97	8:15	9:00	9:00	8:15	11:00	11:00	9:30	5:30	5:30	6:00
WYXR-FM										
SP '98	6:00	6:30	6:45	6:15	5:45	5:15	5:00	6:45	7:30	7:00
WI '98	5:30	5:15	6:15	6:30	4:15	5:30	6:00	5:45	6:45	6:45
FA '97	5:30	5:45	6:30	6:30	3:45	5:30	5:30	6:30	7:00	7:00
SU '97	5:45	6:00	6:15	6:15	4:45	5:45	6:00	6:30	6:15	6:15
4-Book	5:45	6:00	6:30	6:30	4:45	5:30	5:45	6:30	7:00	6:45
SP '97	6:00	6:00	7:00	7:00	5:15	5:45	5:30	6:15	7:45	8:00
WJBR-FM										
SP '98	6:15	5:00	6:15	7:30	3:45	7:30	9:30	5:30	5:15	6:00
WI '98	4:15	2:30	5:15	6:00	1:45	5:00	6:45	3:15	5:30	5:45
FA '97	4:15	3:00	5:00	5:30	4:00	7:15	7:15	2:30	3:45	4:30
SU '97	5:30	3:45	5:45	6:45	3:00	5:00	5:45	4:30	6:30	7:15
4-Book	5:00	3:30	5:30	6:30	3:15	6:15	7:15	4:00	5:15	6:00
SP '97	6:00	5:15	6:30	6:15	5:30	6:45	7:00	5:00	6:30	6:00
WKXV-FM										
SP '98	6:30	6:00	6:00	6:45	7:00	6:30	7:15	5:15	5:30	6:30
WI '98	6:00	5:15	5:45	5:45	5:30	7:00	7:00	5:15	4:45	5:00
FA '97	6:15	5:45	7:00	7:15	10:00	8:30	7:30	3:30	5:45	6:45
SU '97	5:30	4:30	5:15	6:00	5:45	5:30	6:30	3:15	5:00	5:30
4-Book	6:00	5:30	6:00	6:30	7:00	7:00	7:00	4:15	5:15	6:00
SP '97	4:15	4:00	4:45	4:30	2:45	3:30	3:30	4:45	5:30	5:15
+WLEV-FM										
SP '98	7:15	3:45	6:45	9:45	2:30	5:45	7:30	4:30	7:30	11:15
WI '98	10:30	8:15	7:45	11:30	9:45	6:45	7:15	7:15	8:15	13:30
FA '97	8:45	6:00	9:45	9:15	2:15	5:30	6:45	7:00	12:45	11:30
SU '97	7:00	3:45	5:15	6:45	2:30	6:00	5:15	4:45	4:45	8:00
4-Book	8:30	5:30	7:30	9:15	4:15	6:00	6:45	6:00	8:15	11:00
SP '97	9:30	5:45	7:30	8:30	0:00	6:45	6:15	5:45	8:00	10:15
+WNJO-FM										
SP '98	5:30	3:30	5:45	6:15	3:30	5:30	6:15	3:30	5:45	6:15
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	5:30	5:45	5:30	6:00	6:45	7:15	7:00	0:30	3:30	5:00
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**

** 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
WPST-FM										
SP '98	4:00	4:15	4:15	4:30	4:00	4:45	5:00	4:15	3:45	4:00
WI '98	3:45	3:45	3:45	3:00	3:45	4:00	3:30	4:00	3:30	2:45
FA '97	3:45	3:30	3:30	3:45	2:15	3:15	4:45	4:30	3:45	3:00
SU '97	4:15	4:30	3:45	3:15	5:00	3:30	3:00	4:00	4:00	3:30
4-Book	4:00	4:00	3:45	3:45	3:45	4:00	4:00	4:15	3:45	3:15
SP '97	4:00	4:45	4:15	2:30	5:30	4:15	2:15	4:15	4:15	2:45
WRDR-FM										
SP '98	7:15	2:00	6:15	6:45	0:00	3:15	4:45	2:00	7:15	8:15
WI '98	6:30	2:00	8:00	7:45	2:00	7:30	7:00	2:00	9:00	8:15
FA '97	7:45	3:30	7:15	7:30	6:00	7:15	9:00	1:00	7:15	6:30
SU '97	7:15	1:30	5:45	7:00	0:45	9:30	7:30	1:45	3:00	6:15
4-Book	7:15	2:15	6:45	7:15	2:15	7:00	7:00	1:45	6:45	7:15
SP '97	8:45	10:15	6:00	9:30	10:00	4:30	10:00	11:00	7:15	9:00
WZZO-FM										
SP '98	7:30	6:00	10:00	13:00	6:45	12:30	20:15	3:15	3:30	3:45
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**

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	WHAT - AM	WIOQ - FM	WIP - AM	WJZ - FM	WMGK - FM	WMMR - FM	WGL - FM	WPEN - AM	WPHI - FM	WPHT - AM	WPLY - FM	WURD - AM	WUSL - FM	WWDB - FM	WWJZ - AM	WXTU - FM	WXXM - FM
Cume Pers. (00)	11797	6934	1254	4537	921	5992	3540	4665	5006	4624	6040	3213	4154	2266	4965	436	5705	4012	351	3839	4285
KYW - AM	100	29	36	23	42	18	43	40	28	22	33	55	12	62	17	8	14	39	33	28	19
WBEB - FM	17	100	3	9	4	32	17	20	25	16	30	11	14	14	21	18	14	17	14	23	18
WDAS - AM	4	1	100	13	30	1	1	6	1	1	2	2	6	2	1	1	7	1	5		
WDAS - FM	9	6	46	100	41	7	8	32	4	2	7	2	34	5	2	7	38	5	10	1	2
WHAT - AM	3	1	22	8	100	1	2	7			1	4		4			3	3			1
WIOQ - FM	9	27	3	10	4	100	11	12	22	22	17	3	28	6	30	33	26	6	5	13	28
WIP - AM	13	9	3	6	7	7	100	6	14	13	12	11	5	32	9		4	10	9	6	9
WJZ - FM	16	13	22	33	34	10	8	100	12	10	11	5	11	10	6	4	15	13	14	7	8
WMGK - FM	12	18	3	5	2	18	19	13	100	35	20	2	7	12	23	3	5	10	3	10	26
WMMR - FM	9	10		2		17	16	9	32	100	13	1	6	8	30		6	6	5	10	30
WGL - FM	17	26	4	10	8	17	20	15	24	17	100	12	8	18	10	3	8	19	8	22	13
WPEN - AM	15	5	5	1	13	2	10	4	2	1	6	100		28	2			18	50	6	2
WPHI - FM	4	8	20	31	3	19	6	9	6	5	5		100	3	9	17	59	1		3	12
WPHT - AM	12	5	4	3	10	2	20	5	6	4	7	20	2	100	3	2	1	17		4	4
WPLY - FM	7	15	1	2		25	13	6	23	32	8	3	11	6	100		1	9	6	7	53
WURD - AM		1		1		2							2			100	2	1			
WUSL - FM	7	11	30	47	20	25	6	18	6	7	8	1	81	4	11	26	100	3	3	4	12
WWDB - FM	13	10	3	4	13	4	12	11	8	5	12	23	1	31	5	5	2	100	13	11	5
WWJZ - AM	1	1	1	1			1	1				5						1	100	1	
WXTU - FM	9	13	1	1	4	9	6	6	7	8	14	7	3	8	6		2	10	11	100	6
WXXM - FM	7	11	1	2		20	11	7	22	27	10	2	12	7	45		9	6	5	7	100
WYSP - FM	12	14	2	3	1	26	29	10	36	60	16	2	12	15	42	2	10	11	10	13	40
WYXR - FM	8	28	1	7	4	31	12	14	25	22	18	2	13	6	24	6	12	7	3	14	25
WJBR - FM	2	5	1	1	1	3	1	2	3	1	2	2	2	1	3		2	3		4	2
WKXV - FM	3	5		2		3	3	4	5	3	6	2	2	3	1	2	2	5	2	6	3
WLEV - FM	1	3				1	1	2	2	1	2			2	1			2		1	1
WNJD - FM	3	4		2		3	3	4	4	5	9	2	1	4	2		1	3	5	3	5
WPST - FM	4	10	1	2		19	7	4	13	18	8	1	10	6	26		7	3	5	5	32
WRDR - FM	4	3				1	2	3	1		3	7		3		3		4	21	3	
WZZD - FM	1	1					1	1	1	3	1			1	1					1	2

+ 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	WJBR-FM	WKXW-FM	WLEV-FM	WNJO-FM	WPST-FM	WRDR-FM	WZZO-FM											
Cume Pers. (00)	6666	5028	750	1302	367	1144	3004	872	350											
KYW -AM	21	19	31	26	33	31	17	49	21											
WBEB-FM	14	39	49	25	53	23	23	21	13											
WDAS-AM			1																	
WDAS-FM	2	6	6	6	4	7	3	2												
WHAT-AM		1	1																	
WIOQ-FM	23	37	27	13	12	14	38	6	8											
WIP -AM	16	9	5	8	9	11	8	8	10											
WJZ-FM	7	13	14	14	28	18	7	16	10											
WMGK-FM	27	25	17	20	20	18	22	6	20											
WMMR-FM	42	20	8	9	14	20	27	2	42											
WGL-FM	15	22	18	28	25	47	17	19	11											
WPEN-AM	1	1	8	5		5	1	25	3											
WPHI-FM	7	11	10	8	2	5	14	2												
WPHT-AM	5	3	4	6	14	7	5	8	5											
WPLY-FM	31	23	22	5	8	9	42	2	19											
WURD-AM		1		1				1												
WUSL-FM	9	14	16	7	2	4	14	3	2											
WVDB-FM	7	6	15	14	19	12	5	21	5											
WVJZ-AM	1			1		1	1	9												
WXTU-FM	8	11	19	17	11	10	7	15	15											
WXXM-FM	26	21	13	10	11	18	45	2	30											
WYSP-FM	100	24	13	25	20	23	32	4	50											
WYXR-FM	18	100	35	15	12	18	33	17	17											
WJBR-FM	1	5	100	2	5	1	1	1	3											
WKXW-FM	5	4	3	100	5	9	7	4												
WLEV-FM	1	1	2	1	100	1	1	2	8											
WNJO-FM	4	4	1	8	5	100	6	4	7											
WPST-FM	14	20	4	16	7	16	100	1	10											
WRDR-FM	1	3	1	3	5	3		100	5											
WZZO-FM	3	1	1		8	2	1	2	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	903	8	225	3168		12102	WGL-FM	442	7	31		698	6059	WXXM-FM	41	1
WBEB-FM	484	7	82	834	6942	WPEN-AM	411	13	32	464	3235	WYSP-FM	199	3	33	648	6675
WDAS-AM	122	10	21	266	1269	WPHI-FM	109	3	86	951	4194	WYXR-FM	158	3	38	633	5102
WDAS-FM	375	8	131	1350	4568	WPHT-AM	16	1	51	242	2303	WJBR-FM	18	2	4	124	780
WHAT-AM	44	5	17	146	931	WPLY-FM	111	2	19	482	4973	WKXW-FM	43	3	13	185	1322
W100-FM	189	3	42	815	6050	WURD-AM	101	23	1	9	436	WLEV-FM			1	27	367
WIP -AM	134	4	34	535	3557	WUSL-FM	320	6	74	1305	5751	WNJO-FM	19	2	6	94	1144
WJZ-FM	245	5	87	888	4724	WWDB-FM	351	9	136	732	4033	WPST-FM	51	2	25	317	3023
WMGK-FM	213	4	21	467	5014	WWJZ-AM	32	9	1	17	351	WRDR-FM	47	5	2	93	872
WMMR-FM	99	2	42	601	4660	WXTU-FM	494	13	35	529	3873	WZZO-FM			6	84	359
												TOTALS			1484	13372	39193

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

Exclusive & Overnight Listening

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
KYV -AM							WPHT-AM						
Total	520	100	1.3	11797	100	29.0	Total	86	100	.2	2266	100	5.6
Black	101	19	1.3	2078	18	27.0	Black	7	8	.1	232	10	3.0
Hispanic	7	1	.4	225	2	13.8	Hispanic	1	1	.1	50	2	3.1
VBEB-FM							WPLY-FM						
Total	520	100	1.3	6934	100	17.0	Total	164	100	.4	4965	100	12.2
Black	40	8	.5	532	8	6.9	Black	4	3	.1	122	2	1.6
Hispanic	16	3	1.0	311	4	19.1	Hispanic	4	2	.2	72	1	4.4
VDAS-AM							WURD-AM						
Total	85	100	.2	1254	100	3.1	Total	45	100	.1	436	100	1.1
Black	80	94	1.0	1143	91	14.8	Black	16	4	.2	16	4	.2
Hispanic	1	1	.1	32	3	2.0	Hispanic	45	99	2.8	409	94	25.2
VDAS-FM							WUSL-FM						
Total	445	100	1.1	4537	100	11.1	Total	367	100	.9	5705	100	14.0
Black	398	89	5.2	3851	85	50.0	Black	236	64	3.1	3333	58	43.3
Hispanic	13	3	.8	148	3	9.1	Hispanic	37	10	2.3	410	7	25.2
WHAT-AM							WVDB-FM						
Total	80	100	.2	921	100	2.3	Total	286	100	.7	4012	100	9.8
Black	70	88	.9	835	91	10.8	Black	12	4	.2	293	7	3.8
Hispanic	2	2	.1	14	2	.9	Hispanic	3	1	.2	66	2	4.1
WIOQ-FM							WVJZ-AM						
Total	280	100	.7	5992	100	14.7	Total	25	100	.1	351	100	.9
Black	24	9	.3	554	9	7.2	Black	1	1	.1	24	7	.3
Hispanic	26	9	1.6	500	8	30.8	Hispanic						
WIP -AM							WXTU-FM						
Total	187	100	.5	3540	100	8.7	Total	311	100	.8	3839	100	9.4
Black	16	9	.2	329	9	4.3	Black	13	4	.2	220	6	2.9
Hispanic	2	1	.1	81	2	5.0	Hispanic	1	1	.1	28	1	1.7
WJJZ-FM							WXXM-FM						
Total	326	100	.8	4665	100	11.5	Total	157	100	.4	4285	100	10.5
Black	172	53	2.2	1931	41	25.1	Black	5	3	.1	82	2	1.1
Hispanic	11	3	.7	150	3	9.2	Hispanic	5	3	.3	75	2	4.6
WMGK-FM							WYSP-FM						
Total	299	100	.7	5006	100	12.3	Total	369	100	.9	6666	100	16.4
Black	5	2	.1	212	4	2.8	Black	20	5	.3	289	4	3.8
Hispanic	6	2	.4	103	2	6.3	Hispanic	6	2	.4	180	3	11.1
WMMR-FM							WYXR-FM						
Total	216	100	.5	4624	100	11.4	Total	237	100	.6	5028	100	12.3
Black	7	3	.1	140	3	1.8	Black	12	5	.2	273	5	3.5
Hispanic	3	1	.2	97	2	6.0	Hispanic	8	3	.5	162	3	10.0
WUGL-FM							WJBR-FM						
Total	356	100	.9	6040	100	14.8	Total	37	100	.1	750	100	1.8
Black	26	7	.3	535	9	7.0	Black	1	2	.1	43	6	.6
Hispanic	14	4	.9	117	2	7.2	Hispanic				15	2	.9
WPEN-AM							WKXV-FM						
Total	295	100	.7	3213	100	7.9	Total	67	100	.2	1302	100	3.2
Black	32	11	.4	294	9	3.8	Black	4	6	.1	80	6	1.0
Hispanic	2	1	.1	38	1	2.3	Hispanic	2	3	.1	52	4	3.2
WPHI-FM							WLEV-FM						
Total	246	100	.6	4154	100	10.2	Total	21	100	.1	367	100	.9
Black	156	63	2.0	2214	53	28.8	Black				6	2	.1
Hispanic	20	8	1.2	296	7	18.2	Hispanic						

* 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
WNJO-FM							WRDR-FM						
Total	50	100	.1	1144	100	2.8	Total	51	100	.1	872	100	2.1
Black	2	3		75	7	1.0	Black	2	4		54	6	.7
Hispanic	1	2	.1	83	7	5.1	Hispanic	1	1	.1	17	2	1.0
WPST-FM							WZZO-FM						
Total	95	100	.2	3004	100	7.4	Total	21	100	.1	350	100	.9
Black	2	2		74	2	1.0	Black						
Hispanic	2	2	.1	57	2	3.5	Hispanic						
							TOTALS						
							Total	7219	100	17.7	39136	100	96.1
							Black	1611	22	20.9	7496	19	97.4
							Hispanic	289	4	17.8	1528	4	94.0

Ethnic Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



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	556	43	213	269	26	122	154	17	91	115
Metro AQH	520	41	201	253	25	115	144	16	86	109
TSA Cume	13211	1880	6734	7249	993	3581	3858	887	3153	3391
Metro Cume	11797	1755	6156	6572	934	3249	3452	821	2907	3120
WBEB-FM										
TSA AQH	550	163	351	318	62	104	101	102	247	217
Metro AQH	520	158	331	298	59	98	95	99	233	203
TSA Cume	7891	2299	4700	4161	754	1588	1486	1545	3112	2675
Metro Cume	6934	2069	4177	3636	674	1409	1307	1396	2768	2329
WDAS-AM										
TSA AQH	86	8	42	53	2	10	10	7	32	43
Metro AQH	85	8	41	52	2	10	10	7	31	42
TSA Cume	1309	216	635	647	70	181	169	146	453	477
Metro Cume	1254	216	600	606	70	178	166	146	422	440
WDAS-FM										
TSA AQH	522	161	407	329	62	164	151	100	242	179
Metro AQH	445	139	350	280	53	136	125	87	213	155
TSA Cume	5472	2022	3834	2833	788	1635	1288	1235	2199	1545
Metro Cume	4537	1624	3206	2408	637	1362	1097	987	1844	1311
WHAT-AM										
TSA AQH	81	8	36	40	6	19	15	1	17	25
Metro AQH	80	7	36	39	6	19	15	1	17	25
TSA Cume	938	60	381	521	30	150	195	30	231	326
Metro Cume	921	55	379	517	25	150	195	30	229	322
WIOQ-FM										
TSA AQH	343	190	182	96	88	78	39	102	103	57
Metro AQH	280	150	155	84	69	68	34	81	88	50
TSA Cume	8068	4185	4152	2155	1598	1501	823	2587	2651	1332
Metro Cume	5992	2982	3229	1764	1151	1155	670	1831	2074	1095
WIP -AM										
TSA AQH	223	67	154	124	58	137	113	9	17	11
Metro AQH	187	56	129	102	48	114	91	8	15	10
TSA Cume	4323	1336	2811	2279	1112	2349	1871	223	462	408
Metro Cume	3540	1101	2282	1831	908	1890	1477	194	392	353
WJJZ-FM										
TSA AQH	394	59	276	296	24	128	135	35	148	161
Metro AQH	326	53	234	247	22	105	109	32	129	138
TSA Cume	5843	1052	4072	4014	390	1808	1819	663	2264	2195
Metro Cume	4665	880	3313	3232	318	1443	1425	562	1869	1806
WMGK-FM										
TSA AQH	374	161	303	204	87	179	123	73	124	82
Metro AQH	299	133	241	160	68	136	91	65	105	69
TSA Cume	6620	2726	5130	3391	1328	2625	1804	1398	2505	1586
Metro Cume	5006	2160	3842	2469	1039	1906	1237	1120	1935	1232
WMMR-FM										
TSA AQH	284	138	229	131	101	176	105	37	53	26
Metro AQH	216	109	176	97	84	139	79	25	37	18
TSA Cume	6329	3198	4569	2540	1858	2754	1568	1340	1815	972
Metro Cume	4624	2390	3295	1814	1426	2018	1128	963	1277	686
WOGL-FM										
TSA AQH	450	62	307	346	42	163	187	21	144	159
Metro AQH	356	53	246	273	38	137	149	15	109	123
TSA Cume	7900	1376	5390	5574	616	2549	2688	760	2840	2886
Metro Cume	6040	1117	4105	4157	507	1989	2049	610	2116	2108
WPEN-AM										
TSA AQH	312	2	16	78		6	26	2	10	52
Metro AQH	295	2	15	71		6	24	2	10	47
TSA Cume	3479	52	336	1051	31	133	399	21	204	652
Metro Cume	3213	52	324	946	31	130	343	21	194	604

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

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
WPHI-FM										
TSA AQH	265	142	81	21	73	39	7	69	42	14
Metro AQH	246	130	76	19	65	36	6	66	40	13
TSA Cume	4588	2247	1515	626	1059	630	194	1189	885	432
Metro Cume	4154	2024	1382	572	947	562	176	1078	820	396
WPHT-AM										
TSA AQH	98	7	36	41	6	31	33	1	5	8
Metro AQH	86	6	30	34	5	26	27	1	4	7
TSA Cume	2652	253	1180	1333	223	897	925	30	283	409
Metro Cume	2266	213	1008	1134	189	763	787	24	245	348
WPLY-FM										
TSA AQH	213	123	89	36	62	44	16	61	44	20
Metro AQH	164	99	73	28	50	37	11	49	36	17
TSA Cume	6409	3485	2958	1377	1609	1287	570	1875	1671	807
Metro Cume	4965	2727	2374	1081	1256	1036	448	1471	1339	634
WURD-AM										
TSA AQH	47	15	41	29	4	14	11	11	27	18
Metro AQH	45	15	40	28	4	13	11	11	26	17
TSA Cume	512	179	356	265	58	146	120	121	210	145
Metro Cume	436	156	311	221	58	122	96	99	189	125
WUSL-FM										
TSA AQH	494	274	210	90	123	100	38	152	110	52
Metro AQH	367	193	162	75	86	73	31	107	90	44
TSA Cume	7894	3849	3030	1686	1825	1325	643	2024	1706	1043
Metro Cume	5705	2688	2231	1306	1273	914	479	1414	1318	827
WWDB-FM										
TSA AQH	347	24	119	167	15	75	90	10	43	78
Metro AQH	286	17	91	130	10	55	65	7	36	65
TSA Cume	5114	549	2365	2802	284	1318	1468	265	1047	1334
Metro Cume	4012	356	1792	2168	184	985	1131	172	806	1038
WWJZ-AM										
TSA AQH	35		1	11		1	8			4
Metro AQH	25		1	11		1	7			4
TSA Cume	472		68	173		57	110		11	63
Metro Cume	351		64	154		53	102		11	52
WXTU-FM										
TSA AQH	397	86	224	225	34	119	128	52	105	97
Metro AQH	311	67	173	176	27	92	98	41	81	77
TSA Cume	5356	1338	3186	2955	567	1527	1433	771	1659	1521
Metro Cume	3839	913	2319	2162	364	1097	1048	549	1221	1115
WXXM-FM										
TSA AQH	186	98	111	55	44	62	33	54	49	23
Metro AQH	157	85	96	46	39	55	29	47	41	17
TSA Cume	5230	2878	2826	1341	1187	1330	656	1692	1496	685
Metro Cume	4285	2371	2333	1082	990	1122	567	1381	1210	515
WYSP-FM										
TSA AQH	512	324	386	161	250	297	119	74	89	42
Metro AQH	369	250	278	99	190	210	71	60	68	28
TSA Cume	9420	5324	6504	3177	3472	4322	2112	1851	2182	1065
Metro Cume	6666	3802	4589	2177	2448	2988	1427	1355	1601	749
WYXR-FM										
TSA AQH	277	142	198	112	47	62	37	95	136	75
Metro AQH	237	124	172	96	39	50	31	85	122	66
TSA Cume	6373	3058	4150	2527	1057	1560	986	2002	2590	1541
Metro Cume	5028	2447	3267	1953	844	1211	758	1603	2056	1195
WJBR-FM										
TSA AQH	141	36	88	90	10	32	32	25	57	58
Metro AQH	37	10	21	23	2	10	12	8	11	12
TSA Cume	2102	585	1279	1207	178	510	496	407	768	711
Metro Cume	750	244	421	398	67	163	152	177	257	246

* 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
WKXW-FM										
TSA AQH	165	32	112	113	13	60	58	19	53	55
Metro AQH	67	14	48	45	7	24	21	7	24	25
TSA Cume	3215	762	2207	1987	298	1026	952	464	1181	1035
Metro Cume	1302	293	1004	845	129	461	360	164	543	485
WLEV-FM										
TSA AQH	144	31	87	93	10	30	31	21	57	63
Metro AQH	21	3	12	16	1	4	5	2	8	11
TSA Cume	2074	547	1256	1157	208	478	428	339	778	729
Metro Cume	367	91	223	205	39	95	84	52	128	121
WNJO-FM										
TSA AQH	92	9	65	72	2	30	37	7	35	35
Metro AQH	50	6	37	38	2	16	18	4	21	20
TSA Cume	1737	277	1216	1185	78	567	578	199	649	607
Metro Cume	1144	210	826	765	59	379	366	151	447	399
WPST-FM										
TSA AQH	157	81	86	45	32	42	19	49	44	26
Metro AQH	95	48	51	27	17	22	12	31	29	15
TSA Cume	4325	2117	2273	1191	774	914	489	1343	1360	702
Metro Cume	3004	1470	1535	777	526	590	319	945	945	458
WRDR-FM										
TSA AQH	138	1	17	50		3	16	1	15	35
Metro AQH	51	1	11	28		1	8	1	10	20
TSA Cume	1851	78	374	845	13	98	330	65	275	515
Metro Cume	872	57	226	533		45	222	57	182	310
WZZO-FM										
TSA AQH	136	72	103	57	56	81	44	16	23	13
Metro AQH	21	8	18	11	7	16	10	1	2	1
TSA Cume	1873	958	1252	700	621	785	428	337	467	273
Metro Cume	350	174	224	111	139	158	62	36	66	49
TOTALS										
TSA AQH	12603	3703	7059	6035	1936	3713	3063	1768	3346	2972
Metro AQH	7219	2185	4072	3409	1149	2116	1701	1036	1956	1708
TSA Cume	70674	19762	37428	32643	9826	18342	15794	9935	19086	16849
Metro Cume	39136	11148	20952	18141	5519	10164	8709	5629	10788	9432

