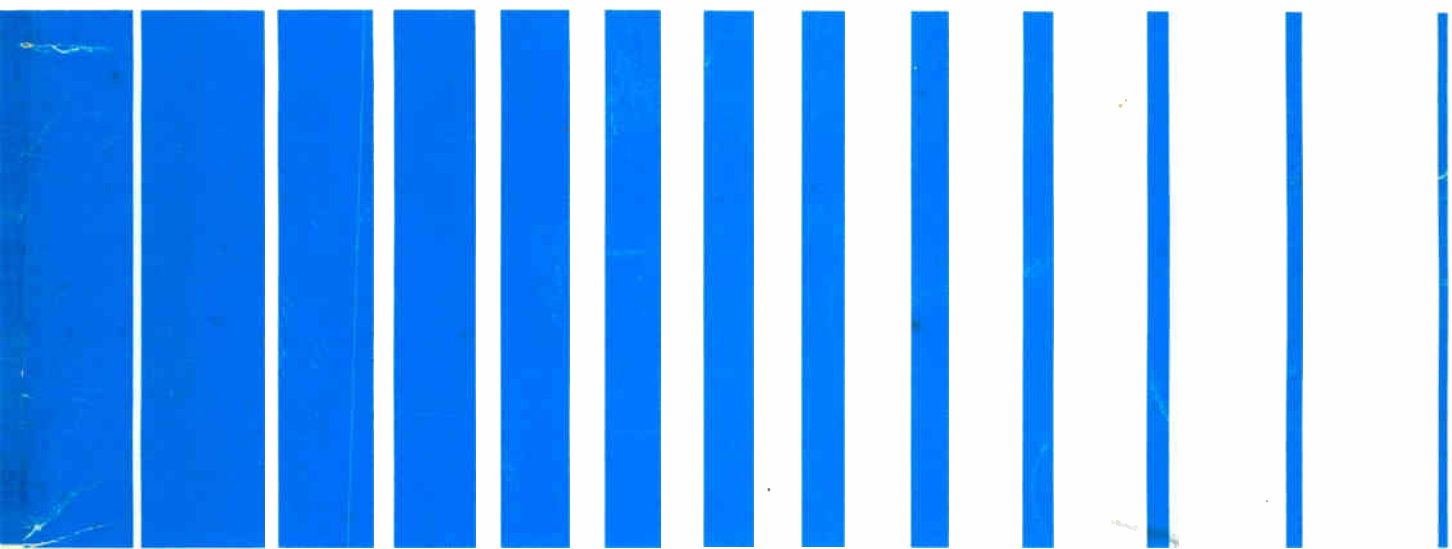


ARBITRON RATINGS RADIO

NEW
SPRING 1987
**Redesigned
Radio Market Report**
Please see Page 5B
for details.

128 Lexington-Fayette
Spring 1987



Audience Estimates in the Metropolitan
Statistical Area and TSA for:

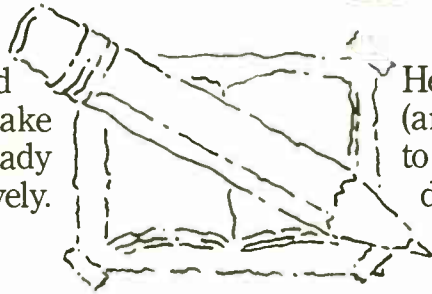
Lexington-Fayette

Spring 1987
April 2 - June 24

ARBITRON RATINGS/RADIO

Ready...Set... Redesign

The redesigned book is here. Make sure your staff is ready to use it effectively.



Here's what's available (and free from Arbitron) to help you get better data for decisions:

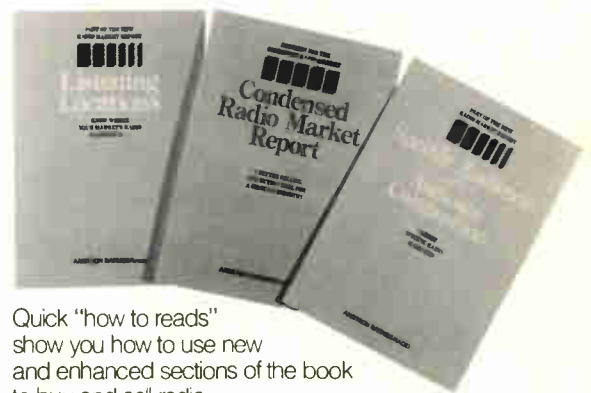
for radio stations advertisers & agencies



Where to find the answers to your most-asked questions when you first crack open the book.



Shows you exactly what the redesigned book looks like and what's in it.

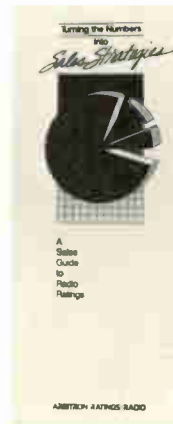


Quick "how to reads" show you how to use new and enhanced sections of the book to buy and sell radio.

*coming soon
for advertisers
& agencies
...VideoTutor,
a VCR tour of the book
to help you plan
and buy radio.*



Train your sales staff easily and at their own pace in all aspects of the book.



for radio stations

Formulas, calculations and solutions to typical sales problems using information contained in every book.

ARBITRON RATINGS/RADIO

ARBITRON RATINGS RADIO

1987-1988 SCHEDULE OF SURVEYS

CURRENT SURVEY
Spring 1987
April 2 - June 24

Summer 1987
June 25 - September 16

Fall 1987
September 24 - December 16

Winter 1988
January 7 - March 30

Spring 1988
March 31 - June 22



WHAT EMRC ACCREDITATION MEANS

The Arbitron Radio Service has been accredited by the Electronic Media Rating Council since 1968. To merit continued EMRC accreditation, Arbitron: (1) adheres to the Council's Minimum Standards for Broadcast Rating Research, (2) supplies full information to the EMRC regarding all details of its operation, (3) conducts its measurement service substantially in accordance with representations to its subscribers and the Council and (4) submits to and pays the cost of, thorough on-going audits of Arbitron operations by CPA firms engaged by the EMRC. In addition to sizable annual audit charges, Arbitron provides office and file space for EMRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

Further information about the EMRC's accreditation and auditing procedures can be obtained from the Executive Director, Electronic Media Rating Council, 420 Lexington Avenue, New York, New York 10017.

PREFACE

This report is a compilation of radio audience estimates for this market. All audience estimates are approximations subject to statistical variations related to sample size and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

The estimates are based on listening information recorded in diaries by persons 12 years and older. These persons reside in a sample of households systematically selected by computer from telephone directories in the area surveyed and from Metro telephone households which are not available in telephone directories. Households on military installations, as well as students and residents at educational and other institutions, may not be listed in local telephone directories. Non-telephone households are, by definition, excluded from the sample frame.

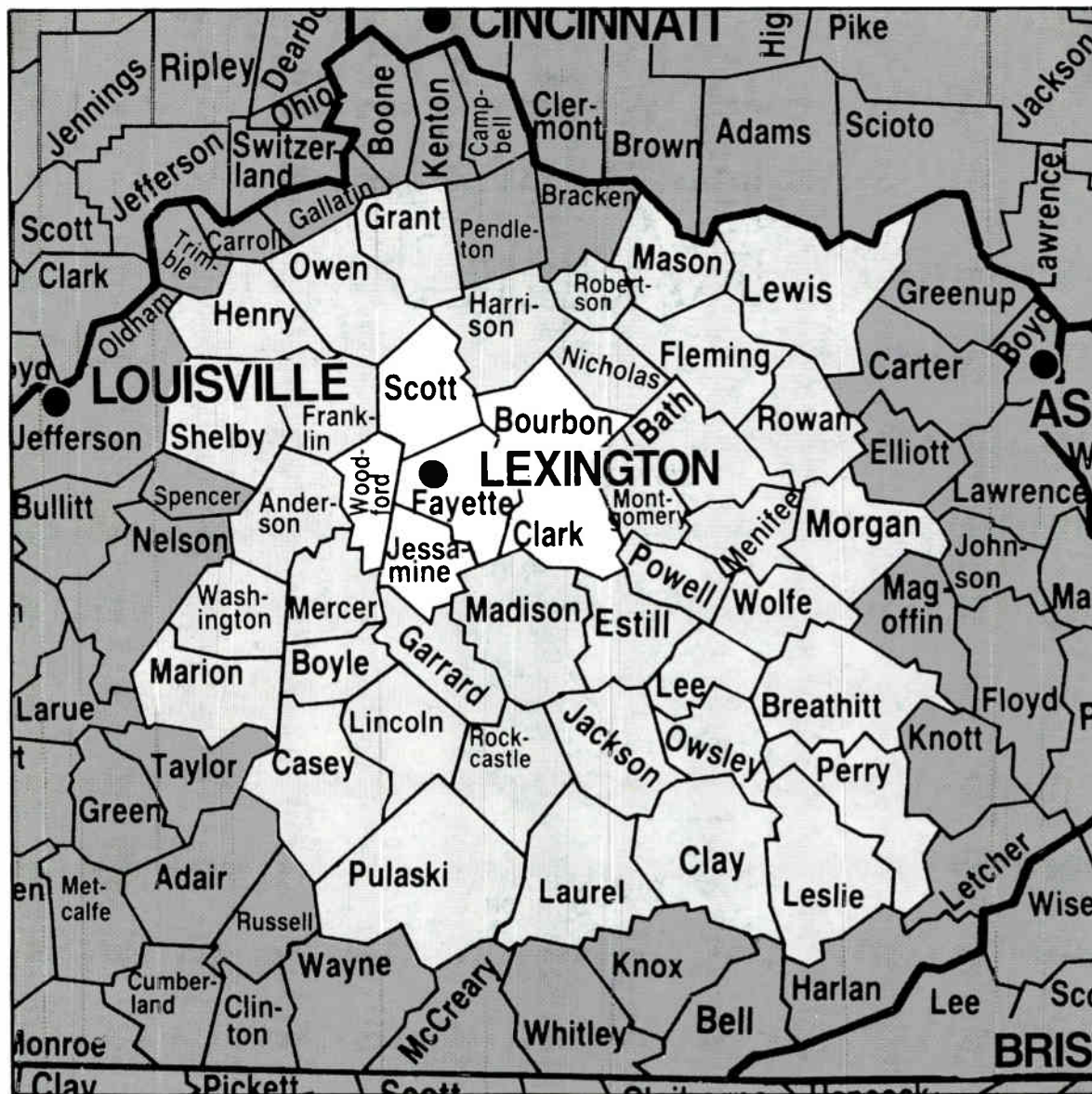
This report is intended to furnish radio station, advertiser and agency clients of Arbitron with an aid in evaluating radio audience size and composition. Arbitron attempts to provide, herein, a summary description of methodology that may be understood by all who use the report. A more detailed description of Arbitron methodology can be found in a separate publication, provided to all syndicated radio report subscribers, entitled *Radio Description of Methodology*.

WARNING

All Arbitron audience estimates and Arbitron maps are copyrighted. The willful, unauthorized use of any Arbitron audience estimate or map constitutes copyright infringement which could subject the infringer to civil damages of up to \$50,000 and criminal penalties of up to one year imprisonment and a \$10,000 fine pursuant to Sections 504 and 506 of the Federal Copyright Revision Act of 1976.

PLEASE NOTE/Users of this report should become familiar with the sections of this report entitled the *Description of Methodology* (Pages ii-iv) and *Limitations* (Page iv, Paragraph 45). Further, instructions for estimating reliability and effective sample bases for this report may be found on Page v.

Lexington-Fayette



Metro
 TSA
 ADI

© Arbitron Ratings Company

Non-subscribers to this report may not reproduce this map in any form for sales marketing, advertising or promotional purposes without the express written permission of the Arbitron Ratings Company.

For definitions of Metro, TSA and ADI, see Paragraphs 17, 26 and 2 in the back of this report.

Market Rank: 128

Market Surveyed: SPRING, FALL

REPORT CONTENTS

Survey Information	2A	Specific Audience Estimates	84
Population/In-tab by County	2B	Audience Composition	136
Sex-Age Distribution Information	3A	Hour-by-Hour Estimates	138
Station Facilities information	3B	Listening Locations	141
Metro Market Profile	4A	Exclusive Audience	144
Policies and Procedures/Special Station Activities	5A	Glossary	i
Special Notices and Station Activities	5B	Description of Methodology	ii-iv
Metro Audience Trends	6	Reliability Calculation Formula	v
Target Audience Estimates	18	Market Survey Schedule	vii

Population Estimates and Tabulated Diaries by County

Area	Estimated Population	In-Tab	County	ST	HDA BLK/HSP	Area	Estimated Population	In-Tab	County	ST	HDA BLK/HSP
MT	15,500	45	BOUHRON	KY		T	11,900	7	LESLIE	KY	
MT	24,500	52	CLANK	KY		T	11,600	26	LEWIS	KY	
MT	176,800	456	FAYETTE	KY	B	T	15,700	30	LINCOLN	KY	
MT	24,200	76	JESSAMINE	KY		T	47,300	97	MADISON	KY	
MT	18,900	62	SCOTT	KY		T	14,200	20	MARION	KY	
MT	15,500	42	WOODFORD	KY		T	14,100	21	MASON	KY	
T	11,400	7	ANDERSON	KY		T	4,200	14	MENIFEES	KY	
T	8,300	5	BATH	KY		T	17,000	30	MERCER	KY	
T	21,200	21	BOYLE	KY		T	17,100	21	MONTGOMERY	KY	
T	13,400	6	BREATHITT	KY		T	9,900	18	MORGAN	KY	
T	12,700	19	CASPER	KY		T	6,200	16	NICHOLAS	KY	
T	19,100	32	CLAY	KY		T	7,600	11	OWEN	KY	
T	12,100	22	ESTILL	KY		T	4,800	6	OWSLEY	KY	
T	10,300	25	FLEMING	KY		T	28,300	43	PERRY	KY	
T	36,500	50	FRANKLIN	KY		T	9,700	13	POWELL	KY	
T	9,100	13	GARRARD	KY		T	41,200	41	PULASKI	KY	
T	12,300	11	GRANT	KY		T	1,900	12	ROBERTSON	KY	
T	12,900	17	HARRISON	KY		T	12,000	19	ROCKCASTLE	KY	
T	11,300	21	HENRY	KY		T	16,400	13	ROWAN	KY	
T	10,000	15	JACKSON	KY		T	21,000	47	SHELBY	KY	
T	35,400	66	LAUREL	KY		T	8,400	8	WASHINGTON	KY	
T	6,400	18	LEE	KY		T	5,900	8	WOLFE	KY	

Metro Combined High Density Ethnic Area(s)

	Total		Ethnic	
	In-Tab	Est. Pop.	In-Tab	Ethnic Pop.
HDBA	67	30,900	35	12,000
HDHA				

M-METRO COUNTY T-TSA COUNTY

FOR TOTAL METRO IN-TAB COUNTS FOR APPLICABLE ETHNIC GROUPS PLEASE SEE PAGE 3A OR 5B

Population Estimates and Sample Distribution by Sex-Age Group

Metro Survey Area

	Estimated Population	Est. Pop. % Tot. Pers. 12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men 12-24	36,200	13.1	67	9.1	13.2
Men 18-24	23,000	8.4	37	5.0	8.4
Men 25-34	32,500	11.8	63	8.6	11.8
Men 35-44	23,300	8.5	57	7.8	8.5
Men 45-49	7,900	2.9	22	3.0	2.9
Men 50-54	6,800	2.5	29	4.0	2.5
Men 55-64	12,200	4.4	43	5.9	4.4
Men 65+	12,700	4.6	29	4.0	4.6
Men 18+	118,400	43.0	280	38.2	43.0
Women 12-24	36,200	13.1	97	13.2	13.1
Women 18-24	23,500	8.5	52	7.1	8.5
Women 25-34	33,600	12.2	87	11.9	12.2
Women 35-44	24,100	8.8	77	10.5	8.8
Women 45-49	8,500	3.1	29	4.0	3.1
Women 50-54	7,200	2.6	31	4.2	2.6
Women 55-64	13,600	4.9	54	7.4	4.9
Women 65+	20,600	7.5	48	6.5	7.5
Women 18+	131,100	47.6	378	51.6	47.6
Persons 18+	249,500	90.6	658	89.8	90.6
Teens 12-17	25,900	9.4	75	10.2	9.4
Black Persons 12+	29,200	10.6	81	11.1	10.6
Hispanic Persons 12+					
ETHNIC CONTROL PROCEDURES NOT APPLIED					
Total Persons 12+	275,400		733		

Diary Placement and Return Information

	Metro	TSA
Listed Residences in Designated Sample	563	1,231
ESF Residences in Designated Sample	227	234
Total Residences in Designated Sample	790	1,465
Listed Residences: Estimated Persons 12+	1,242	2,780
ESF Residences: Estimated Persons 12+	547	565
Total Residences: Estimated Persons 12+	1,789	3,345
Listed Contacts (homes in which telephone was answered)	535	1,200
ESF Contacts (homes in which telephone was answered)	220	227
Total Contacts (homes in which telephone was answered)	755	1,427
Listed Homes in Which Diaries Were Placed	483	1,131
ESF Homes in Which Diaries Were Placed	176	182
Total Homes in Which Diaries Were Placed	659	1,313
Listed Individuals Who Were Sent a Diary	1,076	2,567
ESF Individuals Who Were Sent a Diary	426	442
Total Individuals Who Were Sent a Diary	1,502	3,009
Listed Individuals Who Returned a Usable Diary (In-Tab)	522	1,381
ESF Individuals Who Returned a Usable Diary (In-Tab)	211	221
Total Individuals Who Returned a Usable Diary (In-Tab)	733	1,602
Sample Target	660	

Metro Persons Living in Group Quarters

	Est. Pop.	% Military	% College	% Other Group Quarters
Total Persons 12+	275,400	.0	2.8	1.9

Total Survey Area

	Estimated Population	Est. Pop. % Tot. Pers. 12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men 12-24	109,600	13.0	155	9.7	13.0
Men 18-24	62,600	7.4	87	5.4	7.4
Men 25-34	88,700	10.5	116	7.2	10.5
Men 35-44	70,700	8.4	127	7.9	8.4
Men 45-49	25,800	3.1	45	2.8	3.1
Men 50-54	20,800	2.5	64	4.0	2.5
Men 55-64	40,800	4.8	95	5.9	4.8
Men 65+	50,300	6.0	87	5.4	6.0
Men 18+	359,700	42.6	621	38.8	42.6
Women 12-24	108,100	12.8	195	12.2	12.8
Women 18-24	64,100	7.6	96	6.0	7.6
Women 25-34	90,800	10.8	173	10.8	10.8
Women 35-44	72,800	8.6	161	10.0	8.6
Women 45-49	26,900	3.2	70	4.4	3.2
Women 50-54	21,900	2.6	62	3.9	2.6
Women 55-64	44,700	5.3	117	7.3	5.3
Women 65+	72,300	8.6	135	8.4	8.6
Women 18+	393,500	46.6	814	50.8	46.6
Persons 18+	753,200	89.2	1,435	89.6	89.2
Teens 12-17	91,000	10.8	167	10.4	10.8
Total Persons 12+	844,200		1,602		

These population estimates are based upon 1980 U.S. Bureau of the Census estimates updated and projected to January 1, 1987, by Market Statistics based on data from Sales Management's 1986 "Survey of Buying Power."

Facilities of Stations Listed in this Report

Station	AM - Power (Watts)		Frequency (AM in kHz) (FM in MHz)	Network Affiliation	City of License/ID	County	ST	National Representative
	Day	Night						
HOME TO ARBITRON RADIO METRO AREA								
WBBE-AM	10,000		1580	IND	GEORGETOWN/LEXINGTON	SCOTT	KY	REPUBLIC RADIO INC.
WCGW-AM	1,000		770	IND	NICHOLASVILLE/LEXINGTON	JESSAMINE	KY	N/A
WCOZ-FM	3,000	3,000	96.7	NBC	PARIS	BOURBON	KY	HLLR, NWMRK, WCHLR AND HWRD
WFMI-FM	3,000	3,000	100.1	ABC FM	WINCHESTER	CLARK	KY	ROSLIN RADIO SALES
WHRS-AM	2,500		1380	IND	WINCHESTER	CLARK	KY	ROSLIN RADIO SALES
WJMM-FM	3,000	3,000	106.3	IND	VERSAILLES	WOODFORD	KY	N/A
(S) WKQQ-FM	100,000	100,000	98.1	IND	LEXINGTON	FAYETTE	KY	CHRISTAL RADIO
WLAP-AM	5,000	1,000	630	CBS	LEXINGTON	FAYETTE	KY	MCGAVREN GUILD
WLAP-FM	100,000	100,000	94.5	US 1	LEXINGTON	FAYETTE	KY	MCGAVREN GUILD
WLXG-AM	2,500	1,000	1300	NBC	LEXINGTON	FAYETTE	KY	HLLR, NWMRK, WCHLR AND HWRD
WMGB-FM	3,000	3,000	103.1	IND	GEORGETOWN/LEXINGTON	SCOTT	KY	REPUBLIC RADIO INC.
WVNL-AM	500		1250	ABC	NICHOLASVILLE	JESSAMINE	KY	REGIONAL REPRESENTATIVES
WRPZ-AM	1,000		1440	IND	PARIS/LEXINGTON	BOURBON	KY	MASLA RADIO
(S) WVLK-AM	5,000	1,000	590	ABC	LEXINGTON	FAYETTE	KY	TORBET/SELECT
(S) WVLK-FM	100,000	100,000	92.9	IND	LEXINGTON	FAYETTE	KY	TORBET/SELECT
OUTSIDE ARBITRON RADIO METRO AREA								
WHAS-AM	50,000	50,000	840	ABC	LOUISVILLE	JEFFERSON	KY	CHRISTAL RADIO INC.
WLW-AM	50,000	50,000	700	ABC	CINCINNATI	HAMILTON	OH	EASTMAN RADIO, INC.

Footnote Symbols: (*) Listed only in Metro and Total Survey Area (+) Listed only in Area of Dominant Influence (S) Station subscriber as of date of printing.
< City of License/ID > indicates Metro status by virtue of station's chosen home City of Identification rather than by station's FCC authorized City of License. (See Paragraph 39 in the back of this report.)

Network Affiliations:
 ABC C/ABC Contemporary Radio Network CBS/CBS Radio Network SBN/Sheridan Broadcasting Network
 ABC D/ABC Direction Network CHN/Cable News Network SMN/Satellite Music Network
 ABC E/ABC Entertainment Network IND/(Denotes Independent Stations) Source/NBC - The Source
 ABC FM/ABC FM Radio Network MBS/Mutual Broadcasting System Radio Network TRNSTR/Transtar
 ABC I/ABC Information Radio Network NBC/National Broadcasting Company Radio Network UPI/United Press International Radio Network
 ABC R/ABC Rock Radio Network NBC T/NBC Talknet US1/United Stations Radio Networks, Inc.-1
 ABC T/ABC Talk Radio NBN/National Black Network US2/United Stations Radio Networks, Inc.-2
 APR/Associated Press Radio Network RADRAD/CBS Radioradio Network

The data above are the most current data available to Arbitron as of this survey period. (For explanation of reporting criteria, see Pars 36-39 in the back of this report.)

The COUNTY listing reflects the geographic location of the station's City of License which may, in some instances, be in a portion of a county defined by

Arbitron. Stations believed to have no National Representative information are indicated above by N/A or NONE as appropriate.

Metro Market Profile

The Arbitron Metro Market Profile section is designed to provide demographic and socio-economic characteristics, retail sales and consumer spending estimates, print media circulation and passenger car registration data for all the 1987 markets. This Market Profile section is provided to assist radio stations and advertisers in evaluating media opportunities.

For your convenience in obtaining additional information regarding the data contained on these pages, Arbitron has included the address and telephone number of each vendor or each supplier. Arbitron has provided a definition of each Census data category. ClusterPlus grouping, Sales Data and Top Ten Employer Industry data have also received source and referencing notations.

Metro Area Lifestyle Profile by ClusterPlusSM Groups

Group	Description	National % Persons 12+	Metro % Persons 12+	Index of Concentration
G01	WELL EDUCATED, AFFLUENT, SUBURBAN PROFESSIONALS	7.37	0.65	9
G02	URBAN, UPSCALE, PROFESSIONALS, FEW CHILDREN	5.13	0.00	0
G03	YOUNGER, MOBILE, UPSCALE FAMILIES, CHILDREN, NEW HOMES	11.01	12.36	112
G04	YOUNG, MOBILE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	18.00	55.58	309
G05	MIDDLE AGE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	11.76	1.01	9
G06	YOUNGER, MOBILE, SINGLES, FEW CHILDREN, URBAN AREAS	12.05	8.69	72
G07	AVERAGE INCOME, BLUE COLLAR FAMILIES, RURAL AREAS	10.49	14.86	142
G08	OLDER, LOWER INCOME, RURAL AREAS, OLD HOMES	10.18	5.86	58
G09	DOWNSCALE, ETHNIC, URBAN APARTMENT AREAS, OLD HOUSING	6.58	0.43	7
G10	LESS EDUCATED, DOWNSCALE, RURAL, FAMILIES WITH CHILDREN	7.43	0.56	8

ClusterPlus is a service mark of Donnelley Information Services, 1351 Washington Boulevard, Stamford, Connecticut, 06902. The ClusterPlus lifestyle clusters are the property of Donnelley Marketing Information Services, a company of the Dun and Bradstreet Corporation, which has licensed their use to Arbitron.

ClusterPlusSM

ClusterPlus is a market segmentation system developed by Donnelley Market Information Services to profile a market or audience by lifestyles. Based on the 1980 Census, Donnelley has analyzed over 1600 demographic characteristics by ZIP code. Among the characteristics analyzed are value and type of housing, marital status, presence and ages of children in a household, ethnicity, urban-suburban-rural location, as well as age, sex, income, occupation and level of education. Donnelley updates its analysis annually. Every residential ZIP code in the US is assigned to the one cluster which best describes the lifestyle of the people who live there.

The result is 47 distinct lifestyle clusters, each of which describes a unique consumer group. These clusters are organized into ten major cluster groups with similar lifestyle characteristics. This geodemographic system provides a variety of new ways to describe your market and its radio audience, which could include specific analyses of listening data.

The ten ClusterPlus groups with their lifestyle descriptions are listed above. Each ClusterPlus group's concentration is shown as a percentage (persons 12+) of the National and this Metro's population. The INDEX OF CONCENTRATION compares the market's composition by each cluster group with the National concentration. An index of 100 would indicate that the market has the same percent concentration as the nation; an index of 200 means that the market's percent concentration is twice that of the nation.

Sales Data

Effective Buying Income, Total Retail Sales, Retail Expenditures and eleven categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data, based on Sales and Marketing Management's 1986 "Survey of Buying Power" updated to January 1987, were rearranged according to Arbitron's Winter 1987 Metro definitions.

Metro Effective Buying Income

Effective Buying Income (EBI) (\$000)	\$4,099,689
Median Buying Income	\$23,752
EBI per Household	\$32,667

Metro Retail Sales Data (\$000)

Total Retail Sales	\$2,096,377
Retail Expenditures per Household (\$)	\$16,704
Food Stores	\$388,903
Supermarkets	\$376,387
Eating & Drinking Places	\$224,796
General Merchandise Stores	\$325,510
Department Stores	\$281,135
Apparel and Accessories Stores	\$97,489
Automotive Dealers	\$457,644
Building Materials & Hardware Stores	\$74,900
Drug Stores	\$64,662
Furniture and Appliance Stores	\$37,437
Radio, TV & Music Stores	\$13,465

Top Ten Employer Industries

The Top Ten Employer Industry Classifications are defined below by a Federal Government Census called STANDARD INDUSTRIAL CLASSIFICATION (SIC). SIC's are sorted by the primary activity of individual business establishments based on the 1984 County Business Pattern Reports of the U.S. Census.

Employer	# of Employees	% of Total
1) MACHINERY, EXCEPT ELECTR	12,135	10.3
2) HEALTH SERVICES	10,394	8.8
3) EATING AND DRINKING PLAC	10,092	8.6
4) BUSINESS SERVICES	5,081	4.3
5) WHOLESALE TRADE-DURABLE	4,478	3.8
6) ELECTRIC & ELECTRONIC EQ	4,367	3.7
7) GENERAL MERCHANDISE STOR	4,238	3.6
8) FOOD STORES	4,210	3.6
9) SPECIAL TRADE CONTRACTOR	3,974	3.4
10) MISCELLANEOUS RETAIL	3,209	2.7
TOTAL METRO EMPLOYEES	117,928	
TOP 10 TOTAL EMPLOYEES	62,178	52.7%

Metro Market Profile *(continued)*

Metro Census Data

Market Statistics has furnished Ethnic Populations, Household Data, Retail Sales and Employer Industries to Arbitron on a county level. Arbitron has accumulated this information to conform with 1986-87 Metro definitions. All data are based on 1980 Census data. Income by households, as well as Ethnic Population information, is updated to January 1, 1987, except where noted (see text below). For further information, contact: Market Statistics, 633 Third Avenue, New York, New York 10017, (212) 986-4800.

Ethnic Populations are reported for all Standard and Condensed Markets. Ethnic sampling procedures need not be in place. The percent for each demo is based on persons 12+.

Ethnic Population

	Blacks	%	Hispanics	%
PERSONS 12+	29,200	100.0	1,900	100.0
TEENS 12-17	3,600	12.3	200	10.5
MEN				
18-24	2,400	8.2	200	10.5
25-34	2,800	9.6	200	10.5
35-44	1,800	6.2	300	15.8
45-49	700	2.4	0	0.0
50-54	700	2.4	200	10.5
55-64	1,400	4.8	0	0.0
65+	1,600	5.5	100	5.3
WOMEN				
18-24	2,300	7.9	100	5.3
25-34	3,400	11.6	300	15.8
35-44	2,300	7.9	100	5.3
45-49	1,100	3.8	0	0.0
50-54	600	2.1	100	5.3
55-64	1,900	6.5	0	0.0
65+	2,600	8.9	100	5.3

Data has been adjusted to reflect geographically split counties. Details for each census category follow:

1. **Total Households** are based on 1980 Census data, updated to January 1, 1987.

2. **Income by Households** are grouped into eight discrete income categories. The income reported is disposable total household income or income after personal taxes, non-tax payment and personal contributions for Social Security are deducted. Total (1987) households are used in the percent calculations. Median income is shown for all Metro households, updated to 1987.

3. **Value of Owner-Occupied Households** are estimates of the number of owner occupied housing units falling into six household value groups. This census figure excludes condominiums, mobile homes, households located on 10 or more acres, households located on commercial property and two-household units sharing the same address. The median value for all owner occupied units in the Metro is shown.

4. **Monthly Contract or Renter-Occupied Households** are the number of rented housing units grouped into six monthly contract groups. This census excludes no-cash rental units. Median rent is shown for all rented units in this Metro.

5. **Household Size** categories are based on 1980 Census data, updated to January 1, 1987.

6. **Seasonal Household** is defined as a housing unit used or intended for use only during certain seasons of the year; they are not included in the total household base.

7. **Education** represents the education levels of all persons 25+.

8. **Colleges and Universities** are taken from the Fall 1984 survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. **Occupation** data represent the number of persons 16+ that are employed in each of six occupation categories. A total of the six categories is shown. Percentages are based on total persons 16+ (1980 Census). Occupations included in each category are listed below:

Managerial/Executive, administrative and managerial occupations; professionals; specialty occupations.

Technical/Technicians and related support occupations, sales and administrative support positions, including clerical.

Service Worker/Private household occupations, protective service occupations and other services.

Farm Worker/Farming, forestry and fishing occupations.

Precision Production/Craft and repair occupations.

Operators/Machine operators, assemblers, inspectors, transportation and material moving occupations, handlers, equipment cleaners and laborers.

10. **Farm Residents/estimate** represents all persons living on a farm located in the Metro (1980 Census).

11. **Transportation to Work** information is based on estimated employed persons 16+. Percents are calculated on all persons 16+ (1980 Census).

12. **Car Ownership by Household/Total** (1987) households are distributed into one of four Car Ownership categories. Percentages are based on total 1987 households.

	Updated Census*	Metro %		Updated Census*	Metro %
1 ▶ Total Households	125,500	100.0	6 ▶ Seasonal Households	188	0.2
2 ▶ Income of Households			7 ▶ Education Persons 25+		
Under 10,000	24,354	19.4	Elementary 0-8 Grd	36,346	20.2
10,000-14,999	15,437	12.3	High-School 1-3 yr	24,183	13.5
15,000-19,999	14,177	11.3	High-School Grad	54,165	30.1
20,000-29,999	23,406	18.7	College 1-3 yr	27,488	15.3
30,000-39,999	17,341	13.8	College 4+	37,524	20.9
40,000-49,999	11,785	9.4	Total Persons 25+	179,706	100.0
50,000-74,999	13,750	10.9	8 ▶ Colleges & Universities*		
75,000+	5,250	4.2	Total Enrollment	49,173	100.0
Median Income (\$)	\$23,752		Full Time Enrollment	30,663	62.4
3 ▶ Value of Owner-Occupied Households			9 ▶ Occupation		
Less than 30,000	9,903	8.7	Managerial	37,593	25.5
30,000-49,999	17,959	15.8	Technical	45,809	31.1
50,000-79,999	16,653	14.7	Service Worker	20,028	13.6
80,000-99,999	3,648	3.2	Farm Worker	6,750	4.6
100,000-149,999	2,708	2.4	Precision Production	15,196	10.3
150,000+	1,025	0.9	Operators	21,919	14.9
Median Value (\$)	\$47,900		10 ▶ Farm Residents	15,359	
4 ▶ Monthly Contract or Renter-Occupied Households			11 ▶ Transportation to Work		
Less than \$150	12,885	11.3	Public	3,477	2.4
150-199	9,999	8.8	Driving to Work	98,662	68.4
200-299	14,964	13.2	Car Pool	29,306	20.3
300-399	3,458	3.0	Other	12,831	8.9
400-499	580	0.5	12 ▶ Car Ownership		
500+	158	0.2	by Household		
Median Rent	\$191		0 Cars	12,900	10.3
5 ▶ Household Size			1 Car	44,600	35.5
1 Person	35,300	28.1	2 Cars	46,000	36.7
2 Persons	37,800	30.1	3+ Cars	22,000	17.5
3-4 Persons	41,600	33.2			
5+ Persons	10,800	8.6			

*except where noted (see text above)

Metro Market Profile

Newspaper and Magazine Circulation

Newspaper and magazine circulation data, as of November 1986, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60195. (312) 885-0910, and is Copyright 1986, Audit Bureau of Circulations. Reprinted by permission. Copying or reprinting this information by others is prohibited.

Newspaper circulation figures represent approximate averages of paid circulation reported to and covered by the latest available Audit Report. Combined circulation for AM newspapers that publish updated editions throughout the day are reported under the AM Column, and are indicated with an asterisk (*) in the PM Column. Magazine figures are the latest paid circulation for a single issue.

