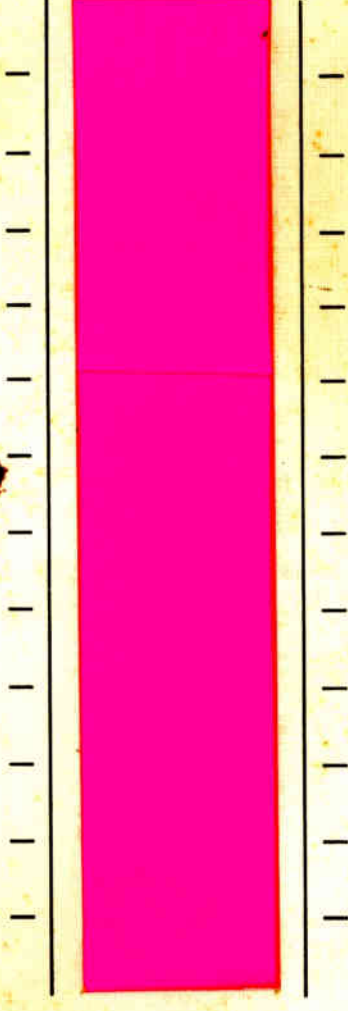




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***Strategic
AccuRatings***

**Columbus
Summer 1993**

(July 06 to September 13, 1993)

Ver. 1.0

Prepared by
Strategic Radio Research
Chicago, IL



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Strategic AccuRatings™ Methodology for Summer 1993

The Sample

Strategic AccuRatings utilizes a random digit telephone sample to ensure that both listed and unlisted telephone households have an equal probability of selection. The sample selection process begins with a database of all known residential area code-exchange combinations stratified by county proportionate to estimated households, and within county by working blocks of all exchange combinations.

Each time we draw a sample, we take into account in-tab targets, estimated working phone number rates, historical cooperation rates for each specific metro area, and the proportion of "Yellow Pages" listed business numbers likely to be included in the sample. (The latter are systematically eliminated prior to fielding).

In markets where Blacks or Hispanics comprise a significant portion of the population, Strategic may include additional HDB or HDH telephone numbers in the sample to ensure that our final in-tab comes close to reflecting population estimates for these groups.

Fielding and Data Collection

Strategic surveys respondents in a market over at least five days of each week of a survey period. Interviews are conducted primarily on weekday evenings and on at least one weekend day of each week. We call a minimum number of new phone numbers each day and do callbacks on sample introduced on each of the four previous days; in this way, we attempt each phone number at least four times.

Strategic interviews a single person per household, selected via an "asking order" which is continuously monitored and adjusted based on current in-tab age/sex category totals. The goal is a final in-tab sample which comes close to matching the population without the need for pure quota sampling or other special sample controls.

All Strategic AccuRatings surveys are conducted by our staff of professionally trained and supervised telephone interviewers working from our Chicago phone center. Our supervisory staff monitors calls in progress, and verifies (in a follow-up phone call) the key findings of a random 10% of all completed surveys.

Strategic employs a number of bilingual (Spanish/English) interviewers who are assigned high-density Hispanic sample and who attempt callbacks on all initial calls that result in a "Spanish Language Barrier."

The AccuRatings questionnaire

The AccuRatings questionnaire is a brief telephone survey designed to learn the demographic characteristics, radio station listening behavior and selected qualitative characteristics of each respondent. Our listening measures include past-week come, overall most listened to station, and most listened to station in several key dayparts. Our key measure is a "Share," which indicates the number of persons who are partisans to a particular station ("listen to most") as a percentage of persons using the radio in that daypart who could name their most-listened-to station..

The exact wording of these questions are as follows:

- *Could you tell me all of the radio stations you've listened to in the past 24 hours?*
 - *Any others?*
 - *How about this morning or last night?*
- *How about all of the other radio stations you've listened to in the past week — including in your car, on your Walkman, at work, or at home?*
 - *Any others?*
 - *Does that include both AM and FM stations?*
- *In the past week, which station did you listen to most on weekday mornings between 6 and 10 a.m.?*
- *In the past week, which station did you listen to most on weekdays between 10 a.m. and 3 p.m.?*
- *In the past week, which station did you listen to most between 3 and 7 p.m. on weekdays?*
- *In the past week, at night, between 7 p.m. and midnight, which station did you listen to most?*
- *In the past week, which station did you listen to most on weekends?*
- *Of all the stations you listened to in the past week, which station did you listen to the most?*
- *Which station did you listen to most 5 or 6 months ago?*

We give radio stations listening credit immediately when a respondent mentions call letters. We also attempt to give credit when a respondent can successfully identify exact dial position, key programming elements, exact format, and/or slogans which clearly identify the station. This is an interactive process between our trained interviewers and respondents in which interviewers may never suggest call letters until they receive adequate information to pose the question: "Would that be _____?" If we cannot determine exact call letters during the interview, our interviewers record station descriptions verbatim. These responses are reviewed by an editor who assigns credit where appropriate.

Data Processing

The final sample for any reporting period is balanced to marginal totals for county (or split county), race, and age/sex to compensate for disproportionate in-tabs for specified marginal classes (i.e., North county or M35-44). The result is a final sample that is weighted to reflect the actual age/sex and race characteristics of each county (or split county) in the survey area. The product of each respondent's weighting values is used to calculate the "persons per interview value" (PPIV) of each completed survey.

Strategic AccuRatings reports currently include estimates and analysis of 70 stations. (Each rank order page includes the top 50 stations mentioned for the particular demo being displayed.) The stations included in each market's first report are chosen by Strategic Radio Research to reflect the most significant stations reaching the metropolitan area based on our own historical tracking information, published industry information, and our best effort to include stations of competitive importance to our clients. Subsequent quarterly reports will track the 70 stations receiving the most mentions in the previous quarter. The "Other" category at the bottom of each rank order table is a combination of listening attributed to stations outside of the selected 70, or listening to a station outside the top 50 displayed for any one demo. ■



How to read Summer 1993 Strategic AccuRatings

Strategic AccuRatings, the new concept in radio ratings from Strategic Radio Research, is more reliable, more informative, significantly more up-to-date... and easier to read!

The sample below is a real page of research, with every key element circled and explained. All interviews were

conducted from our 140-line national phone center in Chicago for guaranteed quality control.

If you have any questions about reading a Strategic AccuRatings report, feel free to call the AccuRatings hotline any weekday between 9 a.m. and 5 p.m. Central Time at 1-800-777-8877.

DEMO:

The sample size for Males 12+ is 3,882 individuals. (Note: AccuRatings interviews only one respondent per household.)

STATION PARTISANS & SHARE:

We estimate that 232,700 Chicago residents in this demo would name WGCJ-FM as the station they listen to most. Those individuals comprise 7.7% of all M12+ Chicagoans who named a "most-listened-to" station.

TREND:

We asked this same sample of respondents to think back "5 or 6 months ago," and 7.4% of respondents who could name their current "most-listened-to," station said they believed WGCJ-FM was their primary station at that time. (This suggests that WGCJ-FM is gaining partisans.)

CUME CONVERSION:

In this demo, WGCJ-FM is "batting .509" at converting cumers into partisans. In other words, of its 457,000 cumers, 50.9% name WGCJ-FM as their primary station.

WEEKLY CUME:

WBBM-FM is #1 in cume in this demo. We estimate that 607,500 Males 12+ tuned into the station in the week prior to the survey. That's 19% of all individuals in this demo.

WEEKLY CUME			CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	SHARE OF PARTISANSHIP BY DAYPART					INDEX AGAINST P22
7:	1:	2:	3:	4:	5:	6:	6-10A	10A-3P	3-7P	7P-12M	WKEND	
457,000	607,500	607,400	.354	WGCJ-FM	232,700	7.7 ← 7.4	4: 7.6	1: 8.3	① 8.0	2: 8.8	2: 7.7	89
1: 607,500	19.0	19.0	.332	WBBM-FM	214,900	7.1 ← 7.8	3: 8.2	3: 6.2	2: 7.0	1: 9.8	1: 8.6	94
2: 607,400	15.1	15.1	.394	WBBM-AM	201,400	6.7 ← 6.2	① 8.8	7: 4.1	5: 5.3	10: 3.1	6: 4.7	119
4: 484,300	14.5	14.5	.363	WGN	190,700	6.3 ← 6.6	2: 8.4	12: 3.5	7: 4.7	7: 3.7	8: 4.3	85
6: 465,300	12.7	12.7	.371	WWBZ	168,800	5.6 ← 5.1	8: 4.0	4: 5.7	3: 6.7	3: 7.4	4: 6.1	129
9: 407,200	11.3	11.3	.411	WXRT	151,100	5.0 ← 5.2	9: 3.8	5: 5.3	4: 5.4	4: 5.9	3: 6.4	133
11: 360,400	10.0	10.0	.381	WUSN	148,300	4.9 ← 4.5	6: 4.6	6: 4.4	6: 5.0	6: 4.3	5: 5.7	94
13: 320,400	13.8	13.8	.242	WLS-A/F	122,200	4.0 ← 3.3	10: 3.7	2: 6.8	11: 3.7	14: 2.7	17: 2.2	100
8: 442,900	5.1	5.1	.212	WCKG	107,400	3.6 ← 3.7	11: 3.0	8: 3.9	10: 3.8	9: 3.5	9: 4.2	139
⑤ 484,100				WLUP-FM	102,500	3.4 ← 4.1	⑤ 5.9	14: 3.1	⑬ 3.1	16: 2.6	⑩ 3.3	128

RANK & SHARE BY DAYPART:

WGCJ-FM is the most popular for 3-7P listening.

WBBM-FM is the most popular in terms of weekend listening.

WBBM-AM has the #1 ranked morning show, with an 8.8 share.

INDEX: Its index of 139 tells you that WCKG has roughly a 39% higher share on this page than it does on the "Persons 12+" page.

Rank by weekly cume. Estimated persons. Cume rating. (% of total population) Rank by overall preference. Share. (% of Radio Users who named a "most-listened-to" station) Rank by morning preference. Rank by 3-to-7 preference. Rank by weekend preference.

About 77,400 persons in this demo couldn't name the station they listen to most. They represent 2.5% of all radio users.

All shares above this line are based on listening estimates as a percentage of radio users who could name a "most-listened-to" station.

Estimated total M12+ who listened to radio in the past week.

469,900	14.7	OTHER	95,700	3.2 ← 3.5	3.1	3.2	2.9	3.3	3.6
12,200	0.4	DON'T KNOW	77,400	2.5 ← 8.2	1.9	2.6	3.7	3.1	4.2
3,100,000	96.9	RADIO USERS	3,100,000	96.9 ← 97.8	81.0	56.3	72.4	51.5	79.5
99,300	3.1	NON-USERS	99,300	3.1 ← 2.2	19.0	43.7	27.6	48.5	20.5

Estimated total M12+ who did not listen to radio in the past week.

81% of Chicagoans in this demo say they have a primary radio station that they listen to during the 6-10 AM daypart. (Shares in the column above are based on this percentage of the demo.)



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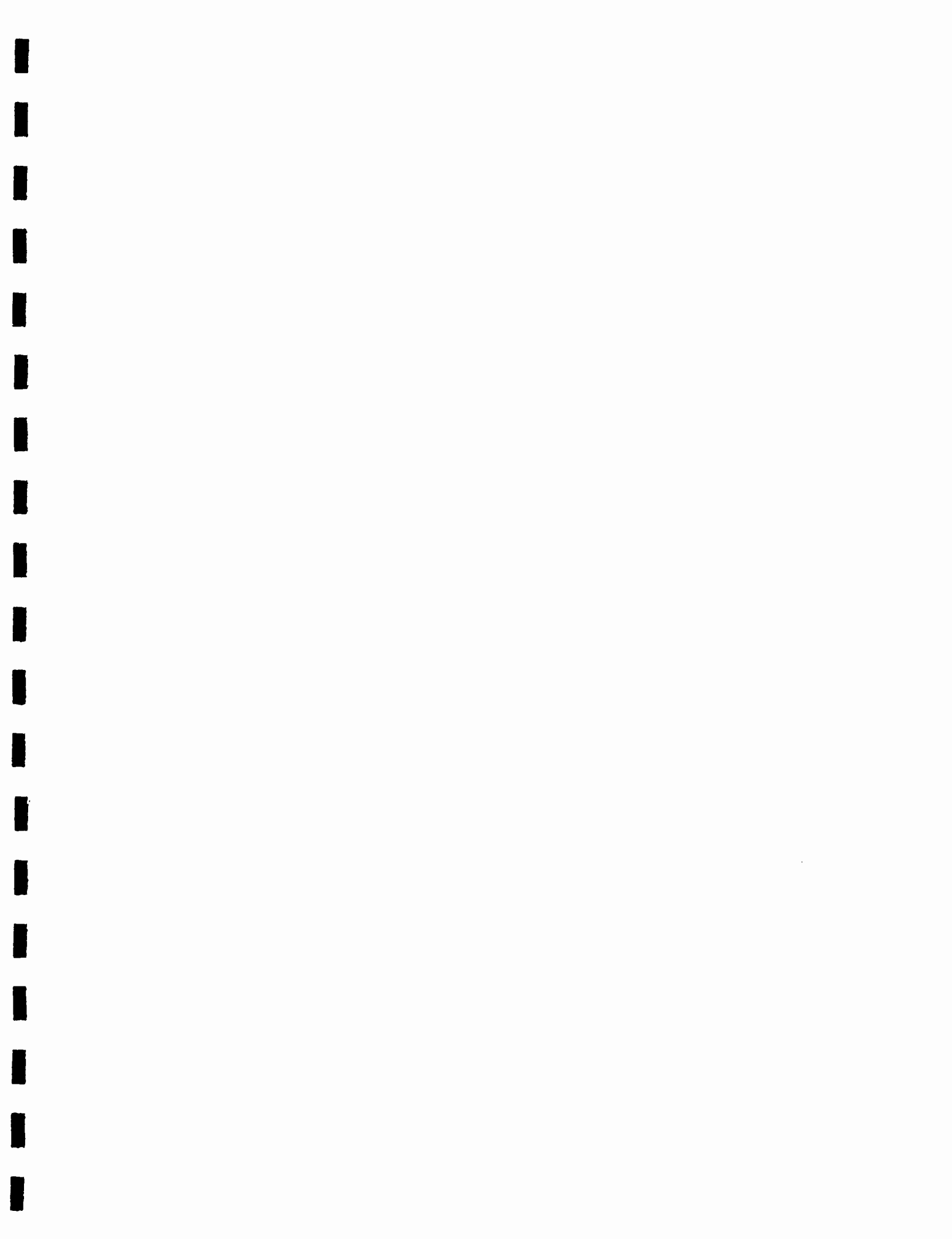
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***Strategic
AccuRatings***

Columbus

Standard Demos

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Strategic AccuRatings

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STANDARD DEMO RANKER

PERSONS 12+ (N=3373)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
						6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	261,700	22.3	WNCI	1:	92,800	8.9 <- 10.9	1:	11.8	2:	8.7	1:	8.7	3:	8.7	2:	8.8	100
3:	218,700	18.6	WLVQ	2:	76,800	7.4 <- 8.3	3:	9.1	4:	6.8	4:	8.0	6:	6.1	4:	7.4	100
4:	191,300	16.3	WBZX	3:	73,900	7.1 <- 5.6	6:	6.0	3:	7.9	3:	8.2	4:	8.3	3:	8.3	100
5:	190,700	16.3	WAHC/WHT	4:	73,700	7.1 <- 5.8	7:	5.9	1:	8.9	2:	8.3	2:	9.8	1:	9.0	100
2:	220,700	18.8	WSNY	5:	71,300	6.9 <- 7.4	4:	8.3	6:	6.5	5:	6.5	1:	10.5	6:	6.0	100
8:	142,300	12.1	WTVN	6:	69,700	6.7 <- 6.7	2:	9.5	9:	4.4	9:	4.7	9:	4.3	10:	4.9	100
6:	172,200	14.7	WHOK	7:	66,200	6.4 <- 6.3	5:	6.0	5:	6.7	6:	6.2	7:	4.8	5:	6.6	100
11:	98,700	8.4	WCIQ	8:	50,000	4.8 <- 3.9	9:	4.1	7:	5.5	7:	5.4	5:	7.2	8:	5.0	100
10:	122,900	10.5	WRVF	9:	49,500	4.8 <- 3.3	8:	4.7	8:	4.8	8:	5.2	8:	4.5	7:	5.4	100
7:	148,100	12.6	WBNS-FM	10:	45,400	4.4 <- 3.9	10:	3.4	10:	4.4	10:	4.6	11:	3.7	11:	4.3	100
9:	128,300	10.9	WCOL-FM	11:	36,400	3.5 <- 3.0	11:	2.9	12:	3.2	12:	3.3	12:	3.3	13:	3.1	100
12:	89,000	7.6	WUCD	12:	35,800	3.4 <- 2.5	14:	2.4	13:	3.2	11:	4.2	10:	3.8	9:	4.9	100
13:	72,400	6.2	WOSU-FM	13:	28,100	2.7 <- 2.6	17:	2.0	15:	2.8	14:	2.4	13:	2.9	12:	3.2	100
15:	63,400	5.4	WVCO	14:	27,800	2.7 <- 3.2	13:	2.6	18:	1.7	16:	2.0	20:	1.6	14:	3.0	100
16:	59,600	5.1	WCLT-FM	15:	26,100	2.5 <- 2.3	15:	2.3	14:	3.0	15:	2.1	19:	1.8	15:	2.6	100
22:	40,000	3.4	WCVO	16:	23,600	2.3 <- 2.0	16:	2.1	23:	1.5	20:	1.5	17:	1.8	18:	1.7	100
17:	57,200	4.9	WCBE	17:	22,900	2.2 <- 2.1	12:	2.8	21:	1.5	13:	3.2	14:	2.2	16:	2.0	100
14:	65,800	5.6	WCOL-AM	18:	20,700	2.0 <- 1.6	22:	1.0	11:	3.3	18:	1.8	18:	1.8	23:	1.0	100
19:	48,900	4.2	WOSU-AM	19:	18,500	1.8 <- 1.8	18:	1.8	16:	1.9	17:	1.9	23:	0.9	17:	1.8	100
20:	42,900	3.7	WBNS-AM	20:	16,200	1.6 <- 1.6	19:	1.6	19:	1.6	21:	1.3	24:	0.8	19:	1.6	100
23:	39,600	3.4	WCEZ	21:	15,700	1.5 <- 1.3	21:	1.0	22:	1.5	22:	1.3	21:	1.5	20:	1.6	100
21:	42,300	3.6	WLW	22:	14,100	1.4 <- 1.2	23:	0.9	17:	1.8	23:	1.2	16:	2.0	22:	1.0	100
18:	56,300	4.8	WRZR	23:	12,800	1.2 <- 1.7	24:	0.8	20:	1.6	19:	1.6	15:	2.1	21:	1.3	100
24:	30,300	2.6	WPMI	24:	12,000	1.2 <- 1.2	20:	1.3	24:	0.9	25:	0.7	22:	1.0	24:	0.8	100
27:	18,500	1.6	WRFD	25:	8,100	0.8 <- 0.7	25:	0.7	25:	0.7	24:	0.7	32:	0.2	27:	0.4	100
28:	18,400	1.6	WCLT-AM	26:	6,400	0.6 <- 0.8	27:	0.5	29:	0.4	26:	0.6	27:	0.5	26:	0.6	100
26:	20,000	1.7	WSMZ	27:	5,900	0.6 <- 0.5	31:	0.3	28:	0.5	29:	0.5	26:	0.5	28:	0.4	100
30:	11,900	1.0	WMRN-FM	28:	5,900	0.6 <- 0.6	29:	0.4	27:	0.6	28:	0.5	25:	0.6	25:	0.7	100
31:	11,100	0.9	WLOH	29:	5,100	0.5 <- 0.4	28:	0.5	26:	0.6	33:	0.3	31:	0.2	31:	0.3	100
34:	6,700	0.6	WEEC	30:	4,000	0.4 <- 0.4	32:	0.3	35:	0.1	31:	0.3	30:	0.3	29:	0.4	100
29:	13,300	1.1	WNKO	31:	3,500	0.3 <- 0.3	26:	0.6	31:	0.4	30:	0.4	29:	0.4	30:	0.3	100
33:	9,300	0.8	WHIZ-FM	32:	2,700	0.3 <- 0.2	37:	0.1	32:	0.4	34:	0.2	40:	0.1	33:	0.2	100
35:	6,500	0.6	WHTH	33:	1,700	0.2 <- 0.2	33:	0.2	34:	0.2	35:	0.2		0.0	36:	0.1	100
32:	11,100	0.9	WQIO	34:	1,300	0.1 <- 0.1	34:	0.2	33:	0.3	32:	0.3	33:	0.2	34:	0.2	100
25:	21,000	1.8	WVJM	35:	1,200	0.1 <- 0.5	30:	0.4	30:	0.4	27:	0.5	28:	0.4	32:	0.3	100
39:	3,100	0.3	WMRN-AM	36:	1,200	0.1 <- 0.1	35:	0.1	38:	0.1	39:	0.1	38:	0.1	38:	0.1	100
38:	3,400	0.3	WVCC	37:	1,100	0.1 <- 0.1	43:	0.0	36:	0.1	36:	0.1	34:	0.1	37:	0.1	100
36:	5,200	0.4	WCMJ	38:	900	0.1 <- 0.0	36:	0.1	37:	0.1	42:	0.0	37:	0.1	35:	0.1	100
41:	2,400	0.2	WVZR	39:	700	0.1 <- 0.1	39:	0.0	39:	0.1	43:	0.0	39:	0.1	42:	0.0	100
42:	2,300	0.2	WVYZ	40:	700	0.1 <- 0.0	38:	0.1		0.0	37:	0.1	35:	0.1	43:	0.0	100
37:	4,300	0.4	WOBM	41:	500	0.0 <- 0.0		0.0	44:	0.0	38:	0.1	36:	0.1	39:	0.1	100
40:	3,000	0.3	WTUE	42:	400	0.0 <- 0.0	40:	0.0	40:	0.1	41:	0.1		0.0	40:	0.0	100
44:	600	0.1	WNRJ	43:	400	0.0 <- 0.0	42:	0.0	42:	0.1		0.0		0.0		0.0	100
45:	400	0.0	WXTC	44:	400	0.0 <- 0.0	41:	0.0	41:	0.1	40:	0.1		0.0	41:	0.0	100
43:	1,000	0.1	WCVZ		0	0.0 <- 0.1		0.0		0.0		0.0				0.0	
46:	400	0.0	WILE		0	0.0 <- 0.0		0.0	43:	0.1		0.0				0.0	
47:	300	0.0	WVVO		0	0.0 <- 0.0		0.0		0.0		0.0				0.0	
	31,700	2.7	OTHER		8,500	0.8 <- 1.0		0.6		0.6		0.7		0.7		0.6	
	8,100	0.7	DON'T KNOW		44,800	4.1 <- 10.9		3.3		4.4		5.2		5.7		6.2	
	1,085,400	92.5	RADIO USERS		1,085,400	92.5 <- 95.8		72.0		57.9		69.9		51.9		77.1	
	87,400	7.5	NON-USERS		87,400	7.5 <- 4.2		28.0		42.1		30.1		48.1		22.9	

Strategic AccuRatings

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STANDARD DEMO RANKER MALES 12+ (N=1554)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 135,800	24.0	.405	WLVQ	1: 55,000	10.8 <- 11.9	1: 12.4	2: 9.4	2: 10.1	4: 7.6	2: 9.5	146
2: 122,500	21.6	.441	WBZX	2: 54,000	10.6 <- 7.8	4: 9.0	1: 11.0	1: 11.5	1: 11.2	1: 11.4	149
8: 79,000	13.9	.470	WTVN	3: 37,100	7.3 <- 6.8	3: 10.0	9: 4.4	7: 5.0	7: 4.7	10: 4.4	108
3: 119,000	21.0	.310	WNCI	4: 36,900	7.2 <- 8.0	2: 10.2	4: 6.2	4: 6.5	3: 8.2	4: 7.6	81
4: 89,100	15.7	.373	WAHC/WHT	5: 33,200	6.5 <- 5.7	5: 5.3	3: 8.1	3: 7.1	2: 9.9	3: 8.3	92
6: 81,800	14.4	.308	WHOK	6: 25,200	4.9 <- 5.0	7: 4.7	5: 6.1	6: 5.1	8: 4.6	6: 5.7	77
12: 45,300	8.0	.483	WCIX	7: 21,900	4.3 <- 3.1	10: 3.8	6: 5.2	8: 5.0	6: 5.3	8: 4.5	89
7: 80,100	14.1	.272	WBNS-FM	8: 21,800	4.3 <- 3.4	11: 3.2	7: 4.7	5: 5.4	11: 4.2	7: 4.9	98
5: 86,600	15.3	.222	WSNY	9: 19,200	3.8 <- 4.6	6: 5.3	11: 3.5	11: 4.3	5: 6.9	11: 4.3	55
10: 56,800	10.0	.338	WRVF	10: 19,200	3.8 <- 2.9	8: 4.4	8: 4.6	10: 4.3	9: 4.2	9: 4.5	79
11: 51,100	9.0	.358	WCD	11: 18,300	3.6 <- 2.7	15: 2.3	13: 3.1	12: 3.9	10: 4.2	5: 5.7	104
9: 67,200	11.9	.265	WCOL-FM	12: 17,800	3.5 <- 3.2	12: 3.1	14: 3.0	13: 3.3	15: 2.8	13: 3.1	100
13: 40,900	7.2	.408	WOSU-FM	13: 16,700	3.3 <- 2.9	16: 2.2	12: 3.3	14: 2.8	12: 3.4	12: 3.7	121
14: 37,700	6.7	.440	WCBE	14: 16,600	3.2 <- 3.0	9: 4.2	18: 2.0	9: 4.4	16: 2.6	14: 2.8	148
19: 28,200	5.0	.457	WCLT-FM	15: 12,900	2.5 <- 2.1	14: 2.4	15: 2.9	17: 2.0	17: 2.3	15: 2.4	101
18: 30,600	5.4	.405	WOSU-AM	16: 12,400	2.4 <- 2.6	13: 2.5	17: 2.2	15: 2.5	22: 1.2	16: 2.3	136
20: 24,600	4.3	.488	WVKO	17: 12,000	2.3 <- 2.9	17: 2.2	21: 1.5	18: 1.9	23: 1.0	17: 2.2	88
16: 35,800	6.3	.304	WCOL-AM	18: 10,900	2.1 <- 1.6	21: 1.2	10: 4.4	16: 2.1	18: 1.6	25: 0.6	107
17: 31,900	5.6	.339	WLW	19: 10,800	2.1 <- 2.1	18: 1.6	16: 2.8	19: 1.9	13: 3.0	18: 1.7	156
24: 16,700	2.9	.521	WCVO	20: 8,700	1.7 <- 1.7	20: 1.2	22: 1.2	23: 0.9	21: 1.2	22: 1.0	75
22: 17,700	3.1	.429	WCEZ	21: 7,600	1.5 <- 1.3	22: 1.1	20: 1.8	21: 1.5	19: 1.3	19: 1.6	99
15: 36,700	6.5	.193	WRZR	22: 7,100	1.4 <- 2.1	24: 0.6	19: 1.9	20: 1.9	14: 2.9	20: 1.5	113
21: 21,800	3.8	.257	WBNS-AM	23: 5,600	1.1 <- 1.3	19: 1.6	23: 1.2	22: 1.0	24: 0.6	21: 1.5	70
23: 16,900	3.0	.266	WMNI	24: 4,500	0.9 <- 0.9	23: 0.9	24: 0.9	26: 0.5	20: 1.3	23: 0.8	76
27: 9,100	1.6	.495	WRFD	25: 4,500	0.9 <- 0.7	25: 0.6	25: 0.6	24: 0.9	34: 0.1	28: 0.3	113
26: 10,900	1.9	.229	WSWZ	26: 2,500	0.5 <- 0.5	28: 0.3	29: 0.4	27: 0.4	28: 0.2	27: 0.3	86
30: 6,000	1.1	.417	WNRN-FM	27: 2,500	0.5 <- 0.5	29: 0.3	28: 0.5	32: 0.2	26: 0.4	24: 0.7	86
32: 5,600	1.0	.411	WLOH	28: 2,300	0.4 <- 0.2	26: 0.5	26: 0.6	29: 0.3	30: 0.2	30: 0.2	92
28: 9,000	1.6	.244	WCLT-AM	29: 2,200	0.4 <- 0.6	31: 0.3	30: 0.2	25: 0.6	35: 0.1	26: 0.4	70
37: 2,300	0.4	.652	WEEC	30: 1,500	0.3 <- 0.4	30: 0.3	31: 0.2	33: 0.2	27: 0.3	31: 0.2	76
33: 4,800	0.8	.292	WHIZ-FM	31: 1,400	0.3 <- 0.3	37: 0.1	27: 0.6	34: 0.1	0.0	29: 0.3	106
25: 12,600	2.2	.063	WJIM	32: 800	0.2 <- 0.5	27: 0.5	33: 0.2	28: 0.4	25: 0.4	32: 0.2	136
29: 6,600	1.2	.106	WOIO	33: 700	0.1 <- 0.1	34: 0.2	35: 0.1	31: 0.3	29: 0.2	37: 0.1	110
31: 5,900	1.0	.119	WTKO	34: 700	0.1 <- 0.1	32: 0.3	34: 0.2	30: 0.3	36: 0.1	33: 0.2	41
39: 1,600	0.3	.313	WOBN	35: 500	0.1 <- 0.1	0.0	0.0	0.0	31: 0.2	35: 0.1	204
41: 1,300	0.2	.385	WKRC	36: 500	0.1 <- 0.0	0.0	36: 0.1	35: 0.1	32: 0.2	36: 0.1	93
35: 2,600	0.5	.154	WHTH	37: 400	0.1 <- 0.1	33: 0.2	32: 0.2	36: 0.1	0.0	38: 0.1	48
34: 2,600	0.5	.154	WTUE	38: 400	0.1 <- 0.0	39: 0.1	37: 0.1	37: 0.1	0.0	39: 0.1	204
38: 2,100	0.4	.190	WYBZ	39: 400	0.1 <- 0.0	36: 0.1	0.0	38: 0.1	33: 0.1	0.0	116
40: 1,400	0.2	.286	WNZR	40: 400	0.1 <- 0.1	38: 0.1	38: 0.1	39: 0.1	0.0	0.0	116
36: 2,500	0.4	.120	WCHJ	41: 300	0.1 <- 0.0	35: 0.1	39: 0.1	0.0	37: 0.1	34: 0.1	68
42: 400	0.1	.000	WNRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
43: 300	0.1	.000	WMVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
0	0.0	.000	WCVZ	0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0
17,500	3.1		OTHER	4,000	0.8 <- 0.9	0.5	0.4	0.7	1.0	0.8	
2,800	0.5		DON'T KNOW	19,800	3.7 <- 10.5	2.6	4.7	5.3	6.0	5.4	
531,000	93.7		RADIO USERS	531,000	93.7 <- 96.0	74.1	60.2	76.0	54.8	78.9	
35,600	6.3		NON-USERS	35,600	6.3 <- 4.0	25.9	39.8	24.0	45.2	21.1	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 12+ (N=1819)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1:	142,700	23.5	WNCI	1: 56,000	10.6 <- 13.6	1: 13.4	1: 11.4	1: 11.1	3: 9.1	1: 10.0	119
2:	134,200	22.1	WSNY	2: 52,100	9.8 <- 10.1	2: 11.4	3: 9.5	3: 8.9	1: 14.3	3: 7.7	144
4:	90,400	14.9	WHOK	3: 41,000	7.7 <- 7.6	4: 7.4	4: 7.2	4: 7.3	6: 5.1	4: 7.5	122
3:	101,600	16.8	WAHC/WHT	4: 40,500	7.7 <- 6.0	5: 6.6	2: 9.6	2: 9.6	2: 9.8	2: 9.6	108
9:	63,300	10.4	WTVN	5: 32,500	6.1 <- 6.5	3: 9.1	8: 4.4	10: 4.3	9: 3.9	6: 5.5	92
8:	66,100	10.9	WRVF	6: 30,300	5.7 <- 3.7	7: 5.1	6: 5.1	5: 6.2	7: 4.7	5: 6.3	120
11:	53,400	8.8	WCIX	7: 28,100	5.3 <- 4.7	8: 4.3	5: 5.7	6: 5.8	4: 9.0	7: 5.5	110
7:	67,900	11.2	WBNS-FM	8: 23,700	4.5 <- 4.3	9: 3.7	10: 4.1	11: 3.8	12: 3.3	11: 3.7	103
5:	82,900	13.7	WLWQ	9: 21,800	4.1 <- 4.7	6: 5.9	9: 4.2	7: 5.7	8: 4.6	8: 5.2	56
6:	68,700	11.3	WBZK	10: 19,900	3.8 <- 3.4	10: 3.1	7: 4.9	8: 4.6	5: 5.3	9: 5.2	53
10:	61,200	10.1	WCOL-FM	11: 18,600	3.5 <- 2.9	13: 2.6	11: 3.5	12: 3.3	10: 3.9	13: 3.2	100
13:	37,800	6.2	WVCD	12: 17,600	3.3 <- 2.2	14: 2.4	12: 3.3	9: 4.4	11: 3.3	10: 4.2	97
12:	38,800	6.4	WKVO	13: 15,800	3.0 <- 3.4	11: 2.9	17: 1.9	15: 2.1	15: 2.1	12: 3.7	112
17:	23,300	3.8	WCVO	14: 14,900	2.8 <- 2.4	12: 2.9	18: 1.7	13: 2.2	13: 2.5	16: 2.4	124
15:	31,300	5.2	WCLT-FM	15: 13,200	2.5 <- 2.4	15: 2.2	13: 3.1	14: 2.1	20: 1.3	14: 2.8	99
14:	31,500	5.2	WOSU-FM	16: 11,400	2.2 <- 2.2	16: 1.9	14: 2.3	16: 2.0	14: 2.4	15: 2.7	80
19:	21,100	3.5	WBNS-AM	17: 10,500	2.0 <- 1.9	18: 1.6	16: 1.9	18: 1.6	22: 0.9	17: 1.7	127
16:	30,000	4.9	WCOL-AM	18: 9,800	1.9 <- 1.5	25: 0.8	15: 2.3	19: 1.5	16: 1.9	19: 1.3	93
18:	21,800	3.6	WCEZ	19: 8,100	1.5 <- 1.3	22: 0.9	20: 1.3	22: 1.0	18: 1.7	18: 1.5	101
23:	13,500	2.2	WMNI	20: 7,500	1.4 <- 1.6	17: 1.7	25: 0.8	23: 0.9	27: 0.6	23: 0.9	123
21:	19,500	3.2	WCBE	21: 6,400	1.2 <- 1.3	19: 1.4	22: 1.1	17: 1.9	17: 1.7	21: 1.2	55
22:	18,400	3.0	WOSU-AM	22: 6,100	1.2 <- 1.0	21: 1.0	19: 1.6	20: 1.3	28: 0.6	20: 1.3	65
20:	19,600	3.2	WRZR	23: 5,600	1.1 <- 1.2	20: 1.1	21: 1.2	21: 1.2	19: 1.3	22: 1.0	86
26:	9,400	1.6	WCLT-AM	24: 4,100	0.8 <- 0.9	26: 0.8	26: 0.6	26: 0.6	23: 0.8	24: 0.8	126
25:	9,500	1.6	WRFD	25: 3,600	0.7 <- 0.8	24: 0.8	24: 0.8	27: 0.6	31: 0.3	28: 0.4	87
27:	9,100	1.5	WSVZ	26: 3,500	0.7 <- 0.5	29: 0.3	30: 0.6	28: 0.6	25: 0.7	29: 0.4	117
30:	5,900	1.0	WMRN-FM	27: 3,400	0.6 <- 0.7	27: 0.5	28: 0.6	24: 0.9	24: 0.8	25: 0.7	113
24:	10,400	1.7	WLW	28: 3,300	0.6 <- 0.4	35: 0.2	23: 0.9	32: 0.3	21: 1.0	32: 0.3	46
29:	7,400	1.2	WNKO	29: 2,800	0.5 <- 0.5	23: 0.9	32: 0.5	29: 0.5	26: 0.7	27: 0.5	157
31:	5,500	0.9	WLOH	30: 2,800	0.5 <- 0.6	28: 0.5	27: 0.6	34: 0.2	32: 0.2	30: 0.4	108
34:	4,400	0.7	WEEC	31: 2,500	0.5 <- 0.5	30: 0.3	0.0	30: 0.5	29: 0.4	26: 0.5	123
35:	3,900	0.6	WHTH	32: 1,300	0.2 <- 0.3	33: 0.3	33: 0.2	35: 0.2	0.0	37: 0.1	150
32:	4,500	0.7	WHIZ-FM	33: 1,200	0.2 <- 0.2	36: 0.1	34: 0.2	33: 0.3	35: 0.1	35: 0.1	87
36:	2,700	0.4	WMRN-AM	34: 1,200	0.2 <- 0.2	31: 0.3	35: 0.2	37: 0.1	33: 0.1	34: 0.2	197
33:	4,500	0.7	WQIO	35: 600	0.1 <- 0.1	32: 0.3	31: 0.6	31: 0.4	37: 0.1	33: 0.2	91
37:	2,700	0.4	WCMJ	36: 600	0.1 <- 0.0	37: 0.1	40: 0.1	39: 0.1	36: 0.1	36: 0.1	131
39:	2,100	0.3	WJWC	37: 600	0.1 <- 0.1	40: 0.1	39: 0.1	40: 0.1	38: 0.1	39: 0.1	107
28:	8,400	1.4	WJWH	38: 400	0.1 <- 0.5	34: 0.3	29: 0.6	25: 0.7	30: 0.4	31: 0.4	66
42:	600	0.1	WNRJ	39: 400	0.1 <- 0.0	39: 0.1	36: 0.1	0.0	0.0	0.0	197
43:	400	0.1	WXIC	40: 400	0.1 <- 0.1	38: 0.1	37: 0.1	38: 0.1	0.0	38: 0.1	197
40:	1,000	0.2	WNZR	41: 300	0.1 <- 0.1	0.0	0.0	0.0	34: 0.1	41: 0.1	84
46:	300	0.0	WYBZ	42: 300	0.1 <- 0.0	41: 0.1	0.0	41: 0.1	39: 0.1	40: 0.1	84
38:	2,600	0.4	WOBW	0	0.0 <- 0.0	0.0	41: 0.1	36: 0.2	40: 0.1	0.0	0.0
41:	1,000	0.2	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
45:	400	0.1	WILE	0	0.0 <- 0.0	0.0	38: 0.1	0.0	0.0	0.0	0.0
44:	400	0.1	WTUE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
	14,100	2.3	OTHER	4,500	0.9 <- 1.1	0.6	0.9	0.8	0.5	0.4	
	5,400	0.9	DON'T KNOW	25,000	4.5 <- 11.2	4.0	4.0	5.2	5.4	7.1	
	554,400	91.5	RADIO USERS	554,400	91.5 <- 95.7	70.1	55.7	64.3	49.2	75.4	
	51,800	8.5	NON-USERS	51,800	8.5 <- 4.3	29.9	44.3	35.7	50.8	24.6	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER WHITES (& OTHERS) (N=3004)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 247,600	23.9	.364	WNCI	1: 90,200	9.7 <- 11.9	1: 12.7	1: 9.3	1: 9.5	2: 9.5	1: 9.6	109
2: 216,300	20.9	.354	WLVA	2: 76,500	8.2 <- 9.2	3: 10.1	4: 7.6	3: 8.9	5: 7.0	3: 8.3	112
4: 187,100	18.1	.389	WBZX	3: 72,800	7.8 <- 6.3	6: 6.6	2: 8.7	2: 9.1	3: 9.4	2: 9.2	110
3: 211,200	20.4	.328	WSNY	4: 69,300	7.5 <- 8.1	4: 9.1	6: 7.0	6: 6.9	1: 11.7	6: 6.7	109
5: 170,300	16.4	.389	WHOK	5: 66,200	7.1 <- 7.1	5: 6.8	5: 7.4	5: 6.9	6: 5.5	5: 7.5	112
7: 136,000	13.1	.487	WTVN	6: 66,200	7.1 <- 7.2	2: 10.3	8: 4.8	8: 5.0	8: 4.8	9: 5.4	107
8: 133,300	12.9	.430	WAHC/WHT	7: 57,300	6.2 <- 5.0	8: 5.0	3: 7.6	4: 7.2	4: 8.7	4: 7.5	87
10: 119,700	11.5	.405	WRVF	8: 48,500	5.2 <- 3.7	7: 5.2	7: 5.4	7: 5.7	7: 5.0	7: 6.0	110
6: 139,000	13.4	.307	WBNS-FM	9: 42,700	4.6 <- 4.0	9: 3.5	9: 4.6	9: 4.8	10: 3.8	10: 4.6	105
11: 86,700	8.4	.408	WUCD	10: 35,400	3.8 <- 2.7	12: 2.6	11: 3.5	10: 4.6	9: 4.2	8: 5.5	111
9: 121,800	11.8	.278	WCOL-FM	11: 33,800	3.6 <- 3.2	11: 3.0	12: 3.4	12: 3.3	11: 3.6	12: 3.3	104
12: 70,200	6.8	.390	WOSU-FM	12: 27,400	3.0 <- 2.8	14: 2.2	14: 3.1	13: 2.7	12: 3.2	11: 3.5	109
14: 59,200	5.7	.434	WCLT-FM	13: 25,700	2.8 <- 2.6	13: 2.5	13: 3.3	14: 2.3	16: 2.1	13: 3.0	110
15: 55,900	5.4	.406	WCBE	14: 22,700	2.4 <- 2.3	10: 3.0	18: 1.7	11: 3.6	13: 2.5	14: 2.2	111
13: 62,500	6.0	.331	WCOL-AM	15: 20,700	2.2 <- 1.8	19: 1.1	10: 3.7	16: 2.0	18: 2.0	22: 1.1	112
17: 48,200	4.7	.376	WOSU-AM	16: 18,100	2.0 <- 1.9	15: 2.0	15: 2.0	15: 2.2	22: 1.0	15: 2.0	110
23: 28,200	2.7	.550	WCVO	17: 15,500	1.7 <- 1.4	16: 1.6	22: 1.1	22: 1.2	20: 1.2	19: 1.3	74
20: 37,000	3.6	.414	WCEZ	18: 15,300	1.6 <- 1.4	20: 1.1	21: 1.5	20: 1.3	19: 1.6	16: 1.7	109
18: 40,900	3.9	.345	WLW	19: 14,100	1.5 <- 1.4	21: 1.1	16: 2.0	21: 1.3	15: 2.3	21: 1.1	112
19: 37,800	3.6	.370	WBNS-AM	20: 14,000	1.5 <- 1.6	17: 1.6	20: 1.6	19: 1.3	23: 0.7	17: 1.6	97
16: 55,600	5.4	.230	WRZR	21: 12,800	1.4 <- 1.8	23: 0.9	17: 1.7	17: 1.8	14: 2.4	18: 1.4	112
22: 28,700	2.8	.418	WNNI	22: 12,000	1.3 <- 1.4	18: 1.4	23: 1.0	23: 0.8	21: 1.1	23: 1.0	112
21: 33,300	3.2	.345	WCIX	23: 11,500	1.2 <- 1.0	22: 1.1	19: 1.7	18: 1.7	17: 2.0	20: 1.1	26
26: 15,600	1.5	.429	WRFD	24: 6,700	0.7 <- 0.7	24: 0.6	24: 0.7	24: 0.7	33: 0.1	31: 0.3	93
25: 17,700	1.7	.362	WCLT-AM	25: 6,400	0.7 <- 0.9	26: 0.6	28: 0.5	25: 0.6	26: 0.5	25: 0.7	112
24: 19,400	1.9	.304	WSWZ	26: 5,900	0.6 <- 0.6	29: 0.4	27: 0.6	27: 0.5	25: 0.6	26: 0.4	112
29: 11,900	1.1	.496	WLRN-FM	27: 5,900	0.6 <- 0.7	28: 0.5	26: 0.6	26: 0.6	24: 0.7	24: 0.8	112
30: 10,400	1.0	.452	WLOH	28: 4,700	0.5 <- 0.4	27: 0.5	25: 0.7	30: 0.3	29: 0.3	30: 0.3	103
34: 6,500	0.6	.615	WEEC	29: 4,000	0.4 <- 0.5	30: 0.3	35: 0.1	29: 0.4	28: 0.4	28: 0.4	112
27: 13,300	1.3	.263	WNKO	30: 3,500	0.4 <- 0.3	25: 0.6	29: 0.4	28: 0.4	27: 0.4	27: 0.4	112
33: 7,800	0.8	.410	WKCO	31: 3,200	0.3 <- 0.4	31: 0.3	34: 0.2	33: 0.2	31: 0.2	29: 0.4	13
31: 9,300	0.9	.290	WHIZ-FM	32: 2,700	0.3 <- 0.2	36: 0.1	30: 0.4	34: 0.2	38: 0.1	33: 0.2	112
35: 6,500	0.6	.262	WHTH	33: 1,700	0.2 <- 0.2	32: 0.2	32: 0.2	35: 0.2	0.0	36: 0.1	112
28: 13,000	1.3	.092	WJIM	34: 1,200	0.1 <- 0.3	37: 0.1	33: 0.2	31: 0.3	30: 0.2	32: 0.2	112
39: 3,100	0.3	.387	WLRN-AM	35: 1,200	0.1 <- 0.1	34: 0.2	38: 0.1	38: 0.1	36: 0.1	38: 0.1	112
38: 3,400	0.3	.324	WKCC	36: 1,100	0.1 <- 0.1	42: 0.0	36: 0.1	36: 0.1	32: 0.2	37: 0.1	112
36: 5,200	0.5	.173	WOMJ	37: 900	0.1 <- 0.0	35: 0.2	37: 0.1	41: 0.0	34: 0.1	34: 0.2	112
41: 2,400	0.2	.292	WRZR	38: 700	0.1 <- 0.1	38: 0.1	39: 0.1	42: 0.0	37: 0.1	41: 0.0	112
32: 8,900	0.9	.067	WQIO	39: 600	0.1 <- 0.1	33: 0.2	31: 0.3	32: 0.3	35: 0.1	35: 0.1	52
40: 2,600	0.3	.154	WTUE	40: 400	0.0 <- 0.0	41: 0.1	41: 0.1	40: 0.1	0.0	40: 0.1	112
43: 600	0.1	.667	WNRJ	41: 400	0.0 <- 0.0	40: 0.1	40: 0.1	0.0	0.0	0.0	112
44: 400	0.0	.999	WXIC	42: 400	0.0 <- 0.0	39: 0.1	42: 0.1	39: 0.1	0.0	39: 0.1	112
37: 3,800	0.4	.000	WOBM	0	0.0 <- 0.0	0.0	44: 0.1	37: 0.1	39: 0.1	0.0	0.0
42: 1,000	0.1	.000	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
45: 400	0.0	.000	WILE	0	0.0 <- 0.0	0.0	43: 0.1	0.0	0.0	0.0	0.0
46: 300	0.0	.000	WMOV	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
28,600	2.8		OTHER	7,700	0.8 <- 1.0	0.5	0.7	0.8	0.7	0.6	
7,700	0.7		DON'T KNOW	36,700	3.8 <- 10.3	3.2	4.1	5.1	5.5	6.1	
964,600	93.1		RADIO USERS	964,600	93.1 <- 96.2	72.8	58.1	70.5	51.2	77.1	
71,900	6.9		NON-USERS	71,900	6.9 <- 3.8	27.2	41.9	29.5	48.8	22.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER BLACKS (N= 369)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	65,400	48.0	.589	WCIX	1:	38,500	34.2 <-28.2	1:	29.7	1:	36.4	1:	36.0	1:	42.7	1:	34.8	711
3:	55,500	40.7	.441	WKVO	2:	24,500	21.7 <-26.5	2:	22.0	3:	14.1	3:	16.6	3:	11.3	2:	23.0	814
2:	57,500	42.2	.285	WAHC/WHT	3:	16,400	14.6 <-12.6	3:	13.8	2:	18.7	2:	17.8	2:	17.8	3:	20.1	205
5:	11,800	8.7	.686	WCVO	4:	8,100	7.2 <- 6.9	4:	6.1	4:	4.5	4:	4.6	4:	6.6	4:	4.8	317
10:	6,300	4.6	.556	WTVN	5:	3,500	3.1 <- 2.4	6:	3.5	12:	1.4	10:	1.9	12:	1.0	9:	1.1	46
4:	14,100	10.3	.191	WNCI	6:	2,700	2.4 <- 2.5	5:	3.7	5:	4.3	9:	2.0	7:	2.5	5:	2.2	27
7:	9,000	6.6	.300	WBNS-FM	7:	2,700	2.4 <- 2.8	8:	2.7	6:	3.2	5:	3.2	5:	3.2	6:	1.5	55
9:	6,500	4.8	.400	WCOL-FM	8:	2,600	2.3 <- 1.8	9:	1.6	9:	2.0	8:	2.8	9:	1.4	7:	1.4	66
11:	5,200	3.8	.423	WBNS-AM	9:	2,200	2.0 <- 1.6	10:	1.6	13:	1.4	13:	1.0	10:	1.1	8:	1.2	125
6:	9,600	7.0	.219	WSNY	10:	2,100	1.9 <- 1.5	11:	1.6	7:	2.5	6:	3.0	6:	2.8	10:	1.0	27
15:	2,900	2.1	.483	WRFD	11:	1,400	1.2 <- 0.9	13:	1.2	14:	0.8	11:	1.3	15:	0.8	11:	1.0	160
12:	4,100	3.0	.244	WBZX	12:	1,000	0.9 <- 0.0	12:	1.3	10:	1.7	14:	0.8	21:	0.4	12:	1.0	12
14:	3,100	2.3	.323	WRVF	13:	1,000	0.9 <- 0.3	14:	1.2	21:	0.4	12:	1.3	11:	1.1	13:	0.8	19
18:	2,300	1.7	.304	WYBZ	14:	700	0.6 <- 0.0	16:	0.8	0.0	0.0	15:	0.8	14:	1.0	20:	0.3	923
20:	2,200	1.6	.318	WQIO	15:	700	0.6 <- 0.6	19:	0.5	16:	0.6	16:	0.8	18:	0.6	18:	0.4	497
21:	2,200	1.6	.318	WOSU-FM	16:	700	0.6 <- 0.3	17:	0.8	22:	0.4	17:	0.8	13:	1.0	15:	0.7	23
19:	2,300	1.7	.217	WCDC	17:	500	0.4 <- 0.7	0.0	0.0	15:	0.7	19:	0.6	17:	0.7	14:	0.8	13
31:	500	0.4	.999	WOBH	18:	500	0.4 <- 0.4	0.0	0.0	0.0	0.0	0.0	0.0	16:	0.7	17:	0.5	923
16:	2,600	1.9	.154	WCEZ	19:	400	0.4 <- 0.7	22:	0.5	11:	1.5	18:	0.8	19:	0.6	19:	0.4	24
26:	800	0.6	.500	WOSU-AM	20:	400	0.4 <- 0.7	0.0	0.0	17:	0.6	0.0	0.0	0.0	0.0	0.0	0.0	20
27:	700	0.5	.571	WLOH	21:	400	0.4 <- 0.4	20:	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	72
32:	400	0.3	.999	WCLT-FM	22:	400	0.4 <- 0.0	21:	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14
17:	2,400	1.8	.125	WLWQ	23:	300	0.3 <- 0.6	15:	1.2	23:	0.4	21:	0.4	0.0	0.0	21:	0.3	4
24:	1,400	1.0	.214	WCBE	24:	300	0.3 <- 0.3	18:	0.8	18:	0.6	0.0	0.0	0.0	0.0	0.0	0.0	12
8:	8,000	5.9	.000	WWJM		0	0.0 <- 1.5	7:	2.8	8:	2.2	7:	2.9	8:	1.5	16:	0.6	
13:	3,300	2.4	.000	WCOL-AM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	20:	0.6	0.0	0.0	
22:	1,900	1.4	.000	WHOK		0	0.0 <- 0.0	0.0	0.0	20:	0.6	0.0	0.0	0.0	0.0	0.0	0.0	
23:	1,600	1.2	.000	WMNI		0	0.0 <- 0.0	23:	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
25:	1,400	1.0	.000	WLW		0	0.0 <- 0.0	0.0	0.0	19:	0.6	0.0	0.0	0.0	0.0	0.0	0.0	
28:	700	0.5	.000	WRZR		0	0.0 <- 0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
29:	700	0.5	.000	WCLT-AM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	20:	0.5	0.0	0.0	22:	0.3	
30:	600	0.4	.000	WSWZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23:	0.3	
33:	400	0.3	.000	WTUE		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
34:	300	0.2	.000	WEEC		0	0.0 <- 0.0	24:	0.3	0.0	0.0	0.0	0.0	0.0	0.0	24:	0.3	
	0	0.0	.000	WCVZ		0	0.0 <- 0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	3,100	2.3		OTHER		800	0.7 <- 0.9		0.9	0.6	0.5	1.1	0.7					
	400	0.3		DON'T KNOW		8,100	6.7 <-14.9		4.3	6.8	6.6	6.8	7.5					
	120,800	88.6		RADIO USERS		120,800	88.6 <-93.0		66.1	56.3	65.4	57.2	77.0					
	15,500	11.4		NON-USERS		15,500	11.4 <- 7.0		33.9	43.7	34.6	42.8	23.0					





Geographic Breaks

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Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER DELAWARE COUNTY (N= 139)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	14,800	25.6	.405	WSNY	1:	6,000	11.4 <-10.3	1:	18.0	1:	11.1	1:	9.8	2:	14.8	3:	9.1	167
3:	11,400	19.7	.404	WBZK	2:	4,600	8.8 <- 4.2	5:	8.4	3:	10.2	2:	9.6	1:	15.2	2:	9.4	123
7:	8,100	14.0	.531	WTVN	3:	4,300	8.2 <- 7.4	2:	12.9	10:	4.1	8:	4.9	7:	5.6	5:	7.4	122
2:	12,700	21.9	.299	WLWQ	4:	3,800	7.2 <-11.0	3:	9.4	4:	9.5	4:	6.5	3:	9.2	1:	9.6	98
4:	11,100	19.2	.333	WNCT	5:	3,700	7.0 <- 6.3	4:	9.1	2:	10.8	5:	6.5	9:	3.2	8:	6.9	79
10:	6,100	10.5	.525	WNRN-FM	6:	3,200	6.1 <- 8.4	8:	3.7	6:	5.4	7:	5.4	8:	4.4	4:	7.6	999
6:	8,200	14.2	.329	WCOL-FM	7:	2,700	5.1 <- 2.7	13:	2.2	7:	5.4	3:	7.7	5:	6.4	11:	4.9	147
5:	8,800	15.2	.284	WAHC/WHT	8:	2,500	4.8 <- 6.5	9:	3.7	8:	4.5	6:	6.5	4:	8.0	7:	7.1	67
11:	6,100	10.5	.410	WCEZ	9:	2,500	4.8 <- 6.3	12:	2.7	5:	5.7	10:	4.4	6:	6.4	6:	7.1	315
8:	6,900	11.9	.333	WHOK	10:	2,300	4.4 <- 3.6	6:	5.7	12:	2.5	13:	3.4	14:	2.4	12:	2.5	69
9:	6,800	11.7	.265	WRVF	11:	1,800	3.4 <- 2.7	11:	3.2	13:	2.5	11:	4.1		0.0	9:	6.4	72
13:	5,600	9.7	.321	WBNS-FM	12:	1,800	3.4 <- 2.5	14:	2.2	15:	1.6	14:	2.6	10:	3.2	17:	1.2	78
16:	2,800	4.8	.571	WLW	13:	1,600	3.0 <- 3.8	7:	4.2	20:	1.3	22:	1.0	16:	1.6		0.0	225
12:	5,700	9.8	.246	WRZR	14:	1,400	2.7 <- 2.5	15:	2.2	9:	4.5	23:	1.0	11:	3.2	13:	2.2	217
17:	2,500	4.3	.480	WCBE	15:	1,200	2.3 <- 2.3	10:	3.5	0.0	0.0	16:	2.1	17:	1.6	20:	1.0	104
14:	4,700	8.1	.191	WVCD	16:	900	1.7 <- 0.8		0.0	25:	1.0	9:	4.9	18:	1.6	10:	5.2	50
25:	1,300	2.2	.692	WRFD	17:	900	1.7 <- 1.7		0.0	16:	1.6	15:	2.3		0.0		0.0	220
20:	2,000	3.5	.400	WCVO	18:	800	1.5 <- 0.8	16:	2.0	21:	1.3	18:	2.1	12:	3.2	15:	2.0	67
21:	2,000	3.5	.400	WCOL-AM	19:	800	1.5 <- 0.0		0.0	22:	1.3	17:	2.1		0.0		0.0	77
23:	1,700	2.9	.471	WNRN-AM	20:	800	1.5 <- 1.5	17:	1.2	17:	1.6		0.0	19:	1.6	21:	1.0	999
18:	2,500	4.3	.200	WOSU-FM	21:	500	1.0 <- 1.0	18:	1.2	14:	2.5	20:	1.3		0.0	16:	2.0	35
19:	2,200	3.8	.227	WBNS-AM	22:	500	1.0 <- 1.0		0.0	19:	1.6	19:	1.3		0.0	18:	1.2	61
28:	500	0.9	.999	WLOH	23:	500	1.0 <- 1.0		0.0	18:	1.6	21:	1.3	15:	2.0	19:	1.2	194
15:	3,000	5.2	.133	WOSU-AM	24:	400	0.8 <- 1.5	19:	1.0	11:	2.9	12:	3.6		0.0	14:	2.2	43
24:	1,600	2.8	.250	WMNI	25:	400	0.8 <- 0.8	20:	0.7	23:	1.3	24:	1.0	20:	1.6	22:	1.0	66
27:	700	1.2	.571	WCLT-AM	26:	400	0.8 <- 0.8		0.0		0.0		0.0		0.0	23:	1.0	124
22:	1,900	3.3	.158	WCLT-FM	27:	300	0.6 <- 0.6		0.0	26:	1.0	26:	0.8		0.0	24:	0.7	23
26:	800	1.4	.000	WWJM		0	0.0 <- 0.0		0.0		0.0	27:	0.8	13:	3.2		0.0	
29:	500	0.9	.000	WCIX		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	400	0.7	.000	WKCC		0	0.0 <- 0.0		0.0	24:	1.3	25:	1.0		0.0		0.0	
30:	400	0.7	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	400	0.7	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	4,000	6.9		OTHER		2,100	4.0 <- 4.0		3.2		2.5		3.4		1.6		0.0	
	1,200	2.1		DON'T KNOW		3,200	5.7 <-12.1		3.1		4.8		8.3		12.9		7.3	
	55,800	96.4		RADIO USERS		55,800	96.4 <-98.4		72.2		57.2		73.1		49.6		75.6	
	2,100	3.6		NON-USERS		2,100	3.6 <- 1.4		27.8		42.8		26.9		50.4		24.4	

QUALITATIVE RANKER
FAIRFIELD COUNTY (N= 265)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	39,500	45.0	.542	WHOK	1:	21,400	27.4 <-29.8	1:	29.0	1:	23.8	1:	21.2	1:	18.4	1:	28.4	430
2:	22,600	25.7	.345	WNCT	2:	7,800	10.0 <-16.4	2:	15.8	2:	10.9	2:	13.6	3:	14.5	2:	13.0	112
3:	15,600	17.8	.494	WBZX	3:	7,700	9.9 <- 6.9	4:	7.7	3:	10.6	3:	12.0	2:	14.7	3:	11.1	139
4:	15,100	17.2	.384	WSNY	4:	5,800	7.4 <- 7.5	3:	9.7	6:	6.3	6:	5.5	5:	9.3	6:	5.9	108
5:	12,400	14.1	.427	WBNS-FM	5:	5,300	6.8 <- 4.3	8:	4.0	5:	6.8	4:	7.4	6:	5.4	4:	6.9	155
8:	8,200	9.3	.634	WANC/WHT	6:	5,200	6.7 <- 1.8	6:	4.4	4:	7.0	5:	6.3	4:	10.8	5:	6.6	94
6:	10,900	12.4	.349	WLVO	7:	3,800	4.9 <- 6.0	7:	4.4	8:	5.1	7:	4.6	9:	2.5	7:	3.9	66
9:	7,600	8.7	.421	WLOH	8:	3,200	4.1 <- 3.6	5:	4.9	7:	5.7	10:	2.7	17:	1.0	10:	2.2	835
7:	9,700	11.0	.320	WSUZ	9:	3,100	4.0 <- 3.7	9:	3.2	9:	3.3	8:	4.2	7:	4.7	16:	1.4	699
17:	2,400	2.7	.708	WOSU-AM	10:	1,700	2.2 <- 1.8	11:	2.2	18:	0.8	9:	4.0	18:	1.0	9:	2.9	122
10:	7,000	8.0	.229	WTVN	11:	1,600	2.0 <- 2.4	10:	2.7	10:	2.7	11:	2.5	14:	1.5	8:	3.4	31
11:	6,400	7.3	.250	WCOL-FM	12:	1,600	2.0 <- 2.0	12:	2.2	11:	2.7	13:	1.9	15:	1.5	13:	1.6	59
18:	2,300	2.6	.565	WCVO	13:	1,300	1.7 <- 1.7	14:	2.0	15:	1.8	21:	0.6	16:	1.5	14:	1.6	73
20:	2,100	2.4	.619	WVCD	14:	1,300	1.7 <- 1.7	13:	2.2	17:	1.2	14:	1.7	10:	1.7	11:	2.1	48
12:	4,300	4.9	.233	WCLT-FM	15:	1,000	1.3 <- 0.5	16:	0.7	14:	2.0	18:	1.1	11:	1.7	18:	1.0	51
14:	3,500	4.0	.286	WLW	16:	1,000	1.3 <- 1.3	20:	0.5	13:	2.0	22:	0.6	8:	2.9	12:	2.1	94
16:	3,000	3.4	.333	WOSU-FM	17:	1,000	1.3 <- 1.7	18:	0.5	0:	0.0	0:	0.0	12:	1.7	15:	1.6	47
19:	2,300	2.6	.435	WHIZ-FM	18:	1,000	1.3 <- 0.9	19:	0.5	16:	1.4	16:	1.3	0:	0.0	17:	1.1	493
15:	3,200	3.6	.219	WCOL-AM	19:	700	0.9 <- 1.3	0:	0.0	12:	2.7	15:	1.5	0:	0.0	0:	0.0	45
25:	1,000	1.1	.700	WNZR	20:	700	0.9 <- 0.5	17:	0.7	19:	0.8	0:	0.0	19:	1.0	21:	0.5	999
29:	600	0.7	.667	WNKO	21:	400	0.5 <- 0.0	0:	0.0	0:	0.0	19:	1.1	0:	0.0	20:	0.6	152
13:	4,200	4.8	.071	WRZR	22:	300	0.4 <- 0.9	15:	1.2	0:	0.0	17:	1.3	0:	0.0	0:	0.0	31
21:	1,700	1.9	.176	WBNS-AM	23:	300	0.4 <- 0.4	22:	0.5	20:	0.8	0:	0.0	0:	0.0	0:	0.0	25
24:	1,600	1.8	.188	WCBE	24:	300	0.4 <- 0.4	21:	0.5	21:	0.6	12:	2.5	20:	0.7	19:	1.0	17
23:	1,700	1.9	.000	WCLT-AM	0	0	0.0 <- 0.4	0:	0.0	0:	0.0	20:	1.1	13:	1.7	0:	0.0	0.0
22:	1,700	1.9	.000	WRVF	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
26:	1,000	1.1	.000	WRFD	0	0	0.0 <- 0.0	23:	0.5	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
27:	900	1.0	.000	WMNI	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
28:	700	0.8	.000	WHTH	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
30:	600	0.7	.000	WOBN	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	21:	0.7	0:	0.0	0.0
31:	400	0.5	.000	WJIM	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
32:	400	0.5	.000	WCNJ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
33:	300	0.3	.000	WQIO	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0.0
	2,300	2.6		OTHER	700	0.9 <- 1.4		0.5	0.6	1.3	1.7	1.1						
	400	0.5		DON'T KNOW	3,700	4.5 <- 9.1		1.2	3.4	4.0	5.3	6.9						
	81,900	93.3		RADIO USERS	81,900	93.3 <-97.5		68.7	57.6	62.2	49.0	76.1						
	6,000	6.8		NON-USERS	6,000	6.8 <- 2.6		31.3	42.5	37.8	51.0	23.9						

QUALITATIVE RANKER
FRANKLIN COUNTY (N=2427)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 182,600	22.3	.360	WNCI	1: 65,700	9.0 <- 10.6	1: 11.7	2: 8.2	3: 8.6	4: 7.9	2: 8.9	101
3: 159,600	19.5	.368	WLWQ	2: 58,800	8.1 <- 8.8	2: 10.5	5: 7.3	2: 8.8	6: 6.3	4: 7.7	110
4: 153,200	18.7	.371	WAHC/WHT	3: 56,800	7.8 <- 6.4	5: 6.6	1: 10.5	1: 9.3	2: 10.5	1: 9.9	110
7: 104,400	12.7	.502	WTVN	4: 52,400	7.2 <- 7.0	3: 10.1	9: 4.4	9: 4.9	9: 4.8	10: 4.6	108
2: 164,300	20.1	.313	WSNY	5: 51,400	7.1 <- 7.9	4: 8.2	6: 7.0	6: 6.5	1: 10.7	7: 6.3	103
5: 132,500	16.2	.377	WBZK	6: 49,900	6.9 <- 5.7	7: 5.6	3: 7.9	4: 7.8	5: 7.4	3: 8.1	97
9: 93,000	11.4	.520	WCKX	7: 48,400	6.7 <- 5.5	8: 5.6	4: 7.6	5: 7.4	3: 9.7	5: 6.9	139
8: 98,300	12.0	.429	WRVF	8: 42,200	5.8 <- 4.0	6: 5.7	7: 6.0	7: 6.2	7: 5.6	6: 6.5	122
6: 110,900	13.5	.293	WBNS-FM	9: 32,500	4.5 <- 4.0	9: 3.7	8: 4.7	10: 4.9	10: 4.0	9: 4.6	102
11: 80,100	9.8	.401	WUCD	10: 32,100	4.4 <- 3.1	12: 2.9	10: 4.2	8: 5.2	8: 4.9	8: 6.3	128
13: 63,400	7.7	.438	WVCO	11: 27,800	3.8 <- 4.6	10: 3.7	15: 2.5	14: 2.8	16: 2.2	11: 4.2	143
10: 91,900	11.2	.275	WCOL-FM	12: 25,300	3.5 <- 3.2	13: 2.8	13: 3.2	12: 3.3	12: 3.3	13: 3.2	99
14: 59,200	7.2	.378	WOSU-FM	13: 22,400	3.1 <- 2.8	16: 2.3	12: 3.3	15: 2.8	11: 3.5	12: 3.7	114
12: 74,900	9.1	.290	WHOK	14: 21,700	3.0 <- 2.8	14: 2.5	14: 3.2	13: 3.1	13: 2.7	14: 2.8	47
16: 48,200	5.9	.432	WCBE	15: 20,800	2.9 <- 2.8	11: 3.6	16: 2.2	11: 4.0	14: 2.6	15: 2.5	130
20: 29,500	3.6	.620	WCVO	16: 18,300	2.5 <- 2.1	15: 2.4	18: 1.7	19: 1.6	17: 1.9	18: 1.8	111
15: 54,100	6.6	.329	WCOL-AM	17: 17,800	2.4 <- 2.0	20: 1.4	11: 4.1	16: 1.9	15: 2.4	20: 1.2	123
17: 39,100	4.8	.376	WOSU-AM	18: 14,700	2.0 <- 2.0	17: 2.1	17: 2.2	17: 1.9	23: 1.0	16: 2.0	114
18: 36,100	4.4	.380	WBNS-AM	19: 13,700	1.9 <- 2.0	18: 2.0	19: 1.6	18: 1.7	22: 1.1	17: 2.0	121
21: 29,200	3.6	.421	WCEZ	20: 12,300	1.7 <- 1.3	21: 1.2	20: 1.6	20: 1.3	19: 1.3	19: 1.5	112
23: 24,700	3.0	.409	WMNI	21: 10,100	1.4 <- 1.4	19: 1.5	23: 1.0	23: 0.9	20: 1.2	21: 1.1	120
22: 25,400	3.1	.287	WLW	22: 7,300	1.0 <- 1.1	23: 0.6	21: 1.5	21: 1.2	21: 1.1	23: 0.9	74
19: 32,900	4.0	.179	WRZR	23: 5,900	0.8 <- 1.4	25: 0.5	22: 1.0	22: 1.0	18: 1.5	22: 0.9	66
26: 11,100	1.4	.351	WRFD	24: 3,900	0.5 <- 0.6	22: 0.7	25: 0.5	25: 0.4	25: 0.3	24: 0.4	69
25: 14,300	1.7	.168	WCLT-FM	25: 2,400	0.3 <- 0.2	29: 0.2	26: 0.4	27: 0.2	32: 0.1	27: 0.2	13
32: 3,100	0.4	.581	WEEC	26: 1,800	0.2 <- 0.2	28: 0.2	33: 0.1	26: 0.3	27: 0.2	26: 0.3	64
24: 17,700	2.2	.068	WJMJ	27: 1,200	0.2 <- 0.6	24: 0.6	24: 0.6	24: 0.7	24: 0.4	25: 0.4	143
27: 6,800	0.8	.176	WSWZ	28: 1,200	0.2 <- 0.2	35: 0.1	30: 0.1	31: 0.1	33: 0.1	28: 0.2	29
39: 1,300	0.2	.769	WLOH	29: 1,000	0.1 <- 0.1	26: 0.2	31: 0.1	34: 0.1		32: 0.1	28
30: 4,100	0.5	.220	WCMJ	30: 900	0.1 <- 0.0	27: 0.2	32: 0.1	35: 0.1	31: 0.1	29: 0.2	143
28: 5,700	0.7	.123	WQIO	31: 700	0.1 <- 0.1	32: 0.1	34: 0.1	29: 0.1	29: 0.2	31: 0.1	77
29: 4,300	0.5	.163	WCLT-AM	32: 700	0.1 <- 0.1	33: 0.1	28: 0.2	33: 0.1	30: 0.2	34: 0.1	16
33: 2,600	0.3	.269	WMRN-FM	33: 700	0.1 <- 0.1	30: 0.1	27: 0.2	28: 0.1	26: 0.3	30: 0.1	17
34: 2,300	0.3	.304	WYBZ	34: 700	0.1 <- 0.0	31: 0.1	0.0	30: 0.1	28: 0.2	33: 0.1	143
35: 2,100	0.3	.286	WJWC	35: 600	0.1 <- 0.1	36: 0.1	35: 0.1	36: 0.1	34: 0.1	35: 0.1	78
36: 1,700	0.2	.176	WHIZ-FM	36: 300	0.0 <- 0.0	0.0	29: 0.2	0.0	0.0	0.0	16
31: 3,200	0.4	.000	WOBW	0	0.0 <- 0.0	0.0	36: 0.1	32: 0.1	0.0	0.0	0.0
37: 1,700	0.2	.000	WTUE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
38: 1,400	0.2	.000	WZR	0	0.0 <- 0.1	0.0	0.0	37: 0.1	0.0	0.0	0.0
40: 1,300	0.2	.000	WNKO	0	0.0 <- 0.0	34: 0.1	0.0	0.0	0.0	0.0	0.0
41: 1,000	0.1	.000	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
42: 700	0.1	.000	WMRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
43: 300	0.0	.000	WHTH	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
44: 300	0.0	.000	WNRJ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
13,300	1.6		OTHER	2,800	0.4 <- 0.7	0.4	0.5	0.5	0.3	0.4	
4,400	0.5		DON'T KNOW	30,100	4.0 <- 11.2	3.5	4.6	5.2	5.4	6.2	
757,200	92.5		RADIO USERS	757,200	92.5 <- 95.6	72.1	57.4	70.8	53.5	77.2	
61,700	7.5		NON-USERS	61,700	7.5 <- 4.4	27.9	42.6	29.2	46.5	22.8	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER LICKING COUNTY (N= 300)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1:	35,900	33.3	.624	WCLT-FM	1:	22,400	24.1 <- 23.3	1: 23.0	1: 25.5	1: 20.4	1: 18.9	1: 25.3	960
2:	25,200	23.4	.417	WNCI	2:	10,500	11.3 <- 13.3	2: 13.5	2: 13.2	2: 10.8	2: 13.3	2: 10.2	127
5:	11,700	10.9	.453	WCLT-AM	3:	5,300	5.7 <- 7.1	6: 5.0	6: 3.4	6: 5.2	11: 2.5	3: 5.8	927
10:	9,900	9.2	.485	WTVN	4:	4,800	5.2 <- 5.6	3: 7.3	14: 2.6	14: 2.6	20: 0.8	10: 3.2	77
4:	16,200	15.0	.284	WLVQ	5:	4,600	4.9 <- 5.8	4: 6.1	10: 2.9	5: 6.0	8: 4.8	5: 5.7	67
8:	10,400	9.7	.413	WRZR	6:	4,300	4.6 <- 4.4	12: 2.4	3: 6.7	4: 6.9	3: 9.6	6: 5.6	376
3:	17,300	16.1	.237	WHOK	7:	4,100	4.4 <- 5.3	8: 4.0	4: 4.5	7: 4.2	10: 3.7	4: 5.8	69
6:	11,300	10.5	.336	WBZX	8:	3,800	4.1 <- 3.3	7: 4.1	7: 3.4	3: 7.0	6: 5.0	7: 5.0	58
11:	8,400	7.8	.417	WCOL-FM	9:	3,500	3.8 <- 2.2	9: 3.6	11: 2.9	10: 3.0	14: 2.1	9: 3.4	108
9:	10,000	9.3	.320	WTKO	10:	3,200	3.4 <- 2.9	5: 5.5	5: 3.9	8: 3.6	9: 4.6	11: 3.1	999
13:	6,300	5.8	.460	WAHC/WHT	11:	2,900	3.1 <- 2.7	10: 3.3	15: 2.6	11: 3.0	5: 5.2	8: 3.7	44
18:	3,800	3.5	.632	WCVQ	12:	2,400	2.6 <- 3.2	27: 0.4	26: 0.5	17: 2.2	12: 2.3	15: 1.8	114
7:	11,300	10.5	.195	WSNY	13:	2,200	2.4 <- 2.7	11: 2.9	12: 2.9	9: 3.2	4: 8.5	14: 1.9	35
22:	3,100	2.9	.677	WRFD	14:	2,100	2.3 <- 1.9	15: 1.8	22: 1.1	12: 3.0	0.0	22: 0.9	290
12:	7,500	7.0	.253	WBNS-FM	15:	1,900	2.0 <- 1.9	17: 1.5	8: 3.1	13: 2.7	15: 2.1	13: 3.0	47
19:	3,700	3.4	.514	WOSU-FM	16:	1,900	2.0 <- 2.8	16: 1.6	20: 1.3	15: 2.6	13: 2.3	12: 3.0	76
14:	5,500	5.1	.309	WHTH	17:	1,700	1.8 <- 1.9	13: 2.4	17: 2.1	18: 1.9	0.0	21: 1.0	999
20:	3,200	3.0	.500	WSWZ	18:	1,600	1.7 <- 1.1	23: 0.8	19: 1.5	21: 1.4	18: 1.2	18: 1.3	303
17:	5,000	4.6	.300	WLW	19:	1,500	1.6 <- 1.2	19: 1.1	9: 3.1	20: 1.6	7: 5.0	17: 1.4	119
15:	5,300	4.9	.264	WHIZ-FM	20:	1,400	1.5 <- 1.5	21: 0.9	18: 1.8	23: 1.0	23: 0.6	19: 1.3	580
24:	2,000	1.9	.600	WBNS-AM	21:	1,200	1.3 <- 1.3	20: 1.1	16: 2.6	0.0	0.0	16: 1.5	83
27:	1,800	1.7	.611	WMNI	22:	1,100	1.2 <- 0.8	18: 1.5	27: 0.5	0.0	0.0	0.0	103
16:	5,200	4.8	.115	WQIO	23:	600	0.6 <- 0.8	14: 2.0	13: 2.9	16: 2.6	24: 0.6	20: 1.2	517
32:	500	0.5	.999	WOBH	24:	500	0.5 <- 0.5	0.0	0.0	0.0	19: 1.0	25: 0.6	999
21:	3,200	3.0	.125	WCOL-AM	25:	400	0.4 <- 0.8	0.0	24: 0.6	24: 1.0	0.0	26: 0.5	22
25:	2,000	1.9	.200	WCEZ	26:	400	0.4 <- 0.4	25: 0.5	25: 0.6	22: 1.1	22: 0.8	23: 0.9	29
26:	1,900	1.8	.211	WOSU-AM	27:	400	0.4 <- 0.4	0.0	21: 1.3	0.0	0.0	0.0	24
30:	800	0.7	.500	WUCD	28:	400	0.4 <- 0.4	0.0	23: 0.6	0.0	0.0	0.0	13
31:	800	0.7	.500	WLOH	29:	400	0.4 <- 0.4	0.0	0.0	0.0	21: 0.8	27: 0.5	88
23:	2,800	2.6	.107	WRVF	30:	300	0.3 <- 0.0	24: 0.8	29: 0.5	19: 1.7	17: 1.7	29: 0.4	7
28:	1,500	1.4	.200	WCBE	31:	300	0.3 <- 0.0	22: 0.9	0.0	0.0	16: 1.7	28: 0.4	15
29:	1,400	1.3	.214	WCKX	32:	300	0.3 <- 0.3	28: 0.4	28: 0.5	25: 1.0	25: 0.6	24: 0.9	7
35:	300	0.3	.999	WEEC	33:	300	0.3 <- 0.3	29: 0.4	0.0	0.0	0.0	0.0	84
33:	400	0.4	.000	WMRN-AM		0	0.0 <- 0.0	26: 0.5	0.0	0.0	0.0	0.0	
34:	400	0.4	.000	WTUE		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
36:	300	0.3	.000	WVVO		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
37:	300	0.3	.000	WVJM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	700	0.6		OTHER		400	0.4 <- 0.4	0.5	0.6	0.6	0.0	0.4	
	300	0.3		DON'T KNOW		3,800	3.9 <- 8.4	3.8	3.3	3.6	4.9	6.3	
	96,800	89.9		RADIO USERS		96,800	89.9 <- 95.3	73.2	59.1	67.1	47.0	76.8	
	10,900	10.1		NON-USERS		10,900	10.1 <- 4.7	26.8	40.9	32.9	53.0	23.2	

QUALITATIVE RANKER
 MADISON COUNTY (N= 75)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	10,500	32.8	.352	WHOK	1:	3,700	14.0 <- 16.3	1:	17.4	1:	24.1	2:	15.7	2:	17.6	1:	17.1	220
4:	6,600	20.6	.545	WRVF	2:	3,600	13.6 <- 10.2	2:	15.4	3:	11.2	5:	9.7	7:	5.0	4:	12.8	286
3:	6,800	21.3	.515	WBZX	3:	3,500	13.2 <- 6.8	4:	10.9	2:	14.4	1:	16.1	1:	18.8	2:	14.7	186
7:	4,800	15.0	.625	WSNY	4:	3,000	11.3 <- 9.1	3:	12.9	6:	4.8	3:	14.3	3:	11.3	5:	10.9	166
6:	5,500	17.2	.345	WAHC/WHT	5:	1,900	7.2 <- 10.6	6:	7.0	4:	7.5	4:	10.6	6:	5.6	3:	13.3	101
9:	3,200	10.0	.406	WCKX	6:	1,300	4.9 <- 1.5	7:	6.5	5:	7.0	7:	3.7	10:	3.1	7:	3.8	102
8:	3,700	11.6	.324	WCOL-FM	7:	1,200	4.5 <- 3.0	11:	2.0	8:	4.3	6:	5.1	5:	7.5	8:	3.8	130
10:	2,500	7.8	.480	WTVN	8:	1,200	4.5 <- 4.5	8:	6.5	7:	4.3	8:	3.7	8:	5.0	9:	3.8	68
2:	7,800	24.4	.141	WLVQ	9:	1,100	4.2 <- 7.9	5:	7.5	9:	4.3	9:	3.2		0.0	6:	7.1	56
5:	6,000	18.8	.133	WNCI	10:	800	3.0 <- 7.9	9:	4.0	11:	3.7	10:	3.2	4:	8.1		0.0	34
16:	1,100	3.4	.727	WRFD	11:	800	3.0 <- 3.0		0.0	10:	4.3	12:	1.8		0.0		0.0	389
18:	900	2.8	.556	WEEC	12:	500	1.9 <- 1.9		0.0		0.0		0.0		0.0		0.0	492
17:	900	2.8	.556	WOSU-FM	13:	500	1.9 <- 1.9	10:	2.5	12:	2.7	11:	2.3		0.0		0.0	70
23:	500	1.6	.999	WKWC	14:	500	1.9 <- 0.0		0.0		0.0		0.0	11:	3.1	11:	2.4	999
14:	1,200	3.8	.333	WCVO	15:	400	1.5 <- 1.5	14:	2.0	14:	2.1	14:	1.8	13:	2.5	10:	3.8	67
15:	1,200	3.8	.333	WLW	16:	400	1.5 <- 1.5		0.0	16:	2.1	13:	1.8	9:	5.0		0.0	112
19:	900	2.8	.444	WTUE	17:	400	1.5 <- 0.0	13:	2.0	15:	2.1	15:	1.8		0.0	12:	1.9	999
21:	800	2.5	.500	WOSU-AM	18:	400	1.5 <- 1.5	12:	2.0	13:	2.1		0.0	12:	2.5		0.0	85
11:	2,200	6.9	.000	WBNS-FM		0	0.0 <- 3.4	15:	2.0		0.0		0.0		0.0		0.0	
12:	1,400	4.4	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
13:	1,300	4.1	.000	WCBE		0	0.0 <- 0.0		0.0		0.0	16:	1.8	15:	2.5		0.0	
20:	900	2.8	.000	WRZR		0	0.0 <- 1.9		0.0		0.0		0.0		0.0		0.0	
22:	800	2.5	.000	WCEZ		0	0.0 <- 0.0		0.0		0.0	17:	1.8	14:	2.5		0.0	
24:	500	1.6	.000	WWJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
25:	400	1.3	.000	WMNI		0	0.0 <- 2.6		0.0		0.0		0.0		0.0		0.0	
26:	400	1.3	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	3,100	9.7		OTHER		1,300	4.9 <- 1.9		0.0		0.0		0.0		0.0		4.7	
	900	2.8		DON'T KNOW		1,400	5.0 <- 10.3		4.3		0.0		8.1		5.9		6.2	
	27,900	87.2		RADIO USERS		27,900	87.2 <- 90.9		65.9		58.4		73.8		53.1		70.3	
	4,100	12.8		NON-USERS		4,100	12.8 <- 8.8		34.1		41.3		26.3		46.9		29.7	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER PICKAWAY COUNTY (N= 100)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 19,500	47.0	.590	WHOK 1: 11,500	29.2	<-25.1	1: 24.5	1: 29.7	1: 38.7	1: 18.9	1: 33.5	459
8: 5,500	13.3	.727	WTVN 2: 4,000	10.2	<-10.2	2: 11.6	2: 9.4	2: 11.8	8: 3.9	2: 13.4	152
4: 6,600	15.9	.515	WAHC/WHT 3: 3,400	8.6	<- 4.8	3: 9.1	3: 9.0	4: 7.0	2: 13.3	3: 8.8	122
5: 6,200	14.9	.500	WLVA 4: 3,100	7.9	<- 7.6	7: 3.8	5: 8.6	3: 8.5	4: 10.6	4: 8.2	107
2: 9,800	23.6	.306	WBZX 5: 3,000	7.6	<- 9.1	6: 6.9	4: 9.0	5: 5.5	6: 5.6	5: 8.2	107
3: 8,900	21.4	.270	WNCI 6: 2,400	6.1	<- 9.4	4: 9.1	6: 6.0	8: 2.6	5: 6.7	6: 4.9	68
6: 6,200	14.9	.242	WSNY 7: 1,500	3.8	<- 5.6	5: 8.2	11: 2.3	6: 4.4	3: 12.2	7: 3.3	56
7: 6,000	14.5	.233	WCOL-FM 8: 1,400	3.6	<- 2.0	12: 2.2	12: 2.3	13: 1.5	9: 3.9	10: 2.1	102
9: 4,300	10.4	.279	WBNS-FM 9: 1,200	3.0	<- 3.0	8: 3.8	9: 3.0	14: 1.5	12: 2.2	8: 2.4	70
13: 2,100	5.1	.429	WCOL-AM 10: 900	2.3	<- 1.0	0.0	8: 3.4	7: 3.0	13: 2.2	14: 1.2	115
14: 1,800	4.3	.500	WOSU-FM 11: 900	2.3	<- 1.3	13: 1.6	7: 3.4	0.0	0.0	11: 1.5	85
12: 2,500	6.0	.320	WLW 12: 800	2.0	<- 0.0	9: 2.8	10: 3.0	0.0	7: 4.4	0.0	150
22: 800	1.9	.999	WVOD 13: 800	2.0	<- 2.0	10: 2.5	18: 1.1	17: 1.1	14: 1.7	9: 2.4	59
15: 1,500	3.6	.333	WRZR 14: 500	1.3	<- 0.0	15: 1.6	0.0	18: 1.1	0.0	0.0	103
18: 1,200	2.9	.417	WCVO 15: 500	1.3	<- 1.3	11: 2.5	0.0	11: 1.8	0.0	0.0	56
20: 900	2.2	.556	WBNS-AM 16: 500	1.3	<- 1.3	14: 1.6	14: 1.9	10: 1.8	0.0	0.0	82
21: 900	2.2	.556	WCEZ 17: 500	1.3	<- 1.3	0.0	13: 1.9	0.0	10: 2.8	13: 1.5	84
24: 500	1.2	.999	WEEC 18: 500	1.3	<- 1.3	0.0	0.0	9: 1.8	0.0	12: 1.5	330
17: 1,300	3.1	.308	WOSU-AM 19: 400	1.0	<- 1.0	19: 1.3	0.0	16: 1.5	0.0	15: 1.2	57
26: 400	1.0	.999	WXIC 20: 400	1.0	<- 1.0	18: 1.3	16: 1.5	15: 1.5	0.0	16: 1.2	999
27: 400	1.0	.999	WNRJ 21: 400	1.0	<- 0.0	17: 1.3	17: 1.5	0.0	0.0	0.0	999
10: 3,300	8.0	.000	WRVF 0	0.0	<- 0.0	16: 1.6	0.0	0.0	11: 2.8	0.0	
11: 2,800	6.7	.000	WCLT-FM 0	0.0	<- 0.0	0.0	15: 1.9	0.0	0.0	0.0	
16: 1,400	3.4	.000	WWJM 0	0.0	<- 1.3	0.0	0.0	0.0	0.0	0.0	
19: 1,000	2.4	.000	WCBE 0	0.0	<- 0.0	0.0	0.0	12: 1.8	0.0	0.0	
23: 800	1.9	.000	WLOH 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
25: 500	1.2	.000	WCKX 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
28: 300	0.7	.000	WCMJ 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
6,200	14.9		OTHER 800	2.0	<- 2.0	2.5	1.1	3.0	9.4	4.0	
400	1.0		OOO'T KNOW 1,300	3.2	<-12.2	2.5	4.7	4.6	7.7	6.0	
40,700	98.1		RADIO USERS 40,700	98.1	<-99.0	78.6	67.2	68.4	47.0	84.3	
900	2.2		NON-USERS 900	2.2	<- 1.2	21.4	32.8	31.8	53.0	15.9	

QUALITATIVE RANKER
 UNION COUNTY (N= 67)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
						6-10A	10A-3P	3-7P	7P-12M	WKEND		
3:	5,200	19.3	WBNS-FM	1:	2,800	11.7 <- 8.8	9: 5.8	7: 5.9	1: 11.2	13: 3.3	8: 6.0	269
10:	3,200	11.9	WMRN-FM	2:	2,000	8.4 <- 5.0	6: 6.4	5: 8.8	6: 7.3	4: 10.0	1: 10.0	999
1:	5,400	20.0	WNCI	3:	1,900	8.0 <- 8.0	2: 14.3	6: 8.8	3: 10.6	1: 12.5	9: 6.0	89
2:	5,300	19.6	WLVQ	4:	1,600	6.7 <- 5.0	7: 6.4	2: 9.6	2: 11.2	2: 10.8	5: 8.0	91
7:	3,700	13.7	WHOK	5:	1,600	6.7 <- 6.3	8: 6.4	1: 11.8	4: 8.4	10: 4.2	6: 8.0	105
9:	3,400	12.6	WRVF	6:	1,600	6.7 <- 5.4	11: 5.3	3: 9.6	7: 7.3	9: 4.2	7: 6.5	141
5:	4,200	15.6	WSNY	7:	1,400	5.9 <- 5.9	10: 5.8	8: 5.2	9: 6.2	14: 3.3	10: 5.5	86
6:	3,800	14.1	WBZX	8:	1,400	5.9 <- 2.9	3: 7.4	9: 4.4	5: 7.8	5: 8.3	2: 9.0	82
4:	5,100	18.9	WTVN	9:	1,300	5.4 <- 7.1	1: 15.9	4: 9.6	12: 2.8	6: 7.5	3: 8.5	81
13:	1,800	6.7	MLW	10:	1,300	5.4 <- 2.1	14: 2.1	10: 3.7	13: 2.2	3: 10.8	12: 4.0	401
11:	2,100	7.8	WAHC/WHT	11:	1,100	4.6 <- 7.1	17: 1.6	18: 2.2	8: 6.7	8: 5.0	4: 8.5	65
12:	2,000	7.4	WEEC	12:	900	3.8 <- 5.4	4: 6.9	14: 2.9	10: 5.0	7: 6.6	11: 4.5	980
14:	1,300	4.8	WOSU-FM	13:	900	3.8 <- 3.8	12: 2.6	11: 3.7	11: 5.0	11: 4.2	14: 2.5	139
8:	3,600	13.3	WCOL-FM	14:	800	3.3 <- 8.4	5: 6.9	15: 2.9	0.0	15: 3.3	15: 2.0	96
16:	900	3.3	WMNI	15:	500	2.1 <- 2.1	13: 2.6	12: 3.7	0.0	0.0	0.0	181
17:	800	3.0	WRFD	16:	500	2.1 <- 2.1	0.0	13: 3.7	0.0	0.0	0.0	269
18:	800	3.0	WRZR	17:	400	1.7 <- 1.7	0.0	0.0	17: 2.2	16: 3.3	16: 2.0	136
22:	400	1.5	WOSU-AM	18:	400	1.7 <- 1.7	0.0	0.0	15: 2.2	0.0	0.0	94
23:	400	1.5	WUCD	19:	400	1.7 <- 1.7	15: 2.1	0.0	16: 2.2	0.0	17: 2.0	49
21:	400	1.5	WMRN-AM	20:	400	1.7 <- 1.7	16: 2.1	0.0	14: 2.2	0.0	18: 2.0	999
15:	1,200	4.4	WCBE	21:	300	1.3 <- 1.3	0.0	0.0	0.0	0.0	13: 4.0	57
19:	800	3.0	WCOL-AM		0	0.0 <- 0.0	0.0	17: 2.9	0.0	0.0	0.0	
20:	500	1.9	WCEZ		0	0.0 <- 0.0	0.0	0.0	0.0	12: 4.2	0.0	
25:	400	1.5	WCLT-FM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	19: 2.0	
24:	400	1.5	WKWC		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
26:	400	1.5	WILE		0	0.0 <- 0.0	0.0	16: 2.9	0.0	0.0	0.0	
	0	0.0	WCVZ		0	0.0 <- 1.7	0.0	0.0	0.0	0.0	0.0	
	2,000	7.4	OTHER		400	1.7 <- 1.7	0.0	0.0	0.0	0.0	0.0	
	500	1.9	DON'T KNOW		1,300	5.2 <- 11.3	4.1	8.7	6.8	0.0	4.3	
	25,200	93.3	RADIO USERS		25,200	93.3 <- 95.2	73.0	55.2	70.7	44.4	77.4	
	1,800	6.7	NON-USERS		1,800	6.7 <- 5.2	27.0	45.2	29.3	55.6	23.0	

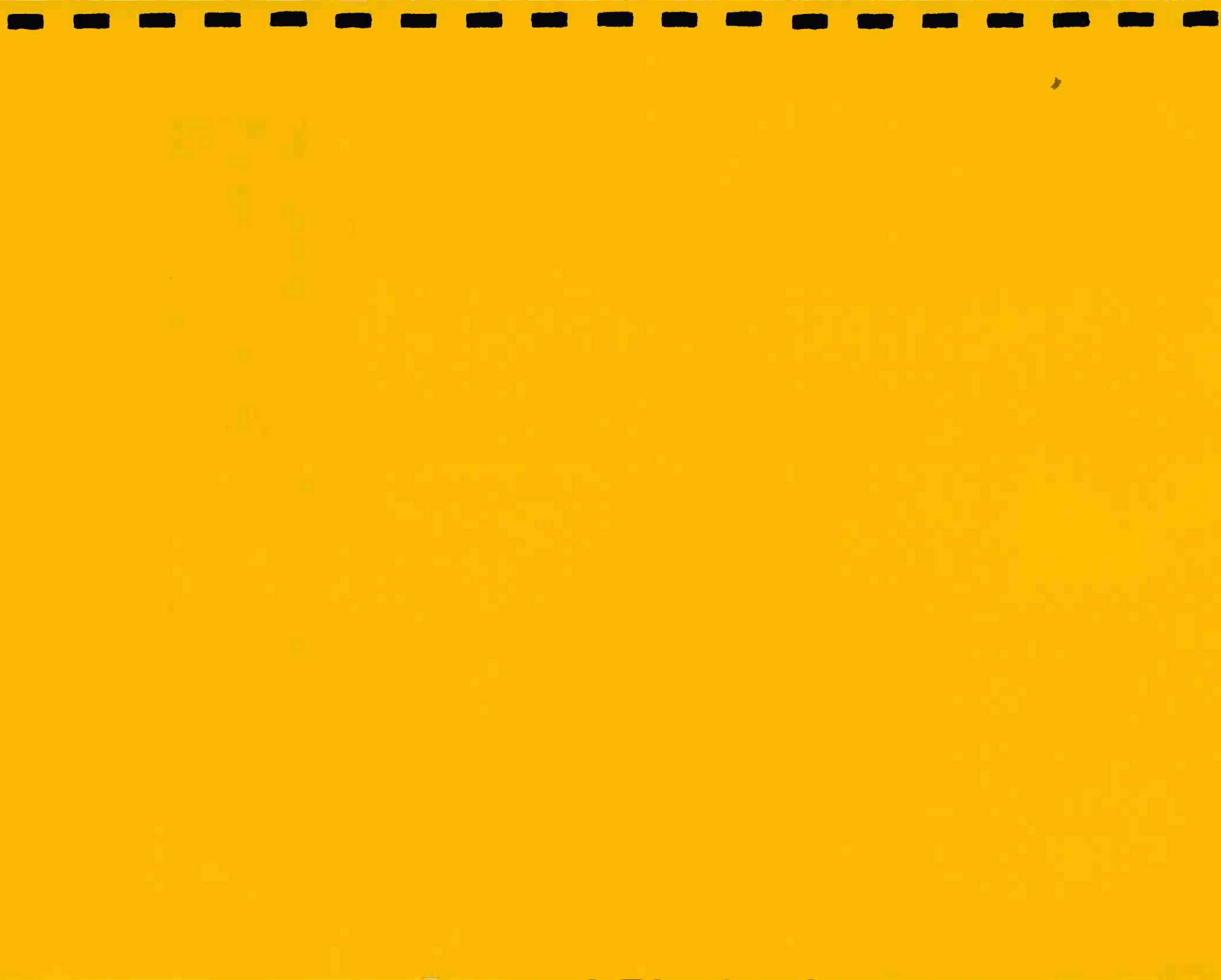


**Strategic
AccuRatings**

Columbus

Demo Rankers: Persons

	<u>Page</u>
Standard Demo Cells:	
Persons 12-17	13
Persons 18-24	14
Persons 25-34	15
Persons 35-44	16
Persons 45-54	17
Persons 55-64	18
Persons 65+	19
Sales Demos:	
Persons 12-24	20
Persons 18-34	21
Persons 18-49	22
Persons 25-49	23
Persons 25-54	24
Persons 35-54	25
Persons 35-64	26
Persons 35+	27
Alternate Demo Cells:	
Persons 12-15	28
Persons 16-19	29
Persons 20-29	30
Persons 30-39	31
Persons 40-49	32
Persons 50-59	33
Persons 60-69	34
Persons 70+	35
Custom Demos:	
Persons 21-34	36
Persons 21-40	37
Persons 16+	38
Persons 18+	39
Persons 21+	40



Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER PERSONS 12-17 (N= 281)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	70,500	62.4	.562	WAHC/WHT	1:	39,600	37.3 <-28.0	1:	32.8	1:	37.3	1:	33.2	1:	33.6	1:	39.1	527
4:	26,300	23.3	.502	WCIX	2:	13,200	12.4 <-10.1	3:	10.8	3:	13.6	2:	13.8	2:	12.7	4:	10.2	259
3:	37,700	33.4	.340	WBZX	3:	12,800	12.1 <- 9.6	4:	7.7	2:	13.8	3:	12.7	4:	11.5	2:	15.3	170
2:	45,500	40.3	.264	WNCI	4:	12,000	11.3 <-18.9	2:	18.5	4:	11.0	4:	9.5	3:	12.2	3:	12.1	127
7:	13,800	12.2	.377	WRVF	5:	5,200	4.9 <- 2.0	5:	6.9	5:	3.4	6:	4.2	6:	2.7	5:	3.8	103
5:	18,200	16.1	.247	WSNY	6:	4,500	4.2 <- 2.5	6:	4.9	9:	2.4	5:	4.9	5:	9.9	7:	3.0	62
9:	13,000	11.5	.262	WRZR	7:	3,400	3.2 <- 3.3	8:	3.0	7:	2.7	7:	3.5	9:	1.8	9:	2.2	260
6:	15,800	14.0	.158	WHOK	8:	2,500	2.4 <- 2.2	7:	3.4	6:	3.2	9:	2.7	8:	1.9	8:	2.5	37
8:	13,300	11.8	.173	WLVO	9:	2,300	2.2 <- 3.8	10:	1.8	8:	2.5	8:	2.9	10:	1.7	11:	1.5	29
11:	8,800	7.8	.261	WBNS-FM	10:	2,300	2.2 <- 1.8	11:	1.8	10:	2.1	10:	2.1	7:	2.2	6:	3.2	50
10:	9,300	8.2	.215	WCOL-FM	11:	2,000	1.9 <- 2.0		0.0	12:	1.2	13:	1.2	11:	1.5	15:	0.4	54
14:	6,100	5.4	.197	WCLT-FM	12:	1,200	1.1 <- 1.1	13:	1.0	15:	0.4	12:	1.3	12:	1.4	10:	1.6	45
15:	5,400	4.8	.148	WUCD	13:	800	0.8 <- 0.8	15:	0.5	18:	0.4	15:	0.9	17:	0.5	12:	1.2	22
16:	4,600	4.1	.174	WTVN	14:	800	0.8 <- 0.8		0.0	17:	0.4	18:	0.4	14:	0.9	17:	0.4	11
17:	2,100	1.9	.381	WNKO	15:	800	0.8 <- 0.4	16:	0.5	16:	0.4	16:	0.9	15:	0.9	16:	0.4	224
18:	2,000	1.8	.250	WOSU-FM	16:	500	0.5 <- 0.5	14:	0.6	13:	1.0	17:	0.5	18:	0.5	18:	0.4	17
28:	500	0.4	.999	WCEZ	17:	500	0.5 <- 0.5		0.0	14:	0.5		0.0	16:	0.6	14:	0.5	31
12:	7,800	6.9	.051	WWJM	18:	400	0.4 <- 2.0	9:	2.0	11:	1.9	11:	1.9	13:	1.4	13:	0.8	327
13:	6,700	5.9	.060	WVVO	19:	400	0.4 <- 0.8	12:	1.6		0.0	19:	0.4		0.0	19:	0.4	14
22:	1,600	1.4	.250	WCVO	20:	400	0.4 <- 0.4	17:	0.5	19:	0.4	20:	0.4		0.0		0.0	17
19:	2,000	1.8	.000	WCBE		0	0.0 <- 0.0	21:	0.5		0.0		0.0		0.0		0.0	
20:	1,900	1.7	.000	WSWZ		0	0.0 <- 0.4		0.0		0.0		0.0	20:	0.5		0.0	
21:	1,800	1.6	.000	WMRN-FM		0	0.0 <- 0.5		0.0		0.0		14:	1.1	19:	0.5		0.0
23:	1,200	1.1	.000	WRIO		0	0.0 <- 0.4	19:	0.5	22:	0.4	23:	0.4		0.0		0.0	
24:	1,100	1.0	.000	WCOL-AM		0	0.0 <- 0.0		0.0	21:	0.4	22:	0.4		0.0		0.0	
26:	800	0.7	.000	WLV		0	0.0 <- 0.0		0.0		0.0	21:	0.4	21:	0.5		0.0	
25:	800	0.7	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	800	0.7	.000	WBNS-AM		0	0.0 <- 0.0	18:	0.5		0.0		0.0		0.0		0.0	
29:	500	0.4	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.4	.000	WNZR		0	0.0 <- 0.4		0.0		0.0		0.0		0.0		0.0	
33:	400	0.4	.000	WRFD		0	0.0 <- 0.0	20:	0.5		0.0		0.0		0.0		0.0	
32:	400	0.4	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	400	0.4	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.4	.000	WYBZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.4	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	20:	0.4		0.0		0.0		0.0	
31:	400	0.4	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	3,700	3.3		OTHER		900	0.8 <- 0.0		0.0		0.0		0.4		1.0		0.9	
	0	0.0		DON'T KNOW		4,400	4.0 <-12.0		1.9		1.7		6.7		4.4		5.6	
	110,500	97.8		RADIO USERS		110,500	97.8 <-98.8		74.9		82.0		87.1		81.8		91.2	
	2,400	2.1		NON-USERS		2,400	2.1 <- 1.1		25.0		18.0		12.9		18.2		8.7	

Strategic AccuRatings

For "How to Read" information, call:

1-800-777-8877

STANDARD DEMO RANKER

PERSONS 18-24 (N= 415)

Columbus

Summer 1993

July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	69,700	40.0	.426	WBZX	1:	29,700	17.9 <-13.2	1:	19.1	1:	17.6	1:	16.8	1:	14.9	1:	17.2	251
2:	61,300	35.2	.300	WLWQ	2:	18,400	11.1 <-11.4	3:	12.9	3:	10.2	4:	10.7	6:	8.8	4:	10.4	150
3:	57,600	33.1	.302	WNCT	3:	17,400	10.5 <-13.5	2:	16.5	4:	9.2	2:	12.6	5:	10.9	3:	10.6	117
8:	27,900	16.0	.599	WCIX	4:	16,700	10.0 <- 8.4	5:	7.0	6:	7.9	5:	10.0	2:	11.9	6:	8.5	209
4:	57,500	33.0	.283	WAHC/WHT	5:	16,300	9.8 <- 9.4	4:	8.4	2:	11.2	3:	11.8	4:	11.2	2:	12.6	138
6:	33,100	19.0	.338	WRVF	6:	11,200	6.7 <- 5.4	7:	6.7	5:	8.2	6:	7.1	7:	7.6	5:	9.1	142
5:	41,200	23.7	.267	WSNY	7:	11,000	6.6 <- 4.9	6:	6.8	10:	4.2	9:	4.2	3:	11.4	8:	5.6	96
9:	24,900	14.3	.414	WUCD	8:	10,300	6.2 <- 3.7	9:	3.2	8:	5.5	7:	5.5	8:	5.3	7:	8.2	180
7:	29,800	17.1	.319	WHOK	9:	9,500	5.7 <- 5.2	8:	5.1	7:	7.4	8:	5.4	10:	4.0	9:	4.8	90
10:	20,500	11.8	.229	WRZR	10:	4,700	2.8 <- 4.3	16:	0.6	11:	3.6	10:	3.6	9:	4.4	10:	2.9	230
13:	12,100	7.0	.388	WCLT-FM	11:	4,700	2.8 <- 1.8	10:	3.0	9:	4.7	11:	2.5	12:	1.5	11:	1.8	113
14:	7,100	4.1	.451	WCBE	12:	3,200	1.9 <- 2.2	11:	2.6	12:	2.0	12:	2.2	11:	1.6	12:	1.4	87
19:	3,700	2.1	.676	WCVO	13:	2,500	1.5 <- 0.5		0.0	16:	0.7	16:	0.9		0.0	16:	0.8	66
11:	16,000	9.2	.081	WBNS-FM	14:	1,300	0.8 <- 0.5	13:	1.0	14:	1.0	13:	1.5	14:	1.0	13:	1.2	18
12:	15,800	9.1	.082	WCOL-FM	15:	1,300	0.8 <- 0.2	12:	1.1	15:	0.8	14:	0.9	21:	0.3	21:	0.3	22
18:	4,100	2.4	.317	WOSU-FM	16:	1,300	0.8 <- 0.8	17:	0.6	17:	0.7	15:	0.9	13:	1.4	14:	0.9	29
15:	6,000	3.4	.150	WKVO	17:	900	0.5 <- 0.5	20:	0.4	19:	0.4	20:	0.4	16:	0.4	15:	0.9	20
22:	2,500	1.4	.320	WCOL-AM	18:	800	0.5 <- 0.2	23:	0.3	13:	1.1	17:	0.6	15:	0.7	22:	0.3	24
24:	2,000	1.1	.400	WMNI	19:	800	0.5 <- 0.5	18:	0.6	22:	0.3	23:	0.3		0.0	23:	0.3	42
26:	1,300	0.7	.385	WOBM	20:	500	0.3 <- 0.3		0.0		0.0		0.0	20:	0.4	20:	0.3	625
28:	900	0.5	.556	WMKC	21:	500	0.3 <- 0.0		0.0		0.0		0.0	17:	0.4	17:	0.3	284
33:	500	0.3	.999	WLOH	22:	500	0.3 <- 0.3		0.0	21:	0.4	21:	0.4	18:	0.4	18:	0.3	61
32:	500	0.3	.999	WMRN-FM	23:	500	0.3 <- 0.0		0.0	20:	0.4	22:	0.4	19:	0.4	19:	0.3	53
16:	5,900	3.4	.068	WTVN	24:	400	0.2 <- 0.2	25:	0.3	18:	0.7	18:	0.6		0.0		0.0	4
17:	5,500	3.2	.073	WWJM	25:	400	0.2 <- 1.3	15:	0.7	25:	0.3	19:	0.6		0.0	25:	0.3	208
20:	2,700	1.6	.148	WLW	26:	400	0.2 <- 0.2	21:	0.4	24:	0.3		0.0		0.0	24:	0.3	18
25:	1,600	0.9	.250	WOSU-AM	27:	400	0.2 <- 0.2	19:	0.6	23:	0.3	24:	0.3	23:	0.3	26:	0.3	14
30:	800	0.5	.500	WBNS-AM	28:	400	0.2 <- 0.0		0.0		0.0		0.0		0.0	27:	0.3	15
29:	800	0.5	.500	WCEZ	29:	400	0.2 <- 0.0	24:	0.3		0.0		0.0	22:	0.3		0.0	16
21:	2,600	1.5	.000	WNKO		0	0.0 <- 0.0	14:	0.9		0.0		0.0		0.0		0.0	
23:	2,100	1.2	.000	WSWZ		0	0.0 <- 0.0		0.0	27:	0.3		0.0		0.0		0.0	
27:	1,300	0.7	.000	WQIO		0	0.0 <- 0.0	26:	0.3	26:	0.3		0.0		0.0		0.0	
31:	800	0.5	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0	24:	0.3		0.0	
34:	500	0.3	.000	WYBZ		0	0.0 <- 0.0	22:	0.4		0.0		0.0		0.0		0.0	
35:	400	0.2	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.2	.000	WHIZ-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	400	0.2	.000	WRFD		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
38:	400	0.2	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	400	0.2	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	4,500	2.6		OTHER		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
	0	0.0		DON'T KNOW		4,600	2.7 <-13.4		3.7		3.7		5.6		4.9		6.6	
	170,900	98.2		RADIO USERS		170,900	98.2 <-98.9		77.0		70.6		83.8		73.7		89.5	
	3,100	1.8		NON-USERS		3,100	1.8 <- 1.1		23.0		29.4		16.2		26.3		10.5	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER

PERSONS 25-34 (N= 859)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	91,200	35.8	.354	WLWQ	1:	32,300	13.5 <- 15.7	1:	15.7	2:	12.4	1:	14.2	2:	10.9	1:	13.9	183
2:	75,800	29.8	.381	WNCI	2:	28,900	12.1 <- 13.5	2:	15.1	1:	14.0	3:	10.2	4:	9.7	2:	11.2	136
3:	60,000	23.6	.362	WBZK	3:	21,700	9.1 <- 8.1	6:	6.3	4:	8.5	2:	11.3	3:	10.5	3:	10.5	128
4:	63,800	25.1	.313	WSNY	4:	20,000	8.4 <- 8.7	3:	9.8	3:	9.1	5:	7.8	1:	13.5	5:	7.7	122
7:	36,400	14.3	.470	WRVF	5:	17,100	7.2 <- 5.0	4:	7.3	6:	6.4	6:	7.7	7:	5.8	7:	6.7	151
5:	46,800	18.4	.357	WHOK	6:	16,700	7.0 <- 6.6	5:	6.5	5:	7.3	7:	6.6	8:	5.3	6:	7.4	110
6:	37,200	14.6	.403	WUCD	7:	15,000	6.3 <- 5.1	7:	5.4	7:	5.5	4:	8.3	5:	7.1	4:	9.1	183
11:	21,400	8.4	.579	WCKX	8:	12,400	5.2 <- 4.1	8:	4.9	8:	5.3	9:	5.2	6:	6.5	9:	5.2	108
8:	35,200	13.8	.335	WAHC/WHT	9:	11,800	4.9 <- 3.9	9:	3.7	10:	3.5	8:	6.0	9:	5.2	8:	6.3	70
13:	15,900	6.2	.472	WCBE	10:	7,500	3.1 <- 2.8	10:	2.9	16:	1.8	10:	3.6	13:	2.0	11:	2.4	143
14:	14,500	5.7	.393	WCLT-FM	11:	5,700	2.4 <- 2.1	12:	2.2	11:	2.9	11:	2.3	11:	2.4	10:	2.6	95
15:	13,500	5.3	.370	WTVN	12:	5,000	2.1 <- 1.5	11:	2.4	23:	0.6	18:	1.0	18:	1.3	19:	1.0	31
9:	24,300	9.5	.202	WCOL-FM	13:	4,900	2.1 <- 1.9	14:	1.7	17:	1.8	14:	1.5	16:	1.6	15:	1.3	59
10:	24,300	9.5	.202	WBNS-FM	14:	4,900	2.1 <- 1.8	13:	1.9	15:	2.0	12:	2.3	14:	1.8	12:	2.2	47
16:	12,400	4.9	.371	WCOL-AM	15:	4,600	1.9 <- 1.1	19:	1.2	9:	4.0	19:	1.0	21:	0.8	21:	0.7	97
19:	8,200	3.2	.524	WCVO	16:	4,300	1.8 <- 1.5	16:	1.6	19:	0.8	15:	1.3	19:	1.2	16:	1.3	79
12:	16,500	6.5	.230	WRZR	17:	3,800	1.6 <- 2.1	17:	1.4	13:	2.3	13:	1.7	10:	2.9	13:	2.0	130
17:	11,900	4.7	.319	WVVO	18:	3,800	1.6 <- 2.1	15:	1.7	14:	2.1	17:	1.2	17:	1.5	14:	1.8	60
20:	7,300	2.9	.493	WLW	19:	3,600	1.5 <- 1.4	18:	1.3	12:	2.4	16:	1.3	12:	2.3	17:	1.3	111
18:	8,900	3.5	.247	WOSU-FM	20:	2,200	0.9 <- 0.6	21:	0.9	18:	1.0	20:	0.6	15:	1.7	18:	1.0	34
24:	4,100	1.6	.439	WMRN-FM	21:	1,800	0.8 <- 0.8	22:	0.7	21:	0.8	25:	0.4	22:	0.8	20:	0.9	133
22:	4,600	1.8	.348	WRFD	22:	1,600	0.7 <- 0.3	23:	0.5	22:	0.7	22:	0.5	28:	0.2	28:	0.1	86
21:	5,500	2.2	.273	WOSU-AM	23:	1,500	0.6 <- 0.6	20:	1.0	20:	0.8	21:	0.6	20:	1.1	23:	0.4	35
26:	3,100	1.2	.323	WSWZ	24:	1,000	0.4 <- 0.3	31:	0.3	30:	0.2	30:	0.2	27:	0.4	22:	0.5	74
27:	3,000	1.2	.200	WCEZ	25:	600	0.3 <- 0.1	26:	0.5	31:	0.2		0.0	24:	0.4	30:	0.1	17
28:	2,500	1.0	.240	WBNS-AM	26:	600	0.3 <- 0.3	25:	0.5	25:	0.4	26:	0.3	29:	0.2	26:	0.3	16
29:	2,400	0.9	.250	WMNI	27:	600	0.3 <- 0.1	24:	0.5	24:	0.4	28:	0.3	23:	0.4	29:	0.1	22
30:	2,300	0.9	.261	WCMJ	28:	600	0.3 <- 0.0	28:	0.3	27:	0.4	31:	0.2	25:	0.4	25:	0.3	291
32:	1,900	0.7	.316	WCLT-AM	29:	600	0.3 <- 0.4		0.0	32:	0.2	24:	0.5		0.0	24:	0.3	41
35:	800	0.3	.750	WHTH	30:	600	0.3 <- 0.1	32:	0.2	26:	0.4	27:	0.3		0.0		0.0	154
25:	3,900	1.5	.077	WQIO	31:	300	0.1 <- 0.0		0.0	34:	0.2		0.0	32:	0.2	32:	0.1	101
31:	2,200	0.9	.136	WNKO	32:	300	0.1 <- 0.3	29:	0.3	28:	0.4	29:	0.3	30:	0.2	34:	0.1	37
37:	300	0.1	.999	WLOH	33:	300	0.1 <- 0.1	33:	0.2	33:	0.2	33:	0.2		0.0	33:	0.1	26
39:	300	0.1	.999	WHIZ-FM	34:	300	0.1 <- 0.1		0.0		0.0		0.0		0.0		0.0	48
38:	300	0.1	.999	WYBZ	35:	300	0.1 <- 0.0	34:	0.2		0.0	32:	0.2	31:	0.2	31:	0.1	187
23:	4,600	1.8	.000	WJWJ		0	0.0 <- 0.1	30:	0.3	29:	0.4	23:	0.5	26:	0.4	27:	0.3	
34:	900	0.4	.000	WAKC		0	0.0 <- 0.0		0.0	35:	0.2		0.0		0.0		0.0	
33:	900	0.4	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	700	0.3	.000	WEEC		0	0.0 <- 0.2	27:	0.4		0.0		0.0		0.0	35:	0.1	
41:	300	0.1	.000	WCVZ		0	0.0 <- 0.3		0.0		0.0		0.0		0.0		0.0	
40:	300	0.1	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0	33:	0.2		0.0	
42:	300	0.1	.000	WNRJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	6,300	2.5		OTHER		1,500	0.6 <- 1.3		0.4		0.4		0.7		1.0		0.3	
	500	0.2		DON'T KNOW		7,300	3.0 <- 9.3		2.4		4.6		4.3		4.2		5.3	
	245,800	96.6		RADIO USERS		245,800	96.6 <- 98.1		79.1		60.4		79.8		58.4		85.8	
	8,700	3.4		NON-USERS		8,700	3.4 <- 1.9		20.9		39.6		20.2		41.6		14.2	

Strategic AccuRatings

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STANDARD DEMO RANKER

PERSONS 35-44 (N= 695)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 57,900	25.8	.434	WNCI	1: 25,100	12.1 <- 13.4	2: 12.4	1: 10.4	1: 10.0	3: 8.7	1: 10.7	136
3: 45,400	20.2	.456	WLVA	2: 20,700	10.0 <- 10.6	1: 13.7	3: 8.2	2: 9.7	6: 5.7	2: 9.0	136
2: 56,500	25.1	.336	WSNY	3: 19,000	9.2 <- 13.3	4: 10.3	2: 10.0	3: 8.9	1: 9.2	3: 8.7	134
4: 44,100	19.6	.333	WCOL-FM	4: 14,700	7.1 <- 6.7	6: 5.1	6: 6.0	4: 6.8	2: 9.1	4: 7.8	203
7: 32,100	14.3	.424	WHOK	5: 13,600	6.6 <- 5.6	5: 6.3	4: 7.8	6: 6.7	5: 6.9	5: 7.2	103
6: 32,400	14.4	.401	WTVN	6: 13,000	6.3 <- 5.8	3: 11.2	8: 3.8	9: 4.1	13: 3.6	14: 3.2	94
5: 38,300	17.0	.319	WBNS-FM	7: 12,200	5.9 <- 3.3	7: 4.8	5: 6.6	5: 6.8	4: 7.0	6: 7.2	135
13: 17,500	7.8	.560	WVKD	8: 9,800	4.7 <- 5.6	8: 4.8	18: 2.2	11: 3.8	15: 2.7	8: 5.1	177
10: 19,700	8.8	.477	WVCD	9: 9,400	4.5 <- 3.0	13: 2.3	7: 3.9	8: 5.0	8: 4.7	7: 5.4	132
12: 18,800	8.4	.426	WCBE	10: 8,000	3.9 <- 3.7	9: 4.5	16: 2.5	7: 5.1	7: 5.7	12: 3.4	176
9: 19,800	8.8	.384	WBZX	11: 7,600	3.7 <- 2.6	12: 2.4	9: 3.8	10: 4.1	11: 3.8	9: 4.1	52
11: 19,600	8.7	.337	WRVF	12: 6,600	3.2 <- 2.1	10: 2.6	10: 3.5	12: 3.5	14: 3.1	10: 3.7	67
15: 15,200	6.8	.336	WCIX	13: 5,100	2.5 <- 2.3	14: 2.3	13: 3.0	15: 2.5	12: 3.8	15: 3.1	51
8: 22,200	9.9	.225	WAHC/WHT	14: 5,000	2.4 <- 2.5	18: 1.1	11: 3.5	13: 3.5	9: 4.1	13: 3.2	34
14: 17,000	7.6	.282	WOSU-FM	15: 4,800	2.3 <- 2.1	15: 2.0	12: 3.4	14: 3.3	10: 4.0	11: 3.7	86
18: 11,900	5.3	.403	WOSU-AM	16: 4,800	2.3 <- 2.2	11: 2.6	14: 2.9	16: 2.3	18: 1.3	16: 1.8	131
20: 7,200	3.2	.444	WCVQ	17: 3,200	1.5 <- 1.9	16: 1.6	20: 1.8	21: 1.0	23: 1.0	18: 1.5	68
19: 8,000	3.6	.375	WCLT-FM	18: 3,000	1.5 <- 1.3	17: 1.5	19: 2.1	22: 0.9	19: 1.3	17: 1.8	58
26: 4,200	1.9	.643	WRFD	19: 2,700	1.3 <- 1.5	19: 1.1	21: 1.4	19: 1.5	27: 0.6	22: 0.8	168
22: 5,800	2.6	.414	WSWZ	20: 2,400	1.2 <- 1.0	23: 0.7	23: 1.2	23: 0.8	21: 1.2	31: 0.2	205
17: 12,200	5.4	.189	WLW	21: 2,300	1.1 <- 1.6	24: 0.6	15: 2.6	18: 1.6	17: 2.4	19: 1.1	82
16: 15,200	6.8	.125	WCOL-AM	22: 1,900	0.9 <- 1.0	21: 0.7	17: 2.2	17: 2.1	16: 2.6	21: 0.9	46
28: 3,000	1.3	.533	WTKO	23: 1,600	0.8 <- 0.6	20: 0.9	26: 0.5	24: 0.6	28: 0.6	23: 0.8	230
23: 5,100	2.3	.294	WNNI	24: 1,500	0.7 <- 0.8	22: 0.7	27: 0.5	25: 0.6	20: 1.3	26: 0.5	63
30: 1,900	0.8	.789	WVRN-FM	25: 1,500	0.7 <- 0.9	26: 0.4	25: 0.6	26: 0.4	25: 0.7	20: 1.1	128
21: 6,500	2.9	.200	WCEZ	26: 1,300	0.6 <- 0.8	27: 0.4	22: 1.3	27: 0.4	24: 1.0	24: 0.8	42
27: 3,300	1.5	.303	WQIO	27: 1,000	0.5 <- 0.5	25: 0.6	24: 0.8	20: 1.1	26: 0.7	25: 0.6	387
24: 4,500	2.0	.156	WBNS-AM	28: 700	0.3 <- 0.1	28: 0.3	34: 0.2	28: 0.4	31: 0.3	0: 0	22
25: 4,500	2.0	.133	WRZR	29: 600	0.3 <- 0.6	29: 0.3	0: 0	0: 0	29: 0.6	33: 0.2	24
31: 1,600	0.7	.375	WAKC	30: 600	0.3 <- 0.3	35: 0.2	29: 0.3	29: 0.4	32: 0.3	32: 0.2	275
32: 1,500	0.7	.267	WEEC	31: 400	0.2 <- 0.2	32: 0.2	30: 0.3	30: 0.4	22: 1.1	27: 0.4	50
33: 1,400	0.6	.286	WLOH	32: 400	0.2 <- 0.2	34: 0.2	0: 0	0: 0	0: 0	0: 0	39
39: 800	0.4	.500	WVRN-AM	33: 400	0.2 <- 0.2	0: 0	0: 0	0: 0	30: 0.4	29: 0.2	168
38: 800	0.4	.500	WTUE	34: 400	0.2 <- 0.0	31: 0.2	31: 0.3	32: 0.3	0: 0	30: 0.2	503
40: 400	0.2	.999	WNRJ	35: 400	0.2 <- 0.0	33: 0.2	32: 0.3	0: 0	0: 0	0: 0	503
35: 1,300	0.6	.231	WHIZ-FM	36: 300	0.1 <- 0.3	0: 0	28: 0.5	0: 0	0: 0	34: 0.2	56
34: 1,300	0.6	.231	WCMJ	37: 300	0.1 <- 0.0	30: 0.3	0: 0	0: 0	0: 0	28: 0.4	168
29: 2,900	1.3	.000	WCLT-AM	0	0.0 <- 0.0	0: 0	0: 0	31: 0.4	33: 0.3	0: 0	0: 0
36: 1,300	0.6	.000	WVJM	0	0.0 <- 0.0	0: 0	0: 0	0: 0	0: 0	0: 0	0: 0
37: 900	0.4	.000	WOBM	0	0.0 <- 0.0	0: 0	0: 0	33: 0.2	0: 0	0: 0	0: 0
41: 400	0.2	.000	WILE	0	0.0 <- 0.0	0: 0	33: 0.3	0: 0	0: 0	0: 0	0: 0
42: 300	0.1	.000	WVZR	0	0.0 <- 0.0	0: 0	0: 0	0: 0	0: 0	0: 0	0: 0
43: 300	0.1	.000	WHTH	0	0.0 <- 0.0	0: 0	0: 0	0: 0	0: 0	0: 0	0: 0
44: 300	0.1	.000	WVVO	0	0.0 <- 0.0	0: 0	0: 0	0: 0	0: 0	0: 0	0: 0
5,800	2.6		OTHER	700	0.3 <- 0.8	0.6	1.0	0.7	0.4	0.6	
600	0.3		DON'T KNOW	7,400	3.5 <- 7.5	3.5	5.2	3.9	7.4	5.7	
214,100	95.3		RADIO USERS	214,100	95.3 <- 98.8	81.3	58.7	73.7	48.7	80.1	
10,600	4.7		NON-USERS	10,600	4.7 <- 1.2	18.7	41.4	26.3	51.3	19.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER

PERSONS 45-54 (N= 456)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1:	36,400	24.4	.599	WTVN	1:	21,800	16.3 <- 17.5	1: 22.9	1: 14.6	1: 13.7	1: 14.7	1: 14.6	244
2:	31,800	21.3	.412	WSNY	2:	13,100	9.8 <- 10.4	2: 12.5	2: 11.0	2: 11.4	2: 14.2	3: 8.1	143
4:	21,700	14.5	.438	WHOK	3:	9,500	7.1 <- 8.7	6: 5.0	3: 8.4	3: 7.3	5: 5.2	2: 8.7	112
10:	10,000	6.7	.760	WKVO	4:	7,600	5.7 <- 7.0	7: 4.6	11: 3.0	11: 3.6	9: 4.7	6: 5.9	213
3:	22,300	14.9	.336	WCOL-FM	5:	7,500	5.6 <- 4.3	5: 5.4	4: 7.1	5: 6.3	6: 5.2	5: 6.3	161
6:	17,600	11.8	.409	WNCI	6:	7,200	5.4 <- 6.2	3: 6.8	12: 3.0	7: 5.0	11: 3.9	11: 3.9	61
8:	13,200	8.8	.545	WRVF	7:	7,200	5.4 <- 3.8	9: 4.3	6: 5.6	8: 4.8	13: 3.0	4: 6.5	113
5:	19,600	13.1	.362	WBNS-FM	8:	7,100	5.3 <- 4.5	11: 3.6	7: 5.4	4: 7.3	3: 6.3	8: 4.9	122
12:	9,300	6.2	.699	WCVO	9:	6,500	4.9 <- 3.9	4: 5.5	9: 3.9	12: 3.2	8: 4.8	12: 3.7	215
7:	16,900	11.3	.373	WOSU-FM	10:	6,300	4.7 <- 4.2	13: 1.9	5: 5.7	10: 4.0	4: 5.4	9: 4.7	175
9:	10,200	6.8	.578	WOSU-AM	11:	5,900	4.4 <- 4.5	10: 4.0	15: 2.0	9: 4.3	25: 0.5	13: 3.5	249
14:	8,500	5.7	.624	WCLT-FM	12:	5,300	4.0 <- 4.0	12: 2.9	8: 5.0	13: 3.2	10: 4.1	7: 5.3	158
11:	9,700	6.5	.351	WCEZ	13:	3,400	2.5 <- 2.2	14: 1.8	23: 1.4	14: 2.8	14: 2.9	10: 4.0	169
15:	8,000	5.4	.388	WCBE	14:	3,100	2.3 <- 2.3	8: 4.6	14: 2.1	6: 5.4	17: 1.6	14: 3.4	106
16:	7,000	4.7	.314	WLW	15:	2,200	1.6 <- 1.4	26: 0.4	16: 1.8	19: 1.5	7: 5.0	23: 0.6	122
17:	6,300	4.2	.317	WSWZ	16:	2,000	1.5 <- 1.3	22: 0.7	17: 1.5	15: 2.5	19: 1.3	17: 1.7	265
18:	5,900	4.0	.322	WMNI	17:	1,900	1.4 <- 1.9	16: 1.4	18: 1.5	17: 1.7	16: 2.5	16: 2.3	124
19:	5,800	3.9	.310	WCIX	18:	1,800	1.3 <- 1.3	15: 1.5	13: 2.7	18: 1.6	12: 3.2	15: 3.2	28
20:	5,500	3.7	.309	WLVD	19:	1,700	1.3 <- 1.6	18: 1.3	20: 1.5	16: 2.2	20: 1.3	18: 1.7	17
23:	3,700	2.5	.459	WRFD	20:	1,700	1.3 <- 1.3	17: 1.3	19: 1.5	20: 1.1	26: 0.5	27: 0.3	164
21:	5,400	3.6	.278	WBNS-AM	21:	1,500	1.1 <- 1.3	19: 1.1	27: 0.5	0.0	21: 0.7	28: 0.3	72
25:	3,100	2.1	.452	WBZX	22:	1,400	1.0 <- 0.5	20: 1.1	28: 0.5	29: 0.3	27: 0.5	20: 1.0	15
13:	9,300	6.2	.140	WCOL-AM	23:	1,300	1.0 <- 1.5	30: 0.3	10: 3.5	21: 1.1	18: 1.6	29: 0.3	49
24:	3,600	2.4	.361	WHIZ-FM	24:	1,300	1.0 <- 0.4	25: 0.6	21: 1.5	24: 0.7	28: 0.5	24: 0.6	376
22:	4,500	3.0	.244	WAHC/WHT	25:	1,100	0.8 <- 0.5	21: 1.1	24: 1.1	22: 0.8	15: 2.7	19: 1.1	12
26:	3,100	2.1	.226	WCLT-AM	26:	700	0.5 <- 1.3	24: 0.7	29: 0.5	25: 0.4	0.0	21: 0.7	85
27:	2,300	1.5	.304	WLOH	27:	700	0.5 <- 0.0	23: 0.7	22: 1.5	30: 0.3	0.0	30: 0.3	107
36:	900	0.6	.444	WMRN-FM	28:	400	0.3 <- 0.3	27: 0.4	0.0	27: 0.4	22: 0.7	26: 0.4	53
38:	600	0.4	.667	WMRN-AM	29:	400	0.3 <- 0.3	28: 0.4	0.0	26: 0.4	0.0	25: 0.4	260
29:	1,400	0.9	.214	WRZR	30:	300	0.2 <- 0.2	31: 0.3	0.0	23: 0.8	23: 0.7	0.0	18
33:	1,000	0.7	.300	WEEC	31:	300	0.2 <- 0.2	32: 0.3	0.0	0.0	0.0	0.0	59
32:	1,000	0.7	.300	WNZR	32:	300	0.2 <- 0.0	0.0	0.0	31: 0.3	0.0	31: 0.3	334
28:	1,800	1.2	.000	WNKO		0	0.0 <- 0.0	29: 0.4	26: 0.6	0.0	0.0	0.0	0.0
31:	1,400	0.9	.000	WQIO		0	0.0 <- 0.0	0.0	0.0	28: 0.4	0.0	0.0	0.0
30:	1,400	0.9	.000	WJCD		0	0.0 <- 0.0	0.0	31: 0.5	0.0	0.0	22: 0.7	0.0
34:	1,000	0.7	.000	WJMJ		0	0.0 <- 0.0	0.0	0.0	32: 0.3	24: 0.7	32: 0.3	0.0
35:	1,000	0.7	.000	WHTH		0	0.0 <- 0.0	0.0	25: 0.6	0.0	0.0	0.0	0.0
37:	800	0.5	.000	WYBZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
39:	300	0.2	.000	WOBW		0	0.0 <- 0.0	0.0	30: 0.5	33: 0.3	0.0	0.0	0.0
	4,000	2.7		OTHER		1,000	0.7 <- 1.0	0.6	0.5	0.3	1.3	0.3	
	1,400	0.9		DON'T KNOW		5,600	4.0 <- 8.1	3.6	4.9	5.5	7.8	7.4	
	138,900	93.0		RADIO USERS		138,900	93.0 <- 97.3	71.1	46.8	64.8	40.5	72.0	
	10,400	7.0		NON-USERS		10,400	7.0 <- 2.7	28.9	53.2	35.1	59.5	27.9	

STANDARD DEMO RANKER
 PERSONS 55-64 (N= 279)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	26,100	23.4	.567	WTVN	1:	14,800	16.7 <- 19.7	1:	26.3	1:	9.9	1:	15.1	1:	19.3	1:	15.4	249
3:	16,500	14.8	.503	WHOK	2:	8,300	9.3 <- 10.6	2:	10.5	5:	7.5	4:	9.2	10:	3.6	3:	10.4	147
2:	19,200	17.2	.349	WBNS-FM	3:	6,700	7.5 <- 8.0	7:	4.2	2:	9.0	3:	9.9	7:	6.5	6:	6.9	173
4:	14,600	13.1	.459	WBNS-AM	4:	6,700	7.5 <- 7.5	3:	8.0	3:	8.4	2:	11.2	4:	7.5	2:	11.2	484
6:	11,800	10.6	.542	WOSU-FM	5:	6,400	7.2 <- 7.2	4:	5.8	4:	7.8	6:	5.8	5:	7.5	4:	8.8	267
7:	10,800	9.7	.463	WCOL-AM	6:	5,000	5.6 <- 4.4	10:	3.0	6:	7.3	8:	4.9	6:	7.5	11:	3.0	283
5:	12,400	11.1	.387	WCEZ	7:	4,800	5.4 <- 4.5	11:	3.0	7:	6.9	5:	6.5	2:	9.2	7:	5.9	358
11:	6,500	5.8	.692	WCVO	8:	4,500	5.1 <- 5.1	5:	5.2	11:	3.4	9:	3.8	3:	8.2	8:	3.8	223
10:	6,800	6.1	.515	WNNI	9:	3,500	3.9 <- 3.9	8:	3.8	14:	2.5	19:	1.4	8:	3.9	14:	1.9	341
8:	8,900	8.0	.337	WOSU-AM	10:	3,000	3.4 <- 3.5	13:	2.3	9:	5.9	7:	5.0	13:	2.6	5:	8.0	190
16:	4,000	3.6	.700	WCLT-FM	11:	2,800	3.2 <- 3.2	12:	2.5	10:	5.0	16:	2.2		0.0	9:	3.4	126
9:	7,400	6.6	.365	WCOL-FM	12:	2,700	3.0 <- 3.5	9:	3.6	8:	6.5	10:	2.9	9:	3.9	12:	2.6	87
13:	5,800	5.2	.431	WVKO	13:	2,500	2.8 <- 2.8	14:	1.9	12:	3.4	13:	2.3		0.0	10:	3.4	105
12:	5,900	5.3	.339	WSNY	14:	2,000	2.3 <- 2.3	6:	5.0	16:	1.7	20:	0.7	11:	3.6	18:	1.3	33
14:	4,600	4.1	.413	WRVF	15:	1,900	2.1 <- 0.9	19:	1.3	17:	1.7	11:	2.9	12:	3.6	16:	1.8	45
22:	2,200	2.0	.818	WEEC	16:	1,800	2.0 <- 2.0	18:	1.4	19:	0.8	14:	2.3		0.0	13:	2.1	527
15:	4,300	3.9	.372	WLW	17:	1,600	1.8 <- 1.4	15:	1.9	13:	3.4	17:	2.2	16:	1.3	19:	1.3	133
20:	2,800	2.5	.429	WCLT-AM	18:	1,200	1.4 <- 1.4	22:	0.6	20:	0.8		0.0	14:	2.6	20:	1.3	220
19:	3,300	3.0	.273	WRFO	19:	900	1.0 <- 1.5	20:	1.3	18:	1.0	15:	2.3		0.0	21:	0.6	130
25:	900	0.8	.999	WMRN-FM	20:	900	1.0 <- 1.0	23:	0.6	15:	1.9	21:	0.7	17:	1.3	17:	1.4	179
17:	3,600	3.2	.222	WNCI	21:	800	0.9 <- 1.7	16:	1.7		0.0	18:	2.2	18:	1.3	15:	1.9	10
18:	3,600	3.2	.222	WCBE	22:	800	0.9 <- 0.5	21:	1.3		0.0	12:	2.7	15:	2.6	23:	0.6	41
21:	2,300	2.1	.348	WLOH	23:	800	0.9 <- 0.5	17:	1.7	21:	0.8	22:	0.7		0.0	22:	0.6	184
24:	1,200	1.1	.667	WLVA	24:	800	0.9 <- 0.9		0.0	22:	0.8		0.0	19:	1.3		0.0	12
23:	1,700	1.5	.235	WCKX	25:	400	0.5 <- 0.0		0.0	24:	0.8		0.0	20:	1.3	25:	0.6	9
27:	800	0.7	.500	WHIZ-FM	26:	400	0.5 <- 0.5		0.0	26:	0.8	25:	0.7		0.0	26:	0.6	173
33:	400	0.4	.999	WBZX	27:	400	0.5 <- 0.5	25:	0.6	23:	0.8	24:	0.7		0.0	24:	0.6	6
31:	400	0.4	.999	WNZR	28:	400	0.5 <- 0.5	24:	0.6	25:	0.8		0.0		0.0		0.0	669
32:	400	0.4	.999	WSWZ	29:	400	0.5 <- 0.5	26:	0.6		0.0		0.0		0.0		0.0	79
30:	400	0.4	.999	WYBZ	30:	400	0.5 <- 0.0		0.0		0.0	23:	0.7	21:	1.3		0.0	669
26:	900	0.8	.000	WANC/WHT		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
29:	800	0.7	.000	WHTH		0	0.0 <- 0.5	27:	0.6		0.0		0.0		0.0		0.0	
28:	800	0.7	.000	WOBN		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	400	0.4	.000	WMRN-AM		0	0.0 <- 0.0	28:	0.6		0.0		0.0		0.0		0.0	
35:	400	0.4	.000	WRZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.4	.000	WJMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.4	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
38:	400	0.4	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	2,100	1.9		OTHER		1,300	1.5 <- 1.5		0.0		0.8		0.9		0.0		0.8	
	1,100	1.0		DON'T KNOW		6,500	6.8 <- 11.4		3.2		6.1		4.3		3.8		8.6	
	95,400	85.5		RADIO USERS		95,400	85.5 <- 91.0		59.1		45.5		51.9		28.5		61.2	
	16,200	14.5		NON-USERS		16,200	14.5 <- 9.0		40.9		54.5		48.0		71.5		38.7	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER PERSONS 65+ (N= 388)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+		
						6-10A	10A-3P	3-7P	7P-12M	WKEND			
1:	23,400	16.1	.594	WTVN	1:	13,900	13.8 <- 11.6	1: 19.8	1: 13.6	1: 12.1	1: 13.0	1: 14.8	206
2:	21,800	15.0	.500	WBNS-FM	2:	10,900	10.8 <- 13.1	2: 10.1	2: 11.8	2: 9.5	2: 9.2	3: 8.5	248
3:	14,500	10.0	.490	WCOL-AM	3:	7,100	7.1 <- 5.5	11: 2.7	3: 10.3	3: 8.1	5: 7.4	9: 3.9	355
5:	11,700	8.0	.573	WOSU-FM	4:	6,700	6.7 <- 7.1	4: 6.7	5: 6.3	4: 8.1	3: 8.9	2: 10.1	247
4:	14,400	9.9	.438	WBNS-AM	5:	6,300	6.3 <- 7.4	3: 7.3	4: 8.8	8: 5.5	11: 3.3	4: 7.9	402
7:	9,500	6.5	.653	WHOK	6:	6,200	6.2 <- 6.5	5: 6.5	8: 4.0	9: 5.5	6: 7.4	5: 5.9	97
10:	6,700	4.6	.716	WCEZ	7:	4,800	4.8 <- 4.2	8: 3.9	6: 6.3	5: 6.4	9: 5.0	6: 5.1	316
9:	8,000	5.5	.488	WLW	8:	3,900	3.9 <- 2.8	10: 3.0	9: 3.7	15: 1.7	7: 7.1	14: 2.9	286
11:	6,500	4.5	.585	WCLT-AM	9:	3,800	3.8 <- 4.2	7: 4.7	10: 3.5	7: 5.7	12: 3.3	7: 4.7	614
8:	8,100	5.6	.444	WMNI	10:	3,600	3.6 <- 4.0	6: 5.6	11: 3.5	13: 2.3	13: 3.3	11: 3.3	310
12:	6,400	4.4	.531	WCLT-FM	11:	3,400	3.4 <- 3.8	9: 3.5	16: 1.3	12: 3.2	17: 1.2	10: 3.5	135
14:	5,100	3.5	.647	WCOL-FM	12:	3,300	3.3 <- 1.9	12: 2.7	14: 2.0	10: 3.8	8: 5.3	15: 2.7	94
6:	10,800	7.4	.269	WOSU-AM	13:	2,900	2.9 <- 3.2	17: 2.1	7: 5.5	6: 6.4	14: 2.1	12: 3.3	162
13:	5,500	3.8	.509	WVVO	14:	2,800	2.8 <- 3.2	16: 2.4	13: 2.2	11: 3.4	10: 3.6	8: 4.1	104
15:	4,400	3.0	.568	WLOH	15:	2,500	2.5 <- 2.9	13: 2.7	12: 3.3	17: 1.5	15: 2.1	16: 1.7	507
18:	3,400	2.3	.647	WCVQ	16:	2,200	2.2 <- 2.6	14: 2.7	17: 1.3	14: 2.3	4: 8.0	13: 3.3	96
19:	3,300	2.3	.545	WSNY	17:	1,800	1.8 <- 2.2	15: 2.7	15: 2.0	0.0	18: 1.2	24: 0.6	26
16:	3,600	2.5	.417	WNCI	18:	1,500	1.5 <- 0.7	0.0	21: 0.7	0.0	19: 1.2	19: 1.1	17
25:	1,400	1.0	.999	WEEC	19:	1,400	1.4 <- 1.4	21: 0.6	0.0	18: 1.5	16: 2.1	20: 1.1	362
17:	3,500	2.4	.343	WHTH	20:	1,200	1.2 <- 1.2	18: 1.8	22: 0.7	16: 1.7	0.0	17: 1.2	730
22:	2,000	1.4	.600	WRFD	21:	1,200	1.2 <- 1.2	22: 0.6	18: 0.9	0.0	0.0	18: 1.2	153
23:	1,800	1.2	.500	WMRN-FM	22:	900	0.9 <- 0.9	19: 0.8	19: 0.9	20: 1.1	0.0	23: 0.8	158
26:	1,100	0.8	.636	WNKO	23:	700	0.7 <- 0.4	24: 0.6	23: 0.7	19: 1.5	21: 1.2	21: 1.1	207
28:	700	0.5	.999	WLVQ	24:	700	0.7 <- 0.7	23: 0.6	0.0	0.0	20: 1.2	0.0	9
27:	900	0.6	.556	WMRN-AM	25:	500	0.5 <- 0.5	20: 0.8	20: 0.9	0.0	0.0	0.0	431
20:	2,600	1.8	.154	WHIZ-FM	26:	400	0.4 <- 0.4	25: 0.6	0.0	25: 0.8	0.0	28: 0.6	153
21:	2,200	1.5	.182	WRVF	27:	400	0.4 <- 1.2	27: 0.6	27: 0.7	23: 0.8	0.0	22: 1.1	8
24:	1,800	1.2	.222	WCBE	28:	400	0.4 <- 0.7	0.0	28: 0.7	24: 0.8	0.0	25: 0.6	18
29:	700	0.5	.571	WBZX	29:	400	0.4 <- 0.0	0.0	25: 0.7	0.0	0.0	26: 0.6	6
32:	400	0.3	.999	WJJM	30:	400	0.4 <- 0.4	0.0	0.0	21: 0.8	0.0	29: 0.6	345
33:	400	0.3	.999	WJCD	31:	400	0.4 <- 0.4	0.0	24: 0.7	0.0	0.0	0.0	12
31:	400	0.3	.999	WXIC	32:	400	0.4 <- 0.4	26: 0.6	26: 0.7	22: 0.8	0.0	27: 0.6	999
30:	400	0.3	.999	WCKX	33:	400	0.4 <- 0.0	0.0	0.0	0.0	0.0	30: 0.6	8
36:	400	0.3	.000	WNZR		0	0.0 <- 0.0	0.0	0.0	0.0	22: 1.2	0.0	
34:	400	0.3	.000	WSWZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
35:	400	0.3	.000	WCMJ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
37:	400	0.3	.000	WOBH		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
38:	400	0.3	.000	WCVZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	5,300	3.6		OTHER		3,200	3.2 <- 2.5	3.8	2.9	4.9	2.4	3.0	
	4,500	3.1		DON'T KNOW		9,200	8.4 <- 18.4	6.1	5.4	10.3	10.8	6.5	
	109,700	75.3		RADIO USERS		109,700	75.3 <- 83.3	48.3	39.5	36.0	26.0	48.5	
	36,000	24.7		NON-USERS		36,000	24.7 <- 16.7	51.7	60.6	64.0	74.1	51.5	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER PERSONS 12-24 (N= 696)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 127,900	44.6	.437	WAHC/WHT	1: 55,900	20.5 <- 16.7	1: 18.0	1: 22.5	1: 20.3	1: 20.6	1: 23.2	290
2: 107,400	37.4	.396	WBZX	2: 42,500	15.6 <- 11.8	3: 14.7	2: 16.0	2: 15.2	2: 13.6	2: 16.4	220
6: 54,200	18.9	.552	WCIX	3: 29,900	11.0 <- 9.1	5: 8.5	3: 10.4	3: 11.5	3: 12.2	4: 9.1	228
3: 103,200	36.0	.285	WNCI	4: 29,400	10.8 <- 15.6	2: 17.3	4: 10.0	4: 11.3	4: 11.5	3: 11.2	121
4: 74,600	26.0	.277	WLWQ	5: 20,700	7.6 <- 8.4	4: 8.5	5: 6.9	5: 7.6	6: 5.8	6: 6.9	103
7: 46,900	16.3	.350	WRVF	6: 16,400	6.0 <- 4.0	6: 6.8	6: 6.1	6: 6.0	7: 5.6	5: 7.0	127
5: 59,400	20.7	.261	WSNY	7: 15,500	5.7 <- 4.0	7: 6.0	8: 3.4	7: 4.4	5: 10.7	8: 4.6	83
8: 45,600	15.9	.261	WHOK	8: 11,900	4.4 <- 4.0	8: 4.4	7: 5.5	8: 4.3	10: 3.1	9: 3.9	69
10: 30,300	10.6	.363	WUCD	9: 11,000	4.0 <- 2.5	10: 2.1	9: 3.2	9: 3.7	9: 3.3	7: 5.4	117
9: 33,500	11.7	.239	WRZR	10: 8,000	2.9 <- 3.9	12: 1.6	10: 3.2	10: 3.5	8: 3.3	10: 2.6	239
13: 18,200	6.3	.324	WCLT-FM	11: 5,900	2.2 <- 1.5	9: 2.2	11: 2.9	11: 2.0	12: 1.4	12: 1.7	86
12: 24,800	8.6	.145	WBNS-FM	12: 3,600	1.3 <- 1.0	13: 1.3	12: 1.5	12: 1.7	11: 1.5	11: 2.0	30
11: 25,100	8.7	.131	WCOL-FM	13: 3,300	1.2 <- 0.9	17: 0.7	14: 1.0	14: 1.1	15: 0.8	18: 0.3	35
17: 9,100	3.2	.352	WCBE	14: 3,200	1.2 <- 1.4	11: 1.8	13: 1.1	13: 1.3	14: 1.0	13: 0.8	53
19: 5,300	1.8	.528	WCVQ	15: 2,800	1.0 <- 0.5	24: 0.2	18: 0.6	17: 0.7	0.0	16: 0.5	45
18: 6,100	2.1	.279	WOSU-FM	16: 1,700	0.6 <- 0.6	18: 0.6	16: 0.8	16: 0.7	13: 1.0	15: 0.7	23
15: 12,700	4.4	.102	WVKD	17: 1,300	0.5 <- 0.6	15: 0.8	21: 0.2	21: 0.4	22: 0.2	14: 0.7	18
16: 10,600	3.7	.113	WTVN	18: 1,200	0.4 <- 0.4	25: 0.2	19: 0.6	19: 0.5	19: 0.4	24: 0.2	7
30: 1,300	0.5	.692	WCEZ	19: 900	0.3 <- 0.2	26: 0.2	22: 0.2	0.0	17: 0.4	19: 0.2	22
14: 13,400	4.7	.060	WVJM	20: 800	0.3 <- 1.5	14: 1.2	15: 1.0	15: 1.1	16: 0.6	17: 0.5	255
20: 4,800	1.7	.167	WVKO	21: 800	0.3 <- 0.1	16: 0.8	25: 0.2	22: 0.3	20: 0.4	25: 0.2	87
22: 3,600	1.3	.222	WCOL-AM	22: 800	0.3 <- 0.1	27: 0.2	17: 0.8	20: 0.5	21: 0.4	27: 0.2	15
26: 2,000	0.7	.400	WMNI	23: 800	0.3 <- 0.3	19: 0.4	26: 0.2	24: 0.2	0.0	26: 0.2	25
25: 2,300	0.8	.217	WMRN-FM	24: 500	0.2 <- 0.2	0.0	24: 0.2	18: 0.6	18: 0.4	21: 0.2	32
27: 1,700	0.6	.294	WOBM	25: 500	0.2 <- 0.2	0.0	0.0	0.0	24: 0.2	22: 0.2	382
33: 900	0.3	.556	WVKC	26: 500	0.2 <- 0.0	0.0	0.0	0.0	23: 0.2	23: 0.2	174
38: 500	0.2	.999	WLOH	27: 500	0.2 <- 0.2	0.0	23: 0.2	23: 0.2	25: 0.2	20: 0.2	37
23: 3,500	1.2	.114	WLW	28: 400	0.1 <- 0.1	22: 0.2	27: 0.2	25: 0.2	26: 0.2	28: 0.2	11
28: 1,600	0.6	.250	WOSU-AM	29: 400	0.1 <- 0.1	20: 0.4	28: 0.2	26: 0.2	27: 0.2	30: 0.2	8
29: 1,600	0.6	.250	WBNS-AM	30: 400	0.1 <- 0.0	28: 0.2	0.0	0.0	0.0	29: 0.2	9
21: 4,000	1.4	.000	WSWZ	0	0.0 <- 0.1	0.0	30: 0.2	0.0	29: 0.2	0.0	
24: 2,500	0.9	.000	WQIO	0	0.0 <- 0.1	21: 0.4	20: 0.4	27: 0.2	0.0	0.0	
32: 1,200	0.4	.000	WCMJ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
31: 1,200	0.4	.000	WCLT-AM	0	0.0 <- 0.0	0.0	0.0	0.0	28: 0.2	0.0	
35: 900	0.3	.000	WTUE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
34: 900	0.3	.000	WYBZ	0	0.0 <- 0.0	23: 0.2	0.0	0.0	0.0	0.0	
37: 800	0.3	.000	WRFD	0	0.0 <- 0.0	29: 0.2	0.0	0.0	0.0	0.0	
36: 800	0.3	.000	WHIZ-FM	0	0.0 <- 0.0	0.0	29: 0.2	0.0	0.0	0.0	
39: 400	0.1	.000	WNZR	0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	
40: 400	0.1	.000	WMRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 400	0.1	.000	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
8,100	2.8		OTHER	900	0.3 <- 0.3	0.0	0.0	0.2	0.4	0.4	
0	0.0		DON'T KNOW	8,900	3.2 <- 12.8	3.0	2.9	6.1	4.7	6.2	
281,400	98.0		RADIO USERS	281,400	98.0 <- 98.9	76.2	75.1	85.1	76.9	90.2	
5,600	2.0		NON-USERS	5,600	2.0 <- 1.1	23.8	24.9	14.9	23.1	9.8	