* 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+		1344	2.2	8607	497	.8	5313	541	.9	5942	200	.3	2910	771	1.3	11658	547	.9	12887
Teens 12-17		21	.4	234	3	.1	84	2		73	1		44	8	.1	303	5	.1	363
M 18-34		67	.8	604	19	.2	349	29	.3	406	9	.1	217	37	.4	869	26	.3	987
W 18-34		46	.5	553	13	.2	251	24	.3	380	7	.1	177	26	.3	793	17	.2	887
M 18-49		266	1.6	2101	83	.5	1011	143	.8	1579	36	.2	759	158	.9	2793	103	.6	3076
W 18-49		228	1.3	1898	55	.3	871	74	.4	1178	22	.1	501	114	.7	2522	75	.4	2778
M 25-49		248	1.8	1906	77	.6	938	135	1.0	1479	33	.2	680	148	1.1	2536	94	.7	2795
W 25-49		221	1.6	1799	54	.4	836	70	.5	1097	22	.2	468	110	.8	2365	73	.5	2590
M 25-54		309	2.0	2299	113	.7	1165	172	1.1	1836	41	.3	817	192	1.2	3166	121	.8	3497
W 25-54		274	1.7	2191	65	.4	996	89	.5	1353	28	.2	582	137	.8	2855	91	.6	3136
M 35-64		372	2.8	2578	145	1.1	1304	196	1.5	1973	56	.4	905	231	1.7	3435	152	1.1	3742
W 35-64		335	2.3	2328	82	.6	1143	105	.7	1487	34	.2	611	167	1.2	3073	115	.8	3365
WBEB-FM																			
P 12+		714	1.2	4039	1015	1.7	4060	664	1.1	4532	208	.3	2398	814	1.3	6576	548	.9	7736
Teens 12-17		17	.3	187	7	.1	117	14	.2	286	16	.3	215	12	.2	401	15	.3	588
M 18-34		76	.9	377	122	1.4	368	69	.8	417	28	.3	260	92	1.1	595	61	.7	741
W 18-34		111	1.3	758	183	2.1	800	137	1.6	851	44	.5	516	147	1.7	1302	102	1.2	1534
M 18-49		144	.9	772	214	1.3	737	150	.9	984	45	.3	489	173	1.0	1330	114	.7	1623
W 18-49		297	1.7	1798	449	2.6	1753	290	1.7	1965	86	.5	1044	353	2.0	2854	233	1.3	3270
M 25-49		119	.9	629	169	1.2	565	120	.9	801	27	.2	353	138	1.0	1060	88	.6	1309
W 25-49		256	1.8	1497	393	2.8	1420	248	1.8	1672	68	.5	828	306	2.2	2334	199	1.4	2653
M 25-54		135	.9	752	196	1.2	695	140	.9	950	31	.2	431	160	1.0	1297	103	.7	1559
W 25-54		339	2.1	1786	487	3.0	1686	305	1.9	1947	74	.5	909	386	2.4	2723	247	1.5	3063
M 35-64		126	.9	700	184	1.4	680	132	1.0	903	34	.3	400	150	1.1	1227	100	.7	1447
W 35-64		320	2.2	1592	421	2.9	1524	250	1.7	1656	65	.5	759	337	2.3	2339	217	1.5	2610
WDAS-AM																			
P 12+		163	.3	602	70	.1	383	63	.1	437	17		189	96	.2	793	86	.1	1304
Teens 12-17		2		35	1		21	5	.1	53	2		16	3	.1	67	3	.1	104
M 18-34		2		10	2		10			10			2	2		19	2		70
W 18-34		14	.2	64	4		32	5	.1	35			7	7	.1	88	7	.1	146
M 18-49		18	.1	67	12	.1	28	8		49	1		19	13	.1	97	10	.1	197
W 18-49		49	.3	195	28	.2	108	17	.1	112	3		31	31	.2	239	27	.2	403
M 25-49		16	.1	57	10	.1	19	8	.1	39	1		19	11	.1	78	9	.1	168
W 25-49		49	.3	185	28	.2	102	17	.1	107	2		28	31	.2	218	27	.2	365
M 25-54		17	.1	71	10	.1	19	10	.1	53	1		19	12	.1	91	10	.1	181
W 25-54		60	.4	232	29	.2	130	23	.1	161	3		36	37	.2	298	32	.2	453
M 35-64		19	.1	84	10	.1	27	10	.1	53	1		27	13	.1	104	10	.1	169
W 35-64		75	.5	241	36	.3	164	35	.2	196	11	.1	95	48	.3	314	42	.3	472
WDAS-FM																			
P 12+		711	1.2	3017	597	1.0	2688	546	.9	3029	412	.7	2559	616	1.0	4452	518	.9	5407
Teens 12-17		10	.2	110	7	.1	108	17	.3	185	14	.2	162	11	.2	268	11	.2	387
M 18-34		103	1.2	453	54	.6	330	51	.6	284	62	.7	355	68	.8	608	60	.7	779
W 18-34		130	1.5	622	115	1.3	621	104	1.2	689	99	1.2	633	116	1.3	999	100	1.2	1214
M 18-49		226	1.3	973	138	.8	745	140	.8	783	134	.8	786	166	1.0	1378	151	.9	1671
W 18-49		323	1.9	1372	288	1.7	1250	246	1.4	1418	178	1.0	1169	286	1.7	1948	229	1.3	2323
M 25-49		195	1.4	831	112	.8	647	126	.9	702	113	.8	665	142	1.0	1192	132	1.0	1425
W 25-49		302	2.1	1221	272	1.9	1091	232	1.6	1269	160	1.1	996	269	1.9	1701	212	1.5	1970
M 25-54		228	1.5	935	153	1.0	739	164	1.0	820	136	.9	742	180	1.1	1340	162	1.0	1613
W 25-54		329	2.0	1324	299	1.8	1208	264	1.6	1394	183	1.1	1103	298	1.8	1872	241	1.5	2177
M 35-64		196	1.5	770	170	1.3	633	159	1.2	747	109	.8	601	175	1.3	1101	150	1.1	1275
W 35-64		255	1.8	992	217	1.5	858	193	1.3	1016	113	.8	725	222	1.5	1305	177	1.2	1526
WHAT-AM																			
P 12+		127	.2	459	118	.2	478	62	.1	251	24		160	103	.2	676	81	.1	938
Teens 12-17				5												5			5
M 18-34		12	.1	17	12	.1	21	6	.1	21				10	.1	21	6	.1	30
W 18-34		1		20	3		14	1		13	1		7	2		27	1		30
M 18-49		22	.1	66	31	.2	81	19	.1	60	4		31	24	.1	91	17	.1	124
W 18-49		10	.1	75	8		51	4		44	7		28	7		108	8		160
M 25-49		22	.2	66	28	.2	77	18	.1	55	4		31	23	.2	86	16	.1	120
W 25-49		9	.1	69	8	.1	51	4		38	7		28	7		102	8	.1	151
M 25-54		31	.2	86	32	.2	97	19	.1	65	5		41	28	.2	106	19	.1	150
W 25-54		24	.1	102	21	.1	82	11	.1	53	9	.1	36	19	.1	143	17	.1	231
M 35-64		19	.1	87	24	.2	97	14	.1	49	6		58	19	.1	114	15	.1	195
W 35-64		35	.2	154	31	.2	138	15	.1	68	11	.1	56	27	.2	216	25	.2	326

* 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)	
W100-FM																		
P 12+	324	.5	3259	461	.8	3586	435	.7	4229	219	.4	2616	411	.7	6250	333	.5	7638
Teens 12-17	41	.7	672	36	.6	553	81	1.4	924	52	.9	674	51	.9	1309	55	1.0	1539
M 18-34	75	.9	638	123	1.4	723	106	1.2	772	67	.8	529	103	1.2	1203	86	1.0	1534
W 18-34	95	1.1	1047	166	1.9	1392	131	1.5	1406	55	.6	865	134	1.6	2060	99	1.2	2405
M 18-49	105	.6	880	169	1.0	998	149	.9	1062	91	.5	708	143	.8	1696	118	.7	2165
W 18-49	153	.9	1560	221	1.3	1878	183	1.1	2039	70	.4	1172	189	1.1	2943	140	.8	3476
M 25-49	62	.5	522	105	.8	523	84	.6	617	53	.4	347	85	.6	997	71	.5	1303
W 25-49	106	.8	1041	139	1.0	1206	116	.8	1338	38	.3	747	122	.9	1978	89	.6	2320
M 25-54	69	.4	565	116	.7	563	91	.6	680	53	.3	355	94	.6	1070	76	.5	1425
W 25-54	116	.7	1107	158	1.0	1293	128	.8	1426	42	.3	778	136	.8	2112	101	.6	2510
M 35-64	39	.3	289	57	.4	319	51	.4	359	25	.2	187	49	.4	575	37	.3	772
W 35-64	73	.5	599	78	.5	581	65	.5	734	19	.1	351	72	.5	1041	55	.4	1305
WIP -AM																		
P 12+	439	.7	2460	294	.5	1837	289	.5	2281	94	.2	1253	337	.6	3632	219	.4	4217
Teens 12-17	7	.1	85	6	.1	67	14	.2	100	9	.2	114	9	.2	159	8	.1	221
M 18-34	96	1.1	562	84	1.0	510	90	1.0	685	30	.3	337	90	1.0	953	58	.7	1087
W 18-34	16	.2	108	15	.2	63	14	.2	44	4	.2	83	15	.2	156	9	.1	223
M 18-49	223	1.3	1273	180	1.1	1022	176	1.0	1347	50	.3	694	192	1.1	1936	123	.7	2210
W 18-49	34	.2	260	27	.2	127	20	.1	138	6	.2	135	27	.2	354	16	.1	454
M 25-49	195	1.4	1133	169	1.2	951	163	1.2	1213	39	.3	631	175	1.3	1729	110	.8	1943
W 25-49	34	.2	250	27	.2	108	20	.1	138	5	.2	115	27	.2	335	16	.1	415
M 25-54	253	1.6	1404	196	1.2	1101	192	1.2	1427	46	.3	706	213	1.4	2039	134	.9	2278
W 25-54	36	.2	270	27	.2	108	20	.1	138	6	.2	133	28	.2	354	17	.1	455
M 35-64	241	1.8	1219	148	1.1	893	144	1.1	1087	30	.2	491	175	1.3	1636	110	.8	1804
W 35-64	29	.2	229	14	.1	97	10	.1	151	5	.1	108	17	.1	315	11	.1	395
WJZ-FM																		
P 12+	379	.6	2444	588	1.0	2664	480	.8	3172	223	.4	2166	490	.8	4470	386	.6	5710
Teens 12-17	9	.2	87	4	.1	35	7	.1	59	2	.2	47	6	.1	120	6	.1	195
M 18-34	27	.3	182	36	.4	189	29	.3	176	13	.2	125	31	.4	275	24	.3	381
W 18-34	27	.3	268	52	.6	266	44	.5	337	33	.4	309	42	.5	499	35	.4	663
M 18-49	109	.6	708	144	.9	674	128	.8	872	73	.4	675	128	.8	1216	108	.6	1626
W 18-49	117	.7	873	223	1.3	943	165	1.0	1147	80	.5	830	172	1.0	1610	130	.8	2054
M 25-49	107	.8	685	144	1.1	665	123	.9	824	70	.5	643	126	.9	1154	106	.8	1559
W 25-49	115	.8	850	210	1.5	883	151	1.1	1100	73	.5	764	163	1.2	1539	123	.9	1932
M 25-54	122	.8	736	179	1.1	791	147	.9	986	79	.5	737	152	1.0	1347	124	.8	1768
W 25-54	146	.9	996	248	1.5	1030	187	1.1	1278	81	.5	843	198	1.2	1782	145	.9	2213
M 35-64	122	.9	721	183	1.4	748	161	1.2	1065	87	.6	762	157	1.2	1384	131	1.0	1782
W 35-64	165	1.1	982	276	1.9	1115	208	1.4	1261	67	.5	725	221	1.5	1745	157	1.1	2134
WMGK-FM																		
P 12+	402	.7	2897	606	1.0	3153	481	.8	3848	149	.2	1811	505	.8	5440	361	.6	6389
Teens 12-17	9	.2	125	7	.1	120	8	.1	165	4	.1	83	8	.1	304	8	.1	438
M 18-34	98	1.1	568	163	1.9	651	108	1.3	758	28	.3	363	126	1.5	1079	85	1.0	1298
W 18-34	77	.9	610	126	1.5	773	104	1.2	928	29	.3	338	104	1.2	1209	73	.8	1380
M 18-49	216	1.3	1346	338	2.0	1413	234	1.4	1702	65	.4	893	268	1.6	2355	186	1.1	2756
W 18-49	147	.8	1205	216	1.2	1382	201	1.2	1646	69	.4	687	190	1.1	2337	142	.8	2693
M 25-49	193	1.4	1185	293	2.1	1189	204	1.5	1465	53	.4	744	235	1.7	1993	161	1.2	2330
W 25-49	126	.9	1060	173	1.2	1119	160	1.1	1368	54	.4	599	155	1.1	1962	115	.8	2279
M 25-54	200	1.3	1260	305	1.9	1270	219	1.4	1575	58	.4	823	246	1.6	2138	170	1.1	2487
W 25-54	136	.8	1117	186	1.1	1176	170	1.0	1471	56	.3	629	165	1.0	2093	122	.7	2430
M 35-64	130	1.0	905	190	1.4	879	147	1.1	1114	45	.3	629	158	1.2	1491	114	.8	1686
W 35-64	86	.6	668	117	.8	696	113	.8	857	43	.3	395	106	.7	1316	80	.6	1524
WMMR-FM																		
P 12+	392	.6	2464	415	.7	2584	329	.5	3331	111	.2	1540	381	.6	4793	270	.4	5905
Teens 12-17	12	.2	219	7	.1	106	20	.4	234	16	.3	202	13	.2	362	13	.2	498
M 18-34	131	1.5	729	148	1.7	861	127	1.5	1086	52	.6	543	136	1.6	1462	97	1.1	1753
W 18-34	39	.5	369	53	.6	498	47	.5	691	18	.2	338	47	.5	971	35	.4	1265
M 18-49	284	1.7	1355	306	1.8	1559	220	1.3	1806	65	.4	793	273	1.6	2588	186	1.1	3043
W 18-49	75	.4	753	80	.5	796	72	.4	1128	23	.1	472	76	.4	1600	57	.3	2084
M 25-49	250	1.8	1077	277	2.0	1320	195	1.4	1482	53	.4	621	243	1.8	2111	162	1.2	2451
W 25-49	70	.5	634	66	.5	598	61	.4	915	15	.1	330	66	.5	1251	49	.3	1633
M 25-54	260	1.7	1153	289	1.8	1367	200	1.3	1553	57	.4	677	253	1.6	2217	169	1.1	2585
W 25-54	74	.5	657	67	.4	612	62	.4	927	16	.1	339	68	.4	1279	50	.3	1669
M 35-64	169	1.3	729	175	1.3	763	105	.8	838	20	.1	314	151	1.1	1282	100	.7	1474
W 35-64	41	.3	413	29	.2	325	27	.2	461	5	.1	142	32	.2	680	24	.2	878

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

ARBITRON

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)
WGL-FM																			
P 12+		545	.9	3570	676	1.1	3567	532	.9	4095	166	.3	2106	591	1.0	5999	431	.7	7521
Teens 12-17		12	.2	125	8	.1	73	14	.2	160	5	.1	70	11	.2	254	10	.2	394
M 18-34		35	.4	301	70	.8	329	60	.7	397	20	.2	188	56	.7	516	40	.5	587
W 18-34		20	.2	202	27	.3	257	19	.2	297	5	.1	125	22	.3	491	20	.2	731
M 18-49		144	.9	967	219	1.3	913	171	1.0	1158	52	.3	652	181	1.1	1635	129	.8	2018
W 18-49		142	.8	1092	161	.9	1074	124	.7	1284	38	.2	546	144	.8	1864	107	.6	2351
M 25-49		136	1.0	882	194	1.4	770	152	1.1	1036	47	.3	566	163	1.2	1475	117	.9	1834
W 25-49		134	1.0	1026	149	1.1	974	118	.8	1233	36	.3	507	135	1.0	1717	100	.7	2124
M 25-54		188	1.2	1170	268	1.7	1040	208	1.3	1365	61	.4	744	225	1.4	1926	159	1.0	2427
W 25-54		188	1.2	1315	207	1.3	1236	159	1.0	1533	50	.3	679	187	1.1	2178	136	.8	2677
M 35-64		230	1.7	1231	293	2.2	1143	231	1.7	1414	65	.5	819	254	1.9	2002	179	1.3	2552
W 35-64		212	1.5	1459	233	1.6	1425	172	1.2	1550	58	.4	726	208	1.4	2287	151	1.0	2709
WPEN-AM																			
P 12+		438	.7	1846	462	.8	2358	351	.6	2092	117	.2	951	420	.7	3042	311	.5	3458
Teens 12-17				10			9	5	.1	11			11		20				31
M 18-34					3		28	3		4			3		9		2		21
W 18-34					4		78	12	.1	38			11		67		3		105
M 18-49		4		46	13	.1	78	12	.1	73	1		27	12	.1	100	8		139
W 18-49		11	.1	61	4		28	2		27			3		56	3			84
M 25-49		4		46	4		78	12	.1	73	1		27	12	.1	100	8		139
W 25-49		11	.1	61	13	.1	78	12	.1	73	1		27	12	.1	100	8	.1	139
M 25-54		11	.1	70	8	.1	51	6		46			8	.1	90	6			133
W 25-54		12	.1	78	17	.1	106	15	.1	105	2		45	15	.1	148	10	.1	204
M 35-64		36	.3	223	33	.2	219	26	.2	182	11	.1	95	32	.2	319	26	.2	393
W 35-64		82	.6	348	64	.4	402	63	.4	407	20	.1	181	69	.5	554	52	.4	652
WPHI-FM																			
P 12+		260	.4	2095	248	.4	2375	356	.6	3051	276	.5	2280	285	.5	4036	265	.4	4585
Teens 12-17		98	1.7	868	61	1.1	689	134	2.4	1181	114	2.0	933	95	1.7	1446	99	1.8	1641
M 18-34		65	.8	442	82	1.0	618	98	1.1	706	85	1.0	502	82	1.0	946	73	.8	1059
W 18-34		74	.9	538	81	.9	728	83	1.0	735	61	.7	598	79	.9	1058	69	.8	1189
M 18-49		74	.4	542	89	.5	711	115	.7	827	90	.5	583	92	.5	1122	80	.5	1244
W 18-49		84	.5	614	92	.5	864	99	.6	916	68	.4	720	92	.5	1301	81	.5	1515
M 25-49		37	.3	280	36	.3	300	64	.5	420	44	.3	266	45	.3	557	39	.3	621
W 25-49		39	.3	268	45	.3	442	58	.4	475	32	.2	352	47	.3	683	41	.3	833
M 25-54		37	.2	288	36	.2	300	65	.4	429	44	.3	266	45	.3	566	39	.2	630
W 25-54		39	.2	284	47	.3	474	59	.4	509	32	.2	352	48	.3	732	42	.3	882
M 35-64		9	.1	109	6		93	17	.1	129	5		81	10	.1	185	7	.1	194
W 35-64		12	.1	111	14	.1	194	19	.1	246	8	.1	122	15	.1	343	14	.1	430
WPHT-AM																			
P 12+		131	.2	761	81	.1	683	70	.1	643	143	.2	1083	93	.2	1503	95	.2	2565
Teens 12-17		1		15			9				2		25		24		1		64
M 18-34		4		39	2		46	4		77	16	.2	135	3		100	6	.1	217
W 18-34					1		13	2		13	1		23	1		13	1		30
M 18-49		29	.2	171	19	.1	213	17	.1	252	36	.2	375	21	.1	406	23	.1	724
W 18-49		10	.1	97	2		46	6		48	5		82	6		159	5		255
M 25-49		28	.2	158	19	.1	208	17	.1	243	35	.3	356	21	.2	392	22	.2	692
W 25-49		10	.1	97	2		46	6		48	5		82	6		159	5		255
M 25-54		45	.3	243	28	.2	242	18	.1	254	42	.3	417	30	.2	506	30	.2	871
W 25-54		11	.1	113	3		54	6		50	5		86	7		178	5		283
M 35-64		65	.5	331	29	.2	236	18	.1	225	30	.2	344	37	.3	569	31	.2	890
W 35-64		18	.1	157	4		82	9	.1	72	7		127	10	.1	246	8	.1	400
WPLY-FM																			
P 12+		279	.5	2844	260	.4	2634	311	.5	3648	119	.2	2136	282	.5	5300	210	.3	6287
Teens 12-17		65	1.2	709	24	.4	483	83	1.5	957	49	.9	692	55	1.0	1287	51	.9	1454
M 18-34		77	.9	680	95	1.1	796	86	1.0	880	31	.4	566	87	1.0	1374	61	.7	1576
W 18-34		77	.9	890	84	1.0	910	92	1.1	1129	31	.4	604	84	1.0	1604	61	.7	1853
M 18-49		100	.6	878	116	.7	943	112	.7	1132	34	.2	649	110	.7	1767	76	.5	2109
W 18-49		110	.6	1189	112	.6	1147	113	.7	1482	36	.2	738	112	.6	2105	79	.5	2506
M 25-49		60	.4	531	77	.6	493	66	.5	607	10	.1	312	68	.5	999	43	.3	1253
W 25-49		68	.5	730	62	.4	650	56	.4	857	15	.1	402	62	.4	1267	43	.3	1563
M 25-54		60	.4	531	77	.6	493	66	.5	607	10	.1	312	68	.5	999	43	.3	1253
W 25-54		69	.4	749	64	.4	658	58	.4	892	16	.1	421	64	.4	1314	44	.3	1647
M 35-64		24	.2	198	21	.2	156	26	.2	262	3		93	23	.2	412	15	.1	562
W 35-64		35	.2	340	32	.2	261	22	.2	400	5		162	30	.2	587	20	.1	785

* 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)	
WURD-AM																		
P 12+	58	.1	268	82	.1	313	48	.1	315	8		131	64	.1	417	47	.1	512
Teens 12-17				2		12			14			8			1			35
M 18-34	5	.1	40	7	.1	32	5	.1	18	1		9	5	.1	49	4		58
W 18-34	13	.2	68	21	.2	86	14	.2	97	3		40	17	.2	121	11	.1	121
M 18-49	17	.1	90	24	.1	90	17	.1	68	1		24	20	.1	114	14	.1	153
W 18-49	36	.2	142	46	.3	168	24	.1	170	4		76	36	.2	203	26	.2	219
M 25-49	16	.1	82	21	.2	81	15	.1	59	1		15	18	.1	98	12	.1	127
W 25-49	33	.2	127	46	.3	143	22	.2	142	4		63	34	.2	170	24	.2	186
M 25-54	17	.1	91	25	.2	89	16	.1	70	1		23	20	.1	109	14	.1	146
W 25-54	34	.2	131	47	.3	150	25	.2	165	6		78	36	.2	193	27	.2	210
M 35-64	14	.1	64	22	.2	72	15	.1	67	1		23	17	.1	83	11	.1	120
W 35-64	24	.2	78	27	.2	93	12	.1	96	3		50	22	.2	109	18	.1	145
WUSL-FM																		
P 12+	543	.9	3707	511	.8	3739	610	1.0	4606	392	.6	3213	551	.9	6400	486	.8	7624
Teens 12-17	113	2.0	1007	79	1.4	901	176	3.1	1410	135	2.4	1165	119	2.1	1816	120	2.1	2083
M 18-34	134	1.6	968	143	1.7	952	151	1.8	1132	105	1.2	791	143	1.7	1550	122	1.4	1783
W 18-34	173	2.0	1047	176	2.0	1082	187	2.2	1299	96	1.1	806	178	2.1	1721	149	1.7	1949
M 18-49	168	1.0	1138	181	1.1	1157	182	1.1	1372	120	.7	919	177	1.0	1908	151	.9	2289
W 18-49	224	1.3	1360	220	1.3	1391	223	1.3	1643	121	.7	993	222	1.3	2258	190	1.1	2703
M 25-49	109	.8	653	128	.9	694	115	.8	757	65	.5	438	118	.9	1030	96	.7	1260
W 25-49	134	1.0	745	123	.9	690	110	.8	827	57	.4	436	122	.9	1224	104	.7	1572
M 25-54	109	.7	661	132	.8	727	121	.8	777	69	.4	457	122	.8	1066	99	.6	1304
W 25-54	139	.9	782	132	.8	741	118	.7	866	60	.4	451	130	.8	1290	110	.7	1676
M 35-64	44	.3	220	49	.4	301	41	.3	293	24	.2	173	45	.3	465	38	.3	635
W 35-64	67	.5	443	57	.4	440	50	.3	439	30	.2	244	58	.4	755	52	.4	1029
WWDB-FM																		
P 12+	388	.6	2024	593	1.0	2772	330	.5	2001	178	.3	1286	449	.7	3847	337	.6	4871
Teens 12-17	2		17	1		6			6			5	1		20	1		25
M 18-34	12	.1	72	20	.2	97	20	.2	101	11	.1	61	18	.2	178	14	.2	241
W 18-34	12	.1	108	22	.3	136	6	.1	89	3		39	14	.2	185	10	.1	241
M 18-49	52	.3	343	115	.7	519	71	.4	442	41	.2	291	82	.5	820	60	.4	1015
W 18-49	44	.3	359	70	.4	470	24	.1	295	11	.1	153	48	.3	634	34	.2	865
M 25-49	50	.4	327	111	.8	491	69	.5	426	40	.3	285	79	.6	781	59	.4	967
W 25-49	43	.3	350	69	.5	450	24	.2	290	11	.1	150	47	.3	614	34	.2	842
M 25-54	76	.5	428	136	.9	600	86	.5	522	42	.3	317	102	.6	984	72	.5	1220
W 25-54	53	.3	407	85	.5	553	35	.2	365	14	.1	187	60	.4	754	43	.3	996
M 35-64	95	.7	536	169	1.3	729	97	.7	610	44	.3	342	124	.9	1148	88	.7	1408
W 35-64	84	.6	571	128	.9	729	63	.4	481	43	.3	341	94	.7	969	74	.5	1283
WWJZ-AM																		
P 12+	43	.1	198	47	.1	273	38	.1	266	4		83	43	.1	365	33	.1	433
Teens 12-17	2		10							2		10	1		10	1		10
M 18-34																		
W 18-34																		
M 18-49	2		10	1		28							1		28	1		37
W 18-49																		11
M 25-49	2		10	1		28							1		28	1		37
W 25-49																		11
M 25-54	2		10	2		45			9				2		45	1		53
W 25-54																		11
M 35-64	9	.1	45	16	.1	85	10	.1	62	1		19	12	.1	98	8	.1	107
W 35-64	2		18	5		18	7		33	1		24	5		33	4		63
WXTU-FM																		
P 12+	494	.8	2848	585	1.0	2969	515	.8	3186	138	.2	1546	535	.9	4444	387	.6	5085
Teens 12-17	10	.2	111	6	.1	52	12	.2	119	6	.1	62	9	.2	159	9	.2	178
M 18-34	39	.5	244	62	.7	272	56	.7	328	13	.2	156	53	.6	461	34	.4	522
W 18-34	63	.7	460	81	.9	409	65	.8	473	21	.2	249	70	.8	620	50	.6	729
M 18-49	129	.8	683	172	1.0	676	130	.8	779	35	.2	430	146	.9	1067	99	.6	1266
W 18-49	118	.7	927	155	.9	912	127	.7	936	44	.3	548	135	.8	1337	99	.6	1540
M 25-49	123	.9	630	167	1.2	621	120	.9	711	34	.2	405	139	1.0	958	94	.7	1144
W 25-49	95	.7	788	126	.9	771	106	.8	806	41	.3	514	111	.8	1158	84	.6	1336
M 25-54	160	1.0	820	202	1.3	750	157	1.0	942	41	.3	448	175	1.1	1232	117	.7	1434
W 25-54	124	.8	958	142	.9	956	132	.8	967	49	.3	613	134	.8	1397	103	.6	1590
M 35-64	170	1.3	784	208	1.5	753	152	1.1	888	36	.3	396	179	1.3	1169	126	.9	1364
W 35-64	116	.8	821	120	.8	890	127	.9	858	40	.3	476	121	.8	1289	95	.7	1451