Paper	AM Circ.	%	PM Circ.	%
LEXINGTON HERALD-LEADER	67,294	55		

Magazine	Circulation	%	Magazine	Circulation	%
BLI HO	11,349	9.3	COSMO	4,479	3.7
FAM CR	13,024	10.6	FAHM J	699	.6
FORINE	1,210	1.0	GODDHK	7,560	6.2
LHJ	7,688	6.3	MCCALL	7,599	6.2
NAT GE	12,459	10.2	NEWSWK	4,164	3.4
NW YKR	706	.6	PENTHE	3,446	2.8
PEOPLE	4,951	4.0	PLAY B	5,488	4.5
R DGS1	24,048	19.7	RED BK	6,569	5.4
17	2,224	1.8	SPORT I	4,603	3.8
TIME	7,018	5.7	TV GUI	18,954	15.5
USNEWS	3,079	2.5	VOGUE	1,268	1.0
WO DAY	8,869	7.3			

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registration is supplied by the Motor Statistical Division of R. L. Polk and Co. Polk prepares monthly reports (actual counts) of new cars registered in each state. Fleet, other commercial or government registrations are not included. Figures shown are for the entire 1986 model year and the first quarter of the 1987 model year. Further automotive statistical information may be obtained from the Motor Statistical Division, R. L. Polk and Co., Polk Building, 431 Howard Street, Detroit, Michigan 48231, (313) 961-9470.

Manufacturer	1986/87 Model Year %
AMERICAN MOTORS CORPORATION	.4
CHRYSLER CORPORATION	14.0
FORD MOTOR COMPANY	11.9
GENERAL MOTORS CORPORATION	37.5
OTHER	36.2
TOTAL	100.0

Metro Demographic Ratings Profile

	Persons				Men			Women		
	12+	12-24	25-54	35-64	12-24	25-54	35-64	12-24	25-54	35-64
MON-SUN 6AM-MID										
AQH	15.1	11.3	15.5	12.5	19.6	15.8	14.8			
CUME	94.0	89.0	94.9	94.8	98.6	96.3	93.3			
TSL	81	64	82	67	100	83	80			
MON-FRI 6AM-10AM										
AQH	20.8	13.3	25.8	23.1	19.9	24.4	22.7			
CUME	79.5	75.1	87.0	82.7	86.7	86.1	80.9			
TSL	21	14	24	22	18	23	22			
MON-FRI 10AM-3PM										
AQH	19.0	12.4	21.8	17.9	19.1	21.7	17.4			
CUME	67.7	59.1	62.4	58.6	71.8	72.8	65.9			
TSL	28	21	35	31	27	30	26			
MON-FRI 3PM-7PM										
AQH	17.2	14.9	19.3	14.1	21.3	18.1	14.8			
CUME	77.1	76.5	82.3	73.3	84.8	81.5	73.6			
TSL	18	16	19	15	20	18	16			
MON-FRI 7PM-MID										
AQH	9.5	13.3	7.1	5.8	19.6	5.6	5.6			
CUME	57.1	72.7	54.5	47.6	76.5	51.1	44.9			
TSL	17	18	13	12	26	11	13			
WEEKEND 6AM-MID										
AQH	11.7	8.3	11.1	9.0	16.9	11.4	11.0			
CUME	77.5	68.8	73.8	71.7	93.4	77.5	80.7			
TSL	22	17	22	18	26	21	20			

Notations

--	--	--	--

Policies and Procedures for Special Station Activities and Rating Distortion

The information appearing on these pages relating to Rating Distortion, Rating Bias and Extemporaneous Comments is furnished solely for the use of Arbitron clients in making their own evaluations of the audience estimates reported. Such activities or occurrences may or may not have had an effect on listening and/or the recording thereof. Arbitron makes no attempt to assess their impact. The information appearing on this page related to Rating Distortion Activities is based upon Arbitron's policy statement dated May 20, 1977, and Policies and Procedures releases of February 1978, December 1981 and January 1987.

Special Station Activities/Stations or other identified sources may initiate a complaint about a station's activities as they may relate to Arbitron's Special Station Activities (SSA) guidelines. All complaints must be in writing and addressed to: Special Station Activity Committee, Arbitron Radio, The Arbitron Building, Laurel, MD 20707. Arbitron will accept complaints up to the day after the final date of the survey.

a. Rating Distortion/Any action(s) conducted by a radio station which may result in manipulated or inflated audience estimates through diarykeeper bribery, breaches of diary security, promotional gimmicks or other forms of inducement. These activities include, but are not limited to, activities which might confuse diarykeepers and activities which Arbitron believes might (a) cause diarykeepers to falsify their listening record without causing a corresponding change in actual listening, (b) affect the way in which diarykeepers record or report their listening, or (c) encourage diarykeepers to use their diaries in any manner.

The following categories and examples are illustrative and are not all inclusive:

1. **Diary Manipulation** may involve a direct request to diarykeepers/survey participants for "your support when filling out a survey form" (diary, etc.), or the station "would appreciate your listing us along with your other favorite stations" or other similar statements encouraging the reporting of listening other than actual listening.
2. **Promotional Gimmicks** include, but are not limited to: contests which may look like a survey; contests which offer prizes based on amounts of listening recorded or claimed; attempts by a station to cause diarykeepers to lose their anonymity; promotional "time sheet" and/or "payroll" activities where winners are paid according to claimed listening; and promotions which might cause a diarykeeper to surrender a diary in trade for a prize or for cash; or any promotion in which participants are to use their diaries in any manner.
3. **Breaches of Diary Security** may take several forms such as: public or private appeals or offers to pay diarykeepers to either falsify reported listening or surrender live diaries.
Arbitron may delete from its reports, computer tapes or other peripheral products the audience estimates for stations that have engaged in Rating Distortion activities. When a station's audience estimates are deleted for Rating Distortion activities, a notice will appear on the cover of the Arbitron Radio Market Report and the station's activities will be noted on Page 5B. An appropriate note will be placed in all other applicable Arbitron services

b. Rating Bias/Announcements or statements on-air, in print or other media which may interfere with and therefore bias the objectivity of the survey process. This interference includes activities which sensitize the public to (1) current or future Arbitron surveys, (2) Arbitron diaries, (3) "generic" radio listening surveys or (4) any part of the process of measuring radio listening. These activities are generally pre-planned, repeated or stylized promotional messages that alert, inform or request cooperation with radio audience measurement services, or refer to diary recording or reporting. These announcements may ask those participating in an audience survey to listen all day, to be cooperative, to be careful with their entries or to take special notice of call letters, a personality name, or any radio listening survey.

Rating Bias may also take the form of a contest or station research activity, if there is the potential to cause a *survey participant* to act atypically. "Write it down" promotions are not generally considered to be Rating Bias unless they specifically mention a survey or diary. A Special Contest is one which is demonstrated to be atypical in content and scope, and for which there is no precedent by that station or any station in that market area. Rating Bias *does not* include permissible sourcing of previous survey information in the form of permissible station advertising activities which note a station's actual performance in prior surveys, as permitted by contractual agreement with Arbitron.

For stations determined to have engaged in Rating Bias activities, Arbitron will: 1) place a cover notice on applicable reports, 2) place a note on Page 5B, 3) place the station's audience estimates at the bottom of each page below a distinguishing line, and 4) place a notice on our computer tapes and certain other peripheral services. Special Contest activities typically warrant a 5B note only.

c. Extemporaneous Comments/Any reference on the air or in print that mentions or alludes to a current or future Arbitron survey, diary(ies) or radio rating(s). As the name implies, these are "one-time-only", "unplanned", "slip of the tongue" or humorous comments.

Once a station's activity has been reviewed and determined to be an extemporaneous comment, Arbitron may take varying degrees of actions to identify the situation. Typically, the initial activity results in the station's call letters and a brief description of the activity being on Page 5B of the respective market report. Alternatively, depending on the context, or frequency of the activity, Arbitron may invoke the same policies as are used for Rating Bias or Rating Distortion violations.

General Information/With respect to Rating Distortion, Rating Bias and Extemporaneous Comments

- a. In the event that SSA activities occur in a Continuous Measurement Market (surveyed 48 weeks of the year), Arbitron's responsive actions will generally apply only to the survey in which the activity occurred. In all other markets, Arbitron will consider any SSA activity which occurs during the four weeks prior to the survey period or during the survey itself.
- b. Arbitron reserves the right to use any available means to draw attention to any station activity which might affect the survey or its results even though such activity does not meet any of the specific criteria stated above.

c. To initiate an inquiry by the Special Station Activity Committee (SSAC) all complaints, inquiries or information must be in written form from an identified source (i.e., station representative, agency, network or citizen) accompanied by evidence such as a newspaper clipping, air-check or direct mail advertisement. Anonymous information may be considered to initiate a review only if, in the opinion of the committee, the activity has the potential to be classified as Rating Distortion.

d. The initiation of a formal inquiry concerning a reported incident is solely within the discretion of the Arbitron Special Station Activity Committee or Executive Management.

e. A simulcast station, which is cited for engaging in a special station activity, also will cause its AM or FM counterpart to be so cited.

SURVEY ANNOUNCEMENTS

Relating to Survey Announcements/The National Association of Broadcasters (NAB) is "...concerned with the effects of the practice, engaged by some stations of exhorting the public to cooperate with radio ratings surveys" in progress.

The Electronic Media Rating Council (EMRC) opposes "...any attempt by stations to exhort the public to cooperate with radio audience measurement services whether over the air or by any other means, and recommends to syndicated audience measurement services that the practice be discouraged because of its possible biasing effects." The EMRC has amended its minimum standards to define Survey Announcements as biasing.

The American Association of Advertising Agencies (AAAA) "...opposes any attempt in any medium to exhort the public to cooperate with any audience measurement survey by calling attention to such research by any means."

The Arbitron Radio Advisory Council has reiterated its "...continuing opposition to rating bias in the form of on-air survey announcements" and "off-air announcements that call attention to the scheduled survey dates or diary methodology. This opposition includes direct mail, newspapers, or... advertising."

FTC GUIDELINES

The FTC Guidelines Regarding Deceptive Claims of Broadcast Audience Coverage point out that radio stations "...should not engage in activities calculated to distort or inflate such data — for example, by conducting a special contest, or instituting unusual advertising or other promotional efforts designed to increase audiences only during the survey period."

It is the opinion of Arbitron that while many stations may engage in promotional activities during a survey period and may not be attempting to distort audiences, some stations may conduct their promotional activity for the specific purpose of biasing or distorting audience estimates during the rating period. Such activities could affect the behavior of survey participants, thereby changing audience estimates from what they would have been if no such activity had been conducted during the survey period.

Arbitron Radio urges all broadcasters not to engage in any of the above activities.

Special Notices and Station Activities

THE REPORT

Effective with the Winter 1987 survey, Arbitron has redesigned our Radio Market Reports. Due to survey frequency, our "first release" is Spring 1987 in this market. Many of the changes are a result of direct input from the RAB, ARAC, agencies and stations.

In addition to a new vertical format which includes reformatted lead-in pages, reliability tables and description of methodology, there are many new and modified features which you should become familiar with.

<u>Standard Reports</u>	<u>Previous</u>
<u>New Section/Title</u>	<u>Section/Title</u>
Metro Audience Trends	Average Share Trends
Target Audience	Average Quarter-Hour and Cume Listening
Specific Audience	Daypart Average and Cume
Audience Composition	New
Hour by Hour	Same
Listening Locations	Away From Home
(New: In-Car and Other)	
Exclusive Audience	Exclusive Cume Listening
AOI Target Audience	Average Quarter-Hour and Cume Listening-ADI
(if applicable)	

New Features

Metro Time Spent Listening Chart (Page 4C)
 Highlighted Call Letter Change Notations
 AM/FM Call Letter Designation on Facilities Page
 Dayparts
 Demographic Combinations
 Section Sequencing
 Survey Schedule
 Calendar
 Special Station Activity Guidelines

If you have any questions about our new report, please call your nearest representative (telephone numbers appear on the inside back cover of this report).

METRO MARKET PROFILE/ Due to Market Statistics' revised method for determining Effective Buying Income (EBI), the three estimates reflected on Page 4A of this report under the heading of "Metro Effective Buying Income" will be on the average about 12% lower. The reason for the change has to do with disposable (or after tax) income per household distributions. For more specific information, please call your account executive or Market Statistics.

THE MARKET

METRO DEFINITION/ The metro definition of this market conforms to the metro definition that was implemented by the U.S. Office of Management and Budget in June 1983.

Trend analyses may be affected by any change in definition. There are no changes in the metro definition for the reporting periods covered by the Metro Audience Trends section of this report.

THE SAMPLE

ESF SAMPLE/ Arbitron estimates the percent of Metro telephone households not listed in telephone directories used in selecting the sample to be:

Market	Percent
Lexington-Fayette	29.4

THE STATIONS

NEW STATIONS, CALL LETTER CHANGES, AND TREND DATA/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WCGW-AM	WJMM-AM	Fall 1986	February 7, 1987
WLXG-AM	WTKC-AM	Fall 1985	March 13, 1986
		Spring 1985	
WMGB-FM	WRMA-FM	Spring 1986	July 30, 1986
		Fall 1985	
		Spring 1985	

Stations are identified in this report under their current call letters and the audience estimates reflect listening recorded for the new and, if applicable, the old call letters. The Trends section displays trend data pertaining to both the old and the new call letters. Survey dates will be listed in the "Prior Trend Information" column whenever trend information exists for a station that has changed call letters. The date of the call letter change will also be included in order to identify which call letters were in use during a particular survey. Audience estimates for any new stations beginning broadcast activities during the survey are reported for an "average" week of the twelve week period, including those weeks when the station was not on the air.

TECHNICAL DIFFICULTY/ The following station(s) reported to Arbitron that they experienced reduced power (REDUCED), intermittent power (INTERMIT), signal interference (SIG INTRF) or were off the air (OFF) for five or more continuous minutes in a quarter-hour during the survey period.

Station	Affected Date and Time	Problem
WMGB-FM	SU 04/26/87 12:00A TO 06:41A	OFF
	TU 04/28/87 02:15P TO	
	WE 04/29/87 02:10P	OFF
	TH 04/30/87 08:16A TO 08:47A	OFF
	SU 05/10/87 06:00A TO 08:14A	OFF
	TU 06/09/87 06:30P TO 09:30P	OFF

Metro Audience Trends *

PERSONS 12+

	MONDAY-SUNDAY 6AM-MID				MONDAY-FRIDAY 6AM-10AM					
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	3.2	2.0	3.0	3.2	3.4	1.7	1.3	2.7	.8	1.4
AQH(00)	13	9	13	13	14	10	8	16	5	8
CUME RTG	4.1	5.6	4.3	4.2	3.6	2.9	2.7	2.9	2.5	1.9
+WCGW										
WJMM										
SHARE	**	**	**	.7	1.2	**	**	**	1.0	1.0
AQH(00)	**	**	**	3	5	**	**	**	6	6
CUME RTG	**	**	**	2.4	3.1	**	**	**	1.4	1.7
WCOZ										
SHARE	7.6	5.4	6.0	6.0	4.8	5.4	5.4	5.6	5.9	3.8
AQH(00)	31	24	26	24	20	32	34	33	36	22
CUME RTG	11.6	11.4	10.6	11.4	10.1	6.1	6.8	6.9	5.4	4.5
WFMI										
SHARE	8.6	7.9	8.4	13.2	10.6	6.4	7.3	6.1	11.1	8.4
AQH(00)	35	35	36	53	44	38	46	36	68	48
CUME RTG	18.2	20.0	20.9	26.4	24.4	8.8	10.6	11.0	16.3	14.1
WHRS										
SHARE	**	**	**	**	1.0	**	**	**	**	.2
AQH(00)	**	**	**	**	4	**	**	**	**	1
CUME RTG	**	**	**	**	2.4	**	**	**	**	.7
WJMM										
SHARE	2.0	1.8	1.9	2.2	2.9	3.5	2.4	3.0	2.4	2.8
AQH(00)	8	8	8	9	12	21	15	18	15	16
CUME RTG	6.8	4.7	5.3	6.6	7.5	5.1	2.9	3.1	4.2	4.3
WKQQ										
SHARE	12.0	11.1	14.4	10.9	9.9	9.2	9.3	12.0	10.6	9.4
AQH(00)	49	49	62	44	41	55	58	71	65	54
CUME RTG	24.3	24.8	25.1	23.3	23.6	14.6	13.5	14.3	14.5	13.0
WLAP										
SHARE	4.4	5.0	4.2	5.0	3.6	6.4	7.5	5.7	7.7	4.2
AQH(00)	18	22	18	20	15	38	47	34	47	24
CUME RTG	14.9	14.2	13.2	16.9	10.2	9.2	10.2	7.3	10.3	5.7
WLAP-FM										
SHARE	13.5	16.1	14.0	9.7	14.2	9.9	14.0	12.3	7.5	11.5
AQH(00)	55	71	60	39	59	59	88	73	46	66
CUME RTG	31.0	33.1	32.2	28.2	28.8	14.8	20.4	16.3	13.8	15.7
+WLXG										
SHARE	3.7	2.5	4.4	4.0	3.6	3.7	2.2	2.7	3.1	3.7
AQH(00)	15	11	19	16	15	22	14	16	19	21
CUME RTG	7.7	6.0	10.2	10.6	9.6	5.1	3.2	4.3	5.2	3.4
+WMGB										
SHARE	3.9	2.0	1.4	2.7	5.0	3.7	1.8	1.3	2.8	6.8
AQH(00)	16	9	6	11	21	22	11	8	17	39
CUME RTG	8.0	7.8	5.8	11.8	12.2	3.9	3.7	3.1	4.9	8.3
WNVL										
SHARE	**	1.8	.5	.5	.7	**	1.9	1.2	.3	.7
AQH(00)	**	8	2	2	3	**	12	7	2	4
CUME RTG	**	2.0	3.5	2.0	2.5	**	1.7	1.3	.8	1.0
WRPZ										
SHARE	.5	1.6	**	.7	1.4	.5	1.3	**	.8	.5
AQH(00)	2	7	**	3	6	3	8	**	5	3
CUME RTG	2.8	2.6	**	1.3	2.1	.7	1.3	**	.7	1.0
WVLK										
SHARE	10.0	12.0	9.3	10.0	9.9	17.1	19.3	16.5	13.2	18.4
AQH(00)	41	53	40	40	41	102	121	98	81	105
CUME RTG	23.7	29.3	21.0	25.9	21.1	17.4	19.8	16.4	15.2	14.6
WVLK-FM										
SHARE	16.7	17.2	16.5	17.2	13.0	20.5	16.9	15.7	19.5	15.0
AQH(00)	68	76	71	69	54	122	106	93	120	86
CUME RTG	30.4	29.6	30.4	29.7	26.9	21.3	20.2	18.3	19.6	16.4
WHAS										
SHARE	1.0	1.4	2.8	1.7	.7	1.2	1.8	3.9	3.6	.5
AQH(00)	4	6	12	7	3	7	11	23	23	3
CUME RTG	6.2	6.6	7.4	5.3	4.8	2.8	3.0	4.5	3.5	1.3
WLW										
SHARE	.7	.5	.7	**	1.7	.5		.2	**	.5
AQH(00)	3	2	3	**	7	3		1	**	3
CUME RTG	3.6	2.4	2.7	**	5.0	1.2	.4	.7	**	1.1
TOTALS										
AQH RTG	14.8	16.1	15.7	14.6	15.1	21.6	22.9	21.7	22.3	20.8
AQH(00)	408	441	430	402	416	595	627	594	614	572
CUME RTG	93.5	93.9	92.9	94.8	94.0	82.3	83.0	78.8	82.4	79.5

Footnote Symbols: ** Station(s) not reported this survey + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 12+

Metro Audience Trends

	MONDAY-FRIDAY 10AM-3PM					MONDAY-FRIDAY 3PM-7PM				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	4.0	2.7	3.3	3.8	4.2	3.1	2.2	2.8	5.4	2.3
AQH(00)	19	15	17	18	22	14	11	13	26	11
CUME RTG	2.8	3.3	2.9	3.3	3.2	2.3	2.8	2.6	3.5	3.0
+WCGW										
WJMM										
SHARE	**	**	**	.8	.8	**	**	**	1.2	1.7
AQH(00)	**	**	**	4	4	**	**	**	6	8
CUME RTG	**	**	**	.9	1.0	**	**	**	1.0	1.7
WCOZ										
SHARE	9.4	6.2	8.5	9.0	6.7	8.7	5.5	7.0	5.6	5.3
AQH(00)	45	34	44	43	35	39	27	33	27	25
CUME RTG	6.7	5.9	6.6	6.6	5.5	7.1	6.4	6.9	6.6	5.8
WFMI										
SHARE	5.0	5.5	6.0	7.5	8.6	10.7	6.7	8.1	14.8	10.3
AQH(00)	24	30	31	36	45	48	33	38	71	49
CUME RTG	7.0	7.4	11.0	11.3	13.4	12.9	11.5	11.0	16.3	14.4
WHRS										
SHARE	**	**	**	**	1.1	**	**	**	**	.6
AQH(00)	**	**	**	**	6	**	**	**	**	3
CUME RTG	**	**	**	**	1.5	**	**	**	**	1.5
WJMM										
SHARE	1.9	2.0	1.2	1.0	2.5	2.0	1.2	1.5	1.7	2.5
AQH(00)	9	11	6	5	13	9	6	7	8	12
CUME RTG	2.6	1.9	1.6	2.6	2.2	2.9	1.5	1.9	3.3	3.0
WKQQ										
SHARE	9.6	9.7	15.1	10.9	8.8	13.6	13.0	16.1	8.7	10.7
AQH(00)	46	53	78	52	46	61	64	76	42	51
CUME RTG	12.2	11.1	13.1	11.0	12.3	17.2	16.0	17.0	13.5	14.9
WLAP										
SHARE	2.9	4.8	2.9	3.1	2.9	3.1	4.9	3.8	3.5	1.5
AQH(00)	14	26	15	15	15	14	24	13	17	7
CUME RTG	4.6	5.4	4.2	6.1	3.8	5.6	6.9	5.3	6.3	3.7
WLAP-FM										
SHARE	12.7	18.1	16.4	11.1	16.8	13.8	15.7	15.3	10.2	14.1
AQH(00)	61	99	85	53	88	62	77	72	49	67
CUME RTG	13.0	16.2	16.4	11.5	15.6	18.2	20.4	17.5	16.4	17.4
+WLXG										
SHARE	4.8	2.6	4.4	5.5	4.6	3.8	3.5	4.5	5.2	4.4
AQH(00)	23	14	23	26	24	17	17	21	25	21
CUME RTG	3.7	3.0	4.8	5.6	3.4	3.8	3.6	4.5	6.3	4.7
+WMGB										
SHARE	5.4	3.5	1.4	3.1	4.6	4.9	2.8	1.9	2.9	3.8
AQH(00)	26	19	7	15	24	22	14	9	14	18
CUME RTG	4.2	3.4	3.1	6.1	6.4	5.0	4.2	3.3	6.9	6.0
WNVL										
SHARE	**	1.1	.2	.8	.2	**		.4	1.5	.8
AQH(00)	**	6	1	4	1	**		2	7	4
CUME RTG	**	1.5	1.0	1.1	.8	**	.2	1.0	.9	1.0
WRPZ										
SHARE	.6	1.5	**	.4	1.5	.9	1.8	**	1.0	1.5
AQH(00)	3	8	**	2	8	4	9	**	5	7
CUME RTG	1.7	1.2	**	.6	1.5	1.3	.9	**	.5	1.5
WVLK										
SHARE	10.4	10.8	8.9	10.5	8.2	8.4	11.2	7.6	8.3	7.2
AQH(00)	50	59	46	50	43	38	55	36	40	34
CUME RTG	10.7	10.8	10.0	11.1	8.9	11.0	12.3	9.6	10.8	8.4
WVLK-FM										
SHARE	19.0	18.1	18.5	19.9	14.7	13.3	17.9	16.6	14.6	13.7
AQH(00)	91	99	96	95	77	60	88	78	70	65
CUME RTG	17.9	16.3	17.1	14.9	12.7	16.7	18.7	18.6	17.7	14.8
WHAS										
SHARE	1.3	.4	.8	1.5	1.0	.9	.8	2.1	1.9	.2
AQH(00)	6	2	4	7	5	4	4	10	9	1
CUME RTG	2.8	1.7	1.6	1.9	1.6	2.0	2.4	3.0	2.2	1.2
WLW										
SHARE	1.7	.4	1.0	**	1.9	.7	.8	4	**	3.2
AQH(00)	8	2	5	**	10	3	4	2	**	15
CUME RTG	1.5	.5	1.0	**	2.8	1.7	.9	1.2	**	2.7
TOTALS										
AQH RTG	17.4	19.9	18.9	17.3	19.0	16.3	18.0	17.2	17.5	17.2
AQH(00)	479	546	518	477	523	450	492	471	481	475
CUME RTG	65.4	65.0	66.7	66.6	67.7	77.2	75.8	75.0	78.3	77.1

Footnote Symbols: * Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 58

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 12+

	MONDAY-FRIDAY 7PM-MID					WEEKEND 6AM-MID				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE					1.5	3.3	3.0	3.0	1.9	3.1
AQH(00)					4	12	11	11	6	10
CUME RTG					.3	2.9	3.3	3.1	1.9	2.0
+WCGW										
WJMM										
SHARE	**	**	**			**	**	**	.6	1.6
AQH(00)	**	**	**			**	**	**	2	5
CUME RTG	**	**	**			**	**	**	1.5	2.0
WCOZ										
SHARE	5.7	4.2	4.9	5.2	2.7	7.2	5.5	4.4	4.5	5.3
AQH(00)	13	10	13	12	7	26	20	16	14	17
CUME RTG	2.5	3.2	3.3	3.6	2.9	6.4	6.7	5.5	6.4	6.1
WFMI										
SHARE	13.0	13.4	13.2	21.4	17.9	11.3	8.8	9.7	14.4	9.9
AQH(00)	30	32	35	49	47	41	32	35	45	32
CUME RTG	7.9	10.1	11.0	14.6	12.7	13.2	13.0	13.1	16.9	15.4
WHRS										
SHARE	**	**	**	**		**	**	**	**	1.2
AQH(00)	**	**	**	**		**	**	**	**	4
CUME RTG	**	**	**	**		**	**	**	**	1.5
WJMM										
SHARE	.9	2.1	1.5	.9	2.7	.8	1.9	2.5	1.9	4.3
AQH(00)	2	5	4	2	7	3	7	9	6	14
CUME RTG	1.4	1.9	1.8	1.0	2.6	2.9	2.8	3.5	4.2	4.7
WKQQ										
SHARE	15.2	16.0	16.2	14.4	11.8	14.4	10.7	14.6	12.2	10.6
AQH(00)	35	38	43	33	31	52	39	53	38	34
CUME RTG	11.3	10.9	11.0	9.1	10.6	15.1	14.1	16.6	13.6	13.9
WLAP										
SHARE	9.1	5.5	5.6	7.0	2.7	2.8	3.8	3.3	4.5	2.5
AQH(00)	21	13	15	16	7	10	14	12	14	8
CUME RTG	5.3	4.4	4.3	5.6	3.0	6.5	7.3	5.8	7.2	3.9
WLAP-FM										
SHARE	14.3	14.7	12.8	10.0	13.0	17.1	17.3	13.5	11.5	15.2
AQH(00)	33	35	34	23	34	62	63	49	36	49
CUME RTG	12.5	14.4	12.4	10.2	11.8	17.2	20.7	20.6	17.4	17.1
+WLXG										
SHARE	3.5	1.3	6.4	3.5	3.8	2.8	3.0	4.4	1.9	3.7
AQH(00)	8	3	17	8	10	10	11	16	6	12
CUME RTG	2.9	1.5	4.2	2.9	3.9	3.5	3.6	5.4	4.2	5.2
+WMGB										
SHARE	2.2	.8	1.1	2.2	5.7	2.2	1.9	1.7	3.5	5.3
AQH(00)	5	2	3	5	15	8	7	6	11	17
CUME RTG	2.7	2.3	2.3	3.8	3.9	3.8	3.8	2.5	6.6	6.9
WNVL										
SHARE	**		.4			**	3.3	.8	.3	.9
AQH(00)	**		1			**	12	3	1	3
CUME RTG	**		.1			**	1.2	1.6	.9	1.8
WRPZ										
SHARE			**		.4	.6	1.4	**	.6	.9
AQH(00)			**		1	2	5	**	2	3
CUME RTG			**		.1	1.2	1.7	**	.9	.9
WVLK										
SHARE	4.8	7.6	6.8	4.8	7.6	5.2	9.9	6.1	10.6	6.2
AQH(00)	11	18	18	11	20	19	36	22	33	20
CUME RTG	5.7	6.2	5.0	5.3	4.6	10.3	16.6	9.6	14.4	9.7
WVLK-FM										
SHARE	12.2	16.4	12.4	14.4	10.7	17.1	16.5	16.3	16.3	12.7
AQH(00)	28	39	33	33	28	62	60	59	51	41
CUME RTG	10.6	10.5	11.2	9.8	8.3	18.0	18.3	18.2	17.1	16.0
WHAS										
SHARE	.9	1.7	3.0	3.9	1.5	.8	1.1	3.3	1.3	.6
AQH(00)	2	4	8	9	4	3	4	12	4	2
CUME RTG	.8	2.3	3.1	1.7	1.7	2.7	3.2	3.8	2.7	2.1
WLW										
SHARE	1.7	1.3	2.6	**	2.3	.8	.5		**	.9
AQH(00)	4	3	7	**	6	3	2		**	3
CUME RTG	1.2	.7	1.5	**	2.1	1.8	1.2	1.4	**	2.7
TOTALS										
AQH RTG	8.4	8.7	9.7	8.3	9.5	13.1	13.3	13.2	11.3	11.7
AQH(00)	230	238	266	229	262	362	364	362	312	322
CUME RTG	54.2	55.2	57.4	55.3	57.1	76.7	80.1	76.8	78.7	77.5

Footnote Symbols: ** Station(s) not reported this survey + Station(s) reported with different call letters in prior surveys - see Page 58.

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 18-34

Metro Audience Trends

	MONDAY-SUNDAY 6AM-MID					MONDAY-FRIDAY 6AM-10AM				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	1.1		.5			.4		.4		
AQH(00)	2		1			1		1		
CUME RTG	1.0	1.0	.9	.5		.6	.3	.6		
+WCGW										
WJMM										
SHARE	**	**	**	1.6		**	**	**	1.5	.4
AQH(00)	**	**	**	3		**	**	**	4	1
CUME RTG	**	**	**	3.0	.6	**	**	**	1.7	.6
WCOZ										
SHARE	4.9	2.0	2.0	3.7	3.6	5.3	2.2	2.1	3.4	3.1
AQH(00)	9	4	4	7	7	13	6	5	9	8
CUME RTG	7.1	7.2	4.8	9.5	8.9	4.2	3.2	2.7	3.5	2.0
WFMI										
SHARE	10.8	9.8	9.1	12.7	12.2	8.1	8.7	5.9	10.9	10.1
AQH(00)	20	20	18	24	24	20	24	14	29	26
CUME RTG	22.1	27.1	25.2	33.7	32.1	11.0	13.2	12.4	18.5	18.7
WHRS										
SHARE	**	**	**	**		**	**	**	**	**
AQH(00)	**	**	**	**		**	**	**	**	**
CUME RTG	**	**	**	**	.3	**	**	**	**	**
WJMM										
SHARE	1.1	1.0	1.5	1.6	1.0	2.4	.7	1.3	1.9	1.6
AQH(00)	2	2	3	3	2	6	2	3	5	4
CUME RTG	5.5	3.3	3.3	6.1	6.0	4.9	2.0	2.4	4.4	3.6
WKQQ										
SHARE	17.8	19.1	27.3	20.1	17.9	14.2	17.1	25.6	21.1	15.6
AQH(00)	33	39	54	38	35	35	47	61	56	40
CUME RTG	38.0	43.2	45.2	40.4	41.4	21.8	25.6	28.0	26.6	23.1
WLAP										
SHARE	2.7	3.9	1.0	4.8	2.0	2.4	6.9	2.5	6.4	2.3
AQH(00)	5	8	2	9	4	6	19	6	17	6
CUME RTG	12.6	13.5	11.0	14.4	5.6	5.5	10.4	4.4	7.6	3.3
WLAP-FM										
SHARE	20.0	26.5	19.7	15.9	19.9	17.0	22.5	16.8	12.1	16.7
AQH(00)	37	54	39	30	39	42	62	40	32	43
CUME RTG	43.6	53.1	47.9	45.9	41.9	23.3	35.9	22.1	24.2	23.6
+WLXG										
SHARE	.5	2.9	3.5	3.2	3.1	.8	2.5	1.7	1.5	2.7
AQH(00)	1	6	7	6	6	2	7	4	4	7
CUME RTG	2.8	6.1	10.1	11.5	9.9	1.5	4.1	3.0	5.0	3.7
+WMGB										
SHARE	5.9	3.4	2.5	3.7	6.6	6.1	3.3	3.4	3.8	8.6
AQH(00)	11	7	5	7	13	15	9	8	10	22
CUME RTG	13.3	13.2	10.7	18.1	17.1	6.6	8.0	6.1	7.4	11.6
WNVL										
SHARE	**				.5	**				.8
AQH(00)	**				1	**				2
CUME RTG	**		1.7	.4	1.1	**				.7
WRPZ										
SHARE	.5	2.0	**	.5	2.6	.4	1.8	**	.8	1.2
AQH(00)	1	4	**	1	5	1	5	**	2	3
CUME RTG	2.4	2.4	**	1.5	4.1	.3	1.8	**	.6	2.1
WVLK										
SHARE	8.1	6.9	6.1	6.3	9.2	15.8	12.7	10.5	9.1	13.6
AQH(00)	15	14	12	12	18	39	35	25	24	35
CUME RTG	22.2	26.8	18.4	21.5	17.5	15.0	18.8	14.3	12.5	11.3
WVLK-FM										
SHARE	11.9	11.8	11.6	15.3	11.2	17.0	14.9	14.3	17.0	13.2
AQH(00)	22	24	23	29	22	42	41	34	45	34
CUME RTG	26.8	25.8	30.9	29.2	25.8	18.9	16.9	17.4	18.9	15.9
WHAS										
SHARE	1.6	1.0	1.5	1.1		1.2	.7	1.7	1.9	
AQH(00)	3	2	3	2		3	2	4	5	
CUME RTG	5.6	4.1	5.5	5.9	.4	2.3	1.7	3.2	3.2	
WLW										
SHARE	1.1	.5	.5	**	1.0	.4			**	.8
AQH(00)	2	1	1	**	2	1			**	2
CUME RTG	2.5	2.5	1.6	**	3.9	.3	.4	.4	**	1.0
TOTALS										
AQH RTG	16.0	18.0	17.5	16.8	17.4	21.4	24.3	21.0	23.5	22.8
AQH(00)	185	204	198	189	196	247	275	238	265	257
CUME RTG	96.2	96.7	97.6	98.1	95.9	85.8	88.7	81.9	86.3	86.0

Footnote Symbols: ** Station(s) not reported this survey + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

Metro Audience Trends*

PERSONS 18-34

	MONDAY-FRIDAY 10AM-3PM					MONDAY-FRIDAY 3PM-7PM				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	.9		.4			1.5			.5	
AQH(00)	2		1			3			1	
CUME RTG	1.0		.9	.5		.6			.5	
+WCGW										
WJMM										
SHARE	**	**	**	1.7		**	**	**	2.3	.4
AQH(00)	**	**	**	4		**	**	**	5	1
CUME RTG	**	**	**	1.2	.3	**	**	**	1.6	.6
WCOZ										
SHARE	6.4	2.2	3.3	5.1	5.2	4.0	2.1	2.2	1.8	3.7
AQH(00)	14	6	8	12	14	8	5	5	4	9
CUME RTG	4.9	4.4	1.9	5.7	4.4	3.9	3.4	3.2	4.3	5.2
WFMI										
SHARE	7.7	9.0	6.9	10.5	11.9	11.9	7.5	9.3	15.3	13.7
AQH(00)	17	25	17	25	32	24	18	21	34	33
CUME RTG	11.6	13.2	15.5	16.4	20.4	15.9	14.9	14.0	20.8	21.6
WHRS										
SHARE	**	**	**	**		**	**	**	**	
AQH(00)	**	**	**	**		**	**	**	**	
CUME RTG	**	**	**	**		**	**	**	**	
WJMM										
SHARE	.5	.7	1.2	.8	.7	1.5	.4	1.3	1.4	1.2
AQH(00)	1	2	3	2	2	3	1	3	3	3
CUME RTG	2.0	1.2	.9	2.8	1.3	3.1	.7	2.2	2.7	2.6
WKQQ										
SHARE	15.9	16.2	29.0	19.8	14.4	19.3	20.7	29.5	14.9	18.7
AQH(00)	35	45	71	47	39	39	50	67	33	45
CUME RTG	21.3	22.1	26.5	22.4	24.2	27.7	28.2	32.4	24.6	28.4
WLAP										
SHARE	2.3	2.9	.8	3.4	2.2	2.5	4.6	.9	3.6	1.2
AQH(00)	5	8	2	8	6	5	11	2	8	3
CUME RTG	4.7	3.9	1.5	6.4	2.9	5.1	7.1	3.9	5.4	3.0
WLAP-FM										
SHARE	20.5	29.1	24.1	18.6	24.4	19.3	25.3	21.1	16.7	18.7
AQH(00)	45	81	59	44	66	39	61	48	37	45
CUME RTG	23.1	30.5	26.6	20.2	27.4	28.1	35.2	26.8	30.8	27.4
+WLXG										
SHARE		3.6	2.9	3.4	3.7	.5	3.3	4.0	4.1	4.1
AQH(00)		10	7	8	10	1	8	9	9	10
CUME RTG	1.0	2.9	5.1	6.7	4.6	.6	3.6	5.2	6.5	6.6
+WMGB										
SHARE	9.1	5.8	1.6	3.8	5.9	7.9	4.6	3.5	3.6	5.0
AQH(00)	20	16	4	9	16	16	11	8	8	12
CUME RTG	7.2	7.2	5.9	10.4	9.2	8.3	7.7	6.4	10.5	9.2
WNVL										
SHARE	**					**				.4
AQH(00)	**					**				1
CUME RTG	**		1.3		.4	**		.8		1.1
WRPZ										
SHARE	.5	1.8	**	.4	3.0	1.5	2.5	**	.5	2.1
AQH(00)	1	5	**	1	8	3	6	**	1	5
CUME RTG	1.6	1.1	**	1.2	3.4	2.0	1.4	**	.5	2.5
WVLK										
SHARE	9.1	5.8	6.5	6.8	7.8	6.4	6.2	5.7	5.9	6.2
AQH(00)	20	16	16	16	21	13	15	13	13	15
CUME RTG	11.2	10.2	10.1	8.6	5.9	11.0	11.6	8.3	8.4	5.8
WVLK-FM										
SHARE	14.1	12.2	10.6	18.1	12.6	10.9	10.0	10.1	14.9	10.4
AQH(00)	31	34	26	43	34	22	24	23	33	25
CUME RTG	13.5	15.8	16.0	14.5	12.9	13.8	15.0	17.7	18.7	14.4
WHAS										
SHARE	2.3	.4		.4		1.5	.8	.9	2.3	
AQH(00)	5	1		1		3	2	2	5	
CUME RTG	3.7	1.3	.7	1.6		2.0	1.8	1.9	3.4	
WLW										
SHARE	1.8	.7	.4	**	.7	1.0	1.2		**	3.3
AQH(00)	4	2	1	**	2	2	3		**	8
CUME RTG	1.1	.7	.4	**	2.5	1.8	1.4	.9	**	2.9
TOTALS										
AQH RTG	19.1	24.5	21.6	21.0	24.0	17.5	21.3	20.0	19.7	21.4
AQH(00)	220	278	245	237	270	202	241	227	222	241
CUME RTG	76.1	74.1	76.7	74.7	76.3	81.6	83.2	84.7	85.1	85.0

Footnote Symbols: ** Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 5B

ARBITRON RATINGS

10

LEXINGTON-FAYETTE

SPRING 1987

* See page iv Restrictions On Use Of Report for restrictions on the use of Trends Data.