Strategic AccuRatings

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STANDARD DEMO RANKER PERSONS 18-34 (N=1274)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	129,700	30.3	.396	WBZX	1:	51,400	12.7 <-10.2	3:	11.4	1:	12.5	1:	12.5	1:	13.2	179		
1:	152,600	35.6	.332	WLWQ	2:	50,700	12.5 <-14.0	2:	14.6	3:	11.4	2:	12.7	4:	9.9	2:	12.5	170
2:	133,400	31.1	.347	WNCI	3:	46,300	11.4 <-13.5	1:	15.7	2:	11.9	3:	11.2	3:	10.2	3:	10.9	128
4:	105,000	24.5	.295	WSNY	4:	31,000	7.7 <- 7.1	4:	8.6	6:	6.9	8:	6.3	2:	12.5	7:	6.9	112
9:	49,300	11.5	.590	WCRX	5:	29,100	7.2 <- 5.9	7:	5.7	8:	6.5	6:	7.2	5:	9.0	8:	6.6	150
7:	69,500	16.2	.406	WRVF	6:	28,200	7.0 <- 5.1	5:	7.1	5:	7.2	5:	7.4	7:	6.6	6:	7.7	146
5:	92,600	21.6	.303	WAHC/WHT	7:	28,100	6.9 <- 6.2	8:	5.6	7:	6.9	4:	8.4	6:	8.0	4:	8.9	98
6:	76,600	17.9	.342	WHOK	8:	26,200	6.5 <- 6.0	6:	5.9	4:	7.3	9:	6.1	9:	4.7	9:	6.3	102
8:	62,100	14.5	.407	WUCD	9:	25,300	6.2 <- 4.5	9:	4.5	9:	5.5	7:	7.1	8:	6.3	5:	8.7	182
14:	23,000	5.4	.470	WCBE	10:	10,800	2.7 <- 2.6	10:	2.8	13:	1.9	10:	3.0	12:	1.9	12:	2.0	121
13:	26,600	6.2	.391	WCLT-FM	11:	10,400	2.6 <- 2.0	11:	2.6	10:	3.7	12:	2.4	11:	1.9	11:	2.3	102
12:	37,000	8.6	.230	WRZR	12:	8,500	2.1 <- 3.0	16:	1.1	11:	2.9	11:	2.5	10:	3.6	10:	2.4	171
19:	11,900	2.8	.571	WCVO	13:	6,800	1.7 <- 1.1	17:	1.0	19:	0.8	15:	1.1	21:	0.6	15:	1.1	74
10:	40,300	9.4	.154	WBNS-FM	14:	6,200	1.5 <- 1.3	13:	1.5	14:	1.5	13:	2.0	14:	1.5	13:	1.7	35
11:	40,000	9.3	.155	WCOL-FM	15:	6,200	1.5 <- 1.2	14:	1.5	17:	1.3	14:	1.3	16:	1.0	17:	0.9	44
17:	14,800	3.5	.372	WCOL-AM	16:	5,500	1.4 <- 0.7	20:	0.8	12:	2.7	16:	0.8	18:	0.8	21:	0.5	68
15:	19,400	4.5	.278	WTVN	17:	5,400	1.3 <- 1.0	12:	1.6	20:	0.6	17:	0.8	20:	0.7	20:	0.6	20
16:	17,900	4.2	.263	WVKO	18:	4,700	1.2 <- 1.5	15:	1.2	16:	1.4	18:	0.8	17:	0.9	14:	1.5	43
21:	10,000	2.3	.400	WLW	19:	4,000	1.0 <- 0.9	18:	1.0	15:	1.5	19:	0.8	15:	1.2	18:	0.9	73
18:	13,000	3.0	.262	WOSU-FM	20:	3,400	0.8 <- 0.7	21:	0.8	18:	0.9	20:	0.8	13:	1.5	16:	0.9	31
27:	4,600	1.1	.500	WMRN-FM	21:	2,300	0.6 <- 0.4	25:	0.4	21:	0.6	23:	0.4	22:	0.6	19:	0.7	100
22:	7,100	1.7	.268	WOSU-AM	22:	1,900	0.5 <- 0.5	19:	0.9	22:	0.6	22:	0.5	19:	0.7	22:	0.4	26
25:	5,000	1.2	.320	WRFD	23:	1,600	0.4 <- 0.2	27:	0.3	23:	0.4	24:	0.3	32:	0.1	32:	0.1	51
28:	4,400	1.0	.318	WMNI	24:	1,400	0.3 <- 0.3	23:	0.5	24:	0.4	25:	0.3	25:	0.2	27:	0.2	30
23:	5,200	1.2	.192	WSNZ	25:	1,000	0.2 <- 0.2	32:	0.2	27:	0.3	31:	0.1	28:	0.2	23:	0.3	44
29:	3,800	0.9	.263	WCEZ	26:	1,000	0.2 <- 0.1	26:	0.4	33:	0.1	0.0	0.0	23:	0.4	33:	0.1	16
30:	3,300	0.8	.303	WBNS-AM	27:	1,000	0.2 <- 0.1	28:	0.3	29:	0.2	28:	0.2	33:	0.1	24:	0.3	16
36:	800	0.2	.999	WLOH	28:	800	0.2 <- 0.2	34:	0.1	26:	0.3	27:	0.2	29:	0.2	26:	0.2	40
32:	2,700	0.6	.222	WCLT-AM	29:	600	0.1 <- 0.2	0.0	0.0	34:	0.1	26:	0.3	31:	0.2	28:	0.2	24
31:	2,700	0.6	.222	WCMJ	30:	600	0.1 <- 0.0	31:	0.2	31:	0.2	32:	0.1	26:	0.2	29:	0.2	171
37:	800	0.2	.750	WHTH	31:	600	0.1 <- 0.1	35:	0.1	30:	0.2	29:	0.2	0.0	0.0	0.0	0.0	91
33:	1,800	0.4	.278	WKWC	32:	500	0.1 <- 0.0	0.0	0.0	35:	0.1	0.0	0.0	30:	0.2	30:	0.1	117
34:	1,500	0.4	.333	WOBN	33:	500	0.1 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0	24:	0.3	31:	0.1	257
20:	10,200	2.4	.039	WJWM	34:	400	0.1 <- 0.6	24:	0.5	25:	0.4	21:	0.5	27:	0.2	25:	0.3	86
24:	5,200	1.2	.058	WQIO	35:	300	0.1 <- 0.0	33:	0.1	28:	0.3	0.0	0.0	34:	0.1	34:	0.1	59
26:	4,900	1.1	.061	WVKO	36:	300	0.1 <- 0.1	22:	0.6	32:	0.2	30:	0.2	35:	0.1	35:	0.1	22
39:	700	0.2	.429	WHIZ-FM	37:	300	0.1 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29
38:	700	0.2	.429	WYBZ	38:	300	0.1 <- 0.0	29:	0.2	0.0	0.0	33:	0.1	36:	0.1	36:	0.1	110
35:	1,300	0.3	.000	WTUE	0	0.0 <- 0.0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
40:	700	0.2	.000	WEEC	0	0.0 <- 0.1	0.0 <- 0.1	30:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	37:	0.1	0.0
41:	400	0.1	.000	WMRN-AM	0	0.0 <- 0.0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
42:	300	0.1	.000	WCVZ	0	0.0 <- 0.2	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
43:	300	0.1	.000	WNRJ	0	0.0 <- 0.0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	10,800	2.5		OTHER		1,500	0.4 <- 0.9		0.2		0.2		0.4		0.5		0.2	
	500	0.1		DON'T KNOW		11,900	2.9 <-11.0		3.0		4.2		4.8		4.5		5.9	
	416,700	97.2		RADIO USERS		416,700	97.2 <-98.4		78.2		64.5		81.4		64.6		87.3	
	11,800	2.8		NON-USERS		11,800	2.8 <- 1.6		21.8		35.5		18.6		35.4		12.7	

Strategic AccuRatings

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STANDARD DEMO RANKER PERSONS 18-49 (N=2224)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
2:	202,800	27.5	.376	WNCI	1:	76,200	11.1 <-12.8	1:	13.7	1:	10.6	2:	10.4	2:	9.4	2:	10.3	125
1:	203,100	27.6	.359	WLWQ	2:	73,000	10.7 <-11.8	2:	13.0	2:	9.7	1:	10.9	4:	8.2	1:	10.5	144
4:	151,300	20.5	.396	WBZX	3:	59,900	8.7 <- 6.9	4:	7.5	3:	8.9	3:	9.5	3:	9.3	3:	9.4	123
3:	181,000	24.6	.320	WSNY	4:	57,900	8.4 <- 9.5	3:	9.7	4:	8.3	4:	7.5	1:	11.9	4:	7.7	123
5:	119,100	16.2	.383	WHOK	5:	45,600	6.7 <- 6.0	6:	5.9	5:	7.6	5:	6.4	8:	5.3	6:	6.6	105
8:	98,000	13.3	.404	WRVF	6:	39,600	5.8 <- 4.1	7:	5.5	6:	6.2	7:	6.1	7:	5.5	7:	6.6	121
12:	67,900	9.2	.524	WCIX	7:	35,600	5.2 <- 4.3	8:	4.2	8:	5.1	9:	5.4	5:	7.3	9:	5.2	108
10:	82,400	11.2	.421	WUCD	8:	34,700	5.1 <- 3.6	11:	3.4	9:	4.6	8:	5.8	9:	5.3	5:	7.0	147
6:	118,200	16.0	.289	WANC/WHT	9:	34,200	5.0 <- 4.5	9:	3.8	7:	5.4	6:	6.3	6:	6.6	8:	6.6	70
11:	72,700	9.9	.413	WTVN	10:	30,000	4.4 <- 4.1	5:	6.9	13:	2.6	13:	3.0	12:	2.8	13:	2.8	65
7:	99,500	13.5	.259	WCOL-FM	11:	25,800	3.8 <- 3.3	12:	3.0	12:	3.4	12:	3.5	10:	3.4	11:	3.5	108
9:	90,800	12.3	.251	WBNS-FM	12:	22,800	3.3 <- 2.4	13:	2.8	10:	3.5	10:	3.9	11:	3.1	10:	3.6	76
13:	46,900	6.4	.443	WCBE	13:	20,800	3.0 <- 2.9	10:	3.4	15:	2.0	11:	3.8	13:	2.8	14:	2.6	138
15:	39,200	5.3	.441	WVKO	14:	17,300	2.5 <- 3.1	14:	2.6	16:	1.8	15:	1.9	18:	1.6	12:	2.8	94
16:	39,200	5.3	.418	WCLT-FM	15:	16,400	2.4 <- 2.0	15:	2.3	11:	3.4	14:	2.0	16:	2.0	15:	2.4	95
21:	23,100	3.1	.511	WCVO	16:	11,800	1.7 <- 1.4	17:	1.3	21:	1.1	20:	1.2	20:	0.9	18:	1.2	76
20:	25,500	3.5	.396	WOSU-AM	17:	10,100	1.5 <- 1.4	16:	1.7	20:	1.4	18:	1.3	21:	0.8	19:	1.1	83
14:	42,900	5.8	.219	WRZR	18:	9,400	1.4 <- 2.0	19:	0.8	17:	1.8	17:	1.7	14:	2.6	17:	1.5	111
17:	37,400	5.1	.251	WOSU-FM	19:	9,400	1.4 <- 1.3	18:	1.2	18:	1.7	16:	1.7	15:	2.1	16:	1.9	51
18:	36,100	4.9	.227	WCOL-AM	20:	8,200	1.2 <- 0.9	20:	0.8	14:	2.5	19:	1.2	19:	1.3	22:	0.6	60
19:	26,300	3.6	.293	WLW	21:	7,700	1.1 <- 1.3	21:	0.7	19:	1.7	21:	1.1	17:	1.9	20:	1.0	83
26:	11,600	1.6	.517	WRFD	22:	6,000	0.9 <- 0.8	22:	0.7	22:	0.9	22:	0.8	26:	0.3	26:	0.3	112
22:	15,600	2.1	.288	WSWZ	23:	4,500	0.7 <- 0.5	26:	0.4	23:	0.7	23:	0.5	25:	0.5	25:	0.4	116
24:	12,400	1.7	.315	WMNI	24:	3,900	0.6 <- 0.6	23:	0.7	25:	0.5	24:	0.5	23:	0.6	24:	0.5	49
31:	6,500	0.9	.585	WMRN-FM	25:	3,800	0.6 <- 0.5	27:	0.4	24:	0.5	28:	0.3	24:	0.6	21:	0.7	98
23:	15,000	2.0	.233	WCEZ	26:	3,500	0.5 <- 0.4	25:	0.6	26:	0.5	26:	0.4	22:	0.7	23:	0.6	34
27:	10,000	1.4	.220	WBNS-AM	27:	2,200	0.3 <- 0.3	28:	0.4	31:	0.3	31:	0.2	34:	0.1	28:	0.2	21
29:	8,600	1.2	.221	WNKO	28:	1,900	0.3 <- 0.3	24:	0.7	28:	0.4	30:	0.3	28:	0.2	27:	0.3	82
28:	9,200	1.2	.141	WQIO	29:	1,300	0.2 <- 0.1	30:	0.2	27:	0.4	27:	0.4	29:	0.2	29:	0.2	152
32:	4,200	0.6	.286	WHIZ-FM	30:	1,200	0.2 <- 0.2	39:	0.1	30:	0.3	39:	0.1		0.0	37:	0.1	67
34:	3,400	0.5	.324	WMKC	31:	1,100	0.2 <- 0.1	40:	0.1	33:	0.2	33:	0.1	31:	0.2	35:	0.1	152
35:	3,200	0.4	.344	WLOH	32:	1,100	0.2 <- 0.2	35:	0.1	29:	0.3	32:	0.1	36:	0.1	34:	0.1	33
30:	7,300	1.0	.137	WCLT-AM	33:	1,000	0.1 <- 0.2	33:	0.1	34:	0.1	29:	0.3	32:	0.2	32:	0.2	24
33:	4,000	0.5	.225	WCMJ	34:	900	0.1 <- 0.0	32:	0.2	35:	0.1	40:	0.1	35:	0.1	31:	0.2	152
36:	3,100	0.4	.226	WEEC	35:	700	0.1 <- 0.2	31:	0.2	37:	0.1	34:	0.1	27:	0.3	33:	0.2	27
39:	1,500	0.2	.467	WMRN-AM	36:	700	0.1 <- 0.1	36:	0.1		0.0	37:	0.1	37:	0.1	36:	0.1	89
40:	1,200	0.2	.500	WHTH	37:	600	0.1 <- 0.0	41:	0.1	36:	0.1	35:	0.1		0.0		0.0	54
37:	2,700	0.4	.185	WOBH	38:	500	0.1 <- 0.1		0.0	41:	0.1	36:	0.1	33:	0.2	38:	0.1	152
25:	12,400	1.7	.032	WJIM	39:	400	0.1 <- 0.4	29:	0.3	32:	0.2	25:	0.4	30:	0.2	30:	0.2	51
38:	2,100	0.3	.190	WTUE	40:	400	0.1 <- 0.0	38:	0.1	38:	0.1	38:	0.1		0.0	39:	0.1	152
42:	600	0.1	.667	WNRJ	41:	400	0.1 <- 0.0	37:	0.1	39:	0.1		0.0		0.0		0.0	152
41:	1,100	0.1	.273	WYBZ	42:	300	0.0 <- 0.0	34:	0.1		0.0	41:	0.1	38:	0.1	40:	0.1	65
43:	400	0.1	.000	WILE		0	0.0 <- 0.0		0.0	40:	0.1		0.0		0.0		0.0	
45:	300	0.0	.000	WCVZ		0	0.0 <- 0.1		0.0		0.0		0.0		0.0		0.0	
44:	300	0.0	.000	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
46:	300	0.0	.000	WMVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	18,000	2.4		OTHER		2,500	0.4 <- 0.9		0.3		0.4		0.5		0.5		0.3	
	1,600	0.2		DON'T KNOW		22,200	3.1 <- 9.6		3.2		4.4		4.6		5.5		5.9	
	707,500	96.1		RADIO USERS		707,500	96.1 <-98.4		78.6		60.9		77.6		57.5		83.6	
	28,900	3.9		NON-USERS		28,900	3.9 <- 1.6		21.4		39.1		22.4		42.5		16.4	

Strategic AccuRatings

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STANDARD DEMO RANKER
PERSONS 25-49 (N=1809)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 145,200	25.8	.405	WNCI 1: 58,800	11.3	<-12.6	2: 12.9	1: 11.1	2: 9.6	2: 8.8	2: 10.2	127
2: 141,700	25.2	.385	WLVO 2: 54,600	10.5	<-11.9	1: 13.1	3: 9.5	1: 11.0	3: 7.9	1: 10.5	143
3: 139,800	24.9	.335	WSNY 3: 46,900	9.0	<-11.0	3: 10.5	2: 9.8	3: 8.6	1: 12.2	3: 8.4	132
4: 89,300	15.9	.404	WHOK 4: 36,100	7.0	<- 6.3	5: 6.2	4: 7.7	5: 6.7	5: 5.9	4: 7.3	109
6: 81,600	14.5	.370	WBZX 5: 30,200	5.8	<- 4.8	7: 4.0	5: 5.6	4: 7.0	4: 6.9	5: 6.8	82
8: 66,800	11.9	.443	WTVN 6: 29,600	5.7	<- 5.4	4: 8.8	11: 3.4	13: 3.8	12: 4.1	12: 3.8	85
9: 64,900	11.5	.438	WRVF 7: 28,400	5.5	<- 3.8	6: 5.1	6: 5.4	7: 5.8	9: 4.6	7: 5.7	115
5: 83,700	14.9	.292	WCOL-FM 8: 24,400	4.7	<- 4.3	9: 3.5	8: 4.3	9: 4.4	8: 4.7	8: 4.6	134
11: 57,500	10.2	.424	WVCD 9: 24,400	4.7	<- 3.5	10: 3.4	9: 4.3	6: 5.9	6: 5.4	6: 6.6	137
7: 74,800	13.3	.287	WBNS-FM 10: 21,500	4.1	<- 2.9	11: 3.4	7: 4.4	8: 4.7	11: 4.1	10: 4.4	95
12: 39,900	7.1	.474	WCIQ 11: 18,900	3.6	<- 3.0	12: 3.4	10: 4.1	12: 3.8	7: 5.3	11: 4.1	76
10: 60,800	10.8	.294	WAHC/WHT 12: 17,900	3.4	<- 2.9	14: 2.4	12: 3.2	10: 4.4	10: 4.6	9: 4.5	49
13: 39,800	7.1	.440	WCBE 13: 17,500	3.4	<- 3.1	8: 3.6	18: 2.0	11: 4.4	13: 3.4	14: 3.0	153
16: 33,200	5.9	.494	WVVO 14: 16,400	3.2	<- 3.9	13: 3.2	15: 2.4	14: 2.5	17: 2.2	13: 3.5	118
17: 27,100	4.8	.432	WCLT-FM 15: 11,700	2.3	<- 2.0	16: 2.0	14: 2.9	16: 1.8	16: 2.3	15: 2.6	90
18: 23,900	4.2	.406	WOSU-AM 16: 9,700	1.9	<- 1.8	15: 2.1	19: 1.8	17: 1.6	21: 1.0	18: 1.3	105
21: 19,500	3.5	.482	WCVO 17: 9,400	1.8	<- 1.7	17: 1.7	20: 1.2	20: 1.3	20: 1.3	17: 1.4	80
15: 33,300	5.9	.246	WOSU-FM 18: 8,200	1.6	<- 1.4	18: 1.4	17: 2.2	15: 2.0	15: 2.4	16: 2.3	59
14: 33,600	6.0	.220	WCOL-AM 19: 7,400	1.4	<- 1.2	19: 0.9	13: 3.1	19: 1.4	19: 1.6	23: 0.8	72
19: 23,600	4.2	.309	WLW 20: 7,300	1.4	<- 1.6	21: 0.9	16: 2.3	18: 1.5	14: 2.8	19: 1.2	104
24: 11,200	2.0	.536	WRFD 21: 6,000	1.2	<- 1.0	20: 0.9	21: 1.2	21: 1.1	26: 0.4	26: 0.4	149
20: 22,400	4.0	.210	WRZR 22: 4,700	0.9	<- 1.3	22: 0.8	22: 1.1	22: 1.0	18: 1.9	20: 1.1	74
23: 13,500	2.4	.333	WSWZ 23: 4,500	0.9	<- 0.7	26: 0.6	23: 0.9	23: 0.7	24: 0.8	25: 0.6	153
30: 6,000	1.1	.550	WVRN-FM 24: 3,300	0.6	<- 0.7	27: 0.5	25: 0.6	29: 0.3	25: 0.6	21: 0.9	112
22: 14,200	2.5	.218	WCEZ 25: 3,100	0.6	<- 0.5	24: 0.6	24: 0.7	25: 0.5	22: 0.9	22: 0.9	40
25: 10,300	1.8	.301	WMNI 26: 3,100	0.6	<- 0.7	23: 0.7	26: 0.6	24: 0.5	23: 0.9	24: 0.6	52
26: 9,200	1.6	.207	WBNS-AM 27: 1,900	0.4	<- 0.3	28: 0.5	30: 0.4	30: 0.3	31: 0.2	32: 0.2	24
31: 5,900	1.0	.322	WNKO 28: 1,900	0.4	<- 0.4	25: 0.6	27: 0.5	28: 0.4	28: 0.4	27: 0.4	109
27: 8,000	1.4	.163	WQIO 29: 1,300	0.3	<- 0.2	31: 0.2	28: 0.4	26: 0.5	29: 0.4	28: 0.3	200
32: 3,800	0.7	.316	WHIZ-FM 30: 1,200	0.2	<- 0.3	38: 0.1	29: 0.4	38: 0.1	0.0	35: 0.1	89
29: 6,500	1.2	.154	WCLT-AM 31: 1,000	0.2	<- 0.3	32: 0.2	33: 0.2	27: 0.5	34: 0.1	30: 0.2	31
33: 3,600	0.6	.250	WCMJ 32: 900	0.2	<- 0.0	30: 0.3	34: 0.2	39: 0.1	32: 0.2	29: 0.3	200
34: 3,100	0.6	.226	WEEC 33: 700	0.1	<- 0.2	29: 0.3	37: 0.1	32: 0.2	27: 0.4	31: 0.2	35
40: 1,100	0.2	.636	WVRN-AM 34: 700	0.1	<- 0.1	35: 0.1	0.0	36: 0.1	33: 0.1	34: 0.2	117
35: 2,700	0.5	.222	WLOH 35: 600	0.1	<- 0.1	33: 0.1	31: 0.3	40: 0.1	0.0	38: 0.1	24
36: 2,500	0.4	.240	WVVC 36: 600	0.1	<- 0.1	40: 0.1	32: 0.2	33: 0.2	35: 0.1	37: 0.1	109
39: 1,200	0.2	.500	WHTH 37: 600	0.1	<- 0.1	39: 0.1	35: 0.2	34: 0.1	0.0	0.0	71
37: 1,700	0.3	.235	WTUE 38: 400	0.1	<- 0.0	37: 0.1	38: 0.1	37: 0.1	0.0	36: 0.1	200
42: 600	0.1	.667	WNRJ 39: 400	0.1	<- 0.0	36: 0.1	39: 0.1	0.0	0.0	0.0	200
41: 700	0.1	.429	WYBZ 40: 300	0.1	<- 0.0	41: 0.1	0.0	41: 0.1	36: 0.1	39: 0.1	86
28: 6,900	1.2	.000	WVJM 0	0.0	<- 0.1	34: 0.1	36: 0.2	31: 0.3	30: 0.4	33: 0.2	
38: 1,400	0.2	.000	WOBM 0	0.0	<- 0.0	0.0	41: 0.1	35: 0.1	37: 0.1	0.0	
43: 400	0.1	.000	WILE 0	0.0	<- 0.0	0.0	40: 0.1	0.0	0.0	0.0	
45: 300	0.1	.000	WCVZ 0	0.0	<- 0.1	0.0	0.0	0.0	0.0	0.0	
44: 300	0.1	.000	WNZR 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
46: 300	0.1	.000	WVVO 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
13,500	2.4		OTHER 2,500	0.5	<- 1.1	0.4	0.6	0.6	0.8	0.4	
1,600	0.3		DON'T KNOW 17,600	3.3	<- 8.5	3.1	4.7	4.2	5.8	5.7	
536,600	95.4		RADIO USERS 536,600	95.4	<-98.3	79.1	57.9	75.7	52.5	81.7	
25,800	4.6		NON-USERS 25,800	4.6	<- 1.7	20.9	42.1	24.3	47.5	18.3	

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STANDARD DEMO RANKER
PERSONS 25-54 (N=2010)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
2: 151,300	24.1	.404	WNCI	1: 61,200	10.6 <- 11.8	1: 12.3	1: 10.5	2: 9.1	2: 8.2	2: 9.5	119
3: 142,200	22.6	.384	WLWQ	2: 54,600	9.4 <- 10.6	2: 11.9	3: 8.7	1: 10.1	3: 7.3	1: 9.6	128
1: 152,200	24.2	.342	WSNY	3: 52,000	9.0 <- 10.8	3: 10.6	2: 9.8	3: 8.9	1: 12.1	3: 8.1	131
4: 100,600	16.0	.396	WHOK	4: 39,800	6.9 <- 6.7	5: 6.1	4: 7.7	4: 6.8	5: 5.8	4: 7.6	108
7: 82,300	13.1	.484	WTVN	5: 39,800	6.9 <- 6.7	4: 10.1	7: 4.5	9: 4.7	9: 4.6	9: 4.6	103
9: 69,100	11.0	.447	WRVF	6: 30,900	5.3 <- 3.7	6: 4.9	5: 5.2	6: 5.6	12: 4.3	7: 5.6	112
6: 82,800	13.2	.370	WBZX	7: 30,600	5.3 <- 4.4	9: 3.7	6: 5.2	5: 6.4	4: 6.4	5: 6.2	74
5: 90,700	14.4	.299	WCOL-FM	8: 27,100	4.7 <- 4.2	8: 3.7	8: 4.4	11: 4.4	8: 4.8	8: 4.7	134
11: 58,200	9.3	.419	WUCD	9: 24,400	4.2 <- 3.2	13: 3.1	10: 4.0	7: 5.4	7: 5.0	6: 6.0	123
8: 82,300	13.1	.295	WBNS-FM	10: 24,300	4.2 <- 3.0	11: 3.3	9: 4.4	8: 4.9	10: 4.4	10: 4.6	96
15: 39,400	6.3	.538	WVCO	11: 21,200	3.7 <- 4.5	10: 3.5	17: 2.3	14: 2.6	16: 2.5	13: 3.9	137
14: 42,300	6.7	.456	WCOX	12: 19,300	3.3 <- 2.8	12: 3.2	11: 4.0	13: 3.5	6: 5.0	12: 4.0	69
12: 42,700	6.8	.436	WCBE	13: 18,600	3.2 <- 3.0	7: 3.9	18: 2.1	10: 4.5	13: 3.2	14: 2.9	146
10: 61,900	9.8	.289	WAHC/WHT	14: 17,900	3.1 <- 2.6	16: 2.2	13: 3.0	12: 4.0	11: 4.4	11: 4.1	44
20: 24,700	3.9	.567	WCVO	15: 14,000	2.4 <- 2.2	14: 2.4	19: 1.8	18: 1.6	18: 1.8	17: 1.8	107
17: 31,000	4.9	.448	WCLT-FM	16: 13,900	2.4 <- 2.2	17: 2.1	14: 3.0	17: 2.0	17: 2.3	15: 2.9	96
13: 42,700	6.8	.311	WOSU-FM	17: 13,300	2.3 <- 2.0	18: 1.5	15: 2.8	15: 2.3	14: 3.1	16: 2.8	85
18: 27,700	4.4	.437	WOSU-AM	18: 12,100	2.1 <- 2.1	15: 2.3	20: 1.8	16: 2.0	22: 1.1	18: 1.6	118
19: 26,500	4.2	.306	WLW	19: 8,100	1.4 <- 1.5	20: 0.8	16: 2.3	19: 1.5	15: 2.8	20: 1.1	103
16: 36,900	5.9	.211	WCOL-AM	20: 7,800	1.3 <- 1.2	21: 0.8	12: 3.2	20: 1.4	20: 1.6	24: 0.7	68
25: 12,500	2.0	.480	WRFD	21: 6,000	1.0 <- 0.9	19: 0.9	21: 1.1	21: 1.0	26: 0.4	26: 0.4	133
23: 15,300	2.4	.359	WSWZ	22: 5,500	1.0 <- 0.8	28: 0.5	23: 0.8	23: 0.9	24: 0.8	25: 0.7	168
22: 19,100	3.0	.277	WCEZ	23: 5,300	0.9 <- 0.8	24: 0.7	24: 0.8	24: 0.7	23: 1.1	19: 1.2	61
21: 22,400	3.6	.210	WRZR	24: 4,700	0.8 <- 1.1	22: 0.8	22: 1.0	22: 0.9	19: 1.7	21: 1.0	66
24: 13,400	2.1	.306	WMNI	25: 4,100	0.7 <- 0.8	23: 0.8	25: 0.7	25: 0.7	21: 1.1	23: 0.7	61
30: 6,900	1.1	.536	WMRN-FM	26: 3,700	0.6 <- 0.7	27: 0.5	26: 0.5	28: 0.4	25: 0.7	22: 0.9	113
26: 12,400	2.0	.226	WBNS-AM	27: 2,800	0.5 <- 0.5	25: 0.6	31: 0.4	30: 0.3	28: 0.3	32: 0.2	31
29: 7,000	1.1	.271	WNKO	28: 1,900	0.3 <- 0.3	26: 0.5	28: 0.5	29: 0.4	29: 0.3	27: 0.3	98
32: 5,100	0.8	.373	WHIZ-FM	29: 1,900	0.3 <- 0.3	34: 0.1	27: 0.5	34: 0.1	34: 0.1	33: 0.2	127
27: 8,600	1.4	.151	WQIO	30: 1,300	0.2 <- 0.2	32: 0.2	29: 0.4	26: 0.4	30: 0.3	29: 0.3	180
28: 7,900	1.3	.165	WCLT-AM	31: 1,300	0.2 <- 0.4	33: 0.1	34: 0.2	27: 0.4	35: 0.1	28: 0.3	37
33: 3,900	0.6	.333	WLOH	32: 1,300	0.2 <- 0.1	30: 0.3	30: 0.4	37: 0.1	0.0	36: 0.1	46
34: 3,600	0.6	.250	WCMJ	33: 900	0.2 <- 0.0	31: 0.3	35: 0.2	40: 0.1	32: 0.2	30: 0.3	180
35: 3,100	0.5	.226	WEEC	34: 700	0.1 <- 0.2	29: 0.3	37: 0.1	32: 0.2	27: 0.4	31: 0.2	31
39: 1,400	0.2	.500	WMRN-AM	35: 700	0.1 <- 0.1	36: 0.1	0.0	38: 0.1	33: 0.1	35: 0.1	105
36: 2,500	0.4	.240	WNKC	36: 600	0.1 <- 0.1	40: 0.1	33: 0.2	33: 0.2	36: 0.1	38: 0.1	98
37: 2,200	0.4	.273	WHTH	37: 600	0.1 <- 0.1	39: 0.1	32: 0.3	35: 0.1	0.0	0.0	63
38: 1,700	0.3	.235	WTUE	38: 400	0.1 <- 0.0	38: 0.1	38: 0.1	39: 0.1	0.0	37: 0.1	180
43: 600	0.1	.667	WNRJ	39: 400	0.1 <- 0.0	37: 0.1	39: 0.1	0.0	0.0	0.0	180
41: 1,300	0.2	.231	WNZR	40: 300	0.1 <- 0.0	0.0	0.0	42: 0.1	0.0	40: 0.1	77
42: 1,000	0.2	.300	WYBZ	41: 300	0.1 <- 0.0	41: 0.1	0.0	41: 0.1	37: 0.1	39: 0.1	77
31: 6,900	1.1	.000	WJMJ	0	0.0 <- 0.1	35: 0.1	36: 0.2	31: 0.3	31: 0.3	34: 0.2	
40: 1,400	0.2	.000	WOBH	0	0.0 <- 0.0	0.0	41: 0.1	36: 0.1	38: 0.1	0.0	
44: 400	0.1	.000	WILE	0	0.0 <- 0.0	0.0	40: 0.1	0.0	0.0	0.0	
45: 300	0.0	.000	WCVZ	0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	
46: 300	0.0	.000	WMVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
16,100	2.6		OTHER	3,100	0.5 <- 1.0	0.5	0.7	0.6	0.8	0.4	
2,500	0.4		DON'T KNOW	20,200	3.4 <- 8.4	3.1	4.9	4.4	6.0	5.9	
598,800	95.3		RADIO USERS	598,800	95.3 <- 98.2	78.0	56.5	74.1	50.7	80.5	
29,700	4.7		NON-USERS	29,700	4.7 <- 1.8	22.0	43.5	25.9	49.3	19.5	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER

PERSONS 35-54 (N=1151)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	68,800	18.4	.506	WTVN	1:	34,800	10.2 <-10.4	1:	15.5	4:	7.6	3:	7.6	3:	7.6	4:	7.4	153
2:	75,500	20.2	.428	WNCI	2:	32,300	9.5 <-10.6	3:	10.3	3:	7.8	2:	8.2	4:	7.0	2:	8.2	106
1:	88,300	23.6	.364	WSNY	3:	32,100	9.4 <-12.2	2:	11.1	1:	10.3	1:	9.7	1:	10.9	1:	8.5	138
6:	53,800	14.4	.429	WHOK	4:	23,100	6.8 <- 6.8	5:	5.8	2:	8.0	5:	6.9	6:	6.3	3:	7.8	107
7:	50,900	13.6	.438	WLVO	5:	22,300	6.6 <- 7.1	4:	9.1	7:	5.9	6:	6.9	9:	4.1	7:	6.3	89
4:	66,400	17.8	.334	WCOL-FM	6:	22,200	6.5 <- 5.8	6:	5.2	5:	6.4	7:	6.7	2:	7.7	5:	7.3	187
5:	57,900	15.5	.333	WBNS-FM	7:	19,300	5.7 <- 3.8	9:	4.3	6:	6.2	4:	7.0	5:	6.7	6:	6.4	130
10:	27,500	7.4	.633	WVKD	8:	17,400	5.1 <- 6.1	7:	4.7	18:	2.5	10:	3.7	12:	3.4	8:	5.4	192
9:	32,800	8.8	.421	WRVF	9:	13,800	4.1 <- 2.8	10:	3.2	8:	4.2	9:	4.0	15:	3.0	9:	4.8	85
8:	33,800	9.0	.328	WOSU-FM	10:	11,100	3.3 <- 2.9	15:	1.9	9:	4.2	11:	3.6	7:	4.5	10:	4.1	121
11:	26,900	7.2	.409	WCBE	11:	11,000	3.2 <- 3.1	8:	4.6	19:	2.4	8:	5.2	8:	4.3	12:	3.4	147
15:	22,200	5.9	.482	WOSU-AM	12:	10,700	3.1 <- 3.1	11:	3.1	16:	2.6	13:	3.1	23:	1.1	17:	2.5	177
19:	16,500	4.4	.588	WCVO	13:	9,700	2.9 <- 2.7	12:	3.0	17:	2.6	17:	1.8	17:	2.4	18:	2.3	126
16:	21,100	5.6	.445	WUCD	14:	9,400	2.8 <- 1.8	17:	1.5	12:	2.8	12:	3.2	14:	3.1	11:	3.7	80
14:	22,900	6.1	.393	WBZK	15:	9,000	2.6 <- 1.8	16:	1.9	13:	2.7	14:	2.7	16:	2.7	15:	2.9	37
20:	16,400	4.4	.506	WCLT-FM	16:	8,300	2.4 <- 2.4	13:	2.0	10:	3.1	18:	1.7	18:	2.3	14:	3.1	97
17:	21,000	5.6	.329	WCIX	17:	6,900	2.0 <- 1.9	14:	2.0	11:	2.9	16:	2.2	10:	3.7	13:	3.1	42
12:	26,700	7.1	.228	WAHC/WHT	18:	6,100	1.8 <- 1.7	19:	1.1	14:	2.7	15:	2.5	11:	3.6	16:	2.5	25
21:	16,100	4.3	.292	WCEZ	19:	4,700	1.4 <- 1.3	21:	0.9	22:	1.3	23:	1.3	21:	1.7	19:	2.0	92
18:	19,100	5.1	.236	WLW	20:	4,500	1.3 <- 1.5	26:	0.5	20:	2.3	20:	1.6	13:	3.3	21:	1.0	98
22:	12,200	3.3	.369	WSWZ	21:	4,500	1.3 <- 1.1	23:	0.7	23:	1.3	21:	1.4	22:	1.2	23:	0.7	233
25:	7,900	2.1	.557	WRFD	22:	4,400	1.3 <- 1.4	18:	1.1	21:	1.4	22:	1.4	25:	0.6	25:	0.6	166
23:	11,000	2.9	.318	WMNI	23:	3,500	1.0 <- 1.2	20:	1.0	25:	0.8	24:	1.0	20:	1.7	20:	1.2	89
13:	24,500	6.6	.127	WCOL-AM	24:	3,100	0.9 <- 1.2	25:	0.6	15:	2.7	19:	1.7	19:	2.2	24:	0.7	46
24:	9,900	2.6	.222	WBNS-AM	25:	2,200	0.6 <- 0.6	24:	0.6	30:	0.3	29:	0.3	28:	0.4	34:	0.1	42
32:	2,800	0.7	.643	WMRN-FM	26:	1,800	0.5 <- 0.6	27:	0.4	29:	0.4	26:	0.4	26:	0.6	22:	0.8	93
28:	4,900	1.3	.327	WHIZ-FM	27:	1,600	0.5 <- 0.4	33:	0.2	24:	0.9	33:	0.2	33:	0.2	28:	0.3	181
29:	4,800	1.3	.333	WVKO	28:	1,600	0.5 <- 0.4	22:	0.7	26:	0.5	27:	0.4	30:	0.4	26:	0.5	140
30:	4,700	1.3	.213	WQID	29:	1,000	0.3 <- 0.3	28:	0.4	27:	0.5	25:	0.8	29:	0.4	27:	0.4	235
31:	3,700	1.0	.270	WLOH	30:	1,000	0.3 <- 0.1	29:	0.4	28:	0.5	37:	0.1	0.0	0.0	35:	0.1	60
27:	5,900	1.6	.153	WRZR	31:	900	0.3 <- 0.5	30:	0.3	0.0	0.0	30:	0.3	27:	0.6	36:	0.1	22
26:	6,100	1.6	.115	WCLT-AM	32:	700	0.2 <- 0.5	31:	0.3	37:	0.2	28:	0.4	34:	0.2	31:	0.3	33
33:	2,400	0.6	.292	WEEC	33:	700	0.2 <- 0.2	32:	0.3	31:	0.2	31:	0.3	24:	0.7	29:	0.3	54
36:	1,400	0.4	.500	WMRN-AM	34:	700	0.2 <- 0.2	35:	0.1	0.0	0.0	35:	0.2	31:	0.3	30:	0.3	178
35:	1,600	0.4	.375	WVKC	35:	600	0.2 <- 0.2	38:	0.1	32:	0.2	32:	0.3	35:	0.2	37:	0.1	167
41:	800	0.2	.500	WTUE	36:	400	0.1 <- 0.0	36:	0.1	33:	0.2	36:	0.2	0.0	0.0	33:	0.1	306
43:	400	0.1	.999	WNRJ	37:	400	0.1 <- 0.0	37:	0.1	34:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	306
39:	1,300	0.3	.231	WVZR	38:	300	0.1 <- 0.0	0.0	0.0	0.0	0.0	38:	0.1	0.0	0.0	38:	0.1	131
38:	1,300	0.3	.231	WCMJ	39:	300	0.1 <- 0.0	34:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	32:	0.2	102
34:	2,300	0.6	.000	WVJM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	39:	0.1	32:	0.3	39:	0.1	
37:	1,400	0.4	.000	WHTH		0	0.0 <- 0.0	0.0	0.0	36:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
40:	1,200	0.3	.000	WOBH		0	0.0 <- 0.0	0.0	0.0	38:	0.2	34:	0.2	0.0	0.0	0.0	0.0	
42:	800	0.2	.000	WYBZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
44:	400	0.1	.000	WILE		0	0.0 <- 0.0	0.0	0.0	35:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
45:	300	0.1	.000	WMVO		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	9,800	2.6		OTHER		1,700	0.5 <- 0.9		0.6		0.8		0.5		0.7		0.5	
	2,000	0.5		DON'T KNOW		12,900	3.7 <- 7.8		3.5		5.1		4.5		7.5		6.3	
	353,000	94.4		RADIO USERS		353,000	94.4 <-98.2		77.2		53.9		70.2		45.5		76.8	
	21,000	5.6		NON-USERS		21,000	5.6 <- 1.8		22.8		46.1		29.8		54.5		23.2	

Strategic AccuRatings

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STANDARD DEMO RANKER

PERSONS 35-64 (N=1430)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	94,900	19.5	.523	WTVN	1:	49,600	11.6 <- 12.3	1:	17.5	2:	8.0	1:	9.0	2:	9.5	1:	8.9	173
2:	94,200	19.4	.361	WSNY	2:	34,000	7.9 <- 10.1	2:	10.0	1:	8.6	2:	8.1	1:	9.7	3:	7.1	116
3:	79,200	16.3	.418	WNCI	3:	33,100	7.7 <- 8.8	3:	8.7	6:	6.3	5:	7.1	5:	6.1	4:	7.0	87
6:	70,300	14.5	.447	WHOK	4:	31,400	7.3 <- 7.6	5:	6.7	3:	7.9	4:	7.3	6:	5.9	2:	8.3	115
4:	77,100	15.9	.337	WBNS-FM	5:	26,000	6.1 <- 4.6	7:	4.4	4:	6.8	3:	7.5	4:	6.7	5:	6.5	139
5:	73,800	15.2	.337	WCOL-FM	6:	24,900	5.8 <- 5.3	6:	4.9	5:	6.4	6:	6.0	3:	7.1	6:	6.4	166
7:	52,100	10.7	.443	WLWQ	7:	23,100	5.4 <- 5.8	4:	7.4	7:	4.9	7:	5.7	9:	3.7	7:	5.1	73
11:	33,300	6.9	.595	WVKO	8:	19,800	4.6 <- 5.4	8:	4.2	14:	2.6	11:	3.5	17:	2.8	8:	5.0	173
8:	45,600	9.4	.384	WOSU-FM	9:	17,500	4.1 <- 3.8	13:	2.6	8:	4.9	9:	4.0	7:	5.0	9:	5.0	151
9:	37,400	7.7	.420	WRVF	10:	15,700	3.7 <- 2.4	12:	2.8	9:	3.7	10:	3.8	12:	3.1	10:	4.2	77
19:	23,000	4.7	.617	WCVQ	11:	14,200	3.3 <- 3.2	10:	3.4	13:	2.7	18:	2.2	10:	3.3	17:	2.6	146
12:	31,100	6.4	.441	WOSU-AM	12:	13,700	3.2 <- 3.2	11:	3.0	12:	3.2	12:	3.4	23:	1.3	11:	3.5	180
13:	30,400	6.3	.388	WCBE	13:	11,800	2.8 <- 2.6	9:	3.9	22:	1.9	8:	4.8	8:	4.0	14:	2.9	125
22:	20,400	4.2	.544	WCLT-FM	14:	11,100	2.6 <- 2.5	14:	2.1	11:	3.5	20:	1.8	21:	1.9	12:	3.1	103
14:	28,600	5.9	.332	WCEZ	15:	9,500	2.2 <- 2.0	19:	1.3	17:	2.4	16:	2.3	16:	2.9	15:	2.7	147
21:	21,100	4.3	.445	WVCD	16:	9,400	2.2 <- 1.4	20:	1.2	19:	2.2	13:	2.6	18:	2.6	13:	3.0	64
18:	23,200	4.8	.401	WBZX	17:	9,300	2.2 <- 1.5	16:	1.7	18:	2.3	14:	2.4	19:	2.3	18:	2.5	31
16:	24,500	5.0	.363	WBNS-AM	18:	8,900	2.1 <- 2.1	15:	2.0	21:	1.9	17:	2.3	22:	1.6	19:	2.2	133
10:	35,300	7.3	.229	WCOL-AM	19:	8,100	1.9 <- 1.9	22:	1.0	10:	3.6	15:	2.3	13:	3.1	22:	1.1	95
20:	22,700	4.7	.322	WCKX	20:	7,300	1.7 <- 1.5	17:	1.6	15:	2.5	21:	1.8	11:	3.3	16:	2.7	35
23:	17,800	3.7	.393	WMNI	21:	7,000	1.6 <- 1.8	18:	1.5	24:	1.2	25:	1.1	20:	2.0	21:	1.3	142
15:	27,600	5.7	.221	WAHC/WHT	22:	6,100	1.4 <- 1.4	23:	0.9	20:	2.1	19:	2.1	14:	3.0	20:	2.0	20
17:	23,500	4.8	.260	WLW	23:	6,100	1.4 <- 1.5	24:	0.8	16:	2.5	22:	1.7	15:	3.0	23:	1.0	105
25:	11,200	2.3	.473	WRFD	24:	5,300	1.2 <- 1.4	21:	1.2	23:	1.3	23:	1.5	28:	0.5	25:	0.6	159
24:	12,500	2.6	.392	WSWZ	25:	4,900	1.1 <- 1.0	25:	0.7	25:	1.0	24:	1.1	24:	1.0	26:	0.6	201
33:	3,700	0.8	.730	WVRN-FM	26:	2,700	0.6 <- 0.7	29:	0.4	27:	0.7	28:	0.5	25:	0.7	24:	0.9	111
32:	4,600	0.9	.543	WEEC	27:	2,500	0.6 <- 0.6	28:	0.5	31:	0.3	26:	0.7	26:	0.6	27:	0.6	152
29:	5,600	1.2	.357	WHIZ-FM	28:	2,000	0.5 <- 0.4	34:	0.2	26:	0.8	29:	0.3	35:	0.2	29:	0.4	180
26:	8,800	1.8	.216	WCLT-AM	29:	1,900	0.4 <- 0.7	30:	0.3	32:	0.3	30:	0.3	27:	0.6	28:	0.5	72
28:	6,000	1.2	.300	WLOH	30:	1,800	0.4 <- 0.2	26:	0.6	28:	0.6	32:	0.2		0.0	32:	0.2	86
30:	5,200	1.1	.308	WNKO	31:	1,600	0.4 <- 0.3	27:	0.6	29:	0.4	31:	0.3	31:	0.3	30:	0.4	111
31:	4,700	1.0	.213	WQIO	32:	1,000	0.2 <- 0.2	31:	0.3	30:	0.4	27:	0.7	30:	0.4	31:	0.3	187
27:	6,300	1.3	.143	WRZR	33:	900	0.2 <- 0.4	32:	0.3		0.0	33:	0.2	29:	0.5	36:	0.1	17
37:	1,800	0.4	.389	WVRN-AM	34:	700	0.2 <- 0.2	33:	0.2		0.0	36:	0.1	32:	0.2	33:	0.2	142
38:	1,700	0.4	.412	WVZR	35:	700	0.2 <- 0.1	36:	0.1	33:	0.2	39:	0.1		0.0	37:	0.1	243
39:	1,600	0.3	.375	WVVC	36:	600	0.1 <- 0.1	40:	0.1	34:	0.2	34:	0.2	36:	0.2	38:	0.1	132
42:	1,200	0.2	.333	WTUE	37:	400	0.1 <- 0.0	37:	0.1	35:	0.2	37:	0.1		0.0	35:	0.1	243
41:	1,200	0.2	.333	WYBZ	38:	400	0.1 <- 0.0		0.0		0.0	38:	0.1	33:	0.2		0.0	139
43:	400	0.1	.999	WNRJ	39:	400	0.1 <- 0.0	38:	0.1	36:	0.2		0.0		0.0		0.0	243
40:	1,300	0.3	.231	WCMJ	40:	300	0.1 <- 0.0	35:	0.2		0.0		0.0		0.0	34:	0.2	81
34:	2,700	0.6	.000	WVJM		0	0.0 <- 0.0		0.0		0.0	40:	0.1	34:	0.2	39:	0.1	
35:	2,200	0.5	.000	WVTH		0	0.0 <- 0.1	39:	0.1	38:	0.2		0.0		0.0		0.0	
36:	2,000	0.4	.000	WGBN		0	0.0 <- 0.0		0.0	39:	0.1	35:	0.2		0.0		0.0	
44:	400	0.1	.000	WILE		0	0.0 <- 0.0		0.0	37:	0.2		0.0		0.0		0.0	
45:	300	0.1	.000	WVVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	11,900	2.5		OTHER		3,000	0.7 <- 1.0		0.5		0.8		0.6		0.6		0.5	
	3,100	0.6		DON'T KNOW		19,400	4.3 <- 8.6		3.5		5.3		4.4		7.0		6.7	
	448,400	92.3		RADIO USERS		448,400	92.3 <- 96.6		73.0		52.0		66.0		41.6		73.2	
	37,200	7.7		NON-USERS		37,200	7.7 <- 3.4		27.0		48.0		34.0		58.4		26.7	

Strategic AccuRatings

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STANDARD DEMO RANKER

PERSONS 35+ (N=1818)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+					
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
1:	118,300	18.7	WTVM	1:	63,500	12.0 <- 12.2	1:	17.8	1:	9.1	1:	9.4	1:	10.0	1:	9.9	179
5:	79,800	12.6	WHOK	2:	37,600	7.1 <- 7.4	4:	6.7	4:	7.2	3:	7.1	5:	6.1	2:	7.9	112
2:	98,900	15.7	WBNS-FM	3:	37,000	7.0 <- 6.2	6:	5.3	2:	7.7	2:	7.8	3:	7.1	3:	6.8	160
3:	97,500	15.4	WSNY	4:	35,900	6.8 <- 8.6	2:	8.8	3:	7.4	4:	7.0	2:	8.4	5:	6.0	99
4:	82,800	13.1	WNCI	5:	34,500	6.5 <- 7.2	3:	7.3	6:	5.2	5:	6.2	7:	5.3	4:	6.0	73
6:	78,900	12.5	WCOL-FM	6:	28,200	5.3 <- 4.6	7:	4.5	5:	5.6	6:	5.7	4:	6.8	7:	5.8	152
7:	57,300	9.1	WOSU-FM	7:	24,200	4.6 <- 4.4	9:	3.3	7:	5.1	8:	4.6	6:	5.6	6:	5.9	169
8:	52,800	8.4	WLWQ	8:	23,900	4.5 <- 4.8	5:	6.3	9:	4.0	7:	4.9	12:	3.3	9:	4.2	61
13:	38,800	6.1	WVCO	9:	22,600	4.3 <- 5.0	8:	3.9	16:	2.6	11:	3.5	14:	2.9	8:	4.9	160
10:	41,800	6.6	WOSU-AM	10:	16,600	3.1 <- 3.2	13:	2.8	10:	3.6	10:	3.8	23:	1.4	11:	3.5	176
19:	26,400	4.2	WCVO	11:	16,400	3.1 <- 3.1	10:	3.3	17:	2.5	17:	2.2	8:	4.0	15:	2.7	137
11:	39,600	6.3	WRVF	12:	16,100	3.0 <- 2.2	14:	2.5	12:	3.1	12:	3.4	16:	2.7	10:	3.7	64
9:	49,800	7.9	WCOL-AM	13:	15,200	2.9 <- 2.5	20:	1.3	8:	4.8	13:	3.1	9:	3.7	22:	1.6	144
12:	38,900	6.2	WBNS-AM	14:	15,200	2.9 <- 3.1	12:	2.9	11:	3.2	15:	2.7	21:	1.9	13:	3.1	184
18:	26,900	4.3	WCLT-FM	15:	14,500	2.7 <- 2.8	15:	2.4	14:	3.1	19:	2.0	22:	1.8	12:	3.2	109
14:	35,300	5.6	WCEZ	16:	14,300	2.7 <- 2.4	17:	1.7	13:	3.1	14:	2.8	13:	3.2	14:	3.1	179
15:	32,200	5.1	WCBE	17:	12,200	2.3 <- 2.2	11:	3.3	22:	1.7	9:	4.2	11:	3.4	17:	2.5	105
20:	25,900	4.1	WMNI	18:	10,600	2.0 <- 2.2	16:	2.1	23:	1.6	24:	1.2	18:	2.2	21:	1.6	174
16:	31,500	5.0	WLW	19:	10,100	1.9 <- 1.7	21:	1.1	15:	2.7	21:	1.7	10:	3.6	23:	1.3	141
23:	21,500	3.4	WVCD	20:	9,800	1.9 <- 1.2	24:	1.0	20:	1.9	16:	2.3	19:	2.2	16:	2.5	54
21:	23,900	3.8	WBZX	21:	9,700	1.8 <- 1.2	18:	1.4	19:	2.0	18:	2.0	20:	1.9	19:	2.2	26
22:	23,100	3.7	WCIX	22:	7,700	1.5 <- 1.2	19:	1.3	18:	2.0	22:	1.6	15:	2.8	18:	2.3	30
25:	13,100	2.1	WRFD	23:	6,500	1.2 <- 1.4	22:	1.1	24:	1.3	23:	1.3	28:	0.5	26:	0.7	158
17:	27,600	4.4	WAHC/WHT	24:	6,100	1.2 <- 1.1	26:	0.8	21:	1.7	20:	1.8	17:	2.6	20:	1.7	16
24:	15,300	2.4	WCLT-AM	25:	5,800	1.1 <- 1.3	23:	1.0	26:	0.9	25:	1.0	24:	1.0	24:	1.2	178
26:	12,900	2.0	WSWZ	26:	4,900	0.9 <- 0.8	28:	0.6	27:	0.9	26:	1.0	25:	0.9	28:	0.5	163
27:	10,300	1.6	WLOH	27:	4,300	0.8 <- 0.7	25:	1.0	25:	1.1	31:	0.4	31:	0.3	30:	0.5	166
31:	6,100	1.0	WEEC	28:	4,000	0.8 <- 0.8	29:	0.5	32:	0.3	27:	0.8	26:	0.8	27:	0.7	197
33:	5,500	0.9	WMRN-FM	29:	3,600	0.7 <- 0.8	30:	0.5	28:	0.7	29:	0.5	27:	0.6	25:	0.9	120
28:	8,300	1.3	WHIZ-FM	30:	2,400	0.5 <- 0.4	33:	0.2	29:	0.7	32:	0.4	37:	0.1	31:	0.4	175
29:	6,300	1.0	WNKO	31:	2,300	0.4 <- 0.3	27:	0.6	30:	0.5	30:	0.5	29:	0.5	29:	0.5	129
32:	5,700	0.9	WHTH	32:	1,200	0.2 <- 0.3	31:	0.4	33:	0.3	33:	0.2	0:	0.0	33:	0.2	139
36:	2,700	0.4	WMRN-AM	33:	1,200	0.2 <- 0.2	32:	0.3	34:	0.2	38:	0.1	33:	0.2	34:	0.2	197
34:	4,700	0.7	WQIO	34:	1,000	0.2 <- 0.2	34:	0.2	31:	0.3	28:	0.6	32:	0.3	32:	0.3	151
30:	6,300	1.0	WRZR	35:	900	0.2 <- 0.3	35:	0.2	0:	0.0	34:	0.2	30:	0.5	39:	0.1	14
38:	2,000	0.3	WNZR	36:	700	0.1 <- 0.1	37:	0.1	35:	0.1	42:	0.1	34:	0.2	40:	0.1	197
40:	1,600	0.3	WAKC	37:	600	0.1 <- 0.1	41:	0.1	36:	0.1	35:	0.2	38:	0.1	41:	0.1	107
35:	3,000	0.5	WJMH	38:	400	0.1 <- 0.1	0:	0.0	0:	0.0	36:	0.2	36:	0.2	35:	0.2	66
42:	1,200	0.2	WTUE	39:	400	0.1 <- 0.0	40:	0.1	37:	0.1	41:	0.1	0:	0.0	38:	0.1	197
41:	1,200	0.2	WYBZ	40:	400	0.1 <- 0.0	0:	0.0	0:	0.0	40:	0.1	35:	0.2	0:	0.0	112
43:	400	0.1	WXIC	41:	400	0.1 <- 0.1	39:	0.1	39:	0.1	39:	0.1	0:	0.0	37:	0.1	197
44:	400	0.1	WNRJ	42:	400	0.1 <- 0.0	38:	0.1	38:	0.1	0:	0.0	0:	0.0	0:	0.0	197
39:	1,700	0.3	WCMJ	43:	300	0.1 <- 0.0	36:	0.1	0:	0.0	0:	0.0	0:	0.0	36:	0.2	66
37:	2,300	0.4	WOBH	0	0	0.0 <- 0.0	0:	0.0	41:	0.1	37:	0.2	0:	0.0	0:	0.0	0:
45:	400	0.1	WILE	0	0	0.0 <- 0.0	0:	0.0	40:	0.1	0:	0.0	0:	0.0	0:	0.0	0:
46:	400	0.1	WCVZ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:
47:	300	0.0	WMVO	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:
	17,200	2.7	OTHER		6,200	1.2 <- 1.3		1.0		1.2		1.2		0.9		1.0	
	7,600	1.2	DON'T KNOW		28,600	5.1 <- 10.6		3.9		5.3		5.3		7.6		6.7	
	558,100	88.4	RADIO USERS		558,100	88.4 <- 93.5		67.3		49.1		59.1		38.0		67.5	
	73,200	11.6	NON-USERS		73,200	11.6 <- 6.5		32.7		50.9		40.9		62.0		32.5	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER PERSONS 12-15 (N= 180)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
						6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	43,900	60.8	WAHC/WHT	1:	26,800	39.5 <-27.4	1:	36.2	1:	41.7	1:	34.2	1:	36.8	1:	41.1	558
2:	31,000	42.9	WNCI	2:	10,400	15.3 <-21.7	2:	22.7	2:	13.1	3:	10.9	2:	13.4	2:	17.1	172
3:	20,100	27.8	WBZX	3:	7,000	10.3 <- 8.3	5:	5.9	3:	11.5	4:	10.1	4:	10.3	3:	13.1	145
4:	14,300	19.8	WCKX	4:	6,600	9.7 <- 8.5	3:	8.3	4:	11.2	2:	11.3	3:	12.1	4:	8.6	202
5:	7,300	10.1	WRVF	5:	3,300	4.9 <- 1.3	4:	6.1	7:	2.1	6:	4.0	9:	1.5	5:	4.2	102
7:	11,400	15.8	WSNY	6:	2,700	4.0 <- 2.8	6:	4.2	8:	2.1	5:	5.4	5:	8.8	8:	2.4	58
8:	7,200	10.0	WRZR	7:	2,100	3.1 <- 2.9	7:	3.9	5:	3.6	8:	3.5	8:	2.2	6:	2.7	252
10:	6,300	8.7	WCOL-FM	8:	2,000	2.9 <- 3.1		0.0	9:	1.9	11:	1.9	6:	2.4	12:	0.6	84
6:	9,200	12.7	WHOK	9:	1,700	2.5 <- 1.8	8:	3.0	6:	2.2	7:	3.6	7:	2.4	7:	2.7	39
9:	6,600	9.1	WLVQ	10:	800	1.2 <- 2.4	13:	0.7	13:	1.4	9:	2.6	10:	1.5	10:	1.3	16
11:	4,700	6.5	WBNS-FM	11:	800	1.2 <- 2.2	12:	0.7	12:	1.4	13:	1.4	14:	0.7	9:	1.9	27
14:	3,800	5.3	WTVN	12:	800	1.2 <- 1.2		0.0	15:	0.7	17:	0.7	12:	1.5		0.0	18
18:	1,300	1.8	WNKO	13:	800	1.2 <- 0.6	14:	0.7	14:	0.7	16:	0.7	11:	1.5	13:	0.6	350
17:	2,000	2.8	WOSU-FM	14:	500	0.7 <- 0.7	11:	0.9	10:	1.5	15:	0.9	15:	0.7	14:	0.6	27
12:	4,600	6.4	WVCO	15:	400	0.6 <- 0.6	9:	1.5		0.0	20:	0.7		0.0	16:	0.6	22
15:	2,800	3.9	WCLT-FM	16:	400	0.6 <- 0.6	16:	0.7	18:	0.7	14:	1.4	13:	1.5	11:	1.3	24
16:	2,700	3.7	WVCD	17:	400	0.6 <- 1.2		0.0	16:	0.7	19:	0.7	16:	0.7	15:	0.6	17
21:	800	1.1	WCVO	18:	400	0.6 <- 0.6	15:	0.7	17:	0.7	18:	0.7		0.0		0.0	26
13:	4,200	5.8	WJJM		0	0.0 <- 1.2	10:	1.5	11:	1.5	10:	2.3		0.0	17:	0.6	
19:	1,300	1.8	WMRN-FM		0	0.0 <- 0.7		0.0		0.0	12:	1.7	17:	0.7		0.0	
20:	1,100	1.5	WSWZ		0	0.0 <- 0.6		0.0		0.0		0.0	18:	0.7		0.0	
25:	800	1.1	WQIO		0	0.0 <- 0.6	17:	0.7	19:	0.7	22:	0.7		0.0		0.0	
23:	800	1.1	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
24:	800	1.1	WBNS-AM		0	0.0 <- 0.0	19:	0.7		0.0		0.0		0.0		0.0	
22:	800	1.1	WCOL-AM		0	0.0 <- 0.0		0.0	20:	0.7		0.0		0.0		0.0	
26:	800	1.1	WCBE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	400	0.6	WNZR		0	0.0 <- 0.6		0.0		0.0		0.0		0.0		0.0	
28:	400	0.6	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
29:	400	0.6	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	400	0.6	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	400	0.6	WLW		0	0.0 <- 0.0		0.0		0.0	21:	0.7		0.0		0.0	
31:	400	0.6	WRFD		0	0.0 <- 0.0	18:	0.7		0.0		0.0		0.0		0.0	
	2,300	3.2	OTHER		0	0.0 <- 0.0		0.0		0.0		0.0		0.9		0.0	
	0	0.0	DON'T KNOW		3,200	4.5 <-13.2		2.2		2.0		8.0		5.7		5.2	
	71,000	98.3	RADIO USERS		71,000	98.3 <-98.9		76.7		82.1		86.6		79.9		91.4	
	1,200	1.7	NON-USERS		1,200	1.7 <- 1.1		23.3		17.9		13.4		20.1		8.7	

Strategic AccuRatings

For "How to Read" information, call:

1-800-777-8877

STANDARD DEMO RANKER PERSONS 16-19 (N= 187)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	43,900	56.9	.428	WAHC/WHT	1:	18,800	25.9 <-24.3	1:	23.1	1:	24.2	1:	23.0	1:	23.3	1:	29.8	366
4:	24,300	31.5	.531	WCIX	2:	12,900	17.8 <-13.8	3:	13.1	3:	15.4	2:	18.5	2:	18.5	3:	15.5	370
2:	32,700	42.4	.355	WBZX	3:	11,600	16.0 <-12.0	2:	15.1	2:	16.6	3:	17.2	3:	12.2	2:	16.2	225
3:	26,000	33.7	.227	WNCI	4:	5,900	8.1 <-14.1	4:	12.6	4:	9.3	4:	11.4	4:	11.5	4:	8.1	91
5:	18,900	24.5	.243	WLWQ	5:	4,600	6.3 <- 7.2	7:	4.4	5:	8.1	5:	6.2	6:	6.5	5:	5.4	86
7:	14,100	18.3	.284	WRVF	6:	4,000	5.5 <- 4.3	5:	8.5	6:	6.7	6:	5.0	7:	4.7	7:	3.9	116
6:	14,200	18.4	.246	WSNY	7:	3,500	4.8 <- 2.2	6:	4.8	10:	2.2	8:	3.0	5:	11.0	6:	4.2	70
14:	6,100	7.9	.393	WCLT-FM	8:	2,400	3.3 <- 2.3	10:	2.2	7:	3.3	10:	1.9	13:	0.6	10:	1.9	132
9:	10,500	13.6	.210	WRZR	9:	2,200	3.0 <- 3.9	13:	0.9	9:	2.9	7:	3.2	9:	1.9	12:	1.2	247
10:	7,400	9.6	.203	WBNS-FM	10:	1,500	2.1 <- 1.1	11:	2.0	12:	1.7	11:	1.7	8:	2.4	9:	3.0	47
8:	13,400	17.4	.082	WHOK	11:	1,100	1.5 <- 2.8	8:	3.9	8:	3.2	9:	2.7	14:	0.6	8:	3.1	24
12:	6,600	8.6	.121	WJWM	12:	800	1.1 <- 4.0	9:	3.1	11:	1.9	12:	1.3	10:	1.9	13:	1.2	956
13:	6,200	8.0	.129	WVCD	13:	800	1.1 <- 0.0	12:	1.5	16:	0.6	13:	1.3	15:	0.6	11:	1.9	32
27:	500	0.6	.999	WCEZ	14:	500	0.7 <- 0.7		0.0	14:	0.8		0.0	11:	0.8	14:	0.8	46
28:	500	0.6	.999	WKVC	15:	500	0.7 <- 0.0		0.0		0.0		0.0	12:	0.8	15:	0.8	652
24:	800	1.0	.500	WOSU-FM	16:	400	0.6 <- 0.6	16:	0.7	17:	0.6	15:	0.6	16:	0.6	16:	0.6	20
11:	7,000	9.1	.000	WCOL-FM		0	0.0 <- 0.0	19:	0.7		0.0		0.0		0.0	18:	0.6	
15:	3,800	4.9	.000	WVVO		0	0.0 <- 0.6	18:	0.7	15:	0.8	14:	0.8		0.0		0.0	
16:	1,700	2.2	.000	WCBE		0	0.0 <- 0.6	17:	0.7		0.0	18:	0.6		0.0		0.0	
17:	1,600	2.1	.000	WCVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
18:	1,400	1.8	.000	WVNO		0	0.0 <- 0.0		0.0		0.0	17:	0.6		0.0		0.0	
19:	1,300	1.7	.000	WLW		0	0.0 <- 0.0	14:	0.9		0.0		0.0	18:	0.6		0.0	
22:	1,200	1.6	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
21:	1,200	1.6	.000	WCOL-AM		0	0.0 <- 0.0		0.0	13:	1.3	16:	0.6		0.0		0.0	
20:	1,200	1.6	.000	WTVN		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	17:	0.6	
23:	900	1.2	.000	WYBZ		0	0.0 <- 0.0	15:	0.9		0.0		0.0		0.0		0.0	
25:	800	1.0	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
26:	800	1.0	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	18:	0.6		0.0		0.0		0.0	
29:	500	0.6	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	500	0.6	.000	WMRN-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	400	0.5	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0	17:	0.6		0.0	
32:	400	0.5	.000	WOBN		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	400	0.5	.000	WNNI		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	2,600	3.4		OTHER		900	1.2 <- 0.6		0.0		0.0		0.6		0.6		1.4	
	0	0.0		DON'T KNOW		2,500	3.3 <-10.6		0.7		1.3		5.7		3.9		6.5	
	75,000	97.3		RADIO USERS		75,000	97.3 <-99.5		70.8		82.9		87.2		83.3		89.4	
	2,100	2.7		NON-USERS		2,100	2.7 <- 0.5		29.2		17.1		12.8		16.7		10.6	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER

PERSONS 20-29 (N= 767)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
						6-10A	10A-3P	3-7P	7P-12M	WKEND							
3:	87,500	32.7	.414	WBZX	1:	36,200	14.2 <-10.9	3:	13.2	1:	14.4	1:	14.0	1:	14.9	199	
1:	94,100	35.1	.353	WLVQ	2:	33,200	13.0 <-14.0	2:	15.4	3:	11.1	2:	13.6	4:	10.2	176	
2:	88,700	33.1	.338	WNCI	3:	30,000	11.7 <-14.5	1:	17.0	2:	11.8	3:	11.4	3:	10.3	132	
8:	43,100	16.1	.462	WDCD	4:	19,900	7.8 <- 5.8	8:	5.3	6:	6.8	5:	8.1	6:	7.7	226	
5:	61,100	22.8	.300	WAHC/WHT	5:	18,300	7.2 <- 6.1	7:	5.3	7:	6.4	4:	9.1	5:	7.8	101	
4:	67,100	25.1	.268	WABC	6:	18,000	7.0 <- 6.3	4:	8.3	8:	6.3	8:	5.9	2:	12.8	103	
9:	27,900	10.4	.631	WCIX	7:	17,600	6.9 <- 5.7	6:	5.6	9:	6.1	6:	6.9	7:	7.2	143	
7:	43,300	16.2	.395	WRFV	8:	17,100	6.7 <- 4.9	5:	6.2	5:	7.4	7:	6.7	8:	6.9	141	
6:	44,100	16.5	.345	WHOK	9:	15,200	5.9 <- 5.5	9:	4.8	4:	8.4	9:	5.7	9:	4.4	94	
10:	24,900	9.3	.277	WRZR	10:	6,900	2.7 <- 3.8	13:	1.4	11:	2.6	10:	3.2	10:	4.0	220	
14:	14,400	5.4	.410	WCBE	11:	5,900	2.3 <- 2.4	10:	2.8	12:	2.6	11:	2.4	11:	2.0	105	
13:	15,800	5.9	.316	WCLT-FM	12:	5,000	2.0 <- 1.4	11:	2.6	10:	2.7	13:	1.5	13:	1.7	78	
11:	23,400	8.7	.162	WBNS-FM	13:	3,800	1.5 <- 1.1	15:	1.3	14:	1.7	12:	1.9	12:	1.9	34	
20:	6,100	2.3	.623	WCVO	14:	3,800	1.5 <- 0.7	23:	0.5	20:	0.7	16:	1.0	23:	0.3	66	
15:	10,600	4.0	.340	WVKO	15:	3,600	1.4 <- 1.3	12:	1.4	16:	1.2	17:	0.7	19:	0.6	53	
12:	21,700	8.1	.152	WCOL-FM	16:	3,300	1.3 <- 0.8	14:	1.3	15:	1.4	14:	1.2	17:	0.8	37	
18:	7,200	2.7	.389	WCOL-AM	17:	2,800	1.1 <- 0.6	16:	0.9	13:	2.3	18:	0.7	16:	0.9	55	
21:	4,700	1.8	.447	WLV	18:	2,100	0.8 <- 0.7	22:	0.6	17:	1.0	19:	0.6	15:	1.1	61	
16:	9,600	3.6	.198	WTVN	19:	1,900	0.7 <- 0.6	18:	0.8	18:	0.9	15:	1.1	0.0	22:	0.3	11
27:	2,900	1.1	.655	WNRN-FM	20:	1,900	0.7 <- 0.4	20:	0.7	19:	0.7	20:	0.6	18:	0.7	131	
17:	7,700	2.9	.195	WOSU-FM	21:	1,500	0.6 <- 0.5	24:	0.3	21:	0.4	21:	0.6	14:	1.6	22	
24:	3,200	1.2	.344	WMNI	22:	1,100	0.4 <- 0.3	19:	0.7	22:	0.4	24:	0.3	22:	0.3	37	
28:	2,400	0.9	.458	WRFD	23:	1,100	0.4 <- 0.2	25:	0.3	0.0	0.0	25:	0.3	26:	0.2	55	
25:	3,100	1.2	.226	WOSU-AM	24:	700	0.3 <- 0.3	21:	0.7	27:	0.2	26:	0.3	20:	0.4	15	
30:	1,700	0.6	.412	WBNS-AM	25:	700	0.3 <- 0.1	27:	0.3	29:	0.2	0.0	0.0	0.0	28:	0.2	18
31:	1,700	0.6	.412	WCEZ	26:	700	0.3 <- 0.0	26:	0.3	0.0	0.0	0.0	0.0	21:	0.4	18	
29:	1,900	0.7	.316	WCLT-AM	27:	600	0.2 <- 0.4	0.0	0.0	30:	0.2	23:	0.4	0.0	23:	0.3	38
35:	900	0.3	.556	WOBN	28:	500	0.2 <- 0.2	0.0	0.0	0.0	0.0	0.0	0.0	24:	0.3	407	
36:	500	0.2	.999	WLOH	29:	500	0.2 <- 0.2	0.0	0.0	26:	0.3	28:	0.2	25:	0.3	40	
22:	3,800	1.4	.079	WTKO	30:	300	0.1 <- 0.1	17:	0.9	24:	0.4	27:	0.3	27:	0.2	35	
23:	3,600	1.3	.083	WQIO	31:	300	0.1 <- 0.0	30:	0.2	23:	0.4	0.0	0.0	29:	0.2	94	
26:	3,100	1.2	.097	WSWZ	32:	300	0.1 <- 0.0	0.0	0.0	28:	0.2	0.0	0.0	28:	0.2	21	
32:	1,600	0.6	.188	WCMJ	33:	300	0.1 <- 0.0	28:	0.3	31:	0.2	0.0	0.0	0.0	0.0	136	
38:	300	0.1	.999	WHIZ-FM	34:	300	0.1 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45	
19:	6,500	2.4	.000	WJIM		0	0.0 <- 0.3	29:	0.3	25:	0.4	22:	0.5	30:	0.2	24:	0.3
34:	1,000	0.4	.000	WAKC		0	0.0 <- 0.0	0.0	0.0	32:	0.2	0.0	0.0	0.0	0.0	0.0	0.0
33:	1,000	0.4	.000	WTUE		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
37:	400	0.1	.000	WNRN-AM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
39:	300	0.1	.000	WHTH		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
40:	300	0.1	.000	WNRJ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0	0.0	.000	WCVZ		0	0.0 <- 0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	6,100	2.3		OTHER		0	0.0 <- 0.3	0.0	0.0	0.0	0.0	0.2	0.4	0.2			
	500	0.2		DON'T KNOW		6,000	2.3 <-12.2	3.3	4.8	4.4	4.6	5.8					
	261,500	97.6		RADIO USERS		261,500	97.6 <-98.5	78.8	63.9	82.3	67.7	89.2					
	6,300	2.4		NON-USERS		6,300	2.4 <- 1.5	21.2	36.1	17.8	32.3	10.8					

Strategic AccuRatings

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STANDARD DEMO RANKER

PERSONS 30-39 (N= 795)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
						6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	76,000	31.0	WLWQ	1:	26,800	11.9 <- 13.7	1:	15.4	2:	10.9	1:	12.0	3:	7.7	1:	12.0	161
2:	64,400	26.3	WNCI	2:	26,300	11.6 <- 12.6	2:	13.3	1:	12.2	2:	9.8	2:	8.1	2:	11.1	130
3:	62,300	25.4	WSNY	3:	23,600	10.4 <- 13.0	3:	11.3	3:	10.6	3:	9.2	1:	11.8	3:	8.6	152
5:	40,400	16.5	WHOK	4:	16,900	7.5 <- 6.7	4:	6.9	4:	6.6	5:	6.4	4:	7.7	4:	7.9	118
4:	41,100	16.8	WBZX	5:	15,600	6.9 <- 5.9	8:	4.3	5:	6.4	4:	8.4	5:	7.4	5:	7.8	97
9:	28,100	11.5	WRVF	6:	12,400	5.5 <- 3.7	6:	5.5	6:	5.5	7:	6.0	9:	4.5	7:	6.0	115
8:	28,500	11.6	WUCD	7:	11,500	5.1 <- 3.8	9:	3.5	7:	4.9	6:	6.3	6:	5.7	6:	7.0	148
12:	19,500	8.0	WCBE	8:	9,900	4.4 <- 4.0	7:	4.9	15:	2.4	8:	5.5	11:	4.2	11:	3.7	199
11:	24,700	10.1	WTVN	9:	9,500	4.2 <- 3.4	5:	6.3	18:	1.8	14:	2.4	13:	3.5	16:	1.9	63
6:	35,700	14.6	WCOL-FM	10:	9,300	4.1 <- 3.7	12:	2.6	10:	3.6	11:	3.7	7:	5.1	9:	4.2	118
13:	15,800	6.5	WCKX	11:	7,900	3.5 <- 2.9	10:	3.4	12:	3.4	12:	3.5	8:	5.0	10:	4.1	73
7:	32,100	13.1	WBNS-FM	12:	7,500	3.3 <- 2.0	11:	3.2	8:	3.9	10:	3.8	12:	3.5	12:	3.7	76
10:	25,700	10.5	WAHC/WHT	13:	7,500	3.3 <- 2.7	14:	2.1	9:	3.8	9:	4.6	10:	4.3	8:	4.5	47
14:	13,200	5.4	WCLT-FM	14:	6,000	2.7 <- 2.4	13:	2.2	11:	3.6	13:	2.6	15:	2.3	13:	2.6	106
16:	12,900	5.3	WKVO	15:	4,500	2.0 <- 3.4	15:	2.1	21:	1.4	16:	1.8	14:	2.8	14:	2.5	75
17:	12,800	5.2	WCOL-AM	16:	3,900	1.7 <- 1.2	20:	0.9	14:	2.9	17:	1.8	21:	1.2	20:	0.9	87
21:	7,300	3.0	WCVO	17:	3,900	1.7 <- 1.5	16:	1.7	22:	1.1	19:	1.4	20:	1.2	17:	1.3	76
18:	11,800	4.8	WLW	18:	3,300	1.5 <- 1.9	19:	1.2	13:	3.0	18:	1.6	18:	1.9	18:	1.2	108
15:	13,200	5.4	WOSU-FM	19:	3,100	1.4 <- 1.2	17:	1.6	16:	2.1	15:	1.9	16:	2.3	15:	2.5	51
20:	9,700	4.0	WOSU-AM	20:	3,100	1.4 <- 1.4	18:	1.6	17:	2.0	20:	1.3	19:	1.5	19:	1.1	77
23:	5,200	2.1	WRFD	21:	2,100	0.9 <- 0.8	21:	0.9	19:	1.4	22:	0.7	26:	0.5	22:	0.7	119
27:	2,800	1.1	WMRN-FM	22:	1,500	0.7 <- 0.8	27:	0.4	23:	0.8	25:	0.4	22:	0.9	21:	0.8	117
26:	3,200	1.3	WSWZ	23:	1,400	0.6 <- 0.6	26:	0.4	26:	0.4	24:	0.5	24:	0.7	25:	0.4	109
19:	10,600	4.3	WRZR	24:	1,300	0.6 <- 1.1	22:	0.7	20:	1.4	26:	0.4	17:	1.9	23:	0.7	47
29:	2,200	0.9	WNKO	25:	1,000	0.4 <- 0.4	23:	0.5	29:	0.2	29:	0.2	29:	0.2	26:	0.3	132
22:	5,900	2.4	WCEZ	26:	900	0.4 <- 0.3	24:	0.5	25:	0.6	30:	0.2	23:	0.8	31:	0.2	26
24:	3,600	1.5	WQIO	27:	700	0.3 <- 0.3	28:	0.4	24:	0.7	21:	0.7	25:	0.6	24:	0.5	248
25:	3,500	1.4	WBNS-AM	28:	700	0.3 <- 0.1	30:	0.3	30:	0.2	23:	0.7	30:	0.2	27:	0.3	20
28:	2,700	1.1	WMNI	29:	600	0.3 <- 0.4	25:	0.5	31:	0.2	31:	0.2	27:	0.5	28:	0.3	23
30:	1,600	0.7	WJWC	30:	600	0.3 <- 0.3	31:	0.2	28:	0.3	27:	0.4	31:	0.2	32:	0.2	251
35:	900	0.4	WHTH	31:	600	0.3 <- 0.1	32:	0.2	27:	0.4	28:	0.3		0.0		0.0	162
31:	1,600	0.7	WCMJ	32:	300	0.1 <- 0.0		0.0	32:	0.2	32:	0.2	28:	0.5	29:	0.3	153
32:	1,300	0.5	WLOH	33:	300	0.1 <- 0.1	33:	0.2	33:	0.2	33:	0.2		0.0	34:	0.2	27
41:	300	0.1	WYBZ	34:	300	0.1 <- 0.0	34:	0.2		0.0	34:	0.2	32:	0.2	33:	0.2	197
34:	1,000	0.4	WEEC		0	0.0 <- 0.2	29:	0.4		0.0	36:	0.2	33:	0.2	30:	0.3	
33:	1,000	0.4	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	900	0.4	WJJM		0	0.0 <- 0.0		0.0		0.0	35:	0.2	35:	0.2		0.0	
38:	700	0.3	WHIZ-FM		0	0.0 <- 0.1		0.0	34:	0.2		0.0		0.0		0.0	
37:	700	0.3	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	600	0.2	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0	34:	0.2		0.0	
40:	400	0.2	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
42:	300	0.1	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
43:	300	0.1	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	5,700	2.3	OTHER		1,500	0.7 <- 1.3		0.6		0.9		0.5		0.6		0.2	
	300	0.1	DON'T KNOW		8,700	3.7 <- 8.2		2.9		5.0		4.7		5.7		6.1	
	234,800	95.9	RADIO USERS		234,800	95.9 <- 98.7		79.9		60.1		76.7		53.7		82.9	
	10,100	4.1	NON-USERS		10,100	4.1 <- 1.3		20.1		39.9		23.3		46.3		17.1	

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STANDARD DEMO RANKER

PERSONS 40-49 (N= 576)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+					
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
4:	38,000	20.3	WTVN	1:	18,500	10.9 <- 11.3	1:	17.7	3:	7.6	5:	7.7	2:	9.3	2:	9.1	163
2:	38,300	20.4	WNCI	2:	15,500	9.1 <- 10.4	3:	9.4	6:	5.8	2:	8.1	3:	8.1	5:	7.7	103
1:	44,100	23.5	WSNY	3:	14,700	8.7 <- 11.2	2:	10.6	1:	10.5	1:	9.2	1:	10.5	1:	9.9	127
3:	38,200	20.4	WCOL-FM	4:	13,100	7.7 <- 7.3	6:	6.1	4:	7.3	4:	8.0	4:	7.8	3:	7.9	221
6:	27,800	14.8	WHOK	5:	13,100	7.7 <- 6.5	5:	6.6	2:	9.9	6:	7.7	6:	5.7	4:	7.9	121
5:	32,100	17.1	WBNS-FM	6:	11,500	6.8 <- 5.0	8:	5.1	5:	7.1	3:	8.1	5:	6.5	6:	7.0	155
7:	20,700	11.0	WLWQ	7:	9,900	5.8 <- 6.5	4:	7.8	7:	4.9	7:	5.4	13:	3.1	9:	4.8	79
12:	13,900	7.4	WVVO	8:	9,200	5.4 <- 6.1	7:	5.5	9:	3.8	10:	4.1	16:	2.7	7:	5.9	203
8:	19,100	10.2	WRVF	9:	7,900	4.7 <- 3.4	9:	3.9	8:	4.8	8:	5.4	8:	4.7	8:	5.8	98
13:	12,700	6.8	WOSU-AM	10:	6,300	3.7 <- 3.4	10:	3.8	13:	3.0	12:	3.2	23:	0.9	14:	2.4	209
14:	12,600	6.7	WCBE	11:	4,900	2.9 <- 2.5	11:	2.8	24:	1.0	9:	4.4	11:	3.6	13:	3.0	131
9:	15,700	8.4	WOSU-FM	12:	4,400	2.6 <- 2.5	14:	2.0	10:	3.6	11:	3.4	12:	3.3	10:	3.5	96
16:	9,000	4.8	WCVO	13:	4,100	2.4 <- 2.5	13:	2.1	16:	2.1	19:	1.5	17:	2.1	18:	1.8	107
15:	11,800	6.3	WCCX	14:	3,800	2.2 <- 2.0	12:	2.2	11:	3.6	13:	2.4	7:	4.9	11:	3.1	47
22:	7,200	3.8	WCLT-FM	15:	3,700	2.2 <- 2.2	15:	1.6	12:	3.1	17:	1.8	14:	3.1	12:	3.1	87
20:	7,400	3.9	WVCD	16:	2,900	1.7 <- 0.6	23:	0.6	19:	1.7	14:	2.3	24:	0.8	16:	2.2	50
17:	8,900	4.7	WSWZ	17:	2,800	1.7 <- 1.3	17:	1.1	15:	2.3	20:	1.5	21:	1.3	21:	1.0	291
25:	4,100	2.2	WRFD	18:	2,800	1.7 <- 1.8	21:	0.9	17:	1.9	16:	1.9	28:	0.4	25:	0.5	212
11:	14,000	7.5	WAHC/WHT	19:	2,400	1.4 <- 1.5	19:	1.1	18:	1.8	15:	2.1	10:	4.0	17:	2.0	20
18:	8,800	4.7	WLW	20:	2,400	1.4 <- 1.7		0.0	20:	1.7	18:	1.6	9:	4.5	22:	0.7	104
19:	7,700	4.1	WBZK	21:	2,300	1.4 <- 1.1	16:	1.4	21:	1.4	24:	1.0	20:	1.5	19:	1.7	19
23:	6,000	3.2	WMNI	22:	2,100	1.2 <- 1.5	20:	1.1	23:	1.3	23:	1.3	18:	1.7	20:	1.4	107
21:	7,300	3.9	WCEZ	23:	1,900	1.1 <- 1.4	18:	1.1	22:	1.4	21:	1.3	19:	1.7	15:	2.3	74
10:	15,200	8.1	WCOL-AM	24:	1,500	0.9 <- 1.3	27:	0.4	14:	2.4	22:	1.3	15:	2.9	23:	0.7	44
27:	2,900	1.5	WHIZ-FM	25:	1,000	0.6 <- 0.4	34:	0.2	25:	1.0	33:	0.2		0.0	27:	0.4	227
24:	4,800	2.6	WBNS-AM	26:	900	0.5 <- 0.7	24:	0.6	28:	0.6		0.0	29:	0.4	33:	0.2	34
29:	2,100	1.1	WEEC	27:	700	0.4 <- 0.4	25:	0.5	29:	0.4	30:	0.3	22:	1.1	30:	0.3	107
37:	700	0.4	WVRN-AM	28:	700	0.4 <- 0.4	29:	0.3		0.0	31:	0.3	25:	0.5	26:	0.5	358
30:	2,100	1.1	WNKO	29:	600	0.4 <- 0.4	22:	0.7	26:	0.7	28:	0.5	30:	0.4	28:	0.4	105
26:	4,000	2.1	WCLT-AM	30:	400	0.2 <- 0.4	26:	0.5	33:	0.3	25:	0.8	31:	0.4	31:	0.3	38
32:	1,700	0.9	WQIO	31:	400	0.2 <- 0.2	31:	0.3		0.0	26:	0.6		0.0		0.0	189
33:	1,400	0.7	WLOH	32:	400	0.2 <- 0.2	33:	0.3	27:	0.7		0.0		0.0		0.0	48
36:	800	0.4	WVRN-FM	33:	400	0.2 <- 0.5		0.0		0.0		0.0		0.0	24:	0.6	42
39:	400	0.2	WTUE	34:	400	0.2 <- 0.0	30:	0.3	30:	0.4	32:	0.3		0.0	32:	0.3	614
38:	400	0.2	WNRJ	35:	400	0.2 <- 0.0	32:	0.3	31:	0.4		0.0		0.0		0.0	614
28:	2,700	1.4	WRZR	36:	300	0.2 <- 0.2	35:	0.2		0.0	27:	0.6	26:	0.5		0.0	14
34:	900	0.5	WCMJ	37:	300	0.2 <- 0.0	28:	0.4		0.0		0.0		0.0	29:	0.4	205
31:	2,000	1.1	WWJM		0	0.0 <- 0.0		0.0		0.0	34:	0.2	27:	0.5	34:	0.2	
35:	900	0.5	WOBH		0	0.0 <- 0.0		0.0	34:	0.3	29:	0.5		0.0		0.0	
40:	400	0.2	WILE		0	0.0 <- 0.0		0.0	32:	0.4		0.0		0.0		0.0	
41:	400	0.2	WYBZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
42:	300	0.2	WKRC		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
43:	300	0.2	WMVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	4,900	2.6	OTHER		1,000	0.6 <- 1.2		0.5		0.7		1.0		1.1		0.7	
	700	0.4	DON'T KNOW		6,200	3.5 <- 7.5		4.4		3.9		4.2		7.4		5.7	
	175,700	93.8	RADIO USERS		175,700	93.8 <- 97.7		78.3		53.3		70.6		43.3		75.7	
	11,700	6.2	NON-USERS		11,700	6.2 <- 2.3		21.6		46.7		29.4		56.7		24.3	

STANDARD DEMO RANKER
PERSONS 50-59 (N= 329)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	28,100	24.0	.662	WTVN	1:	18,600	17.9 <-19.7	1:	23.7	1:	16.2	1:	16.2	1:	14.2	1:	13.9	268
2:	20,200	17.3	.396	WHOK	2:	8,000	7.7 <-10.6	4:	8.4	2:	8.8	2:	10.4	6:	5.8	2:	12.1	121
5:	15,600	13.3	.500	WOSU-FM	3:	7,800	7.5 <- 6.7	12:	2.8	3:	7.2	5:	6.1	2:	10.4	3:	8.8	279
9:	9,000	7.7	.833	WCVO	4:	7,500	7.2 <- 6.7	3:	8.5	7:	5.4	7:	4.5	5:	7.1	6:	5.7	319
4:	16,300	13.9	.429	WSNY	5:	7,000	6.8 <- 6.8	2:	9.3	5:	6.6	4:	7.5	3:	8.2	8:	4.6	99
3:	16,500	14.1	.376	WBNS-FM	6:	6,200	6.0 <- 4.8	7:	4.3	6:	6.2	3:	8.2	4:	8.2	4:	6.7	137
7:	9,400	8.0	.596	WKVO	7:	5,600	5.4 <- 6.1	8:	4.3	13:	2.4	11:	3.5	8:	3.6	5:	5.8	202
11:	8,100	6.9	.543	WOSU-AM	8:	4,400	4.2 <- 4.2	10:	3.5	8:	5.4	6:	5.8	12:	3.0	7:	5.3	239
6:	10,000	8.5	.380	WCOL-FM	9:	3,800	3.7 <- 3.8	5:	5.1	9:	5.0	10:	3.8	9:	3.6	10:	3.8	105
8:	9,300	7.9	.398	WCEZ	10:	3,700	3.6 <- 3.3	19:	1.3	11:	2.8	9:	3.9	13:	3.0	11:	3.8	237
16:	5,500	4.7	.636	WCLT-FM	11:	3,500	3.4 <- 3.4	11:	2.9	10:	4.2	16:	2.7	18:	1.9	9:	4.3	135
15:	6,200	5.3	.484	WMNI	12:	3,000	2.9 <- 2.9	13:	1.9	14:	2.4	13:	2.8	10:	3.3	15:	1.9	251
14:	6,900	5.9	.420	WRVF	13:	2,900	2.8 <- 1.7	16:	1.6	16:	2.0	12:	3.3	16:	2.2	13:	3.1	59
10:	8,500	7.3	.329	WNCI	14:	2,800	2.7 <- 3.3	6:	4.9	15:	2.2	14:	2.8	19:	1.9	14:	2.5	30
12:	8,000	6.8	.313	WBNS-AM	15:	2,500	2.4 <- 3.2	14:	1.9	21:	0.8	17:	2.4	14:	3.0	12:	3.3	155
13:	7,900	6.8	.291	WCOL-AM	16:	2,300	2.2 <- 2.5	17:	1.6	4:	7.2	15:	2.8	7:	4.1	24:	0.6	112
17:	5,300	4.5	.396	WLW	17:	2,100	2.0 <- 1.2	18:	1.5	12:	2.6	18:	1.9	11:	3.3	20:	1.1	150
18:	4,100	3.5	.341	WCBE	18:	1,400	1.4 <- 1.0	9:	4.1	17:	2.0	8:	4.1	15:	3.0	16:	1.9	61
22:	2,400	2.1	.583	WLOH	19:	1,400	1.4 <- 0.4	15:	1.9	20:	1.4	25:	0.5		0.0	22:	1.0	276
20:	2,600	2.2	.462	WCLT-AM	20:	1,200	1.2 <- 1.4		0.0	22:	0.8		0.0	21:	1.1	21:	1.1	188
25:	1,800	1.5	.667	WMRN-FM	21:	1,200	1.2 <- 1.2	22:	0.9	18:	1.8	21:	1.1	20:	1.9	18:	1.7	204
26:	1,800	1.5	.611	WSWZ	22:	1,100	1.1 <- 1.0		0.0		0.0	19:	1.7	24:	0.8	23:	1.0	187
27:	1,700	1.5	.588	WHIZ-FM	23:	1,000	1.0 <- 0.7	27:	0.4	23:	0.8	22:	1.1	25:	0.8	26:	0.4	372
31:	900	0.8	.999	WEEC	24:	900	0.9 <- 0.9	24:	0.7		0.0	20:	1.4		0.0	19:	1.3	226
28:	1,600	1.4	.500	WBZX	25:	800	0.8 <- 0.8	20:	1.1	24:	0.8	23:	0.6		0.0	25:	0.6	11
30:	1,400	1.2	.500	WNZR	26:	700	0.7 <- 0.4	25:	0.5	25:	0.8	26:	0.5		0.0	27:	0.4	999
19:	3,200	2.7	.125	WCKX	27:	400	0.4 <- 0.7	21:	1.1	19:	1.6		0.0	17:	2.2	17:	1.9	8
32:	800	0.7	.500	WLWQ	28:	400	0.4 <- 0.4		0.0		0.0		0.0	22:	1.1		0.0	5
21:	2,500	2.1	.000	WRFD		0	0.0 <- 0.0	23:	0.9		0.0	24:	0.6		0.0		0.0	
23:	2,000	1.7	.000	WAHC/WHT		0	0.0 <- 0.0		0.0	27:	0.8		0.0	23:	1.1		0.0	
24:	1,900	1.6	.000	WHTH		0	0.0 <- 0.4	26:	0.5	26:	0.8		0.0		0.0		0.0	
29:	1,500	1.3	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	700	0.6	.000	WUCD		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	28:	0.4	
34:	700	0.6	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.3	.000	WYBZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.3	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	300	0.3	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	3,900	3.3		OTHER		1,500	1.4 <- 1.4		0.8		1.4		0.0		0.8		1.1	
	1,000	0.9		DON'T KNOW		4,700	4.3 <- 7.3		3.3		5.1		5.3		5.9		8.9	
	108,400	92.6		RADIO USERS		108,400	92.6 <-96.6		66.4		45.0		57.6		33.2		67.4	
	8,600	7.4		NON-USERS		8,600	7.4 <- 3.4		33.6		55.0		42.4		66.8		32.6	

Strategic AccuRatings

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STANDARD DEMO RANKER

PERSONS 60-69 (N= 301)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	23,900	20.4	.510	WTVN	1:	12,200	14.4 <- 15.5	1:	26.4	1:	11.6	1:	13.4	1:	11.5	1:	15.9	215
3:	15,400	13.2	.455	WBNS-AM	2:	7,000	8.3 <- 8.3	2:	9.9	2:	11.6	3:	11.2	7:	7.6	2:	10.4	531
4:	13,300	11.4	.511	WCOL-AM	3:	6,800	8.0 <- 5.8	13:	2.6	5:	8.2	6:	6.8	4:	8.6	9:	5.0	404
2:	17,400	14.9	.379	WBNS-FM	4:	6,600	7.8 <- 9.1	9:	3.2	3:	9.2	2:	11.4	6:	7.9	7:	5.7	179
5:	11,700	10.0	.564	WHOK	5:	6,600	7.8 <- 8.7	3:	7.8	7:	6.2	7:	6.6	13:	2.3	5:	6.5	123
7:	10,900	9.3	.569	WOSU-FM	6:	6,200	7.3 <- 7.3	4:	6.7	4:	8.6	5:	7.0	5:	8.6	4:	8.9	271
6:	11,500	9.8	.513	WCEZ	7:	5,900	7.0 <- 5.7	6:	5.1	6:	8.2	4:	9.1	2:	10.5	3:	9.4	462
11:	5,600	4.8	.643	WVKO	8:	3,600	4.3 <- 3.8	11:	2.7	9:	4.0	10:	4.1	9:	3.9	8:	5.4	159
9:	6,500	5.6	.523	WMNI	9:	3,400	4.0 <- 4.0	5:	5.8	14:	3.0		0.0	10:	3.6	12:	2.5	348
12:	5,100	4.4	.627	WCVO	10:	3,200	3.8 <- 4.1	7:	4.1	13:	3.2	9:	5.0	3:	10.5	10:	4.7	167
13:	4,300	3.7	.744	WCLT-FM	11:	3,200	3.8 <- 4.6	12:	2.7	10:	4.0	11:	2.5	15:	1.3	11:	4.0	151
8:	9,100	7.8	.319	WOSU-AM	12:	2,900	3.4 <- 4.4	14:	2.6	11:	3.8	8:	5.6	14:	2.3	6:	6.4	193
10:	6,200	5.3	.435	WCOL-FM	13:	2,700	3.2 <- 2.2	10:	3.2	12:	3.8	12:	2.5	8:	6.3	13:	2.5	91
15:	3,500	3.0	.457	WLW	14:	1,600	1.9 <- 0.9	15:	2.0	8:	4.8	15:	1.7	12:	2.6		0.0	140
17:	3,200	2.7	.500	WRFD	15:	1,600	1.9 <- 2.4	17:	1.4	16:	1.0	14:	1.9		0.0	14:	2.0	243
14:	4,200	3.6	.357	WSNY	16:	1,500	1.8 <- 1.8	8:	3.9	15:	1.4		0.0	11:	3.6	19:	0.7	26
20:	2,700	2.3	.556	WRVF	17:	1,500	1.8 <- 1.4	18:	1.4	17:	0.8	16:	1.7	16:	1.3	16:	1.3	37
16:	3,500	3.0	.343	WCLT-AM	18:	1,200	1.4 <- 2.4	19:	1.4		0.0	17:	1.7	17:	1.3	15:	2.0	231
22:	1,500	1.3	.733	WLVQ	19:	1,100	1.3 <- 1.3	20:	0.7	18:	0.8		0.0	18:	1.3		0.0	18
24:	1,200	1.0	.750	WECC	20:	900	1.1 <- 1.1	21:	0.7	19:	0.8	19:	0.8		0.0	20:	0.7	277
18:	3,100	2.6	.226	WCBE	21:	700	0.8 <- 0.8	23:	0.7	21:	0.8	13:	2.5		0.0	21:	0.7	38
19:	3,000	2.6	.233	WNCI	22:	700	0.8 <- 1.3	22:	0.7		0.0	20:	0.8		0.0	18:	1.2	9
21:	2,200	1.9	.318	WLOH	23:	700	0.8 <- 0.8	16:	1.9	20:	0.8	18:	1.4	19:	1.3	17:	1.2	169
25:	900	0.8	.444	WKCX	24:	400	0.5 <- 0.0		0.0	23:	0.8		0.0		0.0	24:	0.7	10
26:	800	0.7	.500	WNKO	25:	400	0.5 <- 0.5	24:	0.7	24:	0.8	22:	0.8	20:	1.3	23:	0.7	141
27:	700	0.6	.571	WSWZ	26:	400	0.5 <- 0.5	25:	0.7		0.0		0.0		0.0		0.0	83
28:	400	0.3	.999	WVCD	27:	400	0.5 <- 0.5		0.0	25:	0.8		0.0		0.0		0.0	14
29:	400	0.3	.999	WBZX	28:	400	0.5 <- 0.0		0.0	22:	0.8		0.0		0.0	22:	0.7	7
30:	400	0.3	.999	WYBZ	29:	400	0.5 <- 0.0		0.0		0.0	21:	0.8	21:	1.3		0.0	703
23:	1,500	1.3	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	26:	0.8		0.0		0.0	25:	0.7	
31:	400	0.3	.000	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0	22:	1.3		0.0	
36:	400	0.3	.000	WHTH		0	0.0 <- 0.0	27:	0.7		0.0		0.0		0.0		0.0	
32:	400	0.3	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	400	0.3	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.3	.000	WRZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.3	.000	WNRN-AM		0	0.0 <- 0.0	26:	0.7		0.0		0.0		0.0		0.0	
37:	400	0.3	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
38:	400	0.3	.000	WVJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	400	0.3	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,700	1.5		OTHER		500	0.6 <- 0.6		0.0		0.0		1.0		0.0		0.7	
	3,100	2.6		DON'T KNOW		7,800	8.4 <- 15.8		4.4		7.2		5.1		9.8		7.2	
	92,500	79.1		RADIO USERS		92,500	79.1 <- 85.6		52.4		46.1		43.6		28.8		54.9	
	24,500	20.9		NON-USERS		24,500	20.9 <- 14.4		47.6		53.8		56.4		71.1		45.0	

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STANDARD DEMO RANKER

PERSONS 70+ (N= 238)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+		
						6-10A	10A-3P	3-7P	7P-12M	WKEND			
2:	13,000	14.5	.623	WTVN	1:	8,100	13.3 <-10.9	1: 15.9	2: 10.8	1: 10.1	1: 21.0	1: 13.9	199
1:	14,500	16.2	.517	WBNS-FM	2:	7,500	12.3 <-15.5	2: 13.9	1: 13.9	2: 8.3	4: 7.9	2: 10.4	283
3:	8,900	10.0	.494	WBNS-AM	3:	4,400	7.2 <- 7.9	3: 8.2	3: 8.8	5: 6.8	13: 2.1	4: 9.1	465
5:	6,400	7.2	.656	WOSU-FM	4:	4,200	6.9 <- 7.6	4: 7.5	5: 6.4	3: 7.2	5: 7.9	3: 9.6	256
8:	5,300	5.9	.679	WHOK	5:	3,600	5.9 <- 6.4	6: 6.2	16: 1.4	9: 4.0	2: 9.5	5: 6.3	93
4:	7,400	8.3	.459	WCOL-AM	6:	3,400	5.6 <- 4.1	10: 2.7	4: 8.8	4: 7.2	7: 5.8	11: 3.0	281
10:	4,600	5.1	.674	WCLT-AM	7:	3,100	5.1 <- 5.1	5: 6.7	6: 6.4	6: 6.8	8: 5.8	6: 5.8	830
6:	6,400	7.2	.422	WLW	8:	2,700	4.4 <- 4.0	9: 3.2	12: 2.4	16: 1.4	3: 8.4	7: 4.8	328
13:	3,300	3.7	.667	WCEZ	9:	2,200	3.6 <- 3.1	11: 2.7	7: 6.1	10: 4.0	10: 4.2	15: 1.8	240
12:	3,300	3.7	.667	WCOL-FM	10:	2,200	3.6 <- 1.8	12: 2.7	10: 3.7	7: 5.4	9: 5.8	8: 3.8	104
11:	4,500	5.0	.422	WCLT-FM	11:	1,900	3.1 <- 2.5	8: 3.7	17: 1.4	11: 4.0	0.0	12: 2.8	125
9:	5,200	5.8	.346	WMNI	12:	1,800	3.0 <- 3.6	7: 4.5	11: 2.7	12: 4.0	11: 3.7	9: 3.5	257
14:	3,300	3.7	.545	WLOH	13:	1,800	3.0 <- 3.6	13: 2.7	9: 4.7	17: 1.4	14: 2.1	20: 1.0	604
20:	1,400	1.6	.999	WEEC	14:	1,400	2.3 <- 2.3	19: 1.0	0.0	14: 2.5	12: 3.7	16: 1.8	599
15:	3,100	3.5	.387	WHTH	15:	1,200	2.0 <- 2.0	14: 2.0	18: 1.4	13: 2.9	0.0	13: 2.0	999
7:	6,300	7.0	.175	WOSU-AM	16:	1,100	1.8 <- 1.8	15: 1.7	8: 5.1	8: 5.0	0.0	10: 3.5	102
17:	1,900	2.1	.579	WNCI	17:	1,100	1.8 <- 0.7	0.0	19: 1.4	0.0	15: 2.1	21: 1.0	20
18:	1,800	2.0	.500	WMRN-FM	18:	900	1.5 <- 1.5	17: 1.2	13: 1.7	15: 1.8	0.0	19: 1.3	261
16:	2,400	2.7	.333	WVVO	19:	800	1.3 <- 2.6	20: 1.0	0.0	18: 1.4	0.0	14: 2.0	49
22:	1,200	1.3	.583	WCVO	20:	700	1.2 <- 1.2	16: 1.7	20: 1.4	0.0	6: 6.3	17: 1.8	51
25:	900	1.0	.556	WMRN-AM	21:	500	0.8 <- 0.8	18: 1.2	15: 1.7	0.0	0.0	0.0	714
26:	800	0.9	.625	WRFD	22:	500	0.8 <- 0.8	0.0	14: 1.7	0.0	0.0	0.0	106
19:	1,500	1.7	.267	WHIZ-FM	23:	400	0.7 <- 0.7	24: 1.0	0.0	20: 1.4	0.0	25: 1.0	254
21:	1,400	1.6	.286	WRVF	24:	400	0.7 <- 1.2	23: 1.0	22: 1.4	19: 1.4	0.0	18: 1.8	14
23:	1,100	1.2	.364	WSNY	25:	400	0.7 <- 1.2	21: 1.0	23: 1.4	0.0	0.0	0.0	10
27:	400	0.4	.999	WJJM	26:	400	0.7 <- 0.7	0.0	0.0	23: 1.4	0.0	26: 1.0	571
28:	400	0.4	.999	WXIC	27:	400	0.7 <- 0.7	22: 1.0	21: 1.4	21: 1.4	0.0	22: 1.0	999
30:	400	0.4	.999	WNKO	28:	400	0.7 <- 0.0	0.0	0.0	22: 1.4	0.0	23: 1.0	196
29:	400	0.4	.999	WCKX	29:	400	0.7 <- 0.0	0.0	0.0	0.0	0.0	24: 1.0	14
24:	1,100	1.2	.000	WCBE		0	0.0 <- 0.7	0.0	0.0	24: 1.4	0.0	0.0	
31:	400	0.4	.000	WOBM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
32:	400	0.4	.000	WBZX		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	4,400	4.9		OTHER		3,200	5.3 <- 4.1	6.2	5.4	8.3	4.2	3.8	
	2,500	2.8		DON'T KNOW		5,700	8.6 <-19.9	5.6	4.8	12.3	7.3	6.2	
	66,500	74.4		RADIO USERS		66,500	74.4 <-83.1	47.5	34.8	35.5	22.9	47.2	
	22,900	25.6		NON-USERS		22,900	25.6 <-16.9	52.5	65.2	64.7	77.1	52.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER PERSONS 21-34 (N=1136)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 136,600	36.9	.340	MLVQ	1: 46,400	13.3 <-14.9	2: 15.8	2: 11.9	1: 13.5	3: 10.2	1: 13.1	180
3: 107,000	28.9	.397	WBZX	2: 42,500	12.1 <-10.0	3: 10.5	3: 11.5	2: 13.0	2: 12.4	2: 12.9	171
2: 115,200	31.1	.358	WNCI	3: 41,200	11.8 <-13.9	1: 16.0	1: 12.4	3: 10.6	4: 9.7	3: 10.9	132
4: 93,500	25.2	.291	WSNY	4: 27,200	7.8 <- 7.4	4: 9.1	4: 8.1	7: 7.0	1: 12.5	7: 7.2	113
7: 59,000	15.9	.422	WRVF	5: 24,900	7.1 <- 5.3	5: 6.8	6: 7.4	6: 7.6	6: 7.0	5: 7.9	150
8: 55,800	15.1	.430	WVCD	6: 24,000	6.9 <- 5.2	7: 5.0	7: 6.0	5: 7.7	7: 6.9	4: 9.5	199
6: 66,400	17.9	.357	WHOK	7: 23,700	6.8 <- 6.2	6: 6.0	5: 7.8	8: 6.3	9: 5.0	8: 6.4	106
5: 68,700	18.5	.310	WAHC/WHT	8: 21,300	6.1 <- 4.6	9: 4.2	8: 5.4	4: 7.8	8: 6.7	6: 7.6	86
11: 32,800	8.9	.576	WCXK	9: 18,900	5.4 <- 4.5	8: 4.7	9: 4.9	9: 5.5	5: 7.1	9: 5.2	112
13: 22,100	6.0	.471	WCBT	10: 10,400	3.0 <- 2.7	10: 3.0	13: 2.1	10: 3.3	11: 2.2	11: 2.2	135
14: 21,700	5.9	.346	WCLT-FM	11: 7,500	2.1 <- 1.8	11: 2.3	10: 2.9	13: 2.0	12: 2.1	12: 2.2	85
12: 30,700	8.3	.218	WRZR	12: 6,700	1.9 <- 2.6	17: 1.0	12: 2.6	11: 2.5	10: 3.7	10: 2.3	156
9: 35,900	9.7	.173	WBNS-FM	13: 6,200	1.8 <- 1.4	13: 1.7	14: 1.9	12: 2.1	14: 1.5	13: 1.9	41
10: 34,800	9.4	.167	WCOL-FM	14: 5,800	1.7 <- 1.4	14: 1.5	16: 1.4	14: 1.3	16: 1.2	18: 0.9	47
17: 14,000	3.8	.393	WCOL-AM	15: 5,500	1.6 <- 0.9	19: 0.9	11: 2.8	16: 1.0	18: 0.9	21: 0.6	79
19: 9,900	2.7	.556	WCVO	16: 5,500	1.6 <- 1.1	16: 1.1	22: 0.5	15: 1.2	21: 0.8	15: 1.1	69
15: 19,000	5.1	.284	WTVN	17: 5,400	1.5 <- 1.1	12: 1.8	19: 0.8	17: 1.0	20: 0.8	20: 0.7	23
16: 14,900	4.0	.315	WVKO	18: 4,700	1.3 <- 1.7	15: 1.3	17: 1.4	19: 0.8	17: 1.1	14: 1.7	50
20: 9,100	2.5	.440	WLW	19: 4,000	1.1 <- 1.1	20: 0.9	15: 1.8	18: 0.9	15: 1.5	16: 1.0	84
18: 12,200	3.3	.246	WOSU-FM	20: 3,000	0.9 <- 0.7	21: 0.8	18: 0.9	20: 0.7	13: 1.6	17: 0.9	32
25: 4,600	1.2	.500	WMRN-FM	21: 2,300	0.7 <- 0.5	23: 0.5	20: 0.7	23: 0.4	22: 0.7	19: 0.7	116
21: 7,100	1.9	.268	WOSU-AM	22: 1,900	0.5 <- 0.5	18: 1.0	21: 0.7	21: 0.6	19: 0.9	22: 0.4	31
23: 5,000	1.3	.320	WRFD	23: 1,600	0.5 <- 0.2	26: 0.3	23: 0.5	24: 0.3	30: 0.1	31: 0.1	59
26: 4,300	1.2	.233	WSWZ	24: 1,000	0.3 <- 0.2	31: 0.2	26: 0.3	31: 0.1	28: 0.2	23: 0.4	50
28: 3,800	1.0	.263	WCEZ	25: 1,000	0.3 <- 0.1	25: 0.5	33: 0.1	0.0	23: 0.5	32: 0.1	19
29: 3,600	1.0	.278	WMNI	26: 1,000	0.3 <- 0.2	24: 0.5	24: 0.5	25: 0.3	25: 0.3	26: 0.2	25
36: 800	0.2	.999	WLOH	27: 800	0.2 <- 0.2	33: 0.1	25: 0.4	27: 0.3	29: 0.2	25: 0.3	47
30: 2,900	0.8	.207	WBNS-AM	28: 600	0.2 <- 0.2	27: 0.3	30: 0.3	29: 0.2	31: 0.1	24: 0.3	11
31: 2,700	0.7	.222	WCMJ	29: 600	0.2 <- 0.0	29: 0.2	29: 0.3	32: 0.1	26: 0.3	28: 0.2	198
32: 2,300	0.6	.261	WCLT-AM	30: 600	0.2 <- 0.3	0.0	34: 0.1	26: 0.3	0.0	27: 0.2	28
37: 800	0.2	.750	WHTH	31: 600	0.2 <- 0.1	34: 0.1	28: 0.3	28: 0.2	0.0	0.0	105
35: 1,200	0.3	.417	WOBN	32: 500	0.1 <- 0.1	0.0	0.0	0.0	24: 0.3	30: 0.2	297
24: 4,800	1.3	.063	WOIO	33: 300	0.1 <- 0.0	32: 0.1	27: 0.3	0.0	34: 0.1	34: 0.1	69
27: 3,900	1.1	.077	WNKO	34: 300	0.1 <- 0.2	22: 0.7	31: 0.3	30: 0.2	32: 0.1	35: 0.1	25
41: 300	0.1	.999	WHIZ-FM	35: 300	0.1 <- 0.1	0.0	0.0	0.0	0.0	0.0	33
40: 300	0.1	.999	WYBZ	36: 300	0.1 <- 0.0	35: 0.1	0.0	33: 0.1	33: 0.1	33: 0.1	127
22: 6,300	1.7	.000	WVJM	0	0.0 <- 0.1	30: 0.2	32: 0.3	22: 0.5	27: 0.3	29: 0.2	
34: 1,300	0.4	.000	WVVC	0	0.0 <- 0.0	0.0	35: 0.1	0.0	0.0	0.0	
33: 1,300	0.4	.000	WTUE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
38: 700	0.2	.000	WEEC	0	0.0 <- 0.1	28: 0.2	0.0	0.0	0.0	36: 0.1	
39: 400	0.1	.000	WMRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
42: 300	0.1	.000	WCVZ	0	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WNRJ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
9,100	2.5		OTHER	1,500	0.4 <- 0.9	0.3	0.3	0.5	0.6	0.2	
500	0.1		DON'T KNOW	10,600	2.9 <-11.0	2.6	4.5	4.5	4.4	5.7	
360,400	97.3		RADIO USERS	360,400	97.3 <-98.5	79.5	62.5	81.0	62.7	87.9	
10,000	2.7		NON-USERS	10,000	2.7 <- 1.5	20.5	37.5	19.0	37.3	12.1	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER PERSONS 21-40 (N=1624)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
						6-10A	10A-3P	3-7P	7P-12M	WKEND		
1:	173,200	32.8	WLVA	1: 63,000	12.8 <- 14.1	1: 15.8	2: 11.4	1: 13.1	3: 9.2	1: 12.5	173	
2:	155,600	29.5	WNCI	2: 58,700	11.9 <- 13.9	2: 14.9	1: 12.2	3: 10.7	4: 9.2	2: 11.0	133	
4:	123,200	23.3	WBZX	3: 49,100	10.0 <- 8.0	4: 8.1	3: 9.5	2: 10.8	2: 10.3	3: 10.7	140	
3:	134,600	25.5	WSNY	4: 42,100	8.5 <- 9.6	3: 9.9	4: 8.9	4: 7.7	1: 11.7	5: 7.4	125	
8:	71,900	13.6	WPCD	5: 31,800	6.4 <- 4.8	7: 4.5	7: 5.8	5: 7.2	5: 6.7	4: 8.8	187	
5:	86,200	16.3	WHOK	6: 31,500	6.4 <- 5.8	6: 5.6	5: 7.1	8: 6.0	9: 5.7	8: 6.3	100	
7:	73,000	13.8	WRVF	7: 29,600	6.0 <- 4.3	5: 5.6	6: 6.6	7: 6.3	8: 5.9	6: 6.8	126	
6:	83,600	15.8	WAHC/WHT	8: 25,300	5.1 <- 4.0	11: 3.4	8: 4.9	6: 6.6	7: 5.9	7: 6.5	72	
11:	43,200	8.2	WCKX	9: 23,300	4.7 <- 4.0	9: 4.1	9: 4.3	9: 4.8	6: 6.4	9: 4.6	98	
13:	35,800	6.8	WCBE	10: 16,100	3.3 <- 3.0	10: 3.7	13: 2.3	10: 3.9	10: 3.2	11: 2.6	148	
12:	40,300	7.6	WTVN	11: 14,600	3.0 <- 2.4	8: 4.3	17: 1.8	13: 2.0	18: 1.4	17: 1.3	44	
9:	60,800	11.5	WCOL-FM	12: 13,800	2.8 <- 2.4	14: 2.1	14: 2.2	12: 2.4	13: 2.8	12: 2.5	80	
10:	59,400	11.3	WBNS-FM	13: 13,600	2.8 <- 1.9	12: 2.6	10: 3.2	11: 3.1	11: 3.1	10: 3.2	63	
15:	27,700	5.2	WCLT-FM	14: 10,500	2.1 <- 1.8	13: 2.2	11: 2.9	15: 1.7	15: 1.9	14: 2.2	85	
16:	25,000	4.7	WKVO	15: 9,400	1.9 <- 2.4	15: 1.9	20: 1.3	17: 1.3	17: 1.5	13: 2.3	71	
14:	34,500	6.5	WRZR	16: 7,400	1.5 <- 2.1	20: 0.9	16: 1.9	14: 1.8	12: 3.0	16: 1.8	122	
21:	13,400	2.5	WCVO	17: 7,400	1.5 <- 1.1	17: 1.2	22: 0.7	20: 1.1	21: 0.8	18: 1.1	66	
18:	22,200	4.2	WCOL-AM	18: 7,000	1.4 <- 1.0	19: 1.0	12: 2.7	18: 1.3	19: 1.1	22: 0.7	71	
17:	23,900	4.5	WOSU-FM	19: 6,100	1.2 <- 1.2	18: 1.2	18: 1.6	16: 1.5	14: 2.1	15: 1.9	46	
19:	17,500	3.3	WLW	20: 5,600	1.1 <- 1.2	21: 0.9	15: 2.0	19: 1.2	16: 1.5	19: 1.1	84	
20:	15,700	3.0	WOSU-AM	21: 5,200	1.1 <- 1.1	16: 1.3	19: 1.4	21: 1.0	20: 1.0	21: 0.8	59	
23:	7,900	1.5	WRFD	22: 3,500	0.7 <- 0.5	23: 0.6	23: 0.6	22: 0.6	28: 0.3	23: 0.3	91	
29:	5,700	1.1	WMRN-FM	23: 3,400	0.7 <- 0.6	24: 0.5	21: 0.7	23: 0.5	22: 0.8	20: 0.8	122	
22:	8,300	1.6	WCEZ	24: 1,600	0.3 <- 0.2	26: 0.4	28: 0.3	35: 0.1	23: 0.6	29: 0.2	21	
26:	6,700	1.3	WSVZ	25: 1,600	0.3 <- 0.3	29: 0.2	26: 0.3	29: 0.2	25: 0.4	27: 0.3	57	
27:	6,600	1.3	WKVO	26: 1,600	0.3 <- 0.3	22: 0.8	27: 0.3	26: 0.3	26: 0.3	25: 0.3	96	
28:	5,800	1.1	WMNI	27: 1,600	0.3 <- 0.3	25: 0.5	25: 0.3	28: 0.3	24: 0.5	24: 0.3	28	
24:	7,800	1.5	WQIO	28: 1,300	0.3 <- 0.2	27: 0.3	24: 0.6	24: 0.4	27: 0.3	26: 0.3	211	
30:	5,400	1.0	WBNS-AM	29: 1,000	0.2 <- 0.1	28: 0.3	31: 0.2	27: 0.3	31: 0.2	28: 0.2	13	
35:	1,800	0.3	WLOH	30: 800	0.2 <- 0.2	34: 0.1	29: 0.3	31: 0.2	34: 0.2	30: 0.2	33	
31:	3,600	0.7	WCLT-AM	31: 600	0.1 <- 0.2		0.0	37: 0.1		0.0	31: 0.1	20
32:	3,100	0.6	WCNJ	32: 600	0.1 <- 0.0	31: 0.1	33: 0.2	36: 0.1	32: 0.2	32: 0.1	141	
33:	2,600	0.5	WKVC	33: 600	0.1 <- 0.1	35: 0.1	30: 0.2	32: 0.2	36: 0.1	38: 0.1	115	
38:	1,200	0.2	WHTH	34: 600	0.1 <- 0.1	36: 0.1	32: 0.2	33: 0.2		0.0	74	
36:	1,800	0.3	WOBN	35: 500	0.1 <- 0.1		0.0	0.0	29: 0.2	35: 0.1	211	
34:	2,100	0.4	WTUE	36: 400	0.1 <- 0.0	33: 0.1	35: 0.1	34: 0.1	0.0	37: 0.1	211	
39:	1,200	0.2	WMRN-AM	37: 400	0.1 <- 0.1		0.0	0.0	35: 0.1	36: 0.1	70	
40:	900	0.2	WHIZ-FM	38: 300	0.1 <- 0.1		0.0	38: 0.1		0.0	23	
42:	300	0.1	WYBZ	39: 300	0.1 <- 0.0	37: 0.1		0.0	37: 0.1	39: 0.1	90	
25:	7,600	1.4	WWJM	0	0.0 <- 0.1	32: 0.1	34: 0.2	25: 0.4	33: 0.2	33: 0.1		
37:	1,800	0.3	WEEC	0	0.0 <- 0.1	30: 0.2		0.0	38: 0.1	30: 0.2	34: 0.1	
41:	400	0.1	WILE	0	0.0 <- 0.0		0.0	36: 0.1		0.0	0.0	
45:	300	0.1	WCVZ	0	0.0 <- 0.1		0.0	0.0		0.0	0.0	
43:	300	0.1	WNZR	0	0.0 <- 0.0		0.0	0.0		0.0	0.0	
44:	300	0.1	WNRJ	0	0.0 <- 0.0		0.0	0.0		0.0	0.0	
	12,700	2.4	OTHER	1,800	0.4 <- 0.7		0.3	0.5	0.4	0.6	0.3	
	1,200	0.2	DON'T KNOW	15,800	3.1 <- 10.3		2.7	4.7	4.5	5.0	5.7	
	509,100	96.5	RADIO USERS	509,100	96.5 <- 98.6		79.3	61.2	78.9	59.4	85.6	
	18,600	3.5	NON-USERS	18,600	3.5 <- 1.4		20.7	38.8	21.1	40.6	14.4	

Strategic AccuRatings

For "How to Read" information, call:

1-800-777-8877

STANDARD DEMO RANKER

PERSONS 16+ (N=3193)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	230,800	21.0	.357	WNCI	1:	82,400	8.5 <- 10.1	1:	11.0	1:	8.3	1:	8.5	2:	8.1	1:	8.1	95
2:	212,100	19.3	.359	WLVQ	2:	76,100	7.8 <- 8.7	3:	9.8	3:	7.4	2:	8.4	6:	6.6	3:	7.8	106
8:	138,500	12.6	.497	WTVN	3:	68,900	7.1 <- 7.0	2:	10.2	9:	4.8	8:	5.0	9:	4.6	8:	5.3	106
3:	209,300	19.0	.328	WSNY	4:	68,600	7.1 <- 7.7	4:	8.6	5:	6.9	4:	6.5	1:	10.7	6:	6.3	103
4:	171,200	15.6	.391	WBZK	5:	66,900	6.9 <- 5.4	6:	6.0	2:	7.6	3:	8.1	3:	8.1	2:	7.9	97
5:	163,000	14.8	.396	WHOK	6:	64,500	6.6 <- 6.6	5:	6.3	4:	7.1	5:	6.4	7:	5.1	4:	6.9	104
6:	146,800	13.3	.319	WAHC/WHT	7:	46,900	4.8 <- 4.3	8:	3.8	6:	5.6	6:	6.2	4:	7.0	5:	6.4	68
10:	115,600	10.5	.400	WRVF	8:	46,200	4.7 <- 3.4	7:	4.7	7:	5.1	7:	5.3	8:	4.8	7:	5.5	100
7:	143,400	13.0	.312	WBNS-FM	9:	44,700	4.6 <- 4.0	10:	3.6	10:	4.7	10:	4.9	11:	4.1	11:	4.5	105
12:	84,400	7.7	.514	WCKX	10:	43,400	4.5 <- 3.6	9:	3.8	8:	4.9	9:	4.9	5:	6.7	10:	4.7	93
11:	86,300	7.8	.411	WUCD	11:	35,500	3.6 <- 2.5	14:	2.5	12:	3.4	11:	4.4	10:	4.1	9:	5.3	106
9:	122,000	11.1	.282	WCOL-FM	12:	34,400	3.5 <- 3.0	11:	3.1	13:	3.4	13:	3.4	12:	3.4	13:	3.3	101
13:	70,300	6.4	.393	WOSU-FM	13:	27,600	2.8 <- 2.7	17:	2.1	15:	2.9	14:	2.6	13:	3.2	12:	3.4	105
15:	58,800	5.3	.464	WVNO	14:	27,300	2.8 <- 3.4	13:	2.6	18:	1.9	16:	2.1	20:	1.7	14:	3.1	105
16:	56,700	5.2	.453	WCLT-FM	15:	25,700	2.6 <- 2.4	15:	2.4	14:	3.2	15:	2.1	19:	1.8	15:	2.7	105
23:	39,200	3.6	.592	WCVO	16:	23,200	2.4 <- 2.1	16:	2.2	22:	1.6	19:	1.6	17:	2.0	18:	1.9	105
17:	56,400	5.1	.406	WCBE	17:	22,900	2.4 <- 2.3	12:	3.0	20:	1.7	12:	3.5	14:	2.4	16:	2.1	107
14:	65,000	5.9	.318	WCOL-AM	18:	20,700	2.1 <- 1.7	22:	1.0	11:	3.6	18:	1.9	18:	2.0	23:	1.0	107
19:	48,900	4.4	.378	WOSU-AM	19:	18,500	1.9 <- 1.9	18:	1.9	16:	2.1	17:	2.1	23:	1.0	17:	1.9	107
20:	42,200	3.8	.384	WBNS-AM	20:	16,200	1.7 <- 1.7	19:	1.7	19:	1.7	21:	1.4	24:	0.8	19:	1.7	107
22:	39,600	3.6	.396	WCEZ	21:	15,700	1.6 <- 1.4	21:	1.1	21:	1.7	22:	1.4	21:	1.7	20:	1.7	107
21:	41,900	3.8	.337	WLW	22:	14,100	1.4 <- 1.3	23:	1.0	17:	2.0	23:	1.2	15:	2.2	22:	1.1	107
24:	30,300	2.8	.396	WMNI	23:	12,000	1.2 <- 1.3	20:	1.4	24:	1.0	25:	0.8	22:	1.1	24:	0.9	107
18:	49,100	4.5	.218	WRZR	24:	10,700	1.1 <- 1.6	25:	0.6	23:	1.4	20:	1.4	16:	2.1	21:	1.2	89
26:	18,100	1.6	.448	WRFD	25:	8,100	0.8 <- 0.8	24:	0.7	25:	0.8	24:	0.8	32:	0.2	27:	0.4	107
27:	18,000	1.6	.356	WCLT-AM	26:	6,400	0.7 <- 0.8	26:	0.6	29:	0.5	26:	0.7	26:	0.5	26:	0.7	107
25:	18,900	1.7	.312	WSWZ	27:	5,900	0.6 <- 0.5	30:	0.4	28:	0.5	27:	0.5	27:	0.5	28:	0.4	107
31:	10,600	1.0	.557	WNRN-FM	28:	5,900	0.6 <- 0.6	29:	0.4	27:	0.6	28:	0.4	25:	0.6	25:	0.8	107
30:	11,100	1.0	.459	WLOH	29:	5,100	0.5 <- 0.5	27:	0.6	26:	0.7	32:	0.3	31:	0.3	30:	0.3	107
34:	6,700	0.6	.597	WEEC	30:	4,000	0.4 <- 0.5	31:	0.3	35:	0.1	30:	0.4	29:	0.3	29:	0.4	107
29:	12,000	1.1	.225	WVNO	31:	2,700	0.3 <- 0.2	28:	0.6	31:	0.3	31:	0.4	30:	0.3	31:	0.3	83
33:	9,300	0.8	.290	WHIZ-FM	32:	2,700	0.3 <- 0.2	37:	0.1	30:	0.4	34:	0.2	40:	0.1	33:	0.2	107
35:	6,500	0.6	.262	WHTH	33:	1,700	0.2 <- 0.2	33:	0.2	34:	0.2	35:	0.2		0.0	36:	0.1	107
32:	10,300	0.9	.126	WQIO	34:	1,300	0.1 <- 0.1	34:	0.2	33:	0.3	33:	0.3	33:	0.2	34:	0.2	107
28:	16,800	1.5	.071	WVJM	35:	1,200	0.1 <- 0.4	32:	0.3	32:	0.3	29:	0.4	28:	0.4	32:	0.3	107
39:	3,100	0.3	.387	WNRN-AM	36:	1,200	0.1 <- 0.1	35:	0.2	38:	0.1	39:	0.1	38:	0.1	38:	0.1	107
38:	3,400	0.3	.324	WVVC	37:	1,100	0.1 <- 0.1	43:	0.0	36:	0.1	36:	0.1	34:	0.2	37:	0.1	107
36:	4,400	0.4	.205	WCMJ	38:	900	0.1 <- 0.0	36:	0.2	37:	0.1	42:	0.0	37:	0.1	35:	0.2	107
41:	2,300	0.2	.304	WVYZ	39:	700	0.1 <- 0.0	38:	0.1		0.0	37:	0.1	35:	0.1	43:	0.0	107
42:	2,000	0.2	.350	WVZR	40:	700	0.1 <- 0.0	39:	0.1	39:	0.1	43:	0.0	39:	0.1	42:	0.0	107
37:	3,900	0.4	.128	WVBN	41:	500	0.1 <- 0.1		0.0	44:	0.1	38:	0.1	36:	0.1	39:	0.1	107
40:	3,000	0.3	.133	WTUE	42:	400	0.0 <- 0.0	42:	0.1	42:	0.1	40:	0.1		0.0	41:	0.1	107
43:	600	0.1	.667	WVNRJ	43:	400	0.0 <- 0.0	40:	0.1	40:	0.1		0.0		0.0		0.0	107
45:	400	0.0	.999	WXIC	44:	400	0.0 <- 0.0	41:	0.1	41:	0.1	41:	0.1		0.0	40:	0.1	107
44:	600	0.1	.000	WCVZ		0	0.0 <- 0.1		0.0		0.0		0.0		0.0		0.0	
46:	400	0.0	.000	WVLE		0	0.0 <- 0.0		0.0	43:	0.1		0.0		0.0		0.0	
47:	300	0.0	.000	WVVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	29,300	2.7		OTHER		8,500	0.9 <- 1.1		0.6		0.7		0.8		0.7		0.7	
	8,100	0.7		DON'T KNOW		41,700	4.1 <- 10.7		3.4		4.6		5.0		5.7		6.3	
	1,014,300	92.2		RADIO USERS		1,014,300	92.2 <- 95.6		71.7		56.3		68.8		50.1		76.1	
	86,200	7.8		NON-USERS		86,200	7.8 <- 4.4		28.3		43.7		31.2		49.9		23.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER

PERSONS 18+ (N=3092)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 216,200	20.4	.374	WNCI	1: 80,900	8.7 <- 9.9		1: 11.0	1: 8.4	2: 8.6	2: 8.0	1: 8.3	97
2: 205,400	19.4	.363	WLWQ	2: 74,500	8.0 <- 8.8		3: 10.0	2: 7.5	1: 8.7	4: 6.9	2: 8.1	108
7: 137,700	13.0	.500	WTVN	3: 68,900	7.4 <- 7.3		2: 10.6	6: 5.1	7: 5.3	8: 4.9	7: 5.5	110
3: 202,500	19.1	.330	WSNY	4: 66,800	7.1 <- 8.0		4: 8.7	4: 7.2	4: 6.7	11: 10.7	5: 6.4	104
4: 156,400	14.8	.407	WHOK	5: 63,700	6.8 <- 6.8		5: 6.3	3: 7.3	5: 6.6	7: 5.3	4: 7.1	107
5: 153,600	14.5	.398	WBZX	6: 61,100	6.5 <- 5.1		6: 5.8	5: 7.0	3: 7.6	3: 7.7	3: 7.4	92
10: 109,100	10.3	.406	WRVF	7: 44,300	4.7 <- 3.4		7: 4.5	7: 5.1	6: 5.3	9: 4.8	6: 5.6	100
6: 139,200	13.1	.310	WBNS-FM	8: 43,200	4.6 <- 4.1		8: 3.6	8: 4.8	9: 5.0	11: 4.0	10: 4.4	106
12: 72,400	6.8	.508	WCIX	9: 36,800	3.9 <- 3.2		9: 3.3	10: 4.2	11: 4.3	5: 6.2	11: 4.3	82
11: 83,500	7.9	.420	WUCD	10: 35,100	3.8 <- 2.7		14: 2.6	12: 3.6	10: 4.6	10: 4.4	8: 5.4	109
9: 119,000	11.2	.289	WCOL-FM	11: 34,400	3.7 <- 3.2		10: 3.2	13: 3.6	13: 3.5	12: 3.7	13: 3.5	105
8: 120,200	11.3	.285	WAHC/WHT	12: 34,200	3.7 <- 3.3		12: 2.9	9: 4.2	8: 5.0	6: 5.5	9: 5.1	52
13: 70,300	6.6	.393	WOSU-FM	13: 27,600	3.0 <- 2.8		17: 2.2	15: 3.1	14: 2.7	13: 3.4	12: 3.5	109
15: 56,700	5.4	.481	WKVO	14: 27,300	2.9 <- 3.5		13: 2.7	18: 2.0	15: 2.2	20: 1.9	14: 3.3	109
17: 53,500	5.0	.465	WCLT-FM	15: 24,900	2.7 <- 2.4		15: 2.4	14: 3.4	17: 2.2	19: 1.9	15: 2.7	106
23: 38,300	3.6	.606	WCVO	16: 23,200	2.5 <- 2.2		16: 2.3	22: 1.6	19: 1.7	16: 2.2	18: 2.0	109
16: 55,200	5.2	.415	WCBE	17: 22,900	2.5 <- 2.4		11: 3.1	20: 1.8	12: 3.6	14: 2.6	16: 2.2	111
14: 64,600	6.1	.320	WCOL-AM	18: 20,700	2.2 <- 1.8		22: 1.1	11: 3.8	18: 2.0	18: 2.1	23: 1.1	111
18: 48,900	4.6	.378	WOSU-AM	19: 18,500	2.0 <- 2.0		18: 2.0	16: 2.2	16: 2.2	23: 1.0	17: 2.0	111
20: 42,200	4.0	.384	WBNS-AM	20: 16,200	1.7 <- 1.8		19: 1.7	19: 1.8	20: 1.5	24: 0.9	19: 1.8	111
22: 39,100	3.7	.391	WCEZ	21: 15,300	1.6 <- 1.4		21: 1.1	21: 1.7	21: 1.4	21: 1.7	20: 1.7	109
21: 41,500	3.9	.340	WLW	22: 14,100	1.5 <- 1.4		23: 1.0	17: 2.1	23: 1.3	15: 2.3	22: 1.1	111
24: 30,300	2.9	.396	WMNI	23: 12,000	1.3 <- 1.4		20: 1.4	24: 1.0	25: 0.8	22: 1.1	24: 1.0	111
19: 43,200	4.1	.218	WRZR	24: 9,400	1.0 <- 1.5		25: 0.6	23: 1.4	22: 1.3	17: 2.2	21: 1.2	82
25: 18,100	1.7	.448	WRFD	25: 8,100	0.9 <- 0.8		24: 0.7	25: 0.8	24: 0.8	31: 0.2	27: 0.4	111
27: 18,000	1.7	.356	WCLT-AM	26: 6,400	0.7 <- 0.9		26: 0.6	29: 0.5	26: 0.7	26: 0.5	26: 0.7	111
26: 18,100	1.7	.326	WSWZ	27: 5,900	0.6 <- 0.5		30: 0.4	28: 0.6	27: 0.6	27: 0.5	28: 0.4	111
31: 10,100	1.0	.584	WMRN-FM	28: 5,900	0.6 <- 0.6		29: 0.4	27: 0.6	28: 0.5	25: 0.6	25: 0.8	111
30: 11,100	1.0	.459	WLOH	29: 5,100	0.5 <- 0.5		27: 0.6	26: 0.7	32: 0.3	30: 0.3	30: 0.3	111
34: 6,700	0.6	.597	WEEC	30: 4,000	0.4 <- 0.5		31: 0.4	35: 0.1	29: 0.4	28: 0.4	29: 0.4	111
29: 11,200	1.1	.241	WNKO	31: 2,700	0.3 <- 0.2		28: 0.6	30: 0.4	31: 0.3	29: 0.3	31: 0.3	86
33: 8,900	0.8	.303	WHIZ-FM	32: 2,700	0.3 <- 0.2		37: 0.1	31: 0.4	34: 0.2	40: 0.1	32: 0.2	111
35: 6,500	0.6	.262	WHTH	33: 1,700	0.2 <- 0.2		32: 0.2	33: 0.2	35: 0.2	0.0	36: 0.1	111
32: 9,900	0.9	.131	WQIO	34: 1,300	0.1 <- 0.1		34: 0.2	32: 0.3	33: 0.3	32: 0.2	34: 0.2	111
39: 3,100	0.3	.387	WMRN-AM	35: 1,200	0.1 <- 0.1		35: 0.2	38: 0.1	39: 0.1	38: 0.1	38: 0.1	111
38: 3,400	0.3	.324	WKRC	36: 1,100	0.1 <- 0.1		43: 0.0	36: 0.1	36: 0.1	34: 0.2	37: 0.1	111
36: 4,400	0.4	.205	WCMJ	37: 900	0.1 <- 0.0		36: 0.2	37: 0.1	42: 0.0	37: 0.1	35: 0.2	111
28: 13,200	1.2	.061	WWJM	38: 800	0.1 <- 0.3		33: 0.2	34: 0.2	30: 0.4	33: 0.2	33: 0.2	74
41: 2,000	0.2	.350	WNZR	39: 700	0.1 <- 0.0		39: 0.1	39: 0.1	43: 0.0	39: 0.1	42: 0.0	111
42: 1,900	0.2	.368	WYBZ	40: 700	0.1 <- 0.0		38: 0.1	0.0	37: 0.1	35: 0.1	43: 0.0	111
37: 3,900	0.4	.128	WOBM	41: 500	0.1 <- 0.1		0.0	44: 0.1	38: 0.1	36: 0.1	39: 0.1	111
40: 2,500	0.2	.160	WTUE	42: 400	0.0 <- 0.0		42: 0.1	42: 0.1	40: 0.1	0.0	41: 0.1	111
43: 600	0.1	.667	WNRJ	43: 400	0.0 <- 0.0		40: 0.1	40: 0.1	0.0	0.0	0.0	111
45: 400	0.0	.999	WXIC	44: 400	0.0 <- 0.0		41: 0.1	41: 0.1	41: 0.1	0.0	40: 0.1	111
44: 600	0.1	.000	WCVZ	0	0.0 <- 0.1		0.0	0.0	0.0	0.0	0.0	
46: 400	0.0	.000	WILE	0	0.0 <- 0.0		0.0	43: 0.1	0.0	0.0	0.0	
47: 300	0.0	.000	WMVO	0	0.0 <- 0.0		0.0	0.0	0.0	0.0	0.0	
28,000	2.6		OTHER	7,600	0.8 <- 1.1		0.7	0.8	0.8	0.7	0.6	
8,100	0.8		DON'T KNOW	40,500	4.2 <- 10.7		3.5	4.8	5.1	5.9	6.3	
974,800	92.0		RADIO USERS	974,800	92.0 <- 95.5		71.7	55.3	68.1	48.8	75.5	
85,000	8.0		NON-USERS	85,000	8.0 <- 4.5		28.3	44.7	31.9	51.3	24.5	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER PERSONS 21+ (N=2954)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 198,000	19.8	.382	WNCI	1: 75,700	8.6 <- 9.9	2: 10.9	1: 8.3	2: 8.1	2: 7.5	1: 8.1	97
3: 189,500	18.9	.370	WLVQ	2: 70,200	8.0 <- 8.8	3: 10.2	4: 7.4	1: 8.8	4: 6.7	2: 8.1	108
5: 137,300	13.7	.502	WTVN	3: 68,900	7.8 <- 7.8	1: 11.2	6: 5.5	6: 5.6	6: 5.4	6: 5.9	117
2: 191,100	19.1	.330	WSNY	4: 63,100	7.2 <- 8.2	4: 8.9	2: 7.7	3: 7.0	1: 10.5	5: 6.5	105
4: 146,300	14.6	.419	WHOK	5: 61,300	7.0 <- 6.9	5: 6.4	3: 7.5	5: 6.8	5: 5.6	3: 7.2	110
7: 131,000	13.1	.398	WBZX	6: 52,200	5.9 <- 4.7	6: 5.1	5: 6.1	4: 7.0	3: 7.2	4: 6.9	84
6: 134,700	13.4	.321	WBNS-FM	7: 43,200	4.9 <- 4.3	8: 3.8	7: 5.2	8: 5.2	11: 4.3	9: 4.7	113
9: 98,600	9.8	.416	WRVF	8: 41,000	4.7 <- 3.4	7: 4.3	8: 5.0	7: 5.3	8: 4.8	8: 5.5	98
8: 113,800	11.4	.299	WCOL-FM	9: 34,000	3.9 <- 3.4	9: 3.3	10: 3.8	12: 3.7	12: 4.0	12: 3.6	111
11: 77,300	7.7	.439	WUCD	10: 33,900	3.9 <- 2.8	13: 2.7	11: 3.7	9: 4.7	10: 4.5	7: 5.5	112
10: 96,300	9.6	.285	WAHC/WHT	11: 27,400	3.1 <- 2.5	17: 2.2	12: 3.3	10: 4.5	9: 4.6	10: 4.2	44
16: 53,700	5.4	.508	WVKO	12: 27,300	3.1 <- 3.7	11: 2.8	18: 2.1	16: 2.3	19: 2.0	14: 3.5	116
12: 69,500	6.9	.391	WOSU-FM	13: 27,200	3.1 <- 2.9	16: 2.2	13: 3.3	14: 2.8	13: 3.6	11: 3.7	115
14: 55,800	5.6	.477	WCIX	14: 26,600	3.0 <- 2.5	12: 2.8	14: 3.3	13: 3.3	7: 4.9	13: 3.6	63
15: 54,400	5.4	.414	WCBE	15: 22,500	2.6 <- 2.4	10: 3.2	20: 1.9	11: 3.8	14: 2.8	16: 2.4	116
18: 48,600	4.9	.453	WCLT-FM	16: 22,000	2.5 <- 2.4	15: 2.3	15: 3.0	18: 2.0	20: 2.0	15: 2.7	100
23: 36,300	3.6	.606	WCVO	17: 22,000	2.5 <- 2.3	14: 2.4	22: 1.6	19: 1.7	16: 2.4	18: 2.0	110
13: 63,800	6.4	.324	WCOL-AM	18: 20,700	2.4 <- 1.9	22: 1.2	9: 4.0	17: 2.1	17: 2.3	22: 1.2	118
17: 48,900	4.9	.378	WOSU-AM	19: 18,500	2.1 <- 2.1	18: 2.1	16: 2.4	15: 2.3	23: 1.1	17: 2.1	118
19: 41,800	4.2	.378	WBNS-AM	20: 15,800	1.8 <- 1.9	19: 1.8	19: 2.0	20: 1.6	24: 1.0	19: 1.9	115
21: 39,100	3.9	.391	WCEZ	21: 15,300	1.7 <- 1.5	21: 1.2	21: 1.8	21: 1.5	21: 1.8	20: 1.8	115
20: 40,600	4.1	.347	WLW	22: 14,100	1.6 <- 1.5	23: 1.0	17: 2.3	22: 1.3	15: 2.5	21: 1.2	118
24: 29,500	2.9	.393	WMNI	23: 11,600	1.3 <- 1.4	20: 1.5	24: 1.1	25: 0.8	22: 1.2	24: 1.0	114
25: 18,100	1.8	.448	WRFD	24: 8,100	0.9 <- 0.9	24: 0.8	25: 0.9	24: 0.9	31: 0.3	27: 0.4	118
22: 37,000	3.7	.205	WRZR	25: 7,600	0.9 <- 1.2	28: 0.6	23: 1.1	23: 1.2	18: 2.1	23: 1.1	70
26: 17,600	1.8	.364	WCLT-AM	26: 6,400	0.7 <- 0.9	25: 0.6	29: 0.6	26: 0.7	27: 0.5	26: 0.7	118
27: 17,200	1.7	.343	WSWZ	27: 5,900	0.7 <- 0.6	30: 0.4	28: 0.6	27: 0.6	26: 0.5	28: 0.4	118
30: 10,100	1.0	.584	WMRN-FM	28: 5,900	0.7 <- 0.7	29: 0.5	27: 0.7	28: 0.5	25: 0.7	25: 0.8	118
28: 11,100	1.1	.459	WLOH	29: 5,100	0.6 <- 0.5	26: 0.6	26: 0.8	31: 0.3	30: 0.3	30: 0.4	118
34: 6,700	0.7	.597	WEEC	30: 4,000	0.5 <- 0.5	31: 0.4	34: 0.2	29: 0.4	28: 0.4	29: 0.4	118
29: 10,200	1.0	.265	WNKO	31: 2,700	0.3 <- 0.3	27: 0.6	30: 0.4	30: 0.4	29: 0.3	31: 0.3	91
33: 8,500	0.8	.318	WHIZ-FM	32: 2,700	0.3 <- 0.3	36: 0.1	31: 0.4	34: 0.2	39: 0.1	32: 0.2	118
35: 6,500	0.6	.262	WHTH	33: 1,700	0.2 <- 0.2	32: 0.3	33: 0.3	35: 0.2	0.0	36: 0.1	118
31: 9,500	0.9	.137	WQIO	34: 1,300	0.1 <- 0.1	33: 0.2	32: 0.3	33: 0.3	32: 0.2	33: 0.2	118
38: 3,100	0.3	.387	WMRN-AM	35: 1,200	0.1 <- 0.1	34: 0.2	38: 0.1	39: 0.1	37: 0.1	37: 0.1	118
36: 4,400	0.4	.205	WCMJ	36: 900	0.1 <- 0.0	35: 0.2	36: 0.1	42: 0.0	36: 0.1	35: 0.2	118
41: 2,000	0.2	.350	WNZR	37: 700	0.1 <- 0.0	38: 0.1	39: 0.1	43: 0.0	38: 0.1	42: 0.0	118
42: 1,500	0.1	.467	WYBZ	38: 700	0.1 <- 0.0	42: 0.0	0.0	36: 0.1	34: 0.2	41: 0.0	118
39: 2,900	0.3	.207	WAKC	39: 600	0.1 <- 0.1	43: 0.0	35: 0.1	37: 0.1	40: 0.1	43: 0.0	65
37: 3,500	0.3	.143	WOBM	40: 500	0.1 <- 0.1	0.0	44: 0.1	38: 0.1	35: 0.2	38: 0.1	118
32: 9,400	0.9	.043	WJMJ	41: 400	0.0 <- 0.1	37: 0.1	37: 0.1	32: 0.3	33: 0.2	34: 0.2	39
40: 2,500	0.2	.160	WTUE	42: 400	0.0 <- 0.0	41: 0.1	41: 0.1	41: 0.1	0.0	40: 0.1	118
43: 600	0.1	.667	WNRJ	43: 400	0.0 <- 0.0	40: 0.1	42: 0.1	0.0	0.0	0.0	118
45: 400	0.0	.999	WXIC	44: 400	0.0 <- 0.0	39: 0.1	40: 0.1	40: 0.1	0.0	39: 0.1	118
44: 600	0.1	.000	WCVZ	0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0
46: 400	0.0	.000	WILE	0	0.0 <- 0.0	0.0	43: 0.1	0.0	0.0	0.0	0.0
47: 300	0.0	.000	WMVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
26,300	2.6		OTHER	7,600	0.9 <- 1.1	0.7	0.8	0.8	0.7	0.6	
8,100	0.8		DON'T KNOW	39,200	4.3 <- 10.7	3.4	5.0	4.9	6.0	6.3	
918,500	91.7		RADIO USERS	918,500	91.7 <- 95.3	71.8	54.0	67.2	47.1	75.1	
83,100	8.3		NON-USERS	83,100	8.3 <- 4.7	28.2	46.0	32.8	52.9	24.9	

**Strategic
AccuRatings**

Columbus

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Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER MALES 12-17 (N= 147)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	34,600	59.7	.488	WAHC/WHT	1:	16,900	30.9 <-23.4	1:	29.0	1:	34.1	1:	27.2	1:	34.9	1:	34.7	436
2:	23,500	40.5	.396	WBZX	2:	9,300	17.0 <-12.8	3:	10.7	2:	16.3	2:	17.1	2:	16.2	2:	18.6	239
3:	21,900	37.8	.269	WNCI	3:	5,900	10.8 <-16.3	2:	21.7	4:	10.8	4:	6.6	3:	11.6	3:	12.6	121
4:	13,400	23.1	.425	WCXK	4:	5,700	10.4 <- 8.8	4:	10.7	3:	12.3	3:	14.8	4:	9.7	4:	9.0	217
8:	6,700	11.6	.403	WRVF	5:	2,700	4.9 <- 2.2	5:	5.9	6:	4.0	5:	4.9	5:	3.5	6:	3.0	104
5:	9,600	16.6	.260	WRZR	6:	2,500	4.6 <- 5.7	7:	2.9	7:	3.6	6:	4.9	7:	2.8	9:	2.6	371
6:	9,300	16.0	.204	WLVQ	7:	1,900	3.5 <- 4.9	8:	2.7	8:	3.2	7:	4.9	9:	2.5	7:	3.0	47
10:	5,700	9.8	.333	WBNS-FM	8:	1,900	3.5 <- 2.0	6:	3.7	9:	3.2	9:	3.2	6:	3.5	5:	4.6	80
7:	8,900	15.3	.180	WHCK	9:	1,600	2.9 <- 2.0	9:	2.7	5:	4.2	8:	3.6	8:	2.8	8:	3.0	46
9:	5,800	10.0	.276	WCOL-FM	10:	1,600	2.9 <- 2.4		0.0	10:	1.5	11:	1.7	13:	1.2	13:	0.8	84
13:	3,100	5.3	.387	WCLT-FM	11:	1,200	2.2 <- 1.5	10:	2.0	12:	0.8	10:	2.6	10:	1.9	10:	2.4	87
12:	4,400	7.6	.182	WSNY	12:	800	1.5 <- 0.7	13:	1.7	14:	0.8	12:	1.5	15:	0.9	14:	0.8	21
15:	1,900	3.3	.421	WTVN	13:	800	1.5 <- 1.5		0.0	13:	0.8	14:	0.9	11:	1.9	15:	0.8	22
24:	500	0.9	.999	WCEZ	14:	500	0.9 <- 0.9		0.0	11:	1.1		0.0	14:	1.2	12:	1.0	61
14:	2,900	5.0	.138	WVKO	15:	400	0.7 <- 1.5	11:	2.0		0.0		0.0		0.0		0.0	27
16:	1,900	3.3	.211	WWCD	16:	400	0.7 <- 0.7		0.0		0.0	15:	0.9	16:	0.9	11:	1.6	21
19:	800	1.4	.500	WCVO	17:	400	0.7 <- 0.0	14:	1.0	15:	0.8	16:	0.9		0.0		0.0	32
11:	4,600	7.9	.000	WWJM		0	0.0 <- 1.5	12:	2.0	17:	0.8	18:	0.9	12:	1.9		0.0	
17:	1,300	2.2	.000	WMRN-FM		0	0.0 <- 0.0		0.0		0.0	13:	1.1	18:	0.9		0.0	
18:	900	1.6	.000	WNKO		0	0.0 <- 0.0		0.0		0.0	19:	0.9		0.0		0.0	
20:	800	1.4	.000	WLW		0	0.0 <- 0.0		0.0		0.0	20:	0.9	17:	0.9		0.0	
21:	800	1.4	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0	17:	0.9		0.0		0.0	
22:	800	1.4	.000	WCBE		0	0.0 <- 0.0	15:	1.0		0.0		0.0		0.0		0.0	
23:	700	1.2	.000	WSWZ		0	0.0 <- 0.7		0.0		0.0		0.0		0.0		0.0	
25:	500	0.9	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
26:	400	0.7	.000	WYBZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	400	0.7	.000	WBNS-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	400	0.7	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	18:	0.8		0.0		0.0		0.0	
29:	400	0.7	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
28:	400	0.7	.000	WOSU-FM		0	0.0 <- 0.0		0.0	16:	0.8		0.0		0.0	16:	0.8	
31:	400	0.7	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	2,300	4.0		OTHER		500	0.9 <- 0.0		0.0		0.0		0.0		1.2		1.0	
	0	0.0		DON'T KNOW		2,400	4.2 <-14.9		1.9		3.3		7.1		4.2		5.5	
	57,200	98.6		RADIO USERS		57,200	98.6 <-99.3		72.1		84.1		86.9		77.9		91.4	
	900	1.6		NON-USERS		900	1.6 <- 0.7		28.1		15.9		13.1		22.2		8.6	

Strategic AccuRatings

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STANDARD DEMO RANKER MALES 18-24 (N= 207)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	45,200	50.6	.473	WBZX	1:	21,400	25.1 <-18.4	1:	26.2	1:	23.4	1:	24.7	1:	20.3	1:	22.5	353
2:	36,200	40.5	.376	WLVQ	2:	13,600	15.9 <-16.2	2:	17.2	2:	14.1	2:	14.5	2:	9.8	2:	13.9	216
4:	22,800	25.5	.307	WAHC/WHT	3:	7,000	8.2 <-10.3	4:	6.7	3:	10.4	4:	10.0	3:	10.8	3:	10.4	116
3:	27,300	30.5	.245	WNCI	4:	6,700	7.9 <- 7.9	3:	13.1	8:	4.2	3:	10.1	2:	11.0	4:	9.6	88
11:	9,600	10.7	.552	WCKX	5:	5,300	6.2 <- 3.6	7:	3.8	6:	4.6	5:	7.6	9:	5.1	7:	4.7	129
7:	15,900	17.8	.302	WUCD	6:	4,800	5.6 <- 3.6	11:	2.0	5:	5.1	8:	4.3	7:	5.6	5:	8.8	164
6:	16,400	18.3	.244	WRVF	7:	4,000	4.7 <- 5.3	5:	5.7	4:	9.2	6:	5.6	5:	7.0	6:	7.5	99
5:	16,700	18.7	.204	WSNY	8:	3,400	4.0 <- 4.0	6:	5.0	11:	3.6	14:	1.1	6:	6.4	8:	3.4	58
8:	15,900	17.8	.214	WHOK	9:	3,400	4.0 <- 4.0	9:	3.7	10:	3.6	7:	4.4	10:	4.3	11:	2.3	63
13:	6,100	6.8	.443	WCLT-FM	10:	2,700	3.2 <- 1.5	8:	3.8	7:	4.6	11:	1.9	12:	2.1	10:	2.4	126
9:	13,000	14.5	.200	WRZR	11:	2,600	3.0 <- 4.6		0.0	9:	3.7	9:	3.6	8:	5.6	9:	3.4	248
15:	4,400	4.9	.477	WCBE	12:	2,100	2.5 <- 2.9	10:	3.7	12:	2.2	10:	3.1	13:	1.3	13:	1.8	112
17:	3,300	3.7	.394	WOSU-FM	13:	1,300	1.5 <- 1.5	14:	1.1	14:	1.4	12:	1.9	11:	2.8	14:	1.8	56
20:	1,700	1.9	.529	WCVQ	14:	900	1.1 <- 0.5		0.0	19:	0.7		0.0		0.0		0.0	47
22:	1,400	1.6	.643	WVKO	15:	900	1.1 <- 1.1	15:	0.7	17:	0.8	18:	0.7	16:	0.8	15:	1.2	39
19:	2,100	2.3	.381	WCOL-AM	16:	800	0.9 <- 0.5	18:	0.6	13:	2.2	15:	1.1	14:	1.3		0.0	47
25:	900	1.0	.556	WOBX	17:	500	0.6 <- 0.6		0.0		0.0		0.0	19:	0.8	16:	0.7	999
28:	500	0.6	.999	WLOH	18:	500	0.6 <- 0.6		0.0	18:	0.8	19:	0.7	17:	0.8	17:	0.7	120
29:	500	0.6	.999	WVKC	19:	500	0.6 <- 0.0		0.0		0.0		0.0	18:	0.8	18:	0.7	555
10:	10,200	11.4	.039	WBNS-FM	20:	400	0.5 <- 0.9	19:	0.6	16:	1.4	17:	1.1	15:	1.3	12:	2.3	11
12:	8,700	9.7	.046	WCOL-FM	21:	400	0.5 <- 0.0	13:	1.3	21:	0.7	13:	1.3	21:	0.7	21:	0.5	13
14:	4,600	5.1	.087	WTVN	22:	400	0.5 <- 0.5		0.0	15:	1.4	16:	1.1		0.0		0.0	7
16:	3,500	3.9	.114	WVJM	23:	400	0.5 <- 1.1	12:	1.3		0.0	20:	0.7		0.0		0.0	407
18:	2,700	3.0	.148	WLW	24:	400	0.5 <- 0.5	16:	0.7	20:	0.7		0.0		0.0	19:	0.5	35
24:	1,300	1.5	.308	WMNI	25:	400	0.5 <- 0.5	20:	0.6		0.0		0.0		0.0		0.0	41
27:	800	0.9	.500	WOSU-AM	26:	400	0.5 <- 0.5	21:	0.6	22:	0.7	21:	0.6	20:	0.7	20:	0.5	26
21:	1,700	1.9	.000	WSWZ		0	0.0 <- 0.0		0.0	23:	0.7		0.0		0.0		0.0	
23:	1,400	1.6	.000	WNKO		0	0.0 <- 0.0	22:	0.6		0.0		0.0		0.0		0.0	
26:	900	1.0	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	500	0.6	.000	WVYZ		0	0.0 <- 0.0	17:	0.7		0.0		0.0		0.0		0.0	
33:	400	0.4	.000	WBNS-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	22:	0.5	
32:	400	0.4	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.4	.000	WCEZ		0	0.0 <- 0.0	23:	0.6		0.0		0.0	22:	0.7		0.0	
31:	400	0.4	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.4	.000	WHIZ-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,800	2.0		OTHER		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
	0	0.0		DON'T KNOW		1,400	1.6 <-10.9		1.3		3.6		5.9		5.4		3.4	
	86,600	96.9		RADIO USERS		86,600	96.9 <-97.9		79.9		68.3		83.4		72.3		85.9	
	2,700	3.0		NON-USERS		2,700	3.0 <- 2.1		20.1		31.7		16.6		27.7		14.1	

Strategic AccuRatings

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1-800-777-8877

STANDARD DEMO RANKER MALES 25-34 (N= 391)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	52,700	41.2	.404	WLVO	1:	21,300	17.8 <- 20.2	1:	20.1	1:	16.3	2:	15.5	2:	11.7	2:	15.2	242
2:	38,100	29.8	.433	WBZX	2:	16,500	13.8 <- 10.6	3:	9.8	2:	13.1	1:	16.7	1:	13.7	1:	15.7	195
3:	31,200	24.4	.343	WNCI	3:	10,700	9.0 <- 9.6	2:	13.2	3:	8.1	4:	8.0	3:	8.8	4:	8.3	100
5:	20,500	16.0	.400	WVCD	4:	8,200	6.9 <- 5.8	5:	6.1	8:	5.7	3:	8.6	5:	7.0	3:	10.5	200
8:	14,200	11.1	.514	WRVF	5:	7,300	6.1 <- 4.0	4:	7.1	4:	6.2	5:	6.3	7:	5.8	7:	5.6	128
13:	9,900	7.7	.657	WCKX	6:	6,500	5.4 <- 4.0	7:	5.3	6:	6.1	9:	5.3	6:	6.6	9:	4.8	113
7:	16,900	13.2	.343	WANC/WMT	7:	5,800	4.9 <- 4.1	11:	3.0	14:	2.2	7:	5.5	8:	4.3	5:	5.9	69
6:	18,600	14.5	.296	WHOK	8:	5,500	4.6 <- 4.4	9:	3.7	5:	6.2	10:	3.8	11:	3.8	6:	5.8	72
11:	10,500	8.2	.486	WCBE	9:	5,100	4.3 <- 3.9	8:	4.2	12:	3.0	6:	5.6	13:	2.5	10:	3.6	194
4:	23,900	18.7	.205	WSNY	10:	4,900	4.1 <- 5.2	6:	5.7	9:	5.2	8:	5.5	4:	8.8	8:	5.2	60
18:	6,000	4.7	.550	WLW	11:	3,300	2.8 <- 2.4	12:	2.4	10:	4.4	11:	2.6	10:	3.9	12:	2.4	204
14:	8,100	6.3	.395	WTVN	12:	3,200	2.7 <- 1.6	10:	3.3	22:	0.4	16:	0.9	16:	1.7	19:	0.8	40
9:	11,800	9.2	.220	WBNS-FM	13:	2,600	2.2 <- 1.9	14:	1.3	15:	2.2	12:	2.3	14:	2.1	11:	2.7	50
15:	7,200	5.6	.319	WCOL-AM	14:	2,300	1.9 <- 1.1	15:	1.3	7:	5.9	17:	0.9	17:	1.2	21:	0.6	97
17:	6,200	4.8	.371	WCLT-FM	15:	2,300	1.9 <- 2.3	13:	1.7	13:	2.8	14:	2.0	12:	2.6	14:	1.9	77
10:	10,800	8.4	.176	WCOL-FM	16:	1,900	1.6 <- 1.7	17:	1.3	19:	0.8	15:	1.6	20:	0.9	17:	0.9	45
16:	6,300	4.9	.302	WOSU-FM	17:	1,900	1.6 <- 1.1	16:	1.3	17:	1.2	18:	0.9	15:	2.1	15:	1.5	59
12:	10,300	8.1	.165	WRZR	18:	1,700	1.4 <- 2.6	18:	1.3	11:	3.2	13:	2.1	9:	4.0	13:	2.3	116
21:	3,300	2.6	.424	WCVO	19:	1,400	1.2 <- 1.2	20:	1.0	21:	0.6	20:	0.7	21:	0.9	20:	0.7	52
23:	2,500	2.0	.480	WMRN-FM	20:	1,200	1.0 <- 0.7	22:	0.8	18:	1.1	24:	0.4	19:	1.0	16:	1.1	177
24:	2,500	2.0	.440	WRFD	21:	1,100	0.9 <- 0.3	23:	0.7	0.0	0.0	21:	0.7	0.0	0.0	23:	0.3	118
20:	3,500	2.7	.286	WVVO	22:	1,000	0.8 <- 0.8	21:	1.0	16:	1.9	22:	0.7	22:	0.9	18:	0.9	31
19:	4,200	3.3	.214	WOSU-AM	23:	900	0.8 <- 0.8	19:	1.3	20:	0.8	19:	0.9	18:	1.2	22:	0.6	42
26:	1,700	1.3	.176	WBNS-AM	24:	300	0.3 <- 0.3	24:	0.6	24:	0.4	25:	0.3	25:	0.4	25:	0.3	16
27:	1,600	1.3	.188	WCEZ	25:	300	0.3 <- 0.0	29:	0.3	0.0	0.0	0.0	0.0	24:	0.8	26:	0.3	17
28:	1,300	1.0	.231	WMNI	26:	300	0.3 <- 0.0	27:	0.3	26:	0.4	26:	0.3	23:	0.8	0.0	0.0	22
30:	1,000	0.8	.300	WCLT-AM	27:	300	0.3 <- 0.5	0.0	0.0	0.0	0.0	23:	0.6	0.0	0.0	28:	0.3	41
31:	900	0.7	.333	WCMJ	28:	300	0.3 <- 0.0	28:	0.3	23:	0.4	0.0	0.0	26:	0.4	24:	0.3	290
35:	300	0.2	.999	WNKO	29:	300	0.3 <- 0.3	26:	0.3	25:	0.4	27:	0.3	27:	0.4	27:	0.3	75
22:	2,600	2.0	.000	WQIO		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	28:	0.4	0.0	0.0	
25:	2,400	1.9	.000	WWJM		0	0.0 <- 0.3	30:	0.3	27:	0.4	28:	0.3	0.0	0.0	29:	0.3	
29:	1,300	1.0	.000	WSWZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
32:	900	0.7	.000	WTUE		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
34:	400	0.3	.000	WEEC		0	0.0 <- 0.3	25:	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
33:	400	0.3	.000	WWKC		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	4,500	3.5		OTHER		800	0.7 <- 1.8		0.4	0.0	0.7	1.4	0.7					
	0	0.0		DON'T KNOW		3,800	3.1 <- 10.0		2.3	5.7	5.0	3.6	4.0					
	123,200	96.3		RADIO USERS		123,200	96.3 <- 97.9		78.6	60.1	83.3	62.5	86.7					
	4,700	3.7		NON-USERS		4,700	3.7 <- 2.1		21.4	39.8	16.7	37.4	13.3					

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 35-44 (N= 329)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	31,400	28.5	.487	MLVQ	1:	15,300	14.7 <- 16.3	1:	18.0	1:	11.8	1:	13.3	1:	8.5	1:	12.4	199
2:	26,300	23.9	.354	WNCI	2:	9,300	8.9 <- 9.6	3:	8.3	2:	7.8	7:	5.3	6:	6.8	2:	7.6	100
6:	19,100	17.3	.403	WTVN	3:	7,700	7.4 <- 6.1	2:	12.0	12:	3.4	9:	4.9	13:	3.6	13:	3.4	110
4:	23,800	21.6	.303	WCOL-FM	4:	7,200	6.9 <- 7.4	4:	6.5	3:	7.0	4:	6.1	2:	8.3	4:	7.0	198
9:	12,200	11.1	.500	WCBE	5:	6,100	5.9 <- 5.0	5:	5.9	16:	2.4	3:	6.2	5:	7.0	9:	4.5	266
5:	21,800	19.8	.261	WBNS-FM	6:	5,700	5.5 <- 2.6	8:	4.7	4:	7.0	2:	7.8	3:	8.1	3:	7.2	125
8:	13,600	12.4	.419	WBZX	7:	5,700	5.5 <- 4.0	11:	3.2	5:	6.6	8:	5.1	9:	4.3	8:	5.4	77
3:	24,400	22.2	.217	WSNY	8:	5,300	5.1 <- 8.5	6:	5.8	7:	5.0	5:	6.1	4:	7.8	5:	6.7	74
7:	14,900	13.5	.342	WHOK	9:	5,100	4.9 <- 4.4	7:	5.1	6:	6.6	6:	5.5	7:	6.6	6:	6.5	77
10:	11,500	10.4	.417	WUCD	10:	4,800	4.6 <- 3.5	13:	2.4	11:	3.8	10:	4.7	8:	6.2	7:	5.8	134
16:	8,300	7.5	.542	WVCO	11:	4,500	4.3 <- 5.4	10:	3.7	18:	2.1	11:	4.2	20:	1.3	12:	4.1	162
18:	8,000	7.3	.375	WOSU-AM	12:	3,000	2.9 <- 2.9	9:	4.2	9:	4.1	15:	3.0	16:	1.9	15:	2.2	162
14:	9,500	8.6	.305	WOSU-FM	13:	2,900	2.8 <- 2.1	14:	2.4	10:	4.0	12:	3.8	11:	4.2	11:	4.2	103
17:	8,100	7.4	.358	WCIX	14:	2,900	2.8 <- 2.4	15:	2.4	13:	3.2	17:	2.1	15:	2.5	10:	4.2	58
15:	9,300	8.4	.280	WRVF	15:	2,600	2.5 <- 1.2	12:	2.9	14:	3.1	19:	1.9	17:	1.9	17:	2.0	52
11:	11,400	10.4	.202	WAHC/WHT	16:	2,300	2.2 <- 1.9	18:	1.1	15:	2.6	13:	3.6	10:	4.3	14:	3.1	31
12:	10,100	9.2	.198	WLW	17:	2,000	1.9 <- 2.9	19:	1.1	8:	4.4	14:	3.1	12:	4.0	16:	2.2	142
19:	4,900	4.5	.347	WCLT-FM	18:	1,700	1.6 <- 1.0	16:	1.8	19:	2.0	20:	1.7	18:	1.9	18:	1.6	65
20:	3,700	3.4	.432	WCVO	19:	1,600	1.5 <- 2.2	17:	1.4	20:	1.5	21:	1.2	21:	0.8	21:	1.2	68
23:	2,400	2.2	.583	WRFD	20:	1,400	1.3 <- 1.3	21:	0.8	21:	1.1	18:	2.0	24:	0.6	22:	1.2	173
13:	9,900	9.0	.131	WCOL-AM	21:	1,300	1.2 <- 0.6	20:	1.1	17:	2.4	16:	2.7	14:	3.6	19:	1.5	63
29:	1,200	1.1	.667	WVRN-FM	22:	800	0.8 <- 1.2		0.0	23:	0.6		0.0		0.0	20:	1.4	135
22:	2,700	2.5	.259	WCEZ	23:	700	0.7 <- 0.7	24:	0.4	22:	1.1	25:	0.5	25:	0.6	23:	0.8	45
27:	1,700	1.5	.412	WQIO	24:	700	0.7 <- 0.7	22:	0.8	24:	0.6	22:	0.8	22:	0.8	25:	0.5	538
24:	2,300	2.1	.174	WBNS-AM	25:	400	0.4 <- 0.0	28:	0.3		0.0	23:	0.8		0.0		0.0	25
30:	1,100	1.0	.364	WLOH	26:	400	0.4 <- 0.4	25:	0.4		0.0		0.0		0.0		0.0	78
34:	800	0.7	.500	WEEC	27:	400	0.4 <- 0.4	27:	0.4	26:	0.6	27:	0.5	23:	0.8	27:	0.5	100
33:	800	0.7	.500	WTUE	28:	400	0.4 <- 0.0	26:	0.4	25:	0.6	26:	0.5		0.0	26:	0.5	999
21:	3,000	2.7	.100	WMNI	29:	300	0.3 <- 0.3	23:	0.8	29:	0.5	29:	0.4	19:	1.9	24:	0.7	25
25:	2,300	2.1	.130	WRZR	30:	300	0.3 <- 0.6		0.0		0.0		0.0	26:	0.6	28:	0.3	23
28:	1,600	1.5	.188	WSWZ	31:	300	0.3 <- 0.3	29:	0.3	28:	0.5		0.0		0.0		0.0	51
35:	700	0.6	.429	WHIZ-FM	32:	300	0.3 <- 0.7		0.0	30:	0.5		0.0		0.0	29:	0.3	111
26:	2,300	2.1	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0	24:	0.8	27:	0.6		0.0	
31:	1,100	1.0	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	1,000	0.9	.000	WVJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	700	0.6	.000	WCMJ		0	0.0 <- 0.0	30:	0.3		0.0		0.0		0.0	30:	0.3	
38:	400	0.4	.000	WVVC		0	0.0 <- 0.0		0.0	27:	0.6	28:	0.5		0.0		0.0	
37:	400	0.4	.000	WVRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	300	0.3	.000	WHTH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
40:	300	0.3	.000	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
41:	300	0.3	.000	WMVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	4,200	3.8		OTHER		700	0.7 <- 1.0		1.1		2.0		1.3		0.8		0.8	
	600	0.5		DON'T KNOW		2,900	2.7 <- 7.1		3.0		4.9		3.7		8.5		6.3	
	107,100	97.3		RADIO USERS		107,100	97.3 <- 99.4		86.6		62.5		79.5		52.4		83.6	
	3,000	2.7		NON-USERS		3,000	2.7 <- 0.6		13.4		37.5		20.5		47.6		16.4	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 45-54 (N= 199)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	20,300	28.3	.571	WTVN	1:	11,600	17.6 <- 18.7	1:	24.9	1:	15.3	1:	13.6	1:	14.7	1:	13.8	263
2:	13,500	18.8	.385	WCOL-FM	2:	5,200	7.9 <- 5.8	6:	5.7	3:	7.1	4:	7.8	9:	4.5	2:	7.9	226
8:	7,900	11.0	.595	WOSU-AM	3:	4,700	7.1 <- 8.2	4:	6.4	17:	2.0	6:	6.4	21:	1.0	7:	5.9	401
5:	11,700	16.3	.368	WHOK	4:	4,300	6.5 <- 9.1	5:	6.4	2:	11.4	5:	7.6	6:	5.4	3:	7.9	103
4:	12,400	17.3	.339	WBNS-FM	5:	4,200	6.4 <- 5.5	8:	4.7	4:	7.1	3:	8.9	3:	6.7	6:	6.5	146
3:	13,300	18.5	.301	WSNY	6:	4,000	6.1 <- 6.1	2:	9.2	9:	4.0	2:	9.3	2:	13.7	4:	7.7	89
6:	9,700	13.5	.381	WNCI	7:	3,700	5.6 <- 5.5	7:	5.7	11:	3.1	8:	5.6	13:	3.2	10:	4.2	63
7:	8,500	11.8	.365	WOSU-FM	8:	3,100	4.7 <- 3.6	17:	1.4	5:	6.0	12:	2.7	4:	6.7	11:	4.2	174
15:	4,200	5.8	.643	WVCO	9:	2,700	4.1 <- 5.8	9:	3.7	14:	2.3	13:	2.1	14:	2.6	13:	3.0	153
10:	5,500	7.7	.455	WCBE	10:	2,500	3.8 <- 3.8	3:	7.0	10:	4.0	7:	6.2	22:	1.0	8:	5.1	172
9:	6,400	8.9	.359	WRVF	11:	2,300	3.5 <- 3.5	11:	2.9	15:	2.3	9:	4.5	15:	2.6	5:	6.7	73
16:	4,000	5.6	.550	WCLT-FM	12:	2,200	3.3 <- 3.9	12:	2.9	7:	4.3	14:	2.1	10:	3.5	9:	4.5	133
17:	4,000	5.6	.525	WCVQ	13:	2,100	3.2 <- 3.2	10:	3.3	12:	2.8	23:	0.8	11:	3.5	16:	2.2	140
13:	4,800	6.7	.354	WSWZ	14:	1,700	2.6 <- 2.6	18:	1.4	18:	2.0	10:	3.3	16:	2.2	14:	2.8	455
11:	5,000	7.0	.300	WLW	15:	1,500	2.3 <- 2.3		0.0	16:	2.3	15:	2.1	5:	5.8	22:	0.6	168
14:	4,400	6.1	.318	WLWQ	16:	1,400	2.1 <- 2.7	16:	1.9	19:	2.0	11:	3.3	17:	2.2	15:	2.8	29
19:	3,000	4.2	.367	WCIX	17:	1,100	1.7 <- 1.2	15:	2.1	8:	4.3	16:	2.1	8:	4.8	12:	3.8	35
20:	3,000	4.2	.367	WAHC/WHT	18:	1,100	1.7 <- 0.6	13:	2.1	20:	2.0	19:	1.4	7:	4.8	17:	2.2	24
23:	2,200	3.1	.500	WBZX	19:	1,100	1.7 <- 0.6	14:	2.1	26:	0.9	26:	0.6	23:	1.0	19:	1.4	24
26:	1,700	2.4	.647	WRFD	20:	1,100	1.7 <- 1.7	19:	1.4	25:	0.9	20:	1.4		0.0		0.0	214
18:	3,600	5.0	.222	WMNI	21:	800	1.2 <- 1.2		0.0	22:	1.1	17:	1.6	12:	3.5	18:	2.2	105
12:	4,900	6.8	.143	WCOL-AM	22:	700	1.1 <- 2.1	23:	0.6	6:	4.8	21:	1.4	24:	1.0		0.0	53
25:	1,800	2.5	.389	WHIZ-FM	23:	700	1.1 <- 0.5		0.0	21:	2.0		0.0		0.0		0.0	409
27:	1,700	2.4	.412	WLOH	24:	700	1.1 <- 0.0	20:	1.4	13:	2.8		0.0		0.0	23:	0.6	217
21:	2,500	3.5	.160	WBNS-AM	25:	400	0.6 <- 0.6		0.0		0.0		0.0	18:	1.3		0.0	39
24:	2,200	3.1	.182	WCLT-AM	26:	400	0.6 <- 1.1	21:	1.4		0.0	24:	0.8		0.0	21:	0.8	99
22:	2,300	3.2	.130	WCEZ	27:	300	0.5 <- 0.5		0.0		0.0	18:	1.6		0.0	24:	0.6	30
28:	1,500	2.1	.000	WNKO		0	0.0 <- 0.0	22:	0.8	24:	1.1		0.0		0.0		0.0	
29:	1,400	1.9	.000	WVCO		0	0.0 <- 0.0		0.0	27:	0.9		0.0		0.0	20:	1.4	
31:	1,100	1.5	.000	WQIO		0	0.0 <- 0.0		0.0		0.0	25:	0.8		0.0		0.0	
30:	1,100	1.5	.000	WRZR		0	0.0 <- 0.0		0.0		0.0	22:	1.4	20:	1.3		0.0	
32:	1,000	1.4	.000	WHTH		0	0.0 <- 0.0		0.0	23:	1.1		0.0		0.0		0.0	
33:	800	1.1	.000	WYBZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	700	1.0	.000	WNZR		0	0.0 <- 0.0		0.0		0.0	27:	0.6		0.0		0.0	
35:	400	0.6	.000	WVJM		0	0.0 <- 0.0		0.0		0.0		0.0	19:	1.3		0.0	
	1,500	2.1		OTHER		300	0.5 <- 0.0		0.6		0.0		0.0		1.3		0.6	
	400	0.6		DON'T KNOW		2,200	3.2 <- 6.3		2.1		5.9		5.5		8.7		7.3	
	68,100	94.8		RADIO USERS		68,100	94.8 <- 98.1		73.0		52.1		75.9		47.8		74.2	
	3,700	5.2		NON-USERS		3,700	5.2 <- 2.1		27.0		47.9		24.1		52.4		25.8	

Strategic AccuRatings

For "How to Read" information, call:

1-800-777-8877

STANDARD DEMO RANKER

MALES 55-64 (N= 131)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	14,300	27.0	.559	WTVN	1:	8,000	19.0 <- 20.9	1:	30.8	3:	9.9	1:	13.7	1:	24.7	1:	14.1	284
3:	9,000	17.0	.433	WHOK	2:	3,900	9.3 <- 9.3	2:	11.2	7:	8.2	2:	10.6	4:	5.7	2:	12.4	146
6:	6,000	11.3	.600	WOSU-FM	3:	3,600	8.6 <- 9.5	4:	6.0	4:	9.0	6:	7.2	2:	11.3	3:	10.9	317
2:	9,200	17.4	.348	WBNS-FM	4:	3,200	7.6 <- 6.7	6:	4.2	5:	8.6	3:	9.6	5:	5.7	6:	8.1	174
4:	6,900	13.0	.406	WCEZ	5:	2,800	6.7 <- 5.7	5:	5.6	2:	10.3	4:	9.6	3:	8.5	4:	10.2	441
5:	6,800	12.8	.412	WBNS-AM	6:	2,800	6.7 <- 7.6	3:	9.5	6:	8.6	5:	8.2	10:	2.8	5:	9.9	427
7:	4,300	8.1	.628	WCOL-AM	7:	2,700	6.4 <- 4.5	7:	4.2	1:	11.6	9:	4.1	6:	5.7	9:	2.8	322
13:	2,400	4.5	.833	WCLT-FM	8:	2,000	4.8 <- 4.8	10:	2.8	8:	5.2	11:	2.7	0:	0.0	8:	4.2	189
8:	4,100	7.7	.390	WNNI	9:	1,600	3.8 <- 3.8	11:	2.8	10:	3.4	12:	2.7	7:	5.7	10:	2.8	330
10:	3,200	6.0	.500	WLW	10:	1,600	3.8 <- 2.9	8:	4.2	9:	3.9	10:	4.1	11:	2.8	11:	2.8	280
15:	2,000	3.8	.600	WCVO	11:	1,200	2.9 <- 2.9		0.0	14:	1.7	13:	2.7	12:	2.8	15:	1.4	126
17:	1,700	3.2	.706	WVKO	12:	1,200	2.9 <- 2.9	15:	1.4	15:	1.7	8:	4.4	0:	0.0	12:	2.8	107
9:	3,500	6.6	.229	WOSU-AM	13:	800	1.9 <- 2.9	16:	1.4	11:	3.4	14:	2.7	0:	0.0	7:	6.7	107
11:	2,800	5.3	.286	WCBE	14:	800	1.9 <- 1.0	12:	2.8	0:	0.0	7:	5.1	8:	5.7	16:	1.4	86
22:	1,200	2.3	.667	WLWQ	15:	800	1.9 <- 1.9	0:	0.0	16:	1.7	0:	0.0	13:	2.8	0:	0.0	26
20:	1,300	2.5	.385	WRFD	16:	500	1.2 <- 1.2	17:	1.4	13:	2.2	17:	1.7	0:	0.0	0:	0.0	153
24:	500	0.9	.999	WMRN-FM	17:	500	1.2 <- 1.2	0:	0.0	12:	2.2	0:	0.0	0:	0.0	14:	1.8	209
14:	2,300	4.3	.174	WCOL-FM	18:	400	1.0 <- 1.9	13:	2.8	0:	0.0	0:	0.0	0:	0.0	0:	0.0	27
16:	2,000	3.8	.200	WSNY	19:	400	1.0 <- 1.0	9:	3.2	0:	0.0	18:	1.4	9:	5.7	18:	1.4	14
19:	1,500	2.8	.267	WLOH	20:	400	1.0 <- 0.0	14:	2.8	0:	0.0	19:	1.4	0:	0.0	0:	0.0	194
21:	1,300	2.5	.308	WCKX	21:	400	1.0 <- 0.0	0:	0.0	17:	1.7	0:	0.0	14:	2.8	17:	1.4	20
23:	1,200	2.3	.333	WCLT-AM	22:	400	1.0 <- 1.0	0:	0.0	20:	1.7	0:	0.0	0:	0.0	0:	0.0	154
29:	400	0.8	.999	WNRZ	23:	400	1.0 <- 1.0	19:	1.4	18:	1.7	0:	0.0	0:	0.0	0:	0.0	999
28:	400	0.8	.999	WSWZ	24:	400	1.0 <- 1.0	18:	1.4	0:	0.0	0:	0.0	0:	0.0	0:	0.0	168
26:	400	0.8	.999	WEEC	25:	400	1.0 <- 1.0	20:	1.4	19:	1.7	0:	0.0	0:	0.0	0:	0.0	247
27:	400	0.8	.999	WYBZ	26:	400	1.0 <- 0.0	0:	0.0	0:	0.0	20:	1.4	15:	2.8	0:	0.0	999
12:	2,700	5.1	.000	WRVF		0	0.0 <- 0.0	0:	0.0	0:	0.0	15:	2.7	16:	2.8	0:	0.0	
18:	1,600	3.0	.000	WNCI		0	0.0 <- 0.0	0:	0.0	0:	0.0	16:	2.7	17:	2.8	13:	2.8	
25:	500	0.9	.000	WAHC/WHT		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
32:	400	0.8	.000	WHIZ-FM		0	0.0 <- 0.0	0:	0.0	21:	1.7	0:	0.0	0:	0.0	19:	1.4	
30:	400	0.8	.000	WNKO		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
31:	400	0.8	.000	WHTH		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
33:	400	0.8	.000	WOBH		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
34:	400	0.8	.000	WTUE		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
35:	400	0.8	.000	WRZR		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
36:	400	0.8	.000	WJMJ		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	1,300	2.5		OTHER		500	1.2 <- 1.2		0.0		0.0		1.7		0.0		0.0	
	0	0.0		DON'T KNOW		2,200	5.0 <- 11.7		3.1		3.3		4.6		3.4		8.1	
	44,300	83.6		RADIO USERS		44,300	83.6 <- 87.4		55.7		45.3		57.7		27.5		58.1	
	8,800	16.6		NON-USERS		8,800	16.6 <- 12.8		44.5		54.7		42.3		72.5		41.9	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER

MALES 65+ (N= 150)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+		
						6-10A	10A-3P	3-7P	7P-12M	WKEND			
1:	10,800	19.1	.500	WTVN	1:	5,400	13.7 <- 10.9	1: 19.3	1: 12.4	2: 13.4	1: 13.9	1: 12.8	204
2:	9,100	16.1	.418	WBNS-FM	2:	3,800	9.6 <- 9.6	4: 6.7	4: 9.7	1: 14.2	2: 9.8	4: 6.8	220
4:	6,900	12.2	.551	WOSU-FM	3:	3,800	9.6 <- 9.6	3: 8.6	5: 8.4	3: 11.0	5: 6.5	2: 12.5	356
5:	6,800	12.1	.456	WCOL-AM	4:	3,100	7.8 <- 6.6	13: 2.6	2: 11.5	4: 9.4	0: 0.0	0: 0.0	394
9:	3,300	5.9	.909	WCEZ	5:	3,000	7.6 <- 6.6	5: 6.7	3: 10.2	5: 9.4	6: 6.5	5: 6.8	503
6:	6,200	11.0	.403	WOSU-AM	6:	2,500	6.3 <- 6.3	8: 4.1	6: 8.0	6: 8.9	8: 5.7	6: 6.4	356
7:	4,200	7.4	.452	WLW	7:	1,900	4.8 <- 4.8	6: 5.9	11: 3.1	0: 0.0	3: 9.0	10: 3.9	355
3:	7,700	13.7	.234	WBNS-AM	8:	1,800	4.6 <- 7.3	2: 10.8	7: 6.6	10: 2.8	7: 6.5	3: 9.3	292
10:	2,900	5.1	.483	WHOK	9:	1,400	3.5 <- 3.5	14: 2.6	9: 4.9	11: 2.8	9: 5.7	8: 5.0	56
11:	2,700	4.8	.444	WVKO	10:	1,200	3.0 <- 4.0	9: 3.0	14: 1.8	9: 3.3	11: 3.3	7: 5.4	114
13:	1,900	3.4	.632	WCLT-AM	11:	1,200	3.0 <- 3.8	18: 1.5	13: 1.8	8: 3.3	0: 0.0	9: 4.3	494
8:	3,800	6.7	.289	WMNI	12:	1,100	2.8 <- 3.5	7: 5.6	8: 5.3	0: 0.0	12: 3.3	13: 2.5	241
12:	2,200	3.9	.500	WCOL-FM	13:	1,100	2.8 <- 2.0	15: 2.6	10: 3.5	7: 4.5	10: 5.7	12: 3.9	80
19:	1,100	2.0	.999	WCVO	14:	1,100	2.8 <- 2.8	16: 2.6	15: 1.8	12: 1.6	4: 9.0	11: 3.9	123
15:	1,500	2.7	.533	WCLT-FM	15:	800	2.0 <- 1.0	10: 3.0	16: 1.8	13: 1.6	13: 3.3	15: 1.4	81
20:	1,100	2.0	.636	WNCI	16:	700	1.8 <- 1.0	0: 0.0	17: 1.8	0: 0.0	15: 3.3	17: 1.4	20
23:	700	1.2	.999	WLVQ	17:	700	1.8 <- 1.8	19: 1.5	0: 0.0	0: 0.0	14: 3.3	0: 0.0	24
24:	700	1.2	.999	WEEC	18:	700	1.8 <- 1.8	0: 0.0	0: 0.0	14: 1.6	16: 3.3	16: 1.4	461
17:	1,200	2.1	.417	WRFD	19:	500	1.3 <- 1.3	0: 0.0	12: 2.2	0: 0.0	0: 0.0	0: 0.0	162
14:	1,800	3.2	.222	WSNY	20:	400	1.0 <- 1.0	12: 3.0	19: 1.8	0: 0.0	0: 0.0	0: 0.0	15
18:	1,200	2.1	.333	WH12-FM	21:	400	1.0 <- 1.0	22: 1.5	0: 0.0	18: 1.6	0: 0.0	18: 1.4	390
21:	1,100	2.0	.364	WRVF	22:	400	1.0 <- 1.8	20: 1.5	20: 1.8	16: 1.6	0: 0.0	14: 2.5	21
22:	800	1.4	.500	WHTH	23:	400	1.0 <- 1.0	11: 3.0	18: 1.8	20: 1.6	0: 0.0	19: 1.4	619
25:	700	1.2	.571	WLOH	24:	400	1.0 <- 1.0	21: 1.5	21: 1.8	15: 1.6	0: 0.0	0: 0.0	206
27:	400	0.7	.999	WJMJ	25:	400	1.0 <- 1.0	0: 0.0	0: 0.0	17: 1.6	0: 0.0	21: 1.4	877
28:	400	0.7	.999	WNKO	26:	400	1.0 <- 0.0	0: 0.0	0: 0.0	19: 1.6	0: 0.0	20: 1.4	301
16:	1,400	2.5	.000	WCBE		0	0.0 <- 0.0	0: 0.0	0: 0.0	21: 1.6	0: 0.0	0: 0.0	
26:	500	0.9	.000	WMRN-FM		0	0.0 <- 0.0	17: 1.9	0: 0.0	0: 0.0	0: 0.0	0: 0.0	
29:	400	0.7	.000	WSWZ		0	0.0 <- 0.0	0: 0.0	0: 0.0	0: 0.0	0: 0.0	0: 0.0	
30:	400	0.7	.000	WOBN		0	0.0 <- 0.0	0: 0.0	0: 0.0	0: 0.0	0: 0.0	0: 0.0	
	2,000	3.5		OTHER		1,200	3.0 <- 2.0	1.5	0.0	2.8	3.3	4.6	
	1,700	3.0		DON'T KNOW		5,000	11.2 <- 19.2	6.9	6.6	7.2	13.5	6.7	
	44,500	78.9		RADIO USERS		44,500	78.9 <- 84.2	51.2	42.9	47.0	25.0	53.2	
	11,800	20.9		NON-USERS		11,800	20.9 <- 15.8	48.8	57.1	53.0	75.0	46.8	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER
MALES 12-24 (N= 354)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	68,700	46.6	.447	WBZX	1:	30,700	21.9 <-16.2	1:	20.5	2:	20.4	1:	21.6	2:	18.7	1:	20.9	309
2:	57,400	38.9	.416	WAHC/WHT	2:	23,900	17.1 <-15.5	3:	14.9	1:	20.8	2:	16.9	1:	20.8	2:	20.2	241
4:	45,500	30.9	.341	WLVQ	3:	15,500	11.1 <-11.9	4:	11.8	3:	9.3	3:	10.7	5:	6.9	4:	9.5	150
3:	49,100	33.3	.257	WNCI	4:	12,600	9.0 <-11.1	2:	16.2	5:	7.2	5:	8.7	3:	11.2	3:	10.7	101
6:	23,100	15.7	.476	WCIX	5:	11,000	7.9 <- 5.7	5:	6.4	4:	8.0	4:	10.4	4:	7.0	5:	6.4	163
7:	23,100	15.7	.286	MRVF	6:	6,600	4.7 <- 4.1	6:	5.7	6:	6.9	6:	5.3	6:	5.6	7:	5.8	99
10:	17,800	12.1	.292	WUCD	7:	5,200	3.7 <- 2.4	13:	1.3	10:	2.8	9:	2.8	9:	3.6	6:	5.9	108
8:	22,600	15.3	.226	WRZR	8:	5,100	3.6 <- 4.9	15:	1.1	8:	3.7	7:	4.2	7:	4.4	9:	3.1	296
5:	24,800	16.8	.198	WHOK	9:	4,900	3.5 <- 3.2	8:	3.4	7:	3.9	8:	4.1	10:	3.6	10:	2.6	55
9:	21,100	14.3	.199	WSNY	10:	4,200	3.0 <- 2.7	7:	3.9	11:	2.4	13:	1.4	8:	4.1	12:	2.3	44
13:	9,300	6.3	.419	WCLT-FM	11:	3,900	2.8 <- 1.5	9:	3.1	9:	2.9	10:	2.1	12:	2.0	11:	2.4	111
11:	16,000	10.9	.144	WBNS-FM	12:	2,300	1.6 <- 1.4	11:	1.7	12:	2.2	11:	2.0	11:	2.2	8:	3.2	38
16:	5,200	3.5	.404	WCBE	13:	2,100	1.5 <- 1.8	10:	2.7	13:	1.2	12:	1.9	16:	0.8	14:	1.0	68
12:	14,500	9.8	.138	WCOL-FM	14:	2,000	1.4 <- 0.9	16:	0.8	15:	1.1	14:	1.4	14:	0.9	16:	0.6	41
17:	4,200	2.8	.310	WVVO	15:	1,300	0.9 <- 1.2	14:	1.2	19:	0.5	19:	0.4	20:	0.5	15:	0.7	35
18:	3,700	2.5	.351	WOSU-FM	16:	1,300	0.9 <- 0.9	17:	0.7	16:	1.1	15:	1.1	13:	1.6	13:	1.3	34
15:	6,500	4.4	.185	WTVN	17:	1,200	0.9 <- 0.9		0.0	17:	1.1	16:	1.0	17:	0.8	21:	0.3	13
21:	2,500	1.7	.480	WCVO	18:	1,200	0.9 <- 0.3	20:	0.4	18:	0.8	22:	0.3		0.0		0.0	38
20:	2,800	1.9	.286	WCOL-AM	19:	800	0.6 <- 0.3	21:	0.4	14:	1.2	17:	1.0	18:	0.8		0.0	29
27:	900	0.6	.556	WCEZ	20:	500	0.4 <- 0.4	22:	0.4	20:	0.5		0.0	15:	0.9	19:	0.4	24
28:	900	0.6	.556	WOBW	21:	500	0.4 <- 0.4		0.0		0.0		0.0	23:	0.5	18:	0.4	743
35:	500	0.3	.999	WLOH	22:	500	0.4 <- 0.4		0.0	21:	0.5	20:	0.4	21:	0.5	20:	0.4	73
34:	500	0.3	.999	WAKC	23:	500	0.4 <- 0.0		0.0		0.0		0.0	22:	0.5	17:	0.4	338
14:	8,100	5.5	.049	WJJM	24:	400	0.3 <- 1.2	12:	1.5	24:	0.4	18:	0.8	19:	0.8		0.0	248
19:	3,500	2.4	.114	WLW	25:	400	0.3 <- 0.3	18:	0.4	22:	0.4	23:	0.3	25:	0.4	23:	0.3	21
24:	1,300	0.9	.308	WMNI	26:	400	0.3 <- 0.3	23:	0.4		0.0		0.0		0.0		0.0	25
30:	800	0.5	.500	WOSU-AM	27:	400	0.3 <- 0.3	24:	0.4	23:	0.4	24:	0.3	24:	0.4	22:	0.3	16
22:	2,400	1.6	.000	WSWZ		0	0.0 <- 0.3		0.0	26:	0.4		0.0		0.0		0.0	
23:	2,300	1.6	.000	WNKO		0	0.0 <- 0.0	25:	0.4		0.0	25:	0.3		0.0		0.0	
25:	1,300	0.9	.000	WOIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
26:	1,300	0.9	.000	WMRN-FM		0	0.0 <- 0.0		0.0		0.0	21:	0.4	26:	0.4		0.0	
29:	900	0.6	.000	WYBZ		0	0.0 <- 0.0	19:	0.4		0.0		0.0		0.0		0.0	
33:	800	0.5	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	800	0.5	.000	WBNS-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	24:	0.3	
32:	800	0.5	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	25:	0.4		0.0		0.0		0.0	
36:	500	0.3	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	400	0.3	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	4,100	2.8		OTHER		500	0.4 <- 0.3		0.0		0.0		0.0		0.5		0.4	
	0	0.0		DON'T KNOW		3,800	2.6 <-12.5		1.5		3.5		6.4		4.9		4.2	
	143,800	97.6		RADIO USERS		143,800	97.6 <-98.4		76.8		74.6		84.8		74.4		88.1	
	3,600	2.4		NON-USERS		3,600	2.4 <- 1.6		23.2		25.4		15.3		25.6		11.9	

Strategic AccuRatings

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STANDARD DEMO RANKER

MALES 18-34 (N= 598)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
2:	83,200	38.3	.456	WBZX	1:	37,900	18.5 <- 13.9	2:	16.7	1:	17.7	1:	19.9	1:	16.7	1:	18.5	261
1:	88,800	40.9	.393	WLVO	2:	34,900	17.0 <- 18.5	1:	18.9	2:	15.4	2:	15.1	2:	10.9	2:	14.7	231
3:	58,400	26.9	.296	WNCI	3:	17,300	8.5 <- 8.9	3:	13.2	4:	6.4	3:	8.9	3:	9.7	4:	8.7	95
6:	36,400	16.8	.357	WVCD	4:	13,000	6.3 <- 4.9	8:	4.3	6:	5.4	5:	6.8	7:	6.3	3:	9.8	185
5:	39,700	18.3	.322	WAHC/WHT	5:	12,800	6.3 <- 6.7	7:	4.5	5:	5.9	4:	7.3	5:	7.2	5:	7.7	88
11:	19,500	9.0	.605	WCKX	6:	11,800	5.8 <- 3.9	6:	4.6	7:	5.4	6:	6.2	8:	5.9	7:	4.8	120
8:	30,600	14.1	.369	WRVF	7:	11,300	5.5 <- 4.5	4:	6.5	3:	7.5	7:	6.0	6:	6.4	6:	6.5	116
7:	34,500	15.9	.258	WHOK	8:	8,900	4.3 <- 4.2	10:	3.7	8:	5.0	9:	4.0	10:	4.0	9:	4.4	68
4:	40,600	18.7	.207	WSNY	9:	8,400	4.1 <- 4.7	5:	5.4	9:	4.5	10:	3.7	4:	7.7	8:	4.4	60
13:	14,900	6.9	.477	WCBE	10:	7,100	3.5 <- 3.5	9:	4.0	14:	2.7	8:	4.6	14:	2.0	10:	2.8	158
15:	12,400	5.7	.403	WCLT-FM	11:	5,000	2.4 <- 2.0	11:	2.6	11:	3.6	12:	1.9	11:	2.5	13:	2.1	97
9:	23,300	10.7	.189	WRZR	12:	4,400	2.1 <- 3.4	20:	0.8	12:	3.4	11:	2.7	9:	4.7	11:	2.7	175
18:	8,600	4.0	.430	WLW	13:	3,700	1.8 <- 1.6	13:	1.7	13:	2.7	14:	1.5	13:	2.2	14:	1.7	133
14:	12,700	5.8	.283	WTVN	14:	3,600	1.8 <- 1.1	12:	1.9	18:	0.9	17:	1.0	18:	0.9	20:	0.5	26
16:	9,600	4.4	.323	WOSU-FM	15:	3,100	1.5 <- 1.2	15:	1.2	16:	1.4	16:	1.3	12:	2.3	15:	1.5	56
17:	9,300	4.3	.333	WCOL-AM	16:	3,100	1.5 <- 0.8	17:	1.0	10:	4.2	18:	1.0	16:	1.3	23:	0.3	76
10:	22,000	10.1	.136	WBNS-FM	17:	3,000	1.5 <- 1.5	16:	1.1	15:	1.8	13:	1.8	15:	1.7	12:	2.5	34
12:	19,500	9.0	.123	WCOL-FM	18:	2,400	1.2 <- 1.0	14:	1.3	19:	0.8	15:	1.4	20:	0.8	17:	0.8	34
20:	5,000	2.3	.440	WCVO	19:	2,200	1.1 <- 0.9	22:	0.6	21:	0.6	22:	0.4	23:	0.5	21:	0.4	47
22:	4,800	2.2	.417	WVKO	20:	2,000	1.0 <- 1.0	19:	0.9	17:	1.4	20:	0.7	19:	0.9	16:	1.1	37
21:	5,000	2.3	.280	WOSU-AM	21:	1,400	0.7 <- 0.7	18:	1.0	20:	0.8	19:	0.8	17:	1.0	19:	0.6	38
25:	2,500	1.2	.480	WVRN-FM	22:	1,200	0.6 <- 0.4	23:	0.5	22:	0.6	26:	0.2	22:	0.6	18:	0.7	103
26:	2,500	1.2	.440	WRFD	23:	1,100	0.5 <- 0.2	26:	0.4	0:	0.0	23:	0.4	0:	0.0	27:	0.2	69
27:	2,500	1.2	.320	WMNI	24:	800	0.4 <- 0.2	24:	0.5	25:	0.2	27:	0.2	24:	0.4	0:	0.0	34
33:	900	0.4	.556	WOBN	25:	500	0.2 <- 0.2	0:	0.0	0:	0.0	0:	0.0	27:	0.4	26:	0.3	508
34:	900	0.4	.556	WVVC	26:	500	0.2 <- 0.0	0:	0.0	0:	0.0	0:	0.0	25:	0.4	25:	0.3	231
36:	500	0.2	.999	WLOH	27:	500	0.2 <- 0.2	0:	0.0	23:	0.4	25:	0.3	26:	0.4	24:	0.3	50
19:	5,900	2.7	.068	WVJM	28:	400	0.2 <- 0.6	21:	0.7	26:	0.2	21:	0.5	0:	0.0	28:	0.2	169
28:	2,100	1.0	.143	WBNS-AM	29:	300	0.1 <- 0.1	28:	0.4	29:	0.2	29:	0.2	29:	0.2	22:	0.4	9
29:	2,000	0.9	.150	WCEZ	30:	300	0.1 <- 0.0	27:	0.4	0:	0.0	0:	0.0	21:	0.7	32:	0.2	10
30:	1,700	0.8	.176	WVVO	31:	300	0.1 <- 0.1	25:	0.5	28:	0.2	28:	0.2	30:	0.2	30:	0.2	44
32:	1,400	0.6	.214	WCLT-AM	32:	300	0.1 <- 0.3	0:	0.0	0:	0.0	24:	0.3	0:	0.0	31:	0.2	24
31:	1,400	0.6	.214	WVWJ	33:	300	0.1 <- 0.0	31:	0.2	27:	0.2	0:	0.0	28:	0.2	29:	0.2	169
23:	3,500	1.6	.000	WQIO		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	31:	0.2	0:	0.0	
24:	3,000	1.4	.000	WSWZ		0	0.0 <- 0.0	0:	0.0	24:	0.3	0:	0.0	0:	0.0	0:	0.0	
35:	900	0.4	.000	WTUE		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
37:	500	0.2	.000	WVWZ		0	0.0 <- 0.0	29:	0.3	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
39:	400	0.2	.000	WVEC		0	0.0 <- 0.2	30:	0.2	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
38:	400	0.2	.000	WHIZ-FM		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.3	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	6,300	2.9		OTHER		800	0.4 <- 1.2		0.2		0.0		0.4		0.8		0.4	
	0	0.0		DON'T KNOW		5,100	2.4 <- 10.3		1.9		4.8		5.3		4.4		3.7	
	209,900	96.6		RADIO USERS		209,900	96.6 <- 97.9		79.1		63.5		83.3		66.5		86.4	
	7,400	3.4		NON-USERS		7,400	3.4 <- 2.1		20.8		36.4		16.6		33.4		13.6	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 18-49 (N=1037)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 124,200	33.8	.415	MLVQ	1: 51,600	15.0 <- 16.5	1: 17.0	1: 13.1	1: 13.6	2: 9.6	2: 13.1	203
2: 97,900	26.7	.453	WBZX	2: 44,300	12.8 <- 9.4	2: 10.9	2: 12.9	2: 13.5	1: 12.2	1: 13.1	181
3: 90,400	24.6	.314	WNCI	3: 28,400	8.2 <- 8.8	3: 10.6	3: 6.3	3: 7.5	3: 8.4	3: 8.0	92
9: 48,500	13.2	.369	WUCD	4: 17,900	5.2 <- 3.9	12: 3.3	6: 4.6	5: 5.5	6: 5.7	4: 7.8	151
11: 43,700	11.9	.405	WTVN	5: 17,700	5.1 <- 4.5	4: 7.5	15: 3.0	13: 3.5	13: 3.2	13: 2.7	77
5: 54,700	14.9	.307	WHOK	6: 16,800	4.9 <- 4.6	8: 4.4	4: 6.0	10: 4.7	9: 4.8	8: 5.1	77
6: 53,000	14.4	.308	WAHC/WHT	7: 16,300	4.7 <- 4.7	10: 3.3	9: 4.5	4: 5.7	5: 6.3	5: 6.0	67
4: 72,200	19.7	.224	WSNY	8: 16,200	4.7 <- 6.2	5: 6.1	8: 4.5	7: 4.8	4: 8.3	6: 5.6	69
10: 44,200	12.0	.351	WRVF	9: 15,500	4.5 <- 3.5	6: 5.2	5: 5.8	9: 4.7	8: 5.0	7: 5.4	94
13: 29,400	8.0	.524	WCKX	10: 15,400	4.5 <- 3.1	9: 3.6	7: 4.6	8: 4.8	7: 5.1	9: 4.5	93
12: 30,500	8.3	.485	WCBE	11: 14,800	4.3 <- 4.0	7: 4.7	16: 2.5	6: 5.2	12: 3.2	11: 3.5	195
7: 52,500	14.3	.246	WCOL-FM	12: 12,900	3.7 <- 3.6	11: 3.3	12: 3.4	12: 3.7	14: 3.1	12: 3.5	107
8: 52,200	14.2	.228	WBNS-FM	13: 11,900	3.4 <- 2.6	13: 2.7	10: 4.2	11: 4.5	10: 3.8	10: 4.4	79
18: 19,400	5.3	.423	WCLT-FM	14: 8,200	2.4 <- 1.9	15: 2.3	13: 3.3	15: 1.9	17: 2.4	15: 2.3	95
20: 14,300	3.9	.483	WVCO	15: 6,900	2.0 <- 2.5	16: 2.0	20: 1.7	19: 1.6	20: 1.0	16: 2.0	75
17: 21,600	5.9	.315	MLW	16: 6,800	2.0 <- 2.1	18: 1.3	14: 3.2	14: 2.1	15: 3.1	17: 1.8	145
19: 17,400	4.7	.379	WOSU-AM	17: 6,600	1.9 <- 2.0	14: 2.4	19: 1.9	18: 1.8	19: 1.1	19: 1.4	108
15: 22,800	6.2	.281	WOSU-FM	18: 6,400	1.9 <- 1.5	17: 1.6	17: 2.3	16: 1.9	16: 2.6	14: 2.3	69
14: 26,700	7.3	.176	WRZR	19: 4,700	1.4 <- 2.2	23: 0.4	18: 2.1	17: 1.9	11: 3.4	18: 1.8	111
16: 21,900	6.0	.215	WCOL-AM	20: 4,700	1.4 <- 0.9	19: 1.0	11: 3.7	20: 1.5	18: 1.8	22: 0.6	68
21: 11,000	3.0	.382	WCVO	21: 4,200	1.2 <- 1.3	20: 1.0	21: 1.0	22: 0.6	22: 0.7	21: 0.7	54
25: 6,300	1.7	.556	WRFD	22: 3,500	1.0 <- 0.8	21: 0.7	25: 0.5	21: 1.1	32: 0.1	23: 0.4	130
30: 3,700	1.0	.541	WLRN-FM	23: 2,000	0.6 <- 0.6	29: 0.3	23: 0.6	31: 0.1	24: 0.4	20: 0.8	102
24: 6,900	1.9	.203	WNNI	24: 1,400	0.4 <- 0.3	22: 0.5	26: 0.3	25: 0.3	21: 0.9	24: 0.4	35
22: 8,000	2.2	.125	WSWZ	25: 1,000	0.3 <- 0.3	27: 0.3	22: 0.6	29: 0.2	29: 0.2	26: 0.2	51
26: 5,900	1.6	.169	WCEZ	26: 1,000	0.3 <- 0.2	25: 0.4	27: 0.3	27: 0.3	23: 0.7	25: 0.3	19
32: 2,700	0.7	.333	WLOH	27: 900	0.3 <- 0.3	35: 0.1	24: 0.6	30: 0.2	26: 0.2	30: 0.2	53
27: 5,900	1.6	.119	WQIO	28: 700	0.2 <- 0.2	31: 0.2	30: 0.2	24: 0.4	25: 0.3	33: 0.1	162
28: 5,100	1.4	.137	WBNS-AM	29: 700	0.2 <- 0.1	28: 0.3	34: 0.1	26: 0.3	33: 0.1	28: 0.2	13
29: 4,800	1.3	.146	WCLT-AM	30: 700	0.2 <- 0.3	32: 0.2		23: 0.6	34: 0.1	27: 0.2	33
33: 2,200	0.6	.318	WHIZ-FM	31: 700	0.2 <- 0.3		28: 0.3	0.0	0.0	36: 0.1	78
36: 1,300	0.4	.385	WKYC	32: 500	0.1 <- 0.0	0.0	31: 0.2	32: 0.1	27: 0.2	31: 0.2	137
38: 900	0.2	.556	WOBN	33: 500	0.1 <- 0.1	0.0	0.0	0.0	28: 0.2	32: 0.2	302
23: 7,300	2.0	.055	WJIM	34: 400	0.1 <- 0.3	24: 0.4	35: 0.1	28: 0.3	31: 0.2	37: 0.1	101
35: 1,700	0.5	.235	WTUE	35: 400	0.1 <- 0.0	36: 0.1	33: 0.2	33: 0.1	0.0	35: 0.1	302
37: 1,200	0.3	.333	WEEC	36: 400	0.1 <- 0.2	30: 0.3	32: 0.2	34: 0.1	30: 0.2	34: 0.1	30
31: 3,500	1.0	.086	WNKO	37: 300	0.1 <- 0.1	26: 0.4	29: 0.3	35: 0.1	36: 0.1	38: 0.1	26
34: 2,100	0.6	.143	WCMJ	38: 300	0.1 <- 0.0	33: 0.2	36: 0.1	0.0	35: 0.1	29: 0.2	101
39: 800	0.2	.000	WYBZ	0	0.0 <- 0.0	34: 0.2	0.0	0.0	0.0	0.0	
40: 400	0.1	.000	WLRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WMVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
42: 300	0.1	.000	WNZR	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 300	0.1	.000	WHTH	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
0	0.0	.000	WCVZ	0	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	
11,300	3.1		OTHER	1,500	0.4 <- 1.0	0.5	0.6	0.6	0.9	0.5	
1,100	0.3		DON'T KNOW	9,500	2.7 <- 9.0	2.4	4.9	4.9	5.7	4.8	
354,600	96.5		RADIO USERS	354,600	96.5 <- 98.3	81.3	62.3	81.9	60.9	84.8	
12,700	3.5		NON-USERS	12,700	3.5 <- 1.7	18.8	37.7	18.1	39.1	15.2	

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STANDARD DEMO RANKER

MALES 25-49 (N= 830)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	88,000	31.7	.431	WLWQ	1:	37,900	14.6 <- 16.5	1:	16.9	1:	12.8	1:	13.3	1:	9.5	1:	12.7	198
4:	52,700	19.0	.435	WBZK	2:	22,900	8.8 <- 6.5	5:	6.0	2:	8.9	2:	10.0	3:	8.9	2:	9.9	124
2:	63,200	22.7	.345	WNCI	3:	21,800	8.4 <- 9.1	3:	9.8	3:	7.1	3:	6.7	4:	7.4	3:	7.6	94
7:	39,200	14.1	.441	WTVN	4:	17,300	6.7 <- 5.8	2:	9.9	13:	3.7	11:	4.3	9:	4.5	13:	3.6	99
8:	38,800	14.0	.345	WHOK	5:	13,400	5.2 <- 4.9	8:	4.6	4:	6.9	8:	4.7	7:	4.9	6:	6.0	81
9:	32,600	11.7	.402	WVOD	6:	13,100	5.0 <- 4.0	10:	3.7	10:	4.4	5:	5.9	5:	5.7	4:	7.4	147
3:	55,500	20.0	.231	WSNY	7:	12,800	4.9 <- 7.0	4:	6.4	6:	4.9	4:	6.0	2:	9.2	5:	6.3	72
12:	26,100	9.4	.487	WCBE	8:	12,700	4.9 <- 4.4	6:	5.0	16:	2.6	6:	5.9	14:	3.9	12:	4.1	222
5:	43,800	15.8	.285	WCOL-FM	9:	12,500	4.8 <- 4.8	9:	3.9	9:	4.5	9:	4.4	13:	4.1	10:	4.5	138
6:	42,000	15.1	.274	WBNS-FM	10:	11,500	4.4 <- 3.1	12:	3.4	5:	5.2	7:	5.6	8:	4.8	7:	5.1	101
11:	27,800	10.0	.414	WRVF	11:	11,500	4.4 <- 2.9	7:	5.0	8:	4.5	10:	4.4	12:	4.1	8:	4.6	93
13:	19,800	7.1	.510	WCIX	12:	10,100	3.9 <- 3.0	11:	3.5	7:	4.6	13:	3.9	6:	5.1	11:	4.5	81
10:	30,100	10.8	.309	WAHC/WHT	13:	9,300	3.6 <- 2.8	15:	2.3	17:	2.3	12:	4.3	10:	4.5	9:	4.5	51
16:	18,900	6.8	.333	WLW	14:	6,300	2.4 <- 2.7	18:	1.5	12:	4.1	14:	2.7	11:	4.3	15:	2.2	179
17:	16,600	6.0	.373	WOSU-AM	15:	6,200	2.4 <- 2.5	13:	3.0	18:	2.3	15:	2.2	19:	1.3	18:	1.7	134
20:	12,900	4.6	.457	WKVO	16:	5,900	2.3 <- 3.0	14:	2.4	19:	2.0	16:	1.9	21:	1.2	16:	2.2	85
19:	13,200	4.7	.417	WCLT-FM	17:	5,500	2.1 <- 2.0	16:	1.9	14:	2.8	17:	1.9	15:	2.5	17:	2.2	84
15:	19,500	7.0	.267	WOSU-FM	18:	5,200	2.0 <- 1.5	17:	1.7	15:	2.7	18:	1.9	16:	2.5	14:	2.5	74
14:	19,800	7.1	.197	WCOL-AM	19:	3,900	1.5 <- 1.0	20:	1.2	11:	4.3	19:	1.7	18:	1.9	22:	0.9	75
22:	6,300	2.3	.556	WRFD	20:	3,500	1.3 <- 1.1	21:	0.9	23:	0.7	20:	1.5	29:	0.2	23:	0.6	173
21:	9,300	3.3	.355	WCVO	21:	3,300	1.3 <- 1.5	19:	1.4	21:	1.1	22:	0.8	22:	0.9	21:	0.9	56
18:	13,700	4.9	.153	WRZR	22:	2,100	0.8 <- 1.4	22:	0.6	20:	1.4	21:	1.3	17:	2.5	19:	1.2	66
30:	3,700	1.3	.541	WVRN-FM	23:	2,000	0.8 <- 0.8	26:	0.4	22:	0.8	29:	0.2	24:	0.5	20:	1.1	136
23:	6,300	2.3	.159	WSWZ	24:	1,000	0.4 <- 0.4	24:	0.5	24:	0.6	28:	0.3	26:	0.3	26:	0.3	68
24:	5,600	2.0	.179	WMNT	25:	1,000	0.4 <- 0.3	23:	0.5	26:	0.4	25:	0.5	20:	1.3	24:	0.6	33
25:	5,500	2.0	.182	WCEZ	26:	1,000	0.4 <- 0.3	28:	0.3	25:	0.4	27:	0.4	23:	0.7	25:	0.4	26
26:	5,000	1.8	.140	WQIO	27:	700	0.3 <- 0.3	29:	0.3	30:	0.3	24:	0.5	25:	0.5	29:	0.2	216
27:	4,700	1.7	.149	WBNS-AM	28:	700	0.3 <- 0.1	25:	0.5	34:	0.2	26:	0.5	30:	0.2	33:	0.1	17
28:	4,400	1.6	.159	WCLT-AM	29:	700	0.3 <- 0.4	30:	0.3	0.0	0.0	23:	0.8	31:	0.2	27:	0.3	44
33:	1,800	0.6	.389	WHIZ-FM	30:	700	0.3 <- 0.4	0.0	0.0	27:	0.4	0.0	0.0	0.0	0.0	32:	0.1	104
31:	2,100	0.8	.190	WLOH	31:	400	0.2 <- 0.2	34:	0.2	28:	0.4	0.0	0.0	0.0	0.0	0.0	0.0	31
34:	1,700	0.6	.235	WTUE	32:	400	0.2 <- 0.0	33:	0.2	31:	0.3	31:	0.2	0.0	0.0	30:	0.2	401
36:	1,200	0.4	.333	WEEC	33:	400	0.2 <- 0.3	27:	0.4	32:	0.3	30:	0.2	27:	0.3	31:	0.2	40
32:	2,100	0.8	.143	WNKO	34:	300	0.1 <- 0.1	31:	0.3	29:	0.4	33:	0.1	33:	0.2	34:	0.1	34
35:	1,700	0.6	.176	WCHJ	35:	300	0.1 <- 0.0	32:	0.3	35:	0.2	0.0	0.0	32:	0.2	28:	0.3	134
29:	3,800	1.4	.000	WJIM	0	0	0.0 <- 0.1	35:	0.1	36:	0.2	34:	0.1	28:	0.3	35:	0.1	0.0
37:	800	0.3	.000	WKVC	0	0	0.0 <- 0.0	0.0	0.0	33:	0.3	32:	0.2	0.0	0.0	0.0	0.0	0.0
38:	400	0.1	.000	WVRN-AM	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
39:	400	0.1	.000	WYBZ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
40:	300	0.1	.000	WHTH	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
41:	300	0.1	.000	WMVO	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
42:	300	0.1	.000	WNZR	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0	0.0	.000	WCVZ	0	0	0.0 <- 0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	9,500	3.4		OTHER		1,500	0.6 <- 1.2		0.6		0.8		0.8		1.3		0.6	
	1,100	0.4		DON'T KNOW		8,200	3.1 <- 8.4		2.8		5.3		4.6		5.8		5.2	
	268,000	96.4		RADIO USERS		268,000	96.4 <- 98.4		81.7		60.3		81.4		57.3		84.4	
	10,000	3.6		NON-USERS		10,000	3.6 <- 1.6		18.3		39.7		18.6		42.7		15.6	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER

MALES 25-54 (N= 919)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	88,400	28.5	.429	MLVQ	1:	37,900	13.1 <- 14.8	1:	15.4	1:	11.7	1:	12.1	2:	8.8	1:	11.7	177
2:	67,200	21.7	.351	WNCI	2:	23,600	8.2 <- 8.7	3:	9.8	4:	7.0	3:	6.5	4:	7.1	3:	7.2	91
4:	53,900	17.4	.432	WBZX	3:	23,300	8.0 <- 6.0	5:	5.7	2:	8.2	2:	9.1	3:	8.2	2:	9.1	113
6:	47,500	15.3	.474	WTVN	4:	22,500	7.8 <- 7.1	2:	11.2	8:	4.6	9:	5.1	9:	4.8	10:	4.4	116
8:	45,200	14.6	.330	WHOK	5:	14,900	5.1 <- 5.5	7:	4.8	3:	7.4	8:	5.2	6:	5.0	5:	6.5	81
5:	48,100	15.5	.297	WCOL-FM	6:	14,300	4.9 <- 4.7	9:	4.2	9:	4.5	10:	4.5	12:	4.0	8:	4.5	141
3:	61,600	19.9	.231	WSNY	7:	14,200	4.9 <- 6.6	4:	6.4	6:	4.9	4:	6.5	1:	9.4	6:	6.2	72
12:	28,200	9.1	.486	WCBE	8:	13,700	4.7 <- 4.3	6:	5.5	15:	3.0	5:	5.9	14:	3.7	12:	4.2	215
9:	33,300	10.7	.393	WUCD	9:	13,100	4.5 <- 3.6	12:	3.4	12:	4.0	7:	5.4	5:	5.3	4:	7.0	132
7:	45,900	14.8	.272	WBNS-FM	10:	12,500	4.3 <- 3.0	13:	3.3	5:	5.0	6:	5.7	8:	4.9	7:	5.1	99
11:	29,900	9.7	.408	WRVF	11:	12,200	4.2 <- 2.9	8:	4.6	11:	4.2	11:	4.3	13:	3.8	9:	4.5	89
16:	20,900	6.7	.502	WCKX	12:	10,500	3.6 <- 2.8	10:	3.5	7:	4.7	13:	3.5	7:	5.0	11:	4.4	75
10:	31,300	10.1	.297	WAHC/WHT	13:	9,300	3.2 <- 2.5	15:	2.1	17:	2.4	12:	3.9	10:	4.4	13:	4.1	45
17:	20,100	6.5	.433	WOSU-AM	14:	8,700	3.0 <- 3.2	11:	3.5	18:	2.3	14:	2.9	20:	1.4	17:	2.3	169
18:	16,000	5.2	.513	WVVO	15:	8,200	2.8 <- 3.6	14:	2.6	19:	2.0	17:	2.2	21:	1.4	15:	2.5	106
13:	24,300	7.8	.329	WOSU-FM	16:	8,000	2.8 <- 2.0	17:	1.7	14:	3.2	16:	2.3	15:	3.7	14:	3.0	102
15:	21,100	6.8	.322	WLW	17:	6,800	2.3 <- 2.6	19:	1.4	13:	4.0	15:	2.7	11:	4.3	18:	2.0	173
19:	15,000	4.8	.420	WCLT-FM	18:	6,300	2.2 <- 2.2	16:	2.0	16:	2.8	18:	1.9	16:	2.5	16:	2.3	87
21:	11,000	3.6	.464	WCVO	19:	5,100	1.8 <- 2.0	18:	1.7	20:	1.4	22:	0.8	22:	1.3	19:	1.2	78
14:	21,900	7.1	.196	WCOL-AM	20:	4,300	1.5 <- 1.1	20:	1.1	10:	4.4	19:	1.7	18:	2.0	22:	0.8	75
24:	6,600	2.1	.530	WRFD	21:	3,500	1.2 <- 1.0	21:	0.8	23:	0.6	20:	1.3	30:	0.2	26:	0.5	155
20:	13,700	4.4	.153	WRZR	22:	2,100	0.7 <- 1.3	22:	0.5	21:	1.3	21:	1.2	17:	2.4	20:	1.1	59
23:	7,700	2.5	.273	WSWZ	23:	2,100	0.7 <- 0.7	23:	0.4	26:	0.6	23:	0.7	25:	0.4	24:	0.6	128
30:	3,700	1.2	.541	WMRN-FM	24:	2,000	0.7 <- 0.7	27:	0.3	22:	0.7	29:	0.2	24:	0.5	21:	1.0	122
22:	7,800	2.5	.192	WMNI	25:	1,500	0.5 <- 0.4	24:	0.4	24:	0.6	25:	0.6	19:	1.7	23:	0.7	45
25:	6,600	2.1	.212	WCEZ	26:	1,400	0.5 <- 0.4	29:	0.3	28:	0.4	26:	0.5	23:	0.6	25:	0.6	32
26:	6,500	2.1	.154	WBNS-AM	27:	1,000	0.3 <- 0.2	26:	0.4	35:	0.2	28:	0.4	26:	0.4	33:	0.1	22
32:	2,800	0.9	.357	WLOH	28:	1,000	0.3 <- 0.1	25:	0.4	27:	0.6	0.0	0.0	0.0	0.0	34:	0.1	70
33:	2,500	0.8	.400	WHIZ-FM	29:	1,000	0.3 <- 0.3	0.0	0.0	25:	0.6	0.0	0.0	0.0	0.0	32:	0.1	133
27:	5,500	1.8	.127	WCLT-AM	30:	700	0.2 <- 0.5	30:	0.3	0.0	0.0	24:	0.7	31:	0.2	27:	0.3	39
28:	5,400	1.7	.130	WQIO	31:	700	0.2 <- 0.2	31:	0.3	30:	0.2	27:	0.5	27:	0.4	29:	0.2	194
34:	1,700	0.5	.235	WTUE	32:	400	0.1 <- 0.0	34:	0.2	32:	0.2	30:	0.2	0.0	0.0	31:	0.2	359
37:	1,200	0.4	.333	WECC	33:	400	0.1 <- 0.3	28:	0.3	31:	0.2	31:	0.2	28:	0.2	30:	0.2	36
31:	2,900	0.9	.103	WNCO	34:	300	0.1 <- 0.1	32:	0.3	29:	0.4	33:	0.1	33:	0.2	35:	0.1	31
35:	1,700	0.5	.176	WNCJ	35:	300	0.1 <- 0.0	33:	0.2	36:	0.2	0.0	0.0	32:	0.2	28:	0.2	120
29:	3,800	1.2	.000	WJIM	0	0	0.0 <- 0.1	35:	0.1	37:	0.2	35:	0.1	29:	0.2	36:	0.1	
36:	1,400	0.5	.000	WHTH	0	0	0.0 <- 0.0	0.0	0.0	34:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
38:	1,000	0.3	.000	WNZR	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	34:	0.1	0.0	0.0	0.0	0.0	
40:	800	0.3	.000	WKCC	0	0	0.0 <- 0.0	0.0	0.0	33:	0.2	32:	0.2	0.0	0.0	0.0	0.0	
39:	800	0.3	.000	WYBZ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
41:	400	0.1	.000	WMRN-AM	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
42:	300	0.1	.000	WMVO	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	0	0.0	.000	WCVZ	0	0	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	10,200	3.3		OTHER		1,800	0.6 <- 1.1		0.7		0.8		0.8		1.2		0.7	
	1,100	0.4		DON'T KNOW		8,900	3.0 <- 8.1		2.6		5.5		4.6		6.3		5.5	
	298,400	96.3		RADIO USERS		298,400	96.3 <- 98.5		80.1		59.1		80.2		55.6		82.7	
	11,400	3.7		NON-USERS		11,400	3.7 <- 1.5		19.9		40.9		19.8		44.5		17.3	

Strategic AccuRatings

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STANDARD DEMO RANKER

MALES 35-54 (N= 528)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	39,400	21.7	.492	WTVN	1:	19,400	11.4 <- 11.0	1:	16.6	3:	7.6	2:	8.2	2:	7.7	3:	7.1	170
5:	35,800	19.7	.466	WLWQ	2:	16,700	9.8 <- 11.1	2:	12.2	1:	8.3	1:	9.6	5:	6.2	1:	9.0	133
4:	36,000	19.8	.358	WNCI	3:	12,900	7.6 <- 8.0	3:	7.4	6:	6.2	8:	5.4	7:	5.6	7:	6.4	85
3:	37,300	20.5	.330	WCOL-FM	4:	12,300	7.2 <- 6.8	6:	6.2	4:	7.2	5:	6.7	4:	6.9	2:	7.3	207
6:	34,200	18.8	.289	WBNS-FM	5:	9,900	5.8 <- 3.7	9:	4.7	5:	7.0	3:	8.2	3:	7.6	6:	6.9	133
2:	37,700	20.7	.247	WSNY	6:	9,300	5.5 <- 7.6	4:	7.0	7:	4.7	4:	7.3	1:	10.1	5:	7.1	80
7:	26,600	14.6	.350	WHOK	7:	9,300	5.5 <- 6.2	7:	5.6	2:	8.2	6:	6.3	6:	6.2	4:	7.1	86
9:	17,700	9.7	.486	WCBE	8:	8,600	5.1 <- 4.5	5:	6.3	14:	3.0	7:	6.2	9:	4.8	8:	4.7	230
10:	15,900	8.7	.484	WOSU-AM	9:	7,700	4.5 <- 4.9	8:	5.0	12:	3.4	9:	4.3	20:	1.7	15:	3.5	255
17:	12,500	6.9	.576	WVKO	10:	7,200	4.2 <- 5.5	10:	3.7	19:	2.2	10:	3.4	19:	1.8	13:	3.7	158
11:	15,800	8.7	.430	WBZX	11:	6,800	4.0 <- 2.7	11:	2.9	8:	4.7	11:	3.4	14:	3.2	12:	4.0	56
8:	18,000	9.9	.339	WOSU-FM	12:	6,100	3.6 <- 2.8	16:	2.0	9:	4.7	12:	3.4	8:	5.1	9:	4.2	133
12:	15,700	8.6	.312	WRVF	13:	4,900	2.9 <- 2.1	12:	2.9	16:	2.8	14:	2.8	18:	2.0	14:	3.7	61
16:	12,900	7.1	.372	WVCD	14:	4,800	2.8 <- 2.1	17:	1.5	15:	2.9	13:	2.9	12:	3.9	10:	4.1	82
18:	11,100	6.1	.360	WCIX	15:	4,000	2.4 <- 1.9	13:	2.3	10:	3.7	18:	2.1	13:	3.4	11:	4.1	49
19:	8,800	4.8	.443	WCLT-FM	16:	3,900	2.3 <- 2.1	14:	2.2	17:	2.8	19:	1.8	16:	2.5	17:	2.7	91
20:	7,700	4.2	.481	WCVO	17:	3,700	2.2 <- 2.6	15:	2.1	20:	2.0	22:	1.0	21:	1.7	19:	1.5	96
13:	15,100	8.3	.232	WLW	18:	3,500	2.1 <- 2.6	21:	0.7	11:	3.7	15:	2.8	10:	4.6	18:	1.7	152
15:	14,400	7.9	.243	WAHC/WHT	19:	3,500	2.1 <- 1.4	18:	1.5	18:	2.5	16:	2.7	11:	4.5	16:	2.8	29
26:	4,100	2.3	.610	WRFD	20:	2,500	1.5 <- 1.5	19:	0.9	21:	1.1	20:	1.8	28:	0.4	25:	0.7	189
21:	6,500	3.6	.323	WSWZ	21:	2,100	1.2 <- 1.2	22:	0.7	23:	1.0	21:	1.3	22:	0.8	21:	1.0	218
14:	14,700	8.1	.136	WCOL-AM	22:	2,000	1.2 <- 1.2	20:	0.9	13:	3.3	17:	2.2	15:	2.7	22:	1.0	59
22:	6,500	3.6	.169	WMNI	23:	1,100	0.6 <- 0.6	24:	0.5	25:	0.7	24:	0.8	17:	2.5	20:	1.3	56
23:	5,000	2.7	.220	WCEZ	24:	1,100	0.6 <- 0.6	27:	0.3	26:	0.7	23:	0.9	29:	0.4	24:	0.8	43
28:	2,800	1.5	.357	WLOH	25:	1,000	0.6 <- 0.2	23:	0.7	24:	1.0	0.0	0.0	30:	0.2	30:	0.2	120
30:	2,500	1.4	.400	WHIZ-FM	26:	1,000	0.6 <- 0.6	0.0	0.0	22:	1.1	0.0	0.0	31:	0.2	31:	0.2	227
34:	1,200	0.7	.667	WMRN-FM	27:	800	0.5 <- 0.7	0.0	0.0	27:	0.4	0.0	0.0	23:	0.9	23:	0.9	83
24:	4,800	2.6	.146	WBNS-AM	28:	700	0.4 <- 0.2	31:	0.2	0.0	0.0	27:	0.5	25:	0.5	0.0	0.0	26
29:	2,800	1.5	.250	WQIO	29:	700	0.4 <- 0.4	25:	0.5	28:	0.4	25:	0.8	24:	0.5	26:	0.3	329
25:	4,500	2.5	.089	WCLT-AM	30:	400	0.2 <- 0.4	26:	0.5	0.0	0.0	26:	0.7	30:	0.4	27:	0.3	38
37:	800	0.4	.500	WEEC	31:	400	0.2 <- 0.2	28:	0.3	29:	0.4	29:	0.3	26:	0.5	29:	0.3	61
36:	800	0.4	.500	WTUE	32:	400	0.2 <- 0.0	29:	0.3	30:	0.4	30:	0.3	30:	0.0	28:	0.3	612
27:	3,400	1.9	.088	WRZR	33:	300	0.2 <- 0.4	0.0	0.0	0.0	0.0	28:	0.5	23:	0.8	32:	0.2	14
31:	2,500	1.4	.000	WNKO	0	0	0.0 <- 0.0	30:	0.3	32:	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
33:	1,400	0.8	.000	WWJM	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	27:	0.5	0.0	0.0	0.0
32:	1,400	0.8	.000	WHTH	0	0	0.0 <- 0.0	0.0	0.0	33:	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
35:	1,000	0.5	.000	WNZR	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	32:	0.2	0.0	0.0	0.0	0.0	0.0
38:	800	0.4	.000	WYBZ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
39:	700	0.4	.000	WCMJ	0	0	0.0 <- 0.0	32:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	33:	0.2	0.0
40:	400	0.2	.000	WVKC	0	0	0.0 <- 0.0	0.0	0.0	31:	0.4	31:	0.3	0.0	0.0	0.0	0.0	0.0
41:	400	0.2	.000	WMRN-AM	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
42:	300	0.2	.000	WMVO	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	5,600	3.1		OTHER		1,000	0.6 <- 0.6		0.9		1.3		0.8		1.0		0.7	
	1,100	0.6		DON'T KNOW		5,100	2.9 <- 6.8		2.8		5.3		4.4		8.5		6.7	
	175,100	96.3		RADIO USERS		175,100	96.3 <- 98.8		81.3		58.4		78.1		50.6		79.9	
	6,800	3.7		NON-USERS		6,800	3.7 <- 1.2		18.7		41.6		21.9		49.4		20.1	

Strategic AccuRatings

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STANDARD DEMO RANKER MALES 35-64 (N= 659)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	53,700	22.9	.510	WTVN	1:	27,400	12.9 <- 13.0	1:	18.9	2:	8.0	1:	9.1	1:	10.2	1:	8.3	193
6:	36,900	15.7	.474	MLVQ	2:	17,500	8.2 <- 9.2	2:	10.2	4:	7.1	3:	7.9	7:	5.7	3:	7.4	112
7:	35,600	15.1	.374	WHOK	3:	13,300	6.3 <- 6.8	3:	6.5	1:	8.2	4:	7.0	4:	6.1	2:	8.0	99
2:	43,300	18.4	.303	WBNS-FM	4:	13,100	6.2 <- 4.3	8:	4.6	3:	7.3	2:	8.4	3:	7.2	4:	7.1	142
5:	37,700	16.0	.342	WNCI	5:	12,900	6.1 <- 6.4	5:	6.2	7:	5.0	8:	5.0	8:	5.1	7:	5.8	68
4:	39,600	16.9	.321	WCOL-FM	6:	12,700	6.0 <- 5.8	7:	5.6	5:	5.8	7:	5.5	6:	5.9	6:	6.0	171
3:	39,700	16.9	.244	WSNY	7:	9,700	4.6 <- 6.2	4:	6.3	9:	3.8	5:	6.2	2:	9.4	5:	6.1	67
8:	24,000	10.2	.404	WOSU-FM	8:	9,700	4.6 <- 4.1	11:	2.7	6:	5.5	9:	4.1	5:	6.0	8:	5.4	169
9:	20,500	8.7	.459	WCBE	9:	9,400	4.4 <- 3.8	6:	5.7	16:	2.4	6:	6.0	9:	4.9	9:	4.1	201
10:	19,400	8.3	.438	WOSU-AM	10:	8,500	4.0 <- 4.5	9:	4.4	12:	3.4	10:	4.1	22:	1.4	10:	4.1	225
16:	14,200	6.0	.592	WVKO	11:	8,400	4.0 <- 5.0	10:	3.4	19:	2.1	11:	3.6	20:	1.5	12:	3.5	148
14:	15,800	6.7	.430	WBZX	12:	6,800	3.2 <- 2.2	12:	2.4	10:	3.8	13:	2.8	16:	2.7	14:	3.3	45
21:	11,200	4.8	.536	WCLT-FM	13:	6,000	2.8 <- 2.6	14:	2.3	14:	3.2	19:	2.0	17:	2.1	16:	3.0	113
13:	18,300	7.8	.279	MLW	14:	5,100	2.4 <- 2.7	19:	1.3	11:	3.7	12:	3.0	10:	4.4	19:	1.9	177
23:	9,700	4.1	.515	WCVO	15:	5,000	2.4 <- 2.7	17:	1.7	21:	1.9	23:	1.3	19:	1.8	21:	1.5	104
12:	18,400	7.8	.266	WRVF	16:	4,900	2.3 <- 1.6	13:	2.4	18:	2.3	14:	2.8	18:	2.1	15:	3.0	49
17:	12,900	5.5	.372	WVCD	17:	4,800	2.3 <- 1.7	20:	1.3	17:	2.3	16:	2.4	12:	3.4	13:	3.4	66
11:	19,000	8.1	.247	WCOL-AM	18:	4,700	2.2 <- 1.8	18:	1.5	8:	4.8	15:	2.5	14:	3.2	23:	1.2	111
18:	12,400	5.3	.355	WCKX	19:	4,400	2.1 <- 1.6	15:	1.9	13:	3.3	21:	1.8	13:	3.4	11:	3.6	43
19:	11,900	5.1	.328	WCEZ	20:	3,900	1.8 <- 1.6	22:	1.2	15:	2.5	17:	2.4	21:	1.5	17:	2.4	122
15:	14,900	6.3	.235	WAHC/WHT	21:	3,500	1.6 <- 1.1	21:	1.2	20:	2.0	18:	2.2	11:	3.9	18:	2.3	23
20:	11,600	4.9	.302	WBNS-AM	22:	3,500	1.6 <- 1.6	16:	1.8	22:	1.6	20:	1.8	23:	0.8	20:	1.7	106
26:	5,400	2.3	.537	WRFD	23:	2,900	1.4 <- 1.4	24:	1.0	23:	1.3	22:	1.8	30:	0.3	26:	0.6	176
22:	10,600	4.5	.255	WMNI	24:	2,700	1.3 <- 1.3	25:	0.8	24:	1.2	24:	1.2	15:	2.9	22:	1.5	110
24:	6,800	2.9	.368	WSWZ	25:	2,500	1.2 <- 1.2	26:	0.8	26:	0.8	25:	1.0	24:	0.7	25:	0.9	208
27:	4,300	1.8	.326	WLOH	26:	1,400	0.7 <- 0.2	23:	1.0	27:	0.8	29:	0.2		0.0	32:	0.2	135
34:	1,700	0.7	.765	WMRN-FM	27:	1,300	0.6 <- 0.8		0.0	28:	0.7		0.0		0.0	24:	1.0	108
30:	2,900	1.2	.345	WHIZ-FM	28:	1,000	0.5 <- 0.5		0.0	25:	1.2		0.0		0.0	27:	0.4	182
25:	5,700	2.4	.140	WCLT-AM	29:	800	0.4 <- 0.5	28:	0.4	30:	0.3	27:	0.6	31:	0.3	29:	0.2	61
36:	1,200	0.5	.667	WEEC	30:	800	0.4 <- 0.4	27:	0.5	29:	0.6	30:	0.2	26:	0.4	28:	0.2	98
31:	2,800	1.2	.250	WQIO	31:	700	0.3 <- 0.3	29:	0.4	31:	0.3	26:	0.7	27:	0.4	30:	0.2	264
35:	1,400	0.6	.286	WVZR	32:	400	0.2 <- 0.2	30:	0.2	32:	0.3	34:	0.2		0.0		0.0	280
38:	1,200	0.5	.333	WTUE	33:	400	0.2 <- 0.0	31:	0.2	33:	0.3	32:	0.2		0.0	31:	0.2	490
37:	1,200	0.5	.333	WYBZ	34:	400	0.2 <- 0.0		0.0		0.0	31:	0.2	28:	0.4		0.0	280
28:	3,700	1.6	.081	WRZR	35:	300	0.1 <- 0.3		0.0		0.0	28:	0.4	25:	0.7	33:	0.2	11
29:	3,000	1.3	.000	WNKO		0	0.0 <- 0.0	32:	0.2	35:	0.3		0.0		0.0		0.0	
33:	1,800	0.8	.000	WVJM		0	0.0 <- 0.0		0.0		0.0		0.0	29:	0.4		0.0	
32:	1,800	0.8	.000	WVTH		0	0.0 <- 0.0		0.0	34:	0.3		0.0		0.0		0.0	
39:	700	0.3	.000	WCMJ		0	0.0 <- 0.0	33:	0.2		0.0		0.0		0.0	34:	0.2	
40:	400	0.2	.000	WAKC		0	0.0 <- 0.0		0.0	36:	0.3	33:	0.2		0.0		0.0	
41:	400	0.2	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
42:	400	0.2	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
43:	300	0.1	.000	WVVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	6,900	2.9		OTHER		1,500	0.7 <- 0.7		0.8		1.0		0.9		0.8		0.6	
	1,100	0.5		DON'T KNOW		7,300	3.3 <- 7.8		2.8		4.9		4.3		7.8		6.9	
	219,400	93.4		RADIO USERS		219,400	93.4 <- 96.2		75.4		55.4		73.4		45.4		75.0	
	15,500	6.6		NON-USERS		15,500	6.6 <- 3.8		24.6		44.6		26.6		54.6		25.0	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER MALES 35+ (N= 809)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISAMSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 64,400	22.1	.509	WTVN 1: 32,800	13.0	<-12.7	1: 19.0	1: 8.7	1: 9.7	1: 10.6	1: 9.0	195
7: 37,700	12.9	.483	WLWQ 2: 18,200	7.2	<- 8.1	2: 9.0	4: 6.0	3: 6.9	7: 5.4	5: 6.4	98
2: 52,400	18.0	.323	WBNS-FM 3: 16,900	6.7	<- 5.2	8: 4.9	2: 7.7	2: 9.2	3: 7.5	3: 7.1	154
6: 38,500	13.2	.382	WHOK 4: 14,700	5.8	<- 6.3	3: 6.0	3: 7.7	4: 6.5	4: 6.1	2: 7.6	92
3: 41,900	14.4	.329	WCOL-FM 5: 13,800	5.5	<- 5.2	6: 5.2	7: 5.4	6: 5.4	6: 5.9	6: 5.7	157
5: 38,800	13.3	.351	WNCI 6: 13,600	5.4	<- 5.5	5: 5.3	8: 4.5	10: 4.3	8: 4.9	8: 5.1	61
8: 30,900	10.6	.437	WOSU-FM 7: 13,500	5.4	<- 5.0	10: 3.5	5: 5.9	8: 5.0	5: 6.1	4: 6.4	199
10: 25,600	8.8	.430	WOSU-AM 8: 11,000	4.4	<- 4.8	9: 4.3	9: 4.1	9: 4.6	20: 1.9	9: 4.4	246
4: 41,600	14.3	.243	WSNY 9: 10,100	4.0	<- 5.4	4: 5.9	12: 3.5	7: 5.4	2: 8.3	7: 5.2	59
15: 16,900	5.8	.568	WVKO 10: 9,600	3.8	<- 4.8	11: 3.3	18: 2.0	11: 3.5	22: 1.7	10: 3.9	143
12: 21,900	7.5	.429	WCBE 11: 9,400	3.7	<- 3.2	7: 5.0	19: 2.0	5: 5.4	10: 4.3	11: 3.5	170
9: 25,800	8.9	.298	WCOL-AM 12: 7,700	3.1	<- 2.6	20: 1.6	6: 5.9	12: 3.4	15: 2.8	23: 1.0	154
11: 22,500	7.7	.316	WLW 13: 7,100	2.8	<- 3.0	16: 1.9	11: 3.6	15: 2.6	9: 4.9	19: 2.1	208
16: 15,800	5.4	.430	WBZK 14: 6,800	2.7	<- 1.8	15: 2.1	13: 3.2	16: 2.4	17: 2.4	16: 2.8	38
17: 15,200	5.2	.447	WCEZ 15: 6,800	2.7	<- 2.4	17: 1.9	10: 3.7	13: 3.3	19: 2.1	12: 3.1	179
21: 12,700	4.4	.528	WCLT-FM 16: 6,700	2.7	<- 2.4	13: 2.4	14: 3.0	19: 2.0	18: 2.3	18: 2.8	106
23: 10,800	3.7	.565	WCVO 17: 6,100	2.4	<- 2.7	18: 1.9	21: 1.9	23: 1.3	16: 2.6	21: 1.9	107
14: 19,300	6.6	.275	WBNS-AM 18: 5,300	2.1	<- 2.6	12: 3.0	16: 2.4	18: 2.0	23: 1.4	17: 2.8	135
13: 19,500	6.7	.267	WRVF 19: 5,200	2.1	<- 1.7	14: 2.3	17: 2.1	14: 2.6	21: 1.9	14: 3.0	43
20: 12,900	4.4	.372	WVCD 20: 4,800	1.9	<- 1.4	22: 1.1	20: 2.0	17: 2.1	12: 3.0	15: 2.9	55
22: 12,400	4.3	.355	WCIX 21: 4,400	1.7	<- 1.3	19: 1.7	15: 2.8	21: 1.5	13: 3.0	13: 3.1	36
19: 14,300	4.9	.259	WMHI 22: 3,700	1.5	<- 1.6	21: 1.5	22: 1.8	24: 1.0	14: 2.9	22: 1.7	127
18: 14,900	5.1	.235	WAHC/WHT 23: 3,500	1.4	<- 1.0	24: 1.1	23: 1.7	20: 2.0	11: 3.4	20: 2.0	20
26: 6,600	2.3	.515	WRFD 24: 3,400	1.4	<- 1.4	25: 0.9	24: 1.4	22: 1.5	30: 0.3	28: 0.5	174
25: 7,200	2.5	.347	WSWZ 25: 2,500	1.0	<- 1.0	26: 0.7	27: 0.7	26: 0.9	25: 0.6	26: 0.7	175
24: 7,600	2.6	.250	WCLT-AM 26: 1,900	0.8	<- 1.1	27: 0.6	29: 0.5	25: 0.9	31: 0.3	25: 0.8	123
27: 5,100	1.8	.353	WLOH 27: 1,800	0.7	<- 0.3	23: 1.1	26: 1.0	29: 0.4	0.0	35: 0.2	146
35: 1,900	0.7	.789	WEEC 28: 1,500	0.6	<- 0.6	28: 0.4	30: 0.5	28: 0.4	24: 0.7	29: 0.4	155
28: 4,000	1.4	.350	WHIZ-FM 29: 1,400	0.6	<- 0.6	32: 0.2	25: 1.0	31: 0.2	0.0	27: 0.6	214
34: 2,100	0.7	.619	WMRN-FM 30: 1,300	0.5	<- 0.7	31: 0.3	28: 0.6	0.0	0.0	24: 0.9	91
31: 2,800	1.0	.250	WQIO 31: 700	0.3	<- 0.3	30: 0.4	32: 0.3	27: 0.6	27: 0.4	30: 0.2	223
30: 3,300	1.1	.121	WNKO 32: 400	0.2	<- 0.0	34: 0.2	34: 0.3	36: 0.2	0.0	34: 0.2	47
32: 2,600	0.9	.154	WHTH 33: 400	0.2	<- 0.2	29: 0.4	31: 0.5	34: 0.2	0.0	33: 0.2	97
33: 2,200	0.8	.182	WJJM 34: 400	0.2	<- 0.2	0.0	0.0	32: 0.2	28: 0.4	32: 0.2	138
36: 1,400	0.5	.286	WNZR 35: 400	0.2	<- 0.2	33: 0.2	33: 0.3	38: 0.2	0.0	0.0	236
38: 1,200	0.4	.333	WTUE 36: 400	0.2	<- 0.0	35: 0.2	35: 0.3	35: 0.2	0.0	31: 0.2	413
37: 1,200	0.4	.333	WYBZ 37: 400	0.2	<- 0.0	0.0	0.0	33: 0.2	29: 0.4	0.0	236
29: 3,700	1.3	.081	WRZR 38: 300	0.1	<- 0.2	0.0	0.0	30: 0.4	26: 0.6	36: 0.2	10
40: 700	0.2	.000	WCMJ 0	0.0	<- 0.0	36: 0.2	0.0	0.0	0.0	37: 0.2	
39: 700	0.2	.000	WOBH 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 400	0.1	.000	WVVC 0	0.0	<- 0.0	0.0	36: 0.3	37: 0.2	0.0	0.0	
42: 400	0.1	.000	WMRN-AM 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WVVO 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
8,900	3.1		OTHER 2,700	1.1	<- 0.9	0.9	0.9	1.2	1.1	1.2	
2,800	1.0		DON'T KNOW 12,300	4.7	<- 9.8	3.4	5.2	4.7	8.4	6.8	
264,000	90.6		RADIO USERS 264,000	90.6	<-93.9	70.8	53.0	68.3	41.5	70.8	
27,400	9.4		NON-USERS 27,400	9.4	<- 6.1	29.2	47.0	31.7	58.6	29.2	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER MALES 12-15 (N= 84)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1:	18,400	55.8	WAHC/WHT	1: 9,300	29.9 <-21.3	1: 29.4	1: 35.5	1: 25.2	1: 28.3	1: 32.2	423
2:	13,500	40.9	WNCI	2: 5,200	16.7 <-20.0	2: 28.1	2: 15.9	4: 8.8	3: 15.2	2: 21.1	188
3:	11,700	35.5	WBZX	3: 5,100	16.4 <-12.9	3: 10.2	3: 15.9	2: 16.0	2: 16.1	3: 18.2	231
4:	5,600	17.0	WCIX	4: 2,000	6.4 <- 8.1	4: 10.2	4: 10.4	3: 12.2	4: 10.9	4: 7.2	134
6:	4,700	14.2	WRZR	5: 1,700	5.5 <- 5.2	5: 5.1	5: 4.8	7: 4.6	5: 3.5	5: 3.2	445
8:	3,200	9.7	WCOL-FM	6: 1,600	5.2 <- 4.2	6: 0.0	7: 2.6	9: 3.1	10: 2.2	10: 1.4	147
9:	2,800	8.5	WRVF	7: 1,200	3.9 <- 1.3	6: 3.4	8: 1.5	8: 4.6	6: 3.5	6: 2.9	81
5:	4,900	14.8	WHOK	8: 800	2.6 <- 0.0	0.0	10: 1.5	6: 5.0	7: 3.5	7: 2.9	40
7:	4,600	13.9	WLVA	9: 800	2.6 <- 5.2	8: 1.7	6: 3.0	5: 5.7	8: 3.5	8: 2.9	35
10:	2,800	8.5	WSNY	10: 800	2.6 <- 1.3	7: 3.0	9: 1.5	11: 2.7	11: 1.7	11: 1.4	38
14:	1,500	4.5	WTVN	11: 800	2.6 <- 2.6	0.0	11: 1.5	13: 1.5	9: 3.5	0.0	38
11:	2,700	8.2	WBNS-FM	12: 400	1.3 <- 2.6	9: 1.7	14: 1.5	16: 1.5	14: 1.7	9: 2.9	30
13:	1,600	4.8	WKVO	13: 400	1.3 <- 1.3	10: 1.7	0.0	0.0	0.0	0.0	48
15:	1,200	3.6	WCLT-FM	14: 400	1.3 <- 1.3	11: 1.7	13: 1.5	10: 3.1	13: 1.7	13: 1.4	51
16:	1,100	3.3	WUCD	15: 400	1.3 <- 1.3	0.0	0.0	15: 1.5	12: 1.7	12: 1.4	37
17:	800	2.4	WCVO	16: 400	1.3 <- 0.0	12: 1.7	12: 1.5	14: 1.5	0.0	0.0	57
12:	1,800	5.5	WVJM	0	0.0 <- 1.3	13: 1.7	0.0	0.0	0.0	0.0	0.0
18:	800	2.4	WNRN-FM	0	0.0 <- 0.0	0.0	0.0	12: 1.9	15: 1.7	0.0	0.0
24:	400	1.2	WSWZ	0	0.0 <- 1.3	0.0	0.0	0.0	0.0	0.0	0.0
21:	400	1.2	WOSU-FM	0	0.0 <- 0.0	0.0	15: 1.5	0.0	0.0	14: 1.4	0.0
20:	400	1.2	WLW	0	0.0 <- 0.0	0.0	0.0	17: 1.5	0.0	0.0	0.0
22:	400	1.2	WBNS-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
23:	400	1.2	WCMJ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
19:	400	1.2	WCOL-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
	1,400	4.2	OTHER	0	0.0 <- 0.0	0.0	0.0	0.0	2.2	0.0	
	0	0.0	DON'T KNOW	2,000	6.1 <-15.2	1.7	4.3	7.1	6.1	7.0	
	33,000	99.9	RADIO USERS	33,000	100. <-100.	72.1	85.5	85.5	74.2	90.9	

Strategic AccuRatings

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STANDARD DEMO RANKER MALES 16-19 (N= 110)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	23,500	51.8	.472	WANC/WHT	1:	11,100	25.7 <-25.2	1:	22.2	1:	26.9	1:	23.8	1:	34.5	1:	29.1	362
2:	23,500	51.8	.391	WBZX	2:	9,200	21.3 <-14.6	2:	19.2	2:	18.2	2:	22.1	2:	14.9	2:	19.9	300
5:	13,000	28.6	.415	WCIX	3:	5,400	12.5 <- 7.6	5:	6.2	4:	9.2	3:	14.8	5:	8.9	3:	11.0	260
3:	14,800	32.6	.291	WLVO	4:	4,300	9.9 <- 9.0	7:	5.9	3:	9.5	5:	7.1	4:	9.2	4:	9.2	135
7:	9,100	20.0	.319	WRVF	5:	2,900	6.7 <- 5.3	4:	11.2	5:	9.2	6:	5.5	6:	3.6	6:	4.5	141
4:	14,600	32.2	.164	WNCI	6:	2,400	5.6 <- 9.9	3:	13.0	7:	4.3	4:	7.9	3:	10.7	5:	6.3	62
6:	9,700	21.4	.175	WRZR	7:	1,700	3.9 <- 5.3		0.0	6:	4.9	7:	5.5	7:	3.6	9:	2.1	320
10:	5,700	12.6	.263	WBNS-FM	8:	1,500	3.5 <- 1.9	9:	3.3	9:	3.0	8:	3.0	8:	3.3	7:	3.9	80
14:	3,200	7.0	.375	WCLT-FM	9:	1,200	2.8 <- 0.9	12:	1.2	13:	1.1	11:	1.1	12:	1.2	10:	2.1	111
8:	8,900	19.6	.079	WHOK	10:	700	1.6 <- 4.6	6:	6.2	8:	4.3	9:	2.5	13:	1.2	8:	3.1	25
26:	500	1.1	.999	WCEZ	11:	500	1.2 <- 1.2		0.0	11:	1.4		0.0	10:	1.5	12:	1.3	77
27:	500	1.1	.999	WKVC	12:	500	1.2 <- 0.0		0.0		0.0		0.0	11:	1.5	11:	1.3	999
11:	5,000	11.0	.080	WJUM	13:	400	0.9 <- 3.0	8:	3.8	15:	1.1	13:	1.1	9:	2.4		0.0	802
12:	5,000	11.0	.080	WSNY	14:	400	0.9 <- 0.0		0.0	14:	1.1		0.0	14:	1.2	13:	1.0	13
21:	800	1.8	.500	WOSU-FM	15:	400	0.9 <- 0.9	13:	1.2	16:	1.1	12:	1.1	15:	1.2	14:	1.0	34
9:	6,200	13.7	.000	WCOL-FM		0	0.0 <- 0.0	16:	1.2		0.0		0.0		0.0	16:	1.0	
13:	3,800	8.4	.000	WVCD		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	17:	1.0	
15:	1,700	3.7	.000	WVCO		0	0.0 <- 0.9	15:	1.2	12:	1.4	10:	1.4		0.0		0.0	
16:	1,400	3.1	.000	WNKO		0	0.0 <- 0.0		0.0		0.0	16:	1.1		0.0		0.0	
17:	1,300	2.9	.000	WCBE		0	0.0 <- 0.9	14:	1.2		0.0	14:	1.1		0.0		0.0	
18:	1,300	2.9	.000	WLW		0	0.0 <- 0.0	10:	1.5		0.0		0.0	16:	1.2		0.0	
19:	1,200	2.6	.000	WCOL-AM		0	0.0 <- 0.0		0.0	10:	2.2	15:	1.1		0.0		0.0	
20:	900	2.0	.000	WYBZ		0	0.0 <- 0.0	11:	1.5		0.0		0.0		0.0		0.0	
22:	800	1.8	.000	WTVN		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	15:	1.0	
25:	800	1.8	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
23:	800	1.8	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
24:	800	1.8	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	17:	1.1		0.0		0.0		0.0	
28:	500	1.1	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
29:	500	1.1	.000	WPRN-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	400	0.9	.000	WMNI		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	400	0.9	.000	WCVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,800	4.0		OTHER		500	1.2 <- 0.0		0.0		0.0		0.0		0.0		1.3	
	0	0.0		DON'T KNOW		800	1.8 <-11.8		1.2		1.1		7.3		4.8		4.3	
	44,100	97.1		RADIO USERS		44,100	97.1 <-98.9		75.3		81.9		87.0		78.0		87.9	
	1,300	2.9		NON-USERS		1,300	2.9 <- 0.9		24.7		18.1		13.0		22.0		12.1	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 20-29 (N= 369)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	54,300	39.5	.470	WBZX	1:	25,500	19.6 <- 14.6	2:	18.1	1:	20.1	1:	20.4	1:	18.9	1:	19.6	276
2:	50,900	37.1	.426	WLWQ	2:	21,700	16.7 <- 17.9	1:	19.5	2:	14.1	2:	15.6	3:	9.0	2:	13.8	226
3:	40,400	29.4	.300	WNCI	3:	12,100	9.3 <- 10.6	3:	14.5	6:	6.2	3:	9.6	2:	10.4	4:	9.6	104
6:	23,300	17.0	.425	WUCD	4:	9,900	7.6 <- 5.3	6:	4.5	3:	6.9	6:	6.7	5:	7.5	3:	11.3	221
5:	26,900	19.6	.286	WAHC/WHT	5:	7,700	5.9 <- 5.7	9:	3.9	9:	4.5	4:	7.3	6:	6.0	5:	7.7	84
12:	10,300	7.5	.748	WCKX	6:	7,700	5.9 <- 3.8	5:	4.8	7:	6.2	5:	7.0	8:	5.4	8:	4.0	123
8:	19,000	13.8	.321	WRVF	7:	6,100	4.7 <- 3.8	7:	4.3	5:	6.5	7:	5.1	7:	6.0	6:	6.2	99
7:	19,600	14.3	.306	WHOK	8:	6,000	4.6 <- 3.5	10:	3.4	4:	6.8	9:	3.6	10:	3.9	9:	3.6	73
4:	28,000	20.4	.211	WSNY	9:	5,900	4.5 <- 5.4	4:	6.4	8:	4.9	8:	3.7	4:	8.8	7:	4.2	66
13:	9,000	6.6	.444	WCBE	10:	4,000	3.1 <- 3.3	8:	4.0	10:	3.5	10:	3.6	13:	2.3	12:	2.4	140
9:	13,500	9.8	.222	WRZR	11:	3,000	2.3 <- 3.9	17:	0.9	14:	1.9	11:	3.1	9:	4.3	10:	3.3	188
14:	7,100	5.2	.366	WCLT-FM	12:	2,600	2.0 <- 1.5	11:	2.8	11:	3.3	15:	1.2	14:	2.2	13:	2.2	80
18:	4,100	3.0	.512	WLW	13:	2,100	1.6 <- 1.3	13:	1.2	13:	2.1	16:	1.2	15:	1.9	14:	2.1	119
17:	4,200	3.1	.429	WCOL-AM	14:	1,800	1.4 <- 0.8	12:	1.3	12:	3.0	18:	1.0	16:	1.6		0.0	70
10:	13,500	9.8	.126	WBNS-FM	15:	1,700	1.3 <- 1.2	21:	0.7	15:	1.9	12:	1.6	11:	2.6	11:	2.8	30
15:	6,800	5.0	.250	WTWN	16:	1,700	1.3 <- 0.8	14:	1.2	16:	1.5	13:	1.6		0.0	23:	0.3	20
20:	3,000	2.2	.533	WKVO	17:	1,600	1.2 <- 1.2	15:	1.1	17:	1.3	25:	0.3	21:	0.5	15:	1.4	46
16:	5,300	3.9	.283	WOSU-FM	18:	1,500	1.2 <- 0.9	22:	0.7	20:	0.5	17:	1.1	12:	2.4	16:	1.0	43
11:	10,700	7.8	.103	WCOL-FM	19:	1,100	0.8 <- 0.7	16:	1.1	18:	1.0	14:	1.6	17:	1.2	18:	0.6	24
27:	1,500	1.1	.733	WRFD	20:	1,100	0.8 <- 0.3	23:	0.7		0.0	20:	0.6		0.0		0.0	109
21:	2,300	1.7	.391	WCVO	21:	900	0.7 <- 0.3	26:	0.3	21:	0.5		0.0		0.0		0.0	31
25:	1,800	1.3	.444	WMNT	22:	800	0.6 <- 0.3	18:	0.8	25:	0.4	26:	0.3	20:	0.7		0.0	53
26:	1,800	1.3	.444	WMRN-FM	23:	800	0.6 <- 0.3	19:	0.8	22:	0.5	24:	0.4	24:	0.4	17:	0.7	109
23:	2,100	1.5	.333	WOSU-AM	24:	700	0.5 <- 0.5	24:	0.7	23:	0.5	21:	0.6	18:	0.8	19:	0.6	30
33:	900	0.7	.556	WOBN	25:	500	0.4 <- 0.4		0.0		0.0		0.0	22:	0.5	21:	0.4	801
35:	500	0.4	.999	WLOH	26:	500	0.4 <- 0.4		0.0	19:	0.6	23:	0.5	23:	0.5	20:	0.4	78
28:	1,400	1.0	.214	WCLT-AM	27:	300	0.2 <- 0.5		0.0		0.0	22:	0.5		0.0	25:	0.3	38
29:	1,200	0.9	.250	WNKO	28:	300	0.2 <- 0.2	20:	0.8	26:	0.4	27:	0.3	25:	0.3	24:	0.3	69
30:	1,100	0.8	.273	WCEZ	29:	300	0.2 <- 0.0	25:	0.7		0.0		0.0	19:	0.8	26:	0.3	15
31:	1,000	0.7	.300	WCNJ	30:	300	0.2 <- 0.0	27:	0.3	27:	0.4		0.0		0.0		0.0	267
19:	3,700	2.7	.000	WWJM		0	0.0 <- 0.2	28:	0.3	28:	0.4	19:	0.7		0.0	27:	0.3	
22:	2,200	1.6	.000	WSWZ		0	0.0 <- 0.0		0.0	24:	0.5		0.0		0.0		0.0	
24:	2,100	1.5	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0	26:	0.3		0.0	
32:	1,000	0.7	.000	WBNS-AM		0	0.0 <- 0.0	29:	0.3		0.0		0.0		0.0	22:	0.3	
34:	600	0.4	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.3	.000	WKCC		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
	3,000	2.2		OTHER		0	0.0 <- 0.5		0.0		0.0		0.4		0.8		0.3	
	0	0.0		DON'T KNOW		2,600	2.0 <- 12.1		1.5		4.7		4.6		3.6		3.0	
	132,600	96.6		RADIO USERS		132,600	96.6 <- 97.9		78.2		60.8		83.8		69.0		87.3	
	4,700	3.4		NON-USERS		4,700	3.4 <- 2.1		21.8		39.2		16.2		31.0		12.7	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 30-39 (N= 351)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
					6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 47,900	41.4	.397	WLWQ 1: 19,000	17.4 <- 19.8	1: 20.4	1: 15.9	1: 16.0	1: 11.4	1: 15.4	235
2: 26,800	23.2	.451	WBZX 2: 12,100	11.1 <- 8.1	5: 6.8	2: 10.8	2: 12.6	2: 8.9	2: 11.9	156
3: 24,700	21.3	.348	WNCI 3: 8,600	7.9 <- 7.1	2: 10.3	3: 7.7	7: 4.7	6: 5.9	4: 6.0	88
10: 12,900	11.1	.566	WCBE 4: 7,300	6.7 <- 5.5	4: 7.2	14: 2.8	4: 7.0	8: 4.5	7: 5.2	303
7: 15,600	13.5	.429	WTVN 5: 6,700	6.1 <- 4.4	3: 7.5	18: 2.3	11: 3.2	11: 3.9	16: 2.1	91
5: 17,500	15.1	.360	WVCD 6: 6,300	5.8 <- 5.2	8: 4.4	6: 5.1	3: 7.6	4: 7.5	3: 8.8	167
12: 11,000	9.5	.473	WRVF 7: 5,200	4.8 <- 3.5	6: 5.9	4: 6.1	8: 4.7	7: 5.5	9: 4.9	100
6: 16,500	14.3	.291	WHOK 8: 4,800	4.4 <- 4.9	10: 3.8	10: 3.9	6: 5.1	5: 6.9	6: 5.5	69
4: 22,100	19.1	.213	WSNY 9: 4,700	4.3 <- 6.7	7: 4.6	9: 4.2	5: 6.0	3: 8.9	5: 6.0	63
16: 8,600	7.4	.523	WCKX 10: 4,500	4.1 <- 3.2	9: 4.1	11: 3.9	13: 3.1	10: 4.2	8: 5.2	86
8: 14,200	12.3	.239	WBNS-FM 11: 3,400	3.1 <- 2.1	11: 3.2	8: 4.4	10: 3.3	16: 2.7	12: 3.2	71
17: 6,800	5.9	.500	WCLT-FM 12: 3,400	3.1 <- 2.5	12: 2.6	12: 3.3	14: 3.0	15: 2.7	15: 2.2	124
9: 14,200	12.3	.232	WCOL-FM 13: 3,300	3.0 <- 2.7	13: 2.5	19: 2.3	17: 2.2	19: 1.7	13: 2.5	86
11: 11,500	9.9	.287	WAHC/WHT 14: 3,300	3.0 <- 2.7	17: 1.7	16: 2.5	9: 4.4	9: 4.5	10: 4.7	43
13: 9,500	8.2	.316	WLW 15: 3,000	2.7 <- 3.3	16: 2.3	5: 5.7	12: 3.2	13: 3.1	14: 2.4	202
15: 8,700	7.5	.264	WCOL-AM 16: 2,300	2.1 <- 1.2	19: 1.4	7: 4.7	15: 2.9	18: 2.0	17: 1.7	106
14: 8,900	7.7	.247	WOSU-FM 17: 2,200	2.0 <- 1.5	14: 2.4	15: 2.8	16: 2.8	14: 3.0	11: 3.5	74
18: 6,800	5.9	.294	WOSU-AM 18: 2,000	1.8 <- 1.8	15: 2.4	13: 2.9	19: 1.8	20: 1.6	19: 1.4	103
21: 3,700	3.2	.541	WCVO 19: 2,000	1.8 <- 1.8	20: 1.4	21: 1.0	20: 1.4	21: 1.1	20: 1.1	81
20: 4,900	4.2	.286	WVVO 20: 1,400	1.3 <- 2.2	18: 1.5	22: 1.0	18: 1.9	17: 2.2	18: 1.5	48
27: 1,100	1.0	.727	WVRN-FM 21: 800	0.7 <- 0.7	0.0	20: 1.2	0.0	23: 0.6	23: 0.9	129
19: 6,700	5.8	.104	WRZR 22: 700	0.6 <- 1.6	23: 0.4	17: 2.5	23: 0.4	12: 3.3	21: 1.1	52
22: 2,400	2.1	.292	WBNS-AM 23: 700	0.6 <- 0.3	22: 0.6	25: 0.4	21: 1.1	25: 0.5	25: 0.3	41
23: 2,300	2.0	.174	WQIO 24: 400	0.4 <- 0.4	25: 0.3	23: 0.6	24: 0.4	24: 0.6	24: 0.4	293
24: 2,300	2.0	.130	WRFD 25: 300	0.3 <- 0.3	26: 0.3	0.0	22: 0.8	26: 0.5	22: 1.1	35
26: 1,900	1.6	.158	WMNI 26: 300	0.3 <- 0.3	21: 0.8	0.0	0.0	22: 0.9	26: 0.3	24
25: 2,300	2.0	.000	WCEZ	0.0 <- 0.0	0.0	0.0	0.0	28: 0.5	0.0	
28: 800	0.7	.000	WLOH	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
29: 700	0.6	.000	WTUE	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
30: 700	0.6	.000	WCMJ	0.0 <- 0.0	0.0	0.0	0.0	27: 0.5	27: 0.3	
31: 600	0.5	.000	WSWZ	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
32: 400	0.3	.000	WECC	0.0 <- 0.4	24: 0.4	0.0	0.0	0.0	0.0	
34: 400	0.3	.000	WAKC	0.0 <- 0.0	0.0	24: 0.6	25: 0.4	0.0	0.0	
33: 400	0.3	.000	WVRN-AM	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
37: 300	0.3	.000	WHIZ-FM	0.0 <- 0.3	0.0	26: 0.4	0.0	0.0	0.0	
35: 300	0.3	.000	WHTH	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
36: 300	0.3	.000	WNZR	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
38: 300	0.3	.000	WCLT-AM	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
39: 300	0.3	.000	WNKO	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
3,800	3.3		OTHER	800	0.7 <- 1.6	0.9	0.9	0.3	0.6	0.3
300	0.3		DON'T KNOW	3,400	3.0 <- 7.5	3.4	6.5	4.9	5.9	5.9
112,800	97.5		RADIO USERS	112,800	97.5 <- 98.3	83.4	63.6	82.1	58.9	85.0
2,900	2.5		NON-USERS	2,900	2.5 <- 1.7	16.6	36.4	17.9	41.1	15.0

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 40-49 (N= 270)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	20,900	22.3	.450	WTVN	1:	9,400	10.9 <- 11.2	1:	17.8	4:	7.4	4:	7.9	2:	10.0	3:	8.3	163
1:	24,000	25.6	.358	WCOL-FM	2:	8,600	10.0 <- 9.7	4:	7.6	1:	9.9	2:	9.6	1:	10.2	1:	9.5	285
6:	15,300	16.3	.510	WLWQ	3:	7,800	9.0 <- 10.3	2:	11.2	5:	7.2	3:	8.0	8:	4.8	4:	7.8	123
2:	21,900	23.3	.311	WBNS-FM	4:	6,800	7.9 <- 5.3	6:	5.4	3:	8.9	1:	11.6	3:	9.5	2:	9.4	181
4:	19,000	20.2	.316	WNCI	5:	6,000	7.0 <- 8.2	8:	5.3	6:	5.1	5:	6.9	6:	5.7	7:	7.0	78
7:	13,700	14.6	.438	WHOK	6:	6,000	7.0 <- 6.1	5:	6.2	2:	9.7	7:	6.0	7:	5.0	6:	7.3	109
5:	18,700	19.9	.278	WSNY	7:	5,200	6.0 <- 8.3	3:	8.8	7:	5.1	6:	6.1	4:	8.3	5:	7.7	88
9:	8,500	9.1	.459	WOSU-AM	8:	3,900	4.5 <- 5.0	7:	5.4	11:	3.2	9:	4.0	17:	1.7	13:	2.9	254
15:	6,000	6.4	.650	WVVO	9:	3,900	4.5 <- 5.3	9:	4.2	13:	2.7	11:	3.0	20:	1.0	9:	3.9	169
11:	8,100	8.6	.432	WCBE	10:	3,500	4.1 <- 3.6	10:	3.7	22:	1.3	8:	5.9	9:	4.3	10:	3.9	184
8:	9,100	9.7	.308	MRVF	11:	2,800	3.2 <- 2.2	11:	3.6	14:	2.7	10:	4.0	13:	2.6	8:	4.5	68
12:	7,700	8.2	.299	WOSU-FM	12:	2,300	2.7 <- 2.2	16:	1.7	8:	4.6	18:	1.9	15:	2.4	14:	2.8	99
24:	2,500	2.7	.840	WRFD	13:	2,100	2.4 <- 2.4	18:	1.3	17:	2.1	12:	2.6	0:	0.0	27:	0.4	313
13:	7,200	7.7	.250	WAHC/WHT	14:	1,800	2.1 <- 1.3	13:	2.0	18:	1.9	13:	2.6	10:	4.3	15:	2.5	29
21:	4,200	4.5	.429	WCLT-FM	15:	1,800	2.1 <- 2.1	15:	1.8	10:	3.4	16:	2.0	12:	3.3	12:	3.1	83
14:	7,000	7.5	.243	WLW	16:	1,700	2.0 <- 2.4	0:	0.0	16:	2.5	14:	2.3	5:	6.9	21:	1.0	145
17:	5,000	5.3	.340	WBZX	17:	1,700	2.0 <- 1.5	12:	2.2	15:	2.5	21:	1.0	14:	2.6	17:	2.4	28
19:	4,700	5.0	.362	WVCD	18:	1,700	2.0 <- 1.2	21:	0.8	19:	1.9	17:	2.0	25:	0.7	16:	2.4	57
16:	5,400	5.8	.278	WCKX	19:	1,500	1.7 <- 1.7	14:	2.0	9:	3.6	15:	2.1	11:	4.3	11:	3.2	36
20:	4,600	4.9	.283	WCVO	20:	1,300	1.5 <- 2.3	17:	1.7	20:	1.9	29:	0.4	18:	1.7	18:	1.5	66
18:	4,800	5.1	.208	WSWZ	21:	1,000	1.2 <- 1.2	19:	1.3	21:	1.9	22:	1.0	21:	1.0	22:	1.0	205
10:	8,200	8.7	.085	WCOL-AM	22:	700	0.8 <- 0.8	28:	0.4	12:	3.2	23:	1.0	16:	2.4	29:	0.4	41
25:	2,500	2.7	.280	WCEZ	23:	700	0.8 <- 0.8	22:	0.5	23:	1.3	20:	1.1	26:	0.7	23:	1.0	54
29:	1,400	1.5	.500	WHIZ-FM	24:	700	0.8 <- 0.8	0:	0.0	25:	0.8	0:	0.0	0:	0.0	28:	0.4	313
22:	3,000	3.2	.133	WCLT-AM	25:	400	0.5 <- 0.5	20:	0.9	0:	0.0	19:	1.4	27:	0.7	24:	0.6	75
30:	1,400	1.5	.286	WLOH	26:	400	0.5 <- 0.5	26:	0.5	24:	1.3	0:	0.0	0:	0.0	0:	0.0	95
32:	1,100	1.2	.364	WQIO	27:	400	0.5 <- 0.5	24:	0.5	0:	0.0	24:	1.0	0:	0.0	0:	0.0	371
33:	800	0.9	.500	WVRN-FM	28:	400	0.5 <- 0.9	0:	0.0	0:	0.0	0:	0.0	0:	0.0	20:	1.1	82
34:	800	0.9	.500	WEEC	29:	400	0.5 <- 0.5	23:	0.5	27:	0.8	28:	0.6	22:	1.0	26:	0.6	121
35:	400	0.4	.999	WTUE	30:	400	0.5 <- 0.0	25:	0.5	26:	0.8	27:	0.6	0:	0.0	25:	0.6	999
23:	2,700	2.9	.111	WMNI	31:	300	0.3 <- 0.3	0:	0.0	29:	0.6	25:	1.0	19:	1.7	19:	1.4	30
27:	1,700	1.8	.000	WBNS-AM		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
26:	1,700	1.8	.000	WRZR		0	0.0 <- 0.0	0:	0.0	0:	0.0	26:	1.0	23:	1.0	0:	0.0	
28:	1,500	1.6	.000	WNKO		0	0.0 <- 0.0	27:	0.5	28:	0.8	0:	0.0	0:	0.0	0:	0.0	
31:	1,400	1.5	.000	WVJM		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	24:	1.0	0:	0.0	
36:	400	0.4	.000	WYBZ		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
37:	300	0.3	.000	WVVO		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
38:	300	0.3	.000	WCHJ		0	0.0 <- 0.0	29:	0.4	0:	0.0	0:	0.0	0:	0.0	30:	0.4	
	3,700	3.9		OTHER		700	0.8 <- 1.2		0.9		1.3		1.6		1.9		1.0	
	700	0.7		DON'T KNOW		3,100	3.5 <- 6.6		3.1		4.4		4.8		8.7		6.0	
	89,300	95.1		RADIO USERS		89,300	95.1 <- 98.5		83.4		58.6		78.2		48.9		81.0	
	4,600	4.9		NON-USERS		4,600	4.9 <- 1.5		16.7		41.4		21.8		51.1		19.0	