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

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)	
WXXM-FM																		
P 12+	233	.4	2324	244	.4	2246	232	.4	2901	89	.1	1755	237	.4	4247	183	.3	5089
Teens 12-17	33	.6	425	24	.4	365	34	.6	563	30	.5	474	30	.5	797	31	.6	967
M 18-34	56	.7	511	71	.8	507	60	.7	638	10	.1	321	63	.7	974	44	.5	1165
W 18-34	68	.8	789	70	.8	762	67	.8	1022	32	.4	597	69	.8	1423	54	.6	1644
M 18-49	106	.6	838	119	.7	726	97	.6	945	18	.1	481	108	.6	1450	74	.4	1748
W 18-49	93	.5	1050	96	.6	1097	96	.6	1333	38	.2	769	95	.5	1907	75	.4	2235
M 25-49	84	.6	645	99	.7	499	81	.6	688	15	.1	321	89	.7	1048	60	.4	1287
W 25-49	61	.4	688	66	.5	725	66	.5	847	18	.1	477	64	.5	1204	48	.3	1408
M 25-54	86	.5	650	101	.6	511	82	.5	701	15	.1	329	91	.6	1069	61	.4	1311
W 25-54	61	.4	694	66	.4	739	67	.4	865	18	.1	485	65	.4	1230	49	.3	1450
M 35-64	51	.4	332	51	.4	236	40	.3	330	9	.1	168	48	.4	511	32	.2	650
W 35-64	25	.2	266	27	.2	367	30	.2	337	8	.1	184	27	.2	531	22	.2	653
WYSP-FM																		
P 12+	1448	2.4	5986	620	1.0	4161	370	.6	3420	128	.2	1795	798	1.3	8090	487	.8	8921
Teens 12-17	38	.7	398	14	.2	242	32	.6	386	24	.4	303	27	.5	670	24	.4	801
M 18-34	660	7.7	2431	351	4.1	1724	198	2.3	1467	57	.7	721	399	4.6	3106	241	2.8	3301
W 18-34	218	2.5	1117	80	.9	817	54	.6	617	20	.2	372	114	1.3	1596	72	.8	1778
M 18-49	973	5.8	3560	465	2.8	2478	257	1.5	2053	75	.4	913	557	3.3	4559	333	2.0	4902
W 18-49	327	1.9	1661	109	.6	1184	74	.4	882	25	.1	501	165	1.0	2375	103	.6	2656
M 25-49	830	6.1	2844	366	2.7	1904	200	1.5	1547	53	.4	642	458	3.4	3536	269	2.0	3826
W 25-49	264	1.9	1276	80	.6	848	49	.3	642	18	.1	342	127	.9	1783	79	.6	1991
M 25-54	873	5.6	2987	378	2.4	2012	203	1.3	1601	55	.3	684	477	3.0	3739	280	1.8	4053
W 25-54	288	1.8	1342	90	.6	882	53	.3	676	19	.1	355	139	.9	1854	86	.5	2082
M 35-64	380	2.8	1371	135	1.0	944	63	.5	646	22	.2	247	188	1.4	1789	109	.8	1974
W 35-64	140	1.0	627	40	.3	410	23	.2	300	5	.1	141	65	.5	868	39	.3	991
WYXR-FM																		
P 12+	295	.5	2496	369	.6	2509	364	.6	3462	193	.3	2182	345	.6	4801	272	.4	6197
Teens 12-17	9	.2	149	6	.1	102	18	.3	268	42	.7	308	11	.2	417	19	.3	643
M 18-34	33	.4	335	47	.5	326	76	.9	528	45	.5	407	52	.6	733	47	.5	1043
W 18-34	109	1.3	916	135	1.6	907	120	1.4	1107	68	.8	824	122	1.4	1585	94	1.1	1979
M 18-49	63	.4	596	86	.5	610	115	.7	937	53	.3	583	88	.5	1266	75	.4	1774
W 18-49	192	1.1	1530	242	1.4	1514	204	1.2	1916	88	.5	1165	215	1.2	2612	156	.9	3149
M 25-49	54	.4	471	69	.5	507	80	.6	801	24	.2	417	68	.5	1032	54	.4	1382
W 25-49	165	1.2	1215	208	1.5	1175	172	1.2	1541	44	.3	774	183	1.3	2018	126	.9	2334
M 25-54	63	.4	538	82	.5	546	88	.6	872	26	.2	430	78	.5	1133	61	.4	1507
W 25-54	180	1.1	1278	216	1.3	1250	179	1.1	1626	47	.3	818	194	1.2	2165	134	.8	2515
M 35-64	42	.3	355	54	.4	357	49	.4	524	9	.1	188	49	.4	702	36	.3	936
W 35-64	100	.7	712	121	.8	740	96	.7	960	26	.2	419	107	.7	1264	73	.5	1474
WAEB-AM																		
P 12+	125	.2	596	81	.1	423	36	.1	280	11	.1	151	81	.1	768	49	.1	830
Teens 12-17	3	.1	18	1	.1	10	1	.1	4	3	.1	1	1	.1	18	1	.1	18
M 18-34	3	.1	25	1	.1	18	1	.1	21	11	.1	11	2	.1	36	1	.1	39
W 18-34	4	.1	22	1	.1	10	1	.1	4	2	.1	2	2	.1	22	1	.1	25
M 18-49	22	.1	132	15	.1	100	5	.1	72	1	.1	36	14	.1	187	8	.1	204
W 18-49	28	.2	134	10	.1	66	4	.1	23	2	.1	8	14	.1	144	8	.1	154
M 25-49	21	.2	125	15	.1	100	5	.1	65	1	.1	36	14	.1	173	8	.1	190
W 25-49	28	.2	127	10	.1	66	4	.1	23	2	.1	8	14	.1	137	8	.1	146
M 25-54	27	.2	156	19	.1	132	8	.1	94	3	.1	54	18	.1	229	11	.1	252
W 25-54	38	.2	162	15	.1	88	6	.1	40	2	.1	14	19	.1	172	11	.1	182
M 35-64	37	.3	189	24	.2	136	9	.1	102	3	.1	50	24	.2	269	14	.1	292
W 35-64	50	.3	211	25	.2	115	10	.1	54	3	.1	23	28	.2	233	17	.1	242
WAEB-FM																		
P 12+	225	.4	1198	222	.4	1141	165	.3	1192	70	.1	724	205	.3	1746	147	.2	2033
Teens 12-17	20	.4	191	11	.2	111	27	.5	160	25	.4	189	19	.3	255	21	.4	317
M 18-34	26	.3	170	28	.3	182	29	.3	196	12	.1	91	28	.3	277	20	.2	327
W 18-34	61	.7	341	63	.7	360	40	.5	366	20	.2	232	55	.6	476	40	.5	531
M 18-49	57	.3	307	58	.3	291	49	.3	306	15	.1	151	55	.3	471	38	.2	551
W 18-49	111	.6	562	116	.7	584	73	.4	615	26	.2	337	101	.6	817	69	.4	895
M 25-49	47	.3	231	46	.3	216	37	.3	210	10	.1	116	44	.3	343	29	.2	405
W 25-49	93	.7	428	97	.7	432	61	.4	459	15	.1	220	84	.6	621	55	.4	683
M 25-54	60	.4	269	55	.3	254	41	.3	231	10	.1	116	52	.3	388	34	.2	454
W 25-54	103	.6	453	106	.6	459	64	.4	476	16	.1	232	92	.6	658	60	.4	733
M 35-64	48	.4	190	45	.3	176	27	.2	161	3	.1	67	40	.3	276	26	.2	323
W 35-64	68	.5	283	73	.5	289	42	.3	298	8	.1	127	62	.4	430	39	.3	478

* 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)	
WAYV-FM																		
P 12+	46	.1	351	53	.1	277	49	.1	343	18		203	50	.1	522	38	.1	681
Teens 12-17	3	.1	31	1		25	3	.1	34	3	.1	34	2		59	3	.1	73
M 18-34	11	.1	72	17	.2	55	14	.2	81	5	.1	39	14	.2	111	10	.1	152
W 18-34	11	.1	112	17	.2	84	15	.2	117	3		57	15	.2	169	11	.1	234
M 18-49	16	.1	114	21	.1	86	20	.1	113	8		57	19	.1	165	14	.1	210
W 18-49	22	.1	178	25	.1	140	21	.1	174	6		83	23	.1	258	17	.1	333
M 25-49	15	.1	96	19	.1	72	16	.1	90	7	.1	43	17	.1	134	13	.1	175
W 25-49	21	.1	147	23	.2	123	19	.1	138	4		62	21	.1	205	15	.1	246
M 25-54	15	.1	98	20	.1	77	17	.1	92	7		43	17	.1	141	13	.1	184
W 25-54	22	.1	158	24	.1	132	20	.1	148	6		80	22	.1	219	16	.1	277
M 35-64	7	.1	49	6		38	7	.1	36	3		20	6		65	5		73
W 35-64	14	.1	84	12	.1	72	10	.1	76	4		50	12	.1	114	9	.1	141
WBNJ-FM																		
P 12+	5		25	3		20	2		19	1		19	3		32	3		46
Teens 12-17			1						3			4			3			4
M 18-34	2		6			4			2			2	1		6	1		8
W 18-34			5			2			6			2			9			9
M 18-49	2		6			4			2			2	1		6	1		8
W 18-49	1		10	1		9			8	1		6	1		16	1		16
M 25-49			2			2			2			2			2			4
W 25-49			7	1		9			8	1		6	1		13	1		13
M 25-54			2			2			2			2			2			4
W 25-54			7	1		9			8	1		6	1		13	1		13
M 35-64																		2
W 35-64			5	1		7			1	1		4			7	1		15
WTHH-FM																		
P 12+	58	.1	247	46	.1	222	33	.1	217	21		166	45	.1	337	37	.1	399
Teens 12-17	3	.1	19	2		22	1		14	1		18	1		27	1		32
M 18-34	7	.1	30	6	.1	36	5	.1	29	4		14	6	.1	49	5	.1	51
W 18-34	17	.2	59	15	.2	59	10	.1	52	6	.1	46	14	.2	73	11	.1	86
M 18-49	12	.1	57	11	.1	61	9	.1	58	6		37	11	.1	95	9	.1	109
W 18-49	24	.1	104	19	.1	93	14	.1	90	9	.1	68	19	.1	130	16	.1	147
M 25-49	11	.1	52	10	.1	51	8	.1	54	6		35	10	.1	80	8	.1	95
W 25-49	18	.1	83	15	.1	67	11	.1	68	6		46	14	.1	100	11	.1	110
M 25-54	13	.1	57	11	.1	53	10	.1	56	7		37	11	.1	84	9	.1	101
W 25-54	23	.1	95	18	.1	77	12	.1	80	6		54	18	.1	115	14	.1	127
M 35-64	10	.1	44	9	.1	41	6		35	5		36	8	.1	67	7	.1	86
W 35-64	15	.1	61	10	.1	51	7		61	4		35	10	.1	83	9	.1	103
WBYN-FM																		
P 12+	59	.1	420	34	.1	324	39	.1	399	16		216	43	.1	640	33	.1	753
Teens 12-17	2		27			12			12			1			27			27
M 18-34	3		23	3		17	1		15			3			32	1		32
W 18-34	3		29	1		16	2		40	2		20	2		62	1		85
M 18-49	13	.1	74	5		44	6		63	1		27	7		111	5		138
W 18-49	26	.2	167	12	.1	104	18	.1	147	6		70	18	.1	214	13	.1	245
M 25-49	13	.1	74	4		40	6		63	1		27	7	.1	108	5		134
W 25-49	26	.2	167	12	.1	104	17	.1	140	6		63	18	.1	207	13	.1	238
M 25-54	15	.1	85	8	.1	44	9	.1	82	1		27	10	.1	126	7		153
W 25-54	30	.2	195	14	.1	127	22	.1	183	7		98	21	.1	252	16	.1	284
M 35-64	12	.1	73	6		46	8	.1	86	4		43	8	.1	133	7	.1	175
W 35-64	30	.2	196	17	.1	156	22	.2	171	7		99	23	.2	242	17	.1	253
WCTO-FM																		
P 12+	160	.3	672	162	.3	721	114	.2	699	39	.1	381	147	.2	990	110	.2	1114
Teens 12-17	3	.1	33	3	.1	38	4	.1	34	5	.1	34	3	.1	58	4	.1	71
M 18-34	14	.2	75	19	.2	75	17	.2	88	7	.1	36	17	.2	117	13	.2	131
W 18-34	18	.2	86	24	.3	110	16	.2	132	6	.1	79	20	.2	150	15	.2	168
M 18-49	45	.3	205	52	.3	189	38	.2	218	13	.1	108	46	.3	291	34	.2	340
W 18-49	43	.2	178	51	.3	217	38	.2	239	13	.1	140	44	.3	292	33	.2	326
M 25-49	41	.3	184	46	.3	174	30	.2	193	10	.1	90	40	.3	262	29	.2	305
W 25-49	41	.3	159	46	.3	191	34	.2	194	9	.1	107	41	.3	247	29	.2	277
M 25-54	54	.3	229	58	.4	216	39	.2	231	13	.1	104	51	.3	311	37	.2	353
W 25-54	45	.3	188	53	.3	226	36	.2	213	11	.1	123	45	.3	291	33	.2	329
M 35-64	53	.4	225	51	.4	199	34	.3	201	10	.1	96	47	.3	290	35	.3	329
W 35-64	46	.3	177	50	.3	204	31	.2	174	9	.1	90	43	.3	257	30	.2	288

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

ARBITRON

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)
WDSD-FM																			
P 12+		56	.1	339	63	.1	244	46	.1	362	6		98	56	.1	478	36	.1	517
Teens 12-17		3	.1	35	2		6	1		22	2		13	2		47	2	.1	62
M 18-34		7	.1	35	10	.1	33	3		48			4	7	.1	53	4		57
W 18-34		11	.1	61	4		37	9	.1	84	2		34	7	.1	98	6	.1	98
M 18-49		20	.1	93	24	.1	73	11	.1	106			7	19	.1	135	11	.1	145
W 18-49		19	.1	129	22	.1	71	20	.1	155	3		49	21	.1	169	13	.1	169
M 25-49		15	.1	69	14	.1	54	10	.1	87			7	13	.1	111	8	.1	121
W 25-49		12	.1	90	19	.1	46	15	.1	100	2		29	16	.1	104	9	.1	104
M 25-54		19	.1	93	18	.1	59	17	.1	102	1		12	18	.1	135	10	.1	145
W 25-54		14	.1	102	23	.1	62	17	.1	116	2		33	18	.1	120	11	.1	123
M 35-64		18	.1	86	18	.1	55	16	.1	81	1		16	17	.1	121	10	.1	137
W 35-64		14	.1	103	23	.2	62	14	.1	99	2		27	18	.1	110	10	.1	113
WEEU-AM																			
P 12+		104	.2	429	69	.1	363	34	.1	319	19		211	69	.1	556	45	.1	618
Teens 12-17		1		17			6	1		17	1		10	1		17	1		22
M 18-34							11									11			11
W 18-34				6			6	1		6			6			6			19
M 18-49		3		32	10	.1	40	3		30	4		32	5		72	4		87
W 18-49		9	.1	52	4		32	3		41	2		28	5		65	4		78
M 25-49		3		32	10	.1	40	3		30	4		32	5		72	4		87
W 25-49		9	.1	52	4		32	3		41	2		28	5		65	4		78
M 25-54		9	.1	46	15	.1	58	5		40	4		32	10	.1	90	7		106
W 25-54		10	.1	57	4		37	3		46	2		28	5		69	4		82
M 35-64		13	.1	64	15	.1	59	8	.1	64	4		44	13	.1	110	8	.1	125
W 35-64		21	.1	84	10	.1	58	6		56	3		38	12	.1	108	8	.1	108
WFPG-FM																			
P 12+		59	.1	361	71	.1	416	54	.1	408	23		228	62	.1	598	47	.1	684
Teens 12-17		2		21	1		12	2		19	1		18	1		44	2		59
M 18-34		6	.1	41	11	.1	52	7	.1	43	2		28	8	.1	69	6	.1	78
W 18-34		8	.1	61	15	.2	84	11	.1	78	5	.1	59	12	.1	102	8	.1	129
M 18-49		12	.1	88	13	.1	84	10	.1	75	3		45	12	.1	133	8	.1	146
W 18-49		25	.1	147	32	.2	165	21	.1	161	13	.1	99	26	.2	219	20	.1	258
M 25-49		11	.1	79	11	.1	68	10	.1	71	3		38	11	.1	112	8	.1	123
W 25-49		22	.2	134	26	.2	131	16	.1	132	11	.1	78	22	.2	182	17	.1	205
M 25-54		12	.1	89	13	.1	83	12	.1	100	4		50	13	.1	145	9	.1	155
W 25-54		27	.2	159	37	.2	168	21	.1	164	12	.1	90	29	.2	223	22	.1	250
M 35-64		13	.1	84	8	.1	74	10	.1	89	3		45	10	.1	129	7	.1	135
W 35-64		28	.2	141	31	.2	145	18	.1	135	10	.1	60	26	.2	195	20	.1	221
WJBR-FM																			
P 12+		212	.3	1037	232	.4	942	146	.2	1047	58	.1	672	200	.3	1631	136	.2	2011
Teens 12-17		4	.1	61	1		21	2		50	6	.1	59	2		101	3	.1	138
M 18-34		14	.2	64	12	.1	47	10	.1	90	9	.1	60	12	.1	124	10	.1	172
W 18-34		29	.3	194	60	.7	157	32	.4	218	8	.1	123	42	.5	322	25	.3	403
M 18-49		39	.2	208	40	.2	167	25	.1	192	12	.1	126	35	.2	315	25	.1	432
W 18-49		75	.4	424	103	.6	385	59	.3	449	17	.1	241	81	.5	667	51	.3	783
M 25-49		37	.3	192	40	.3	167	22	.2	161	6		101	34	.2	274	23	.2	377
W 25-49		67	.5	343	85	.6	338	50	.4	376	12	.1	175	68	.5	518	42	.3	608
M 25-54		53	.3	248	50	.3	221	31	.2	221	8	.1	135	45	.3	361	31	.2	492
W 25-54		85	.5	413	113	.7	416	66	.4	452	14	.1	221	90	.6	610	55	.3	725
M 35-64		48	.4	246	45	.3	217	35	.3	231	8	.1	141	43	.3	362	29	.2	472
W 35-64		99	.7	391	101	.7	408	60	.4	395	23	.2	229	88	.6	589	57	.4	671
WKAP-AM																			
P 12+		65	.1	296	83	.1	338	59	.1	297	10		138	70	.1	431	48	.1	462
Teens 12-17																			
M 18-34				3	1		3	1		7			4	1		7			7
W 18-34				6	3		12	1		10			2	2		18	1		21
M 18-49		1		9	1		16	1		19			7	1		26	1		26
W 18-49		1		6	3		12	1		10			2	2		18	1		21
M 25-49		1		9	1		16	1		15			3	1		22	1		22
W 25-49		2		16	5		30	3		26			7	4		43	2		46
M 25-54		4		20	6		30	5		32			8	5		45	3		45
W 25-54		8	.1	62	15	.1	69	8	.1	69	2		28	11	.1	93	7	.1	100
M 35-64		10	.1	46	17	.1	65	15	.1	70	2		34	14	.1	89	9	.1	89

* 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)	
WKXW-FM																		
P 12+	177	.3	1127	196	.3	1010	176	.3	1221	28		473	184	.3	1899	112	.2	2170
Teens 12-17	3	.1	30			3		28	4	.1	24	1		61	2		87	
M 18-34	12	.1	120	20	.2	108	23	.3	125	1		15	18	.2	204	10	.1	228
W 18-34	20	.2	118	30	.3	166	19	.2	196	3		68	23	.3	293	13	.2	320
M 18-49	45	.3	329	48	.3	276	54	.3	349	6		94	49	.3	558	29	.2	621
W 18-49	55	.3	399	71	.4	420	62	.4	528	10	.1	229	63	.4	726	38	.2	794
M 25-49	44	.3	308	45	.3	256	49	.4	324	6		94	46	.3	528	28	.2	576
W 25-49	54	.4	381	62	.4	380	53	.4	474	9	.1	190	57	.4	654	34	.2	715
M 25-54	62	.4	372	67	.4	315	64	.4	391	9	.1	142	64	.4	639	39	.2	711
W 25-54	63	.4	444	72	.4	440	59	.4	530	10	.1	207	65	.4	747	39	.2	828
M 35-64	59	.4	313	60	.4	273	52	.4	343	9	.1	143	57	.4	536	35	.3	600
W 35-64	67	.5	424	70	.5	390	66	.5	453	11	.1	218	68	.5	640	42	.3	736
WLEV-FM																		
P 12+	140	.2	864	207	.3	887	133	.2	987	45	.1	489	163	.3	1448	117	.2	1782
Teens 12-17	2		46	2		26	1		29	3	.1	32	2		66	2		97
M 18-34	7	.1	87	12	.1	77	14	.2	114	5	.1	49	11	.1	162	9	.1	201
W 18-34	16	.2	121	28	.3	138	22	.3	182	10	.1	77	23	.3	247	18	.2	290
M 18-49	18	.1	157	28	.2	150	30	.2	232	13	.1	117	26	.2	322	20	.1	397
W 18-49	52	.3	325	78	.5	332	48	.3	371	16	.1	156	61	.4	515	42	.2	615
M 25-49	17	.1	138	27	.2	128	28	.2	203	12	.1	110	24	.2	283	19	.1	357
W 25-49	47	.3	287	69	.5	294	40	.3	322	10	.1	115	53	.4	446	36	.3	535
M 25-54	25	.2	174	39	.2	153	38	.2	262	13	.1	135	34	.2	357	26	.2	446
W 25-54	59	.4	337	81	.5	344	48	.3	371	12	.1	144	64	.4	518	43	.3	629
M 35-64	27	.2	152	40	.3	164	38	.3	256	12	.1	141	35	.3	327	27	.2	393
W 35-64	69	.5	334	92	.6	338	48	.3	325	10	.1	139	72	.5	466	46	.3	563
WNJD-FM																		
P 12+	98	.2	703	126	.2	816	99	.2	865	33	.1	442	109	.2	1253	84	.1	1574
Teens 12-17			7	3	.1	32	4	.1	70	4	.1	39	2		74	3	.1	108
M 18-34	2		18	3		38	1		25			13	2		56	2		78
W 18-34	6	.1	86	14	.2	105	9	.1	76	2		22	10	.1	162	7	.1	199
M 18-49	21	.1	202	32	.2	201	27	.2	229	10	.1	125	27	.2	325	20	.1	403
W 18-49	28	.2	268	37	.2	288	31	.2	306	7		141	32	.2	458	23	.1	567
M 25-49	19	.1	184	30	.2	178	26	.2	219	9	.1	112	25	.2	289	19	.1	367
W 25-49	26	.2	246	36	.3	258	30	.2	289	7		141	31	.2	404	22	.2	503
M 25-54	26	.2	240	43	.3	259	38	.2	306	11	.1	135	36	.2	412	27	.2	517
W 25-54	42	.3	307	51	.3	331	38	.2	350	10	.1	179	44	.3	491	32	.2	618
M 35-64	36	.3	263	50	.4	263	42	.3	320	15	.1	150	43	.3	430	34	.3	521
W 35-64	42	.3	277	48	.3	302	34	.2	337	10	.1	191	42	.3	446	31	.2	558
WODE-FM																		
P 12+	137	.2	881	161	.3	830	117	.2	990	46	.1	471	140	.2	1435	102	.2	1749
Teens 12-17	3	.1	34	1		23	3	.1	51	2		29	2		84	3	.1	123
M 18-34	3		37	4		34	3		55	2		21	3		90	3		111
W 18-34	9	.1	76	13	.2	94	8	.1	79	6	.1	33	10	.1	149	8	.1	193
M 18-49	34	.2	189	48	.3	190	24	.1	216	11	.1	91	36	.2	339	25	.1	413
W 18-49	43	.2	305	49	.3	278	33	.2	282	15	.1	143	42	.2	445	30	.2	543
M 25-49	33	.2	166	45	.3	167	23	.2	195	11	.1	88	34	.2	302	23	.2	372
W 25-49	39	.3	272	43	.3	242	29	.2	247	13	.1	131	37	.3	385	26	.2	454
M 25-54	39	.2	218	54	.3	202	34	.2	265	13	.1	134	44	.3	382	29	.2	468
W 25-54	50	.3	346	49	.3	288	41	.3	340	16	.1	172	47	.3	494	34	.2	583
M 35-64	52	.4	269	71	.5	266	44	.3	319	14	.1	156	57	.4	433	39	.3	523
W 35-64	56	.4	381	51	.4	300	46	.3	390	16	.1	198	51	.4	522	38	.3	618
WPST-FM																		
P 12+	180	.3	1816	163	.3	1690	186	.3	2059	79	.1	1387	175	.3	3127	133	.2	3866
Teens 12-17	29	.5	412	17	.3	253	30	.5	400	30	.5	390	25	.4	688	25	.4	862
M 18-34	26	.3	358	38	.4	368	40	.5	378	11	.1	214	35	.4	585	24	.3	708
W 18-34	55	.6	553	58	.7	638	62	.7	726	25	.3	468	58	.7	1018	43	.5	1224
M 18-49	59	.3	546	56	.3	480	62	.4	554	16	.1	314	59	.3	859	40	.2	1061
W 18-49	85	.5	783	82	.5	898	89	.5	1025	31	.2	632	85	.5	1465	62	.4	1775
M 25-49	46	.3	386	44	.3	318	51	.4	391	10	.1	209	47	.3	601	31	.2	735
W 25-49	54	.4	513	42	.3	552	56	.4	673	14	.1	352	50	.4	970	36	.3	1156
M 25-54	47	.3	401	44	.3	327	51	.3	406	10	.1	227	47	.3	616	31	.2	780
W 25-54	60	.4	552	46	.3	564	57	.3	693	15	.1	359	54	.3	1020	39	.2	1214
M 35-64	33	.2	212	20	.1	131	23	.2	199	6		132	25	.2	299	17	.1	411
W 35-64	35	.2	272	30	.2	280	29	.2	326	7		175	32	.2	509	23	.2	621