Metro Audience Trends*

PERSONS 18-34

Metro Audience Trends

	MONDAY-FRIDAY 7PM-MID					WEEKEND 6AM-MID				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE						.6		.5		
AQH(00)						1		1		
CUME RTG						.8	.7	.9		
+WCGW										
WJMM										
SHARE	**	**	**			**	**	**	1.4	
AQH(00)	**	**	**			**	**	**	2	
CUME RTG	**	**	**			**	**	**	2.2	.6
WCOZ										
SHARE	5.0	1.9		3.4	1.6	3.0	1.9	1.2	2.8	4.0
AQH(00)	5	2		4	2	5	3	2	4	6
CUME RTG	.5	2.4	1.1	3.4	3.3	2.9	4.6	2.3	5.2	5.1
WFMI										
SHARE	15.8	15.7	14.6	15.3	15.3	13.1	9.7	9.5	11.9	10.7
AQH(00)	16	17	19	18	19	22	15	16	17	16
CUME RTG	9.1	12.8	14.8	18.6	16.7	15.4	15.4	17.0	18.7	20.7
WHRS										
SHARE	**	**	**	**		**	**	**	**	
AQH(00)	**	**	**	**		**	**	**	**	
CUME RTG	**	**	**	**		**	**	**	**	.3
WJMM										
SHARE		.9	.8	.8	.8		1.3	1.8	.7	2.0
AQH(00)		1	1	1	1		2	3	1	3
CUME RTG	1.8	1.6	1.4	.9	1.8	1.6	2.6	1.2	4.0	2.1
WKQQ										
SHARE	20.8	27.8	25.4	22.0	21.8	21.4	18.2	27.2	23.1	19.5
AQH(00)	21	30	33	26	27	36	28	46	33	29
CUME RTG	17.9	20.6	20.3	16.2	20.1	24.1	24.5	31.1	25.4	26.1
WLAP										
SHARE	5.0	2.8	3.8	5.1	1.6	.6	2.6	1.2	4.2	1.3
AQH(00)	5	3	5	6	2	1	4	2	6	2
CUME RTG	3.7	3.6	3.4	5.6	2.0	4.7	6.7	3.4	5.9	2.0
WLAP-FM										
SHARE	17.8	21.3	18.5	13.6	14.5	23.8	29.9	18.3	17.5	20.8
AQH(00)	18	23	24	16	18	40	46	31	25	31
CUME RTG	19.2	23.0	20.5	16.3	18.4	24.2	33.9	31.4	28.7	25.2
+WLXG										
SHARE	1.0	1.9	7.7	4.2	2.4	.6	3.9	3.0	.7	2.7
AQH(00)	1	2	10	5	3	1	6	5	1	4
CUME RTG	.6	1.1	5.4	3.4	3.1	.6	3.3	6.1	3.4	6.5
+WMGB										
SHARE	4.0	.9	2.3	3.4	8.9	3.0	1.9	3.6	5.6	8.1
AQH(00)	4	1	3	4	11	5	3	5	8	12
CUME RTG	4.2	3.7	4.8	6.9	5.9	5.2	6.0	4.9	9.9	11.2
WNVL										
SHARE	**					**				
AQH(00)	**					**				
CUME RTG	**					**			.4	.7
WRPZ										
SHARE			**		.8	1.2	1.3	**		2.0
AQH(00)			**		1	2	2	**		3
CUME RTG			**		.4	.6	1.3	**	1.0	2.0
WVLK										
SHARE	3.0	1.9	3.8	5.1	12.1	4.2	7.1	3.0	4.2	5.4
AQH(00)	3	2	5	6	15	7	11	5	6	8
CUME RTG	5.2	3.0	5.3	5.0	6.2	9.4	15.2	7.7	10.0	7.5
WVLK-FM										
SHARE	9.9	9.3	9.2	11.0	8.1	10.7	11.0	13.0	14.7	10.1
AQH(00)	10	10	12	13	10	18	17	22	21	15
CUME RTG	10.0	9.1	11.8	12.8	8.1	16.5	14.7	18.4	15.7	13.2
WHAS										
SHARE	1.0	.9	.8	3.4		1.8	1.3	1.8	.7	
AQH(00)	1	1	1	4		3	2	3	1	
CUME RTG	.6	1.0	2.2	1.1		2.8	2.2	2.1	1.5	.4
WLW										
SHARE	3.0	.9	2.3	**	.8	.6	1.3	**	**	.7
AQH(00)	3	1	3	**	1	1	2	**	**	1
CUME RTG	1.4	.7	.9	**	2.0	1.7	1.4	.7	**	2.3
TOTALS										
AQH RTG	8.8	9.5	11.5	10.5	11.0	14.6	13.6	14.9	12.7	13.2
AQH(00)	101	108	130	118	124	168	154	169	143	149
CUME RTG	62.3	61.7	67.5	68.3	65.4	79.3	83.2	82.3	82.5	79.1

Footnote Symbols: ** Station(s) not reported this survey + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBTRON RATINGS

Metro Audience Trends *

PERSONS 25-54

	MONDAY-SUNDAY			6AM-MID		MONDAY-FRIDAY			6AM-10AM	
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	.9		.9	.5	1.8	.3		.6		.3
AQH(00)	2		2	1	4	1		2		1
CUME RTG	1.5	3.1	2.4	1.6	1.7	.8	1.1	1.5	1.0	1.3
+WCGW										
WJMM										
SHARE	**	**	**	1.4	.9	**	**	**	1.3	.6
AQH(00)	**	**	**	3	2	**	**	**	5	2
CUME RTG	**	**	**	2.6	2.6	**	**	**	1.7	1.4
WCOZ										
SHARE	6.7	6.1	7.3	6.8	6.7	4.6	5.3	6.5	5.9	5.3
AQH(00)	15	13	17	15	15	16	18	22	22	19
CUME RTG	14.7	12.9	11.5	13.9	12.2	6.9	7.6	7.9	6.7	6.0
WFMI										
SHARE	4.5	4.7	3.9	6.8	4.9	2.3	3.9	3.2	7.0	4.2
AQH(00)	10	10	9	15	11	8	13	11	26	15
CUME RTG	11.8	13.7	13.9	18.6	16.5	4.3	5.8	7.4	11.8	9.0
WHRS										
SHARE	**	**	**	**		**	**	**	**	
AQH(00)	**	**	**	**		**	**	**	**	
CUME RTG	**	**	**	**	1.6	**	**	**	**	.5
WJMM										
SHARE	1.3	3.3	1.7	2.3	2.2	3.4	4.2	3.2	1.9	2.8
AQH(00)	3	7	4	5	5	12	14	11	7	10
CUME RTG	6.3	6.8	6.1	7.7	7.6	6.0	4.6	3.7	4.8	4.7
WKQQ										
SHARE	7.6	7.1	12.5	10.4	10.2	5.7	8.6	10.9	9.4	9.7
AQH(00)	17	15	29	23	23	20	29	37	35	35
CUME RTG	20.2	19.0	24.1	22.7	25.2	12.0	11.1	14.8	13.5	14.3
WLAP										
SHARE	4.5	6.1	4.7	5.0	4.9	6.8	8.9	6.2	8.0	4.7
AQH(00)	10	13	11	11	11	24	30	21	30	17
CUME RTG	15.8	18.3	14.9	17.7	12.1	11.4	12.0	8.4	12.0	6.7
WLAP-FM										
SHARE	17.0	15.6	12.1	9.5	14.7	11.7	12.5	10.3	7.8	11.6
AQH(00)	38	33	28	21	33	41	42	35	29	42
CUME RTG	31.5	31.5	28.8	27.4	28.1	16.7	19.6	17.6	13.2	15.5
+WLXG										
SHARE	4.5	2.4	6.5	5.0	5.8	4.0	2.1	4.4	3.7	5.3
AQH(00)	10	5	15	11	13	14	7	15	14	19
CUME RTG	10.4	6.4	12.6	13.9	12.9	7.5	3.3	6.7	7.5	5.8
+WMGB										
SHARE	6.3	2.4	2.2	4.1	7.1	5.7	1.8	2.1	4.3	8.6
AQH(00)	14	5	5	9	16	20	6	7	16	31
CUME RTG	11.4	10.0	8.6	14.8	16.4	6.5	4.7	5.4	7.0	12.1
WNVL										
SHARE	**	.9			.4	**	.9	.3		.8
AQH(00)	**	2			1	**	3	1		3
CUME RTG	**	1.7	1.4	1.3	2.6	**	1.3	.3	.6	1.4
WRPZ										
SHARE	.9	2.8	**	.5	.9	.6	1.8	**	.5	.3
AQH(00)	2	6	**	1	2	2	6	**	2	1
CUME RTG	2.4	2.5	**	1.4	1.0	.7	2.0	**	.5	.3
WVLK										
SHARE	11.6	12.7	9.1	11.3	11.6	19.7	20.5	14.7	13.4	18.8
AQH(00)	26	27	21	25	26	69	69	50	50	68
CUME RTG	27.4	33.6	24.2	26.6	22.7	22.1	23.9	19.5	18.0	16.7
WVLK-FM										
SHARE	21.4	19.8	21.6	23.0	14.7	23.6	18.4	19.8	24.1	16.3
AQH(00)	48	42	50	51	33	83	62	67	90	59
CUME RTG	35.4	33.8	34.3	35.1	30.0	26.1	23.6	23.7	24.8	19.8
WHAS										
SHARE	1.3	1.4	3.9	1.4	.4	1.1	1.5	4.4	2.4	.6
AQH(00)	3	3	9	3	1	4	5	15	9	2
CUME RTG	5.5	5.0	8.6	5.4	2.6	3.0	1.8	6.4	3.4	1.0
WLW										
SHARE	1.3	.5		**	2.2	.6		.3	**	.6
AQH(00)	3	1		**	5	2		1	**	2
CUME RTG	3.7	3.0	2.1	**	5.4	.9	.6	.8	**	1.1
TOTALS										
AQH RTG	16.1	15.0	16.4	15.4	15.6	25.2	23.8	24.0	26.0	25.1
AQH(00)	224	212	232	222	225	351	337	339	374	361
CUME RTG	95.9	95.3	96.0	96.6	95.6	88.9	87.0	86.5	88.5	86.5

Footnote Symbols: * Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

12

LEXINGTON-FAYETTE

* See page iv Restrictions On Use Of Report for restrictions on the use of Trends Data.

SPRING 1987

Metro Audience Trends *

PERSONS 25-54

Metro Audience Trends

	MONDAY-FRIDAY 10AM-3PM					MONDAY-FRIDAY 3PM-7PM				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	.7	1.0	1.3	.3	2.2	1.2	.4	.7	1.5	1.5
AQH(00)	2	3	4	1	7	3	1	2	4	4
CUME RTG	.9	.9	1.3	1.4	1.1	.5	1.3	1.2	1.3	1.5
+WCGW										
WJMM										
SHARE	**	**	**	1.3	.3	**	**	**	1.5	1.5
AQH(00)	**	**	**	4	1	**	**	**	4	4
CUME RTG	**	**	**	1.7	1.0	**	**	**	1.1	2.3
WCOZ										
SHARE	7.6	6.1	9.8	10.8	8.9	8.0	6.4	7.9	6.9	7.8
AQH(00)	22	18	30	32	28	20	15	21	18	21
CUME RTG	7.5	6.5	6.5	7.5	7.9	9.1	8.2	7.1	8.6	8.2
WFMI										
SHARE	3.8	4.7	3.3	6.1	5.4	5.6	4.3	3.0	7.3	4.8
AQH(00)	11	14	10	18	17	14	10	8	19	13
CUME RTG	4.3	5.4	5.7	9.3	8.1	6.6	6.4	6.1	11.1	7.5
WHRS										
SHARE	**	**	**	**	.3	**	**	**	**	
AQH(00)	**	**	**	**	1	**	**	**	**	
CUME RTG	**	**	**	**	.8	**	**	**	**	.6
WJMM										
SHARE	1.4	3.7	1.0	1.3	1.3	2.0	2.6	1.9	1.9	2.6
AQH(00)	4	11	3	4	4	5	6	5	5	7
CUME RTG	3.1	2.8	1.5	3.2	2.8	3.4	2.3	2.3	3.8	4.0
WKQQ										
SHARE	7.6	8.1	13.4	11.8	9.3	9.6	7.7	13.9	9.2	9.3
AQH(00)	22	24	41	35	29	24	18	37	24	25
CUME RTG	10.3	9.1	11.5	11.0	12.5	13.7	11.2	15.4	12.9	14.8
WLAP										
SHARE	3.5	6.4	3.9	3.0	3.5	3.2	6.4	5.2	3.8	2.2
AQH(00)	10	19	12	9	11	8	15	14	10	6
CUME RTG	5.6	6.2	4.4	6.2	3.5	6.2	8.8	6.2	7.1	4.4
WLAP-FM										
SHARE	16.0	16.8	16.0	9.8	18.8	16.9	15.0	13.5	10.0	13.0
AQH(00)	46	50	49	29	59	42	35	36	26	35
CUME RTG	14.7	16.9	15.7	10.2	14.0	20.6	19.2	15.2	16.0	16.1
+WLXG										
SHARE	6.3	1.7	6.2	5.7	6.7	4.4	3.4	7.1	6.9	5.9
AQH(00)	18	5	19	17	21	11	8	19	18	16
CUME RTG	4.6	3.0	7.2	7.2	5.3	4.7	3.8	6.9	9.0	6.2
+WMGB										
SHARE	7.3	3.0	2.0	3.7	6.1	7.6	3.4	3.0	4.2	5.6
AQH(00)	21	9	6	11	19	19	8	8	11	15
CUME RTG	6.5	3.6	4.1	8.1	9.2	8.0	4.7	4.5	8.0	8.1
WNVL										
SHARE	**	.7		.3		**			.8	.4
AQH(00)	**	2		1		**			2	1
CUME RTG	**	.9	.4	.8	.3	**	.2	.6	.5	.8
WRPZ										
SHARE	.3	2.7	**	.3	1.0	.8	3.0	**	.4	1.1
AQH(00)	1	8	**	1	3	2	7	**	1	3
CUME RTG	1.3	2.0	**	.9	.7	.8	1.3	**	.4	.8
WVLK										
SHARE	11.5	9.4	8.5	10.4	10.5	9.6	9.4	7.1	10.4	9.3
AQH(00)	33	28	26	31	33	24	22	19	27	25
CUME RTG	11.4	12.3	11.5	11.6	9.2	13.9	13.2	11.1	12.1	10.4
WVLK-FM										
SHARE	21.9	18.2	22.9	24.9	13.7	16.5	21.0	19.9	20.0	14.5
AQH(00)	63	54	70	74	43	41	49	53	52	39
CUME RTG	21.0	19.2	20.1	18.0	13.1	21.3	21.1	23.3	21.5	16.9
WHAS										
SHARE	1.4	.3	1.0	1.0	.6	1.6	.9	2.6	1.9	
AQH(00)	4	1	3	3	2	4	2	7	5	
CUME RTG	1.7	1.6	1.7	1.7	.9	2.4	1.8	3.8	1.9	.6
WLW										
SHARE	2.4		.7	**	2.2	1.2	.4	.4	**	5.2
AQH(00)	7		2	**	7	3	1	1	**	14
CUME RTG	1.9	.2	.7	**	2.7	2.5	1.2	.7	**	3.2
TOTALS										
AQH RTG	20.7	21.0	21.7	20.6	21.8	17.9	16.5	18.9	18.1	18.7
AQH(00)	288	297	306	297	313	249	233	267	260	269
CUME RTG	66.8	67.1	69.1	69.8	67.7	78.4	77.4	79.2	81.3	81.9

Footnote Symbols: ** Station(s) not reported this survey + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 25-54

	MONDAY-FRIDAY 7PM-MID					WEEKEND 6AM-MID				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE						1.1	.6	1.1		1.2
AQH(00)						2	1	2		2
CUME RTG					.1	1.3	1.7	1.6	.6	.6
+WCGW										
WJMM										
SHARE	**	**	**			**	**	**	1.3	.6
AQH(00)	**	**	**			**	**	**	2	1
CUME RTG	**	**	**			**	**	**	1.8	1.9
WCOZ										
SHARE	5.8	6.4	7.6	6.9	4.4	6.0	4.8	4.4	3.8	6.8
AQH(00)	6	6	8	7	4	11	8	8	6	11
CUME RTG	3.4	4.2	2.9	3.8	4.0	6.7	7.4	5.2	7.7	7.2
WFMI										
SHARE	6.7	7.4	3.8	5.0	5.5	8.2	4.8	3.8	7.7	4.3
AQH(00)	7	7	4	5	5	15	8	7	12	7
CUME RTG	3.9	4.8	3.8	6.7	5.6	9.3	7.4	7.6	11.5	8.7
WHR5										
SHARE	**	**	**	**		**	**	**	**	.6
AQH(00)	**	**	**	**		**	**	**	**	1
CUME RTG	**	**	**	**		**	**	**	**	1.3
WJMM										
SHARE	1.0	4.3	1.0		2.2	.5	3.6	2.7	1.9	3.7
AQH(00)	1	4	1		2	1	6	5	3	6
CUME RTG	2.0	2.5	1.5	.8	2.3	2.4	4.7	4.0	4.1	4.4
WKQQ										
SHARE	10.6	5.3	11.4	10.9	16.5	6.0	4.8	13.1	10.3	11.1
AQH(00)	11	5	12	11	15	11	8	24	16	18
CUME RTG	8.0	5.9	7.4	6.3	8.9	10.0	6.9	16.0	12.2	14.0
WLAP										
SHARE	10.6	4.3	7.6	7.9	5.5	1.6	4.2	3.3	4.5	2.5
AQH(00)	11	4	8	8	5	3	7	6	7	4
CUME RTG	5.3	4.3	5.0	5.7	4.3	8.0	8.5	5.5	6.9	4.8
WLAP-FM										
SHARE	17.3	13.8	7.6	8.9	11.0	24.0	17.0	10.4	10.9	16.0
AQH(00)	18	13	8	9	10	44	28	19	17	26
CUME RTG	12.1	11.2	9.1	8.3	9.0	20.2	17.8	16.1	15.8	15.4
+WLXG										
SHARE	4.8		9.5	5.9	5.5	3.3	4.2	6.6	3.2	5.6
AQH(00)	5		10	6	5	6	7	12	5	9
CUME RTG	3.4	1.3	5.4	3.3	4.5	4.6	3.7	7.0	5.6	7.6
+WMGB										
SHARE	3.8	2.1	2.9	4.0	9.9	4.4	4.2	2.2	5.8	7.4
AQH(00)	4	2	3	4	9	8	7	4	9	12
CUME RTG	4.0	2.8	2.8	5.7	5.4	6.4	6.2	3.8	9.4	9.7
WNVL										
SHARE	**					**	1.8		.6	1.2
AQH(00)	**					**	3		1	2
CUME RTG	**					**	.9	.7	.9	1.9
WRPZ										
SHARE			**		1.1	1.1	.6	**		.6
AQH(00)			**		1	2	1	**		1
CUME RTG			**		.3	1.2	.9	**	1.0	.5
WVLK										
SHARE	3.8	9.6	9.5	6.9	6.6	4.9	12.7	5.5	12.8	7.4
AQH(00)	4	9	10	7	6	9	21	10	20	12
CUME RTG	5.9	7.6	4.5	6.1	4.2	12.8	18.0	9.3	15.4	10.0
WVLK-FM										
SHARE	18.3	27.7	20.0	21.8	11.0	24.6	20.0	23.0	21.8	16.0
AQH(00)	19	26	21	22	10	45	33	42	34	26
CUME RTG	12.4	13.3	12.1	13.3	8.1	23.4	21.2	20.7	20.4	18.3
WHAS										
SHARE	1.0	1.1	3.8	5.0		1.1	1.8	6.0	1.3	.6
AQH(00)	1	1	4	5		2	3	11	2	1
CUME RTG	1.0	1.0	2.7	1.7	.3	2.4	3.8	5.0	2.5	1.4
WLW										
SHARE	3.8	2.1		**	4.4	1.1		**	**	1.2
AQH(00)	4	2		**	4	2		**	**	2
CUME RTG	1.9	.8	.1	**	2.7	2.2	1.0	1.1	**	3.0
TOTALS										
AQH RTG	7.5	6.7	7.4	7.0	6.3	13.1	11.7	13.0	10.8	11.3
AQH(00)	104	94	105	101	91	183	165	183	156	162
CUME RTG	52.9	50.0	53.2	52.3	52.7	79.2	77.6	77.1	78.2	75.7

Footnote Symbols: ** Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 35-64

Metro Audience Trends

	MONDAY-SUNDAY 6AM-MID			MONDAY-FRIDAY 6AM-10AM						
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	2.6	4.0	2.0	3.5	5.6	1.1	2.5	1.7	.8	1.7
AQH(00)	4	6	3	5	8	3	6	4	2	4
CUME RTG	4.8	8.0	5.2	4.0	4.7	2.9	4.7	3.9	3.3	3.1
+WCGW										
WJMM										
SHARE	**	**	**		2.8	**	**	**	.8	1.3
AQH(00)	**	**	**		4	**	**	**	2	3
CUME RTG	**	**	**	2.4	3.9	**	**	**	1.5	1.5
WCOZ										
SHARE	11.3	11.3	11.3	10.4	8.5	6.4	9.7	10.3	9.2	5.5
AQH(00)	17	17	17	15	12	17	23	25	23	13
CUME RTG	19.2	18.4	16.6	16.2	13.9	10.1	11.8	12.3	9.1	8.0
WFMI										
SHARE	1.3	1.3	2.7	4.2	2.1	.4	1.3	2.1	4.4	1.7
AQH(00)	2	2	4	6	3	1	3	5	11	4
CUME RTG	7.6	7.8	11.0	12.2	9.7	1.4	3.1	5.2	7.4	4.4
WHRS										
SHARE	**	**	**	**	1.4	**	**	**	**	.4
AQH(00)	**	**	**	**	2	**	**	**	**	1
CUME RTG	**	**	**	**	4.5	**	**	**	**	1.4
WJMM										
SHARE	2.6	3.3	1.3	2.8	4.2	3.8	5.5	4.1	2.0	4.2
AQH(00)	4	5	2	4	6	10	13	10	5	10
CUME RTG	7.0	7.3	7.3	7.7	9.1	5.7	5.0	4.5	4.2	5.5
WKQQ										
SHARE	2.0	1.3	2.0	2.1	2.8	2.6	2.5	2.5	1.6	3.8
AQH(00)	3	2	3	3	4	7	6	6	4	9
CUME RTG	8.8	6.5	8.4	8.6	11.1	5.4	2.9	4.0	3.7	5.7
WLAP										
SHARE	5.3	4.6	8.0	6.3	7.0	9.8	7.2	8.7	10.0	7.2
AQH(00)	8	7	12	9	10	26	17	21	25	17
CUME RTG	19.0	16.1	16.8	20.0	15.3	14.5	10.0	10.3	14.5	9.7
WLAP-FM										
SHARE	7.9	6.0	7.3	4.2	7.7	4.9	4.6	6.2	3.6	6.3
AQH(00)	12	9	11	6	11	13	11	15	9	15
CUME RTG	18.4	14.7	17.5	14.7	17.4	8.8	6.7	11.0	5.8	9.5
+WLXG										
SHARE	9.3	2.0	6.7	6.9	5.6	7.5	2.1	4.5	6.0	5.5
AQH(00)	14	3	10	10	8	20	5	11	15	13
CUME RTG	14.4	7.2	11.5	13.9	10.9	11.4	2.7	6.9	8.2	4.7
+WMGB										
SHARE	3.3	1.3	.7	2.8	4.9	2.6	.8		2.8	6.8
AQH(00)	5	2	1	4	7	7	2		7	16
CUME RTG	5.3	5.0	2.5	8.8	11.3	3.2	1.0	1.1	4.9	8.2
WNVL										
SHARE	**	2.0		1.4	.7	**	2.5	.8	.8	.8
AQH(00)	**	3		2	1	**	6	2	2	2
CUME RTG	**	3.4	3.3	2.6	3.7	**	2.6	.8	1.4	1.4
WRPZ										
SHARE	.7	2.0	**			.4	1.3	**		
AQH(00)	1	3	**			1	3	**		
CUME RTG	2.7	2.6	**	.3		1.3	1.6	**		
WVLK										
SHARE	13.9	16.6	12.0	13.9	12.7	20.7	23.6	19.8	16.9	22.8
AQH(00)	21	25	18	20	18	55	56	48	42	54
CUME RTG	30.1	33.8	27.1	31.7	26.8	25.4	24.1	22.5	21.1	21.2
WVLK-FM										
SHARE	25.8	26.5	27.3	24.3	17.6	26.3	22.8	21.5	25.3	19.0
AQH(00)	39	40	41	35	25	70	54	52	63	45
CUME RTG	39.0	40.4	38.3	35.6	31.8	28.5	29.8	24.5	24.0	21.4
WHAS										
SHARE	.7	1.3	4.7	.7	1.4	1.1	3.0	6.2	2.4	1.3
AQH(00)	1	2	7	1	2	3	7	15	6	3
CUME RTG	7.3	6.3	10.2	4.0	6.6	3.7	3.5	6.9	2.5	2.8
WLW										
SHARE	.7	.7	.7	**	2.8	.4		.4	**	.4
AQH(00)	1	1	1	**	4	1		1	**	1
CUME RTG	3.4	3.2	3.4	**	6.3	1.5	.7	1.2	**	1.4
TOTALS										
AQH RTG	15.1	15.0	14.9	13.9	13.7	26.5	23.5	24.0	24.0	22.9
AQH(00)	151	151	150	144	142	266	237	242	249	237
CUME RTG	94.5	92.4	92.9	93.5	94.0	87.5	82.4	82.2	83.7	81.8

Footnote Symbols: ** Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 58.