Strategic AccuRatings

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STANDARD DEMO RANKER

MALES 50-59 (N= 149)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	16,300	29.1	.638	WTVN	1:	10,400	20.8 <- 22.2	1:	28.8	1:	16.2	1:	13.5	1:	15.5	2:	12.4	310
4:	8,400	15.0	.524	WOSU-FM	2:	4,400	8.8 <- 8.2	14:	2.3	4:	8.9	6:	6.3	2:	15.0	3:	11.4	326
2:	11,100	19.8	.351	WHOK	3:	3,900	7.8 <- 10.4	2:	9.8	2:	11.7	2:	12.7	4:	7.2	1:	15.1	123
8:	5,100	9.1	.569	WOSU-AM	4:	2,900	5.8 <- 6.4	4:	5.2	12:	2.8	4:	7.2	20:	1.5	4:	6.8	326
17:	2,600	4.6	.999	WCVO	5:	2,600	5.2 <- 5.2	11:	3.2	13:	2.8	17:	2.3	10:	3.6	16:	2.2	229
13:	3,500	6.3	.657	WVCO	6:	2,300	4.6 <- 5.4	12:	3.2	17:	1.6	8:	4.6	13:	2.1	9:	3.4	172
3:	8,800	15.7	.250	WBNS-FM	7:	2,200	4.4 <- 3.8	8:	4.3	6:	4.4	5:	7.2	6:	5.7	5:	6.8	101
6:	5,500	9.8	.400	WCOL-FM	8:	2,200	4.4 <- 3.6	5:	5.2	14:	2.8	13:	3.2	14:	2.1	10:	3.4	126
9:	4,400	7.9	.432	WCOL-AM	9:	1,900	3.8 <- 3.8	9:	3.5	3:	10.5	14:	3.2	11:	3.6	21:	1.2	191
5:	7,300	13.0	.247	WSNY	10:	1,800	3.6 <- 2.8	6:	5.2	15:	2.8	3:	8.4	3:	9.3	6:	4.6	53
7:	5,300	9.5	.340	WNCI	11:	1,800	3.6 <- 3.0	7:	5.2	9:	3.2	10:	4.0	12:	3.6	11:	3.4	40
11:	4,200	7.5	.405	WLW	12:	1,700	3.4 <- 2.4	15:	2.3	8:	3.6	11:	3.5	7:	4.1	13:	2.5	251
18:	2,600	4.6	.577	WCLT-FM	13:	1,500	3.0 <- 3.8	10:	3.5	10:	3.2	18:	2.3	15:	2.1	8:	3.7	120
16:	2,900	5.2	.483	WCBE	14:	1,400	2.8 <- 2.0	3:	7.2	7:	4.0	7:	5.2	8:	4.1	7:	4.3	127
12:	3,800	6.8	.316	WMNI	15:	1,200	2.4 <- 2.4	0:	0.0	5:	4.8	12:	3.5	5:	6.2	14:	2.5	208
15:	3,100	5.5	.355	WCEZ	16:	1,100	2.2 <- 1.4	17:	1.2	18:	1.6	15:	3.2	0:	0.0	17:	2.2	146
23:	1,400	2.5	.786	WSWZ	17:	1,100	2.2 <- 2.0	0:	0.0	0:	0.0	16:	3.2	21:	1.5	18:	2.2	388
26:	1,100	2.0	.999	WLOH	18:	1,100	2.2 <- 0.0	13:	3.2	24:	1.2	0:	0.0	0:	0.0	22:	0.9	449
14:	3,400	6.1	.235	WBNS-AM	19:	800	1.6 <- 2.4	18:	1.2	0:	0.0	19:	1.2	16:	2.1	12:	2.8	103
10:	4,400	7.9	.159	WRVF	20:	700	1.4 <- 1.4	0:	0.0	0:	0.0	9:	4.3	17:	2.1	19:	2.2	29
32:	500	0.9	.999	WMRN-FM	21:	500	1.0 <- 1.0	0:	0.0	16:	2.0	0:	0.0	0:	0.0	20:	1.5	176
19:	1,900	3.4	.211	WCLT-AM	22:	400	0.8 <- 1.6	0:	0.0	21:	1.6	0:	0.0	0:	0.0	0:	0.0	130
20:	1,600	2.9	.250	WCKX	23:	400	0.8 <- 0.8	16:	2.3	11:	3.2	0:	0.0	9:	4.1	15:	2.5	17
24:	1,200	2.1	.333	WBZX	24:	400	0.8 <- 0.8	20:	1.2	0:	0.0	0:	0.0	0:	0.0	0:	0.0	11
27:	1,100	2.0	.364	WNZR	25:	400	0.8 <- 0.8	19:	1.2	20:	1.6	20:	0.9	0:	0.0	0:	0.0	999
28:	800	1.4	.500	WLVQ	26:	400	0.8 <- 0.8	0:	0.0	0:	0.0	0:	0.0	18:	2.1	0:	0.0	11
29:	700	1.3	.571	WHIZ-FM	27:	400	0.8 <- 0.0	0:	0.0	19:	1.6	0:	0.0	0:	0.0	0:	0.0	308
21:	1,600	2.9	.000	WAHC/WHT		0	0.0 <- 0.0	0:	0.0	22:	1.6	0:	0.0	19:	2.1	0:	0.0	
22:	1,500	2.7	.000	WHTH		0	0.0 <- 0.0	0:	0.0	23:	1.6	0:	0.0	0:	0.0	0:	0.0	
25:	1,200	2.1	.000	WNKO		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
30:	700	1.3	.000	WUCD		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	23:	0.9	
31:	700	1.3	.000	WRFD		0	0.0 <- 0.0	21:	1.2	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
33:	400	0.7	.000	WOBM		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
34:	400	0.7	.000	WYBZ		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
35:	400	0.7	.000	WQIO		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	1,100	2.0		OTHER		300	0.6 <- 0.0		0.9		0.0		0.0		0.0		0.9	
	0	0.0		DON'T KNOW		1,600	3.1 <- 8.0		2.5		7.1		5.4		9.4		9.5	
	51,600	92.1		RADIO USERS		51,600	92.1 <- 95.5		63.8		47.5		65.5		38.0		63.9	
	4,300	7.7		NON-USERS		4,300	7.7 <- 4.5		36.3		52.3		34.3		61.8		36.1	

Strategic AccuRatings

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STANDARD DEMO RANKER

MALES 60-69 (N= 126)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	10,900	21.9	.468	WTVN	1:	5,100	13.6 <- 12.8	1:	24.6	6:	8.1	1:	13.1	1:	13.0	2:	14.9	203
3:	8,200	16.5	.476	WBNS-FM	2:	3,900	10.4 <- 8.5	7:	4.3	2:	11.9	2:	13.1	3:	12.1	8:	5.6	238
4:	6,500	13.1	.554	WCEZ	3:	3,600	9.6 <- 9.6	4:	7.4	1:	13.7	3:	13.1	2:	13.0	1:	15.2	635
6:	5,800	11.6	.603	WOSU-FM	4:	3,500	9.3 <- 8.3	3:	7.8	5:	8.5	4:	9.8	4:	8.9	4:	9.7	345
2:	8,900	17.9	.315	WBNS-AM	5:	2,800	7.5 <- 9.3	2:	13.7	3:	11.5	5:	8.4	5:	6.5	3:	10.4	479
5:	6,100	12.2	.426	WHOK	6:	2,600	6.9 <- 8.0	5:	7.4	7:	7.7	6:	5.4	9:	3.2	6:	8.2	109
7:	5,400	10.8	.426	WCOL-AM	7:	2,300	6.1 <- 5.1		0.0	4:	9.8	7:	5.4	10:	3.2	13:	1.5	308
8:	5,200	10.4	.346	WOSU-AM	8:	1,800	4.8 <- 5.9	12:	2.7	9:	4.7	10:	4.0	7:	5.7	5:	8.5	269
10:	2,800	5.6	.571	WVKO	9:	1,600	4.3 <- 4.3	10:	3.1	10:	3.4	8:	4.4	12:	3.2	7:	5.9	159
13:	2,000	4.0	.800	WCLT-FM	10:	1,600	4.3 <- 4.3	9:	3.1	8:	5.1	11:	2.9	11:	3.2	9:	4.5	170
15:	1,900	3.8	.632	WLW	11:	1,200	3.2 <- 2.1	11:	3.1	11:	3.4	15:	1.5	13:	3.2		0.0	236
9:	3,600	7.2	.306	WMNI	12:	1,100	2.9 <- 2.9	8:	4.3	13:	1.7		0.0	8:	5.7	12:	2.6	254
18:	1,500	3.0	.733	MLVQ	13:	1,100	2.9 <- 2.9	14:	1.6	14:	1.7		0.0	14:	3.2		0.0	40
16:	1,600	3.2	.500	WCLT-AM	14:	800	2.1 <- 3.2	15:	1.6		0.0	12:	2.9		0.0	10:	3.0	346
17:	1,600	3.2	.500	WCVO	15:	800	2.1 <- 2.1		0.0	15:	1.7	13:	2.9	6:	6.5	11:	3.0	94
19:	1,300	2.6	.385	WRFO	16:	500	1.3 <- 1.3		0.0	12:	2.1	14:	1.8		0.0		0.0	171
11:	2,400	4.8	.167	WCBE	17:	400	1.1 <- 1.1	17:	1.6		0.0	9:	4.4		0.0		0.0	48
12:	2,300	4.6	.174	WCOL-FM	18:	400	1.1 <- 1.1	13:	2.7		0.0	16:	1.5	16:	3.2	15:	1.5	30
14:	2,000	4.0	.200	WSNY	19:	400	1.1 <- 1.1	6:	4.7		0.0		0.0	15:	3.2		0.0	16
21:	900	1.8	.444	WCKX	20:	400	1.1 <- 0.0		0.0	17:	1.7		0.0		0.0	14:	1.5	22
23:	700	1.4	.571	WSWZ	21:	400	1.1 <- 1.1	16:	1.6		0.0		0.0		0.0		0.0	188
25:	400	0.8	.999	WEEC	22:	400	1.1 <- 1.1	18:	1.6	16:	1.7		0.0		0.0		0.0	277
26:	400	0.8	.999	WYBZ	23:	400	1.1 <- 0.0		0.0		0.0	17:	1.5	17:	3.2		0.0	999
20:	1,100	2.2	.000	WLOH		0	0.0 <- 0.0	19:	1.6		0.0	19:	1.5		0.0		0.0	
22:	800	1.6	.000	WRVF		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
24:	700	1.4	.000	WNCI		0	0.0 <- 0.0		0.0		0.0	18:	1.5		0.0	17:	1.5	
27:	400	0.8	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
28:	400	0.8	.000	WWJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
29:	400	0.8	.000	WRZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	400	0.8	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	18:	1.7		0.0		0.0	16:	1.5	
30:	400	0.8	.000	WHTH		0	0.0 <- 0.0	20:	1.6		0.0		0.0		0.0		0.0	
	1,700	3.4		OTHER		500	1.3 <- 1.3		0.0		0.0		1.8		0.0		1.5	
	900	1.8		DON'T KNOW		3,300	8.1 <- 13.3		4.5		3.3		3.8		8.1		6.9	
	40,800	81.9		RADIO USERS		40,800	81.9 <- 84.3		53.8		48.8		57.6		27.1		58.0	
	9,000	18.1		NON-USERS		9,000	18.1 <- 15.7		46.2		51.2		42.4		72.9		42.0	

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	6,200	17.5	.500	WTVN	1:	3,100	13.1 <- 11.8	1:	17.7	1:	10.7	1:	13.1	1:	27.6	1:	12.3	195
4:	3,500	9.9	.686	WOSU-FM	2:	2,400	10.1 <- 11.8	3:	9.7	2:	9.9	4:	10.0	4:	8.1	2:	11.7	374
2:	5,200	14.6	.365	WBNS-FM	3:	1,900	8.0 <- 9.7	5:	6.7	8:	5.8	2:	11.6	8:	0.0	4:	8.8	183
6:	3,300	9.3	.576	WCOL-AM	4:	1,900	8.0 <- 5.9	8:	4.3	3:	9.1	5:	9.3		0.0		0.0	402
3:	4,000	11.3	.350	WBNS-AM	5:	1,400	5.9 <- 7.6	2:	11.0	9:	5.8	8:	3.1	5:	6.5	3:	10.5	379
9:	1,800	5.1	.778	WCEZ	6:	1,400	5.9 <- 4.6	6:	6.7	4:	9.1	7:	5.4	6:	6.5	11:	2.3	391
5:	3,400	9.6	.353	WLW	7:	1,200	5.1 <- 6.3	4:	7.9	11:	3.3		0.0	2:	11.4	5:	6.4	373
7:	2,900	8.2	.379	WOSU-AM	8:	1,100	4.6 <- 4.6	9:	4.3	5:	9.1	3:	10.8		0.0	6:	6.4	261
10:	1,200	3.4	.667	WVVO	9:	800	3.4 <- 5.1	12:	2.4		0.0	9:	3.1		0.0	8:	4.7	126
12:	1,100	3.1	.727	WCOL-FM	10:	800	3.4 <- 1.7	13:	2.4	6:	6.6	6:	6.2	7:	6.5	7:	4.7	96
8:	2,600	7.3	.269	WMNI	11:	700	2.9 <- 4.6	7:	6.7	7:	6.6		0.0		0.0	14:	2.3	256
18:	700	2.0	.999	WEEC	12:	700	2.9 <- 2.9		0.0		0.0	10:	3.1	8:	6.5	12:	2.3	767
20:	700	2.0	.999	WCVO	13:	700	2.9 <- 2.9	10:	4.3	13:	3.3		0.0	3:	11.4	9:	4.1	130
19:	700	2.0	.999	WNCI	14:	700	2.9 <- 1.7		0.0	12:	3.3		0.0	9:	6.5	13:	2.3	33
16:	800	2.3	.625	WRFD	15:	500	2.1 <- 2.1		0.0	10:	4.1		0.0		0.0		0.0	270
11:	1,200	3.4	.333	WHIZ-FM	16:	400	1.7 <- 1.7	16:	2.4		0.0	11:	3.1		0.0	20:	2.3	649
14:	1,100	3.1	.364	WNOK	17:	400	1.7 <- 1.7		0.0		0.0		0.0	10:	6.5	16:	2.3	26
13:	1,100	3.1	.364	WCLT-FM	18:	400	1.7 <- 0.0	15:	2.4		0.0		0.0		0.0		0.0	67
17:	800	2.3	.500	WCLT-AM	19:	400	1.7 <- 1.7		0.0	16:	3.3		0.0		0.0	19:	2.3	274
22:	700	2.0	.571	WRVF	20:	400	1.7 <- 2.9	18:	2.4	15:	3.3	15:	3.1		0.0	10:	4.1	35
21:	700	2.0	.571	WLOH	21:	400	1.7 <- 1.7	14:	2.4	14:	3.3	14:	3.1		0.0		0.0	344
25:	400	1.1	.999	WJJM	22:	400	1.7 <- 1.7		0.0		0.0	13:	3.1		0.0	18:	2.3	999
27:	400	1.1	.999	WHTH	23:	400	1.7 <- 1.7	17:	2.4	17:	3.3	12:	3.1		0.0	15:	2.3	999
26:	400	1.1	.999	WNKO	24:	400	1.7 <- 0.0		0.0		0.0	16:	3.1		0.0	17:	2.3	501
15:	1,100	3.1	.000	WCBE		0	0.0 <- 0.0		0.0		0.0	17:	3.1		0.0		0.0	
23:	700	2.0	.000	WSNY		0	0.0 <- 0.0		0.0	18:	3.3		0.0		0.0		0.0	
24:	500	1.4	.000	WNRN-FM		0	0.0 <- 0.0	11:	3.0		0.0		0.0		0.0		0.0	
28:	400	1.1	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,200	3.4		OTHER		1,200	5.1 <- 3.4		2.4		0.0		5.4		6.5		4.7	
	800	2.3		DON'T KNOW		3,000	11.2 <- 21.2		4.7		6.2		7.8		11.6		3.9	
	26,700	75.2		RADIO USERS		26,700	75.2 <- 83.7		48.5		36.3		39.7		19.4		50.1	
	8,800	24.8		NON-USERS		8,800	24.8 <- 16.3		51.5		63.9		60.6		80.6		49.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 21-34 (N= 529)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	76,700	41.0	.409	MLVQ	1:	31,400	17.8 <- 19.4	1:	20.6	2:	15.6	2:	15.8	2:	10.0	2:	14.7	241
2:	67,500	36.1	.461	WBZX	2:	31,100	17.6 <- 13.3	2:	15.0	1:	16.7	1:	18.8	1:	16.9	1:	17.5	248
3:	49,600	26.5	.317	WNCI	3:	15,700	8.9 <- 9.1	3:	13.5	4:	6.9	3:	8.8	3:	9.2	4:	8.7	100
5:	32,100	17.1	.380	WUCD	4:	12,200	6.9 <- 5.7	6:	5.0	6:	5.7	4:	7.0	6:	6.7	3:	10.6	201
8:	24,500	13.1	.404	WRVF	5:	9,900	5.6 <- 4.4	4:	6.0	3:	7.4	6:	6.0	5:	7.0	6:	6.7	118
6:	30,200	16.1	.295	WAHC/WHT	6:	8,900	5.0 <- 4.1	10:	3.2	10:	3.9	5:	6.4	9:	4.6	5:	6.9	71
13:	13,000	6.9	.677	WCIX	7:	8,800	5.0 <- 3.7	7:	4.5	8:	4.9	7:	5.5	7:	5.8	8:	4.4	104
7:	28,300	15.1	.300	WHOK	8:	8,500	4.8 <- 4.4	9:	3.3	5:	6.1	9:	4.3	10:	4.3	9:	4.4	76
4:	36,200	19.3	.204	WSNY	9:	7,400	4.2 <- 5.2	5:	5.9	7:	5.1	10:	4.3	4:	8.2	7:	4.8	61
12:	14,100	7.5	.475	WCBE	10:	6,700	3.8 <- 3.6	8:	4.3	14:	2.8	8:	5.0	14:	2.3	10:	3.1	172
15:	10,600	5.7	.387	WCLT-FM	11:	4,100	2.3 <- 2.0	11:	2.7	11:	3.5	12:	1.9	12:	2.4	13:	2.1	93
18:	7,700	4.1	.481	WLW	12:	3,700	2.1 <- 1.9	13:	1.6	12:	3.3	14:	1.7	11:	2.5	14:	1.9	155
14:	12,300	6.6	.293	WTVN	13:	3,600	2.0 <- 1.3	12:	2.2	18:	1.1	16:	1.2	18:	1.1	20:	0.6	30
17:	8,400	4.5	.369	WCOL-AM	14:	3,100	1.8 <- 1.0	16:	1.2	9:	4.3	17:	1.2	16:	1.5	23:	0.4	88
9:	18,200	9.7	.165	WRZR	15:	3,000	1.7 <- 3.2	20:	0.9	13:	2.9	11:	2.5	8:	4.8	12:	2.6	138
10:	18,000	9.6	.167	WBNS-FM	16:	3,000	1.7 <- 1.5	14:	1.2	15:	2.2	13:	1.8	15:	1.7	11:	2.6	39
16:	8,800	4.7	.307	WOSU-FM	17:	2,700	1.5 <- 1.2	17:	1.2	16:	1.3	18:	1.2	13:	2.4	15:	1.5	57
20:	4,400	2.4	.455	WKVO	18:	2,000	1.1 <- 1.1	19:	1.0	17:	1.3	21:	0.5	19:	1.0	16:	1.3	42
11:	15,100	8.1	.126	WCOL-FM	19:	1,900	1.1 <- 1.1	15:	1.2	21:	0.6	15:	1.3	20:	0.9	18:	0.6	31
19:	5,000	2.7	.280	WOSU-AM	20:	1,400	0.8 <- 0.8	18:	1.2	19:	0.9	19:	0.9	17:	1.2	19:	0.6	45
21:	3,800	2.0	.368	WCVO	21:	1,400	0.8 <- 0.8	21:	0.7	23:	0.4	22:	0.5	23:	0.6	21:	0.4	35
24:	2,500	1.3	.480	WNRN-FM	22:	1,200	0.7 <- 0.5	22:	0.5	20:	0.7	26:	0.3	22:	0.7	17:	0.8	120
25:	2,500	1.3	.440	WRFD	23:	1,100	0.6 <- 0.2	24:	0.5	0.0	0.0	23:	0.5	0.0	0.0	26:	0.2	80
32:	900	0.5	.556	WOBN	24:	500	0.3 <- 0.3	0.0	0.0	0.0	0.0	0.0	0.0	25:	0.4	25:	0.3	589
35:	500	0.3	.999	WLOH	25:	500	0.3 <- 0.3	0.0	0.0	22:	0.5	25:	0.3	26:	0.4	24:	0.3	58
26:	2,100	1.1	.143	WBNS-AM	26:	300	0.2 <- 0.2	26:	0.4	26:	0.3	28:	0.2	28:	0.3	22:	0.4	11
28:	2,000	1.1	.150	WCEZ	27:	300	0.2 <- 0.0	25:	0.5	0.0	0.0	0.0	0.0	21:	0.8	30:	0.2	11
29:	1,700	0.9	.176	WNNI	28:	300	0.2 <- 0.0	29:	0.2	25:	0.3	29:	0.2	24:	0.5	0.0	0.0	15
31:	1,400	0.7	.214	WCLT-AM	29:	300	0.2 <- 0.3	0.0	0.0	0.0	0.0	24:	0.4	0.0	0.0	29:	0.2	28
30:	1,400	0.7	.214	WCMJ	30:	300	0.2 <- 0.0	28:	0.2	28:	0.3	0.0	0.0	29:	0.3	27:	0.2	196
34:	800	0.4	.375	WTKO	31:	300	0.2 <- 0.2	23:	0.5	27:	0.3	27:	0.2	27:	0.3	28:	0.2	51
22:	3,200	1.7	.000	WJIM		0	0.0 <- 0.2	30:	0.2	29:	0.3	20:	0.5	0.0	0.0	31:	0.2	
23:	3,000	1.6	.000	WQIO		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	30:	0.3	0.0	0.0	
27:	2,100	1.1	.000	WSWZ		0	0.0 <- 0.0	0.0	0.0	24:	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
33:	900	0.5	.000	WTUE		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
36:	400	0.2	.000	WEEC		0	0.0 <- 0.2	27:	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
37:	400	0.2	.000	WAKC		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	5,500	2.9		OTHER		800	0.5 <- 1.2		0.3		0.0		0.5		0.9		0.4	
	0	0.0		DON'T KNOW		4,700	2.6 <- 10.8		1.9		5.4		4.8		3.7		3.4	
	181,200	96.8		RADIO USERS		181,200	96.8 <- 98.1		79.5		61.4		83.5		65.9		87.9	
	6,000	3.2		NON-USERS		6,000	3.2 <- 1.9		20.5		38.6		16.5		34.1		12.1	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 21-40 (N= 754)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 101,300	38.7	.429	WLWQ	1: 43,500	17.6 <- 19.1	1: 20.5	1: 15.5	1: 16.0	2: 9.8	1: 15.0	238
2: 78,800	30.1	.454	WBZX	2: 35,800	14.5 <- 10.9	3: 11.5	2: 14.2	2: 15.4	1: 13.8	2: 14.6	204
3: 68,500	26.2	.326	WNCI	3: 22,300	9.0 <- 9.1	2: 12.0	3: 7.1	3: 8.0	3: 8.6	4: 8.5	101
5: 41,200	15.7	.388	WJCD	4: 16,000	6.5 <- 5.2	8: 4.5	5: 5.6	4: 6.6	5: 7.2	3: 9.8	188
8: 31,400	12.0	.379	WRVF	5: 11,900	4.8 <- 3.7	5: 5.2	4: 6.4	8: 4.8	6: 5.7	6: 5.6	101
12: 23,300	8.9	.481	WCBE	6: 11,200	4.5 <- 4.0	6: 5.2	14: 2.9	6: 5.3	11: 3.4	11: 3.5	206
14: 19,300	7.4	.580	WCKX	7: 11,200	4.5 <- 3.4	9: 4.0	8: 4.4	9: 4.6	7: 5.3	9: 4.4	94
7: 37,100	14.2	.299	WHOK	8: 11,100	4.5 <- 4.3	10: 3.6	6: 5.6	10: 4.4	8: 5.3	8: 4.5	71
6: 38,700	14.8	.282	WAHC/WHT	9: 10,900	4.4 <- 3.6	11: 2.6	12: 3.5	5: 5.8	9: 4.8	5: 6.1	62
4: 53,700	20.5	.199	WSNY	10: 10,700	4.3 <- 6.2	4: 5.6	7: 4.9	7: 4.9	4: 8.4	7: 5.3	63
11: 24,600	9.4	.378	WTVN	11: 9,300	3.8 <- 2.6	7: 4.9	16: 2.0	12: 2.6	17: 1.6	18: 1.2	56
9: 29,600	11.3	.213	WBNS-FM	12: 6,300	2.5 <- 1.9	13: 2.3	11: 3.6	11: 2.7	12: 3.2	10: 3.6	58
18: 13,800	5.3	.428	WCLT-FM	13: 5,900	2.4 <- 1.9	12: 2.6	13: 3.2	15: 1.9	15: 2.3	14: 2.0	95
16: 14,300	5.5	.378	WLV	14: 5,400	2.2 <- 2.3	17: 1.6	10: 3.9	13: 2.2	14: 2.6	12: 2.1	161
10: 26,500	10.1	.174	WCOL-FM	15: 4,600	1.9 <- 2.0	14: 2.0	20: 1.3	16: 1.8	18: 1.4	17: 1.6	53
15: 15,200	5.8	.283	WOSU-FM	16: 4,300	1.7 <- 1.5	16: 1.7	18: 1.7	14: 2.1	13: 2.8	13: 2.1	64
17: 14,200	5.4	.289	WCOL-AM	17: 4,100	1.7 <- 0.9	19: 1.3	9: 4.0	17: 1.8	16: 2.0	20: 0.7	83
20: 9,500	3.6	.421	WVVO	18: 4,000	1.6 <- 1.9	18: 1.5	19: 1.4	20: 1.2	20: 1.2	16: 1.9	61
19: 10,600	4.0	.349	WOSU-AM	19: 3,700	1.5 <- 1.5	15: 1.9	17: 2.0	19: 1.5	19: 1.3	19: 1.1	84
13: 20,100	7.7	.164	WRZR	20: 3,300	1.3 <- 2.5	21: 0.6	15: 2.1	18: 1.8	10: 3.8	15: 2.0	108
21: 5,800	2.2	.414	WCVO	21: 2,400	1.0 <- 1.0	20: 0.8	22: 0.7	22: 0.6	22: 0.6	22: 0.6	43
24: 4,100	1.6	.415	WRFD	22: 1,700	0.7 <- 0.4	22: 0.5	0.0	21: 0.8	28: 0.2	23: 0.5	88
28: 2,900	1.1	.552	WNRN-FM	23: 1,600	0.6 <- 0.5	25: 0.4	21: 0.8	28: 0.2	24: 0.5	21: 0.7	114
22: 4,800	1.8	.146	WQIO	24: 700	0.3 <- 0.3	27: 0.3	24: 0.3	25: 0.3	25: 0.4	27: 0.2	227
25: 3,400	1.3	.206	WBNS-AM	25: 700	0.3 <- 0.1	23: 0.5	28: 0.2	23: 0.5	29: 0.2	24: 0.3	18
27: 3,300	1.3	.212	WMNI	26: 700	0.3 <- 0.1	24: 0.5	29: 0.2	31: 0.1	21: 0.8	29: 0.1	25
34: 1,300	0.5	.385	WLOH	27: 500	0.2 <- 0.2	0.0	23: 0.3	27: 0.2	27: 0.3	26: 0.2	41
35: 900	0.3	.556	WOBH	28: 500	0.2 <- 0.2	0.0	0.0	0.0	26: 0.3	25: 0.2	421
33: 1,700	0.6	.235	WTUE	29: 400	0.2 <- 0.0	29: 0.2	25: 0.3	29: 0.2	0.0	28: 0.2	421
26: 3,400	1.3	.088	WCEZ	30: 300	0.1 <- 0.0	28: 0.3	0.0	0.0	23: 0.6	32: 0.1	8
30: 2,100	0.8	.143	WCLT-AM	31: 300	0.1 <- 0.2	0.0	0.0	26: 0.3	0.0	33: 0.1	20
32: 1,800	0.7	.167	WNKO	32: 300	0.1 <- 0.1	26: 0.4	30: 0.2	32: 0.1	31: 0.2	31: 0.1	36
31: 1,800	0.7	.167	WCMJ	33: 300	0.1 <- 0.0	31: 0.1	31: 0.2	0.0	30: 0.2	30: 0.1	140
23: 4,200	1.6	.000	WJHM	0	0.0 <- 0.1	32: 0.1	32: 0.2	24: 0.4	0.0	34: 0.1	
29: 2,700	1.0	.000	WSWZ	0	0.0 <- 0.0	0.0	27: 0.3	0.0	0.0	0.0	
36: 800	0.3	.000	WEEC	0	0.0 <- 0.2	30: 0.2	0.0	0.0	0.0	0.0	
37: 800	0.3	.000	WAKC	0	0.0 <- 0.0	0.0	26: 0.3	30: 0.2	0.0	0.0	
38: 400	0.2	.000	WNRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 300	0.1	.000	WHIZ-FM	0	0.0 <- 0.1	0.0	33: 0.2	0.0	0.0	0.0	
39: 300	0.1	.000	WHTH	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
40: 300	0.1	.000	WNZR	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
0	0.0	.000	WCVZ	0	0.0 <- 0.3	0.0	0.0	0.0	0.0	0.0	
8,100	3.1		OTHER	1,200	0.5 <- 1.0	0.5	0.7	0.5	1.0	0.5	
600	0.2		DON'T KNOW	6,700	2.6 <- 10.3	2.3	5.2	4.5	4.5	4.3	
254,000	97.0		RADIO USERS	254,000	97.0 <- 98.4	81.1	60.9	82.6	62.6	86.1	
7,900	3.0		NON-USERS	7,900	3.0 <- 1.6	18.9	39.1	17.4	37.4	13.9	

STANDARD DEMO RANKER
 MALES 16+ (N=1470)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 131,200	24.6	.413	MLVQ 1: 54,200	11.3	<-12.4	1: 13.1	2: 10.0	2: 10.4	3: 8.0	2: 10.0	153
2: 110,900	20.8	.441	WBZX 2: 48,900	10.2	<- 7.5	4: 8.9	1: 10.5	1: 11.1	1: 10.8	1: 10.9	143
5: 77,500	14.5	.470	WTVN 3: 36,400	7.6	<- 7.1	2: 10.6	10: 4.7	6: 5.3	7: 4.8	8: 4.7	113
3: 105,500	19.8	.300	WNCI 4: 31,700	6.6	<- 7.2	3: 9.1	5: 5.3	3: 6.3	4: 7.6	4: 6.6	74
7: 76,900	14.4	.316	WHOK 5: 24,300	5.1	<- 5.3	6: 5.0	3: 6.5	7: 5.1	8: 4.7	6: 5.9	80
8: 70,700	13.2	.338	WAHC/WHT 6: 23,900	5.0	<- 4.6	9: 3.8	4: 5.6	4: 5.9	2: 8.3	3: 6.6	70
6: 77,400	14.5	.276	WBNS-FM 7: 21,400	4.5	<- 3.4	11: 3.3	6: 5.0	5: 5.7	10: 4.4	7: 5.0	102
13: 39,700	7.4	.501	WKCX 8: 19,900	4.1	<- 2.8	10: 3.4	9: 4.7	9: 4.5	6: 4.9	11: 4.3	86
4: 83,800	15.7	.220	WSNY 9: 18,400	3.8	<- 4.9	5: 5.4	11: 3.7	10: 4.3	5: 7.4	10: 4.5	56
10: 54,000	10.1	.333	WRVF 10: 18,000	3.7	<- 3.0	7: 4.4	7: 4.9	11: 4.3	11: 4.3	9: 4.6	79
11: 50,000	9.4	.358	WUCD 11: 17,900	3.7	<- 2.8	14: 2.5	13: 3.4	12: 4.1	9: 4.5	5: 6.0	108
12: 40,500	7.6	.412	WOSU-FM 12: 16,700	3.5	<- 3.1	16: 2.3	12: 3.5	14: 3.0	12: 3.7	12: 3.8	129
14: 37,700	7.1	.440	WCBE 13: 16,600	3.5	<- 3.2	8: 4.4	18: 2.2	8: 4.7	14: 2.8	14: 3.0	157
9: 64,000	12.0	.253	WCOL-FM 14: 16,200	3.4	<- 3.1	12: 3.3	15: 3.0	13: 3.3	15: 2.8	13: 3.2	96
19: 27,000	5.1	.463	WCLT-FM 15: 12,500	2.6	<- 2.2	15: 2.5	14: 3.1	19: 1.9	17: 2.3	15: 2.5	104
18: 30,600	5.7	.405	WOSU-AM 16: 12,400	2.6	<- 2.8	13: 2.7	17: 2.3	15: 2.7	22: 1.3	16: 2.4	145
20: 23,000	4.3	.504	WKVO 17: 11,600	2.4	<- 3.0	17: 2.2	21: 1.6	17: 2.1	23: 1.1	17: 2.4	90
15: 35,400	6.6	.308	WCOL-AM 18: 10,900	2.3	<- 1.7	20: 1.3	8: 4.8	16: 2.3	18: 1.8	25: 0.7	114
17: 31,500	5.9	.343	MLW 19: 10,800	2.2	<- 2.3	18: 1.7	16: 3.0	18: 2.0	13: 3.3	18: 1.8	166
24: 15,900	3.0	.522	WCVO 20: 8,300	1.7	<- 1.8	21: 1.2	23: 1.2	24: 0.9	21: 1.3	22: 1.1	76
22: 17,700	3.3	.429	WCEZ 21: 7,600	1.6	<- 1.4	22: 1.2	19: 2.0	21: 1.6	19: 1.4	19: 1.7	105
21: 21,400	4.0	.262	WBNS-AM 22: 5,600	1.2	<- 1.4	19: 1.7	22: 1.3	22: 1.1	24: 0.7	20: 1.6	75
16: 32,000	6.0	.172	WRZR 23: 5,500	1.1	<- 1.9	28: 0.3	20: 1.6	20: 1.7	16: 2.8	21: 1.4	93
23: 16,900	3.2	.266	WMNI 24: 4,500	0.9	<- 0.9	23: 1.0	24: 1.0	26: 0.6	20: 1.4	23: 0.8	81
27: 9,100	1.7	.495	WRFD 25: 4,500	0.9	<- 0.8	24: 0.6	25: 0.7	23: 0.9	34: 0.1	28: 0.3	120
26: 10,500	2.0	.238	WSWZ 26: 2,500	0.5	<- 0.5	27: 0.4	29: 0.5	27: 0.4	28: 0.3	27: 0.4	92
32: 5,100	1.0	.490	WMRN-FM 27: 2,500	0.5	<- 0.5	29: 0.3	28: 0.6	33: 0.1	26: 0.3	24: 0.7	92
31: 5,600	1.0	.411	WLOH 28: 2,300	0.5	<- 0.2	25: 0.6	26: 0.6	29: 0.3	30: 0.2	30: 0.2	98
28: 9,000	1.7	.244	WCLT-AM 29: 2,200	0.5	<- 0.7	31: 0.3	30: 0.3	25: 0.6	35: 0.1	26: 0.5	74
36: 2,300	0.4	.652	WEEC 30: 1,500	0.3	<- 0.4	30: 0.3	31: 0.3	32: 0.2	27: 0.3	31: 0.2	81
33: 4,800	0.9	.292	WHIZ-FM 31: 1,400	0.3	<- 0.3	37: 0.1	27: 0.6	34: 0.1	0.0	29: 0.3	112
25: 10,900	2.0	.073	WJJM 32: 800	0.2	<- 0.4	26: 0.4	33: 0.2	28: 0.4	25: 0.5	32: 0.2	144
29: 6,600	1.2	.106	WGIO 33: 700	0.1	<- 0.1	34: 0.2	35: 0.1	31: 0.3	29: 0.3	37: 0.1	117
30: 5,900	1.1	.119	WNKO 34: 700	0.1	<- 0.1	32: 0.3	34: 0.2	30: 0.3	36: 0.1	33: 0.2	43
39: 1,600	0.3	.313	WOBN 35: 500	0.1	<- 0.1	0.0	0.0	0.0	32: 0.2	36: 0.1	217
41: 1,300	0.2	.385	WAKC 36: 500	0.1	<- 0.0	0.0	36: 0.1	35: 0.1	31: 0.2	35: 0.1	99
35: 2,600	0.5	.154	WHTH 37: 400	0.1	<- 0.1	33: 0.2	32: 0.3	36: 0.1	0.0	38: 0.1	51
34: 2,600	0.5	.154	WTUE 38: 400	0.1	<- 0.0	39: 0.1	37: 0.1	37: 0.1	0.0	39: 0.1	217
37: 2,100	0.4	.190	WYBZ 39: 400	0.1	<- 0.0	36: 0.1	0.0	38: 0.1	33: 0.1	0.0	124
40: 1,400	0.3	.286	WZRZ 40: 400	0.1	<- 0.1	38: 0.1	38: 0.1	39: 0.1	0.0	0.0	124
38: 2,100	0.4	.143	WCMJ 41: 300	0.1	<- 0.0	35: 0.2	39: 0.1	0.0	37: 0.1	34: 0.2	72
42: 400	0.1	.000	WMRN-AM 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WVVO 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
0	0.0	.000	WCVZ 0	0.0	<- 0.1	0.0	0.0	0.0	0.0	0.0	
16,200	3.0		OTHER 4,000	0.8	<- 1.0	0.6	0.4	0.8	0.9	0.9	
2,800	0.5		DON'T KNOW 17,800	3.6	<-10.2	2.7	4.8	5.1	5.9	5.3	
497,900	93.3		RADIO USERS 497,900	93.3	<-95.7	74.2	58.7	75.4	53.6	78.1	
35,600	6.7		NON-USERS 35,600	6.7	<- 4.3	25.8	41.3	24.6	46.4	21.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER MALES 18+ (N=1407)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISAMSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 126,500	24.9	.420	WLWQ	1: 53,100	11.6 <- 12.8	1: 13.5	1: 10.4	1: 10.8	2: 8.4	2: 10.4	158
2: 99,100	19.5	.451	WBZX	2: 44,700	9.8 <- 7.2	4: 8.8	2: 10.1	2: 10.7	1: 10.3	1: 10.4	138
5: 77,200	15.2	.472	WTVN	3: 36,400	8.0 <- 7.5	2: 11.1	6: 5.0	5: 5.6	6: 5.2	6: 4.9	119
3: 97,200	19.1	.319	WNCI	4: 31,000	6.8 <- 7.1	3: 8.9	4: 5.4	3: 6.5	4: 7.6	3: 6.9	76
7: 72,900	14.3	.324	WHOK	5: 23,600	5.2 <- 5.4	6: 4.9	3: 6.4	6: 5.3	7: 4.9	5: 6.0	81
6: 74,400	14.6	.267	WBNS-FM	6: 19,900	4.4 <- 3.5	10: 3.1	7: 4.9	4: 5.7	11: 4.3	7: 4.9	100
4: 82,200	16.2	.224	WSNY	7: 18,400	4.0 <- 5.1	5: 5.7	10: 4.0	8: 4.6	3: 8.0	8: 4.8	59
11: 49,200	9.7	.364	WUCD	8: 17,900	3.9 <- 3.0	14: 2.6	13: 3.6	10: 4.3	8: 4.8	4: 6.2	114
12: 40,500	8.0	.412	WOSU-FM	9: 16,700	3.7 <- 3.3	16: 2.4	11: 3.8	14: 3.2	12: 4.0	11: 4.1	135
13: 36,800	7.2	.451	WCBE	10: 16,600	3.6 <- 3.4	7: 4.5	18: 2.3	7: 5.0	14: 3.1	14: 3.2	165
10: 50,100	9.9	.329	WRVF	11: 16,500	3.6 <- 3.0	8: 4.2	8: 4.7	11: 4.2	10: 4.4	10: 4.7	76
9: 54,600	10.7	.299	WAHC/WHT	12: 16,300	3.6 <- 3.5	13: 2.6	12: 3.7	9: 4.5	5: 5.5	9: 4.8	50
8: 61,300	12.1	.264	WCOL-FM	13: 16,200	3.5 <- 3.3	9: 3.4	15: 3.2	13: 3.5	15: 3.1	13: 3.4	101
15: 31,900	6.3	.508	WCKX	14: 16,200	3.5 <- 2.5	11: 3.0	9: 4.0	12: 3.8	9: 4.6	12: 3.9	74
17: 30,600	6.0	.405	WOSU-AM	15: 12,400	2.7 <- 3.0	12: 2.8	17: 2.5	15: 2.8	21: 1.4	15: 2.6	153
19: 25,100	4.9	.470	WCLT-FM	16: 11,800	2.6 <- 2.2	15: 2.5	14: 3.3	19: 1.9	17: 2.3	17: 2.4	103
20: 21,700	4.3	.535	WVVO	17: 11,600	2.5 <- 3.1	17: 2.2	20: 1.7	17: 2.2	23: 1.2	16: 2.5	95
14: 35,100	6.9	.311	WCOL-AM	18: 10,900	2.4 <- 1.8	20: 1.3	5: 5.1	16: 2.3	18: 1.9	25: 0.7	120
16: 31,100	6.1	.347	WLW	19: 10,800	2.4 <- 2.4	18: 1.8	16: 3.2	18: 2.1	13: 3.4	18: 1.9	175
24: 15,900	3.1	.522	WCVO	20: 8,300	1.8 <- 1.9	21: 1.3	23: 1.3	24: 0.9	20: 1.4	22: 1.2	80
22: 17,300	3.4	.416	WCEZ	21: 7,200	1.6 <- 1.3	22: 1.2	19: 1.9	20: 1.7	22: 1.3	19: 1.7	105
21: 21,400	4.2	.262	WBNS-AM	22: 5,600	1.2 <- 1.5	19: 1.8	22: 1.4	22: 1.1	24: 0.7	20: 1.7	79
18: 27,000	5.3	.174	WRZR	23: 4,700	1.0 <- 1.7	27: 0.4	21: 1.6	21: 1.5	16: 2.9	21: 1.4	84
23: 16,900	3.3	.266	WMNI	24: 4,500	1.0 <- 1.0	23: 1.0	24: 1.1	26: 0.6	19: 1.5	23: 0.9	85
26: 9,100	1.8	.495	WRFD	25: 4,500	1.0 <- 0.8	24: 0.7	25: 0.7	23: 1.0	34: 0.1	28: 0.3	127
25: 10,200	2.0	.245	WSWZ	26: 2,500	0.5 <- 0.5	26: 0.4	29: 0.5	27: 0.5	27: 0.3	27: 0.4	97
32: 4,700	0.9	.532	WMRN-FM	27: 2,500	0.5 <- 0.5	28: 0.3	27: 0.6	33: 0.1	25: 0.3	24: 0.8	97
30: 5,600	1.1	.411	WLOH	28: 2,300	0.5 <- 0.3	25: 0.6	26: 0.7	28: 0.4	29: 0.2	30: 0.2	103
27: 9,000	1.8	.244	WCLT-AM	29: 2,200	0.5 <- 0.7	31: 0.3	30: 0.3	25: 0.7	35: 0.1	26: 0.5	78
35: 2,300	0.5	.652	WEEC	30: 1,500	0.3 <- 0.4	29: 0.3	31: 0.3	31: 0.2	26: 0.3	31: 0.2	85
33: 4,400	0.9	.318	WHIZ-FM	31: 1,400	0.3 <- 0.3	37: 0.1	28: 0.5	34: 0.1	0.0	29: 0.3	118
28: 8,100	1.6	.099	WJJM	32: 800	0.2 <- 0.4	30: 0.3	38: 0.1	29: 0.3	32: 0.2	32: 0.2	152
29: 6,300	1.2	.111	WGTO	33: 700	0.2 <- 0.2	34: 0.2	34: 0.1	30: 0.3	28: 0.3	37: 0.1	123
31: 5,000	1.0	.140	WVVO	34: 700	0.2 <- 0.1	32: 0.3	33: 0.3	32: 0.2	36: 0.1	33: 0.2	46
38: 1,600	0.3	.313	WOBM	35: 500	0.1 <- 0.1	0.0	0.0	0.0	31: 0.2	36: 0.1	228
41: 1,300	0.3	.385	WVVC	36: 500	0.1 <- 0.0	0.0	35: 0.1	35: 0.1	30: 0.2	35: 0.1	104
34: 2,600	0.5	.154	WVTH	37: 400	0.1 <- 0.1	33: 0.2	32: 0.3	37: 0.1	0.0	39: 0.1	54
36: 2,100	0.4	.190	WTUE	38: 400	0.1 <- 0.0	39: 0.1	36: 0.1	36: 0.1	0.0	38: 0.1	228
39: 1,600	0.3	.250	WYBZ	39: 400	0.1 <- 0.0	36: 0.1	0.0	38: 0.1	33: 0.2	0.0	130
40: 1,400	0.3	.286	WVZR	40: 400	0.1 <- 0.1	38: 0.1	37: 0.1	39: 0.1	0.0	0.0	130
37: 2,100	0.4	.143	WOMJ	41: 300	0.1 <- 0.0	35: 0.2	39: 0.1	0.0	37: 0.1	34: 0.2	76
42: 400	0.1	.000	WMRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WVVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
0	0.0	.000	WCVZ	0	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	
15,200	3.0		OTHER	3,500	0.8 <- 1.1	0.6	0.5	0.8	1.0	0.8	
2,800	0.6		DON'T KNOW	17,400	3.7 <- 10.0	2.7	5.0	5.0	6.3	5.4	
473,800	93.2		RADIO USERS	473,800	93.2 <- 95.6	74.3	57.5	74.8	52.2	77.4	
34,800	6.8		NON-USERS	34,800	6.8 <- 4.4	25.6	42.5	25.2	47.8	22.6	

Strategic AccuRatings

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STANDARD DEMO RANKER MALES 21+ (N=1338)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 114,300	23.9	.434	WLWQ	1: 49,600	11.6 <- 12.8	1: 13.9	1: 10.2	1: 10.8	3: 7.8	1: 10.1	157
3: 83,400	17.4	.454	WBZK	2: 37,900	8.9 <- 6.5	4: 7.5	2: 8.9	2: 9.6	1: 9.9	2: 9.5	125
5: 76,700	16.0	.475	WTVN	3: 36,400	8.5 <- 8.0	2: 11.9	5: 5.4	4: 6.0	5: 5.6	6: 5.2	127
2: 88,400	18.5	.331	WNCI	4: 29,300	6.8 <- 7.0	3: 8.7	4: 5.5	3: 6.3	4: 7.1	3: 6.7	77
7: 66,800	14.0	.347	WVOK	5: 23,200	5.4 <- 5.5	6: 4.8	3: 7.0	6: 5.6	6: 5.1	5: 6.2	85
6: 70,400	14.7	.283	WBNS-FM	6: 19,900	4.6 <- 3.7	10: 3.3	6: 5.4	5: 5.9	9: 4.5	7: 5.1	107
4: 77,800	16.3	.225	WSNY	7: 17,500	4.1 <- 5.3	5: 5.9	9: 4.1	8: 4.9	2: 8.2	8: 5.0	60
10: 44,900	9.4	.381	WVCD	8: 17,100	4.0 <- 3.2	13: 2.8	12: 3.6	9: 4.3	7: 4.9	4: 6.4	116
12: 39,700	8.3	.408	WOSU-FM	9: 16,200	3.8 <- 3.4	15: 2.5	10: 3.9	13: 3.3	11: 4.1	10: 4.2	140
13: 36,000	7.5	.447	WCBE	10: 16,100	3.8 <- 3.4	7: 4.7	18: 2.4	7: 5.2	14: 3.3	14: 3.4	171
8: 56,900	11.9	.278	WCOL-FM	11: 15,800	3.7 <- 3.5	9: 3.5	14: 3.3	12: 3.6	15: 3.3	13: 3.4	105
11: 44,100	9.2	.342	WRVF	12: 15,100	3.5 <- 2.8	8: 3.8	8: 4.4	10: 4.1	8: 4.5	9: 4.7	74
17: 25,400	5.3	.520	WCKX	13: 13,200	3.1 <- 2.3	12: 2.8	11: 3.7	14: 3.3	10: 4.4	12: 3.7	64
9: 45,000	9.4	.276	WAHC/WHT	14: 12,400	2.9 <- 2.2	17: 2.0	17: 2.6	11: 3.9	12: 4.1	11: 4.2	41
15: 30,600	6.4	.405	WOSU-AM	15: 12,400	2.9 <- 3.2	11: 3.0	16: 2.7	15: 3.0	21: 1.5	15: 2.7	163
21: 21,300	4.5	.545	WVVO	16: 11,600	2.7 <- 3.3	16: 2.3	20: 1.7	18: 2.2	23: 1.3	16: 2.6	101
14: 34,200	7.1	.319	WCOL-AM	17: 10,900	2.5 <- 1.9	20: 1.4	7: 5.2	16: 2.4	18: 2.1	25: 0.8	128
18: 23,400	4.9	.466	WCLT-FM	18: 10,900	2.5 <- 2.2	14: 2.5	15: 3.2	19: 1.9	17: 2.4	17: 2.4	101
16: 30,200	6.3	.358	WLW	19: 10,800	2.5 <- 2.5	19: 1.8	13: 3.5	17: 2.2	13: 3.7	18: 2.1	186
24: 14,600	3.1	.514	WCVQ	20: 7,500	1.8 <- 1.9	21: 1.4	22: 1.3	24: 1.0	20: 1.6	21: 1.3	77
22: 17,300	3.6	.416	WCEZ	21: 7,200	1.7 <- 1.4	22: 1.3	19: 2.1	20: 1.8	22: 1.4	19: 1.8	111
20: 21,400	4.5	.262	WBNS-AM	22: 5,600	1.3 <- 1.6	18: 1.9	21: 1.5	22: 1.2	24: 0.8	20: 1.8	84
26: 9,100	1.9	.495	WRFD	23: 4,500	1.1 <- 0.9	24: 0.7	25: 0.8	23: 1.1	33: 0.1	28: 0.4	135
23: 16,000	3.3	.256	WVNI	24: 4,100	1.0 <- 1.0	23: 0.9	24: 1.2	26: 0.6	19: 1.7	23: 0.9	83
19: 21,900	4.6	.151	WRZR	25: 3,300	0.8 <- 1.5	27: 0.4	23: 1.3	21: 1.3	16: 2.7	22: 1.3	63
25: 9,300	1.9	.269	WSWZ	26: 2,500	0.6 <- 0.6	26: 0.4	29: 0.5	27: 0.5	27: 0.3	27: 0.4	103
31: 4,700	1.0	.532	WVRN-FM	27: 2,500	0.6 <- 0.6	28: 0.3	27: 0.7	33: 0.1	25: 0.3	24: 0.8	103
29: 5,600	1.2	.411	WLOH	28: 2,300	0.5 <- 0.3	25: 0.6	26: 0.7	28: 0.4	29: 0.2	30: 0.3	110
27: 9,000	1.9	.244	WCLT-AM	29: 2,200	0.5 <- 0.8	30: 0.3	30: 0.3	25: 0.7	34: 0.1	26: 0.5	84
35: 2,300	0.5	.652	WEEC	30: 1,500	0.4 <- 0.4	29: 0.3	31: 0.3	31: 0.2	26: 0.3	31: 0.2	91
33: 4,000	0.8	.350	WH12-FM	31: 1,400	0.3 <- 0.3	35: 0.1	28: 0.6	34: 0.1	0.0	29: 0.3	126
28: 5,900	1.2	.119	WGIO	32: 700	0.2 <- 0.2	33: 0.2	34: 0.2	30: 0.3	28: 0.3	36: 0.1	131
32: 4,100	0.9	.171	WVNO	33: 700	0.2 <- 0.1	31: 0.3	33: 0.3	32: 0.2	35: 0.1	32: 0.2	49
38: 1,600	0.3	.313	WOBM	34: 500	0.1 <- 0.1	0.0	0.0	0.0	30: 0.2	35: 0.1	243
30: 5,400	1.1	.074	WVJM	35: 400	0.1 <- 0.2	38: 0.1	38: 0.1	29: 0.4	31: 0.2	33: 0.2	81
34: 2,600	0.5	.154	WHTH	36: 400	0.1 <- 0.1	32: 0.2	32: 0.3	35: 0.1	0.0	37: 0.1	57
36: 2,100	0.4	.190	WTUE	37: 400	0.1 <- 0.0	36: 0.1	36: 0.2	36: 0.1	0.0	38: 0.1	243
39: 1,400	0.3	.286	WNZR	38: 400	0.1 <- 0.1	37: 0.1	35: 0.2	39: 0.1	0.0	0.0	139
40: 1,200	0.3	.333	WYBZ	39: 400	0.1 <- 0.0	0.0	0.0	37: 0.1	32: 0.2	0.0	139
37: 2,100	0.4	.143	WCMJ	40: 300	0.1 <- 0.0	34: 0.2	39: 0.1	0.0	36: 0.1	34: 0.2	81
41: 800	0.2	.000	WAKC	0	0.0 <- 0.0	0.0	37: 0.2	38: 0.1	0.0	0.0	
42: 400	0.1	.000	WVRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WVVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
0	0.0	.000	WCVZ	0	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	
14,400	3.0		OTHER	3,500	0.8 <- 1.0	0.6	0.5	0.9	1.0	0.9	
2,800	0.6		DON'T KNOW	17,000	3.8 <- 10.2	2.8	5.3	4.8	6.1	5.3	
445,200	93.0		RADIO USERS	445,200	93.0 <- 95.5	74.2	56.3	74.3	51.0	77.5	
33,300	7.0		NON-USERS	33,300	7.0 <- 4.5	25.8	43.7	25.7	49.0	22.5	

**Strategic
AccuRatings**

Columbus

Demo Rankers: Females

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Standard Demo Cells:	
Females 12-17	69
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Sales Demos:	
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Alternate Demo Cells:	
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Females 20-29	86
Females 30-39	87
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Females 21-34	92
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Females 21+	96



Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 12-17 (N= 134)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1:	35,900	65.4	.630	WANC/WHT	1:	22,600	44.0 <-32.9	1: 36.4	1: 40.8	1: 39.3	1: 32.4	1: 43.8	621
5:	12,900	23.5	.581	WCIX	2:	7,500	14.6 <-11.3	3: 10.9	2: 15.0	2: 12.9	3: 15.5	4: 11.4	304
2:	23,700	43.2	.257	WNCI	3:	6,100	11.9 <-21.8	2: 15.5	3: 11.2	3: 12.4	4: 12.9	3: 11.6	133
4:	13,800	25.1	.268	WSNY	4:	3,700	7.2 <- 4.5	4: 7.8	5: 4.1	4: 8.2	2: 18.4	5: 5.5	105
3:	14,200	25.9	.246	WBZX	5:	3,500	6.8 <- 6.2	6: 4.8	4: 11.2	5: 8.0	5: 7.1	2: 11.9	96
6:	7,100	12.9	.352	WRVF	6:	2,500	4.9 <- 1.8	5: 7.8	7: 2.7	6: 3.6	6: 2.0	6: 4.7	102
7:	6,900	12.6	.130	WHOK	7:	900	1.8 <- 2.3	7: 3.8	8: 2.1	8: 1.8	9: 1.1	7: 1.9	28
12:	3,400	6.2	.265	WRZR	8:	900	1.8 <- 0.8	8: 3.1	9: 1.8	9: 1.8	10: 0.9	8: 1.7	142
18:	1,300	2.4	.615	WNKO	9:	800	1.6 <- 0.8	11: 1.0	12: 0.9	12: 0.9	7: 1.8	11: 0.8	463
17:	1,700	3.1	.294	WOSU-FM	10:	500	1.0 <- 1.0	10: 1.2	11: 1.1	10: 1.1	11: 0.9	0.0	36
8:	4,000	7.3	.100	WLWQ	11:	400	0.8 <- 2.5	12: 1.0	10: 1.8	13: 0.9	13: 0.9	0.0	11
11:	3,500	6.4	.114	WCOL-FM	12:	400	0.8 <- 1.6	0.0	14: 0.9	14: 0.9	8: 1.8	0.0	22
10:	3,500	6.4	.114	WVCD	13:	400	0.8 <- 0.8	13: 1.0	13: 0.9	16: 0.9	0.0	12: 0.8	23
13:	3,200	5.8	.125	WWJM	14:	400	0.8 <- 2.3	9: 1.9	6: 3.0	7: 2.9	12: 0.9	10: 1.7	675
14:	3,100	5.6	.129	WBNS-FM	15:	400	0.8 <- 1.6	0.0	15: 0.9	15: 0.9	14: 0.9	9: 1.7	18
9:	3,800	6.9	.000	WVVO	0	0	0.0 <- 0.0	17: 1.0	0.0	17: 0.9	0.0	14: 0.8	
15:	2,900	5.3	.000	WCLT-FM	0	0	0.0 <- 0.8	0.0	0.0	0.0	16: 0.9	13: 0.8	
16:	2,700	4.9	.000	WTVN	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
19:	1,200	2.2	.000	WCBE	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
20:	1,200	2.2	.000	WSWZ	0	0	0.0 <- 0.0	0.0	0.0	0.0	15: 0.9	0.0	
22:	800	1.5	.000	WCVO	0	0	0.0 <- 0.8	0.0	0.0	0.0	0.0	0.0	
21:	800	1.5	.000	WQIO	0	0	0.0 <- 0.8	16: 1.0	16: 0.9	18: 0.9	0.0	0.0	
23:	500	0.9	.000	WMRN-FM	0	0	0.0 <- 1.0	0.0	0.0	11: 1.1	0.0	0.0	
30:	400	0.7	.000	WNZR	0	0	0.0 <- 0.8	0.0	0.0	0.0	0.0	0.0	
27:	400	0.7	.000	WBNS-AM	0	0	0.0 <- 0.0	15: 1.0	0.0	0.0	0.0	0.0	
26:	400	0.7	.000	WCOL-AM	0	0	0.0 <- 0.0	0.0	17: 0.9	0.0	0.0	0.0	
24:	400	0.7	.000	WOBH	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
28:	400	0.7	.000	WRFD	0	0	0.0 <- 0.0	14: 1.0	0.0	0.0	0.0	0.0	
29:	400	0.7	.000	WCVZ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
25:	400	0.7	.000	WCLT-AM	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
31:	400	0.7	.000	WCMJ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	1,400	2.6		OTHER	400	0.8 <- 0.0		0.0	0.0	0.9	0.9	0.8	
	0	0.0		DON'T KNOW	1,900	3.6 <- 8.9		1.9	0.0	6.0	4.7	5.8	
	53,300	97.1		RADIO USERS	53,300	97.1 <-98.5		78.1	80.0	87.4	86.0	91.3	
	1,600	2.9		NON-USERS	1,600	2.9 <- 1.5		22.0	20.0	12.8	14.0	8.7	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 18-24 (N= 208)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
6:	18,300	21.6	.623	WCKX	1:	11,400	14.1 <-13.4	2:	10.8	4:	11.5	3:	12.4	1:	18.7	2:	12.3	293
2:	30,400	35.9	.355	WNCI	2:	10,800	13.3 <-19.4	1:	20.7	1:	14.1	1:	15.1	4:	11.0	3:	11.6	149
1:	34,600	40.9	.269	WAHC/WHT	3:	9,300	11.5 <- 8.4	3:	10.6	2:	12.0	2:	13.5	3:	11.7	1:	14.9	162
4:	24,500	28.9	.339	WBZX	4:	8,300	10.2 <- 7.8	4:	10.6	3:	11.6	4:	8.7	5:	9.5	4:	11.6	144
5:	24,500	28.9	.310	WSNY	5:	7,600	9.4 <- 5.8	5:	8.9	9:	4.9	6:	7.4	2:	16.4	6:	8.0	137
7:	16,700	19.7	.431	WRVF	6:	7,200	8.9 <- 5.4	6:	8.2	6:	7.2	5:	8.7	6:	8.2	5:	10.7	187
8:	13,900	16.4	.439	WHOK	7:	6,100	7.5 <- 6.4	8:	6.8	5:	11.1	9:	6.4	9:	3.6	8:	7.3	118
9:	9,000	10.6	.600	WUCD	8:	5,400	6.7 <- 3.8	9:	4.6	8:	5.9	7:	6.8	8:	5.1	7:	7.6	194
3:	25,200	29.8	.190	WLVQ	9:	4,800	5.9 <- 6.4	7:	7.7	7:	6.4	8:	6.7	7:	7.7	9:	6.7	80
10:	7,500	8.9	.267	WRZR	10:	2,000	2.5 <- 4.1	12:	1.4	11:	3.4	10:	3.6	10:	3.3	10:	2.2	201
12:	6,000	7.1	.333	WCLT-FM	11:	2,000	2.5 <- 2.1	10:	2.0	10:	4.9	11:	3.0	13:	0.7	12:	1.1	98
16:	2,000	2.4	.800	WCVQ	12:	1,600	2.0 <- 0.5		0.0	15:	0.7	13:	1.8		0.0	11:	1.7	87
15:	2,700	3.2	.444	WCBE	13:	1,200	1.5 <- 1.5	13:	1.4	12:	2.0	14:	1.2	11:	2.0	13:	1.1	67
11:	7,100	8.4	.127	WCOL-FM	14:	900	1.1 <- 0.5	15:	0.9	13:	0.8	15:	0.7		0.0		0.0	32
13:	5,800	6.8	.155	WBNS-FM	15:	900	1.1 <- 0.0	11:	1.5	16:	0.7	12:	1.9	14:	0.7		0.0	25
23:	500	0.6	.999	WMRN-FM	16:	500	0.6 <- 0.0		0.0	14:	0.8	16:	0.7	12:	0.8	14:	0.7	109
20:	800	0.9	.500	WMNI	17:	400	0.5 <- 0.5	16:	0.7	17:	0.7	17:	0.6		0.0	15:	0.6	43
24:	400	0.5	.999	WBNS-AM	18:	400	0.5 <- 0.0		0.0		0.0		0.0		0.0		0.0	32
25:	400	0.5	.999	WCEZ	19:	400	0.5 <- 0.0		0.0		0.0		0.0		0.0		0.0	33
14:	4,600	5.4	.000	WVKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	16:	0.6	
17:	2,000	2.4	.000	WVJM		0	0.0 <- 1.5		0.0	18:	0.7	18:	0.6		0.0	18:	0.6	
18:	1,400	1.7	.000	WTVN		0	0.0 <- 0.0	17:	0.7		0.0		0.0		0.0		0.0	
19:	1,200	1.4	.000	WNKO		0	0.0 <- 0.0	14:	1.4		0.0		0.0		0.0		0.0	
22:	800	0.9	.000	WOSU-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
21:	800	0.9	.000	WOSU-AM		0	0.0 <- 0.0	19:	0.7		0.0		0.0		0.0		0.0	
29:	400	0.5	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0	15:	0.7		0.0	
27:	400	0.5	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
28:	400	0.5	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	400	0.5	.000	WQIO		0	0.0 <- 0.0	18:	0.7	19:	0.7		0.0		0.0		0.0	
30:	400	0.5	.000	WRFD		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
26:	400	0.5	.000	WVKC		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	400	0.5	.000	WOBM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	400	0.5	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.5	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	17:	0.6	
	2,700	3.2		OTHER		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
	0	0.0		DON'T KNOW		3,200	3.8 <-15.9		6.4		3.9		5.3		4.4		9.7	
	84,300	99.5		RADIO USERS		84,300	99.5 <-100.		73.8		73.0		84.2		75.2		93.4	
	400	0.5		NON-USERS		400	0.5 <- 0.0		26.1		27.0		15.8		24.8		6.6	

STANDARD DEMO RANKER
 FEMALES 25-34 (N= 468)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 44,600	35.2	.410	WNCI 1: 18,300	15.4	<-17.3	1: 16.9	1: 19.7	2: 12.6	2: 10.7	1: 14.4	172
2: 39,900	31.5	.376	WSNY 2: 15,000	12.6	<-12.3	2: 13.9	2: 13.0	3: 10.2	1: 19.1	3: 10.5	184
4: 28,200	22.3	.397	WHOK 3: 11,200	9.4	<- 8.8	4: 9.4	4: 8.4	4: 9.7	4: 7.2	4: 9.1	148
3: 38,600	30.5	.285	WLVQ 4: 11,000	9.2	<-11.3	3: 11.4	3: 8.5	1: 12.7	3: 9.9	2: 12.6	125
5: 22,200	17.5	.441	WRVF 5: 9,800	8.2	<- 6.0	5: 7.4	5: 6.6	5: 9.0	9: 5.7	5: 7.9	173
8: 16,700	13.2	.407	WUCD 6: 6,800	5.7	<- 4.4	6: 4.8	6: 5.4	6: 8.0	5: 7.2	6: 7.6	166
7: 18,300	14.5	.328	WAHC/WHT 7: 6,000	5.0	<- 3.7	8: 4.5	7: 4.7	7: 6.5	8: 6.3	7: 6.8	71
11: 11,500	9.1	.513	WCKX 8: 5,900	5.0	<- 4.2	7: 4.7	8: 4.6	9: 5.1	7: 6.4	8: 5.6	103
6: 21,900	17.3	.237	WBZX 9: 5,200	4.4	<- 5.6	9: 2.9	9: 4.1	8: 5.4	6: 6.6	9: 4.8	61
13: 8,300	6.6	.398	WCLT-FM 10: 3,300	2.8	<- 1.9	10: 2.9	10: 3.0	10: 2.7	12: 2.0	10: 3.3	110
9: 13,500	10.7	.222	WCOL-FM 11: 3,000	2.5	<- 2.2	13: 2.2	11: 2.7	16: 1.4	10: 2.4	14: 1.6	72
18: 4,900	3.9	.592	WCVO 12: 2,900	2.4	<- 1.8	14: 2.1	17: 1.1	12: 2.0	13: 1.7	12: 1.9	107
12: 8,400	6.6	.333	WVVO 13: 2,800	2.4	<- 3.3	11: 2.3	12: 2.3	13: 1.8	11: 2.1	11: 2.8	88
15: 5,300	4.2	.472	WCBE 14: 2,500	2.1	<- 1.7	15: 1.6	19: 0.7	14: 1.5	16: 1.5	16: 1.1	95
10: 12,600	10.0	.183	WBNS-FM 15: 2,300	1.9	<- 1.8	12: 2.3	14: 1.8	11: 2.3	14: 1.7	15: 1.6	44
17: 5,200	4.1	.442	WCOL-AM 16: 2,300	1.9	<- 1.1	18: 1.0	13: 2.0	17: 1.1	22: 0.5	19: 0.8	97
14: 6,200	4.9	.339	WRZR 17: 2,100	1.8	<- 1.5	17: 1.3	15: 1.5	15: 1.5	15: 1.7	13: 1.8	143
16: 5,300	4.2	.340	WTVN 18: 1,800	1.5	<- 1.3	16: 1.6	20: 0.7	18: 1.1	19: 0.8	17: 1.1	23
23: 1,800	1.4	.556	WSWZ 19: 1,000	0.8	<- 0.7	23: 0.5	23: 0.4	21: 0.3	20: 0.8	18: 1.1	148
24: 1,600	1.3	.375	WMRN-FM 20: 600	0.5	<- 0.8	20: 0.6	24: 0.4	22: 0.3	23: 0.5	20: 0.6	89
32: 800	0.6	.750	WHTH 21: 600	0.5	<- 0.3	25: 0.3	18: 0.8	19: 0.6	0.0	0.0	308
21: 2,100	1.7	.238	WRFD 22: 500	0.4	<- 0.3	26: 0.3	16: 1.4	23: 0.3	24: 0.5	0.0	54
28: 1,300	1.0	.385	WOSU-AM 23: 500	0.4	<- 0.4	19: 0.8	21: 0.7	24: 0.3	21: 0.8	22: 0.3	24
19: 2,600	2.1	.115	WOSU-FM 24: 300	0.3	<- 0.3	24: 0.5	22: 0.7	25: 0.3	17: 1.2	21: 0.5	9
25: 1,400	1.1	.214	WLW 25: 300	0.3	<- 0.4	27: 0.3	27: 0.4	0.0	26: 0.5	0.0	19
26: 1,400	1.1	.214	WCEZ 26: 300	0.3	<- 0.3	22: 0.6	25: 0.4	0.0	0.0	0.0	17
27: 1,400	1.1	.214	WCMJ 27: 300	0.3	<- 0.0	30: 0.3	30: 0.4	28: 0.3	25: 0.5	25: 0.3	291
29: 1,300	1.0	.231	WQIO 28: 300	0.3	<- 0.0	0.0	31: 0.4	0.0	0.0	24: 0.3	202
30: 1,100	0.9	.273	WMNI 29: 300	0.3	<- 0.3	21: 0.6	26: 0.4	26: 0.3	0.0	23: 0.3	22
31: 900	0.7	.333	WCLT-AM 30: 300	0.3	<- 0.3	0.0	32: 0.4	31: 0.3	0.0	26: 0.3	41
33: 800	0.6	.375	WBNS-AM 31: 300	0.3	<- 0.3	29: 0.3	29: 0.4	29: 0.3	0.0	28: 0.3	16
36: 300	0.2	.999	WLOH 32: 300	0.3	<- 0.3	28: 0.3	28: 0.4	30: 0.3	0.0	29: 0.3	51
37: 300	0.2	.999	WHIZ-FM 33: 300	0.3	<- 0.3	0.0	0.0	0.0	0.0	0.0	97
35: 300	0.2	.999	WYBZ 34: 300	0.3	<- 0.0	31: 0.3	0.0	27: 0.3	27: 0.5	27: 0.3	375
20: 2,300	1.8	.000	WVJM 0	0.0	<- 0.0	33: 0.3	33: 0.4	20: 0.6	18: 0.9	30: 0.3	
22: 1,900	1.5	.000	WNKO 0	0.0	<- 0.3	32: 0.3	34: 0.4	32: 0.3	0.0	0.0	
34: 500	0.4	.000	WKWC 0	0.0	<- 0.0	0.0	35: 0.4	0.0	0.0	0.0	
38: 300	0.2	.000	WOBN 0	0.0	<- 0.0	0.0	0.0	0.0	28: 0.5	0.0	
39: 300	0.2	.000	WNRJ 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
40: 300	0.2	.000	WCVZ 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 300	0.2	.000	WEEC 0	0.0	<- 0.0	34: 0.3	0.0	0.0	0.0	31: 0.3	
1,700	1.3		OTHER 600	0.5	<- 0.8	0.3	0.8	0.6	0.5	0.0	
500	0.4		DON'T KNOW 3,500	2.9	<- 8.7	2.6	3.4	3.5	4.8	6.8	
122,600	96.8		RADIO USERS 122,600	96.8	<-98.3	79.6	60.5	76.1	54.3	84.8	
4,000	3.2		NON-USERS 4,000	3.2	<- 1.7	20.4	39.5	23.9	45.7	15.2	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 35-44 (N= 366)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
2:	31,600	27.6	.503	WNCI	1:	15,900	15.5 <- 17.4	1:	16.8	2:	13.3	1:	15.2	1:	10.7	1:	13.9	174
1:	32,100	28.0	.427	WSNY	2:	13,700	13.4 <- 18.1	2:	15.3	1:	15.5	2:	12.0	2:	10.7	2:	10.6	195
4:	17,200	15.0	.494	WHOK	3:	8,500	8.3 <- 6.8	5:	7.6	3:	9.2	3:	8.0	4:	7.0	4:	8.0	130
3:	20,200	17.6	.371	WCOL-FM	4:	7,500	7.3 <- 6.0	8:	3.3	5:	4.9	4:	7.9	3:	9.9	3:	8.8	209
5:	16,500	14.4	.394	WBNS-FM	5:	6,500	6.3 <- 4.0	7:	4.9	4:	6.4	5:	5.7	5:	5.8	5:	7.3	145
6:	14,000	12.2	.386	WLVQ	6:	5,400	5.3 <- 4.9	4:	9.0	7:	4.4	6:	5.5	15:	2.7	8:	5.4	71
7:	13,300	11.6	.398	WTVN	7:	5,300	5.2 <- 5.5	3:	10.3	8:	4.2	12:	3.2	12:	3.7	12:	3.0	77
10:	9,200	8.0	.565	WVCO	8:	5,200	5.1 <- 5.8	6:	5.8	14:	2.2	10:	3.5	9:	4.1	6:	6.4	190
11:	8,200	7.2	.561	WVCD	9:	4,600	4.5 <- 2.4	10:	2.3	9:	4.0	7:	5.3	14:	3.1	9:	5.2	130
9:	10,200	8.9	.392	WRVF	10:	4,000	3.9 <- 3.0	11:	2.3	10:	4.0	8:	5.3	7:	4.3	7:	5.6	82
8:	10,800	9.4	.241	WAHC/WHT	11:	2,600	2.5 <- 3.0	18:	1.2	6:	4.5	11:	3.3	10:	3.9	10:	3.5	36
13:	7,100	6.2	.324	WCIX	12:	2,300	2.2 <- 2.2	12:	2.3	11:	2.7	13:	3.1	6:	5.4	15:	1.9	47
17:	4,200	3.7	.500	WSWZ	13:	2,100	2.0 <- 1.8	19:	1.1	17:	2.0	16:	1.6	16:	2.5	24:	0.4	361
12:	7,400	6.5	.257	WOSU-FM	14:	1,900	1.9 <- 2.1	15:	1.6	12:	2.7	14:	2.9	11:	3.9	11:	3.4	69
15:	6,200	5.4	.306	WBZX	15:	1,900	1.9 <- 1.2	17:	1.4	24:	0.7	15:	2.9	13:	3.3	13:	2.6	26
14:	6,600	5.8	.273	WCBE	16:	1,800	1.8 <- 2.3	9:	2.9	13:	2.5	9:	4.0	8:	4.3	14:	2.2	80
18:	4,000	3.5	.450	WOSU-AM	17:	1,800	1.8 <- 1.6	22:	0.7	20:	1.5	17:	1.6	24:	0.6	19:	1.4	99
20:	3,500	3.1	.457	WCVO	18:	1,600	1.6 <- 1.6	14:	1.8	15:	2.2	23:	0.8	21:	1.2	16:	1.9	69
26:	1,900	1.7	.842	WNKO	19:	1,600	1.6 <- 1.3	13:	1.9	22:	1.0	18:	1.3	22:	1.2	18:	1.6	464
21:	3,100	2.7	.419	WCLT-FM	20:	1,300	1.3 <- 1.6	20:	1.1	16:	2.2		0.0	26:	0.6	17:	1.9	51
27:	1,900	1.7	.684	WRFD	21:	1,300	1.3 <- 1.6	16:	1.6	19:	1.7	21:	0.9	25:	0.6	25:	0.4	163
24:	2,100	1.8	.571	WMNI	22:	1,200	1.2 <- 1.3	23:	0.7	27:	0.5	24:	0.8	27:	0.6	26:	0.4	101
31:	700	0.6	.999	WMRN-FM	23:	700	0.7 <- 0.7	21:	0.8	28:	0.5	22:	0.9	17:	1.4	20:	0.8	120
16:	5,300	4.6	.113	WCOL-AM	24:	600	0.6 <- 1.5	26:	0.4	18:	2.0	19:	1.3	18:	1.4	27:	0.4	29
19:	3,800	3.3	.158	WCEZ	25:	600	0.6 <- 0.9	27:	0.4	21:	1.5	25:	0.4	19:	1.4	21:	0.7	39
29:	1,200	1.0	.500	WWKC	26:	600	0.6 <- 0.6	28:	0.4		0.0	26:	0.4	28:	0.6	28:	0.4	553
37:	400	0.3	.999	WMRN-AM	27:	400	0.4 <- 0.4		0.0		0.0		0.0	23:	0.8	23:	0.5	338
36:	400	0.3	.999	WNRJ	28:	400	0.4 <- 0.0	25:	0.5	25:	0.7		0.0		0.0		0.0	999
23:	2,200	1.9	.136	WRZR	29:	300	0.3 <- 0.7	24:	0.7		0.0		0.0	29:	0.6		0.0	24
22:	2,200	1.9	.136	WBNS-AM	30:	300	0.3 <- 0.3	30:	0.4	30:	0.5		0.0	32:	0.6		0.0	19
25:	2,100	1.8	.143	WLW	31:	300	0.3 <- 0.3		0.0	29:	0.5		0.0	31:	0.6		0.0	22
28:	1,600	1.4	.188	WQIO	32:	300	0.3 <- 0.3	31:	0.4	23:	1.0	20:	1.3	30:	0.6	22:	0.7	234
33:	600	0.5	.500	WCMJ	33:	300	0.3 <- 0.0	29:	0.4		0.0		0.0		0.0	29:	0.4	338
30:	900	0.8	.000	WOBW		0	0.0 <- 0.0		0.0		0.0	27:	0.4		0.0		0.0	
32:	700	0.6	.000	WEEC		0	0.0 <- 0.0		0.0		0.0	28:	0.4	20:	1.4	30:	0.4	
35:	600	0.5	.000	WHIZ-FM		0	0.0 <- 0.0		0.0	31:	0.5		0.0		0.0		0.0	
34:	600	0.5	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
38:	400	0.3	.000	WILE		0	0.0 <- 0.0		0.0	26:	0.7		0.0		0.0		0.0	
39:	300	0.3	.000	WWJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
40:	300	0.3	.000	WLOH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,600	1.4		OTHER		0	0.0 <- 0.6		0.0		0.0		0.0		0.0		0.4	
	0	0.0		DON'T KNOW		4,500	4.2 <- 7.9		4.0		5.6		4.1		6.2		5.0	
	107,000	93.4		RADIO USERS		107,000	93.4 <- 98.3		76.1		55.0		68.2		45.1		76.6	
	7,600	6.6		NON-USERS		7,600	6.6 <- 1.7		23.9		45.0		31.8		54.9		23.4	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER

FEMALES 45-54 (N= 257)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
2:	16,100	20.8	WTVN	1: 10,200	15.1 <- 16.3	1: 20.8	2: 14.1	2: 13.8	1: 15.1	1: 15.6	226
1:	18,500	23.9	WSNY	2: 9,100	13.5 <- 14.7	2: 16.1	1: 18.9	1: 14.0	2: 14.3	3: 8.8	197
3:	10,000	12.9	WHOK	3: 5,200	7.7 <- 8.3	8: 3.5	7: 5.1	3: 7.0	8: 4.9	2: 9.4	121
9:	6,800	8.8	WRVF	4: 5,000	7.4 <- 4.3	5: 5.9	3: 9.3	6: 5.3	11: 3.7	6: 6.4	156
10:	5,800	7.5	WKVO	5: 4,900	7.3 <- 8.3	6: 5.5	9: 3.8	7: 5.3	3: 7.7	4: 8.6	272
11:	5,300	6.8	WCVO	6: 4,400	6.5 <- 4.6	4: 7.5	8: 5.1	4: 6.3	4: 6.9	9: 5.0	288
6:	7,900	10.2	WNCI	7: 3,500	5.2 <- 7.0	3: 8.1	11: 2.9	12: 4.3	10: 4.5	11: 3.4	58
5:	8,400	10.8	WOSU-FM	8: 3,200	4.7 <- 4.7	13: 2.2	6: 5.4	5: 5.8	12: 3.7	8: 5.2	176
7:	7,400	9.5	WCEZ	9: 3,000	4.4 <- 3.7	9: 3.5	12: 2.9	9: 4.5	5: 6.5	5: 7.4	295
12:	4,500	5.8	WCLT-FM	10: 3,000	4.4 <- 4.2	10: 2.9	5: 5.8	10: 4.5	9: 4.9	7: 6.0	177
8:	7,300	9.4	WBNS-FM	11: 2,900	4.3 <- 3.6	12: 2.4	10: 3.5	8: 5.3	7: 5.7	12: 3.4	99
4:	8,900	11.5	WCOL-FM	12: 2,300	3.4 <- 3.0	7: 5.1	4: 6.7	11: 4.5	6: 6.1	10: 4.8	97
14:	2,900	3.7	WBNS-AM	13: 1,100	1.6 <- 2.1	14: 2.2	18: 1.0	0.0	0.0	21: 0.6	105
17:	2,400	3.1	WMNI	14: 1,100	1.6 <- 2.7	11: 2.7	14: 1.9	14: 2.3	17: 1.2	14: 2.2	141
18:	2,300	3.0	WOSU-AM	15: 1,100	1.6 <- 0.9	16: 1.8	15: 1.9	15: 1.5	0.0	16: 1.2	92
19:	1,900	2.5	WRFD	16: 700	1.0 <- 1.0	17: 1.2	13: 2.2	21: 0.8	18: 1.2	23: 0.6	133
20:	1,900	2.5	WLW	17: 700	1.0 <- 0.6	19: 0.8	17: 1.3	20: 0.8	13: 3.7	22: 0.6	77
13:	4,400	5.7	WCOL-AM	18: 600	0.9 <- 0.9	0.0	16: 1.9	23: 0.8	15: 2.4	24: 0.6	45
15:	2,800	3.6	WCIX	19: 600	0.9 <- 1.3	22: 0.6	20: 1.0	22: 0.8	19: 1.2	13: 2.6	19
16:	2,600	3.4	WCBE	20: 600	0.9 <- 0.9	15: 2.2	0.0	13: 4.3	14: 2.4	15: 1.8	40
21:	1,800	2.3	WHIZ-FM	21: 600	0.9 <- 0.4	18: 1.2	19: 1.0	16: 1.5	20: 1.2	17: 1.2	343
25:	1,000	1.3	WCLT-AM	22: 400	0.6 <- 1.5	0.0	21: 1.0	0.0	0.0	20: 0.8	96
27:	900	1.2	WMRN-FM	23: 400	0.6 <- 0.6	21: 0.8	0.0	18: 1.0	16: 1.6	19: 0.8	105
29:	600	0.8	WMRN-AM	24: 400	0.6 <- 0.6	20: 0.8	0.0	19: 1.0	0.0	18: 0.8	514
23:	1,500	1.9	WSWZ	25: 300	0.4 <- 0.0	0.0	22: 1.0	17: 1.5	0.0	25: 0.6	78
24:	1,100	1.4	WLWQ	26: 300	0.4 <- 0.4	25: 0.6	23: 1.0	24: 0.8	0.0	28: 0.6	6
26:	1,000	1.3	WEEC	27: 300	0.4 <- 0.4	24: 0.6	0.0	0.0	0.0	0.0	116
28:	900	1.2	WBZX	28: 300	0.4 <- 0.4	0.0	0.0	0.0	0.0	26: 0.6	6
32:	300	0.4	WRZR	29: 300	0.4 <- 0.4	23: 0.6	0.0	0.0	0.0	0.0	36
33:	300	0.4	WNZR	30: 300	0.4 <- 0.0	0.0	0.0	0.0	0.0	27: 0.6	661
22:	1,600	2.1	WAHC/WHT	0	0.0 <- 0.4	0.0	0.0	0.0	0.0	0.0	0.0
31:	600	0.8	WWJM	0	0.0 <- 0.0	0.0	0.0	26: 0.8	0.0	29: 0.6	0.0
30:	600	0.8	WLOH	0	0.0 <- 0.0	0.0	0.0	27: 0.8	0.0	0.0	0.0
34:	300	0.4	WQIO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
35:	300	0.4	WTKO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
36:	300	0.4	WOBH	0	0.0 <- 0.0	0.0	24: 1.0	25: 0.8	0.0	0.0	0.0
	2,600	3.4	OTHER	700	1.0 <- 2.1	0.6	1.0	0.8	1.2	0.0	
	1,000	1.3	DON'T KNOW	3,400	4.8 <- 9.9	5.0	3.7	5.7	6.5	7.6	
	70,800	91.4	RADIO USERS	70,800	91.4 <- 96.6	69.2	41.8	54.6	33.9	69.9	
	6,600	8.5	NON-USERS	6,600	8.5 <- 3.2	30.7	58.2	45.3	66.1	30.1	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 55-64 (N= 148)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1:	11,800	20.2	WTVM	1: 6,800	14.5 <- 18.6	1: 22.6	2: 9.8	1: 16.8	1: 14.6	1: 16.4	217
4:	7,600	13.0	WHOK	2: 4,400	9.4 <- 11.8	2: 10.2	6: 6.9	4: 8.0	12: 2.4	4: 8.5	148
3:	7,700	13.2	WBNS-AM	3: 3,900	8.3 <- 7.5	4: 6.8	4: 8.2	2: 14.9	3: 11.6	2: 12.3	535
2:	10,000	17.1	WBNS-FM	4: 3,500	7.5 <- 9.0	7: 4.5	3: 9.4	3: 10.3	6: 7.3	6: 5.9	171
10:	4,500	7.7	WCVO	5: 3,300	7.1 <- 7.1	3: 9.3	8: 5.3	8: 5.0	2: 12.8	7: 5.9	311
6:	5,800	9.9	WOSU-FM	6: 2,700	5.8 <- 5.1	6: 5.7	7: 6.5	10: 4.2	8: 4.9	5: 7.0	214
5:	6,600	11.3	WCOL-AM	7: 2,300	4.9 <- 4.1	12: 2.3	12: 3.3	7: 5.7	5: 9.1	11: 3.5	247
8:	5,400	9.2	WOSU-AM	8: 2,300	4.9 <- 4.1	10: 3.1	5: 8.2	5: 7.6	9: 4.9	3: 9.1	277
9:	5,100	8.7	WCOL-FM	9: 2,300	4.9 <- 4.9	8: 4.5	1: 12.7	6: 6.1	7: 7.3	8: 4.7	141
7:	5,500	9.4	WCEZ	10: 2,000	4.3 <- 3.4	17: 1.1	11: 3.7	11: 3.1	4: 9.8	13: 2.3	283
13:	2,700	4.6	WMNI	11: 2,000	4.3 <- 4.3	9: 4.5	16: 1.6	0.0	13: 2.4	16: 1.2	371
16:	1,900	3.2	WRVF	12: 1,900	4.1 <- 1.7	13: 2.3	13: 3.3	12: 3.1	10: 4.9	12: 3.2	85
12:	3,900	6.7	WSNY	13: 1,600	3.4 <- 3.4	5: 6.8	14: 3.3	0.0	14: 2.4	17: 1.2	50
17:	1,800	3.1	WEEC	14: 1,400	3.0 <- 3.0	16: 1.4	0.0	9: 5.0	0.0	9: 3.8	778
11:	4,100	7.0	WVCO	15: 1,300	2.8 <- 2.8	14: 2.3	9: 4.9	0.0	0.0	10: 3.8	104
14:	2,000	3.4	WNCI	16: 800	1.7 <- 3.2	11: 3.1	0.0	14: 1.5	0.0	18: 1.2	19
18:	1,600	2.7	WCLT-FM	17: 800	1.7 <- 1.7	15: 2.3	10: 4.9	15: 1.5	0.0	14: 2.3	68
19:	1,600	2.7	WCLT-AM	18: 800	1.7 <- 1.7	18: 1.1	0.0	0.0	11: 4.9	15: 2.3	278
15:	2,000	3.4	WRFD	19: 400	0.9 <- 1.7	19: 1.1	0.0	13: 3.1	0.0	21: 1.2	110
22:	700	1.2	WLOH	20: 400	0.9 <- 0.9	20: 1.1	17: 1.6	0.0	0.0	22: 1.2	174
25:	400	0.7	WBZX	21: 400	0.9 <- 0.9	21: 1.1	18: 1.6	17: 1.5	0.0	20: 1.2	12
23:	400	0.7	WMRN-FM	22: 400	0.9 <- 0.9	22: 1.1	19: 1.6	16: 1.5	15: 2.4	19: 1.2	151
24:	400	0.7	WHIZ-FM	23: 400	0.9 <- 0.9	0.0	0.0	18: 1.5	0.0	0.0	330
20:	1,100	1.9	WLW	0	0.0 <- 0.0	0.0	15: 3.3	0.0	0.0	0.0	0.0
21:	800	1.4	WCBE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
30:	400	0.7	WHTH	0	0.0 <- 0.9	23: 1.1	0.0	0.0	0.0	0.0	0.0
27:	400	0.7	WAHC/WHT	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
28:	400	0.7	WOBH	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
26:	400	0.7	WCKX	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
29:	400	0.7	WMRN-AM	0	0.0 <- 0.0	24: 1.1	0.0	0.0	0.0	0.0	0.0
	900	1.5	OTHER	900	1.9 <- 1.9	0.0	1.6	0.0	0.0	1.5	
	1,100	1.9	DON'T KNOW	4,300	8.4 <- 11.2	3.0	8.6	4.0	4.7	9.1	
	51,100	87.4	RADIO USERS	51,100	87.4 <- 94.5	62.4	45.8	46.8	29.4	64.1	
	7,400	12.6	NON-USERS	7,400	12.6 <- 5.5	37.6	54.4	53.3	70.8	35.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 65+ (N= 238)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
2:	12,600	14.1	.675	WTVN	1:	8,500	13.9 <-12.0	1:	20.1	1:	14.5	1:	10.6	1:	12.5	1:	16.0	208
1:	12,700	14.2	.559	WBNS-FM	2:	7,100	11.6 <-15.4	2:	12.5	2:	12.9	6:	4.9	4:	9.3	2:	9.4	267
5:	6,600	7.4	.727	WHOK	3:	4,800	7.9 <- 8.4	3:	9.2	10:	3.5	2:	8.4	5:	8.4	6:	6.6	124
4:	6,700	7.5	.672	WBNS-AM	4:	4,500	7.4 <- 7.2	7:	4.6	3:	10.7	3:	8.4	14:	1.9	4:	6.8	474
3:	7,700	8.6	.519	WCOL-AM	5:	4,000	6.6 <- 4.8	10:	2.8	4:	9.4	5:	6.6	2:	11.6	5:	6.8	329
6:	4,900	5.5	.592	WOSU-FM	6:	2,900	4.8 <- 5.2	5:	5.6	6:	4.4	7:	4.9	3:	10.2	3:	8.4	176
7:	4,900	5.5	.551	WCLT-FM	7:	2,700	4.4 <- 5.6	8:	3.8	17:	1.3	8:	4.9		0.0	7:	5.0	176
8:	4,600	5.1	.587	WCLT-AM	8:	2,700	4.4 <- 4.4	4:	6.9	5:	4.7	4:	8.4	8:	5.1	8:	5.0	719
10:	4,400	4.9	.568	WMI	9:	2,500	4.1 <- 4.1	6:	5.6	13:	2.2	9:	4.9	12:	3.2	10:	3.7	355
12:	3,700	4.1	.595	WLOH	10:	2,200	3.6 <- 4.1	9:	3.6	7:	4.4	17:	1.8	13:	3.2	12:	2.9	736
14:	2,900	3.2	.759	WCOL-FM	11:	2,200	3.6 <- 1.8	11:	2.8	18:	1.3	14:	3.1	9:	5.1	16:	1.8	103
11:	3,900	4.4	.513	WLW	12:	2,000	3.3 <- 1.3	17:	1.0	8:	3.8	10:	3.5	7:	6.0	14:	2.1	242
13:	3,400	3.8	.559	WCEZ	13:	1,900	3.1 <- 2.6	14:	2.0	11:	3.5	11:	3.5	10:	4.2	9:	3.9	206
15:	2,800	3.1	.571	WKVO	14:	1,600	2.6 <- 2.6	15:	2.0	12:	2.5	12:	3.5	11:	3.7	11:	3.1	98
20:	1,400	1.6	.999	WSNY	15:	1,400	2.3 <- 2.9	12:	2.8	14:	2.2		0.0	15:	1.9	18:	1.0	33
18:	2,300	2.6	.478	WCVO	16:	1,100	1.8 <- 2.5	13:	2.8	19:	1.3	15:	3.1	6:	7.4	13:	2.9	79
21:	1,400	1.6	.643	WMRN-FM	17:	900	1.5 <- 1.5		0.0	15:	1.6	16:	2.2		0.0	17:	1.3	260
16:	2,700	3.0	.296	WHTH	18:	800	1.3 <- 1.3	19:	1.0		0.0	18:	1.8		0.0	19:	1.0	802
24:	800	0.9	.999	WRFD	19:	800	1.3 <- 1.3	18:	1.0		0.0		0.0		0.0	15:	2.1	168
17:	2,600	2.9	.269	WNCI	20:	700	1.1 <- 0.7		0.0		0.0		0.0		0.0	20:	1.0	13
26:	700	0.8	.999	WEEC	21:	700	1.1 <- 1.1	20:	1.0		0.0	19:	1.8	16:	1.9	21:	1.0	298
23:	900	1.0	.556	WMRN-AM	22:	500	0.8 <- 0.8	16:	1.3	16:	1.6		0.0		0.0		0.0	710
9:	4,600	5.1	.087	WOSU-AM	23:	400	0.7 <- 1.1	21:	1.0	9:	3.8	13:	3.5		0.0	25:	1.0	37
25:	800	0.9	.500	WNKO	24:	400	0.7 <- 0.7	22:	1.0	22:	1.3	21:	1.8	17:	1.9	22:	1.0	195
27:	700	0.8	.571	WBZX	25:	400	0.7 <- 0.0		0.0	23:	1.3		0.0		0.0	27:	1.0	9
28:	400	0.4	.999	WCBE	26:	400	0.7 <- 1.1		0.0	24:	1.3		0.0		0.0	23:	1.0	30
30:	400	0.4	.999	WXIC	27:	400	0.7 <- 0.7	23:	1.0	20:	1.3	20:	1.8		0.0	26:	1.0	999
31:	400	0.4	.999	WVCD	28:	400	0.7 <- 0.7		0.0	21:	1.3		0.0		0.0		0.0	19
29:	400	0.4	.999	WCIX	29:	400	0.7 <- 0.0		0.0		0.0		0.0		0.0	24:	1.0	14
19:	1,500	1.7	.000	WHIZ-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
22:	1,100	1.2	.000	WRVF		0	0.0 <- 0.8		0.0		0.0		0.0		0.0		0.0	
34:	400	0.4	.000	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0	18:	1.9		0.0	
32:	400	0.4	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	400	0.4	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	3,300	3.7		OTHER		2,000	3.3 <- 2.6		5.1		5.0		7.1		1.9		1.8	
	2,800	3.1		DON'T KNOW		4,200	6.4 <-17.9		5.5		4.5		13.4		9.2		6.4	
	65,200	72.9		RADIO USERS		65,200	72.9 <-82.7		46.4		37.2		29.2		26.6		45.5	
	24,200	27.1		NON-USERS		24,200	27.1 <-17.3		53.5		62.8		70.8		73.4		54.5	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 12-24 (N= 342)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	70,500	50.5	.452	WAHC/WHT	1:	31,900	24.1 <-17.9	1:	21.4	1:	24.3	1:	23.9	1:	20.6	1:	26.3	340
5:	31,200	22.3	.606	WCIX	2:	18,900	14.3 <-12.6	3:	10.8	3:	12.9	3:	12.6	2:	17.4	2:	12.0	297
2:	54,000	38.7	.311	WNCI	3:	16,800	12.7 <-20.3	2:	18.5	2:	13.0	2:	14.0	4:	11.8	3:	11.7	142
3:	38,700	27.7	.307	WBZX	4:	11,900	9.0 <- 7.2	5:	8.1	4:	11.4	4:	8.4	5:	8.5	4:	11.7	127
4:	38,300	27.4	.295	WSNY	5:	11,300	8.5 <- 5.3	4:	8.5	7:	4.6	5:	7.7	3:	17.3	6:	7.0	125
7:	23,800	17.0	.408	WRVF	6:	9,700	7.3 <- 3.9	6:	8.1	6:	5.2	6:	6.7	6:	5.6	5:	8.2	154
8:	20,900	15.0	.335	WHOK	7:	7,000	5.3 <- 4.8	7:	5.6	5:	7.3	7:	4.5	9:	2.5	7:	5.1	83
9:	12,500	9.0	.464	WUCD	8:	5,800	4.4 <- 2.6	9:	3.1	9:	3.8	8:	4.4	8:	2.9	8:	4.9	127
6:	29,200	20.9	.178	WLVA	9:	5,200	3.9 <- 4.9	8:	4.9	8:	4.5	9:	4.4	7:	4.8	9:	4.0	53
10:	10,900	7.8	.266	WRZR	10:	2,900	2.2 <- 2.8	10:	2.1	11:	2.7	10:	2.9	10:	2.3	10:	2.1	178
12:	8,900	6.4	.225	WCLT-FM	11:	2,000	1.5 <- 1.6	11:	1.2	10:	2.8	11:	1.8	12:	0.8	11:	1.0	60
18:	2,800	2.0	.571	WCVO	12:	1,600	1.2 <- 0.6		0.0	19:	0.4	14:	1.1		0.0	12:	1.0	53
11:	10,600	7.6	.123	WCOL-FM	13:	1,300	1.0 <- 0.9	17:	0.5	14:	0.9	16:	0.8	13:	0.8		0.0	28
13:	8,900	6.4	.146	WBNS-FM	14:	1,300	1.0 <- 0.6	13:	0.9	15:	0.8	12:	1.5	14:	0.8	15:	0.7	22
17:	3,900	2.8	.308	WCBE	15:	1,200	0.9 <- 0.9	14:	0.8	13:	1.2	17:	0.7	11:	1.1	16:	0.7	41
19:	2,500	1.8	.320	WNKO	16:	800	0.6 <- 0.3	12:	1.2	20:	0.4	19:	0.4	15:	0.8	18:	0.3	180
20:	2,400	1.7	.208	WOSU-FM	17:	500	0.4 <- 0.4	18:	0.5	17:	0.5	18:	0.4	17:	0.4		0.0	14
23:	1,000	0.7	.500	WMRN-FM	18:	500	0.4 <- 0.4		0.0	18:	0.5	15:	0.9	16:	0.5	17:	0.4	67
15:	5,300	3.8	.075	WJIM	19:	400	0.3 <- 1.8	15:	0.8	12:	1.5	13:	1.4	18:	0.4	13:	1.0	262
24:	800	0.6	.500	WMNI	20:	400	0.3 <- 0.3	20:	0.4	21:	0.4	20:	0.4		0.0	19:	0.3	26
25:	800	0.6	.500	WBNS-AM	21:	400	0.3 <- 0.0	19:	0.4		0.0		0.0		0.0		0.0	19
31:	400	0.3	.999	WCEZ	22:	400	0.3 <- 0.0		0.0		0.0		0.0		0.0		0.0	20
14:	8,500	6.1	.000	WVVO		0	0.0 <- 0.0	23:	0.4		0.0	22:	0.4		0.0	14:	0.8	
16:	4,100	2.9	.000	WTVN		0	0.0 <- 0.0	24:	0.4		0.0		0.0		0.0		0.0	
21:	1,600	1.1	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0	19:	0.4		0.0	
22:	1,300	0.9	.000	WQIO		0	0.0 <- 0.3	16:	0.8	16:	0.8	21:	0.4		0.0		0.0	
28:	800	0.6	.000	WRFD		0	0.0 <- 0.0	21:	0.4		0.0		0.0		0.0		0.0	
30:	800	0.6	.000	WCOL-AM		0	0.0 <- 0.0		0.0	22:	0.4		0.0		0.0	20:	0.3	
29:	800	0.6	.000	WOBM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
26:	800	0.6	.000	WOSU-AM		0	0.0 <- 0.0	22:	0.4		0.0		0.0		0.0		0.0	
27:	800	0.6	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0	20:	0.4		0.0	
33:	400	0.3	.000	WNZR		0	0.0 <- 0.3		0.0		0.0		0.0		0.0		0.0	
32:	400	0.3	.000	WAKC		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.3	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.3	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.3	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	400	0.3	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	4,100	2.9		OTHER		400	0.3 <- 0.3		0.0		0.0		0.4		0.4		0.3	
	0	0.0		DON'T KNOW		5,200	3.8 <-13.2		4.6		2.3		5.7		4.5		8.2	
	137,600	98.6		RADIO USERS		137,600	98.6 <-99.4		75.5		75.7		85.5		79.4		92.6	
	2,000	1.4		NON-USERS		2,000	1.4 <- 0.6		24.5		24.3		14.5		20.6		7.4	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER

FEMALES 18-34 (N= 676)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	75,000	35.5	.387	WNCI	1:	29,000	14.5 <- 18.1	1:	18.4	1:	17.3	1:	13.6	3:	10.9	1:	13.2	162
2:	64,400	30.5	.351	WSNY	2:	22,600	11.3 <- 9.6	2:	12.0	3:	9.4	4:	9.0	1:	17.8	4:	9.4	165
6:	42,100	19.9	.411	WHOK	3:	17,300	8.6 <- 7.9	4:	8.4	2:	9.6	6:	8.4	9:	5.5	7:	8.3	136
8:	29,800	14.1	.581	WCIX	4:	17,300	8.6 <- 7.9	6:	7.0	5:	7.6	7:	8.2	2:	12.4	6:	8.5	180
7:	38,900	18.4	.434	WRVF	5:	16,900	8.4 <- 5.7	5:	7.7	8:	6.9	5:	9.0	7:	6.9	5:	9.0	178
3:	63,700	30.1	.248	WLVO	6:	15,800	7.9 <- 9.3	3:	10.0	6:	7.6	2:	10.2	4:	8.9	2:	10.1	107
4:	52,900	25.0	.289	WAHC/WHT	7:	15,300	7.6 <- 5.6	7:	6.8	4:	8.0	3:	9.5	5:	8.9	3:	10.1	108
5:	46,400	22.0	.291	WBZX	8:	13,500	6.7 <- 6.5	8:	5.7	7:	7.4	9:	6.8	6:	8.0	8:	7.7	95
9:	25,700	12.2	.475	WVCD	9:	12,200	6.1 <- 4.1	9:	4.7	9:	5.6	8:	7.5	8:	6.2	9:	7.6	177
12:	14,300	6.8	.371	WCLT-FM	10:	5,300	2.6 <- 1.9	10:	2.6	10:	3.9	10:	2.9	12:	1.4	10:	2.4	106
16:	6,900	3.3	.652	WCVO	11:	4,500	2.2 <- 1.3	15:	1.3	17:	0.9	13:	1.9	16:	0.9	13:	1.8	99
13:	13,700	6.5	.299	WRZR	12:	4,100	2.0 <- 2.5	16:	1.3	11:	2.3	11:	2.4	10:	2.5	11:	2.0	167
10:	20,600	9.7	.189	WCOL-FM	13:	3,900	1.9 <- 1.5	12:	1.7	12:	1.8	15:	1.1	13:	1.3	15:	0.9	56
15:	8,100	3.8	.457	WCBE	14:	3,700	1.8 <- 1.5	13:	1.5	13:	1.3	14:	1.3	11:	1.7	14:	1.1	84
11:	18,300	8.7	.175	WBNS-FM	15:	3,200	1.6 <- 1.0	11:	2.0	14:	1.3	12:	2.1	14:	1.1	16:	0.9	37
14:	13,000	6.2	.215	WVVO	16:	2,800	1.4 <- 1.9	14:	1.5	15:	1.3	16:	1.1	15:	1.1	12:	1.9	52
18:	5,600	2.7	.411	WCOL-AM	17:	2,300	1.1 <- 0.6	20:	0.6	16:	1.1	17:	0.6	24:	0.2	17:	0.7	58
17:	6,700	3.2	.269	WTVN	18:	1,800	0.9 <- 0.8	17:	1.3	24:	0.4	18:	0.6	20:	0.4	18:	0.6	13
24:	2,100	1.0	.524	WMRN-FM	19:	1,100	0.5 <- 0.5	22:	0.4	19:	0.6	20:	0.5	17:	0.6	19:	0.6	97
23:	2,200	1.0	.455	WSVZ	20:	1,000	0.5 <- 0.4	24:	0.3	27:	0.2	23:	0.2	21:	0.4	20:	0.6	88
31:	1,200	0.6	.583	WBNS-AM	21:	700	0.3 <- 0.1	27:	0.2	28:	0.2	24:	0.2		0.0	24:	0.2	22
26:	1,900	0.9	.316	WMNI	22:	600	0.3 <- 0.3	21:	0.6	23:	0.4	22:	0.4		0.0	22:	0.3	26
27:	1,800	0.9	.333	WCEZ	23:	600	0.3 <- 0.1	23:	0.4	29:	0.2		0.0		0.0		0.0	20
34:	800	0.4	.750	WHYH	24:	600	0.3 <- 0.1	28:	0.2	22:	0.4	21:	0.4		0.0		0.0	183
22:	2,500	1.2	.200	WRFD	25:	500	0.2 <- 0.1	29:	0.2	18:	0.7	26:	0.2	25:	0.2		0.0	32
25:	2,100	1.0	.238	WOSU-AM	26:	500	0.2 <- 0.2	18:	0.8	25:	0.4	25:	0.2	22:	0.4	25:	0.2	14
20:	3,400	1.6	.088	WOSU-FM	27:	300	0.1 <- 0.1	25:	0.3	26:	0.4	27:	0.2	18:	0.6	23:	0.3	6
28:	1,800	0.9	.167	WQIO	28:	300	0.1 <- 0.0	26:	0.3	20:	0.5		0.0		0.0	30:	0.2	120
29:	1,400	0.7	.214	WLW	29:	300	0.1 <- 0.2	32:	0.2	32:	0.2		0.0	28:	0.2		0.0	11
30:	1,400	0.7	.214	WCMJ	30:	300	0.1 <- 0.0	30:	0.2	30:	0.2	28:	0.2	27:	0.2	27:	0.2	173
32:	1,200	0.6	.250	WCLT-AM	31:	300	0.1 <- 0.1		0.0	31:	0.2	30:	0.2	23:	0.3	28:	0.2	24
39:	300	0.1	.999	WHIZ-FM	32:	300	0.1 <- 0.1		0.0		0.0		0.0		0.0		0.0	58
40:	300	0.1	.999	WLOH	33:	300	0.1 <- 0.1	31:	0.2	33:	0.2	29:	0.2		0.0	29:	0.2	31
38:	300	0.1	.999	WYBZ	34:	300	0.1 <- 0.0	33:	0.2		0.0	31:	0.2	26:	0.2	26:	0.2	223
19:	4,300	2.0	.000	WJIM		0	0.0 <- 0.6	34:	0.2	21:	0.5	19:	0.6	19:	0.5	21:	0.4	
21:	3,100	1.5	.000	WNKO		0	0.0 <- 0.1	19:	0.7	35:	0.2	32:	0.2		0.0		0.0	
33:	900	0.4	.000	WVVC		0	0.0 <- 0.0		0.0	34:	0.2		0.0		0.0		0.0	
35:	600	0.3	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0	29:	0.2		0.0	
37:	400	0.2	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	400	0.2	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
41:	300	0.1	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
42:	300	0.1	.000	WNRJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
43:	300	0.1	.000	WECC		0	0.0 <- 0.0	35:	0.2		0.0		0.0		0.0	31:	0.2	
	4,400	2.1		OTHER		600	0.3 <- 0.6		0.2		0.4		0.4		0.2		0.0	
	500	0.2		DON'T KNOW		6,700	3.2 <- 11.6		4.0		3.6		4.3		4.6		8.0	
	206,900	97.9		RADIO USERS		206,900	97.9 <- 99.0		77.3		65.5		79.4		62.6		88.2	
	4,400	2.1		NON-USERS		4,400	2.1 <- 1.0		22.7		34.5		20.6		37.3		11.7	

STANDARD DEMO RANKER
FEMALES 18-49 (N=1187)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	112,400	30.4	.425	WNCI	1:	47,800	14.0 <- 17.0	1:	17.0	1:	15.0	1:	13.5	2:	10.6	1:	12.7	158
2:	108,800	29.5	.383	WSNY	2:	41,700	12.3 <- 12.9	2:	13.5	2:	12.2	2:	10.5	1:	15.9	2:	9.9	179
5:	64,400	17.4	.447	WHOK	3:	28,800	8.5 <- 7.4	4:	7.6	3:	9.2	3:	8.2	8:	6.0	3:	8.3	133
6:	53,800	14.6	.448	WRVF	4:	24,100	7.1 <- 4.8	6:	5.8	4:	6.6	5:	7.6	6:	6.2	5:	7.8	149
3:	78,900	21.4	.271	WLVO	5:	21,400	6.3 <- 7.0	3:	8.7	6:	6.2	4:	8.0	5:	6.6	4:	7.9	85
10:	38,400	10.4	.526	WCOX	6:	20,200	5.9 <- 5.5	7:	4.9	7:	5.7	8:	6.0	3:	9.8	8:	5.9	124
4:	65,300	17.7	.274	WAHC/WHT	7:	17,900	5.3 <- 4.3	8:	4.3	5:	6.3	6:	6.8	4:	6.9	6:	7.1	74
11:	33,900	9.2	.496	WUCD	8:	16,800	4.9 <- 3.2	10:	3.5	9:	4.7	7:	6.2	9:	4.9	7:	6.1	144
7:	53,500	14.5	.293	WBZX	9:	15,700	4.6 <- 4.3	9:	3.8	8:	4.9	9:	5.0	7:	6.1	9:	5.5	65
8:	47,000	12.7	.272	WCOL-FM	10:	12,800	3.8 <- 3.0	13:	2.6	11:	3.3	10:	3.4	10:	3.7	11:	3.5	108
12:	29,000	7.9	.424	WTVN	11:	12,300	3.6 <- 3.8	5:	6.2	13:	2.2	12:	2.4	11:	2.4	12:	2.9	54
9:	38,600	10.5	.285	WBNS-FM	12:	11,000	3.2 <- 2.2	12:	3.0	12:	2.7	11:	3.2	13:	2.4	13:	2.8	74
13:	24,900	6.7	.418	WKVO	13:	10,400	3.1 <- 3.7	11:	3.2	14:	2.0	14:	2.2	14:	2.3	10:	3.8	114
14:	19,800	5.4	.414	WCLT-FM	14:	8,200	2.4 <- 2.1	14:	2.2	10:	3.5	15:	2.1	16:	1.6	14:	2.6	96
19:	12,200	3.3	.623	WCVO	15:	7,600	2.2 <- 1.5	16:	1.6	19:	1.2	16:	1.8	18:	1.2	15:	1.8	98
15:	16,400	4.4	.366	WCBE	16:	6,000	1.8 <- 1.8	15:	2.0	15:	1.5	13:	2.3	12:	2.4	16:	1.6	80
16:	16,200	4.4	.290	WRZR	17:	4,700	1.4 <- 1.8	17:	1.1	16:	1.5	18:	1.5	15:	1.8	18:	1.2	112
18:	14,200	3.8	.246	WCOL-AM	18:	3,500	1.0 <- 1.0	25:	0.5	17:	1.3	21:	0.8	21:	0.8	21:	0.6	52
21:	8,100	2.2	.432	WOSU-AM	19:	3,500	1.0 <- 0.8	19:	1.0	21:	0.9	20:	0.8	25:	0.4	20:	0.7	58
22:	7,600	2.1	.461	WSWZ	20:	3,500	1.0 <- 0.8	24:	0.5	22:	0.9	19:	0.8	19:	0.9	23:	0.6	181
17:	14,600	4.0	.205	WOSU-FM	21:	3,000	0.9 <- 1.1	20:	0.9	20:	1.1	17:	1.5	17:	1.6	17:	1.6	33
20:	9,100	2.5	.275	WCEZ	22:	2,500	0.7 <- 0.6	22:	0.8	23:	0.7	26:	0.5	20:	0.8	19:	1.0	49
24:	5,300	1.4	.472	WRFD	23:	2,500	0.7 <- 0.7	23:	0.7	18:	1.3	25:	0.5	24:	0.5	29:	0.2	94
23:	5,500	1.5	.436	WMNI	24:	2,400	0.7 <- 0.9	21:	0.9	24:	0.7	22:	0.6	27:	0.3	24:	0.5	61
30:	2,800	0.8	.643	WMRN-FM	25:	1,800	0.5 <- 0.5	26:	0.5	26:	0.5	23:	0.6	22:	0.8	22:	0.6	93
26:	5,100	1.4	.314	WNKO	26:	1,600	0.5 <- 0.5	18:	1.0	28:	0.4	27:	0.5	28:	0.3	25:	0.5	140
27:	4,900	1.3	.327	WBNS-AM	27:	1,600	0.5 <- 0.4	27:	0.4	27:	0.4	32:	0.1	32:	0.2	32:	0.2	30
28:	4,700	1.3	.191	WLW	28:	900	0.3 <- 0.4	33:	0.1	30:	0.3	33:	0.1	23:	0.6	33:	0.1	20
37:	1,100	0.3	.636	WMRN-AM	29:	700	0.2 <- 0.2	31:	0.1	30:	0.0	31:	0.2	30:	0.2	28:	0.2	178
29:	3,300	0.9	.182	WQIO	30:	600	0.2 <- 0.1	28:	0.3	25:	0.6	28:	0.4	34:	0.2	27:	0.3	141
32:	2,100	0.6	.286	WWKC	31:	600	0.2 <- 0.2	34:	0.1	37:	0.1	35:	0.1	35:	0.2	34:	0.1	167
33:	2,000	0.5	.300	WCMJ	32:	600	0.2 <- 0.0	29:	0.2	36:	0.1	34:	0.1	33:	0.2	30:	0.2	204
38:	800	0.2	.750	WYTH	33:	600	0.2 <- 0.1	35:	0.1	31:	0.3	29:	0.2	0:	0.0	0:	0.0	108
34:	2,000	0.5	.250	WHIZ-FM	34:	500	0.1 <- 0.1	36:	0.1	32:	0.3	36:	0.1	0:	0.0	35:	0.1	57
39:	600	0.2	.667	WNRJ	35:	400	0.1 <- 0.0	32:	0.1	34:	0.2	0:	0.0	0:	0.0	0:	0.0	306
31:	2,500	0.7	.120	WCLT-AM	36:	300	0.1 <- 0.2	0:	0.0	33:	0.3	37:	0.1	31:	0.2	36:	0.1	14
35:	1,900	0.5	.158	WEEC	37:	300	0.1 <- 0.1	30:	0.2	0:	0.0	40:	0.1	26:	0.4	31:	0.2	23
40:	600	0.2	.500	WLOH	38:	300	0.1 <- 0.1	37:	0.1	38:	0.1	38:	0.1	0:	0.0	37:	0.1	18
43:	300	0.1	.999	WYBZ	39:	300	0.1 <- 0.0	38:	0.1	0:	0.0	39:	0.1	36:	0.2	38:	0.1	131
25:	5,200	1.4	.000	WWJM	0	0	0.0 <- 0.4	39:	0.1	29:	0.3	24:	0.5	29:	0.3	26:	0.4	
36:	1,800	0.5	.000	WOBM	0	0	0.0 <- 0.0	0:	0.0	39:	0.1	30:	0.2	37:	0.2	0:	0.0	
42:	400	0.1	.000	WILE	0	0	0.0 <- 0.0	0:	0.0	35:	0.2	0:	0.0	0:	0.0	0:	0.0	
41:	400	0.1	.000	WTUE	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
44:	300	0.1	.000	WCVZ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	6,700	1.8		OTHER		1,000	0.3 <- 0.8		0.1		0.3		0.3		0.2		0.1	
	500	0.1		DON'T KNOW		12,700	3.6 <- 10.3		4.1		4.0		4.2		5.4		7.0	
	352,900	95.6		RADIO USERS		352,900	95.6 <- 98.5		75.9		59.5		73.4		54.1		82.3	
	16,300	4.4		NON-USERS		16,300	4.4 <- 1.5		24.1		40.4		26.6		45.8		17.6	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER FEMALES 25-49 (N= 979)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
2: 82,000	28.8	.452	WNCI 1: 37,100	14.3	<-16.2	1: 16.0	1: 15.2	1: 13.0	2: 10.4	1: 13.0	161
1: 84,200	29.6	.405	WSNY 2: 34,100	13.2	<-15.1	2: 14.8	2: 15.0	2: 11.6	1: 15.6	2: 10.5	192
4: 50,500	17.8	.450	WHOK 3: 22,700	8.8	<- 7.7	4: 7.8	3: 8.5	3: 8.8	3: 7.1	3: 8.6	138
6: 37,100	13.0	.456	WRVF 4: 16,900	6.5	<- 4.6	6: 5.2	4: 6.4	5: 7.2	7: 5.2	5: 6.9	137
3: 53,700	18.9	.311	WLWQ 5: 16,700	6.4	<- 7.2	3: 9.0	5: 6.1	4: 8.5	4: 6.1	4: 8.2	87
10: 27,600	9.7	.446	WTVN 6: 12,300	4.7	<- 5.0	5: 7.7	11: 3.0	12: 3.2	11: 3.6	10: 3.9	71
5: 39,900	14.0	.301	WCOL-FM 7: 12,000	4.6	<- 3.8	11: 3.0	6: 4.2	8: 4.3	6: 5.5	8: 4.7	132
11: 24,900	8.8	.458	WVCD 8: 11,400	4.4	<- 3.0	10: 3.1	7: 4.2	6: 5.9	8: 4.8	6: 5.6	128
12: 20,300	7.1	.512	WVCO 9: 10,400	4.0	<- 4.9	7: 4.1	13: 2.8	13: 3.0	12: 3.4	7: 4.8	150
7: 32,900	11.6	.307	WBNS-FM 10: 10,100	3.9	<- 2.9	8: 3.4	9: 3.5	11: 3.6	13: 3.2	11: 3.7	89
13: 20,100	7.1	.438	WCKX 11: 8,800	3.4	<- 3.0	9: 3.2	10: 3.5	9: 3.8	5: 5.5	12: 3.7	71
8: 30,600	10.8	.281	WAHC/WHT 12: 8,600	3.3	<- 3.0	12: 2.6	8: 4.1	7: 4.5	9: 4.7	9: 4.5	47
9: 29,000	10.2	.252	WBZX 13: 7,300	2.8	<- 3.2	16: 1.9	14: 2.2	10: 3.7	10: 4.5	13: 3.5	40
14: 13,800	4.9	.449	WCLT-FM 14: 6,200	2.4	<- 2.1	13: 2.2	12: 3.0	17: 1.8	16: 2.0	14: 3.1	95
18: 10,200	3.6	.588	WCVO 15: 6,000	2.3	<- 1.8	15: 2.0	18: 1.4	16: 1.8	17: 1.8	16: 1.8	102
17: 13,700	4.8	.358	WCBE 16: 4,900	1.9	<- 1.9	14: 2.2	19: 1.3	14: 2.7	14: 2.6	17: 1.8	86
15: 13,800	4.9	.254	WCOL-AM 17: 3,500	1.4	<- 1.3	25: 0.6	15: 1.8	19: 1.0	20: 1.2	22: 0.7	68
21: 7,300	2.6	.479	WOSU-AM 18: 3,500	1.4	<- 1.0	18: 1.0	20: 1.3	20: 1.0	25: 0.6	19: 0.9	76
22: 7,200	2.5	.486	WSWZ 19: 3,500	1.4	<- 1.0	24: 0.7	21: 1.2	18: 1.1	18: 1.3	21: 0.8	238
16: 13,800	4.9	.217	WOSU-FM 20: 3,000	1.2	<- 1.4	17: 1.1	17: 1.6	15: 2.0	15: 2.3	15: 2.1	43
19: 8,700	3.1	.310	WRZR 21: 2,700	1.0	<- 1.1	19: 1.0	23: 0.7	21: 0.7	21: 1.1	20: 0.9	85
23: 5,000	1.8	.500	WRFD 22: 2,500	1.0	<- 1.0	23: 0.9	16: 1.8	22: 0.6	24: 0.7	28: 0.3	124
20: 8,700	3.1	.241	WCEZ 23: 2,100	0.8	<- 0.8	20: 1.0	22: 1.0	23: 0.6	19: 1.2	18: 1.3	54
24: 4,700	1.7	.426	WMNI 24: 2,000	0.8	<- 1.1	21: 1.0	24: 0.7	25: 0.6	27: 0.5	25: 0.5	67
27: 3,800	1.3	.421	WNKO 25: 1,600	0.6	<- 0.6	22: 0.9	25: 0.6	24: 0.6	28: 0.5	23: 0.6	184
30: 2,300	0.8	.565	WMRN-FM 26: 1,300	0.5	<- 0.6	26: 0.6	28: 0.4	26: 0.5	23: 0.8	24: 0.6	88
26: 4,500	1.6	.267	WBNS-AM 27: 1,200	0.5	<- 0.6	27: 0.6	26: 0.6	32: 0.2	31: 0.2	32: 0.2	30
25: 4,700	1.7	.191	WLW 28: 900	0.3	<- 0.5	32: 0.1	29: 0.4	33: 0.2	22: 0.9	33: 0.1	26
38: 700	0.2	.999	WMRN-AM 29: 700	0.3	<- 0.3	30: 0.2	0.0	31: 0.2	30: 0.3	27: 0.3	234
29: 2,900	1.0	.207	WQIO 30: 600	0.2	<- 0.1	34: 0.1	27: 0.6	27: 0.5	33: 0.2	26: 0.4	185
32: 2,000	0.7	.300	WCMJ 31: 600	0.2	<- 0.0	28: 0.3	36: 0.2	35: 0.2	34: 0.2	29: 0.3	268
35: 1,700	0.6	.353	WKWC 32: 600	0.2	<- 0.2	33: 0.1	35: 0.2	34: 0.2	32: 0.2	34: 0.1	219
37: 800	0.3	.750	WHTH 33: 600	0.2	<- 0.1	35: 0.1	30: 0.4	29: 0.3	0.0	0.0	142
33: 2,000	0.7	.250	WHJZ-FM 34: 500	0.2	<- 0.1	36: 0.1	31: 0.4	36: 0.2	0.0	35: 0.1	74
39: 600	0.2	.667	WNRJ 35: 400	0.2	<- 0.0	31: 0.2	33: 0.3	0.0	0.0	0.0	401
31: 2,100	0.7	.143	WCLT-AM 36: 300	0.1	<- 0.2	0.0	32: 0.4	37: 0.2	0.0	36: 0.1	19
34: 1,900	0.7	.158	WEEC 37: 300	0.1	<- 0.1	29: 0.3	0.0	40: 0.2	26: 0.5	30: 0.3	30
40: 600	0.2	.500	WLOH 38: 300	0.1	<- 0.1	38: 0.1	37: 0.2	39: 0.2	0.0	37: 0.1	24
42: 300	0.1	.999	WYBZ 39: 300	0.1	<- 0.0	37: 0.1	0.0	38: 0.2	35: 0.2	38: 0.1	172
28: 3,100	1.1	.000	WJMJ 0	0.0	<- 0.0	39: 0.1	39: 0.2	28: 0.5	29: 0.5	31: 0.3	
36: 1,400	0.5	.000	WOBW 0	0.0	<- 0.0	0.0	38: 0.2	30: 0.3	36: 0.2	0.0	
41: 400	0.1	.000	WILE 0	0.0	<- 0.0	0.0	34: 0.3	0.0	0.0	0.0	
43: 300	0.1	.000	WCVZ 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
4,000	1.4		OTHER 1,000	0.4	<- 0.9	0.1	0.4	0.5	0.2	0.1	
500	0.2		DON'T KNOW 9,400	3.5	<- 8.6	3.4	4.1	3.9	5.8	6.1	
268,600	94.4		RADIO USERS 268,600	94.4	<-98.1	76.6	55.5	70.2	47.9	79.1	
15,900	5.6		NON-USERS 15,900	5.6	<- 1.9	23.4	44.4	29.8	52.1	20.9	

Strategic AccuRatings

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STANDARD DEMO RANKER FEMALES 25-54 (N=1091)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	90,500	28.4	.418	WSNY	1:	37,800	13.1 <- 14.9	2:	14.8	1:	14.9	2:	11.6	1:	15.3	2:	10.1	191
2:	84,100	26.4	.447	WNCI	2:	37,600	13.0 <- 14.9	1:	15.0	2:	14.2	1:	12.0	2:	9.6	1:	11.9	146
3:	55,400	17.4	.449	WHOK	3:	24,900	8.6 <- 8.0	5:	7.5	3:	8.0	3:	8.6	3:	6.8	3:	8.8	135
6:	39,300	12.3	.476	WRVF	4:	18,700	6.5 <- 4.5	6:	5.2	4:	6.2	5:	7.0	7:	4.8	5:	6.7	136
8:	34,800	10.9	.497	WTVN	5:	17,300	6.0 <- 6.3	3:	8.9	6:	4.5	7:	4.3	9:	4.3	8:	4.9	89
4:	53,700	16.8	.311	WLVA	6:	16,700	5.8 <- 6.4	4:	8.2	5:	5.6	4:	7.8	5:	5.6	4:	7.4	78
5:	42,600	13.4	.303	WCOL-FM	7:	12,900	4.5 <- 3.7	9:	3.3	7:	4.3	8:	4.3	4:	5.8	9:	4.8	128
12:	23,400	7.3	.551	WKOD	8:	12,900	4.5 <- 5.3	7:	4.3	13:	2.6	13:	3.1	13:	3.8	6:	5.3	167
7:	36,300	11.4	.325	WBNS-FM	9:	11,800	4.1 <- 2.9	8:	3.3	9:	3.8	10:	4.1	12:	3.8	11:	4.0	94
11:	24,900	7.8	.458	WVOD	10:	11,400	3.9 <- 2.7	12:	2.8	8:	3.9	6:	5.5	8:	4.5	7:	5.1	115
18:	13,700	4.3	.650	WVOD	11:	8,900	3.1 <- 2.4	10:	3.2	15:	2.2	15:	2.5	16:	2.5	15:	2.6	136
13:	21,400	6.7	.411	WKCX	12:	8,800	3.0 <- 2.8	11:	2.9	12:	3.2	11:	3.5	6:	5.1	12:	3.6	63
9:	30,600	9.6	.281	WAHC/WHT	13:	8,600	3.0 <- 2.7	13:	2.3	10:	3.8	9:	4.1	10:	4.3	10:	4.1	42
15:	15,900	5.0	.484	WCLT-FM	14:	7,700	2.7 <- 2.3	14:	2.2	11:	3.3	17:	2.1	17:	2.1	13:	3.4	106
10:	29,000	9.1	.252	WBZX	15:	7,300	2.5 <- 2.8	16:	1.7	16:	2.0	12:	3.5	11:	4.2	14:	3.1	36
14:	18,400	5.8	.288	WOSU-FM	16:	5,300	1.8 <- 1.9	17:	1.2	14:	2.3	16:	2.3	15:	2.5	16:	2.5	68
17:	14,500	4.5	.338	WCBE	17:	4,900	1.7 <- 1.7	15:	2.2	20:	1.2	14:	2.9	14:	2.7	18:	1.6	77
19:	12,500	3.9	.312	WCEZ	18:	3,900	1.3 <- 1.3	18:	1.2	19:	1.3	19:	1.0	18:	1.7	17:	1.8	89
16:	14,900	4.7	.235	WCOL-AM	19:	3,500	1.2 <- 1.2	27:	0.6	17:	2.0	18:	1.1	20:	1.1	24:	0.6	61
21:	7,600	2.4	.461	WOSU-AM	20:	3,500	1.2 <- 0.9	20:	0.9	21:	1.2	21:	1.0	25:	0.6	19:	0.9	68
22:	7,500	2.4	.467	WSWZ	21:	3,500	1.2 <- 0.9	26:	0.6	22:	1.1	20:	1.0	19:	1.2	21:	0.7	214
20:	8,700	2.7	.310	WRZR	22:	2,700	0.9 <- 1.0	21:	0.9	23:	0.7	23:	0.7	22:	1.0	20:	0.8	76
25:	5,600	1.8	.464	WMNI	23:	2,600	0.9 <- 1.1	19:	1.1	24:	0.7	22:	0.8	27:	0.4	22:	0.7	78
23:	5,900	1.9	.424	WRFD	24:	2,500	0.9 <- 0.9	22:	0.9	18:	1.6	25:	0.6	24:	0.7	28:	0.3	111
24:	5,900	1.9	.305	WBNS-AM	25:	1,800	0.6 <- 0.7	24:	0.8	25:	0.5	34:	0.1	31:	0.2	34:	0.2	40
28:	3,200	1.0	.531	WMRN-FM	26:	1,700	0.6 <- 0.7	25:	0.7	29:	0.4	24:	0.7	23:	1.0	23:	0.7	104
27:	4,100	1.3	.390	WKOD	27:	1,600	0.6 <- 0.6	23:	0.8	26:	0.5	26:	0.6	28:	0.4	25:	0.6	165
26:	5,400	1.7	.241	WLW	28:	1,300	0.4 <- 0.4	28:	0.3	27:	0.5	35:	0.1	21:	1.1	35:	0.1	33
31:	2,600	0.8	.308	WHIZ-FM	29:	800	0.3 <- 0.2	29:	0.3	30:	0.4	29:	0.3	32:	0.2	29:	0.3	107
38:	1,000	0.3	.700	WMRN-AM	30:	700	0.2 <- 0.2	32:	0.2	30:	0.0	33:	0.2	30:	0.3	27:	0.3	210
29:	3,200	1.0	.188	WQID	31:	600	0.2 <- 0.1	35:	0.1	28:	0.5	27:	0.5	33:	0.2	26:	0.4	166
32:	2,500	0.8	.240	WCLT-AM	32:	600	0.2 <- 0.4	30:	0.0	31:	0.4	38:	0.1	0:	0.0	31:	0.3	34
33:	2,000	0.6	.300	WCMJ	33:	600	0.2 <- 0.0	30:	0.3	35:	0.2	36:	0.1	34:	0.2	30:	0.3	240
35:	1,700	0.5	.353	WKCC	34:	600	0.2 <- 0.2	36:	0.1	36:	0.2	37:	0.1	35:	0.2	36:	0.1	196
39:	800	0.3	.750	WHTH	35:	600	0.2 <- 0.1	34:	0.1	32:	0.4	30:	0.3	0:	0.0	0:	0.0	127
40:	600	0.2	.667	WNRJ	36:	400	0.1 <- 0.0	33:	0.2	33:	0.2	0:	0.0	0:	0.0	0:	0.0	360
34:	1,900	0.6	.158	WEEC	37:	300	0.1 <- 0.1	31:	0.3	0:	0.0	39:	0.1	26:	0.5	32:	0.3	27
37:	1,100	0.3	.273	WLOH	38:	300	0.1 <- 0.1	37:	0.1	37:	0.2	32:	0.2	0:	0.0	39:	0.1	21
43:	300	0.1	.999	WNZR	39:	300	0.1 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	38:	0.1	154
42:	300	0.1	.999	WYBZ	40:	300	0.1 <- 0.0	38:	0.1	0:	0.0	40:	0.1	36:	0.2	37:	0.1	154
30:	3,100	1.0	.000	WJWM	0	0	0.0 <- 0.0	39:	0.1	39:	0.2	28:	0.4	29:	0.4	33:	0.3	
36:	1,400	0.4	.000	WOBM	0	0	0.0 <- 0.0	0:	0.0	38:	0.2	31:	0.3	37:	0.2	0:	0.0	
41:	400	0.1	.000	WILE	0	0	0.0 <- 0.0	0:	0.0	34:	0.2	0:	0.0	0:	0.0	0:	0.0	
44:	300	0.1	.000	WCVZ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	6,000	1.9		OTHER		1,300	0.4 <- 1.0		0.3		0.5		0.4		0.4		0.1	
	1,500	0.5		DON'T KNOW		11,400	3.8 <- 8.7		3.6		4.2		4.1		5.6		6.3	
	300,400	94.3		RADIO USERS		300,400	94.3 <- 97.9		75.8		54.0		68.1		46.0		78.3	
	18,200	5.7		NON-USERS		18,200	5.7 <- 2.0		24.2		46.0		31.9		54.0		21.7	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 35-54 (N= 623)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 50,600	26.3	.451	WSNY	1: 22,800	13.4 <- 16.8	1: 15.5	1: 16.7	1: 12.7	1: 11.9	2: 9.9	196
2: 39,500	20.6	.491	WNCI	2: 19,400	11.4 <- 13.2	3: 13.5	2: 9.7	2: 11.5	3: 8.6	1: 10.0	128
3: 29,400	15.3	.524	WTVN	3: 15,400	9.1 <- 9.8	2: 14.3	4: 7.6	4: 7.0	4: 7.5	4: 7.7	135
5: 27,200	14.2	.504	WHOK	4: 13,700	8.1 <- 7.4	4: 6.1	3: 7.8	3: 7.7	5: 6.4	3: 8.5	127
10: 15,000	7.8	.680	WVCO	5: 10,200	6.0 <- 6.8	5: 5.8	13: 2.8	8: 4.1	7: 5.3	5: 7.2	225
4: 29,100	15.1	.340	WCOL-FM	6: 9,900	5.8 <- 4.8	7: 4.1	6: 5.5	5: 6.6	2: 8.8	6: 7.2	166
6: 23,800	12.4	.399	WBNS-FM	7: 9,500	5.6 <- 3.8	8: 4.0	7: 5.4	6: 5.6	6: 5.8	7: 5.8	128
7: 17,100	8.9	.526	WRVF	8: 9,000	5.3 <- 3.5	10: 3.6	5: 5.8	7: 5.3	8: 4.1	8: 5.8	111
16: 8,800	4.6	.670	WCVQ	9: 5,900	3.5 <- 2.8	9: 4.0	10: 3.1	13: 2.8	12: 3.1	14: 3.1	153
9: 15,200	7.9	.375	WLWQ	10: 5,700	3.4 <- 3.1	6: 5.8	11: 3.1	11: 3.8	18: 1.8	10: 3.6	45
8: 15,800	8.2	.316	WOSU-FM	11: 5,000	2.9 <- 3.1	13: 1.8	8: 3.6	10: 3.9	10: 3.7	9: 4.0	109
17: 8,200	4.3	.561	WVCO	12: 4,600	2.7 <- 1.5	17: 1.4	14: 2.6	12: 3.5	16: 2.1	12: 3.2	79
18: 7,600	4.0	.566	WCLT-FM	13: 4,300	2.5 <- 2.5	12: 1.9	9: 3.4	18: 1.6	17: 2.1	11: 3.4	101
12: 11,200	5.8	.321	WCEZ	14: 3,600	2.1 <- 2.0	15: 1.6	16: 2.0	17: 1.8	13: 3.1	13: 3.2	140
13: 9,900	5.2	.293	WCKX	15: 2,900	1.7 <- 1.9	14: 1.6	15: 2.1	14: 2.3	9: 4.0	15: 2.2	35
20: 6,300	3.3	.460	WOSU-AM	16: 2,900	1.7 <- 1.3	20: 1.1	19: 1.7	19: 1.6	28: 0.4	19: 1.3	96
11: 12,300	6.4	.211	WAHC/WHT	17: 2,600	1.5 <- 2.0	23: 0.7	12: 3.0	15: 2.2	14: 2.6	16: 2.2	22
15: 9,200	4.8	.261	WCBE	18: 2,400	1.4 <- 1.8	11: 2.7	21: 1.7	9: 4.1	11: 3.7	17: 2.0	64
21: 5,700	3.0	.421	WSWZ	19: 2,400	1.4 <- 1.1	25: 0.7	20: 1.7	20: 1.6	19: 1.6	24: 0.4	249
23: 4,500	2.3	.533	WMI	20: 2,400	1.4 <- 1.8	16: 1.5	22: 1.0	21: 1.3	24: 0.8	20: 1.0	122
19: 7,000	3.6	.314	WBZX	21: 2,200	1.3 <- 0.9	22: 0.9	28: 0.4	16: 1.9	15: 2.2	18: 1.9	18
25: 3,800	2.0	.500	WRFD	22: 1,900	1.1 <- 1.3	18: 1.4	18: 1.8	23: 0.9	25: 0.8	25: 0.4	144
28: 2,200	1.1	.727	WNKO	23: 1,600	0.9 <- 0.8	19: 1.2	24: 0.7	24: 0.9	26: 0.8	21: 1.0	280
22: 5,100	2.7	.294	WBNS-AM	24: 1,500	0.9 <- 1.1	21: 1.1	25: 0.7	0.0	29: 0.4	30: 0.2	57
14: 9,700	5.0	.124	WCOL-AM	25: 1,200	0.7 <- 1.2	31: 0.2	17: 2.0	22: 1.1	20: 1.6	26: 0.4	35
24: 4,000	2.1	.250	WLW	26: 1,000	0.6 <- 0.4	28: 0.3	23: 0.8	30: 0.3	21: 1.6	31: 0.2	43
30: 1,600	0.8	.625	WMRN-FM	27: 1,000	0.6 <- 0.6	24: 0.7	31: 0.3	25: 0.9	22: 1.4	22: 0.7	104
35: 1,000	0.5	.700	WMRN-AM	28: 700	0.4 <- 0.4	29: 0.3	0.0	29: 0.3	27: 0.5	23: 0.5	357
26: 2,500	1.3	.240	WRZR	29: 600	0.4 <- 0.6	26: 0.7	0.0	0.0	32: 0.4	0.0	29
27: 2,400	1.2	.250	WHIZ-FM	30: 600	0.4 <- 0.2	27: 0.4	26: 0.7	27: 0.5	31: 0.4	27: 0.4	136
33: 1,200	0.6	.500	WKWC	31: 600	0.4 <- 0.4	32: 0.2	0.0	31: 0.3	30: 0.4	32: 0.2	334
31: 1,600	0.8	.250	WCLT-AM	32: 400	0.2 <- 0.6	0.0	32: 0.3	0.0	0.0	29: 0.3	38
39: 400	0.2	.999	WNRJ	33: 400	0.2 <- 0.0	30: 0.3	29: 0.4	0.0	0.0	0.0	612
29: 1,900	1.0	.158	WQIO	34: 300	0.2 <- 0.2	33: 0.2	27: 0.7	26: 0.9	33: 0.4	28: 0.4	141
32: 1,600	0.8	.188	WEEC	35: 300	0.2 <- 0.2	35: 0.2	0.0	32: 0.3	23: 1.0	33: 0.2	46
38: 600	0.3	.500	WCMJ	36: 300	0.2 <- 0.0	34: 0.2	0.0	0.0	0.0	35: 0.2	204
41: 300	0.2	.999	WZR	37: 300	0.2 <- 0.0	0.0	0.0	0.0	0.0	34: 0.2	262
34: 1,200	0.6	.000	WOBH	0	0.0 <- 0.0	0.0	33: 0.3	28: 0.5	0.0	0.0	
36: 900	0.5	.000	WJIM	0	0.0 <- 0.0	0.0	0.0	33: 0.3	0.0	36: 0.2	
37: 900	0.5	.000	WLOH	0	0.0 <- 0.0	0.0	0.0	34: 0.3	0.0	0.0	
40: 400	0.2	.000	WILE	0	0.0 <- 0.0	0.0	30: 0.4	0.0	0.0	0.0	
4,200	2.2		OTHER	700	0.4 <- 1.2	0.2	0.3	0.3	0.4	0.2	
1,000	0.5		DON'T KNOW	7,800	4.4 <- 8.7	4.3	4.9	4.6	6.4	6.0	
177,900	92.6		RADIO USERS	177,900	92.6 <- 97.7	73.3	49.6	62.7	40.6	73.9	
14,200	7.4		NON-USERS	14,200	7.4 <- 2.3	26.7	50.3	37.3	59.4	26.0	