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

ARBITRON

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+		73	.1	579	136	.2	716	117	.2	807	37	.1	406	111	.2	1137	83	.1	1334
Teens 12-17				13			7			16			11			22			32
M 18-34				4												4			6
W 18-34		2		26	1		10	1		36			2	2		48	1		65
M 18-49		1		23	1		17	2		23	2		19	2		51	1		55
W 18-49		7		100	12	.1	66	12	.1	105	4		43	10	.1	145	9	.1	192
M 25-49		1		23	1		17	2		23	2		19	2		51	1		55
W 25-49		7		100	12	.1	66	12	.1	105	4		43	10	.1	145	9	.1	192
M 25-54		2		35	2		31	4		43	2		19	2		76	2		80
W 25-54		12	.1	133	18	.1	96	17	.1	129	4		55	16	.1	189	12	.1	242
M 35-64		9	.1	105	18	.1	132	14	.1	160	7	.1	82	14	.1	252	12	.1	288
W 35-64		22	.2	215	40	.3	219	41	.3	251	13	.1	176	35	.2	342	28	.2	426
WRDX-FM																			
P 12+		54	.1	418	89	.1	501	68	.1	601	16		269	72	.1	793	51	.1	955
Teens 12-17		2		36	1		30	3	.1	49	2		30	2		69	2		77
M 18-34		17	.2	116	29	.3	167	14	.2	169	3		65	21	.2	224	14	.2	309
W 18-34		9	.1	84	16	.2	85	11	.1	145	4		58	12	.1	174	9	.1	192
M 18-49		31	.2	224	48	.3	299	35	.2	299	9	.1	129	39	.2	396	27	.2	504
W 18-49		12	.1	109	20	.1	117	16	.1	199	4		81	16	.1	246	11	.1	283
M 25-49		23	.2	178	32	.2	223	30	.2	237	8	.1	96	29	.2	310	21	.2	387
W 25-49		7		74	13	.1	70	11	.1	130	1		52	11	.1	164	7		191
M 25-54		29	.2	207	43	.3	238	39	.2	261	8	.1	116	37	.2	339	27	.2	417
W 25-54		9	.1	84	17	.1	83	14	.1	143	1		55	14	.1	179	10	.1	206
M 35-64		21	.2	138	30	.2	146	30	.2	154	6		83	27	.2	201	19	.1	232
W 35-64		5		34	10	.1	54	8	.1	72	1		32	8	.1	102	5		121
WRFY-FM																			
P 12+		131	.2	792	140	.2	736	101	.2	771	43	.1	466	125	.2	1235	87	.1	1438
Teens 12-17		6	.1	79	4	.1	47	5	.1	72	3	.1	48	5	.1	109	4	.1	126
M 18-34		28	.3	166	33	.4	144	27	.3	202	11	.1	99	29	.3	288	21	.2	315
W 18-34		28	.3	193	40	.5	213	30	.3	208	16	.2	142	33	.4	344	25	.3	376
M 18-49		55	.3	252	62	.4	255	43	.3	285	18	.1	186	54	.3	423	36	.2	475
W 18-49		52	.3	366	61	.4	377	43	.2	360	21	.1	213	53	.3	577	37	.2	636
M 25-49		48	.4	220	48	.4	206	30	.2	218	13	.1	148	43	.3	340	28	.2	389
W 25-49		41	.3	288	47	.3	317	29	.2	256	9	.1	136	40	.3	442	26	.2	502
M 25-54		51	.3	247	51	.3	228	30	.2	227	13	.1	152	45	.3	372	29	.2	425
W 25-54		46	.3	307	53	.3	333	31	.2	270	9	.1	136	44	.3	473	28	.2	532
M 35-64		30	.2	123	32	.2	137	18	.1	98	7	.1	91	27	.2	176	17	.1	212
W 35-64		39	.3	212	32	.2	185	22	.2	184	5		82	31	.2	293	20	.1	334
WSTW-FM																			
P 12+		136	.2	1028	170	.3	890	103	.2	1038	24		516	139	.2	1674	91	.1	2034
Teens 12-17		6	.1	99	2		47	4	.1	78	2		56	4	.1	159	4	.1	238
M 18-34		32	.4	230	26	.3	173	19	.2	196	7	.1	123	25	.3	366	17	.2	416
W 18-34		35	.4	284	50	.6	303	36	.4	402	7	.1	189	41	.5	530	28	.3	646
M 18-49		53	.3	391	60	.4	298	33	.2	331	10	.1	168	49	.3	604	31	.2	676
W 18-49		66	.4	479	92	.5	470	61	.4	581	11	.1	279	74	.4	798	48	.3	976
M 25-49		50	.4	345	56	.4	232	29	.2	247	5		104	46	.3	480	27	.2	534
W 25-49		58	.4	412	73	.5	335	47	.3	447	7		197	61	.4	615	38	.3	752
M 25-54		50	.3	360	58	.4	247	30	.2	257	5		109	47	.3	499	28	.2	569
W 25-54		63	.4	429	80	.5	356	49	.3	457	7		197	65	.4	642	40	.2	783
M 35-64		25	.2	188	40	.3	162	18	.1	165	3		57	29	.2	295	17	.1	332
W 35-64		37	.3	219	51	.4	198	27	.2	197	4		91	39	.3	316	24	.2	390

* 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+	130	.2	719	151	.2	647	122	.2	764	39	.1	389	135	.2	1073	96	.2	1341
Teens 12-17	4	.1	52	3	.1	57	7	.1	66	3	.1	24	5	.1	110	4	.1	127
M 18-34	50	.6	261	62	.7	228	54	.6	299	14	.2	160	56	.7	383	39	.5	458
W 18-34	10	.1	109	18	.2	124	16	.2	134	8	.1	90	15	.2	184	13	.2	241
M 18-49	87	.5	411	103	.6	335	85	.5	442	26	.2	221	92	.5	568	64	.4	690
W 18-49	22	.1	193	27	.2	196	21	.1	211	9	.1	124	24	.1	311	19	.1	399
M 25-49	78	.6	343	89	.7	256	69	.5	360	19	.1	157	79	.6	447	52	.4	531
W 25-49	20	.1	161	21	.1	144	16	.1	163	6		93	19	.1	244	16	.1	324
M 25-54	85	.5	364	98	.6	273	74	.5	374	19	.1	168	87	.6	471	56	.4	558
W 25-54	21	.1	171	22	.1	153	18	.1	176	7		96	21	.1	257	17	.1	337
M 35-64	50	.4	182	57	.4	139	38	.3	172	12	.1	75	49	.4	224	32	.2	288
W 35-64	15	.1	101	10	.1	87	7		93	2		37	11	.1	150	8	.1	194
TOTALS																		
P 12+	15370	25.3	50752	14577	24.0	45303	12240	20.2	49832	5183	8.5	34074	14102	23.2	57374	10481	17.3	58334
Teens 12-17	686	12.2	4193	388	6.9	2856	858	15.2	4524	699	12.4	4074	624	11.1	5246	641	11.4	5413
M 18-34	2366	27.5	7197	2354	27.3	6450	2000	23.2	7187	904	10.5	5152	2249	26.1	8143	1630	18.9	8302
W 18-34	1919	22.3	7322	2186	25.4	6985	1873	21.8	7449	857	10.0	5735	2007	23.3	8304	1509	17.6	8382
M 18-49	4819	28.6	14444	4611	27.3	12334	3863	22.9	14252	1566	9.3	9656	4445	26.3	16080	3187	18.9	16317
W 18-49	4160	24.0	14963	4383	25.3	13825	3568	20.6	14948	1434	8.3	10433	4064	23.5	16678	2981	17.2	16855
M 25-49	4157	30.5	11937	3900	28.6	9956	3218	23.6	11652	1175	8.6	7472	3769	27.6	13029	2651	19.4	13206
W 25-49	3517	25.0	12290	3609	25.6	11148	2858	20.3	12124	1014	7.2	8086	3350	23.8	13603	2405	17.1	13731
M 25-54	4849	30.8	13773	4548	28.9	11503	3750	23.8	13516	1320	8.4	8477	4395	28.0	15052	3077	19.6	15255
W 25-54	4167	25.5	14242	4190	25.7	12786	3323	20.4	14068	1154	7.1	9222	3916	24.0	15752	2805	17.2	15898
M 35-64	3987	29.6	11724	3685	27.4	9789	3011	22.4	11384	1027	7.6	6960	3571	26.6	12885	2529	18.8	13054
W 35-64	3833	26.6	12437	3604	25.0	11163	2811	19.5	12169	957	6.6	7620	3431	23.8	13766	2478	17.2	13949

* 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)
KYW -AM																			
P 12+		912	1.5	3453	403	.7	1972	268	.4	1295	121	.2	694	379	.6	1836	214	.4	1044
Teens 12-17		11	.2	34	7	.1	37	3	.1	22			1		27	2		17	
M 18-34		42	.5	159	19	.2	73	15	.2	49	11	.1	31	19	.2	79	12	.1	56
W 18-34		10	.1	65	12	.1	93	9	.1	56	3		27	7	.1	44	3		22
M 18-49		111	.7	595	52	.3	290	41	.2	195	19	.1	115	64	.4	384	27	.2	172
W 18-49		90	.5	466	43	.2	288	44	.3	228	17	.1	98	44	.3	284	24	.1	144
M 25-49		87	.6	531	41	.3	264	27	.2	159	9	.1	97	50	.4	353	19	.1	143
W 25-49		88	.6	446	42	.3	282	40	.3	213	17	.1	98	42	.3	261	24	.2	144
M 25-54		117	.7	738	51	.3	333	33	.2	199	13	.1	140	57	.4	406	22	.1	187
W 25-54		121	.7	576	51	.3	328	42	.3	227	20	.1	115	54	.3	327	25	.2	151
M 35-64		187	1.4	919	73	.5	432	48	.4	263	19	.1	177	87	.6	516	35	.3	232
W 35-64		197	1.4	793	79	.5	401	64	.4	305	24	.2	139	82	.6	461	48	.3	214
WBEB-FM																			
P 12+		332	.5	1079	587	1.0	1773	331	.5	1149	206	.3	788	304	.5	1242	273	.4	846
Teens 12-17		14	.2	47	24	.4	100	22	.4	76	18	.3	92	25	.4	113	17	.3	52
M 18-34		30	.3	106	46	.5	129	20	.2	61	24	.3	67	25	.3	106	22	.3	55
W 18-34		67	.8	205	124	1.4	326	59	.7	203	41	.5	181	43	.5	179	69	.8	161
M 18-49		57	.3	217	93	.6	285	72	.4	209	43	.3	143	54	.3	241	41	.2	138
W 18-49		141	.8	439	243	1.4	719	135	.8	517	82	.5	321	102	.6	417	126	.7	365
M 25-49		41	.3	172	74	.5	231	62	.5	176	28	.2	110	38	.3	181	28	.2	108
W 25-49		118	.8	386	194	1.4	566	122	.9	463	63	.4	212	91	.6	334	99	.7	294
M 25-54		56	.4	220	103	.7	307	81	.5	242	33	.2	134	44	.3	214	35	.2	132
W 25-54		146	.9	471	235	1.4	665	139	.9	517	69	.4	244	112	.7	398	123	.8	371
M 35-64		63	.5	216	107	.8	363	82	.6	268	38	.3	141	54	.4	226	43	.3	140
W 35-64		123	.9	378	221	1.5	647	125	.9	446	64	.4	228	112	.8	412	95	.7	338
WDAS-AM																			
P 12+		92	.2	211	71	.1	201	54	.1	118	19		61	230	.4	661	77	.1	179
Teens 12-17											2		5	8	.1	42	2		6
M 18-34				5	3		19							1		17			
W 18-34				9	2		8							30	.3	65	14	.2	29
M 18-49		3		9	2		8							23	.1	59	10	.1	19
W 18-49		18	.1	59	12	.1	53	12	.1	27	7		24	87	.5	205	33	.2	75
M 25-49		3		9	2		8							23	.2	50	10	.1	19
W 25-49		18	.1	59	10	.1	39	12	.1	27	7		24	86	.6	201	32	.2	69
M 25-54		3		9	2		8							24	.2	58	10	.1	19
W 25-54		29	.2	81	17	.1	78	15	.1	35	8		32	101	.6	271	33	.2	75
M 35-64		3		9	2		8				2		4	27	.2	67	10	.1	19
W 35-64		54	.4	116	36	.3	110	34	.2	87	14	.1	52	99	.7	297	35	.2	87
WDAS-FM																			
P 12+		363	.6	968	630	1.0	1558	474	.8	1197	361	.6	909	317	.5	873	292	.5	672
Teens 12-17		11	.2	27	10	.2	43	8	.1	38	11	.2	48	18	.3	65	4	.1	30
M 18-34		32	.4	83	59	.7	126	38	.4	116	30	.3	105	47	.5	113	32	.4	72
W 18-34		62	.7	190	118	1.4	356	76	.9	212	57	.7	152	49	.6	191	67	.8	141
M 18-49		85	.5	231	175	1.0	374	156	.9	364	138	.8	331	115	.7	283	94	.6	206
W 18-49		171	1.0	454	264	1.5	750	185	1.1	523	142	.8	360	104	.6	340	111	.6	265
M 25-49		78	.6	213	160	1.2	347	151	1.1	349	133	1.0	317	113	.8	265	86	.6	194
W 25-49		159	1.1	408	230	1.6	658	173	1.2	478	135	1.0	332	95	.7	298	90	.6	232
M 25-54		101	.6	273	196	1.2	432	179	1.1	405	150	1.0	356	121	.8	299	96	.6	216
W 25-54		176	1.1	465	277	1.7	769	230	1.4	588	157	1.0	388	122	.7	354	121	.7	292
M 35-64		106	.8	284	205	1.5	429	168	1.2	344	129	1.0	273	82	.6	214	89	.7	180
W 35-64		144	1.0	351	215	1.5	554	176	1.2	450	121	.8	299	100	.7	249	96	.7	231
WHAT-AM																			
P 12+		73	.1	163	96	.2	199	40	.1	102	48	.1	118	108	.2	327	61	.1	153
Teens 12-17				8	3		8	2		8				3		8	2		8
M 18-34		6	.1	8	3		8	2		6						2			7
W 18-34											3		7						
M 18-49		10	.1	27	22	.1	27	16	.1	27	4		11	17	.1	32	8		23
W 18-49		2		7	2		14	8		23	15	.1	28	17	.1	52	14	.1	24
M 25-49		10	.1	27	22	.2	27	16	.1	27	4		11	17	.1	32	8	.1	23
W 25-49		2		7	2		14	6		17	15	.1	28	17	.1	52	14	.1	24
M 25-54		10	.1	27	22	.1	27	16	.1	27	4		11	20	.1	43	8	.1	23
W 25-54		14	.1	30	5		30	6		17	24	.1	49	32	.2	116	23	.1	38
M 35-64		4		26	26	.2	36	14	.1	19	4		11	20	.1	53	8	.1	23
W 35-64		29	.2	48	20	.1	63	10	.1	25	24	.2	50	45	.3	180	25	.2	39

* 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)	
W100-FM																		
P 12+	156	.3	757	505	.8	1848	427	.7	1446	251	.4	1066	285	.5	1223	245	.4	931
Teens 12-17	41	.7	176	120	2.1	425	83	1.5	324	50	.9	222	85	1.5	365	41	.7	208
M 18-34	30	.3	140	100	1.2	350	87	1.0	270	89	1.0	274	61	.7	230	83	1.0	209
W 18-34	37	.4	199	118	1.4	493	124	1.4	442	57	.7	338	67	.8	349	58	.7	303
M 18-49	46	.3	210	132	.8	467	132	.8	380	114	.7	361	75	.4	288	99	.6	254
W 18-49	57	.3	305	203	1.2	817	184	1.1	666	77	.4	448	100	.6	487	93	.5	414
M 25-49	38	.3	163	86	.6	278	98	.7	244	74	.5	198	37	.3	121	64	.5	143
W 25-49	35	.2	208	137	1.0	549	108	.8	422	44	.3	248	72	.5	287	67	.5	229
M 25-54	38	.2	163	87	.6	289	101	.6	261	74	.5	198	37	.2	126	66	.4	158
W 25-54	40	.2	254	169	1.0	637	131	.8	462	50	.3	273	86	.5	311	73	.4	246
M 35-64	17	.1	80	37	.3	137	47	.3	127	25	.2	86	19	.1	72	19	.1	69
W 35-64	31	.2	163	128	.9	433	85	.6	273	26	.2	136	52	.4	186	42	.3	131
WIP -AM																		
P 12+	126	.2	500	165	.3	642	105	.2	415	44	.1	195	106	.2	435	69	.1	245
Teens 12-17	1		10	9	.2	39	4	.1	19	6	.1	17	17	.3	43	1		5
M 18-34	30	.3	116	19	.2	108	31	.4	104	4		13	21	.2	95	24	.3	87
W 18-34	1		9	5	.1	17	4		22			1	1		17	3		9
M 18-49	69	.4	264	79	.5	320	67	.4	237	16	.1	97	46	.3	199	47	.3	151
W 18-49	5		42	9	.1	57	5		29	1		2	1		17	4		20
M 25-49	66	.5	238	77	.6	306	63	.5	219	12	.1	88	34	.2	171	36	.3	105
W 25-49	5		42	9	.1	57	5		29	1		2	1		17	4		20
M 25-54	88	.6	298	107	.7	399	68	.4	241	12	.1	88	46	.3	228	45	.3	138
W 25-54	5		42	9	.1	57	5		34	1		2	1		20	4		20
M 35-64	73	.5	256	105	.8	367	50	.4	181	14	.1	94	43	.3	191	34	.3	101
W 35-64	4		42	4		39	3		21	2		10			2	1		11
WJZZ-FM																		
P 12+	268	.4	739	489	.8	1265	397	.7	1114	275	.5	870	316	.5	989	332	.5	864
Teens 12-17	11	.2	24	12	.2	29	10	.2	38	2		25	16	.3	29	5	.1	22
M 18-34	24	.3	42	31	.4	103	12	.1	42	10	.1	23	15	.2	59	20	.2	43
W 18-34	12	.1	33	29	.3	68	35	.4	79	20	.2	50	27	.3	77	10	.1	35
M 18-49	70	.4	156	159	.9	390	119	.7	355	85	.5	262	79	.5	243	111	.7	263
W 18-49	75	.4	242	133	.8	356	114	.7	308	69	.4	227	95	.5	297	76	.4	231
M 25-49	70	.5	156	157	1.2	371	119	.9	355	85	.6	262	75	.5	233	110	.8	251
W 25-49	75	.5	242	133	.9	356	107	.8	287	66	.5	218	94	.7	290	74	.5	226
M 25-54	79	.5	192	176	1.1	432	135	.9	393	107	.7	330	86	.5	269	117	.7	274
W 25-54	85	.5	266	146	.9	398	116	.7	325	77	.5	255	103	.6	323	88	.5	259
M 35-64	70	.5	213	177	1.3	441	166	1.2	458	141	1.0	407	99	.7	319	129	1.0	327
W 35-64	104	.7	315	160	1.1	443	133	.9	381	81	.6	278	106	.7	360	127	.9	307
VMGK-FM																		
P 12+	239	.4	797	520	.9	1517	334	.6	1093	146	.2	614	260	.4	1020	256	.4	854
Teens 12-17	2		18	12	.2	54	15	.3	51	7	.1	27	13	.2	76	16	.3	66
M 18-34	55	.6	139	129	1.5	284	58	.7	210	29	.3	90	41	.5	133	34	.4	126
W 18-34	45	.5	159	119	1.4	392	76	.9	268	29	.3	134	40	.5	229	42	.5	175
M 18-49	129	.8	408	268	1.6	686	161	1.0	517	61	.4	246	119	.7	428	123	.7	362
W 18-49	96	.6	347	218	1.3	704	142	.8	476	69	.4	296	109	.6	457	108	.6	374
M 25-49	124	.9	381	230	1.7	614	141	1.0	439	39	.3	179	104	.8	383	104	.8	306
W 25-49	80	.6	308	180	1.3	624	111	.8	401	51	.4	252	97	.7	388	98	.7	331
M 25-54	125	.8	384	239	1.5	656	152	1.0	459	46	.3	202	114	.7	396	108	.7	318
W 25-54	80	.5	308	184	1.1	635	113	.7	408	51	.3	255	103	.6	413	99	.6	338
M 35-64	87	.6	293	156	1.2	464	116	.9	336	41	.3	198	90	.7	318	95	.7	267
W 35-64	50	.3	189	103	.7	323	68	.5	215	41	.3	165	76	.5	258	68	.5	211
WMMR-FM																		
P 12+	218	.4	735	377	.6	1421	181	.3	849	106	.2	499	212	.3	820	154	.3	629
Teens 12-17	11	.2	46	18	.3	69	13	.2	64	13	.2	46	9	.2	37	16	.3	55
M 18-34	67	.8	177	112	1.3	433	57	.7	270	37	.4	144	64	.7	225	58	.7	199
W 18-34	19	.2	104	44	.5	242	24	.3	137	19	.2	124	38	.4	185	21	.2	124
M 18-49	158	.9	451	249	1.5	836	113	.7	486	58	.3	210	116	.7	408	89	.5	328
W 18-49	45	.3	210	90	.5	452	44	.3	258	31	.2	222	63	.4	310	41	.2	194
M 25-49	126	.9	384	208	1.5	672	95	.7	394	30	.2	120	92	.7	332	69	.5	262
W 25-49	40	.3	166	82	.6	393	42	.3	244	28	.2	199	59	.4	277	33	.2	141
M 25-54	128	.8	399	213	1.4	705	101	.6	414	34	.2	135	105	.7	369	71	.5	285
W 25-54	41	.3	177	82	.5	399	42	.3	244	28	.2	199	61	.4	286	35	.2	147
M 35-64	94	.7	288	152	1.1	445	65	.5	245	24	.2	82	72	.5	234	36	.3	167
W 35-64	29	.2	119	47	.3	217	20	.1	120	12	.1	98	28	.2	134	22	.2	78

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

ARBITRON

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)
WOGL-FM																			
P 12+		266	.4	995	483	.8	1650	397	.7	1276	223	.4	912	388	.6	1433	325	.5	960
Teens 12-17		8	.1	19	27	.5	94	15	.3	40	3	.1	27	13	.2	68	22	.4	60
M 18-34		17	.2	65	26	.3	66	45	.5	113	21	.2	46	12	.1	73	37	.4	78
W 18-34		19	.2	88	43	.5	172	37	.4	130	14	.2	65	34	.4	94	30	.3	102
M 18-49		56	.3	210	118	.7	345	126	.7	358	98	.6	255	76	.5	310	97	.6	262
W 18-49		72	.4	295	130	.8	548	118	.7	387	62	.4	272	125	.7	433	93	.5	277
M 25-49		56	.4	210	112	.8	336	115	.8	340	88	.6	237	73	.5	291	82	.6	228
W 25-49		66	.5	271	111	.8	481	110	.8	335	61	.4	251	119	.8	417	82	.6	246
M 25-54		80	.5	307	155	1.0	473	142	.9	441	108	.7	326	100	.6	395	107	.7	313
W 25-54		86	.5	362	144	.9	616	131	.8	427	72	.4	331	143	.9	521	102	.6	326
M 35-64		101	.8	358	191	1.4	550	138	1.0	442	106	.8	367	141	1.0	466	96	.7	300
W 35-64		95	.7	389	161	1.1	644	138	1.0	460	68	.5	340	148	1.0	589	110	.8	342
WPEN-AM																			
P 12+		419	.7	1123	522	.9	1288	285	.5	804	76	.1	319	276	.5	817	164	.3	446
Teens 12-17																			
M 18-34																			
W 18-34																			
M 18-49		7		26	3		18	2		18					9				9
W 18-49		9	.1	19	15	.1	26	3		17	3		15	6		17			
M 25-49		7	.1	26	3		18	2		18				4		11	2		
W 25-49		9	.1	19	15	.1	26	3		17	3		15	6		17			9
M 25-54		12	.1	35	4		26	6		33				8	.1	26	2		9
W 25-54		13	.1	31	16	.1	36	3		20	3		18	6		17			
M 35-64		53	.4	137	43	.3	129	20	.1	85	7	.1	25	21	.2	76	16	.1	41
W 35-64		64	.4	145	78	.5	219	49	.3	160	19	.1	89	46	.3	153	33	.2	82
WPHI-FM																			
P 12+		148	.2	537	345	.6	1218	285	.5	1034	265	.4	809	192	.3	792	245	.4	654
Teens 12-17		62	1.1	229	162	2.9	527	101	1.8	401	99	1.8	337	81	1.4	323	110	2.0	323
M 18-34		28	.3	98	75	.9	259	84	1.0	281	72	.8	169	22	.3	111	52	.6	119
W 18-34		41	.5	148	81	.9	305	79	.9	260	70	.8	205	69	.8	232	49	.6	123
M 18-49		29	.2	106	78	.5	272	91	.5	299	80	.5	182	23	.1	124	53	.3	124
W 18-49		49	.3	178	97	.6	375	91	.5	313	85	.5	268	84	.5	306	76	.4	188
M 25-49		5		28	37	.3	111	34	.2	103	44	.3	102	12	.1	55	36	.3	66
W 25-49		20	.1	79	54	.4	205	46	.3	163	41	.3	141	48	.3	145	56	.4	127
M 25-54		5		28	37	.2	111	34	.2	103	44	.3	102	12	.1	55	36	.2	66
W 25-54		20	.1	79	54	.3	205	46	.3	163	41	.3	141	48	.3	145	56	.3	127
M 35-64		1		8	3		13	7	.1	18	7	.1	13	1		13	1		5
W 35-64		9	.1	33	22	.2	92	13	.1	61	16	.1	71	17	.1	93	27	.2	65
WPHT-AM																			
P 12+		30		94	41	.1	174	23		100	94	.2	302	142	.2	513	82	.1	328
Teens 12-17																			
M 18-34					3		16	1		7	1		7	2		15			
W 18-34								1		9	9	.1	32	9	.1	31	2		10
M 18-49					13	.1	49	5		37	30	.2	105	35	.2	101	18	.1	75
W 18-49		3		13				2		14	2		14	6		27	1		19
M 25-49					13	.1	49	5		28	30	.2	105	35	.3	101	18	.1	75
W 25-49		3		13				2		14	2		14	6		27	1		19
M 25-54					17	.1	66	7		38	38	.2	136	51	.3	160	28	.2	120
W 25-54		3		13				2		14	2		14	9	.1	38	2		27
M 35-64		3		8	17	.1	61	8	.1	40	33	.2	112	51	.4	159	28	.2	120
W 35-64		6		26	5		17	1		3	5		31	13	.1	48	5		33
WPLY-FM																			
P 12+		113	.2	577	251	.4	1354	207	.3	1002	126	.2	576	187	.3	1020	133	.2	740
Teens 12-17		35	.6	164	77	1.4	365	58	1.0	245	50	.9	191	42	.7	238	61	1.1	301
M 18-34		20	.2	99	73	.8	321	61	.7	257	31	.4	140	40	.5	230	30	.3	154
W 18-34		34	.4	171	65	.8	446	50	.6	286	32	.4	179	60	.7	339	21	.2	145
M 18-49		29	.2	155	89	.5	427	75	.4	313	36	.2	170	53	.3	292	38	.2	218
W 18-49		45	.3	241	80	.5	542	65	.4	390	40	.2	214	83	.5	456	32	.2	206
M 25-49		22	.2	99	41	.3	238	45	.3	176	13	.1	59	23	.2	119	14	.1	107
W 25-49		23	.2	115	37	.3	298	34	.2	217	27	.2	93	49	.3	254	20	.1	105
M 25-54		22	.1	99	41	.3	238	46	.3	185	13	.1	59	24	.2	129	14	.1	107
W 25-54		23	.1	119	38	.2	305	36	.2	239	27	.2	93	50	.3	268	21	.1	109
M 35-64		9	.1	56	15	.1	106	14	.1	66	4		30	20	.1	82	9	.1	64
W 35-64		12	.1	73	15	.1	104	20	.1	134	8	.1	35	24	.2	131	12	.1	65