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 35-64

	MONDAY-FRIDAY 10AM-3PM			MONDAY-FRIDAY 3PM-7PM						
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE	3.1	5.9	3.4	2.6	7.1	3.7	4.3	2.9	6.4	4.0
AQH(00)	6	12	7	5	13	6	7	5	11	6
CUME RTG	2.2	4.6	2.8	2.6	3.9	2.7	4.9	3.2	3.5	4.0
+WCGW										
WJMM										
SHARE	**	**	**		2.2	**	**	**	.6	4.0
AQH(00)	**	**	**		4	**	**	**	1	6
CUME RTG	**	**	**	1.1	2.0	**	**	**	.6	3.4
WCOZ										
SHARE	11.4	11.8	13.3	14.8	10.9	14.3	12.4	12.6	12.2	9.3
AQH(00)	22	24	27	28	20	23	20	22	21	14
CUME RTG	9.3	9.4	11.3	8.9	9.3	13.5	12.5	10.2	11.1	8.9
WFMI										
SHARE	1.6	.5	2.5	3.7	2.2	3.1	1.9	1.7	4.7	1.3
AQH(00)	3	1	5	7	4	5	3	3	8	2
CUME RTG	1.7	2.3	4.7	5.8	3.7	3.6	4.1	4.5	5.7	3.3
WHRH										
SHARE	**	**	**	**	2.2	**	**	**	**	.7
AQH(00)	**	**	**	**	4	**	**	**	**	1
CUME RTG	**	**	**	**	2.6	**	**	**	**	2.2
WJMM										
SHARE	3.6	4.4	.5	1.1	3.3	3.1	3.1	1.7	2.9	4.0
AQH(00)	7	9	1	2	6	5	5	3	5	6
CUME RTG	3.8	3.1	1.9	3.0	3.6	3.5	2.8	1.9	4.6	4.3
WKQQ										
SHARE	2.1	3.4	2.0	2.6	3.3	2.5	1.9	2.9	2.3	1.3
AQH(00)	4	7	4	5	6	4	3	5	4	2
CUME RTG	3.4	3.4	3.8	2.6	4.6	4.5	3.0	4.2	3.9	5.6
WLAP										
SHARE	2.6	6.4	5.4	3.2	3.8	2.5	4.3	8.6	4.7	2.7
AQH(00)	5	13	11	6	7	4	7	15	8	4
CUME RTG	5.8	7.1	6.2	6.9	4.3	6.7	7.6	7.7	8.1	5.2
WLAP-FM										
SHARE	6.7	6.9	10.3	4.2	9.3	9.9	5.0	8.6	4.7	7.3
AQH(00)	13	14	21	8	17	16	8	15	8	11
CUME RTG	4.8	6.6	9.1	6.4	6.4	10.2	7.5	8.3	5.3	7.2
+WLXG										
SHARE	11.9	1.5	6.9	9.5	6.6	9.9	3.7	6.3	9.3	5.3
AQH(00)	23	3	14	18	12	16	6	11	16	8
CUME RTG	7.6	3.5	6.6	7.2	3.0	8.0	3.7	5.4	8.7	3.6
+WMGB										
SHARE	3.1	1.5	1.5	3.2	3.8	3.7	1.9	.6	3.5	3.3
AQH(00)	6	3	3	6	7	6	3	1	6	5
CUME RTG	3.3	.9	.9	4.4	6.2	4.1	2.5	.9	5.1	3.8
WNVL										
SHARE	**	1.5		2.1		**		.6	2.9	1.3
AQH(00)	**	3		4		**		1	5	2
CUME RTG	**	2.1	.3	1.9	.2	**	.5	1.1	1.3	.7
WRPZ										
SHARE	1.0	1.5	**				1.9	**		
AQH(00)	2	3	**				3	**		
CUME RTG	2.1	2.0	**				1.0	**		
WVLK										
SHARE	12.4	13.7	9.9	13.8	9.3	11.8	13.0	9.8	12.2	10.0
AQH(00)	24	28	20	26	17	19	21	17	21	15
CUME RTG	11.6	13.7	11.2	14.0	11.5	13.1	13.6	12.8	14.5	12.1
WVLK-FM										
SHARE	26.4	23.0	31.5	24.3	18.0	18.6	30.4	26.4	18.0	21.3
AQH(00)	51	47	64	46	33	30	49	46	31	32
CUME RTG	25.0	21.2	23.0	18.8	13.9	23.0	25.6	25.4	20.8	18.3
WHAS										
SHARE	.5		1.5	1.6	1.6	.6		3.4	.6	.7
AQH(00)	1		3	3	3	1		6	1	1
CUME RTG	2.3	1.9	2.6	2.2	2.6	2.3	1.3	3.7	.2	2.6
WLW										
SHARE	2.1		1.5	**	3.3	.6	.6	1.1	**	4.0
AQH(00)	4		3	**	6	1	1	2	**	6
CUME RTG	2.0	.6	1.6	**	2.4	1.7	.9	1.7	**	2.6
TOTALS										
AQH RTG	19.3	20.2	20.1	18.2	17.7	16.1	15.9	17.2	16.6	14.5
AQH(00)	193	204	203	189	183	161	161	174	172	150
CUME RTG	63.8	66.0	64.9	65.0	62.4	74.6	71.2	72.1	76.3	73.5

Footnote Symbols: ** Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

Metro Audience Trends *

PERSONS 35-64

Metro Audience Trends

	MONDAY-FRIDAY 7PM-MID					WEEKEND 6AM-MID				
	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87	SPRING 85	FALL 85	SPRING 86	FALL 86	SPRING 87
WBBE										
SHARE					1.7	4.1	5.6	1.7	2.9	4.8
AQH(00)					1	5	7	2	3	5
CUME RTG					.5	3.6	4.9	3.3	2.7	2.9
+WCGW										
WJMM										
SHARE	**	**	**			**	**	**		2.9
AQH(00)	**	**	**			**	**	**		3
CUME RTG	**	**	**			**	**	**	1.6	2.9
WCOZ										
SHARE	11.6	11.1	12.3	14.5	6.8	13.0	8.9	8.3	6.9	9.6
AQH(00)	8	8	9	8	4	16	11	10	7	10
CUME RTG	6.2	5.4	4.8	5.3	3.7	11.1	10.9	8.1	9.7	8.2
WFMI										
SHARE	2.9	2.8	1.4	3.6	3.4	4.1	2.4	3.3	4.9	1.9
AQH(00)	2	2	1	2	2	5	3	4	5	2
CUME RTG	1.7	3.0	2.3	2.8	2.7	6.1	4.9	5.6	7.8	4.5
WHRS										
SHARE	**	**	**	**		**	**	**	**	2.9
AQH(00)	**	**	**	**		**	**	**	**	3
CUME RTG	**	**	**	**		**	**	**	**	3.3
WJMM										
SHARE	2.9	4.2			6.8	1.6	3.2	2.5	2.9	4.8
AQH(00)	2	3			4	2	4	3	3	5
CUME RTG	1.3	2.3	1.9	1.1	3.6	2.7	4.3	5.0	4.5	5.8
WKQQ										
SHARE	2.9		2.7	1.8	3.4	1.6		2.5	2.0	3.8
AQH(00)	2		2	1	2	2		3	2	4
CUME RTG	2.5	1.1	1.8	1.4	3.4	4.1	2.7	4.4	4.1	5.8
WLAP										
SHARE	11.6	5.6	11.0	10.9	8.5	4.9	3.2	5.8	5.9	4.8
AQH(00)	8	4	8	6	5	6	4	7	6	5
CUME RTG	5.6	4.2	5.5	5.5	4.9	10.6	6.7	7.8	8.3	6.8
WLAP-FM										
SHARE	11.6	5.6	2.7	3.6	5.1	12.2	6.5	6.7	5.9	9.6
AQH(00)	8	4	2	2	3	15	8	8	6	10
CUME RTG	5.2	5.0	4.5	3.8	4.9	10.2	7.6	9.8	8.1	9.4
+WLXG										
SHARE	8.7	1.4	6.8	5.5	6.8	7.3	2.4	6.7	4.9	6.7
AQH(00)	6	1	5	3	4	9	3	8	5	7
CUME RTG	5.1	2.7	3.8	3.7	4.2	7.9	4.9	5.2	6.6	5.5
+WMGB										
SHARE	1.4	1.4		1.8	6.8	2.4	3.2		2.9	3.8
AQH(00)	1	1		1	4	3	4		3	4
CUME RTG	2.1	.9	.3	2.5	3.7	3.7	3.6	.8	5.4	5.4
WNVL										
SHARE	**		1.4			**	4.0	.8	1.0	1.9
AQH(00)	**		1			**	5	1	1	2
CUME RTG	**		.3			**	1.7	1.7	1.2	2.6
WRPZ										
SHARE			**				1.6	**		
AQH(00)			**				2	**		
CUME RTG			**			1.3	1.3	**	.3	
WVLK										
SHARE	7.2	13.9	12.3	5.5	6.8	5.7	13.7	8.3	17.6	8.7
AQH(00)	5	10	9	3	4	7	17	10	18	9
CUME RTG	7.4	10.7	5.1	6.6	4.3	12.5	18.0	11.9	18.1	12.5
WVLK-FM										
SHARE	21.7	33.3	23.3	32.7	15.3	30.1	27.4	26.7	25.5	18.3
AQH(00)	15	24	17	18	9	37	34	32	26	19
CUME RTG	12.4	14.4	13.3	9.7	8.8	23.0	26.2	22.7	22.6	20.9
WHAS										
SHARE	1.4		5.5	1.8	5.1		.8	6.7	1.0	1.9
AQH(00)	1		4	1	3		1	8	1	2
CUME RTG	1.4	1.5	3.8	1.4	1.8	2.3	3.8	5.7	2.5	3.5
WLW										
SHARE	1.4	2.8	2.7	**	8.5	.8			**	1.9
AQH(00)	1	2	2	**	5	1			**	2
CUME RTG	1.2	1.1	1.4	**	3.2	1.2	1.2	1.5	**	3.2
TOTALS										
AQH RTG	6.9	7.1	7.2	5.3	5.7	12.3	12.3	11.9	9.8	10.0
AQH(00)	69	72	73	55	59	123	124	120	102	104
CUME RTG	44.1	46.1	46.2	41.1	46.2	75.0	76.4	72.9	74.9	76.4

Footnote Symbols: ** Station(s) not reported this survey. + Station(s) reported with different call letters in prior surveys - see Page 5B.

ARBITRON RATINGS

Target Audience

PERSONS 12-24

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO																				
TSA	1	6			5	6			3	6			*							
+WCGW																				
WJMM																				
METRO	1	11	.1	.8					*								*			
TSA	1	11								6							2	13		
WCOZ																				
METRO		6			1	12	.1	.9		17				9			3	18	.4	2.7
TSA		6			1	12				17				9			3	18		
WFMI																				
METRO	32	247	4.4	26.7	27	224	3.7	23.7	35	280	4.8	26.7	42	270	5.8	35.3	27	233	3.7	24.1
TSA	49	398			40	359			56	479			64	444			52	430		
WHRS																				
METRO													*							
TSA																				
WJMM																				
METRO		14								6				6				4		
TSA	1	24				9			1	15			1	15			1	13		
WKQQ																				
METRO	19	148	2.6	15.8	17	157	2.3	14.9	26	195	3.6	19.8	16	158	2.2	13.4	21	134	2.9	18.8
TSA	41	293			34	289			51	344			40	299			34	253		
WLAP																				
METRO		7			1	4	.1	.9		7								3		
TSA	4	40			3	23			2	25							2	17		
WLAP-FM																				
METRO	22	196	3.0	18.3	27	213	3.7	23.7	31	238	4.3	23.7	22	184	3.0	18.5	31	189	4.3	27.7
TSA	79	583			83	514			116	668			85	567			93	494		
WLXG																				
METRO		5			1	5	.1	.9	1	21	.1	.8								
TSA		11			1	5			1	21				6						
WMGB																				
METRO	8	48	1.1	6.7	4	31	.6	3.5	3	43	.4	2.3	6	24	.8	5.0	4	40	.6	3.6
TSA	8	48			4	31			3	43			6	24			4	40		
WNVL																				
METRO		2											*							
TSA		2																		
WRPZ																				
METRO	2	23	.3	1.7	5	31	.7	4.4	4	26	.6	3.1	*				2	18	.3	1.8
TSA	3	31			5	31			4	26							2	18		
WVLK																				
METRO	7	43	1.0	5.8		8			1	15	.1	.8	12	42	1.7	10.1	1	16	.1	.9
TSA	10	52				8			2	32			12	42			1	21		
WVLK-FM																				
METRO	13	73	1.8	10.8	16	61	2.2	14.0	12	72	1.7	9.2	9	53	1.2	7.6	7	46	1.0	6.3
TSA	40	295			37	274			30	243			27	193			27	195		
WHAS																				
METRO		3								3								3		
TSA	9	74			6	13			4	19			4	34			1	9		
WLW																				
METRO						6				6										
TSA	1	12			1	20			1	14										
METRO TOTALS	120	586	16.6		114	474	15.7		131	584	18.1		119	540	16.4		112	535	15.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B

ARBITRON RATINGS

Target Audience

PERSONS 12-24

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE METRO																					
TSA																	*				
+WCGW WJMM METRO																					
TSA								*									*				
WCOZ METRO																					
TSA		3			2	8	.3	1.4		1	6						1	13			
WFMI METRO		3			2	8					3			2	9	.3	1.9	2	26	.3	2.2
TSA											3			2	9			2	26		
WHRH METRO	22	79	3.0	32.8	40	146	5.5	27.2	24	90	3.3	20.9	35	104	4.8	33.7	25	290	3.5	27.5	
TSA	31	115			65	236			50	148			61	217			49	524			
WJMM METRO																	*				
TSA					2	9							4	11	.6	3.8	1	14	.1	1.1	
WKQQ METRO	7	28	1.0	10.4	21	75	2.9	14.3	27	71	3.7	23.5	20	60	2.8	19.2	16	173	2.2	17.6	
TSA	18	71			37	139			48	116			56	148			31	336			
WLAP METRO																					
TSA					3	8			1	8							1	17			
WLAP-FM METRO	8	38	1.1	11.9	30	101	4.1	20.4	24	59	3.3	20.9	17	71	2.3	16.3	22	234	3.0	24.2	
TSA	49	143			130	326			98	226			79	243			75	657			
WLXG METRO	1	5	.1	1.5																	
TSA	1	5																5			
WMGB METRO	8	9	1.1	11.9	9	19	1.2	6.1	4	6	.6	3.5	4	14	.6	3.8	4	43	.6	4.4	
TSA	12	23			9	19			4	6			4	14			5	57			
WNVL METRO																	*				
TSA																					
WRPZ METRO	2	7	.3	3.0	6	11	.8	4.1	5	11	.7	4.3					*	2	18	.3	2.2
TSA	2	7			6	11			5	11							2	18			
WVLK METRO	1	9	.1	1.5	2	12	.3	1.4		3			10	17	1.4	9.6	2	34	.3	2.2	
TSA	1	9			2	12				3			10	17			2	39			
WVLK-FM METRO	5	17	.7	7.5	13	23	1.8	8.8	8	20	1.1	7.0	3	17	.4	2.9	6	65	.8	6.6	
TSA	34	88			39	83			25	94			17	100			22	258			
WHAS METRO						3															
TSA	7	19			4	9							6	31			3	53			
WLW METRO													1	5	.1	1.0		5			
TSA		6											1	5				14			
METRO TOTALS	67	202	9.3		147	378	20.3		115	256	15.9		104	267	14.4		91	587	12.6		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 58.

Target Audience

PERSONS 12-24

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO																				
TSA								3	6				2	6			*	2	6	
+WCGW																				
WJMM																				
METRO																				
TSA					*	2	6										*		11	24
WCOZ																				
METRO																				
TSA	3	13																		
WCOZ																				
METRO																				
TSA	4	8	.6	3.6	6	14	.8	8.3												
WFMI																				
METRO																				
TSA	4	8			6	14														
WHRH																				
METRO																				
TSA	27	104	3.7	24.3	11	42	1.5	15.3	32	363	4.4	27.1	33	351	4.6	27.3	32	396	4.4	28.6
WJMM																				
METRO																				
TSA	57	204			35	126			48	635			51	594			50	698		
WJMM																				
METRO																				
TSA		4																		
WKQQ																				
METRO																				
TSA	1	13						1	14				1	14			1	35		
WLAP																				
METRO																				
TSA	23	55	3.2	20.7	14	67	1.9	19.4	20	244	2.8	16.9	22	230	3.0	18.2	18	278	2.5	16.1
WLAP-FM																				
METRO																				
TSA	27	86			27	105			42	448			46	404			38	557		
WLXG																				
METRO																				
TSA	1	11			3	6			3	43			3	43			2	57		
WMGB																				
METRO																				
TSA	36	112	5.0	32.4	33	78	4.6	45.8	27	334	3.7	22.9	26	279	3.6	21.5	24	357	3.3	21.4
WVWL																				
METRO																				
TSA	77	262			61	191			92	881			98	793			86	991		
WVWL																				
METRO																				
TSA																				
WVWL																				
METRO																				
TSA	4	6	.6	3.6	1	15	.1	1.4	4	77	.6	3.4	5	66	.7	4.1	4	86	.6	3.6
WVWL																				
METRO																				
TSA	4	6			1	15			4	77			5	66			4	100		
WRPZ																				
METRO																				
TSA																				
WVWL																				
METRO																				
TSA																				
WVWL-FM																				
METRO																				
TSA	5	9	.7	4.5	2	12	.3	2.8	14	113	1.9	11.9	12	108	1.7	9.9	10	137	1.4	8.9
WHAS																				
METRO																				
TSA																				
WLW																				
METRO																				
TSA																				
METRO TOTALS	111	310	15.3		72	227	9.9		118	671	16.3		121	660	16.7		112	679	15.5	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B

Target Audience

PERSONS 18-34

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO TSA	1	6			5	6			3	6			*							
+WCGW WJMM METRO TSA	1 1	7 7	.1 .4		3 3				* 1 1	7 7	.1 .4						*	1	4	
WCOZ METRO TSA	8 18	23 55	.7 3.1		14 33	49 75	1.2 5.2		9 17	59 92	.8 3.7		2 3	37 51	.2 1.6		9 14	52 79	.8 4.7	
WFMI METRO TSA	26 30	210 285	2.3 10.1		32 40	230 345	2.8 11.9		33 46	243 379	2.9 13.7		19 30	188 262	1.7 15.3		22 35	185 282	2.0 11.6	
WHRB METRO TSA	4 5	41 57	.4 1.6		2 2	15 24	.2 .7		3 5	29 45	.3 1.2		1 2	20 29	.1 .8		3 4	10 26	.3 1.6	
WKQQ METRO TSA	40 78	260 427	3.6 15.6		39 84	272 483	3.5 14.4		45 94	320 564	4.0 18.7		27 57	226 399	2.4 21.8		38 60	241 385	3.4 20.0	
WLAP METRO TSA	6 11	37 75	.5 2.3		6 8	33 52	.5 2.2		3 5	34 52	.3 1.2		2 2	23 23	.2 1.6		2 2	22 22	.2 1.1	
WLAP-FM METRO TSA	43 126	266 712	3.8 16.7		66 184	309 736	5.9 24.4		45 137	308 802	4.0 18.7		18 64	207 553	1.6 14.5		44 125	247 632	3.9 23.2	
WLXG METRO TSA	7 8	42 54	.6 2.7		10 12	52 64	.9 3.7		10 12	74 80	.9 4.1		3 3	35 44	.3 2.4		5 5	53 53	.4 2.6	
WMGB METRO TSA	22 22	131 131	2.0 8.6		16 16	104 104	1.4 5.9		12 15	104 118	1.1 5.0		11 15	66 80	1.0 8.9		16 16	122 130	1.4 8.4	
WNVL METRO TSA	2 2	8 8	.2 .8		4 4				1 1	12 12	.1 .4		*					8 8		
WRPZ METRO TSA	3 4	24 32	.3 1.2		8 8	38 38	.7 3.0		5 5	28 28	.4 2.1		* 1 1	4 4	.1 .8		3 3	22 22	.3 1.6	
WVLK METRO TSA	35 43	127 188	3.1 13.6		21 21	66 86	1.9 7.8		15 18	65 87	1.3 6.2		15 15	70 70	1.3 12.1		7 8	45 64	.6 3.7	
WVLK-FM METRO TSA	34 138	179 630	3.0 13.2		34 166	145 558	3.0 12.6		25 103	162 542	2.2 10.4		10 49	91 365	.9 8.1		18 89	109 439	1.6 9.5	
WHAS METRO TSA	39	151			27	109			13	74			2	21			5	40		
WLW METRO TSA	2 4	11 40	.2 .8		2 4	28 53	.2 .7		8 13	33 59	.7 3.3		1 6	22 50	.1 .8		2 4	21 39	.2 1.1	
METRO TOTALS	257	968	22.8		270	859	24.0		241	957	21.4		124	736	11.0		190	810	16.9	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

Target Audience

PERSONS 18-34

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO																				
TSA																				
+WCGW																				
WJMM																				
METRO																				
TSA																				
WCOZ																				
METRO																				
TSA																				
WFMI																				
METRO	9	19	.8	5.9	10	18	.9	4.1	6	16	.5	3.2	5	14	.4	3.8	6	57	.5	4.0
TSA	10	26			10	18			6	16			6	21			10	84		
WHRS																				
METRO	12	51	1.1	7.8	34	117	3.0	14.1	24	83	2.1	12.6	22	77	2.0	16.9	16	233	1.4	10.7
TSA	12	51			46	154			39	114			40	137			28	363		
WJMM																				
METRO					2	4	.2	.8	6	10	.5	3.2	6	15	.5	4.6	3	24	.3	2.0
TSA					4	13			6	10			6	15			3	40		
WKQQ																				
METRO	28	89	2.5	18.3	48	145	4.3	19.9	35	101	3.1	18.4	25	90	2.2	19.2	29	294	2.6	19.5
TSA	50	135			75	200			78	171			58	172			50	490		
WLAP																				
METRO	5	8	.4	3.3	2	4	.2	.8	1	4	.1	.5	1	4	.1	.8	2	22	.2	1.3
TSA	5	8			2	4			1	4			1	4			2	22		
WLAP-FM																				
METRO	28	80	2.5	18.3	57	146	5.1	23.7	34	80	3.0	17.9	21	67	1.9	16.2	31	284	2.8	20.8
TSA	72	200			204	491			104	223			78	212			91	755		
WLXG																				
METRO	4	14	.4	2.6	5	19	.4	2.1	5	13	.4	2.6	3	15	.3	2.3	4	73	.4	2.7
TSA	4	14			5	19			5	13			3	15			4	73		
WMGB																				
METRO	11	17	1.0	7.2	21	60	1.9	8.7	14	43	1.2	7.4	12	40	1.1	9.2	12	126	1.1	8.1
TSA	15	31			21	60			18	50			19	47			15	148		
WVNL																				
METRO					2	8	.2	.8												
TSA					2	8														
WRPZ																				
METRO	2	7	.2	1.3	6	14	.5	2.5	6	12	.5	3.2								
TSA	2	7			6	14			6	12										
WVLK																				
METRO	16	38	1.4	10.5	13	25	1.2	5.4	5	15	.4	2.6	8	15	.7	6.2	8	84	.7	5.4
TSA	17	43			14	33			5	15			8	15			8	107		
WVLK-FM																				
METRO	17	50	1.5	11.1	21	44	1.9	8.7	24	63	2.1	12.6	10	51	.9	7.7	15	149	1.3	10.1
TSA	102	235			125	257			78	215			42	175			71	565		
WHAS																				
METRO																				
TSA	32	72			11	34			5	12			7	21			9	98		
WLW																				
METRO	2	5	.2	1.3		5							3	10	.3	2.3	1	26	.1	.7
TSA	8	25			5	23			4	18			3	10			4	57		
METRO TOTALS	153	366	13.6		241	538	21.4		190	418	16.9		130	362	11.5		149	891	13.2	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B

ARBITRON RATINGS

Target Audience

PERSONS 18-34

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																					
TSA								3	6				2	6			*	2	6		
+WCGW																					
WJMM																					
METRO					*			*	7			*	1	7	.1	.4	*		7		
TSA	1	4							7				1	7					12		
WCOZ																					
METRO	7	13	.6	4.0	11	27	1.0	8.0	10	73	.9	4.0	9	63	.8	3.7		7	100	.6	3.6
TSA	22	40			17	39			23	114			17	104				16	141		
WFMI																					
METRO	18	69	1.6	10.3	11	38	1.0	8.0	30	330	2.7	11.9	30	315	2.7	12.3		24	361	2.1	12.2
TSA	36	122			21	67			40	514			38	476				34	576		
WHRS																					
METRO																					
TSA																					
WJMM																					
METRO	2	4	.2	1.1	1	4	.1	.7	2	41	.2	.8	3	41	.3	1.2		2	68	.2	1.0
TSA	4	20			1	4			3	57			5	57				3	84		
WKQQ																					
METRO	38	102	3.4	21.7	28	101	2.5	20.4	41	412	3.6	16.3	42	382	3.7	17.2		35	466	3.1	17.9
TSA	44	137			46	145			86	701			87	647				70	811		
WLAP																					
METRO					2	13	.2	1.5	4	50	.4	1.6	4	42	.4	1.6		4	63	.4	2.0
TSA					2	13			8	88			8	80				6	100		
WLAP-FM																					
METRO	44	121	3.9	25.1	34	88	3.0	24.8	53	432	4.7	21.0	44	367	3.9	18.0		39	472	3.5	19.9
TSA	102	308			76	199			152	1061			131	957				117	1187		
WLXG																					
METRO	4	29	.4	2.3	9	17	.8	6.6	9	89	.8	3.6	8	78	.7	3.3		6	111	.5	3.1
TSA	4	29			9	17			11	100			10	89				7	132		
WMGB																					
METRO	15	50	1.3	8.6	13	51	1.2	9.5	16	161	1.4	6.3	17	150	1.5	7.0		13	192	1.2	6.6
TSA	15	50			13	51			17	176			19	165				15	220		
WNVL																					
METRO									1	12	.1	.4	1	12	.1	.4	*	1	12	.1	.5
TSA									1	12			1	12				1	12		
WRPZ																					
METRO	1	4	.1	.6					5	46	.4	2.0	4	43	.4	1.6	*	5	46	.4	2.6
TSA	1	4							5	54			5	51				5	54		
WVLK																					
METRO	4	8	.4	2.3	6	13	.5	4.4	24	151	2.1	9.5	25	142	2.2	10.2		18	197	1.6	9.2
TSA	5	15			7	17			27	219			29	202				19	277		
WVLK-FM																					
METRO	17	36	1.5	9.7	10	29	.9	7.3	31	262	2.8	12.3	29	238	2.6	11.9		22	290	2.0	11.2
TSA	80	197			63	131			138	828			120	757				101	952		
WHAS																					
METRO																					
TSA					4	12			26	168			25	161				16	184		
WLW																					
METRO	6	16	.5	3.4	1	5	.1	.7	4	33	.4	1.6	4	33	.4	1.6		2	44	.2	1.0
TSA	6	16			2	12			7	71			8	71				5	104		
METRO TOTALS	175	469	15.5		137	383	12.2		252	1067	22.4		244	1048	21.7			196	1080	17.4	

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.

Target Audience

PERSONS 18-49

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO		7			2	7	.1	.5	1	11	.1	.3	*				3	7	.2	1.1
TSA	1	13			7	13			4	17						3	7			
+WCGW																				
WJMM																				
METRO		14	.1	.5	1	9	.1	.3	* 3	26	.2	.9				* 1	11	.1	.4	
TSA	5	48			4	20			9	73						8	55			
WCOZ																				
METRO		72	.9	3.6	22	105	1.2	5.8	17	110	1.0	5.0	4	57	.2	2.6	14	95	.8	5.2
TSA	27	131			43	138			27	166			5	71			20	127		
WFMJ																				
METRO		249	1.6	7.1	35	263	2.0	9.3	35	273	2.0	10.4	21	214	1.2	13.5	25	215	1.4	9.2
TSA	35	342			44	392			50	433			33	298			40	323		
WHRS																				
METRO		3			1	11	.1	.3		4			*			1	8	.1	.4	
TSA		3			1	11				4						1	8			
WJMM																				
METRO	10	76	.6	2.4	4	32	.2	1.1	6	54	.3	1.8	2	39	.1	1.3	5	30	.3	1.8
TSA	12	107			5	47			8	79			3	48			6	50		
WKQQ																				
METRO	49	314	2.8	11.9	45	318	2.6	11.9	47	371	2.7	13.9	29	259	1.6	18.7	42	278	2.4	15.5
TSA	89	494			92	541			98	640			59	452			64	433		
WLAP																				
METRO	14	81	.8	3.4	11	49	.6	2.9	6	64	.3	1.8	4	53	.2	2.6	3	38	.2	1.1
TSA	23	150			16	87			11	98			6	70			5	56		
WLAP-FM																				
METRO	55	349	3.1	13.4	81	360	4.6	21.5	54	374	3.1	16.0	21	251	1.2	13.5	55	309	3.1	20.3
TSA	148	866			214	858			158	978			72	653			146	757		
WLXG																				
METRO	19	89	1.1	4.6	21	77	1.2	5.6	17	101	1.0	5.0	5	63	.3	3.2	14	85	.8	5.2
TSA	22	110			25	105			22	128			6	83			18	96		
WMGB																				
METRO	38	211	2.2	9.2	23	161	1.3	6.1	17	143	1.0	5.0	15	102	.9	9.7	21	172	1.2	7.7
TSA	38	211			23	161			20	157			19	122			21	193		
WNVL																				
METRO	3	20	.2	.7		4			1	12	.1	.3	*			1	23	.1	.4	
TSA	3	20				4			1	12						1	23			
WRPZ																				
METRO	3	24	.2	.7	8	38	.5	2.1	5	28	.3	1.5	* 1	4	.1	.6	3	22	.2	1.1
TSA	4	32			8	38			5	28			1	4			3	22		
WVLK																				
METRO	70	248	4.0	17.0	31	124	1.8	8.2	24	145	1.4	7.1	17	89	1.0	11.0	12	80	.7	4.4
TSA	84	361			32	169			33	206			17	100			14	115		
WVLK-FM																				
METRO	58	305	3.3	14.1	47	218	2.7	12.5	44	272	2.5	13.1	14	134	.8	9.0	36	204	2.0	13.3
TSA	231	1054			222	795			173	902			77	595			151	764		
WHAS																				
METRO	2	13	.1	.5	2	13	.1	.5		7				3			2	13	.1	.7
TSA	65	272			36	164			27	142			11	79			17	106		
WLW																				
METRO	2	11	.1	.5	7	45	.4	1.9	14	52	.8	4.2	3	34	.2	1.9	3	34	.2	1.1
TSA	5	58			11	80			24	100			9	89			9	92		
METRO TOTALS	411	1507	23.3		377	1242	21.4		337	1457	19.1		155	1037	8.8		271	1223	15.4	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBTRON RATINGS

Target Audience

PERSONS 18-49

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO																	* 2	7	.1	.9
TSA																2	7			
+WCGW																				
WJMM																				
METRO						3		* 2	9	.1	.7						* 1	21	.1	.5
TSA	7	16			8	29		7	29								6	66		
WCOZ																				
METRO	11	25	.6	4.8	17	38	1.0	4.9	13	33	.7	4.7	6	20	.3	3.6	10	107	.6	4.7
TSA	12	32			20	43			14	38			7	27			14	139		
WFMI																				
METRO	14	61	.8	6.1	38	134	2.2	11.0	28	95	1.6	10.2	22	79	1.2	13.0	18	272	1.0	8.5
TSA	14	65			51	175			45	130			41	143			32	417		
WHRS																				
METRO					1	4	.1	.3									* 1	11	.1	.5
TSA					1	4											1	11		
WJMM																				
METRO	2	12	.1	.9	2	6	.1	.6	9	16	.5	3.3	11	31	.6	6.5	6	65	.3	2.8
TSA	3	23			4	15			9	16			11	31			6	96		
WKQQ																				
METRO	35	114	2.0	15.4	56	168	3.2	16.2	39	123	2.2	14.2	28	106	1.6	16.6	33	347	1.9	15.5
TSA	58	166			84	229			82	193			61	188			54	559		
WLAP																				
METRO	13	30	.7	5.7	5	13	.3	1.4	2	7	.1	.7	1	4	.1	.6	3	53	.2	1.4
TSA	13	30			7	22			2	7			3	13			5	72		
WLAP-FM																				
METRO	34	94	1.9	14.9	70	180	4.0	20.2	44	104	2.5	16.0	27	86	1.5	16.0	40	368	2.3	18.8
TSA	82	232			239	573			115	256			94	268			108	952		
WLXG																				
METRO	8	23	.5	3.5	13	44	.7	3.8	18	29	1.0	6.5	5	19	.3	3.0	9	114	.5	4.2
TSA	11	29			20	55			22	35			5	19			12	125		
WMGB																				
METRO	17	44	1.0	7.5	27	82	1.5	7.8	20	66	1.1	7.3	14	49	.8	8.3	16	180	.9	7.5
TSA	21	58			28	89			25	85			22	62			20	215		
WNVL																				
METRO	2	6	.1	.9	2	11	.1	.6									* 2	28	.1	.9
TSA	2	6			2	11											2	28		
WRPZ																				
METRO	2	7	.1	.9	6	14	.3	1.7	6	12	.3	2.2					* 3	22	.2	1.4
TSA	2	7			6	14			6	12							3	22		
WVLK																				
METRO	30	72	1.7	13.2	20	47	1.1	5.8	9	24	.5	3.3	8	18	.5	4.7	12	140	.7	5.6
TSA	35	87			24	67			13	41			8	18			13	189		
WVLK-FM																				
METRO	33	111	1.9	14.5	44	99	2.5	12.7	41	99	2.3	14.9	20	88	1.1	11.8	28	276	1.6	13.1
TSA	172	414			202	421			135	339			71	285			121	987		
WHAS																				
METRO	1	6	.1	.4	3	6	.2	.9	2	3	.1	.7					1	18	.1	.5
TSA	49	116			24	62			18	52			17	59			21	206		
WLW																				
METRO	2	5	.1	.9	1	13	.1	.3	2	9	.1	.7	5	14	.3	3.0	2	43	.1	.9
TSA	14	38			11	46			7	39			6	19			8	114		
METRO TOTALS	228	611	12.9		346	815	19.6		275	627	15.6		169	508	9.6		213	1367	12.1	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

PERSONS 18-49

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	7	7	.4	2.7	7	7	.4	3.5	1	11	.1	.3	1	11	.1	.3	*	2	11	.1	.7
TSA	7	7			7	7			4	17			3	17				4	17		
+WCGW																					
WJMM																					
METRO		3			*	3	.2	1.5	*	1	.1	.3	*	2	.1	.5	*	1	29	.1	.4
TSA	6	34				6				5				7				5	88		
WCOZ																					
METRO	10	35	.6	3.9	15	39	.9	7.6	19	144	1.1	5.1	16	130	.9	4.3	13	184	.7	4.6	
TSA	25	62			21	51			33	212			26	199			23	258			
WFMI																					
METRO	20	80	1.1	7.8	14	44	.8	7.1	33	388	1.9	8.8	33	367	1.9	8.9	26	448	1.5	9.2	
TSA	38	133			28	79			44	606			42	562			37	697			
WHRS																					
METRO	2	8	.1	.8	1	4	.1	.5		11				7			*		14		
TSA	2	8			1	4				11				7					14		
WJMM																					
METRO	5	13	.3	1.9	3	9	.2	1.5	5	83	.3	1.3	8	83	.5	2.2	5	119	.3	1.8	
TSA	7	29			4	13			8	119			11	119			6	155			
WKQQ																					
METRO	41	113	2.3	16.0	29	105	1.6	14.6	47	501	2.7	12.5	48	451	2.7	13.0	39	572	2.2	13.7	
TSA	47	153			47	149			93	823			94	749			75	972			
WLAP																					
METRO	4	10	.2	1.6	2	13	.1	1.0	10	112	.6	2.7	9	99	.5	2.4	9	151	.5	3.2	
TSA	4	10			6	22			17	191			16	172			13	238			
WLAP-FM																					
METRO	56	155	3.2	21.8	42	109	2.4	21.2	66	540	3.7	17.6	55	461	3.1	14.9	49	621	2.8	17.3	
TSA	120	356			93	230			176	1302			152	1179			135	1516			
WLXG																					
METRO	9	36	.5	3.5	15	33	.9	7.6	19	150	1.1	5.1	18	135	1.0	4.9	13	193	.7	4.6	
TSA	15	42			16	39			23	196			21	171			16	251			
WMGB																					
METRO	19	67	1.1	7.4	19	66	1.1	9.6	26	255	1.5	6.9	28	230	1.6	7.6	20	297	1.1	7.0	
TSA	19	75			19	66			27	270			30	245			22	338			
WNVL																					
METRO	3	8	.2	1.2	1	3	.1	.5	1	24	.1	.3	1	24	.1	.3	*	1	38	.1	.4
TSA	3	8			1	3			1	24			1	24				1	38		
WRPZ																					
METRO	1	4	.1	.4					5	46	.3	1.3	4	43	.2	1.1	*	5	46	.3	1.8
TSA	1	4							5	54			5	51				5	54		
WVLK																					
METRO	8	19	.5	3.1	6	19	.3	3.0	42	299	2.4	11.2	47	280	2.7	12.7	29	355	1.6	10.2	
TSA	9	26			7	23			49	445			57	411			32	518			
WVLK-FM																					
METRO	35	93	2.0	13.6	22	58	1.2	11.1	50	417	2.8	13.3	51	384	2.9	13.8	36	477	2.0	12.7	
TSA	142	353			114	232			211	1358			202	1275			157	1571			
WHAS																					
METRO	2	7	.1	.8					2	19	.1	.5	1	13	.1	.3	1	31	.1	.4	
TSA	11	31			13	26			41	310			43	298			29	349			
WLW																					
METRO	7	21	.4	2.7	4	10	.2	2.0	8	56	.5	2.1	7	52	.4	1.9	5	80	.3	1.8	
TSA	7	27			13	29			14	126			13	122			10	194			
METRO TOTALS	257	712	14.6		198	523	11.2		375	1661	21.3		369	1640	20.9		284	1681	16.1		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