STANDARD DEMO RANKER
 FEMALES 35-64 (N= 771)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 54,500	21.7	.448	WSNY 1: 24,400	11.3	<-13.9	2: 13.7	1: 13.7	1: 10.3	1: 10.2	4: 8.1	164
3: 41,200	16.4	.539	WTVN 2: 22,200	10.2	<-11.7	1: 16.0	2: 8.0	3: 8.8	2: 8.8	1: 9.5	153
2: 41,500	16.6	.484	WNCI 3: 20,100	9.3	<-11.1	3: 11.3	3: 7.6	2: 9.6	4: 7.0	3: 8.2	104
4: 34,700	13.8	.522	WHOK 4: 18,100	8.3	<- 8.3	4: 6.9	4: 7.6	4: 7.7	6: 5.6	2: 8.5	131
6: 33,800	13.5	.382	WBNS-FM 5: 12,900	6.0	<- 4.9	9: 4.1	6: 6.3	6: 6.4	5: 6.0	7: 5.8	136
5: 34,200	13.6	.357	WCOL-FM 6: 12,200	5.6	<- 4.8	8: 4.1	5: 7.0	5: 6.5	3: 8.4	5: 6.7	161
8: 19,100	7.6	.597	WVKO 7: 11,400	5.3	<- 5.9	6: 5.0	11: 3.2	9: 3.3	8: 4.4	6: 6.5	197
9: 19,000	7.6	.574	WRVF 8: 10,900	5.0	<- 3.1	10: 3.3	7: 5.3	7: 4.9	10: 4.1	8: 5.4	106
13: 13,300	5.3	.692	WCVQ 9: 9,200	4.2	<- 3.7	5: 5.1	10: 3.6	11: 3.2	7: 4.9	10: 3.6	187
7: 21,600	8.6	.361	WOSU-FM 10: 7,800	3.6	<- 3.6	11: 2.6	8: 4.3	8: 4.0	11: 3.9	9: 4.6	133
12: 15,200	6.1	.375	WLVQ 11: 5,700	2.6	<- 2.4	7: 4.6	13: 2.4	12: 3.1	21: 1.5	14: 2.9	36
10: 16,700	6.7	.335	WCEZ 12: 5,600	2.6	<- 2.4	17: 1.5	14: 2.3	16: 2.1	9: 4.4	12: 3.0	171
14: 12,800	5.1	.422	WBNS-AM 13: 5,400	2.5	<- 2.4	12: 2.3	16: 2.3	14: 2.8	15: 2.5	15: 2.7	160
16: 11,700	4.7	.444	WOSU-AM 14: 5,200	2.4	<- 1.9	16: 1.5	12: 3.0	15: 2.7	24: 1.2	13: 2.9	135
19: 9,200	3.7	.554	WCLT-FM 15: 5,100	2.4	<- 2.4	15: 1.9	9: 3.7	21: 1.6	18: 1.7	11: 3.3	94
20: 8,200	3.3	.561	WVCD 16: 4,600	2.1	<- 1.2	20: 1.1	18: 2.1	13: 2.8	19: 1.7	16: 2.6	62
22: 7,200	2.9	.597	WMNI 17: 4,300	2.0	<- 2.4	13: 2.1	24: 1.1	25: 1.1	25: 1.1	21: 1.1	172
11: 16,300	6.5	.215	WCOL-AM 18: 3,500	1.6	<- 1.8	24: 0.6	17: 2.2	17: 2.0	13: 3.1	22: 1.1	81
17: 10,300	4.1	.282	WCKX 19: 2,900	1.3	<- 1.5	19: 1.3	19: 1.6	18: 1.8	12: 3.2	17: 1.7	28
15: 12,700	5.1	.205	WAHC/WHT 20: 2,600	1.2	<- 1.6	25: 0.6	15: 2.3	20: 1.8	16: 2.1	18: 1.7	17
21: 7,400	3.0	.338	WBZX 21: 2,500	1.2	<- 0.9	21: 0.9	25: 0.6	19: 1.8	17: 1.8	19: 1.7	16
18: 10,000	4.0	.240	WCBE 22: 2,400	1.1	<- 1.4	14: 2.1	22: 1.3	10: 3.3	14: 3.0	20: 1.6	50
24: 5,700	2.3	.421	WSWZ 23: 2,400	1.1	<- 0.8	26: 0.5	21: 1.3	22: 1.3	22: 1.3	29: 0.4	195
23: 5,800	2.3	.397	WRFD 24: 2,300	1.1	<- 1.4	18: 1.4	20: 1.4	23: 1.3	28: 0.7	27: 0.7	136
26: 3,400	1.4	.500	WEEC 25: 1,700	0.8	<- 0.8	28: 0.5	0.0	24: 1.1	27: 0.8	23: 1.0	204
30: 2,200	0.9	.727	WNKO 26: 1,600	0.7	<- 0.6	22: 0.9	27: 0.5	27: 0.7	29: 0.7	25: 0.8	219
31: 2,000	0.8	.700	WMRN-FM 27: 1,400	0.6	<- 0.6	23: 0.8	26: 0.6	26: 1.0	20: 1.6	24: 0.8	114
27: 3,200	1.3	.375	WCLT-AM 28: 1,200	0.6	<- 0.8	31: 0.2	33: 0.3	0.0	26: 0.9	26: 0.7	90
25: 5,200	2.1	.192	WLW 29: 1,000	0.5	<- 0.3	32: 0.2	23: 1.2	32: 0.2	23: 1.3	33: 0.2	34
28: 2,800	1.1	.357	WHIZ-FM 30: 1,000	0.5	<- 0.3	30: 0.4	28: 0.5	28: 0.7	31: 0.3	30: 0.4	178
35: 1,400	0.6	.500	WMRN-AM 31: 700	0.3	<- 0.3	29: 0.5	0.0	31: 0.3	30: 0.4	28: 0.4	280
29: 2,500	1.0	.240	WRZR 32: 600	0.3	<- 0.5	27: 0.5	0.0	0.0	33: 0.3	0.0	22
36: 1,200	0.5	.500	WKWC 33: 600	0.3	<- 0.3	36: 0.2	0.0	33: 0.2	32: 0.3	34: 0.2	262
33: 1,600	0.6	.250	WLOH 34: 400	0.2	<- 0.2	33: 0.2	31: 0.3	34: 0.2	0.0	32: 0.2	38
39: 400	0.2	.999	WNRJ 35: 400	0.2	<- 0.0	34: 0.2	30: 0.3	0.0	0.0	0.0	480
32: 1,900	0.8	.158	WQIO 36: 300	0.1	<- 0.1	37: 0.2	29: 0.5	29: 0.7	34: 0.3	31: 0.4	111
38: 600	0.2	.500	WCMJ 37: 300	0.1	<- 0.0	38: 0.2	0.0	0.0	0.0	36: 0.2	160
42: 300	0.1	.999	WNZR 38: 300	0.1	<- 0.0	0.0	0.0	0.0	0.0	35: 0.2	206
34: 1,600	0.6	.000	WOBN 0	0.0	<- 0.0	0.0	34: 0.3	30: 0.4	0.0	0.0	0.0
37: 900	0.4	.000	WVJM 0	0.0	<- 0.0	0.0	0.0	35: 0.2	0.0	37: 0.2	0.0
40: 400	0.2	.000	WHTH 0	0.0	<- 0.2	35: 0.2	0.0	0.0	0.0	0.0	0.0
41: 400	0.2	.000	WILE 0	0.0	<- 0.0	0.0	32: 0.3	0.0	0.0	0.0	0.0
5,100	2.0		OTHER 1,500	0.7	<- 1.3	0.2	0.6	0.2	0.3	0.5	
2,100	0.8		DON'T KNOW 12,200	5.3	<- 9.3	4.1	5.7	4.5	6.0	6.6	
228,900	91.3		RADIO USERS 228,900	91.3	<-97.0	70.8	48.7	59.0	38.0	71.6	
21,600	8.6		NON-USERS 21,600	8.6	<- 3.0	29.2	51.3	41.0	62.0	28.3	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 35+ (N=1009)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2:	53,800	15.8	.571	WTVN	1:	30,700	11.1 <- 11.8	1: 16.8	2: 9.5	1: 9.0	1: 9.6	1: 10.7	165
1:	55,900	16.4	.462	WSNY	2:	25,800	9.3 <- 11.5	2: 11.7	1: 11.2	2: 8.9	2: 8.5	4: 6.8	136
5:	41,400	12.2	.553	WHOK	3:	22,900	8.2 <- 8.4	4: 7.4	4: 6.7	4: 7.8	5: 6.2	2: 8.2	130
4:	44,000	12.9	.475	WNCI	4:	20,900	7.5 <- 8.8	3: 9.2	5: 6.0	3: 8.2	6: 5.7	3: 6.9	84
3:	46,500	13.7	.432	WBNS-FM	5:	20,100	7.2 <- 7.2	5: 5.6	3: 7.7	5: 6.2	4: 6.7	5: 6.5	166
6:	37,100	10.9	.388	WCOL-FM	6:	14,400	5.2 <- 4.2	8: 3.9	6: 5.7	6: 6.0	3: 7.7	7: 5.8	148
9:	21,900	6.4	.594	WVKO	7:	13,000	4.7 <- 5.1	7: 4.4	13: 3.1	10: 3.4	11: 4.1	6: 5.8	175
10:	20,100	5.9	.542	WRVF	8:	10,900	3.9 <- 2.6	13: 2.7	8: 4.2	7: 4.2	12: 3.3	9: 4.4	82
7:	26,500	7.8	.404	WOSU-FM	9:	10,700	3.9 <- 3.9	10: 3.2	7: 4.4	8: 4.1	8: 5.1	8: 5.3	143
14:	15,600	4.6	.660	WCVO	10:	10,300	3.7 <- 3.4	6: 4.7	14: 3.1	11: 3.2	7: 5.3	11: 3.5	163
12:	19,600	5.8	.505	WBNS-AM	11:	9,900	3.6 <- 3.5	12: 2.7	9: 4.1	9: 3.5	15: 2.3	12: 3.5	229
16:	14,100	4.1	.553	WCLT-FM	12:	7,800	2.8 <- 3.1	14: 2.3	11: 3.2	18: 2.0	21: 1.4	10: 3.6	112
8:	24,000	7.1	.313	WCOL-AM	13:	7,500	2.7 <- 2.5	21: 1.0	10: 3.7	15: 2.6	9: 4.8	16: 2.1	136
11:	20,100	5.9	.373	WCEZ	14:	7,500	2.7 <- 2.4	16: 1.6	15: 2.6	17: 2.3	10: 4.2	13: 3.2	179
18:	11,600	3.4	.595	WMNI	15:	6,900	2.5 <- 2.7	11: 2.8	20: 1.4	21: 1.5	19: 1.5	18: 1.6	215
15:	15,200	4.5	.375	WLVR	16:	5,700	2.1 <- 1.9	9: 3.7	16: 1.9	14: 2.7	24: 1.2	15: 2.3	28
13:	16,300	4.8	.344	WOSU-AM	17:	5,600	2.0 <- 1.7	18: 1.4	12: 3.2	13: 2.8	26: 1.0	14: 2.6	113
22:	8,600	2.5	.581	WVCO	18:	5,000	1.8 <- 1.0	23: 0.9	17: 1.9	16: 2.4	22: 1.4	17: 2.1	52
24:	7,800	2.3	.487	WCLT-AM	19:	3,800	1.4 <- 1.6	17: 1.5	23: 1.2	24: 1.2	17: 1.7	21: 1.5	222
19:	10,700	3.1	.308	WCKX	20:	3,300	1.2 <- 1.2	20: 1.1	21: 1.3	19: 1.6	13: 2.6	19: 1.6	25
25:	6,600	1.9	.470	WRFD	21:	3,100	1.1 <- 1.4	19: 1.2	25: 1.1	26: 1.1	30: 0.5	26: 0.9	143
21:	9,000	2.6	.333	WLW	22:	3,000	1.1 <- 0.5	33: 0.3	19: 1.8	29: 0.7	16: 2.3	29: 0.5	80
23:	8,100	2.4	.358	WBZX	23:	2,900	1.0 <- 0.7	25: 0.8	27: 0.7	20: 1.6	20: 1.4	20: 1.6	15
20:	10,300	3.0	.262	WCBE	24:	2,700	1.0 <- 1.3	15: 1.7	22: 1.3	12: 2.9	14: 2.4	22: 1.5	44
17:	12,700	3.7	.205	WAHC/WHT	25:	2,600	0.9 <- 1.2	29: 0.5	18: 1.8	22: 1.5	18: 1.7	23: 1.4	13
27:	5,300	1.6	.472	WLOH	26:	2,500	0.9 <- 1.0	24: 0.9	24: 1.2	32: 0.4	29: 0.6	28: 0.7	184
28:	4,200	1.2	.595	WEEC	27:	2,500	0.9 <- 0.9	28: 0.5	0.0	23: 1.2	27: 0.9	24: 1.0	234
26:	5,700	1.7	.421	WSWZ	28:	2,400	0.9 <- 0.6	30: 0.4	26: 1.0	27: 1.1	25: 1.1	31: 0.3	152
30:	3,300	1.0	.697	WMRN-FM	29:	2,300	0.8 <- 0.8	26: 0.7	28: 0.7	25: 1.2	23: 1.3	25: 0.9	146
32:	3,000	0.9	.667	WVKO	30:	2,000	0.7 <- 0.6	22: 1.0	29: 0.7	28: 0.8	28: 0.9	27: 0.8	214
34:	2,300	0.7	.522	WMRN-AM	31:	1,200	0.4 <- 0.4	27: 0.6	32: 0.3	34: 0.2	31: 0.4	30: 0.3	375
29:	4,200	1.2	.238	WHIZ-FM	32:	1,000	0.4 <- 0.3	34: 0.3	30: 0.4	30: 0.6	33: 0.3	32: 0.3	139
31:	3,100	0.9	.258	WHTH	33:	800	0.3 <- 0.4	32: 0.4	0.0	35: 0.2	0.0	34: 0.2	176
33:	2,500	0.7	.240	WRZR	34:	600	0.2 <- 0.4	31: 0.4	0.0	0.0	34: 0.3	0.0	18
37:	1,200	0.4	.500	WKVC	35:	600	0.2 <- 0.2	37: 0.1	0.0	37: 0.2	35: 0.3	36: 0.1	204
42:	400	0.1	.999	WXIC	36:	400	0.1 <- 0.1	36: 0.2	34: 0.3	36: 0.2	0.0	35: 0.2	375
41:	400	0.1	.999	WNRJ	37:	400	0.1 <- 0.0	35: 0.2	33: 0.3	0.0	0.0	0.0	375
35:	1,900	0.6	.158	WQIO	38:	300	0.1 <- 0.1	38: 0.1	31: 0.4	31: 0.6	36: 0.3	33: 0.3	86
38:	1,000	0.3	.300	WCMJ	39:	300	0.1 <- 0.0	39: 0.1	0.0	0.0	0.0	38: 0.1	125
40:	600	0.2	.500	WNRZ	40:	300	0.1 <- 0.0	0.0	0.0	0.0	32: 0.4	37: 0.1	161
36:	1,600	0.5	.000	WOBH		0	0.0 <- 0.0	0.0	36: 0.2	33: 0.4	0.0	0.0	
39:	900	0.3	.000	WWJM		0	0.0 <- 0.0	0.0	0.0	38: 0.2	0.0	39: 0.1	
44:	400	0.1	.000	WILE		0	0.0 <- 0.0	0.0	35: 0.3	0.0	0.0	0.0	
43:	400	0.1	.000	WCVZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	8,300	2.4		OTHER		3,500	1.3 <- 1.6	1.1	1.5	1.1	0.5	0.7	
	4,800	1.4		DON'T KNOW		16,300	5.5 <- 11.3	4.4	5.4	5.9	6.7	6.6	
	294,100	86.5		RADIO USERS		294,100	86.5 <- 93.2	64.4	45.7	51.1	35.0	64.8	
	45,800	13.5		NON-USERS		45,800	13.5 <- 6.8	35.6	54.3	48.8	65.0	35.2	

STANDARD DEMO RANKER
FEMALES 12-15 (N= 96)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
						6-10A	10A-3P	3-7P	7P-12M	WKEND		
1:	25,500	65.1	WAHC/WHT	1:	17,500	47.6 <-32.6	1: 41.0	1: 47.0	1: 41.8	1: 43.0	1: 48.2	671
2:	17,500	44.6	WNCI	2:	5,300	14.4 <-23.1	2: 18.5	3: 10.6	2: 12.8	4: 12.1	2: 13.6	161
3:	8,700	22.2	WCIX	3:	4,600	12.5 <- 9.0	4: 6.8	2: 11.9	3: 10.5	3: 13.1	3: 9.8	260
6:	4,500	11.5	WRVF	4:	2,200	6.0 <- 1.4	3: 8.1	7: 2.6	7: 3.8	0.0	5: 5.2	126
4:	8,700	22.2	WSNY	5:	1,900	5.2 <- 4.3	5: 5.2	8: 2.6	4: 7.3	2: 14.0	6: 3.5	75
5:	8,400	21.4	WBZX	6:	1,900	5.2 <- 4.3	7: 2.6	4: 7.7	5: 5.1	5: 6.1	4: 9.0	73
7:	4,400	11.2	WHOK	7:	900	2.4 <- 3.3	6: 5.2	5: 2.9	8: 2.6	8: 1.6	7: 2.6	38
18:	1,300	3.3	WNKO	8:	800	2.2 <- 1.1	10: 1.3	11: 1.3	12: 1.3	6: 2.5	9: 1.2	646
15:	1,700	4.3	WOSU-FM	9:	500	1.4 <- 1.4	9: 1.6	10: 1.6	10: 1.6	9: 1.3	0.0	50
8:	3,100	7.9	WCOL-FM	10:	400	1.1 <- 2.2	0.0	12: 1.3	13: 1.3	7: 2.5	0.0	31
10:	2,500	6.4	WRZR	11:	400	1.1 <- 1.1	8: 2.6	9: 2.6	9: 2.6	10: 1.3	8: 2.3	88
13:	2,000	5.1	WBNS-FM	12:	400	1.1 <- 2.2	0.0	13: 1.3	14: 1.3	0.0	10: 1.2	25
9:	3,000	7.7	WVCO		0	0.0 <- 0.0	15: 1.3	0.0	15: 1.3	0.0	13: 1.2	
11:	2,500	6.4	WWJM		0	0.0 <- 1.1	14: 1.3	6: 2.9	6: 4.2	0.0	11: 1.2	
12:	2,300	5.9	WTVN		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
14:	1,900	4.8	WLVA		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
17:	1,600	4.1	WWCD		0	0.0 <- 1.1	0.0	14: 1.3	0.0	0.0	0.0	
16:	1,600	4.1	WCLT-FM		0	0.0 <- 0.0	0.0	0.0	0.0	12: 1.3	12: 1.2	
19:	800	2.0	WQIO		0	0.0 <- 1.1	12: 1.3	16: 1.3	16: 1.3	0.0	0.0	
21:	800	2.0	WSWZ		0	0.0 <- 0.0	0.0	0.0	0.0	11: 1.3	0.0	
20:	800	2.0	WCBE		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
22:	500	1.3	WMRN-FM		0	0.0 <- 1.4	0.0	0.0	11: 1.6	0.0	0.0	
30:	400	1.0	WNZR		0	0.0 <- 1.1	0.0	0.0	0.0	0.0	0.0	
24:	400	1.0	WCLT-AM		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
27:	400	1.0	WBNS-AM		0	0.0 <- 0.0	13: 1.3	0.0	0.0	0.0	0.0	
26:	400	1.0	WCMJ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
23:	400	1.0	WOBN		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
25:	400	1.0	WCOL-AM		0	0.0 <- 0.0	0.0	15: 1.3	0.0	0.0	0.0	
29:	400	1.0	WCVZ		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
28:	400	1.0	WRFD		0	0.0 <- 0.0	11: 1.3	0.0	0.0	0.0	0.0	
	0	0.0	WCVO		0	0.0 <- 1.1	0.0	0.0	0.0	0.0	0.0	
	1,000	2.6	OTHER		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	0	0.0	DON'T KNOW		1,200	3.2 <-11.5	2.5	0.0	8.5	5.4	3.6	
	38,000	96.9	RADIO USERS		38,000	96.9 <-98.0	80.4	79.3	87.5	84.7	91.6	
	1,200	3.1	NON-USERS		1,200	3.1 <- 2.0	19.4	20.7	12.5	15.3	8.2	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 16-19 (N= 77)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	20,400	64.4	.373	WAHC/WHT	1:	7,600	25.9 <- 22.5	2:	24.5	2:	20.5	2:	22.0	4:	10.0	1:	30.9	366
3:	11,300	35.6	.673	WCKX	2:	7,600	25.9 <- 22.9	1:	24.5	1:	23.5	1:	23.5	1:	29.9	2:	22.5	540
2:	11,400	36.0	.307	WNCI	3:	3,500	11.9 <- 20.1	4:	11.8	3:	16.7	3:	16.0	3:	12.8	4:	10.7	134
4:	9,200	29.0	.326	WSNY	4:	3,000	10.2 <- 5.5	3:	12.7	7:	3.8	5:	7.1	2:	22.8	5:	8.8	149
5:	9,100	28.7	.264	WBZX	5:	2,400	8.2 <- 8.2	5:	7.8	4:	14.4	4:	10.8	5:	8.9	3:	11.1	115
6:	5,000	15.8	.240	WRVF	6:	1,200	4.1 <- 2.7	6:	3.9	8:	3.0	7:	4.5	6:	6.1	6:	3.1	86
9:	2,900	9.1	.414	WCLT-FM	7:	1,200	4.1 <- 4.1	7:	3.9	6:	6.1	8:	3.0		0.0	10:	1.5	163
10:	2,300	7.3	.348	WUCD	8:	800	2.7 <- 0.0	8:	3.9	10:	1.5	9:	3.0	8:	1.4	7:	3.1	79
15:	900	2.8	.556	WRZR	9:	500	1.7 <- 1.4	9:	2.5		0.0		0.0		0.0		0.0	139
7:	4,500	14.2	.089	WHOK	10:	400	1.4 <- 0.0		0.0	11:	1.5	10:	3.0		0.0	9:	3.1	21
8:	4,100	12.9	.098	WLVQ	11:	400	1.4 <- 4.4	10:	2.0	5:	6.5	6:	4.9	7:	3.2		0.0	18
13:	1,600	5.0	.250	WWJM	12:	400	1.4 <- 5.5	11:	2.0	9:	3.0	11:	1.5	9:	1.4	8:	3.1	999
11:	2,100	6.6	.000	WVVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
12:	1,700	5.4	.000	WBNS-FM		0	0.0 <- 0.0		0.0		0.0		0.0	11:	1.4	11:	1.5	
14:	1,200	3.8	.000	WCVO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
16:	800	2.5	.000	WCOL-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
17:	400	1.3	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
18:	400	1.3	.000	WTVN		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
19:	400	1.3	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0	10:	1.4		0.0	
20:	400	1.3	.000	WCBE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
21:	400	1.3	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	800	2.5		OTHER		400	1.4 <- 1.4		0.0		0.0		1.5		1.4		1.5	
	0	0.0		DON'T KNOW		1,600	5.2 <- 8.8		0.0		1.5		3.2		2.8		9.7	
	30,900	97.5		RADIO USERS		30,900	97.5 <- 100.		64.4		84.5		87.4		90.9		91.5	
	800	2.5		NON-USERS		800	2.5 <- 0.0		35.6		15.5		12.9		9.1		8.5	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER FEMALES 20-29 (N= 398)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	48,300	37.0	.371	WNCI	1:	17,900	14.3 <- 18.5	1:	19.6	1:	17.2	1:	13.3	3:	10.3	1:	11.9	160
3:	39,200	30.0	.306	WSNY	2:	12,000	9.6 <- 7.2	3:	10.3	7:	7.7	6:	8.2	1:	17.4	7:	7.8	140
2:	43,300	33.2	.266	WLVQ	3:	11,500	9.2 <- 10.0	2:	11.1	4:	8.3	2:	11.4	2:	11.5	2:	11.7	124
7:	24,400	18.7	.451	WRVQ	4:	11,000	8.8 <- 5.9	4:	8.1	5:	8.3	5:	8.4	7:	7.8	6:	9.4	184
5:	33,200	25.4	.322	WBZX	5:	10,700	8.5 <- 6.9	5:	7.8	3:	9.0	7:	7.9	6:	8.6	4:	9.9	120
4:	34,200	26.2	.310	WAHC/WHT	6:	10,600	8.4 <- 6.5	6:	6.9	6:	8.3	3:	11.1	4:	9.8	3:	10.1	119
8:	19,800	15.2	.505	WJCD	7:	10,000	8.0 <- 6.2	9:	6.1	8:	6.6	4:	9.7	8:	7.8	5:	9.7	232
9:	17,700	13.6	.559	WCKX	8:	9,900	7.9 <- 7.6	7:	6.5	9:	6.1	9:	6.8	5:	9.2	8:	7.2	164
6:	24,500	18.8	.380	WHOK	9:	9,300	7.4 <- 7.7	8:	6.2	2:	9.9	8:	7.9	9:	5.0	9:	7.0	116
10:	11,300	8.7	.345	WRZR	10:	3,900	3.1 <- 3.7	11:	1.9	10:	3.4	10:	3.5	10:	3.8	10:	2.9	253
16:	3,800	2.9	.763	WCVO	11:	2,900	2.3 <- 1.2	17:	0.8	19:	0.7	12:	2.0	16:	0.6	11:	2.1	102
13:	8,700	6.7	.276	WCLT-FM	12:	2,400	1.9 <- 1.4	10:	2.3	11:	2.2	13:	1.8	12:	1.2	12:	1.9	76
11:	10,900	8.4	.202	WCOL-FM	13:	2,200	1.8 <- 1.0	14:	1.6	12:	1.9	17:	0.7	18:	0.4	18:	0.6	50
12:	9,900	7.6	.222	WBNS-FM	14:	2,200	1.8 <- 1.0	12:	1.9	15:	1.4	11:	2.3	13:	1.1	14:	1.2	40
14:	7,600	5.8	.263	WVCO	15:	2,000	1.6 <- 1.4	13:	1.7	16:	1.1	14:	1.1	15:	0.7	13:	1.9	60
15:	5,300	4.1	.358	WCBE	16:	1,900	1.5 <- 1.5	15:	1.6	13:	1.7	15:	1.0	11:	1.7	16:	0.9	69
24:	1,100	0.8	.999	WMRN-FM	17:	1,100	0.9 <- 0.5	19:	0.6	17:	1.0	16:	0.8	14:	1.0	15:	1.0	155
17:	3,000	2.3	.333	WCOL-AM	18:	1,000	0.8 <- 0.4	21:	0.5	14:	1.6	20:	0.3		0.0	17:	0.8	40
28:	700	0.5	.999	WBNS-AM	19:	700	0.6 <- 0.2	24:	0.3	21:	0.4		0.0		0.0		0.0	36
23:	1,300	1.0	.308	WMNI	20:	400	0.3 <- 0.3	18:	0.7	20:	0.5	19:	0.4		0.0	19:	0.4	28
29:	600	0.5	.667	WCEZ	21:	400	0.3 <- 0.0		0.0		0.0		0.0		0.0		0.0	21
19:	2,700	2.1	.111	WTVN	22:	300	0.2 <- 0.4	22:	0.4	22:	0.4	18:	0.5		0.0	22:	0.3	4
22:	1,500	1.1	.200	WQIO	23:	300	0.2 <- 0.0	23:	0.4	18:	0.8		0.0		0.0	21:	0.3	191
26:	900	0.7	.333	WSWZ	24:	300	0.2 <- 0.0		0.0		0.0		0.0	19:	0.4	20:	0.3	42
32:	500	0.4	.600	WCLT-AM	25:	300	0.2 <- 0.2		0.0	23:	0.4	21:	0.3		0.0	23:	0.3	39
36:	300	0.2	.999	WHIZ-FM	26:	300	0.2 <- 0.2		0.0		0.0		0.0		0.0		0.0	92
18:	2,900	2.2	.000	WVJM		0	0.0 <- 0.3	25:	0.3	25:	0.4	23:	0.3	22:	0.4	24:	0.3	
20:	2,600	2.0	.000	WNKO		0	0.0 <- 0.0	16:	1.1	24:	0.4	22:	0.3		0.0		0.0	
21:	2,300	1.8	.000	WOSU-FM		0	0.0 <- 0.0		0.0	26:	0.4		0.0	17:	0.6	25:	0.3	
25:	1,000	0.8	.000	WOSU-AM		0	0.0 <- 0.0	20:	0.6		0.0		0.0		0.0		0.0	
27:	900	0.7	.000	WRFD		0	0.0 <- 0.0		0.0		0.0		0.0	21:	0.4		0.0	
30:	600	0.5	.000	WKCC		0	0.0 <- 0.0		0.0	27:	0.4		0.0		0.0		0.0	
31:	600	0.5	.000	WLW		0	0.0 <- 0.0		0.0		0.0		0.0	20:	0.4		0.0	
33:	500	0.4	.000	WCMJ		0	0.0 <- 0.0	26:	0.3		0.0		0.0		0.0		0.0	
34:	400	0.3	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.3	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	300	0.2	.000	WNRJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
38:	300	0.2	.000	WHTH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	3,100	2.4		OTHER		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	500	0.4		DON'T KNOW		3,400	2.6 <- 12.4		5.1		5.0		4.3		5.7		8.6	
	128,900	98.8		RADIO USERS		128,900	98.8 <- 99.2		79.3		67.0		80.7		66.3		91.1	
	1,600	1.2		NON-USERS		1,600	1.2 <- 0.8		20.7		33.0		19.4		33.7		8.9	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 30-39 (N= 444)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 40,200	31.1	.473	WSNY 1: 19,000	16.3 <- 18.9		1: 17.7	1: 16.8	2: 12.4	1: 14.9	2: 11.0	238
2: 39,700	30.7	.446	WNCI 2: 17,700	15.2 <- 17.7		2: 16.2	2: 16.5	1: 15.1	2: 10.5	1: 15.9	170
4: 23,900	18.5	.510	WHOK 3: 12,200	10.5 <- 8.3		4: 10.0	3: 9.2	4: 7.9	4: 8.5	3: 10.1	164
3: 28,100	21.7	.278	MLVQ 4: 7,800	6.7 <- 8.0		3: 10.5	4: 6.1	3: 8.1	8: 3.8	4: 8.8	91
7: 17,100	13.2	.427	WRVF 5: 7,300	6.3 <- 3.9		5: 5.2	6: 4.9	5: 7.4	11: 3.7	5: 7.0	131
5: 21,500	16.6	.279	WCOL-FM 6: 6,000	5.1 <- 4.5		8: 2.8	7: 4.8	6: 5.2	3: 8.7	6: 5.8	147
10: 11,000	8.5	.473	WUCD 7: 5,200	4.5 <- 2.6		9: 2.7	8: 4.8	7: 4.9	12: 3.7	7: 5.3	130
8: 14,200	11.0	.296	WAHC/WHT 8: 4,200	3.6 <- 2.7		13: 2.5	5: 5.1	8: 4.9	9: 3.8	8: 4.2	51
6: 17,900	13.9	.229	WBNS-FM 9: 4,100	3.5 <- 2.0		7: 3.0	10: 3.4	9: 4.3	7: 4.5	9: 4.0	81
9: 14,200	11.0	.246	WBZX 10: 3,500	3.0 <- 3.8		15: 1.9	13: 2.1	10: 4.2	5: 5.8	10: 3.9	42
13: 7,200	5.6	.472	WCKX 11: 3,400	2.9 <- 2.7		10: 2.7	11: 2.8	12: 3.8	6: 5.8	12: 3.2	61
12: 8,100	6.3	.383	WVKO 12: 3,100	2.7 <- 4.5		12: 2.6	15: 1.7	14: 1.7	13: 3.5	11: 3.5	99
11: 9,100	7.0	.308	WTVN 13: 2,800	2.4 <- 2.5		6: 5.1	17: 1.3	15: 1.6	14: 2.8	15: 1.8	36
15: 6,400	5.0	.422	WCLT-FM 14: 2,700	2.3 <- 2.3		16: 1.9	9: 3.8	13: 2.2	15: 1.8	13: 3.1	92
14: 6,700	5.2	.388	WCBE 15: 2,600	2.2 <- 2.6		11: 2.7	14: 2.1	11: 3.9	10: 3.8	14: 2.3	101
19: 3,600	2.8	.528	WCVO 16: 1,900	1.6 <- 1.2		14: 2.0	20: 1.1	16: 1.2	18: 1.3	17: 1.4	72
21: 2,800	2.2	.643	WRFD 17: 1,800	1.5 <- 1.3		17: 1.5	12: 2.8	23: 0.7	22: 0.5	24: 0.3	198
17: 4,100	3.2	.390	WCOL-AM 18: 1,600	1.4 <- 1.2		25: 0.5	18: 1.3	21: 0.9	23: 0.5	25: 0.3	69
23: 2,500	1.9	.560	WSMZ 19: 1,400	1.2 <- 1.2		21: 0.8	22: 0.8	18: 1.0	16: 1.5	19: 0.8	212
22: 2,800	2.2	.393	WOSU-AM 20: 1,100	0.9 <- 1.0		22: 0.8	21: 1.1	19: 1.0	19: 1.3	18: 0.9	53
25: 1,800	1.4	.556	WNKO 21: 1,000	0.9 <- 0.8		18: 1.0	25: 0.4	25: 0.3	24: 0.5	21: 0.6	255
16: 4,200	3.3	.214	WOSU-FM 22: 900	0.8 <- 1.0		23: 0.8	16: 1.4	20: 1.0	17: 1.5	16: 1.5	29
20: 3,600	2.8	.250	WCEZ 23: 900	0.8 <- 0.5		19: 0.9	19: 1.3	26: 0.3	20: 1.2	26: 0.3	51
26: 1,600	1.2	.438	WVRN-FM 24: 700	0.6 <- 0.9		24: 0.7	26: 0.4	22: 0.8	21: 1.2	20: 0.7	106
18: 3,900	3.0	.154	WRZR 25: 600	0.5 <- 0.6		20: 0.9	27: 0.4	27: 0.3	25: 0.5	28: 0.3	42
27: 1,200	0.9	.500	WKVC 26: 600	0.5 <- 0.5		26: 0.3	0.0	28: 0.3	26: 0.5	27: 0.3	486
33: 600	0.5	.999	WHTH 27: 600	0.5 <- 0.3		27: 0.3	23: 0.8	24: 0.7	0.0	0.0	315
24: 2,300	1.8	.130	WLW 28: 300	0.3 <- 0.4		29: 0.3	30: 0.4	0.0	29: 0.5	0.0	19
28: 1,200	0.9	.250	WQIO 29: 300	0.3 <- 0.3		30: 0.3	24: 0.8	17: 1.1	27: 0.5	22: 0.6	206
31: 800	0.6	.375	WMNI 30: 300	0.3 <- 0.5		28: 0.3	29: 0.4	32: 0.3	0.0	31: 0.3	22
32: 800	0.6	.375	WCMJ 31: 300	0.3 <- 0.0		0.0	31: 0.4	31: 0.3	30: 0.5	30: 0.3	297
34: 600	0.5	.500	WLOH 32: 300	0.3 <- 0.3		31: 0.3	28: 0.4	29: 0.3	0.0	29: 0.3	52
38: 300	0.2	.999	WYBZ 33: 300	0.3 <- 0.0		32: 0.3	0.0	30: 0.3	28: 0.5	32: 0.3	382
29: 1,100	0.9	.000	WBNS-AM 0	0.0 <- 0.0		0.0	0.0	33: 0.3	0.0	33: 0.3	
30: 900	0.7	.000	WJIM 0	0.0 <- 0.0		0.0	0.0	35: 0.3	32: 0.5	0.0	
37: 600	0.5	.000	WOBH 0	0.0 <- 0.0		0.0	0.0	0.0	31: 0.5	0.0	
36: 600	0.5	.000	WECC 0	0.0 <- 0.0		33: 0.3	0.0	34: 0.3	33: 0.5	23: 0.6	
35: 600	0.5	.000	WCLT-AM 0	0.0 <- 0.0		0.0	0.0	0.0	0.0	0.0	
39: 300	0.2	.000	WHIZ-FM 0	0.0 <- 0.0		0.0	0.0	0.0	0.0	0.0	
40: 300	0.2	.000	WCVZ 0	0.0 <- 0.0		0.0	0.0	0.0	0.0	0.0	
1,900	1.5		OTHER 600	0.5 <- 1.0		0.3	0.8	0.7	0.5	0.0	
0	0.0		DON'T KNOW 5,300	4.3 <- 8.8		2.2	3.4	4.3	5.5	6.3	
122,000	94.4		RADIO USERS 122,000	94.4 <- 99.0		76.8	56.9	72.0	49.1	81.0	
7,200	5.6		NON-USERS 7,200	5.6 <- 1.1		23.2	43.1	28.0	50.9	19.0	

Strategic AccuRatings

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STANDARD DEMO RANKER FEMALES 40-49 (N= 306)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
2:	19,300	20.6	.492	WNCI	1:	9,500	11.4 <- 12.7	2:	14.2	5:	6.5	2:	9.9	2:	11.1	3:	8.5	128
1:	25,400	27.2	.370	WSNY	2:	9,400	11.3 <- 14.2	3:	12.8	1:	17.1	1:	13.0	1:	13.2	1:	12.4	165
3:	17,100	18.3	.538	WTVN	3:	9,200	11.0 <- 11.4	1:	17.5	3:	7.8	4:	7.6	3:	8.7	2:	10.0	165
5:	14,100	15.1	.496	WHOK	4:	7,000	8.4 <- 7.1	4:	7.1	2:	10.2	3:	9.9	5:	6.3	4:	8.5	132
8:	8,000	8.6	.675	WVVO	5:	5,400	6.5 <- 6.8	5:	7.0	6:	5.1	7:	5.5	7:	4.8	5:	8.2	243
7:	10,000	10.7	.510	WVVF	6:	5,100	6.1 <- 4.7	7:	4.2	4:	7.4	5:	7.0	4:	7.2	6:	7.4	129
6:	10,300	11.0	.456	WBNS-FM	7:	4,700	5.6 <- 4.6	6:	4.8	7:	5.1	9:	3.9	13:	2.7	8:	4.3	129
4:	14,200	15.2	.324	WCOL-FM	8:	4,600	5.5 <- 4.7	8:	4.2	8:	4.2	6:	6.2	8:	4.8	7:	6.0	158
15:	4,400	4.7	.636	WCVO	9:	2,800	3.4 <- 2.6	11:	2.3	14:	2.3	11:	2.6	12:	3.0	13:	2.1	148
12:	6,400	6.8	.359	WCIX	10:	2,300	2.8 <- 2.3	10:	2.5	9:	3.7	10:	2.8	6:	5.7	11:	3.1	57
17:	4,200	4.5	.548	WOSU-AM	11:	2,300	2.8 <- 1.8	14:	1.9	10:	2.8	14:	2.1		0.0	14:	1.9	155
9:	8,000	8.6	.263	WOSU-FM	12:	2,100	2.5 <- 2.9	12:	2.3	11:	2.8	8:	5.3	9:	4.5	9:	4.3	93
13:	5,400	5.8	.389	WLVQ	13:	2,100	2.5 <- 2.5	9:	3.7	15:	2.1	15:	2.1	22:	0.9	17:	1.4	34
21:	3,000	3.2	.633	WCLT-FM	14:	1,900	2.3 <- 2.3	17:	1.4	12:	2.8	18:	1.6	14:	2.7	12:	3.1	91
18:	4,100	4.4	.439	WSWZ	15:	1,800	2.2 <- 1.4	19:	0.9	13:	2.8	16:	2.1	18:	1.8	21:	1.0	381
19:	3,300	3.5	.545	WMNI	16:	1,800	2.2 <- 2.5	13:	2.3	16:	2.1	19:	1.6	17:	1.8	18:	1.4	187
16:	4,400	4.7	.341	WCBE	17:	1,500	1.8 <- 1.4	15:	1.9	26:	0.7	12:	2.6	15:	2.7	15:	1.9	82
14:	4,800	5.1	.250	WCEZ	18:	1,200	1.4 <- 1.9	16:	1.9	20:	1.4	20:	1.6	16:	2.7	10:	3.9	95
22:	2,700	2.9	.444	WUCD	19:	1,200	1.4 <- 0.0	23:	0.5	19:	1.4	13:	2.6	23:	0.9	16:	1.9	42
10:	7,100	7.6	.127	WCOL-AM	20:	900	1.1 <- 1.8	24:	0.5	21:	1.4	17:	1.8	10:	3.6	22:	1.0	54
20:	3,100	3.3	.290	WBNS-AM	21:	900	1.1 <- 1.4	18:	1.4	22:	1.4		0.0	24:	0.9	25:	0.5	69
24:	1,800	1.9	.389	WLW	22:	700	0.8 <- 0.8		0.0	27:	0.7	27:	0.5	19:	1.8	27:	0.5	62
25:	1,600	1.7	.438	WVFD	23:	700	0.8 <- 1.2	25:	0.5	17:	1.6	22:	1.1	25:	0.9	26:	0.5	108
31:	700	0.7	.999	WVRN-AM	24:	700	0.8 <- 0.8	21:	0.6		0.0	26:	0.7	20:	1.2	20:	1.1	729
11:	6,900	7.4	.087	WAHC/WHT	25:	600	0.7 <- 1.9		0.0	18:	1.6	21:	1.6	11:	3.6	19:	1.4	10
23:	2,700	2.9	.222	WBZX	26:	600	0.7 <- 0.7	26:	0.5		0.0	24:	1.1		0.0	23:	1.0	10
32:	600	0.6	.999	WNKO	27:	600	0.7 <- 0.7	20:	0.9	28:	0.7	23:	1.1	26:	0.9	24:	1.0	214
36:	400	0.4	.999	WNRJ	28:	400	0.5 <- 0.0	22:	0.6	24:	0.9		0.0		0.0		0.0	999
26:	1,500	1.6	.200	WHIZ-FM	29:	300	0.4 <- 0.0	29:	0.5	23:	1.4		0.5		0.0	28:	0.5	139
27:	1,300	1.4	.231	WEEC	30:	300	0.4 <- 0.4	27:	0.5		0.0		0.0	21:	1.2		0.0	94
28:	1,000	1.1	.300	WRZR	31:	300	0.4 <- 0.4	30:	0.5		0.0		0.0		0.0		0.0	29
33:	600	0.6	.500	WCMJ	32:	300	0.4 <- 0.0	28:	0.5		0.0		0.0		0.0	29:	0.5	416
29:	900	1.0	.000	WCLT-AM		0	0.0 <- 0.4		0.0	29:	0.7		0.0		0.0		0.0	
30:	900	1.0	.000	WOBW		0	0.0 <- 0.0		0.0	30:	0.7	25:	1.1		0.0		0.0	
35:	600	0.6	.000	WVJM		0	0.0 <- 0.0		0.0		0.0	29:	0.5		0.0	30:	0.5	
34:	600	0.6	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	400	0.4	.000	WILE		0	0.0 <- 0.0		0.0	25:	0.9		0.0		0.0		0.0	
38:	300	0.3	.000	WVKC		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,300	1.4		OTHER		400	0.5 <- 1.4		0.0		0.0		0.5		0.0		0.5	
	0	0.0		DON'T KNOW		3,100	3.6 <- 8.4		5.8		3.3		3.6		5.7		5.3	
	86,400	92.4		RADIO USERS		86,400	92.4 <- 96.8		73.4		47.9		63.0		37.8		70.3	
	7,100	7.6		NON-USERS		7,100	7.6 <- 3.1		26.6		52.0		37.0		62.2		29.7	

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STANDARD DEMO RANKER FEMALES 50-59 (N= 180)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	RECALLED FORMER SHARE	SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	11,800	19.3	.695	WTVN	1:	8,200	15.3 <- 17.3	1:	19.3	1:	16.3	1:	19.3	1:	12.8	1:	14.9	228
3:	9,000	14.8	.589	WSNY	2:	5,300	9.9 <- 10.3	2:	13.1	2:	10.3	5:	6.5	4:	7.0	8:	4.8	144
6:	6,400	10.5	.766	WCVO	3:	4,900	9.1 <- 8.0	3:	13.1	3:	7.9	3:	7.2	2:	11.1	3:	8.6	403
2:	9,200	15.1	.446	WHOK	4:	4,100	7.6 <- 10.8	4:	7.2	7:	6.0	4:	7.2	12:	4.1	2:	9.6	120
4:	7,600	12.5	.526	WBNS-FM	5:	4,000	7.5 <- 5.8	8:	4.2	4:	7.9	2:	9.0	3:	11.1	5:	6.6	171
5:	7,300	12.0	.466	WCOSU-FM	6:	3,400	6.3 <- 5.2	10:	3.2	8:	5.6	6:	5.5	7:	5.3	6:	6.6	235
8:	6,000	9.8	.567	WVCO	7:	3,400	6.3 <- 6.9	5:	5.2	13:	3.2	17:	2.1	6:	5.3	4:	7.6	237
7:	6,200	10.2	.419	WCEZ	8:	2,600	4.8 <- 5.0	16:	1.5	10:	4.0	8:	4.5	5:	6.4	7:	5.1	321
15:	2,500	4.1	.880	WRVF	9:	2,200	4.1 <- 2.1	11:	3.0	11:	4.0	18:	2.1	14:	2.3	12:	3.8	86
14:	2,900	4.8	.655	WCLT-FM	10:	1,900	3.5 <- 3.0	12:	2.5	9:	5.2	11:	3.1	17:	1.8	9:	4.8	141
16:	2,500	4.1	.720	WMNI	11:	1,800	3.4 <- 3.4	9:	3.5		0.0	19:	2.1		0.0	18:	1.5	291
9:	4,500	7.4	.378	WBNS-AM	12:	1,700	3.2 <- 3.9	13:	2.5	14:	1.6	10:	3.8	9:	4.7	13:	3.8	204
10:	4,500	7.4	.356	WCOL-FM	13:	1,600	3.0 <- 3.7	6:	4.7	6:	6.8	7:	4.8	8:	5.3	10:	4.1	85
13:	3,000	4.9	.500	WCOSU-AM	14:	1,500	2.8 <- 2.1	14:	2.0	5:	7.9	9:	4.1	10:	4.7	11:	4.1	157
12:	3,200	5.2	.313	WNCI	15:	1,000	1.9 <- 3.5	7:	4.7	19:	1.2	20:	1.4		0.0	16:	1.8	21
24:	900	1.5	.999	WEEC	16:	900	1.7 <- 1.7	18:	1.2		0.0	12:	3.1		0.0	14:	2.3	436
25:	800	1.3	.999	WCLT-AM	17:	800	1.5 <- 1.3		0.0		0.0		0.0	15:	2.3	15:	2.0	242
19:	1,300	2.1	.538	WMRN-FM	18:	700	1.3 <- 1.3	15:	1.7	15:	1.6	15:	2.4	13:	4.1	17:	1.8	230
23:	1,000	1.6	.700	WHIZ-FM	19:	700	1.3 <- 1.3	23:	0.7		0.0	14:	2.4	18:	1.8	22:	0.8	503
11:	3,500	5.7	.114	WCOL-AM	20:	400	0.7 <- 1.5		0.0	12:	4.0	16:	2.4	11:	4.7		0.0	37
20:	1,300	2.1	.308	WLOH	21:	400	0.7 <- 0.7	21:	1.0	16:	1.6	23:	1.0		0.0	20:	1.0	152
22:	1,100	1.8	.364	WLW	22:	400	0.7 <- 0.0	20:	1.0	17:	1.6		0.0	16:	2.3		0.0	55
26:	400	0.7	.999	WBZX	23:	400	0.7 <- 0.7	19:	1.0	18:	1.6	21:	1.4		0.0	21:	1.0	10
30:	300	0.5	.999	WNZR	24:	300	0.6 <- 0.0		0.0		0.0		0.0		0.0	23:	0.8	831
17:	1,800	3.0	.000	WRFD		0	0.0 <- 0.0	24:	0.7		0.0	22:	1.4		0.0		0.0	
18:	1,700	2.8	.000	WCKX		0	0.0 <- 0.6		0.0		0.0		0.0		0.0	19:	1.5	
21:	1,200	2.0	.000	WCBE		0	0.0 <- 0.0	17:	1.5		0.0	13:	3.1	19:	1.8		0.0	
29:	400	0.7	.000	WHTH		0	0.0 <- 0.7	22:	1.0		0.0		0.0		0.0		0.0	
28:	400	0.7	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	400	0.7	.000	WAHC/WHT		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	300	0.5	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	300	0.5	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	300	0.5	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	2,800	4.6		OTHER		1,100	2.1 <- 2.6		0.7		2.8		0.0		1.8		1.3	
	1,000	1.6		DON'T KNOW		3,100	5.5 <- 6.6		3.8		3.4		5.2		1.7		8.1	
	56,700	93.0		RADIO USERS		56,700	93.0 <- 97.5		68.9		42.8		50.2		28.5		70.5	
	4,300	7.0		NON-USERS		4,300	7.0 <- 2.5		31.1		57.4		49.8		71.5		29.5	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 60-69 (N= 175)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	13,000	19.3	.546	WTVN	1:	7,100	15.1 <-17.6	1:	27.9	1:	14.6	2:	13.9	3:	11.1	1:	17.1	225
3:	7,900	11.8	.557	WCOL-AM	2:	4,400	9.3 <- 6.4	7:	4.5	6:	6.8	3:	9.1	2:	12.2	4:	8.0	470
4:	6,500	9.7	.646	WBNS-AM	3:	4,200	8.9 <- 7.4	4:	7.0	2:	11.6	1:	14.9	5:	8.3	2:	10.4	573
5:	5,700	8.5	.702	WHOK	4:	4,000	8.5 <- 9.3	2:	8.2	8:	4.5	5:	8.2	12:	2.2	7:	5.2	134
2:	9,200	13.7	.293	WBNS-FM	5:	2,700	5.7 <- 9.6	11:	2.4	4:	7.1	4:	9.1	8:	5.0	6:	5.8	131
6:	5,000	7.4	.540	WOSU-FM	6:	2,700	5.7 <- 6.4	6:	5.8	3:	8.6	12:	3.4	6:	8.3	3:	8.3	212
7:	5,000	7.4	.480	WCEZ	7:	2,400	5.1 <- 2.8	8:	3.6	12:	3.4	8:	3.8	4:	8.9	9:	4.6	338
10:	3,500	5.2	.686	WCVO	8:	2,400	5.1 <- 5.7	3:	7.3	9:	4.5	6:	7.7	1:	13.3	5:	6.1	225
8:	3,900	5.8	.590	WCOL-FM	9:	2,300	4.9 <- 3.4	9:	3.6	5:	7.1	9:	3.8	7:	8.3	11:	3.7	140
11:	3,000	4.5	.733	WMNI	10:	2,200	4.7 <- 4.7	5:	6.7	11:	4.1	0.0	13:	2.2	15:	2.1	405	
12:	2,800	4.2	.714	WKVO	11:	2,000	4.2 <- 3.4	12:	2.4	10:	4.5	10:	3.8	9:	4.4	8:	4.9	159
13:	2,300	3.4	.696	WCLT-FM	12:	1,600	3.4 <- 4.9	13:	2.4	13:	3.0	13:	1.9	0.0	12:	3.7	136	
16:	1,900	2.8	.789	WRVF	13:	1,500	3.2 <- 2.5	14:	2.4	16:	1.5	11:	3.8	14:	2.2	14:	2.4	67
17:	1,900	2.8	.632	WRFD	14:	1,200	2.5 <- 3.2	15:	2.4	0.0	14:	1.9	0.0	10:	3.7	13:	3.7	328
9:	3,800	5.7	.289	WOSU-AM	15:	1,100	2.3 <- 3.2	16:	2.1	14:	3.0	7:	7.7	0.0	10:	4.6	131	
15:	2,200	3.3	.500	WSNY	16:	1,100	2.3 <- 2.3	10:	3.3	15:	2.6	0.0	10:	3.9	17:	1.2	34	
14:	2,300	3.4	.304	WNCI	17:	700	1.5 <- 2.3	18:	1.2	0.0	0.0	0.0	0.0	18:	1.2	17	17	
20:	1,100	1.6	.636	WLOH	18:	700	1.5 <- 1.5	17:	2.1	17:	1.5	15:	1.9	15:	2.2	16:	2.1	303
19:	1,600	2.4	.313	WLW	19:	500	1.1 <- 0.0	19:	1.2	7:	6.0	17:	1.9	11:	2.8	0.0	78	
22:	900	1.3	.556	WEEC	20:	500	1.1 <- 1.1	0.0	0.0	16:	1.9	0.0	0.0	19:	1.2	276		
18:	1,900	2.8	.211	WCLT-AM	21:	400	0.8 <- 1.7	20:	1.2	0.0	0.0	17:	2.2	22:	1.2	138		
23:	800	1.2	.500	WNKO	22:	400	0.8 <- 0.8	21:	1.2	19:	1.5	18:	1.9	16:	2.2	21:	1.2	253
24:	700	1.0	.571	WCBE	23:	400	0.8 <- 0.8	0.0	0.0	18:	1.5	0.0	0.0	23:	1.2	39	39	
26:	400	0.6	.999	WVCD	24:	400	0.8 <- 0.8	0.0	0.0	21:	1.5	0.0	0.0	0.0	0.0	25	25	
25:	400	0.6	.999	WBZX	25:	400	0.8 <- 0.0	0.0	0.0	20:	1.5	0.0	0.0	20:	1.2	12	12	
21:	1,100	1.6	.000	WHIZ-FM	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
29:	400	0.6	.000	WNZR	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	18:	2.2	0.0	0.0	0.0	0.0
28:	400	0.6	.000	WOBH	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
30:	400	0.6	.000	WMRN-AM	0	0	0.0 <- 0.0	22:	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
27:	400	0.6	.000	WCMJ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
31:	400	0.6	.000	WCVZ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			2,200	3.3	DON'T KNOW	4,600	8.9 <-17.6	4.3	10.1	6.7	10.8	7.4						
			51,600	76.8	RADIO USERS	51,600	76.8 <-86.5	51.3	44.2	33.2	30.2	52.5						
			15,500	23.1	NON-USERS	15,500	23.1 <-13.4	48.7	55.8	66.7	69.8	47.5						

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 70+ (N= 143)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+								
					6-10A	10A-3P	3-7P	7P-12M	WKEND									
1:	9,300	17.3	.602	WBNS-FM	1:	5,600	15.1 <- 19.2	1:	19.0	1:	19.4	8:	4.7	2:	11.7	2:	11.6	347
2:	6,800	12.6	.735	WTVN	2:	5,000	13.5 <- 10.3	2:	14.7	2:	10.9	3:	8.1	1:	17.9	1:	15.1	202
4:	4,300	8.0	.744	WHOK	3:	3,200	8.6 <- 9.7	4:	10.5	11:	2.3	4:	7.4	3:	10.9	3:	9.3	136
3:	4,900	9.1	.612	WBNS-AM	4:	3,000	8.1 <- 8.1	5:	6.3	3:	10.9	2:	10.1		0.0	5:	8.0	521
6:	3,800	7.1	.711	WCLT-FM	5:	2,700	7.3 <- 7.3	3:	11.4	4:	8.6	1:	12.8	4:	8.5	4:	8.5	999
9:	3,000	5.6	.600	WOSU-FM	6:	1,800	4.9 <- 4.9	6:	5.9	7:	4.0	9:	4.7	5:	8.5	6:	8.0	180
10:	3,000	5.6	.533	WLW	7:	1,600	4.3 <- 2.2		0.0	12:	2.3	12:	2.7	7:	6.2	10:	3.6	319
5:	4,000	7.4	.375	WCOL-AM	8:	1,500	4.1 <- 3.0	12:	1.7	5:	8.6	7:	5.4	6:	8.5	7:	5.3	204
7:	3,400	6.3	.441	WCLT-FM	9:	1,500	4.1 <- 4.1	7:	4.6	13:	2.3	5:	7.4		0.0	8:	4.9	162
12:	2,600	4.8	.538	WLOH	10:	1,400	3.8 <- 4.9	8:	2.9	6:	6.3		0.0	12:	3.1	13:	1.8	772
14:	2,200	4.1	.636	WCOL-FM	11:	1,400	3.8 <- 1.9	9:	2.9	14:	2.3	10:	4.7	8:	5.4	11:	3.1	108
13:	2,500	4.6	.440	WMNI	12:	1,100	3.0 <- 3.0	10:	2.9		0.0	6:	7.4	9:	5.4	9:	4.9	258
16:	1,400	2.6	.663	WMRN-FM	13:	900	2.4 <- 2.4		0.0	9:	2.9	11:	3.4		0.0	12:	2.2	429
11:	2,700	5.0	.296	WHTH	14:	800	2.2 <- 2.2	13:	1.7		0.0	13:	2.7		0.0	14:	1.8	999
15:	1,500	2.8	.467	WCEZ	15:	700	1.9 <- 2.2		0.0	8:	4.0	15:	2.7	10:	3.9	16:	1.8	125
20:	700	1.3	.999	WEEC	16:	700	1.9 <- 1.9	14:	1.7		0.0	14:	2.7	13:	3.1	15:	1.8	492
19:	900	1.7	.556	WMRN-AM	17:	500	1.4 <- 1.4	11:	2.1	10:	2.9		0.0		0.0		0.0	999
18:	1,100	2.0	.364	WNCI	18:	400	1.1 <- 0.0		0.0		0.0		0.0		0.0		0.0	12
24:	400	0.7	.999	WSNY	19:	400	1.1 <- 1.9	16:	1.7		0.0		0.0		0.0		0.0	16
25:	400	0.7	.999	WXIC	20:	400	1.1 <- 1.1	15:	1.7	15:	2.3	16:	2.7		0.0	17:	1.8	999
23:	400	0.7	.999	WCKX	21:	400	1.1 <- 0.0		0.0		0.0		0.0		0.0	18:	1.8	22
8:	3,400	6.3	.000	WOSU-AM		0	0.0 <- 0.0		0.0	16:	2.3		0.0		0.0	19:	1.8	
17:	1,200	2.2	.000	WVCO		0	0.0 <- 1.1		0.0		0.0		0.0		0.0		0.0	
21:	700	1.3	.000	WRVF		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
22:	500	0.9	.000	WCVO		0	0.0 <- 0.0		0.0		0.0		0.0	11:	3.9		0.0	
26:	400	0.7	.000	WBZX		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	400	0.7	.000	WHIZ-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	0	0.0	.000	WCBE		0	0.0 <- 1.1		0.0		0.0		0.0		0.0		0.0	
	3,300	6.1		OTHER		2,000	5.4 <- 4.3		8.4		9.2		10.8		3.1		3.1	
	1,700	3.2		DON'T KNOW		2,700	6.8 <- 18.8		6.3		4.4		15.9		5.9		7.8	
	39,800	73.8		RADIO USERS		39,800	73.8 <- 82.7		46.9		33.8		32.7		25.2		45.3	
	14,100	26.2		NON-USERS		14,100	26.2 <- 17.3		53.1		66.0		67.3		74.8		54.7	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER FEMALES 21-34 (N= 607)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1:	65,500	35.8	WNCI	1: 25,500	14.7 <- 18.9	1: 18.8	1: 17.7	1: 12.6	3: 10.2	1: 13.3	165
3:	57,300	31.3	WSNY	2: 19,800	11.4 <- 9.8	2: 12.4	2: 11.1	3: 9.9	1: 17.5	3: 9.8	167
6:	38,100	20.8	WHOK	3: 15,200	8.8 <- 8.1	4: 8.7	3: 9.5	6: 8.6	9: 5.9	5: 8.5	138
2:	60,000	32.8	WLVQ	4: 15,000	8.7 <- 10.3	3: 10.9	4: 8.2	2: 10.9	2: 10.3	2: 11.3	117
7:	34,500	18.8	WRFV	5: 15,000	8.7 <- 6.2	5: 7.7	5: 7.5	4: 9.3	8: 7.0	4: 9.1	182
5:	38,500	21.0	WAHC/WHT	6: 12,400	7.2 <- 5.1	7: 5.3	6: 6.9	5: 9.2	4: 9.0	6: 8.3	101
8:	23,800	13.0	WPCD	7: 11,800	6.8 <- 4.8	9: 5.0	8: 6.3	7: 8.4	7: 7.2	7: 8.3	198
4:	39,500	21.6	WBZX	8: 11,400	6.6 <- 6.8	6: 5.8	7: 6.5	8: 6.8	6: 7.4	8: 8.1	93
10:	19,700	10.8	WCKX	9: 10,200	5.9 <- 5.3	8: 5.0	9: 4.9	9: 5.6	5: 8.4	9: 6.1	122
17:	6,100	3.3	WCVO	10: 4,200	2.4 <- 1.5	15: 1.5	18: 0.7	13: 2.0	16: 1.1	13: 1.8	107
9:	19,800	10.8	WCOL-FM	11: 3,900	2.3 <- 1.7	12: 1.8	12: 2.1	15: 1.3	13: 1.5	15: 1.1	64
12:	12,500	6.8	WRZR	12: 3,700	2.1 <- 2.0	17: 1.2	10: 2.4	10: 2.5	10: 2.6	12: 2.0	174
15:	8,100	4.4	WCBE	13: 3,700	2.1 <- 1.8	13: 1.7	13: 1.5	14: 1.5	11: 2.1	14: 1.3	97
13:	11,100	6.1	WCLT-FM	14: 3,300	1.9 <- 1.6	11: 2.0	11: 2.4	12: 2.1	12: 1.7	10: 2.2	76
11:	17,800	9.7	WBNS-FM	15: 3,200	1.8 <- 1.2	10: 2.3	14: 1.5	11: 2.4	14: 1.4	16: 1.1	42
14:	10,500	5.7	WVKO	16: 2,800	1.6 <- 2.3	14: 1.6	15: 1.5	16: 1.2	15: 1.4	11: 2.2	60
18:	5,600	3.1	WCOL-AM	17: 2,300	1.3 <- 0.8	20: 0.7	16: 1.3	17: 0.7	23: 0.3	17: 0.8	67
16:	6,700	3.7	WTVN	18: 1,800	1.0 <- 0.9	16: 1.4	23: 0.4	18: 0.7	20: 0.5	18: 0.7	16
24:	2,100	1.1	WMRN-FM	19: 1,100	0.6 <- 0.6	22: 0.4	19: 0.7	19: 0.6	17: 0.8	19: 0.7	112
23:	2,200	1.2	WSWZ	20: 1,000	0.6 <- 0.5	24: 0.4	26: 0.3	23: 0.2	21: 0.5	20: 0.7	102
26:	1,900	1.0	WMNI	21: 600	0.3 <- 0.3	21: 0.7	22: 0.5	20: 0.4	0.0	21: 0.4	30
27:	1,800	1.0	WCEZ	22: 600	0.3 <- 0.2	23: 0.4	27: 0.3	0.0	0.0	0.0	23
33:	800	0.4	WHTH	23: 600	0.3 <- 0.2	27: 0.2	21: 0.5	21: 0.4	0.0	0.0	212
22:	2,500	1.4	WRFD	24: 500	0.3 <- 0.2	28: 0.2	17: 0.9	24: 0.2	24: 0.3	0.0	37
25:	2,100	1.1	WOSU-AM	25: 500	0.3 <- 0.3	18: 0.9	24: 0.4	25: 0.2	22: 0.5	23: 0.2	16
19:	3,400	1.9	WOSU-FM	26: 300	0.2 <- 0.2	25: 0.4	25: 0.4	28: 0.2	18: 0.8	22: 0.3	6
28:	1,800	1.0	WQIO	27: 300	0.2 <- 0.0	26: 0.3	20: 0.6	0.0	0.0	28: 0.2	139
29:	1,400	0.8	WLV	28: 300	0.2 <- 0.3	29: 0.2	29: 0.3	0.0	27: 0.3	0.0	13
30:	1,400	0.8	WCMJ	29: 300	0.2 <- 0.0	33: 0.2	32: 0.3	27: 0.2	26: 0.3	26: 0.2	200
31:	900	0.5	WCLT-AM	30: 300	0.2 <- 0.2	0.0	28: 0.3	31: 0.2	0.0	24: 0.2	28
34:	800	0.4	WBNS-AM	31: 300	0.2 <- 0.2	30: 0.2	30: 0.3	29: 0.2	0.0	27: 0.2	11
39:	300	0.2	WLOH	32: 300	0.2 <- 0.2	31: 0.2	31: 0.3	30: 0.2	0.0	29: 0.2	35
37:	300	0.2	WHIZ-FM	33: 300	0.2 <- 0.2	0.0	0.0	0.0	0.0	0.0	67
38:	300	0.2	WYBZ	34: 300	0.2 <- 0.0	32: 0.2	0.0	26: 0.2	25: 0.3	25: 0.2	257
20:	3,100	1.7	WNKO	0	0.0 <- 0.2	19: 0.8	35: 0.3	32: 0.2	0.0	0.0	0.0
21:	3,100	1.7	WVJM	0	0.0 <- 0.0	35: 0.2	33: 0.3	22: 0.4	19: 0.6	31: 0.2	0.0
32:	900	0.5	WVVC	0	0.0 <- 0.0	0.0	34: 0.3	0.0	0.0	0.0	0.0
35:	400	0.2	WTUE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
36:	400	0.2	WMRN-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
43:	300	0.2	WEEC	0	0.0 <- 0.0	34: 0.2	0.0	0.0	0.0	30: 0.2	0.0
41:	300	0.2	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
42:	300	0.2	WNRJ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
40:	300	0.2	WOBW	0	0.0 <- 0.0	0.0	0.0	0.0	28: 0.3	0.0	0.0
	3,600	2.0	OTHER	600	0.3 <- 0.5	0.2	0.5	0.4	0.3	0.0	
	500	0.3	DON'T KNOW	5,900	3.3 <- 11.2	3.4	3.6	4.2	5.2	8.1	
	179,200	97.8	RADIO USERS	179,200	97.8 <- 98.8	79.6	63.7	78.4	59.6	87.8	
	4,000	2.2	NON-USERS	4,000	2.2 <- 1.1	20.4	36.3	21.5	40.4	12.2	

STANDARD DEMO RANKER
 FEMALES 21-40 (N= 870)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 87,100	32.8	.418	WNCI	1: 36,400	14.8 <- 18.8	1: 18.0	1: 17.0	1: 13.7	2: 9.8	1: 13.7	166
2: 81,000	30.5	.388	WSNY	2: 31,400	12.8 <- 13.0	2: 14.4	2: 12.8	2: 10.7	1: 15.4	3: 9.6	186
4: 49,100	18.5	.415	WHOK	3: 20,400	8.3 <- 7.3	4: 7.6	3: 8.5	6: 7.7	9: 6.1	4: 8.1	130
3: 71,900	27.1	.271	WLWQ	4: 19,500	7.9 <- 9.0	3: 11.0	4: 7.5	3: 9.9	3: 8.5	2: 9.9	107
7: 41,600	15.7	.425	WRVF	5: 17,700	7.2 <- 5.0	5: 6.1	5: 6.7	5: 7.8	8: 6.2	5: 8.0	151
9: 30,800	11.6	.513	WVCD	6: 15,800	6.4 <- 4.4	7: 4.5	7: 5.9	4: 7.9	7: 6.3	6: 7.7	187
5: 44,900	16.9	.321	WAHC/WHT	7: 14,400	5.9 <- 4.4	8: 4.2	6: 6.3	7: 7.5	5: 7.2	7: 6.9	83
6: 44,400	16.7	.300	WBZX	8: 13,300	5.4 <- 5.1	6: 4.7	8: 4.9	8: 5.9	6: 6.5	8: 6.7	76
11: 23,900	9.0	.506	WCKX	9: 12,100	4.9 <- 4.5	9: 4.2	9: 4.1	9: 4.9	4: 7.6	9: 4.9	102
8: 34,200	12.9	.269	WCOL-FM	10: 9,200	3.7 <- 2.8	13: 2.3	10: 3.2	11: 3.1	10: 4.3	10: 3.4	107
10: 29,700	11.2	.246	WBNS-FM	11: 7,300	3.0 <- 2.0	11: 2.9	11: 2.9	10: 3.5	11: 3.0	11: 2.8	68
13: 15,400	5.8	.351	WVVO	12: 5,400	2.2 <- 2.9	12: 2.3	18: 1.3	17: 1.4	14: 1.9	12: 2.8	82
12: 15,600	5.9	.340	WTVN	13: 5,300	2.2 <- 2.2	10: 3.8	16: 1.5	15: 1.5	17: 1.2	17: 1.4	32
19: 7,600	2.9	.671	WCVO	14: 5,100	2.1 <- 1.3	16: 1.5	21: 0.7	14: 1.6	19: 1.0	15: 1.6	91
16: 12,600	4.7	.389	WCBE	15: 4,900	2.0 <- 2.0	14: 2.1	13: 1.9	12: 2.4	12: 2.8	14: 1.6	90
15: 13,900	5.2	.331	WCLT-FM	16: 4,600	1.9 <- 1.7	15: 1.9	12: 2.6	16: 1.5	15: 1.5	13: 2.3	75
14: 14,400	5.4	.278	WRZR	17: 4,000	1.6 <- 1.7	18: 1.2	14: 1.7	13: 1.8	13: 2.1	18: 1.4	132
18: 8,000	3.0	.363	WCOL-AM	18: 2,900	1.2 <- 1.0	21: 0.7	15: 1.6	20: 0.7	29: 0.2	20: 0.6	59
17: 8,700	3.3	.207	WOSU-FM	19: 1,800	0.7 <- 0.9	23: 0.6	17: 1.3	18: 0.9	16: 1.4	16: 1.6	27
24: 3,700	1.4	.486	WRFD	20: 1,800	0.7 <- 0.6	19: 0.8	19: 1.3	25: 0.3	24: 0.4	29: 0.1	94
28: 2,800	1.1	.643	WMRN-FM	21: 1,800	0.7 <- 0.7	22: 0.7	22: 0.7	19: 0.8	18: 1.1	19: 0.9	129
23: 4,000	1.5	.400	WSWZ	22: 1,600	0.7 <- 0.6	26: 0.4	25: 0.4	23: 0.5	20: 0.8	21: 0.5	115
20: 5,200	2.0	.269	WOSU-AM	23: 1,400	0.6 <- 0.6	20: 0.8	23: 0.7	21: 0.6	21: 0.6	23: 0.4	32
22: 4,700	1.8	.277	WNKO	24: 1,300	0.5 <- 0.5	17: 1.2	26: 0.4	24: 0.5	25: 0.4	22: 0.5	157
21: 4,900	1.8	.245	WCEZ	25: 1,200	0.5 <- 0.4	25: 0.5	24: 0.6	29: 0.2	22: 0.5	26: 0.3	32
29: 2,500	0.9	.360	WMNI	26: 900	0.4 <- 0.5	24: 0.5	27: 0.4	26: 0.3	30: 0.2	24: 0.4	32
27: 3,000	1.1	.200	WQIO	27: 600	0.2 <- 0.1	27: 0.4	20: 0.8	22: 0.5	32: 0.2	25: 0.4	195
31: 1,800	0.7	.333	WKWC	28: 600	0.2 <- 0.2	28: 0.2	30: 0.2	30: 0.2	31: 0.2	30: 0.1	231
36: 800	0.3	.750	WHTH	29: 600	0.2 <- 0.1	29: 0.2	28: 0.4	27: 0.3	0.0	0.0	149
37: 800	0.3	.500	WMRN-AM	30: 400	0.2 <- 0.2	0.0	0.0	0.0	28: 0.3	28: 0.2	141
26: 3,200	1.2	.094	WLW	31: 300	0.1 <- 0.2	31: 0.2	31: 0.2	0.0	26: 0.4	0.0	9
30: 2,000	0.8	.150	WBNS-AM	32: 300	0.1 <- 0.1	32: 0.2	32: 0.2	32: 0.2	34: 0.2	34: 0.1	8
32: 1,500	0.6	.200	WCLT-AM	33: 300	0.1 <- 0.1	0.0	34: 0.2	31: 0.2	0.0	32: 0.1	20
33: 1,400	0.5	.214	WCMJ	34: 300	0.1 <- 0.0	33: 0.2	35: 0.2	35: 0.2	35: 0.2	31: 0.1	141
38: 600	0.2	.500	WLOH	35: 300	0.1 <- 0.1	30: 0.2	33: 0.2	33: 0.2	0.0	35: 0.1	25
39: 600	0.2	.500	WHIZ-FM	36: 300	0.1 <- 0.1	0.0	0.0	0.0	0.0	0.0	47
42: 300	0.1	.999	WYBZ	37: 300	0.1 <- 0.0	34: 0.2	0.0	34: 0.2	33: 0.2	33: 0.1	181
25: 3,400	1.3	.000	WVJM	0	0.0 <- 0.0	36: 0.2	36: 0.2	28: 0.3	27: 0.4	36: 0.1	
34: 1,000	0.4	.000	WEEC	0	0.0 <- 0.0	35: 0.2	0.0	36: 0.2	23: 0.5	27: 0.3	
35: 900	0.3	.000	WOBN	0	0.0 <- 0.0	0.0	0.0	0.0	36: 0.2	0.0	
41: 400	0.2	.000	WILE	0	0.0 <- 0.0	0.0	29: 0.3	0.0	0.0	0.0	
40: 400	0.2	.000	WTUE	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
44: 300	0.1	.000	WVRJ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
4,600	1.7		OTHER	600	0.2 <- 0.5	0.2	0.4	0.3	0.2	0.0	
500	0.2		DON'T KNOW	9,100	3.6 <- 10.2	3.1	4.2	4.4	5.5	7.1	
255,200	96.0		RADIO USERS	255,200	96.0 <- 98.7	77.6	61.4	75.1	56.3	85.1	
10,600	4.0		NON-USERS	10,600	4.0 <- 1.3	22.4	38.6	24.9	43.7	14.9	

Strategic AccuRatings

For "How to Read" Information, call:
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STANDARD DEMO RANKER FEMALES 16+ (N=1723)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
2:	125,200	22.1	.405	WNCI	1:	50,700	10.3 <-12.9	1:	13.0	1:	11.4	1:	10.9	2:	8.8	1:	9.6	115
1:	125,500	22.1	.400	WSNY	2:	50,200	10.2 <-10.6	2:	11.9	2:	10.2	2:	9.0	1:	14.3	2:	8.1	149
3:	86,100	15.2	.467	WHOK	3:	40,200	8.2 <- 7.9	4:	7.6	3:	7.7	3:	7.8	5:	5.5	3:	8.0	128
8:	60,900	10.7	.534	WTVN	4:	32,500	6.6 <- 7.0	3:	9.8	7:	4.9	9:	4.7	9:	4.4	6:	6.0	99
7:	61,600	10.9	.458	WRVF	5:	28,200	5.7 <- 3.9	6:	4.9	5:	5.3	5:	6.4	6:	5.3	4:	6.4	120
11:	44,700	7.9	.526	WCIX	6:	23,500	4.8 <- 4.4	7:	4.1	6:	5.1	7:	5.4	3:	8.5	8:	5.1	99
6:	66,000	11.6	.353	WBNS-FM	7:	23,300	4.7 <- 4.5	8:	4.0	10:	4.4	11:	4.0	12:	3.7	11:	4.0	108
5:	76,100	13.4	.302	WAHC/WHT	8:	23,000	4.7 <- 4.0	9:	3.8	4:	5.7	4:	6.6	4:	5.7	5:	6.2	66
4:	80,900	14.3	.269	WLVA	9:	21,800	4.4 <- 5.1	5:	6.3	8:	4.7	6:	6.2	7:	5.1	7:	5.7	60
10:	58,000	10.2	.314	WCOL-FM	10:	18,200	3.7 <- 3.0	13:	2.9	11:	3.7	12:	3.5	10:	4.1	13:	3.5	106
9:	60,400	10.7	.298	WBZX	11:	18,000	3.7 <- 3.3	11:	3.1	9:	4.6	10:	4.6	8:	5.1	9:	4.8	51
12:	36,200	6.4	.486	WVCO	12:	17,600	3.6 <- 2.3	14:	2.6	12:	3.5	8:	4.9	11:	3.7	10:	4.5	104
13:	35,800	6.3	.441	WVVO	13:	15,800	3.2 <- 3.7	12:	3.1	17:	2.1	15:	2.1	15:	2.4	12:	3.9	120
17:	23,300	4.1	.639	WCVO	14:	14,900	3.0 <- 2.5	10:	3.2	18:	1.9	13:	2.5	13:	2.8	16:	2.6	133
15:	29,700	5.2	.444	WCLT-FM	15:	13,200	2.7 <- 2.6	15:	2.3	13:	3.4	14:	2.3	20:	1.3	14:	3.0	107
14:	29,800	5.3	.366	WOSU-FM	16:	10,900	2.2 <- 2.3	16:	1.9	15:	2.4	16:	2.1	14:	2.6	15:	3.0	82
19:	20,700	3.7	.507	WBNS-AM	17:	10,500	2.1 <- 2.0	18:	1.6	16:	2.1	18:	1.8	22:	1.0	17:	1.9	137
16:	29,600	5.2	.331	WCOL-AM	18:	9,800	2.0 <- 1.7	23:	0.8	14:	2.4	19:	1.6	16:	2.2	19:	1.4	100
18:	21,800	3.8	.372	WCEZ	19:	8,100	1.6 <- 1.4	21:	1.0	20:	1.4	22:	1.1	18:	1.9	18:	1.7	109
23:	13,500	2.4	.556	WNNI	20:	7,500	1.5 <- 1.7	17:	1.8	25:	0.9	23:	0.9	25:	0.7	22:	1.0	132
20:	18,800	3.3	.340	WCBE	21:	6,400	1.3 <- 1.4	19:	1.6	21:	1.2	17:	2.0	17:	2.0	21:	1.3	59
21:	18,400	3.2	.332	WOSU-AM	22:	6,100	1.2 <- 1.1	20:	1.1	19:	1.8	20:	1.4	27:	0.6	20:	1.4	70
22:	17,100	3.0	.304	WRZR	23:	5,200	1.1 <- 1.2	22:	0.9	22:	1.1	21:	1.1	19:	1.4	23:	0.9	86
26:	9,000	1.6	.456	WCLT-AM	24:	4,100	0.8 <- 1.0	24:	0.8	26:	0.7	25:	0.7	23:	0.9	24:	0.9	135
25:	9,100	1.6	.396	WRFD	25:	3,600	0.7 <- 0.8	26:	0.8	24:	0.9	26:	0.6	31:	0.4	27:	0.5	94
27:	8,300	1.5	.422	WSWZ	26:	3,500	0.7 <- 0.5	29:	0.4	29:	0.6	27:	0.6	26:	0.7	28:	0.4	125
31:	5,400	1.0	.630	WMRN-FM	27:	3,400	0.7 <- 0.7	27:	0.6	28:	0.6	24:	0.8	24:	0.9	25:	0.8	122
24:	10,400	1.8	.317	WLW	28:	3,300	0.7 <- 0.4	33:	0.3	23:	1.0	31:	0.3	21:	1.1	32:	0.3	49
30:	5,500	1.0	.509	WLOH	29:	2,800	0.6 <- 0.6	28:	0.5	27:	0.7	34:	0.3	32:	0.3	29:	0.4	116
33:	4,400	0.8	.568	WEEC	30:	2,500	0.5 <- 0.5	30:	0.4		0.0	28:	0.6	28:	0.4	26:	0.6	132
28:	6,100	1.1	.328	WNKO	31:	2,000	0.4 <- 0.4	25:	0.8	30:	0.4	29:	0.5	29:	0.4	30:	0.4	121
34:	3,900	0.7	.333	WHTH	32:	1,300	0.3 <- 0.3	32:	0.3	33:	0.2	35:	0.3		0.0	37:	0.1	162
32:	4,500	0.8	.267	WHIZ-FM	33:	1,200	0.2 <- 0.2	36:	0.2	34:	0.2	32:	0.3	35:	0.1	35:	0.2	94
36:	2,700	0.5	.444	WMRN-AM	34:	1,200	0.2 <- 0.2	31:	0.3	35:	0.2	37:	0.1	33:	0.2	34:	0.2	211
35:	3,700	0.7	.162	WQIO	35:	600	0.1 <- 0.1	34:	0.2	31:	0.4	33:	0.3	38:	0.1	33:	0.2	98
37:	2,300	0.4	.261	WCMJ	36:	600	0.1 <- 0.0	37:	0.2	40:	0.1	39:	0.1	37:	0.1	36:	0.2	141
39:	2,100	0.4	.286	WKWC	37:	600	0.1 <- 0.1	40:	0.1	39:	0.1	40:	0.1	36:	0.1	39:	0.1	115
29:	5,900	1.0	.068	WJJM	38:	400	0.1 <- 0.4	35:	0.2	32:	0.4	30:	0.4	30:	0.4	31:	0.4	70
40:	600	0.1	.667	WNRJ	39:	400	0.1 <- 0.0	39:	0.1	36:	0.1		0.0		0.0		0.0	211
43:	400	0.1	.999	WXIC	40:	400	0.1 <- 0.1	38:	0.1	37:	0.1	38:	0.1		0.0	38:	0.1	211
41:	600	0.1	.500	WNZR	41:	300	0.1 <- 0.0		0.0		0.0		0.0	34:	0.2	41:	0.1	91
46:	300	0.1	.999	WYBZ	42:	300	0.1 <- 0.0	41:	0.1		0.0	41:	0.1	39:	0.1	40:	0.1	91
38:	2,200	0.4	.000	WOBN		0	0.0 <- 0.0		0.0	41:	0.1	36:	0.2	40:	0.1		0.0	
42:	600	0.1	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
45:	400	0.1	.000	WILE		0	0.0 <- 0.0		0.0	38:	0.1		0.0		0.0		0.0	
44:	400	0.1	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	13,200	2.3		OTHER		4,500	0.9 <- 1.2		0.7		1.0		0.8		0.5		0.5	
	5,400	1.0		DON'T KNOW		23,900	4.6 <-11.2		4.1		4.4		4.9		5.4		7.4	
	516,400	91.1		RADIO USERS		516,400	91.1 <-95.5		69.4		54.1		62.7		46.8		74.2	
	50,600	8.9		NON-USERS		50,600	8.9 <- 4.4		30.6		45.9		37.3		53.2		25.8	

Strategic AccuRatings

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STANDARD DEMO RANKER FEMALES 18+ (N=1685)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
2: 119,000	21.6	.419	WNCI 1: 49,900	10.4	<-12.7	1: 13.1	1: 11.4	1: 10.9	2: 8.4	1: 9.8	117
1: 120,400	21.8	.402	WSNY 2: 48,400	10.1	<-10.7	2: 11.8	2: 10.3	2: 9.0	1: 13.4	3: 8.0	148
3: 83,500	15.1	.481	WHOK 3: 40,200	8.4	<- 8.2	4: 7.8	3: 8.1	3: 8.1	4: 5.8	2: 8.2	132
7: 60,500	11.0	.537	WTVN 4: 32,500	6.8	<- 7.2	3: 10.1	5: 5.1	8: 4.9	9: 4.7	5: 6.2	102
8: 58,900	10.7	.472	WRVF 5: 27,800	5.8	<- 3.9	6: 4.8	4: 5.5	4: 6.5	6: 5.3	4: 6.5	122
6: 64,800	11.8	.360	WBNS-FM 6: 23,300	4.9	<- 4.6	7: 4.1	7: 4.6	10: 4.2	12: 3.8	12: 4.0	112
4: 78,900	14.3	.271	WLWQ 7: 21,400	4.5	<- 5.0	5: 6.4	8: 4.6	5: 6.4	7: 5.3	6: 5.9	61
11: 40,500	7.3	.509	WCKX 8: 20,600	4.3	<- 4.0	8: 3.6	9: 4.3	9: 4.8	3: 7.8	8: 4.7	90
9: 57,600	10.4	.316	WCOL-FM 9: 18,200	3.8	<- 3.1	12: 3.0	11: 3.9	12: 3.6	10: 4.3	13: 3.6	109
5: 65,700	11.9	.272	WAHC/WHT 10: 17,900	3.7	<- 3.1	10: 3.2	6: 4.7	6: 5.5	5: 5.5	7: 5.4	53
13: 34,300	6.2	.501	WUCD 11: 17,200	3.6	<- 2.3	14: 2.5	12: 3.7	7: 4.9	11: 3.9	9: 4.6	105
10: 54,500	9.9	.301	WBZX 12: 16,400	3.4	<- 3.1	13: 2.9	10: 3.9	11: 4.2	8: 4.9	10: 4.3	48
12: 34,900	6.3	.453	WVVO 13: 15,800	3.3	<- 3.8	11: 3.2	17: 2.2	15: 2.2	15: 2.5	11: 4.1	124
17: 22,500	4.1	.662	WCVO 14: 14,900	3.1	<- 2.5	9: 3.3	18: 2.0	13: 2.6	13: 3.0	16: 2.7	137
16: 28,400	5.2	.465	WCLT-FM 15: 13,200	2.8	<- 2.6	15: 2.4	13: 3.5	14: 2.4	20: 1.4	14: 3.0	110
14: 29,800	5.4	.366	WOSU-FM 16: 10,900	2.3	<- 2.3	16: 1.9	15: 2.5	16: 2.2	14: 2.7	15: 3.0	84
19: 20,700	3.8	.507	WBNS-AM 17: 10,500	2.2	<- 2.1	18: 1.6	16: 2.2	18: 1.9	22: 1.1	17: 1.9	141
15: 29,600	5.4	.331	WCOL-AM 18: 9,800	2.1	<- 1.7	22: 0.9	14: 2.5	19: 1.7	16: 2.3	19: 1.5	103
18: 21,800	4.0	.372	WCEZ 19: 8,100	1.7	<- 1.4	21: 1.0	20: 1.5	22: 1.1	18: 2.0	18: 1.7	112
23: 13,500	2.4	.556	WMNI 20: 7,500	1.6	<- 1.7	17: 1.9	25: 0.9	23: 1.0	25: 0.7	22: 1.0	136
20: 18,400	3.3	.348	WCBE 21: 6,400	1.3	<- 1.4	19: 1.6	21: 1.2	17: 2.1	17: 2.1	21: 1.3	61
21: 18,400	3.3	.332	WOSU-AM 22: 6,100	1.3	<- 1.1	20: 1.1	19: 1.9	20: 1.5	27: 0.7	20: 1.5	72
22: 16,200	2.9	.290	WRZR 23: 4,700	1.0	<- 1.3	25: 0.8	22: 1.1	21: 1.2	19: 1.4	23: 0.9	80
26: 9,000	1.6	.456	WCLT-AM 24: 4,100	0.9	<- 1.0	23: 0.8	26: 0.7	25: 0.7	23: 1.0	24: 0.9	139
25: 9,100	1.7	.396	WRFD 25: 3,600	0.8	<- 0.8	26: 0.8	24: 1.0	26: 0.6	30: 0.4	27: 0.5	97
27: 7,900	1.4	.443	WSWZ 26: 3,500	0.7	<- 0.5	29: 0.4	29: 0.6	27: 0.6	26: 0.7	28: 0.5	129
30: 5,400	1.0	.630	WMRN-FM 27: 3,400	0.7	<- 0.7	27: 0.6	28: 0.7	24: 0.8	24: 0.9	25: 0.8	125
24: 10,400	1.9	.317	WLW 28: 3,300	0.7	<- 0.4	33: 0.3	23: 1.0	31: 0.3	21: 1.2	31: 0.3	51
29: 5,500	1.0	.509	WLOH 29: 2,800	0.6	<- 0.6	28: 0.5	27: 0.7	34: 0.3	31: 0.3	29: 0.5	120
33: 4,400	0.8	.568	WEEC 30: 2,500	0.5	<- 0.5	30: 0.4	0.0	28: 0.6	28: 0.4	26: 0.6	136
28: 6,100	1.1	.328	WNKO 31: 2,000	0.4	<- 0.4	24: 0.8	30: 0.5	29: 0.5	29: 0.4	30: 0.5	124
34: 3,900	0.7	.333	WHTH 32: 1,300	0.3	<- 0.3	32: 0.3	33: 0.2	35: 0.3	0.0	37: 0.1	166
32: 4,500	0.8	.267	WHIZ-FM 33: 1,200	0.3	<- 0.2	35: 0.2	34: 0.2	32: 0.3	35: 0.1	35: 0.2	97
36: 2,700	0.5	.444	WMRN-AM 34: 1,200	0.3	<- 0.3	31: 0.3	35: 0.2	37: 0.1	33: 0.2	34: 0.2	218
35: 3,700	0.7	.162	WQIO 35: 600	0.1	<- 0.1	34: 0.2	31: 0.5	33: 0.3	38: 0.1	33: 0.2	100
37: 2,300	0.4	.261	WCMJ 36: 600	0.1	<- 0.0	36: 0.2	39: 0.1	40: 0.1	36: 0.1	36: 0.2	145
39: 2,100	0.4	.286	WPKC 37: 600	0.1	<- 0.1	39: 0.1	40: 0.1	39: 0.1	37: 0.1	39: 0.1	119
40: 600	0.1	.667	WNRJ 38: 400	0.1	<- 0.0	38: 0.1	36: 0.1	0.0	0.0	0.0	218
43: 400	0.1	.999	WXIC 39: 400	0.1	<- 0.1	37: 0.1	37: 0.1	38: 0.1	0.0	38: 0.1	218
41: 600	0.1	.500	WNRZ 40: 300	0.1	<- 0.0	0.0	0.0	0.0	34: 0.2	41: 0.1	93
46: 300	0.1	.999	WYBZ 41: 300	0.1	<- 0.0	40: 0.1	0.0	41: 0.1	39: 0.1	40: 0.1	93
31: 5,200	0.9	.000	WJJM 0	0.0	<- 0.3	41: 0.1	32: 0.2	30: 0.4	32: 0.3	32: 0.3	
38: 2,200	0.4	.000	WOBH 0	0.0	<- 0.0	0.0	41: 0.1	36: 0.2	40: 0.1	0.0	
42: 600	0.1	.000	WCVZ 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
45: 400	0.1	.000	WILE 0	0.0	<- 0.0	0.0	38: 0.1	0.0	0.0	0.0	
44: 400	0.1	.000	WTUE 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
12,800	2.3		OTHER 4,200	0.9	<- 1.2	0.7	1.0	0.7	0.4	0.4	
5,400	1.0		DON'T KNOW 23,100	4.6	<-11.4	4.2	4.6	5.1	5.6	7.3	
501,000	90.9		RADIO USERS 501,000	90.9	<-95.4	69.3	53.3	62.0	45.6	73.8	
50,200	9.1		NON-USERS 50,200	9.1	<- 4.6	30.7	46.7	38.0	54.4	26.2	

Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER FEMALES 21+ (N=1616)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
2:	109,600	21.0	.423	WNCI	1:	46,400	10.3 <- 12.7	1:	13.1	2:	11.1	1:	10.2	2:	7.8	1:	9.5	115
1:	113,300	21.7	.402	WSNY	2:	45,600	10.1 <- 10.8	2:	12.0	1:	11.2	2:	9.4	1:	12.9	3:	8.1	148
3:	79,500	15.2	.479	WHOK	3:	38,100	8.4 <- 8.3	4:	7.9	3:	7.9	3:	8.1	3:	6.0	2:	8.3	133
6:	60,500	11.6	.537	WTVN	4:	32,500	7.2 <- 7.6	3:	10.6	5:	5.6	6:	5.3	7:	5.2	4:	6.6	108
8:	54,500	10.4	.475	WRVF	5:	25,900	5.7 <- 4.0	6:	4.7	4:	5.6	4:	6.5	8:	5.1	5:	6.4	121
5:	64,300	12.3	.362	WBNS-FM	6:	23,300	5.2 <- 4.9	7:	4.3	6:	5.0	9:	4.5	11:	4.2	11:	4.2	118
4:	75,200	14.4	.275	WLWQ	7:	20,700	4.6 <- 5.1	5:	6.6	7:	4.7	5:	6.5	4:	5.6	6:	6.1	62
7:	56,900	10.9	.320	WCOL-FM	8:	18,200	4.0 <- 3.2	10:	3.1	8:	4.2	11:	3.9	9:	4.8	12:	3.8	115
11:	32,400	6.2	.519	WUCD	9:	16,800	3.7 <- 2.5	13:	2.5	10:	3.8	7:	5.2	12:	4.2	7:	4.7	108
12:	32,400	6.2	.488	WVCO	10:	15,800	3.5 <- 4.0	9:	3.3	17:	2.4	14:	2.4	15:	2.8	8:	4.3	131
9:	51,300	9.8	.292	WAHC/WHT	11:	15,000	3.3 <- 2.7	14:	2.4	9:	4.0	8:	5.1	6:	5.2	9:	4.3	47
18:	21,700	4.1	.668	WCVO	12:	14,500	3.2 <- 2.7	8:	3.4	18:	2.0	13:	2.6	13:	3.3	16:	2.8	142
10:	47,600	9.1	.300	WBZX	13:	14,300	3.2 <- 3.0	11:	2.8	11:	3.2	10:	3.9	10:	4.3	10:	4.3	45
13:	30,500	5.8	.439	WCKX	14:	13,400	3.0 <- 2.7	12:	2.7	12:	2.9	12:	3.4	5:	5.4	13:	3.5	62
16:	25,200	4.8	.440	WCLT-FM	15:	11,100	2.5 <- 2.5	15:	2.2	13:	2.9	17:	2.1	19:	1.5	15:	3.0	98
14:	29,800	5.7	.366	WOSU-FM	16:	10,900	2.4 <- 2.5	16:	2.0	15:	2.7	15:	2.3	14:	3.0	14:	3.3	89
19:	20,400	3.9	.495	WBNS-AM	17:	10,100	2.2 <- 2.2	18:	1.7	16:	2.4	18:	2.0	22:	1.2	17:	2.1	144
15:	29,600	5.7	.331	WCOL-AM	18:	9,800	2.2 <- 1.8	22:	0.9	14:	2.7	19:	1.8	16:	2.6	19:	1.6	109
17:	21,800	4.2	.372	WCEZ	19:	8,100	1.8 <- 1.5	21:	1.1	20:	1.6	21:	1.2	18:	2.2	18:	1.8	119
23:	13,500	2.6	.556	WMNI	20:	7,500	1.7 <- 1.8	17:	1.9	25:	1.0	23:	1.1	25:	0.8	22:	1.1	144
20:	18,400	3.5	.348	WCBE	21:	6,400	1.4 <- 1.5	19:	1.7	21:	1.3	16:	2.3	17:	2.3	21:	1.4	64
21:	18,400	3.5	.332	WOSU-AM	22:	6,100	1.4 <- 1.2	20:	1.2	19:	2.0	20:	1.6	27:	0.7	20:	1.6	76
22:	15,000	2.9	.287	WRZR	23:	4,300	1.0 <- 1.0	26:	0.7	23:	1.0	22:	1.1	20:	1.4	24:	0.8	77
26:	8,600	1.6	.477	WCLT-AM	24:	4,100	0.9 <- 1.0	23:	0.9	26:	0.8	25:	0.7	24:	0.9	23:	1.0	148
25:	9,100	1.7	.396	WRFD	25:	3,600	0.8 <- 0.9	25:	0.8	24:	1.0	26:	0.7	30:	0.4	27:	0.5	103
27:	7,900	1.5	.443	WSWZ	26:	3,500	0.8 <- 0.6	29:	0.4	29:	0.7	27:	0.7	26:	0.8	28:	0.5	137
30:	5,400	1.0	.630	WMRN-FM	27:	3,400	0.8 <- 0.7	27:	0.6	28:	0.7	24:	0.9	23:	1.0	25:	0.8	133
24:	10,400	2.0	.317	WLW	28:	3,300	0.7 <- 0.4	33:	0.3	22:	1.1	30:	0.4	21:	1.3	31:	0.3	54
29:	5,500	1.1	.509	WLOH	29:	2,800	0.6 <- 0.7	28:	0.6	27:	0.8	33:	0.3	31:	0.3	29:	0.5	127
32:	4,400	0.8	.568	WEEC	30:	2,500	0.6 <- 0.6	30:	0.4		0.0	28:	0.7	28:	0.5	26:	0.7	144
28:	6,100	1.2	.328	WNKO	31:	2,000	0.4 <- 0.4	24:	0.9	30:	0.5	29:	0.5	29:	0.5	30:	0.5	132
33:	3,900	0.7	.333	WNTH	32:	1,300	0.3 <- 0.3	32:	0.3	32:	0.2	34:	0.3		0.0	37:	0.1	176
31:	4,500	0.9	.267	WHIZ-FM	33:	1,200	0.3 <- 0.2	35:	0.2	33:	0.2	31:	0.3	35:	0.1	34:	0.2	103
36:	2,700	0.5	.444	WMRN-AM	34:	1,200	0.3 <- 0.3	31:	0.3	34:	0.2	37:	0.1	33:	0.2	33:	0.2	231
35:	3,700	0.7	.162	WQIO	35:	600	0.1 <- 0.1	34:	0.2	31:	0.5	32:	0.3	37:	0.1	32:	0.3	106
37:	2,300	0.4	.261	WCMJ	36:	600	0.1 <- 0.0	36:	0.2	39:	0.1	39:	0.1	36:	0.1	35:	0.2	154
38:	2,100	0.4	.286	WAKC	37:	600	0.1 <- 0.1	39:	0.1	38:	0.1	40:	0.1	38:	0.1	39:	0.1	126
40:	600	0.1	.667	WNRJ	38:	400	0.1 <- 0.0	38:	0.1	35:	0.2		0.0		0.0		0.0	231
43:	400	0.1	.999	WXIC	39:	400	0.1 <- 0.1	37:	0.1	36:	0.2	38:	0.1		0.0	38:	0.1	231
41:	600	0.1	.500	WNZR	40:	300	0.1 <- 0.0		0.0		0.0		0.0	34:	0.2	41:	0.1	99
46:	300	0.1	.999	WYBZ	41:	300	0.1 <- 0.0	40:	0.1		0.0	41:	0.1	39:	0.1	40:	0.1	99
34:	3,900	0.7	.000	WJMJ		0	0.0 <- 0.0	41:	0.1	41:	0.1	35:	0.3	32:	0.3	36:	0.2	
39:	1,800	0.3	.000	WOBW		0	0.0 <- 0.0		0.0	40:	0.1	36:	0.2	40:	0.1		0.0	
42:	600	0.1	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
45:	400	0.1	.000	WILE		0	0.0 <- 0.0		0.0	37:	0.2		0.0		0.0		0.0	
44:	400	0.1	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	11,900	2.3		OTHER		4,200	0.9 <- 1.2		0.7		1.1		0.8		0.4		0.4	
	5,400	1.0		DON'T KNOW		22,200	4.7 <- 11.2		4.0		4.7		5.1		6.0		7.2	
	473,300	90.5		RADIO USERS		473,300	90.5 <- 95.2		69.7		52.0		60.7		43.6		72.8	
	49,800	9.5		NON-USERS		49,800	9.5 <- 4.8		30.3		48.0		39.3		56.4		27.2	

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Columbus

Blacks by demo

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Strategic AccuRatings

For "How to Read" information, call:
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STANDARD DEMO RANKER BLACK MALES (N= 170)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	30,300	46.3	.538	WCIX	1:	16,300	29.9 <-22.8	1:	28.2	1:	37.5	1:	34.1	1:	33.7	1:	34.7	623
3:	22,500	34.4	.502	WKCO	2:	11,300	20.8 <-25.5	2:	20.3	3:	13.8	2:	18.7	3:	8.7	3:	18.5	777
2:	28,900	44.1	.339	WAHC/WHT	3:	9,800	18.0 <-13.8	3:	14.9	2:	18.4	3:	18.0	2:	25.3	2:	23.4	254
6:	5,600	8.5	.339	WBNS-FM	4:	1,900	3.5 <- 4.2	7:	2.7	5:	4.3	4:	4.5	4:	4.4	9:	1.6	80
10:	3,400	5.2	.559	WTVN	5:	1,900	3.5 <- 2.2	5:	4.0	9:	1.2	8:	1.9	13:	1.2	13:	0.9	52
8:	4,500	6.9	.356	WCOL-FM	6:	1,600	2.9 <- 2.2	13:	1.0	10:	1.2	6:	2.8		0.0	14:	0.9	84
4:	8,900	13.6	.169	WNCI	7:	1,500	2.8 <- 3.3	4:	5.4	7:	2.3	9:	1.9	7:	3.2	4:	3.4	31
13:	2,200	3.4	.682	WCVO	8:	1,500	2.8 <- 2.8	14:	1.0	11:	1.2	15:	0.9	6:	3.2	10:	1.6	121
11:	3,400	5.2	.353	WBNS-AM	9:	1,200	2.2 <- 2.2	15:	1.0	12:	1.2	10:	1.9	8:	2.3	6:	1.8	142
5:	6,300	9.6	.175	WSNY	10:	1,100	2.0 <- 2.6	8:	2.7	4:	5.2	5:	3.8	5:	4.1	11:	1.6	29
9:	3,600	5.5	.278	WBZX	11:	1,000	1.8 <- 0.0	10:	2.0	6:	3.5	12:	1.7	17:	0.9	5:	2.3	26
16:	1,900	2.9	.421	WRVF	12:	800	1.5 <- 0.6	11:	2.0	19:	0.9	11:	1.9	9:	2.3	7:	1.8	31
17:	1,900	2.9	.368	WQIO	13:	700	1.3 <- 1.3	16:	1.0	13:	1.2	13:	1.7	14:	1.2	15:	0.9	999
12:	2,300	3.5	.217	WVCD	14:	500	0.9 <- 1.5		0.0	8:	1.4	14:	1.2	12:	1.5	8:	1.8	27
29:	500	0.8	.999	WQBN	15:	500	0.9 <- 0.9		0.0		0.0		0.0	11:	1.5	12:	1.1	999
14:	2,100	3.2	.190	WYBZ	16:	400	0.7 <- 0.0	12:	1.2		0.0	16:	0.9	15:	1.2		0.0	999
25:	800	1.2	.500	WOSU-AM	17:	400	0.7 <- 0.7		0.0	14:	1.2		0.0		0.0		0.0	41
26:	700	1.1	.571	WLOH	18:	400	0.7 <- 0.7	17:	1.0		0.0		0.0		0.0		0.0	150
30:	400	0.6	.999	WCLT-FM	19:	400	0.7 <- 0.0	18:	1.0		0.0		0.0		0.0		0.0	29
15:	2,100	3.2	.143	WLWQ	20:	300	0.6 <- 1.3	9:	2.5	20:	0.9	17:	0.7		0.0	17:	0.7	7
27:	700	1.1	.429	WRFD	21:	300	0.6 <- 0.0	21:	0.7		0.0		0.0		0.0		0.0	71
7:	4,700	7.2	.000	WVJM		0	0.0 <- 1.5	6:	4.0	17:	1.2	7:	2.8	10:	2.3	19:	0.7	
18:	1,600	2.4	.000	WMNI		0	0.0 <- 0.0	19:	1.0		0.0		0.0		0.0		0.0	
19:	1,500	2.3	.000	WOSU-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	16:	0.9	
20:	1,400	2.1	.000	WLW		0	0.0 <- 0.0		0.0	15:	1.2		0.0		0.0		0.0	
22:	1,200	1.8	.000	WHOK		0	0.0 <- 0.0		0.0	18:	1.2		0.0		0.0		0.0	
21:	1,200	1.8	.000	WCEZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
23:	1,100	1.7	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0		0.0	16:	1.2		0.0	
24:	1,100	1.7	.000	WCBE		0	0.0 <- 0.0	20:	1.0	16:	1.2		0.0		0.0		0.0	
28:	700	1.1	.000	WRZR		0	0.0 <- 0.6		0.0		0.0		0.0		0.0		0.0	
31:	400	0.6	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	400	0.6	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
33:	300	0.5	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	18:	0.7	
	0	0.0	.000	WCVZ		0	0.0 <- 0.6		0.0		0.0		0.0		0.0		0.0	
	1,600	2.4		OTHER		800	1.5 <- 1.3		2.0		1.2		0.9		2.3		0.9	
	0	0.0		DON'T KNOW		3,800	6.5 <-16.8		5.4		8.7		7.2		9.9		10.1	
	58,200	88.9		RADIO USERS		58,200	88.9 <-92.5		65.2		58.0		69.6		58.3		75.6	
	7,300	11.1		NON-USERS		7,300	11.1 <- 7.5		35.0		42.0		30.5		41.7		24.6	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER BLACK FEMALES (N= 199)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 35,100	49.6	.632	WCIX	1: 22,200	38.1 <-33.3	1: 31.0	1: 35.6	1: 37.7	1: 50.8	1: 34.9	793
2: 33,000	46.6	.403	WVCO	2: 13,300	22.8 <-27.5	2: 23.6	3: 14.4	3: 14.3	2: 13.6	2: 26.6	855
3: 28,600	40.4	.231	WAHC/WHT	3: 6,600	11.3 <-11.7	3: 12.9	2: 19.0	2: 17.5	3: 11.0	3: 17.3	160
4: 9,500	13.4	.695	WCVO	4: 6,600	11.3 <-10.8	4: 10.9	4: 7.6	4: 8.3	4: 9.7	4: 7.4	500
9: 2,900	4.1	.517	WTVN	5: 1,500	2.6 <- 2.7	5: 3.3	10: 1.6	10: 1.9	12: 0.8	8: 1.3	38
5: 5,200	7.3	.231	WNCI	6: 1,200	2.1 <- 1.5	7: 2.4	5: 6.2	8: 2.2	8: 1.6	9: 1.1	23
10: 2,200	3.1	.455	WRFD	7: 1,000	1.7 <- 1.7	12: 1.3	12: 1.6	5: 2.7	9: 1.6	6: 1.9	221
12: 2,000	2.8	.500	WCOL-FM	8: 1,000	1.7 <- 1.2	8: 2.2	8: 2.7	7: 2.4	5: 2.6	5: 1.9	49
13: 1,800	2.5	.556	WBNS-AM	9: 1,000	1.7 <- 1.0	9: 2.2	11: 1.6	0.0	0.0	10: 0.8	110
7: 3,300	4.7	.273	WSNY	10: 900	1.5 <- 0.5	14: 0.7	0.0	9: 2.2	10: 1.6	12: 0.6	23
6: 3,400	4.8	.235	WBNS-FM	11: 800	1.4 <- 1.4	6: 2.6	9: 2.2	11: 1.7	6: 1.8	7: 1.5	31
16: 700	1.0	.999	WOSU-FM	12: 700	1.2 <- 0.5	10: 1.5	13: 0.8	12: 1.7	7: 1.8	13: 0.6	45
14: 1,400	2.0	.286	WCEZ	13: 400	0.7 <- 1.4	13: 0.9	6: 3.0	13: 1.7	11: 1.0	11: 0.8	46
15: 1,300	1.8	.231	WRVF	14: 300	0.5 <- 0.0	17: 0.7	0.0	16: 0.7	0.0	0.0	11
20: 300	0.4	.999	WCBE	15: 300	0.5 <- 0.5	16: 0.7	0.0	0.0	0.0	0.0	23
21: 300	0.4	.999	WYBZ	16: 300	0.5 <- 0.0	15: 0.7	0.0	15: 0.7	13: 0.8	14: 0.6	766
8: 3,300	4.7	.000	WWJM	0	0.0 <- 1.5	11: 1.5	7: 3.0	6: 2.7	14: 0.8	15: 0.6	
11: 2,200	3.1	.000	WCOL-AM	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
17: 700	1.0	.000	WHOK	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
18: 600	0.8	.000	WBZX	0	0.0 <- 0.0	19: 0.7	0.0	0.0	0.0	0.0	
19: 400	0.6	.000	WCLT-AM	0	0.0 <- 0.0	0.0	0.0	14: 1.0	0.0	0.0	
24: 300	0.4	.000	WEEC	0	0.0 <- 0.0	18: 0.7	0.0	0.0	0.0	17: 0.6	
22: 300	0.4	.000	WLWQ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
23: 300	0.4	.000	WQIO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
25: 300	0.4	.000	WSWZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	16: 0.6	
0	0.0	.000	WOSU-AM	0	0.0 <- 0.7	0.0	0.0	0.0	0.0	0.0	
1,500	2.1		OTHER	0	0.0 <- 0.5	0.0	0.0	0.0	0.0	0.6	
400	0.6		DON'T KNOW	4,300	6.9 <-13.3	3.4	4.7	5.7	3.8	5.2	
62,600	88.4		RADIO USERS	62,600	88.4 <-93.5	66.9	54.5	61.7	56.1	78.5	
8,200	11.6		NON-USERS	8,200	11.6 <- 6.5	32.9	45.5	38.3	43.9	21.5	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER
BLACKS 12-24 (N= 91)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 29,600	75.5	.740	WCIX	1: 21,900	62.1 <-52.2	1: 48.5	1: 54.2	1: 60.3	1: 62.6	1: 50.4	999
2: 29,600	75.5	.331	WAHC/WHT	2: 9,800	27.8 <-24.4	2: 29.9	2: 30.9	2: 25.3	2: 27.0	2: 37.4	392
3: 11,100	28.3	.117	WVVO	3: 1,300	3.7 <- 4.8	3: 6.6	5: 1.7	4: 3.0	4: 1.7	3: 5.4	138
9: 900	2.3	.556	WVCD	4: 500	1.4 <- 1.4	0.0	6: 1.7	5: 1.7	5: 1.7	5: 1.2	41
12: 500	1.3	.999	WOBH	5: 500	1.4 <- 1.4	0.0	0.0	0.0	6: 1.7	4: 1.5	999
5: 3,400	8.7	.118	WNCI	6: 400	1.1 <- 1.1	5: 3.1	3: 4.5	6: 1.3	8: 1.3	6: 1.2	13
7: 1,300	3.3	.308	WCVO	7: 400	1.1 <- 1.1	0.0	0.0	7: 1.3	0.0	8: 1.2	50
14: 400	1.0	.999	WRVF	8: 400	1.1 <- 0.0	8: 1.6	0.0	8: 1.3	7: 1.3	7: 1.2	24
4: 4,700	12.0	.000	WWJM	0	0.0 <- 3.7	4: 6.6	4: 4.5	3: 5.7	3: 2.7	0.0	0.0
6: 1,800	4.6	.000	WBZX	0	0.0 <- 0.0	7: 1.9	7: 1.7	0.0	0.0	0.0	0.0
8: 1,300	3.3	.000	WSNY	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
10: 900	2.3	.000	WHOK	0	0.0 <- 0.0	0.0	8: 1.4	0.0	0.0	0.0	0.0
11: 900	2.3	.000	WYBZ	0	0.0 <- 0.0	6: 1.9	0.0	0.0	0.0	0.0	0.0
13: 500	1.3	.000	WRIO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
1,300	3.3		OTHER	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
0	0.0		DON'T KNOW	1,700	4.6 <-15.6	4.8	3.0	11.5	5.3	8.3	
37,000	94.4		RADIO USERS	37,000	94.4 <-96.4	68.9	76.5	86.5	81.1	92.1	
2,200	5.6		NON-USERS	2,200	5.6 <- 3.6	31.1	23.5	13.5	18.9	7.9	

Strategic AccuRatings

For "How to Read" information, call:

1-800-777-8877

STANDARD DEMO RANKER BLACKS 18-34 (N= 132)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	32,500	68.7	.714	WCIX	1:	23,200	57.7 <-47.5	1:	49.9	1:	49.8	1:	53.6	1:	63.5	1:	47.0	999
2:	28,800	60.9	.188	WAHC/WHT	2:	5,400	13.4 <-13.9	2:	14.4	2:	17.7	2:	21.4	2:	13.4	2:	26.1	190
3:	15,500	32.8	.258	WVKO	3:	4,000	9.9 <-12.7	3:	11.0	3:	13.9	3:	7.0	3:	6.7	3:	12.3	372
7:	3,300	7.0	.576	WCVQ	4:	1,900	4.7 <- 4.7	9:	1.9	7:	1.2	4:	4.9	5:	2.0	4:	2.6	208
4:	6,800	14.4	.176	WNCI	5:	1,200	3.0 <- 2.2	4:	4.4	4:	7.7	6:	2.8	6:	2.0	5:	2.6	33
10:	1,000	2.1	.600	WRVF	6:	600	1.5 <- 0.7	10:	1.9	8:	1.2	9:	0.9	9:	1.0	8:	0.8	31
11:	800	1.7	.625	WWCD	7:	500	1.2 <- 1.2		0.0	6:	1.9	8:	1.5	7:	1.7		0.0	36
18:	500	1.1	.999	WOBX	8:	500	1.2 <- 1.2		0.0		0.0		0.0	8:	1.7	7:	1.3	999
6:	3,400	7.2	.088	WBZX	9:	300	0.7 <- 0.0	7:	2.2	5:	3.1	11:	0.9	10:	1.0	10:	0.8	11
8:	2,300	4.9	.130	WSNY	10:	300	0.7 <- 1.5	11:	0.9		0.0	7:	1.8	4:	3.0	9:	0.8	11
9:	1,300	2.7	.231	WLVA	11:	300	0.7 <- 0.7	8:	2.2	9:	1.2	10:	0.9		0.0	12:	0.8	10
13:	700	1.5	.429	WYBZ	12:	300	0.7 <- 0.0	6:	2.2		0.0	12:	0.9	11:	1.0	11:	0.8	999
16:	600	1.3	.500	WBNS-AM	13:	300	0.7 <- 0.7	12:	0.9	10:	1.2		0.0		0.0		0.0	48
15:	600	1.3	.500	WCBE	14:	300	0.7 <- 0.7	13:	0.9		0.0		0.0		0.0		0.0	34
17:	600	1.3	.500	WRFD	15:	300	0.7 <- 0.0	14:	0.9		0.0		0.0		0.0		0.0	96
19:	300	0.6	.999	WCOL-FM	16:	300	0.7 <- 0.0		0.0		0.0		0.0		0.0		0.0	21
5:	4,600	9.7	.000	WWJM		0	0.0 <- 3.0	5:	3.5	11:	1.2	5:	3.4	12:	1.0	6:	1.6	
12:	800	1.7	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
14:	700	1.5	.000	WHOK		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
24:	300	0.6	.000	WRZR		0	0.0 <- 0.7		0.0		0.0		0.0		0.0		0.0	
26:	300	0.6	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	13:	0.8	
23:	300	0.6	.000	WBNS-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
25:	300	0.6	.000	WEEC		0	0.0 <- 0.0	15:	0.9		0.0		0.0		0.0	14:	0.8	
21:	300	0.6	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	15:	0.8	
22:	300	0.6	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
20:	300	0.6	.000	WCEZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.7		0.0		0.0		0.0		0.0		0.0	
	1,300	2.7		OTHER		400	1.0 <- 1.5		1.3		0.0		0.0		1.3		0.0	
	0	0.0		DON'T KNOW		3,500	8.0 <-15.4		3.6		9.1		7.4		3.6		4.3	
	43,700	92.4		RADIO USERS		43,700	92.4 <-94.7		69.8		60.3		74.6		65.3		84.6	
	3,600	7.6		NON-USERS		3,600	7.6 <- 5.3		30.2		39.7		25.4		34.7		15.4	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

STANDARD DEMO RANKER BLACKS 25-54 (N= 215)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	34,200	47.9	.535	WKVO	1:	18,300	29.9 <-37.4	1:	30.1	2:	20.8	2:	23.4	2:	18.9	1:	31.4	999
2:	33,700	47.2	.466	WCKX	2:	15,700	25.7 <-21.9	2:	26.4	1:	28.3	1:	27.6	1:	33.9	2:	31.0	534
3:	27,500	38.5	.240	WAHC/WHT	3:	6,600	10.8 <- 9.2	3:	8.5	3:	12.4	3:	16.7	3:	13.8	3:	13.4	152
6:	7,200	10.1	.667	WCVO	4:	4,800	7.8 <- 7.4	4:	5.9	4:	5.5	5:	4.9	5:	5.5	4:	4.2	346
4:	10,700	15.0	.215	WNCI	5:	2,300	3.8 <- 3.8	5:	4.8	5:	5.2	7:	3.0	6:	3.7	5:	3.3	42
7:	5,300	7.4	.340	WCOL-FM	6:	1,800	2.9 <- 1.8	6:	2.0	9:	1.7	6:	3.5	9:	1.7	9:	1.1	84
5:	7,900	11.1	.215	WSNY	7:	1,700	2.8 <- 2.1	7:	2.0	6:	5.2	4:	5.8	4:	5.7	6:	1.9	41
11:	2,800	3.9	.464	WBNS-AM	8:	1,300	2.1 <- 1.6	14:	1.2	10:	1.7	15:	0.9	11:	1.1		0.0	136
9:	3,100	4.3	.355	WTVN	9:	1,100	1.8 <- 1.1	8:	2.0	11:	1.7		0.0	14:	0.9	14:	0.6	27
13:	2,300	3.2	.435	WBZX	10:	1,000	1.6 <- 0.0	15:	1.2	7:	2.0	9:	1.6	15:	0.9	7:	1.9	23
22:	1,300	1.8	.769	WRFD	11:	1,000	1.6 <- 1.0	9:	2.0	12:	1.7	13:	1.4	10:	1.7	10:	1.1	210
8:	4,200	5.9	.167	WBNS-FM	12:	700	1.1 <- 1.1	11:	1.4	8:	2.0	8:	2.3	7:	3.2	8:	1.3	26
15:	1,700	2.4	.412	WQIO	13:	700	1.1 <- 1.1	18:	0.8	14:	1.2	11:	1.6	12:	1.1	12:	0.8	916
18:	1,400	2.0	.500	WOSU-FM	14:	700	1.1 <- 0.5	12:	1.4	18:	0.9	10:	1.6	8:	2.0	15:	0.6	42
14:	2,300	3.2	.261	WRVF	15:	600	1.0 <- 0.5	16:	1.2	19:	0.9	12:	1.6	16:	0.9	16:	0.6	21
24:	700	1.0	.571	WLOH	16:	400	0.7 <- 0.7	20:	0.8		0.0		0.0		0.0		0.0	133
29:	400	0.6	.999	WOSU-AM	17:	400	0.7 <- 1.3		0.0	15:	1.2		0.0		0.0		0.0	37
28:	400	0.6	.999	WCLT-FM	18:	400	0.7 <- 0.0	19:	0.8		0.0		0.0		0.0		0.0	26
12:	2,400	3.4	.125	WLVQ	19:	300	0.5 <- 1.1	10:	2.0	20:	0.9	17:	0.7		0.0	17:	0.6	7
19:	1,400	2.0	.214	WCBE	20:	300	0.5 <- 0.5	13:	1.4	16:	1.2		0.0		0.0		0.0	22
23:	1,000	1.4	.300	WYBZ	21:	300	0.5 <- 0.0	21:	0.6		0.0	16:	0.7	17:	0.9	18:	0.6	729
10:	2,900	4.1	.000	WWJM		0	0.0 <- 0.5	17:	1.2	21:	0.9	14:	1.4	18:	0.9	11:	1.1	
16:	1,700	2.4	.000	WCEZ		0	0.0 <- 0.5		0.0	13:	1.7	18:	0.7		0.0		0.0	
17:	1,600	2.2	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0		0.0	13:	1.1		0.0	
21:	1,400	2.0	.000	WVCD		0	0.0 <- 0.7		0.0		0.0		0.0		0.0	13:	0.8	
20:	1,400	2.0	.000	WLW		0	0.0 <- 0.0		0.0	17:	1.2		0.0		0.0		0.0	
25:	700	1.0	.000	WRZR		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
27:	600	0.8	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	19:	0.6	
26:	600	0.8	.000	WHOK		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	400	0.6	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	300	0.4	.000	WEEC		0	0.0 <- 0.0	22:	0.6		0.0		0.0		0.0	21:	0.6	
31:	300	0.4	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	20:	0.6	
	0	0.0	.000	WCVZ		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
	1,400	2.0		OTHER		800	1.3 <- 1.6		1.6		1.2		0.9		2.3		1.3	
	0	0.0		DON'T KNOW		4,000	6.1 <-10.9		2.8		8.2		1.8		6.5		6.6	
	65,100	91.2		RADIO USERS		65,100	91.2 <-95.0		71.3		52.8		61.5		52.1		78.3	
	6,300	8.8		NON-USERS		6,300	8.8 <- 5.0		28.7		47.2		38.7		47.9		21.7	

Strategic AccuRatings

For "How to Read" Information, call:
1-800-777-8877

STANDARD DEMO RANKER BLACKS 35+ (N= 193)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
1:	34,100	48.4	.592	WKVO	1:	20,200	36.6 <-43.5	1:	35.3	1:	22.3	1:	31.2	1:	22.4	1:	39.4	999
2:	19,400	27.5	.351	WCKX	2:	6,800	12.3 <-10.1	3:	11.4	2:	17.3	2:	13.8	2:	17.7	2:	19.7	256
5:	7,600	10.8	.816	WCVO	3:	6,200	11.2 <-10.5	2:	11.9	3:	9.8	6:	6.2	3:	15.2	3:	8.5	495
3:	14,000	19.9	.250	WAHC/WHT	4:	3,500	6.3 <- 5.1	6:	4.4	4:	9.5	3:	7.9	4:	9.0	4:	7.3	90
7:	6,300	8.9	.556	MTVN	5:	3,500	6.3 <- 4.9	4:	7.4	9:	3.4	8:	4.5	9:	2.5	8:	2.5	95
4:	8,700	12.3	.310	WBNS-FM	6:	2,700	4.9 <- 5.8	5:	5.7	5:	7.8	4:	7.6	5:	8.3	5:	3.4	112
8:	6,200	8.8	.371	WCOL-FM	7:	2,300	4.2 <- 3.6	7:	3.5	7:	4.7	5:	6.5	7:	3.6	6:	3.2	119
10:	4,500	6.4	.422	WBNS-AM	8:	1,900	3.4 <- 2.7	9:	2.7	10:	2.7	10:	2.3	8:	2.9	7:	2.8	221
6:	6,800	9.6	.265	WSNY	9:	1,800	3.3 <- 2.0	10:	2.7	6:	6.1	7:	5.3	6:	4.0	10:	1.6	48
9:	5,600	7.9	.196	WNCI	10:	1,100	2.0 <- 2.5	8:	3.5	11:	2.4	14:	1.1	10:	2.5	11:	1.6	22
12:	2,300	3.3	.435	WRFD	11:	1,000	1.8 <- 1.8	12:	1.5	12:	2.0	9:	3.1	12:	2.2	9:	2.3	233
13:	2,200	3.1	.318	WOSU-FM	12:	700	1.3 <- 0.5	11:	1.7	18:	1.0	12:	2.0	11:	2.5	12:	1.6	47
17:	1,400	2.0	.500	WQIO	13:	700	1.3 <- 1.3	13:	1.0	13:	1.4	11:	2.0	13:	1.4	14:	0.9	999
24:	700	1.0	.999	WBZX	14:	700	1.3 <- 0.0	14:	1.0	14:	1.4	15:	1.1		0.0	13:	1.6	18
14:	2,200	3.1	.182	WCEZ	15:	400	0.7 <- 1.4	17:	1.0	8:	3.7	13:	2.0	14:	1.4	15:	0.9	48
19:	1,200	1.7	.333	WYBZ	16:	400	0.7 <- 0.0		0.0		0.0	16:	1.1	15:	1.4		0.0	999
22:	800	1.1	.500	WOSU-AM	17:	400	0.7 <- 1.4		0.0	15:	1.4		0.0		0.0		0.0	41
25:	700	1.0	.571	WLOH	18:	400	0.7 <- 0.7	16:	1.0		0.0		0.0		0.0		0.0	148
27:	400	0.6	.999	WCLT-FM	19:	400	0.7 <- 0.0	15:	1.0		0.0		0.0		0.0		0.0	29
11:	3,000	4.3	.000	WCOL-AM		0	0.0 <- 0.0		0.0		0.0		0.0	16:	1.4		0.0	
15:	1,700	2.4	.000	WRVF		0	0.0 <- 0.0		0.0		0.0	18:	0.8		0.0		0.0	
16:	1,600	2.3	.000	WMNI		0	0.0 <- 0.0	19:	1.0		0.0		0.0		0.0		0.0	
18:	1,400	2.0	.000	WLW		0	0.0 <- 0.0		0.0	16:	1.4		0.0		0.0		0.0	
21:	1,100	1.6	.000	WLWQ		0	0.0 <- 0.7	18:	1.0		0.0		0.0		0.0		0.0	
20:	1,100	1.6	.000	WWCD		0	0.0 <- 0.7		0.0		0.0		0.0		0.0	16:	0.9	
23:	800	1.1	.000	WHOK		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
26:	700	1.0	.000	WCBE		0	0.0 <- 0.0	20:	1.0	17:	1.4		0.0		0.0		0.0	
28:	400	0.6	.000	WWJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
29:	400	0.6	.000	WSWZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	400	0.6	.000	WCLT-AM		0	0.0 <- 0.0		0.0		0.0	17:	1.1		0.0		0.0	
31:	400	0.6	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
32:	400	0.6	.000	WRZR		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,400	2.0		OTHER		400	0.7 <- 0.7		1.0		1.4		1.1		1.4		1.6	
	400	0.6		DON'T KNOW		4,200	7.1 <-13.6		5.2		8.1		4.0		9.8		7.8	
	59,300	84.1		RADIO USERS		59,300	84.1 <-90.5		60.6		45.7		52.6		43.5		67.1	
	11,100	15.7		NON-USERS		11,100	15.7 <- 9.5		39.3		54.3		47.4		56.5		32.9	

**Strategic
AccuRatings**

Columbus

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QUALITATIVE RANKER
REGULAR SODA PURCHASERS (N=1961)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	173,500	25.3	.343	WNCI	1:	59,500	9.5 <- 11.8	1:	12.9	3:	9.2	3:	9.2	3:	9.9	3:	9.5	107
2:	138,400	20.2	.410	WAHC/WHT	2:	56,700	9.1 <- 6.6	5:	7.4	1:	10.8	2:	10.0	1:	11.9	1:	10.8	128
3:	136,400	19.9	.397	WBZX	3:	54,100	8.7 <- 7.1	4:	7.7	2:	9.8	1:	10.0	2:	10.1	2:	10.0	122
4:	135,600	19.8	.342	WLWQ	4:	46,400	7.4 <- 8.8	2:	9.1	5:	6.7	4:	7.6	6:	5.9	4:	7.4	101
6:	113,900	16.6	.381	WHOK	5:	43,400	7.0 <- 6.7	7:	6.6	4:	7.0	5:	6.8	7:	5.7	5:	7.3	109
10:	79,000	11.5	.485	WTVN	6:	38,300	6.1 <- 6.1	3:	8.9	10:	3.9	9:	4.9	9:	3.9	10:	4.3	92
5:	130,900	19.1	.287	WSNY	7:	37,600	6.0 <- 7.0	6:	7.1	7:	5.6	8:	5.1	4:	9.6	8:	5.2	88
11:	71,200	10.4	.514	WCKX	8:	36,600	5.9 <- 4.9	9:	5.4	6:	6.3	6:	6.6	5:	8.2	6:	6.4	122
8:	82,100	12.0	.407	WRVF	9:	33,400	5.4 <- 3.5	8:	5.5	8:	5.3	7:	6.0	8:	5.1	7:	6.2	113
7:	82,500	12.0	.297	WBNS-FM	10:	24,500	3.9 <- 3.3	11:	3.1	9:	4.0	10:	4.5	10:	3.6	9:	4.3	90
9:	79,900	11.7	.284	WCOL-FM	11:	22,700	3.6 <- 3.1	10:	3.1	11:	3.7	11:	3.6	12:	2.9	13:	3.0	104
14:	39,200	5.7	.492	WCLT-FM	12:	19,300	3.1 <- 2.6	12:	2.7	12:	3.5	14:	2.4	14:	2.2	12:	3.1	123
13:	42,400	6.2	.448	WVKO	13:	19,000	3.0 <- 3.6	13:	2.7	16:	2.1	13:	2.4	17:	1.7	14:	2.8	114
12:	44,900	6.5	.408	WUCD	14:	18,300	2.9 <- 1.9	16:	1.6	14:	2.4	12:	3.2	11:	2.9	11:	4.1	85
16:	34,900	5.1	.315	WCOL-AM	15:	11,000	1.8 <- 1.3	24:	0.7	13:	2.6	17:	1.7	16:	1.7	22:	1.0	89
21:	20,500	3.0	.493	WCVO	16:	10,100	1.6 <- 1.7	15:	1.6	20:	1.3	20:	1.1	20:	1.2	18:	1.4	71
17:	29,600	4.3	.324	WOSU-FM	17:	9,600	1.5 <- 1.5	20:	1.0	15:	2.2	19:	1.4	15:	1.8	15:	1.8	57
19:	22,600	3.3	.425	WCBE	18:	9,600	1.5 <- 1.3	14:	1.7	22:	1.1	15:	2.2	23:	0.8	21:	1.0	70
15:	39,000	5.7	.208	WRZR	19:	8,100	1.3 <- 1.9	21:	0.9	18:	1.5	16:	1.9	13:	2.5	16:	1.5	106
20:	21,200	3.1	.373	WOSU-AM	20:	7,900	1.3 <- 1.7	17:	1.4	21:	1.2	18:	1.5	22:	0.8	17:	1.5	71
22:	19,100	2.8	.398	WMNI	21:	7,600	1.2 <- 1.1	18:	1.2	23:	1.1	24:	0.7	21:	1.0	23:	0.9	106
18:	23,700	3.5	.283	WLW	22:	6,700	1.1 <- 0.9	22:	0.8	17:	1.5	22:	1.0	18:	1.3	25:	0.5	79
24:	18,300	2.7	.366	WCEZ	23:	6,700	1.1 <- 0.8	23:	0.7	24:	0.9	23:	0.7	19:	1.2	19:	1.1	71
23:	18,800	2.7	.340	WBNS-AM	24:	6,400	1.0 <- 1.0	19:	1.2	19:	1.3	21:	1.1	26:	0.5	20:	1.1	66
28:	8,900	1.3	.461	WRFD	25:	4,100	0.7 <- 0.5	25:	0.6	25:	0.6	26:	0.5	35:	0.1	33:	0.1	84
26:	13,300	1.9	.278	WSWZ	26:	3,700	0.6 <- 0.6	31:	0.3	26:	0.6	30:	0.3	28:	0.4	27:	0.4	105
27:	11,100	1.6	.243	WCLT-AM	27:	2,700	0.4 <- 0.5	29:	0.4	32:	0.3	28:	0.4	27:	0.4	26:	0.4	70
31:	6,500	0.9	.415	WMRN-FM	28:	2,700	0.4 <- 0.4	28:	0.4	28:	0.5	29:	0.4	24:	0.5	24:	0.6	76
29:	7,400	1.1	.297	WNKO	29:	2,200	0.4 <- 0.3	26:	0.6	30:	0.4	27:	0.5	25:	0.5	28:	0.4	105
32:	6,200	0.9	.323	WHIZ-FM	30:	2,000	0.3 <- 0.3	39:	0.1	31:	0.3	34:	0.1	36:	0.1	31:	0.2	124
35:	2,300	0.3	.826	WEEC	31:	1,900	0.3 <- 0.4	32:	0.3	37:	0.1	32:	0.2	29:	0.3	30:	0.2	79
33:	5,500	0.8	.309	WLOH	32:	1,700	0.3 <- 0.3	30:	0.3	29:	0.5	31:	0.3		0.0	34:	0.1	56
34:	2,800	0.4	.321	WCMJ	33:	900	0.1 <- 0.0	34:	0.2	34:	0.1	36:	0.1	31:	0.2	32:	0.2	167
36:	2,100	0.3	.333	WHTH	34:	700	0.1 <- 0.1	35:	0.1	35:	0.1	37:	0.1		0.0	37:	0.1	69
38:	1,800	0.3	.278	WOBH	35:	500	0.1 <- 0.1		0.0		0.0	38:	0.1	33:	0.1	36:	0.1	167
39:	1,800	0.3	.278	WAKC	36:	500	0.1 <- 0.0		0.0	38:	0.1	35:	0.1	32:	0.1	35:	0.1	76
25:	16,000	2.3	.025	WMJM	37:	400	0.1 <- 0.6	27:	0.5	27:	0.5	25:	0.6	30:	0.2	29:	0.3	56
37:	1,900	0.3	.211	WMRN-AM	38:	400	0.1 <- 0.1	37:	0.1	36:	0.1		0.0	34:	0.1	38:	0.1	56
44:	400	0.1	.999	WNRJ	39:	400	0.1 <- 0.0	38:	0.1	39:	0.1		0.0		0.0		0.0	167
41:	1,500	0.2	.200	WYBZ	40:	300	0.0 <- 0.0	36:	0.1		0.0	39:	0.1	37:	0.1	39:	0.1	72
30:	7,100	1.0	.000	WQIO		0	0.0 <- 0.1	33:	0.2	33:	0.2	33:	0.2	38:	0.1		0.0	
40:	1,800	0.3	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
42:	1,100	0.2	.000	WNZR		0	0.0 <- 0.1		0.0		0.0		0.0		0.0		0.0	
43:	600	0.1	.000	WCVZ		0	0.0 <- 0.1		0.0		0.0		0.0		0.0		0.0	
	18,600	2.7		OTHER		4,800	0.8 <- 1.1		0.5		0.6		0.5		0.5		0.4	
	3,400	0.5		DON'T KNOW		21,000	3.3 <- 9.7		3.0		4.4		5.1		5.8		6.2	
	644,300	94.0		RADIO USERS		644,300	94.0 <- 96.5		73.9		62.3		73.2		56.2		79.9	
	41,200	6.0		NON-USERS		41,200	6.0 <- 3.5		26.1		37.7		26.8		43.8		20.1	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER DIET SODA PURCHASERS (N=1281)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	106,400	24.5	.417	WNCI	1:	44,400	11.7 <- 11.9	1:	14.5	1:	11.3	1:	10.5	2:	10.2	1:	10.5	131
2:	100,500	23.2	.379	WSNY	2:	38,100	10.0 <- 10.9	3:	11.4	2:	11.1	2:	8.8	1:	12.5	2:	7.9	146
4:	69,400	16.0	.465	WTVN	3:	32,300	8.5 <- 8.7	2:	12.5	3:	6.9	5:	5.9	4:	6.0	4:	6.6	127
3:	77,100	17.8	.341	WLVQ	4:	26,300	6.9 <- 7.7	4:	8.9	4:	6.0	3:	8.5	5:	5.5	3:	7.9	94
6:	61,600	14.2	.364	WHOK	5:	22,400	5.9 <- 5.7	5:	5.2	5:	5.8	4:	6.0	11:	3.8	7:	5.6	92
5:	63,200	14.6	.286	WBNS-FM	6:	18,100	4.8 <- 4.9	10:	2.7	7:	5.3	6:	5.5	10:	4.2	8:	5.3	109
8:	54,200	12.5	.330	WBZV	7:	17,900	4.7 <- 4.3	7:	3.7	6:	5.5	8:	5.4	7:	5.4	10:	4.9	66
10:	41,200	9.5	.434	WRVF	8:	17,900	4.7 <- 3.2	6:	4.5	9:	4.7	10:	4.9	9:	4.8	6:	5.7	99
9:	51,200	11.8	.324	WAHC/WHT	9:	16,600	4.4 <- 3.9	8:	3.6	8:	5.2	7:	5.5	3:	8.3	5:	6.5	62
11:	33,300	7.7	.429	WUCD	10:	14,300	3.8 <- 2.6	11:	2.5	13:	2.7	9:	5.0	8:	4.9	9:	5.3	109
7:	55,300	12.8	.253	WCOL-FM	11:	14,000	3.7 <- 3.3	9:	3.3	11:	3.8	11:	4.4	6:	5.5	11:	4.0	105
14:	23,000	5.3	.474	WCKX	12:	10,900	2.9 <- 2.1	12:	2.2	12:	3.7	12:	3.4	12:	3.5	12:	3.2	60
12:	30,500	7.0	.334	WCOL-AM	13:	10,200	2.7 <- 2.0	21:	1.4	10:	4.4	15:	2.3	15:	2.3	21:	1.3	135
16:	21,500	5.0	.405	WCLT-FM	14:	8,700	2.3 <- 2.7	13:	2.2	15:	2.5	17:	2.0	14:	2.5	14:	2.7	91
17:	21,100	4.9	.403	WCEZ	15:	8,500	2.2 <- 2.0	22:	1.0	14:	2.6	16:	2.0	18:	1.8	15:	2.4	148
15:	21,700	5.0	.355	WOSU-AM	16:	7,700	2.0 <- 2.3	17:	1.8	16:	2.2	13:	2.5	24:	0.8	13:	2.7	114
22:	14,400	3.3	.514	WCVO	17:	7,400	1.9 <- 2.0	18:	1.7	20:	1.3	21:	1.3	23:	0.9	20:	1.5	86
13:	26,500	6.1	.275	WOSU-FM	18:	7,300	1.9 <- 1.7	20:	1.4	17:	2.0	18:	1.6	17:	2.0	16:	2.2	71
21:	16,000	3.7	.438	WKCO	19:	7,000	1.8 <- 2.1	15:	1.9	23:	0.9	20:	1.4	21:	1.1	17:	2.0	69
18:	20,300	4.7	.310	WCBE	20:	6,300	1.7 <- 1.5	14:	2.1	21:	1.0	14:	2.5	16:	2.2	19:	1.9	75
19:	17,600	4.1	.352	WBNS-AM	21:	6,200	1.6 <- 1.4	19:	1.7	19:	1.6	19:	1.4	26:	0.8	18:	2.0	105
20:	16,200	3.7	.383	WLW	22:	6,200	1.6 <- 1.3	25:	0.7	18:	1.8	22:	1.3	13:	3.4	24:	0.9	120
24:	11,900	2.7	.504	WMNI	23:	6,000	1.6 <- 1.7	16:	1.8	22:	1.0	28:	0.7	22:	1.0	22:	1.0	137
25:	8,200	1.9	.463	WSWZ	24:	3,800	1.0 <- 0.9	28:	0.6	28:	0.6	27:	0.7	25:	0.8	28:	0.5	176
23:	12,800	3.0	.211	WRZR	25:	2,700	0.7 <- 1.0	26:	0.7	25:	0.8	23:	1.1	19:	1.5	23:	1.0	58
26:	7,200	1.7	.375	WCLT-AM	26:	2,700	0.7 <- 0.9	30:	0.5	37:	0.1	24:	0.8	29:	0.4	26:	0.7	115
30:	4,300	1.0	.628	WMRN-FM	27:	2,700	0.7 <- 0.6	29:	0.6	24:	0.9	25:	0.8	20:	1.1	25:	0.9	125
28:	5,600	1.3	.446	WRFD	28:	2,500	0.7 <- 0.8	24:	0.8	26:	0.7	26:	0.8	31:	0.3	27:	0.6	84
27:	6,300	1.5	.333	WNKO	29:	2,100	0.6 <- 0.4	23:	0.9	27:	0.6	31:	0.5	28:	0.5	30:	0.4	164
34:	3,100	0.7	.516	WEEC	30:	1,600	0.4 <- 0.4	32:	0.4	33:	0.2	30:	0.6	30:	0.4	29:	0.5	109
35:	2,500	0.6	.520	WHTH	31:	1,300	0.3 <- 0.4	31:	0.5	31:	0.4	32:	0.5		0.0	33:	0.1	209
33:	3,500	0.8	.314	WLOH	32:	1,100	0.3 <- 0.1	27:	0.6	38:	0.1	37:	0.1		0.0		0.0	59
29:	4,900	1.1	.122	WQIO	33:	600	0.2 <- 0.1	40:	0.1	29:	0.6	29:	0.6	33:	0.2	31:	0.3	126
32:	3,700	0.9	.162	WHIZ-FM	34:	600	0.2 <- 0.2	39:	0.1	32:	0.3	34:	0.2	34:	0.2	32:	0.2	61
31:	4,000	0.9	.100	WJJM	35:	400	0.1 <- 0.1	33:	0.4	30:	0.5	33:	0.4	27:	0.6	35:	0.1	91
40:	1,500	0.3	.267	WTUE	36:	400	0.1 <- 0.0	36:	0.1	35:	0.2	35:	0.1		0.0	36:	0.1	273
42:	600	0.1	.667	WMRN-AM	37:	400	0.1 <- 0.1	38:	0.1		0.0	36:	0.1		0.0	34:	0.1	91
41:	600	0.1	.667	WNRJ	38:	400	0.1 <- 0.0	37:	0.1	34:	0.2		0.0		0.0		0.0	273
37:	1,700	0.4	.176	WNZR	39:	300	0.1 <- 0.1		0.0		0.0	38:	0.1	32:	0.2	37:	0.1	117
39:	1,600	0.4	.188	WAKC	40:	300	0.1 <- 0.1	41:	0.1	39:	0.1		0.0		0.0		0.0	75
36:	2,000	0.5	.000	WCMJ		0	0.0 <- 0.0	34:	0.2		0.0		0.0		0.0	38:	0.1	
38:	1,700	0.4	.000	WOBM		0	0.0 <- 0.0		0.0		0.0		0.0	35:	0.2		0.0	
43:	500	0.1	.000	WYBZ		0	0.0 <- 0.0	35:	0.2		0.0		0.0		0.0		0.0	
44:	400	0.1	.000	WILE		0	0.0 <- 0.0		0.0	36:	0.2		0.0		0.0		0.0	
10,100	2.3			OTHER		2,300	0.6 <- 0.9		0.5		0.4		0.0		0.6		0.3	
4,500	1.0			DON'T KNOW		19,700	4.9 <- 11.1		4.0		5.1		5.1		5.8		7.2	
400,600	92.4			RADIO USERS		400,600	92.4 <- 95.8		73.8		56.5		68.0		48.7		77.7	
32,900	7.6			NON-USERS		32,900	7.6 <- 4.2		26.2		43.5		32.0		51.3		22.3	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER EVERYDAY NEWSPAPER READERS (N=1790)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
4:	101,500	16.3	.508	WTVN	1:	51,600	9.4 <- 9.5	1: 13.1	6: 5.8	4: 6.6	6: 6.1	3: 7.0	140
1:	123,600	19.8	.348	WNCI	2:	43,000	7.8 <- 8.9	2: 10.0	3: 6.5	1: 7.4	2: 8.4	1: 7.9	87
5:	96,300	15.4	.398	WHOK	3:	38,300	6.9 <- 6.8	5: 6.9	1: 7.1	3: 6.8	7: 5.8	2: 7.2	109
3:	107,500	17.2	.326	WLVA	4:	35,000	6.3 <- 7.8	3: 8.7	4: 6.1	2: 7.1	8: 5.6	6: 6.5	86
2:	110,000	17.6	.309	WSNY	5:	34,000	6.2 <- 7.1	4: 8.0	5: 5.9	7: 6.0	1: 8.9	9: 4.6	90
7:	82,900	13.3	.370	WBZK	6:	30,700	5.6 <- 4.2	6: 4.3	2: 6.7	5: 6.5	4: 6.7	4: 6.7	78
6:	93,300	15.0	.314	WBNS-FM	7:	29,300	5.3 <- 4.5	9: 3.6	7: 5.6	8: 5.4	9: 4.8	7: 5.1	122
8:	77,100	12.4	.345	WAHC/WHT	8:	26,600	4.8 <- 4.1	7: 4.0	8: 5.6	6: 6.1	3: 7.7	5: 6.6	68
14:	43,700	7.0	.503	WCKX	9:	22,000	4.0 <- 3.0	11: 3.3	10: 4.4	9: 4.7	5: 6.3	12: 4.1	83
9:	73,600	11.8	.269	WCOL-FM	10:	19,800	3.6 <- 2.9	12: 2.8	11: 4.1	13: 3.2	12: 3.7	14: 3.0	103
11:	50,800	8.1	.380	WOSU-FM	11:	19,300	3.5 <- 3.5	14: 2.6	13: 3.8	15: 3.0	10: 4.1	10: 4.4	130
10:	50,900	8.2	.371	WRVF	12:	18,900	3.4 <- 2.8	8: 3.7	12: 4.0	12: 3.7	11: 4.0	11: 4.3	72
13:	45,200	7.2	.405	WCOD	13:	18,300	3.3 <- 2.2	17: 2.2	17: 2.7	10: 4.4	13: 3.6	8: 5.0	96
16:	33,100	5.3	.474	WVVO	14:	15,700	2.8 <- 3.5	16: 2.3	20: 1.8	17: 2.2	19: 1.7	13: 3.1	107
12:	45,300	7.3	.325	WCOL-AM	15:	14,700	2.7 <- 2.2	21: 1.4	9: 4.7	16: 2.7	15: 2.8	22: 1.3	134
15:	38,600	6.2	.368	WOSU-AM	16:	14,200	2.6 <- 2.7	13: 2.7	15: 3.1	14: 3.1	21: 1.5	16: 2.8	145
20:	31,700	5.1	.448	WCLT-FM	17:	14,200	2.6 <- 2.5	18: 2.1	14: 3.1	20: 1.9	20: 1.7	15: 2.8	103
17:	32,600	5.2	.399	WBNS-AM	18:	13,000	2.4 <- 2.4	15: 2.4	18: 2.6	18: 2.2	22: 1.2	17: 2.5	151
18:	32,500	5.2	.375	WCBE	19:	12,200	2.2 <- 2.2	10: 3.3	21: 1.7	11: 3.8	16: 2.3	19: 2.2	100
19:	32,400	5.2	.336	WLW	20:	10,900	2.0 <- 1.8	20: 1.4	16: 2.8	21: 1.7	14: 3.0	21: 1.6	146
21:	27,000	4.3	.385	WCEZ	21:	10,400	1.9 <- 1.6	22: 1.3	19: 1.9	19: 2.0	18: 1.8	18: 2.3	125
24:	17,900	2.9	.531	WCVO	22:	9,500	1.7 <- 1.5	19: 1.7	22: 1.5	22: 1.1	17: 1.8	20: 1.7	76
23:	18,400	2.9	.332	WMNI	23:	6,100	1.1 <- 1.2	23: 1.2	26: 0.7	26: 0.7	24: 0.9	23: 0.9	96
25:	13,400	2.1	.373	WSWZ	24:	5,000	0.9 <- 0.8	29: 0.5	24: 0.9	25: 0.8	26: 0.6	27: 0.6	160
29:	9,300	1.5	.505	WLOH	25:	4,700	0.9 <- 0.7	24: 0.9	23: 1.1	28: 0.4	28: 0.5	28: 0.5	174
26:	11,700	1.9	.359	WCLT-AM	26:	4,200	0.8 <- 0.9	25: 0.8	27: 0.7	27: 0.7	25: 0.7	26: 0.6	124
22:	24,200	3.9	.169	WRZR	27:	4,100	0.7 <- 1.3	27: 0.6	25: 0.8	23: 0.8	23: 1.1	24: 0.9	60
28:	9,700	1.6	.309	WRFD	28:	3,000	0.5 <- 0.6	26: 0.6	29: 0.5	24: 0.8	0.0	31: 0.3	70
31:	7,500	1.2	.387	WMRN-FM	29:	2,900	0.5 <- 0.7	32: 0.2	28: 0.6	29: 0.4	27: 0.5	25: 0.6	93
30:	7,700	1.2	.351	WHIZ-FM	30:	2,700	0.5 <- 0.4	34: 0.2	30: 0.5	35: 0.3	36: 0.1	29: 0.4	189
32:	7,500	1.2	.320	WNKO	31:	2,400	0.4 <- 0.2	28: 0.6	31: 0.3	30: 0.4	29: 0.4	30: 0.4	129
35:	3,200	0.5	.625	WEEC	32:	2,000	0.4 <- 0.4	36: 0.2	0.0	34: 0.3	32: 0.1	33: 0.3	94
34:	5,100	0.8	.333	WHTH	33:	1,700	0.3 <- 0.3	30: 0.4	33: 0.3	33: 0.3	0.0	34: 0.2	189
37:	2,300	0.4	.522	WMRN-AM	34:	1,200	0.2 <- 0.2	31: 0.3	35: 0.1	36: 0.1	33: 0.1	35: 0.2	189
27:	9,800	1.6	.082	WJJM	35:	800	0.1 <- 0.2	38: 0.1	34: 0.2	31: 0.3	30: 0.2	32: 0.3	126
33:	6,000	1.0	.117	WQIO	36:	700	0.1 <- 0.2	33: 0.2	32: 0.3	32: 0.3	31: 0.2	36: 0.2	102
36:	2,600	0.4	.231	WCMJ	37:	600	0.1 <- 0.0	35: 0.2	40: 0.1	0.0	0.0	39: 0.1	126
39:	1,700	0.3	.235	WYBZ	38:	400	0.1 <- 0.0	37: 0.1	0.0	39: 0.1	34: 0.1	0.0	108
40:	1,600	0.3	.250	WTUE	39:	400	0.1 <- 0.0	40: 0.1	38: 0.1	38: 0.1	0.0	37: 0.1	189
41:	1,100	0.2	.364	WNZR	40:	400	0.1 <- 0.1	41: 0.1	36: 0.1	40: 0.1	35: 0.1	0.0	108
44:	600	0.1	.667	WNRJ	41:	400	0.1 <- 0.0	42: 0.1	37: 0.1	0.0	0.0	0.0	189
45:	400	0.1	.999	WXIC	42:	400	0.1 <- 0.1	39: 0.1	39: 0.1	37: 0.1	0.0	38: 0.1	189
42:	1,000	0.2	.300	WKWC	43:	300	0.1 <- 0.1	0.0	41: 0.1	41: 0.1	37: 0.1	40: 0.1	51
38:	1,800	0.3	.000	WOBH		0	0.0 <- 0.0	0.0	0.0	42: 0.1	0.0	0.0	0.0
43:	800	0.1	.000	WCVZ		0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0
46:	300	0.0	.000	WMVO		0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
	20,100	3.2		OTHER		5,900	1.1 <- 1.1	0.7	0.8	1.0	0.9	0.9	
	4,700	0.8		DON'T KNOW		25,600	4.4 <- 10.0	2.8	4.9	5.2	6.3	5.2	
	577,300	92.5		RADIO USERS		577,300	92.5 <- 95.6	73.0	56.7	68.2	48.8	75.6	
	46,500	7.5		NON-USERS		46,500	7.5 <- 4.4	27.0	43.3	31.8	51.2	24.4	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER NON-EVERYDAY NEWSPAPER READERS (LIGHT/NONE) (N=1559)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
					6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 136,400	25.2	.364	WNCI 1: 49,600	10.3 <- 13.1	1: 13.9	2: 11.2	3: 10.0	4: 8.9	3: 9.6	115
2: 112,800	20.9	.414	WAHC/WHT 2: 46,700	9.7 <- 7.8	4: 8.3	1: 12.3	1: 10.8	2: 12.0	1: 11.8	136
5: 107,600	19.9	.401	WBZX 3: 43,200	8.9 <- 7.2	5: 8.1	3: 9.5	2: 10.2	3: 9.9	2: 10.2	126
4: 109,800	20.3	.374	WLVO 4: 41,100	8.5 <- 8.7	2: 9.6	4: 7.5	4: 8.9	6: 6.5	4: 8.2	115
3: 110,000	20.4	.333	WSNY 5: 36,600	7.6 <- 7.8	3: 8.6	5: 7.1	6: 6.8	1: 12.2	5: 7.5	110
7: 70,900	13.1	.427	WRVF 6: 30,300	6.3 <- 3.9	6: 6.0	8: 5.7	5: 6.9	7: 5.1	6: 6.6	132
6: 76,000	14.1	.367	WHCK 7: 27,900	5.8 <- 5.9	8: 5.1	7: 6.4	8: 5.5	9: 3.9	7: 6.0	91
9: 54,300	10.0	.510	WCXX 8: 27,700	5.7 <- 5.0	9: 5.0	6: 6.8	7: 6.1	5: 7.9	8: 5.9	119
11: 43,400	8.0	.396	WVCD 9: 17,200	3.6 <- 2.8	14: 2.5	9: 3.8	9: 3.9	8: 4.1	9: 4.9	103
12: 38,900	7.2	.442	WTVN 10: 17,200	3.6 <- 3.2	7: 5.2	12: 2.8	13: 2.5	13: 2.6	13: 2.5	53
8: 54,700	10.1	.303	WCOL-FM 11: 16,600	3.4 <- 3.2	11: 2.9	14: 2.3	11: 3.4	11: 3.0	11: 3.2	98
10: 53,900	10.0	.301	WBNS-FM 12: 16,200	3.4 <- 3.2	10: 3.3	10: 3.1	10: 3.8	12: 2.7	10: 3.4	77
17: 21,300	3.9	.624	WCVO 13: 13,300	2.8 <- 2.5	15: 2.5	18: 1.4	17: 1.8	16: 1.8	18: 1.7	121
15: 27,900	5.2	.427	WCLT-FM 14: 11,900	2.5 <- 2.1	13: 2.5	11: 2.9	15: 2.3	15: 2.0	14: 2.5	98
14: 29,700	5.5	.397	WKVO 15: 11,800	2.4 <- 2.8	12: 2.8	17: 1.6	18: 1.8	18: 1.5	12: 2.8	91
16: 24,700	4.6	.433	WCBE 16: 10,700	2.2 <- 2.0	16: 2.2	19: 1.4	12: 2.6	14: 2.0	16: 1.7	101
18: 21,100	3.9	.417	WOSU-FM 17: 8,800	1.8 <- 1.5	17: 1.4	16: 1.8	16: 1.9	17: 1.7	15: 1.8	67
13: 31,700	5.9	.271	WRZR 18: 8,600	1.8 <- 2.0	19: 1.2	13: 2.4	14: 2.4	10: 3.2	17: 1.7	145
19: 20,100	3.7	.299	WCOL-AM 19: 6,000	1.2 <- 0.9	27: 0.5	15: 1.8	19: 0.8	22: 0.8	23: 0.7	62
21: 11,900	2.2	.504	WMNI 20: 6,000	1.2 <- 1.2	18: 1.4	21: 1.0	22: 0.6	21: 1.0	19: 0.8	108
26: 8,800	1.6	.580	WRFD 21: 5,100	1.1 <- 1.0	20: 0.8	22: 0.9	23: 0.6	25: 0.4	27: 0.4	136
20: 12,200	2.3	.410	WCEZ 22: 5,000	1.0 <- 0.8	22: 0.7	20: 1.1	25: 0.5	19: 1.2	20: 0.8	69
24: 10,100	1.9	.426	WOSU-AM 23: 4,300	0.9 <- 0.8	23: 0.7	25: 0.6	20: 0.7	30: 0.2	22: 0.7	50
23: 10,400	1.9	.308	WBNS-AM 24: 3,200	0.7 <- 0.7	24: 0.7	28: 0.4	30: 0.4	27: 0.4	25: 0.6	43
25: 9,900	1.8	.323	WLW 25: 3,200	0.7 <- 0.6	29: 0.4	23: 0.8	26: 0.5	20: 1.0	28: 0.3	49
31: 4,400	0.8	.682	WMRN-FM 26: 3,000	0.6 <- 0.5	25: 0.6	26: 0.5	24: 0.6	23: 0.7	21: 0.8	109
27: 6,700	1.2	.328	WCLT-AM 27: 2,200	0.5 <- 0.6	30: 0.2	31: 0.2	27: 0.5	31: 0.2	24: 0.6	74
32: 3,200	0.6	.594	WEEC 28: 1,900	0.4 <- 0.5	28: 0.5	30: 0.3	28: 0.4	28: 0.4	26: 0.5	102
29: 5,800	1.1	.190	WNKO 29: 1,100	0.2 <- 0.3	26: 0.6	27: 0.5	29: 0.4	26: 0.4	29: 0.3	68
28: 6,600	1.2	.136	WSWZ 30: 900	0.2 <- 0.2	32: 0.2	35: 0.1	32: 0.2	29: 0.4	32: 0.2	33
33: 2,500	0.5	.320	WKWC 31: 800	0.2 <- 0.1	33: 0.1	33: 0.1	33: 0.1	34: 0.2	34: 0.1	157
30: 5,200	1.0	.115	WQIO 32: 600	0.1 <- 0.1	31: 0.2	29: 0.3	31: 0.3	35: 0.1	33: 0.2	99
34: 2,500	0.5	.200	WOBM 33: 500	0.1 <- 0.1	0.0	36: 0.1	35: 0.1	32: 0.2	35: 0.1	215
22: 11,300	2.1	.035	WVJM 34: 400	0.1 <- 0.7	21: 0.8	24: 0.6	21: 0.7	24: 0.5	30: 0.3	72
35: 2,500	0.5	.120	WCMJ 35: 300	0.1 <- 0.0	36: 0.1	38: 0.1	37: 0.1	33: 0.2	31: 0.2	72
36: 1,800	0.3	.167	WLOH 36: 300	0.1 <- 0.1	35: 0.1	37: 0.1	34: 0.1	0.0	37: 0.1	13
39: 1,300	0.2	.231	WNZR 37: 300	0.1 <- 0.1	0.0	0.0	0.0	0.0	38: 0.1	92
42: 700	0.1	.429	WYBZ 38: 300	0.1 <- 0.0	34: 0.1	0.0	36: 0.1	36: 0.1	36: 0.1	92
37: 1,600	0.3	.000	WHIZ-FM 0	0.0 <- 0.1	0.0	32: 0.2	38: 0.1	0.0	0.0	
38: 1,400	0.3	.000	WHTH 0	0.0 <- 0.0	0.0	34: 0.1	0.0	0.0	0.0	
40: 1,300	0.2	.000	WTUE 0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 800	0.1	.000	WMRN-AM 0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
43: 300	0.1	.000	WCVZ 0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	
11,600	2.1		OTHER 2,700	0.6 <- 0.9	0.5	0.5	0.5	0.6	0.4	
3,400	0.6		DON'T KNOW 17,800	3.6 <- 11.6	3.8	3.9	5.1	5.2	7.4	
501,200	92.8		RADIO USERS 501,200	92.8 <- 96.3	71.1	59.3	72.3	55.8	79.1	
39,100	7.2		NON-USERS 39,100	7.2 <- 3.7	28.9	40.7	27.7	44.2	21.0	