* 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)
WURD-AM																			
P 12+		59	.1	165	111	.2	268	42	.1	108	14		46	63	.1	178	24		62
Teens 12-17																	2		14
M 18-34		7	.1	28	14	.2	19	2		5	1		5	17	.2	26	1		5
W 18-34		8	.1	30	22	.3	75	5	.1	16			6	.1	33	5	.1	15	
M 18-49		24	.1	83	30	.2	57	6		20	1		5	.2	61	1		5	
W 18-49		20	.1	53	63	.4	160	27	.2	62	11	.1	33	.2	81	16	.1	34	
M 25-49		23	.2	79	27	.2	52	4		15			29	.2	58				
W 25-49		20	.1	53	57	.4	137	27	.2	62	11	.1	33	.1	71	16	.1	34	
M 25-54		23	.1	79	32	.2	61	4		15			30	.2	67				
W 25-54		28	.2	67	62	.4	158	35	.2	79	11	.1	33	.2	92	21	.1	44	
M 35-64		17	.1	56	21	.2	47	4		15			15	.1	43				
W 35-64		26	.2	45	51	.4	121	30	.2	66	13	.1	41	.1	69	16	.1	28	
WUSL-FM																			
P 12+		336	.6	1186	672	1.1	1932	591	1.0	1702	476	.8	1383	477	.8	1553	324	.5	1024
Teens 12-17		82	1.5	305	169	3.0	560	165	2.9	489	138	2.5	442	100	1.8	384	86	1.5	330
M 18-34		85	1.0	314	188	2.2	485	139	1.6	441	107	1.2	283	74	.9	279	55	.6	208
W 18-34		89	1.0	333	200	2.3	555	150	1.7	449	156	1.8	429	164	1.9	505	112	1.3	316
M 18-49		104	.6	356	231	1.4	597	185	1.1	536	124	.7	351	114	.7	394	79	.5	261
W 18-49		113	.7	417	250	1.4	695	216	1.2	592	194	1.1	536	245	1.4	716	147	.8	395
M 25-49		77	.6	231	135	1.0	320	125	.9	284	73	.5	201	80	.6	250	41	.3	116
W 25-49		69	.5	245	123	.9	349	114	.8	317	104	.7	264	155	1.1	408	79	.6	222
M 25-54		78	.5	237	137	.9	338	131	.8	296	73	.5	201	84	.5	258	41	.3	116
W 25-54		80	.5	285	129	.8	364	116	.7	325	113	.7	280	158	1.0	425	87	.5	246
M 35-64		31	.2	76	55	.4	157	56	.4	133	17	.1	68	44	.3	131	26	.2	62
W 35-64		44	.3	148	58	.4	168	71	.5	167	51	.4	146	91	.6	248	43	.3	102
WVDB-FM																			
P 12+		351	.6	975	330	.5	962	148	.2	420	159	.3	519	504	.8	1042	108	.2	302
Teens 12-17																			
M 18-34		5	.1	23	2		8	2		5	1		11	36	.4	49	9	.1	23
W 18-34		1		7	9	.1	36	9	.1	9	2		9	25	.3	49	2		4
M 18-49		52	.3	129	33	.2	93	11	.1	41	12	.1	36	113	.7	192	14	.1	49
W 18-49		12	.1	50	25	.1	99	18	.1	35	14	.1	63	91	.5	206	6		17
M 25-49		52	.4	129	32	.2	88	9	.1	36	11	.1	27	113	.8	192	14	.1	49
W 25-49		12	.1	50	25	.2	99	18	.1	35	14	.1	63	91	.6	206	6		17
M 25-54		63	.4	172	43	.3	136	13	.1	47	16	.1	47	121	.8	212	15	.1	59
W 25-54		20	.1	79	34	.2	120	22	.1	49	20	.1	86	103	.6	236	6		17
M 35-64		95	.7	250	73	.5	224	20	.1	89	25	.2	85	121	.9	249	8	.1	46
W 35-64		66	.5	221	90	.6	252	34	.2	107	36	.3	136	129	.9	295	18	.1	47
WVJZ-AM																			
P 12+		51	.1	131	73	.1	123	46	.1	109	12		56	41	.1	108	23		57
Teens 12-17		2		10							2		10						
M 18-34																			
W 18-34																			
M 18-49																			8
W 18-49																			11
M 25-49																			8
W 25-49																			8
M 25-54		1		8															11
W 25-54																			8
M 35-64		2		19	13	.1	20	9	.1	20				8	.1	21	3		11
W 35-64		1		7	9	.1	9	7		9	1		4	5		9	5		14
WXTU-FM																			
P 12+		313	.5	1099	526	.9	1652	383	.6	1139	132	.2	524	422	.7	1293	258	.4	896
Teens 12-17		7	.1	34	6	.1	32	12	.2	17	11	.2	44	23	.4	81	5	.1	36
M 18-34		21	.2	59	25	.3	93	13	.2	72	8	.1	47	16	.2	54	12	.1	61
W 18-34		23	.3	116	71	.8	270	42	.5	150	15	.2	41	32	.4	138	33	.4	136
M 18-49		70	.4	215	99	.6	299	94	.6	242	36	.2	141	83	.5	227	48	.3	173
W 18-49		62	.4	290	147	.8	583	90	.5	323	31	.2	107	95	.5	348	77	.4	295
M 25-49		59	.4	195	90	.7	274	93	.7	236	34	.2	133	73	.5	208	46	.3	164
W 25-49		60	.4	269	137	1.0	526	89	.6	313	29	.2	94	87	.6	304	68	.5	266
M 25-54		70	.4	237	122	.8	342	111	.7	288	35	.2	138	92	.6	261	49	.3	180
W 25-54		84	.5	347	178	1.1	645	116	.7	393	33	.2	121	104	.6	361	78	.5	304
M 35-64		102	.8	334	154	1.1	379	139	1.0	327	39	.3	144	145	1.1	346	76	.6	220
W 35-64		85	.6	310	159	1.1	553	105	.7	333	35	.2	146	126	.9	370	86	.6	285

* 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)
WXM-FM																			
P 12+		74	.1	356	308	.5	1216	233	.4	892	112	.2	576	171	.3	771	145	.2	705
Teens 12-17		23	.4	94	64	1.1	245	56	1.0	207	26	.5	158	41	.7	206	35	.6	162
M 18-34		17	.2	73	54	.6	208	32	.4	120	29	.3	108	43	.5	119	31	.4	156
W 18-34		7	.1	46	97	1.1	446	71	.8	328	40	.5	190	37	.4	229	33	.4	220
M 18-49		32	.2	145	92	.5	339	71	.4	226	36	.2	160	59	.3	165	53	.3	226
W 18-49		19	.1	117	144	.8	595	103	.6	431	48	.3	245	67	.4	368	54	.3	300
M 25-49		25	.2	85	82	.6	274	59	.4	192	21	.2	104	39	.3	104	47	.3	170
W 25-49		17	.1	96	93	.7	355	57	.4	257	28	.2	142	47	.3	236	34	.2	153
M 25-54		25	.2	85	86	.5	286	62	.4	205	22	.1	109	40	.3	109	47	.3	170
W 25-54		17	.1	96	95	.6	370	58	.4	272	28	.2	150	47	.3	245	36	.2	161
M 35-64		15	.1	72	44	.3	153	42	.3	119	8	.1	57	20	.1	70	23	.2	79
W 35-64		12	.1	70	50	.3	164	33	.2	119	9	.1	63	31	.2	147	23	.2	88
WYSP-FM																			
P 12+		223	.4	802	347	.6	1465	286	.5	1060	124	.2	493	165	.3	772	131	.2	587
Teens 12-17		15	.3	71	33	.6	165	30	.5	111	19	.3	71	8	.1	51	10	.2	50
M 18-34		91	1.1	340	172	2.0	630	131	1.5	423	65	.8	216	77	.9	319	67	.8	240
W 18-34		36	.4	124	59	.7	334	72	.8	268	22	.3	114	33	.4	182	25	.3	145
M 18-49		132	.8	499	212	1.3	808	159	.9	547	81	.5	296	103	.6	433	85	.5	345
W 18-49		52	.3	182	90	.5	443	89	.5	357	25	.1	127	47	.3	241	29	.2	165
M 25-49		117	.9	427	168	1.2	605	127	.9	401	53	.4	210	75	.5	305	52	.4	245
W 25-49		36	.3	137	74	.5	337	68	.5	295	16	.1	72	37	.3	178	24	.2	121
M 25-54		123	.8	447	170	1.1	622	130	.8	425	53	.3	210	77	.5	327	55	.3	253
W 25-54		42	.3	148	82	.5	352	72	.4	316	16	.1	72	41	.3	194	26	.2	134
M 35-64		60	.4	198	44	.3	208	32	.2	149	15	.1	80	29	.2	146	20	.1	113
W 35-64		22	.2	70	39	.3	128	21	.1	109	3		13	18	.1	75	6		33
WYXR-FM																			
P 12+		162	.3	639	391	.6	1264	280	.5	905	108	.2	571	237	.4	806	162	.3	612
Teens 12-17		4	.1	31	22	.4	97	21	.4	56	12	.2	54	13	.2	38	23	.4	75
M 18-34		38	.4	138	65	.8	210	75	.9	184	31	.4	130	39	.5	122	37	.4	119
W 18-34		44	.5	193	131	1.5	456	87	1.0	294	23	.3	195	77	.9	260	53	.6	214
M 18-49		69	.4	250	128	.8	400	103	.6	285	44	.3	203	69	.4	216	52	.3	173
W 18-49		81	.5	324	221	1.3	694	134	.8	482	43	.2	264	123	.7	448	76	.4	302
M 25-49		54	.4	192	105	.8	336	81	.6	245	27	.2	149	52	.4	154	39	.3	142
W 25-49		67	.5	256	175	1.2	506	121	.9	401	35	.2	178	104	.7	347	72	.5	264
M 25-54		55	.3	199	105	.7	336	86	.5	260	32	.2	156	62	.4	178	41	.3	150
W 25-54		70	.4	266	185	1.1	532	136	.8	451	38	.2	200	113	.7	376	76	.5	293
M 35-64		34	.3	132	64	.5	194	32	.2	119	18	.1	81	41	.3	123	17	.1	62
W 35-64		42	.3	145	110	.8	308	64	.4	240	24	.2	101	65	.5	249	31	.2	132
WAEB-AM																			
P 12+		53	.1	187	27		102	9		32	9		34	10		37	10		47
Teens 12-17				3			4			4			4						
M 18-34				3			4			4			4						
W 18-34		2		4			4			4			4						
M 18-49		9	.1	42	2		10	2		10	1		10	4		13	3		13
W 18-49		11	.1	37	6		21	2		7	1		3	2		6	1		3
M 25-49		9	.1	38	2		10	2		10	1		10	4		13	3		13
W 25-49		11	.1	37	6		21	2		7	1		3	2		6	1		3
M 25-54		10	.1	49	2		13	2		10	4		17	4		16	4		19
W 25-54		13	.1	45	8		26	2		7	1		3	2		6	2		6
M 35-64		19	.1	77	3		17	2		6	4		13	4		16	4		19
W 35-64		17	.1	70	12	.1	29	1		3	2		6	2		6	3		11
WAEB-FM																			
P 12+		116	.2	361	153	.3	456	107	.2	322	66	.1	243	125	.2	446	78	.1	287
Teens 12-17		14	.2	44	24	.4	92	25	.4	67	17	.3	66	26	.5	96	20	.4	67
M 18-34		11	.1	50	22	.3	53	15	.2	44	11	.1	44	10	.1	50	10	.1	34
W 18-34		28	.3	102	36	.4	126	33	.4	104	30	.3	93	31	.4	132	18	.2	76
M 18-49		26	.2	85	41	.2	111	24	.1	73	14	.1	57	26	.2	104	19	.1	69
W 18-49		49	.3	174	67	.4	215	48	.3	164	35	.2	118	52	.3	207	29	.2	112
M 25-49		23	.2	68	31	.2	90	14	.1	46	6		38	21	.2	83	13	.1	50
W 25-49		36	.3	132	54	.4	166	29	.2	99	15	.1	50	41	.3	142	22	.2	85
M 25-54		28	.2	80	32	.2	94	15	.1	51	6		38	22	.1	88	14	.1	54
W 25-54		45	.3	142	57	.3	171	32	.2	102	15	.1	53	41	.3	142	23	.1	88
M 35-64		24	.2	59	28	.2	70	14	.1	41	3		13	29	.2	70	15	.1	58
W 35-64		35	.2	94	38	.3	104	19	.1	67	6		28	29	.2	93	15	.1	52

* 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)
WYV-FM																			
P 12+		20		93	47	.1	194	41	.1	144	27		70	40	.1	145	23		79
Teens 12-17		1		4	5	.1	18	1		9	2		9	3	.1	14	3	.1	10
M 18-34		6	.1	24	10	.1	35	14	.2	38	8	.1	15	11	.1	32	6	.1	11
W 18-34		5	.1	29	15	.2	72	18	.2	57	14	.2	35	9	.1	48	7	.1	27
M 18-49		7		32	15	.1	56	15	.1	43	9	.1	19	16	.1	44	8		21
W 18-49		10	.1	48	23	.1	105	22	.1	85	16	.1	41	18	.1	78	10	.1	42
M 25-49		6		26	15	.1	54	11	.1	35	7	.1	17	14	.1	38	6		17
W 25-49		9	.1	45	20	.1	91	14	.1	62	9	.1	24	17	.1	73	10	.1	37
M 25-54		6		28	15	.1	56	11	.1	37	7		17	14	.1	38	6		19
W 25-54		10	.1	50	22	.1	98	14	.1	64	10	.1	26	18	.1	77	10	.1	37
M 35-64		1		10	5		23	2		7			4	4		12	3		12
W 35-64		6		26	11	.1	43	6		32	3		7	13	.1	39	5		20
WBNJ-FM																			
P 12+		5		14	7		16	5		12	2		6	3		10	3		14
Teens 12-17		1		1	1		1	2		4	2		4			1			1
M 18-34		2		2	1		4										1		2
W 18-34				2									2						
M 18-49		2		2	1		4												
W 18-49		1		3	1		1	1		1			2			1	2		6
M 25-49		2		2	2		2												
W 25-49		1		3	1		1	1		1			2			1	2		6
M 25-54		2		2	2		2												
W 25-54		1		3	1		1	1		1			2			1	2		6
M 35-64					1		2												
W 35-64		1		1	1		1	1		1						1	1		4
WTTH-FM																			
P 12+		44	.1	98	47	.1	119	33	.1	83	23		58	36	.1	105	21		64
Teens 12-17		2		8	2		3	1		5	1		3			1	1		2
M 18-34		6	.1	12	6	.1	14	5	.1	9	6	.1	12	5	.1	9	2		9
W 18-34		12	.1	20	13	.2	30	8	.1	23	11	.1	21	10	.1	26	10	.1	28
M 18-49		10	.1	21	10	.1	26	8		18	6		16	8		23	2		11
W 18-49		16	.1	29	16	.1	40	14	.1	32	14	.1	32	15	.1	43	11	.1	32
M 25-49		7	.1	17	8	.1	24	7	.1	16	4		11	8	.1	21	2		11
W 25-49		8	.1	19	13	.1	30	11	.1	26	9	.1	24	11	.1	32	5		18
M 25-54		9	.1	19	10	.1	28	8	.1	18	5		14	9	.1	23	4		13
W 25-54		14	.1	28	17	.1	38	13	.1	34	9	.1	26	14	.1	40	7		23
M 35-64		7	.1	18	10	.1	29	6		18	1		6	6		24	4		7
W 35-64		12	.1	26	10	.1	22	10	.1	21	5		16	10	.1	29	2		11
WBYN-FM																			
P 12+		56	.1	202	37	.1	126	27		95	17		61	27		165	17		70
Teens 12-17		4	.1	20															
M 18-34				6									4	1		16	3		12
W 18-34																			
M 18-49		13	.1	44	2		22	2		15			3	3		34	5		16
W 18-49		15	.1	49	9	.1	31	14	.1	33	7		32	6		48	8		30
M 25-49		13	.1	44	2		22	2		15			3	3		34	5		16
W 25-49		15	.1	49	9	.1	31	14	.1	33	7		32	6		48	8	.1	30
M 25-54		14	.1	47	6		25	3		18			6	6		37	6		19
W 25-54		16	.1	57	17	.1	57	20	.1	56	7		32	8		65	8		30
M 35-64		20	.1	69	10	.1	31	3		24	1		6	12	.1	65	6		25
W 35-64		17	.1	53	25	.2	81	22	.2	67	10	.1	34	12	.1	73	8	.1	33
WCTO-FM																			
P 12+		130	.2	322	168	.3	413	102	.2	270	41	.1	164	95	.2	261	90	.1	209
Teens 12-17		5	.1	15	7	.1	22	5	.1	9	2		15	5	.1	12	4	.1	9
M 18-34		8	.1	22	17	.2	40	10	.1	28	5	.1	14	9	.1	14	11	.1	15
W 18-34		12	.1	43	14	.2	65	14	.2	57	6	.1	28	15	.2	47	21	.2	53
M 18-49		33	.2	76	53	.3	120	30	.2	80	14	.1	46	23	.1	56	22	.1	53
W 18-49		29	.2	89	40	.2	123	26	.2	80	12	.1	53	29	.2	92	32	.2	85
M 25-49		28	.2	65	44	.3	105	25	.2	66	11	.1	43	20	.1	49	15	.1	42
W 25-49		27	.2	82	35	.2	104	21	.1	65	11	.1	49	21	.1	74	24	.2	67
M 25-54		33	.2	86	54	.3	122	28	.2	83	13	.1	53	27	.2	62	24	.2	56
W 25-54		29	.2	87	42	.3	121	26	.2	76	14	.1	57	25	.2	80	27	.2	69
M 35-64		40	.3	107	64	.5	133	32	.2	87	17	.1	56	31	.2	81	25	.2	60
W 35-64		34	.2	81	45	.3	107	26	.2	50	11	.1	46	18	.1	61	19	.1	44

* 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+		20		66	43	.1	127	20		87	9		47	33	.1	110	14		51
Teens 12-17				3	3	.1	16	2		12	4	.1	19						
M 18-34				4	4		19	2		15	1		4	7	.1	24	4		9
W 18-34	5	.1	13	15	.2	33	5	.1	24	2		13	11	.1	34				
M 18-49	5		14	10	.1	33	3		21	1		4	10	.1	39	2		12	
W 18-49	6		17	17	.1	47	6		35	3		21	14	.1	42	5		19	
M 25-49	5		14	6		14	3		21	1		4	3		14	2		12	
W 25-49	1		7	3		18	4		25	3		11	3		8	1		10	
M 25-54	5		14	6		14	3		21	1		4	3		14	2		12	
W 25-54	4		13	9	.1	27	4		29	3		11	4		14	2		13	
M 35-64	6		16	8	.1	20	1		10			4	6		22	2		16	
W 35-64	6		20	9	.1	27	2		14	1		7	4		18	2		13	
WEEU-AM																			
P 12+		49	.1	165	24		105	16		37	8		49	29		103	2		10
Teens 12-17					2		5				3	.1	5						
M 18-34											1		6						
W 18-34																			
M 18-49	5		26					1		10				1		6			
W 18-49	6		26	5		22	5		7	1		6							
M 25-49	5		26					1		10				1		6			
W 25-49	6		26	5		22	5		7	1		6							
M 25-54	10	.1	31	5		5	2		14			5	1		6			1	5
W 25-54	6		26	5		22	5		7			6							
M 35-64	11	.1	37	5		5	4		20	1		5	2		12	1		5	5
W 35-64	13	.1	37	9	.1	38	5		7	1		6	6		17	1		6	6
WFPG-FM																			
P 12+		42	.1	136	55	.1	191	47	.1	158	18		73	45	.1	161	28		95
Teens 12-17		2		11	3	.1	8	2		6	1		3	4	.1	17	5	.1	12
M 18-34	5	.1	15	8	.1	24	5	.1	10	4		8	1		9	1		7	
W 18-34	4		13	7	.1	26	6	.1	20	2		18	8	.1	27	5	.1	22	
M 18-49	8		34	10	.1	37	7		25	4		14	3		20	3		21	
W 18-49	17	.1	51	16	.1	61	15	.1	53	9	.1	37	20	.1	66	9	.1	29	
M 25-49	6		32	7	.1	32	6		23	4		14	3		17	3		19	
W 25-49	16	.1	48	16	.1	56	12	.1	44	8	.1	29	20	.1	59	7		23	
M 25-54	7		34	7		34	7		27	5		19	3		21	3		19	
W 25-54	21	.1	63	28	.2	81	17	.1	66	9	.1	36	29	.2	81	8		26	
M 35-64	7	.1	30	5		27	6		30	2		13	6		25	7	.1	27	
W 35-64	21	.1	60	25	.2	77	16	.1	64	9	.1	31	24	.2	67	6		17	
WJBR-FM																			
P 12+		88	.1	308	101	.2	372	63	.1	247	63	.1	256	104	.2	361	58	.1	234
Teens 12-17				6	2		12	1		14	7	.1	29	6	.1	20	3	.1	18
M 18-34	7	.1	35	8	.1	31	9	.1	31	3		7	7	.1	30	5	.1	20	
W 18-34	2		14	8	.1	61	4		19	16	.2	67	14	.2	43	6	.1	39	
M 18-49	20	.1	85	27	.2	82	16	.1	62	11	.1	36	21	.1	85	12	.1	48	
W 18-49	18	.1	80	29	.2	126	19	.1	80	24	.1	111	28	.2	109	19	.1	82	
M 25-49	18	.1	74	27	.2	77	14	.1	57	11	.1	36	21	.2	85	10	.1	39	
W 25-49	18	.1	80	28	.2	110	18	.1	74	12	.1	65	23	.2	95	18	.1	73	
M 25-54	20	.1	88	28	.2	87	15	.1	70	16	.1	56	32	.2	110	11	.1	44	
W 25-54	20	.1	90	35	.2	131	24	.1	103	16	.1	79	28	.2	112	25	.2	100	
M 35-64	22	.2	81	31	.2	83	17	.1	61	14	.1	56	38	.3	104	16	.1	53	
W 35-64	37	.3	118	41	.3	145	26	.2	106	18	.1	80	29	.2	128	21	.1	81	
WKAP-AM																			
P 12+		42	.1	142	78	.1	146	29		97	11		55	52	.1	136	32	.1	73
Teens 12-17																			
M 18-34							4												
W 18-34																			
M 18-49			3																
W 18-49				1		7													
M 25-49			3													6			3
W 25-49							3												
M 25-54			3	2		7													3
W 25-54			3	1		9													3
M 35-64	2		20	4		14	2		6			6	2		12	3		6	6
W 35-64	8	.1	22	13	.1	34	5		17	5		11	3		11			3	3