PERSONS 25 - 49

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBEE																					
METRO		7			2	7	.2	.7	1	11	.1	.4	*				3	7	.2	1.6	
TSA		7			2	7			1	11							3	7			
+WCGW																					
WJMM																					
METRO	2	14	.2	.6	1	9	.1	.4	* 3	26	.2	1.2				*	1	11	.1	.5	
TSA	5	48			4	20			9	73							8	55			
WCOZ																					
METRO	15	72	1.2	4.5	21	96	1.6	7.5	17	99	1.3	6.9	4	48	.3	4.7	11	80	.8	5.8	
TSA	27	131			42	129			27	155			5	62			17	112			
WFMI																					
METRO	14	123	1.1	4.2	16	112	1.2	5.7	13	104	1.0	5.3	5	78	.4	5.9	10	83	.8	5.3	
TSA	16	158			19	164			21	177			6	92			12	98			
WHRS																					
METRO		3			1	11	.1	.4		4			*				1	8	.1	.5	
TSA		3			1	11				4							1	8			
WJMM																					
METRO	10	62	.8	3.0	4	32	.3	1.4	6	48	.5	2.4	2	33	.2	2.4	5	30	.4	2.6	
TSA	11	83			5	38			7	64			2	33			5	41			
WKQQ																					
METRO	35	204	2.7	10.6	29	180	2.2	10.4	25	209	1.9	10.2	15	128	1.2	17.6	22	158	1.7	11.6	
TSA	58	286			61	302			55	375			27	239			35	236			
WLAP																					
METRO	14	77	1.1	4.2	10	45	.8	3.6	6	60	.5	2.4	4	53	.3	4.7	3	38	.2	1.6	
TSA	19	113			13	64			9	76			6	70			5	56			
WLAP-FM																					
METRO	41	221	3.2	12.4	59	198	4.5	21.1	34	228	2.6	13.8	10	128	.8	11.8	34	186	2.6	17.9	
TSA	99	507			143	477			84	553			27	302			87	445			
WLXG																					
METRO	19	84	1.5	5.8	20	72	1.5	7.1	16	87	1.2	6.5	5	63	.4	5.9	14	85	1.1	7.4	
TSA	22	105			24	100			21	114			6	83			18	96			
WMGB																					
METRO	31	172	2.4	9.4	19	133	1.5	6.8	15	117	1.2	6.1	9	78	.7	10.6	17	132	1.3	8.9	
TSA	31	172			19	133			18	131			13	98			17	153			
WNVL																					
METRO	3	20	.2	.9		4			1	12	.1	.4	*				1	23	.1	.5	
TSA	3	20				4			1	12							1	23			
WRPZ																					
METRO	1	4	.1	.3	3	10	.2	1.1	3	11	.2	1.2	*	1	4	.1	1.2	1	7	.1	.5
TSA	1	4			3	10			3	11			1	4			1	7			
WVLK																					
METRO	63	211	4.8	19.1	31	119	2.4	11.1	23	133	1.8	9.3	5	50	.4	5.9	11	71	.8	5.8	
TSA	74	315			32	164			31	185			5	61			13	106			
WVLK-FM																					
METRO	47	243	3.6	14.2	31	162	2.4	11.1	32	208	2.5	13.0	8	92	.6	9.4	30	167	2.3	15.8	
TSA	198	825			189	572			151	721			61	468			135	630			
WHAS																					
METRO	2	13	.2	.6	2	13	.2	.7		7				3			2	13	.2	1.1	
TSA	57	238			30	151			23	129			11	79			16	100			
WLW																					
METRO	2	11	.2	.6	7	39	.5	2.5	14	46	1.1	5.7	3	34	.2	3.5	3	34	.2	1.6	
TSA	4	46			10	60			23	86			9	89			9	92			
METRO TOTALS	330	1124	25.4		280	884	21.6		246	1068	18.9		85	700	6.5		190	862	14.6		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

Target Audience

PERSONS 25 - 49

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																					
TSA																	*	2	7	.2	1.3
+WCGW																					
TSA																					
WJMM																					
METRO																					
TSA	7	16			8	29			*	2	9	.2	1.0								
WCOZ																					
METRO	11	25	.8	5.9	15	33	1.2	6.3	13	33	1.0	6.7	4	11	.3	3.8	8	87	.6	5.3	
TSA	12	32			18	38			14	38			5	18			12	119			
WFMI																					
METRO	7	30	.5	3.8	13	51	1.0	5.4	14	37	1.1	7.2	7	40	.5	6.7	7	119	.5	4.6	
TSA	7	34			14	60			16	45			9	48			9	139			
WHRS																					
METRO					1	4	.1	.4													
TSA					1	4											*	1	11	.1	.7
WJMM																					
METRO	2	12	.2	1.1	2	6	.2	.8	9	16	.7	4.6	9	27	.7	8.7	6	61	.5	3.9	
TSA	3	23			2	6			9	16			9	27			6	83			
WKQQ																					
METRO	29	89	2.2	15.6	37	104	2.8	15.5	15	62	1.2	7.7	10	52	.8	9.6	18	200	1.4	11.8	
TSA	44	124			58	138			38	102			17	68			28	311			
WLAP																					
METRO	13	30	1.0	7.0	5	13	.4	2.1	2	7	.2	1.0	1	4	.1	1.0	3	53	.2	2.0	
TSA	13	30			7	22			2	7			3	13			5	72			
WLAP-FM																					
METRO	28	70	2.2	15.1	49	105	3.8	20.5	26	60	2.0	13.4	17	38	1.3	16.3	26	220	2.0	17.1	
TSA	51	149			154	339			54	122			44	114			61	539			
WLXG																					
METRO	7	18	.5	3.8	13	44	1.0	5.4	18	29	1.4	9.3	5	19	.4	4.8	9	109	.7	5.9	
TSA	10	24			20	55			22	35			5	19			12	120			
WMGB																					
METRO	11	38	.8	5.9	18	63	1.4	7.5	16	60	1.2	8.2	10	35	.8	9.6	12	140	.9	7.9	
TSA	11	38			19	70			21	79			18	48			15	161			
WNVL																					
METRO	2	6	.2	1.1	2	11	.2	.8													
TSA	2	6			2	11											*	2	28	.2	1.3
WRPZ																					
METRO									3	4	.2	1.5									
TSA									3	4							*	1	7	.1	.7
WVLK																					
METRO	29	63	2.2	15.6	18	42	1.4	7.5	9	24	.7	4.6									
TSA	34	78			22	62			13	41											
WVLK-FM																					
METRO	30	97	2.3	16.1	31	76	2.4	13.0	36	85	2.8	18.6	17	71	1.3	16.3	23	226	1.8	15.1	
TSA	148	350			174	356			123	280			57	204			106	803			
WHAS																					
METRO	1	6	.1	.5	3	6	.2	1.3	2	3	.2	1.0									
TSA	42	97			20	56			18	52			17	59			19	187			
WLW																					
METRO	2	5	.2	1.1	1	13	.1	.4	2	9	.2	1.0	4	9	.3	3.8	2	38	.2	1.3	
TSA	14	32			11	46			7	39			5	14			8	103			
METRO TOTALS	186	486	14.3		239	564	18.4		194	453	14.9		104	347	8.0		152	979	11.7		

Footnote Symbols. * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

PERSONS 25-54

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	1	19	.1	.3	7	16	.5	2.2	4	22	.3	1.5	*	2				3	9	.2	1.5
TSA	1	19			7	16			4	22				2				3	9		
+WCGW																					
WJMM																					
METRO	2	20	.1	.6	1	15	.1	.3	* 4	33	.3	1.5					*	2	18	.1	1.0
TSA	5	59			4	31			10	84							9	70			
WCOZ																					
METRO	19	86	1.3	5.3	28	113	1.9	8.9	21	118	1.5	7.8	4	58	.3	4.4	14	96	1.0	6.9	
TSA	31	145			49	150			31	178			5	72			20	128			
WFMI																					
METRO	15	130	1.0	4.2	17	117	1.2	5.4	13	108	.9	4.8	5	80	.3	5.5	11	89	.8	5.4	
TSA	17	165			20	169			21	181			6	94			13	104			
WHRS																					
METRO		7			1	11	.1	.3		9			#				1	13	.1	.5	
TSA		7			1	11				9							1	13			
WJMM																					
METRO	10	68	.7	2.8	4	40	.3	1.3	7	57	.5	2.6	2	33	.1	2.2	5	32	.3	2.5	
TSA	11	89			5	46			8	73			2	33			5	47			
WKQQ																					
METRO	35	206	2.4	9.7	29	180	2.0	9.3	25	213	1.7	9.3	15	128	1.0	16.5	22	160	1.5	10.9	
TSA	58	288			61	302			55	379			27	239			35	238			
WLAP																					
METRO	17	97	1.2	4.7	11	51	.8	3.5	6	64	.4	2.2	5	62	.3	5.5	5	51	.3	2.5	
TSA	23	140			14	70			10	83			8	85			7	69			
WLAP-FM																					
METRO	42	223	2.9	11.6	59	202	4.1	18.8	35	232	2.4	13.0	10	130	.7	11.0	34	188	2.4	16.8	
TSA	100	519			143	485			85	570			28	308			87	460			
WLXG																					
METRO	19	84	1.3	5.3	21	76	1.5	6.7	16	89	1.1	5.9	5	65	.3	5.5	14	85	1.0	6.9	
TSA	22	108			25	110			21	116			7	90			18	96			
WMGB																					
METRO	31	174	2.2	8.6	19	133	1.3	6.1	15	117	1.0	5.6	9	78	.6	9.9	17	132	1.2	8.4	
TSA	31	174			19	133			18	131			13	98			17	153			
WNVL																					
METRO	3	20	.2	.8		4			1	12	.1	.4	*				1	23	.1	.5	
TSA	3	20				4			1	12							1	23			
WRPZ																					
METRO	1	4	.1	.3	3	10	.2	1.0	3	11	.2	1.1	*	1	4	.1	1.1	1	7	.1	.5
TSA	1	4			3	10			3	11			1	4			1	7			
WVLK																					
METRO	68	240	4.7	18.8	33	133	2.3	10.5	25	149	1.7	9.3	6	60	.4	6.6	12	82	.8	5.9	
TSA	83	353			38	187			36	207			6	77			16	127			
WVLK-FM																					
METRO	59	285	4.1	16.3	43	188	3.0	13.7	39	243	2.7	14.5	10	117	.7	11.0	33	191	2.3	16.3	
TSA	221	924			222	669			174	842			67	543			145	699			
WHAS																					
METRO	2	15	.1	.6	2	13	.1	.6		9				5			2	13	.1	1.0	
TSA	61	257			31	161			24	139			12	85			16	103			
WLW																					
METRO	2	16	.1	.6	7	39	.5	2.2	14	46	1.0	5.2	4	39	.3	4.4	3	39	.2	1.5	
TSA	7	59			10	73			23	86			13	110			11	110			
METRO TOTALS	361	1245	25.1		313	974	21.8		269	1178	18.7		91	759	6.3		202	953	14.0		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

PERSONS 25-54

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO					1	2	.1	.4									*	2	9	.1	1.2
TSA					1	2											2	9			
+WCGW																					
WJMM																					
METRO					1	6	.1	.4	*	3	11	.2	1.4				*	1	28	.1	.6
TSA	7	16			9	32				8	31						6	81			
WCOZ																					
METRO	11	25	.8	5.5	17	43	1.2	6.4	18	42	1.3	8.7	7	18	.5	6.4	11	103	.8	6.8	
TSA	12	32			20	48			19	47			8	25			15	135			
WFMI																					
METRO	8	34	.6	4.0	14	55	1.0	5.3	14	39	1.0	6.7	7	40	.5	6.4	7	125	.5	4.3	
TSA	8	38			15	64			16	47			9	48			9	145			
WHRS																					
METRO		2			2	6	.1	.8	1	3	.1	.5					*	1	18	.1	.6
TSA		2			2	6			1	3							1	18			
WJMM																					
METRO	2	12	.1	1.0	2	6	.1	.8	9	16	.6	4.3	9	27	.6	8.3	6	63	.4	3.7	
TSA	3	23			2	6			9	16			9	27			6	89			
WKQQ																					
METRO	29	91	2.0	14.4	37	104	2.6	14.0	15	64	1.0	7.2	10	52	.7	9.2	18	202	1.3	11.1	
TSA	44	126			58	138			38	104			17	68			28	313			
WLAP																					
METRO	13	32	.9	6.5	9	22	.6	3.4	2	9	.1	1.0	1	4	.1	.9	4	69	.3	2.5	
TSA	13	32			11	31			2	9			3	13			6	88			
WLAP-FM																					
METRO	29	72	2.0	14.4	49	105	3.4	18.6	26	60	1.8	12.5	17	40	1.2	15.6	26	222	1.8	16.0	
TSA	52	151			154	339			56	128			44	121			62	558			
WLXG																					
METRO	7	18	.5	3.5	13	44	.9	4.9	18	29	1.3	8.7	5	19	.3	4.6	9	109	.6	5.6	
TSA	10	27			20	55			22	35			5	19			12	127			
WMGB																					
METRO	11	38	.8	5.5	18	63	1.3	6.8	16	60	1.1	7.7	10	35	.7	9.2	12	140	.8	7.4	
TSA	11	38			19	70			21	79			18	48			15	161			
WNVL																					
METRO	2	6	.1	1.0	2	11	.1	.8									*	2	28	.1	1.2
TSA	2	6			2	11											2	28			
WRPZ																					
METRO						3			3	4	.2	1.4					*	1	7	.1	.6
TSA						3			3	4							1	7			
WVLK																					
METRO	35	77	2.4	17.4	20	51	1.4	7.6	10	26	.7	4.8	1	9	.1	.9	12	144	.8	7.4	
TSA	45	100			29	81			16	47			1	9			15	205			
WVLK-FM																					
METRO	35	112	2.4	17.4	41	94	2.8	15.5	39	96	2.7	18.8	17	71	1.2	15.6	26	264	1.8	16.0	
TSA	158	379			194	403			131	298			63	224			113	902			
WHAS																					
METRO	2	8	.1	1.0	3	6	.2	1.1	2	3	.1	1.0		2			1	20	.1	.6	
TSA	43	99			20	56			18	52			17	61			19	197			
WLW																					
METRO	2	5	.1	1.0	1	13	.1	.4	3	14	.2	1.4	4	9	.3	3.7	2	43	.1	1.2	
TSA	14	32			13	54			13	57			5	14			10	125			
METRO TOTALS	201	535	14.0		264	620	18.3		208	496	14.5		109	368	7.6		162	1089	11.3		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

Target Audience

MEN 12-24

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO TSA	1	6			5	6			3	6			*							
+WCGW WJMM METRO TSA	1	8	.3	2.1					*								*	1	7	
WCOZ METRO TSA	1	8								6	6								6	6
WFMI METRO TSA	10	109	2.8	20.8	11	87	3.0	24.4	17	122	4.7	31.5	18	118	5.0	37.5	7	81	1.9	20.0
WHRS METRO TSA	13	169			15	135			22	209			24	187			13	155		
WJMM METRO TSA	1	14				9			1	6			1	6			1	4		
WKQQ METRO TSA	11	82	3.0	22.9	13	106	3.6	28.9	16	118	4.4	29.6	9	91	2.5	18.8	10	77	2.8	28.6
WLAP METRO TSA	25	170			20	202			33	205			29	180			23	168		
WLAP-FM METRO TSA	2	14							2	7			7	77	1.9	14.6	9	70	2.5	25.7
WLXG METRO TSA	6	57	1.7	12.5	9	87	2.5	20.0	10	81	2.8	18.5	30	227			37	205		
WMGB METRO TSA	33	211			39	238			43	269			2	14	.6	4.2	1	20	.3	2.9
WNVL METRO TSA	2	19	.6	4.2	1	14	.3	2.2	1	20	.3	1.9	2	14			1	20		
WRPZ METRO TSA	2	19			1	14			1	20			2	14			1	20		
WVLL METRO TSA	1	7	.3	2.1	2	7	.6	4.4					*				1	7	.3	2.9
WVLLK METRO TSA	2	15			2	7											1	7		
WVLLK-FM METRO TSA	3	15	.8	6.3					1	8			5	13	1.4	10.4		4		
WHAS METRO TSA	6	24							1	17			5	13				4		
WLW METRO TSA	7	36	1.9	14.6	6	28	1.7	13.3	4	28	1.1	7.4	3	16	.8	6.3	8	6		
METRO TOTALS	25	148			17	133			13	102			13	96			8	53		
WHAS METRO TSA	5	51			1	7			1	7			4	31						
WLW METRO TSA					1	14			1	14										

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

MEN 12-24

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																					
TSA																	*				
+WCGW																					
WJMM																					
METRO																					
TSA									*								*			7	
WCOZ																				6	
METRO																				6	
TSA																					
WFMI																					
METRO	7	38	1.9	31.8	12	53	3.3	22.2	7	32	1.9	17.1	11	33	3.0	34.4	7	102	1.9	23.3	
TSA	8	44			20	91			17	50			24	88			15	196			
WHRS																					
METRO																					
TSA																	*				
WJMM																					
METRO																					
TSA					2	9							2	4	.6	6.3	1	4	.3	3.3	
WKQQ																					
METRO																					
TSA	3	14	.8	13.6	13	48	3.6	24.1	16	42	4.4	39.0	9	23	2.5	28.1	8	99	2.2	26.7	
WLAP																					
METRO																					
TSA					27	98			37	87			40	95			21	220			
WLAP-FM																					
METRO	2	11	.6	9.1	8	42	2.2	14.8	2	10	.6	4.9	3	15	.8	9.4	6	87	1.7	20.0	
TSA	15	58			51	141			32	81			25	64			29	302			
WLXG																					
METRO																					
TSA					2	8	.6	3.7	4	6	1.1	9.8	2	8	.6	6.3	1	20	.3	3.3	
WMGB																					
METRO																					
TSA	4	14			2	8			4	6			2	8			2	34			
WNVL																					
METRO																					
TSA																				*	
WRPZ																					
METRO	2	7	.6	9.1	5	7	1.4	9.3													
TSA	2	7			5	7											*	1	7	.3	3.3
WVLK																					
METRO																					
TSA													4	7	1.1	12.5	1	11	.3	3.3	
WVLK-FM																					
METRO													4	7			1	11			
TSA	1	6	.3	4.5	1	6	.3	1.9					4	7			1	11			
WHAS																					
METRO																					
TSA	3	13											6	31			2	44			
WLW																					
METRO																					
TSA																					
METRO TOTALS	22	80	6.1		54	165	14.9		41	103	11.3		32	90	8.8		30	249	8.3		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 12-24

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE METRO TSA									3	6			2	6			*	2	6		
+WCGW WJMM METRO TSA	2	7			*			*	8	8			*	8			*	8	15		
WCOZ METRO TSA					1	6	.3	4.3		6				6				6	12		
WFMI METRO TSA	8	33	2.2	26.7	1	4	.3	4.3	13	163	3.6	27.7	13	156	3.6	27.1	12	182	3.3	29.3	
WHRS METRO TSA	14	54			2	9			17	285			17	263			*				
WJMM METRO TSA	1	4							1	14			1	14			1	25	34		
WKQQ METRO TSA	8	19	2.2	26.7	6	39	1.7	26.1	13	140	3.6	27.7	13	129	3.6	27.1	11	154	3.0	26.8	
WLAP METRO TSA	10	36			18	68			26	260			29	230			25	319			
WLAP-FM METRO TSA	11	35	3.0	36.7	14	29	3.9	60.9	8	130	2.2	17.0	8	95	2.2	16.7	7	144	1.9	17.1	
WLXG METRO TSA	34	102			28	79			39	366			39	310			34	441			
WMGB METRO TSA						6			1	39	.3	2.1	1	33	.3	2.1	1	39	.3	2.4	
WNVL METRO TSA						6			1	39			1	33			1	53			
WRPZ METRO TSA									1	7	.3	2.1	1	7			*	1	7	.3	2.4
WVLK METRO TSA									1	15	.3	2.1	2	15	.6	4.2	2	32	.6	4.9	
WVLK-FM METRO TSA	6	23				6			6	41	1.7	12.8	5	41	1.4	10.4	3	53	.8	7.3	
WHAS METRO TSA									2	51			2	51			2	51			
WLW METRO TSA									1	6			1	6				6	14		
METRO TOTALS	30	94	8.3		23	92	6.4		47	317	13.0		48	311	13.3		41	322	11.3		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 18-34

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO TSA	1	6			5	6			3	6			*							
+WCGW WJMM METRO TSA	1	4	.2	.8					*	4							*			
WCOZ METRO TSA	5	15	.9	4.2	7	16	1.3	5.7	6	32	1.1	5.2	2	11	.4	3.4	4	26	.7	4.9
WFMI METRO TSA	12	34			20	36			12	44			2	18			9	46		
WHRS METRO TSA	9	91	1.6	7.5	14	92	2.5	11.4	17	102	3.1	14.8	9	84	1.6	15.3	7	66	1.3	8.6
WJMM METRO TSA	10	118			18	157			24	172			12	107			12	104		
WKQQ METRO TSA	2	25	.4	1.7	1	11	.2	.8	2	17	.4	1.7		11			1	6	.2	1.2
WLAP METRO TSA	3	35			1	20			3	26			1	20			2	15		
WLAP-FM METRO TSA	24	154	4.3	20.0	30	193	5.4	24.4	31	211	5.6	27.0	20	142	3.6	33.9	21	131	3.8	25.9
WLXG METRO TSA	55	280			65	348			68	364			43	250			41	238		
WMGB METRO TSA	3	10	.5	2.5	3	10	.5	2.4	1	11	.2	.9	1	11	.2	1.7	1	10	.2	1.2
WVFL METRO TSA	5	24			3	10			3	18			1	11			1	10		
WRPZ METRO TSA	13	93	2.3	10.8	19	125	3.4	15.4	12	100	2.2	10.4	5	86	.9	8.5	17	106	3.1	21.0
WVFL-FM METRO TSA	55	294			78	335			47	326			26	229			58	307		
WVFL METRO TSA	4	16	.7	3.3	4	31	.7	3.3	3	28	.5	2.6	2	16	.4	3.4	2	22	.4	2.5
WVFL METRO TSA	5	23			6	38			5	34			2	25			2	22		
WVFL METRO TSA	7	46	1.3	5.8	3	36	.5	2.4	4	38	.7	3.5	5	40	.9	8.5	5	51	.9	6.2
WVFL METRO TSA	7	46			3	36			4	38			5	40			5	51		
WRPZ METRO TSA	1	7	.2	.8	2	7	.4	1.6					*				1	7	.2	1.2
WVFL METRO TSA	2	15			2	7							*				1	7		
WVFL METRO TSA	19	66	3.4	15.8	14	37	2.5	11.4	8	34	1.4	7.0	6	28	1.1	10.2	4	16	.7	4.9
WVFL-FM METRO TSA	23	100			14	45			11	51			6	28			4	24		
WVFL-FM METRO TSA	17	102	3.1	14.2	19	84	3.4	15.4	13	88	2.3	11.3	2	33	.4	3.4	5	42	.9	6.2
WVFL-FM METRO TSA	80	329			96	287			55	244			32	185			43	154		
WHAS METRO TSA	21	86			13	73			10	62			2	21			2	17		
WLW METRO TSA	2	11	.4	1.7	2	23	.4	1.6	7	28	1.3	6.1	1	17	.2	1.7	2	21	.4	2.5
WLW METRO TSA	3	28			4	42			12	54			6	45			4	39		
METRO TOTALS	120	473	21.6		123	408	22.2		115	472	20.7		59	375	10.6		81	376	14.6	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 58.

ARBTRON RATINGS

Target Audience

MEN 18-34

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE METRO TSA																	*				
+WCGW WJMM METRO TSA								*									*	4	4		
WCOZ METRO TSA	7	15	1.3	8.6	4	9	.7	3.7	5	11	.9	5.6	3	5	.5	5.3	3	26	.5	4.5	
WFMI METRO TSA	7	15			4	9			5	11			3	5			6	46			
WHR METRO TSA	2	17	.4	2.5	12	40	2.2	11.1	12	35	2.2	13.3	7	27	1.3	12.3	5	77	.9	7.5	
WHR METRO TSA	2	17			15	56			22	53			16	57			10	129			
WJMM METRO TSA									6	6	1.1	6.7	3	6	.5	5.3	2	11	.4	3.0	
WKQQ METRO TSA					2	9			6	6			3	6			2	20			
WLAP METRO TSA	20	63	3.6	24.7	31	86	5.6	28.7	21	54	3.8	23.3	13	40	2.3	22.8	17	155	3.1	25.4	
WLAP METRO TSA	36	94			55	129			63	117			44	106			35	299			
WLAP-FM METRO TSA	4	4	.7	4.9	2	4	.4	1.9									1	10	.2	1.5	
WLAP-FM METRO TSA	4	4			2	4											1	10			
WLXG METRO TSA	13	40	2.3	16.0	24	65	4.3	22.2	13	27	2.3	14.4	9	15	1.6	15.8	12	116	2.2	17.9	
WLXG METRO TSA	37	120			103	245			35	80			32	59			42	367			
WMGB METRO TSA	2	5	.4	2.5	1	7	.2	.9		6			2	11	.4	3.5	2	33	.4	3.0	
WMGB METRO TSA	2	5			1	7				6			2	11			2	33			
WNVL METRO TSA	4	14			7	24	1.3	6.5	5	11	.9	5.6	7	18	1.3	12.3	4	55	.7	6.0	
WNVL METRO TSA					7	24			5	11			7	18			5	69			
WRPZ METRO TSA	2	7	.4	2.5	5	7	.9	4.6									*	1	7	.2	1.5
WRPZ METRO TSA	2	7			5	7											*	1	7		
WVLK METRO TSA	12	21	2.2	14.8	11	16	2.0	10.2	4	11	.7	4.4	4	7	.7	7.0	5	39	.9	7.5	
WVLK METRO TSA	12	21			12	24			4	11			4	7			5	46			
WVLK-FM METRO TSA	6	24	1.1	7.4	3	11	.5	2.8	9	26	1.6	10.0	2	16	.4	3.5	5	58	.9	7.5	
WVLK-FM METRO TSA	71	149			56	110			42	102			18	83			37	239			
WHAS METRO TSA	14	49			4	11			3	6			7	21			5	5			
WHAS METRO TSA																		75			
WLW METRO TSA	2	5	.4	2.5	5	5							2	5	.4	3.5	1	21	.2	1.5	
WLW METRO TSA	3	12			5	23			4	18			2	5			3	39			
METRO TOTALS	81	190	14.6		108	247	19.5		90	198	16.2		57	157	10.3		67	418	12.1		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B

ARBITRON RATINGS

Target Audience

MEN 18-34

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																					
TSA								3	6				2	6			*	2	6		
+WCGW																					
WJMM																					
METRO																					
TSA					*			*		4			*	1	4	.2	.9	*	4		
WCOZ																					
METRO	3	5	.5	4.4	3	17	.5	5.7	6	32	1.1	5.1	6	32	1.1	5.2	4	38	.7	4.4	
TSA	17	25			9	29			15	52			12	52			10	58			
WFMI																					
METRO	4	21	.7	5.9	2	9	.4	3.8	13	144	2.3	11.0	13	137	2.3	11.3	10	161	1.8	11.1	
TSA	10	34			2	9			18	230			17	208			14	266			
WHRG																					
METRO																					
TSA																	*				
WJMM																					
METRO																					
TSA	1	9						1	25	.2	.8	2	25	.4	1.7	1	43	.2	1.1		
WKQQ																					
METRO	18	50	3.2	26.5	12	56	2.2	22.6	28	246	5.0	23.7	27	225	4.9	23.5	24	262	4.3	26.7	
TSA	19	67			29	91			63	422			62	388			51	481			
WLAP																					
METRO					1	5	.2	1.9	2	15	.4	1.7	2	15	.4	1.7	2	20	.4	2.2	
TSA					1	5			3	29			4	29			3	34			
WLAP-FM																					
METRO	16	48	2.9	23.5	12	31	2.2	22.6	15	169	2.7	12.7	12	127	2.2	10.4	12	200	2.2	13.3	
TSA	53	153			31	74			62	449			51	386			49	539			
WLXG																					
METRO	3	16	.5	4.4	6	12	1.1	11.3	3	43	.5	2.5	3	32	.5	2.6	3	43	.5	3.3	
TSA	3	16			6	12			5	50			5	39			4	59			
WMGB																					
METRO	3	17	.5	4.4	7	27	1.3	13.2	4	61	.7	3.4	5	55	.9	4.3	4	71	.7	4.4	
TSA	3	17			7	27			4	61			5	55			4	85			
WNVL																					
METRO																					
TSA																	*				
WRPZ																					
METRO									1	7	.2	.8		7			*	1	7	.2	1.1
TSA									1	15				1	15			1	15		
WVLK																					
METRO									14	82	2.5	11.9	14	77	2.5	12.2	10	100	1.8	11.1	
TSA									16	116			16	110			10	134			
WVLK-FM																					
METRO	7	16	1.3	10.3	2	15	.4	3.8	17	137	3.1	14.4	15	126	2.7	13.0	10	148	1.8	11.1	
TSA	38	74			31	51			78	396			67	369			57	455			
WHAS																					
METRO																					
TSA					2	6			14	96			15	96			9	112			
WLW																					
METRO	6	16	1.1	8.8	1	5	.2	1.9	4	28	.7	3.4	4	28	.7	3.5	2	34	.4	2.2	
TSA	6	16			2	12			7	54			8	54			5	76			
METRO TOTALS	68	200	12.3		53	182	9.5		118	510	21.3		115	504	20.7		90	518	16.2		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

MEN 18-49

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO TSA	1	4 10			1 6	4 10	.1 .6		1 4	8 14	.1 .6		*				2 2	4 4	.2	1.7
+WCGW WJMM METRO TSA	2 3	8 21	.2	1.0	2	6			* 1 2	11 27	.1 .6						*	3 16		
WCOZ METRO TSA	7 14	35 54	.8	3.6	10 23	42 62	1.2	5.7	9 15	50 62	1.0	5.6	2 2	14 21	.2	2.7	6 11	37 57	.7	5.2
WFMI METRO TSA	10 11	106 138	1.2	5.1	15 19	95 160	1.7	8.6	17 25	109 185	2.0	10.6	9 13	84 113	1.0	12.2	7 13	74 118	.8	6.0
WHRH METRO TSA						4 4				4 4			*				1 1	4 4	.1	.9
WJMM METRO TSA	4 6	41 62	.5	2.0	2 3	20 35	.2	1.1	4 5	31 45	.5	2.5	1 2	19 28	.1	1.4	2 3	15 24	.2	1.7
WKQQ METRO TSA	32 63	189 315	3.7	16.2	35 71	223 384	4.0	20.1	33 71	253 411	3.8	20.6	22 45	169 286	2.5	29.7	25 45	165 278	2.9	21.6
WLAP METRO TSA	6 11	33 69	.7	3.0	3 5	14 23	.3	1.7	2 6	29 45	.2	1.3	2 4	27 44	.2	2.7	1 2	18 27	.1	.9
WLAP-FM METRO TSA	15 59	127 350	1.7	7.6	23 85	137 374	2.7	13.2	14 53	121 371	1.6	8.8	6 30	108 278	.7	8.1	20 67	123 341	2.3	17.2
WLXG METRO TSA	15 17	50 62	1.7	7.6	14 17	47 65	1.6	8.0	7 12	47 69	.8	4.4	4 5	35 50	.5	5.4	7 11	42 48	.8	6.0
WMGB METRO TSA	14 14	79 79	1.6	7.1	5 5	59 59	.6	2.9	6 6	55 55	.7	3.8	6 6	57 63	.7	8.1	7 7	76 82	.8	6.0
WNVL METRO TSA		7 7											*				1 1	6 6	.1	.9
WRPZ METRO TSA	1 2	7 15	.1	.5	2 2	7 7	.2	1.1					*				1 1	7 7	.1	.9
WVLK METRO TSA	34 42	128 190	3.9	17.3	19 20	65 86	2.2	10.9	12 19	74 105	1.4	7.5	6 6	32 37	.7	8.1	6 6	30 44	.7	5.2
WVLK-FM METRO TSA	28 130	159 536	3.2	14.2	24 131	111 387	2.8	13.8	19 89	135 390	2.2	11.9	3 50	46 304	.3	4.1	12 74	85 314	1.4	10.3
WHAS METRO TSA	30	4 148			2 17	10 108	.2	1.1	19	4 107			8	63			7	4 61		
WLW METRO TSA	2 4	11 32	.2	1.0	7 10	40 64	.8	4.0	13 22	41 84	1.5	8.1	3 8	26 71	.3	4.1	3 8	30 65	.3	2.6
METRO TOTALS	197	745	22.7		174	572	20.1		160	715	18.5		74	522	8.5		116	563	13.4	

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 25-49

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																	*	1	4	.2	1.4
TSA																	1	4			
+WCGW																					
WJMM																					
METRO								*	3								*	7			
TSA								1	9									20			
WCOZ																					
METRO	7	15	1.1	7.1	9	16	1.4	7.9	7	14	1.1	7.2	3	8	.5	5.8	4	31	.6	5.5	
TSA	7	15			9	16			7	14			3	8			7	51			
WFMI																					
METRO	1	5	.2	1.0	5	14	.8	4.4	8	16	1.3	8.2	2	21	.3	3.8	2	48	.3	2.7	
TSA	1	5			5	14			8	16			2	21			3	54			
WHRH																					
METRO					1	4	.2	.9									*	1	4	.2	1.4
TSA					1	4											1	4			
WJMM																					
METRO	2	9	.3	2.0					6	6	.9	6.2	5	11	.8	9.6	4	28	.6	5.5	
TSA	3	20				2			6	6			5	11			4	39			
WKQQ																					
METRO	24	74	3.8	24.5	26	66	4.1	22.8	10	38	1.6	10.3	5	29	.8	9.6	12	119	1.9	16.4	
TSA	34	96			46	94			32	71			11	38			20	183			
WLAP																					
METRO	7	15	1.1	7.1	3	8	.5	2.6										1	26	.2	1.4
TSA	7	15			5	17							2	9			2	35			
WLAP - FM																					
METRO	11	29	1.7	11.2	22	47	3.5	19.3	16	29	2.5	16.5	9	13	1.4	17.3	11	96	1.7	15.1	
TSA	24	77			74	150			17	35			29	58			29	237			
WLXG																					
METRO	6	14	.9	6.1	5	20	.8	4.4	7	13	1.1	7.2	4	15	.6	7.7	5	58	.8	6.8	
TSA	9	20			10	26			11	19			4	15			8	64			
WMGB																					
METRO	1	9	.2	1.0	7	24	1.1	6.1	3	18	.5	3.1	5	10	.8	9.6	4	60	.6	5.5	
TSA	1	9			7	24			4	23			6	16			5	66			
WNVL																					
METRO	1	3	.2	1.0		3											*	1	6	.2	1.4
TSA	1	3				3											1	6			
WRPZ																					
METRO																	*				
TSA																					
WVLK																					
METRO	16	36	2.5	16.3	13	27	2.0	11.4	7	14	1.1	7.2					5	58	.8	6.8	
TSA	18	42			15	40			8	20							5	76			
WVLK - FM																					
METRO	10	38	1.6	10.2	9	24	1.4	7.9	18	40	2.8	18.6	7	41	1.1	13.5	9	107	1.4	12.3	
TSA	93	204			97	175			70	136			24	102			57	376			
WHAS																					
METRO																					9
TSA	16	49			6	20			9	30			12	46			9	123			
WLW																					
METRO	2	5	.3	2.0		9			2	9	.3	2.1	4	9	.6	7.7	2	34	.3	2.7	
TSA	7	16			6	32			7	32			5	14			6	69			
METRO TOTALS	98	254	15.4		114	262	17.9		97	212	15.2		52	174	8.2		73	470	11.5		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.