QUALITATIVE RANKER
FACTORY OUTLET STORE SHOPPERS (N= 738)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	46,000	18.0	.491	WAHC/WHT	1:	22,600	10.1 <- 6.7	4:	7.6	1:	11.1	1:	10.4	1:	11.9	1:	10.8	143
1:	56,800	22.2	.345	WNCI	2:	19,600	8.8 <- 10.3	1:	12.0	2:	9.1	3:	7.5	3:	9.2	3:	7.5	98
4:	41,600	16.3	.411	WHOK	3:	17,100	7.7 <- 7.8	5:	7.1	3:	9.1	2:	7.7	8:	4.4	2:	8.6	120
2:	49,000	19.2	.324	WSNY	4:	15,900	7.1 <- 7.3	3:	9.2	4:	7.7	6:	6.5	2:	10.4	7:	5.3	104
9:	30,100	11.8	.492	WTVN	5:	14,800	6.6 <- 6.4	2:	9.2	10:	3.7	9:	4.5	7:	4.7	9:	4.6	99
6:	35,200	13.8	.384	WBZK	6:	13,500	6.0 <- 5.4	8:	5.2	7:	5.8	4:	7.5	5:	7.0	4:	7.4	85
5:	39,000	15.3	.331	WLVQ	7:	12,900	5.8 <- 6.2	7:	5.8	8:	5.6	7:	5.8	9:	4.0	5:	6.0	78
8:	30,300	11.9	.396	WRVF	8:	12,000	5.4 <- 2.7	6:	5.9	6:	6.2	8:	5.4	6:	6.1	8:	5.0	113
11:	25,700	10.1	.444	WCKX	9:	11,400	5.1 <- 5.0	9:	4.8	5:	6.7	5:	7.2	4:	8.6	6:	5.8	106
7:	33,800	13.2	.269	WBNS-FM	10:	9,100	4.1 <- 4.0	12:	2.8	9:	3.8	10:	4.4	10:	4.0	11:	4.4	93
12:	22,500	8.8	.338	WVCO	11:	7,600	3.4 <- 4.7	10:	3.9	15:	2.7	13:	3.1	20:	1.5	12:	4.3	127
10:	26,500	10.4	.279	WCOL-FM	12:	7,400	3.3 <- 3.0	11:	3.0	11:	3.1	12:	3.5	12:	2.9	15:	2.5	95
14:	15,100	5.9	.444	WUCD	13:	6,700	3.0 <- 2.2	16:	2.0	13:	2.9	11:	4.1	11:	3.8	10:	4.5	87
17:	11,800	4.6	.559	WCVO	14:	6,600	3.0 <- 2.8	13:	2.6	19:	1.3	15:	2.2	18:	1.5	17:	2.2	130
15:	13,800	5.4	.391	WCLT-FM	15:	5,400	2.4 <- 2.4	17:	1.9	12:	3.1	19:	1.3	16:	1.8	14:	2.7	96
13:	16,300	6.4	.301	WCOL-AM	16:	4,900	2.2 <- 1.9	20:	1.5	14:	2.8	18:	1.8	13:	2.7	24:	0.7	110
22:	9,300	3.6	.462	WBNS-AM	17:	4,300	1.9 <- 1.6	14:	2.2	17:	1.7	20:	1.3	15:	1.9	16:	2.5	124
16:	12,200	4.8	.320	WOSU-FM	18:	3,900	1.7 <- 1.8	21:	1.1	16:	1.7	16:	1.9	14:	2.1	18:	2.2	65
20:	10,100	4.0	.347	WOSU-AM	19:	3,500	1.6 <- 1.6	19:	1.7	18:	1.5	17:	1.9	21:	1.5	13:	2.7	88
23:	9,100	3.6	.385	WMNI	20:	3,500	1.6 <- 1.6	18:	1.9	21:	1.1	22:	0.9	29:	0.2	21:	1.2	136
19:	10,400	4.1	.298	WCBE	21:	3,100	1.4 <- 1.1	15:	2.1	22:	1.1	14:	2.4	22:	1.0	19:	1.5	63
18:	10,500	4.1	.200	WCEZ	22:	2,100	0.9 <- 0.8	25:	0.6	26:	0.7	21:	1.1	19:	1.5	20:	1.4	62
21:	9,500	3.7	.189	WRZR	23:	1,800	0.8 <- 0.7	23:	0.7	23:	1.1	23:	0.9	25:	0.6	23:	0.9	66
24:	8,300	3.2	.217	WLW	24:	1,800	0.8 <- 0.6	26:	0.4	20:	1.2	25:	0.8	17:	1.6	22:	0.9	60
27:	3,400	1.3	.441	WCLT-AM	25:	1,500	0.7 <- 0.8	27:	0.4	30:	0.3	32:	0.2	26:	0.5	25:	0.6	109
30:	2,100	0.8	.667	WEEC	26:	1,400	0.6 <- 0.6	28:	0.4	0.0	0.0	26:	0.6	27:	0.5	26:	0.6	163
26:	4,700	1.8	.255	WSWZ	27:	1,200	0.5 <- 0.6	30:	0.3	27:	0.7	24:	0.9	28:	0.5	28:	0.3	95
33:	1,500	0.6	.733	WNKO	28:	1,100	0.5 <- 0.5	22:	0.8	24:	0.7	27:	0.6	23:	0.8	27:	0.6	147
31:	2,100	0.8	.381	WMRN-FM	29:	800	0.4 <- 0.4	34:	0.2	32:	0.2	36:	0.2	30:	0.2	33:	0.2	63
34:	1,500	0.6	.533	WHIZ-FM	30:	800	0.4 <- 0.3	31:	0.3	33:	0.2	31:	0.4	31:	0.2	29:	0.3	138
32:	1,800	0.7	.389	WHTH	31:	700	0.3 <- 0.3	35:	0.2	34:	0.2	29:	0.4	0.0	0.0	0.0	0.0	192
29:	2,300	0.9	.261	WQIO	32:	600	0.3 <- 0.0	0.0	0.0	28:	0.7	30:	0.4	0.0	0.0	30:	0.3	215
25:	5,700	2.2	.070	WWJM	33:	400	0.2 <- 0.8	24:	0.6	25:	0.7	33:	0.2	24:	0.8	31:	0.2	155
28:	2,800	1.1	.143	WRFD	34:	400	0.2 <- 0.4	36:	0.2	31:	0.3	28:	0.6	32:	0.2	34:	0.2	23
38:	1,000	0.4	.400	WLOH	35:	400	0.2 <- 0.2	32:	0.2	0.0	0.0	37:	0.2	0.0	0.0	0.0	0.0	37
40:	400	0.2	.999	WMRN-AM	36:	400	0.2 <- 0.2	33:	0.2	0.0	0.0	34:	0.2	0.0	0.0	32:	0.2	155
37:	1,100	0.4	.273	WYBZ	37:	300	0.1 <- 0.0	29:	0.4	0.0	0.0	38:	0.2	33:	0.2	35:	0.2	200
35:	1,300	0.5	.000	WKWC	0	0	0.0 <- 0.0	0.0	0.0	29:	0.5	35:	0.2	0.0	0.0	0.0	0.0	0.0
36:	1,200	0.5	.000	WCMJ	0	0	0.0 <- 0.0	37:	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
39:	700	0.3	.000	WNZR	0	0	0.0 <- 0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
41:	400	0.2	.000	WOBH	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
42:	300	0.1	.000	WTUE	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
43:	300	0.1	.000	WNRJ	0	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	8,800	3.4		OTHER		1,800	0.8 <- 1.0		0.4		0.7		0.4		0.8		0.7	
	2,900	1.1		DON'T KNOW		10,800	4.6 <- 12.8		4.5		4.5		3.8		5.6		6.8	
	234,000	91.6		RADIO USERS		234,000	91.6 <- 94.8		72.9		61.6		69.0		54.2		78.7	
	21,600	8.5		NON-USERS		21,600	8.5 <- 5.2		27.1		38.4		31.0		45.8		21.4	

Strategic AccuRatings

For "How to Read" Information, call:
1-800-777-8877

QUALITATIVE RANKER DISCOUNT STORE SHOPPERS (N=2166)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P12+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
1:	173,700	23.3	WNCI	1: 59,300	8.9 <- 11.0	1: 11.6	1: 9.1	1: 9.3	2: 9.3	1: 8.8	100
2:	147,900	19.8	WSNY	2: 51,500	7.7 <- 8.5	3: 9.4	3: 7.4	6: 6.9	1: 11.8	6: 6.3	113
3:	135,000	18.1	MLVQ	3: 46,800	7.0 <- 8.2	4: 8.8	6: 6.0	2: 8.0	6: 5.7	3: 7.5	95
4:	113,400	15.2	WHOK	4: 46,200	6.9 <- 6.9	5: 6.3	4: 7.2	5: 7.0	7: 5.1	5: 7.2	109
7:	95,500	12.8	WTVN	5: 45,000	6.8 <- 6.6	2: 10.0	9: 4.3	10: 4.0	9: 4.8	9: 5.4	101
5:	112,900	15.2	WAHC/WHT	6: 42,200	6.3 <- 4.9	7: 4.9	2: 8.8	4: 7.3	3: 8.5	2: 7.9	89
6:	110,400	14.8	WBZX	7: 41,500	6.2 <- 4.7	6: 5.2	5: 7.1	3: 7.6	5: 7.2	4: 7.3	88
10:	75,900	10.2	WRFV	8: 33,400	5.0 <- 3.2	8: 4.6	7: 5.4	8: 5.2	8: 4.9	8: 5.5	105
11:	62,000	8.3	WCXK	9: 32,100	4.8 <- 4.2	9: 4.1	8: 5.0	7: 5.7	4: 7.3	7: 5.5	100
8:	95,200	12.8	WBNS-FM	10: 28,800	4.3 <- 4.2	10: 3.7	11: 4.1	9: 4.8	10: 3.8	10: 4.3	99
9:	88,900	11.9	WCOL-FM	11: 24,400	3.7 <- 3.0	11: 3.2	12: 3.6	12: 3.5	11: 3.6	12: 3.7	105
12:	50,000	6.7	WUCD	12: 19,200	2.9 <- 1.9	16: 2.1	13: 3.0	11: 3.7	13: 2.8	11: 4.2	84
15:	41,200	5.5	WVVO	13: 18,300	2.7 <- 3.2	13: 2.6	18: 1.7	15: 2.3	21: 1.7	14: 3.0	103
16:	36,900	5.0	WCLT-FM	14: 17,300	2.6 <- 2.5	15: 2.1	14: 2.9	17: 2.1	17: 1.9	15: 2.7	104
14:	45,400	6.1	WOSU-FM	15: 17,100	2.6 <- 2.3	17: 1.9	15: 2.8	14: 2.4	12: 3.1	13: 3.0	95
13:	46,800	6.3	WCOL-AM	16: 16,400	2.5 <- 1.9	20: 1.3	10: 4.2	18: 1.9	14: 2.2	21: 1.0	124
22:	27,600	3.7	WCVQ	17: 15,700	2.4 <- 2.1	14: 2.3	22: 1.2	20: 1.6	18: 1.8	19: 1.7	104
18:	35,100	4.7	WOSU-AM	18: 13,900	2.1 <- 2.1	18: 1.9	16: 1.8	16: 2.1	23: 0.8	17: 2.0	117
17:	36,600	4.9	WCBE	19: 13,600	2.0 <- 2.1	12: 2.7	19: 1.7	13: 3.0	16: 2.1	16: 2.2	93
21:	27,700	3.7	WCEZ	20: 10,900	1.6 <- 1.4	22: 1.0	20: 1.7	19: 1.7	20: 1.7	18: 1.8	109
23:	23,300	3.1	WBNS-AM	21: 9,000	1.4 <- 1.4	21: 1.3	21: 1.3	21: 1.1	25: 0.6	20: 1.4	87
24:	21,500	2.9	WNNI	22: 8,400	1.3 <- 1.5	19: 1.5	23: 1.1	25: 0.7	22: 1.0	23: 0.9	109
20:	30,200	4.1	WLW	23: 8,000	1.2 <- 1.1	25: 0.8	17: 1.8	23: 1.1	15: 2.1	24: 0.8	89
25:	14,700	2.0	WRFD	24: 6,200	0.9 <- 0.9	23: 0.9	25: 0.8	24: 1.0	30: 0.3	27: 0.5	120
19:	30,600	4.1	WRZR	25: 6,100	0.9 <- 1.3	24: 0.8	24: 1.1	22: 1.1	19: 1.7	22: 1.0	74
26:	14,500	1.9	WSWZ	26: 4,300	0.6 <- 0.6	29: 0.4	26: 0.7	26: 0.6	24: 0.7	30: 0.4	114
31:	7,600	1.0	WNRN-FM	27: 3,500	0.5 <- 0.6	31: 0.4	33: 0.3	30: 0.4	29: 0.4	25: 0.6	93
28:	11,100	1.5	WCLT-AM	28: 3,400	0.5 <- 0.6	27: 0.5	34: 0.2	29: 0.4	26: 0.5	28: 0.4	83
29:	9,100	1.2	WNKO	29: 3,200	0.5 <- 0.4	26: 0.7	28: 0.6	28: 0.5	27: 0.5	26: 0.5	143
34:	5,600	0.8	WEEC	30: 3,200	0.5 <- 0.5	32: 0.3	36: 0.1	31: 0.4	31: 0.3	29: 0.4	125
32:	7,200	1.0	WHIZ-FM	31: 2,300	0.3 <- 0.3	38: 0.1	30: 0.4	35: 0.1	36: 0.1	32: 0.2	133
33:	6,900	0.9	WLOH	32: 2,300	0.3 <- 0.3	30: 0.4	27: 0.6	33: 0.3	34: 0.1	36: 0.1	70
35:	4,300	0.6	WHTH	33: 1,700	0.3 <- 0.3	33: 0.3	32: 0.3	34: 0.3	0.0	35: 0.1	156
30:	7,800	1.0	WQIO	34: 1,300	0.2 <- 0.1	34: 0.3	31: 0.3	32: 0.3	32: 0.2	33: 0.2	156
27:	13,600	1.8	WVJM	35: 1,200	0.2 <- 0.5	28: 0.4	29: 0.4	27: 0.6	28: 0.5	31: 0.4	156
38:	2,300	0.3	WYBZ	36: 700	0.1 <- 0.0	37: 0.1	0.0	36: 0.1	33: 0.2	39: 0.1	156
36:	3,400	0.5	WCMJ	37: 600	0.1 <- 0.0	35: 0.2	40: 0.1	0.0	37: 0.1	34: 0.2	104
41:	1,800	0.2	WNRN-AM	38: 400	0.1 <- 0.1	36: 0.2	0.0	38: 0.1	0.0	38: 0.1	52
42:	1,500	0.2	WTUE	39: 400	0.1 <- 0.0	40: 0.1	37: 0.1	37: 0.1	0.0	37: 0.1	156
43:	600	0.1	WNRJ	40: 400	0.1 <- 0.0	39: 0.1	38: 0.1	0.0	0.0	0.0	156
39:	2,200	0.3	WKWC	41: 300	0.0 <- 0.0	41: 0.1	35: 0.2	39: 0.1	0.0	0.0	43
40:	2,000	0.3	WNZR	42: 300	0.0 <- 0.1	0.0	0.0	40: 0.1	35: 0.1	40: 0.1	67
37:	2,800	0.4	WOBN	0	0.0 <- 0.0	0.0	0.0	41: 0.1	0.0	0.0	0.0
44:	400	0.1	WILE	0	0.0 <- 0.0	0.0	39: 0.1	0.0	0.0	0.0	0.0
45:	400	0.1	WCVZ	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
46:	300	0.0	WVVO	0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
	19,700	2.6	OTHER	5,200	0.8 <- 1.1	0.8	0.9	0.6	0.6	0.5	
	4,300	0.6	DON'T KNOW	26,800	3.9 <- 10.4	3.2	5.0	4.8	5.7	6.6	
	692,500	92.9	RADIO USERS	692,500	92.9 <- 96.3	73.6	58.8	69.3	51.0	78.7	
	52,700	7.1	NON-USERS	52,700	7.1 <- 3.7	26.4	41.2	30.7	49.0	21.3	

Strategic AccuRatings

For "How to Read" information, call:
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QUALITATIVE RANKER CREDIT CARD USERS (IN AVG WK) (16+) (N=1216)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P16+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
4:	67,900	16.5	.539	WTVN	1:	36,600	9.9 <- 9.7	1:	14.1	4:	6.8	4:	6.7	4:	6.2	4:	7.4	140
1:	99,100	24.0	.367	WNCI	2:	36,400	9.8 <- 10.9	2:	12.4	1:	8.5	1:	9.9	2:	10.0	1:	10.2	116
2:	94,000	22.8	.339	WSNY	3:	31,900	8.6 <- 9.7	4:	9.1	2:	8.4	3:	8.4	1:	12.3	3:	7.6	122
3:	86,300	20.9	.311	WLWQ	4:	26,800	7.2 <- 7.9	3:	10.5	3:	7.5	2:	8.5	6:	5.8	2:	8.2	93
9:	45,300	11.0	.450	WVOD	5:	20,400	5.5 <- 4.1	10:	3.5	9:	4.5	5:	6.7	3:	6.9	5:	7.1	151
6:	52,900	12.8	.371	WBZX	6:	19,600	5.3 <- 4.6	5:	4.1	7:	5.1	7:	5.1	5:	6.2	6:	6.2	77
5:	62,300	15.1	.308	WBNS-FM	7:	19,200	5.2 <- 3.9	8:	3.7	6:	5.4	6:	5.8	11:	3.8	9:	5.0	113
11:	44,600	10.8	.359	WOSU-FM	8:	16,000	4.3 <- 4.1	12:	3.2	8:	4.6	13:	3.7	8:	4.9	8:	5.2	153
12:	33,900	8.2	.428	WRVF	9:	14,500	3.9 <- 3.0	9:	3.6	11:	4.2	10:	4.4	9:	4.4	10:	4.4	82
7:	48,800	11.8	.293	WHOK	10:	14,300	3.9 <- 4.2	7:	3.8	13:	3.8	11:	4.2	14:	3.3	11:	3.8	58
10:	45,300	11.0	.300	WAHC/WHT	11:	13,600	3.7 <- 3.5	14:	2.4	10:	4.4	8:	4.7	7:	5.3	7:	5.2	76
14:	31,700	7.7	.407	WCBE	12:	12,900	3.5 <- 3.1	6:	3.9	19:	1.9	9:	4.7	12:	3.5	13:	3.2	148
15:	30,900	7.5	.375	WOSU-AM	13:	11,600	3.1 <- 3.0	11:	3.4	12:	4.2	12:	3.9	16:	2.2	14:	3.1	165
8:	48,000	11.6	.227	WCOL-FM	14:	10,900	2.9 <- 2.3	13:	2.6	14:	3.1	15:	2.8	13:	3.5	12:	3.6	83
13:	33,200	8.1	.328	WCOL-AM	15:	10,900	2.9 <- 2.3	20:	1.5	5:	6.1	16:	2.2	17:	2.0	22:	1.2	138
18:	18,900	4.6	.550	WCIX	16:	10,400	2.8 <- 2.0	15:	2.1	15:	3.1	14:	3.0	10:	4.1	17:	1.9	63
21:	15,000	3.6	.533	WCLT-FM	17:	8,000	2.2 <- 2.4	16:	2.1	16:	2.4	17:	1.8	18:	1.9	15:	2.5	82
23:	11,900	2.9	.639	WCVO	18:	7,600	2.1 <- 1.8	21:	1.3	20:	1.6	23:	0.9	24:	0.8	20:	1.5	86
17:	19,000	4.6	.368	WCEZ	19:	7,000	1.9 <- 1.4	19:	1.7	18:	2.3	18:	1.7	19:	1.9	16:	2.2	117
19:	17,700	4.3	.395	WBNS-AM	20:	7,000	1.9 <- 1.8	18:	1.8	21:	1.6	19:	1.6	21:	1.1	18:	1.8	114
16:	22,500	5.5	.267	WLW	21:	6,000	1.6 <- 1.7	22:	1.3	17:	2.4	20:	1.6	15:	2.6	19:	1.7	112
22:	12,900	3.1	.411	WVVO	22:	5,300	1.4 <- 1.6	17:	1.9	22:	1.5	21:	1.4	23:	1.1	21:	1.5	51
25:	8,200	2.0	.439	WRFD	23:	3,600	1.0 <- 1.0	23:	1.0	23:	1.3	24:	0.9	32:	0.2	29:	0.3	117
20:	15,800	3.8	.152	WRZR	24:	2,400	0.6 <- 1.0	37:	0.1	26:	0.5	22:	1.3	20:	1.5	23:	0.7	59
26:	7,600	1.8	.303	WSUZ	25:	2,300	0.6 <- 0.5	27:	0.4	27:	0.5	27:	0.5	0:	0.0	25:	0.6	102
28:	5,400	1.3	.407	WCLT-AM	26:	2,200	0.6 <- 0.8	26:	0.5	32:	0.2	29:	0.4	26:	0.6	26:	0.6	91
30:	4,700	1.1	.404	WLOH	27:	1,900	0.5 <- 0.3	24:	0.7	24:	0.7	30:	0.3	29:	0.3	31:	0.3	99
33:	3,000	0.7	.533	WMRN-FM	28:	1,600	0.4 <- 0.3	29:	0.4	29:	0.4	28:	0.4	25:	0.6	24:	0.7	71
34:	2,800	0.7	.536	WEEC	29:	1,500	0.4 <- 0.4	33:	0.1	33:	0.2	25:	0.5	27:	0.6	28:	0.5	100
31:	4,600	1.1	.304	WHIZ-FM	30:	1,400	0.4 <- 0.2	31:	0.2	25:	0.6	31:	0.2	0:	0.0	30:	0.3	139
24:	9,000	2.2	.133	WMNI	31:	1,200	0.3 <- 0.5	25:	0.5	28:	0.5	33:	0.2	22:	1.1	27:	0.6	26
27:	5,600	1.4	.179	WQIO	32:	1,000	0.3 <- 0.2	30:	0.3	31:	0.3	26:	0.5	28:	0.4	33:	0.2	203
38:	1,300	0.3	.462	WAKC	33:	600	0.2 <- 0.2	38:	0.1	35:	0.1	34:	0.1	33:	0.2	34:	0.1	139
39:	1,100	0.3	.364	WAZR	34:	400	0.1 <- 0.1	34:	0.1	34:	0.2	35:	0.1	30:	0.2	0:	0.0	159
29:	4,900	1.2	.061	WVKO	35:	300	0.1 <- 0.1	28:	0.4	0:	0.0	0:	0.0	35:	0.1	29:	0.1	29
35:	1,600	0.4	.188	WCMJ	36:	300	0.1 <- 0.0	32:	0.2	36:	0.1	0:	0.0	0:	0.0	0:	0.0	90
37:	1,400	0.3	.214	WHTH	37:	300	0.1 <- 0.1	35:	0.1	37:	0.1	36:	0.1	0:	0.0	0:	0.0	46
32:	3,800	0.9	.000	WVJM	0	0	0.0 <- 0.2	0:	0.0	30:	0.3	32:	0.2	31:	0.2	32:	0.2	0
36:	1,500	0.4	.000	WOBH	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
40:	1,100	0.3	.000	WTUE	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
42:	400	0.1	.000	WMRN-AM	0	0	0.0 <- 0.0	36:	0.1	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
41:	400	0.1	.000	WYBZ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
43:	300	0.1	.000	WVVO	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
0	0	0.0	.000	WCVZ	0	0	0.0 <- 0.2	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
7,900	1.9			OTHER	2,100	0.6 <- 0.7		0.6		0.7		0.6		0.6		0.3		
2,300	0.6			DON'T KNOW	16,800	4.3 <- 11.1		3.6		5.0		4.3		5.5		6.4		
386,700	93.8			RADIO USERS	386,700	93.8 <- 96.5		76.4		55.2		72.7		50.3		78.1		
25,500	6.2			NON-USERS	25,500	6.2 <- 3.5		23.5		44.8		27.3		49.7		21.9		

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER
 PURCHASES MADE DURING PAST 6 MOS.: APPLIANCE (16+) (N= 732)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P16+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
4:	44,300	17.7	.420	WBZX	1:	18,600	8.3 <- 5.1	5:	7.7	1:	8.3	1:	8.7	2:	8.1	1:	10.2	120
1:	57,800	23.1	.292	WNCI	2:	16,900	7.5 <- 9.8	1:	11.2	2:	7.6	3:	6.9	4:	7.3	4:	7.0	89
2:	52,300	20.9	.302	WLWQ	3:	15,800	7.0 <- 9.0	3:	8.2	4:	6.5	2:	7.2	6:	6.2	3:	7.3	90
3:	51,600	20.6	.302	WSNY	4:	15,600	6.9 <- 7.7	2:	8.3	3:	7.6	5:	6.2	1:	10.0	6:	5.8	98
5:	41,400	16.5	.370	WHOK	5:	15,300	6.8 <- 6.4	6:	5.7	5:	6.3	4:	6.8	7:	5.6	2:	7.3	103
9:	30,100	12.0	.439	WTVN	6:	13,200	5.9 <- 6.0	4:	7.9	13:	3.4	12:	3.6	10:	3.5	11:	4.3	83
11:	22,300	8.9	.489	WCXK	7:	10,900	4.8 <- 4.4	8:	4.4	7:	5.5	7:	5.8	5:	7.1	9:	4.9	109
10:	25,300	10.1	.411	WRVF	8:	10,400	4.6 <- 3.6	7:	5.1	8:	5.1	8:	5.3	14:	3.1	8:	5.2	97
6:	38,500	15.4	.257	WAHC/WHT	9:	9,900	4.4 <- 3.8	11:	3.3	6:	6.0	6:	6.1	3:	7.6	5:	6.4	91
13:	19,000	7.6	.495	WVKD	10:	9,400	4.2 <- 4.7	9:	4.1	17:	2.8	14:	2.8	15:	2.8	10:	4.9	149
7:	35,900	14.3	.253	WBNS-FM	11:	9,100	4.0 <- 3.5	14:	2.9	9:	3.8	11:	4.2	9:	4.2	12:	4.2	88
12:	19,600	7.8	.398	WWCD	12:	7,800	3.5 <- 3.0	15:	2.9	10:	3.7	9:	5.3	8:	5.0	7:	5.4	95
8:	31,200	12.5	.231	WCOL-FM	13:	7,200	3.2 <- 2.6	10:	3.6	12:	3.4	13:	3.4	11:	3.5	14:	3.5	90
14:	17,400	6.9	.379	WOSU-FM	14:	6,600	2.9 <- 2.9	17:	2.3	16:	3.0	17:	2.2	16:	2.7	13:	3.8	104
20:	13,000	5.2	.469	WOSU-AM	15:	6,100	2.7 <- 2.6	12:	3.0	15:	3.3	16:	2.3	21:	1.3	16:	1.8	143
15:	15,800	6.3	.380	WCBE	16:	6,000	2.7 <- 2.0	13:	3.0	22:	1.3	10:	4.3	18:	2.4	17:	1.8	113
19:	14,100	5.6	.426	WCLT-FM	17:	6,000	2.7 <- 2.4	16:	2.7	14:	3.4	15:	2.5	19:	2.3	15:	2.4	101
16:	15,700	6.3	.369	WCOL-AM	18:	5,800	2.6 <- 1.9	23:	1.0	11:	3.6	22:	1.3	17:	2.5	23:	1.0	121
22:	8,300	3.3	.590	WCVO	19:	4,900	2.2 <- 2.2	19:	1.6	19:	2.2	20:	1.6	22:	1.3	19:	1.5	91
17:	15,400	6.1	.279	WLW	20:	4,300	1.9 <- 1.8	20:	1.3	18:	2.4	19:	1.8	12:	3.4	22:	1.1	132
23:	8,100	3.2	.395	WBNS-AM	21:	3,200	1.4 <- 1.2	18:	1.8	20:	2.0	21:	1.4	28:	0.3	20:	1.4	86
26:	5,100	2.0	.569	WMNI	22:	2,900	1.3 <- 1.1	22:	1.2	25:	0.7	27:	0.6	31:	0.2	26:	0.5	104
21:	8,900	3.6	.292	WCEZ	23:	2,600	1.2 <- 1.1	21:	1.3	21:	1.5	23:	1.1	20:	1.5	18:	1.5	71
18:	15,200	6.1	.158	WRZR	24:	2,400	1.1 <- 2.3	28:	0.4	23:	1.3	18:	1.9	13:	3.2	21:	1.3	97
27:	5,000	2.0	.440	WSWZ	25:	2,200	1.0 <- 0.7	24:	0.7	26:	0.6	26:	0.7	24:	0.7	28:	0.5	161
24:	5,400	2.2	.333	WCLT-AM	26:	1,800	0.8 <- 0.9	27:	0.4	28:	0.5	24:	1.0	25:	0.6	25:	0.6	122
28:	4,700	1.9	.340	WRFD	27:	1,600	0.7 <- 0.6	26:	0.6	31:	0.3	25:	0.7	32:	0.2	32:	0.3	86
29:	3,400	1.4	.471	WMRN-FM	28:	1,600	0.7 <- 0.3	29:	0.4	24:	0.9	29:	0.5	26:	0.6	24:	0.9	117
32:	3,100	1.2	.323	WNKO	29:	1,000	0.4 <- 0.3	30:	0.4	33:	0.2	32:	0.4	33:	0.2	27:	0.5	161
34:	1,700	0.7	.471	WHTH	30:	800	0.4 <- 0.4	32:	0.2	27:	0.6	30:	0.5		0.0	34:	0.2	202
35:	1,500	0.6	.533	WWKC	31:	800	0.4 <- 0.1	35:	0.2	32:	0.3	35:	0.2	27:	0.4	33:	0.3	306
37:	800	0.3	.999	WEEC	32:	800	0.4 <- 0.4	33:	0.2		0.0	31:	0.5	29:	0.3	29:	0.4	87
31:	3,200	1.3	.219	WLOH	33:	700	0.3 <- 0.2	25:	0.6		0.0	28:	0.6	30:	0.3	30:	0.4	60
38:	800	0.3	.625	WMRN-AM	34:	500	0.2 <- 0.2	31:	0.3		0.0	0.0	0.0		0.0		0.0	183
25:	5,200	2.1	.077	WWJM	35:	400	0.2 <- 0.2	34:	0.2	29:	0.5	33:	0.4	23:	0.9	31:	0.4	148
30:	3,400	1.4	.088	WQIO	36:	300	0.1 <- 0.0		0.0	35:	0.2	34:	0.4		0.0	36:	0.2	100
36:	1,300	0.5	.231	WCMJ	37:	300	0.1 <- 0.0	36:	0.2	34:	0.2		0.0		0.0		0.0	148
33:	2,500	1.0	.000	WHIZ-FM		0	0.0 <- 0.1		0.0	30:	0.5	36:	0.2		0.0	35:	0.2	
39:	800	0.3	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
40:	400	0.2	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
41:	300	0.1	.000	WNZR		0	0.0 <- 0.0		0.0		0.0	37:	0.2		0.0		0.0	
	7,100	2.8		OTHER		1,500	0.7 <- 0.6		0.8		0.5		0.6		0.8		0.8	
	3,600	1.4		DON'T KNOW		10,700	4.5 <- 10.8		4.3		4.5		5.3		5.5		7.1	
	235,500	94.0		RADIO USERS		235,500	94.0 <- 96.5		75.7		59.7		73.7		54.8		79.0	
	15,100	6.0		NON-USERS		15,100	6.0 <- 3.5		24.3		40.3		26.3		45.2		21.0	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER FINANCIAL CONSULTANT USERS (18+) (N= 741)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+						
						6-10A	10A-3P	3-7P	7P-12M	WKEND							
4:	45,400	18.2	.480	WTVN 1:	21,800	9.8 <-10.5	1:	15.0	3:	6.9	5:	6.7	2:	7.8	6:	6.2	133
1:	59,200	23.7	.358	WSNY 2:	21,200	9.5 <-11.3	2:	11.8	1:	9.4	2:	8.8	1:	9.4	2:	8.4	133
3:	46,700	18.7	.394	WNCI 3:	18,400	8.3 <- 8.9	4:	8.5	4:	6.4	1:	8.8	3:	7.2	1:	8.7	96
2:	48,600	19.4	.315	WLWQ 4:	15,300	6.9 <- 8.3	3:	9.6	6:	6.1	3:	7.2	5:	6.8	4:	7.2	86
6:	33,700	13.5	.433	WOSU-FM 5:	14,600	6.6 <- 5.9	5:	5.4	2:	7.3	9:	5.3	4:	6.9	3:	8.2	222
8:	25,700	10.3	.440	WBZX 6:	11,300	5.1 <- 3.4	10:	3.5	10:	4.5	6:	6.3	6:	6.1	8:	5.4	78
5:	42,200	16.9	.249	WBNS-FM 7:	10,500	4.7 <- 5.3	9:	3.6	9:	4.6	4:	6.9	12:	4.5	7:	5.8	102
11:	24,200	9.7	.434	WVCD 8:	10,500	4.7 <- 3.2	11:	3.0	5:	6.4	8:	5.7	7:	5.3	5:	6.3	126
9:	25,400	10.2	.409	WOSU-AM 9:	10,400	4.7 <- 4.5	7:	4.2	7:	6.1	7:	5.9	18:	2.1	9:	4.6	236
10:	24,900	10.0	.378	WHOK 10:	9,400	4.2 <- 3.8	6:	4.7	11:	4.1	11:	3.7	17:	2.6	10:	4.0	62
15:	18,700	7.5	.433	WRVF 11:	8,100	3.6 <- 2.8	12:	3.0	13:	3.4	12:	3.5	8:	5.2	11:	3.6	77
12:	22,700	9.1	.344	WCOL-AM 12:	7,800	3.5 <- 3.3	14:	2.2	8:	5.2	14:	3.0	10:	4.9	20:	1.7	158
19:	11,400	4.6	.588	WCIX 13:	6,700	3.0 <- 2.7	17:	2.0	16:	2.4	15:	2.8	13:	4.3	14:	2.9	76
17:	16,900	6.8	.391	WBNS-AM 14:	6,600	3.0 <- 3.1	13:	2.9	14:	3.3	13:	3.3	19:	1.7	13:	3.4	172
18:	16,000	6.4	.406	WCEZ 15:	6,500	2.9 <- 2.4	18:	1.7	15:	3.2	18:	2.0	14:	2.9	15:	2.9	179
7:	28,600	11.4	.192	WCOL-FM 16:	5,500	2.5 <- 2.3	16:	2.1	21:	1.7	16:	2.2	9:	5.1	12:	3.5	67
14:	20,000	8.0	.275	WCBE 17:	5,500	2.5 <- 2.8	8:	4.0	20:	1.8	10:	4.4	16:	2.8	16:	2.6	101
16:	17,400	7.0	.282	WLW 18:	4,900	2.2 <- 1.9	24:	0.9	12:	4.1	21:	1.2	11:	4.9	18:	1.9	146
20:	11,100	4.4	.405	WCLT-FM 19:	4,500	2.0 <- 2.0	21:	1.2	17:	2.1	22:	1.0	22:	0.6	19:	1.9	76
21:	9,400	3.8	.447	WCVO 20:	4,200	1.9 <- 1.9	15:	2.1	19:	1.9	20:	1.4	21:	0.9	22:	1.3	76
13:	20,500	8.2	.141	WAHC/WMT 21:	2,900	1.3 <- 1.3	22:	1.0	18:	2.1	17:	2.1	15:	2.9	17:	2.4	36
25:	5,500	2.2	.509	WRFD 22:	2,800	1.3 <- 1.3	20:	1.2	22:	1.2	19:	1.7	24:	0.6	24:	1.0	145
23:	6,200	2.5	.306	WVVO 23:	1,900	0.9 <- 0.9	19:	1.4	23:	1.0	23:	0.9	0:	0.0	21:	1.5	29
26:	4,500	1.8	.422	WCLT-AM 24:	1,900	0.9 <- 1.3	23:	1.0	28:	0.3	24:	0.9	25:	0.4	23:	1.1	125
27:	3,500	1.4	.400	WHIZ-FM 25:	1,400	0.6 <- 0.4	29:	0.4	24:	0.8	25:	0.6	27:	0.3	26:	0.6	222
28:	3,000	1.2	.467	WSWZ 26:	1,400	0.6 <- 0.2	31:	0.2	26:	0.5	27:	0.4	0:	0.0	28:	0.4	100
22:	7,300	2.9	.137	WRZR 27:	1,000	0.4 <- 0.5	0:	0.0	31:	0.2	33:	0.2	23:	0.6	27:	0.6	45
24:	6,200	2.5	.145	WMNI 28:	900	0.4 <- 0.5	25:	0.9	25:	0.6	26:	0.6	20:	1.2	25:	0.9	31
34:	1,800	0.7	.389	WLOH 29:	700	0.3 <- 0.2	26:	0.4	27:	0.5	0:	0.0	0:	0.0	0:	0.0	58
29:	2,800	1.1	.143	WWJM 30:	400	0.2 <- 0.2	0:	0.0	32:	0.2	30:	0.2	26:	0.4	29:	0.2	216
31:	2,500	1.0	.160	WNKO 31:	400	0.2 <- 0.0	27:	0.4	29:	0.3	31:	0.2	0:	0.0	30:	0.2	63
32:	2,100	0.8	.190	WQIO 32:	400	0.2 <- 0.2	33:	0.2	0:	0.0	28:	0.4	0:	0.0	0:	0.0	129
38:	700	0.3	.571	WNZR 33:	400	0.2 <- 0.2	32:	0.2	30:	0.3	34:	0.2	0:	0.0	0:	0.0	254
36:	900	0.4	.333	WWKC 34:	300	0.1 <- 0.1	0:	0.0	33:	0.2	35:	0.2	28:	0.3	32:	0.2	111
30:	2,700	1.1	.000	WHTH 0	0	0.0 <- 0.2	28:	0.4	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
33:	2,100	0.8	.000	WMRN-FM 0	0	0.0 <- 0.0	30:	0.3	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
35:	1,200	0.5	.000	WOBN 0	0	0.0 <- 0.0	0:	0.0	34:	0.2	29:	0.4	29:	0.3	0:	0.0	0
37:	800	0.3	.000	WTUE 0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
39:	700	0.3	.000	WEEC 0	0	0.0 <- 0.0	0:	0.0	0:	0.0	32:	0.2	0:	0.0	31:	0.2	0
40:	400	0.2	.000	WCMJ 0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
41:	300	0.1	.000	WMVO 0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
42:	300	0.1	.000	WMRN-AM 0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0
7,400	3.0			OTHER	1,800	0.8 <- 1.2		0.8		0.7		1.0		1.0		0.4	
2,100	0.8			DON'T KNOW	9,600	4.1 <- 8.1		2.5		3.2		4.1		4.3		6.0	
232,000	92.8			RADIO USERS	232,000	92.8 <-95.9		75.7		56.0		70.6		45.2		74.7	
18,000	7.2			NON-USERS	18,000	7.2 <- 4.1		24.3		44.0		29.5		54.8		25.3	

Strategic AccuRatings

For 'How to Read' information, call:
1-800-777-8877

QUALITATIVE RANKER
LIGHT BEER PURCHASERS (21+) (N= 735)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P21+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	86,500	35.3	.347	WLWQ	1:	30,000	12.9 <- 16.3	1:	16.6	1:	11.4	1:	13.2	4:	9.6	1:	14.0	161
2:	67,000	27.4	.372	WNCI	2:	24,900	10.7 <- 11.9	2:	13.3	2:	9.3	3:	9.1	3:	9.8	4:	8.9	124
4:	57,400	23.4	.389	WBZX	3:	22,300	9.6 <- 8.3	5:	8.1	4:	7.9	2:	10.8	2:	10.2	3:	10.2	161
7:	35,300	14.4	.487	WUCD	4:	17,200	7.4 <- 4.3	8:	5.1	7:	6.6	4:	8.9	5:	8.5	2:	10.7	192
5:	43,200	17.6	.366	WHOK	5:	15,800	6.8 <- 5.5	7:	5.3	3:	8.3	6:	6.2	8:	4.7	6:	6.2	97
6:	35,800	14.6	.430	WRVF	6:	15,400	6.6 <- 4.7	6:	6.3	6:	7.1	5:	7.0	7:	6.8	5:	7.9	142
3:	61,600	25.2	.242	WSNY	7:	14,900	6.4 <- 7.6	4:	8.6	5:	7.6	7:	5.9	1:	11.7	8:	5.0	89
8:	34,700	14.2	.392	WTVN	8:	13,600	5.8 <- 5.9	3:	9.8	8:	4.9	10:	4.1	9:	4.1	9:	4.1	75
9:	34,000	13.9	.324	WBNS-FM	9:	11,000	4.7 <- 3.4	11:	2.6	9:	4.5	9:	4.8	13:	2.7	10:	3.8	96
11:	30,300	12.4	.304	WAHC/WHT	10:	9,200	4.0 <- 2.7	14:	1.7	11:	3.3	8:	5.4	6:	6.9	7:	5.2	127
10:	34,000	13.9	.215	WCOL-FM	11:	7,300	3.1 <- 2.6	9:	3.4	12:	3.0	11:	3.7	10:	3.5	11:	3.8	81
16:	12,900	5.3	.442	WCBE	12:	5,700	2.4 <- 2.1	10:	3.0	19:	1.8	12:	2.9	11:	3.5	14:	2.0	96
15:	13,100	5.3	.420	WCLT-FM	13:	5,500	2.4 <- 2.2	12:	2.6	14:	2.4	18:	1.4	16:	1.8	12:	2.5	94
17:	10,400	4.2	.452	WLW	14:	4,700	2.0 <- 1.8	19:	0.9	13:	2.5	20:	1.0	15:	2.1	19:	1.2	126
14:	14,500	5.9	.276	WOSU-FM	15:	4,000	1.7 <- 1.5	17:	1.1	15:	2.2	19:	1.4	17:	1.5	13:	2.3	56
12:	16,600	6.8	.217	WCOL-AM	16:	3,600	1.5 <- 1.2	18:	1.0	10:	4.2	14:	1.7	18:	1.1	23:	0.6	66
19:	9,200	3.8	.380	WCKX	17:	3,500	1.5 <- 1.1	13:	1.9	16:	2.2	15:	1.7	14:	2.2	17:	1.5	50
22:	6,200	2.5	.548	WVKO	18:	3,400	1.5 <- 1.8	25:	0.5	22:	0.8	16:	1.7	24:	0.5	18:	1.4	47
13:	15,800	6.5	.190	WRZR	19:	3,000	1.3 <- 1.3	22:	0.7	17:	2.0	13:	1.9	12:	3.1	20:	1.2	148
20:	9,200	3.8	.315	WBNS-AM	20:	2,900	1.2 <- 1.2	15:	1.7	20:	1.1	21:	1.0	23:	0.5	15:	1.7	69
18:	9,700	4.0	.247	WOSU-AM	21:	2,400	1.0 <- 0.9	16:	1.3	18:	2.0	17:	1.5	29:	0.2	21:	1.0	49
21:	6,600	2.7	.318	WCEZ	22:	2,100	0.9 <- 0.9	20:	0.9	21:	1.0	22:	0.7	19:	0.8	16:	1.7	52
24:	5,300	2.2	.377	WSWZ	23:	2,000	0.9 <- 0.8	28:	0.3	29:	0.3	23:	0.6	30:	0.2	24:	0.5	128
23:	5,600	2.3	.304	WNNI	24:	1,700	0.7 <- 0.7	21:	0.9	30:	0.2	24:	0.5	21:	0.8	22:	0.7	55
25:	4,700	1.9	.298	WCLT-AM	25:	1,400	0.6 <- 0.6	24:	0.6	27:	0.4	26:	0.5	20:	0.8	25:	0.4	83
28:	2,800	1.1	.357	WHIZ-FM	26:	1,000	0.4 <- 0.3	0:	0	25:	0.5	0:	0	0:	0	26:	0.4	142
30:	2,000	0.8	.450	WLOH	27:	900	0.4 <- 0.4	26:	0.4	28:	0.4	28:	0.3	25:	0.4	29:	0.3	67
31:	1,800	0.7	.389	WCVO	28:	700	0.3 <- 0.1	29:	0.3	26:	0.5	29:	0.2	0:	0	0:	0	12
26:	3,500	1.4	.171	WNKO	29:	600	0.3 <- 0.3	23:	0.7	24:	0.6	27:	0.5	31:	0.2	27:	0.3	85
27:	3,300	1.3	.182	WQIO	30:	600	0.3 <- 0.2	27:	0.4	23:	0.7	25:	0.5	26:	0.3	28:	0.3	175
34:	600	0.2	.667	WHTH	31:	400	0.2 <- 0.2	0:	0	0:	0	31:	0.2	0:	0	0:	0	88
36:	400	0.2	.999	WYBZ	32:	400	0.2 <- 0.0	0:	0	0:	0	30:	0.2	27:	0.3	0:	0	212
35:	600	0.2	.500	WKCC	33:	300	0.1 <- 0.1	0:	0	31:	0.2	32:	0.2	32:	0.2	30:	0.2	188
29:	2,400	1.0	.000	WWJM	0	0	0.0 <- 0.0	0:	0	32:	0.2	33:	0.2	22:	0.6	0:	0	0
32:	1,300	0.5	.000	WCMJ	0	0	0.0 <- 0.0	30:	0.2	0:	0	0:	0	0:	0	0:	0	0
33:	1,000	0.4	.000	WMRN-FM	0	0	0.0 <- 0.1	0:	0	0:	0	0:	0	0:	0	0:	0	0
37:	400	0.2	.000	WNZR	0	0	0.0 <- 0.0	0:	0	0:	0	0:	0	28:	0.3	0:	0	0
38:	400	0.2	.000	WRFD	0	0	0.0 <- 0.0	0:	0	0:	0	0:	0	0:	0	0:	0	0
39:	400	0.2	.000	WMRN-AM	0	0	0.0 <- 0.0	0:	0	0:	0	0:	0	0:	0	0:	0	0
40:	300	0.1	.000	WTUE	0	0	0.0 <- 0.0	0:	0	0:	0	0:	0	0:	0	0:	0	0
41:	300	0.1	.000	WOBM	0	0	0.0 <- 0.0	0:	0	0:	0	0:	0	0:	0	0:	0	0
	2,700	1.1		OTHER		400	0.2 <- 0.3		0.2		0.0		0.0		0.3		0.0	
	1,000	0.4		DON'T KNOW		5,900	2.5 <- 10.1		2.8		4.0		4.6		4.6		6.0	
	238,700	97.5		RADIO USERS		238,700	97.5 <- 98.8		81.4		60.2		80.1		55.5		85.4	
	6,200	2.5		NON-USERS		6,200	2.5 <- 1.2		18.6		39.8		19.9		44.5		14.6	

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

QUALITATIVE RANKER DOMESTIC BEER PURCHASERS (21+) (N= 904)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P21+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	97,000	32.0	.382	MLVQ	1:	37,100	13.1 <- 14.8	1:	16.0	1:	11.4	1:	14.5	2:	9.1	1:	13.2	164
3:	64,200	21.2	.388	WBZK	2:	24,900	8.8 <- 6.7	4:	8.5	3:	9.2	3:	8.3	3:	9.0	3:	9.4	148
2:	64,700	21.4	.365	WNCI	3:	23,600	8.3 <- 8.2	3:	9.3	2:	9.7	4:	7.3	5:	6.8	4:	6.8	97
5:	47,000	15.5	.464	WNCD	4:	21,800	7.7 <- 5.3	6:	5.5	4:	7.2	2:	9.0	4:	8.6	2:	11.2	200
7:	42,800	14.1	.460	WTVN	5:	19,700	7.0 <- 6.8	2:	10.8	8:	4.3	10:	4.3	11:	4.0	10:	3.9	89
4:	63,900	21.1	.252	WSNY	6:	16,100	5.7 <- 7.1	5:	7.7	5:	6.4	7:	5.2	1:	9.7	7:	4.5	79
6:	47,000	15.5	.340	WHOK	7:	16,000	5.7 <- 5.2	9:	4.5	6:	5.5	6:	5.6	8:	4.8	6:	5.3	81
10:	34,300	11.3	.411	WRVF	8:	14,100	5.0 <- 4.2	7:	5.1	7:	5.2	5:	6.1	7:	6.1	5:	6.1	107
12:	24,200	8.0	.426	WCBE	9:	10,300	3.6 <- 3.6	8:	4.6	12:	3.5	8:	4.8	10:	4.2	14:	3.4	142
8:	39,500	13.0	.246	WBNS-FM	10:	9,700	3.4 <- 2.4	11:	2.9	10:	3.7	9:	4.3	15:	2.6	12:	3.7	70
16:	18,100	6.0	.519	WCIX	11:	9,400	3.3 <- 2.6	10:	3.2	11:	3.7	13:	3.6	6:	6.3	9:	3.9	110
11:	34,300	11.3	.259	WAHC/WHT	12:	8,900	3.1 <- 2.2	17:	1.5	16:	2.7	11:	4.2	9:	4.7	8:	4.5	101
9:	37,600	12.4	.226	WCOL-FM	13:	8,500	3.0 <- 2.9	12:	2.7	13:	3.4	12:	3.7	14:	2.8	11:	3.7	78
13:	24,000	7.9	.342	WOSU-FM	14:	8,200	2.9 <- 3.0	18:	1.5	14:	3.1	14:	2.6	13:	3.2	13:	3.5	94
18:	16,300	5.4	.460	WKVO	15:	7,500	2.7 <- 3.1	14:	2.0	20:	1.4	16:	2.2	21:	1.2	15:	2.3	85
20:	14,400	4.8	.417	WCLT-FM	16:	6,000	2.1 <- 2.0	15:	1.9	19:	1.9	21:	1.1	22:	1.1	16:	1.9	85
14:	21,500	7.1	.260	WCOL-AM	17:	5,600	2.0 <- 1.3	20:	1.0	9:	4.0	17:	1.8	20:	1.3	24:	0.5	84
19:	15,800	5.2	.335	WOSU-AM	18:	5,300	1.9 <- 1.8	13:	2.1	17:	2.3	15:	2.3	19:	1.4	18:	1.7	89
17:	17,500	5.8	.286	WLW	19:	5,000	1.8 <- 1.7	19:	1.4	15:	2.8	19:	1.3	16:	2.6	20:	1.4	110
15:	18,600	6.1	.226	WRZR	20:	4,200	1.5 <- 1.8	23:	0.8	18:	1.9	18:	1.7	12:	3.4	17:	1.8	171
22:	10,400	3.4	.346	WCEZ	21:	3,600	1.3 <- 0.9	21:	1.0	22:	1.3	22:	0.8	17:	1.7	21:	1.4	73
21:	11,400	3.8	.307	WBNS-AM	22:	3,500	1.2 <- 1.3	16:	1.6	21:	1.3	20:	1.1	24:	0.4	19:	1.7	69
26:	5,500	1.8	.327	WCLT-AM	23:	1,800	0.6 <- 0.6	27:	0.3	30:	0.2	23:	0.7	23:	0.7	23:	0.7	88
28:	3,200	1.1	.563	WLOH	24:	1,800	0.6 <- 0.6	24:	0.7	23:	0.9	25:	0.5	27:	0.3	27:	0.3	110
23:	9,000	3.0	.189	WHNI	25:	1,700	0.6 <- 0.6	22:	1.0	24:	0.6	24:	0.6	18:	1.5	22:	1.0	45
25:	4,200	1.4	.381	WSWZ	26:	1,600	0.6 <- 0.7	30:	0.1		0.0	26:	0.5	26:	0.4	26:	0.4	84
30:	2,400	0.8	.458	WMRN-FM	27:	1,100	0.4 <- 0.5	31:	0.1	28:	0.2		0.0		0.0	25:	0.5	58
29:	3,200	1.1	.313	WCVO	28:	1,000	0.4 <- 0.4	25:	0.5	26:	0.4		0.0	28:	0.3		0.0	14
31:	1,900	0.6	.474	WCMJ	29:	900	0.3 <- 0.0	28:	0.3	27:	0.3	30:	0.1	31:	0.2	29:	0.2	319
26:	3,900	1.3	.179	WKVO	30:	700	0.2 <- 0.2	26:	0.4	25:	0.6	27:	0.4	25:	0.4	28:	0.3	81
38:	600	0.2	.999	WKVC	31:	600	0.2 <- 0.2	32:	0.1		0.0	31:	0.1	32:	0.2	30:	0.1	310
32:	1,800	0.6	.222	WHIZ-FM	32:	400	0.1 <- 0.0		0.0	29:	0.2		0.0		0.0		0.0	47
34:	1,300	0.4	.308	WRFD	33:	400	0.1 <- 0.1	33:	0.1		0.0	29:	0.2		0.0		0.0	15
40:	400	0.1	.999	WYBZ	34:	400	0.1 <- 0.0		0.0		0.0	28:	0.2	29:	0.3		0.0	175
27:	3,400	1.1	.088	WQIO	35:	300	0.1 <- 0.0		0.0	32:	0.2		0.0		0.0	31:	0.1	72
35:	1,000	0.3	.300	WHTH	36:	300	0.1 <- 0.0	29:	0.2	31:	0.2	32:	0.1		0.0		0.0	55
33:	1,700	0.6	.000	WJMJ		0	0.0 <- 0.0		0.0		0.0	33:	0.1		0.0	32:	0.1	
36:	800	0.3	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	700	0.2	.000	WOBM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	600	0.2	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
41:	400	0.1	.000	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0	30:	0.3		0.0	
42:	300	0.1	.000	WCVZ		0	0.0 <- 0.1		0.0		0.0		0.0		0.0		0.0	
	7,100	2.3		OTHER		1,100	0.4 <- 0.7		0.5		0.3		0.7		0.5		0.5	
	1,300	0.4		DON'T KNOW		8,000	2.7 <- 10.6		3.5		4.5		3.4		6.5		4.4	
	291,100	96.2		RADIO USERS		291,100	96.2 <- 98.0		79.9		59.7		77.9		55.2		83.3	
	11,600	3.8		NON-USERS		11,600	3.8 <- 2.0		20.1		40.3		22.1		44.8		16.7	

QUALITATIVE RANKER
 IMPORTED BEER PURCHASERS (21+) (N= 256)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P21+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
2:	22,700	26.6	.507	WWCD	1:	11,500	15.0 <- 11.1	3:	9.8	1:	17.9	1:	14.1	1:	17.3	1:	19.3	390
1:	28,700	33.6	.286	WLVQ	2:	8,200	10.7 <- 13.8	1:	15.7	2:	9.9	2:	13.0	7:	5.0	2:	10.7	134
5:	15,300	17.9	.451	WCBE	3:	6,900	9.0 <- 9.0	2:	11.3	3:	9.1	3:	10.4	3:	7.4	4:	6.4	352
3:	20,900	24.5	.306	WSNY	4:	6,400	8.4 <- 9.3	6:	8.5	4:	7.8	4:	9.5	2:	13.4	3:	8.0	117
4:	18,500	21.7	.324	WNCI	5:	6,000	7.8 <- 8.0	4:	9.3	6:	5.2	5:	9.3	5:	6.5	5:	6.4	91
6:	15,000	17.6	.307	WBZX	6:	4,600	6.0 <- 4.2	7:	5.3	9:	3.7	6:	5.5	4:	7.1	8:	4.6	101
8:	11,200	13.1	.339	WHOK	7:	3,800	5.0 <- 5.1	11:	3.4	5:	7.1	7:	4.8	12:	2.4	9:	4.6	71
11:	9,400	11.0	.351	WOSU-FM	8:	3,300	4.3 <- 3.8	16:	1.1	12:	2.8	11:	3.2	11:	3.0	6:	5.5	140
10:	9,900	11.6	.323	WTVN	9:	3,200	4.2 <- 4.7	5:	9.0	24:	0.6	12:	3.2	16:	1.5	15:	1.9	53
12:	7,600	8.9	.382	WRVF	10:	2,900	3.8 <- 2.7	8:	5.2	15:	1.9	10:	4.0	14:	1.7	13:	2.8	81
14:	6,900	8.1	.406	WOSU-AM	11:	2,800	3.7 <- 2.9	9:	4.7	10:	3.5	8:	4.2	9:	4.3	11:	3.3	174
7:	12,500	14.7	.216	WAHC/WHT	12:	2,700	3.5 <- 1.3	12:	2.7	11:	3.2	9:	4.2	8:	4.5	7:	5.2	113
15:	5,800	6.8	.466	WCKX	13:	2,700	3.5 <- 4.2	10:	4.3	7:	4.8	14:	2.2	6:	6.5	10:	3.7	116
9:	11,000	12.9	.136	WBNS-FM	14:	1,500	2.0 <- 2.5	13:	1.2	8:	3.9	13:	2.7	10:	3.9	12:	3.3	40
17:	4,000	4.7	.300	WRZR	15:	1,200	1.6 <- 1.4		0.0	13:	2.6	21:	0.6	15:	1.7	16:	1.8	181
18:	3,200	3.8	.313	WVVO	16:	1,000	1.3 <- 1.6	17:	1.1	16:	1.9	18:	1.0	17:	1.5	17:	1.5	42
19:	3,000	3.5	.333	WLW	17:	1,000	1.3 <- 1.3	20:	0.5	14:	2.2	17:	1.1	13:	2.2	25:	0.4	82
21:	2,200	2.6	.409	WSWZ	18:	900	1.2 <- 1.2	21:	0.5	23:	0.9	22:	0.6	24:	0.6	19:	1.3	175
16:	5,300	6.2	.151	WCOL-AM	19:	800	1.0 <- 0.0		0.0	19:	1.3	19:	1.0	18:	1.3	26:	0.4	44
22:	2,100	2.5	.381	WCEZ	20:	800	1.0 <- 1.4	14:	1.2	17:	1.7	16:	1.3	21:	0.9	14:	2.1	60
28:	800	0.9	.999	WLOH	21:	800	1.0 <- 1.0	22:	0.5	18:	1.7	15:	1.3	19:	1.1	20:	1.2	181
20:	2,500	2.9	.280	WCLT-FM	22:	700	0.9 <- 0.9		0.0	20:	1.3	24:	0.5	25:	0.6	22:	0.9	37
29:	800	0.9	.625	WMRN-FM	23:	500	0.7 <- 0.0		0.0	22:	1.1	20:	0.8	20:	1.1	23:	0.7	97
24:	1,500	1.8	.267	WCLT-AM	24:	400	0.5 <- 0.5	15:	1.2		0.0		0.0		0.0	24:	0.6	72
33:	400	0.5	.999	WYBZ	25:	400	0.5 <- 0.0		0.0		0.0	23:	0.6	22:	0.9		0.0	646
13:	7,600	8.9	.039	WCOL-FM	26:	300	0.4 <- 1.2		0.0	21:	1.3	25:	0.5	26:	0.6	18:	1.5	10
31:	600	0.7	.500	WWKC	27:	300	0.4 <- 0.4	23:	0.5	25:	0.6		0.0		0.0		0.0	572
32:	500	0.6	.600	WCVO	28:	300	0.4 <- 0.4	19:	0.8		0.0		0.0		0.0	27:	0.4	16
23:	2,100	2.5	.000	WWJM		0	0.0 <- 0.0		0.0	26:	0.6		0.0	23:	0.9		0.0	
25:	1,100	1.3	.000	WBNS-AM		0	0.0 <- 0.5	18:	1.1		0.0		0.0		0.0	21:	1.2	
26:	900	1.1	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	900	1.1	.000	WRFD		0	0.0 <- 0.0		0.0		0.0		0.0	27:	0.6		0.0	
30:	800	0.9	.000	WQIO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
34:	400	0.5	.000	WHIZ-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	400	0.5	.000	WMNI		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	300	0.4	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.5		0.0		0.0		0.0		0.0		0.0	
	1,600	1.9		OTHER		700	0.9 <- 1.2		1.7		1.3		0.5		0.9		0.4	
	700	0.8		DON'T KNOW		4,100	5.1 <- 11.4		5.3		4.3		6.5		5.5		6.1	
	80,600	94.5		RADIO USERS		80,600	94.5 <- 97.4		81.2		56.7		78.1		57.3		83.9	
	4,600	5.4		NON-USERS		4,600	5.4 <- 2.6		18.8		43.3		21.9		42.7		16.1	

Strategic AccuRatings

For "How to Read" information, call:
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QUALITATIVE RANKER
EDUCATION LEVEL: H.S. GRADUATE OR LESS (18+) (N=1260)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1:	91,500	20.6	.463	WHOK	1:	42,400	11.3 <- 11.3	1: 11.2	1: 11.8	2: 10.9	2: 8.9	1: 12.5	165
4:	65,000	14.6	.500	WBZX	2:	32,500	8.6 <- 6.3	4: 8.5	2: 10.1	1: 11.2	1: 10.9	2: 9.8	132
7:	52,800	11.9	.566	WTVN	3:	29,900	8.0 <- 7.8	2: 11.1	4: 6.3	6: 6.8	8: 5.7	4: 6.9	108
2:	76,400	17.2	.359	WNCI	4:	27,400	7.3 <- 9.5	3: 9.7	3: 7.1	3: 8.7	4: 7.4	5: 6.2	84
3:	66,800	15.0	.358	WLWQ	5:	23,900	6.4 <- 7.6	5: 6.9	5: 6.3	4: 7.0	7: 6.0	6: 6.1	80
6:	55,000	12.4	.384	WRVF	6:	21,100	5.6 <- 4.5	6: 5.8	6: 5.8	5: 6.8	6: 6.0	3: 7.8	118
8:	49,600	11.2	.381	WBNS-FM	7:	18,900	5.0 <- 4.7	9: 3.9	9: 4.3	8: 4.7	10: 4.1	12: 4.0	109
10:	44,900	10.1	.381	WCOL-FM	8:	17,100	4.5 <- 3.3	8: 4.2	10: 4.2	11: 3.9	13: 3.0	11: 4.0	123
5:	56,000	12.6	.295	WSNY	9:	16,500	4.4 <- 5.6	7: 5.3	11: 4.1	10: 4.3	3: 8.5	10: 4.4	61
11:	31,100	7.0	.518	WCLT-FM	10:	16,100	4.3 <- 3.6	10: 3.9	7: 5.3	12: 3.6	16: 2.3	7: 4.5	161
9:	46,900	10.6	.335	WANC/WHT	11:	15,700	4.2 <- 3.2	11: 3.6	8: 5.2	7: 5.0	9: 5.4	8: 4.5	114
13:	27,100	6.1	.513	WVVO	12:	13,900	3.7 <- 5.0	13: 3.1	13: 2.8	13: 3.0	14: 2.8	9: 4.5	126
12:	28,700	6.5	.449	WCKX	13:	12,900	3.4 <- 3.1	15: 2.5	12: 3.7	9: 4.4	5: 6.8	13: 3.9	87
18:	15,700	3.5	.650	WCWO	14:	10,200	2.7 <- 2.7	12: 3.4	16: 2.0	14: 2.0	12: 3.1	14: 2.7	109
16:	20,000	4.5	.500	WMNI	15:	10,000	2.7 <- 2.7	14: 3.1	18: 1.9	17: 1.3	21: 1.2	16: 1.5	206
19:	13,400	3.0	.493	WLW	16:	6,600	1.8 <- 1.4	17: 0.9	14: 2.4	19: 1.2	15: 2.4	22: 1.0	117
17:	16,200	3.6	.395	WBNS-AM	17:	6,400	1.7 <- 2.0	16: 1.5	19: 1.3	18: 1.2	22: 1.0	15: 1.9	98
14:	21,900	4.9	.260	WCOL-AM	18:	5,700	1.5 <- 1.4	18: 0.9	15: 2.3	15: 2.0	17: 1.8	20: 1.3	68
15:	21,700	4.9	.212	WRZR	19:	4,600	1.2 <- 2.0	25: 0.7	17: 2.0	16: 1.9	11: 3.2	17: 1.5	122
20:	10,400	2.3	.423	WCLT-AM	20:	4,400	1.2 <- 1.2	20: 0.8	28: 0.6	21: 0.9	18: 1.4	21: 1.2	172
21:	9,900	2.2	.434	WCEZ	21:	4,300	1.1 <- 0.7	28: 0.5	20: 1.1	22: 0.9	20: 1.2	25: 0.5	70
27:	5,600	1.3	.714	WMRN-FM	22:	4,000	1.1 <- 1.1	21: 0.8	26: 0.7	24: 0.7	23: 0.8	18: 1.4	168
22:	9,700	2.2	.340	WUCD	23:	3,300	0.9 <- 0.6	24: 0.7	25: 0.7	23: 0.8	32: 0.2	19: 1.3	23
24:	7,200	1.6	.431	WOSU-FM	24:	3,100	0.8 <- 0.7	19: 0.9	21: 1.0	20: 1.0	19: 1.4	23: 1.0	28
26:	5,900	1.3	.424	WLOH	25:	2,500	0.7 <- 0.6	23: 0.8	22: 0.9	32: 0.3	30: 0.2	30: 0.3	123
31:	4,600	1.0	.522	WCBE	26:	2,400	0.6 <- 0.7	27: 0.5	29: 0.6	26: 0.6	24: 0.7	24: 0.8	26
23:	7,800	1.8	.295	WSWZ	27:	2,300	0.6 <- 0.6	29: 0.4	27: 0.6	25: 0.6	26: 0.5	26: 0.5	97
25:	7,100	1.6	.310	WRFD	28:	2,200	0.6 <- 0.6	30: 0.4	24: 0.8	27: 0.6	34: 0.2	31: 0.3	68
28:	5,400	1.2	.407	WOSU-AM	29:	2,200	0.6 <- 0.6	34: 0.1	23: 0.8	33: 0.2	33: 0.2	27: 0.5	30
33:	3,300	0.7	.636	WEEC	30:	2,100	0.6 <- 0.7	31: 0.3	0.0	28: 0.5	27: 0.4	28: 0.4	132
29:	5,400	1.2	.241	WHTH	31:	1,300	0.3 <- 0.4	26: 0.7	30: 0.6	31: 0.4	0.0	32: 0.3	189
32:	4,100	0.9	.317	WNKO	32:	1,300	0.3 <- 0.4	22: 0.8	31: 0.4	29: 0.5	25: 0.5	29: 0.4	121
34:	2,500	0.6	.240	WQIO	33:	600	0.2 <- 0.0	38: 0.1	32: 0.3	37: 0.1	35: 0.2	34: 0.2	115
36:	1,800	0.4	.278	WWKC	34:	500	0.1 <- 0.0	0.0	34: 0.2	34: 0.2	29: 0.3	36: 0.2	110
41:	800	0.2	.625	WOBN	35:	500	0.1 <- 0.1	0.0	39: 0.1	38: 0.1	28: 0.3	37: 0.2	254
30:	5,400	1.2	.074	WWJM	36:	400	0.1 <- 0.5	32: 0.3	37: 0.2	30: 0.4	36: 0.2	33: 0.2	128
42:	700	0.2	.571	WTUE	37:	400	0.1 <- 0.0	35: 0.1	35: 0.2	36: 0.2	0.0	38: 0.1	246
43:	400	0.1	.999	WXIC	38:	400	0.1 <- 0.1	36: 0.1	36: 0.2	35: 0.2	0.0	39: 0.1	222
35:	2,300	0.5	.130	WHIZ-FM	39:	300	0.1 <- 0.2	0.0	40: 0.1	0.0	0.0	0.0	28
37:	1,300	0.3	.231	WCMJ	40:	300	0.1 <- 0.0	39: 0.1	0.0	0.0	37: 0.2	35: 0.2	85
39:	1,100	0.2	.273	WYBZ	41:	300	0.1 <- 0.0	33: 0.3	0.0	39: 0.1	38: 0.2	41: 0.1	105
40:	1,000	0.2	.300	WNZR	42:	300	0.1 <- 0.0	0.0	0.0	0.0	31: 0.2	40: 0.1	113
38:	1,300	0.3	.000	WMRN-AM		0	0.0 <- 0.0	37: 0.1	33: 0.2	0.0	0.0	0.0	0.0
45:	400	0.1	.000	WCVZ		0	0.0 <- 0.1	0.0	0.0	0.0	0.0	0.0	0.0
44:	400	0.1	.000	WILE		0	0.0 <- 0.0	0.0	38: 0.2	0.0	0.0	0.0	0.0
	11,800	2.7		OTHER		4,600	1.2 <- 1.5	0.8	0.9	0.9	0.2	0.5	
	6,100	1.4		DON'T KNOW		20,200	5.1 <- 11.2	4.4	5.1	5.7	7.0	7.0	
	396,100	89.1		RADIO USERS		396,100	89.1 <- 94.0	64.5	55.8	60.7	44.7	71.2	
	48,300	10.9		NON-USERS		48,300	10.9 <- 6.0	35.5	44.2	39.3	55.3	28.8	

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QUALITATIVE RANKER
EDUCATION LEVEL: SOME COLLEGE (18+) (N= 724)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	58,800	23.5	.371	WLVA	1:	21,800	9.4 <- 9.2	2:	12.1	1:	9.1	1:	10.3	4:	7.8	1:	9.8	118
2:	56,700	22.7	.365	WNCI	2:	20,700	8.9 <- 8.8	1:	12.6	3:	7.9	3:	7.1	3:	8.0	2:	9.3	103
3:	56,400	22.6	.332	WSNY	3:	18,700	8.1 <- 7.9	3:	9.9	2:	8.7	5:	7.0	1:	10.5	7:	6.0	113
4:	46,400	18.6	.345	WBZX	4:	16,000	6.9 <- 6.3	8:	5.4	5:	6.4	2:	7.5	6:	7.4	4:	7.5	106
12:	25,400	10.2	.618	WCIX	5:	15,700	6.8 <- 5.3	5:	6.4	4:	6.5	4:	7.1	5:	7.6	8:	5.8	172
9:	29,500	11.8	.481	WRVF	6:	14,200	6.1 <- 4.4	6:	5.8	6:	6.3	7:	6.3	7:	6.1	5:	6.6	129
6:	37,800	15.1	.365	WHOK	7:	13,800	5.9 <- 6.0	7:	5.7	7:	6.0	8:	5.9	8:	5.6	9:	5.6	87
10:	28,300	11.3	.481	WTVN	8:	13,600	5.9 <- 5.7	4:	8.3	13:	3.2	13:	3.1	12:	3.4	11:	3.8	79
7:	36,000	14.4	.292	WBNS-FM	9:	10,500	4.5 <- 4.2	9:	3.8	8:	5.8	10:	4.8	10:	4.7	10:	4.5	98
5:	38,800	15.5	.260	WAHC/WHT	10:	10,100	4.4 <- 5.4	10:	3.5	9:	4.9	6:	6.7	2:	8.0	3:	7.9	119
11:	26,100	10.4	.372	WVCO	11:	9,700	4.2 <- 2.8	17:	1.4	10:	4.5	9:	5.0	9:	5.2	6:	6.0	111
13:	15,100	6.0	.437	WVVO	12:	6,600	2.8 <- 3.1	12:	2.9	20:	1.4	14:	2.4	19:	1.4	12:	3.5	97
8:	30,600	12.2	.212	WCOL-FM	13:	6,500	2.8 <- 3.4	13:	2.4	11:	4.1	11:	4.0	11:	4.1	13:	3.4	76
20:	11,100	4.4	.523	WCVO	14:	5,800	2.5 <- 1.7	18:	1.4	23:	1.0	18:	1.6	18:	1.7	17:	1.8	101
16:	12,700	5.1	.425	WCBE	15:	5,400	2.3 <- 2.2	11:	3.2	14:	2.6	12:	3.3	15:	2.2	15:	2.2	95
14:	14,600	5.8	.349	WOSU-FM	16:	5,100	2.2 <- 2.1	19:	1.1	18:	1.8	15:	1.9	14:	2.5	16:	2.2	74
19:	11,600	4.6	.405	WCEZ	17:	4,700	2.0 <- 1.9	16:	1.4	16:	2.0	19:	1.6	20:	0.9	14:	2.8	124
15:	14,400	5.8	.319	WCLT-FM	18:	4,600	2.0 <- 2.1	14:	2.0	15:	2.4	17:	1.8	16:	2.0	18:	1.7	74
18:	11,700	4.7	.359	WCOL-AM	19:	4,200	1.8 <- 1.5	22:	0.8	12:	3.7	20:	1.5	21:	0.8	32:	0.2	82
24:	5,100	2.0	.569	WRFD	20:	2,900	1.3 <- 1.2	20:	1.1	21:	1.1	22:	1.0	29:	0.2	25:	0.5	144
21:	9,000	3.6	.311	WBNS-AM	21:	2,800	1.2 <- 1.2	15:	1.5	19:	1.6	23:	1.0	23:	0.6	21:	1.2	70
17:	11,800	4.7	.220	WRZR	22:	2,600	1.1 <- 1.5	23:	0.8	17:	2.0	16:	1.8	13:	2.9	20:	1.3	111
23:	8,300	3.3	.253	WLW	23:	2,100	0.9 <- 0.8	26:	0.7	26:	0.7	27:	0.5	17:	1.9	22:	0.7	60
22:	8,900	3.6	.225	WOSU-AM	24:	2,000	0.9 <- 0.9	21:	0.9	22:	1.1	21:	1.4	0:	0.0	19:	1.5	44
28:	3,300	1.3	.576	WLOH	25:	1,900	0.8 <- 0.6	28:	0.5	27:	0.7	24:	0.8	22:	0.7	23:	0.6	151
32:	2,400	1.0	.583	WEEC	26:	1,400	0.6 <- 0.6	25:	0.7	31:	0.3	30:	0.4	26:	0.3	26:	0.5	142
25:	5,000	2.0	.260	WSWZ	27:	1,300	0.6 <- 0.3	30:	0.3	24:	0.9	25:	0.7	25:	0.4	27:	0.5	89
26:	4,100	1.6	.244	WNKO	28:	1,000	0.4 <- 0.3	24:	0.8	30:	0.4	29:	0.5	31:	0.2	28:	0.5	150
33:	2,400	1.0	.417	WHIZ-FM	29:	1,000	0.4 <- 0.3	31:	0.3	33:	0.2	28:	0.5	30:	0.2	30:	0.3	152
29:	3,200	1.3	.250	WCLT-AM	30:	800	0.3 <- 0.8	27:	0.7	25:	0.8	26:	0.7	0:	0.0	24:	0.6	51
27:	3,500	1.4	.200	WMNI	31:	700	0.3 <- 0.5	29:	0.5	0:	0.0	0:	0.0	32:	0.2	34:	0.2	23
35:	1,800	0.7	.389	WMRN-FM	32:	700	0.3 <- 0.4	35:	0.2	28:	0.7	34:	0.2	24:	0.5	29:	0.4	48
39:	500	0.2	.999	WMRN-AM	33:	500	0.2 <- 0.2	32:	0.3	0:	0.0	0:	0.0	0:	0.0	0:	0.0	170
30:	3,100	1.2	.129	WQIO	34:	400	0.2 <- 0.2	33:	0.2	29:	0.5	31:	0.4	27:	0.3	33:	0.2	124
38:	800	0.3	.500	WHTH	35:	400	0.2 <- 0.2	0:	0.0	0:	0.0	33:	0.2	0:	0.0	0:	0.0	94
37:	800	0.3	.500	WYBZ	36:	400	0.2 <- 0.0	0:	0.0	0:	0.0	32:	0.2	28:	0.3	0:	0.0	227
40:	400	0.2	.999	WNZR	37:	400	0.2 <- 0.2	34:	0.2	32:	0.3	0:	0.0	0:	0.0	0:	0.0	244
34:	2,000	0.8	.150	WCMJ	38:	300	0.1 <- 0.0	36:	0.2	34:	0.2	35:	0.2	33:	0.2	31:	0.3	138
31:	2,700	1.1	.000	WWJM		0	0.0 <- 0.2	37:	0.2	0:	0.0	0:	0.0	34:	0.2	0:	0.0	
36:	1,800	0.7	.000	WOBM		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
41:	300	0.1	.000	WMKC		0	0.0 <- 0.0	0:	0.0	35:	0.2	0:	0.0	0:	0.0	0:	0.0	
42:	300	0.1	.000	WCVZ		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
43:	300	0.1	.000	WMVO		0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	6,700	2.7		OTHER		800	0.3 <- 0.9		0.2		0.2		0.7		1.2		0.2	
	400	0.2		DON'T KNOW		5,900	2.5 <- 9.4		2.5		3.5		3.7		4.1		5.7	
	237,900	95.2		RADIO USERS		237,900	95.2 <- 97.6		75.5		61.4		75.8		57.1		82.4	
	11,900	4.8		NON-USERS		11,900	4.8 <- 2.4		24.4		38.6		24.2		42.9		17.6	

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QUALITATIVE RANKER
 EDUCATION LEVEL: COLLEGE GRADUATE (18+) (N= 666)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+
						6-10A	10A-3P	3-7P	7P-12M	WKEND	
3: 52,600	24.0	.390	WNCI 1: 20,500	10.4	<-12.6	2: 12.1	1: 11.3	3: 9.7	3: 7.7	3: 9.5	120
2: 55,700	25.5	.361	WLWQ 2: 20,100	10.1	<-11.3	1: 13.7	3: 8.9	1: 10.4	4: 7.3	2: 10.2	127
1: 57,200	26.1	.322	WSNY 3: 18,400	9.3	<- 9.4	3: 11.2	2: 10.9	4: 9.0	1: 14.6	4: 8.8	130
4: 34,200	15.6	.468	WUCD 4: 16,000	8.1	<- 5.9	5: 6.1	4: 7.9	2: 10.4	2: 10.0	1: 11.2	215
6: 32,800	15.0	.378	WTVN 5: 12,400	6.3	<- 6.3	4: 10.4	6: 4.2	12: 3.2	5: 5.7	10: 3.5	85
7: 29,600	13.5	.311	WBZX 6: 9,200	4.6	<- 3.3	6: 4.2	13: 3.1	6: 4.8	6: 5.3	7: 4.8	71
8: 29,600	13.5	.274	WCOL-FM 7: 8,100	4.1	<- 3.6	10: 3.1	17: 2.6	13: 3.2	7: 4.9	12: 3.1	111
11: 20,700	9.5	.377	WCOL-AM 8: 7,800	3.9	<- 2.1	19: 1.9	5: 5.7	15: 2.9	9: 4.3	14: 2.6	178
5: 33,200	15.2	.226	WBNS-FM 9: 7,500	3.8	<- 3.6	8: 3.2	7: 4.1	5: 5.5	13: 3.3	6: 4.9	82
10: 21,500	9.8	.321	WOSU-FM 10: 6,900	3.5	<- 4.1	16: 2.1	10: 3.5	14: 3.2	12: 3.6	8: 4.4	118
15: 15,000	6.9	.453	WCBE 11: 6,800	3.4	<- 3.4	7: 3.7	19: 2.1	8: 4.4	11: 3.9	17: 2.4	140
16: 12,400	5.7	.540	WCIX 12: 6,700	3.4	<- 2.5	12: 2.7	11: 3.3	16: 2.4	8: 4.7	5: 5.1	86
13: 17,500	8.0	.360	WRVF 13: 6,300	3.2	<- 1.9	13: 2.6	9: 3.6	11: 3.4	16: 2.1	13: 2.8	67
14: 15,700	7.2	.389	WOSU-AM 14: 6,100	3.1	<- 2.8	9: 3.2	8: 3.9	9: 4.4	14: 2.6	11: 3.3	156
9: 24,400	11.2	.234	WAHC/WHT 15: 5,700	2.9	<- 2.5	18: 2.0	15: 2.7	7: 4.5	10: 4.2	9: 3.8	79
12: 18,800	8.6	.287	WHOK 16: 5,400	2.7	<- 2.2	15: 2.3	16: 2.7	10: 3.9	22: 1.0	15: 2.6	40
21: 8,200	3.7	.622	WCVQ 17: 5,100	2.6	<- 2.3	14: 2.4	21: 1.8	19: 1.5	21: 1.3	21: 1.4	104
19: 10,300	4.7	.466	WBNS-AM 18: 4,800	2.4	<- 2.2	11: 2.9	18: 2.4	18: 1.8	23: 1.0	16: 2.6	140
20: 10,200	4.7	.461	WKVO 19: 4,700	2.4	<- 2.0	17: 2.0	22: 1.5	22: 1.1	19: 1.6	19: 2.1	81
17: 10,800	4.9	.315	WCEZ 20: 3,400	1.7	<- 1.8	21: 1.4	14: 2.8	17: 1.9	15: 2.3	18: 2.3	105
23: 5,900	2.7	.559	WCLT-FM 21: 3,300	1.7	<- 1.3	20: 1.7	20: 2.1	21: 1.3	17: 1.7	20: 1.8	63
18: 10,500	4.8	.276	WLW 22: 2,900	1.5	<- 1.9	22: 1.0	12: 3.2	20: 1.5	18: 1.7	22: 1.3	97
22: 7,000	3.2	.229	WRZR 23: 1,600	0.8	<- 0.9	23: 0.5	0.0	26: 0.5	26: 0.4	24: 0.8	80
25: 3,600	1.6	.389	WRFD 24: 1,400	0.7	<- 0.7	25: 0.4	25: 0.5	25: 0.7	28: 0.3	26: 0.4	82
30: 2,600	1.2	.500	WSWZ 25: 1,300	0.7	<- 0.5	26: 0.4	31: 0.3	31: 0.2	29: 0.3	30: 0.2	104
31: 2,500	1.1	.400	WHIZ-FM 26: 1,000	0.5	<- 0.4	0.0	24: 0.6	0.0	0.0	27: 0.4	178
24: 5,000	2.3	.180	WMNI 27: 900	0.5	<- 0.5	24: 0.5	23: 0.8	23: 1.0	20: 1.5	23: 1.2	35
35: 800	0.4	.625	WMRN-FM 28: 500	0.3	<- 0.0	0.0	26: 0.5	30: 0.3	25: 0.5	29: 0.3	40
26: 3,600	1.6	.111	WWJM 29: 400	0.2	<- 0.4	32: 0.2	32: 0.3	24: 0.8	27: 0.4	25: 0.6	243
27: 2,900	1.3	.138	WCLT-AM 30: 400	0.2	<- 0.2	0.0	27: 0.4	28: 0.5	0.0	0.0	30
32: 1,000	0.5	.400	WEEC 31: 400	0.2	<- 0.2	29: 0.2	28: 0.4	27: 0.5	24: 0.7	28: 0.4	48
36: 700	0.3	.571	WLOH 32: 400	0.2	<- 0.0	31: 0.2	33: 0.3	0.0	0.0	0.0	37
38: 600	0.3	.667	WNRJ 33: 400	0.2	<- 0.0	30: 0.2	29: 0.4	0.0	0.0	0.0	506
28: 2,700	1.2	.111	WNKO 34: 300	0.2	<- 0.0	27: 0.4	30: 0.4	0.0	0.0	0.0	53
34: 900	0.4	.333	WCMJ 35: 300	0.2	<- 0.0	28: 0.4	34: 0.3	0.0	0.0	0.0	162
40: 300	0.1	.999	WMCK 36: 300	0.2	<- 0.2	0.0	0.0	32: 0.2	30: 0.3	31: 0.2	125
29: 2,700	1.2	.000	WQIO 0	0.0	<- 0.2	33: 0.2	35: 0.3	29: 0.4	32: 0.3	32: 0.2	
33: 1,000	0.5	.000	WOBH 0	0.0	<- 0.0	0.0	0.0	0.0	31: 0.3	0.0	
37: 700	0.3	.000	WTUE 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
39: 400	0.2	.000	WMRN-AM 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
41: 300	0.1	.000	WHTH 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
42: 300	0.1	.000	WZRZ 0	0.0	<- 0.0	0.0	0.0	0.0	0.0	0.0	
4,200	1.9		OTHER 300	0.2	<- 0.5	0.4	0.5	0.5	0.0	0.6	
1,300	0.6		DON'T KNOW 9,200	4.4	<-12.7	3.3	6.0	6.2	6.9	6.7	
207,200	94.7		RADIO USERS 207,200	94.7	<-97.1	79.0	53.7	73.9	52.1	78.2	
11,600	5.3		NON-USERS 11,600	5.3	<- 3.0	21.0	46.3	26.1	47.9	21.8	

Strategic AccuRatings

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QUALITATIVE RANKER
 EDUCATION LEVEL: SOME GRAD SCHOOL OR MORE (18+) (N= 383)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	31,800	25.3	.381	WSNY	1:	12,100	10.4 <- 13.0	2:	11.3	3:	8.1	4:	8.6	2:	11.2	3:	9.2	145
3:	26,700	21.2	.453	WOSU-FM	2:	12,100	10.4 <- 8.7	6:	8.2	1:	14.7	3:	8.8	1:	12.5	1:	13.1	352
2:	28,900	23.0	.412	WNCI	3:	11,900	10.2 <- 9.9	3:	10.6	2:	9.1	2:	9.7	3:	11.0	2:	10.6	118
6:	21,000	16.7	.533	WTVN	4:	11,200	9.6 <- 9.5	1:	13.1	9:	5.4	5:	7.8	8:	4.4	6:	7.0	130
8:	18,700	14.9	.439	WOSU-AM	5:	8,200	7.0 <- 7.7	7:	7.1	4:	7.9	7:	6.2	9:	3.9	8:	5.9	356
4:	22,600	18.0	.358	WCBE	6:	8,100	6.9 <- 6.3	4:	8.8	10:	4.0	1:	11.9	4:	7.1	7:	6.5	283
5:	22,300	17.7	.359	WLWQ	7:	8,000	6.9 <- 7.4	5:	8.5	8:	5.6	6:	7.2	6:	6.2	4:	7.4	86
9:	13,200	10.5	.432	WVCD	8:	5,700	4.9 <- 3.9	8:	3.9	7:	5.8	8:	5.3	5:	6.4	5:	7.4	130
7:	18,900	15.0	.291	WBNS-FM	9:	5,500	4.7 <- 2.7	9:	3.1	6:	6.1	9:	5.3	10:	3.9	9:	5.1	102
11:	11,500	9.1	.270	WBZX	10:	3,100	2.7 <- 2.6	11:	2.3	11:	4.0	10:	3.1	14:	2.1	10:	4.1	41
14:	8,900	7.1	.292	WCOL-AM	11:	2,600	2.2 <- 2.5	22:	0.7	5:	7.0	18:	1.6	15:	2.1		0.0	101
10:	12,400	9.9	.194	WCOL-FM	12:	2,400	2.1 <- 1.5	12:	2.1	19:	1.1	16:	1.7	16:	1.9	12:	2.8	56
12:	9,800	7.8	.245	WAHC/WHT	13:	2,400	2.1 <- 0.9	16:	1.5	17:	1.4	15:	1.9	17:	1.9	11:	3.3	56
13:	9,300	7.4	.258	WLW	14:	2,400	2.1 <- 1.9	10:	2.4	13:	2.8	11:	2.7	7:	4.6	13:	2.1	137
17:	6,000	4.8	.400	WCEZ	15:	2,400	2.1 <- 1.8	13:	2.1	23:	0.9	13:	2.1	11:	3.5	14:	2.1	126
15:	8,300	6.6	.265	WHOK	16:	2,200	1.9 <- 2.1	17:	1.5	16:	1.6	21:	1.0	19:	1.7	15:	1.7	28
18:	5,900	4.7	.356	WBNS-AM	17:	2,100	1.8 <- 1.8	20:	1.0	12:	3.7	14:	2.1	20:	1.4	16:	1.5	104
16:	6,300	5.0	.317	WRVF	18:	2,000	1.7 <- 0.9	18:	1.3	15:	1.8	12:	2.6	13:	2.5	18:	1.4	36
19:	5,200	4.1	.308	WCKX	19:	1,600	1.4 <- 1.3	19:	1.3	14:	2.3	19:	1.6	12:	3.3	17:	1.5	35
23:	2,300	1.8	.696	WRFD	20:	1,600	1.4 <- 1.2	15:	1.6	20:	1.1	20:	1.4	22:	0.6	27:	0.3	159
20:	3,400	2.7	.441	WVVO	21:	1,500	1.3 <- 1.4	14:	1.8	21:	1.1	17:	1.7	23:	0.6	19:	1.1	44
21:	2,600	2.1	.500	WCVO	22:	1,300	1.1 <- 1.1	23:	0.6	18:	1.2	27:	0.3	21:	1.4	21:	1.0	45
24:	2,200	1.8	.455	WCLT-FM	23:	1,000	0.9 <- 1.1	24:	0.6	22:	1.1	23:	0.7	24:	0.6	20:	1.1	32
25:	2,000	1.6	.500	WSWZ	24:	1,000	0.9 <- 0.9	29:	0.3		0.0	22:	0.8	25:	0.6	22:	0.4	136
22:	2,500	2.0	.200	WRZR	25:	500	0.4 <- 0.8	30:	0.3		0.0	28:	0.3	26:	0.6	28:	0.3	43
26:	1,700	1.4	.235	WQIO	26:	400	0.3 <- 0.3	26:	0.4		0.0	26:	0.5		0.0		0.0	247
28:	1,300	1.0	.308	WHIZ-FM	27:	400	0.3 <- 0.3	27:	0.4	25:	0.5	25:	0.5		0.0	23:	0.4	121
31:	1,100	0.9	.364	WCLT-AM	28:	400	0.3 <- 0.3	25:	0.4		0.0		0.0		0.0	26:	0.4	50
32:	1,100	0.9	.364	WLOH	29:	400	0.3 <- 0.3	21:	0.8	24:	0.7		0.0		0.0	25:	0.4	63
35:	600	0.5	.667	WMRN-AM	30:	400	0.3 <- 0.3	28:	0.4		0.0	24:	0.5		0.0	24:	0.4	271
33:	700	0.6	.429	WVVC	31:	300	0.3 <- 0.3	31:	0.3		0.0		0.0		0.0		0.0	213
27:	1,400	1.1	.000	WMNI		0	0.0 <- 0.0		0.0		0.0		0.0	18:	1.9		0.0	
29:	1,300	1.0	.000	WMRN-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
30:	1,200	1.0	.000	WVJM		0	0.0 <- 0.0		0.0	26:	0.5	29:	0.3		0.0		0.0	
34:	700	0.6	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
37:	300	0.2	.000	WOBH		0	0.0 <- 0.0		0.0		0.0		0.0	30:	0.3		0.0	
36:	300	0.2	.000	WNZR		0	0.0 <- 0.0		0.0		0.0		0.0	31:	0.3		0.0	
38:	300	0.2	.000	WCMJ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	300	0.2	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	0	0.0	.000	WCVZ		0	0.0 <- 0.3		0.0		0.0		0.0		0.0		0.0	
	4,400	3.5		OTHER		1,500	1.3 <- 1.5		1.1		1.2		1.1		2.3		1.7	
	0	0.0		DON'T KNOW		3,200	2.7 <- 7.9		2.2		3.2		3.9		4.8		4.3	
	119,800	95.3		RADIO USERS		119,800	95.3 <- 97.2		81.0		46.9		73.3		43.3		78.0	
	5,900	4.7		NON-USERS		5,900	4.7 <- 2.8		19.1		53.1		26.8		56.7		22.1	

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QUALITATIVE RANKER
 HOUSEHOLD INCOME: \$30K/YEAR OR LESS (18+) (N=1087)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	67,500	17.7	.453	WHOK	1:	30,600	9.1 <- 9.2	2:	8.8	1:	10.2	2:	9.0	5:	7.1	2:	9.1	133
4:	64,900	17.0	.442	WBZX	2:	28,700	8.5 <- 6.1	5:	7.3	2:	9.4	1:	9.3	1:	9.2	1:	9.1	130
1:	74,100	19.4	.345	WNCI	3:	25,600	7.6 <- 9.2	1:	11.0	3:	7.0	3:	8.8	3:	8.8	3:	8.3	87
2:	67,600	17.7	.305	WLWQ	4:	20,600	6.1 <- 7.3	3:	7.9	5:	6.0	4:	7.3	8:	4.8	6:	5.9	76
5:	59,700	15.6	.330	WSNY	5:	19,700	5.8 <- 5.7	4:	7.4	4:	6.9	8:	5.2	2:	8.9	8:	5.3	81
8:	41,700	10.9	.420	WRVF	6:	17,500	5.2 <- 3.7	7:	4.7	7:	5.2	7:	5.6	7:	5.5	5:	6.0	109
11:	32,400	8.5	.534	WCKX	7:	17,300	5.1 <- 4.6	8:	4.2	8:	5.0	6:	5.9	4:	7.7	9:	4.9	130
10:	34,100	8.9	.469	WTVN	8:	16,000	4.7 <- 4.7	6:	6.7	10:	4.4	13:	3.2	10:	3.5	11:	4.0	64
6:	57,700	15.1	.270	WAHC/WHT	9:	15,600	4.6 <- 4.3	9:	4.2	6:	5.7	5:	6.8	6:	6.7	4:	6.3	126
13:	29,000	7.6	.528	WVKO	10:	15,300	4.5 <- 5.2	10:	4.1	15:	2.4	14:	3.1	13:	2.8	10:	4.9	155
7:	43,700	11.4	.320	WBNS-FM	11:	14,000	4.1 <- 4.6	12:	3.1	9:	4.6	10:	3.8	11:	3.2	14:	2.9	90
9:	41,200	10.8	.325	WCOL-FM	12:	13,400	4.0 <- 2.8	11:	3.6	11:	4.1	12:	3.3	15:	2.8	12:	3.3	108
12:	30,200	7.9	.430	WDCD	13:	13,000	3.8 <- 2.8	16:	2.3	13:	3.3	11:	3.8	9:	4.1	7:	5.4	102
14:	22,900	6.0	.463	WCLT-FM	14:	10,600	3.1 <- 2.5	14:	2.9	12:	3.8	15:	2.5	20:	1.9	13:	3.0	118
16:	19,700	5.2	.411	WCBE	15:	8,100	2.4 <- 2.6	13:	3.1	16:	2.1	9:	3.9	16:	2.8	17:	2.0	98
21:	13,300	3.5	.594	WCVO	16:	7,900	2.3 <- 1.8	18:	1.8	22:	1.0	17:	1.9	17:	2.2	16:	2.2	94
15:	20,400	5.3	.373	WCOL-AM	17:	7,600	2.2 <- 1.8	22:	1.0	14:	3.0	16:	2.1	18:	2.1	21:	1.4	101
18:	16,900	4.4	.438	WMNI	18:	7,400	2.2 <- 2.3	15:	2.5	17:	1.7	24:	0.7	22:	0.9	22:	1.3	170
19:	16,800	4.4	.375	WOSU-FM	19:	6,300	1.9 <- 1.7	19:	1.4	18:	1.7	19:	1.8	12:	2.9	15:	2.4	63
20:	15,500	4.1	.335	WBNS-AM	20:	5,200	1.5 <- 1.8	17:	2.0	21:	1.2	21:	1.1	21:	1.0	19:	1.6	89
24:	8,800	2.3	.511	WCEZ	21:	4,500	1.3 <- 1.1	24:	0.9	23:	1.0	20:	1.3	23:	0.8	20:	1.5	81
23:	10,400	2.7	.394	WLW	22:	4,100	1.2 <- 1.0	23:	0.9	19:	1.6	25:	0.7	19:	2.0	25:	1.0	81
17:	18,200	4.8	.220	WRZR	23:	4,000	1.2 <- 2.3	21:	1.1	20:	1.5	18:	1.9	14:	2.8	18:	1.9	118
22:	11,700	3.1	.325	WOSU-AM	24:	3,800	1.1 <- 1.2	20:	1.2	24:	0.8	22:	0.9	26:	0.6	24:	1.0	57
29:	4,400	1.2	.682	WMRN-FM	25:	3,000	0.9 <- 0.8	26:	0.9	26:	0.7	23:	0.8	24:	0.8	23:	1.1	140
25:	7,000	1.8	.371	WCLT-AM	26:	2,600	0.8 <- 0.9	25:	0.9	27:	0.7	26:	0.7	25:	0.8	26:	0.8	113
27:	4,700	1.2	.532	WRFD	27:	2,500	0.7 <- 0.7	29:	0.5	28:	0.7	28:	0.5	30:	0.3	27:	0.4	85
26:	6,100	1.6	.361	WSWZ	28:	2,200	0.7 <- 0.7	27:	0.6	30:	0.5	27:	0.6	27:	0.5	33:	0.2	103
34:	2,600	0.7	.769	WEEC	29:	2,000	0.6 <- 0.6	33:	0.2	34:	0.2	29:	0.4	28:	0.4	28:	0.4	140
33:	2,800	0.7	.500	WHTH	30:	1,400	0.4 <- 0.4	30:	0.4	32:	0.3	30:	0.4		0.0	30:	0.3	226
28:	4,600	1.2	.261	WLOH	31:	1,200	0.4 <- 0.4	32:	0.3	25:	0.8	32:	0.4	32:	0.3	34:	0.2	65
31:	3,400	0.9	.265	WHIZ-FM	32:	900	0.3 <- 0.3	37:	0.1	29:	0.6	34:	0.2		0.0	31:	0.3	94
37:	1,200	0.3	.417	WMRN-AM	33:	500	0.1 <- 0.1	31:	0.4		0.0		0.0		0.0		0.0	117
30:	4,200	1.1	.095	WNKO	34:	400	0.1 <- 0.2	28:	0.6	33:	0.3	33:	0.2	33:	0.2	35:	0.1	41
32:	3,400	0.9	.118	WJWJ	35:	400	0.1 <- 0.3	38:	0.1		0.0	31:	0.4		0.0	29:	0.4	142
35:	2,300	0.6	.174	WQIO	36:	400	0.1 <- 0.1	36:	0.2	31:	0.4	36:	0.2	29:	0.4	37:	0.1	85
44:	400	0.1	.999	WXIC	37:	400	0.1 <- 0.1	35:	0.2	35:	0.2	35:	0.2		0.0	36:	0.1	247
43:	400	0.1	.999	WNRJ	38:	400	0.1 <- 0.0	34:	0.2	36:	0.2		0.0		0.0		0.0	296
36:	1,800	0.5	.167	WCMJ	39:	300	0.1 <- 0.0		0.0	38:	0.1	39:	0.1	31:	0.3	32:	0.2	95
38:	1,000	0.3	.300	WNZR	40:	300	0.1 <- 0.0		0.0		0.0		0.0	34:	0.2	38:	0.1	125
39:	700	0.2	.429	WYBZ	41:	300	0.1 <- 0.0	39:	0.1		0.0	38:	0.1	35:	0.2	39:	0.1	117
40:	700	0.2	.000	WNKC		0	0.0 <- 0.0		0.0	37:	0.2	37:	0.2		0.0		0.0	
41:	600	0.2	.000	WOBW		0	0.0 <- 0.0		0.0		0.0		0.0	36:	0.2		0.0	
42:	600	0.2	.000	WCVZ		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	10,700	2.8		OTHER		2,400	0.7 <- 1.1		0.3		0.3		0.3		0.4		0.6	
	4,200	1.1		DON'T KNOW		12,600	3.6 <- 10.7		2.4		3.3		4.1		5.9		5.7	
	350,700	91.9		RADIO USERS		350,700	91.9 <- 96.1		68.6		56.9		66.6		52.1		75.9	
	31,000	8.1		NON-USERS		31,000	8.1 <- 3.9		31.4		43.1		33.4		47.9		24.1	

For "How to Read" information, call:
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QUALITATIVE RANKER
 HOUSEHOLD INCOME: \$31K TO \$50K/YEAR (18+) (N= 805)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+							
						6-10A	10A-3P	3-7P	7P-12M	WKEND								
1:	64,300	23.9	.417	WLWQ	1:	26,800	10.8 <- 11.4	2:	11.9	2:	8.5	1:	10.3	2:	9.3	1:	11.3	135
2:	62,900	23.4	.386	WNCI	2:	24,300	9.8 <- 11.8	1:	13.0	1:	10.4	2:	9.6	3:	9.0	2:	8.5	113
6:	40,800	15.2	.475	WTVN	3:	19,400	7.8 <- 7.5	3:	10.5	10:	4.5	9:	4.7	6:	5.4	7:	5.9	106
4:	46,800	17.4	.344	WHOK	4:	16,100	6.5 <- 5.9	5:	6.0	3:	7.1	5:	6.0	5:	6.1	3:	7.4	95
3:	56,000	20.9	.284	WSNY	5:	15,900	6.4 <- 7.9	4:	8.3	7:	5.1	6:	6.0	1:	11.2	6:	6.0	89
7:	39,600	14.7	.389	WBNS-FM	6:	15,400	6.2 <- 4.3	8:	5.1	6:	5.2	4:	6.4	7:	5.4	5:	6.1	134
5:	44,500	16.6	.344	WBZX	7:	15,300	6.1 <- 5.5	7:	5.1	4:	6.9	3:	8.5	4:	6.8	4:	6.7	94
8:	34,000	12.7	.376	WRVF	8:	12,800	5.1 <- 3.6	6:	5.2	5:	6.1	8:	5.0	12:	4.0	8:	5.8	108
13:	17,700	6.6	.514	WCKX	9:	9,100	3.7 <- 3.1	9:	3.4	9:	4.6	12:	3.4	9:	5.1	10:	4.4	93
11:	22,500	8.4	.373	WVCD	10:	8,400	3.4 <- 2.9	10:	3.0	13:	3.4	7:	5.1	8:	5.3	9:	4.9	90
9:	31,900	11.9	.257	WCOL-FM	11:	8,200	3.3 <- 3.9	13:	2.6	11:	3.6	11:	4.0	10:	4.9	12:	3.6	89
10:	27,700	10.3	.278	WAHC/WHT	12:	7,700	3.1 <- 2.0	16:	1.9	15:	2.5	10:	4.7	11:	4.7	11:	4.3	85
12:	18,700	7.0	.412	WCLT-FM	13:	7,700	3.1 <- 3.0	14:	2.4	8:	4.8	15:	2.6	13:	2.8	13:	3.5	116
16:	12,200	4.5	.525	WCBE	14:	6,400	2.6 <- 2.3	12:	2.8	22:	1.5	13:	2.9	21:	1.4	17:	1.9	105
15:	15,100	5.6	.404	WOSU-FM	15:	6,100	2.5 <- 2.5	18:	1.6	16:	2.5	14:	2.6	14:	2.6	14:	2.6	83
19:	11,000	4.1	.555	WCVO	16:	6,100	2.5 <- 2.5	11:	2.9	18:	1.8	23:	1.2	16:	1.8	19:	1.6	99
14:	16,700	6.2	.275	WCOL-AM	17:	4,600	1.8 <- 0.8	24:	0.7	12:	3.6	16:	1.9	17:	1.8	22:	0.9	83
20:	10,400	3.9	.442	WKVO	18:	4,600	1.8 <- 2.5	15:	2.0	19:	1.7	20:	1.5	19:	1.5	18:	1.7	63
21:	9,900	3.7	.434	WOSU-AM	19:	4,300	1.7 <- 1.4	17:	1.7	14:	2.6	17:	1.6	27:	0.4	15:	2.4	87
22:	9,300	3.5	.409	WBNS-AM	20:	3,800	1.5 <- 1.5	20:	1.1	23:	1.5	21:	1.4	24:	0.5	16:	2.0	88
17:	11,500	4.3	.313	WLW	21:	3,600	1.4 <- 1.4	25:	0.7	17:	2.1	18:	1.6	20:	1.5	23:	0.9	96
23:	8,800	3.3	.341	WCEZ	22:	3,000	1.2 <- 1.4	19:	1.3	20:	1.7	24:	1.0	18:	1.7	20:	1.2	74
18:	11,300	4.2	.239	WRZR	23:	2,700	1.1 <- 1.3	29:	0.3	21:	1.6	22:	1.3	15:	2.1	21:	1.2	108
24:	5,800	2.2	.466	WRFD	24:	2,700	1.1 <- 1.0	23:	0.8	24:	1.3	19:	1.6	31:	0.2	26:	0.7	125
25:	4,900	1.8	.388	WMNI	25:	1,900	0.8 <- 0.9	21:	1.1	32:	0.2	25:	0.7	22:	1.0	24:	0.8	59
28:	3,600	1.3	.472	WNKO	26:	1,700	0.7 <- 0.5	22:	1.0	25:	0.9	26:	0.7	25:	0.5	25:	0.8	238
27:	3,800	1.4	.368	WCLT-AM	27:	1,400	0.6 <- 0.7	31:	0.2	29:	0.5	30:	0.3	26:	0.5	28:	0.5	83
35:	1,600	0.6	.813	WEEC	28:	1,300	0.5 <- 0.5	28:	0.4	0:	0.0	28:	0.5	0:	0.0	30:	0.4	123
26:	4,800	1.8	.250	WSWZ	29:	1,200	0.5 <- 0.5	36:	0.1	26:	0.9	29:	0.5	28:	0.4	29:	0.5	76
31:	2,400	0.9	.417	WLOH	30:	1,000	0.4 <- 0.2	26:	0.6	27:	0.9	31:	0.3	0:	0.0	35:	0.1	74
32:	2,300	0.9	.391	WMRN-FM	31:	900	0.4 <- 0.4	0:	0.0	28:	0.6	32:	0.3	23:	0.7	27:	0.6	57
34:	2,000	0.7	.300	WCMJ	32:	600	0.2 <- 0.0	27:	0.6	33:	0.2	0:	0.0	0:	0.0	31:	0.3	257
38:	800	0.3	.625	WKWC	33:	500	0.2 <- 0.0	0:	0.0	0:	0.0	0:	0.0	30:	0.4	32:	0.2	166
29:	3,200	1.2	.125	WQIO	34:	400	0.2 <- 0.2	33:	0.2	0:	0.0	34:	0.2	0:	0.0	0:	0.0	116
30:	3,100	1.2	.129	WJJM	35:	400	0.2 <- 0.3	30:	0.3	30:	0.5	27:	0.5	29:	0.4	33:	0.2	193
37:	1,100	0.4	.364	WHIZ-FM	36:	400	0.2 <- 0.2	34:	0.2	0:	0.0	33:	0.2	0:	0.0	34:	0.2	57
39:	400	0.1	.999	WNZR	37:	400	0.2 <- 0.2	32:	0.2	31:	0.3	0:	0.0	0:	0.0	0:	0.0	227
36:	1,400	0.5	.214	WHTH	38:	300	0.1 <- 0.2	35:	0.2	34:	0.2	35:	0.2	0:	0.0	0:	0.0	66
33:	2,100	0.8	.000	WOBH	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	36:	0.2	0:	0.0	0:	0.0	
40:	400	0.1	.000	WYBZ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
41:	300	0.1	.000	WTUE	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
42:	300	0.1	.000	WNRJ	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
43:	300	0.1	.000	WMVO	0	0	0.0 <- 0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	0:	0.0	
	7,300	2.7		OTHER		1,500	0.6 <- 1.2		0.5		0.9		0.9		0.6		0.3	
	1,100	0.4		DON'T KNOW		8,100	3.2 <- 7.7		3.5		4.8		3.6		5.1		5.0	
	256,900	95.7		RADIO USERS		256,900	95.7 <- 97.5		78.5		59.3		73.8		53.0		82.6	
	11,700	4.4		NON-USERS		11,700	4.4 <- 2.5		21.5		40.7		26.2		47.0		17.4	

Strategic AccuRatings

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QUALITATIVE RANKER
 HOUSEHOLD INCOME: GREATER THAN \$50K/YEAR (18+) (N= 604)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+
					6-10A	10A-3P	3-7P	7P-12M	WKEND	
1: 57,900	28.8	.345	WSNY 1: 20,000	10.9 <- 12.2	2: 12.2	1: 11.8	1: 9.4	1: 13.9	1: 10.9	152
3: 47,800	23.8	.404	WNCI 2: 19,300	10.5 <- 11.7	3: 11.4	2: 10.8	2: 8.6	3: 7.1	2: 9.4	121
4: 35,600	17.7	.489	WTVN 3: 17,400	9.5 <- 9.0	1: 14.1	10: 3.9	5: 6.2	4: 6.3	4: 6.6	128
2: 48,300	24.1	.331	WLVA 4: 16,000	8.7 <- 9.2	4: 11.2	3: 8.9	3: 8.4	2: 7.6	3: 8.2	109
6: 26,900	13.4	.357	WBZK 5: 9,600	5.2 <- 3.9	5: 5.8	13: 3.1	7: 5.5	5: 6.2	8: 5.3	80
9: 23,300	11.6	.386	WOSU-FM 6: 9,000	4.9 <- 4.0	11: 3.1	4: 6.7	16: 2.6	6: 5.1	7: 5.5	166
10: 21,100	10.5	.393	WUCD 7: 8,300	4.5 <- 3.2	12: 2.6	7: 4.9	6: 6.2	7: 5.1	5: 6.6	120
11: 20,700	10.3	.401	WRVF 8: 8,300	4.5 <- 3.8	8: 3.6	6: 5.2	8: 5.5	9: 4.6	6: 5.8	95
7: 26,000	12.9	.273	WCOL-FM 9: 7,100	3.9 <- 3.2	9: 3.4	16: 2.2	12: 3.5	15: 3.1	11: 3.5	105
14: 17,100	8.5	.398	WOSU-AM 10: 6,800	3.7 <- 4.1	6: 4.1	8: 4.4	9: 4.6	17: 2.6	15: 3.0	187
5: 30,600	15.2	.216	WBNS-FM 11: 6,600	3.6 <- 2.4	13: 2.5	9: 4.0	4: 6.3	16: 2.9	9: 4.9	78
13: 17,300	8.6	.335	WCBE 12: 5,800	3.2 <- 2.8	7: 4.0	17: 1.9	10: 4.5	11: 3.7	12: 3.4	128
8: 24,600	12.3	.220	WHOK 13: 5,400	2.9 <- 3.7	10: 3.4	12: 3.6	11: 4.3	20: 1.4	14: 3.2	43
18: 10,100	5.0	.515	WCIX 14: 5,200	2.8 <- 1.3	17: 1.4	20: 1.3	17: 2.1	10: 3.8	13: 3.3	72
15: 15,300	7.6	.294	WCOL-AM 15: 4,500	2.4 <- 2.7	18: 1.3	5: 5.4	18: 1.6	12: 3.5	23: 0.8	110
17: 12,700	6.3	.354	WCEZ 16: 4,500	2.4 <- 2.1	14: 1.8	14: 3.0	13: 3.1	13: 3.4	16: 2.9	150
16: 14,900	7.4	.255	WLW 17: 3,800	2.1 <- 2.4	15: 1.6	11: 3.8	15: 2.6	8: 5.0	17: 2.2	137
20: 6,600	3.3	.530	WCVO 18: 3,500	1.9 <- 1.5	20: 1.2	18: 1.6	24: 0.8	26: 0.5	19: 1.2	77
12: 19,700	9.8	.157	WAHC/WHT 19: 3,100	1.7 <- 2.6	16: 1.5	15: 2.5	14: 2.8	14: 3.3	10: 3.9	46
22: 5,700	2.8	.439	WCLT-FM 20: 2,500	1.4 <- 0.8	21: 1.2	22: 1.0	21: 0.9	21: 1.1	20: 1.2	51
24: 4,900	2.4	.449	WSMZ 21: 2,200	1.2 <- 0.7	28: 0.4	26: 0.7	26: 0.7	27: 0.3	22: 0.9	189
26: 4,200	2.1	.452	WRFO 22: 1,900	1.0 <- 1.1	19: 1.2	25: 0.8	22: 0.9	28: 0.3	32: 0.2	119
21: 5,900	2.9	.305	WBNS-AM 23: 1,800	1.0 <- 1.0	22: 1.1	23: 1.0	20: 1.0	23: 0.8	21: 1.0	57
23: 5,000	2.5	.360	WVVO 24: 1,800	1.0 <- 1.1	23: 1.1	21: 1.1	19: 1.6	24: 0.6	18: 1.2	33
19: 9,300	4.6	.172	WRZR 25: 1,600	0.9 <- 0.7	31: 0.2	19: 1.5	23: 0.9	18: 1.8	24: 0.6	86
30: 3,000	1.5	.467	WHIZ-FM 26: 1,400	0.8 <- 0.5	32: 0.2	28: 0.4	29: 0.4	29: 0.3	28: 0.4	268
31: 2,400	1.2	.583	WLOH 27: 1,400	0.8 <- 0.4	24: 0.9	27: 0.7	33: 0.2	0.0	26: 0.5	140
25: 4,900	2.4	.204	WMNI 28: 1,000	0.5 <- 0.5	25: 0.8	24: 1.0	27: 0.6	19: 1.5	25: 0.6	42
34: 1,500	0.7	.400	WWKC 29: 600	0.3 <- 0.3	33: 0.2	31: 0.3	34: 0.2	30: 0.3	33: 0.2	269
36: 1,200	0.6	.417	WOBH 30: 500	0.3 <- 0.3	0.0	32: 0.3	35: 0.2	25: 0.6	29: 0.3	518
27: 4,200	2.1	.095	WCLT-AM 31: 400	0.2 <- 0.4	0.0	33: 0.3	25: 0.8	0.0	30: 0.3	32
35: 1,300	0.6	.308	WEEC 32: 400	0.2 <- 0.2	27: 0.5	29: 0.4	31: 0.3	22: 0.9	27: 0.5	51
40: 600	0.3	.667	WMRN-AM 33: 400	0.2 <- 0.2	30: 0.3	0.0	32: 0.3	0.0	31: 0.3	172
32: 2,400	1.2	.125	WNKO 34: 300	0.2 <- 0.0	34: 0.2	0.0	0.0	0.0	0.0	57
33: 1,700	0.8	.176	WMRN-FM 35: 300	0.2 <- 0.2	26: 0.5	34: 0.3	36: 0.2	31: 0.3	34: 0.2	26
28: 3,300	1.6	.000	WQJM 0	0.0 <- 0.0	0.0	35: 0.3	30: 0.3	0.0	0.0	0.0
29: 3,200	1.6	.000	WQIO 0	0.0 <- 0.2	35: 0.2	36: 0.3	28: 0.5	32: 0.3	35: 0.2	0.0
37: 800	0.4	.000	WTUE 0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
39: 700	0.3	.000	WNZR 0	0.0 <- 0.0	0.0	0.0	37: 0.2	0.0	0.0	0.0
38: 700	0.3	.000	WHTH 0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
41: 500	0.2	.000	WYBZ 0	0.0 <- 0.0	29: 0.3	0.0	0.0	0.0	0.0	0.0
42: 400	0.2	.000	WILE 0	0.0 <- 0.0	0.0	30: 0.4	0.0	0.0	0.0	0.0
43: 300	0.1	.000	WCMJ 0	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	0.0
0	0.0	.000	WCVZ 0	0.0 <- 0.4	0.0	0.0	0.0	0.0	0.0	0.0
5,400	2.7		OTHER 1,500	0.8 <- 0.9	0.7	0.6	1.2	1.6	0.7	
800	0.4		DON'T KNOW 8,100	4.2 <- 9.8	3.3	5.0	5.6	5.0	8.3	
192,100	95.7		RADIO USERS 192,100	95.7 <- 97.2	79.1	55.7	76.1	46.4	78.4	
8,600	4.3		NON-USERS 8,600	4.3 <- 2.7	20.9	44.3	23.9	53.6	21.6	

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QUALITATIVE RANKER
HOUSEHOLD INCOME: GREATER THAN \$75K/YEAR (18+) (N= 225)

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION	PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
3:	15,200	20.2	.507	WNCI	1:	7,700	11.3 <-15.5	4:	10.6	2:	9.6	1:	12.8	6:	6.7	1:	11.1	131
1:	21,700	28.9	.341	WSNY	2:	7,400	10.9 <-12.1	2:	13.1	3:	8.9	3:	8.5	1:	15.6	2:	10.6	152
4:	14,000	18.6	.479	WTVN	3:	6,700	9.9 <-10.5	1:	14.9	7:	5.1	5:	6.4	3:	7.6	8:	5.2	134
2:	15,700	20.9	.382	WLWQ	4:	6,000	8.8 <- 8.4	3:	11.3	4:	8.9	2:	9.4	9:	5.1	4:	8.6	111
7:	11,100	14.8	.423	WOSU-FM	5:	4,700	6.9 <- 6.5	7:	5.6	1:	10.4	6:	5.9	2:	8.0	3:	9.0	235
9:	8,100	10.8	.407	WCBE	6:	3,300	4.9 <- 4.4	6:	5.8	15:	2.5	8:	5.5	11:	4.5	6:	5.9	198
8:	9,000	12.0	.333	WUCD	7:	3,000	4.4 <- 2.7	13:	2.2	6:	5.3	4:	6.8	4:	7.6	5:	6.9	118
6:	11,400	15.2	.237	WCOL-FM	8:	2,700	4.0 <- 3.4	12:	2.5	22:	0.8	14:	2.6	13:	3.2	9:	4.4	108
10:	8,000	10.7	.338	WOSU-AM	9:	2,700	4.0 <- 3.5	5:	6.0	8:	5.1	10:	3.8		0.0	10:	4.0	201
5:	13,000	17.3	.177	WBNS-FM	10:	2,300	3.4 <- 1.8	14:	2.2	9:	5.1	7:	5.7	16:	1.9	7:	5.6	73
12:	7,200	9.6	.319	WCEZ	11:	2,300	3.4 <- 2.9	8:	3.6	10:	4.1	9:	4.0	8:	5.4	11:	3.6	207
19:	2,500	3.3	.880	WCLT-FM	12:	2,200	3.2 <- 1.6	15:	2.2	16:	2.0	20:	1.1	15:	2.2	16:	2.7	122
15:	5,300	7.1	.396	WCOL-AM	13:	2,100	3.1 <- 4.3	18:	1.3	5:	6.1	18:	1.9	14:	3.2	21:	0.6	140
13:	7,100	9.5	.268	WAHC/WHT	14:	1,900	2.8 <- 2.8	11:	2.7	12:	3.8	15:	2.6	5:	7.0	13:	3.3	77
16:	5,300	7.1	.340	WLW	15:	1,800	2.7 <- 3.1	16:	1.8	13:	3.6	12:	3.4	7:	5.7	17:	1.9	176
14:	5,400	7.2	.315	WBZX	16:	1,700	2.5 <- 0.9	9:	3.1	14:	3.6	11:	3.8	12:	4.5	14:	3.3	38
17:	5,200	6.9	.308	WRVF	17:	1,600	2.4 <- 2.2	10:	3.1	11:	4.1	16:	2.5	17:	1.9	12:	3.6	50
18:	2,900	3.9	.517	WCXK	18:	1,500	2.2 <- 1.0		0.0	23:	0.8	17:	2.3	10:	4.8	15:	2.9	56
11:	8,000	10.7	.125	WHOK	19:	1,000	1.5 <- 2.9	17:	1.8	24:	0.8	13:	3.2	20:	1.0	18:	1.9	22
21:	1,700	2.3	.412	WRZR	20:	700	1.0 <- 0.6	21:	0.5	21:	1.0	22:	0.8	19:	1.3		0.0	102
24:	1,300	1.7	.538	WCVO	21:	700	1.0 <- 1.0	23:	0.5	17:	1.8		0.0		0.0		0.0	41
29:	700	0.9	.999	WSVZ	22:	700	1.0 <- 0.4	22:	0.5	18:	1.8		0.0		0.0		0.0	163
30:	700	0.9	.999	WLOH	23:	700	1.0 <- 0.0	19:	1.3		0.0		0.0		0.0	22:	0.6	190
25:	1,300	1.7	.462	WRFD	24:	600	0.9 <- 1.0	24:	0.5	19:	1.3	21:	1.1		0.0		0.0	102
28:	900	1.2	.556	WOBN	25:	500	0.7 <- 0.7		0.0		0.0		0.0	18:	1.6	19:	1.0	999
26:	1,100	1.5	.273	WVVO	26:	300	0.4 <- 0.4	25:	0.5	20:	1.3	19:	1.5		0.0		0.0	15
34:	300	0.4	.999	WKVC	27:	300	0.4 <- 0.4		0.0		0.0	24:	0.6	21:	1.0	23:	0.6	365
20:	2,100	2.8	.000	WCLT-AM		0	0.0 <- 0.6		0.0	25:	0.8	25:	0.6		0.0		0.0	
22:	1,600	2.1	.000	WBNS-AM		0	0.0 <- 0.6		0.0		0.0	27:	0.6		0.0	20:	0.8	
23:	1,400	1.9	.000	WWJM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
27:	1,000	1.3	.000	WHIZ-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
31:	700	0.9	.000	WGIO		0	0.0 <- 0.0		0.0		0.0	23:	0.8		0.0		0.0	
32:	500	0.7	.000	WYBZ		0	0.0 <- 0.0	20:	0.9		0.0		0.0		0.0		0.0	
33:	400	0.5	.000	WTUE		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
36:	300	0.4	.000	WMNI		0	0.0 <- 0.0		0.0		0.0		0.0		0.0	24:	0.6	
40:	300	0.4	.000	WNZR		0	0.0 <- 0.0		0.0		0.0	26:	0.6		0.0		0.0	
37:	300	0.4	.000	WMRN-AM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
38:	300	0.4	.000	WNKO		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
39:	300	0.4	.000	WMRN-FM		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
35:	300	0.4	.000	WHTH		0	0.0 <- 0.0		0.0		0.0		0.0		0.0		0.0	
	1,600	2.1		OTHER		700	1.0 <- 0.9		1.3		1.5		1.1		1.0		1.3	
	800	1.1		DON'T KNOW		3,800	5.3 <- 9.8		3.8		3.0		4.8		4.3		8.3	
	71,700	95.5		RADIO USERS		71,700	95.5 <-97.3		76.2		54.1		74.2		43.8		75.6	
	3,400	4.5		NON-USERS		3,400	4.5 <- 2.7		23.8		45.9		25.8		56.2		24.2	

Strategic AccuRatings

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QUALITATIVE RANKER
 HOUSEHOLD INCOME: GREATER THAN \$100K/YEAR (18+) (N= 91)

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STATION PARTISANS	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					INDEX AGAINST P18+	
					6-10A	10A-3P	3-7P	7P-12M	WKEND		
2:	6,100	19.9	.607	WTVN 1: 3,700	13.8 <- 12.4	2: 15.3	6: 5.4	7: 6.8	5: 8.5	11: 3.5	188
1:	9,000	29.4	.378	WSNY 2: 3,400	12.7 <- 16.5	1: 15.7	2: 10.9	1: 14.1	1: 17.1	1: 11.5	178
5:	5,600	18.3	.536	WOSU-FM 3: 3,000	11.2 <- 9.0	3: 10.5	4: 10.3	4: 8.3	2: 11.9	2: 11.5	380
6:	5,400	17.6	.407	WNCI 4: 2,200	8.2 <- 9.0	7: 5.7	17: 1.8	3: 9.9	12: 2.6	6: 6.5	95
3:	6,100	19.9	.328	WLWQ 5: 2,000	7.5 <- 6.4	4: 8.7	1: 13.3	5: 7.3	6: 6.0	5: 7.5	94
8:	4,600	15.0	.326	WUCD 6: 1,500	5.6 <- 3.4	11: 2.6	3: 10.9	2: 10.9	3: 10.2	3: 9.0	150
9:	3,700	12.1	.378	WOSU-AM 7: 1,400	5.2 <- 3.7	5: 8.3	5: 8.5	8: 5.2	0.0	7: 5.0	265
4:	5,900	19.3	.220	WCOL-FM 8: 1,300	4.9 <- 3.7	6: 6.1	18: 1.8	15: 1.6	13: 2.6	15: 3.0	132
11:	3,300	10.8	.333	WBZX 9: 1,100	4.1 <- 1.1	10: 3.1	7: 4.8	6: 7.3	11: 3.4	12: 3.5	63
12:	2,700	8.8	.407	WAHC/WHT 10: 1,100	4.1 <- 4.1	0.0	14: 2.4	11: 3.6	4: 9.4	13: 3.5	113
10:	3,500	11.4	.286	WCBE 11: 1,000	3.7 <- 4.9	8: 5.2	8: 4.2	13: 3.1	10: 5.1	8: 5.0	152
16:	1,900	6.2	.421	WCKX 12: 800	3.0 <- 1.5	0.0	19: 1.8	9: 4.2	7: 6.0	10: 4.0	76
17:	1,600	5.2	.438	WRVF 13: 700	2.6 <- 4.5	9: 3.5	9: 4.2	14: 2.1	14: 2.6	14: 3.5	55
15:	2,200	7.2	.273	WCOL-AM 14: 600	2.2 <- 4.1	0.0	10: 3.6	0.0	8: 6.0	17: 1.5	101
13:	2,700	8.8	.185	WCEZ 15: 500	1.9 <- 2.2	12: 2.2	11: 3.0	12: 3.6	9: 6.0	9: 4.5	114
7:	5,000	16.3	.080	WBNS-FM 16: 400	1.5 <- 1.5	14: 1.7	16: 2.4	16: 1.6	0.0	4: 9.0	32
19:	800	2.6	.500	WCLT-FM 17: 400	1.5 <- 0.0	15: 1.7	15: 2.4	0.0	0.0	16: 2.0	56
14:	2,500	8.2	.120	WHOK 18: 300	1.1 <- 2.6	17: 1.3	0.0	18: 1.6	0.0	18: 1.5	16
18:	1,100	3.6	.273	WVVO 19: 300	1.1 <- 1.1	18: 1.3	13: 3.0	10: 4.2	0.0	0.0	38
23:	500	1.6	.600	WRFD 20: 300	1.1 <- 0.0	16: 1.3	12: 3.0	17: 1.6	0.0	0.0	130
20:	800	2.6	.000	WJMJ	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
21:	700	2.3	.000	WRZR	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
22:	600	2.0	.000	WLW	0.0 <- 1.1	0.0	0.0	0.0	0.0	0.0	
24:	500	1.6	.000	WYBZ	0.0 <- 0.0	13: 2.2	0.0	0.0	0.0	0.0	
25:	400	1.3	.000	WBNS-AM	0.0 <- 1.5	0.0	0.0	0.0	0.0	0.0	
26:	400	1.3	.000	WTUE	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
27:	400	1.3	.000	WOBN	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
32:	300	1.0	.000	WMRN-AM	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
28:	300	1.0	.000	WOTO	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
30:	300	1.0	.000	WMNI	0.0 <- 0.0	0.0	0.0	0.0	0.0	19: 1.5	
31:	300	1.0	.000	WCVO	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
29:	300	1.0	.000	WMRN-FM	0.0 <- 0.0	0.0	0.0	0.0	0.0	0.0	
	0	0.0	.000	WCLT-AM	0.0 <- 1.5	0.0	0.0	0.0	0.0	0.0	
	900	2.9		OTHER	700	2.6 <- 2.2	3.1	1.8	3.1	2.6	3.5
	400	1.3		DON'T KNOW	2,100	7.3 <- 11.8	6.1	4.6	9.9	8.6	13.0
	28,800	94.1		RADIO USERS	28,800	94.1 <- 96.7	79.7	56.5	69.3	41.8	75.2
	1,700	5.6		NON-USERS	1,700	5.6 <- 3.3	19.9	43.1	30.4	57.8	24.5



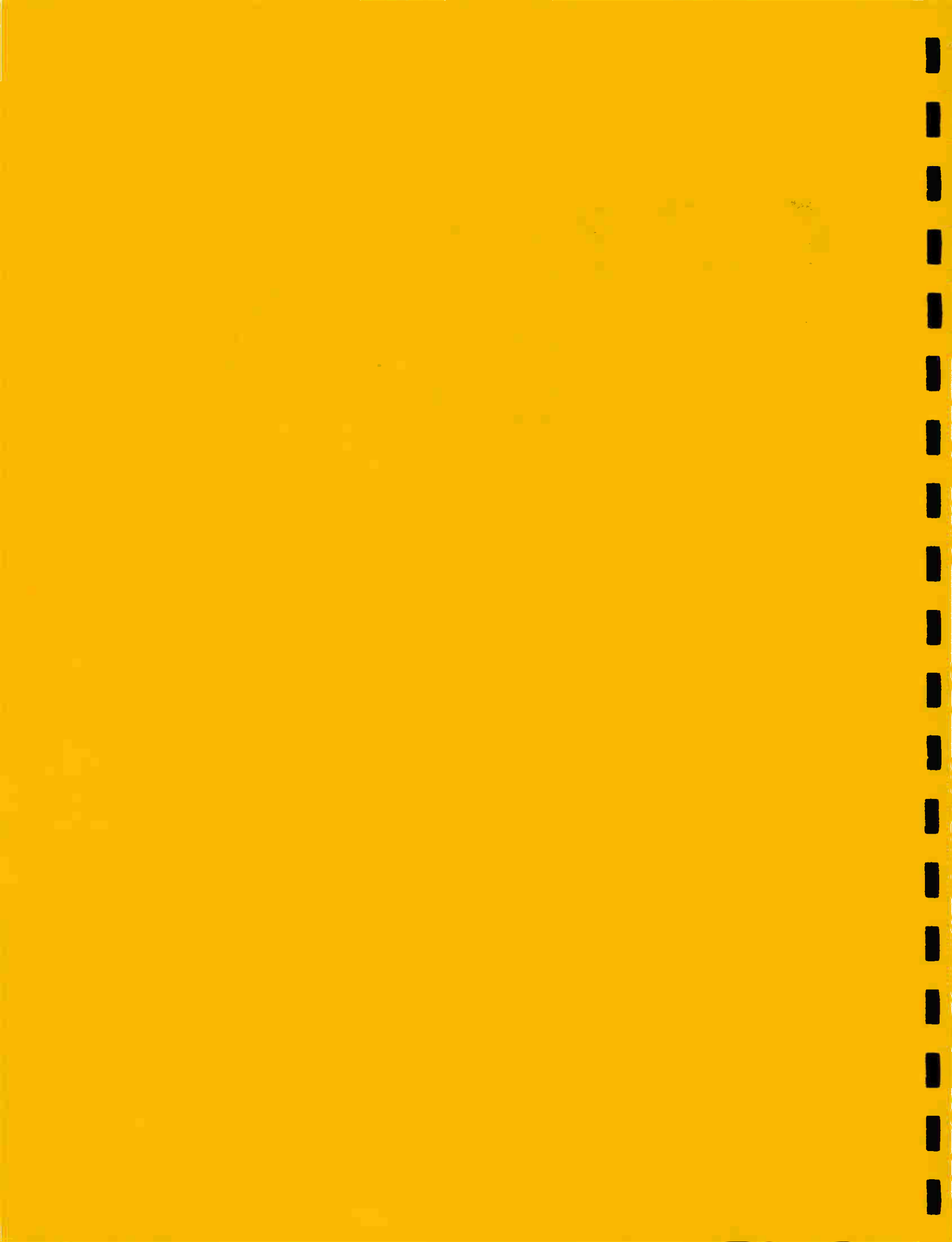
***Strategic
AccuRatings***

Columbus

Detailed analysis by station

Subscribing Clients:

WAHC/WHT
WBNS-AM
WBNS-FM
WBZX
WCLT-AM
WCLT-FM
WMNI
WWCD



Strategic AccuRatings

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CUME ANALYSIS WAHC/WHT

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME SHARING ANALYSIS

	WEEKLY CUME	WAHC/WHT CUME	OTHER CUME
WAHC/WHT	190,700	100%	100%
WNCI	73,000	38%	28%
WCKX	67,600	35%	68%
WBZX	45,700	24%	24%
WLWQ	37,300	20%	17%
WSNY	34,500	18%	16%
WVVO	25,500	13%	40%
WRVF	21,700	11%	18%
WHOK	21,700	11%	13%
WWCD	18,000	9%	20%
WCOL-FM	17,300	9%	13%
WWJM	15,000	8%	71%
WBNS-FM	13,600	7%	9%
WRZR	12,800	7%	23%
WTVN	6,200	3%	4%
OTHER	6,200	3%	20%
WCBE	5,800	3%	10%
WCLT-FM	5,500	3%	9%
WCVO	4,200	2%	11%
WOSU-FM	4,000	2%	6%
WCOL-AM	3,600	2%	5%
WLW	2,900	2%	7%
WOSU-AM	2,700	1%	6%
WCEZ	2,500	1%	6%
WQIO	2,300	1%	21%
WMRN-FM	2,100	1%	18%
WNKO	1,600	1%	12%
WYBZ	1,500	1%	65%
WBNS-AM	1,300	1%	3%
WSWZ	1,200	1%	6%
WWKC	1,100	1%	32%
WMNI	1,000	1%	3%
WRFD	800	0%	4%
WTUE	500	0%	17%
WHIZ-FM	400	0%	4%
WOBN	400	0%	9%
WCVZ	400	0%	40%
WNZR	400	0%	17%
WMRN-AM	400	0%	13%

WHICH STATIONS ARE LISTENED TO MOST BY WAHC/WHT'S CUMERS?

	WAHC/WHT	
WAHC/WHT	73,700	39%
WCKX	34,400	18%
WNCI	17,400	9%
WBZX	12,200	6%
WVVO	6,700	4%
DK	6,500	3%
WRVF	6,000	3%
WWCD	5,200	3%
WLWQ	4,600	2%
WHOK	4,300	2%
WSNY	3,300	2%
WCBE	2,500	1%
WCOL-FM	2,100	1%
WTVN	1,400	1%
OTHER	1,300	1%
WCVO	1,100	1%
WBNS-FM	1,100	1%
WCLT-FM	1,000	1%
WRZR	1,000	1%
WOSU-AM	900	0%
WCEZ	800	0%
WOSU-FM	700	0%
WMRN-FM	500	0%
WWKC	500	0%
WRFD	400	0%
WQIO	400	0%
WWJM	400	0%
WSWZ	300	0%
WYBZ	300	0%
TOTAL	190,700	100%

WHICH STATIONS DO WAHC/WHT PARTISANS CUME?

	WAHC/WHT	
WAHC/WHT	73,700	100%
WNCI	28,700	39%
WCKX	20,700	28%
WBZX	13,700	19%
WSNY	11,400	15%
WRVF	7,000	9%
WHOK	6,900	9%
WWJM	6,800	9%
WLWQ	6,800	9%
WCOL-FM	6,100	8%
WVVO	6,000	8%
WBNS-FM	4,600	6%
WRZR	3,100	4%
WWCD	2,100	3%
WTVN	1,700	2%
WCLT-FM	1,200	2%
WQIO	1,200	2%
WCBE	1,100	1%
WCEZ	1,100	1%
WCOL-AM	1,000	1%
OTHER	800	1%
WNKO	800	1%
WMRN-FM	800	1%
WOSU-FM	700	1%
WLW	500	1%
WYBZ	500	1%
WOBN	400	1%
WRFD	400	1%
WSWZ	400	1%
WNZR	400	1%
WCVZ	400	1%
WHIZ-FM	400	1%
WWKC	300	0%
WCVO	300	0%
WMNI	300	0%

HOW TO READ

Within WAHC/WHT's weekly cume of 190,700 people, we estimate there are 73,000 individuals who listen to both WAHC/WHT and WNCI. They make up 38% of WAHC/WHT's cume and 28% of WNCI's cume.

Within WAHC/WHT's weekly cume of 190,700 people, we estimate there are 73,700 who would name WAHC/WHT as the station they listen to most. They make up 39% of WAHC/WHT's weekly cume.