* 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)
WKXV-FM																			
P 12+		62	.1	208	68	.1	296	35	.1	138	17		66	38	.1	200	38	.1	154
Teens 12-17					2		15			7				1		7			7
M 18-34		1		5	1		14							4		19	1		9
W 18-34		1		4	3		28	4		20	7	.1	26	4		39	1		7
M 18-49		18	.1	67	12	.1	66	7		14	5		19	10	.1	60	4		29
W 18-49		8		39	21	.1	87	14	.1	74	8		30	11	.1	80	18	.1	65
M 25-49		18	.1	67	12	.1	66	7	.1	14	5		19	10	.1	55	3		20
W 25-49		8	.1	39	18	.1	71	11	.1	57	2		16	8	.1	67	17	.1	62
M 25-54		26	.2	99	22	.1	103	11	.1	27	5		19	13	.1	64	9	.1	34
W 25-54		10	.1	49	22	.1	104	13	.1	22	2		20	11	.1	82	17	.1	70
M 35-64		31	.2	109	22	.2	104	12	.1	31	5		21	9	.1	50	10	.1	38
W 35-64		26	.2	79	36	.3	119	16	.1	75	3		14	11	.1	63	19	.1	72
WLEV-FM																			
P 12+		72	.1	243	165	.3	436	88	.1	259	37	.1	146	95	.2	207	101	.2	245
Teens 12-17		2		18	10	.2	38	5	.1	15	1		3	2		6	4	.1	6
M 18-34		1		3	18	.2	45	17	.2	38	6	.1	29	6	.1	20	8	.1	20
W 18-34		8	.1	19	26	.3	50	17	.2	40	7	.1	23	23	.3	30	14	.2	41
M 18-49		7		28	27	.2	80	22	.1	67	17	.1	60	10	.1	37	15	.1	41
W 18-49		25	.1	81	52	.3	117	29	.2	82	12	.1	52	30	.2	55	33	.2	78
M 25-49		5		24	21	.2	73	17	.1	60	16	.1	57	8	.1	30	11	.1	34
W 25-49		21	.1	69	46	.3	106	27	.2	74	10	.1	48	27	.2	51	31	.2	70
M 25-54		7		33	36	.2	98	27	.2	76	17	.1	68	15	.1	37	13	.1	45
W 25-54		29	.2	87	53	.3	132	28	.2	80	10	.1	48	32	.2	59	36	.2	75
M 35-64		13	.1	51	35	.3	87	22	.2	61	18	.1	55	21	.2	44	21	.2	53
W 35-64		32	.2	99	52	.4	147	24	.2	88	5		32	24	.2	66	35	.2	72
WNJO-FM																			
P 12+		86	.1	231	124	.2	364	68	.1	235	38	.1	162	104	.2	356	82	.1	201
Teens 12-17		4	.1	7	9	.2	15	4	.1	7			4	.1	26				
M 18-34		2		12				1		10	1		5	2		18	11	.1	18
W 18-34		1		4	3		23	8	.1	36	2		13	11	.1	22	10	.1	22
M 18-49		18	.1	63	26	.2	61	13	.1	46	7		42	15	.1	80	18	.1	39
W 18-49		17	.1	54	19	.1	86	25	.1	98	7		41	29	.2	115	20	.1	61
M 25-49		18	.1	63	26	.2	61	13	.1	46	6		37	15	.1	72	16	.1	31
W 25-49		17	.1	54	19	.1	79	20	.1	79	7		41	29	.2	115	20	.1	61
M 25-54		28	.2	96	32	.2	102	14	.1	54	16	.1	75	34	.2	129	21	.1	47
W 25-54		28	.2	79	41	.3	146	31	.2	124	16	.1	68	47	.3	145	30	.2	92
M 35-64		35	.3	102	54	.4	139	24	.2	62	17	.1	79	47	.3	146	26	.2	60
W 35-64		35	.2	88	50	.3	146	30	.2	114	14	.1	55	36	.3	126	23	.2	78
WODE-FM																			
P 12+		86	.1	283	130	.2	396	95	.2	311	42	.1	183	86	.1	306	54	.1	211
Teens 12-17		1		3	3	.1	9	9	.2	28	4	.1	9	8	.1	28	3	.1	13
M 18-34		1		7	4		14	3		11	2		11	1		6	4		16
W 18-34		3		15	10	.1	36	8	.1	22	6	.1	23	7	.1	23	3		10
M 18-49		18	.1	62	29	.2	71	15	.1	42	5		26	9	.1	48	11	.1	48
W 18-49		19	.1	67	32	.2	105	30	.2	94	13	.1	65	27	.2	87	11	.1	50
M 25-49		18	.1	58	28	.2	68	14	.1	39	5		23	8	.1	42	10	.1	44
W 25-49		17	.1	59	25	.2	79	23	.2	76	7		42	22	.2	72	11	.1	50
M 25-54		22	.1	79	32	.2	101	19	.1	64	5		34	13	.1	60	15	.1	70
W 25-54		27	.2	85	39	.2	125	30	.2	100	12	.1	66	33	.2	115	14	.1	61
M 35-64		37	.3	128	51	.4	143	32	.2	104	12	.1	51	24	.2	95	19	.1	72
W 35-64		34	.2	104	47	.3	152	38	.3	129	15	.1	82	38	.3	127	23	.2	88
WPST-FM																			
P 12+		88	.1	462	191	.3	827	148	.2	636	43	.1	299	107	.2	588	76	.1	361
Teens 12-17		23	.4	114	33	.6	167	40	.7	149	20	.4	111	29	.5	163	10	.2	61
M 18-34		16	.2	93	41	.5	153	25	.3	96	3		38	5	.1	38	10	.1	55
W 18-34		26	.3	113	54	.6	265	47	.5	230	11	.1	99	29	.3	196	24	.3	133
M 18-49		22	.1	138	66	.4	226	37	.2	143	4		46	24	.1	100	16	.1	84
W 18-49		38	.2	190	80	.5	414	65	.4	318	18	.1	142	51	.3	301	49	.3	207
M 25-49		11	.1	67	48	.4	165	28	.2	102	2		22	20	.1	72	12	.1	52
W 25-49		23	.2	123	50	.4	255	42	.3	204	14	.1	95	37	.3	196	30	.2	99
M 25-54		12	.1	75	48	.3	165	28	.2	102	2		22	21	.1	85	12	.1	57
W 25-54		26	.2	132	59	.4	271	45	.3	216	14	.1	95	39	.2	208	30	.2	103
M 35-64		7	.1	53	25	.2	73	12	.1	46	1		8	20	.1	75	6		34
W 35-64		16	.1	89	39	.3	169	23	.2	104	8	.1	43	24	.2	117	25	.2	78

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

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+		64	.1	180	126	.2	350	90	.1	321	35	.1	170	92	.2	272	58	.1	211
Teens 12-17								1		8									
M 18-34							2	1		2			2			2			
W 18-34							2	1		7			7			10			
M 18-49				2	2		11	3		15	2		17	1		11			2
W 18-49		7		16	18	.1	39	16	.1	44	3		17	16	.1	38	4		20
M 25-49				2	2		11	3		15	2		17	1		11			2
W 25-49		7		16	18	.1	39	16	.1	44	3		17	16	.1	38	4		20
M 25-54				2	2		11	4		22	2		17	2		13	2		12
W 25-54		13	.1	34	19	.1	51	17	.1	53	3		17	18	.1	44	6		32
M 35-64		8	.1	33	19	.1	56	12	.1	73	6		52	15	.1	59	9	.1	43
W 35-64		26	.2	66	45	.3	120	32	.2	114	12	.1	70	34	.2	77	22	.2	75
WRDX-FM																			
P 12+		26		103	65	.1	206	35	.1	152	16		74	70	.1	154	48	.1	124
Teens 12-17					1		8	1		8	3	.1	25						
M 18-34		10	.1	36	18	.2	80	9	.1	47	3		24	21	.2	44	7	.1	32
W 18-34		4		12	10	.1	36	8	.1	40	5	.1	5	14	.2	31	6	.1	21
M 18-49		21	.1	80	38	.2	127	18	.1	73	6		39	34	.2	85	20	.1	73
W 18-49		5		19	12	.1	42	9	.1	51	5		5	16	.1	38	6		21
M 25-49		17	.1	69	34	.2	111	16	.1	62	6		33	17	.1	56	19	.1	67
W 25-49		4		13	10	.1	32	8	.1	36				13	.1	33	4		11
M 25-54		18	.1	74	43	.3	126	19	.1	72	6		33	27	.2	65	29	.2	77
W 25-54		4		13	14	.1	38	11	.1	42				19	.1	42	10	.1	17
M 35-64		12	.1	49	28	.2	62	12	.1	36	3		15	25	.2	55	26	.2	58
W 35-64		1		7	6		13	5		21	1		5	9	.1	16	6		6
WRFY-FM																			
P 12+		47	.1	176	92	.2	313	57	.1	223	28		137	68	.1	271	44	.1	181
Teens 12-17				13	6	.1	31	3	.1	23	2		12	3	.1	31	3	.1	12
M 18-34		16	.2	43	16	.2	53	16	.2	48	5	.1	17	17	.2	56	14	.2	59
W 18-34		6	.1	36	25	.3	95	20	.2	66	15	.2	67	24	.3	82	9	.1	49
M 18-49		24	.1	67	20	.1	77	18	.1	58	6		29	25	.1	78	24	.1	85
W 18-49		13	.1	59	41	.2	155	28	.2	113	17	.1	87	28	.2	127	12	.1	72
M 25-49		17	.1	52	12	.1	63	13	.1	43	2		18	23	.2	75	20	.1	70
W 25-49		10	.1	43	37	.3	141	18	.1	78	5		50	10	.1	87	9	.1	44
M 25-54		18	.1	57	13	.1	72	13	.1	43	2		18	23	.1	75	20	.1	70
W 25-54		10	.1	43	38	.2	146	18	.1	78	5		50	14	.1	97	11	.1	49
M 35-64		9	.1	29	10	.1	39	5		22	1		12	9	.1	26	11	.1	29
W 35-64		13	.1	40	26	.2	76	9	.1	53	2		20	12	.1	59	6		27
WSTW-FM																			
P 12+		64	.1	270	76	.1	326	51	.1	247	25		159	80	.1	320	65	.1	282
Teens 12-17		5	.1	29	11	.2	48	8	.1	39	7	.1	27	6	.1	27	2		11
M 18-34		17	.2	54	10	.1	61	9	.1	48	1		14	23	.3	68	12	.1	51
W 18-34		18	.2	100	21	.2	95	16	.2	78	9	.1	58	31	.4	143	28	.3	123
M 18-49		19	.1	81	17	.1	82	11	.1	67	4		37	24	.1	79	18	.1	69
W 18-49		26	.2	139	39	.2	165	25	.1	112	14	.1	95	46	.3	198	43	.2	186
M 25-49		17	.1	70	12	.1	49	8	.1	61	3		26	19	.1	53	15	.1	53
W 25-49		20	.1	123	27	.2	129	20	.1	91	12	.1	74	33	.2	140	28	.2	140
M 25-54		17	.1	70	14	.1	57	10	.1	69	3		26	19	.1	58	16	.1	60
W 25-54		22	.1	127	28	.2	132	21	.1	101	12	.1	74	34	.2	147	28	.2	140
M 35-64		13	.1	40	12	.1	36	5		26	2		23	4		20	7	.1	26
W 35-64		9	.1	42	20	.1	83	12	.1	52	6		37	16	.1	62	15	.1	67

* 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+	74	.1	242	146	.2	434	87	.1	253	35	.1	122	71	.1	237	61	.1	208
Teens 12-17	1		9	4	.1	22	2		15	3	.1	12	1		12	3	.1	20
M 18-34	24	.3	82	60	.7	176	36	.4	97	16	.2	49	27	.3	83	18	.2	59
W 18-34	5	.1	28	31	.4	98	23	.3	75	10	.1	42	14	.2	62	16	.2	58
M 18-49	42	.2	130	83	.5	237	46	.3	125	19	.1	59	48	.3	137	29	.2	97
W 18-49	15	.1	59	43	.2	140	36	.2	100	10	.1	45	19	.1	80	20	.1	72
M 25-49	34	.2	93	60	.4	162	25	.2	67	8	.1	27	34	.2	90	17	.1	60
W 25-49	14	.1	55	35	.2	111	29	.2	77	8	.1	33	18	.1	69	18	.1	55
M 25-54	37	.2	100	64	.4	172	27	.2	77	10	.1	31	34	.2	90	18	.1	64
W 25-54	14	.1	55	35	.2	113	30	.2	79	8		36	18	.1	69	18	.1	55
M 35-64	28	.2	68	33	.2	85	12	.1	39	6		13	22	.2	58	13	.1	45
W 35-64	13	.1	40	18	.1	53	13	.1	27	1		5	5		19	4		17
TOTALS																		
P 12+	8513	14.0	23318	12559	20.7	30988	8664	14.3	23137	5020	8.3	15459	8853	14.6	24692	6437	10.6	17507
Teens 12-17	462	8.2	1401	996	17.7	2676	805	14.3	2314	616	10.9	1818	665	11.8	2046	588	10.4	1712
M 18-34	970	11.3	2617	1752	20.3	4075	1270	14.7	3164	830	9.6	2208	1053	12.2	2977	949	11.0	2449
W 18-34	829	9.6	2561	1842	21.4	4789	1366	15.9	3632	844	9.8	2673	1254	14.6	3639	965	11.2	2719
M 18-49	2085	12.4	5936	3459	20.5	8098	2532	15.0	6383	1545	9.2	4242	2253	13.4	6227	1799	10.7	4659
W 18-49	1922	11.1	5848	3578	20.7	9433	2593	15.0	7077	1483	8.6	4754	2528	14.6	7389	1881	10.9	5223
M 25-49	1793	13.1	5091	2860	21.0	6627	2065	15.1	5208	1159	8.5	3271	1847	13.5	5064	1406	10.3	3658
W 25-49	1592	11.3	4907	2818	20.0	7502	2023	14.4	5600	1081	7.7	3454	2073	14.7	5960	1513	10.7	4154
M 25-54	2113	13.4	6023	3264	20.8	7665	2330	14.8	5927	1314	8.4	3841	2139	13.6	5902	1585	10.1	4238
W 25-54	1945	11.9	5839	3303	20.2	8664	2340	14.3	6464	1223	7.5	3961	2421	14.8	6880	1741	10.7	4776
M 35-64	2042	15.2	5775	2798	20.8	6618	1897	14.1	4982	1070	8.0	3236	2003	14.9	5415	1322	9.8	3562
W 35-64	2101	14.6	5718	3022	21.0	7651	2032	14.1	5563	1004	7.0	3392	2208	15.3	6285	1548	10.8	4153

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

ARBITRON

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	47.76	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	49.86
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	49.87
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	28.76	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:

a. 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 2.9 rating is 16.78. 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.

b. 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 25-54, Mon-Fri 6AM-7PM might be 93.14.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $16.78 \div 93.14 = 0.18$.

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

a. The rating +/- one standard error will yield a 68% confidence interval. In the above example, 2.9 ± 0.18 yields a confidence interval of 2.72-3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $2.9 \pm (1.64 \times 0.18)$ yields a confidence interval of 2.61-3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

c. 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. ($[\text{Persons} + \text{the population}] \times 100$). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ($[\text{Standard error} \times \text{the population}] + 100$). (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 M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14 would be 93.14 squared, or 8675. (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	Weekend 10A-7P	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sun 6A-10A	Sun 10A-3P	6A-10A		10A-3P			
Persons 12+	55.22	83.04	101.22	82.19	103.05	104.02	121.70	121.99	113.32	125.52	130.86
Persons 18+	*****	*****	96.76	*****	*****	95.83	*****	116.87	*****	*****	125.37
Men											
18+	40.23	*****	*****	*****	*****	*****	*****	*****	*****	*****	97.34
18-24	14.02	*****	*****	*****	*****	*****	*****	*****	*****	*****	40.88
25-34	18.04	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.84
35-44	19.63	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.29
45-54	17.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.61
55-64	14.72	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.73
65+	16.53	*****	*****	*****	*****	*****	*****	*****	*****	*****	36.05
12-24	20.53	36.16	*****	35.20	45.59	42.94	53.42	*****	48.13	*****	57.56
18-34	23.14	36.30	44.47	35.04	47.36	44.42	53.78	53.71	52.12	*****	60.91
18-49	32.39	50.25	58.65	48.69	63.71	58.43	70.93	70.85	68.75	*****	80.34
25-49	29.66	44.91	*****	44.26	56.58	52.30	66.59	*****	58.03	*****	71.56
25-54	32.02	47.84	58.64	47.54	60.55	55.70	70.91	65.90	61.80	*****	76.21
35-64	30.43	44.47	56.16	45.41	57.68	53.50	67.91	63.12	59.19	*****	72.99
Women											
18+	44.31	*****	*****	*****	*****	*****	*****	*****	*****	*****	101.86
18-24	14.75	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.99
25-34	20.06	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.39
35-44	21.53	*****	*****	*****	*****	*****	*****	*****	*****	*****	55.51
45-54	19.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.28
55-64	16.70	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.85
65+	19.27	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.62
12-24	21.05	34.49	*****	34.09	42.18	42.88	51.72	*****	45.98	*****	53.86
18-34	25.15	38.75	47.84	37.42	48.94	47.41	58.10	54.32	51.96	*****	63.04
18-49	34.97	53.63	64.63	52.38	66.86	64.13	78.48	73.37	70.19	*****	85.16
25-49	32.97	48.93	*****	48.82	62.04	59.02	73.33	*****	67.21	*****	79.22
25-54	35.78	52.52	64.61	52.46	66.75	62.82	78.47	75.23	71.92	*****	84.77
35-64	34.12	49.41	59.75	49.47	62.20	59.36	72.56	69.56	66.51	*****	78.39
Persons											
12-24	27.84	45.48	*****	44.86	56.39	54.73	66.59	*****	61.56	*****	71.60
18-34	32.00	49.39	61.41	47.79	62.98	60.86	73.99	74.17	68.40	*****	79.56
18-49	44.18	67.38	81.96	65.58	84.01	79.58	98.75	98.99	91.30	*****	106.19
25-49	40.25	60.34	*****	59.81	75.75	71.57	89.01	*****	82.28	*****	95.70
25-54	43.38	64.26	79.49	64.09	81.05	76.45	95.78	96.01	88.55	*****	102.99
35-64	41.58	60.03	74.98	60.69	76.94	73.27	90.35	90.56	83.52	*****	97.15
Teens 12-17	20.00	32.77	*****	33.39	44.80	49.52	50.91	*****	54.16	*****	59.06
Black P12+	24.62	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.34
Hispanic P12+	10.78	*****	*****	*****	*****	*****	*****	*****	*****	*****	25.54

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	83.06	193.14
Men		
18-34	34.88	91.58
25-54	48.27	112.16
35-64	46.10	108.89
Women		
18-34	36.47	91.06
25-54	53.07	125.35
35-64	50.53	116.58
Persons		
18-34	47.33	118.08
25-54	65.06	151.23
35-64	62.36	144.57

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri	Mon-Fri	Mon-Fri 6A-7P	Mon-Sun 6A-MID
		Sat 3P-7P	Sun 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-MID		
Persons 12+	68.08	111.21	109.22	138.92	133.90	166.29	181.91
Men							
18-34	32.01	48.97	47.66	63.28	59.14	69.51	84.00
18-49	44.95	67.16	65.87	84.39	78.64	91.79	108.60
25-49	40.68	60.85	60.45	76.23	72.58	79.33	99.35
25-54	43.97	64.87	64.76	81.95	77.41	84.75	104.77
35-64	41.70	60.35	61.63	78.60	73.69	81.08	95.97
Women							
18-34	34.04	52.59	50.45	66.18	64.63	70.55	86.31
18-49	48.27	72.32	70.31	90.38	87.57	95.36	116.45
25-49	44.51	65.57	65.63	84.14	81.19	91.80	111.93
25-54	48.28	70.21	70.22	89.89	85.91	97.59	119.14
35-64	46.18	67.37	66.90	84.01	82.72	91.22	110.55
Teens 12-17	27.73	44.48	45.05	60.39	66.13	72.66	81.10

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 counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) A geographic split county is defined as one or more zip codes within a county and is 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. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

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. Additionally, Arbitron may consider 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 will be considered by Arbitron upon receipt of a formal request from at least 75 percent of subscribing station owners. If there are fewer than four subscribing station owners in a market, the request must be made by all subscribing station owners for Arbitron to proceed.

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and listenership data for existing Metro counties and any county contiguous to the current Metro.

NOTE: All existing Metro counties and all counties adjacent to existing Metro counties are subject to the Metro evaluation. The two criteria that determine whether evaluated counties are included in the Metro definition are: (i) at least 55.0 percent of listening quarter-hours from the county must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county must be into the existing Metro. **Metro evaluation results are final — and automatic.** This rule applies even if the evaluation finds that one or more counties should be removed from the existing Metro. Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

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 county equivalents) that 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 counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county (or county equivalent) 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 nonresidential 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. Generally, 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 that are unusable are diaries that Arbitron determines: are incomplete; are post-marked and/or arrive before or after established dates; or that 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* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascertainment procedures, the allocation of credit for aberrant 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., coun-

ties, 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 that 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. Noncommercial 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 that 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 reliability 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; and group quarters residences containing ten or more individuals 12 years of age and older. 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 or at any time thereafter.

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, because independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that 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 that 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 that 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 programmed, 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 litera-

ture. 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 qualifi-

cations 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 1998, 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 1998 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 1/1/98.

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 1/1/98).

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 1/1/98.

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 1/1/98 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 5, 1998, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1998, 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, (248) 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 for the total 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, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) 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 published in telephone directories.

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 or 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 or county equivalent (e.g., geographic or ethnic 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 (or county equivalents).

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be 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).

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ within the United States, excluding Alaska and Hawaii. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium**, Monday-Friday, 6AM-6PM; and **Media Exposure**

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.

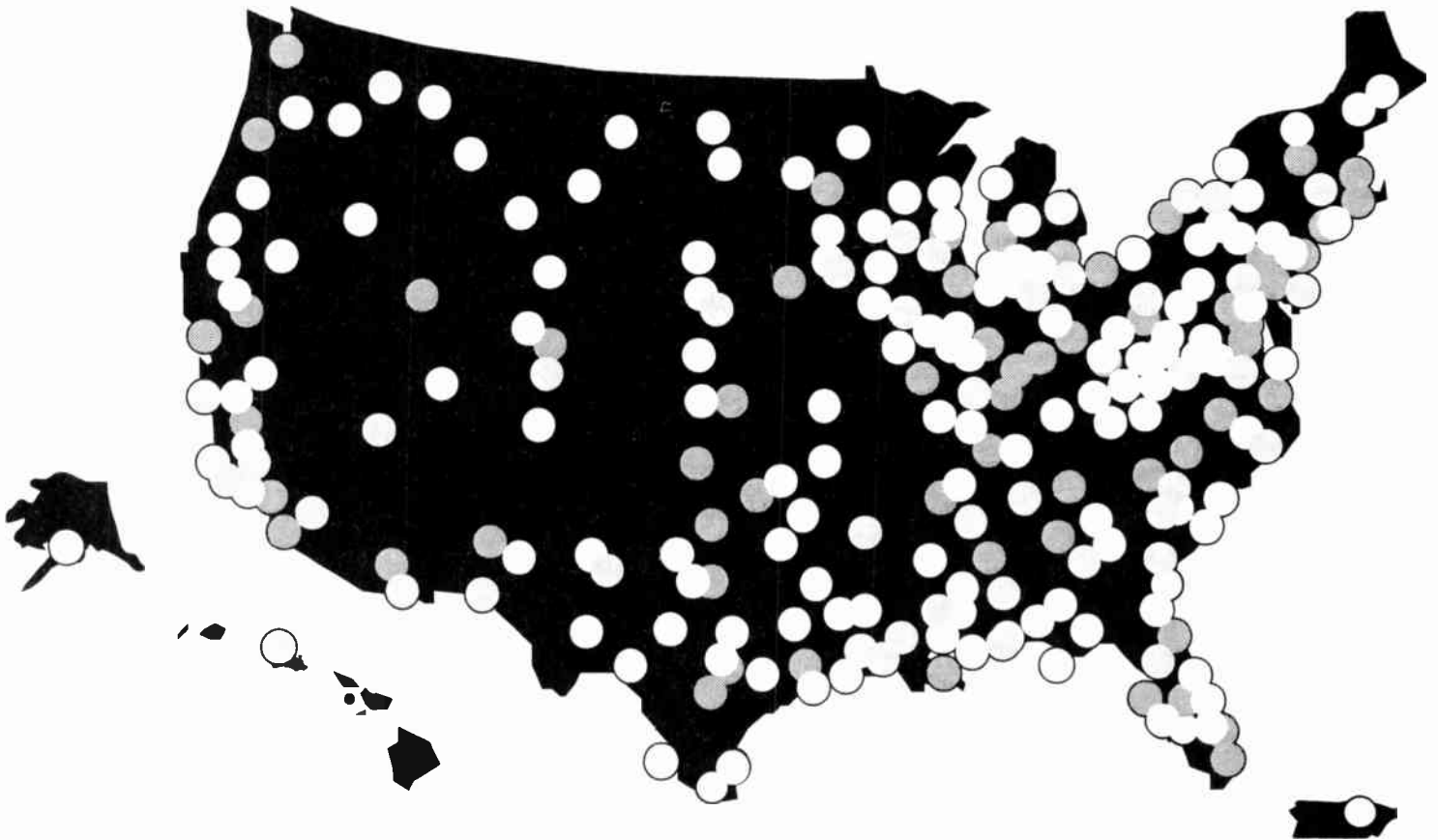
DISCLAIMER OF WARRANTIES/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing the data and estimates in this report; or the data and estimates contained herein. All Arbitron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

LIMITATION ON LIABILITY/The sole and exclusive remedy for Arbitron's liability of any kind, including without limitation liability for negligence with respect to this report shall be limited to an amount not to exceed \$500. In no event shall Arbitron be liable for incidental or consequential damages, nor shall Arbitron be subject to injunctive relief with respect to the *Media Targeting 2000* data or estimates.

RESTRICTIONS ON USE OF REPORT/All *Media Targeting 2000* data and estimates are copyrighted by and proprietary to The Arbitron Company. *Media Targeting 2000* data and estimates are provided by Arbitron to Arbitron clients and the Radio Advertising Bureau, and may only be used pursuant to the restrictions and limitations on use printed herein and in the *Media Targeting 2000* report. Quotations of the data or estimates contained herein by users of this report must identify Arbitron as the source and that the data and estimates are copyrighted. Users of this report should also mention that these data and estimates are subject to all qualifications and limitations stated in the *Media Targeting 2000* report.

Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 246 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (145* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

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.

* In Columbia, SC, Macon, GA, and Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.

Instant Qualitative Profile



Preface

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, Release 1 (Feb. 97-Jan. 98). 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 description of Scarborough methodology is available to Arbitron subscribers upon request.

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.

Warning

All Scarborough data and estimates are proprietary and confidential.

Each Scarborough estimate and Arbitron Qualitative Map is copyrighted. The unauthorized use of any Scarborough estimate constitutes copyright infringement.

Liabilities and Limitations of Remedies

The sole and exclusive remedy at law or in equity for Arbitron's and/or Scarborough's breach of any warranty express or implied, including without limitation any warranty of merchantability or fitness, and the sole and exclusive remedy for Arbitron's and/or Scarborough's liability of any kind, including without limitation liability for negligence or delay with respect to the Scarborough service, shall be limited to an amount not to exceed \$500.

In no event shall Arbitron and/or Scarborough be liable for incidental or consequential damages, nor shall they be subject to injunctive relief with respect to the Scarborough data and estimates.

Reservation of Rights

Scarborough 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 Scarborough to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties

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This Service Is Not Accredited by the MRC.

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). The Arbitron Company does provide syndicated services which are accredited by the MRC.

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

Station Subscribers/ The following radio stations are Scarborough subscribers as of release to print:

WBEB-FM
WBUD-AM
WDAS-AM
WDAS-FM
WHYY-FM
WIOQ-FM
WIP -AM
WJBR-FM
WKXW-FM
WMGK-FM
WMMR-FM
WPEN-AM
WPHI-FM
WPLY-FM
WUSL-FM
WWDB-FM
WXPB-FM
WXTU-FM
WXXM-FM
WYSP-FM
WYXR-FM

The Sample

Sample Size/ The in-tab sample for this Metro as defined and surveyed by Scarborough is **2,424**.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through the following Arbitron services: MaximiSer 97SM service (for radio stations); Media ProfessionalSM (for ad agencies); or MaxQualitativeSM (for radio stations). It's as easy as a few mouse clicks to do a customized report to identify target consumers.

The IQP works with the Scarborough service, RetailDirect[®] service or Qualitative Diary service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

In this report, we've provided profiles on five important consumer characteristics

to get you started toward having a more in-depth understanding about this market's consumers and their purchasing habits. For more information about the Instant Qualitative Profile or about any other Arbitron service, contact your Arbitron representative.