Target Audience

MEN 25 - 49

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE	4	4	.6	4.7	4	4	.6	6.7	1	8	.2	.7	1	8	.2	.7	* 1	8	.2	1.0
METRO	4	4			4	4			1	8			1	8			1	8		
TSA	4	4			4	4			1	8			1	8			1	8		
+WCGW																				
WJMM					* 1	3	.2	1.7	*	11			* 2	11	.3	1.4	*	11		
METRO					2	9			2	34			3	34			1	34		
TSA	2	7			2	9			2	34			3	34			1	34		
WCOZ																				
METRO	3	12	.5	3.5	2	11	.3	3.3	9	52	1.4	6.3	8	52	1.3	5.6	6	56	.9	6.0
TSA	17	32			8	23			18	72			14	72			12	76		
WFMI																				
METRO	3	13	.5	3.5	2	9	.3	3.3	6	70	.9	4.2	6	70	.9	4.2	4	94	.6	4.0
TSA	3	13			6	15			9	114			9	114			6	137		
WHRS																				
METRO	1	4	.2	1.2	1	4	.2	1.7		4				4			*	4		
TSA	1	4			1	4				4				4				4		
WJMM																				
METRO	3	7	.5	3.5	1	3	.2	1.7	3	31	.5	2.1	4	31	.6	2.8	3	46	.5	3.0
TSA	3	7			1	3			4	42			5	42			3	57		
WKQQ																				
METRO	12	39	1.9	14.0	7	21	1.1	11.7	22	205	3.5	15.5	22	181	3.5	15.4	17	214	2.7	17.0
TSA	12	50			13	33			48	304			44	280			34	336		
WLAP																				
METRO	1	4	.2	1.2	1	5	.2	1.7	4	45	.6	2.8	4	45	.6	2.8	4	62	.6	4.0
TSA	1	4			1	5			6	67			6	67			5	85		
WLAP-FM																				
METRO	15	43	2.4	17.4	4	14	.6	6.7	13	131	2.0	9.2	10	120	1.6	7.0	10	184	1.6	10.0
TSA	35	101			24	35			39	289			32	271			31	376		
WLXG																				
METRO	7	20	1.1	8.1	10	25	1.6	16.7	11	85	1.7	7.7	11	74	1.7	7.7	9	97	1.4	9.0
TSA	13	26			11	31			15	118			14	102			12	140		
WMGB																				
METRO	5	25	.8	5.8	9	30	1.4	15.0	7	80	1.1	4.9	9	69	1.4	6.3	5	98	.8	5.0
TSA	5	25			9	30			7	80			9	69			5	104		
WNVL																				
METRO	2	3	.3	2.3						7				7			*	10		
TSA	2	3								7				7				10		
WRPZ																				
METRO																	*			
TSA																				
WVLK																				
METRO	1	3	.2	1.2					21	141	3.3	14.8	21	128	3.3	14.7	13	150	2.0	13.0
TSA	1	3							25	204			27	190			14	218		
WVLK-FM																				
METRO	13	44	2.0	15.1	6	20	.9	10.0	19	167	3.0	13.4	19	156	3.0	13.3	12	198	1.9	12.0
TSA	56	123			57	90			102	496			93	485			76	596		
WHAS																				
METRO	1	4	.2	1.2					1	10	.2	.7		4				19		
TSA	7	21			7	13			19	159			21	154			14	188		
WLW																				
METRO	7	21	1.1	8.1	4	10	.6	6.7	8	39	1.3	5.6	7	35	1.1	4.9	5	54	.8	5.0
TSA	7	21			13	29			12	74			12	70			9	104		
METRO TOTALS	86	258	13.5		60	158	9.4		142	594	22.3		143	594	22.4		100	606	15.7	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 25-54

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	1	9	.1	.5	3	6	.4	1.9	2	10	.3	1.5	*					2	4	.3	2.1
TSA	1	9			3	6			2	10								2	4		
+WCGW																					
WJMM																					
METRO	2	10	.3	1.1		2			* 1	11	.1	.7					*	3			
TSA	3	28			2	13			2	31							1	20			
WCOZ																					
METRO	9	40	1.3	4.9	14	47	2.0	9.1	11	51	1.6	8.1	2	19	.3	4.0	7	38	1.0	7.2	
TSA	16	59			27	71			17	67			2	26			12	58			
WFMI																					
METRO	5	53	.7	2.7	7	34	1.0	4.5	6	44	.9	4.4	2	31	.3	4.0	4	36	.6	4.1	
TSA	5	70			9	67			12	83			3	37			5	42			
WHRH																					
METRO		2				4				6			*				1	4	.1	1.0	
TSA		2				4				6							1	4			
WJMM																					
METRO	4	29	.6	2.2	2	24	.3	1.3	4	27	.6	2.9	1	13	.1	2.0	2	15	.3	2.1	
TSA	5	40			3	30			4	32			1	13			2	19			
WKQQ																					
METRO	24	133	3.4	13.2	23	127	3.3	14.9	20	164	2.8	14.7	13	91	1.8	25.0	15	98	2.1	15.5	
TSA	45	202			53	215			44	261			20	150			26	149			
WLAP																					
METRO	7	37	1.0	3.8	4	18	.6	2.6	2	31	.3	1.5	2	29	.3	4.0	2	22	.3	2.1	
TSA	11	66			6	27			5	43			5	52			3	31			
WLAP-FM																					
METRO	13	96	1.8	7.1	16	69	2.3	10.4	10	86	1.4	7.4	4	56	.6	8.0	15	84	2.1	15.5	
TSA	39	226			51	191			28	209			15	142			40	198			
WLXG																					
METRO	15	50	2.1	8.2	15	51	2.1	9.7	7	49	1.0	5.1	4	37	.6	8.0	7	42	1.0	7.2	
TSA	17	65			18	69			12	71			6	57			11	48			
WMGB																					
METRO	12	60	1.7	6.6	4	45	.6	2.6	6	49	.9	4.4	4	43	.6	8.0	6	56	.9	6.2	
TSA	12	60			4	45			6	49			4	49			6	62			
WNVL																					
METRO		7											*				1	6	.1	1.0	
TSA		7															1	6			
WRPZ																					
METRO													*								
TSA																					
WVLK																					
METRO	32	122	4.5	17.6	19	65	2.7	12.3	12	66	1.7	8.8	1	24	.1	2.0	6	32	.9	6.2	
TSA	39	178			20	89			18	88			1	29			6	46			
WVLK-FM																					
METRO	30	149	4.3	16.5	26	100	3.7	16.9	19	124	2.7	14.0	3	44	.4	6.0	14	95	2.0	14.4	
TSA	120	458			130	313			87	347			42	261			74	311			
WHAS																					
METRO		6			2	10	.3	1.3		6								4			
TSA	27	135			16	101			19	107			8	63			7	61			
WLW																					
METRO	2	11	.3	1.1	7	34	1.0	4.5	13	35	1.8	9.6	4	29	.6	8.0	3	33	.4	3.1	
TSA	7	40			9	63			21	70			12	90			10	81			
METRO TOTALS	182	613	25.8		154	440	21.8		136	580	19.3		50	384	7.1		97	453	13.8		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

MEN 25-54

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																	*	1	4	.1	1.3
METRO																	1	4			
TSA																					
+WCGW																					
WJMM								*		3							*	7			
METRO									1	9								24			
TSA																					
WCOZ																					
METRO	7	15	1.0	6.7	10	21	1.4	7.9	9	16	1.3	8.8	3	8	.4	5.7	5	38	.7	6.4	
TSA	7	15			10	21			9	16			3	8			8	58			
WFMI																					
METRO	2	7	.3	1.9	5	16	.7	4.0	8	18	1.1	7.8	2	21	.3	3.8	2	52	.3	2.6	
TSA	2	7			5	16			8	18			2	21			3	58			
WHRS																					
METRO					1	4	.1	.8									*	1	4	.1	1.3
TSA					1	4											1	4			
WJMM																					
METRO	2	9	.3	1.9		2			6	6	.9	5.9	5	11	.7	9.4	4	28	.6	5.1	
TSA	3	20				2			6	6			5	11			4	43			
WKQQ																					
METRO	24	76	3.4	22.9	26	66	3.7	20.6	10	40	1.4	9.8	5	29	.7	9.4	12	121	1.7	15.4	
TSA	34	98			46	94			32	73			11	38			20	185			
WLAP																					
METRO	7	15	1.0	6.7	5	10	.7	4.0									2	30	.3	2.6	
TSA	7	15			7	19							2	9			3	39			
WLAP-FM																					
METRO	12	31	1.7	11.4	22	47	3.1	17.5	16	29	2.3	15.7	9	15	1.3	17.0	11	98	1.6	14.1	
TSA	25	79			74	150			17	35			29	65			30	250			
WLXG																					
METRO	6	14	.9	5.7	5	20	.7	4.0	7	13	1.0	6.9	4	15	.6	7.5	5	58	.7	6.4	
TSA	9	23			10	26			11	19			4	15			8	71			
WMGB																					
METRO	1	9	.1	1.0	7	24	1.0	5.6	3	18	.4	2.9	5	10	.7	9.4	4	60	.6	5.1	
TSA	1	9			7	24			4	23			6	16			5	66			
WNVL																					
METRO	1	3	.1	1.0		3											*	1	6	.1	1.3
TSA	1	3				3											1	6			
WRPZ																					
METRO																					
TSA																					
WVLK																					
METRO	17	41	2.4	16.2	13	27	1.8	10.3	7	14	1.0	6.9					5	65	.7	6.4	
TSA	20	49			15	40			8	20							6	85			
WVLK-FM																					
METRO	13	46	1.8	12.4	15	36	2.1	11.9	20	47	2.8	19.6	7	41	1.0	13.2	11	128	1.6	14.1	
TSA	100	221			107	200			72	143			25	106			60	429			
WHAS																					
METRO																					
TSA	16	49			6	20			9	30			12	46			9	9			
WLW																					
METRO	2	5	.3	1.9		9			2	12	.3	2.0	4	9	.6	7.5	2	37	.3	2.6	
TSA	7	16			8	40			12	48			5	14			8	85			
METRO TOTALS	105	279	14.9		126	291	17.9		102	232	14.5		53	179	7.5		78	520	11.1		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 25-54

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	4	4	.6	4.4	4	4	.6	6.5	3	13	.4	1.9	2	13	.3	1.3	*	2	13	.3	1.8
TSA	4	4			4	4			3	13			2	13			*	2	13		
+WCGW																					
WJMM																					
METRO					* 1	3	.1	1.6	*	13			* 2	13	.3	1.3	*		13		
TSA	3	11			2	9			2	41			3	41			1		13		
WCOZ																					
METRO	3	17	.4	3.3	2	11	.3	3.2	11	61	1.6	7.0	10	61	1.4	6.3	7	65	1.0	6.4	
TSA	17	37			8	23			21	86			16	86			14	90			
WFMI																					
METRO	3	13	.4	3.3	2	9	.3	3.2	6	72	.9	3.8	6	72	.9	3.8	4	101	.6	3.7	
TSA	3	13			6	15			9	116			9	116			6	144			
WHRS																					
METRO	1	4	.1	1.1	1	4	.1	1.6		6				6			*		6		
TSA	1	4			1	4				6				6			*		6		
WJMM																					
METRO	3	7	.4	3.3	1	3	.1	1.6	3	35	.4	1.9	4	35	.6	2.5	3	50	.4	2.8	
TSA	3	7			3	7			4	46			5	46			3	66			
WKQQ																					
METRO	12	39	1.7	13.2	7	21	1.0	11.3	22	207	3.1	13.9	22	183	3.1	13.9	17	216	2.4	15.6	
TSA	12	50			13	33			48	306			44	282			34	338			
WLAP																					
METRO	3	8	.4	3.3	1	5	.1	1.6	5	51	.7	3.2	4	51	.6	2.5	5	70	.7	4.6	
TSA	3	8			1	5			8	80			8	80			6	103			
WLAP-FM																					
METRO	16	45	2.3	17.6	5	16	.7	8.1	14	135	2.0	8.9	11	124	1.6	7.0	10	188	1.4	9.2	
TSA	36	110			25	37			40	300			33	282			32	391			
WLXG																					
METRO	7	20	1.0	7.7	10	25	1.4	16.1	11	89	1.6	7.0	11	76	1.6	7.0	9	104	1.3	8.3	
TSA	13	26			11	31			15	125			14	107			12	153			
WMGB																					
METRO	5	25	.7	5.5	9	30	1.3	14.5	7	80	1.0	4.4	9	69	1.3	5.7	5	98	.7	4.6	
TSA	5	25			9	30			7	80			9	69			5	104			
WNVL																					
METRO	2	3	.3	2.2						7				7			*		10		
TSA	2	3								7				7			*		10		
WRPZ																					
METRO																	*				
TSA																	*				
WVLK																					
METRO	2	5	.3	2.2					21	150	3.0	13.3	22	137	3.1	13.9	13	164	1.8	11.9	
TSA	2	5							26	218			28	202			15	237			
WVLK-FM																					
METRO	14	48	2.0	15.4	7	24	1.0	11.3	26	196	3.7	16.5	25	182	3.5	15.8	16	229	2.3	14.7	
TSA	57	127			59	100			114	559			103	538			83	669			
WHAS																					
METRO	1	4	.1	1.1					1	14	.1	.6		8				23			
TSA	7	21			7	13			20	168			22	163			14	197			
WLW																					
METRO	7	21	1.0	7.7	4	10	.6	6.5	8	39	1.1	5.1	7	35	1.0	4.4	5	57	.7	4.6	
TSA	7	21			14	37			13	87			14	78			11	123			
METRO TOTALS	91	278	12.9		62	167	8.8		158	657	22.4		158	655	22.4		109	669	15.5		

Target Audience

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

MEN 35-64

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO	2	15	.4	1.7	4	15	.8	4.4	3	19	.6	4.2	* 1	3	.2	3.4	3	10	.6	5.3
TSA	2	19			8	19			5	23			1	7			6	14		
+WCGW																				
WJMM																				
METRO	1	6	.2	.9		8			* 2	13	.4	2.8					* 1	9	.2	1.8
TSA	2	24			2	19			3	33							2	26		
WCOZ																				
METRO	5	38	1.0	4.3	9	42	1.8	10.0	6	40	1.2	8.5	1	14	.2	3.4	6	30	1.2	10.5
TSA	5	38			9	46			6	44			1	14			6	37		
WFMI																				
METRO	1	17	.2	.9	1	3	.2	1.1		9								12		
TSA	1	22			1	3			1	15			1	6			1	18		
WHRB																				
METRO	1	8	.2	.9	2	15	.4	2.2	1	15	.2	1.4	*				1	7	.2	1.8
TSA	1	8			2	15			1	15							1	7		
WJMM																				
METRO	4	24	.8	3.4	5	20	1.0	5.6	4	25	.8	5.6	3	20	.6	10.3	3	18	.6	5.3
TSA	5	35			6	26			4	30			3	20			3	22		
WKQQ																				
METRO	8	40	1.6	6.9	5	30	1.0	5.6	2	47	.4	2.8	2	27	.4	6.9	4	36	.8	7.0
TSA	9	47			6	36			4	59			2	43			5	49		
WLAP																				
METRO	5	46	1.0	4.3	1	17	.2	1.1	1	28	.2	1.4	1	20	.2	3.4	2	18	.4	3.5
TSA	10	82			3	26			5	47			4	43			4	39		
WLAP-FM																				
METRO	3	42	.6	2.6	4	20	.8	4.4	3	28	.6	4.2	1	22	.2	3.4	3	19	.6	5.3
TSA	6	70			8	58			9	67			5	53			10	48		
WLXG																				
METRO	11	34	2.2	9.5	11	20	2.2	12.2	4	24	.8	5.6	3	30	.6	10.3	7	29	1.4	12.3
TSA	12	42			12	36			7	40			5	41			11	35		
WMGB																				
METRO	7	36	1.4	6.0	2	25	.4	2.2	2	17	.4	2.8	1	17	.2	3.4	2	25	.4	3.5
TSA	7	36			2	25			2	17			1	23			2	31		
WNVL																				
METRO		7											*				1	8	.2	1.8
TSA		7															1	8		
WRPZ																				
METRO													*							
TSA																				
WVLC																				
METRO	21	103	4.2	18.1	7	48	1.4	7.8	6	54	1.2	8.5	1	20	.2	3.4	3	27	.6	5.3
TSA	30	141			12	71			13	75			1	33			4	46		
WVLC-FM																				
METRO	25	115	5.0	21.6	18	72	3.6	20.0	13	93	2.6	18.3	3	36	.6	10.3	12	79	2.4	21.1
TSA	74	333			63	230			50	267			21	173			41	241		
WHAS																				
METRO		12			3	24	.6	3.3	1	21	.2	1.4	1	9	.2	3.4		9		
TSA	16	116			5	63			12	79			12	58			8	66		
WLW																				
METRO	1	9	.2	.9	5	23	1.0	5.6	6	19	1.2	8.5	5	28	1.0	17.2	2	18	.4	3.5
TSA	7	37			7	47			12	40			8	66			7	48		
METRO TOTALS	116	415	23.1		90	294	17.9		71	368	14.1		29	239	5.8		57	306	11.4	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

MEN 35-64

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID					
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR		
WBBE																						
METRO					1	6	.2	1.4														
TSA	1	7			5	10			5	7							*	2	10	.4	4.4	
+WCGW																						
WJMM																						
METRO						3			*	2	9	.4	3.1					*	1	9	.2	2.2
TSA						3				3	15								1	26		
WCOZ																						
METRO		3			9	18	1.8	12.2	6	12	1.2	9.4	4	13	.8	12.5	4	30	.8	8.9		
TSA		3			9	18			6	12			4	13			4	37				
WFMI																						
METRO	1	2	.2	1.9	1	6	.2	1.4												17		
TSA	1	2			1	6				2								1		23		
WHRS																						
METRO	2	6	.4	3.8	1	7	.2	1.4	1	3	.2	1.6					*	2	15	.4	4.4	
TSA	2	6			1	7			1	3							2	15				
WJMM																						
METRO	3	15	.6	5.8	4	8	.8	5.4	3	4	.6	4.7	3	9	.6	9.4	4	26	.8	8.9		
TSA	4	26			4	8			3	4			3	9			4	41				
WKQQ																						
METRO	7	27	1.4	13.5	7	20	1.4	9.5	4	24	.8	6.3	1	12	.2	3.1	3	51	.6	6.7		
TSA	7	27			8	26			7	31			2	19			4	64				
WLAP																						
METRO	4	14	.8	7.7	4	9	.8	5.4									2	28	.4	4.4		
TSA	6	21			7	25							2	9			3	50				
WLAP-FM																						
METRO	2	5	.4	3.8	3	13	.6	4.1	4	8	.8	6.3	1	6	.2	3.1	2	31	.4	4.4		
TSA	2	11			13	31			6	19			9	36			9	98				
WLXG																						
METRO	4	9	.8	7.7	6	22	1.2	8.1	10	13	2.0	15.6	2	4	.4	6.3	4	34	.8	8.9		
TSA	7	18			11	28			14	19			2	4			7	47				
WMGB																						
METRO	1	9	.2	1.9	2	8	.4	2.7	2	13	.4	3.1					1	25	.2	2.2		
TSA	1	9			2	8			3	18							2	31				
WNVL																						
METRO	1	3	.2	1.9		3			1	2	.2	1.6					*	1	11	.2	2.2	
TSA	1	3				3			1	2							1	11				
WRPZ																						
METRO																						
TSA																						
WVLK																						
METRO	8	29	1.6	15.4	2	11	.4	2.7	3	3	.6	4.7		3			2	53	.4	4.4		
TSA	16	44			5	23			5	15			1	9			4	79				
WVLK-FM																						
METRO	12	43	2.4	23.1	19	48	3.8	25.7	16	30	3.2	25.0	8	34	1.6	25.0	9	116	1.8	20.0		
TSA	56	142			64	147			44	78			21	89			35	331				
WHAS																						
METRO	1	3	.2	1.9	1	5	.2	1.4	1	3	.2	1.6	1	3	.2	3.1		9				
TSA	14	41			9	31			9	37			12	35			10	98				
WLW																						
METRO	1	3	.2	1.9		4			3	15	.6	4.7	3	7	.6	9.4	2	27	.4	4.4		
TSA	5	7			3	17			9	33			4	12			6	68				
METRO TOTALS	52	186	10.4		74	197	14.7		64	151	12.7		32	103	6.4		45	360	9.0			

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 35-64

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	5	10	1.0	9.8	4	7	.8	10.5	4	22	.8	4.2	3	22	.6	3.2	*	3	22	.6	4.8
TSA	9	14			5	11			6	26			4	26			5	34			
+WCGW																					
WJMM																					
METRO	1	3	.2	2.0	* 2	6	.4	5.3	*	15			* 1	15	.2	1.1	*	1	15		
TSA	4	14			3	12			2	43			2	43			1	43			
WCOZ																					
METRO	2	18	.4	3.9	3	7	.6	7.9	7	58	1.4	7.3	5	55	1.0	5.3	5	62	1.0	7.9	
TSA	4	25			3	7			8	63			5	60			6	74			
WFMI																					
METRO	1	4	.2	2.0					1	21	.2	1.0	1	21	.2	1.1		39			
TSA	1	4			4	6			1	32			1	32			1	50			
WHRS																					
METRO	1	4	.2	2.0	1	4	.2	2.6	1	17	.2	1.0	1	17	.2	1.1	*	1	23	.2	1.6
TSA	1	4			1	4			1	17			1	17			1	23			
WJMM																					
METRO	4	13	.8	7.8	3	7	.6	7.9	5	39	1.0	5.2	4	39	.8	4.3	4	46	.8	6.3	
TSA	4	13			5	11			6	50			5	50			4	62			
WKQQ																					
METRO	2	8	.4	3.9	1	4	.2	2.6	5	66	1.0	5.2	5	52	1.0	5.3	3	70	.6	4.8	
TSA	2	8			1	4			7	86			6	72			5	105			
WLAP																					
METRO	4	11	.8	7.8	1	3	.2	2.6	4	55	.8	4.2	3	55	.6	3.2	4	71	.8	6.3	
TSA	7	23			1	3			7	91			8	91			5	117			
WLAP-FM																					
METRO	5	15	1.0	9.8	1	2	.2	2.6	4	55	.8	4.2	3	49	.6	3.2	2	77	.4	3.2	
TSA	9	31			11	17			7	112			7	98			7	160			
WLXG																					
METRO	4	7	.8	7.8	7	19	1.4	18.4	8	49	1.6	8.3	8	47	1.6	8.5	6	75	1.2	9.5	
TSA	10	13			8	25			10	83			9	71			8	113			
WMGB																					
METRO	2	8	.4	3.9	2	9	.4	5.3	4	49	.8	4.2	5	36	1.0	5.3	2	57	.4	3.2	
TSA	2	8			2	9			4	49			5	36			2	63			
WNVL																					
METRO	2	3	.4	3.9						7				7			*	15			
TSA	2	3								7				7			*	15			
WRPZ																					
METRO																	*				
TSA																	*				
WVLK																					
METRO	4	14	.8	7.8	1	5	.2	2.6	11	120	2.2	11.5	13	109	2.6	13.8	7	132	1.4	11.1	
TSA	4	14			1	5			18	171			21	158			11	193			
WVLK-FM																					
METRO	7	32	1.4	13.7	5	19	1.0	13.2	19	138	3.8	19.8	19	132	3.8	20.2	12	173	2.4	19.0	
TSA	29	86			28	59			63	426			62	405			46	497			
<hr/>																					
WHAS																					
METRO	1	4	.2	2.0					1	31	.2	1.0		25				38			
TSA	7	21			6	10			11	150			13	145			10	173			
WLW																					
METRO	1	8	.2	2.0	4	8	.8	10.5	5	34	1.0	5.2	4	27	.8	4.3	4	48	.8	6.3	
TSA	1	8			13	28			9	87			9	68			8	108			
METRO TOTALS	51	177	10.2		38	103	7.6		96	472	19.1		94	459	18.7		63	476	12.5		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

MEN 35+

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM					
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR		
WBBE METRO	3	23	.5	2.3	8	40	1.3	7.5	5	35	.8	5.6	*	1	3	.2	2.4	4	21	.6	5.6	
WCGW + WJMM METRO	3	27			12	44			7	39			1	7				7	25			
WJMM TSA	1	10	.2	.8		8			*	2	13	.3	2.2					*	2	14	.3	2.8
WCOZ TSA	2	28			2	19				3	33								3	31		
WCOZ METRO	5	42	.8	3.8	9	42	1.4	8.5	6	40	1.0	6.7	1	14	.2	2.4	6	35	1.0	8.3		
WFMI TSA	5	42			9	46			6	44			1	14			6	42				
WFMI METRO	1	21	.2	.8	1	13	.2	.9		9									1	12		
WHRB TSA	1	26			1	13			1	15			1	6				1	18			
WHRB METRO	1	8	.2	.8	3	19	.5	2.8	2	19	.3	2.2	*					2	11	.3	2.8	
WJMM TSA	1	8			3	19			2	19								2	11			
WJMM METRO	4	28	.6	3.1	5	24	.8	4.7	4	29	.6	4.4	3	20	.5	7.1	3	22	.5	4.2		
WKQQ TSA	5	39			6	30			4	34			3	20			3	26				
WKQQ METRO	8	40	1.3	6.2	5	30	.8	4.7	2	47	.3	2.2	2	31	.3	4.8	4	40	.6	5.6		
WLAP TSA	9	47			6	40			4	59			2	47			6	61				
WLAP METRO	5	50	.8	3.8	2	31	.3	1.9	1	37	.2	1.1	1	24	.2	2.4	2	18	.3	2.8		
WLAP-FM TSA	11	94			5	48			6	63			4	47			4	47				
WLAP-FM METRO	3	42	.5	2.3	4	24	.6	3.8	3	33	.5	3.3	3	27	.5	7.1	3	19	.5	4.2		
WLXG TSA	6	70			9	75			10	80			7	58			10	61				
WLXG METRO	11	34	1.7	8.5	11	24	1.7	10.4	5	28	.8	5.6	5	43	.8	11.9	7	29	1.1	9.7		
WMGB TSA	12	42			12	40			8	44			7	54			11	35				
WMGB METRO	7	36	1.1	5.4	2	25	.3	1.9	2	17	.3	2.2	1	17	.2	2.4	2	25	.3	2.8		
WNVL TSA	7	36			2	25			2	17			1	23			2	31				
WNVL METRO		7				4			1	4	.2	1.1	*					2	12	.3	2.8	
WRPZ TSA		7				4			1	4			*					2	12			
WRPZ METRO													*									
WVLC TSA	29	121	4.6	22.3	8	72	1.3	7.5	7	68	1.1	7.8	1	25	.2	2.4	5	41	.8	6.9		
WVLC-FM TSA	38	159			13	95			15	95			1	38			6	60				
WVLC-FM METRO	27	133	4.3	20.8	21	98	3.3	19.8	18	111	2.9	20.0	8	54	1.3	19.0	16	96	2.5	22.2		
WVLC-FM TSA	86	378			75	298			59	323			30	210			48	270				
WHAS TSA	27	12			4	29	.6	3.8	1	21	.2	1.1	1	14	.2	2.4		9				
WHAS METRO	18	168			8	103			14	102			18	97			11	94				
WLW TSA	1	9	.2	.8	5	27	.8	4.7	6	23	1.0	6.7	5	28	.8	11.9	2	22	.3	2.8		
WLW METRO	7	44			9	70			13	63			8	73			8	68				
METRO TOTALS	130	477	20.7		106	392	16.9		90	457	14.3		42	286	6.7		72	381	11.4			

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 12-24

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO TSA													*							
+WCGW TSA																				
WJMM METRO TSA		3 3						*	6								*	1	6	
WCOZ METRO TSA		6 6			1 1	12 12	.3 1.4		11 11					9 9			3 3	12 12	.8 3.9	
WFMI METRO TSA	22 36	138 229	6.1	30.6	16 25	137 224	4.4 23.2		18 34	158 270	5.0 23.4		24 40	152 257	6.6 33.8		20 39	152 275	5.5 26.0	
WHRS METRO TSA													*							
WJMM METRO TSA																				
WKQQ METRO TSA	8 16	66 123	2.2	11.1	4 14	51 87	1.1 5.8		10 18	77 139	2.8 13.0		7 11	67 119	1.9 9.9		11 11	57 85	3.0 14.3	
WLAP METRO TSA		7 26			1 3	4 23	.3 1.4		7 18									3 17		
WLAP-FM METRO TSA	16 46	139 372	4.4	22.2	18 44	126 276	5.0 26.1		21 73	157 399	5.8 27.3		15 55	107 340	4.1 21.1		22 56	119 289	6.1 28.6	
WLXG METRO TSA		5 5			1 1	5 5	.3 1.4		1 1	17 17	.3 1.3									
WMGB METRO TSA	6 6	29 29	1.7	8.3	3 3	17 17	.8 4.3		2 2	23 23	.6 2.6		4 4	10 10	1.1 5.6		3 3	20 20	.8 3.9	
WNVL METRO TSA		2 2											*							
WRPZ METRO TSA	1 1	16 16	.3	1.4	3 3	24 24	.8 4.3		4 4	26 26	1.1 5.2		*				1 1	11 11	.3 1.3	
WVLK METRO TSA	4 4	28 28	1.1	5.6		8 8			1 1	7 15	.3 1.3		7 7	29 29	1.9 9.9		1 1	12 17	.3 1.3	
WVLK-FM METRO TSA	6 15	37 147	1.7	8.3	10 20	33 141	2.8 14.5		8 17	44 141	2.2 10.4		6 14	37 97	1.7 8.5		7 19	40 142	1.9 9.1	
WHAS METRO TSA	4	3 23			5	6			3	3 12			3				1	3 9		
WLW METRO TSA	1	12				6														
METRO TOTALS	72	314	19.9		69	260	19.1		77	307	21.3		71	277	19.6		77	310	21.3	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

WOMEN 12-24

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE METRO TSA																	*				
+WCGW WJMM METRO TSA						6		*	1	6							*	1	6		
WCOZ METRO TSA		3 3			2 2	8 8	.6 2.2			3 3			2 2	9 9	.6 2.8		2 2	20 20	.6 3.3		
WFMI METRO TSA	15 23	41 71	4.1 33.3		28 45	93 145	7.7 30.1		17 33	58 98	4.7 23.0		24 37	71 129	6.6 33.3		18 34	188 328	5.0 29.5		
WHRB METRO TSA																	*				
WJMM METRO TSA													2 2	7 7	.6 2.8			10 10			
WKQQ METRO TSA	4 6	14 22	1.1 8.9		8 10	27 41	2.2 8.6		11 11	29 29	3.0 14.9		11 16	37 53	3.0 15.3		8 10	74 116	2.2 13.1		
WLAP METRO TSA					3	8			1	8							1	3 17			
WLAP-FM METRO TSA	6 34	27 85	1.7 13.3		22 79	59 185	6.1 23.7		22 66	49 145	6.1 29.7		14 54	56 179	3.9 19.4		16 46	147 355	4.4 26.2		
WLXG METRO TSA	1 1	5 5	.3 2.2															5 5			
WMGB METRO TSA	8 8	9 9	2.2 17.8		7 7	11 11	1.9 7.5						2 2	6 6	.6 2.8		3 3	23 23	.8 4.9		
WNVL METRO TSA																	*				
WRPZ METRO TSA					1 1	4 4	.3 1.1		5 5	11 11	1.4 6.8						*	1 1	11 11	.3 1.6	
WVLK METRO TSA	1 1	9 9	.3 2.2		2 2	8 8	.6 2.2			3 3			6 6	10 10	1.7 8.3		1 1	23 28	.3 1.6		
WVLK-FM METRO TSA	4 11	11 30	1.1 8.9		12 27	17 50	3.3 12.9		8 17	20 63	2.2 10.8		3 10	17 56	.8 4.2		5 13	54 163	1.4 8.2		
WHAS METRO TSA	4	6			4	3 9											1	3 9			
WLW METRO TSA		6											1 1	5 5	.3 1.4			5 14			
METRO TOTALS	45	122	12.4		93	213	25.7		74	153	20.4		72	177	19.9		61	338	16.9		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 12-24

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE METRO TSA																	*				
+WCGW WJMM METRO TSA	1	6								3			*	3			*		3		
WCOZ METRO TSA	4	8	1.1	4.9	5	8	1.4	10.2		15				11			1	25	.3	1.4	
WFMI METRO TSA	19	71	5.2	23.5	10	38	2.8	20.4	19	200	5.2	26.8	20	195	5.5	27.4	20	214	5.5	28.2	
WHRG METRO TSA	43	150			33	117			31	350			34	331			33	375			
WJMM METRO TSA																		10		10	
WKQQ METRO TSA	15	36	4.1	18.5	8	28	2.2	16.3	7	104	1.9	9.9	9	101	2.5	12.3	7	124	1.9	9.9	
WLAP METRO TSA	1	3			3	6			2	10			1	10			1	43			
WLAP-FM METRO TSA	25	77	6.9	30.9	19	49	5.2	38.8	19	204	5.2	26.8	18	184	5.0	24.7	17	213	4.7	23.9	
WLXG METRO TSA	43	160			33	112			53	515			59	483			52	550			
WMGB METRO TSA	4	6	1.1	4.9	1	9	.3	2.0	3	17	.3	1.4	4	17			3	47	.8	4.2	
WNVL METRO TSA	4	6			1	9			3	38	.8	4.2	4	33	1.1	5.5	3	47			
WRPZ METRO TSA										2				2			*	2		2	
WVLK METRO TSA					1	5	.3	2.0	2	34	.8	4.2	3	34	.8	4.1	*	3	34	.8	4.2
WVLK-FM METRO TSA	5	9	1.4	6.2	2	10			2	28	.6	2.8	2	28	.6	2.7	3	48	.8	4.2	
	16	41			16	49	.6	4.1	8	72	2.2	11.3	7	67	1.9	9.6	7	84	1.9	9.9	
WHAS METRO TSA									4	3			3	3			2	3		3	
WLW METRO TSA										12				12				5		20	
METRO TOTALS	81	216	22.4		49	135	13.5		71	354	19.6		73	349	20.2		71	357	19.6		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

WOMEN 18-34

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO													*							
TSA																				
+WCGW WJMM METRO		3				3			* 1	3	.2	.8								
TSA		3				3			1	3										
WCOZ METRO	3	8	.5	2.2	7	33	1.2	4.8	3	27	.5	2.4		26						
TSA	6	21			13	39			5	48			1	33			5	26	.9	4.6
WFSI METRO	17	119	3.0	12.4	18	138	3.2	12.2	16	141	2.8	12.7	10	104	1.8	15.4	15	119	2.6	13.8
TSA	20	167			22	188			22	207			18	155			23	178		
WHRN METRO													*							
TSA																				
WJMM METRO	2	16	.4	1.5	1	4	.2	.7	1	12	.2	.8	1	9	.2	1.5	2	4	.4	1.8
TSA	2	22			1	4			2	19			1	9			2	11		
WKQQ METRO	16	106	2.8	11.7	9	79	1.6	6.1	14	109	2.5	11.1	7	84	1.2	10.8	17	110	3.0	15.6
TSA	23	147			19	135			26	200			14	149			19	147		
WLAP METRO	3	27	.5	2.2	3	23	.5	2.0	2	23	.4	1.6	1	12	.2	1.5	1	12	.2	.9
TSA	6	51			5	42			2	34			1	12			1	12		
WLAP - FM METRO	30	173	5.3	21.9	47	184	8.2	32.0	33	208	5.8	26.2	13	121	2.3	20.0	27	141	4.7	24.8
TSA	71	418			106	401			90	476			38	324			67	325		
WLXG METRO	3	26	.5	2.2	6	21	1.1	4.1	7	46	1.2	5.6	1	19	.2	1.5	3	31	.5	2.8
TSA	3	31			6	26			7	46			1	19			3	31		
WMGB METRO	15	85	2.6	10.9	13	68	2.3	8.8	8	66	1.4	6.3	6	26	1.1	9.2	11	71	1.9	10.1
TSA	15	85			13	68			11	80			10	40			11	79		
WNVL METRO	2	8	.4	1.5		4			1	12	.2	.8	*						8	
TSA	2	8				4			1	12									8	
WRPZ METRO	2	17	.4	1.5	6	31	1.1	4.1	5	28	.9	4.0	* 1	4	.2	1.5	2	15	.4	1.8
TSA	2	17			6	31			5	28			1	4			2	15		
WVLK METRO	16	61	2.8	11.7	7	29	1.2	4.8	7	31	1.2	5.6	9	42	1.6	13.8	3	29	.5	2.8
TSA	20	88			7	41			7	36			9	42			4	40		
WVLK - FM METRO	17	77	3.0	12.4	15	61	2.6	10.2	12	74	2.1	9.5	8	58	1.4	12.3	13	67	2.3	11.9
TSA	58	301			70	271			48	298			17	180			46	285		
WHAS METRO																				
TSA	18	65			14	36			3	12							3	23		
WLW METRO						5			1	5	.2	.8		5						
TSA	1	12				11			1	5				5						
METRO TOTALS	137	495	24.0		147	451	25.7		126	485	22.1		65	361	11.4		109	434	19.1	

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 58.