Within WAHC/WHT's 73,700 partisans, we estimate there are 28,700 individuals who also listened to WNCI in the past week. They make up 39% of WAHC/WHT's partisans.

TREND ANALYSIS WAHC/WHT

Columbus
Summer 1993
July 06 - September 13

AUDIENCE GAINS: WHERE WERE TODAY'S WAHC/WHT PARTISANS PREVIOUSLY?

WAHC/WHT	33,200	45%
WNCI	15,500	21%
DK	9,200	12%
WCKX	3,500	5%
WJHM	2,500	3%
WKVO	2,000	3%
WBZX	1,600	2%
WLWQ	1,100	1%
WRVF	800	1%
WHOK	800	1%
WSNY	700	1%
WMRN-FM	500	1%
WNZR	400	1%
WQIO	400	1%
WRZR	400	1%
WUCD	400	1%
WCLT-FM	400	1%
WBNS-FM	300	0%
TOTAL:	73,700	100%

AUDIENCE LOSSES: WHERE ARE FORMER WAHC/WHT PARTISANS TODAY?

WAHC/WHT	33,200	55%
WCKX	7,400	12%
WNCI	3,200	5%
WBZX	3,100	5%
WCVO	2,700	4%
WSNY	2,400	4%
DK	1,600	3%
WRVF	1,600	3%
WBNS-FM	1,000	2%
NON-USE	800	1%
WRZR	800	1%
WHOK	700	1%
WKVO	600	1%
WCLT-FM	400	1%
WLWQ	400	1%
WCOL-FM	300	0%
WCBE	300	0%
TOTAL:	60,500	100%

NET GAIN (OR LOSS) FOR WAHC/WHT

WNCI	12,300
DK	7,600
WJHM	2,500
WKVO	1,400
WLWQ	700
WMRN-FM	500
WNZR	400
WUCD	400
WQIO	400
WHOK	100
WCBE	-300
WCOL-FM	-300
WRZR	-400
WBNS-FM	-700
NON-USE	-800
WRVF	-800
WBZX	-1,500
WSNY	-1,700
WCVO	-2,700
WCKX	-3,900
TOTAL:	13,200

HOW TO READ

GAINS: Of WAHC/WHT's current 73,700 partisans, we estimate that 45% (33,200) would say WAHC/WHT is the station they listened to most "5 or 6 months ago." Similarly, 21% would say that WNCI was their previously most-listened-to station...

LOSSES: Of the 60,500 people who would say they were WAHC/WHT partisans 6 months ago, we estimate that 55% (33,200) are still with WAHC/WHT. However, 12% (7,400) are now WCKX partisans...

NET: The net effect of WAHC/WHT's gains and losses during the last half year or so is an estimated gain of 13,200 partisans.

AUDIENCE FLOW WAHC/WHT

WHAT STATIONS DO WAHC/WHT PARTISANS LISTEN TO MOST IN THE MORNING?

WAHC/WHT	39,600	54%
NON-USE	13,900	19%
WNCI	7,600	10%
WCKX	1,800	2%
WBZX	1,700	2%
WRVF	1,700	2%
DK	1,500	2%
WJHM	1,300	2%
WSNY	1,200	2%
WKVO	700	1%
WLW	500	1%
WYBZ	500	1%
WHOK	400	1%
WCEZ	400	1%
WQIO	400	1%
WLWQ	300	0%
WCVO	300	0%
TOTAL:	73,700	100%

WHAT STATIONS DO WAHC/WHT MORNING PARTISANS LISTEN TO MOST OVERALL?

WAHC/WHT	39,600	82%
WCKX	4,100	8%
WBZX	1,300	3%
WKVO	500	1%
WCEZ	500	1%
WTVN	400	1%
WRZR	400	1%
WHOK	400	1%
WLWQ	400	1%
WBNS-FM	400	1%
DK	300	1%
WOSU-AM	300	1%
TOTAL:	48,500	100%

HOW TO READ

Of WAHC/WHT's 73,700 partisans, we estimate that 54% (39,600) would say the station they listen to most in the morning is WAHC/WHT.

Of WAHC/WHT's 48,500 morning partisans, we estimate that 82% (39,600) would say that WAHC/WHT is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

Strategic AccuRatings

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AUDIENCE FLOW (cont.) WAHC/WHT

Columbus
Summer 1993
July 06 - September 13

WHAT STATIONS DO
WAHC/WHT PARTISANS
LISTEN TO MOST DURING
MIDDAYS?

WAHC/WHT	42,700	58%
NON-USE	16,400	22%
WCKX	4,200	6%
WNCI	2,100	3%
DK	1,800	2%
WBZX	1,600	2%
WJJM	1,200	2%
WVCO	700	1%
WVVO	500	1%
WRVF	500	1%
WLVQ	500	1%
WHOK	500	1%
WRZR	400	1%
WQIO	400	1%
WSNY	300	0%
TOTAL:	73,700	100%

WHAT STATIONS DO
WAHC/WHT MIDDAY
PARTISANS LISTEN TO
MOST OVERALL?

WAHC/WHT	42,700	74%
WCKX	5,200	9%
WNCI	2,600	5%
WBZX	1,200	2%
WSNY	800	1%
WVCO	800	1%
WVVO	700	1%
WHOK	500	1%
WVCD	400	1%
WTVN	400	1%
WBNS-FM	400	1%
WCLT-FM	400	1%
WRVF	400	1%
WRZR	400	1%
WLVQ	400	1%
WCBE	300	1%
TOTAL:	57,500	100%

WHAT STATIONS DO
WAHC/WHT PARTISANS
LISTEN TO MOST DURING
AFTERNOONS?

WAHC/WHT	46,500	63%
NON-USE	8,200	11%
DK	4,000	5%
WCKX	3,300	4%
WNCI	2,500	3%
WJJM	1,600	2%
WHOK	1,200	2%
WVVO	1,100	1%
WSNY	900	1%
WLVQ	900	1%
WRVF	800	1%
WBZX	800	1%
WMRN-FM	500	1%
WVCD	400	1%
WCOL-FM	400	1%
WRZR	400	1%
WMNI	300	0%
TOTAL:	73,700	100%

WHAT STATIONS DO
WAHC/WHT AFTERNOON
PARTISANS LISTEN TO
MOST OVERALL?

WAHC/WHT	46,500	72%
WCKX	5,000	8%
WNCI	3,000	5%
WRVF	1,800	3%
WSNY	1,200	2%
WVVO	1,000	2%
WLVQ	1,000	2%
WBZX	800	1%
WCOL-FM	700	1%
WTVN	700	1%
WVCD	700	1%
OTHER	500	1%
DK	500	1%
WVCO	400	1%
WJJM	400	1%
WBNS-FM	400	1%
TOTAL:	64,500	100%

WHAT STATIONS DO
WAHC/WHT PARTISANS
LISTEN TO MOST DURING
EVENINGS?

WAHC/WHT	42,000	57%
NON-USE	13,100	18%
WCKX	3,700	5%
WNCI	2,800	4%
DK	2,800	4%
WSNY	2,300	3%
WBNS-FM	1,000	1%
WRVF	900	1%
WBZX	900	1%
WLVQ	900	1%
WCOL-FM	800	1%
WSWZ	400	1%
WVCD	400	1%
WCEZ	400	1%
WOSU-FM	400	1%
WNKO	400	1%
WMNI	300	0%
WVCO	300	0%
TOTAL:	73,700	100%

WHAT STATIONS DO
WAHC/WHT EVENING
PARTISANS LISTEN TO
MOST OVERALL?

WAHC/WHT	42,000	74%
WBZX	2,400	4%
WCKX	2,300	4%
WNCI	2,000	4%
WLVQ	1,500	3%
WCOL-FM	1,100	2%
WHOK	1,100	2%
WVVO	1,000	2%
WRZR	800	1%
WBNS-FM	400	1%
WVCD	400	1%
WRVF	400	1%
WTVN	300	1%
WOSU-AM	300	1%
WSNY	300	1%
WCBE	300	1%
TOTAL:	56,500	100%

WHAT STATIONS DO
WAHC/WHT PARTISANS
LISTEN TO MOST DURING
WEEKENDS?

WAHC/WHT	55,900	76%
NON-USE	5,100	7%
DK	2,900	4%
WNCI	1,900	3%
WBZX	1,500	2%
WCKX	1,500	2%
WVVO	800	1%
WLVQ	700	1%
WBNS-FM	700	1%
WSNY	500	1%
WVCD	400	1%
WJJM	400	1%
WCOL-FM	400	1%
WCOL-AM	400	1%
WVCO	300	0%
OTHER	300	0%
TOTAL:	73,700	100%

WHAT STATIONS DO
WAHC/WHT WEEKEND
PARTISANS LISTEN TO
MOST OVERALL?

WAHC/WHT	55,900	74%
WCKX	7,100	9%
WNCI	3,700	5%
WBZX	2,500	3%
WRVF	1,100	1%
DK	900	1%
WLVQ	800	1%
WHOK	800	1%
WSNY	600	1%
WVCD	500	1%
WCBE	400	1%
WCLT-FM	400	1%
OTHER	400	1%
WRZR	400	1%
WTVN	300	0%
WOSU-AM	300	0%
TOTAL:	76,000	100%

AUDIENCE COMPOSITION WAHC/WHT

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
5:	190,700	16.3	.386	P 12+	4:	73,700	7.1 <- 5.8	7:	5.9	1:	8.9	2:	8.3	2:	9.8	1:	9.0	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
4:	89,100	15.7	.373	M 12+	5:	33,200	6.5 <- 5.7	5:	5.3	3:	8.1	3:	7.1	2:	9.9	3:	8.3	45%	92
3:	101,600	16.8	.399	F 12+	4:	40,500	7.7 <- 6.0	5:	6.6	2:	9.6	2:	9.6	2:	9.8	2:	9.6	55%	108

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
8:	133,300	12.9	.430	WHITES	7:	57,300	6.2 <- 5.0	8:	5.0	3:	7.6	4:	7.2	4:	8.7	4:	7.5	78%	87
2:	57,500	42.2	.285	BLACKS	3:	16,400	14.6 <- 12.6	3:	13.8	2:	18.7	2:	17.8	2:	17.8	3:	20.1	22%	205

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
5:	8,800	15.2	.284	DELAWARE	8:	2,500	4.8 <- 6.5	9:	3.7	8:	4.5	6:	6.5	4:	8.0	7:	7.1	3%	67
8:	8,200	9.3	.634	FAIRFIEL	6:	5,200	6.7 <- 1.8	6:	4.4	4:	7.0	5:	6.3	4:	10.8	5:	6.6	7%	94
4:	153,200	18.7	.371	FRANKLIN	3:	56,800	7.8 <- 6.4	5:	6.6	1:	10.5	1:	9.3	2:	10.5	1:	9.9	77%	110
13:	6,300	5.8	.460	LICKING	11:	2,900	3.1 <- 2.7	10:	3.3	15:	2.6	11:	3.0	5:	5.2	8:	3.7	4%	44
6:	5,500	17.2	.345	MADISON	5:	1,900	7.2 <- 10.6	6:	7.0	4:	7.5	4:	10.6	6:	5.6	3:	13.3	3%	101
4:	6,600	15.9	.515	PICKAWAY	3:	3,400	8.6 <- 4.8	3:	9.1	3:	9.0	4:	7.0	2:	13.3	3:	8.8	5%	122
11:	2,100	7.8	.524	UNION	11:	1,100	4.6 <- 7.1	17:	1.6	18:	2.2	8:	6.7	8:	5.0	4:	8.5	1%	65

Strategic AccuRatings

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AUDIENCE COMPOSITION WAHC/WHT -- PERSONS

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 70,500	62.4	.562	P 12-17	1: 39,600	37.3	<-28.0	1: 32.8	1: 37.3	1: 33.2	1: 33.6	1: 39.1	54%	527
4: 57,500	33.0	.283	P 18-24	5: 16,300	9.8	<- 9.4	4: 8.4	2: 11.2	3: 11.8	4: 11.2	2: 12.6	22%	138
8: 35,200	13.8	.335	P 25-34	9: 11,800	4.9	<- 3.9	9: 3.7	10: 3.5	8: 6.0	9: 5.2	8: 6.3	16%	70
8: 22,200	9.9	.225	P 35-44	14: 5,000	2.4	<- 2.5	18: 1.1	11: 3.5	13: 3.5	9: 4.1	13: 3.2	7%	34
22: 4,500	3.0	.244	P 45-54	25: 1,100	0.8	<- 0.5	21: 1.1	24: 1.1	22: 0.8	15: 2.7	19: 1.1	1%	12
26: 900	0.8	.000	P 55-64	31: 0	0.0	<- 0.0	37: 0.0	37: 0.0	37: 0.0	37: 0.0	37: 0.0	0%	0
46: 0	0.0	.000	P 65+	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 127,900	44.6	.437	P 12-24	1: 55,900	20.5	<-16.7	1: 18.0	1: 22.5	1: 20.3	1: 20.6	1: 23.2	76%	290
5: 92,600	21.6	.303	P 18-34	7: 28,100	6.9	<- 6.2	8: 5.6	7: 6.9	4: 8.4	6: 8.0	4: 8.9	38%	98
6: 118,200	16.0	.289	P 18-49	9: 34,200	5.0	<- 4.5	9: 3.8	7: 5.4	6: 6.3	6: 6.6	8: 6.6	46%	70
10: 60,800	10.8	.294	P 25-49	12: 17,900	3.4	<- 2.9	14: 2.4	12: 3.2	10: 4.4	10: 4.6	9: 4.5	24%	49
10: 61,900	9.8	.289	P 25-54	14: 17,900	3.1	<- 2.6	16: 2.2	13: 3.0	12: 4.0	11: 4.4	11: 4.1	24%	44
12: 26,700	7.1	.228	P 35-54	18: 6,100	1.8	<- 1.7	19: 1.1	14: 2.7	15: 2.5	11: 3.6	16: 2.5	8%	25
15: 27,600	5.7	.221	P 35-64	22: 6,100	1.4	<- 1.4	23: 0.9	20: 2.1	19: 2.1	14: 3.0	20: 2.0	8%	20
17: 27,600	4.4	.221	P 35+	24: 6,100	1.2	<- 1.1	26: 0.8	21: 1.7	20: 1.8	17: 2.6	20: 1.7	8%	16

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 43,900	60.8	.610	P 12-15	1: 26,800	39.5	<-27.4	1: 36.2	1: 41.7	1: 34.2	1: 36.8	1: 41.1	36%	558
1: 43,900	56.9	.428	P 16-19	1: 18,800	25.9	<-24.3	1: 23.1	1: 24.2	1: 23.0	1: 23.3	1: 29.8	26%	366
5: 61,100	22.8	.300	P 20-29	5: 18,300	7.2	<- 6.1	7: 5.3	7: 6.4	4: 9.1	5: 7.8	5: 8.8	25%	101
10: 25,700	10.5	.292	P 30-39	13: 7,500	3.3	<- 2.7	14: 2.1	9: 3.8	9: 4.6	10: 4.3	8: 4.5	10%	47
11: 14,000	7.5	.171	P 40-49	19: 2,400	1.4	<- 1.5	19: 1.1	18: 1.8	15: 2.1	10: 4.0	17: 2.0	3%	20
23: 2,000	1.7	.000	P 50-59	30: 0	0.0	<- 0.0	31: 0.0	27: 0.8	30: 0.0	23: 1.1	33: 0.0	0%	0
46: 0	0.0	.000	P 60-69	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0
46: 0	0.0	.000	P 70+	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
5: 68,700	18.5	.310	P 21-34	8: 21,300	6.1	<- 4.6	9: 4.2	8: 5.4	4: 7.8	8: 6.7	6: 7.6	29%	86
6: 83,600	15.8	.303	P 21-40	8: 25,300	5.1	<- 4.0	11: 3.4	8: 4.9	6: 6.6	7: 5.9	7: 6.5	34%	72
6: 146,800	13.3	.319	P 16+	7: 46,900	4.8	<- 4.3	8: 3.8	6: 5.6	6: 6.2	4: 7.0	5: 6.4	64%	68
8: 120,200	11.3	.285	P 18+	12: 34,200	3.7	<- 3.3	12: 2.9	9: 4.2	8: 5.0	6: 5.5	9: 5.1	46%	52
10: 96,300	9.6	.285	P 21+	11: 27,400	3.1	<- 2.5	17: 2.2	12: 3.3	10: 4.5	9: 4.6	10: 4.2	37%	44

Strategic AccuRatings

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AUDIENCE COMPOSITION WAHC/WHT -- MALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 34,600	59.7	.488	M 12-17	1: 16,900	30.9	<-23.4	1: 29.0	1: 34.1	1: 27.2	1: 34.9	1: 34.7	23%	436
4: 22,800	25.5	.307	M 18-24	3: 7,000	8.2	<-10.3	4: 6.7	3: 10.4	4: 10.0	3: 10.8	3: 10.4	9%	116
7: 16,900	13.2	.343	M 25-34	7: 5,800	4.9	<- 4.1	11: 3.0	14: 2.2	7: 5.5	8: 4.3	5: 5.9	8%	69
11: 11,400	10.4	.202	M 35-44	16: 2,300	2.2	<- 1.9	18: 1.1	15: 2.6	13: 3.6	10: 4.3	14: 3.1	3%	31
20: 3,000	4.2	.367	M 45-54	18: 1,100	1.7	<- 0.6	13: 2.1	20: 2.0	19: 1.4	7: 4.8	17: 2.2	1%	24
25: 500	0.9	.000	M 55-64	29: 0	0.0	<- 0.0	29: 0.0	29: 0.0	32: 0.0	32: 0.0	32: 0.0	0%	0
46: 0	0.0	.000	M 65+	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 57,400	38.9	.416	M 12-24	2: 23,900	17.1	<-15.5	3: 14.9	1: 20.8	2: 16.9	1: 20.8	2: 20.2	32%	241
5: 39,700	18.3	.322	M 18-34	5: 12,800	6.3	<- 6.7	7: 4.5	5: 5.9	4: 7.3	5: 7.2	5: 7.7	17%	88
6: 53,000	14.4	.308	M 18-49	7: 16,300	4.7	<- 4.7	10: 3.3	9: 4.5	4: 5.7	5: 6.3	5: 6.0	22%	67
10: 30,100	10.8	.309	M 25-49	13: 9,300	3.6	<- 2.8	15: 2.3	17: 2.3	12: 4.3	10: 4.5	9: 4.5	13%	51
10: 31,300	10.1	.297	M 25-54	13: 9,300	3.2	<- 2.5	15: 2.1	17: 2.4	12: 3.9	10: 4.4	13: 4.1	13%	45
15: 14,400	7.9	.243	M 35-54	19: 3,500	2.1	<- 1.4	18: 1.5	18: 2.5	16: 2.7	11: 4.5	16: 2.8	5%	29
15: 14,900	6.3	.235	M 35-64	21: 3,500	1.6	<- 1.1	21: 1.2	20: 2.0	18: 2.2	11: 3.9	18: 2.3	5%	23
18: 14,900	5.1	.235	M 35+	23: 3,500	1.4	<- 1.0	24: 1.1	23: 1.7	20: 2.0	11: 3.4	20: 2.0	5%	20

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 18,400	55.8	.505	M 12-15	1: 9,300	29.9	<-21.3	1: 29.4	1: 35.5	1: 25.2	1: 28.3	1: 32.2	13%	423
1: 23,500	51.8	.472	M 16-19	1: 11,100	25.7	<-25.2	1: 22.2	1: 26.9	1: 23.8	1: 34.5	1: 29.1	15%	362
5: 26,900	19.6	.286	M 20-29	5: 7,700	5.9	<- 5.7	9: 3.9	9: 4.5	4: 7.3	6: 6.0	5: 7.7	10%	84
11: 11,500	9.9	.287	M 30-39	14: 3,300	3.0	<- 2.7	17: 1.7	16: 2.5	9: 4.4	9: 4.5	10: 4.7	4%	43
13: 7,200	7.7	.250	M 40-49	14: 1,800	2.1	<- 1.3	13: 2.0	18: 1.9	13: 2.6	10: 4.3	15: 2.5	2%	29
21: 1,600	2.9	.000	M 50-59	28: 0	0.0	<- 0.0	29: 0.0	22: 1.6	28: 0.0	19: 2.1	31: 0.0	0%	0
46: 0	0.0	.000	M 60-69	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0
46: 0	0.0	.000	M 70+	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
6: 30,200	16.1	.295	M 21-34	6: 8,900	5.0	<- 4.1	10: 3.2	10: 3.9	5: 6.4	9: 4.6	5: 6.9	12%	71
6: 38,700	14.8	.282	M 21-40	9: 10,900	4.4	<- 3.6	11: 2.6	12: 3.5	5: 5.8	9: 4.8	5: 6.1	15%	62
8: 70,700	13.2	.338	M 16+	6: 23,900	5.0	<- 4.6	9: 3.8	4: 5.6	4: 5.9	2: 8.3	3: 6.6	32%	70
9: 54,600	10.7	.299	M 18+	12: 16,300	3.6	<- 3.5	13: 2.6	12: 3.7	9: 4.5	5: 5.5	9: 4.8	22%	50
9: 45,000	9.4	.276	M 21+	14: 12,400	2.9	<- 2.2	17: 2.0	17: 2.6	11: 3.9	12: 4.1	11: 4.2	17%	41

Strategic AccuRatings

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AUDIENCE COMPOSITION WAHC/WHT -- FEMALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 35,900	65.4	.630	F 12-17	1: 22,600	44.0	<-32.9	1: 36.4	1: 40.8	1: 39.3	1: 32.4	1: 43.8	31%	621
1: 34,600	40.9	.269	F 18-24	3: 9,300	11.5	<- 8.4	3: 10.6	2: 12.0	2: 13.5	3: 11.7	1: 14.9	13%	162
7: 18,300	14.5	.328	F 25-34	7: 6,000	5.0	<- 3.7	8: 4.5	7: 4.7	7: 6.5	8: 6.3	7: 6.8	8%	71
8: 10,800	9.4	.241	F 35-44	11: 2,600	2.5	<- 3.0	18: 1.2	6: 4.5	11: 3.3	10: 3.9	10: 3.5	4%	36
22: 1,600	2.1	.000	F 45-54	31: 0	0.0	<- 0.4	31: 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	0%	0
27: 400	0.7	.000	F 55-64	27: 0	0.0	<- 0.0	27: 0.0	27: 0.0	27: 0.0	27: 0.0	27: 0.0	0%	0
46: 0	0.0	.000	F 65+	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 70,500	50.5	.452	F 12-24	1: 31,900	24.1	<-17.9	1: 21.4	1: 24.3	1: 23.9	1: 20.6	1: 26.3	43%	340
4: 52,900	25.0	.289	F 18-34	7: 15,300	7.6	<- 5.6	7: 6.8	4: 8.0	3: 9.5	5: 8.9	3: 10.1	21%	108
4: 65,300	17.7	.274	F 18-49	7: 17,900	5.3	<- 4.3	8: 4.3	5: 6.3	6: 6.8	4: 6.9	6: 7.1	24%	74
8: 30,600	10.8	.281	F 25-49	12: 8,600	3.3	<- 3.0	12: 2.6	8: 4.1	7: 4.5	9: 4.7	9: 4.5	12%	47
9: 30,600	9.6	.281	F 25-54	13: 8,600	3.0	<- 2.7	13: 2.3	10: 3.8	9: 4.1	10: 4.3	10: 4.1	12%	42
11: 12,300	6.4	.211	F 35-54	17: 2,600	1.5	<- 2.0	23: 0.7	12: 3.0	15: 2.2	14: 2.6	16: 2.2	4%	22
15: 12,700	5.1	.205	F 35-64	20: 2,600	1.2	<- 1.6	25: 0.6	15: 2.3	20: 1.8	16: 2.1	18: 1.7	4%	17
17: 12,700	3.7	.205	F 35+	25: 2,600	0.9	<- 1.2	29: 0.5	18: 1.8	22: 1.5	18: 1.7	23: 1.4	4%	13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 25,500	65.1	.686	F 12-15	1: 17,500	47.6	<-32.6	1: 41.0	1: 47.0	1: 41.8	1: 43.0	1: 48.2	24%	671
1: 20,400	64.4	.373	F 16-19	1: 7,600	25.9	<-22.5	2: 24.5	2: 20.5	2: 22.0	4: 10.0	1: 30.9	10%	366
4: 34,200	26.2	.310	F 20-29	6: 10,600	8.4	<- 6.5	6: 6.9	6: 8.3	3: 11.1	4: 9.8	3: 10.1	14%	119
8: 14,200	11.0	.296	F 30-39	8: 4,200	3.6	<- 2.7	13: 2.5	5: 5.1	8: 4.9	9: 3.8	8: 4.2	6%	51
11: 6,900	7.4	.087	F 40-49	25: 600	0.7	<- 1.9	32: 0.0	18: 1.6	21: 1.6	11: 3.6	19: 1.4	1%	10
27: 400	0.7	.000	F 50-59	30: 0	0.0	<- 0.0	30: 0.0	30: 0.0	30: 0.0	30: 0.0	30: 0.0	0%	0
46: 0	0.0	.000	F 60-69	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0
46: 0	0.0	.000	F 70+	46: 0	0.0	<- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
5: 38,500	21.0	.322	F 21-34	6: 12,400	7.2	<- 5.1	7: 5.3	6: 6.9	5: 9.2	4: 9.0	6: 8.3	17%	101
5: 44,900	16.9	.321	F 21-40	7: 14,400	5.9	<- 4.4	8: 4.2	6: 6.3	7: 7.5	5: 7.2	7: 6.9	20%	83
5: 76,100	13.4	.302	F 16+	8: 23,000	4.7	<- 4.0	9: 3.8	4: 5.7	4: 6.6	4: 5.7	5: 6.2	31%	66
5: 65,700	11.9	.272	F 18+	10: 17,900	3.7	<- 3.1	10: 3.2	6: 4.7	6: 5.5	5: 5.5	7: 5.4	24%	53
9: 51,300	9.8	.292	F 21+	11: 15,000	3.3	<- 2.7	14: 2.4	9: 4.0	8: 5.1	6: 5.2	9: 4.3	20%	47

Strategic AccuRatings

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AUDIENCE COMPOSITION WAHC/WHT -- BLACKS

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 28,900	44.1	.339	B MALE	3: 9,800	18.0	<-13.8	3: 14.9	2: 18.4	3: 18.0	2: 25.3	2: 23.4	13%	254
3: 28,600	40.4	.231	B FEMALE	3: 6,600	11.3	<-11.7	3: 12.9	2: 19.0	2: 17.5	3: 11.0	3: 17.3	9%	160
2: 29,600	75.5	.331	B 12-24	2: 9,800	27.8	<-24.4	2: 29.9	2: 30.9	2: 25.3	2: 27.0	2: 37.4	13%	392
2: 28,800	60.9	.188	B 18-34	2: 5,400	13.4	<-13.9	2: 14.4	2: 17.7	2: 21.4	2: 13.4	2: 26.1	7%	190
3: 27,500	38.5	.240	B 25-54	3: 6,600	10.8	<- 9.2	3: 8.5	3: 12.4	3: 16.7	3: 13.8	3: 13.4	9%	152
3: 14,000	19.9	.250	B 35+	4: 3,500	6.3	<- 5.1	6: 4.4	4: 9.5	3: 7.9	4: 9.0	4: 7.3	5%	90

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AUDIENCE COMPOSITION WAHC/WHT

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD INDEX COMP AGAINST PCTG P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 138,400	20.2	.410	SODA DIET	2: 56,700	9.1	6.6	5: 7.4	1: 10.8	2: 10.0	1: 11.9	1: 10.8	77%	128
9: 51,200	11.8	.324		9: 16,600	4.4	3.9	8: 3.6	8: 5.2	7: 5.5	3: 8.3	5: 6.5	23%	62
8: 77,100	12.4	.345	NWSPAPER LT./NONE	8: 26,600	4.8	4.1	7: 4.0	8: 5.6	6: 6.1	3: 7.7	5: 6.6	36%	68
2: 112,800	20.9	.414		2: 46,700	9.7	7.8	4: 8.3	1: 12.3	1: 10.8	2: 12.0	1: 11.8	63%	136
3: 46,000	18.0	.491	OUTLET DISCOUNT	1: 22,600	10.1	6.7	4: 7.6	1: 11.1	1: 10.4	1: 11.9	1: 10.8	31%	143
5: 112,900	15.2	.374		6: 42,200	6.3	4.9	7: 4.9	2: 8.8	4: 7.3	3: 8.5	2: 7.9	57%	89

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD INDEX COMP AGAINST PCTG P16+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
10: 45,300	11.0	.300	CREDIT APLIANCE	11: 13,600	3.7	3.5	14: 2.4	10: 4.4	8: 4.7	7: 5.3	7: 5.2	18%	76
6: 38,500	15.4	.257		9: 9,900	4.4	3.8	11: 3.3	6: 6.0	6: 6.1	3: 7.6	5: 6.4	13%	91

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD INDEX COMP AGAINST PCTG P18+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
13: 20,500	8.2	.141	FINANCE	21: 2,900	1.3	1.3	22: 1.0	18: 2.1	17: 2.1	15: 2.9	17: 2.4	4%	36

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD INDEX COMP AGAINST PCTG P21+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11: 30,300	12.4	.304	LIGHT DOMESTIC IMPORTED	10: 9,200	4.0	2.7	14: 1.7	11: 3.3	8: 5.4	6: 6.9	7: 5.2	12%	127
11: 34,300	11.3	.259		12: 8,900	3.1	2.2	17: 1.5	16: 2.7	11: 4.2	9: 4.7	8: 4.5	12%	101
7: 12,500	14.7	.216		12: 2,700	3.5	1.3	12: 2.7	11: 3.2	9: 4.2	8: 4.5	7: 5.2	4%	113

Strategic AccuRatings

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AUDIENCE COMPOSITION WAHC/WHT

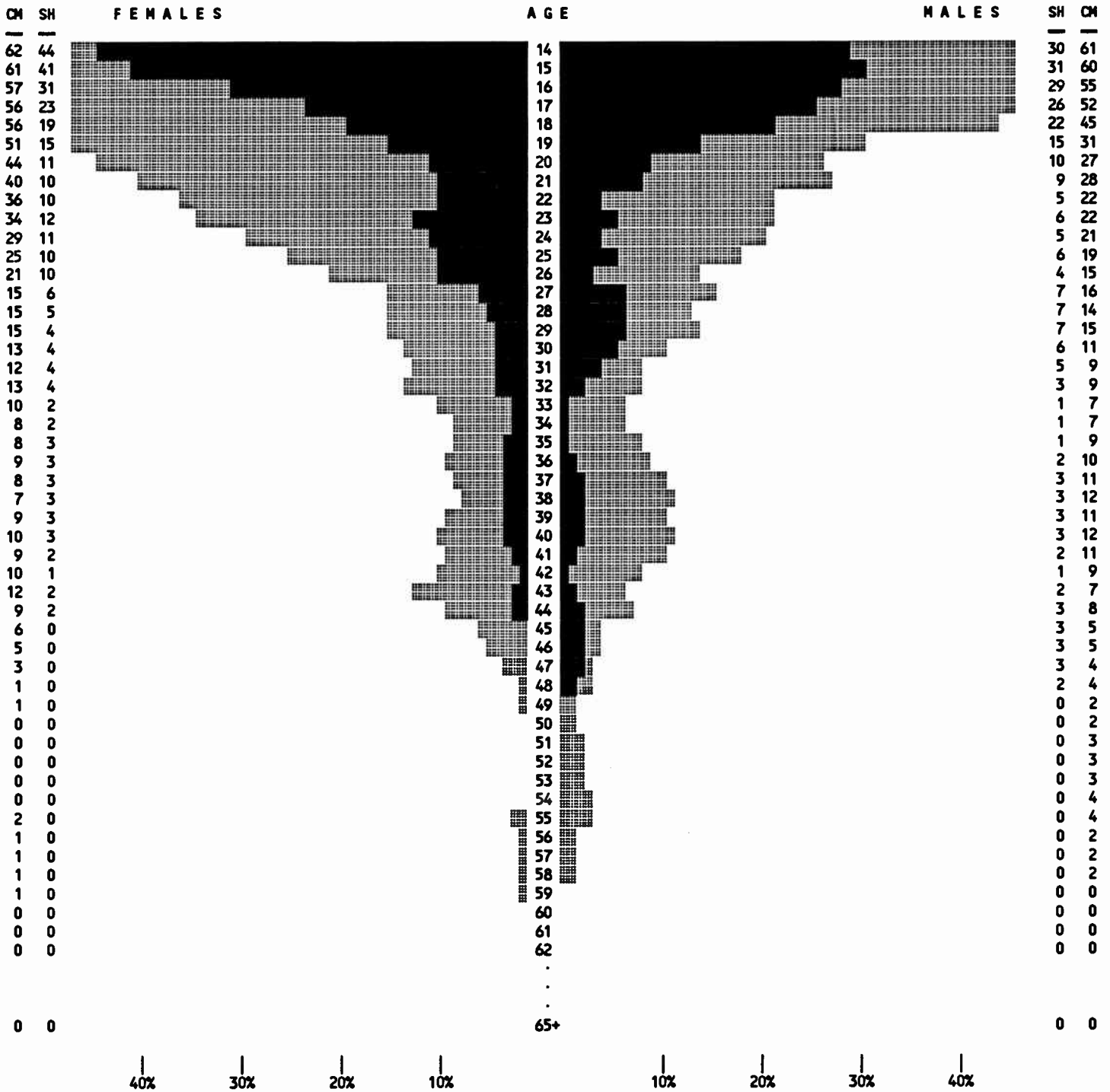
Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
9: 46,900	10.6	.335	HS OR <	11: 15,700	4.2	<- 3.2	11: 3.6	8: 5.2	7: 5.0	9: 5.4	8: 4.5	21%	114
5: 38,800	15.5	.260	SM.COLEG	10: 10,100	4.4	<- 5.4	10: 3.5	9: 4.9	6: 6.7	2: 8.0	3: 7.9	14%	119
9: 24,400	11.2	.234	COL GRAD	15: 5,700	2.9	<- 2.5	18: 2.0	15: 2.7	7: 4.5	10: 4.2	9: 3.8	8%	79
12: 9,800	7.8	.245	GRD SCH+	13: 2,400	2.1	<- 0.9	16: 1.5	17: 1.4	15: 1.9	17: 1.9	11: 3.3	3%	56

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
6: 57,700	15.1	.270	\$30K OR<	9: 15,600	4.6	<- 4.3	9: 4.2	6: 5.7	5: 6.8	6: 6.7	4: 6.3	21%	126
10: 27,700	10.3	.278	\$31K-50K	12: 7,700	3.1	<- 2.0	16: 1.9	15: 2.5	10: 4.7	11: 4.7	11: 4.3	10%	85
12: 19,700	9.8	.157	>\$50K	19: 3,100	1.7	<- 2.6	16: 1.5	15: 2.5	14: 2.8	14: 3.3	10: 3.9	4%	46
13: 7,100	9.5	.268	>\$75K	14: 1,900	2.8	<- 2.8	11: 2.7	12: 3.8	15: 2.6	5: 7.0	13: 3.3	3%	77
12: 2,700	8.8	.407	>\$100K	10: 1,100	4.1	<- 4.1	19: 0.0	14: 2.4	11: 3.6	4: 9.4	13: 3.5	1%	113

AGE HISTOGRAM
 WAHC/WHT PERSONS 12+

Columbus
 Summer 1993
 July 06 - September 13



HOW TO READ

The gray ink on this histogram illustrates WAHC/WHT's cum rating, while the black ink represents WAHC/WHT's share of partisans. In the outside columns, cum ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



Strategic AccuRatings

For "How to Read" information, call:
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CUME ANALYSIS WBNS-AM

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME SHARING ANALYSIS	WBNS-AM CUME	OTHER CUME
WBNS-AM	42,900	100%
WTVN	12,700	30%
WBNS-FM	12,600	29%
WCOL-AM	9,800	23%
WOSU-FM	5,200	12%
WOSU-AM	5,200	12%
WCEZ	5,100	12%
WCOL-FM	4,700	11%
WVVO	3,800	9%
WLW	3,500	8%
WSNY	3,400	8%
WNCI	2,800	7%
WMNI	2,700	6%
WHOK	2,300	5%
WBZX	2,100	5%
WRVF	2,000	5%
WCVO	1,900	4%
WCIX	1,800	4%
WLVQ	1,700	4%
WCBE	1,300	3%
WAHC/WHT	1,300	3%
WLOH	800	2%
WRFD	800	2%
WVCD	700	2%
OTHER	500	1%
WCLT-FM	400	1%
WCLT-AM	400	1%
WRZR	300	1%
WHIZ-FM	300	1%
WSMZ	300	1%

WHICH STATIONS ARE LISTENED TO MOST BY WBNS-AM'S CUMERS?

WBNS-AM	16,200	38%
WTVN	5,100	12%
WCOL-AM	3,500	8%
WBNS-FM	3,300	8%
WCEZ	2,200	5%
DK	2,100	5%
WOSU-FM	1,400	3%
WLW	1,400	3%
WHOK	1,100	3%
WSNY	1,000	2%
WCOL-FM	800	2%
WOSU-AM	700	2%
WMNI	700	2%
WBZX	700	2%
WVVO	600	1%
WCVO	400	1%
WLVQ	400	1%
WVCD	300	1%
WNCI	300	1%
WCIX	300	1%
WRVF	300	1%
TOTAL	42,900	100%

WHICH STATIONS DO WBNS-AM PARTISANS CUME?

WBNS-AM	16,200	100%
WBNS-FM	4,100	25%
WTVN	2,600	16%
WCOL-AM	2,300	14%
WCEZ	1,900	12%
WVVO	1,400	9%
WLW	1,400	9%
WOSU-AM	1,200	7%
WCIX	800	5%
WHOK	800	5%
WCVO	700	4%
WOSU-FM	600	4%
OTHER	500	3%
WBZX	400	2%
WCLT-FM	400	2%
WCOL-FM	400	2%
WRVF	400	2%
WNCI	300	2%
WHIZ-FM	300	2%

HOW TO READ

Within WBNS-AM's weekly cume of 42,900 people, we estimate there are 12,700 individuals who listen to both WBNS-AM and WTVN. They make up 30% of WBNS-AM's cume and 9% of WTVN's cume.

Within WBNS-AM's weekly cume of 42,900 people, we estimate there are 16,200 who would name WBNS-AM as the station they listen to most. They make up 38% of WBNS-AM's weekly cume.

Within WBNS-AM's 16,200 partisans, we estimate there are 4,100 individuals who also listened to WBNS-FM in the past week. They make up 25% of WBNS-AM's partisans.

TREND ANALYSIS WBNS-AM

Columbus
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AUDIENCE GAINS: WHERE WERE TODAY'S WBNS-AM PARTISANS PREVIOUSLY?

WBNS-AM	13,500	83%
DK	1,500	9%
WRZR	400	2%
WBNS-FM	400	2%
WTVN	400	2%
TOTAL:	16,200	100%

AUDIENCE LOSSES: WHERE ARE FORMER WBNS-AM PARTISANS TODAY?

WBNS-AM	13,500	80%
NON-USE	1,100	7%
WOSU-FM	700	4%
WCEZ	400	2%
DK	400	2%
WTVN	400	2%
WRVF	300	2%
TOTAL:	16,800	100%

NET GAIN (OR LOSS) FOR WBNS-AM

DK	1,100
WRZR	400
WBNS-FM	400
WRVF	-300
WCEZ	-400
WOSU-FM	-700
NON-USE	-1,100
TOTAL:	-600

HOW TO READ

GAINS: Of WBNS-AM's current 16,200 partisans, we estimate that 83% (13,500) would say WBNS-AM is the station they listened to most "5 or 6 months ago." Similarly, 2% would say that WRZR was their previously most-listened-to station...

LOSSES: Of the 16,800 people who would say they were WBNS-AM partisans 6 months ago, we estimate that 80% (13,500) are still with WBNS-AM. However, 4% (700) are now WOSU-FM partisans...

NET: The net effect of WBNS-AM's gains and losses during the last half year or so is an estimated loss of 600 partisans.

AUDIENCE FLOW WBNS-AM

WHAT STATIONS DO WBNS-AM PARTISANS LISTEN TO MOST IN THE MORNING?

WBNS-AM	9,400	58%
NON-USE	5,600	35%
WVCO	400	2%
WTVN	400	2%
WCOL-AM	400	2%
TOTAL:	16,200	100%

WHAT STATIONS DO WBNS-AM MORNING PARTISANS LISTEN TO MOST OVERALL?

WBNS-AM	9,400	72%
WCOL-AM	1,500	12%
WCOL-FM	400	3%
WCEZ	400	3%
WBNS-FM	400	3%
WBZX	300	2%
WRVF	300	2%
WVCO	300	2%
TOTAL:	13,000	100%

HOW TO READ

Of WBNS-AM's 16,200 partisans, we estimate that 58% (9,400) would say the station they listen to most in the morning is WBNS-AM.

Of WBNS-AM's 13,000 morning partisans, we estimate that 72% (9,400) would say that WBNS-AM is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

AUDIENCE FLOW (cont.)
WBNS-AM

Columbus
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July 06 - September 13

WHAT STATIONS DO
WBNS-AM PARTISANS
LISTEN TO MOST DURING
MIDDAYS?

WBNS-AM	8,600	53%
NON-USE	4,900	30%
WCOL-AM	800	5%
WRVF	400	2%
WBNS-FM	400	2%
WCVO	400	2%
WLW	400	2%
WVVO	400	2%
TOTAL:	16,200	100%

WHAT STATIONS DO
WBNS-AM MIDDAY
PARTISANS LISTEN TO
MOST OVERALL?

WBNS-AM	8,600	85%
WLW	400	4%
WHOK	400	4%
WTVN	400	4%
DK	300	3%
TOTAL:	10,100	100%

WHAT STATIONS DO
WBNS-AM PARTISANS
LISTEN TO MOST DURING
AFTERNOONS?

NON-USE	7,600	47%
WBNS-AM	6,900	43%
WCOL-AM	400	2%
WRVF	400	2%
WBZC	400	2%
WVVO	300	2%
WHIZ-FM	300	2%
TOTAL:	16,200	100%

WHAT STATIONS DO
WBNS-AM AFTERNOON
PARTISANS LISTEN TO
MOST OVERALL?

WBNS-AM	6,900	68%
WCEZ	800	8%
WOSU-FM	400	4%
WPMI	400	4%
WCOL-FM	400	4%
WOSU-AM	400	4%
WTVN	400	4%
WBNS-FM	300	3%
WLW	300	3%
TOTAL:	10,100	100%

WHAT STATIONS DO
WBNS-AM PARTISANS
LISTEN TO MOST DURING
EVENINGS?

NON-USE	11,900	73%
WBNS-AM	2,900	18%
WCEZ	400	2%
WTVN	400	2%
WVVO	300	2%
WLW	300	2%
TOTAL:	16,200	100%

WHAT STATIONS DO
WBNS-AM EVENING
PARTISANS LISTEN TO
MOST OVERALL?

WBNS-AM	2,900	66%
WOSU-FM	700	16%
WTVN	400	9%
WSNY	400	9%
TOTAL:	4,400	100%

WHAT STATIONS DO
WBNS-AM PARTISANS
LISTEN TO MOST DURING
WEEKENDS?

WBNS-AM	9,800	60%
NON-USE	3,600	22%
DK	700	4%
WVVO	600	4%
WRVF	400	2%
WOSU-FM	400	2%
WCIX	400	2%
WLW	300	2%
TOTAL:	16,200	100%

WHAT STATIONS DO
WBNS-AM WEEKEND
PARTISANS LISTEN TO
MOST OVERALL?

WBNS-AM	9,800	73%
WTVN	900	7%
WCOL-AM	700	5%
WHOK	400	3%
WBNS-FM	400	3%
WLWQ	400	3%
WCEZ	400	3%
WRVF	300	2%
WLW	300	2%
TOTAL:	13,500	100%

AUDIENCE COMPOSITION WBNS-AM

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
20:	42,900	3.7	.378	P 12+	20:	16,200	1.6 <- 1.6	19:	1.6	19:	1.6	21:	1.3	24:	0.8	19:	1.6	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
21:	21,800	3.8	.257	M 12+	23:	5,600	1.1 <- 1.3	19:	1.6	23:	1.2	22:	1.0	24:	0.6	21:	1.5	35%	70
19:	21,100	3.5	.498	F 12+	17:	10,500	2.0 <- 1.9	18:	1.6	16:	1.9	18:	1.6	22:	0.9	17:	1.7	65%	127

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
19:	37,800	3.6	.370	WHITES	20:	14,000	1.5 <- 1.6	17:	1.6	20:	1.6	19:	1.3	23:	0.7	17:	1.6	86%	97
11:	5,200	3.8	.423	BLACKS	9:	2,200	2.0 <- 1.6	10:	1.6	13:	1.4	13:	1.0	10:	1.1	8:	1.2	14%	125

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
19:	2,200	3.8	.227	DELAWARE	22:	500	1.0 <- 1.0	24:	0.0	19:	1.6	19:	1.3	25:	0.0	18:	1.2	3%	61
21:	1,700	1.9	.176	FAIRFIEL	23:	300	0.4 <- 0.4	22:	0.5	20:	0.8	25:	0.0	26:	0.0	24:	0.0	2%	25
18:	36,100	4.4	.380	FRANKLIN	19:	13,700	1.9 <- 2.0	18:	2.0	19:	1.6	18:	1.7	22:	1.1	17:	2.0	85%	121
24:	2,000	1.9	.600	LICKING	21:	1,200	1.3 <- 1.3	20:	1.1	16:	2.6	26:	0.0	28:	0.0	16:	1.5	7%	83
39:	0	0.0	.000	MADISON	39:	0	0.0 <- 0.0	39:	0.0	39:	0.0	39:	0.0	39:	0.0	39:	0.0	0%	0
20:	900	2.2	.556	PICKAWAY	16:	500	1.3 <- 1.3	14:	1.6	14:	1.9	10:	1.8	16:	0.0	20:	0.0	3%	82
34:	0	0.0	.000	UNION	34:	0	0.0 <- 0.0	34:	0.0	34:	0.0	34:	0.0	34:	0.0	34:	0.0	0%	0

Strategic AccuRatings

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AUDIENCE COMPOSITION WBNS-AM -- PERSONS

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
27:	800	0.7	.000	P 12-17	28:	0	0.0 <- 0.0	18:	0.5	35:	0.0	35:	0.0	35:	0.0	0%	0
30:	800	0.5	.500	P 18-24	28:	400	0.2 <- 0.0	32:	0.0	30:	0.0	28:	0.0	30:	0.0	2%	15
28:	2,500	1.0	.240	P 25-34	26:	600	0.3 <- 0.3	25:	0.5	25:	0.4	26:	0.3	29:	0.2	4%	16
24:	4,500	2.0	.156	P 35-44	28:	700	0.3 <- 0.1	28:	0.3	34:	0.2	28:	0.4	31:	0.3	4%	22
21:	5,400	3.6	.278	P 45-54	21:	1,500	1.1 <- 1.3	19:	1.1	27:	0.5	34:	0.0	21:	0.7	9%	72
4:	14,600	13.1	.459	P 55-64	4:	6,700	7.5 <- 7.5	3:	8.0	3:	8.4	2:	11.2	4:	7.5	41%	484
4:	14,400	9.9	.438	P 65+	5:	6,300	6.3 <- 7.4	3:	7.3	4:	8.8	8:	5.5	11:	3.3	39%	402

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
29:	1,600	0.6	.250	P 12-24	30:	400	0.1 <- 0.0	28:	0.2	33:	0.0	31:	0.0	32:	0.0	2%	9
30:	3,300	0.8	.303	P 18-34	27:	1,000	0.2 <- 0.1	28:	0.3	29:	0.2	28:	0.2	33:	0.1	6%	16
27:	10,000	1.4	.220	P 18-49	27:	2,200	0.3 <- 0.3	28:	0.4	31:	0.3	31:	0.2	34:	0.1	14%	21
26:	9,200	1.6	.207	P 25-49	27:	1,900	0.4 <- 0.3	28:	0.5	30:	0.4	30:	0.3	31:	0.2	12%	24
26:	12,400	2.0	.226	P 25-54	27:	2,800	0.5 <- 0.5	25:	0.6	31:	0.4	30:	0.3	28:	0.3	17%	31
24:	9,900	2.6	.222	P 35-54	25:	2,200	0.6 <- 0.6	24:	0.6	30:	0.3	29:	0.3	28:	0.4	14%	42
16:	24,500	5.0	.363	P 35-64	18:	8,900	2.1 <- 2.1	15:	2.0	21:	1.9	17:	2.3	22:	1.6	55%	133
12:	38,900	6.2	.391	P 35+	14:	15,200	2.9 <- 3.1	12:	2.9	11:	3.2	15:	2.7	21:	1.9	94%	184

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
24:	800	1.1	.000	P 12-15	24:	0	0.0 <- 0.0	19:	0.7	25:	0.0	30:	0.0	30:	0.0	0%	0
43:	0	0.0	.000	P 16-19	43:	0	0.0 <- 0.0	43:	0.0	43:	0.0	43:	0.0	43:	0.0	0%	0
30:	1,700	0.6	.412	P 20-29	25:	700	0.3 <- 0.1	27:	0.3	29:	0.2	30:	0.0	32:	0.0	4%	18
25:	3,500	1.4	.200	P 30-39	28:	700	0.3 <- 0.1	30:	0.3	30:	0.2	23:	0.7	30:	0.2	4%	20
24:	4,800	2.6	.188	P 40-49	26:	900	0.5 <- 0.7	24:	0.6	28:	0.6	35:	0.0	29:	0.4	6%	34
12:	8,000	6.8	.313	P 50-59	15:	2,500	2.4 <- 3.2	14:	1.9	21:	0.8	17:	2.4	14:	3.0	15%	155
3:	15,400	13.2	.455	P 60-69	2:	7,000	8.3 <- 8.3	2:	9.9	2:	11.6	3:	11.2	7:	7.6	43%	531
3:	8,900	10.0	.494	P 70+	3:	4,400	7.2 <- 7.9	3:	8.2	3:	8.8	5:	6.8	13:	2.1	27%	465

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
30:	2,900	0.8	.207	P 21-34	28:	600	0.2 <- 0.2	27:	0.3	30:	0.3	29:	0.2	31:	0.1	4%	11
30:	5,400	1.0	.185	P 21-40	29:	1,000	0.2 <- 0.1	28:	0.3	31:	0.2	27:	0.3	31:	0.2	6%	13
20:	42,200	3.8	.384	P 16+	20:	16,200	1.7 <- 1.7	19:	1.7	19:	1.7	21:	1.4	24:	0.8	100%	107
20:	42,200	4.0	.384	P 18+	20:	16,200	1.7 <- 1.8	19:	1.7	19:	1.8	20:	1.5	24:	0.9	100%	111
19:	41,800	4.2	.378	P 21+	20:	15,800	1.8 <- 1.9	19:	1.8	19:	2.0	20:	1.6	24:	1.0	98%	115

AUDIENCE COMPOSITION
WBNS-AM -- MALES

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
27:	400	0.7	.000	M 12-17	27:	0	0.0 <- 0.0	27:	0.0	27:	0.0	27:	0.0	27:	0.0	0%	0
33:	400	0.4	.000	M 18-24	31:	0	0.0 <- 0.0	33:	0.0	33:	0.0	33:	0.0	22:	0.5	0%	0
26:	1,700	1.3	.176	M 25-34	24:	300	0.3 <- 0.3	24:	0.6	24:	0.4	25:	0.3	25:	0.3	2%	16
24:	2,300	2.1	.174	M 35-44	25:	400	0.4 <- 0.0	28:	0.3	31:	0.0	23:	0.8	29:	0.0	2%	25
21:	2,500	3.5	.160	M 45-54	25:	400	0.6 <- 0.6	27:	0.0	29:	0.0	30:	0.0	18:	1.3	2%	39
5:	6,800	12.8	.412	M 55-64	6:	2,800	6.7 <- 7.6	3:	9.5	6:	8.6	5:	8.2	10:	2.8	17%	427
3:	7,700	13.7	.234	M 65+	8:	1,800	4.6 <- 7.3	2:	10.8	7:	6.6	10:	2.8	7:	6.5	11%	292

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
31:	800	0.5	.000	M 12-24	34:	0	0.0 <- 0.0	34:	0.0	34:	0.0	34:	0.0	24:	0.3	0%	0
28:	2,100	1.0	.143	M 18-34	29:	300	0.1 <- 0.1	28:	0.4	29:	0.2	29:	0.2	22:	0.4	2%	9
28:	5,100	1.4	.137	M 18-49	29:	700	0.2 <- 0.1	28:	0.3	34:	0.1	26:	0.3	33:	0.1	4%	13
27:	4,700	1.7	.149	M 25-49	28:	700	0.3 <- 0.1	25:	0.5	34:	0.2	26:	0.5	30:	0.2	4%	17
26:	6,500	2.1	.154	M 25-54	27:	1,000	0.3 <- 0.2	26:	0.4	35:	0.2	28:	0.4	26:	0.4	6%	22
24:	4,800	2.6	.146	M 35-54	28:	700	0.4 <- 0.2	31:	0.2	34:	0.0	27:	0.5	25:	0.5	4%	26
20:	11,600	4.9	.302	M 35-64	22:	3,500	1.6 <- 1.6	16:	1.8	22:	1.6	20:	1.8	23:	0.8	22%	106
14:	19,300	6.6	.275	M 35+	18:	5,300	2.1 <- 2.6	12:	3.0	16:	2.4	18:	2.0	23:	1.4	33%	135

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
22:	400	1.2	.000	M 12-15	22:	0	0.0 <- 0.0	22:	0.0	22:	0.0	22:	0.0	22:	0.0	0%	0
43:	0	0.0	.000	M 16-19	43:	0	0.0 <- 0.0	43:	0.0	43:	0.0	43:	0.0	43:	0.0	0%	0
32:	1,000	0.7	.000	M 20-29	34:	0	0.0 <- 0.0	29:	0.3	33:	0.0	33:	0.0	22:	0.3	0%	0
22:	2,400	2.1	.292	M 30-39	23:	700	0.6 <- 0.3	22:	0.6	25:	0.4	21:	1.1	25:	0.5	4%	41
27:	1,700	1.8	.000	M 40-49	32:	0	0.0 <- 0.0	34:	0.0	34:	0.0	34:	0.0	35:	0.0	0%	0
14:	3,400	6.1	.235	M 50-59	19:	800	1.6 <- 2.4	18:	1.2	26:	0.0	19:	1.2	16:	2.1	5%	103
2:	8,900	17.9	.315	M 60-69	5:	2,800	7.5 <- 9.3	2:	13.7	3:	11.5	5:	8.4	5:	6.5	17%	479
3:	4,000	11.3	.350	M 70+	5:	1,400	5.9 <- 7.6	2:	11.0	9:	5.8	8:	3.1	5:	6.5	9%	379

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
26:	2,100	1.1	.143	M 21-34	26:	300	0.2 <- 0.2	26:	0.4	26:	0.3	28:	0.2	28:	0.3	2%	11
25:	3,400	1.3	.206	M 21-40	25:	700	0.3 <- 0.1	23:	0.5	28:	0.2	23:	0.5	29:	0.2	4%	18
21:	21,400	4.0	.262	M 16+	22:	5,600	1.2 <- 1.4	19:	1.7	22:	1.3	22:	1.1	24:	0.7	35%	75
21:	21,400	4.2	.262	M 18+	22:	5,600	1.2 <- 1.5	19:	1.8	22:	1.4	22:	1.1	24:	0.7	35%	79
20:	21,400	4.5	.262	M 21+	22:	5,600	1.3 <- 1.6	18:	1.9	21:	1.5	22:	1.2	24:	0.8	35%	84

Strategic AccuRatings

For "How to Read" information, call:
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AUDIENCE COMPOSITION WBNS-AM -- FEMALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
27:	400	0.7	.000	F 12-17	25: 0	0.0 <- 0.0	15: 1.0	18: 0.0	21: 0.0	21: 0.0	21: 0.0	0%	0
24:	400	0.5	.999	F 18-24	18: 400	0.5 <- 0.0	23: 0.0	21: 0.0	20: 0.0	18: 0.0	21: 0.0	2%	32
33:	800	0.6	.375	F 25-34	31: 300	0.3 <- 0.3	29: 0.3	29: 0.4	29: 0.3	32: 0.0	28: 0.3	2%	16
22:	2,200	1.9	.136	F 35-44	30: 300	0.3 <- 0.3	30: 0.4	30: 0.5	33: 0.0	32: 0.6	33: 0.0	2%	19
14:	2,900	3.7	.379	F 45-54	13: 1,100	1.6 <- 2.1	14: 2.2	18: 1.0	28: 0.0	21: 0.0	21: 0.6	7%	105
3:	7,700	13.2	.506	F 55-64	3: 3,900	8.3 <- 7.5	4: 6.8	4: 8.2	2: 14.9	3: 11.6	2: 12.3	24%	535
4:	6,700	7.5	.672	F 65+	4: 4,500	7.4 <- 7.2	7: 4.6	3: 10.7	3: 8.4	14: 1.9	4: 6.8	28%	474

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
25:	800	0.6	.500	F 12-24	21: 400	0.3 <- 0.0	19: 0.4	23: 0.0	23: 0.0	22: 0.0	23: 0.0	2%	19
31:	1,200	0.6	.583	F 18-34	21: 700	0.3 <- 0.1	27: 0.2	28: 0.2	24: 0.2	30: 0.0	24: 0.2	4%	22
27:	4,900	1.3	.327	F 18-49	27: 1,600	0.5 <- 0.4	27: 0.4	27: 0.4	32: 0.1	32: 0.2	32: 0.2	10%	30
26:	4,500	1.6	.267	F 25-49	27: 1,200	0.5 <- 0.6	27: 0.6	26: 0.6	32: 0.2	31: 0.2	32: 0.2	7%	30
24:	5,900	1.9	.305	F 25-54	25: 1,800	0.6 <- 0.7	24: 0.8	25: 0.5	34: 0.1	31: 0.2	34: 0.2	11%	40
22:	5,100	2.7	.294	F 35-54	24: 1,500	0.9 <- 1.1	21: 1.1	25: 0.7	35: 0.0	29: 0.4	30: 0.2	9%	57
14:	12,800	5.1	.422	F 35-64	13: 5,400	2.5 <- 2.4	12: 2.3	16: 2.3	14: 2.8	15: 2.5	15: 2.7	33%	160
12:	19,600	5.8	.505	F 35+	11: 9,900	3.6 <- 3.5	12: 2.7	9: 4.1	9: 3.5	15: 2.3	12: 3.5	61%	229

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
27:	400	1.0	.000	F 12-15	25: 0	0.0 <- 0.0	13: 1.3	17: 0.0	17: 0.0	22: 0.0	22: 0.0	0%	0
23:	0	0.0	.000	F 16-19	23: 0	0.0 <- 0.0	23: 0.0	23: 0.0	23: 0.0	23: 0.0	23: 0.0	0%	0
28:	700	0.5	.999	F 20-29	19: 700	0.6 <- 0.2	24: 0.3	21: 0.4	24: 0.0	24: 0.0	26: 0.0	4%	36
29:	1,100	0.9	.000	F 30-39	34: 0	0.0 <- 0.0	35: 0.0	35: 0.0	33: 0.3	37: 0.0	33: 0.3	0%	0
20:	3,100	3.3	.290	F 40-49	21: 900	1.1 <- 1.4	18: 1.4	22: 1.4	30: 0.0	24: 0.9	25: 0.5	6%	69
9:	4,500	7.4	.378	F 50-59	12: 1,700	3.2 <- 3.9	13: 2.5	14: 1.6	10: 3.8	9: 4.7	13: 3.8	10%	204
4:	6,500	9.7	.646	F 60-69	3: 4,200	8.9 <- 7.4	4: 7.0	2: 11.6	1: 14.9	5: 8.3	2: 10.4	26%	573
3:	4,900	9.1	.612	F 70+	4: 3,000	8.1 <- 8.1	5: 6.3	3: 10.9	2: 10.1	14: 0.0	5: 8.0	19%	521

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
34:	800	0.4	.375	F 21-34	31: 300	0.2 <- 0.2	30: 0.2	30: 0.3	29: 0.2	32: 0.0	27: 0.2	2%	11
30:	2,000	0.8	.150	F 21-40	32: 300	0.1 <- 0.1	32: 0.2	32: 0.2	32: 0.2	34: 0.2	34: 0.1	2%	8
19:	20,700	3.7	.507	F 16+	17: 10,500	2.1 <- 2.0	18: 1.6	16: 2.1	18: 1.8	22: 1.0	17: 1.9	65%	137
19:	20,700	3.8	.507	F 18+	17: 10,500	2.2 <- 2.1	18: 1.6	16: 2.2	18: 1.9	22: 1.1	17: 1.9	65%	141
19:	20,400	3.9	.495	F 21+	17: 10,100	2.2 <- 2.2	18: 1.7	16: 2.4	18: 2.0	22: 1.2	17: 2.1	62%	144

A U D I E N C E C O M P O S I T I O N
 WBNS-AM -- BLACKS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					ALD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11: 3,400	5.2	.353	B MALE	9: 1,200	2.2	<- 2.2	15: 1.0	12: 1.2	10: 1.9	8: 2.3	6: 1.8	7%	142
13: 1,800	2.5	.556	B FEMALE	9: 1,000	1.7	<- 1.0	9: 2.2	11: 1.6	17: 0.0	15: 0.0	10: 0.8	6%	110
15: 0	0.0	.000	B 12-24	15: 0	0.0	<- 0.0	15: 0.0	15: 0.0	15: 0.0	15: 0.0	15: 0.0	0%	0
16: 600	1.3	.500	B 18-34	13: 300	0.7	<- 0.7	12: 0.9	10: 1.2	14: 0.0	14: 0.0	17: 0.0	2%	48
11: 2,800	3.9	.464	B 25-54	8: 1,300	2.1	<- 1.6	14: 1.2	10: 1.7	15: 0.9	11: 1.1	22: 0.0	8%	136
10: 4,500	6.4	.422	B 35+	8: 1,900	3.4	<- 2.7	9: 2.7	10: 2.7	10: 2.3	8: 2.9	7: 2.8	12%	221

Strategic AccuRatings

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AUDIENCE COMPOSITION WBNS-AM

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
23: 18,800	2.7	.340	SODA	24: 6,400	1.0 <- 1.0		19: 1.2	19: 1.3	21: 1.1	26: 0.5	20: 1.1	40%	66
19: 17,600	4.1	.352	DIET	21: 6,200	1.6 <- 1.4		19: 1.7	19: 1.6	19: 1.4	26: 0.8	18: 2.0	38%	105
17: 32,600	5.2	.399	NWSPAPER	18: 13,000	2.4 <- 2.4		15: 2.4	18: 2.6	18: 2.2	22: 1.2	17: 2.5	80%	151
23: 10,400	1.9	.308	LT./NONE	24: 3,200	0.7 <- 0.7		24: 0.7	28: 0.4	30: 0.4	27: 0.4	25: 0.6	20%	43
22: 9,300	3.6	.462	OUTLET	17: 4,300	1.9 <- 1.6		14: 2.2	17: 1.7	20: 1.3	15: 1.9	16: 2.5	27%	124
23: 23,300	3.1	.386	DISCOUNT	21: 9,000	1.4 <- 1.4		21: 1.3	21: 1.3	21: 1.1	25: 0.6	20: 1.4	56%	87

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
19: 17,700	4.3	.395	CREDIT	20: 7,000	1.9 <- 1.8		18: 1.8	21: 1.6	19: 1.6	21: 1.1	18: 1.8	43%	114
23: 8,100	3.2	.395	APLIANCE	21: 3,200	1.4 <- 1.2		18: 1.8	20: 2.0	21: 1.4	28: 0.3	20: 1.4	20%	86

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
17: 16,900	6.8	.391	FINANCE	14: 6,600	3.0 <- 3.1		13: 2.9	14: 3.3	13: 3.3	19: 1.7	13: 3.4	41%	172

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
20: 9,200	3.8	.315	LIGHT	20: 2,900	1.2 <- 1.2		15: 1.7	20: 1.1	21: 1.0	23: 0.5	15: 1.7	18%	69
21: 11,400	3.8	.307	DOMESTIC	22: 3,500	1.2 <- 1.3		16: 1.6	21: 1.3	20: 1.1	24: 0.4	19: 1.7	22%	69
25: 1,100	1.3	.000	IMPORTED	30: 0	0.0 <- 0.5		18: 1.1	32: 0.0	32: 0.0	37: 0.0	21: 1.2	0%	0

Strategic AccuRatings

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AUDIENCE COMPOSITION WBNS-AM

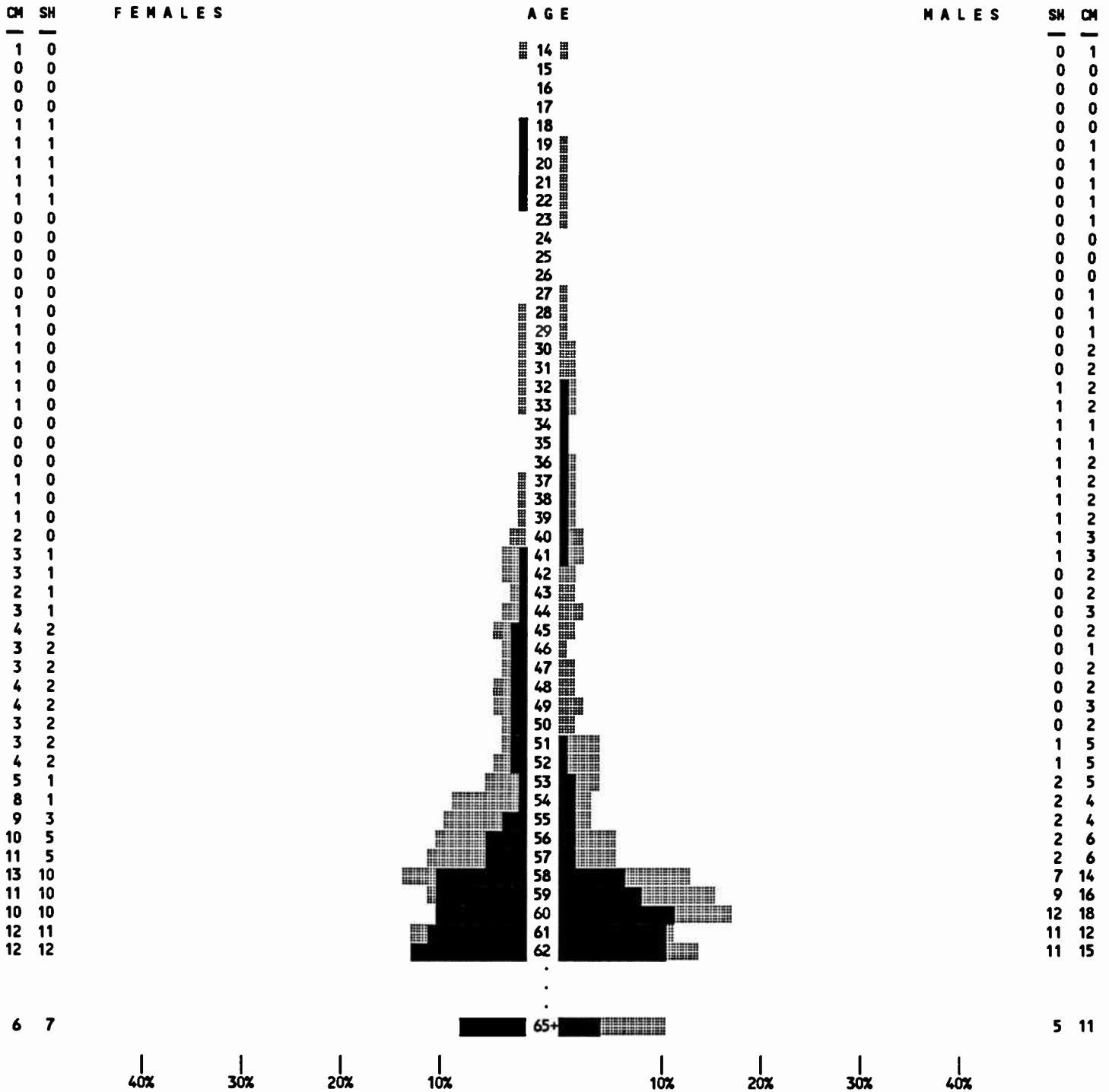
Columbus
 Summer 1993
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
17: 16,200	3.6	.395	HS OR <	17: 6,400	1.7	<- 2.0	16: 1.5	19: 1.3	18: 1.2	22: 1.0	15: 1.9	40%	98
21: 9,000	3.6	.311	SM. COLEG	21: 2,800	1.2	<- 1.2	15: 1.5	19: 1.6	23: 1.0	23: 0.6	21: 1.2	17%	70
19: 10,300	4.7	.466	COL GRAD	18: 4,800	2.4	<- 2.2	11: 2.9	18: 2.4	18: 1.8	23: 1.0	16: 2.6	30%	140
18: 5,900	4.7	.356	GRD SCH+	17: 2,100	1.8	<- 1.8	20: 1.0	12: 3.7	14: 2.1	20: 1.4	16: 1.5	13%	104

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
20: 15,500	4.1	.335	\$30K OR<	20: 5,200	1.5	<- 1.8	17: 2.0	21: 1.2	21: 1.1	21: 1.0	19: 1.6	32%	89
22: 9,300	3.5	.409	\$31K-50K	20: 3,800	1.5	<- 1.5	20: 1.1	23: 1.5	21: 1.4	24: 0.5	16: 2.0	23%	88
21: 5,900	2.9	.305	>\$50K	23: 1,800	1.0	<- 1.0	22: 1.1	23: 1.0	20: 1.0	23: 0.8	21: 1.0	11%	57
22: 1,600	2.1	.000	>\$75K	29: 0	0.0	<- 0.6	29: 0.0	30: 0.0	27: 0.6	28: 0.0	20: 0.8	0%	0
25: 400	1.3	.000	>\$100K	25: 0	0.0	<- 1.5	22: 0.0	22: 0.0	22: 0.0	22: 0.0	22: 0.0	0%	0

AGE HISTOGRAM
WBNS-AM PERSONS 12+

Columbus
Summer 1993
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HOW TO READ

The gray ink on this histogram illustrates WBNS-AM's cume rating, while the black ink represents WBNS-AM's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



TREND ANALYSIS WBNS-FM

Columbus
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AUDIENCE GAINS: WHERE WERE TODAY'S WBNS-FM PARTISANS PREVIOUSLY?

WBNS-FM	25,100	55%
DK	5,800	13%
WCOL-FM	2,800	6%
WNCI	2,500	6%
WSNY	2,100	5%
WHOK	2,000	4%
WLVQ	1,100	2%
WAHC/WHT	1,000	2%
WBZX	900	2%
WOSU-AM	800	2%
WRVF	600	1%
WCEZ	400	1%
WCVO	300	1%
TOTAL:	45,400	100%

AUDIENCE LOSSES: WHERE ARE FORMER WBNS-FM PARTISANS TODAY?

WBNS-FM	25,100	62%
NON-USE	3,400	8%
WCOL-FM	1,700	4%
WNCI	1,500	4%
WLVQ	1,400	3%
DK	1,200	3%
WRVF	700	2%
WCOL-AM	700	2%
WTVN	700	2%
WHOK	600	1%
WBZX	400	1%
WCLT-FM	400	1%
WCVO	400	1%
WCEZ	400	1%
WBNS-AM	400	1%
WSNY	300	1%
WSWZ	300	1%
WAHC/WHT	300	1%
WLOH	300	1%
TOTAL:	40,200	100%

NET GAIN (OR LOSS) FOR WBNS-FM

DK	4,600
WSNY	1,800
WHOK	1,400
WCOL-FM	1,100
WNCI	1,000
WOSU-AM	800
WAHC/WHT	700
WBZX	500
WCVO	-100
WRVF	-100
WLOH	-300
WLVQ	-300
WSWZ	-300
WCLT-FM	-400
WBNS-AM	-400
WTVN	-700
WCOL-AM	-700
NON-USE	-3,400
TOTAL:	5,200

HOW TO READ

GAINS: Of WBNS-FM's current 45,400 partisans, we estimate that 55% (25,100) would say WBNS-FM is the station they listened to most *5 or 6 months ago.* Similarly, 6% would say that WCOL-FM was their previously most-listened-to station...

LOSSES: Of the 40,200 people who would say they were WBNS-FM partisans 6 months ago, we estimate that 62% (25,100) are still with WBNS-FM. However, 4% (1,700) are now WCOL-FM partisans...

NET: The net effect of WBNS-FM's gains and losses during the last half year or so is an estimated gain of 5,200 partisans.

AUDIENCE FLOW WBNS-FM

WHAT STATIONS DO WBNS-FM PARTISANS LISTEN TO MOST IN THE MORNING?

WBNS-FM	24,700	54%
NON-USE	10,800	24%
WNCI	1,600	4%
WSNY	1,400	3%
DK	1,300	3%
WTVN	1,300	3%
WLOH	700	2%
WHOK	700	2%
WMRN-FM	500	1%
WCBE	400	1%
WAHC/WHT	400	1%
WBNS-AM	400	1%
WCOL-FM	400	1%
WSWZ	300	1%
WLVQ	300	1%
WRFD	300	1%
TOTAL:	45,400	100%

WHAT STATIONS DO WBNS-FM MORNING PARTISANS LISTEN TO MOST OVERALL?

WBNS-FM	24,700	88%
WCOL-FM	700	3%
WTVN	400	1%
OTHER	400	1%
WSNY	400	1%
WCXK	400	1%
WUCD	300	1%
WOSU-FM	300	1%
WNCI	300	1%
WLVQ	300	1%
TOTAL:	28,000	100%

HOW TO READ

Of WBNS-FM's 45,400 partisans, we estimate that 54% (24,700) would say the station they listen to most in the morning is WBNS-FM.

Of WBNS-FM's 28,000 morning partisans, we estimate that 88% (24,700) would say that WBNS-FM is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

Strategic AccuRatings

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AUDIENCE FLOW (cont.) WBNS-FM

Columbus
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WHAT STATIONS DO WBNS-FM PARTISANS LISTEN TO MOST DURING MIDDAYS?

WBNS-FM	24,100	53%
NON-USE	16,300	36%
WHOK	1,000	2%
DK	1,000	2%
WOSU-AM	800	2%
WMNI	500	1%
WAHC/WHT	400	1%
WLOH	400	1%
WNCI	400	1%
WSNY	300	1%
WLVQ	300	1%
TOTAL:	45,400	100%

WHAT STATIONS DO WBNS-FM MIDDAY PARTISANS LISTEN TO MOST OVERALL?

WBNS-FM	24,100	84%
WTVN	1,000	3%
WCOL-FM	1,000	3%
WNCI	1,000	3%
WLVQ	400	1%
WBZX	400	1%
DK	400	1%
WBNS-AM	400	1%
TOTAL:	28,600	100%

WHAT STATIONS DO WBNS-FM PARTISANS LISTEN TO MOST DURING AFTERNOONS?

WBNS-FM	25,800	57%
NON-USE	12,900	28%
DK	1,800	4%
WOSU-AM	800	2%
WCOL-FM	700	2%
WLVQ	600	1%
WHOK	400	1%
WAHC/WHT	400	1%
WCEZ	400	1%
WNCI	400	1%
WOSU-FM	400	1%
WSNY	300	1%
WSWZ	300	1%
WBNS-AM	300	1%
TOTAL:	45,400	100%

WHAT STATIONS DO WBNS-FM AFTERNOON PARTISANS LISTEN TO MOST OVERALL?

WBNS-FM	25,800	72%
WTVN	1,800	5%
WLVQ	1,300	4%
WSNY	1,100	3%
DK	700	2%
WCOL-AM	700	2%
WNCI	700	2%
WMNI	400	1%
WBZX	400	1%
WCLT-FM	400	1%
WRVF	400	1%
WCIX	400	1%
WHOK	400	1%
WOSU-FM	300	1%
WCOL-FM	300	1%
WCVO	300	1%
WOSU-AM	300	1%
WRFD	300	1%
TOTAL:	35,900	100%

WHAT STATIONS DO WBNS-FM PARTISANS LISTEN TO MOST DURING EVENINGS?

NON-USE	24,000	53%
WBNS-FM	16,000	35%
WSNY	1,700	4%
WLVQ	800	2%
DK	700	2%
WBZX	400	1%
WOSU-FM	400	1%
WAHC/WHT	400	1%
WNZR	400	1%
WNCI	300	1%
WCOL-FM	300	1%
WTVN	300	1%
TOTAL:	45,400	100%

WHAT STATIONS DO WBNS-FM EVENING PARTISANS LISTEN TO MOST OVERALL?

WBNS-FM	16,000	75%
WAHC/WHT	1,000	5%
WLVQ	900	4%
WTVN	700	3%
WNCI	700	3%
WCLT-FM	400	2%
WMNI	400	2%
WSNY	400	2%
WSWZ	300	1%
DK	300	1%
WRVF	300	1%
TOTAL:	21,400	100%

WHAT STATIONS DO WBNS-FM PARTISANS LISTEN TO MOST DURING WEEKENDS?

WBNS-FM	29,000	64%
NON-USE	8,700	19%
DK	3,000	7%
WNCI	700	2%
WRVF	600	1%
WCOL-FM	600	1%
WLVQ	500	1%
WCEZ	500	1%
WOSU-AM	400	1%
WBNS-AM	400	1%
WCLT-FM	400	1%
WHOK	300	1%
WSNY	300	1%
TOTAL:	45,400	100%

WHAT STATIONS DO WBNS-FM WEEKEND PARTISANS LISTEN TO MOST OVERALL?

WBNS-FM	29,000	80%
WTVN	1,800	5%
WLVQ	1,600	4%
WCOL-FM	1,000	3%
WNCI	700	2%
WAHC/WHT	700	2%
WMNI	400	1%
WBOK	400	1%
WRFD	300	1%
WSNY	300	1%
TOTAL:	36,300	100%

AUDIENCE COMPOSITION WBNS-FM

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
7: 148,100	12.6	.307	P 12+	10: 45,400	4.4	<- 3.9	10: 3.4	10: 4.4	10: 4.6	11: 3.7	11: 4.3	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
7: 80,100	14.1	.272	M 12+	8: 21,800	4.3	<- 3.4	11: 3.2	7: 4.7	5: 5.4	11: 4.2	7: 4.9	48%	98
7: 67,900	11.2	.349	F 12+	8: 23,700	4.5	<- 4.3	9: 3.7	10: 4.1	11: 3.8	12: 3.3	11: 3.7	52%	103

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
6: 139,000	13.4	.307	WHITES	9: 42,700	4.6	<- 4.0	9: 3.5	9: 4.6	9: 4.8	10: 3.8	10: 4.6	94%	105
7: 9,000	6.6	.300	BLACKS	7: 2,700	2.4	<- 2.8	8: 2.7	6: 3.2	5: 3.2	5: 3.2	6: 1.5	6%	55

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
13: 5,600	9.7	.321	DELAWARE	12: 1,800	3.4	<- 2.5	14: 2.2	15: 1.6	14: 2.6	10: 3.2	17: 1.2	4%	78
5: 12,400	14.1	.427	FAIRFIEL	5: 5,300	6.8	<- 4.3	8: 4.0	5: 6.8	4: 7.4	6: 5.4	4: 6.9	12%	155
6: 110,900	13.5	.293	FRANKLIN	9: 32,500	4.5	<- 4.0	9: 3.7	8: 4.7	10: 4.9	10: 4.0	9: 4.6	72%	102
12: 7,500	7.0	.253	LICKING	15: 1,900	2.0	<- 1.9	17: 1.5	8: 3.1	13: 2.7	15: 2.1	13: 3.0	4%	47
11: 2,200	6.9	.000	MADISON	19: 0	0.0	<- 3.4	15: 2.0	19: 0.0	22: 0.0	22: 0.0	22: 0.0	0%	0
9: 4,300	10.4	.279	PICKAWAY	9: 1,200	3.0	<- 3.0	8: 3.8	9: 3.0	14: 1.5	12: 2.2	8: 2.4	3%	70
3: 5,200	19.3	.538	UNION	1: 2,800	11.7	<- 8.8	9: 5.8	7: 5.9	1: 11.2	13: 3.3	8: 6.0	6%	269

Strategic AccuRatings

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AUDIENCE COMPOSITION WBNS-FM -- PERSONS

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11: 8,800	7.8	.261	P 12-17	10: 2,300	2.2	<- 1.8	11: 1.8	10: 2.1	10: 2.1	7: 2.2	6: 3.2	5%	50
11: 16,000	9.2	.081	P 18-24	14: 1,300	0.8	<- 0.5	13: 1.0	14: 1.0	13: 1.5	14: 1.0	13: 1.2	3%	18
10: 24,300	9.5	.202	P 25-34	14: 4,900	2.1	<- 1.8	13: 1.9	15: 2.0	12: 2.3	14: 1.8	12: 2.2	11%	47
5: 38,300	17.0	.319	P 35-44	7: 12,200	5.9	<- 3.3	7: 4.8	5: 6.6	5: 6.8	4: 7.0	6: 7.2	27%	135
5: 19,600	13.1	.362	P 45-54	8: 7,100	5.3	<- 4.5	11: 3.6	7: 5.4	4: 7.3	3: 6.3	8: 4.9	16%	122
2: 19,200	17.2	.349	P 55-64	3: 6,700	7.5	<- 8.0	7: 4.2	2: 9.0	3: 9.9	7: 6.5	6: 6.9	15%	173
2: 21,800	15.0	.500	P 65+	2: 10,900	10.8	<- 13.1	2: 10.1	2: 11.8	2: 9.5	2: 9.2	3: 8.5	24%	248

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
12: 24,800	8.6	.145	P 12-24	12: 3,600	1.3	<- 1.0	13: 1.3	12: 1.5	12: 1.7	11: 1.5	11: 2.0	8%	30
10: 40,300	9.4	.154	P 18-34	14: 6,200	1.5	<- 1.3	13: 1.5	14: 1.5	13: 2.0	14: 1.5	13: 1.7	14%	35
9: 90,800	12.3	.251	P 18-49	12: 22,800	3.3	<- 2.4	13: 2.8	10: 3.5	10: 3.9	11: 3.1	10: 3.6	50%	76
7: 74,800	13.3	.287	P 25-49	10: 21,500	4.1	<- 2.9	11: 3.4	7: 4.4	8: 4.7	11: 4.1	10: 4.4	47%	95
8: 82,300	13.1	.295	P 25-54	10: 24,300	4.2	<- 3.0	11: 3.3	9: 4.4	8: 4.9	10: 4.4	10: 4.6	54%	96
5: 57,900	15.5	.333	P 35-54	7: 19,300	5.7	<- 3.8	9: 4.3	6: 6.2	4: 7.0	5: 6.7	6: 6.4	43%	130
4: 77,100	15.9	.337	P 35-64	5: 26,000	6.1	<- 4.6	7: 4.4	4: 6.8	3: 7.5	4: 6.7	5: 6.5	57%	139
2: 98,900	15.7	.374	P 35+	3: 37,000	7.0	<- 6.2	6: 5.3	2: 7.7	2: 7.8	3: 7.1	3: 6.8	81%	160

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11: 4,700	6.5	.170	P 12-15	11: 800	1.2	<- 2.2	12: 0.7	12: 1.4	13: 1.4	14: 0.7	9: 1.9	2%	27
10: 7,400	9.6	.203	P 16-19	10: 1,500	2.1	<- 1.1	11: 2.0	12: 1.7	11: 1.7	8: 2.4	9: 3.0	3%	47
11: 23,400	8.7	.162	P 20-29	13: 3,800	1.5	<- 1.1	15: 1.3	14: 1.7	12: 1.9	12: 1.9	12: 2.0	8%	34
7: 32,100	13.1	.234	P 30-39	12: 7,500	3.3	<- 2.0	11: 3.2	8: 3.9	10: 3.8	12: 3.5	12: 3.7	17%	76
5: 32,100	17.1	.358	P 40-49	6: 11,500	6.8	<- 5.0	8: 5.1	5: 7.1	3: 8.1	5: 6.5	6: 7.0	25%	155
3: 16,500	14.1	.376	P 50-59	6: 6,200	6.0	<- 4.8	7: 4.3	6: 6.2	3: 8.2	4: 8.2	4: 6.7	14%	137
2: 17,400	14.9	.379	P 60-69	4: 6,600	7.8	<- 9.1	9: 3.2	3: 9.2	2: 11.4	6: 7.9	7: 5.7	15%	179
1: 14,500	16.2	.517	P 70+	2: 7,500	12.3	<- 15.5	2: 13.9	1: 13.9	2: 8.3	4: 7.9	2: 10.4	17%	283

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
9: 35,900	9.7	.173	P 21-34	13: 6,200	1.8	<- 1.4	13: 1.7	14: 1.9	12: 2.1	14: 1.5	13: 1.9	14%	41
10: 59,400	11.3	.229	P 21-40	13: 13,600	2.8	<- 1.9	12: 2.6	10: 3.2	11: 3.1	11: 3.1	10: 3.2	30%	63
7: 143,400	13.0	.312	P 16+	9: 44,700	4.6	<- 4.0	10: 3.6	10: 4.7	10: 4.9	11: 4.1	11: 4.5	98%	105
6: 139,200	13.1	.310	P 18+	8: 43,200	4.6	<- 4.1	8: 3.6	8: 4.8	9: 5.0	11: 4.0	10: 4.4	95%	106
6: 134,700	13.4	.321	P 21+	7: 43,200	4.9	<- 4.3	8: 3.8	7: 5.2	8: 5.2	11: 4.3	9: 4.7	95%	113

Strategic AccuRatings

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AUDIENCE COMPOSITION WBNS-FM -- MALES

Columbus
 Summer 1993
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD OEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
10:	5,700	9.8	.333	M 12-17	8:	1,900	3.5 <- 2.0	6:	3.7	9:	3.2	9:	3.2	6:	3.5	5:	4.6	4%	80
10:	10,200	11.4	.039	M 18-24	20:	400	0.5 <- 0.9	19:	0.6	16:	1.4	17:	1.1	15:	1.3	12:	2.3	1%	11
9:	11,800	9.2	.220	M 25-34	13:	2,600	2.2 <- 1.9	14:	1.3	15:	2.2	12:	2.3	14:	2.1	11:	2.7	6%	50
5:	21,800	19.8	.261	M 35-44	6:	5,700	5.5 <- 2.6	8:	4.7	4:	7.0	2:	7.8	3:	8.1	3:	7.2	13%	125
4:	12,400	17.3	.339	M 45-54	5:	4,200	6.4 <- 5.5	8:	4.7	4:	7.1	3:	8.9	3:	6.7	6:	6.5	9%	146
2:	9,200	17.4	.348	M 55-64	4:	3,200	7.6 <- 6.7	6:	4.2	5:	8.6	3:	9.6	5:	5.7	6:	8.1	7%	174
2:	9,100	16.1	.418	M 65+	2:	3,800	9.6 <- 9.6	4:	6.7	4:	9.7	1:	14.2	2:	9.8	4:	6.8	8%	220

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
11:	16,000	10.9	.144	M 12-24	12:	2,300	1.6 <- 1.4	11:	1.7	12:	2.2	11:	2.0	11:	2.2	8:	3.2	5%	38
10:	22,000	10.1	.136	M 18-34	17:	3,000	1.5 <- 1.5	16:	1.1	15:	1.8	13:	1.8	15:	1.7	12:	2.5	7%	34
8:	52,200	14.2	.228	M 18-49	13:	11,900	3.4 <- 2.6	13:	2.7	10:	4.2	11:	4.5	10:	3.8	10:	4.4	26%	79
6:	42,000	15.1	.274	M 25-49	10:	11,500	4.4 <- 3.1	12:	3.4	5:	5.2	7:	5.6	8:	4.8	7:	5.1	25%	101
7:	45,900	14.8	.272	M 25-54	10:	12,500	4.3 <- 3.0	13:	3.3	5:	5.0	6:	5.7	8:	4.9	7:	5.1	28%	99
6:	34,200	18.8	.289	M 35-54	5:	9,900	5.8 <- 3.7	9:	4.7	5:	7.0	3:	8.2	3:	7.6	6:	6.9	22%	133
2:	43,300	18.4	.303	M 35-64	4:	13,100	6.2 <- 4.3	8:	4.6	3:	7.3	2:	8.4	3:	7.2	4:	7.1	29%	142
2:	52,400	18.0	.323	M 35+	3:	16,900	6.7 <- 5.2	8:	4.9	2:	7.7	2:	9.2	3:	7.5	3:	7.1	37%	154

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
11:	2,700	8.2	.148	M 12-15	12:	400	1.3 <- 2.6	9:	1.7	14:	1.5	16:	1.5	14:	1.7	9:	2.9	1%	30
10:	5,700	12.6	.263	M 16-19	8:	1,500	3.5 <- 1.9	9:	3.3	9:	3.0	8:	3.0	8:	3.3	7:	3.9	3%	80
10:	13,500	9.8	.126	M 20-29	15:	1,700	1.3 <- 1.2	21:	0.7	15:	1.9	12:	1.6	11:	2.6	11:	2.8	4%	30
8:	14,200	12.3	.239	M 30-39	11:	3,400	3.1 <- 2.1	11:	3.2	8:	4.4	10:	3.3	16:	2.7	12:	3.2	7%	71
2:	21,900	23.3	.311	M 40-49	4:	6,800	7.9 <- 5.3	6:	5.4	3:	8.9	1:	11.6	3:	9.5	2:	9.4	15%	181
3:	8,800	15.7	.250	M 50-59	7:	2,200	4.4 <- 3.8	8:	4.3	6:	4.4	5:	7.2	6:	5.7	5:	6.8	5%	101
3:	8,200	16.5	.476	M 60-69	2:	3,900	10.4 <- 8.5	7:	4.3	2:	11.9	2:	13.1	3:	12.1	8:	5.6	9%	238
2:	5,200	14.6	.365	M 70+	3:	1,900	8.0 <- 9.7	5:	6.7	8:	5.8	2:	11.6	11:	0.0	4:	8.8	4%	183

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
10:	18,000	9.6	.167	M 21-34	16:	3,000	1.7 <- 1.5	14:	1.2	15:	2.2	13:	1.8	15:	1.7	11:	2.6	7%	39
9:	29,600	11.3	.213	M 21-40	12:	6,300	2.5 <- 1.9	13:	2.3	11:	3.6	11:	2.7	12:	3.2	10:	3.6	14%	58
6:	77,400	14.5	.276	M 16+	7:	21,400	4.5 <- 3.4	11:	3.3	6:	5.0	5:	5.7	10:	4.4	7:	5.0	47%	102
6:	74,400	14.6	.267	M 18+	6:	19,900	4.4 <- 3.5	10:	3.1	7:	4.9	4:	5.7	11:	4.3	7:	4.9	44%	100
6:	70,400	14.7	.283	M 21+	6:	19,900	4.6 <- 3.7	10:	3.3	6:	5.4	5:	5.9	9:	4.5	7:	5.1	44%	107



AUDIENCE COMPOSITION
WBNS-FM -- FEMALES

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
14:	3,100	5.6	F 12-17	15: 400	0.8	<- 1.6	18: 0.0	15: 0.9	15: 0.9	14: 0.9	9: 1.7	1%	18
13:	5,800	6.8	F 18-24	15: 900	1.1	<- 0.0	11: 1.5	16: 0.7	12: 1.9	14: 0.7	19: 0.0	2%	25
10:	12,600	10.0	F 25-34	15: 2,300	1.9	<- 1.8	12: 2.3	14: 1.8	11: 2.3	14: 1.7	15: 1.6	5%	44
5:	16,500	14.4	F 35-44	5: 6,500	6.3	<- 4.0	7: 4.9	4: 6.4	5: 5.7	5: 5.8	5: 7.3	14%	145
8:	7,300	9.4	F 45-54	11: 2,900	4.3	<- 3.6	12: 2.4	10: 3.5	8: 5.3	7: 5.7	12: 3.4	6%	99
2:	10,000	17.1	F 55-64	4: 3,500	7.5	<- 9.0	7: 4.5	3: 9.4	3: 10.3	6: 7.3	6: 5.9	8%	171
1:	12,700	14.2	F 65+	2: 7,100	11.6	<-15.4	2: 12.5	2: 12.9	6: 4.9	4: 9.3	2: 9.4	16%	267

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
13:	8,900	6.4	F 12-24	14: 1,300	1.0	<- 0.6	13: 0.9	15: 0.8	12: 1.5	14: 0.8	15: 0.7	3%	22
11:	18,300	8.7	F 18-34	15: 3,200	1.6	<- 1.0	11: 2.0	14: 1.3	12: 2.1	14: 1.1	16: 0.9	7%	37
9:	38,600	10.5	F 18-49	12: 11,000	3.2	<- 2.2	12: 3.0	12: 2.7	11: 3.2	13: 2.4	13: 2.8	24%	74
7:	32,900	11.6	F 25-49	10: 10,100	3.9	<- 2.9	8: 3.4	9: 3.5	11: 3.6	13: 3.2	11: 3.7	22%	89
7:	36,300	11.4	F 25-54	9: 11,800	4.1	<- 2.9	8: 3.3	9: 3.8	10: 4.1	12: 3.8	11: 4.0	26%	94
6:	23,800	12.4	F 35-54	7: 9,500	5.6	<- 3.8	8: 4.0	7: 5.4	6: 5.6	6: 5.8	7: 5.8	21%	128
6:	33,800	13.5	F 35-64	5: 12,900	6.0	<- 4.9	9: 4.1	6: 6.3	6: 6.4	5: 6.0	7: 5.8	28%	136
3:	46,500	13.7	F 35+	5: 20,100	7.2	<- 7.2	5: 5.6	3: 7.7	5: 6.2	4: 6.7	5: 6.5	44%	166

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
13:	2,000	5.1	F 12-15	12: 400	1.1	<- 2.2	16: 0.0	13: 1.3	14: 1.3	14: 0.0	10: 1.2	1%	25
12:	1,700	5.4	F 16-19	14: 0	0.0	<- 0.0	14: 0.0	14: 0.0	14: 0.0	11: 1.4	11: 1.5	0%	0
12:	9,900	7.6	F 20-29	14: 2,200	1.8	<- 1.0	12: 1.9	15: 1.4	11: 2.3	13: 1.1	14: 1.2	5%	40
6:	17,900	13.9	F 30-39	9: 4,100	3.5	<- 2.0	7: 3.0	10: 3.4	9: 4.3	7: 4.5	9: 4.0	9%	81
6:	10,300	11.0	F 40-49	7: 4,700	5.6	<- 4.6	6: 4.8	7: 5.1	9: 3.9	13: 2.7	8: 4.3	10%	129
4:	7,600	12.5	F 50-59	5: 4,000	7.5	<- 5.8	8: 4.2	4: 7.9	2: 9.0	3: 11.1	5: 6.6	9%	171
2:	9,200	13.7	F 60-69	5: 2,700	5.7	<- 9.6	11: 2.4	4: 7.1	4: 9.1	8: 5.0	6: 5.8	6%	131
1:	9,300	17.3	F 70+	1: 5,600	15.1	<-19.2	1: 19.0	1: 19.4	8: 4.7	2: 11.7	2: 11.6	12%	347

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11:	17,800	9.7	F 21-34	15: 3,200	1.8	<- 1.2	10: 2.3	14: 1.5	11: 2.4	14: 1.4	16: 1.1	7%	42
10:	29,700	11.2	F 21-40	11: 7,300	3.0	<- 2.0	11: 2.9	11: 2.9	10: 3.5	11: 3.0	11: 2.8	16%	68
6:	66,000	11.6	F 16+	7: 23,300	4.7	<- 4.5	8: 4.0	10: 4.4	11: 4.0	12: 3.7	11: 4.0	51%	108
6:	64,800	11.8	F 18+	6: 23,300	4.9	<- 4.6	7: 4.1	7: 4.6	10: 4.2	12: 3.8	12: 4.0	51%	112
5:	64,300	12.3	F 21+	6: 23,300	5.2	<- 4.9	7: 4.3	6: 5.0	9: 4.5	11: 4.2	11: 4.2	51%	118

Strategic AccuRatings

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AUDIENCE COMPOSITION WBNS-FM -- BLACKS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
6: 5,600	8.5	.339	B MALE	4: 1,900	3.5	<- 4.2	7: 2.7	5: 4.3	4: 4.5	4: 4.4	9: 1.6	4%	80
6: 3,400	4.8	.235	B FEMALE	11: 800	1.4	<- 1.4	6: 2.6	9: 2.2	11: 1.7	6: 1.8	7: 1.5	2%	31
35: 0	0.0	.000	B 12-24	35: 0	0.0	<- 0.0	35: 0.0	35: 0.0	35: 0.0	35: 0.0	35: 0.0	0%	0
23: 300	0.6	.000	B 18-34	22: 0	0.0	<- 0.0	23: 0.0	23: 0.0	23: 0.0	23: 0.0	26: 0.0	0%	0
8: 4,200	5.9	.167	B 25-54	12: 700	1.1	<- 1.1	11: 1.4	8: 2.0	8: 2.3	7: 3.2	8: 1.3	2%	26
4: 8,700	12.3	.310	B 35+	6: 2,700	4.9	<- 5.8	5: 5.7	5: 7.8	4: 7.6	5: 8.3	5: 3.4	6%	112

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AUDIENCE COMPOSITION WBNS-FM

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
7: 82,500	12.0	.297	SODA	10: 24,500	3.9	<- 3.3	11: 3.1	9: 4.0	10: 4.5	10: 3.6	9: 4.3	54%	90
5: 63,200	14.6	.286	DIET	6: 18,100	4.8	<- 4.9	10: 2.7	7: 5.3	6: 5.5	10: 4.2	8: 5.3	40%	109
6: 93,300	15.0	.314	NWSPAPER	7: 29,300	5.3	<- 4.5	9: 3.6	7: 5.6	8: 5.4	9: 4.8	7: 5.1	65%	122
10: 53,900	10.0	.301	LT./NONE	12: 16,200	3.4	<- 3.2	10: 3.3	10: 3.1	10: 3.8	12: 2.7	10: 3.4	36%	77
7: 33,800	13.2	.269	OUTLET	10: 9,100	4.1	<- 4.0	12: 2.8	9: 3.8	10: 4.4	10: 4.0	11: 4.4	20%	93
8: 95,200	12.8	.303	DISCOUNT	10: 28,800	4.3	<- 4.2	10: 3.7	11: 4.1	9: 4.8	10: 3.8	10: 4.3	63%	99

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
5: 62,300	15.1	.308	CREDIT	7: 19,200	5.2	<- 3.9	8: 3.7	6: 5.4	6: 5.8	11: 3.8	9: 5.0	42%	113
7: 35,900	14.3	.253	APLIANCE	11: 9,100	4.0	<- 3.5	14: 2.9	9: 3.8	11: 4.2	9: 4.2	12: 4.2	20%	88

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
5: 42,200	16.9	.249	FINANCE	7: 10,500	4.7	<- 5.3	9: 3.6	9: 4.6	4: 6.9	12: 4.5	7: 5.8	23%	102

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
9: 34,000	13.9	.324	LIGHT	9: 11,000	4.7	<- 3.4	11: 2.6	9: 4.5	9: 4.8	13: 2.7	10: 3.8	24%	96
8: 39,500	13.0	.246	DOMESTIC	10: 9,700	3.4	<- 2.4	11: 2.9	10: 3.7	9: 4.3	15: 2.6	12: 3.7	21%	70
9: 11,000	12.9	.136	IMPORTED	14: 1,500	2.0	<- 2.5	13: 1.2	8: 3.9	13: 2.7	10: 3.9	12: 3.3	3%	40

AUDIENCE COMPOSITION

WBNS-FM

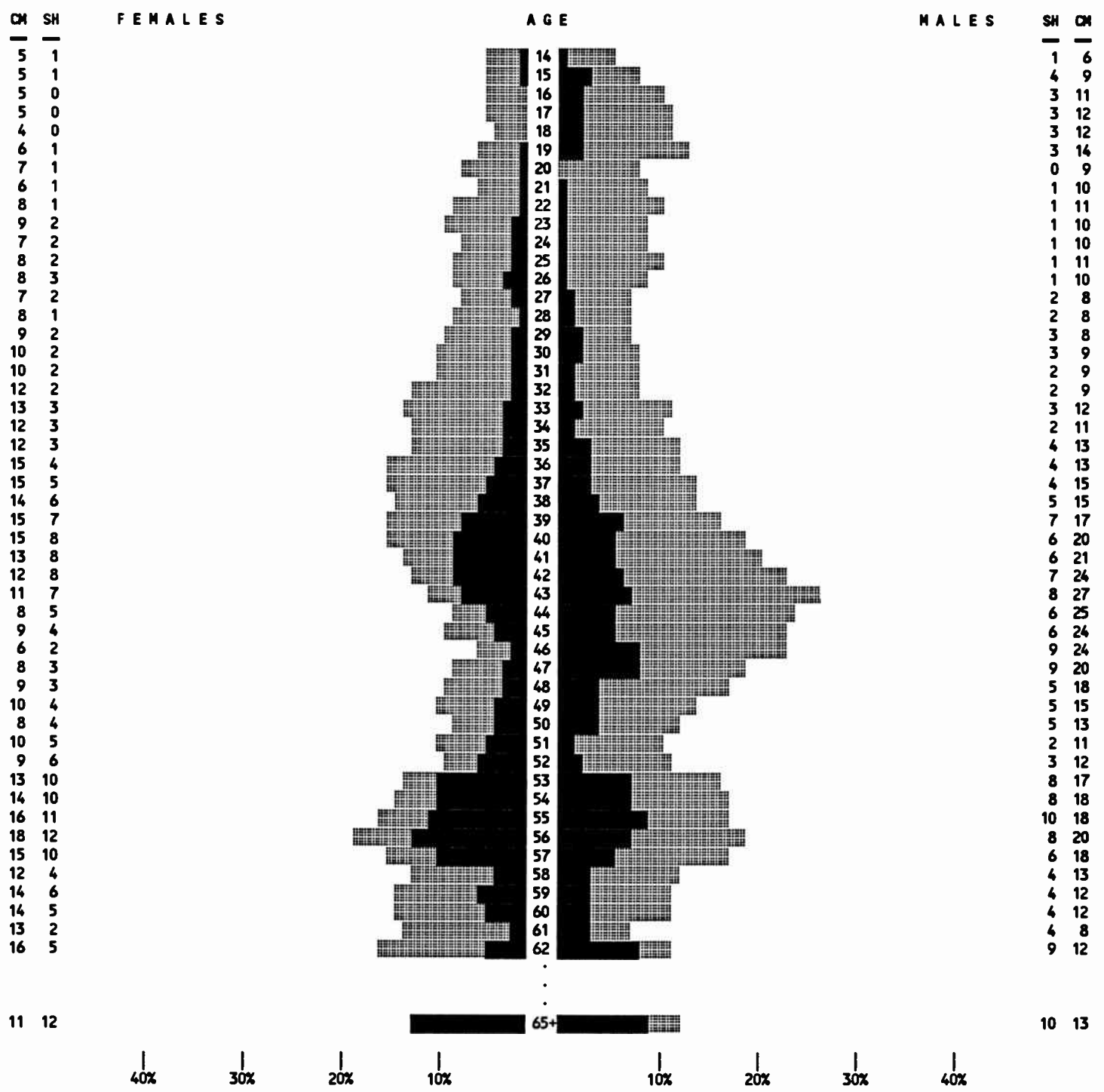
Columbus
 Summer 1993
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
8: 49,600	11.2	.381	HS OR <	7: 18,900	5.0	<- 4.7	9: 3.9	9: 4.3	8: 4.7	10: 4.1	12: 4.0	42%	109
7: 36,000	14.4	.292	SM. COLEG	9: 10,500	4.5	<- 4.2	9: 3.8	8: 5.8	10: 4.8	10: 4.7	10: 4.5	23%	98
5: 33,200	15.2	.226	COL GRAD	9: 7,500	3.8	<- 3.6	8: 3.2	7: 4.1	5: 5.5	13: 3.3	6: 4.9	17%	82
7: 18,900	15.0	.291	GRD SCH+	9: 5,500	4.7	<- 2.7	9: 3.1	6: 6.1	9: 5.3	10: 3.9	9: 5.1	12%	102

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
7: 43,700	11.4	.320	\$30K OR<	11: 14,000	4.1	<- 4.6	12: 3.1	9: 4.6	10: 3.8	11: 3.2	14: 2.9	31%	90
7: 39,600	14.7	.389	\$31K-50K	6: 15,400	6.2	<- 4.3	8: 5.1	6: 5.2	4: 6.4	7: 5.4	5: 6.1	34%	134
5: 30,600	15.2	.216	>\$50K	11: 6,600	3.6	<- 2.4	13: 2.5	9: 4.0	4: 6.3	16: 2.9	9: 4.9	15%	78
5: 13,000	17.3	.177	>\$75K	10: 2,300	3.4	<- 1.8	14: 2.2	9: 5.1	7: 5.7	16: 1.9	7: 5.6	5%	73
7: 5,000	16.3	.080	>\$100K	16: 400	1.5	<- 1.5	14: 1.7	16: 2.4	16: 1.6	16: 0.0	4: 9.0	1%	32

AGE HISTOGRAM
WBNS-FM PERSONS 12+

Columbus
Summer 1993
July 06 - September 13



HOW TO READ

The gray ink on this histogram illustrates WBNS-FM's cume rating, while the black ink represents WBNS-FM's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



Strategic AccuRatings

For "How to Read" information, call:
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CUME ANALYSIS WBZX

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME SHARING ANALYSIS	WBZX CUME	OTHER CUME
WBZX	191,300	100%
WLVQ	100,200	52%
WNCI	59,700	31%
WAHC/WHT	45,700	24%
WRZR	40,700	21%
WSNY	40,200	21%
WHOK	30,600	16%
WRVF	29,300	15%
WVCD	25,600	13%
WCOL-FM	18,800	10%
WBNS-FM	16,700	9%
WCKX	11,800	6%
WTVN	9,600	5%
WCLT-FM	7,500	4%
WJMJ	6,500	3%
OTHER	6,500	3%
WCOL-AM	6,300	3%
WCBE	5,400	3%
WOSU-FM	5,100	3%
WLW	3,700	2%
WSWZ	3,200	2%
WNKO	2,800	1%
WBNS-AM	2,100	1%
WCVO	1,900	1%
WMNI	1,900	1%
WCMJ	1,700	1%
WOSU-AM	1,700	1%
WNRN-FM	1,700	1%
WQIO	1,100	1%
WVCO	1,000	1%
WCEZ	900	0%
WRFD	800	0%
WVVC	500	0%
WNRJ	400	0%
WOBN	400	0%
WCLT-AM	300	0%
WTUE	300	0%
WHTH	300	0%

WHICH STATIONS ARE LISTENED TO MOST BY WBZX'S CUMERS?

WBZX	73,900	39%
WLVQ	32,600	17%
WAHC/WHT	13,700	7%
WNCI	11,000	6%
WRVF	8,500	4%
WSNY	8,400	4%
WRZR	7,600	4%
WVCD	5,700	3%
WHOK	4,400	2%
WCKX	4,100	2%
DK	4,000	2%
WTVN	2,200	1%
WCLT-FM	2,200	1%
WBNS-FM	2,100	1%
WCBE	1,700	1%
WOSU-FM	1,300	1%
WCOL-FM	1,300	1%
WCOL-AM	900	0%
WVCO	700	0%
WLW	600	0%
WOSU-AM	600	0%
WCEZ	500	0%
WVVC	500	0%
WRFD	400	0%
WBNS-AM	400	0%
WNRJ	400	0%
WCVO	400	0%
OTHER	400	0%
WCMJ	300	0%
WSWZ	300	0%
WMNI	300	0%
TOTAL	191,300	100%

WHICH STATIONS DO WBZX PARTISANS CUME?

WBZX	73,900	100%
WLVQ	34,700	47%
WRZR	21,500	29%
WNCI	17,700	24%
WAHC/WHT	12,200	17%
WSNY	11,700	16%
WRVF	9,300	13%
WHOK	8,600	12%
WVCD	5,400	7%
WBNS-FM	3,900	5%
OTHER	3,200	4%
WCOL-FM	3,200	4%
WCLT-FM	2,800	4%
WCKX	2,500	3%
WTVN	2,200	3%
WNRN-FM	1,700	2%
WCOL-AM	1,700	2%
WOSU-FM	1,400	2%
WLW	1,300	2%
WSWZ	1,100	1%
WJMJ	800	1%
WNKO	700	1%
WBNS-AM	700	1%
WCEZ	400	1%
WCMJ	400	1%
WCBE	400	1%
WMNI	300	0%
WTUE	300	0%

HOW TO READ

Within WBZX's weekly cume of 191,300 people, we estimate there are 100,200 individuals who listen to both WBZX and WLVQ. They make up 52% of WBZX's cume and 46% of WLVQ's cume.

Within WBZX's weekly cume of 191,300 people, we estimate there are 73,900 who would name WBZX as the station they listen to most. They make up 39% of WBZX's weekly cume.

Within WBZX's 73,900 partisans, we estimate there are 34,700 individuals who also listened to WLVQ in the past week. They make up 47% of WBZX's partisans.

TREND ANALYSIS WBZX

Columbus
Summer 1993
July 06 - September 13

AUDIENCE GAINS: WHERE WERE TODAY'S WBZX PARTISANS PREVIOUSLY?

WBZX	40,100	54%
WLWQ	8,400	11%
DK	7,100	10%
WRZR	7,000	9%
WNCI	3,400	5%
WAHC/WHT	3,100	4%
WRVF	1,500	2%
WSNY	1,000	1%
WBNS-FM	400	1%
OTHER	400	1%
WUCD	400	1%
WJMJ	400	1%
WCOL-AM	300	0%
WCOL-FM	300	0%
TOTAL:	73,900	100%

AUDIENCE LOSSES: WHERE ARE FORMER WBZX PARTISANS TODAY?

WBZX	40,100	69%
WLWQ	4,000	7%
WRVF	3,200	6%
WRZR	2,200	4%
WAHC/WHT	1,600	3%
WUCD	1,500	3%
NON-USE	1,100	2%
WBNS-FM	900	2%
WNCI	900	2%
WCLT-FM	700	1%
WCOL-FM	600	1%
WSNY	500	1%
WCMJ	300	1%
WHOK	300	1%
WCOL-AM	300	1%
TOTAL:	58,100	100%

NET GAIN (OR LOSS) FOR WBZX

DK	7,100
WRZR	4,800
WLWQ	4,400
WNCI	2,500
WAHC/WHT	1,500
WSNY	500
WJMJ	400
DOTHER	400
WCOL-FM	-300
WHOK	-300
WCMJ	-300
WBNS-FM	-500
WCLT-FM	-700
NON-USE	-1,100
WUCD	-1,100
WRVF	-1,700
TOTAL:	15,800

HOW TO READ

GAINS: Of WBZX's current 73,900 partisans, we estimate that 54% (40,100) would say WBZX is the station they listened to most "5 or 6 months ago." Similarly, 11% would say that WLWQ was their previously most-listened-to station...

LOSSES: Of the 58,100 people who would say they were WBZX partisans 6 months ago, we estimate that 69% (40,100) are still with WBZX. However, 7% (4,000) are now WLWQ partisans...

NET: The net effect of WBZX's gains and losses during the last half year or so is an estimated gain of 15,800 partisans.

AUDIENCE FLOW WBZX

WHAT STATIONS DO WBZX PARTISANS LISTEN TO MOST IN THE MORNING?

WBZX	42,600	58%
NON-USE	20,000	27%
WLWQ	3,700	5%
WNCI	1,600	2%
WAHC/WHT	1,300	2%
WSNY	1,000	1%
DK	900	1%
WRVF	700	1%
WHOK	700	1%
WTKO	400	1%
WRZR	400	1%
WBNS-AM	300	0%
WOSU-FM	300	0%
TOTAL:	73,900	100%

WHAT STATIONS DO WBZX MORNING PARTISANS LISTEN TO MOST OVERALL?

WBZX	42,600	87%
WRZR	1,900	4%
WAHC/WHT	1,700	3%
WLWQ	1,200	2%
WCKX	700	1%
WRVF	400	1%
WUCD	400	1%
WCBE	300	1%
TOTAL:	49,200	100%

HOW TO READ

Of WBZX's 73,900 partisans, we estimate that 58% (42,600) would say the station they listen to most in the morning is WBZX.

Of WBZX's 49,200 morning partisans, we estimate that 87% (42,600) would say that WBZX is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

Strategic AccuRatings

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AUDIENCE FLOW (cont.) WBZX

Columbus
Summer 1993
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WHAT STATIONS DO WBZX PARTISANS LISTEN TO MOST DURING MIDDAYS?

WBZX	40,700	55%
NON-USE	22,200	30%
WLVQ	2,300	3%
WRZR	1,700	2%
WAHC/WHT	1,200	2%
WNCI	800	1%
WCOL-AM	700	1%
WHOK	700	1%
DK	600	1%
WCLT-FM	500	1%
WBNS-FM	400	1%
WSWZ	400	1%
WRVF	400	1%
WCOL-FM	300	0%
WSNY	300	0%
WLW	300	0%
WTVN	300	0%
TOTAL:	73,900	100%

WHAT STATIONS DO WBZX MIDDAY PARTISANS LISTEN TO MOST OVERALL?

WBZX	40,700	79%
WSNY	2,100	4%
WCKX	1,700	3%
WLVQ	1,700	3%
WAHC/WHT	1,600	3%
WRZR	1,500	3%
WRVF	800	2%
WHOK	600	1%
WUCD	400	1%
DK	400	1%
WNCI	300	1%
TOTAL:	51,600	100%

WHAT STATIONS DO WBZX PARTISANS LISTEN TO MOST DURING AFTERNOONS?

WBZX	51,100	69%
NON-USE	9,700	13%
WRZR	2,000	3%
WLVQ	1,900	3%
WRVF	1,700	2%
WHOK	1,400	2%
DK	1,300	2%
WNCI	1,200	2%
WSNY	1,100	1%
WAHC/WHT	800	1%
WMRN-FM	500	1%
WOSU-FM	400	1%
WCOL-AM	400	1%
WBNS-FM	400	1%
TOTAL:	73,900	100%

WHAT STATIONS DO WBZX AFTERNOON PARTISANS LISTEN TO MOST OVERALL?

WBZX	51,100	80%
WLVQ	2,200	3%
WRZR	1,800	3%
WNCI	1,400	2%
WRVF	1,000	2%
WHOK	1,000	2%
WSNY	800	1%
WAHC/WHT	800	1%
WCLT-FM	700	1%
WCOL-AM	500	1%
WKCC	500	1%
WCBE	400	1%
DK	400	1%
WBNS-AM	400	1%
WCHJ	300	0%
WUCD	300	0%
WOSU-AM	300	0%
TOTAL:	63,900	100%

WHAT STATIONS DO WBZX PARTISANS LISTEN TO MOST DURING EVENINGS?

WBZX	36,900	50%
NON-USE	18,300	25%
WSNY	4,500	6%
DK	3,100	4%
WRZR	2,500	3%
WAHC/WHT	2,400	3%
WHOK	1,600	2%
WLW	1,000	1%
WLVQ	900	1%
WNCI	800	1%
WOSU-FM	400	1%
WCOL-FM	400	1%
WTVN	300	0%
OTHER	300	0%
WMNI	300	0%
TOTAL:	73,900	100%

WHAT STATIONS DO WBZX EVENING PARTISANS LISTEN TO MOST OVERALL?

WBZX	36,900	78%
WNCI	1,800	4%
WRVF	1,500	3%
WHOK	1,000	2%
WAHC/WHT	900	2%
DK	900	2%
WRZR	900	2%
WTVN	700	1%
WSNY	600	1%
WUCD	400	1%
WBNS-FM	400	1%
WCKX	400	1%
WOSU-FM	400	1%
WRFD	400	1%
WLVQ	400	1%
WCOL-AM	300	1%
TOTAL:	47,600	100%

WHAT STATIONS DO WBZX PARTISANS LISTEN TO MOST DURING WEEKENDS?

WBZX	58,300	79%
NON-USE	5,000	7%
WAHC/WHT	2,500	3%
WLVQ	1,800	2%
WRVF	1,700	2%
WNCI	1,200	2%
WRZR	1,200	2%
WSNY	1,000	1%
DK	700	1%
WUCD	300	0%
WHOK	300	0%
TOTAL:	73,900	100%

WHAT STATIONS DO WBZX WEEKEND PARTISANS LISTEN TO MOST OVERALL?

WBZX	58,300	83%
WSNY	2,300	3%
WLVQ	1,600	2%
WAHC/WHT	1,500	2%
WRZR	1,300	2%
WHOK	1,300	2%
WRVF	1,200	2%
WCLT-FM	800	1%
WNCI	600	1%
WTVN	400	1%
DK	400	1%
WCOL-AM	300	0%
WCOL-FM	300	0%
TOTAL:	70,100	100%

AUDIENCE COMPOSITION WBZX

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
4: 191,300	16.3	.386	P 12+	3: 73,900	7.1	<- 5.6	6: 6.0	3: 7.9	3: 8.2	4: 8.3	3: 8.3	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 122,500	21.6	.441	M 12+	2: 54,000	10.6	<- 7.8	4: 9.0	1: 11.0	1: 11.5	1: 11.2	1: 11.4	73%	149
6: 68,700	11.3	.290	F 12+	10: 19,900	3.8	<- 3.4	10: 3.1	7: 4.9	8: 4.6	5: 5.3	9: 5.2	27%	53

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
4: 187,100	18.1	.389	WHITES	3: 72,800	7.8	<- 6.3	6: 6.6	2: 8.7	2: 9.1	3: 9.4	2: 9.2	99%	110
12: 4,100	3.0	.244	BLACKS	12: 1,000	0.9	<- 0.0	12: 1.3	10: 1.7	14: 0.8	21: 0.4	12: 1.0	1%	12

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
3: 11,400	19.7	.404	DELAWARE	2: 4,600	8.8	<- 4.2	5: 8.4	3: 10.2	2: 9.6	1: 15.2	2: 9.4	6%	123
3: 15,600	17.8	.494	FAIRFIEL	3: 7,700	9.9	<- 6.9	4: 7.7	3: 10.6	3: 12.0	2: 14.7	3: 11.1	10%	139
5: 132,500	16.2	.377	FRANKLIN	6: 49,900	6.9	<- 5.7	7: 5.6	3: 7.9	4: 7.8	5: 7.4	3: 8.1	68%	97
6: 11,300	10.5	.336	LICKING	8: 3,800	4.1	<- 3.3	7: 4.1	7: 3.4	3: 7.0	6: 5.0	7: 5.0	5%	58
3: 6,800	21.3	.515	MADISON	3: 3,500	13.2	<- 6.8	4: 10.9	2: 14.4	1: 16.1	1: 18.8	2: 14.7	5%	186
2: 9,800	23.6	.306	PICKAWAY	5: 3,000	7.6	<- 9.1	6: 6.9	4: 9.0	5: 5.5	6: 5.6	5: 8.2	4%	107
6: 3,800	14.1	.368	UNION	8: 1,400	5.9	<- 2.9	3: 7.4	9: 4.4	5: 7.8	5: 8.3	2: 9.0	2%	82

Strategic AccuRatings

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AUDIENCE COMPOSITION WBZX -- PERSONS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
3: 37,700	33.4	.340	P 12-17	3: 12,800	12.1	<- 9.6	4: 7.7	2: 13.8	3: 12.7	4: 11.5	2: 15.3	17%	170
1: 69,700	40.0	.426	P 18-24	1: 29,700	17.9	<-13.2	1: 19.1	1: 17.6	1: 16.8	1: 14.9	1: 17.2	40%	251
4: 60,000	23.6	.362	P 25-34	3: 21,700	9.1	<- 8.1	6: 6.3	4: 8.5	2: 11.3	3: 10.5	3: 10.5	29%	128
9: 19,800	8.8	.384	P 35-44	11: 7,600	3.7	<- 2.6	12: 2.4	9: 3.8	10: 4.1	11: 3.8	9: 4.1	10%	52
25: 3,100	2.1	.452	P 45-54	22: 1,400	1.0	<- 0.5	20: 1.1	28: 0.5	29: 0.3	27: 0.5	20: 1.0	2%	15
33: 400	0.4	.999	P 55-64	27: 400	0.5	<- 0.5	25: 0.6	23: 0.8	24: 0.7	29: 0.0	24: 0.6	1%	6
29: 700	0.5	.571	P 65+	29: 400	0.4	<- 0.0	32: 0.0	25: 0.7	31: 0.0	34: 0.0	26: 0.6	1%	6

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 107,400	37.4	.396	P 12-24	2: 42,500	15.6	<-11.8	3: 14.7	2: 16.0	2: 15.2	2: 13.6	2: 16.4	58%	220
3: 129,700	30.3	.396	P 18-34	1: 51,400	12.7	<-10.2	3: 11.4	1: 12.5	1: 13.6	1: 12.5	1: 13.2	70%	179
4: 151,300	20.5	.396	P 18-49	3: 59,900	8.7	<- 6.9	4: 7.5	3: 8.9	3: 9.5	3: 9.3	3: 9.4	81%	123
6: 81,600	14.5	.370	P 25-49	5: 30,200	5.8	<- 4.8	7: 4.0	5: 5.6	4: 7.0	4: 6.9	5: 6.8	41%	82
6: 82,800	13.2	.370	P 25-54	7: 30,600	5.3	<- 4.4	9: 3.7	6: 5.2	5: 6.4	4: 6.4	5: 6.2	41%	74
14: 22,900	6.1	.393	P 35-54	15: 9,000	2.6	<- 1.8	16: 1.9	13: 2.7	14: 2.7	16: 2.7	15: 2.9	12%	37
18: 23,200	4.8	.401	P 35-64	17: 9,300	2.2	<- 1.5	16: 1.7	18: 2.3	14: 2.4	19: 2.3	18: 2.5	13%	31
21: 23,900	3.8	.406	P 35+	21: 9,700	1.8	<- 1.2	18: 1.4	19: 2.0	18: 2.0	20: 1.9	19: 2.2	13%	26

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
3: 20,100	27.8	.348	P 12-15	3: 7,000	10.3	<- 8.3	5: 5.9	3: 11.5	4: 10.1	4: 10.3	3: 13.1	9%	145
2: 32,700	42.4	.355	P 16-19	3: 11,600	16.0	<-12.0	2: 15.1	2: 16.6	3: 17.2	3: 12.2	2: 16.2	16%	225
3: 87,500	32.7	.414	P 20-29	1: 36,200	14.2	<-10.9	3: 13.2	1: 14.4	1: 14.4	1: 14.0	1: 14.9	49%	199
4: 41,100	16.8	.380	P 30-39	5: 15,600	6.9	<- 5.9	8: 4.3	5: 6.4	4: 8.4	5: 7.4	5: 7.8	21%	97
19: 7,700	4.1	.299	P 40-49	21: 2,300	1.4	<- 1.1	16: 1.4	21: 1.4	24: 1.0	20: 1.5	19: 1.7	3%	19
28: 1,600	1.4	.500	P 50-59	25: 800	0.8	<- 0.8	20: 1.1	24: 0.8	23: 0.6	28: 0.0	25: 0.6	1%	11
29: 400	0.3	.999	P 60-69	28: 400	0.5	<- 0.0	28: 0.0	22: 0.8	27: 0.0	30: 0.0	22: 0.7	1%	7
32: 400	0.4	.000	P 70+	32: 0	0.0	<- 0.0	32: 0.0	32: 0.0	32: 0.0	32: 0.0	32: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
3: 107,000	28.9	.397	P 21-34	2: 42,500	12.1	<-10.0	3: 10.5	3: 11.5	2: 13.0	2: 12.4	2: 12.9	58%	171
4: 123,200	23.3	.399	P 21-40	3: 49,100	10.0	<- 8.0	4: 8.1	3: 9.5	2: 10.8	2: 10.3	3: 10.7	66%	140
4: 171,200	15.6	.391	P 16+	5: 66,900	6.9	<- 5.4	6: 6.0	2: 7.6	3: 8.1	3: 8.1	2: 7.9	91%	97
5: 153,600	14.5	.398	P 18+	6: 61,100	6.5	<- 5.1	6: 5.8	5: 7.0	3: 7.6	3: 7.7	3: 7.4	83%	92
7: 131,000	13.1	.398	P 21+	6: 52,200	5.9	<- 4.7	6: 5.1	5: 6.1	4: 7.0	3: 7.2	4: 6.9	71%	84

Strategic AccuRatings

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AUDIENCE COMPOSITION WBZX -- MALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					ALD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 23,500	40.5	.396	M 12-17	2: 9,300	17.0	<-12.8	3: 10.7	2: 16.3	2: 17.1	2: 16.2	2: 18.6	13%	239
1: 45,200	50.6	.473	M 18-24	1: 21,400	25.1	<-18.4	1: 26.2	1: 23.4	1: 24.7	1: 20.3	1: 22.5	29%	353
2: 38,100	29.8	.433	M 25-34	2: 16,500	13.8	<-10.6	3: 9.8	2: 13.1	1: 16.7	1: 13.7	1: 15.7	22%	195
8: 13,600	12.4	.419	M 35-44	7: 5,700	5.5	<- 4.0	11: 3.2	5: 6.6	8: 5.1	9: 4.3	8: 5.4	8%	77
23: 2,200	3.1	.500	M 45-54	19: 1,100	1.7	<- 0.6	14: 2.1	26: 0.9	26: 0.6	23: 1.0	19: 1.4	1%	24
39: 0	0.0	.000	M 55-64	39: 0	0.0	<- 0.0	39: 0.0	39: 0.0	39: 0.0	39: 0.0	39: 0.0	0%	0
36: 0	0.0	.000	M 65+	36: 0	0.0	<- 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					ALD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
1: 68,700	46.6	.447	M 12-24	1: 30,700	21.9	<-16.2	1: 20.5	2: 20.4	1: 21.6	2: 18.7	1: 20.9	42%	309
2: 83,200	38.3	.456	M 18-34	1: 37,900	18.5	<-13.9	2: 16.7	1: 17.7	1: 19.9	1: 16.7	1: 18.5	51%	261
2: 97,900	26.7	.453	M 18-49	2: 44,300	12.8	<- 9.4	2: 10.9	2: 12.9	2: 13.5	1: 12.2	1: 13.1	60%	181
4: 52,700	19.0	.435	M 25-49	2: 22,900	8.8	<- 6.5	5: 6.0	2: 8.9	2: 10.0	3: 8.9	2: 9.9	31%	124
4: 53,900	17.4	.432	M 25-54	3: 23,300	8.0	<- 6.0	5: 5.7	2: 8.2	2: 9.1	3: 8.2	2: 9.1	32%	113
11: 15,800	8.7	.430	M 35-54	11: 6,800	4.0	<- 2.7	11: 2.9	8: 4.7	11: 3.4	14: 3.2	12: 4.0	9%	56
14: 15,800	6.7	.430	M 35-64	12: 6,800	3.2	<- 2.2	12: 2.4	10: 3.8	13: 2.8	16: 2.7	14: 3.3	9%	45
16: 15,800	5.4	.430	M 35+	14: 6,800	2.7	<- 1.8	15: 2.1	13: 3.2	16: 2.4	17: 2.4	16: 2.8	9%	38

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					ALD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
3: 11,700	35.5	.436	M 12-15	3: 5,100	16.4	<-12.9	3: 10.2	3: 15.9	2: 16.0	2: 16.1	3: 18.2	7%	231
2: 23,500	51.8	.391	M 16-19	2: 9,200	21.3	<-14.6	2: 19.2	2: 18.2	2: 22.1	2: 14.9	2: 19.9	12%	300
1: 54,300	39.5	.470	M 20-29	1: 25,500	19.6	<-14.6	2: 18.1	1: 20.1	1: 20.4	1: 18.9	1: 19.6	35%	276
2: 26,800	23.2	.451	M 30-39	2: 12,100	11.1	<- 8.1	5: 6.8	2: 10.8	2: 12.6	2: 8.9	2: 11.9	16%	156
17: 5,000	5.3	.340	M 40-49	17: 1,700	2.0	<- 1.5	12: 2.2	15: 2.5	21: 1.0	14: 2.6	17: 2.4	2%	28
24: 1,200	2.1	.333	M 50-59	24: 400	0.8	<- 0.8	20: 1.2	29: 0.0	27: 0.0	27: 0.0	27: 0.0	1%	11
36: 0	0.0	.000	M 60-69	36: 0	0.0	<- 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	0%	0
36: 0	0.0	.000	M 70+	36: 0	0.0	<- 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					ALD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
2: 67,500	36.1	.461	M 21-34	2: 31,100	17.6	<-13.3	2: 15.0	1: 16.7	1: 18.8	1: 16.9	1: 17.5	42%	248
2: 78,800	30.1	.454	M 21-40	2: 35,800	14.5	<-10.9	3: 11.5	2: 14.2	2: 15.4	1: 13.8	2: 14.6	48%	204
2: 110,900	20.8	.441	M 16+	2: 48,900	10.2	<- 7.5	4: 8.9	1: 10.5	1: 11.1	1: 10.8	1: 10.9	66%	143
2: 99,100	19.5	.451	M 18+	2: 44,700	9.8	<- 7.2	4: 8.8	2: 10.1	2: 10.7	1: 10.3	1: 10.4	60%	138
3: 83,400	17.4	.454	M 21+	2: 37,900	8.9	<- 6.5	4: 7.5	2: 8.9	2: 9.6	1: 9.9	2: 9.5	51%	125

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AUDIENCE COMPOSITION WBZX -- FEMALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	14,200	25.9	.246	F 12-17	5:	3,500	6.8 <- 6.2	6:	4.8	4:	11.2	5:	8.0	5:	7.1	2:	11.9	5%	96
4:	24,500	28.9	.339	F 18-24	4:	8,300	10.2 <- 7.8	4:	10.6	3:	11.6	4:	8.7	5:	9.5	4:	11.6	11%	144
6:	21,900	17.3	.237	F 25-34	9:	5,200	4.4 <- 5.6	9:	2.9	9:	4.1	8:	5.4	6:	6.6	9:	4.8	7%	61
15:	6,200	5.4	.306	F 35-44	15:	1,900	1.9 <- 1.2	17:	1.4	24:	0.7	15:	2.9	13:	3.3	13:	2.6	3%	26
28:	900	1.2	.333	F 45-54	28:	300	0.4 <- 0.4	28:	0.0	31:	0.0	31:	0.0	26:	0.0	26:	0.6	0%	6
25:	400	0.7	.999	F 55-64	21:	400	0.9 <- 0.9	21:	1.1	18:	1.6	17:	1.5	20:	0.0	20:	1.2	1%	12
27:	700	0.8	.571	F 65+	25:	400	0.7 <- 0.0	26:	0.0	23:	1.3	28:	0.0	28:	0.0	27:	1.0	1%	9

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
3:	38,700	27.7	.307	F 12-24	4:	11,900	9.0 <- 7.2	5:	8.1	4:	11.4	4:	8.4	5:	8.5	4:	11.7	16%	127
5:	46,400	22.0	.291	F 18-34	8:	13,500	6.7 <- 6.5	8:	5.7	7:	7.4	9:	6.8	6:	8.0	8:	7.7	18%	95
7:	53,500	14.5	.293	F 18-49	9:	15,700	4.6 <- 4.3	9:	3.8	8:	4.9	9:	5.0	7:	6.1	9:	5.5	21%	65
9:	29,000	10.2	.252	F 25-49	13:	7,300	2.8 <- 3.2	16:	1.9	14:	2.2	10:	3.7	10:	4.5	13:	3.5	10%	40
10:	29,000	9.1	.252	F 25-54	15:	7,300	2.5 <- 2.8	16:	1.7	16:	2.0	12:	3.5	11:	4.2	14:	3.1	10%	36
19:	7,000	3.6	.314	F 35-54	21:	2,200	1.3 <- 0.9	22:	0.9	28:	0.4	16:	1.9	15:	2.2	18:	1.9	3%	18
21:	7,400	3.0	.338	F 35-64	21:	2,500	1.2 <- 0.9	21:	0.9	25:	0.6	19:	1.8	17:	1.8	19:	1.7	3%	16
23:	8,100	2.4	.358	F 35+	23:	2,900	1.0 <- 0.7	25:	0.8	27:	0.7	20:	1.6	20:	1.4	20:	1.6	4%	15

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
5:	8,400	21.4	.226	F 12-15	6:	1,900	5.2 <- 4.3	7:	2.6	4:	7.7	5:	5.1	5:	6.1	4:	9.0	3%	73
5:	9,100	28.7	.264	F 16-19	5:	2,400	8.2 <- 8.2	5:	7.8	4:	14.4	4:	10.8	5:	8.9	3:	11.1	3%	115
5:	33,200	25.4	.322	F 20-29	5:	10,700	8.5 <- 6.9	5:	7.8	3:	9.0	7:	7.9	6:	8.6	4:	9.9	14%	120
9:	14,200	11.0	.246	F 30-39	10:	3,500	3.0 <- 3.8	15:	1.9	13:	2.1	10:	4.2	5:	5.8	10:	3.9	5%	42
23:	2,700	2.9	.222	F 40-49	26:	600	0.7 <- 0.7	26:	0.5	32:	0.0	24:	1.1	28:	0.0	23:	1.0	1%	10
26:	400	0.7	.999	F 50-59	23:	400	0.7 <- 0.7	19:	1.0	18:	1.6	21:	1.4	24:	0.0	21:	1.0	1%	10
25:	400	0.6	.999	F 60-69	25:	400	0.8 <- 0.0	25:	0.0	20:	1.5	22:	0.0	25:	0.0	20:	1.2	1%	12
26:	400	0.7	.000	F 70+	26:	0	0.0 <- 0.0	26:	0.0	26:	0.0	26:	0.0	26:	0.0	26:	0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
4:	39,500	21.6	.289	F 21-34	8:	11,400	6.6 <- 6.8	6:	5.8	7:	6.5	8:	6.8	6:	7.4	8:	8.1	15%	93
6:	44,400	16.7	.300	F 21-40	8:	13,300	5.4 <- 5.1	6:	4.7	8:	4.9	8:	5.9	6:	6.5	8:	6.7	18%	76
9:	60,400	10.7	.298	F 16+	11:	18,000	3.7 <- 3.3	11:	3.1	9:	4.6	10:	4.6	8:	5.1	9:	4.8	24%	51
10:	54,500	9.9	.301	F 18+	12:	16,400	3.4 <- 3.1	13:	2.9	10:	3.9	11:	4.2	8:	4.9	10:	4.3	22%	48
10:	47,600	9.1	.300	F 21+	13:	14,300	3.2 <- 3.0	11:	2.8	11:	3.2	10:	3.9	10:	4.3	10:	4.3	19%	45

A U D I E N C E C O M P O S I T I O N
WBZX -- BLACKS

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+					
							6-10A	10A-3P	3-7P	7P-12M	WKEND							
9:	3,600	5.5	.278	B MALE 11:	1,000	1.8 <- 0.0	10:	2.0	6:	3.5	12:	1.7	17:	0.9	5:	2.3	1%	26
18:	600	0.8	.000	B FEMALE 20:	0	0.0 <- 0.0	19:	0.7	19:	0.0	19:	0.0	19:	0.0	20:	0.0	0%	0
6:	1,800	4.6	.000	B 12-24 10:	0	0.0 <- 0.0	7:	1.9	7:	1.7	10:	0.0	10:	0.0	10:	0.0	0%	0
6:	3,400	7.2	.088	B 18-34 9:	300	0.7 <- 0.0	7:	2.2	5:	3.1	11:	0.9	10:	1.0	10:	0.8	0%	11
13:	2,300	3.2	.435	B 25-54 10:	1,000	1.6 <- 0.0	15:	1.2	7:	2.0	9:	1.6	15:	0.9	7:	1.9	1%	23
24:	700	1.0	.999	B 35+ 14:	700	1.3 <- 0.0	14:	1.0	14:	1.4	15:	1.1	17:	0.0	13:	1.6	1%	18

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AUDIENCE COMPOSITION WBZX

Columbus
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 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
3: 136,400	19.9	.397	SODA OIET	3: 54,100	8.7	7.1	4: 7.7	2: 9.8	1: 10.0	2: 10.1	2: 10.0	73%	122
8: 54,200	12.5	.330		7: 17,900	4.7	4.3	7: 3.7	6: 5.5	8: 5.4	7: 5.4	10: 4.9	24%	66
7: 82,900	13.3	.370	NWSPAPER LT./NONE	6: 30,700	5.6	4.2	6: 4.3	2: 6.7	5: 6.5	4: 6.7	4: 6.7	42%	78
5: 107,600	19.9	.401		3: 43,200	8.9	7.2	5: 8.1	3: 9.5	2: 10.2	3: 9.9	2: 10.2	58%	126
6: 35,200	13.8	.384	OUTLET DISCOUNT	6: 13,500	6.0	5.4	8: 5.2	7: 5.8	4: 7.5	5: 7.0	4: 7.4	18%	85
6: 110,400	14.8	.376		7: 41,500	6.2	4.7	6: 5.2	5: 7.1	3: 7.6	5: 7.2	4: 7.3	56%	88

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
6: 52,900	12.8	.371	CREDIT APLIANCE	6: 19,600	5.3	4.6	5: 4.1	7: 5.1	7: 5.1	5: 6.2	6: 6.2	27%	77
4: 44,300	17.7	.420		1: 18,600	8.3	5.1	5: 7.7	1: 8.3	1: 8.7	2: 8.1	1: 10.2	25%	120

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
8: 25,700	10.3	.440	FINANCE	6: 11,300	5.1	3.4	10: 3.5	10: 4.5	6: 6.3	6: 6.1	8: 5.4	15%	78

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
4: 57,400	23.4	.389	LIGHT DOMESTIC IMPORTED	3: 22,300	9.6	8.3	5: 8.1	4: 7.9	2: 10.8	2: 10.2	3: 10.2	30%	161
3: 64,200	21.2	.388		2: 24,900	8.8	6.7	4: 8.5	3: 9.2	3: 8.3	3: 9.0	3: 9.4	34%	148
6: 15,000	17.6	.307		6: 4,600	6.0	4.2	7: 5.3	9: 3.7	6: 5.5	4: 7.1	8: 4.6	6%	101

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AUDIENCE COMPOSITION WBZX

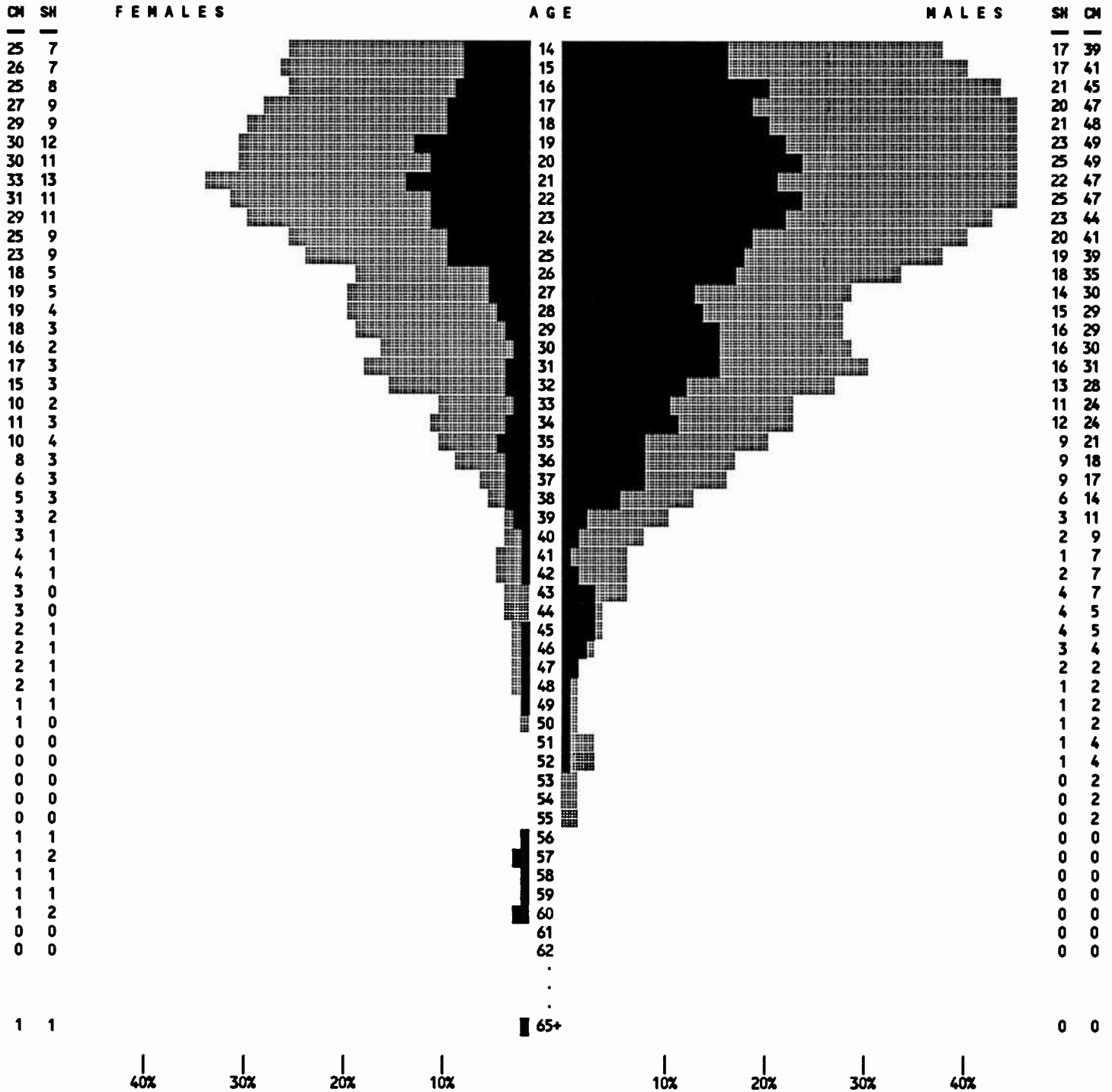
Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
4: 65,000	14.6	.500	HS OR <	2: 32,500	8.6	<- 6.3	4: 8.5	2: 10.1	1: 11.2	1: 10.9	2: 9.8	44%	132
4: 46,400	18.6	.345	SM.COLEG	4: 16,000	6.9	<- 6.3	8: 5.4	5: 6.4	2: 7.5	6: 7.4	4: 7.5	22%	106
7: 29,600	13.5	.311	COL GRAD	6: 9,200	4.6	<- 3.3	6: 4.2	13: 3.1	6: 4.8	6: 5.3	7: 4.8	12%	71
11: 11,500	9.1	.270	GRD SCH+	10: 3,100	2.7	<- 2.6	11: 2.3	11: 4.0	10: 3.1	14: 2.1	10: 4.1	4%	41

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
4: 64,900	17.0	.442	\$30K OR<	2: 28,700	8.5	<- 6.1	5: 7.3	2: 9.4	1: 9.3	1: 9.2	1: 9.1	39%	130
5: 44,500	16.6	.344	\$31K-50K	7: 15,300	6.1	<- 5.5	7: 5.1	4: 6.9	3: 8.5	4: 6.8	4: 6.7	21%	94
6: 26,900	13.4	.357	>\$50K	5: 9,600	5.2	<- 3.9	5: 5.8	13: 3.1	7: 5.5	5: 6.2	8: 5.3	13%	80
14: 5,400	7.2	.315	>\$75K	16: 1,700	2.5	<- 0.9	9: 3.1	14: 3.6	11: 3.8	12: 4.5	14: 3.3	2%	38
11: 3,300	10.8	.333	>\$100K	9: 1,100	4.1	<- 1.1	10: 3.1	7: 4.8	6: 7.3	11: 3.4	12: 3.5	1%	63

AGE HISTOGRAM WBZX PERSONS 12+

Columbus
 Summer 1993
 July 06 - September 13



HOW TO READ

The gray ink on this histogram illustrates WBZX's cume rating, while the black ink represents WBZX's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



Strategic AccuRatings

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CUME ANALYSIS WCLT-AM

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME SHARING ANALYSIS	WCLT-AM CUME	OTHER CUME
WCLT-AM	18,400	100%
WCLT-FM	6,900	38%
WHOK	4,200	23%
WLW	2,600	14%
WTVN	2,500	14%
WHTH	1,900	10%
WHIZ-FM	1,800	10%
WSNY	1,700	9%
WBNS-FM	1,500	8%
WRVF	1,400	8%
WSWZ	1,100	6%
WNCI	1,100	6%
WMNI	1,100	6%
WLWQ	1,000	5%
WCOL-FM	1,000	5%
WOSU-FM	800	4%
WCKX	700	4%
WCOL-AM	700	4%
WCEZ	700	4%
WOSU-AM	700	4%
WRZR	400	2%
WVCO	400	2%
WLOH	400	2%
WBNS-AM	400	2%
WCVO	400	2%
WRFD	300	2%
WBZX	300	2%
WNKO	300	2%

WHICH STATIONS ARE LISTENED TO MOST BY WCLT-AM'S CUMERS?