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1 ▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀ 2
YOUR METRO
Scarborough, Apr. 97 - Mar. 98

Gender

3 ▶ **53.3** % Male **46.7** % Female

Employment Status

4 ▶

Employed Full-Time	57.5%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	8.6%
A Student	3.0%
Retired	7.4%
Disabled	2.2%
Temporarily Laid Off	0.6%
Not Employed-Looking for Work	5.6%
Other	0.5%

Demographic Breakout

6 ▶

Household Income

7 ▶

Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	9.5%
Farming, Forestry and Fishing	0.0%
Handlers, Eqp Clean Helpers & Lborens	2.4%
Machine Operators, Assemblers & Inapctr	2.7%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.7%
Sales	8.1%
Service	11.4%
Technicians & Related Support	3.1%
Transportation & Material Moving	3.1%

Presence of Children Under 12 in Household

8 ▶

None	49.2%
One	18.7%
Two	20.1%
Three or More	12.0%

Home Ownership

9 ▶

Own	56.9%
Rent	40.1%
Other	3.0%

Education

5 ▶

Less Than 12th Grade	11.8%
High School Graduate	40.1%
Some College/Trade School	23.1%
Completed College or More	22.1%

This report is based on Persons 18+ in YOUR METRO
OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition
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- 1 ▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.
- 2 ▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.
- 3 ▶ 53.3 percent of the target consumers are male.
- 4 ▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.
- 5 ▶ 22.1 percent of the target consumers in this market completed college.
- 6 ▶ The predominant age group among the target consumers is 25-34 (28.1%).
- 7 ▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.
- 8 ▶ 49.2 percent of the households in the target group do not have a child under age 12.
- 9 ▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 3,679,050 Target Intab: 2,424
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

47.1	% Male	52.9	% Female
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Employment Status

Employed Full-Time	54.2%
Employed Part-Time	12.8%
Not Employed	
A Homemaker	9.7%
A Student	2.8%
Retired	14.2%
Disabled	3.6%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	2.4%
Other	0.1%

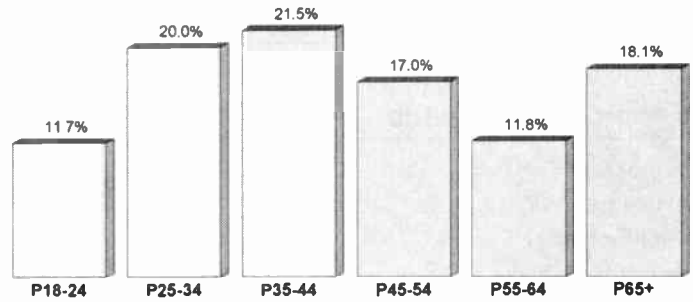
Occupation

Administrative Support	15.7%
Executive, Administrative & Managerial	10.3%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helprs & Laborers	2.1%
Machine Operators, Assem & Inspectors	2.1%
Precision Production, Craft & Repair	5.2%
Professional Specialty	11.2%
Sales	6.7%
Service	7.6%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.5%

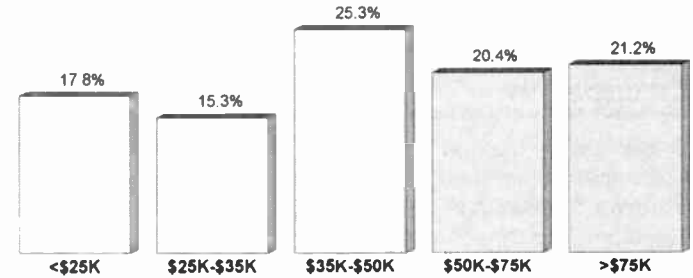
Education

			
9.7%	41.1%	25.1%	24.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	60.3%
One	15.3%
Two	15.9%
Three or More	8.6%

Home Ownership

Own	72.5%
Rent	23.7%
Other	3.8%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 MARKET PROFILE - PERSONS 18+ (Target Age/Sex Demos is Persons 18+)

Estimates displayed are reported for % Composition.
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ANY QUICK SERVICE VISITS

Target Persons: 3,150,485 Target Intab: 2,109
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

46.9	% Male	53.1	% Female
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Employment Status

Employed Full-Time	56.3%
Employed Part-Time	13.1%
Not Employed	
A Homemaker	9.5%
A Student	3.1%
Retired	12.4%
Disabled	2.7%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	2.6%
Other	0.0%

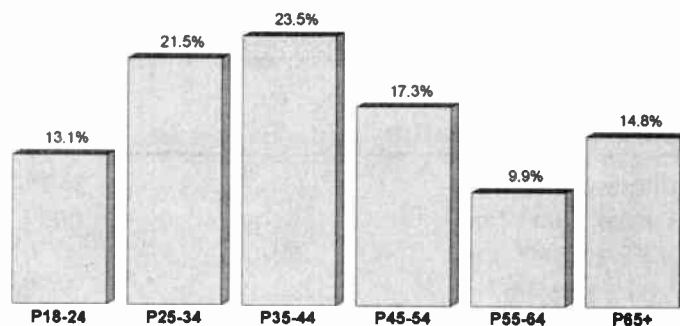
Occupation

Administrative Support	16.4%
Executive, Administrative & Managerial	10.2%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helpers & Laborers	1.8%
Machine Operators, Assem & Inspectors	2.2%
Precision Production, Craft & Repair	5.6%
Professional Specialty	11.6%
Sales	7.2%
Service	8.3%
Technicians & Related Support	3.4%
Transportation & Material Moving	2.4%

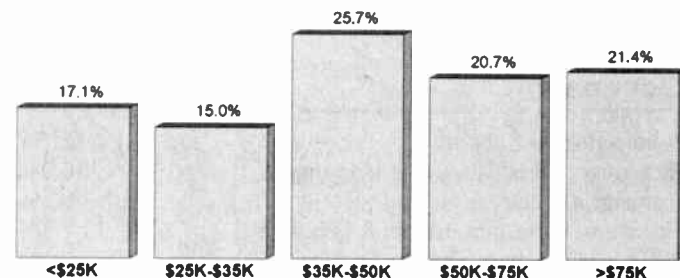
Education

			
9.1%	41.5%	25.1%	24.3%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	57.3%
One	16.2%
Two	17.6%
Three or More	8.8%

Home Ownership

Own	70.5%
Rent	25.5%
Other	4.0%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 ANY QUICK SERVICE VISITS (Any Restaurant is Any Fast Food Past 30 Days)

Estimates displayed are reported for % Composition.
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SHARED AUTO PURCHASE DECISION

Target Persons: 689,345 Target Intab: 490
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

40.1	% Male	59.9	% Female
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Employment Status

Employed Full-Time	50.5%
Employed Part-Time	14.3%
Not Employed	
A Homemaker	12.1%
A Student	1.3%
Retired	16.5%
Disabled	4.7%
Temporarily Laid-Off	0.0%
Not Employed-Looking for Work	0.6%
Other	0.0%

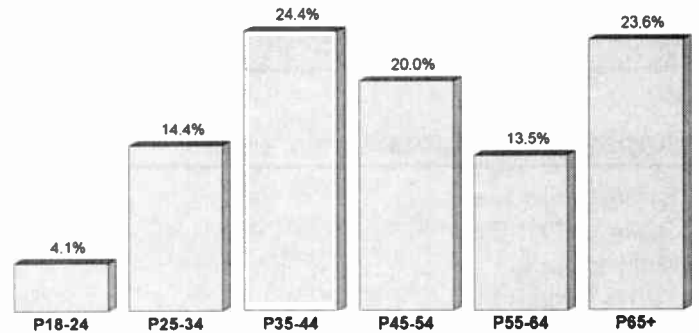
Occupation

Administrative Support	16.8%
Executive, Administrative & Managerial	9.4%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helps & Laborers	1.9%
Machine Operators, Assem & Inspectors	1.4%
Precision Production, Craft & Repair	3.7%
Professional Specialty	12.9%
Sales	6.7%
Service	6.3%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.2%

Education

			
6.0%	43.1%	24.5%	26.5%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	57.2%
One	15.1%
Two	18.9%
Three or More	8.8%

Home Ownership

Own	87.4%
Rent	10.9%
Other	1.8%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 SHARED AUTO PURCHASE DECISION (Principal Decision Maker Pur/Ls Lst
 Nw Vehicle is Shared Equally)

Estimates displayed are reported for % Composition.
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DRINK REGULAR SOFT DRINKS

Target Persons: 2,575,280 Target Intab: 1,683
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

49.8	% Male	50.2	% Female
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Employment Status

Employed Full-Time	57.7%
Employed Part-Time	12.9%
Not Employed	
A Homemaker	8.4%
A Student	3.7%
Retired	11.2%
Disabled	3.1%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	2.6%
Other	0.1%

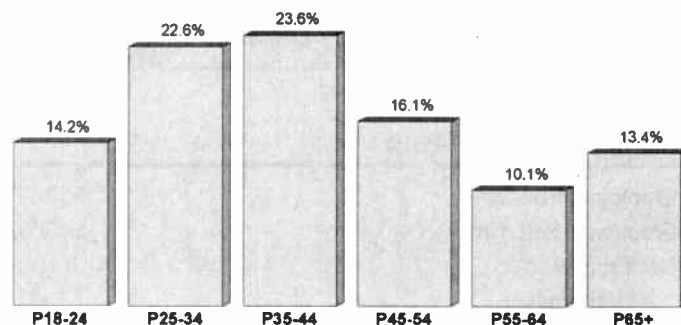
Occupation

Administrative Support	16.0%
Executive, Administrative & Managerial	9.7%
Farming, Forestry & Fishing	0.3%
Handlers, Eq Clnrs, Helpers & Laborers	2.6%
Machine Operators, Assem & Inspectors	2.4%
Precision Production, Craft & Repair	5.9%
Professional Specialty	10.9%
Sales	8.0%
Service	8.5%
Technicians & Related Support	3.6%
Transportation & Material Moving	2.7%

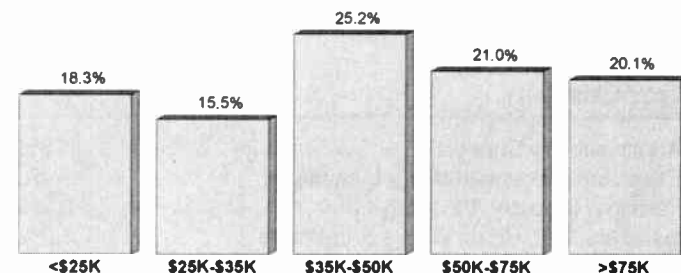
Education

			
10.2%	42.8%	24.2%	22.8%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	55.2%
One	17.0%
Two	18.0%
Three or More	9.8%

Home Ownership

Own	71.8%
Rent	24.3%
Other	4.0%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std

@@DRINK REGULAR SOFT DRINKS (Regular Soft Drinks Past Week is 7Up or A & W Root Beer or Barq's Root Beer or Caffeine Free Coke or Caffeine Free Pepsi or Cherry Coke or Coca-Cola Classic or Dr Pepper or Mello Yello or Minute Maid or Mountain Dew or Mug R

@@One or more of the qualitative categories, products and/or responses contained in the target are not available in the qualitative survey. This target has been modified to exclude those that no longer apply.

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PLAN TO BUY FURNITURE

Target Persons: 845,105 Target Intab: 554
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

40.1	% Male	59.9	% Female
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Employment Status

Employed Full-Time	59.3%
Employed Part-Time	14.8%
Not Employed	
A Homemaker	9.8%
A Student	2.2%
Retired	6.6%
Disabled	2.4%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	4.5%
Other	0.0%

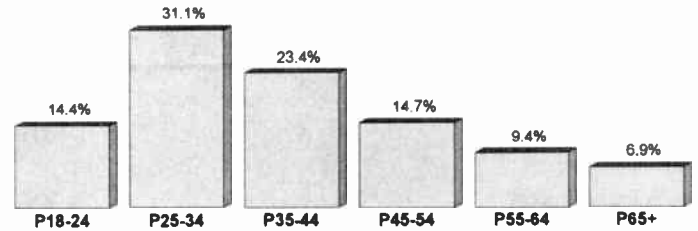
Occupation

Administrative Support	17.9%
Executive, Administrative & Managerial	11.1%
Farming, Forestry & Fishing	0.1%
Handlers, Eqp Clnrs, Helpers & Laborers	2.1%
Machine Operators, Assem & Inspectors	0.9%
Precision Production, Craft & Repair	4.4%
Professional Specialty	15.3%
Sales	7.8%
Service	9.7%
Technicians & Related Support	3.5%
Transportation & Material Moving	1.3%

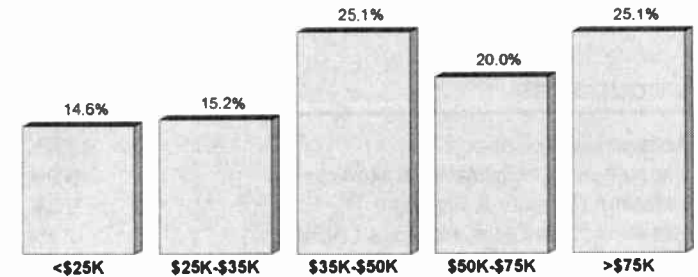
Education

			
8.7%	34.0%	27.0%	30.3%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	45.2%
One	22.3%
Two	19.3%
Three or More	13.1%

Home Ownership

Own	67.1%
Rent	28.5%
Other	4.4%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 PLAN TO BUY FURNITURE (Items Household Plans to Buy Next 12 Months is Furniture)

Estimates displayed are reported for % Composition.
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PLAN TO BUY MAJOR APPLIANCE

Target Persons: 476,460 Target Intab: 305
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

37.9	% Male	62.1	% Female
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Employment Status

Employed Full-Time	60.9%
Employed Part-Time	13.0%
Not Employed	
A Homemaker	11.7%
A Student	1.6%
Retired	7.7%
Disabled	2.6%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	2.2%
Other	0.0%

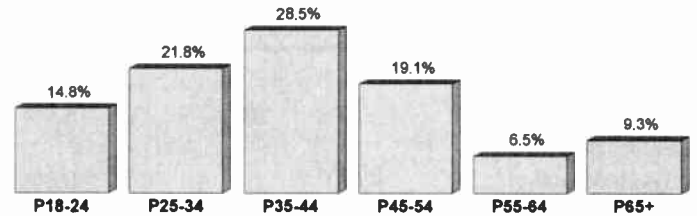
Occupation

Administrative Support	16.4%
Executive, Administrative & Managerial	9.9%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helprs & Laborers	1.7%
Machine Operators, Assem & Inspectors	2.7%
Precision Production, Craft & Repair	3.2%
Professional Specialty	14.1%
Sales	9.8%
Service	11.7%
Technicians & Related Support	3.1%
Transportation & Material Moving	1.0%

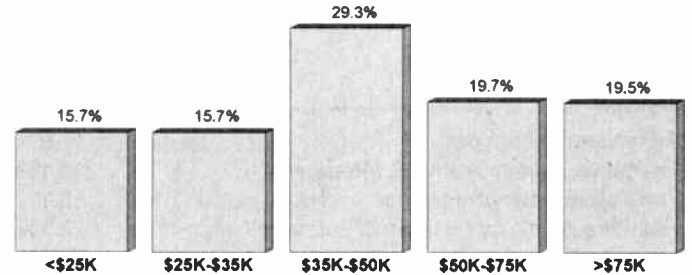
Education

			
8.8%	39.6%	29.5%	22.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	44.5%
One	24.7%
Two	19.6%
Three or More	11.1%

Home Ownership

Own	68.4%
Rent	27.3%
Other	4.3%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 PLAN TO BUY MAJOR APPLIANCE (Items Household Plans to Buy Next 12
 Months is Major Appliance)

Estimates displayed are reported for % Composition.
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Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (You must be a subscriber to MaxiMer 97SM, Media ProfessionalSM, or MaxQualitativeSM services). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

- Vehicle Leased or Owned
- Make and Model
- New/Used/Leased
- Amount Paid for Last Vehicle
- Dealership Plan to Shop/Buy/Lease Vehicle
- Plan to Buy/Lease Vehicle Next 12 Months
- Providers of Auto Insurance
- Amount Spent on Type of Repair
- Stores Shopped for Auto Products
- Gasoline Brands Used Past 30 Days
- Gasoline Brand Loyalty

Financial

- Types of Accounts
- Types of Loans
- IRA/Keogh Plan/401(k) Plan
- Use Full-Service Broker
- Use Discount Broker
- Stock or Stock Option from Employer
- Mutual Funds/Money Market Funds
- Second Home or Real Estate Property
- Homeowner's/Renter's Insurance

Beverages

- Type/Brand of Soft Drinks
- Juices/Iced Teas/Spring Water
- Sports Drinks
- Beer Domestic/Imported
- Type and Brand Wine

Business Decision

- Computer Hardware/Software
- Telephone/Comm. Equipment/Services
- Overnight/Next-Day Delivery Services
- Temporary Personnel Services
- Business Travel/Convention Arrangements
- Office Equipment/Furniture/Supplies
- Company Health Care Programs

Computers

- Home Computer Ownership
- On-line Services Home and Work
- Access World Wide Web

Demographics

- Sex/Age/Race
- Marital Status
- Level of Education
- Employment Status/Industry/Occupation
- Individual Employment Income*
- Reason Not in Labor Force
- Hispanic Origin
- Primary Language in HH*

- Language Preferred**
- Household Size/Income
- Number of Adults in HH
- Presence of Children by Age*
- Home Ownership/Market Value
- Tenure in Current Residence
- County of Residence
- Zip Code

Drug/Grocery Store

- Drugstores OTC Purchases
- Prescription Purchases
- Stores Shopped/Bought Past 7 Days
- Store Where Most Groceries Purchased
- Principal Food Shopper
- Day Most Grocery Shopping Done
- Amount Spent on Groceries
- Coupon Usage - Frequency
- How "Cents-Off" Coupons Are Obtained

Health Care

- Hospital Use
- Glasses or Contact Lenses
- Weight Loss/Diet Clinic
- Specialist
- Type of Health Insurance

Home Improvement

- Remodeled Bathroom/Family Room/Den
- Added Bathroom/Deck
- Maintenance Interior/Exterior Paint
- New Carpeting/Floor Covering
- Replaced/Repaired Roof
- Landscaping

Household Shopping

- Furniture Stores
- Carpeting or Floor Covering Stores
- Audio/Video Stores
- Large Appliances
- Hardware/Building/Paint Items
- Lawn or Garden Items
- Bedding/Furniture
- Home Entertainment Center
- Major Appliances
- Second or Vacation Home

Lifestyles

- Theater
- Dance/Ballet Performance
- Symphony/Concert/Opera
- Sporting Events Attended
- Art Gallery or Museum
- Nightclub
- Movies

- Lottery Ticket Purchases
- Types of Tobacco Usually Used
- Health/Fitness Club
- Sports
- Pet Ownership

Media

- Television Viewing
- Cable TV Subscription
- Cable Networks/Services Viewed
- Pay Cable Stations HH Receives
- Number Pay-Per-View Programs Watched
- Purchased Items via TV/Cable
- Satellite/Microwave Dish Connector
- VCR/Video Ownership
- VCR/Video Purchase
- Amount Spent on VCR Purchase
- Prerecorded Videocassettes
- Video Game Systems
- Radio Listening
- Newspaper Readership
- Magazines Number Read

Retail Shopping

- Malls Shopped
- Major Stores Shopped/Purchased
- Specialty Stores Shopped/Purchased
- Items Purchased
- Number of Times Purchased

Telephone

- Long-Distance Carrier
- Amount Spent Last Month
- Call Blocking/Forwarding/Waiting/Caller ID
- Three-Way Calling/Voice Mail
- Cellular Phone Carrier/Monthly Bill

Travel

- U.S./Foreign Travel
- Business/Pleasure
- Airline Flown
- Airport Used as Departure
- Frequent Flyer Membership
- Cruises
- Hotels
- Use of Travel Agent
- Rental Car Companies
- Current Passport
- Attractions Visited

Voting

- Presidential/Statewide/Local
- Registered
- Political Party

‡ Not all categories are available in all markets.

* Selected markets only.
** Hispanic markets only.

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Albuquerque	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RO	Allentown-Bethlehem	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Atlanta	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RO	Atlantic City-Cape May	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Austin	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RO	Bakersfield	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Baltimore	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RO	Baton Rouge	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Birmingham	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Boston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Buffalo-Niagara Falls	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RO	Charleston, SC	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Charleston,WV	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Charlotte-Gastonia-Rock Hill	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RO	Chattanooga	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Chicago	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cincinnati	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cleveland	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RO	Colorado Springs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RO	Columbia, SC	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Columbus, OH	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Dallas-Ft. Worth	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Dayton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Denver-Boulder	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Des Moines	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Detroit	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RO	El Paso	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RO	Evansville	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RO	Flint	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RO	Ft. Wayne	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Fresno	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RO	Gainesville-Ocala	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Grand Rapids-Kalamazoo-Battle Creek	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Greensboro-Winston Salem-High Point	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RO	Greenville-New Bern-Jacksonville	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Greenville-Spartanburg	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Harrisburg-Lebanon-Carlisle	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Hartford-New Britain-Middletown	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RO	Honolulu	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Houston-Galveston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RO	Huntsville	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
S	Indianapolis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RO	Jackson, MS	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Jacksonville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Kansas City	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RO	Lafayette, IN	Jul 97 - Aug 97	Jul 98 - Aug 98	Jan 98 - Feb 98	Jul 98 - Aug 98
RO	Lafayette, LA	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RO	Las Vegas	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	
S	Las Vegas				Apr 98 - Sep 98
RO	Little Rock	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Los Angeles	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Louisville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
RD	Lubbock	Sep 97 - Oct 97		Sep 98 - Oct 98	
RD	Macon	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	
RD	Madison	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Memphis	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Miami-Ft. Lauderdale-Hollywood	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Milwaukee-Racine	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Minneapolis-St. Paul	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Mobile	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Monterey-Salinas-Santa Cruz	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Montgomery	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Nashville	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	New Orleans	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	New York	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Norfolk-Virginia Beach-Newport News	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Oklahoma City	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Omaha-Council Bluffs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Orlando	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Palm Springs	Jan 97 - Feb 97		Jan 98 - Feb 98	
RD	Pensacola	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Peoria		Aug 97 - Sep 97		Aug 98 - Sep 98
S	Philadelphia	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Phoenix	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Pittsburgh	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Portland, OR	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Providence-New Bedford-Warwick	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Quad Cities (Davenport-Rock Island-Moline)	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Raleigh-Durham	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Richmond	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Roanoke-Lynchburg	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Rochester, NY	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Rockford	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Sacramento	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Saginaw-Bay City-Midland	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	St. Louis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Salt Lake City-Ogden-Provo	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Antonio	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Diego	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Francisco	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Santa Barbara	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Seattle-Tacoma	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Spokane	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Springfield, MA	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Syracuse	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tampa-St. Petersburg-Clearwater	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Toledo	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Tucson	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tulsa	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Washington, D.C.	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	West Palm Beach-Boca Raton	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wichita	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wilkes Barre-Scranton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Youngstown-Warren	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98

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ARBITRON

Qualitative Diary Markets

Abilene, TX
 Albany, GA
 Alexandria, LA
 Altoona
 Amarillo, TX
 Anchorage
 Ann Arbor
 Appleton-Oshkosh
 Augusta, GA
 Augusta-Waterville, ME
 Bangor, ME
 Battle Creek, MI
 Beaumont-Port Arthur, TX
 Beckley, WV
 Billings, MT
 Biloxi-Gulfport-Pascagoula, MS
 Binghamton
 Bismarck, ND
 Blacksburg-Christiansburg-
 Radford-Pulaski, VA
 Bloomington
 Bluefield, WV
 Boise
 Brunswick, GA
 Bryan-College Station, TX
 Burlington, VT
 Canton, OH
 Cape Cod, MA
 Casper, WY
 Cedar Rapids
 Champaign, IL

Charlottesville, VA
 Cheyenne, WY
 Chico, CA
 Columbia, MO
 Columbia, SC
 Columbus, GA
 Cookeville, TN
 Corpus Christi
 Daytona Beach
 Dothan, AL
 Dubuque, IA
 Duluth-Superior
 Eau Claire, WI
 Elmira-Corning, NY
 Erie
 Eugene-Springfield
 Fargo-Moorhead
 Fayetteville, NC
 Fayetteville
 (Northwest Arkansas)
 Florence, SC
 Ft. Collins-Greeley, CO
 Ft. Myers-Naples-Marco Island
 Ft. Smith, AR
 Ft. Walton Beach, FL
 Grand Forks, ND-MN
 Grand Junction, CO
 Great Falls, MT
 Green Bay
 Hagerstown-Chambersburg-
 Waynesboro, MD-PA

Harrisonburg, VA
 Huntington-Ashland
 Ithaca, NY
 Jackson, TN
 Johnson City-Kingsport-Bristol
 Johnstown
 Joplin, MO
 Kalamazoo
 Killeen-Temple, TX
 Lake Charles, LA
 Lakeland-Winter Haven
 Lansing-East Lansing, MI
 Laredo, TX
 Laurel-Hattiesburg, MS
 Lawton, OK
 Lewiston-Auburn, ME
 Lexington-Fayette
 Lima, OH
 Lincoln
 Macon
 Manchester, NH
 Marion-Carbondale
 (Southern Illinois)
 McAllen-Brownsville-Harlingen
 Medford-Ashland, OR
 Melbourne-Titusville-Cocoa
 Merced, CA
 Meridian, MS
 Modesto
 Monroe, LA
 Morgantown-Clarksburg-
 Fairmont, WV

Myrtle Beach, SC
 New London, CT
 Newburgh-Middletown, NY
 (Mid-Hudson Valley)
 Northwest Michigan, MI
 (Traverse City-Petoskey-
 Charlevoix)
 Odessa-Midland, TX
 Owensboro, KY
 Oxnard-Ventura
 Panama City, FL
 Parkersburg-Marietta, WV-OH
 Peoria
 Portland, ME
 Portsmouth-
 Dover-Rochester, NH
 Poughkeepsie, NY
 Pueblo
 Puerto Rico
 Rapid City, SD
 Reading, PA
 Redding, CA
 Reno
 St. Cloud, MN
 Salisbury-Ocean City
 San Angelo, TX
 San Luis Obispo, CA
 Santa Fe, NM
 Santa Maria-Lompoc
 Savannah
 Shreveport, LA

Sioux City, IA
 Sioux Falls
 South Bend
 Springfield, IL
 Springfield, MO
 State College, PA
 Stockton
 Sussex, NJ
 Tallahassee
 Terre Haute
 Texarkana, TX-AR
 Topeka
 Tri-Cities, WA (Richland-
 Kennewick-Pasco)
 Tupelo, MS
 Tuscaloosa, AL
 Tyler-Longview, TX
 Utica-Rome
 Visalia-Tulare-Hanford
 Waco, TX
 Waterloo-Cedar Falls
 Watertown, NY
 Wausau-Stevens Point, WI
 (Central Wisconsin)
 Wheeling
 Wichita Falls, TX
 Williamsport, PA
 Wilmington, DE
 Wilmington, NC
 Winchester, VA
 Yakima, WA

Qualitative 1998-99 Survey Schedule

SPRING SURVEY

April 2 - June 24, 1998

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

July 2 - September 23, 1998

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 24 - December 16, 1998

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 7 - March 31, 1999

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						

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			

NOTE/The survey dates are subject to change.