Target Audience

WOMEN 18-34

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																	*				
METRO																					
TSA																					
+WCGW																					
WJMM																					
METRO																					
TSA																					
WCOZ																					
METRO	2	4	.4	2.8	6	9	1.1	4.5	1	5	.2	1.0	2	9	.4	2.7	3	31	.5	3.7	
TSA	3	11			6	9			1	5			3	16			4	38			
WFMI																					
METRO	10	34	1.8	13.9	22	77	3.9	16.5	12	48	2.1	12.0	15	50	2.6	20.5	11	156	1.9	13.4	
TSA	10	34			31	98			17	61			24	80			18	234			
WHRG																	*				
METRO																					
TSA																					
WJMM																					
METRO					2	4	.4	1.5		4			3	9	.5	4.1	1	13	.2	1.2	
TSA					2	4				4			3	9			1	20			
WKQQ																					
METRO	8	26	1.4	11.1	17	59	3.0	12.8	14	47	2.5	14.0	12	50	2.1	16.4	12	139	2.1	14.6	
TSA	14	41			20	71			15	54			14	66			15	191			
WLAP																					
METRO	1	4	.2	1.4					1	4	.2	1.0	1	4	.2	1.4	1	12	.2	1.2	
TSA	1	4							1	4			1	4			1	12			
WLAP-FM																					
METRO	15	40	2.6	20.8	33	81	5.8	24.8	21	53	3.7	21.0	12	52	2.1	16.4	19	168	3.3	23.2	
TSA	35	80			101	246			69	143			46	153			49	388			
WLXG																					
METRO	2	9	.4	2.8	4	12	.7	3.0	5	7	.9	5.0	1	4	.2	1.4	2	40	.4	2.4	
TSA	2	9			4	12			5	7			1	4			2	40			
WMGB																					
METRO	11	17	1.9	15.3	14	36	2.5	10.5	9	32	1.6	9.0	5	22	.9	6.8	8	71	1.4	9.8	
TSA	11	17			14	36			13	39			12	29			10	79			
WNVL																					
METRO					2	8	.4	1.5									*				
TSA					2	8															
WRPZ																					
METRO					1	7	.2	.8	6	12	1.1	6.0					*	2	15	.4	2.4
TSA					1	7			6	12								2	15		
WVLK																					
METRO	4	17	.7	5.6	2	9	.4	1.5	1	4	.2	1.0	4	8	.7	5.5	3	45	.5	3.7	
TSA	5	22			2	9			1	4			4	8			3	61			
WVLK-FM																					
METRO	11	26	1.9	15.3	18	33	3.2	13.5	15	37	2.6	15.0	8	35	1.4	11.0	10	91	1.8	12.2	
TSA	31	86			69	147			36	113			24	92			34	326			
<hr/>																					
WHAS																					
METRO																					
TSA	18	23			7	23			2	6								4	23		
WLW																					
METRO																					
TSA	5	13												5				5			
METRO TOTALS	72	176	12.6		133	291	23.3		100	220	17.5		73	205	12.8		82	473	14.4		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B

ARBITRON RATINGS

Target Audience

WOMEN 18-34

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																					
TSA																	*				
+WCGW																					
WJMM																					
METRO					*			*	3			*	3			*	3				
TSA	1	4							3				3				8				
WCOZ																					
METRO	4	8	.7	3.7	8	10	1.4	9.5	4	41	.7	3.0	3	31	.5	2.3	3	62	.5	2.8	
TSA	5	15			8	10			8	62			5	52			6	83			
WFMI																					
METRO	14	48	2.5	13.1	9	29	1.6	10.7	17	186	3.0	12.7	17	178	3.0	13.2	14	200	2.5	13.2	
TSA	26	88			19	58			22	284			21	268			20	310			
WHRS																	*				
METRO																		3			
TSA																		3			
WJMM																					
METRO	2	4	.4	1.9	1	4	.2	1.2	1	16	.2	.7	1	16	.2	.8	1	25	.2	.9	
TSA	3	11			1	4			1	22			2	22			1	32			
WKQQ																					
METRO	20	52	3.5	18.7	16	45	2.8	19.0	13	166	2.3	9.7	15	157	2.6	11.6	11	204	1.9	10.4	
TSA	25	70			17	54			23	279			25	259			19	330			
WLAP																					
METRO					1	8	.2	1.2	2	35	.4	1.5	2	27	.4	1.6	2	43	.4	1.9	
TSA					1	8			5	59			4	51			3	66			
WLAP-FM																					
METRO	28	73	4.9	26.2	22	57	3.9	26.2	38	263	6.7	28.4	32	240	5.6	24.8	27	272	4.7	25.5	
TSA	49	155			45	125			90	612			80	571			68	648			
WLXG																					
METRO	1	13	.2	.9	3	5	.5	3.6	6	46	1.1	4.5	5	46	.9	3.9	3	68	.5	2.8	
TSA	1	13			3	5			6	50			5	50			3	73			
WMGB																					
METRO	12	33	2.1	11.2	6	24	1.1	7.1	12	100	2.1	9.0	12	95	2.1	9.3	9	121	1.6	8.5	
TSA	12	33			6	24			13	115			14	110			11	135			
WNVL																					
METRO									1	12	.2	.7	1	12	.2	.8	*	1	12	.2	.9
TSA									1	12			1	12			1	12			
WRPZ																					
METRO	1	4	.2	.9					4	39	.7	3.0	4	36	.7	3.1	*	4	39	.7	3.8
TSA	1	4							4	39			4	36			4	39			
WVLK																					
METRO	4	8	.7	3.7	6	13	1.1	7.1	10	69	1.8	7.5	11	65	1.9	8.5	8	97	1.4	7.5	
TSA	5	15			7	17			11	103			13	92			9	143			
WVLK-FM																					
METRO	10	20	1.8	9.3	8	14	1.4	9.5	14	125	2.5	10.4	14	112	2.5	10.9	12	142	2.1	11.3	
TSA	42	123			32	80			60	432			53	388			44	497			
WHAS																					
METRO																					
TSA					2	6			12	72			10	65			7	72			
WLW																					
METRO										5				5				10			
TSA										17				17				28			
METRO TOTALS	107	269	18.7		84	201	14.7		134	557	23.5		129	544	22.5		106	562	18.6		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

WOMEN 18-49

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO																	* 1	3	.1	.8	
TSA																1	3				
+WCGW																					
WJMM																					
METRO								*	2	6	.2	1.4					* 1	14	.1	.8	
TSA	7	16			8	29			6	20							6	46			
WCOZ																					
METRO	4	10	.4	3.4	8	22	.9	4.1	6	19	.7	4.1	3	12	.3	3.1	6	70	.7	5.0	
TSA	5	17			11	27			7	24			4	19			7	82			
WFMI																					
METRO	12	44	1.3	10.3	25	90	2.8	12.9	16	60	1.8	10.9	15	52	1.7	15.6	13	182	1.4	10.8	
TSA	12	48			35	115			23	77			25	86			21	269			
WHRH																					
METRO																	*	7			
TSA																		7			
WJMM																					
METRO		3			2	4	.2	1.0	3	10	.3	2.0	6	20	.7	6.3	2	37	.2	1.7	
TSA		3			2	4			3	10			6	20			2	48			
WKQQ																					
METRO	8	26	.9	6.9	18	62	2.0	9.3	14	47	1.6	9.5	14	54	1.6	14.6	13	146	1.4	10.8	
TSA	15	47			21	74			15	54			16	70			16	208			
WLAP																					
METRO	6	15	.7	5.2	2	5	.2	1.0	2	7	.2	1.4	1	4	.1	1.0	2	27	.2	1.7	
TSA	6	15			2	5			2	7			1	4			3	37			
WLAP-FM																					
METRO	21	54	2.3	18.1	43	102	4.8	22.2	27	69	3.0	18.4	17	67	1.9	17.7	26	226	2.9	21.7	
TSA	45	106			124	302			75	162			53	180			59	508			
WLXG																					
METRO	2	9	.2	1.7	8	24	.9	4.1	11	16	1.2	7.5	1	4	.1	1.0	4	56	.4	3.3	
TSA	2	9			10	29			11	16			1	4			4	61			
WMGB																					
METRO	16	35	1.8	13.8	18	50	2.0	9.3	13	42	1.4	8.8	7	31	.8	7.3	11	100	1.2	9.2	
TSA	16	35			19	57			17	56			14	38			13	115			
WNVL																					
METRO	1	3	.1	.9	2	8	.2	1.0									*	1	22	.1	.8
TSA	1	3			2	8											1	22			
WRPZ																					
METRO					1	7	.1	.5	6	12	.7	4.1					*	2	15	.2	1.7
TSA					1	7			6	12							2	15			
WVLK																					
METRO	14	36	1.6	12.1	7	20	.8	3.6	2	10	.2	1.4	4	11	.4	4.2	6	75	.7	5.0	
TSA	17	45			9	27			5	21			4	11			7	106			
WVLK-FM																					
METRO	22	67	2.5	19.0	34	69	3.8	17.5	23	59	2.6	15.6	13	47	1.4	13.5	18	158	2.0	15.0	
TSA	60	160			101	221			63	187			40	139			57	531			
WHAS																					
METRO	1	6	.1	.9	3	6	.3	1.5	2	3	.2	1.4					1	9	.1	.8	
TSA	30	54			18	42			9	22			5	13			11	70			
WLW																					
METRO					1	4	.1	.5					1	5	.1	1.0		9			
TSA	7	22			5	14				7			1	5			2	45			
METRO TOTALS	116	307	12.9		194	443	21.6		147	339	16.4		96	284	10.7		120	734	13.4		

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 18-49

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	3	3	.3	1.9	3	3	.3	2.5		3				3			*	1	3	.1	.6
TSA	3	3			3	3				3				3			1	3			
+WCGW																					
WJMM																					
METRO		3			*	2	3	.2	1.6	*	1	18	.1	.5	*	15	*	1	18	.1	.6
TSA	4	27			4	12			3	49			4	46		4	54				
WCOZ																					
METRO	7	23	.8	4.5	12	22	1.3	9.8	10	86	1.1	5.1	8	72	.9	4.1	7	116	.8	4.5	
TSA	8	30			12	22			15	134			12	121			11	170			
WFMI																					
METRO	15	55	1.7	9.7	12	35	1.3	9.8	19	225	2.1	9.6	19	211	2.1	9.8	16	255	1.8	10.3	
TSA	27	95			22	64			25	346			24	324			22	388			
WHRS																					
METRO	1	4	.1	.6						7				3		*		10			
TSA	1	4								7				3			10				
WJMM																					
METRO	2	6	.2	1.3	2	6	.2	1.6	2	38	.2	1.0	4	38	.4	2.1	2	52	.2	1.3	
TSA	3	13			3	10			3	53			5	53			2	68			
WKQQ																					
METRO	21	55	2.3	13.5	16	45	1.8	13.1	14	194	1.6	7.1	16	179	1.8	8.3	12	245	1.3	7.7	
TSA	26	78			17	54			24	334			27	308			20	405			
WLAP																					
METRO	3	6	.3	1.9	1	8	.1	.8	6	67	.7	3.0	5	54	.6	2.6	5	89	.6	3.2	
TSA	3	6			5	17			10	110			8	91			7	139			
WLAP-FM																					
METRO	36	94	4.0	23.2	30	78	3.3	24.6	48	328	5.4	24.4	41	295	4.6	21.2	35	356	3.9	22.6	
TSA	60	186			53	146			109	768			96	719			81	848			
WLXG																					
METRO	2	16	.2	1.3	5	8	.6	4.1	8	65	.9	4.1	7	61	.8	3.6	4	96	.4	2.6	
TSA	2	16			5	8			8	78			7	69			4	111			
WMGB																					
METRO	14	42	1.6	9.0	10	30	1.1	8.2	18	150	2.0	9.1	18	142	2.0	9.3	14	174	1.6	9.0	
TSA	14	50			10	30			19	165			20	157			16	195			
WNVL																					
METRO	1	5	.1	.6	1	3	.1	.8	1	17	.1	.5	1	17	.1	.5	*	1	28	.1	.6
TSA	1	5			1	3			1	17			1	17			1	28			
WRPZ																					
METRO	1	4	.1	.6					4	39	.4	2.0	4	36	.4	2.1	*	4	39	.4	2.6
TSA	1	4							4	39			4	36			4	39			
WVLK																					
METRO	7	16	.8	4.5	6	19	.7	4.9	20	143	2.2	10.2	24	137	2.7	12.4	14	177	1.6	9.0	
TSA	8	23			7	23			22	217			27	197			16	263			
WVLK-FM																					
METRO	22	49	2.5	14.2	16	32	1.8	13.1	25	209	2.8	12.7	27	187	3.0	14.0	21	231	2.3	13.5	
TSA	80	207			57	136			93	708			93	652			69	807			
WHAS																					
METRO	1	3	.1	.6					1	9	.1	.5	1	9	.1	.5	1	12	.1	.6	
TSA	4	10			6	13			20	131			20	124			14	141			
WLW																					
METRO									1	11				11				20			
TSA		6							1	38				38			1	76			
METRO TOTALS	155	399	17.3		122	289	13.6		197	859	22.0		193	844	21.5		155	867	17.3		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 25-49

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID					
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR		
WBBE METRO																	*	1	3	2	1.3	
TSA																	1	3				
+WCGW WJMM METRO						3			*	2	6	.3	2.1					*	1	14	.2	1.3
TSA	7	16			8	29			6	20							6	46				
WCOZ METRO	4	10	.6	4.5	6	17	.9	4.8	6	19	.9	6.2	1	3	.2	1.9	4	56	.6	5.1		
TSA	5	17			9	22			7	24			2	10			5	68				
WFMI METRO	6	25	9	6.8	8	37	1.2	6.4	6	21	.9	6.2	5	19	.8	9.6	5	71	.8	6.3		
TSA	6	29			9	46			8	29			7	27			6	85				
WHRS METRO																	*		7			
TSA																		7				
WJMM METRO		3			2	4	.3	1.6	3	10	.5	3.1	4	16	.6	7.7	2	33	.3	2.5		
TSA		3			2	4			3	10			4	16			2	44				
WKQQ METRO	5	15	.8	5.7	11	38	1.7	8.8	5	24	.8	5.2	5	23	.8	9.6	6	81	.9	7.6		
TSA	10	28			12	44			6	31			6	30			8	128				
WLAP METRO	6	15	.9	6.8	2	5	.3	1.6	2	7	.3	2.1	1	4	.2	1.9	2	27	.3	2.5		
TSA	6	15			2	5			2	7			1	4			3	37				
WLAP-FM METRO	17	41	2.6	19.3	27	58	4.1	21.6	10	31	1.5	10.3	8	25	1.2	15.4	15	124	2.3	19.0		
TSA	27	72			80	189			37	87			15	56			32	302				
WLXG METRO	1	4	.2	1.1	8	24	1.2	6.4	11	16	1.7	11.3	1	4	.2	1.9	4	51	.6	5.1		
TSA	1	4			10	29			11	16			1	4			4	56				
WMGB METRO	10	29	1.5	11.4	11	39	1.7	8.8	13	42	2.0	13.4	5	25	.8	9.6	8	80	1.2	10.1		
TSA	10	29			12	46			17	56			12	32			10	95				
WNVL METRO	1	3	.2	1.1	2	8	.3	1.6									*	1	22	.2	1.3	
TSA	1	3			2	8											1	22				
WRPZ METRO						3			3	4	.5	3.1					*	1	7	.2	1.3	
TSA						3			3	4							1	7				
WVLK METRO	13	27	2.0	14.8	5	15	.8	4.0	2	10	.3	2.1		7			5	58	.8	6.3		
TSA	16	36			7	22			5	21				7			6	89				
WVLK-FM METRO	20	59	3.0	22.7	22	52	3.3	17.6	18	45	2.7	18.6	10	30	1.5	19.2	14	119	2.1	17.7		
TSA	55	146			77	181			53	144			33	102			49	427				
WHAS METRO	1	6	.2	1.1	3	6	.5	2.4	2	3	.3	2.1					1	9	.2	1.3		
TSA	26	48			14	36			9	22			5	13			10	64				
WLW METRO					1	4	.2	.8										4				
TSA	7	16			5	14				7							2	34				
METRO TOTALS	88	232	13.3		125	302	18.9		97	241	14.7		52	173	7.9		79	509	11.9			

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule † Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 25-54

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO					1	2	.1	.7									*	1	5	.1	1.2
TSA					1	2											1	5			
+WCGW																					
WJMM																					
METRO					1	6	.1	.7	*	3	8	.4	2.8				*	1	21	.1	1.2
TSA					9	32			7	22							6	57			
WCOZ																					
METRO	4	10	.5	4.2	7	22	1.0	5.1	9	26	1.2	8.5	4	10	.5	7.1	6	65	.8	7.1	
TSA	5	17			10	27			10	31			5	17			7	77			
WFMI																					
METRO	6	27	.8	6.3	9	39	1.2	6.5	6	21	.8	5.7	5	19	.7	8.9	5	73	.7	6.0	
TSA	6	31			10	48			8	29			7	27			6	87			
WHRH																					
METRO		2			1	2	.1	.7	1	3	.1	.9					*		14		
TSA		2			1	2			1	3								14			
WJMM																					
METRO		3			2	4	.3	1.4	3	10	.4	2.8	4	16	.5	7.1	2	35	.3	2.4	
TSA		3			2	4			3	10			4	16			2	46			
WKQQ																					
METRO	5	15	.7	5.2	11	38	1.5	8.0	5	24	.7	4.7	5	23	.7	8.9	6	81	.8	7.1	
TSA	10	28			12	44			6	31			6	30			8	128			
WLAP																					
METRO	6	17	.8	6.3	4	12	.5	2.9	2	9	.3	1.9	1	4	.1	1.8	2	39	.3	2.4	
TSA	6	17			4	12			2	9			1	4			3	49			
WLAP-FM																					
METRO	17	41	2.3	17.7	27	58	3.7	19.6	10	31	1.4	9.4	8	25	1.1	14.3	15	124	2.0	17.9	
TSA	27	72			80	189			39	93			15	56			32	308			
WLXG																					
METRO	1	4	.1	1.0	8	24	1.1	5.8	11	16	1.5	10.4	1	4	.1	1.8	4	51	.5	4.8	
TSA	1	4			10	29			11	16			1	4			4	56			
WMGB																					
METRO	10	29	1.4	10.4	11	39	1.5	8.0	13	42	1.8	12.3	5	25	.7	8.9	8	80	1.1	9.5	
TSA	10	29			12	46			17	56			12	32			10	95			
WNVL																					
METRO	1	3	.1	1.0	2	8	.3	1.4									*	1	22	.1	1.2
TSA	1	3			2	8											1	22			
WRPZ																					
METRO						3			3	4	.4	2.8					*	1	7	.1	1.2
TSA						3			3	4							1	7			
WVLK																					
METRO	18	36	2.5	18.8	7	24	1.0	5.1	3	12	.4	2.8	1	9	.1	1.8	7	79	1.0	8.3	
TSA	25	51			14	41			8	27			1	9			9	120			
WVLK-FM																					
METRO	22	66	3.0	22.9	26	58	3.5	18.8	19	49	2.6	17.9	10	30	1.4	17.9	15	136	2.0	17.9	
TSA	58	158			87	203			59	155			38	118			53	473			
WHAS																					
METRO	2	8	.3	2.1	3	6	.4	2.2	2	3	.3	1.9		2			1	11	.1	1.2	
TSA	27	50			14	36			9	22			5	15			10	74			
WLW																					
METRO					1	4	.1	.7	1	2	.1	.9						6			
TSA					5	14			1	9							2	40			
METRO TOTALS	96	256	13.1		138	329	18.8		106	264	14.4		56	189	7.6		84	569	11.4		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

Target Audience

WOMEN 25-54

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE	4	5	.5	4.0	3	3	.4	3.1	2	12	.3	1.3	1	12	.1	.6	*	2	12	.3	1.7
METRO	4	5			3	3			2	12			1	12				2	12		
TSA																					
+WCGW																					
WJMM		8			* 3	5	.4	3.1	* 2	25	.3	1.3	* 1	22	.1	.6	*	2	25	.3	1.7
METRO		32			5	18			4	56			5	53				5	65		
TSA	4																				
WCOZ	5	23	.7	5.1	9	24	1.2	9.4	13	91	1.8	8.2	10	79	1.4	6.5		8	111	1.1	6.9
METRO	6	30			9	24			18	139			14	128				12	165		
TSA																					
WFMI	3	11	.4	3.0	9	16	1.2	9.4	9	110	1.2	5.7	9	101	1.2	5.8		7	137	1.0	6.0
METRO	3	11			9	16			11	149			11	140				8	176		
TSA																					
WHRS	1	4	.1	1.0						12				8			*		17		
METRO	1	4								12				8					17		
TSA																					
WJMM	2	8	.3	2.0	2	6	.3	2.1	2	47	.3	1.3	4	45	.5	2.6		2	59	.3	1.7
METRO	3	15			3	10			3	62			5	60				2	75		
TSA																					
WKQQ	7	22	1.0	7.1	8	20	1.1	8.3	8	109	1.1	5.0	9	94	1.2	5.8		6	146	.8	5.2
METRO	11	36			8	20			10	185			12	170				9	234		
TSA																					
WLAP	3	6	.4	3.0	1	10	.1	1.0	7	79	1.0	4.4	6	66	.8	3.9		6	104	.8	5.2
METRO	3	6			5	19			9	103			8	84				7	135		
TSA																					
WLAP-FM	19	46	2.6	19.2	18	48	2.5	18.8	34	190	4.6	21.4	28	169	3.8	18.2		23	216	3.1	19.8
METRO	35	93			33	78			72	447			58	422				48	517		
TSA																					
WLXG	2	16	.3	2.0	5	8	.7	5.2	7	51	1.0	4.4	7	47	1.0	4.5		4	82	.5	3.4
METRO	2	16			5	8			7	70			7	55				4	103		
TSA																					
WMGB	10	36	1.4	10.1	9	21	1.2	9.4	15	123	2.0	9.4	14	120	1.9	9.1		11	138	1.5	9.5
METRO	10	44			9	21			16	138			16	135				13	159		
TSA																					
WNVL	1	5	.1	1.0	1	3	.1	1.0	1	17	.1	.6	1	17	.1	.6	*	1	28	.1	.9
METRO	1	5			1	3			1	17			1	17				1	28		
TSA																					
WRPZ	1	4	.1	1.0					2	14	.3	1.3	2	11	.3	1.3	*	2	14	.3	1.7
METRO	1	4							2	14			2	11				2	14		
TSA																					
WVLK	8	20	1.1	8.1	7	18	1.0	7.3	20	144	2.7	12.6	25	138	3.4	16.2		13	163	1.8	11.2
METRO	9	27			8	22			26	224			31	204				17	259		
TSA																					
WVLK-FM	17	40	2.3	17.2	16	34	2.2	16.7	21	181	2.9	13.2	24	164	3.3	15.6		17	202	2.3	14.7
METRO	78	199			49	113			94	642			94	610				68	714		
TSA																					
WHAS	1	3	.1	1.0					1	9	.1	.6	1	9	.1	.6		1	14	.1	.9
METRO	4	13			6	13			17	133			18	122				13	149		
TSA																					
WLW		6							1	16				31				1	20		
METRO																					
TSA																					
METRO TOTALS	99	272	13.5		96	223	13.1		159	699	21.7		154	689	21.0		116	707	15.8		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

WOMEN 35-64

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE	2	17	.4	1.7	9	25	1.7	9.7	3	22	.6	3.8	*	2			4	20	.7	5.6
METRO	2	17	.4	1.7	9	25	1.7	9.7	3	22	.6	3.8	*	2			4	20	.7	5.6
TSA	2	21			11	28			5	25				2			6	23		
+WCGW																				
WJMM	2	10	.4	1.7	4	13	.7	4.3	* 4	22	.7	5.1					* 3	18	.6	4.2
METRO	2	10	.4	1.7	4	13	.7	4.3	* 4	22	.7	5.1					* 3	18	.6	4.2
TSA	4	31			5	18			9	53							8	49		
WCOZ	8	45	1.5	6.6	11	54	2.1	11.8	8	52	1.5	10.1	3	24	.6	10.0	6	46	1.1	8.5
METRO	8	45	1.5	6.6	11	54	2.1	11.8	8	52	1.5	10.1	3	24	.6	10.0	6	46	1.1	8.5
TSA	10	77			14	71			10	80			3	24			7	51		
WFMI	3	29	.6	2.5	3	35	.6	3.2	2	25	.4	2.5	2	28	.4	6.7	5	26	.9	7.0
METRO	3	29	.6	2.5	3	35	.6	3.2	2	25	.4	2.5	2	28	.4	6.7	5	26	.9	7.0
TSA	5	47			4	49			3	43			2	32			6	31		
WHRS		7			2	12	.4	2.2		8			*				1	15	.2	1.4
METRO		7			2	12	.4	2.2		8			*				1	15	.2	1.4
TSA	1	11			2	12				8							1	18		
WJMM	6	33	1.1	5.0	1	17	.2	1.1	2	20	.4	2.5	1	17	.2	3.3	1	19	.2	1.4
METRO	6	33	1.1	5.0	1	17	.2	1.1	2	20	.4	2.5	1	17	.2	3.3	1	19	.2	1.4
TSA	6	41			1	17			2	24			1	21			1	23		
WKQQ	1	19	.2	.8	1	18	.2	1.1		11				8				3		
METRO	1	19	.2	.8	1	18	.2	1.1		11				8				3		
TSA	3	32			2	24			3	36			1	24			1	19		
WLAP	12	55	2.2	9.9	6	28	1.1	6.5	3	26	.6	3.8	4	31	.7	13.3	3	24	.6	4.2
METRO	12	55	2.2	9.9	6	28	1.1	6.5	3	26	.6	3.8	4	31	.7	13.3	3	24	.6	4.2
TSA	14	69			7	47			5	41			4	31			5	46		
WLAP-FM	12	56	2.2	9.9	13	46	2.4	14.0	8	47	1.5	10.1	2	29	.4	6.7	9	53	1.7	12.7
METRO	12	56	2.2	9.9	13	46	2.4	14.0	8	47	1.5	10.1	2	29	.4	6.7	9	53	1.7	12.7
TSA	20	120			27	102			19	151			4	58			14	117		
WLXG	2	15	.4	1.7	1	11	.2	1.1	4	13	.7	5.1	1	14	.2	3.3	5	17	.9	7.0
METRO	2	15	.4	1.7	1	11	.2	1.1	4	13	.7	5.1	1	14	.2	3.3	5	17	.9	7.0
TSA	3	19			2	22			4	18			1	19			5	22		
WMGB	9	49	1.7	7.4	5	39	.9	5.4	3	22	.6	3.8	3	21	.6	10.0	3	27	.6	4.2
METRO	9	49	1.7	7.4	5	39	.9	5.4	3	22	.6	3.8	3	21	.6	10.0	3	27	.6	4.2
TSA	9	49			5	39			3	22			3	21			3	34		
WNVL		7	.4	1.7		2				7	.4	2.5	*					9		
METRO		7	.4	1.7		2				7	.4	2.5	*					9		
TSA	2	7				2			2	7			*					9		
WRPZ		7				2				7			*					9		
METRO		7				2				7			*					9		
TSA		7				2				7			*					9		
WVLK	33	117	6.2	27.3	10	71	1.9	10.8	9	71	1.7	11.4	3	25	.6	10.0	6	42	1.1	8.5
METRO	33	117	6.2	27.3	10	71	1.9	10.8	9	71	1.7	11.4	3	25	.6	10.0	6	42	1.1	8.5
TSA	39	158			15	97			14	107			3	37			9	66		
WVLK-FM	20	107	3.7	16.5	15	72	2.8	16.1	19	97	3.6	24.1	6	55	1.1	20.0	13	70	2.4	18.3
METRO	20	107	3.7	16.5	15	72	2.8	16.1	19	97	3.6	24.1	6	55	1.1	20.0	13	70	2.4	18.3
TSA	59	309			46	231			56	342			16	181			39	232		
WHAS	3	17	.6	2.5		3				6			2	10	.4	6.7	4	22	.7	5.6
METRO	3	17	.6	2.5		3				6			2	10	.4	6.7	4	22	.7	5.6
TSA	28	127			10	65			7	46			9	44			11	61		
WLW		5			1	2	.2	1.1		8				5				6		
METRO		5			1	2	.2	1.1		8				5				6		
TSA	1	35			2	7			1	13			2	22			1	29		
METRO TOTALS	121	432	22.7		93	352	17.4		79	393	14.8		30	240	5.6		71	361	13.3	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

Target Audience

WOMEN 35-64

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO		2			6	17	1.1	5.6	2	7	.4	2.8					* 3	20	.6	5.1
TSA		2			9	20			3	11							4	23		
+WCGW																				
WJMM																				
METRO	2	3	.4	2.4	4	9	.7	3.7	* 3	8	.6	4.2					* 2	21	.4	3.4
TSA	9	19			12	31			5	18							6	52		
WCOZ																				
METRO	2	6	.4	2.4	6	23	1.1	5.6	8	21	1.5	11.1	6	12	1.1	15.8	6	55	1.1	10.2
TSA	2	6			9	28			9	26			6	12			6	60		
WFMI																				
METRO	2	12	.4	2.4	6	17	1.1	5.6	6	14	1.1	8.3		2			2	30	.4	3.4
TSA	2	16			7	21			8	18			2	11			4	45		
WHRS																				
METRO	3	8	.6	3.6	3	8	.6	2.8	1	3	.2	1.4					* 1	19	.2	1.7
TSA	3	8			3	8			1	3							1	22		
WJMM																				
METRO	1	9	.2	1.2	1	6	.2	.9	3	6	.6	4.2	3	11	.6	7.9	1	34	.2	1.7
TSA	1	9			1	6			3	6			3	11			1	42		
WKQQ																				
METRO					1	3	.2	.9					2	4	.4	5.3	1	9	.2	1.7
TSA	1	6			2	14			4	5			3	9			2	31		
WLAP																				
METRO	12	25	2.2	14.3	7	19	1.3	6.5	2	7	.4	2.8		3			3	42	.6	5.1
TSA	13	30			9	28			3	16				3			4	65		
WLAP-FM																				
METRO	8	19	1.5	9.5	11	23	2.1	10.3	7	19	1.3	9.7	5	15	.9	13.2	8	66	1.5	13.6
TSA	12	31			25	70			11	35			7	27			11	146		
WLXG																				
METRO					6	17	1.1	5.6	7	11	1.3	9.7	1	5	.2	2.6	3	23	.6	5.1
TSA					8	22			7	11			1	5			3	28		
WMGB																				
METRO	5	18	.9	6.0	4	14	.7	3.7	4	10	.7	5.6	2	9	.4	5.3	3	31	.6	5.1
TSA	5	18			5	21			4	17			2	9			3	38		
WNVL																				
METRO	2	5	.4	2.4													* 1	16	.2	1.7
TSA	2	5															1	16		
WRPZ																				
METRO																	*			
TSA																				
WVLK																				
METRO	22	40	4.1	26.2	9	24	1.7	8.4	4	10	.7	5.6	2	7	.4	5.3	7	76	1.3	11.9
TSA	28	50			16	41			9	30			2	11			9	105		
WVLK-FM																				
METRO	17	60	3.2	20.2	22	52	4.1	20.6	10	28	1.9	13.9	7	17	1.3	18.4	10	101	1.9	16.9
TSA	38	102			45	114			35	91			23	71			30	294		
WHAS																				
METRO	3	11	.6	3.6	6	9	1.1	5.6	6	14	1.1	8.3		5			2	27	.4	3.4
TSA	20	63			16	26			11	27			6	23			11	112		
WLW																				
METRO					1	4	.2	.9	1	2	.2	1.4						6		
TSA	2	9			5	14			1	9							1	40		
METRO TOTALS	84	221	15.7		107	245	20.0		72	176	13.5		38	125	7.1		59	431	11.0	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 35-64

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE	6	12	1.1	9.7	6	10	1.1	10.5	5	27	.9	4.9	3	27	.6	3.0	*	5	27	.9	6.3
METRO	7	16			6	10			6	30			4	30				6	30		
TSA																					
+WCGW																					
WJMM		8			*	3	.6	5.3	*	5	.9	4.9	*	3	.6	3.0	*	4	25	.7	5.1
METRO	3	28			5	18			7	56			7	53				7	60		
TSA																					
WCOZ	7	25	1.3	11.3	6	19	1.1	10.5	11	71	2.1	10.8	8	63	1.5	8.0		7	82	1.3	8.9
METRO	7	25			6	19			12	108			10	96				9	125		
TSA																					
WFMI	1	7	.2	1.6	5	8	.9	8.8	3	44	.6	2.9	3	38	.6	3.0		3	62	.6	3.8
METRO	1	7			5	8			4	72			4	66				3	91		
TSA																					
WHRH	1	4	.2	1.6					1	17	.2	1.0		13			*	1	24	.2	1.3
METRO	2	8							1	21			1	17				1	28		
TSA																					
WJMM		6			1	2	.2	1.8	2	41	.4	2.0	4	39	.7	4.0		2	48	.4	2.5
METRO		6			2	6			3	54			4	52				2	61		
TSA																					
WKQQ	1	3	.2	1.6					1	32	.2	1.0	1	24	.2	1.0		1	45	.2	1.3
METRO	1	8							2	64			3	56				2	91		
TSA																					
WLAP	3	6	.6	4.8		2			7	71	1.3	6.9	7	66	1.3	7.0		6	88	1.1	7.6
METRO	4	10			4	11			9	98			9	87				8	127		
TSA																					
WLAP-FM	8	21	1.5	12.9	9	24	1.7	15.8	12	77	2.2	11.8	10	62	1.9	10.0		9	103	1.7	11.4
METRO	11	31			9	24			22	195			19	178				15	247		
TSA																					
WLXG	2	8	.4	3.2	3	8	.6	5.3	3	26	.6	2.9	3	20	.6	3.0		2	38	.4	2.5
METRO	2	8			3	8			3	41			3	24				2	54		
TSA																					
WMGB	2	9	.4	3.2	6	8	1.1	10.5	6	57	1.1	5.9	6	49	1.1	6.0		5	60	.9	6.3
METRO	2	17			6	8			6	57			6	49				5	67		
TSA																					
WNVL	1	5	.2	1.6	1	3	.2	1.8	1	12	.2	1.0	1	12	.2	1.0	*	1	23	.2	1.3
METRO	1	5			1	3			1	12			1	12				1	23		
TSA																					
WRPZ																					
METRO																					
TSA																					
WVLK	5	14	.9	8.1	4	16	.7	7.0	17	138	3.2	16.7	22	133	4.1	22.0		11	146	2.1	13.9
METRO	5	14			4	16			22	198			26	183				14	214		
TSA																					
WVLK-FM	12	29	2.2	19.4	8	20	1.5	14.0	17	143	3.2	16.7	19	131	3.6	19.0		13	156	2.4	16.5
METRO	43	102			27	63			53	445			57	426				39	497		
TSA																					
WHAS	2	8	.4	3.2					1	17	.2	1.0	2	17	.4	2.0		2	30	.4	2.5
METRO	6	23			9	21			14	147			16	137				13	181		
TSA																					
WLW		6							2	13			1	13				2	17		
METRO		6								44				44					82		
TSA																					
METRO TOTALS	62	186	11.6		57	138	10.7		102	484	19.1		100	480	18.7			79	498	14.8	