WCLT-AM	6,400	35%
WCLT-FM	2,900	16%
WHOK	1,300	7%
WLW	1,100	6%
WTVN	1,000	5%
WCKX	700	4%
WRVF	700	4%
WSWZ	700	4%
WCOL-FM	700	4%
WLOH	400	2%
WMNI	400	2%
WOSU-AM	400	2%
WRZR	400	2%
WHIZ-FM	300	2%
WLWQ	300	2%
WRFD	300	2%
WNKO	300	2%
TOTAL	18,400	100%

WHICH STATIONS DO WCLT-AM PARTISANS CUME?

WCLT-AM	6,400	100%
WCLT-FM	2,200	34%
WHTH	1,500	23%
WHIZ-FM	800	13%
WOSU-FM	400	6%
WTVN	400	6%
WHOK	400	6%
WSWZ	400	6%
WOSU-AM	400	6%
WMNI	400	6%
WLWQ	300	5%
WLW	300	5%

HOW TO READ

Within WCLT-AM's weekly cume of 18,400 people, we estimate there are 6,900 individuals who listen to both WCLT-AM and WCLT-FM. They make up 38% of WCLT-AM's cume and 12% of WCLT-FM's cume.

Within WCLT-AM's weekly cume of 18,400 people, we estimate there are 6,400 who would name WCLT-AM as the station they listen to most. They make up 35% of WCLT-AM's weekly cume.

Within WCLT-AM's 6,400 partisans, we estimate there are 2,200 individuals who also listened to WCLT-FM in the past week. They make up 34% of WCLT-AM's partisans.

TREND ANALYSIS WCLT-AM

Columbus
Summer 1993
July 06 - September 13

AUDIENCE GAINS: WHERE WERE TODAY'S WCLT-AM PARTISANS PREVIOUSLY?

WCLT-AM	6,000	94%
WTVN	400	6%
TOTAL:	6,400	100%

AUDIENCE LOSSES: WHERE ARE FORMER WCLT-AM PARTISANS TODAY?

WCLT-AM	6,000	75%
NON-USE	1,400	18%
WLW	400	5%
WHOK	300	4%
TOTAL:	8,000	100%

NET GAIN (OR LOSS) FOR WCLT-AM

WTVN	400
WHOK	-300
WLW	-400
NON-USE	-1,400
TOTAL:	-1,600

HOW TO READ

GAINS: Of WCLT-AM's current 6,400 partisans, we estimate that 94% (6,000) would say WCLT-AM is the station they listened to most "5 or 6 months ago." Similarly, 6% would say that WTVN was their previously most-listened-to station...

LOSSES: Of the 8,000 people who would say they were WCLT-AM partisans 6 months ago, we estimate that 75% (6,000) are still with WCLT-AM. However, 5% (400) are now WLW partisans...

NET: The net effect of WCLT-AM's gains and losses during the last half year or so is an estimated loss of 1,600 partisans.

AUDIENCE FLOW WCLT-AM

WHAT STATIONS DO WCLT-AM PARTISANS LISTEN TO MOST IN THE MORNING?

WCLT-AM	3,100	48%
NON-USE	2,600	41%
WNTH	400	6%
WLWQ	300	5%
TOTAL:	6,400	100%

WHAT STATIONS DO WCLT-AM MORNING PARTISANS LISTEN TO MOST OVERALL?

WCLT-AM	3,100	74%
WLW	1,100	26%
TOTAL:	4,200	100%

HOW TO READ

Of WCLT-AM's 6,400 partisans, we estimate that 48% (3,100) would say the station they listen to most in the morning is WCLT-AM.

Of WCLT-AM's 4,200 morning partisans, we estimate that 74% (3,100) would say that WCLT-AM is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

A U D I E N C E F L O W (cont.)
WCLT-AM

Columbus
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July 06 - September 13

WHAT STATIONS DO
WCLT-AM PARTISANS
LISTEN TO MOST DURING
MIDDAYS?

NON-USE	3,100	48%
WCLT-AM	2,200	34%
WHIZ-FM	400	6%
WOSU-AM	400	6%
WLW	300	5%
TOTAL:	6,400	100%

WHAT STATIONS DO
WCLT-AM MIDDAY
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-AM	2,200	76%
WLOH	400	14%
WTVN	300	10%
TOTAL:	2,900	100%

WHAT STATIONS DO
WCLT-AM PARTISANS
LISTEN TO MOST DURING
AFTERNOONS?

NON-USE	3,500	55%
WCLT-AM	2,900	45%
TOTAL:	6,400	100%

WHAT STATIONS DO
WCLT-AM AFTERNOON
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-AM	2,900	62%
WHOK	600	13%
WCIX	400	9%
WLW	400	9%
WSWZ	300	6%
TOTAL:	4,700	100%

WHAT STATIONS DO
WCLT-AM PARTISANS
LISTEN TO MOST DURING
EVENINGS?

NON-USE	4,100	64%
WCLT-AM	1,500	23%
WSWZ	400	6%
WLW	300	5%
TOTAL:	6,400	100%

WHAT STATIONS DO
WCLT-AM EVENING
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-AM	1,500	58%
WMNI	400	15%
WCLT-FM	400	15%
WHOK	300	12%
TOTAL:	2,600	100%

WHAT STATIONS DO
WCLT-AM PARTISANS
LISTEN TO MOST DURING
WEEKENDS?

WCLT-AM	4,900	77%
NON-USE	1,100	17%
WLW	300	5%
TOTAL:	6,400	100%

WHAT STATIONS DO
WCLT-AM WEEKEND
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-AM	4,900	94%
WCIX	300	6%
TOTAL:	5,200	100%

AUDIENCE COMPOSITION WCLT-AM

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
28:	18,400	1.6	P 12+	26:	6,400	0.6	<- 0.8	27:	0.5	29:	0.4	26:	0.6	27:	0.5	26:	0.6	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
28:	9,000	1.6	M 12+	29:	2,200	0.4	<- 0.6	31:	0.3	30:	0.2	25:	0.6	35:	0.1	26:	0.4	34%	70
26:	9,400	1.6	F 12+	24:	4,100	0.8	<- 0.9	26:	0.8	26:	0.6	26:	0.6	23:	0.8	24:	0.8	64%	126

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
25:	17,700	1.7	WHITES	25:	6,400	0.7	<- 0.9	26:	0.6	28:	0.5	25:	0.6	26:	0.5	25:	0.7	100%	112
29:	700	0.5	BLACKS	31:	0	0.0	<- 0.0	31:	0.0	31:	0.0	20:	0.5	27:	0.0	22:	0.3	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
27:	700	1.2	DELAWARE	26:	400	0.8	<- 0.8	26:	0.0	28:	0.0	29:	0.0	26:	0.0	23:	1.0	6%	124
23:	1,700	1.9	FAIRFIEL	25:	0	0.0	<- 0.4	27:	0.0	27:	0.0	20:	1.1	13:	1.7	25:	0.0	0%	0
29:	4,300	0.5	FRANKLIN	32:	700	0.1	<- 0.1	33:	0.1	28:	0.2	33:	0.1	30:	0.2	34:	0.1	11%	16
5:	11,700	10.9	LICKING	3:	5,300	5.7	<- 7.1	6:	5.0	6:	3.4	6:	5.2	11:	2.5	3:	5.8	83%	927
34:	0	0.0	MADISON	34:	0	0.0	<- 0.0	34:	0.0	34:	0.0	34:	0.0	34:	0.0	34:	0.0	0%	0
30:	0	0.0	PICKAWAY	30:	0	0.0	<- 0.0	30:	0.0	30:	0.0	30:	0.0	30:	0.0	30:	0.0	0%	0
29:	0	0.0	UNION	46:	0	0.0	<- 0.0	46:	0.0	46:	0.0	46:	0.0	46:	0.0	46:	0.0	0%	0

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-AM -- PERSONS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
31: 400	0.4	.000	P 12-17	36: 0	0.0 <- 0.0		31: 0.0	31: 0.0	36: 0.0	36: 0.0	36: 0.0	0%	0
31: 800	0.5	.000	P 18-24	33: 0	0.0 <- 0.0		33: 0.0	33: 0.0	33: 0.0	24: 0.3	30: 0.0	0%	0
32: 1,900	0.7	.316	P 25-34	29: 600	0.3 <- 0.4		35: 0.0	32: 0.2	24: 0.5	35: 0.0	24: 0.3	9%	41
29: 2,900	1.3	.000	P 35-44	38: 0	0.0 <- 0.0		38: 0.0	41: 0.0	31: 0.4	33: 0.3	38: 0.0	0%	0
26: 3,100	2.1	.226	P 45-54	26: 700	0.5 <- 1.3		24: 0.7	29: 0.5	25: 0.4	29: 0.0	21: 0.7	11%	85
20: 2,800	2.5	.429	P 55-64	18: 1,200	1.4 <- 1.4		22: 0.6	20: 0.8	26: 0.0	14: 2.6	20: 1.3	19%	220
11: 6,500	4.5	.585	P 65+	9: 3,800	3.8 <- 4.2		7: 4.7	10: 3.5	7: 5.7	12: 3.3	7: 4.7	59%	614

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
31: 1,200	0.4	.000	P 12-24	34: 0	0.0 <- 0.0		34: 0.0	34: 0.0	34: 0.0	28: 0.2	31: 0.0	0%	0
32: 2,700	0.6	.222	P 18-34	29: 600	0.1 <- 0.2		36: 0.0	34: 0.1	26: 0.3	31: 0.2	28: 0.2	9%	24
30: 7,300	1.0	.137	P 18-49	33: 1,000	0.1 <- 0.2		33: 0.1	34: 0.1	29: 0.3	32: 0.2	32: 0.2	16%	24
29: 6,500	1.2	.154	P 25-49	31: 1,000	0.2 <- 0.3		32: 0.2	33: 0.2	27: 0.5	34: 0.1	30: 0.2	16%	31
28: 7,900	1.3	.165	P 25-54	31: 1,300	0.2 <- 0.4		33: 0.1	34: 0.2	27: 0.4	35: 0.1	28: 0.3	20%	37
26: 6,100	1.6	.115	P 35-54	32: 700	0.2 <- 0.5		31: 0.3	37: 0.2	28: 0.4	34: 0.2	31: 0.3	11%	33
26: 8,800	1.8	.216	P 35-64	29: 1,900	0.4 <- 0.7		30: 0.3	32: 0.3	30: 0.3	27: 0.6	28: 0.5	30%	72
24: 15,300	2.4	.379	P 35+	25: 5,800	1.1 <- 1.3		23: 1.0	26: 0.9	25: 1.0	24: 1.0	24: 1.2	91%	178

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
27: 400	0.6	.000	P 12-15	30: 0	0.0 <- 0.0		27: 0.0	27: 0.0	27: 0.0	27: 0.0	27: 0.0	0%	0
31: 400	0.5	.000	P 16-19	31: 0	0.0 <- 0.0		31: 0.0	31: 0.0	31: 0.0	17: 0.6	19: 0.0	0%	0
29: 1,900	0.7	.316	P 20-29	27: 600	0.2 <- 0.4		31: 0.0	30: 0.2	23: 0.4	33: 0.0	23: 0.3	9%	38
33: 1,000	0.4	.000	P 30-39	36: 0	0.0 <- 0.0		39: 0.0	39: 0.0	39: 0.0	39: 0.0	39: 0.0	0%	0
26: 4,000	2.1	.100	P 40-49	30: 400	0.2 <- 0.4		26: 0.5	33: 0.3	25: 0.8	31: 0.4	31: 0.3	6%	38
20: 2,600	2.2	.462	P 50-59	20: 1,200	1.2 <- 1.4		28: 0.0	22: 0.8	27: 0.0	21: 1.1	21: 1.1	19%	188
16: 3,500	3.0	.343	P 60-69	18: 1,200	1.4 <- 2.4		19: 1.4	27: 0.0	17: 1.7	17: 1.3	15: 2.0	19%	231
10: 4,600	5.1	.674	P 70+	7: 3,100	5.1 <- 5.1		5: 6.7	6: 6.4	6: 6.8	8: 5.8	6: 5.8	48%	830

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
32: 2,300	0.6	.261	P 21-34	30: 600	0.2 <- 0.3		36: 0.0	34: 0.1	26: 0.3	35: 0.0	27: 0.2	9%	28
31: 3,600	0.7	.167	P 21-40	31: 600	0.1 <- 0.2		38: 0.0	37: 0.1	30: 0.2	39: 0.0	31: 0.1	9%	20
27: 18,000	1.6	.356	P 16+	26: 6,400	0.7 <- 0.8		26: 0.6	29: 0.5	26: 0.7	26: 0.5	26: 0.7	100%	107
27: 18,000	1.7	.356	P 18+	26: 6,400	0.7 <- 0.9		26: 0.6	29: 0.5	26: 0.7	26: 0.5	26: 0.7	100%	111
26: 17,600	1.8	.364	P 21+	26: 6,400	0.7 <- 0.9		25: 0.6	29: 0.6	26: 0.7	27: 0.5	26: 0.7	100%	118

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-AM -- MALES

Columbus
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 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+			
							6-10A	10A-3P	3-7P	7P-12M	WKEND					
40:	0	0.0	M 12-17	40:	0	0.0 <- 0.0	40:	0.0	40:	0.0	40:	0.0	40:	0.0	0%	0
32:	400	0.4	M 18-24	32:	0	0.0 <- 0.0	32:	0.0	32:	0.0	32:	0.0	32:	0.0	0%	0
30:	1,000	0.8	M 25-34	27:	300	0.3 <- 0.5	31:	0.0	30:	0.0	23:	0.6	30:	0.0	5%	41
26:	2,300	2.1	M 35-44	33:	0	0.0 <- 0.0	36:	0.0	36:	0.0	24:	0.8	27:	0.6	0%	0
24:	2,200	3.1	M 45-54	26:	400	0.6 <- 1.1	21:	1.4	28:	0.0	24:	0.8	28:	0.0	6%	99
23:	1,200	2.3	M 55-64	22:	400	1.0 <- 1.0	25:	0.0	20:	1.7	23:	0.0	23:	0.0	6%	154
13:	1,900	3.4	M 65+	11:	1,200	3.0 <- 3.8	18:	1.5	13:	1.8	8:	3.3	18:	0.0	19%	494

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+			
							6-10A	10A-3P	3-7P	7P-12M	WKEND					
37:	400	0.3	M 12-24	37:	0	0.0 <- 0.0	37:	0.0	37:	0.0	37:	0.0	37:	0.0	0%	0
32:	1,400	0.6	M 18-34	32:	300	0.1 <- 0.3	35:	0.0	33:	0.0	24:	0.3	34:	0.0	5%	24
29:	4,800	1.3	M 18-49	30:	700	0.2 <- 0.3	32:	0.2	37:	0.0	23:	0.6	34:	0.1	11%	33
28:	4,400	1.6	M 25-49	29:	700	0.3 <- 0.4	30:	0.3	37:	0.0	23:	0.8	31:	0.2	11%	44
27:	5,500	1.8	M 25-54	30:	700	0.2 <- 0.5	30:	0.3	38:	0.0	24:	0.7	31:	0.2	11%	39
25:	4,500	2.5	M 35-54	30:	400	0.2 <- 0.4	26:	0.5	35:	0.0	26:	0.7	30:	0.4	6%	38
25:	5,700	2.4	M 35-64	29:	800	0.4 <- 0.5	28:	0.4	30:	0.3	27:	0.6	31:	0.3	13%	61
24:	7,600	2.6	M 35+	26:	1,900	0.8 <- 1.1	27:	0.6	29:	0.5	25:	0.9	31:	0.3	30%	123

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+			
							6-10A	10A-3P	3-7P	7P-12M	WKEND					
40:	0	0.0	M 12-15	40:	0	0.0 <- 0.0	40:	0.0	40:	0.0	40:	0.0	40:	0.0	0%	0
40:	0	0.0	M 16-19	40:	0	0.0 <- 0.0	40:	0.0	40:	0.0	40:	0.0	40:	0.0	0%	0
28:	1,400	1.0	M 20-29	27:	300	0.2 <- 0.5	32:	0.0	32:	0.0	22:	0.5	31:	0.0	5%	38
38:	300	0.3	M 30-39	38:	0	0.0 <- 0.0	38:	0.0	38:	0.0	38:	0.0	38:	0.0	0%	0
22:	3,000	3.2	M 40-49	25:	400	0.5 <- 0.5	20:	0.9	31:	0.0	19:	1.4	27:	0.7	6%	75
19:	1,900	3.4	M 50-59	22:	400	0.8 <- 1.6	26:	0.0	21:	1.6	26:	0.0	26:	0.0	6%	130
16:	1,600	3.2	M 60-69	14:	800	2.1 <- 3.2	15:	1.6	19:	0.0	12:	2.9	18:	0.0	13%	346
17:	800	2.3	M 70+	19:	400	1.7 <- 1.7	22:	0.0	16:	3.3	25:	0.0	22:	0.0	6%	274

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+			
							6-10A	10A-3P	3-7P	7P-12M	WKEND					
31:	1,400	0.7	M 21-34	29:	300	0.2 <- 0.3	33:	0.0	33:	0.0	24:	0.4	32:	0.0	5%	28
30:	2,100	0.8	M 21-40	31:	300	0.1 <- 0.2	35:	0.0	36:	0.0	26:	0.3	33:	0.0	5%	20
28:	9,000	1.7	M 16+	29:	2,200	0.5 <- 0.7	31:	0.3	30:	0.3	25:	0.6	35:	0.1	34%	74
27:	9,000	1.8	M 18+	29:	2,200	0.5 <- 0.7	31:	0.3	30:	0.3	25:	0.7	35:	0.1	34%	78
27:	9,000	1.9	M 21+	29:	2,200	0.5 <- 0.8	30:	0.3	30:	0.3	25:	0.7	34:	0.1	34%	84

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AUDIENCE COMPOSITION WCLT-AM -- FEMALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
25:	400	0.7	.000	F 12-17	30:	0	0.0 <- 0.0	30:	0.0	30:	0.0	30:	0.0	30:	0.0	0%	0
29:	400	0.5	.000	F 18-24	26:	0	0.0 <- 0.0	29:	0.0	29:	0.0	15:	0.7	25:	0.0	0%	0
31:	900	0.7	.333	F 25-34	30:	300	0.3 <- 0.3	37:	0.0	32:	0.4	31:	0.0	26:	0.3	5%	41
34:	600	0.5	.000	F 35-44	37:	0	0.0 <- 0.0	37:	0.0	37:	0.0	37:	0.0	37:	0.0	0%	0
25:	1,000	1.3	.400	F 45-54	22:	400	0.6 <- 1.5	27:	0.0	21:	1.0	29:	0.0	24:	0.0	6%	96
19:	1,600	2.7	.500	F 55-64	18:	800	1.7 <- 1.7	18:	1.1	21:	0.0	22:	0.0	11:	4.9	13%	278
8:	4,600	5.1	.587	F 65+	8:	2,700	4.4 <- 4.4	4:	6.9	5:	4.7	4:	8.4	8:	5.0	42%	719

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
27:	800	0.6	.000	F 12-24	31:	0	0.0 <- 0.0	30:	0.0	30:	0.0	30:	0.0	25:	0.0	0%	0
32:	1,200	0.6	.250	F 18-34	31:	300	0.1 <- 0.1	37:	0.0	31:	0.2	30:	0.2	23:	0.3	5%	24
31:	2,500	0.7	.120	F 18-49	36:	300	0.1 <- 0.2	40:	0.0	33:	0.3	37:	0.1	31:	0.2	5%	14
31:	2,100	0.7	.143	F 25-49	36:	300	0.1 <- 0.2	40:	0.0	32:	0.4	37:	0.2	41:	0.0	5%	19
32:	2,500	0.8	.240	F 25-54	32:	600	0.2 <- 0.4	40:	0.0	31:	0.4	38:	0.1	38:	0.0	9%	34
31:	1,600	0.8	.250	F 35-54	32:	400	0.2 <- 0.6	36:	0.0	32:	0.3	38:	0.0	35:	0.0	6%	38
27:	3,200	1.3	.375	F 35-64	28:	1,200	0.6 <- 0.8	31:	0.2	33:	0.3	36:	0.0	26:	0.9	19%	90
24:	7,800	2.3	.487	F 35+	19:	3,800	1.4 <- 1.6	17:	1.5	23:	1.2	24:	1.2	17:	1.7	59%	222

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
24:	400	1.0	.000	F 12-15	24:	0	0.0 <- 0.0	24:	0.0	24:	0.0	24:	0.0	24:	0.0	0%	0
19:	400	1.3	.000	F 16-19	19:	0	0.0 <- 0.0	19:	0.0	19:	0.0	10:	1.4	14:	0.0	0%	0
32:	500	0.4	.600	F 20-29	25:	300	0.2 <- 0.2	29:	0.0	23:	0.4	21:	0.3	27:	0.0	5%	39
35:	600	0.5	.000	F 30-39	38:	0	0.0 <- 0.0	38:	0.0	38:	0.0	38:	0.0	38:	0.0	0%	0
29:	900	1.0	.000	F 40-49	33:	0	0.0 <- 0.4	33:	0.0	29:	0.7	35:	0.0	35:	0.0	0%	0
25:	800	1.3	.999	F 50-59	17:	800	1.5 <- 1.3	25:	0.0	22:	0.0	24:	0.0	15:	2.3	13%	242
18:	1,900	2.8	.211	F 60-69	21:	400	0.8 <- 1.7	20:	1.2	25:	0.0	25:	0.0	17:	2.2	6%	138
6:	3,800	7.1	.711	F 70+	5:	2,700	7.3 <- 7.3	3:	11.4	4:	8.6	1:	12.8	4:	8.5	42%	999

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
31:	900	0.5	.333	F 21-34	30:	300	0.2 <- 0.2	36:	0.0	28:	0.3	31:	0.2	36:	0.0	5%	28
32:	1,500	0.6	.200	F 21-40	33:	300	0.1 <- 0.1	39:	0.0	34:	0.2	31:	0.2	40:	0.0	5%	20
26:	9,000	1.6	.456	F 16+	24:	4,100	0.8 <- 1.0	24:	0.8	26:	0.7	25:	0.7	23:	0.9	64%	135
26:	9,000	1.6	.456	F 18+	24:	4,100	0.9 <- 1.0	23:	0.8	26:	0.7	25:	0.7	23:	1.0	64%	139
26:	8,600	1.6	.477	F 21+	24:	4,100	0.9 <- 1.0	23:	0.9	26:	0.8	25:	0.7	24:	0.9	64%	148

AUDIENCE COMPOSITION WCLT-AM -- BLACKS

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WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AJD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
33:	300	0.5	.000	B MALE	33:	0	0.0 <- 0.0	33: 0.0	33: 0.0	33: 0.0	33: 0.0	18: 0.7	0%	0
19:	400	0.6	.000	B FEMALE	21:	0	0.0 <- 0.0	21: 0.0	21: 0.0	14: 1.0	18: 0.0	21: 0.0	0%	0
16:	0	0.0	.000	B 12-24	16:	0	0.0 <- 0.0	16: 0.0	16: 0.0	16: 0.0	16: 0.0	16: 0.0	0%	0
21:	300	0.6	.000	B 18-34	24:	0	0.0 <- 0.0	21: 0.0	21: 0.0	21: 0.0	21: 0.0	15: 0.8	0%	0
31:	300	0.4	.000	B 25-54	32:	0	0.0 <- 0.0	31: 0.0	31: 0.0	31: 0.0	31: 0.0	20: 0.6	0%	0
30:	400	0.6	.000	B 35+	30:	0	0.0 <- 0.0	30: 0.0	30: 0.0	17: 1.1	21: 0.0	24: 0.0	0%	0

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AUDIENCE COMPOSITION WCLT-AM

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WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
27: 11,100	1.6	.243	SODA DIET	27: 2,700	0.4 <- 0.5		29: 0.4	32: 0.3	28: 0.4	27: 0.4	26: 0.4	42%	70
26: 7,200	1.7	.375		26: 2,700	0.7 <- 0.9		30: 0.5	37: 0.1	24: 0.8	29: 0.4	26: 0.7	42%	115
26: 11,700	1.9	.359	MWSPAPER LT./NONE	26: 4,200	0.8 <- 0.9		25: 0.8	27: 0.7	27: 0.7	25: 0.7	26: 0.6	66%	124
27: 6,700	1.2	.328		27: 2,200	0.5 <- 0.6		30: 0.2	31: 0.2	27: 0.5	31: 0.2	24: 0.6	34%	74
27: 3,400	1.3	.441	OUTLET DISCOUNT	25: 1,500	0.7 <- 0.8		27: 0.4	30: 0.3	32: 0.2	26: 0.5	25: 0.6	23%	109
28: 11,100	1.5	.306		28: 3,400	0.5 <- 0.6		27: 0.5	34: 0.2	29: 0.4	26: 0.5	28: 0.4	53%	83

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
28: 5,400	1.3	.407	CREDIT APLIANCE	26: 2,200	0.6 <- 0.8		26: 0.5	32: 0.2	29: 0.4	26: 0.6	26: 0.6	34%	91
24: 5,400	2.2	.333		26: 1,800	0.8 <- 0.9		27: 0.4	28: 0.5	24: 1.0	25: 0.6	25: 0.6	28%	122

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
26: 4,500	1.8	.422	FINANCE	24: 1,900	0.9 <- 1.3		23: 1.0	28: 0.3	24: 0.9	25: 0.4	23: 1.1	30%	125

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
25: 4,700	1.9	.298	LIGHT DOMESTIC IMPORTED	25: 1,400	0.6 <- 0.6		24: 0.6	27: 0.4	26: 0.5	20: 0.8	25: 0.4	22%	83
24: 5,500	1.8	.327		23: 1,800	0.6 <- 0.6		27: 0.3	30: 0.2	23: 0.7	23: 0.7	23: 0.7	28%	88
24: 1,500	1.8	.267		24: 400	0.5 <- 0.5		15: 1.2	28: 0.0	26: 0.0	28: 0.0	24: 0.6	6%	72

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-AM

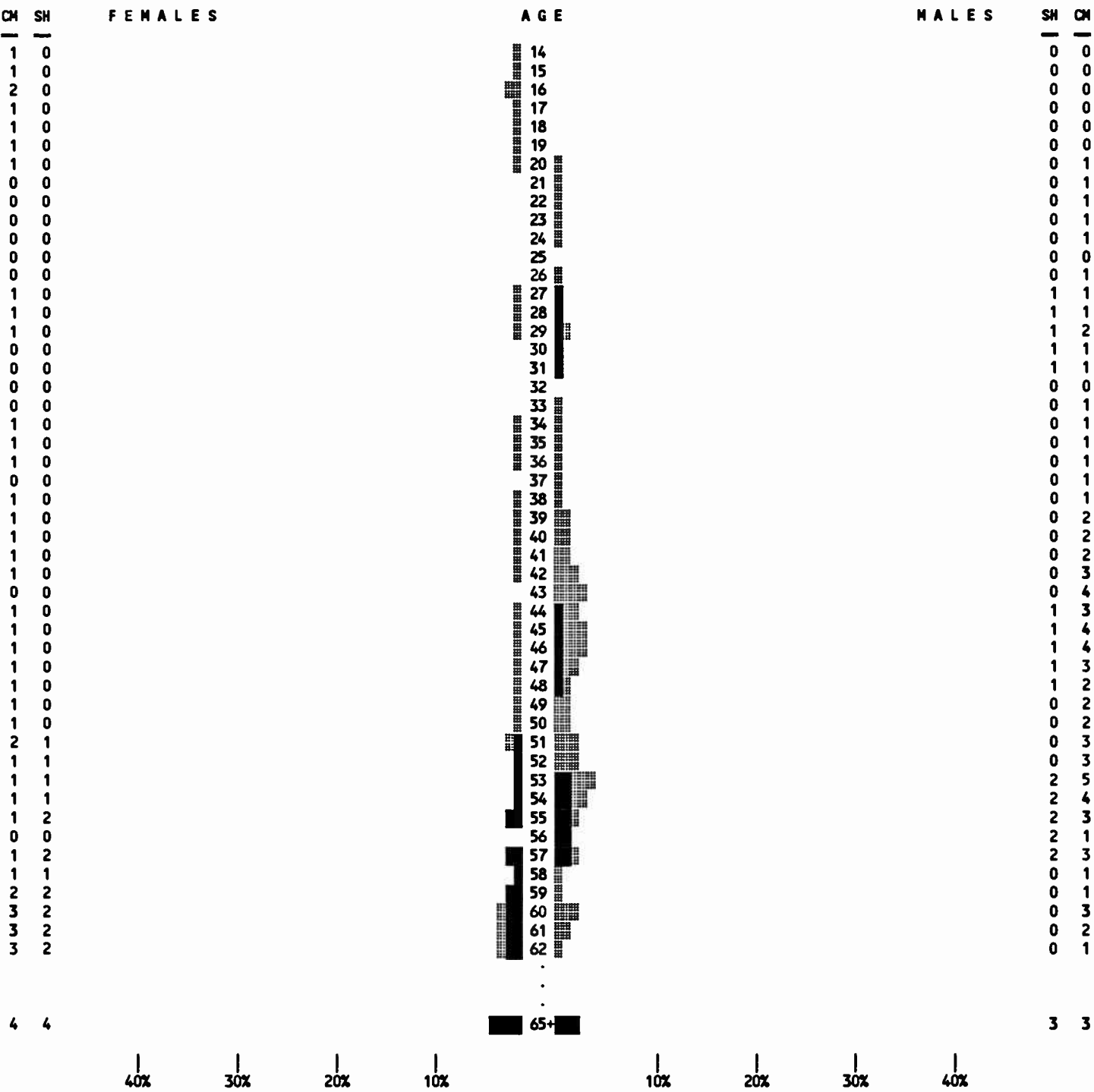
Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
20: 10,400	2.3	.423	HS OR <	20: 4,400	1.2	<- 1.2	20: 0.8	28: 0.6	21: 0.9	18: 1.4	21: 1.2	69%	172
29: 3,200	1.3	.250	SM.COLEG	30: 800	0.3	<- 0.8	27: 0.7	25: 0.8	26: 0.7	36: 0.0	24: 0.6	13%	51
27: 2,900	1.3	.138	COL GRAD	30: 400	0.2	<- 0.2	36: 0.0	27: 0.4	28: 0.5	36: 0.0	33: 0.0	6%	30
31: 1,100	0.9	.364	GRD SCH+	28: 400	0.3	<- 0.3	25: 0.4	31: 0.0	33: 0.0	30: 0.0	26: 0.4	6%	50

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
25: 7,000	1.8	.371	\$30K OR<	26: 2,600	0.8	<- 0.9	25: 0.9	27: 0.7	26: 0.7	25: 0.8	26: 0.8	41%	113
27: 3,800	1.4	.368	\$31K-50K	27: 1,400	0.6	<- 0.7	31: 0.2	29: 0.5	30: 0.3	26: 0.5	28: 0.5	22%	83
27: 4,200	2.1	.095	>\$50K	31: 400	0.2	<- 0.4	37: 0.0	33: 0.3	25: 0.8	35: 0.0	30: 0.3	6%	32
20: 2,100	2.8	.000	>\$75K	28: 0	0.0	<- 0.6	33: 0.0	25: 0.8	25: 0.6	30: 0.0	31: 0.0	0%	0
38: 0	0.0	.000	>\$100K	33: 0	0.0	<- 1.5	23: 0.0	23: 0.0	23: 0.0	23: 0.0	23: 0.0	0%	0

AGE HISTOGRAM WCLT-AM PERSONS 12+

Columbus
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HOW TO READ

The gray ink on this histogram illustrates WCLT-AM's cume rating, while the black ink represents WCLT-AM's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



Strategic AccuRatings

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CUME ANALYSIS WCLT-FM

Columbus
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WEEKLY CUME SHARING ANALYSIS

	WCLT-FM CUME	OTHER CUME
WCLT-FM	59,600	100%
WHOK	27,900	47%
WRVF	15,500	26%
WNCI	13,200	22%
WLVQ	9,200	15%
WBZX	7,500	13%
WCLT-AM	6,900	12%
WSNY	6,700	11%
WAHC/WHT	5,500	9%
WCOL-FM	4,500	8%
WRZR	4,200	7%
WBNS-FM	4,000	7%
WTVN	3,500	6%
OTHER	2,900	5%
WLW	2,500	4%
WCVO	2,300	4%
WQIO	1,800	3%
WCOL-AM	1,700	3%
WHTH	1,500	3%
WMNI	1,500	3%
WHIZ-FM	1,500	3%
WOSU-AM	1,400	2%
WUCD	1,400	2%
WCEZ	1,300	2%
WCKX	1,100	2%
WRFD	700	1%
WOSU-FM	700	1%
WNKO	600	1%
WLOH	600	1%
WMRN-FM	600	1%
WCMJ	400	1%
WBNS-AM	400	1%
WCBE	300	1%

WHICH STATIONS ARE LISTENED TO MOST BY WCLT-FM'S CUMERS?

	CUME	PERCENT
WCLT-FM	26,100	44%
WHOK	6,800	11%
WRVF	4,600	8%
WNCI	4,000	7%
WBZX	2,800	5%
WCLT-AM	2,200	4%
DK	2,100	4%
WSNY	1,700	3%
WBNS-FM	1,700	3%
WAHC/WHT	1,200	2%
WRZR	1,100	2%
WRFD	700	1%
WCOL-FM	700	1%
WLW	700	1%
OTHER	600	1%
WBNS-AM	400	1%
WMNI	300	1%
WTVN	300	1%
WHIZ-FM	300	1%
WLOH	300	1%
WCKX	300	1%
WQIO	300	1%
WOSU-FM	300	1%
TOTAL	59,600	100%

WHICH STATIONS DO WCLT-FM PARTISANS CUME?

	CUME	PERCENT
WCLT-FM	26,100	100%
WHOK	8,700	33%
WLVQ	3,400	13%
WNCI	3,200	12%
WCLT-AM	2,900	11%
WRVF	2,500	10%
WSNY	2,400	9%
WBZX	2,200	8%
WTVN	1,900	7%
WRZR	1,400	5%
WAHC/WHT	1,000	4%
WUCD	800	3%
WHTH	800	3%
WBNS-FM	800	3%
WHIZ-FM	800	3%
WCOL-FM	700	3%
WLW	700	3%
WNKO	600	2%
WCOL-AM	400	2%
WMNI	400	2%
WOSU-FM	400	2%
WLOH	400	2%
WQIO	400	2%
WCVO	400	2%
OTHER	300	1%
WOSU-AM	300	1%

HOW TO READ

Within WCLT-FM's weekly cume of 59,600 people, we estimate there are 27,900 individuals who listen to both WCLT-FM and WHOK. They make up 47% of WCLT-FM's cume and 16% of WHOK's cume.

Within WCLT-FM's weekly cume of 59,600 people, we estimate there are 26,100 who would name WCLT-FM as the station they listen to most. They make up 44% of WCLT-FM's weekly cume.

Within WCLT-FM's 26,100 partisans, we estimate there are 8,700 individuals who also listened to WHOK in the past week. They make up 33% of WCLT-FM's partisans.

TREND ANALYSIS WCLT-FM

Columbus
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AUDIENCE GAINS: WHERE WERE TODAY'S WCLT-FM PARTISANS PREVIOUSLY?

WCLT-FM	19,600	75%
WHOK	1,500	6%
WNCI	1,100	4%
WRZR	1,100	4%
WBZX	700	3%
WLVQ	600	2%
OTHER	400	2%
WBNS-FM	400	2%
WAHC/WHT	400	2%
WNKO	300	1%
TOTAL:	26,100	100%

AUDIENCE LOSSES: WHERE ARE FORMER WCLT-FM PARTISANS TODAY?

WCLT-FM	19,600	82%
NON-USE	1,100	5%
WNCI	800	3%
WHOK	600	3%
WCOL-FM	400	2%
WAHC/WHT	400	2%
DK	300	1%
WRVF	300	1%
WQIO	300	1%
TOTAL:	23,800	100%

NET GAIN (OR LOSS) FOR WCLT-FM

WRZR	1,100
WHOK	900
WBZX	700
WLVQ	600
OTHER	400
WBNS-FM	400
WNCI	300
WNKO	300
WQIO	-300
DK	-300
WRVF	-300
WCOL-FM	-400
NON-USE	-1,100
TOTAL:	2,300

HOW TO READ

GAINS: Of WCLT-FM's current 26,100 partisans, we estimate that 75% (19,600) would say WCLT-FM is the station they listened to most "5 or 6 months ago." Similarly, 6% would say that WHOK was their previously most-listened-to station...

LOSSES: Of the 23,800 people who would say they were WCLT-FM partisans 6 months ago, we estimate that 82% (19,600) are still with WCLT-FM. However, 3% (800) are now WNCI partisans...

NET: The net effect of WCLT-FM's gains and losses during the last half year or so is an estimated gain of 2,300 partisans.

AUDIENCE FLOW WCLT-FM

WHAT STATIONS DO WCLT-FM PARTISANS LISTEN TO MOST IN THE MORNING?

WCLT-FM	17,000	65%
NON-USE	5,100	20%
WNCI	1,000	4%
WRVF	1,000	4%
WLW	400	2%
DK	400	2%
WMNI	400	2%
WHOK	400	2%
WTVN	300	1%
TOTAL:	26,100	100%

WHAT STATIONS DO WCLT-FM MORNING PARTISANS LISTEN TO MOST OVERALL?

WCLT-FM	17,000	91%
WHOK	400	2%
WRZR	400	2%
WRVF	300	2%
WQIO	300	2%
WHIZ-FM	300	2%
TOTAL:	18,700	100%

HOW TO READ

Of WCLT-FM's 26,100 partisans, we estimate that 65% (17,000) would say the station they listen to most in the morning is WCLT-FM.

Of WCLT-FM's 18,700 morning partisans, we estimate that 91% (17,000) would say that WCLT-FM is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

Strategic AccuRatings

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AUDIENCE FLOW (cont.) WCLT-FM

Columbus
Summer 1993
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WHAT STATIONS DO
WCLT-FM PARTISANS
LISTEN TO MOST DURING
MIDDAYS?

WCLT-FM	16,400	63%
NON-USE	7,000	27%
WLW	700	3%
WAHC/WHT	400	2%
WOSU-FM	400	2%
WHTH	400	2%
WNCI	300	1%
WHOK	300	1%
WRZR	300	1%
TOTAL:	26,100	100%

WHAT STATIONS DO
WCLT-FM MIDDAY
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-FM	16,400	85%
WNCI	700	4%
DK	700	4%
WRFD	700	4%
WBZX	500	3%
WHOK	300	2%
TOTAL:	19,300	100%

WHAT STATIONS DO
WCLT-FM PARTISANS
LISTEN TO MOST DURING
AFTERNOONS?

WCLT-FM	14,400	55%
NON-USE	7,000	27%
WHOK	900	3%
WRVF	800	3%
WRZR	800	3%
WBZX	700	3%
WQIO	400	2%
WBNS-FM	400	2%
WLW	400	2%
WTVN	300	1%
TOTAL:	26,100	100%

WHAT STATIONS DO
WCLT-FM AFTERNOON
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-FM	14,400	89%
WNCI	700	4%
DK	400	2%
WHIZ-FM	300	2%
WHOK	300	2%
TOTAL:	16,100	100%

WHAT STATIONS DO
WCLT-FM PARTISANS
LISTEN TO MOST DURING
EVENINGS?

NON-USE	14,100	54%
WCLT-FM	8,600	33%
WRZR	800	3%
WRVF	400	2%
WBNS-FM	400	2%
DK	400	2%
WCLT-AM	400	2%
WMNI	400	2%
WSNY	300	1%
WHOK	300	1%
TOTAL:	26,100	100%

WHAT STATIONS DO
WCLT-FM EVENING
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-FM	8,600	83%
WNCI	1,100	11%
WMNI	300	3%
DK	300	3%
TOTAL:	10,300	100%

WHAT STATIONS DO
WCLT-FM PARTISANS
LISTEN TO MOST DURING
WEEKENDS?

WCLT-FM	20,300	78%
NON-USE	1,500	6%
WHOK	1,200	5%
DK	1,100	4%
WBZX	800	3%
WAHC/WHT	400	2%
WMNI	400	2%
OTHER	300	1%
TOTAL:	26,100	100%

WHAT STATIONS DO
WCLT-FM WEEKEND
PARTISANS LISTEN TO
MOST OVERALL?

WCLT-FM	20,300	91%
WNCI	400	2%
WBNS-FM	400	2%
WRZR	400	2%
DK	300	1%
WMNI	300	1%
TOTAL:	22,200	100%

AUDIENCE COMPOSITION WCLT-FM

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
16:	59,600	5.1	.438	P 12+	15: 26,100	2.5 <- 2.3		15: 2.3	14: 3.0	15: 2.1	19: 1.8	15: 2.6	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
19:	28,200	5.0	.457	M 12+	15: 12,900	2.5 <- 2.1		14: 2.4	15: 2.9	17: 2.0	17: 2.3	15: 2.4	49%	101
15:	31,300	5.2	.422	F 12+	15: 13,200	2.5 <- 2.4		15: 2.2	13: 3.1	14: 2.1	20: 1.3	14: 2.8	51%	99

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
14:	59,200	5.7	.434	WHITES	13: 25,700	2.8 <- 2.6		13: 2.5	13: 3.3	14: 2.3	16: 2.1	13: 3.0	98%	110
32:	400	0.3	.999	BLACKS	22: 400	0.4 <- 0.0		21: 0.5	27: 0.0	25: 0.0	24: 0.0	25: 0.0	2%	14

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
22:	1,900	3.3	.158	DELAWARE	27: 300	0.6 <- 0.6		27: 0.0	26: 1.0	26: 0.8	28: 0.0	24: 0.7	1%	23
12:	4,300	4.9	.233	FAIRFIEL	15: 1,000	1.3 <- 0.5		16: 0.7	14: 2.0	18: 1.1	11: 1.7	18: 1.0	4%	51
25:	14,300	1.7	.168	FRANKLIN	25: 2,400	0.3 <- 0.2		29: 0.2	26: 0.4	27: 0.2	32: 0.1	27: 0.2	9%	13
1:	35,900	33.3	.624	LICKING	1: 22,400	24.1 <- 23.3		1: 23.0	1: 25.5	1: 20.4	1: 18.9	1: 25.3	86%	960
29:	0	0.0	.000	MADISON	29: 0	0.0 <- 0.0		29: 0.0	29: 0.0	29: 0.0	29: 0.0	29: 0.0	0%	0
11:	2,800	6.7	.000	PICKAWAY	23: 0	0.0 <- 0.0		24: 0.0	15: 1.9	25: 0.0	25: 0.0	25: 0.0	0%	0
25:	400	1.5	.000	UNION	24: 0	0.0 <- 0.0		25: 0.0	26: 0.0	26: 0.0	26: 0.0	19: 2.0	0%	0

Strategic AccuRatings

For "How to Read" information, call:
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AUDIENCE COMPOSITION WCLT-FM -- PERSONS

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
14:	6,100	5.4	.197	P 12-17	12:	1,200	1.1 <- 1.1	13:	1.0	15:	0.4	12:	1.3	12:	1.4	10:	1.6	5%	45
13:	12,100	7.0	.388	P 18-24	11:	4,700	2.8 <- 1.8	10:	3.0	9:	4.7	11:	2.5	12:	1.5	11:	1.8	18%	113
14:	14,500	5.7	.393	P 25-34	11:	5,700	2.4 <- 2.1	12:	2.2	11:	2.9	11:	2.3	11:	2.4	10:	2.6	22%	95
19:	8,000	3.6	.375	P 35-44	18:	3,000	1.5 <- 1.3	17:	1.5	19:	2.1	22:	0.9	19:	1.3	17:	1.8	11%	58
14:	8,500	5.7	.624	P 45-54	12:	5,300	4.0 <- 4.0	12:	2.9	8:	5.0	13:	3.2	10:	4.1	7:	5.3	20%	158
16:	4,000	3.6	.700	P 55-64	11:	2,800	3.2 <- 3.2	12:	2.5	10:	5.0	16:	2.2	22:	0.0	9:	3.4	11%	126
12:	6,400	4.4	.531	P 65+	11:	3,400	3.4 <- 3.8	9:	3.5	16:	1.3	12:	3.2	17:	1.2	10:	3.5	13%	135

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
13:	18,200	6.3	.324	P 12-24	11:	5,900	2.2 <- 1.5	9:	2.2	11:	2.9	11:	2.0	12:	1.4	12:	1.7	23%	86
13:	26,600	6.2	.391	P 18-34	11:	10,400	2.6 <- 2.0	11:	2.6	10:	3.7	12:	2.4	11:	1.9	11:	2.3	40%	102
16:	39,200	5.3	.418	P 18-49	15:	16,400	2.4 <- 2.0	15:	2.3	11:	3.4	14:	2.0	16:	2.0	15:	2.4	63%	95
17:	27,100	4.8	.432	P 25-49	15:	11,700	2.3 <- 2.0	16:	2.0	14:	2.9	16:	1.8	16:	2.3	15:	2.6	45%	90
17:	31,000	4.9	.448	P 25-54	16:	13,900	2.4 <- 2.2	17:	2.1	14:	3.0	17:	2.0	17:	2.3	15:	2.9	53%	96
20:	16,400	4.4	.506	P 35-54	16:	8,300	2.4 <- 2.4	13:	2.0	10:	3.1	18:	1.7	18:	2.3	14:	3.1	32%	97
22:	20,400	4.2	.544	P 35-64	14:	11,100	2.6 <- 2.5	14:	2.1	11:	3.5	20:	1.8	21:	1.9	12:	3.1	43%	103
18:	26,900	4.3	.539	P 35+	15:	14,500	2.7 <- 2.8	15:	2.4	14:	3.1	19:	2.0	22:	1.8	12:	3.2	56%	109

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
15:	2,800	3.9	.143	P 12-15	16:	400	0.6 <- 0.6	16:	0.7	18:	0.7	14:	1.4	13:	1.5	11:	1.3	2%	24
14:	6,100	7.9	.393	P 16-19	8:	2,400	3.3 <- 2.3	10:	2.2	7:	3.3	10:	1.9	13:	0.6	10:	1.9	9%	132
13:	15,800	5.9	.316	P 20-29	12:	5,000	2.0 <- 1.4	11:	2.6	10:	2.7	13:	1.5	13:	1.7	11:	2.0	19%	78
14:	13,200	5.4	.455	P 30-39	14:	6,000	2.7 <- 2.4	13:	2.2	11:	3.6	13:	2.6	15:	2.3	13:	2.6	23%	106
22:	7,200	3.8	.514	P 40-49	15:	3,700	2.2 <- 2.2	15:	1.6	12:	3.1	17:	1.8	14:	3.1	12:	3.1	14%	87
16:	5,500	4.7	.636	P 50-59	11:	3,500	3.4 <- 3.4	11:	2.9	10:	4.2	16:	2.7	18:	1.9	9:	4.3	13%	135
13:	4,300	3.7	.744	P 60-69	11:	3,200	3.8 <- 4.6	12:	2.7	10:	4.0	11:	2.5	15:	1.3	11:	4.0	12%	151
11:	4,500	5.0	.422	P 70+	11:	1,900	3.1 <- 2.5	8:	3.7	17:	1.4	11:	4.0	16:	0.0	12:	2.8	7%	125

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
14:	21,700	5.9	.346	P 21-34	11:	7,500	2.1 <- 1.8	11:	2.3	10:	2.9	13:	2.0	12:	2.1	12:	2.2	29%	85
15:	27,700	5.2	.379	P 21-40	14:	10,500	2.1 <- 1.8	13:	2.2	11:	2.9	15:	1.7	15:	1.9	14:	2.2	40%	85
16:	56,700	5.2	.453	P 16+	15:	25,700	2.6 <- 2.4	15:	2.4	14:	3.2	15:	2.1	19:	1.8	15:	2.7	98%	105
17:	53,500	5.0	.465	P 18+	15:	24,900	2.7 <- 2.4	15:	2.4	14:	3.4	17:	2.2	19:	1.9	15:	2.7	95%	106
18:	48,600	4.9	.453	P 21+	16:	22,000	2.5 <- 2.4	15:	2.3	15:	3.0	18:	2.0	20:	2.0	15:	2.7	84%	100

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-FM -- MALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
13: 3,100	5.3	.387	M 12-17	11: 1,200	2.2	<- 1.5	10: 2.0	12: 0.8	10: 2.6	10: 1.9	10: 2.4	5%	87
13: 6,100	6.8	.443	M 18-24	10: 2,700	3.2	<- 1.5	8: 3.8	7: 4.6	11: 1.9	12: 2.1	10: 2.4	10%	126
17: 6,200	4.8	.371	M 25-34	15: 2,300	1.9	<- 2.3	13: 1.7	13: 2.8	14: 2.0	12: 2.6	14: 1.9	9%	77
19: 4,900	4.5	.347	M 35-44	18: 1,700	1.6	<- 1.0	16: 1.8	19: 2.0	20: 1.7	18: 1.9	18: 1.6	7%	65
16: 4,000	5.6	.550	M 45-54	12: 2,200	3.3	<- 3.9	12: 2.9	7: 4.3	14: 2.1	10: 3.5	9: 4.5	8%	133
13: 2,400	4.5	.833	M 55-64	8: 2,000	4.8	<- 4.8	10: 2.8	8: 5.2	11: 2.7	18: 0.0	8: 4.2	8%	189
15: 1,500	2.7	.533	M 65+	15: 800	2.0	<- 1.0	10: 3.0	16: 1.8	13: 1.6	13: 3.3	15: 1.4	3%	81

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
13: 9,300	6.3	.419	M 12-24	11: 3,900	2.8	<- 1.5	9: 3.1	9: 2.9	10: 2.1	12: 2.0	11: 2.4	15%	111
15: 12,400	5.7	.403	M 18-34	11: 5,000	2.4	<- 2.0	11: 2.6	11: 3.6	12: 1.9	11: 2.5	13: 2.1	19%	97
18: 19,400	5.3	.423	M 18-49	14: 8,200	2.4	<- 1.9	15: 2.3	13: 3.3	15: 1.9	17: 2.4	15: 2.3	31%	95
19: 13,200	4.7	.417	M 25-49	17: 5,500	2.1	<- 2.0	16: 1.9	14: 2.8	17: 1.9	15: 2.5	17: 2.2	21%	84
19: 15,000	4.8	.420	M 25-54	18: 6,300	2.2	<- 2.2	16: 2.0	16: 2.8	18: 1.9	16: 2.5	16: 2.3	24%	87
19: 8,800	4.8	.443	M 35-54	16: 3,900	2.3	<- 2.1	14: 2.2	17: 2.8	19: 1.8	16: 2.5	17: 2.7	15%	91
21: 11,200	4.8	.536	M 35-64	13: 6,000	2.8	<- 2.6	14: 2.3	14: 3.2	19: 2.0	17: 2.1	16: 3.0	23%	113
21: 12,700	4.4	.528	M 35+	16: 6,700	2.7	<- 2.4	13: 2.4	14: 3.0	19: 2.0	18: 2.3	18: 2.8	26%	106

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
15: 1,200	3.6	.333	M 12-15	14: 400	1.3	<- 1.3	11: 1.7	13: 1.5	10: 3.1	13: 1.7	13: 1.4	2%	51
14: 3,200	7.0	.375	M 16-19	9: 1,200	2.8	<- 0.9	12: 1.2	13: 1.1	11: 1.1	12: 1.2	10: 2.1	5%	111
14: 7,100	5.2	.366	M 20-29	12: 2,600	2.0	<- 1.5	11: 2.8	11: 3.3	15: 1.2	14: 2.2	13: 2.2	10%	80
17: 6,800	5.9	.500	M 30-39	12: 3,400	3.1	<- 2.5	12: 2.6	12: 3.3	14: 3.0	15: 2.7	15: 2.2	13%	124
21: 4,200	4.5	.429	M 40-49	15: 1,800	2.1	<- 2.1	15: 1.8	10: 3.4	16: 2.0	12: 3.3	12: 3.1	7%	83
18: 2,600	4.6	.577	M 50-59	13: 1,500	3.0	<- 3.8	10: 3.5	10: 3.2	18: 2.3	15: 2.1	8: 3.7	6%	120
13: 2,000	4.0	.800	M 60-69	10: 1,600	4.3	<- 4.3	9: 3.1	8: 5.1	11: 2.9	11: 3.2	9: 4.5	6%	170
13: 1,100	3.1	.364	M 70+	18: 400	1.7	<- 0.0	15: 2.4	22: 0.0	23: 0.0	23: 0.0	23: 0.0	2%	67

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
15: 10,600	5.7	.387	M 21-34	11: 4,100	2.3	<- 2.0	11: 2.7	11: 3.5	12: 1.9	12: 2.4	13: 2.1	16%	93
18: 13,800	5.3	.428	M 21-40	13: 5,900	2.4	<- 1.9	12: 2.6	13: 3.2	15: 1.9	15: 2.3	14: 2.0	23%	95
19: 27,000	5.1	.463	M 16+	15: 12,500	2.6	<- 2.2	15: 2.5	14: 3.1	19: 1.9	17: 2.3	15: 2.5	48%	104
19: 25,100	4.9	.470	M 18+	16: 11,800	2.6	<- 2.2	15: 2.5	14: 3.3	19: 1.9	17: 2.3	17: 2.4	45%	103
18: 23,400	4.9	.466	M 21+	18: 10,900	2.5	<- 2.2	14: 2.5	15: 3.2	19: 1.9	17: 2.4	17: 2.4	42%	101

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-FM -- FEMALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
15:	2,900	5.3	.000	F 12-17	17:	0	0.0 <- 0.8	27:	0.0	27:	0.0	27:	0.0	16:	0.9	13:	0.8	0%	0
12:	6,000	7.1	.333	F 18-24	11:	2,000	2.5 <- 2.1	10:	2.0	10:	4.9	11:	3.0	13:	0.7	12:	1.1	8%	98
13:	8,300	6.6	.398	F 25-34	10:	3,300	2.8 <- 1.9	10:	2.9	10:	3.0	10:	2.7	12:	2.0	10:	3.3	13%	110
21:	3,100	2.7	.419	F 35-44	20:	1,300	1.3 <- 1.6	20:	1.1	16:	2.2	29:	0.0	26:	0.6	17:	1.9	5%	51
12:	4,500	5.8	.667	F 45-54	10:	3,000	4.4 <- 4.2	10:	2.9	5:	5.8	10:	4.5	9:	4.9	7:	6.0	11%	177
18:	1,600	2.7	.500	F 55-64	17:	800	1.7 <- 1.7	15:	2.3	10:	4.9	15:	1.5	18:	0.0	14:	2.3	3%	68
7:	4,900	5.5	.551	F 65+	7:	2,700	4.4 <- 5.6	8:	3.8	17:	1.3	8:	4.9	19:	0.0	7:	5.0	10%	176

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
12:	8,900	6.4	.225	F 12-24	11:	2,000	1.5 <- 1.6	11:	1.2	10:	2.8	11:	1.8	12:	0.8	11:	1.0	8%	60
12:	14,300	6.8	.371	F 18-34	10:	5,300	2.6 <- 1.9	10:	2.6	10:	3.9	10:	2.9	12:	1.4	10:	2.4	20%	106
14:	19,800	5.4	.414	F 18-49	14:	8,200	2.4 <- 2.1	14:	2.2	10:	3.5	15:	2.1	16:	1.6	14:	2.6	31%	96
14:	13,800	4.9	.449	F 25-49	14:	6,200	2.4 <- 2.1	13:	2.2	12:	3.0	17:	1.8	16:	2.0	14:	3.1	24%	95
15:	15,900	5.0	.484	F 25-54	14:	7,700	2.7 <- 2.3	14:	2.2	11:	3.3	17:	2.1	17:	2.1	13:	3.4	30%	106
18:	7,600	4.0	.566	F 35-54	13:	4,300	2.5 <- 2.5	12:	1.9	9:	3.4	18:	1.6	17:	2.1	11:	3.4	16%	101
19:	9,200	3.7	.554	F 35-64	15:	5,100	2.4 <- 2.4	15:	1.9	9:	3.7	21:	1.6	18:	1.7	11:	3.3	20%	94
16:	14,100	4.1	.553	F 35+	12:	7,800	2.8 <- 3.1	14:	2.3	11:	3.2	18:	2.0	21:	1.4	10:	3.6	30%	112

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
16:	1,600	4.1	.000	F 12-15	18:	0	0.0 <- 0.0	22:	0.0	22:	0.0	22:	0.0	12:	1.3	12:	1.2	0%	0
9:	2,900	9.1	.414	F 16-19	7:	1,200	4.1 <- 4.1	7:	3.9	6:	6.1	8:	3.0	12:	0.0	10:	1.5	5%	163
13:	8,700	6.7	.276	F 20-29	12:	2,400	1.9 <- 1.4	10:	2.3	11:	2.2	13:	1.8	12:	1.2	12:	1.9	9%	76
15:	6,400	5.0	.422	F 30-39	14:	2,700	2.3 <- 2.3	16:	1.9	9:	3.8	13:	2.2	15:	1.8	13:	3.1	10%	92
21:	3,000	3.2	.633	F 40-49	14:	1,900	2.3 <- 2.3	17:	1.4	12:	2.8	18:	1.6	14:	2.7	12:	3.1	7%	91
14:	2,900	4.8	.655	F 50-59	10:	1,900	3.5 <- 3.0	12:	2.5	9:	5.2	11:	3.1	17:	1.8	9:	4.8	7%	141
13:	2,300	3.4	.696	F 60-69	12:	1,600	3.4 <- 4.9	13:	2.4	13:	3.0	13:	1.9	19:	0.0	12:	3.7	6%	136
7:	3,400	6.3	.441	F 70+	9:	1,500	4.1 <- 4.1	7:	4.6	13:	2.3	5:	7.4	15:	0.0	8:	4.9	6%	162

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
13:	11,100	6.1	.297	F 21-34	14:	3,300	1.9 <- 1.6	11:	2.0	11:	2.4	12:	2.1	12:	1.7	10:	2.2	13%	76
15:	13,900	5.2	.331	F 21-40	16:	4,600	1.9 <- 1.7	15:	1.9	12:	2.6	16:	1.5	15:	1.5	13:	2.3	18%	75
15:	29,700	5.2	.444	F 16+	15:	13,200	2.7 <- 2.6	15:	2.3	13:	3.4	14:	2.3	20:	1.3	14:	3.0	51%	107
16:	28,400	5.2	.465	F 18+	15:	13,200	2.8 <- 2.6	15:	2.4	13:	3.5	14:	2.4	20:	1.4	14:	3.0	51%	110
16:	25,200	4.8	.440	F 21+	15:	11,100	2.5 <- 2.5	15:	2.2	13:	2.9	17:	2.1	19:	1.5	15:	3.0	43%	98

AUDIENCE COMPOSITION
WCLT-FM -- BLACKS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
30:	400	0.6	.999	B MALE	19:	400	0.7 <- 0.0	18:	1.0	23:	0.0	19:	0.0	20:	0.0	23:	0.0	2%	29
28:	0	0.0	.000	B FEMALE	33:	0	0.0 <- 0.0	28:	0.0	28:	0.0	28:	0.0	28:	0.0	28:	0.0	0%	0
17:	0	0.0	.000	B 12-24	17:	0	0.0 <- 0.0	17:	0.0	17:	0.0	17:	0.0	17:	0.0	17:	0.0	0%	0
28:	0	0.0	.000	B 18-34	29:	0	0.0 <- 0.0	28:	0.0	28:	0.0	28:	0.0	28:	0.0	28:	0.0	0%	0
28:	400	0.6	.999	B 25-54	18:	400	0.7 <- 0.0	19:	0.8	22:	0.0	20:	0.0	21:	0.0	24:	0.0	2%	26
27:	400	0.6	.999	B 35+	19:	400	0.7 <- 0.0	15:	1.0	20:	0.0	21:	0.0	20:	0.0	19:	0.0	2%	29

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-FM

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
14: 39,200	5.7	.492	SODA DIET	12: 19,300	3.1	2.6	12: 2.7	12: 3.5	14: 2.4	14: 2.2	12: 3.1	74%	123
16: 21,500	5.0	.405		14: 8,700	2.3	2.7	13: 2.2	15: 2.5	17: 2.0	14: 2.5	14: 2.7	33%	91
20: 31,700	5.1	.448	NWSPAPER LT./NONE	17: 14,200	2.6	2.5	18: 2.1	14: 3.1	20: 1.9	20: 1.7	15: 2.8	54%	103
15: 27,900	5.2	.427		14: 11,900	2.5	2.1	13: 2.5	11: 2.9	15: 2.3	15: 2.0	14: 2.5	46%	98
15: 13,800	5.4	.391	OUTLET DISCOUNT	15: 5,400	2.4	2.4	17: 1.9	12: 3.1	19: 1.3	16: 1.8	14: 2.7	21%	96
16: 36,900	5.0	.469		14: 17,300	2.6	2.5	15: 2.1	14: 2.9	17: 2.1	17: 1.9	15: 2.7	66%	104

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
21: 15,000	3.6	.533	CREDIT APLIANCE	17: 8,000	2.2	2.4	16: 2.1	16: 2.4	17: 1.8	18: 1.9	15: 2.5	31%	82
19: 14,100	5.6	.426		17: 6,000	2.7	2.4	16: 2.7	14: 3.4	15: 2.5	19: 2.3	15: 2.4	23%	101

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
20: 11,100	4.4	.405	FINANCE	19: 4,500	2.0	2.0	21: 1.2	17: 2.1	22: 1.0	22: 0.6	19: 1.9	17%	76

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
15: 13,100	5.3	.420	LIGHT DOMESTIC IMPORTED	13: 5,500	2.4	2.2	12: 2.6	14: 2.4	18: 1.4	16: 1.8	12: 2.5	21%	94
20: 14,400	4.8	.417		16: 6,000	2.1	2.0	15: 1.9	19: 1.9	21: 1.1	22: 1.1	16: 1.9	23%	85
20: 2,500	2.9	.280		22: 700	0.9	0.9	26: 0.0	20: 1.3	24: 0.5	25: 0.6	22: 0.9	3%	37

Strategic AccuRatings

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AUDIENCE COMPOSITION WCLT-FM

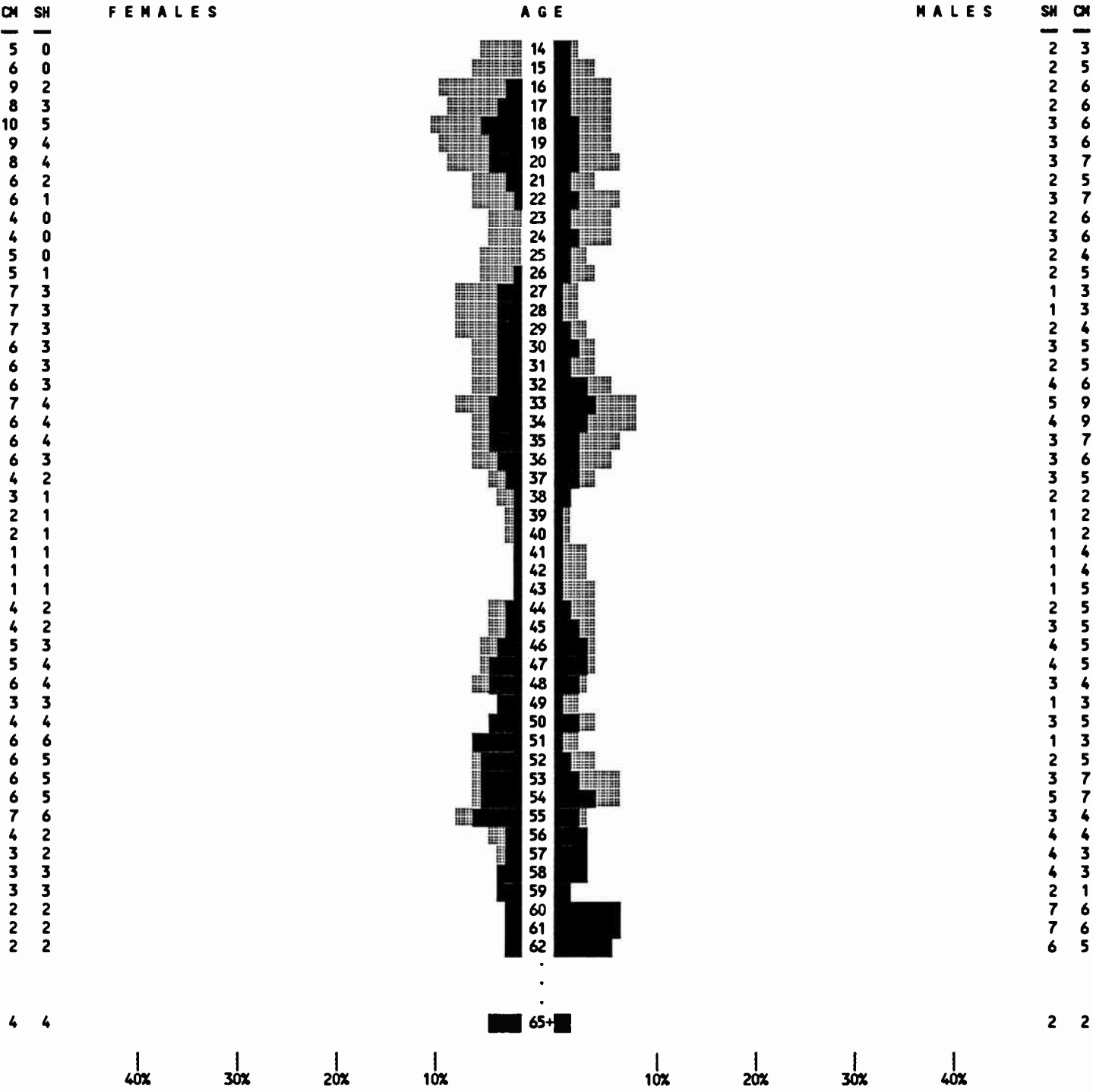
Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11: 31,100	7.0	.518	HS OR <	10: 16,100	4.3	<- 3.6	10: 3.9	7: 5.3	12: 3.6	16: 2.3	7: 4.5	62%	161
15: 14,400	5.8	.319	SM. COLEG	18: 4,600	2.0	<- 2.1	14: 2.0	15: 2.4	17: 1.8	16: 2.0	18: 1.7	18%	74
23: 5,900	2.7	.559	COL GRAD	21: 3,300	1.7	<- 1.3	20: 1.7	20: 2.1	21: 1.3	17: 1.7	20: 1.8	13%	63
24: 2,200	1.8	.455	GRD SCH+	23: 1,000	0.9	<- 1.1	24: 0.6	22: 1.1	23: 0.7	24: 0.6	20: 1.1	4%	32

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
14: 22,900	6.0	.463	\$30K OR<	14: 10,600	3.1	<- 2.5	14: 2.9	12: 3.8	15: 2.5	20: 1.9	13: 3.0	41%	118
12: 18,700	7.0	.412	\$31K-50K	13: 7,700	3.1	<- 3.0	14: 2.4	8: 4.8	15: 2.6	13: 2.8	13: 3.5	30%	116
22: 5,700	2.8	.439	>\$50K	20: 2,500	1.4	<- 0.8	21: 1.2	22: 1.0	21: 0.9	21: 1.1	20: 1.2	10%	51
19: 2,500	3.3	.880	>\$75K	12: 2,200	3.2	<- 1.6	15: 2.2	16: 2.0	20: 1.1	15: 2.2	16: 2.7	8%	122
19: 800	2.6	.500	>\$100K	17: 400	1.5	<- 0.0	15: 1.7	15: 2.4	20: 0.0	17: 0.0	16: 2.0	2%	56

AGE HISTOGRAM
WCLT-FM PERSONS 12+

Columbus
Summer 1993
July 06 - September 13



HOW TO READ

The gray ink on this histogram illustrates WCLT-FM's cume rating, while the black ink represents WCLT-FM's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



CUME ANALYSIS WMNI

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME SHARING ANALYSIS

	WMNI CUME	OTHER CUME
WMNI	30,300	100%
WTVN	7,200	24%
WNCI	4,000	13%
WCOL-FM	3,800	13%
WSNY	3,700	12%
WRVF	3,600	12%
WBNS-FM	3,500	12%
WCOL-AM	2,700	9%
WBNS-AM	2,700	9%
WHOK	2,600	9%
WBZX	1,900	6%
WOSU-AM	1,800	6%
WCLT-FM	1,500	5%
WCBE	1,400	5%
WLVQ	1,300	4%
WVCO	1,200	4%
WCLT-AM	1,100	4%
WAHC/WHT	1,000	3%
WOSU-FM	700	2%
WLW	700	2%
WVCD	700	2%
WMRN-FM	500	2%
WCIX	400	1%
WHTH	400	1%
OTHER	400	1%
WSMZ	300	1%
WCEZ	300	1%
WRZR	300	1%

WHICH STATIONS ARE LISTENED TO MOST BY WMNI'S CUMERS?

	CUME	PERCENT
WMNI	12,000	40%
WTVN	5,700	19%
WRVF	1,400	5%
DK	1,100	4%
WSNY	1,000	3%
WCOL-FM	1,000	3%
WNCI	900	3%
WVCO	800	3%
WOSU-AM	700	2%
WCBE	700	2%
WVCD	700	2%
WHOK	600	2%
WBNS-FM	500	2%
WCLT-FM	400	1%
WCLT-AM	400	1%
OTHER	400	1%
WCOL-AM	400	1%
WCEZ	300	1%
WAHC/WHT	300	1%
WBZX	300	1%
WLVQ	300	1%
WSWZ	300	1%
TOTAL	30,300	100%

WHICH STATIONS DO WMNI PARTISANS CUME?

	CUME	PERCENT
WMNI	12,000	100%
WRVF	1,000	8%
WHOK	1,000	8%
WCOL-FM	1,000	8%
WBNS-FM	800	7%
WCOL-AM	700	6%
WBNS-AM	700	6%
WTVN	700	6%
WNCI	600	5%
WLW	400	3%
WCLT-AM	400	3%
WCLT-FM	300	3%
WBZX	300	3%

HOW TO READ

Within WMNI's weekly cume of 30,300 people, we estimate there are 7,200 individuals who listen to both WMNI and WTVN. They make up 24% of WMNI's cume and 5% of WTVN's cume.

Within WMNI's weekly cume of 30,300 people, we estimate there are 12,000 who would name WMNI as the station they listen to most. They make up 40% of WMNI's weekly cume.

Within WMNI's 12,000 partisans, we estimate there are 1,000 individuals who also listened to WRVF in the past week. They make up 8% of WMNI's partisans.

TREND ANALYSIS WMNI

Columbus
Summer 1993
July 06 - September 13

AUDIENCE GAINS: WHERE WERE TODAY'S WMNI PARTISANS PREVIOUSLY?

WMNI	10,000	83%
DK	1,000	8%
WCOL-FM	400	3%
WCOL-AM	300	3%
WNCI	300	3%
TOTAL:	12,000	100%

AUDIENCE LOSSES: WHERE ARE FORMER WMNI PARTISANS TODAY?

WMNI	10,000	78%
NON-USE	1,400	11%
WRVF	1,000	8%
OTHER	400	3%
TOTAL:	12,800	100%

NET GAIN (OR LOSS) FOR WMNI

DK	1,000
WCOL-FM	400
WCOL-AM	300
WNCI	300
OTHER	-400
WRVF	-1,000
NON-USE	-1,400
TOTAL:	-800

HOW TO READ

GAINS: Of WMNI's current 12,000 partisans, we estimate that 83% (10,000) would say WMNI is the station they listened to most "5 or 6 months ago." Similarly, 3% would say that WCOL-FM was their previously most-listened-to station...

LOSSES: Of the 12,800 people who would say they were WMNI partisans 6 months ago, we estimate that 78% (10,000) are still with WMNI. However, 8% (1,000) are now WRVF partisans...

NET: The net effect of WMNI's gains and losses during the last half year or so is an estimated loss of 800 partisans.

AUDIENCE FLOW WMNI

WHAT STATIONS DO WMNI PARTISANS LISTEN TO MOST IN THE MORNING?

WMNI	8,800	73%
NON-USE	2,600	22%
WCOL-FM	400	3%
WTVN	300	3%
TOTAL:	12,000	100%

WHAT STATIONS DO WMNI MORNING PARTISANS LISTEN TO MOST OVERALL?

WMNI	8,800	84%
WVVO	400	4%
WCLT-FM	400	4%
WNCI	300	3%
WLWQ	300	3%
WRVF	300	3%
TOTAL:	10,500	100%

HOW TO READ

Of WMNI's 12,000 partisans, we estimate that 73% (8,800) would say the station they listen to most in the morning is WMNI.

Of WMNI's 10,500 morning partisans, we estimate that 84% (8,800) would say that WMNI is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

AUDIENCE FLOW (cont.)
WMNI

Columbus
Summer 1993
July 06 - September 13

**WHAT STATIONS DO WMNI
PARTISANS LISTEN TO
MOST DURING MIDDAYS?**

NON-USE	6,800	57%
WMNI	4,500	38%
WCOL-FM	400	3%
DK	300	3%
TOTAL:	12,000	100%

**WHAT STATIONS DO WMNI
MIDDAY PARTISANS LISTEN
TO MOST OVERALL?**

WMNI	4,500	79%
WSNY	700	12%
WBNS-FM	500	9%
TOTAL:	5,700	100%

**WHAT STATIONS DO WMNI
PARTISANS LISTEN TO
MOST DURING AFTERNOONS?**

NON-USE	5,500	46%
WMNI	4,700	39%
WBNS-AM	400	3%
WBNS-FM	400	3%
DK	400	3%
WRVF	300	3%
WNCI	300	3%
TOTAL:	12,000	100%

**WHAT STATIONS DO WMNI
AFTERNOON PARTISANS
LISTEN TO MOST OVERALL?**

WMNI	4,700	87%
WSNY	300	6%
WAHC/WHT	300	6%
TOTAL:	5,400	100%

**WHAT STATIONS DO WMNI
PARTISANS LISTEN TO
MOST DURING EVENINGS?**

NON-USE	7,400	62%
WMNI	2,900	24%
WRVF	400	3%
WCLT-AM	400	3%
WBNS-FM	400	3%
WCLT-FM	300	3%
DK	300	3%
TOTAL:	12,000	100%

**WHAT STATIONS DO WMNI
EVENING PARTISANS
LISTEN TO MOST OVERALL?**

WMNI	2,900	53%
WCOL-AM	400	7%
WCLT-FM	400	7%
WCBE	300	5%
WBZX	300	5%
WSNY	300	5%
WAHC/WHT	300	5%
WOSU-AM	300	5%
WTVN	300	5%
TOTAL:	5,500	100%

**WHAT STATIONS DO WMNI
PARTISANS LISTEN TO
MOST DURING WEEKENDS?**

NON-USE	5,500	46%
WMNI	4,800	40%
DK	700	6%
WBNS-FM	400	3%
WCLT-FM	300	3%
WRVF	300	3%
TOTAL:	12,000	100%

**WHAT STATIONS DO WMNI
WEEKEND PARTISANS
LISTEN TO MOST OVERALL?**

WMNI	4,800	67%
WCOL-AM	400	6%
WCLT-FM	400	6%
WSNY	400	6%
WCBE	300	4%
WNCI	300	4%
WCOL-FM	300	4%
WTVN	300	4%
TOTAL:	7,200	100%

AUDIENCE COMPOSITION WMNI

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
24:	30,300	2.6	.396	P 12+	24:	12,000	1.2 <- 1.2	20:	1.3	24:	0.9	25:	0.7	22:	1.0	24:	0.8	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
23:	16,900	3.0	.266	M 12+	24:	4,500	0.9 <- 0.9	23:	0.9	24:	0.9	26:	0.5	20:	1.3	23:	0.8	38%	76
23:	13,500	2.2	.556	F 12+	20:	7,500	1.4 <- 1.6	17:	1.7	25:	0.8	23:	0.9	27:	0.6	23:	0.9	63%	123

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
22:	28,700	2.8	.418	WHITES	22:	12,000	1.3 <- 1.4	18:	1.4	23:	1.0	23:	0.8	21:	1.1	23:	1.0	100%	112
23:	1,600	1.2	.000	BLACKS	28:	0	0.0 <- 0.0	23:	0.5	28:	0.0	31:	0.0	31:	0.0	31:	0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
24:	1,600	2.8	.250	DELAWARE	25:	400	0.8 <- 0.8	20:	0.7	23:	1.3	24:	1.0	20:	1.6	22:	1.0	3%	66
27:	900	1.0	.000	FAIRFIEL	28:	0	0.0 <- 0.0	28:	0.0	28:	0.0	28:	0.0	28:	0.0	28:	0.0	0%	0
23:	24,700	3.0	.409	FRANKLIN	21:	10,100	1.4 <- 1.4	19:	1.5	23:	1.0	23:	0.9	20:	1.2	21:	1.1	84%	120
27:	1,800	1.7	.611	LICKING	22:	1,100	1.2 <- 0.8	18:	1.5	27:	0.5	27:	0.0	29:	0.0	30:	0.0	9%	103
25:	400	1.3	.000	MADISON	25:	0	0.0 <- 2.6	21:	0.0	21:	0.0	21:	0.0	21:	0.0	21:	0.0	0%	0
38:	0	0.0	.000	PICKAWAY	38:	0	0.0 <- 0.0	38:	0.0	38:	0.0	38:	0.0	38:	0.0	38:	0.0	0%	0
16:	900	3.3	.556	UNION	15:	500	2.1 <- 2.1	13:	2.6	12:	3.7	19:	0.0	17:	0.0	21:	0.0	4%	181

Strategic AccuRatings

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AUDIENCE COMPOSITION WMNI -- PERSONS

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
43:	0	0.0	.000	P 12-17	43:	0	0.0 <- 0.0	43:	0.0	43:	0.0	43:	0.0	43:	0.0	0%	0
24:	2,000	1.1	.400	P 18-24	19:	800	0.5 <- 0.5	18:	0.6	22:	0.3	23:	0.0	23:	0.3	7%	42
29:	2,400	0.9	.250	P 25-34	27:	600	0.3 <- 0.1	24:	0.5	24:	0.4	28:	0.3	23:	0.4	5%	22
23:	5,100	2.3	.294	P 35-44	24:	1,500	0.7 <- 0.8	22:	0.7	27:	0.5	25:	0.6	20:	1.3	13%	63
18:	5,900	4.0	.322	P 45-54	17:	1,900	1.4 <- 1.9	16:	1.4	18:	1.5	17:	1.7	16:	2.5	16%	124
10:	6,800	6.1	.515	P 55-64	9:	3,500	3.9 <- 3.9	8:	3.8	14:	2.5	19:	1.4	8:	3.9	29%	341
8:	8,100	5.6	.444	P 65+	10:	3,600	3.6 <- 4.0	6:	5.6	11:	3.5	13:	2.3	13:	3.3	30%	310

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
26:	2,000	0.7	.400	P 12-24	23:	800	0.3 <- 0.3	19:	0.4	26:	0.2	24:	0.2	31:	0.0	7%	25
28:	4,400	1.0	.318	P 18-34	24:	1,400	0.3 <- 0.3	23:	0.5	24:	0.4	25:	0.3	25:	0.2	12%	30
24:	12,400	1.7	.315	P 18-49	24:	3,900	0.6 <- 0.6	23:	0.7	25:	0.5	24:	0.5	23:	0.6	33%	49
25:	10,300	1.8	.301	P 25-49	26:	3,100	0.6 <- 0.7	23:	0.7	26:	0.6	24:	0.5	23:	0.9	26%	52
24:	13,400	2.1	.306	P 25-54	25:	4,100	0.7 <- 0.8	23:	0.8	25:	0.7	25:	0.7	21:	1.1	34%	61
23:	11,000	2.9	.318	P 35-54	23:	3,500	1.0 <- 1.2	20:	1.0	25:	0.8	24:	1.0	20:	1.7	29%	89
23:	17,800	3.7	.393	P 35-64	21:	7,000	1.6 <- 1.8	18:	1.5	24:	1.2	25:	1.1	20:	2.0	58%	142
20:	25,900	4.1	.409	P 35+	18:	10,600	2.0 <- 2.2	16:	2.1	23:	1.6	24:	1.2	18:	2.2	88%	174

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
33:	0	0.0	.000	P 12-15	33:	0	0.0 <- 0.0	33:	0.0	33:	0.0	33:	0.0	33:	0.0	0%	0
33:	400	0.5	.000	P 16-19	33:	0	0.0 <- 0.0	33:	0.0	33:	0.0	33:	0.0	33:	0.0	0%	0
24:	3,200	1.2	.344	P 20-29	22:	1,100	0.4 <- 0.3	19:	0.7	22:	0.4	24:	0.3	22:	0.3	9%	37
28:	2,700	1.1	.222	P 30-39	29:	600	0.3 <- 0.4	25:	0.5	31:	0.2	31:	0.2	27:	0.5	5%	23
23:	6,000	3.2	.350	P 40-49	22:	2,100	1.2 <- 1.5	20:	1.1	23:	1.3	23:	1.3	18:	1.7	18%	107
15:	6,200	5.3	.484	P 50-59	12:	3,000	2.9 <- 2.9	13:	1.9	14:	2.4	13:	2.8	10:	3.3	25%	251
9:	6,500	5.6	.523	P 60-69	9:	3,400	4.0 <- 4.0	5:	5.8	14:	3.0	23:	0.0	10:	3.6	28%	348
9:	5,200	5.8	.346	P 70+	12:	1,800	3.0 <- 3.6	7:	4.5	11:	2.7	12:	4.0	11:	3.7	15%	257

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
29:	3,600	1.0	.278	P 21-34	26:	1,000	0.3 <- 0.2	24:	0.5	24:	0.5	25:	0.3	25:	0.3	8%	25
28:	5,800	1.1	.276	P 21-40	27:	1,600	0.3 <- 0.3	25:	0.5	25:	0.3	28:	0.3	24:	0.5	13%	28
24:	30,300	2.8	.396	P 16+	23:	12,000	1.2 <- 1.3	20:	1.4	24:	1.0	25:	0.8	22:	1.1	100%	107
24:	30,300	2.9	.396	P 18+	23:	12,000	1.3 <- 1.4	20:	1.4	24:	1.0	25:	0.8	22:	1.1	100%	111
24:	29,500	2.9	.393	P 21+	23:	11,600	1.3 <- 1.4	20:	1.5	24:	1.1	25:	0.8	22:	1.2	97%	114

AUDIENCE COMPOSITION

WMNI -- MALES

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
43: 0	0.0	.000	M 12-17	43: 0	0.0 <- 0.0		43: 0.0	43: 0.0	43: 0.0	43: 0.0	43: 0.0	0%	0
24: 1,300	1.5	.308	M 18-24	25: 400	0.5 <- 0.5		20: 0.6	27: 0.0	26: 0.0	26: 0.0	26: 0.0	3%	41
28: 1,300	1.0	.231	M 25-34	26: 300	0.3 <- 0.0		27: 0.3	26: 0.4	26: 0.3	23: 0.8	30: 0.0	3%	22
21: 3,000	2.7	.100	M 35-44	29: 300	0.3 <- 0.3		23: 0.8	29: 0.5	29: 0.4	19: 1.9	24: 0.7	3%	25
18: 3,600	5.0	.222	M 45-54	21: 800	1.2 <- 1.2		25: 0.0	22: 1.1	17: 1.6	12: 3.5	18: 2.2	7%	105
8: 4,100	7.7	.390	M 55-64	9: 1,600	3.8 <- 3.8		11: 2.8	10: 3.4	12: 2.7	7: 5.7	10: 2.8	13%	330
8: 3,800	6.7	.289	M 65+	12: 1,100	2.8 <- 3.5		7: 5.6	8: 5.3	23: 0.0	12: 3.3	13: 2.5	9%	241

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
24: 1,300	0.9	.308	M 12-24	26: 400	0.3 <- 0.3		23: 0.4	29: 0.0	29: 0.0	28: 0.0	28: 0.0	3%	25
27: 2,500	1.2	.320	M 18-34	24: 800	0.4 <- 0.2		24: 0.5	25: 0.2	27: 0.2	24: 0.4	33: 0.0	7%	34
24: 6,900	1.9	.203	M 18-49	24: 1,400	0.4 <- 0.3		22: 0.5	26: 0.3	25: 0.3	21: 0.9	24: 0.4	12%	35
24: 5,600	2.0	.179	M 25-49	25: 1,000	0.4 <- 0.3		23: 0.5	26: 0.4	25: 0.5	20: 1.3	24: 0.6	8%	33
22: 7,800	2.5	.192	M 25-54	25: 1,500	0.5 <- 0.4		24: 0.4	24: 0.6	25: 0.6	19: 1.7	23: 0.7	13%	45
22: 6,500	3.6	.169	M 35-54	23: 1,100	0.6 <- 0.6		24: 0.5	25: 0.7	24: 0.8	17: 2.5	20: 1.3	9%	56
22: 10,600	4.5	.255	M 35-64	24: 2,700	1.3 <- 1.3		25: 0.8	24: 1.2	24: 1.2	15: 2.9	22: 1.5	23%	110
19: 14,300	4.9	.259	M 35+	22: 3,700	1.5 <- 1.6		21: 1.5	22: 1.8	24: 1.0	14: 2.9	22: 1.7	31%	127

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
27: 0	0.0	.000	M 12-15	27: 0	0.0 <- 0.0		27: 0.0	27: 0.0	27: 0.0	27: 0.0	27: 0.0	0%	0
30: 400	0.9	.000	M 16-19	30: 0	0.0 <- 0.0		30: 0.0	30: 0.0	30: 0.0	30: 0.0	30: 0.0	0%	0
25: 1,800	1.3	.444	M 20-29	22: 800	0.6 <- 0.3		18: 0.8	25: 0.4	26: 0.3	20: 0.7	31: 0.0	7%	53
26: 1,900	1.6	.158	M 30-39	26: 300	0.3 <- 0.3		21: 0.8	28: 0.0	27: 0.0	22: 0.9	26: 0.3	3%	24
23: 2,700	2.9	.111	M 40-49	31: 300	0.3 <- 0.3		33: 0.0	29: 0.6	25: 1.0	19: 1.7	19: 1.4	3%	30
12: 3,800	6.8	.316	M 50-59	15: 1,200	2.4 <- 2.4		22: 0.0	5: 4.8	12: 3.5	5: 6.2	14: 2.5	10%	208
9: 3,600	7.2	.306	M 60-69	12: 1,100	2.9 <- 2.9		8: 4.3	13: 1.7	20: 0.0	8: 5.7	12: 2.6	9%	254
8: 2,600	7.3	.269	M 70+	11: 700	2.9 <- 4.6		7: 6.7	7: 6.6	21: 0.0	15: 0.0	14: 2.3	6%	256

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
29: 1,700	0.9	.176	M 21-34	28: 300	0.2 <- 0.0		29: 0.2	25: 0.3	29: 0.2	24: 0.5	32: 0.0	3%	15
27: 3,300	1.3	.212	M 21-40	26: 700	0.3 <- 0.1		24: 0.5	29: 0.2	31: 0.1	21: 0.8	29: 0.1	6%	25
23: 16,900	3.2	.266	M 16+	24: 4,500	0.9 <- 0.9		23: 1.0	24: 1.0	26: 0.6	20: 1.4	23: 0.8	38%	81
23: 16,900	3.3	.266	M 18+	24: 4,500	1.0 <- 1.0		23: 1.0	24: 1.1	26: 0.6	19: 1.5	23: 0.9	38%	85
23: 16,000	3.3	.256	M 21+	24: 4,100	1.0 <- 1.0		23: 0.9	24: 1.2	26: 0.6	19: 1.7	23: 0.9	34%	83

Strategic AccuRatings

For "How to Read" information, call:
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AUDIENCE COMPOSITION WMNI -- FEMALES

Columbus
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
32:	0	0.0	.000	F 12-17	32:	0	0.0 <- 0.0	32:	0.0	32:	0.0	32:	0.0	32:	0.0	0%	0
20:	800	0.9	.500	F 18-24	17:	400	0.5 <- 0.5	16:	0.7	17:	0.7	17:	0.6	20:	0.0	3%	43
30:	1,100	0.9	.273	F 25-34	29:	300	0.3 <- 0.3	21:	0.6	26:	0.4	26:	0.3	35:	0.0	3%	22
24:	2,100	1.8	.571	F 35-44	22:	1,200	1.2 <- 1.3	23:	0.7	27:	0.5	24:	0.8	27:	0.6	10%	101
17:	2,400	3.1	.458	F 45-54	14:	1,100	1.6 <- 2.7	11:	2.7	14:	1.9	14:	2.3	17:	1.2	9%	141
13:	2,700	4.6	.741	F 55-64	11:	2,000	4.3 <- 4.3	9:	4.5	16:	1.6	19:	0.0	13:	2.4	17%	371
10:	4,400	4.9	.568	F 65+	9:	2,500	4.1 <- 4.1	6:	5.6	13:	2.2	9:	4.9	12:	3.2	21%	355

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
24:	800	0.6	.500	F 12-24	20:	400	0.3 <- 0.3	20:	0.4	21:	0.4	20:	0.4	23:	0.0	3%	26
26:	1,900	0.9	.316	F 18-34	22:	600	0.3 <- 0.3	21:	0.6	23:	0.4	22:	0.4	33:	0.0	5%	26
23:	5,500	1.5	.436	F 18-49	24:	2,400	0.7 <- 0.9	21:	0.9	24:	0.7	22:	0.6	27:	0.3	20%	61
24:	4,700	1.7	.426	F 25-49	24:	2,000	0.8 <- 1.1	21:	1.0	24:	0.7	25:	0.6	27:	0.5	17%	67
25:	5,600	1.8	.464	F 25-54	23:	2,600	0.9 <- 1.1	19:	1.1	24:	0.7	22:	0.8	27:	0.4	22%	78
23:	4,500	2.3	.533	F 35-54	20:	2,400	1.4 <- 1.8	16:	1.5	22:	1.0	21:	1.3	24:	0.8	20%	122
22:	7,200	2.9	.597	F 35-64	17:	4,300	2.0 <- 2.4	13:	2.1	24:	1.1	25:	1.1	25:	1.1	36%	172
18:	11,600	3.4	.595	F 35+	15:	6,900	2.5 <- 2.7	11:	2.8	20:	1.4	21:	1.5	19:	1.5	58%	215

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
32:	0	0.0	.000	F 12-15	32:	0	0.0 <- 0.0	32:	0.0	32:	0.0	32:	0.0	32:	0.0	0%	0
24:	0	0.0	.000	F 16-19	24:	0	0.0 <- 0.0	24:	0.0	24:	0.0	24:	0.0	24:	0.0	0%	0
23:	1,300	1.0	.308	F 20-29	20:	400	0.3 <- 0.3	18:	0.7	20:	0.5	19:	0.4	25:	0.0	3%	28
31:	800	0.6	.375	F 30-39	30:	300	0.3 <- 0.5	28:	0.3	29:	0.4	32:	0.3	36:	0.0	3%	22
19:	3,300	3.5	.545	F 40-49	16:	1,800	2.2 <- 2.5	13:	2.3	16:	2.1	19:	1.6	17:	1.8	15%	187
16:	2,500	4.1	.720	F 50-59	11:	1,800	3.4 <- 3.4	9:	3.5	20:	0.0	19:	2.1	20:	0.0	15%	291
11:	3,000	4.5	.733	F 60-69	10:	2,200	4.7 <- 4.7	5:	6.7	11:	4.1	19:	0.0	13:	2.2	18%	405
13:	2,500	4.6	.440	F 70+	12:	1,100	3.0 <- 3.0	10:	2.9	17:	0.0	6:	7.4	9:	5.4	9%	258

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+				
							6-10A	10A-3P	3-7P	7P-12M	WKEND						
26:	1,900	1.0	.316	F 21-34	21:	600	0.3 <- 0.3	21:	0.7	22:	0.5	20:	0.4	29:	0.0	5%	30
29:	2,500	0.9	.360	F 21-40	26:	900	0.4 <- 0.5	24:	0.5	27:	0.4	26:	0.3	30:	0.2	8%	32
23:	13,500	2.4	.556	F 16+	20:	7,500	1.5 <- 1.7	17:	1.8	25:	0.9	23:	0.9	25:	0.7	63%	132
23:	13,500	2.4	.556	F 18+	20:	7,500	1.6 <- 1.7	17:	1.9	25:	0.9	23:	1.0	25:	0.7	63%	136
23:	13,500	2.6	.556	F 21+	20:	7,500	1.7 <- 1.8	17:	1.9	25:	1.0	23:	1.1	25:	0.8	63%	144



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A U D I E N C E C O M P O S I T I O N
 WMNI -- BLACKS

Columbus
 Summer 1993
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WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
18:	1,600	2.4	.000	B MALE	23:	0	0.0 <- 0.0	19: 1.0	26: 0.0	26: 0.0	26: 0.0	26: 0.0	0%	0
26:	0	0.0	.000	B FEMALE	27:	0	0.0 <- 0.0	26: 0.0	26: 0.0	26: 0.0	26: 0.0	26: 0.0	0%	0
24:	0	0.0	.000	B 12-24	24:	0	0.0 <- 0.0	24: 0.0	24: 0.0	24: 0.0	24: 0.0	24: 0.0	0%	0
29:	0	0.0	.000	B 18-34	46:	0	0.0 <- 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	46: 0.0	0%	0
33:	0	0.0	.000	B 25-54	34:	0	0.0 <- 0.0	33: 0.0	33: 0.0	33: 0.0	33: 0.0	33: 0.0	0%	0
16:	1,600	2.3	.000	B 35+	22:	0	0.0 <- 0.0	19: 1.0	22: 0.0	27: 0.0	27: 0.0	27: 0.0	0%	0



A U D I E N C E C O M P O S I T I O N
WMNI

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WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
22: 19,100	2.8	.398	SODA DIET	21: 7,600	1.2	1.1	18: 1.2	23: 1.1	24: 0.7	21: 1.0	23: 0.9	63%	106
24: 11,900	2.7	.504		23: 6,000	1.6	1.7	16: 1.8	22: 1.0	28: 0.7	22: 1.0	22: 1.0	50%	137
23: 18,400	2.9	.332	NEWSPAPER LT./NONE	23: 6,100	1.1	1.2	23: 1.2	26: 0.7	26: 0.7	24: 0.9	23: 0.9	51%	96
21: 11,900	2.2	.504		20: 6,000	1.2	1.2	18: 1.4	21: 1.0	22: 0.6	21: 1.0	19: 0.8	50%	108
23: 9,100	3.6	.385	OUTLET DISCOUNT	20: 3,500	1.6	1.6	18: 1.9	21: 1.1	22: 0.9	29: 0.2	21: 1.2	29%	136
24: 21,500	2.9	.391		22: 8,400	1.3	1.5	19: 1.5	23: 1.1	25: 0.7	22: 1.0	23: 0.9	70%	109

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
24: 9,000	2.2	.133	CREDIT APLIANCE	31: 1,200	0.3	0.5	25: 0.5	28: 0.5	33: 0.2	22: 1.1	27: 0.6	10%	26
26: 5,100	2.0	.569		22: 2,900	1.3	1.1	22: 1.2	25: 0.7	27: 0.6	31: 0.2	26: 0.5	24%	104

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
24: 6,200	2.5	.145	FINANCE	28: 900	0.4	0.5	25: 0.9	25: 0.6	26: 0.6	20: 1.2	25: 0.9	8%	31

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
23: 5,600	2.3	.304	LIGHT DOMESTIC IMPORTED	24: 1,700	0.7	0.7	21: 0.9	30: 0.2	24: 0.5	21: 0.8	22: 0.7	14%	55
23: 9,000	3.0	.189		25: 1,700	0.6	0.6	22: 1.0	24: 0.6	24: 0.6	18: 1.5	22: 1.0	14%	45
35: 400	0.5	.000		35: 0	0.0	0.0	35: 0.0	35: 0.0	35: 0.0	35: 0.0	35: 0.0	0%	0



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AUDIENCE COMPOSITION
 WMNI

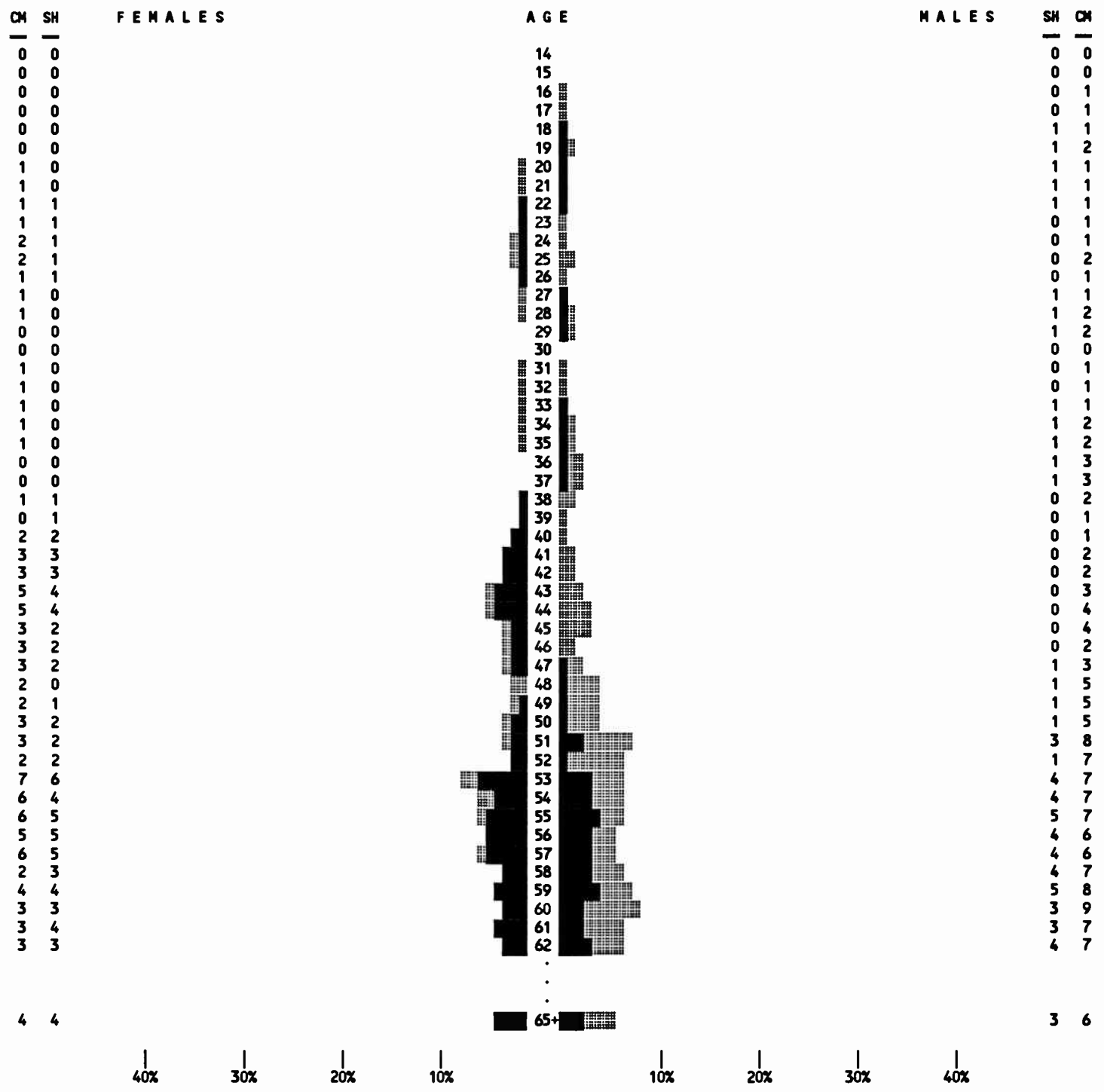
Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
16: 20,000	4.5	.500	HS OR <	15: 10,000	2.7	<- 2.7	14: 3.1	18: 1.9	17: 1.3	21: 1.2	16: 1.5	83%	206
27: 3,500	1.4	.200	SM. COLEG	31: 700	0.3	<- 0.5	29: 0.5	36: 0.0	36: 0.0	32: 0.2	34: 0.2	6%	23
24: 5,000	2.3	.180	COL GRAD	27: 900	0.5	<- 0.5	24: 0.5	23: 0.8	23: 1.0	20: 1.5	23: 1.2	8%	35
27: 1,400	1.1	.000	GRD SCH+	32: 0	0.0	<- 0.0	37: 0.0	37: 0.0	46: 0.0	18: 1.9	32: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
18: 16,900	4.4	.438	\$30K OR<	18: 7,400	2.2	<- 2.3	15: 2.5	17: 1.7	24: 0.7	22: 0.9	22: 1.3	62%	170
25: 4,900	1.8	.388	\$31K-50K	25: 1,900	0.8	<- 0.9	21: 1.1	32: 0.2	25: 0.7	22: 1.0	24: 0.8	16%	59
25: 4,900	2.4	.204	>\$50K	28: 1,000	0.5	<- 0.5	25: 0.8	24: 1.0	27: 0.6	19: 1.5	25: 0.6	8%	42
36: 300	0.4	.000	>\$75K	35: 0	0.0	<- 0.0	36: 0.0	36: 0.0	36: 0.0	36: 0.0	24: 0.6	0%	0
30: 300	1.0	.000	>\$100K	30: 0	0.0	<- 0.0	30: 0.0	30: 0.0	30: 0.0	30: 0.0	19: 1.5	0%	0

AGE HISTOGRAM
WMNI PERSONS 12+

Columbus
Summer 1993
July 06 - September 13



HOW TO READ

The gray ink on this histogram illustrates WMNI's cume rating, while the black ink represents WMNI's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



Strategic AccuRatings

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CUME ANALYSIS WVCD

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME SHARING ANALYSIS				WHICH STATIONS ARE LISTENED TO MOST BY WVCD'S CUMERS?			WHICH STATIONS DO WVCD PARTISANS CUME?			
	WVCD CUME	OTHER CUME								
WVCD	89,000	100%	100%	WVCD	35,800	40%	WVCD	35,800	100%	
WLWQ	49,600	56%	23%	WLWQ	12,700	14%	WLWQ	19,700	55%	
WBZX	25,600	29%	13%	WCBE	8,500	10%	WSNY	8,000	22%	
WNCI	25,200	28%	10%	WNCI	5,500	6%	WNCI	7,800	22%	
WCBE	22,100	25%	39%	WBZX	5,400	6%	WCBE	7,500	21%	
WSNY	20,100	23%	9%	DK	2,900	3%	WBZX	5,700	16%	
WAHC/WHT	18,000	20%	9%	WSNY	2,200	2%	WAHC/WHT	5,200	15%	
WCOL-FM	10,900	12%	8%	WAHC/WHT	2,100	2%	WHOK	2,800	8%	
WBNS-FM	9,500	11%	6%	WOSU-FM	1,900	2%	WCOL-FM	2,000	6%	
WHOK	8,700	10%	5%	WTVN	1,600	2%	WBNS-FM	2,000	6%	
WOSU-FM	8,300	9%	11%	WCIX	1,400	2%	WOSU-FM	1,900	5%	
WRZR	7,500	8%	13%	WOSU-AM	1,300	1%	WCOL-AM	1,800	5%	
WTVN	5,700	6%	4%	WHOK	1,100	1%	WRVF	1,100	3%	
WRVF	5,000	6%	4%	WCOL-AM	1,000	1%	WRZR	1,100	3%	
WCOL-AM	4,400	5%	7%	WLW	1,000	1%	WLW	900	3%	
WOSU-AM	4,300	5%	9%	WCOL-FM	800	1%	WCMJ	700	2%	
WLW	3,000	3%	7%	WCLT-FM	800	1%	WMNI	700	2%	
WCIX	2,800	3%	3%	WBNS-FM	700	1%	WOSU-AM	700	2%	
WJHM	1,900	2%	9%	WVVC	600	1%	WJHM	700	2%	
WCLT-FM	1,400	2%	2%	WRZR	500	1%	WTVN	600	2%	
WCEZ	1,200	1%	3%	WVVO	300	0%	WVVO	400	1%	
WVVO	1,100	1%	2%	WCEZ	300	0%	WOBN	300	1%	
WCMJ	1,100	1%	21%	WVVO	300	0%	WSWZ	300	1%	
WSWZ	900	1%	5%	WRVF	300	0%	WQIO	300	1%	
WVVC	900	1%	26%				WBNS-AM	300	1%	
OTHER	900	1%	3%	TOTAL	89,000	100%	OTHER	300	1%	
WBNS-AM	700	1%	2%							
WMNI	700	1%	2%							
WOBN	600	1%	14%							
WQIO	600	1%	5%							
WRFD	400	0%	2%							
WVVO	400	0%	3%							
WHIZ-FM	300	0%	3%							
WVVO	300	0%	1%							

HOW TO READ

Within WVCD's weekly cume of 89,000 people, we estimate there are 49,600 individuals who listen to both WVCD and WLWQ. They make up 56% of WVCD's cume and 23% of WLWQ's cume.

Within WVCD's weekly cume of 89,000 people, we estimate there are 35,800 who would name WVCD as the station they listen to most. They make up 40% of WVCD's weekly cume.

Within WVCD's 35,800 partisans, we estimate there are 19,700 individuals who also listened to WLWQ in the past week. They make up 55% of WVCD's partisans.

TREND ANALYSIS WVCD

Columbus
Summer 1993
July 06 - September 13

AUDIENCE GAINS: WHERE WERE TODAY'S WVCD PARTISANS PREVIOUSLY?

WVCD	22,100	62%
WLWQ	3,800	11%
DK	3,800	11%
WNCI	2,000	6%
WBZX	1,500	4%
WCBE	900	3%
WSNY	600	2%
WHOK	400	1%
WRZR	400	1%
WRVF	300	1%
TOTAL:	35,800	100%

AUDIENCE LOSSES: WHERE ARE FORMER WVCD PARTISANS TODAY?

WVCD	22,100	86%
WNCI	800	3%
WTVN	600	2%
WLWQ	400	2%
WAHC/WHT	400	2%
WBZX	400	2%
WCOL-AM	300	1%
WOSU-FM	300	1%
WOSU-AM	300	1%
TOTAL:	25,600	100%

NET GAIN (OR LOSS) FOR WVCD

DK	3,800
WLWQ	3,400
WNCI	1,200
WBZX	1,100
WCBE	900
WSNY	600
WRZR	400
WHOK	400
WRVF	300
WCOL-AM	-300
WOSU-FM	-300
WOSU-AM	-300
WAHC/WHT	-400
WTVN	-600
TOTAL:	10,200

HOW TO READ

GAINS: Of WVCD's current 35,800 partisans, we estimate that 62% (22,100) would say WVCD is the station they listened to most *5 or 6 months ago.* Similarly, 11% would say that WLWQ was their previously most-listened-to station...

LOSSES: Of the 25,600 people who would say they were WVCD partisans 6 months ago, we estimate that 86% (22,100) are still with WVCD. However, 3% (800) are now WNCI partisans...

NET: The net effect of WVCD's gains and losses during the last half year or so is an estimated gain of 10,200 partisans.

AUDIENCE FLOW WVCD

WHAT STATIONS DO WVCD PARTISANS LISTEN TO MOST IN THE MORNING?

WVCD	18,700	52%
NON-USE	6,600	18%
WLWQ	4,200	12%
WNCI	1,300	4%
DK	800	2%
WTVN	600	2%
WCBE	600	2%
WHOK	400	1%
WOSU-AM	400	1%
WSNY	400	1%
WNKO	400	1%
WBZX	400	1%
WRVF	300	1%
WBNS-FM	300	1%
WBNS-AM	300	1%
TOTAL:	35,800	100%

WHAT STATIONS DO WVCD MORNING PARTISANS LISTEN TO MOST OVERALL?

WVCD	18,700	97%
WOSU-FM	300	2%
WCKX	300	2%
TOTAL:	19,300	100%

HOW TO READ

Of WVCD's 35,800 partisans, we estimate that 52% (18,700) would say the station they listen to most in the morning is WVCD.

Of WVCD's 19,300 morning partisans, we estimate that 97% (18,700) would say that WVCD is their overall most-listened-to station.

(Same principles apply for dayparts shown on next page.)

AUDIENCE FLOW (cont.) WDCD

Columbus
Summer 1993
July 06 - September 13

WHAT STATIONS DO WDCD PARTISANS LISTEN TO MOST DURING MIDDAYS?

WDCD	16,200	45%
NON-USE	14,500	41%
WLWQ	2,200	6%
WSNY	600	2%
WBZX	400	1%
WCBE	400	1%
WAHC/WHT	400	1%
WCOL-FM	300	1%
WNCI	300	1%
DK	300	1%
WOSU-FM	300	1%
TOTAL:	35,800	100%

WHAT STATIONS DO WDCD MIDDAY PARTISANS LISTEN TO MOST OVERALL?

WDCD	16,200	79%
WCBE	1,800	9%
WLWQ	700	3%
WAHC/WHT	700	3%
WCOL-FM	300	1%
WOSU-AM	300	1%
WHOK	300	1%
DK	300	1%
TOTAL:	20,600	100%

WHAT STATIONS DO WDCD PARTISANS LISTEN TO MOST DURING AFTERNOONS?

WDCD	26,300	73%
NON-USE	4,700	13%
WCBE	1,700	5%
DK	800	2%
WAHC/WHT	700	2%
WLWQ	600	2%
WCOL-AM	300	1%
WNCI	300	1%
WBZX	300	1%
TOTAL:	35,800	100%

WHAT STATIONS DO WDCD AFTERNOON PARTISANS LISTEN TO MOST OVERALL?

WDCD	26,300	81%
WCBE	1,200	4%
WCOL-AM	1,000	3%
WHOK	800	2%
WNCI	500	2%
WLWQ	500	2%
WLW	400	1%
WAHC/WHT	400	1%
WTVN	300	1%
DK	300	1%
WOSU-FM	300	1%
WVCO	300	1%
TOTAL:	32,400	100%

WHAT STATIONS DO WDCD PARTISANS LISTEN TO MOST DURING EVENINGS?

WDCD	16,100	45%
NON-USE	14,300	40%
WCBE	1,700	5%
WLWQ	1,300	4%
WSNY	700	2%
WBZX	400	1%
WAHC/WHT	400	1%
WCOL-FM	300	1%
WOSU-AM	300	1%
DK	300	1%
TOTAL:	35,800	100%

WHAT STATIONS DO WDCD EVENING PARTISANS LISTEN TO MOST OVERALL?

WDCD	16,100	74%
WCBE	1,400	6%
WNCI	1,000	5%
WLWQ	700	3%
DK	600	3%
WAHC/WHT	400	2%
WHOK	400	2%
WSNY	300	1%
WTVN	300	1%
WCOL-AM	300	1%
WOSU-AM	300	1%
TOTAL:	21,700	100%

WHAT STATIONS DO WDCD PARTISANS LISTEN TO MOST DURING WEEKENDS?

WDCD	30,300	85%
NON-USE	3,100	9%
DK	1,100	3%
WCBE	600	2%
WAHC/WHT	500	1%
WLWQ	300	1%
TOTAL:	35,800	100%

WHAT STATIONS DO WDCD WEEKEND PARTISANS LISTEN TO MOST OVERALL?

WDCD	30,300	72%
WLWQ	2,400	6%
WCBE	2,000	5%
WNCI	1,400	3%
WCOL-AM	1,000	2%
WHOK	800	2%
WTVN	700	2%
DK	600	1%
WSNY	600	1%
WAHC/WHT	400	1%
WLW	400	1%
WCIX	400	1%
WOSU-FM	300	1%
WBZX	300	1%
WCEZ	300	1%
TOTAL:	41,800	100%

Strategic AccuRatings

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AUDIENCE COMPOSITION

WJCD

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	DEMO	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
12:	89,000	7.6	.402	P 12+	12: 35,800	3.4 <- 2.5		14: 2.4	13: 3.2	11: 4.2	10: 3.8	9: 4.9	100%	100

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SEX	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
11:	51,100	9.0	.358	M 12+	11: 18,300	3.6 <- 2.7		15: 2.3	13: 3.1	12: 3.9	10: 4.2	5: 5.7	51%	104
13:	37,800	6.2	.466	F 12+	12: 17,600	3.3 <- 2.2		14: 2.4	12: 3.3	9: 4.4	11: 3.3	10: 4.2	49%	97

WEEKLY CUME	CUME RATING	CUME CONV. RATE	RACE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
11:	86,700	8.4	.408	WHITES	10: 35,400	3.8 <- 2.7		12: 2.6	11: 3.5	10: 4.6	9: 4.2	8: 5.5	99%	111
19:	2,300	1.7	.217	BLACKS	17: 500	0.4 <- 0.7		25: 0.0	15: 0.7	19: 0.6	17: 0.7	14: 0.8	1%	13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	COUNTIES	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+	
							6-10A	10A-3P	3-7P	7P-12M	WKEND			
14:	4,700	8.1	.191	DELAWARE	16: 900	1.7 <- 0.8		21: 0.0	25: 1.0	9: 4.9	18: 1.6	10: 5.2	3%	50
20:	2,100	2.4	.619	FAIRFIEL	14: 1,300	1.7 <- 1.7		13: 2.2	17: 1.2	14: 1.7	10: 1.7	11: 2.1	4%	48
11:	80,100	9.8	.401	FRANKLIN	10: 32,100	4.4 <- 3.1		12: 2.9	10: 4.2	8: 5.2	8: 4.9	8: 6.3	90%	128
30:	800	0.7	.500	LICKING	28: 400	0.4 <- 0.4		34: 0.0	23: 0.6	29: 0.0	30: 0.0	31: 0.0	1%	13
45:	0	0.0	.000	MADISON	45: 0	0.0 <- 0.0		45: 0.0	45: 0.0	45: 0.0	45: 0.0	45: 0.0	0%	0
22:	800	1.9	.999	PICKAWAY	13: 800	2.0 <- 2.0		10: 2.5	18: 1.1	17: 1.1	14: 1.7	9: 2.4	2%	59
23:	400	1.5	.999	UNION	19: 400	1.7 <- 1.7		15: 2.1	19: 0.0	16: 2.2	21: 0.0	17: 2.0	1%	49

Strategic AccuRatings

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AUDIENCE COMPOSITION WWCN -- PERSONS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
15: 5,400	4.8	.148	P 12-17	13: 800	0.8 <- 0.8		15: 0.5	18: 0.4	15: 0.9	17: 0.5	12: 1.2	2%	22
9: 24,900	14.3	.414	P 18-24	8: 10,300	6.2 <- 3.7		9: 3.2	8: 5.5	7: 5.5	8: 5.3	7: 8.2	29%	180
6: 37,200	14.6	.403	P 25-34	7: 15,000	6.3 <- 5.1		7: 5.4	7: 5.5	4: 8.3	5: 7.1	4: 9.1	42%	183
10: 19,700	8.8	.477	P 35-44	9: 9,400	4.5 <- 3.0		13: 2.3	7: 3.9	8: 5.0	8: 4.7	7: 5.4	26%	132
30: 1,400	0.9	.000	P 45-54	35: 0	0.0 <- 0.0		34: 0.0	31: 0.5	37: 0.0	37: 0.0	22: 0.7	0%	0
45: 0	0.0	.000	P 55-64	45: 0	0.0 <- 0.0		45: 0.0	45: 0.0	45: 0.0	45: 0.0	45: 0.0	0%	0
33: 400	0.3	.999	P 65+	31: 400	0.4 <- 0.4		30: 0.0	24: 0.7	32: 0.0	32: 0.0	33: 0.0	1%	12

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
10: 30,300	10.6	.363	P 12-24	9: 11,000	4.0 <- 2.5		10: 2.1	9: 3.2	9: 3.7	9: 3.3	7: 5.4	31%	117
8: 62,100	14.5	.407	P 18-34	9: 25,300	6.2 <- 4.5		9: 4.5	9: 5.5	7: 7.1	8: 6.3	5: 8.7	71%	182
10: 82,400	11.2	.421	P 18-49	8: 34,700	5.1 <- 3.6		11: 3.4	9: 4.6	8: 5.8	9: 5.3	5: 7.0	97%	147
11: 57,500	10.2	.424	P 25-49	9: 24,400	4.7 <- 3.5		10: 3.4	9: 4.3	6: 5.9	6: 5.4	6: 6.6	68%	137
11: 58,200	9.3	.419	P 25-54	9: 24,400	4.2 <- 3.2		13: 3.1	10: 4.0	7: 5.4	7: 5.0	6: 6.0	68%	123
16: 21,100	5.6	.445	P 35-54	14: 9,400	2.8 <- 1.8		17: 1.5	12: 2.8	12: 3.2	14: 3.1	11: 3.7	26%	80
21: 21,100	4.3	.445	P 35-64	16: 9,400	2.2 <- 1.4		20: 1.2	19: 2.2	13: 2.6	18: 2.6	13: 3.0	26%	64
23: 21,500	3.4	.456	P 35+	20: 9,800	1.9 <- 1.2		24: 1.0	20: 1.9	16: 2.3	19: 2.2	16: 2.5	27%	54

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
16: 2,700	3.7	.148	P 12-15	17: 400	0.6 <- 1.2		22: 0.0	16: 0.7	19: 0.7	16: 0.7	15: 0.6	1%	17
13: 6,200	8.0	.129	P 16-19	13: 800	1.1 <- 0.0		12: 1.5	16: 0.6	13: 1.3	15: 0.6	11: 1.9	2%	32
8: 43,100	16.1	.462	P 20-29	4: 19,900	7.8 <- 5.8		8: 5.3	6: 6.8	5: 8.1	6: 7.7	4: 10.5	56%	226
8: 28,500	11.6	.404	P 30-39	7: 11,500	5.1 <- 3.8		9: 3.5	7: 4.9	6: 6.3	6: 5.7	6: 7.0	32%	148
20: 7,400	3.9	.392	P 40-49	16: 2,900	1.7 <- 0.6		23: 0.6	19: 1.7	14: 2.3	24: 0.8	16: 2.2	8%	50
33: 700	0.6	.000	P 50-59	33: 0	0.0 <- 0.0		33: 0.0	33: 0.0	33: 0.0	33: 0.0	28: 0.4	0%	0
28: 400	0.3	.999	P 60-69	27: 400	0.5 <- 0.5		29: 0.0	25: 0.8	26: 0.0	27: 0.0	28: 0.0	1%	14
45: 0	0.0	.000	P 70+	45: 0	0.0 <- 0.0		45: 0.0	45: 0.0	45: 0.0	45: 0.0	45: 0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
8: 55,800	15.1	.430	P 21-34	6: 24,000	6.9 <- 5.2		7: 5.0	7: 6.0	5: 7.7	7: 6.9	4: 9.5	67%	199
8: 71,900	13.6	.442	P 21-40	5: 31,800	6.4 <- 4.8		7: 4.5	7: 5.8	5: 7.2	5: 6.7	4: 8.8	89%	187
11: 86,300	7.8	.411	P 16+	11: 35,500	3.6 <- 2.5		14: 2.5	12: 3.4	11: 4.4	10: 4.1	9: 5.3	99%	106
11: 83,500	7.9	.420	P 18+	10: 35,100	3.8 <- 2.7		14: 2.6	12: 3.6	10: 4.6	10: 4.4	8: 5.4	98%	109
11: 77,300	7.7	.439	P 21+	10: 33,900	3.9 <- 2.8		13: 2.7	11: 3.7	9: 4.7	10: 4.5	7: 5.5	95%	112

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AUDIENCE COMPOSITION

WVCD -- MALES

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
16:	1,900	3.3	.211	M 12-17	16:	400	0.7 <- 0.7	19:	0.0	19:	0.0	15:	0.9	16:	0.9	11:	1.6	1%	21
7:	15,900	17.8	.302	M 18-24	6:	4,800	5.6 <- 3.6	11:	2.0	5:	5.1	8:	4.3	7:	5.6	5:	8.8	13%	164
5:	20,500	16.0	.400	M 25-34	4:	8,200	6.9 <- 5.8	5:	6.1	8:	5.7	3:	8.6	5:	7.0	3:	10.5	23%	200
10:	11,500	10.4	.417	M 35-44	10:	4,800	4.6 <- 3.5	13:	2.4	11:	3.8	10:	4.7	8:	6.2	7:	5.8	13%	134
29:	1,400	1.9	.000	M 45-54	29:	0	0.0 <- 0.0	29:	0.0	27:	0.9	31:	0.0	31:	0.0	20:	1.4	0%	0
45:	0	0.0	.000	M 55-64	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0
45:	0	0.0	.000	M 65+	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
10:	17,800	12.1	.292	M 12-24	7:	5,200	3.7 <- 2.4	13:	1.3	10:	2.8	9:	2.8	9:	3.6	6:	5.9	15%	108
6:	36,400	16.8	.357	M 18-34	4:	13,000	6.3 <- 4.9	8:	4.3	6:	5.4	5:	6.8	7:	6.3	3:	9.8	36%	185
9:	48,500	13.2	.369	M 18-49	4:	17,900	5.2 <- 3.9	12:	3.3	6:	4.6	5:	5.5	6:	5.7	4:	7.8	50%	151
9:	32,600	11.7	.402	M 25-49	6:	13,100	5.0 <- 4.0	10:	3.7	10:	4.4	5:	5.9	5:	5.7	4:	7.4	37%	147
9:	33,300	10.7	.393	M 25-54	9:	13,100	4.5 <- 3.6	12:	3.4	12:	4.0	7:	5.4	5:	5.3	4:	7.0	37%	132
16:	12,900	7.1	.372	M 35-54	14:	4,800	2.8 <- 2.1	17:	1.5	15:	2.9	13:	2.9	12:	3.9	10:	4.1	13%	82
17:	12,900	5.5	.372	M 35-64	17:	4,800	2.3 <- 1.7	20:	1.3	17:	2.3	16:	2.4	12:	3.4	13:	3.4	13%	66
20:	12,900	4.4	.372	M 35+	20:	4,800	1.9 <- 1.4	22:	1.1	20:	2.0	17:	2.1	12:	3.0	15:	2.9	13%	55

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
16:	1,100	3.3	.364	M 12-15	15:	400	1.3 <- 1.3	17:	0.0	16:	0.0	15:	1.5	12:	1.7	12:	1.4	1%	37
13:	3,800	8.4	.000	M 16-19	17:	0	0.0 <- 0.0	23:	0.0	23:	0.0	23:	0.0	23:	0.0	17:	1.0	0%	0
6:	23,300	17.0	.425	M 20-29	4:	9,900	7.6 <- 5.3	6:	4.5	3:	6.9	6:	6.7	5:	7.5	3:	11.3	28%	221
5:	17,500	15.1	.360	M 30-39	6:	6,300	5.8 <- 5.2	8:	4.4	6:	5.1	3:	7.6	4:	7.5	3:	8.8	18%	167
19:	4,700	5.0	.362	M 40-49	18:	1,700	2.0 <- 1.2	21:	0.8	19:	1.9	17:	2.0	25:	0.7	16:	2.4	5%	57
30:	700	1.3	.000	M 50-59	31:	0	0.0 <- 0.0	31:	0.0	31:	0.0	31:	0.0	31:	0.0	23:	0.9	0%	0
45:	0	0.0	.000	M 60-69	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0
45:	0	0.0	.000	M 70+	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
5:	32,100	17.1	.380	M 21-34	4:	12,200	6.9 <- 5.7	6:	5.0	6:	5.7	4:	7.0	6:	6.7	3:	10.6	34%	201
5:	41,200	15.7	.388	M 21-40	4:	16,000	6.5 <- 5.2	8:	4.5	5:	5.6	4:	6.6	5:	7.2	3:	9.8	45%	188
11:	50,000	9.4	.358	M 16+	11:	17,900	3.7 <- 2.8	14:	2.5	13:	3.4	12:	4.1	9:	4.5	5:	6.0	50%	108
11:	49,200	9.7	.364	M 18+	8:	17,900	3.9 <- 3.0	14:	2.6	13:	3.6	10:	4.3	8:	4.8	4:	6.2	50%	114
10:	44,900	9.4	.381	M 21+	8:	17,100	4.0 <- 3.2	13:	2.8	12:	3.6	9:	4.3	7:	4.9	4:	6.4	48%	116

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

AUDIENCE COMPOSITION WUCD -- FEMALES

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	STANDARD DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
10:	3,500	6.4	.114	F 12-17	13:	400	0.8 <- 0.8	13:	1.0	13:	0.9	16:	0.9	17:	0.0	12:	0.8	1%	23
9:	9,000	10.6	.600	F 18-24	8:	5,400	6.7 <- 3.8	9:	4.6	8:	5.9	7:	6.8	8:	5.1	7:	7.6	15%	194
8:	16,700	13.2	.407	F 25-34	6:	6,800	5.7 <- 4.4	6:	4.8	6:	5.4	6:	8.0	5:	7.2	6:	7.6	19%	166
11:	8,200	7.2	.561	F 35-44	9:	4,600	4.5 <- 2.4	10:	2.3	9:	4.0	7:	5.3	14:	3.1	9:	5.2	13%	130
45:	0	0.0	.000	F 45-54	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0
45:	0	0.0	.000	F 55-64	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0
31:	400	0.4	.999	F 65+	28:	400	0.7 <- 0.7	27:	0.0	21:	1.3	26:	0.0	29:	0.0	29:	0.0	1%	19

WEEKLY CUME	CUME RATING	CUME CONV. RATE	SALES DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
9:	12,500	9.0	.464	F 12-24	8:	5,800	4.4 <- 2.6	9:	3.1	9:	3.8	8:	4.4	8:	2.9	8:	4.9	16%	127
9:	25,700	12.2	.475	F 18-34	9:	12,200	6.1 <- 4.1	9:	4.7	9:	5.6	8:	7.5	8:	6.2	9:	7.6	34%	177
11:	33,900	9.2	.496	F 18-49	8:	16,800	4.9 <- 3.2	10:	3.5	9:	4.7	7:	6.2	9:	4.9	7:	6.1	47%	144
11:	24,900	8.8	.458	F 25-49	8:	11,400	4.4 <- 3.0	10:	3.1	7:	4.2	6:	5.9	8:	4.8	6:	5.6	32%	128
11:	24,900	7.8	.458	F 25-54	10:	11,400	3.9 <- 2.7	12:	2.8	8:	3.9	6:	5.5	8:	4.5	7:	5.1	32%	115
17:	8,200	4.3	.561	F 35-54	12:	4,600	2.7 <- 1.5	17:	1.4	14:	2.6	12:	3.5	16:	2.1	12:	3.2	13%	79
20:	8,200	3.3	.561	F 35-64	16:	4,600	2.1 <- 1.2	20:	1.1	18:	2.1	13:	2.8	19:	1.7	16:	2.6	13%	62
22:	8,600	2.5	.581	F 35+	18:	5,000	1.8 <- 1.0	23:	0.9	17:	1.9	16:	2.4	22:	1.4	17:	2.1	14%	52

WEEKLY CUME	CUME RATING	CUME CONV. RATE	ALTERNATE DEMO CELLS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
17:	1,600	4.1	.000	F 12-15	17:	0	0.0 <- 1.1	21:	0.0	14:	1.3	19:	0.0	19:	0.0	19:	0.0	0%	0
10:	2,300	7.3	.348	F 16-19	8:	800	2.7 <- 0.0	8:	3.9	10:	1.5	9:	3.0	8:	1.4	7:	3.1	2%	79
8:	19,800	15.2	.505	F 20-29	7:	10,000	8.0 <- 6.2	9:	6.1	8:	6.6	4:	9.7	8:	7.8	5:	9.7	28%	232
10:	11,000	8.5	.473	F 30-39	7:	5,200	4.5 <- 2.6	9:	2.7	8:	4.8	7:	4.9	12:	3.7	7:	5.3	15%	130
22:	2,700	2.9	.444	F 40-49	19:	1,200	1.4 <- 0.0	23:	0.5	19:	1.4	13:	2.6	23:	0.9	16:	1.9	3%	42
45:	0	0.0	.000	F 50-59	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0
26:	400	0.6	.999	F 60-69	24:	400	0.8 <- 0.8	26:	0.0	21:	1.5	24:	0.0	26:	0.0	25:	0.0	1%	25
45:	0	0.0	.000	F 70+	45:	0	0.0 <- 0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	45:	0.0	0%	0

WEEKLY CUME	CUME RATING	CUME CONV. RATE	CUSTOM DEMOS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+						
							6-10A	10A-3P	3-7P	7P-12M	WKEND								
8:	23,800	13.0	.496	F 21-34	7:	11,800	6.8 <- 4.8	9:	5.0	8:	6.3	7:	8.4	7:	7.2	7:	8.3	33%	198
9:	30,800	11.6	.513	F 21-40	6:	15,800	6.4 <- 4.4	7:	4.5	7:	5.9	4:	7.9	7:	6.3	6:	7.7	44%	187
12:	36,200	6.4	.486	F 16+	12:	17,600	3.6 <- 2.3	14:	2.6	12:	3.5	8:	4.9	11:	3.7	10:	4.5	49%	104
13:	34,300	6.2	.501	F 18+	11:	17,200	3.6 <- 2.3	14:	2.5	12:	3.7	7:	4.9	11:	3.9	9:	4.6	48%	105
11:	32,400	6.2	.519	F 21+	9:	16,800	3.7 <- 2.5	13:	2.5	10:	3.8	7:	5.2	12:	4.2	7:	4.7	47%	108

Strategic AccuRatings

For "How to Read" information, call:
1-800-777-8877

AUDIENCE COMPOSITION WUCD -- BLACKS

Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BLACKS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
12: 2,300	3.5	.217	B MALE	14: 500	0.9	<- 1.5	23: 0.0	8: 1.4	14: 1.2	12: 1.5	8: 1.8	1%	27
45: 0	0.0	.000	B FEMALE	45: 0	0.0	<- 0.0	45: 0.0	45: 0.0	45: 0.0	45: 0.0	45: 0.0	0%	0
9: 900	2.3	.556	B 12-24	4: 500	1.4	<- 1.4	9: 0.0	6: 1.7	5: 1.7	5: 1.7	5: 1.2	1%	41
11: 800	1.7	.625	B 18-34	7: 500	1.2	<- 1.2	16: 0.0	6: 1.9	8: 1.5	7: 1.7	16: 0.0	1%	36
21: 1,400	2.0	.000	B 25-54	25: 0	0.0	<- 0.7	25: 0.0	25: 0.0	25: 0.0	25: 0.0	13: 0.8	0%	0
20: 1,100	1.6	.000	B 35+	25: 0	0.0	<- 0.7	24: 0.0	24: 0.0	24: 0.0	24: 0.0	16: 0.9	0%	0

Strategic AccuRatings

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AUDIENCE COMPOSITION WUCD

Columbus
Summer 1993
July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P12+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
12: 44,900	6.5	.408	SODA DIET	14: 18,300	2.9	1.9	16: 1.6	14: 2.4	12: 3.2	11: 2.9	11: 4.1	51%	85
11: 33,300	7.7	.429		10: 14,300	3.8	2.6	11: 2.5	13: 2.7	9: 5.0	8: 4.9	9: 5.3	40%	109
13: 45,200	7.2	.405	NEWSPAPER LT./NONE	13: 18,300	3.3	2.2	17: 2.2	17: 2.7	10: 4.4	13: 3.6	8: 5.0	51%	96
11: 43,400	8.0	.396		9: 17,200	3.6	2.8	14: 2.5	9: 3.8	9: 3.9	8: 4.1	9: 4.9	48%	103
14: 15,100	5.9	.444	OUTLET DISCOUNT	13: 6,700	3.0	2.2	16: 2.0	13: 2.9	11: 4.1	11: 3.8	10: 4.5	19%	87
12: 50,000	6.7	.384		12: 19,200	2.9	1.9	16: 2.1	13: 3.0	11: 3.7	13: 2.8	11: 4.2	54%	84

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P16+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
9: 45,300	11.0	.450	CREDIT APPLIANCE	5: 20,400	5.5	4.1	10: 3.5	9: 4.5	5: 6.7	3: 6.9	5: 7.1	57%	151
12: 19,600	7.8	.398		12: 7,800	3.5	3.0	15: 2.9	10: 3.7	9: 5.3	8: 5.0	7: 5.4	22%	95

WEEKLY CUME	CUME RATING	CUME CONV. RATE	QUALITATIVE	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
11: 24,200	9.7	.434	FINANCE	8: 10,500	4.7	3.2	11: 3.0	5: 6.4	8: 5.7	7: 5.3	5: 6.3	29%	126

WEEKLY CUME	CUME RATING	CUME CONV. RATE	BEER PURCHASERS	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AUD COMP PCTG	INDEX AGAINST P21+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
7: 35,300	14.4	.487	LIGHT DOMESTIC IMPORTED	4: 17,200	7.4	4.3	8: 5.1	7: 6.6	4: 8.9	5: 8.5	2: 10.7	48%	192
5: 47,000	15.5	.464		4: 21,800	7.7	5.3	6: 5.5	4: 7.2	2: 9.0	4: 8.6	2: 11.2	61%	200
2: 22,700	26.6	.507		1: 11,500	15.0	11.1	3: 9.8	1: 17.9	1: 14.1	1: 17.3	1: 19.3	32%	390

AUDIENCE COMPOSITION

WUCD

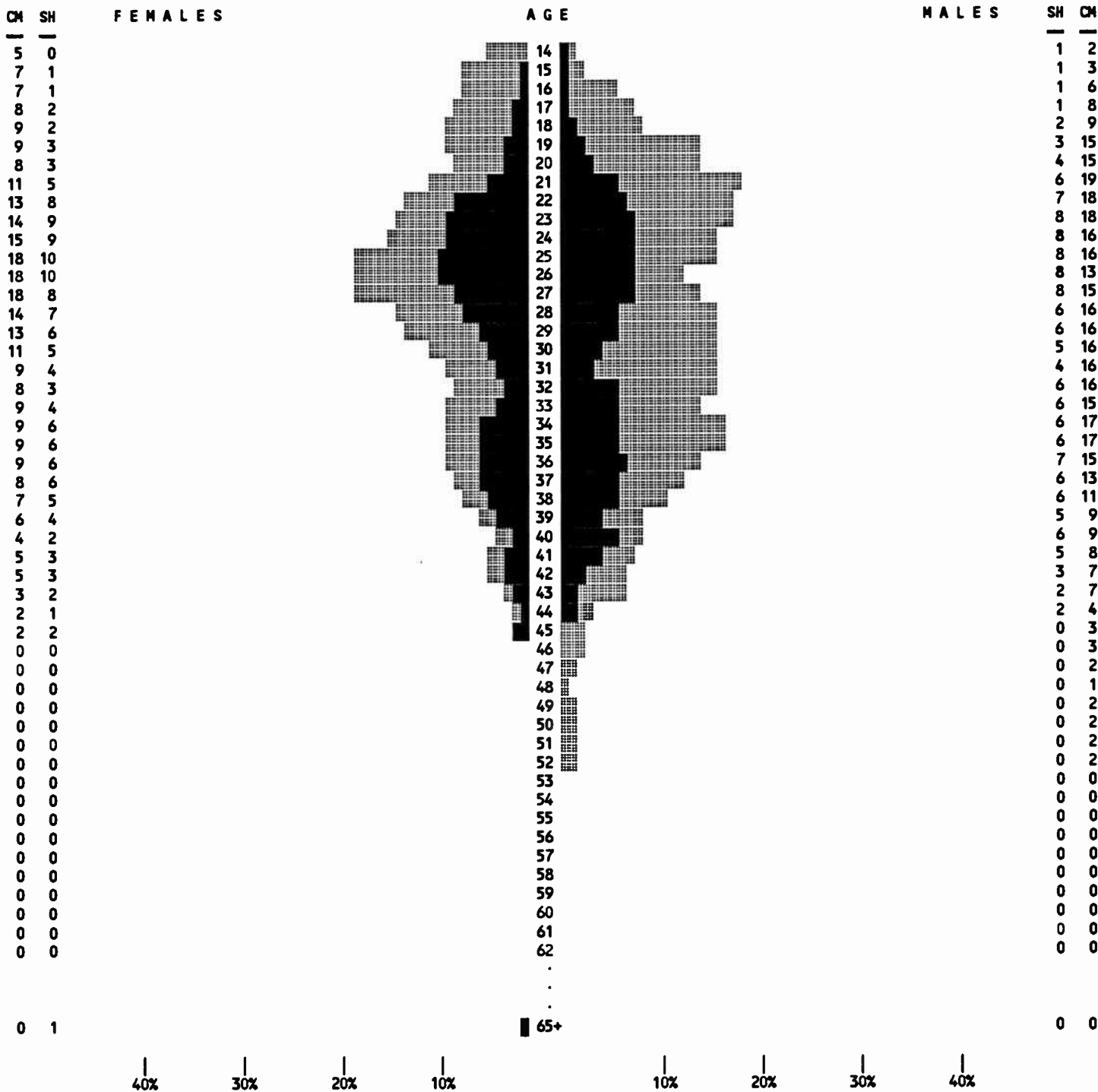
Columbus
 Summer 1993
 July 06 - September 13

WEEKLY CUME	CUME RATING	CUME CONV. RATE	EDUCATION	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
22: 9,700	2.2	.340	HS OR <	23: 3,300	0.9 <- 0.6		24: 0.7	25: 0.7	23: 0.8	32: 0.2	19: 1.3	9%	23
11: 26,100	10.4	.372	SM. COLEG	11: 9,700	4.2 <- 2.8		17: 1.4	10: 4.5	9: 5.0	9: 5.2	6: 6.0	27%	111
4: 34,200	15.6	.468	COL GRAD	4: 16,000	8.1 <- 5.9		5: 6.1	4: 7.9	2: 10.4	2: 10.0	1: 11.2	45%	215
9: 13,200	10.5	.432	GRD SCH+	8: 5,700	4.9 <- 3.9		8: 3.9	7: 5.8	8: 5.3	5: 6.4	5: 7.4	16%	130

WEEKLY CUME	CUME RATING	CUME CONV. RATE	INCOME	STATION PARTISANS	SHARE	RECALLED FORMER SHARE	'SHARE OF PARTISANSHIP' BY DAYPART					AID COMP PCTG	INDEX AGAINST P18+
							6-10A	10A-3P	3-7P	7P-12M	WKEND		
12: 30,200	7.9	.430	\$30K OR<	13: 13,000	3.8 <- 2.8		16: 2.3	13: 3.3	11: 3.8	9: 4.1	7: 5.4	36%	102
11: 22,500	8.4	.373	\$31K-50K	10: 8,400	3.4 <- 2.9		10: 3.0	13: 3.4	7: 5.1	8: 5.3	9: 4.9	23%	90
10: 21,100	10.5	.393	>\$50K	7: 8,300	4.5 <- 3.2		12: 2.6	7: 4.9	6: 6.2	7: 5.1	5: 6.6	23%	120
8: 9,000	12.0	.333	>\$75K	7: 3,000	4.4 <- 2.7		13: 2.2	6: 5.3	4: 6.8	4: 7.6	5: 6.9	8%	118
8: 4,600	15.0	.326	>\$100K	6: 1,500	5.6 <- 3.4		11: 2.6	3: 10.9	2: 10.9	3: 10.2	3: 9.0	4%	150

AGE HISTOGRAM
 WDC PERSONS 12+

Columbus
 Summer 1993
 July 06 - September 13



HOW TO READ

The gray ink on this histogram illustrates WDC's cume rating, while the black ink represents WDC's share of partisans. In the outside columns, cume ('CM') and share ('SH') are displayed rounded to the nearest whole number. Ages shown are actually the mid-point of a five-year rolling average.



POPULATION & SAMPLE
Metro Survey Area

Columbus
Summer 1993
July 06 - September 13

	Estimated Population	Est. Pop. % of Tot.	Sample In-Tab	In-Tab % of Tot.
MALE 12-17	58,031	4.95	147	4.36
MALE 18-24	89,384	7.62	207	6.14
MALE 25-34	127,875	10.90	391	11.59
MALE 35-44	110,100	9.39	329	9.75
MALE 45-54	71,827	6.12	199	5.90
MALE 55-64	53,035	4.52	131	3.88
MALE 65+	56,375	4.81	150	4.45
FEMALE 12-17	54,931	4.68	134	3.97
FEMALE 18-24	84,669	7.22	208	6.17
FEMALE 25-34	126,588	10.79	468	13.87
FEMALE 35-44	114,610	9.77	366	10.85
FEMALE 45-54	77,452	6.60	257	7.62
FEMALE 55-64	58,531	4.99	148	4.39
FEMALE 65+	89,363	7.62	238	7.06
WHITE/OTHER	1,036,463	88.38	3,004	89.06
BLACK	136,308	11.62	369	10.94
DELAWARE COUNTY	57,862	4.93	139	4.12
FAIRFIELD COUNTY	87,835	7.49	265	7.86
FRANKLIN COUNTY	818,865	69.82	2,427	71.95
LICKING COUNTY	107,679	9.18	300	8.89
MADISON COUNTY	31,952	2.72	75	2.22
PICKAWAY COUNTY	41,545	3.54	100	2.96
UNION COUNTY	27,033	2.31	67	1.99
TOTAL PERSONS	1,172,771	100.00	3,373	100.00

SOURCE: 1992 Population Estimates, Donnelly Marketing Information Systems.