Notations

Arbitron 1998 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings		MaximiSer®/MediaProfessional™	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Akron	Aug 19	2:30PM EST	Sep 16	2:30PM	Oct 15	10:00AM	Oct 15	1:00PM-1:15PM	Oct 16	Oct 19		
Albany-Schenectady-Troy	Aug 27	10:00AM EST	Sep 25	10:00AM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		
Albuquerque	Sep 01	2:00PM MST	Oct 01	12:30PM	Oct 27	12:30PM	Oct 27	3:30PM-3:45PM	Oct 28	Oct 29		
Allentown-Bethlehem	Aug 20	4:00PM EST	Sep 17	4:00PM	Oct 16	1:00PM	Oct 16	4:00PM-4:15PM	Oct 19	Oct 20		
Atlanta	Aug 25	11:30AM EST	Sep 23	11:30AM	Oct 21	10:00AM	Oct 21	1:00PM-1:15PM	Oct 22	Oct 23		
Austin	Aug 31	3:00PM CST	Sep 29	3:00PM	Oct 27	3:00PM	Oct 28	9:00AM-9:15AM	Oct 28	Oct 29		
Bakersfield	Sep 01	1:00PM PST	Oct 01	1:00PM	Oct 28	1:00PM	Oct 28	4:00PM-4:15PM	Oct 29	Oct 30		
Baltimore	Aug 20	11:30AM EST	Sep 17	11:30AM	Oct 16	11:30AM	Oct 16	2:30PM-2:45PM	Oct 19	Oct 20		
Baton Rouge	Aug 31	3:00PM CST	Sep 29	3:00PM	Oct 26	3:00PM	Oct 27	9:00AM-9:15AM	Oct 27	Oct 28		
Birmingham	Aug 27	9:00AM CST	Sep 25	9:00AM	Oct 22	1:30PM	Oct 22	4:30PM-4:45PM	Oct 23	Oct 26		
Boston	Aug 19	1:00PM EST	Sep 16	1:00PM	Oct 14	1:00PM	Oct 14	4:00PM-4:15PM	Oct 15	Oct 16		
Buffalo-Niagara Falls	Aug 21	2:30PM EST	Sep 18	2:30PM	Oct 19	1:00PM	Oct 19	4:00PM-4:15PM	Oct 20	Oct 21		
Charleston, SC	Aug 27	2:30PM EST	Sep 25	2:30PM	Oct 26	1:00PM	Oct 26	4:00PM-4:15PM	Oct 27	Oct 28		
Charlotte-Gastonia-Rock Hill	Aug 31	2:30PM EST	Sep 29	2:30PM	Oct 26	10:00AM	Oct 26	1:00PM-1:15PM	Oct 27	Oct 28		
Chattanooga	Aug 28	4:00PM EST	Sep 28	4:00PM	Oct 28	10:00AM	Oct 28	1:00PM-1:15PM	Oct 29	Oct 30		
Chicago	Aug 18	12:00PM CST	Sep 15	12:00PM	Oct 13	12:00PM	Oct 13	3:00PM-3:15PM	Oct 14	Oct 15		
Cincinnati	Aug 21	4:00PM EST	Sep 18	4:00PM	Oct 19	11:30AM	Oct 19	2:30PM-2:45PM	Oct 20	Oct 21		
Cleveland	Aug 20	2:30PM EST	Sep 17	2:30PM	Oct 15	1:00PM	Oct 15	4:00PM-4:15PM	Oct 16	Oct 19		
Colorado Springs	Sep 01	2:00PM MST	Oct 01	2:00PM	Oct 27	2:00PM	Oct 27	5:00PM-5:15PM	Oct 28	Oct 29		
Columbia, SC	Aug 26	10:00AM EST	Sep 24	10:00AM	Oct 23	1:00PM	Oct 23	4:00PM-4:15PM	Oct 26	Oct 27		
Columbus, OH	Aug 25	10:00AM EST	Sep 23	10:00AM	Oct 20	1:00PM	Oct 20	4:00PM-4:15PM	Oct 21	Oct 22		
Dallas-Ft. Worth	Aug 24	10:30AM CST	Sep 22	10:30AM	Oct 20	9:00AM	Oct 20	12:00PM-12:15PM	Oct 21	Oct 22		
Dayton	Aug 26	2:30PM EST	Sep 24	2:30PM	Oct 22	1:00PM	Oct 22	4:00PM-4:15PM	Oct 23	Oct 26		
Denver-Boulder	Aug 24	12:30PM MST	Sep 22	12:30PM	Oct 19	2:00PM	Oct 19	5:00PM-5:15PM	Oct 20	Oct 21		
Des Moines	Sep 01	10:30AM CST	Oct 01	10:30AM	Oct 28	12:00PM	Oct 28	3:00PM-3:15PM	Oct 29	Oct 30		
Detroit	Aug 19	11:30AM EST	Sep 16	11:30AM	Oct 14	11:30AM	Oct 14	2:30PM-2:45PM	Oct 15	Oct 16		
El Paso	Sep 01	9:30AM MST	Oct 01	9:30AM	Oct 26	12:30PM	Oct 26	3:30PM-3:45PM	Oct 27	Oct 28		
Fresno	Aug 31	10:00AM PST	Sep 29	10:00AM	Oct 26	1:00PM	Oct 26	4:00PM-4:15PM	Oct 27	Oct 28		
Grand Rapids	Aug 31	11:30AM EST	Sep 29	11:30AM	Oct 27	11:30AM	Oct 27	2:30PM-2:45PM	Oct 28	Oct 29		
Greensboro-Winston Salem-High Point	Aug 31	1:00PM EST	Sep 29	1:00PM	Oct 28	10:00AM	Oct 28	1:00PM-1:15PM	Oct 29	Oct 30		
Greenville-New Bern-Jacksonville	Sep 01	10:00AM EST	Oct 01	10:00AM	Oct 28	11:30AM	Oct 28	2:30PM-2:45PM	Oct 29	Oct 30		
Greenville-Spartanburg	Aug 28	1:00PM EST	Sep 28	1:00PM	Oct 26	11:30AM	Oct 26	2:30PM-2:45PM	Oct 27	Oct 28		
Harrisburg-Lebanon-Carlisle	Aug 31	11:30AM EST	Sep 29	11:30AM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		
Hartford-New Britain-Middletown	Aug 19	2:30PM EST	Sep 16	2:30PM	Oct 15	10:00AM	Oct 15	1:00PM-1:15PM	Oct 16	Oct 19		
Honolulu	Aug 27	11:00AM HST	Sep 25	11:00AM	Oct 21	11:00AM	Oct 21	2:00PM-2:15PM	Oct 22	Oct 23		
Houston-Galveston	Aug 24	12:00PM CST	Sep 22	12:00PM	Oct 20	10:30AM	Oct 20	1:30PM-1:45PM	Oct 21	Oct 22		
Huntsville	Sep 01	1:30PM CST	Oct 01	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
Indianapolis	Aug 25	1:00PM EST	Sep 23	1:00PM	Oct 21	11:30AM	Oct 21	2:30PM-2:45PM	Oct 22	Oct 23		
Jackson, MS	Sep 01	1:30PM CST	Oct 01	12:00PM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
Jacksonville	Aug 31	10:00AM EST	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM-1:15PM	Oct 28	Oct 29		
Johnson City-Kingsport-Bristol	Sep 01	1:00PM EST	Oct 01	1:00PM	Oct 28	1:00PM	Oct 28	4:00PM-4:15PM	Oct 29	Oct 30		
Kansas City	Aug 26	9:00AM CST	Sep 24	9:00AM	Oct 20	1:30PM	Oct 20	4:30PM-4:45PM	Oct 21	Oct 22		
Knoxville	Aug 28	1:00PM EST	Sep 28	1:00PM	Oct 26	10:00AM	Oct 26	1:00PM-1:15PM	Oct 27	Oct 28		
Lansing-East Lansing	Aug 28	11:30AM EST	Sep 28	11:30AM	Oct 28	11:30AM	Oct 28	2:30PM-2:45PM	Oct 29	Oct 30		
Las Vegas	Aug 27	11:30AM PST	Sep 25	11:30AM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		
Little Rock	Sep 01	12:00PM CST	Oct 01	12:00PM	Oct 28	12:00PM	Oct 28	3:00PM-3:15PM	Oct 29	Oct 30		
Los Angeles	Aug 18	11:30AM PST	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM-2:45PM	Oct 14	Oct 15		
Louisville	Aug 26	11:30AM EST	Sep 24	11:30AM	Oct 22	11:30AM	Oct 22	2:30PM-2:45PM	Oct 23	Oct 26		
Madison	Sep 01	1:30PM CST	Oct 01	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
McAllen-Brownsville-Harlingen	Sep 01	10:30AM CST	Oct 01	10:30AM	Oct 27	1:30PM	Oct 27	4:30PM-4:45PM	Oct 28	Oct 29		
Memphis	Aug 26	12:00PM CST	Sep 24	12:00PM	Oct 22	10:30AM	Oct 22	1:30PM-1:45PM	Oct 23	Oct 26		
Miami-Ft. Lauderdale-Hollywood	Aug 25	4:00PM EST	Sep 23	4:00PM	Oct 22	10:00AM	Oct 22	1:00PM-1:15PM	Oct 23	Oct 26		
Milwaukee-Racine	Aug 25	9:00AM CST	Sep 23	9:00AM	Oct 20	12:00PM	Oct 20	3:00PM-3:15PM	Oct 21	Oct 22		
Minneapolis-St. Paul	Aug 24	9:00AM CST	Sep 22	9:00AM	Oct 19	1:30PM	Oct 19	4:30PM-4:45PM	Oct 20	Oct 21		
Mobile	Sep 01	12:00PM CST	Oct 01	9:00AM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
Monterey-Salinas-Santa Cruz	Aug 20	1:00PM PST	Sep 17	1:00PM	Oct 15	1:00PM	Oct 15	4:00PM-4:15PM	Oct 16	Oct 19		

* All times are local market times.

MaximiSer® is a registered trademark of The Arbitron Company.

Media Professional™ is a service mark of The Arbitron Company.



Arbitron 1998 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings		Maximiser/ Media Professional™	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Nashville	Aug 27	10:30AM CST	Sep 25	10:30AM	Oct 21	1:30PM	Oct 21	4:30PM-4:45PM	Oct 22	Oct 23		
Nassau-Suffolk (Long Island)	Aug 18	11:30AM EST	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM-2:45PM	Oct 14	Oct 15		
New Orleans	Aug 26	10:30AM CST	Sep 24	10:30AM	Oct 21	1:30PM	Oct 21	4:30PM-4:45PM	Oct 22	Oct 23		
New York	Aug 18	10:00AM EST	Sep 15	10:00AM	Oct 13	10:00AM	Oct 13	1:00PM-1:15PM	Oct 14	Oct 15		
Norfolk-Virginia Beach-Newport News	Aug 28	11:30AM EST	Sep 28	11:30AM	Oct 26	11:30AM	Oct 26	2:30PM-2:45PM	Oct 27	Oct 28		
Oklahoma City	Aug 28	12:00PM CST	Sep 28	12:00PM	Oct 26	1:30PM	Oct 26	4:30PM-4:45PM	Oct 27	Oct 28		
Omaha-Council Bluffs	Aug 27	10:30AM CST	Sep 25	10:30AM	Oct 22	1:30PM	Oct 22	4:30PM-4:45PM	Oct 23	Oct 26		
Orlando	Aug 28	10:00AM EST	Sep 28	10:00AM	Oct 27	1:00PM	Oct 27	4:00PM-4:15PM	Oct 28	Oct 29		
Philadelphia	Aug 19	10:00AM EST	Sep 16	10:00AM	Oct 14	10:00AM	Oct 14	1:00PM-1:15PM	Oct 15	Oct 16		
Phoenix	Aug 26	2:00PM MST	Sep 24	2:00PM	Oct 22	2:00PM	Oct 22	5:00PM-5:15PM	Oct 23	Oct 26		
Pittsburgh	Aug 21	11:30AM EST	Sep 18	11:30AM	Oct 19	10:00AM	Oct 19	1:00PM-1:15PM	Oct 20	Oct 21		
Portland, OR	Aug 26	10:00AM PST	Sep 24	10:00AM	Oct 20	1:00PM	Oct 20	4:00PM-4:15PM	Oct 21	Oct 22		
Providence-Warwick-Pawtucket	Aug 19	4:00PM EST	Sep 16	4:00PM	Oct 15	11:30AM	Oct 15	2:30PM-2:45PM	Oct 16	Oct 19		
Puerto Rico							Oct 27	10:00AM-10:15AM	Oct 28	Oct 29		
Raleigh-Durham	Aug 31	10:00AM EST	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM-1:15PM	Oct 28	Oct 29		
Richmond	Aug 28	11:30AM EST	Sep 28	11:30AM	Oct 23	11:30AM	Oct 23	2:30PM-2:45PM	Oct 26	Oct 27		
Riverside-San Bernardino	Aug 20	11:30AM PST	Sep 17	11:30AM	Oct 15	10:00AM	Oct 15	1:00PM-1:15PM	Oct 16	Oct 19		
Rochester, NY	Aug 27	1:00PM EST	Sep 25	1:00PM	Oct 27	11:30AM	Oct 27	2:30PM-2:45PM	Oct 28	Oct 29		
Sacramento	Aug 28	1:00PM PST	Sep 28	1:00PM	Oct 23	11:30AM	Oct 23	2:30PM-2:45PM	Oct 26	Oct 27		
Saginaw-Bay City-Midland	Aug 31	11:30AM EST	Sep 29	11:30AM	Oct 27	11:30AM	Oct 27	2:30PM-2:45PM	Oct 28	Oct 29		
Salt Lake City-Ogden-Provo	Aug 27	11:00AM MST	Sep 25	11:00AM	Oct 21	2:00PM	Oct 21	5:00PM-5:15PM	Oct 22	Oct 23		
San Antonio	Aug 28	1:30PM CST	Sep 28	1:30PM	Oct 26	12:00PM	Oct 26	3:00PM-3:15PM	Oct 27	Oct 28		
San Diego	Aug 20	10:00AM PST	Sep 17	10:00AM	Oct 14	11:30AM	Oct 14	2:30PM-2:45PM	Oct 15	Oct 16		
San Francisco	Aug 21	10:00AM PST	Sep 18	10:00AM	Oct 16	11:30AM	Oct 16	2:30PM-2:45PM	Oct 19	Oct 20		
San Jose	Aug 21	11:30AM PST	Sep 18	11:30AM	Oct 16	10:00AM	Oct 16	1:00PM-1:15PM	Oct 19	Oct 20		
Seattle-Tacoma	Aug 24	1:00PM PST	Sep 22	1:00PM	Oct 19	10:00AM	Oct 19	1:00PM-1:15PM	Oct 20	Oct 21		
Shreveport	Sep 01	12:00PM CST	Oct 01	12:00PM	Oct 27	1:30PM	Oct 27	4:30PM-4:45PM	Oct 28	Oct 29		
Spokane	Sep 01	1:00PM PST	Oct 01	1:00PM	Oct 28	1:00PM	Oct 28	4:00PM-4:15PM	Oct 29	Oct 30		
Springfield, MA	Aug 19	4:00PM EST	Sep 16	4:00PM	Oct 15	11:30AM	Oct 15	2:30PM-2:45PM	Oct 16	Oct 19		
St. Louis	Aug 21	9:00AM CST	Sep 18	9:00AM	Oct 15	1:30PM	Oct 15	4:30PM-4:45PM	Oct 16	Oct 19		
Syracuse	Aug 27	4:00PM EST	Sep 25	4:00PM	Oct 23	11:30AM	Oct 23	2:30PM-2:45PM	Oct 26	Oct 27		
Tampa-St. Petersburg-Clearwater	Aug 25	2:30PM EST	Sep 23	2:30PM	Oct 21	1:00PM	Oct 21	4:00PM-4:15PM	Oct 22	Oct 23		
Toledo	Aug 25	1:00PM EST	Sep 23	1:00PM	Oct 21	11:30AM	Oct 21	2:30PM-2:45PM	Oct 22	Oct 23		
Tucson	Aug 26	12:30PM MST	Sep 24	12:30PM	Oct 22	11:00AM	Oct 22	2:00PM-2:15PM	Oct 23	Oct 26		
Tulsa	Aug 28	1:30PM CST	Sep 28	1:30PM	Oct 26	1:30PM	Oct 26	4:30PM-4:45PM	Oct 27	Oct 28		
Washington, DC	Aug 20	10:00AM EST	Sep 17	10:00AM	Oct 16	10:00AM	Oct 16	1:00PM-1:15PM	Oct 19	Oct 20		
West Palm Beach-Boca Raton	Sep 01	10:00AM EST	Oct 01	10:00AM	Oct 28	11:30AM	Oct 28	2:30PM-2:45PM	Oct 29	Oct 30		
Wichita	Aug 31	12:00PM CST	Sep 29	12:00PM	Oct 28	12:00PM	Oct 28	3:00PM-3:15PM	Oct 29	Oct 30		
Wilkes Barre-Scranton	Aug 31	4:00PM EST	Sep 29	4:00PM	Oct 28	10:00AM	Oct 28	1:00PM-1:15PM	Oct 29	Oct 30		
York	Aug 31	2:30PM EST	Sep 29	2:30PM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		

* All times are local market times.

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1998-99 Radio Survey Schedule

Who to Call at Arbitron

SPRING SURVEY

April 2 - June 24, 1998

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				

FALL SURVEY

September 24 - December 16, 1998

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		

NOTE/The survey dates are subject to change.

SUMMER SURVEY

July 2 - September 23, 1998

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			

WINTER SURVEY

January 7 - March 31, 1999

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						

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			

New York

142 West 57th Street/10019
 Fax: (212) 887-1535

Radio Station Services:

Frank Stanitski, Mgr. (410) 312-8528
 Jennae Buiniskis (212) 887-1371
 Kathy Koch (212) 887-1304
 John Nolan (212) 887-1306

Group Services:

Les Tolchin, Sr. VP, National Sales
 (212) 887-1302
 Brad Kelly, Mgr., National Radio Sales
 (410) 312-8529
 Tom O'Sullivan, Mgr., National Radio Sales
 (212) 887-1368
 Bruce Supovitz, Mgr., National Radio Sales
 (410) 312-8391

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:
 Donna Pollifrone (212) 887-1582

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
 Jerry Sacchetti, Mgr. (212) 887-1502
 Susan Carmichael (212) 887-1398
 Kent Stephens (212) 887-1423

Client Service Representative:
 Charmaine Eleazar (212) 887-1308

Training Specialist:
 Richard Salazar (212) 887-1356

Chicago

311 South Wacker Dr., Suite 1600/60606
 Fax: (312) 913-6221

Radio Station Services:

John Basila, Mgr. (312) 913-6235
 Britt Alexander (312) 913-6231
 Bethanie Buckingham (312) 913-6232
 Mark Cody (312) 913-6236
 Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:
 Malou Watterson (312) 913-6238

Training Specialist:
 Karen Young (312) 913-6240

Advertiser/Agency Services:
 Margaret Bustell, Mgr. (312) 913-6226
 Jacqueline Noel (312) 913-6228
 Kirsten Orwick (312) 913-6227

Training Specialist:
 Vicki Murphy (312) 913-6241

Atlanta

9000 Central Parkway, Suite 300/30328
 Fax: (770) 551-1401

Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403
 Julian Davis (770) 551-1419
 Jim Remeny (770) 551-1418
 Jerry Wiese (770) 551-1422
 Pete Winston (770) 551-1420

Scarborough Training Specialist:
 Mike Hoffman (770) 551-1428

Training Specialist:
 Felicia Clem (770) 551-1405

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
 Bill Bingham (770) 551-1410
 Spencer Wilson (770) 551-1404

Los Angeles

10877 Wilshire Blvd., Suite 1600/90024
 Fax: (310) 824-6666

Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601
 Paul LeFort (310) 824-6606
 Steven Shrinky (310) 824-6602
 Richard Tunkel (310) 824-6608
 Rob Winston (310) 824-6604

Scarborough Training Specialist:
 David Oglevee (310) 824-6607

Training Specialist:
 Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

Alisa Joseph, Mgr. (310) 824-6620
 John Hegelmeyer (310) 824-6621

Client Service Representative:
 Debbie Lahm (310) 824-6622

Dallas

One Galleria Tower
 13355 Noel Road, Suite 1120/75240
 Fax: (972) 385-5377

Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386
 Jan Boumstein (972) 385-5383
 Chris Kiske (972) 385-5398
 Jessica Paige (972) 385-5394

Scarborough Training Specialist:
 Jennifer Thompson (972) 385-5391

Training Specialist:
 Todd Brandon (972) 385-5392

Hispanic Radio Station Services:

Clara Carneiro, Mgr. (972) 385-5384

Radio Programming Services:

Bob Michaels, Mgr. (972) 385-5357

Advertiser/Agency Services:

Dan Griffin, Mgr. (972) 385-5363
 Anne Baron (972) 385-5389
 Becky Burkett (972) 385-5387

Client Service Representative:
 Kelly McLean (972) 385-5364

Washington/Baltimore

9705 Patuxent Woods Drive
 Columbia, Maryland 21046
 Fax: (410) 312-8622

Radio Station Services:

Frank Stanitski, Mgr. (410) 312-8528
 John Snyder (410) 312-8532

Group Services:

Brad Kelly, Mgr., National Radio Sales
 (410) 312-8529
 Bruce Supovitz, Mgr., National Radio Sales
 (410) 312-8391

Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

Scarborough Qualitative Services:
 Laura Ivey, VP, Scarborough Radio Sales &
 Services (410) 312-8588

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1998 Radio Advisory Council Members

Gerry Boehme
Sr. Vice President
Director, Radio Information Services
Katz Media Group
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(212) 424-6491 (fax)
gerry_boehme@katz-media.com (e-mail)
Research - Appointed

Terry Bond
Executive Vice President, Operations
Roberts Radio
1911 Main Ave., Suite 100
Durango, CO 81302
(970) 247-9747
(970) 247-1771 (fax)
Adult Contemporary -
Noncontinuous

Tom Connolly
General Manager
WKLS-FM
1800 Century Blvd., NE
Suite 1200
Atlanta, GA 30345
(404) 325-0960
(404) 321-7328 (fax)
tconnolly@96rock.com (e-mail)
AOR - Continuous

Kent Cooper
Vice President/General Manager
KNCN-FM
Radio Plaza
501 Tupper Lane
Corpus Christi, TX 78417
(512) 289-0111
(512) 289-6670 (fax)
AOR - Noncontinuous

Rick Cummings
Executive Vice President,
Programming
Emmis Communications
4444 Lakeside Drive, Suite 320
Burbank, CA 91505
(818) 569-5703
(818) 569-5707 (fax)
rcummings@emmiswest.emmis.com
Group Programmer - Appointed

Chuck DuCoty*
General Manager
WISN-AM
759 N. 19th Street
Milwaukee, WI 53233
(414) 342-1111
(414) 345-1194 (fax)
cducoty@worldnet.att.net (e-mail)

Gary Fries
President
Radio Advertising Bureau
261 Madison Avenue, 23rd Floor
New York, NY 10016
(212) 681-7210
(212) 681-7223 (fax)
http://www.rab.com (e-mail)
At Large - Appointed

Irv Goldstein**
Vice President/General Manager
WLAD-AM
198 Main Street
Danbury, CT 06810
(203) 744-4800
(203) 778-4655 (fax)
radio80wlad@prodigy.com (e-mail)

Dan Halyburton
Vice President/General Manager
KPLX-FM
3500 Maple at Turtlecreek
Suite 1600
Dallas, TX 75219
(214) 520-4331
(214) 520-4343 (fax)
www.dfwradio.com (e-mail)
Country - Continuous

Mickey Luckoff
President & General Manager
KGO-AM
900 Front Street
San Francisco, CA 94111
(415) 954-8181
(415) 391-2795 (fax)
luckoffm@abc.com (e-mail)
News/Talk - Continuous

David Lykes
Executive Vice President/
Chief Operating Officer
Hefel Broadcasting Corporation
100 Crescent Court, Suite 1777
Dallas, TX 75201
(214) 855-8882
(214) 855-8881 (fax)
Hispanic

Chuck Morgan
President & General Manager
KMGZ-FM
1421 Great Plains Blvd., Suite C
Lawton, OK 73505
(580) 536-9530
(580) 536-3299 (fax)
cmorgan@sirinet.net (e-mail)
CHR/Top 40 - Noncontinuous

David Pearlman
Co-Chief Operating Officer
American Radio Systems
116 Huntington Avenue
Boston, MA 02116
(617) 375-7500
(617) 375-7575 (fax)
dpearlman@americanradio.com (e-mail)
MOR

Marla Pirner
Executive Vice President
Director of Research Division
Interep
100 Park Avenue, 5th Floor
New York, NY 10017
(212) 916-0539
(212) 916-0774 (fax)
Marla_Pirner@interep.com (e-mail)
Research - Appointed

Dave Robbins
General Manager
WNCI-FM
One Nationwide Plaza
Columbus, OH 43215
(614) 249-9624
(614) 249-3979 (fax)
daverobbins@worldnet.att.net (e-mail)
CHR/Top 40 - Continuous

Ron Rogers***
President/General Manager
KVET/KASE
705 N. Lamar
Austin, TX 78703
(512) 495-1300
(512) 495-9423 (fax)

Bob Russell
General Manager
KGNC-AM/FM
3505 Olsen Blvd., Suite 117
Amarillo, TX 79109
(806) 355-9801
(806) 354-8779 (fax)
rfr@kgnc.com (e-mail)
News/Talk - Noncontinuous

Chuck Tweedle
President, BIC SF Group
KOIT-AM/FM
455 Market Street, Suite 2300
San Francisco, CA 94105
(415) 777-0965
(415) 896-0965 (fax)
ctweedle@koit.com (e-mail)
Adult Contemporary - Continuous

Richard Young
General Manager
WBTU-FM
2100 Goshen Road #232
Fort Wayne, IN 46808
(219) 482-9288
(219) 482-8655 (fax)
wbtu.com (e-mail)
Country - Noncontinuous

Lee Zapis
President/General Manager
WZAK-FM
2510 St. Clair Avenue
Cleveland, OH 44114
(216) 621-9300
(216) 771-4164 (fax)
leezapis@jammin.com (e-mail)
Black/Urban

Bob Zuroweste
General Manager
KCMO-FM
4935 Belinder Road
Westwood, KS 66205
(913) 677-8998
(913) 677-8900 (fax)
Gold/Oldies

* 1998 Chairman
** 1998 Vice Chairman
*** Immediate Past Chairman

ARBITRON

New York

142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

Chicago

311 South Wacker Drive, Suite 1600
Chicago, Illinois 60606-6619
(312) 913-6220

Atlanta

9000 Central Parkway, Suite 300
Atlanta, Georgia 30328-1639
(770) 551-1400

Los Angeles

10877 Wilshire Blvd., Suite 1600
Los Angeles, California 90024-4341
(310) 824-6600

Dallas

One Galleria Tower
13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

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