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

WOMEN 35+

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM					
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR		
WBBE																						
METRO	5	30	.7	3.4	14	48	1.9	10.8	6	48	.8	5.8	*	3	6	.4	6.4	8	35	1.1	7.6	
TSA	5	34			16	51			8	51			3	6			10	38				
+WCGW																						
WJMM																						
METRO	3	18	.4	2.1	4	17	.5	3.1	*	5	26	.7	4.8					*	5	32	.7	4.8
TSA	6	46			9	29			11	64							10	71				
WCOZ																						
METRO	9	54	1.2	6.2	12	58	1.6	9.2	10	56	1.4	9.6	4	28	.5	8.5	8	60	1.1	7.6		
TSA	11	86			16	81			12	84			4	33			9	65				
WFMI																						
METRO	4	37	.5	2.7	4	54	.5	3.1	3	34	.4	2.9	2	28	.3	4.3	6	34	.8	5.7		
TSA	6	55			5	68			4	52			2	32			7	39				
WHRS																						
METRO		11			3	21	.4	2.3	1	21	.1	1.0	*				1	15	.1	1.0		
TSA	1	22			3	21			1	26							1	18				
WJMM																						
METRO	8	49	1.1	5.5	6	22	.8	4.6	5	25	.7	4.8	3	31	.4	6.4	6	29	.8	5.7		
TSA	10	62			6	22			5	29			3	35			8	40				
WKQQ																						
METRO	1	19	.1	.7	1	18	.1	.8		11				8				3				
TSA	3	32			2	24			3	36			1	24			2	34				
WLAP																						
METRO	13	67	1.8	8.9	7	42	.9	5.4	3	29	.4	2.9	4	35	.5	8.5	4	28	.5	3.8		
TSA	16	98			8	72			6	51			4	38			6	62				
WLAP-FM																						
METRO	12	56	1.6	8.2	13	46	1.8	10.0	8	47	1.1	7.7	2	29	.3	4.3	9	53	1.2	8.6		
TSA	22	134			28	120			19	158			5	65			15	124				
WLXG																						
METRO	3	18	.4	2.1	3	19	.4	2.3	6	21	.8	5.8	2	30	.3	4.3	6	29	.8	5.7		
TSA	4	29			4	30			6	26			2	40			6	34				
WMGB																						
METRO	9	53	1.2	6.2	6	43	.8	4.6	3	26	.4	2.9	3	25	.4	6.4	4	31	.5	3.8		
TSA	9	53			6	43			3	26			3	25			4	38				
WNVL																						
METRO	2	11	.3	1.4	1	13	.1	.8	2	11	.3	1.9	*				2	20	.3	1.9		
TSA	2	11			1	13			6	23							2	20				
WRPZ																						
METRO										3			*									
TSA										10												
WVLK																						
METRO	41	149	5.5	28.1	14	103	1.9	10.8	12	96	1.6	11.5	4	30	.5	8.5	7	59	.9	6.7		
TSA	49	204			25	157			19	155			4	42			13	103				
WVLK-FM																						
METRO	23	130	3.1	15.8	22	102	3.0	16.9	22	126	3.0	21.2	7	72	.9	14.9	18	108	2.4	17.1		
TSA	69	372			68	338			68	413			19	211			53	321				
WHAS																						
METRO	3	21	.4	2.1	1	15	.1	.8		10			3	34	.4	6.4	4	26	.5	3.8		
TSA	56	214			18	129			10	64			22	117			15	80				
WLW																						
METRO		11			3	21	.4	2.3	1	18	.1	1.0		9				16				
TSA	2	48			6	44			2	33			4	37			2	43				
METRO TOTALS	146	542	19.7		130	497	17.6		104	514	14.1		47	347	6.4		105	507	14.2			

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B

ARBITRON RATINGS

Target Audience

WOMEN 35+

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	4	14	.5	3.6	14	29	1.9	9.0	7	16	.9	6.9					*	7	35	.9	8.2
TSA	4	14			17	32			8	20							8	38			
+WCGW																					
WJMM																					
METRO	2	3	.3	1.8	5	14	.7	3.2	*	8	1.1	7.8					*	3	35	.4	3.5
TSA	9	19			13	36			10	29							8	74			
WCOZ																					
METRO	3	10	.4	2.7	10	37	1.4	6.4	10	25	1.4	9.8	6	12	.8	11.8	7	69	.9	8.2	
TSA	3	10			13	42			11	30			6	12			7	74			
WFMI																					
METRO	2	12	.3	1.8	6	17	.8	3.8	6	14	.8	5.9		2			2	38	.3	2.4	
TSA	2	16			7	21			8	18			2	11			4	53			
WHRS																					
METRO	3	8	.4	2.7	3	8	.4	1.9	1	3	.1	1.0					*	1	19	.1	1.2
TSA	3	8			3	8			1	3							1	22			
WJMM																					
METRO	5	27	.7	4.5	6	11	.8	3.8	6	11	.8	5.9	5	16	.7	9.8	6	65	.8	7.1	
TSA	8	38			13	18			9	18			5	16			8	91			
WKQQ																					
METRO					1	3	.1	.6					2	4	.3	3.9	1	9	.1	1.2	
TSA	1	6			4	29			4	5			3	9			2	46			
WLAP																					
METRO	16	38	2.2	14.5	10	23	1.4	6.4	2	7	.3	2.0		3			4	55	.5	4.7	
TSA	18	54			14	44			3	16				3			6	89			
WLAP-FM																					
METRO	8	19	1.1	7.3	11	23	1.5	7.1	7	19	.9	6.9	5	15	.7	9.8	8	66	1.1	9.4	
TSA	12	31			25	70			11	35			7	27			11	153			
WLXG																					
METRO		4			6	17	.8	3.8	7	11	.9	6.9	1	5	.1	2.0	4	35	.5	4.7	
TSA		4			8	22			7	11			1	5			4	40			
WMGB																					
METRO	5	18	.7	4.5	6	18	.8	3.8	6	14	.8	5.9	2	9	.3	3.9	4	35	.5	4.7	
TSA	5	18			7	25			6	21			2	9			4	42			
WNVL																					
METRO	2	5	.3	1.8	3	7	.4	1.9	1	4	.1	1.0					*	2	27	.3	2.4
TSA	2	5			3	7			1	4							2	27			
WRPZ																					
METRO																	*				
TSA																					
WVLK																					
METRO	25	49	3.4	22.7	13	36	1.8	8.3	4	13	.5	3.9	2	7	.3	3.9	8	96	1.1	9.4	
TSA	36	72			22	67			15	49			2	11			12	145			
WVLK-FM																					
METRO	21	82	2.8	19.1	33	87	4.5	21.2	15	39	2.0	14.7	7	20	.9	13.7	13	139	1.8	15.3	
TSA	54	147			69	176			52	124			23	74			40	383			
WHAS																					
METRO	3	11	.4	2.7	6	13	.8	3.8	6	14	.8	5.9		8			2	37	.3	2.4	
TSA	44	119			21	45			14	33			13	50			20	197			
WLW																					
METRO		6			1	4	.1	.6	1	2	.1	1.0						16			
TSA		15			5	14			1	9							1	58			
METRO TOTALS	110	309	14.9		156	353	21.1		102	242	13.8		51	168	6.9		85	591	11.5		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

WOMEN 35+

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID				
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	
WBBE																					
METRO	9	20	1.2	10.2	8	14	1.1	8.7	9	53	1.2	6.9	6	53	.8	4.8	*	9	53	1.2	8.3
TSA	10	24			8	14			10	56			7	56				10	56		
+WCGW																					
WJMM																					
METRO		8			*	8	1.1	8.7	*	5	.7	3.8	*	4	.5	3.2	*	5	43	.7	4.6
TSA	3	28			13	40			10	71			9	68			10	93			
WCOZ																					
METRO	7	25	.9	8.0	10	23	1.4	10.9	12	80	1.6	9.2	9	72	1.2	7.3	8	101	1.1	7.4	
TSA	7	25			10	23			13	124			11	105			10	157			
WFMI																					
METRO	2	11	.3	2.3	6	11	.8	6.5	4	71	.5	3.1	4	54	.5	3.2	4	89	.5	3.7	
TSA	2	11			6	11			5	99			5	82			4	118			
WHRH																					
METRO	1	4	.1	1.1					2	30	.3	1.5	1	26	.1	.8	*	2	37	.3	1.9
TSA	2	8							2	45			2	41			2	52			
WJMM																					
METRO	4	16	.5	4.5	7	12	.9	7.6	6	63	.8	4.6	7	61	.9	5.6	6	79	.8	5.6	
TSA	4	16			8	16			7	80			7	78			6	110			
WKQQ																					
METRO	1	3	.1	1.1					1	32	.1	.8	1	24	.1	.8	1	45	.1	.9	
TSA	1	8							2	64			3	56			2	106			
WLAP																					
METRO	3	6	.4	3.4		2			8	97	1.1	6.2	8	81	1.1	6.5	7	122	.9	6.5	
TSA	4	10			4	18			10	145			10	119			9	186			
WLAP-FM																					
METRO	8	21	1.1	9.1	9	24	1.2	9.8	12	77	1.6	9.2	10	62	1.4	8.1	9	103	1.2	8.3	
TSA	14	38			9	24			23	220			20	192			16	272			
WLXG																					
METRO	5	20	.7	5.7	5	16	.7	5.4	4	34	.5	3.1	4	28	.5	3.2	3	59	.4	2.8	
TSA	5	20			5	16			5	56			4	39			3	86			
WMGB																					
METRO	2	9	.3	2.3	7	12	.9	7.6	7	61	.9	5.4	6	53	.8	4.8	6	64	.8	5.6	
TSA	2	17			7	12			7	61			6	53			6	71			
WNVL																					
METRO	2	9	.3	2.3	2	7	.3	2.2	1	26	.1	.8	1	19	.1	.8	*	2	37	.3	1.9
TSA	2	9			2	7			3	39			3	32			2	50			
WRPZ																					
METRO										3				3			*		3		
TSA										10				10					10		
WVLK																					
METRO	6	22	.8	6.8	4	16	.5	4.3	22	185	3.0	16.9	27	170	3.6	21.8	14	193	1.9	13.0	
TSA	7	32			5	21			31	283			34	243			20	299			
WVLK-FM																					
METRO	16	42	2.2	18.2	8	28	1.1	8.7	21	184	2.8	16.2	22	167	3.0	17.7	16	213	2.2	14.8	
TSA	56	136			29	76			68	563			68	523			50	641			
WHAS																					
METRO	2	8	.3	2.3					1	29	.1	.8	2	25	.3	1.6	3	72	.4	2.8	
TSA	9	29			12	27			26	261			32	227			25	353			
WLW																					
METRO		6			1	4	.1	1.1	1	32	.1	.8		23			1	41	.1	.9	
TSA	1	15			2	8			4	81			2	71			4	128			
METRO TOTALS	88	260	11.9		92	213	12.4		130	646	17.6		124	625	16.8		108	675	14.6		

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Target Audience

TEENS 12-17

	MONDAY-FRIDAY 6AM-10AM				MONDAY-FRIDAY 10AM-3PM				MONDAY-FRIDAY 3PM-7PM				MONDAY-FRIDAY 7PM-MID				WEEKEND 10AM-7PM			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO													*							
TSA																				
+WCGW																				
WJMM																				
METRO	1	11	.4	2.6					*								*			
TSA	1	11							6								2	13		
WCOZ																				
METRO		6				3			6											3
TSA		6				3			6											3
WFMI																				
METRO	17	121	6.6	43.6	8	73	3.1	47.1	13	111	5.0	32.5	26	134	10.0	53.1	12	101	4.6	38.7
TSA	30	214			15	131			27	223			37	238			24	205		
WHRS																				
METRO													*							
TSA																				
WJMM																				
METRO																				4
TSA																				4
WKQQ																				
METRO	5	38	1.9	12.8	1	19	.4	5.9	4	33	1.5	10.0	2	27	.8	4.1	1	14	.4	3.2
TSA	10	85			3	50			8	79			8	86			5	56		
WLAP																				
METRO										3										3
TSA										3										3
WLAP-FM																				
METRO	8	68	3.1	20.5	5	51	1.9	29.4	11	92	4.2	27.5	11	61	4.2	22.4	10	66	3.9	32.3
TSA	30	224			12	133			42	243			40	216			34	182		
WLXG																				
METRO										7										
TSA		6								7				6						
WMGB																				
METRO	1	9	.4	2.6		3			1	17	.4	2.5								
TSA	1	9				3			1	17										
WNVL																				
METRO													*							
TSA		2																		
WRPZ																				
METRO		3				3			2	9	.8	5.0	*							3
TSA		3				3			2	9										3
WVLK																				
METRO		6				3				3				3						7
TSA		6				3				11				3						12
WVLK-FM																				
METRO	2	11	.8	5.1		5			8	8			3	11	1.2	6.1	1	9	.4	3.2
TSA	7	66			4	51			8	62			11	66			11	61		
WHAS																				
METRO		3								3										3
TSA	1	40								6			4	34						3
WLW																				
METRO																				
TSA																				
METRO TOTALS	39	203	15.1		17	116	6.6		40	195	15.4		49	203	18.9		31	174	12.0	

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

TEENS 12 - 17

	SATURDAY 6AM-10AM				SATURDAY 10AM-3PM				SATURDAY 3PM-7PM				SATURDAY 7PM-MID				WEEKEND 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE																				
METRO																				
TSA																				
+WCGW																				
WJMM																				
METRO																				
TSA																				
WCOZ																				
METRO																				
TSA																				
WFMI																				
METRO	15	48	5.8	60.0	15	63	5.8	37.5	10	32	3.9	29.4	20	65	7.7	51.3	14	137	5.4	46.7
TSA	24	84			28	121			21	63			29	122			26	246		
WHRH																				
METRO																				
TSA																				
WJMM																				
METRO													2	7	.8	5.1	1	10	.4	3.3
TSA												2	7			1	10			
WKQQ																				
METRO	1	3	.4	4.0	2	11	.8	5.0	3	10	1.2	8.8	2	6	.8	5.1	1	26	.4	3.3
TSA	4	29			11	48			4	25			12	28			5	88		
WLAP																				
METRO																				
TSA					3	8			1	8							1	17		
WLAP-FM																				
METRO	2	14	.8	8.0	9	26	3.5	22.5	6	15	2.3	17.6	7	23	2.7	17.9	8	86	3.1	26.7
TSA	18	60			45	92			37	92			29	89			28	244		
WLXG																				
METRO																				
TSA																				
WMGB																				
METRO	2	3	.8	8.0																
TSA	2	3																		
WNVL																				
METRO																				
TSA																				
WRPZ																				
METRO									2	3	.8	5.9								
TSA									2	3										
WVLK																				
METRO													2	6	.8	5.1				
TSA													2	6						
WVLK-FM																				
METRO	2	3	.8	8.0					3	6	1.2	8.8								
TSA	10	24			11	18			13	35			3	19			7	74	.4	3.3
WHAS																				
METRO													6	31						
TSA																	1	34		
WLW																				
METRO																				
TSA																				
METRO TOTALS	25	77	9.7		40	127	15.4		34	82	13.1		39	106	15.1		30	199	11.6	

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

Target Audience

TEENS 12-17

	SUNDAY 10AM-3PM				SUNDAY 3PM-7PM				MONDAY-FRIDAY 6AM-7PM				MONDAY-FRIDAY COMBINED DRIVE				MONDAY-SUNDAY 6AM-MID			
	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR	AQH (00)	CUME (00)	AQH RTG	AQH SHR
WBBE METRO TSA																	*			
+WCGW WJMM METRO TSA					*				*	11			*	11			*	11		
WCOZ METRO TSA	3	13			2	6				17				17				24		
WFMJ METRO TSA		3				3				6				6				6		
WHRJ METRO TSA	13	48	5.0	38.2	6	21	2.3	26.1	13	150	5.0	43.3	14	150	5.4	37.8	16	174	6.2	47.1
WJMM METRO TSA	25	95			20	76			23	287			28	281			26	309		
WKQQ METRO TSA		4																10		
WLAP METRO TSA	1	3	.4	2.9		3			3	55	1.2	10.0	5	52	1.9	13.5	2	64	.8	5.9
WVBT METRO TSA	3	19			1	9			7	112			8	103			6	153		
WVBT-FM METRO TSA	1	3			3	6				6				6				6		
WVBT-FM METRO TSA	14	46	5.4	41.2	13	31	5.0	56.5	8	113	3.1	26.7	9	107	3.5	24.3	8	132	3.1	23.5
WVBT METRO TSA	27	100			25	74			27	307			36	301			30	358		
WVBT METRO TSA										7				7				7		
WVBT METRO TSA										13				13				13		
WVBT METRO TSA										23				23				23		
WVBT METRO TSA										23				23				23		
WVBT METRO TSA										2				2			*	2		
WVBT METRO TSA										2				2			*	2		
WVBT METRO TSA									1	9	.4	3.3	1	9	.4	2.7	* 1	9	.4	2.9
WVBT METRO TSA									1	9			1	9			1	9		
WVBT METRO TSA					1	5				6				6				13		
WVBT-FM METRO TSA					2	6	.8	8.7	1	19	.4	3.3	1	19	.4	2.7	1	27	.4	2.9
WVBT METRO TSA	10	20			8	24			7	108			8	98			8	122		
WVBT METRO TSA										3				3				3		
WVBT METRO TSA										40				40			1	40		
WVBT METRO TSA																		3		
METRO TOTALS	34	104	13.1		23	63	8.9		30	233	11.6		37	233	14.3		34	241	13.1	

Target Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

Specific Audience

MONDAY - SUNDAY 6AM-MID

AQH (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE														
METRO	14	5					2	1	9				2	3
TSA	19	9	2				2	3	10				2	4
#WCGW														
WJMM														
METRO	5								5			1	1	2
TSA	11	1			1				10			3	2	2
WCOZ														
METRO	20	9		4	1		2	2	11	1	2	3	3	1
TSA	32	16		10	1		3	2	16	1	5	4	3	2
WFMI														
METRO	44	10	6	4					18	10	4	2	1	16
TSA	65	15	9	5	1				24	15	5	2	1	26
*WHRS														
METRO	4	2						1	2					1
TSA	4	2						1	2					1
WJMM														
METRO	12	5		1	1		1	2	7		1	1		1
TSA	13	6	1	1	1		1	2	7		1	1		1
WKQQ														
METRO	41	27	10	14	3				12	6	5	1		2
TSA	83	56	21	30	4			1	21	11	8	1		6
WLAP														
METRO	15	6		2	1		2	1	9		2	3	1	2
TSA	21	9	1	2	2		2	1	12	1	2	3	2	3
WLAP-FM														
METRO	59	15	4	8	2				36	12	15	6	2	1
TSA	171	57	23	26	5	1	1		84	33	35	11	2	8
WLXG														
METRO	15	9		3	4		2		6		3	1		1
TSA	18	12		4	6		2		6		3	1		1
WMGB														
METRO	21	6	1	3	2				15	3	6	4	1	
TSA	23	6	1	3	2				17	3	8	4	1	
*WNVL														
METRO	3								3		1			1
TSA	3								3		1			1
*WRPZ														
METRO	6	1	1						4	2	2			1
TSA	6	1	1						4	2	2			1
WVLK														
METRO	41	19	2	8	3		2	2	22	3	5	4	4	3
TSA	52	23	2	8	4		3	4	29	3	6	5	6	3
WVLK-FM														
METRO	54	25	3	7	3		6	3	28	6	6	5	6	2
TSA	215	113	12	45	28		10	8	94	11	33	18	17	8
WHAS														
METRO	3								3			1		1
TSA	58	25	1	8	3		3	4	32	2	5	7	1	5
WLW														
METRO	7	6		2	2		1	1	1					
TSA	18	14		5	3		3	2	4			1	1	
TOTALS														
METRO AQH	416	168	29	61	27	21	15	214	49	57	38	21	20	34

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply

Specific Audience

MONDAY - SUNDAY 6AM-MID

CUME (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE														
METRO	100	47				13	9	53				12	15	
TSA	121	65	6			13	21	56				12	18	
#WCGW														
WJMM														
METRO	86	29		4		9	6	46		3	15	7	3	11
TSA	182	57		4	23	14	6	101		8	41	16	3	24
WCOZ														
METRO	279	110	12	26	19	20	23	163	19	43	38	30	14	6
TSA	388	142	12	46	19	25	30	240	19	64	63	38	24	6
WFMI														
METRO	673	210	99	62	25	14		289	123	77	43	17	2	174
TSA	1063	326	172	94	36	14		428	217	93	66	17	8	309
*WHRS														
METRO	67	27			4	2	17	40		3		14	10	
TSA	82	27			4	2	17	55		3		14	14	
WJMM														
METRO	207	93	21	22	19	9	18	104	4	21	20	18	10	10
TSA	270	118	30	22	30	14	18	142	4	28	29	18	14	10
WKQQ														
METRO	649	336	113	149	62	5	3	249	101	103	36	7	2	64
TSA	1192	603	231	250	83	5	17	436	173	157	61	16	14	153
WLAP														
METRO	281	110		20	24	26	21	165	4	39	36	29	23	6
TSA	449	177	14	20	39	44	34	252	23	43	56	36	35	20
WLAP-FM														
METRO	793	286	81	119	57	12	8	375	144	128	62	26	15	132
TSA	2018	740	292	247	114	30	16	920	341	307	158	52	37	358
WLXG														
METRO	265	131		43	41	20	14	127	14	54	16	12	10	7
TSA	357	185		59	68	26	19	159	14	59	21	23	10	13
WMGB														
METRO	336	128	25	46	41	11	5	185	38	83	45	10	5	23
TSA	377	148	39	46	47	11	5	206	38	97	52	10	5	23
*WNVL														
METRO	70	19				10	5	49		12	8	8	7	2
TSA	83	19				10	5	62		12	8	8	7	2
*WRPZ														
METRO	58	7	7					42	25	14				9
TSA	73	15	15					49	25	14				9
WVLK														
METRO	582	279	28	72	55	37	40	290	39	58	52	53	41	13
TSA	847	380	37	97	93	47	53	442	39	104	85	70	59	25
WVLK-FM														
METRO	742	360	48	100	69	60	44	355	62	80	50	72	34	27
TSA	2318	1058	168	287	263	119	115	1138	197	300	212	202	83	122
WHAS														
METRO	132	57		5	14	4	20	72			12	2	16	3
TSA	858	393	20	92	64	41	68	425	14	58	54	37	90	40
WLW														
METRO	137	86	6	28	21	8	19	51	5	5	7	8	2	
TSA	377	218	14	62	37	24	47	156	17	11	23	33	26	3
TOTALS														
METRO CUME	2589	1111	208	310	217	142	117	1237	230	332	226	149	123	241

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

MONDAY - SUNDAY 6AM-MID

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE	3.4	3.0				9.5	6.7	4.2				9.5	15.0	
#WCGW WJMM	1.2							2.3			2.6	4.8	10.0	
WCOZ	4.8	5.4		6.6	3.7	9.5	13.3	5.1	2.0	3.5	7.9	14.3	5.0	
WFMI	10.6	6.0	20.7	6.6				8.4	20.4	7.0	5.3	4.8		47.1
*WHRS	1.0	1.2					6.7	.9					5.0	
WJMM	2.9	3.0		1.6	3.7	4.8	13.3	3.3		1.8	2.6		5.0	
WKQQ	9.9	16.1	34.5	23.0	11.1			5.6	12.2	8.8	2.6			5.9
WLAP	3.6	3.6		3.3	3.7	9.5	6.7	4.2		3.5	7.9	4.8	10.0	
WLAP-FM	14.2	8.9	13.8	13.1	7.4			16.8	24.5	26.3	15.8	9.5	5.0	23.5
WLXG	3.6	5.4		4.9	14.8	9.5		2.8		5.3	2.6		5.0	
WMGB	5.0	3.6	3.4	4.9	7.4			7.0	6.1	10.5	10.5	4.8		
*WNVL	.7							1.4		1.8			5.0	
*WRPZ	1.4	.6	3.4					1.9	4.1	3.5				2.9
WVLK	9.9	11.3	6.9	13.1	11.1	9.5	13.3	10.3	6.1	8.8	10.5	19.0	15.0	
WVLK-FM	13.0	14.9	10.3	11.5	11.1	28.6	20.0	13.1	12.2	10.5	13.2	28.6	10.0	2.9
WHAS	.7							1.4			2.6		5.0	
WLW	1.7	3.6		3.3	7.4	4.8	6.7	.5						
TOTALS AQH RTG	15.1	14.2	12.6	18.8	11.6	14.3	12.3	16.3	20.9	17.0	15.8	13.4	14.7	13.1

Footnote Symbols. * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply.

ARBITRON RATINGS

Specific Audience

MONDAY - SUNDAY 6AM-MID

	METRO CUME RATING													
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE	3.6	4.0				8.8	7.4	4.0				7.6	11.0	
#WCGW WJMM	3.1	2.4		1.2		6.1	4.9	3.5		.9	6.2	4.5	2.2	4.2
WCOZ	10.1	9.3	5.2	8.0	8.2	13.6	18.9	12.4	8.1	12.8	15.8	19.1	10.3	2.3
WFMI	24.4	17.7	43.0	19.1	10.7	9.5		22.0	52.3	22.9	17.8	10.8	1.5	67.2
*WHR5	2.4	2.3			1.7	1.4	13.9	3.1		.9		8.9	7.4	
WJMM	7.5	7.9	9.1	6.8	8.2	6.1	14.8	7.9	1.7	6.3	8.3	11.5	7.4	3.9
WKQQ	23.6	28.4	49.1	45.8	26.6	3.4	2.5	19.0	43.0	30.7	14.9	4.5	1.5	24.7
WLAP	10.2	9.3		6.2	10.3	17.7	17.2	12.6	1.7	11.6	14.9	18.5	16.9	2.3
WLAP-FM	28.8	24.2	35.2	36.6	24.5	8.2	6.6	28.6	61.3	38.1	25.7	16.6	11.0	51.0
WLXG	9.6	11.1		13.2	17.6	13.6	11.5	9.7	6.0	16.1	6.6	7.6	7.4	2.7
WMGB	12.2	10.8	10.9	14.2	17.6	7.5	4.1	14.1	16.2	24.7	18.7	6.4	3.7	8.9
*WNVL	2.5	1.6				6.8	4.1	3.7		3.6	3.3	5.1	5.1	.8
*WRPZ	2.1	.6	3.0					3.2	10.6	4.2				3.5
WVLK	21.1	23.6	12.2	22.2	23.6	25.2	32.8	22.1	16.6	17.3	21.6	33.8	30.1	5.0
WVLK-FM	26.9	30.4	20.9	30.8	29.6	40.8	36.1	27.1	26.4	23.8	20.7	45.9	25.0	10.4
WHAS	4.8	4.8		1.5	6.0	2.7	16.4	5.5			5.0	1.3	11.8	1.2
WLW	5.0	7.3	2.6	8.6	9.0	5.4	15.6	3.9	2.1	1.5	2.9	5.1	1.5	
TOTALS CUME RTG	94.0	93.8	90.4	95.4	93.1	96.6	95.9	94.4	97.9	98.8	93.8	94.9	90.4	93.1

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 6AM-10AM

AQH (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	8	3				1	1	5					2	
TSA	9	4	1			1	1	5					2	
+WCGW														
WJMM														
METRO	6	2		1		1		3					2	1
TSA	10	3		1	1	1		6			2		2	1
WCOZ														
METRO	22	10		5	1	3	1	12		3	3	4	1	
TSA	34	17		12	1	3	1	17		6	5	4	1	
WFMI														
METRO	48	10	5	4	1			21	10	7	2	1		17
TSA	67	11	6	4	1			26	13	7	4	1		30
WHRS														
METRO	1	1					1							
TSA	2	1					1	1					1	
WJMM														
METRO	16	6		2	1	1	2	10		2	3	1	2	
TSA	20	8	1	2	2	1	2	12		2	3	1	2	
WKQQ														
METRO	54	32	8	16	7	1		17	6	10	1			5
TSA	100	64	18	37	7	1	1	26	13	10	3			10
WLAP														
METRO	24	8		3	2	2	1	16		3	4	3	5	
TSA	38	16	2	3	4	4	2	22	2	4	5	3	6	
WLAP-FM														
METRO	66	16	3	10	2	1		42	11	19	8	2	2	8
TSA	184	61	21	34	4	1	1	93	28	43	16	2	2	30
WLXG														
METRO	21	15		4	8	3		6		3	1		1	
TSA	24	17		5	9	3		7		3	2		1	
WMGB														
METRO	39	14	2	5	6	1		24	5	10	7	2		1
TSA	39	14	2	5	6	1		24	5	10	7	2		1
WNVL														
METRO	4							4		2		1	1	
TSA	4							4		2		1	1	
WRPZ														
METRO	3	1	1					2	1	1				
TSA	4	2	2					2	1	1				
WVLK														
METRO	105	48	3	16	10	6	5	57	4	12	15	9	9	
TSA	130	61	6	17	13	9	8	69	4	16	16	12	11	
WVLK-FM														
METRO	86	44	7	10	6	14	5	40	4	13	7	9	4	2
TSA	300	166	23	57	42	21	11	127	10	48	34	19	6	7
WHAS														
METRO	3							3			2		1	
TSA	123	48	4	17	5	5	6	74	4	14	16	4	8	1
WLW														
METRO	3	3		2			1							
TSA	13	10		3	1	3	3	3	1				1	
TOTALS														
METRO AQH	572	250	34	86	55	41	20	283	47	90	57	32	32	39

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58
 # Both of the previous footnotes apply.

Specific Audience

MONDAY - FRIDAY 6AM - 10AM

CUME (00)														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
WBBE														
METRO	53	23				9								
TSA	67	33	6			9	6	30			10	7		
+WCGW														
WJMM														
METRO	46	14		4		6				3	3	4	3	11
TSA	92	32		4	13	11		49		3	19	9	3	11
WCOZ														
METRO	125	57		15	16	9				8	16	22	7	6
TSA	189	76		34	16	9		107		21	40	25	12	6
WFMI														
METRO	389	112	55	36	12	5		156		71	48	24	5	121
TSA	580	144	70	48	17	5		222	114	53	37	5	5	214
WHRS														
METRO	19	8				2		11					2	
TSA	30	8				2		22					5	6
WJMM														
METRO	118	53	14	11	11	7		65		16	14	9	10	
TSA	158	74	24	11	22	7		84		22	18	9	14	
WKQQ														
METRO	357	194	58	96	32	5		125	52	54	19			38
TSA	591	327	115	165	32	5		179	93	54	32			85
WLAP														
METRO	157	60		10	16	11		94	4	23	19	18	18	3
TSA	270	118	14	10	30	26		149	23	28	24	22	23	3
WLAP-FM														
METRO	432	135	33	60	30	6		229	95	78	41	8	7	68
TSA	1140	364	130	164	52	10		552	229	189	83	21	16	224
WLXG														
METRO	94	50		16	25	9		44	5	21	13		2	
TSA	131	65		23	30	12		60	5	26	17		2	6
WMGB														
METRO	229	82	19	27	29	4		138	20	65	39	10		9
TSA	229	82	19	27	29	4		138	20	65	39	10		9
WNVL														
METRO	28	7				7		19		8	3	2	2	2
TSA	28	7				7		19		8	3	2	2	2
WRPZ														
METRO	27	7	7					17	13	4				3
TSA	35	15	15					17	13	4				3
WVLK														
METRO	403	187	15	51	43	28		210	22	39	45	34	38	6
TSA	557	259	24	76	66	36		292	22	66	65	44	49	6
WVLK-FM														
METRO	453	235	36	66	39	44		207	26	51	41	44	22	11
TSA	1446	707	126	203	176	79		673	103	198	151	117	41	66
WHAS														
METRO	36	12			4	2		21			9		8	3
TSA	573	254	20	66	30	39		279	14	51	50	21	56	40
WLW														
METRO	31	20		11		9		11			5			
TSA	132	72		28	4	8		60	12		9	10	16	
TOTALS														
METRO CUME	2190	950	188	285	204	124	87	1037	195	300	196	136	100	203

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58
Both of the previous footnotes apply.

Specific Audience

MONDAY - FRIDAY 6AM-10AM

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	1.4	1.2					2.4	5.0	1.8					6.3
+WCGW WJMM	1.0	.8		1.2			2.4		1.1					6.3 2.6
WCOZ	3.8	4.0		5.8	1.8	7.3	5.0	4.2		3.3	5.3	12.5	3.1	
WFMI	8.4	4.0	14.7	4.7	1.8			7.4	21.3	7.8	3.5	3.1		43.6
WHRS	.2	.4					5.0							
WJMM	2.8	2.4		2.3	1.8	2.4	10.0	3.5		2.2	5.3	3.1	6.3	
WKQQ	9.4	12.8	23.5	18.6	12.7	2.4		6.0	12.8	11.1	1.8			12.8
WLAP	4.2	3.2		3.5	3.6	4.9	5.0	5.7		3.3	7.0	9.4	15.6	
WLAP-FM	11.5	6.4	8.8	11.6	3.6	2.4		14.8	23.4	21.1	14.0	6.3	6.3	20.5
WLXG	3.7	6.0		4.7	14.5	7.3		2.1		3.3	1.8		3.1	
WMGB	6.8	5.6	5.9	5.8	10.9	2.4		8.5	10.6	11.1	12.3	6.3		2.6
WNVL	.7							1.4		2.2		3.1	3.1	
WRPZ	.5	.4	2.9					.7	2.1	1.1				
WVLK	18.4	19.2	8.8	18.6	18.2	14.6	25.0	20.1	8.5	13.3	26.3	28.1	28.1	
WVLK-FM	15.0	17.6	20.6	11.6	10.9	34.1	25.0	14.1	8.5	14.4	12.3	28.1	12.5	5.1
WHAS	.5							1.1			3.5		3.1	
WLW	.5	1.2		2.3			5.0							
TOTALS AQH RTG	20.8	21.1	14.8	26.5	23.6	27.9	16.4	21.6	20.0	26.8	23.7	20.4	23.5	15.1

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

Specific Audience

MONDAY-FRIDAY 6AM-10AM

METRO CUME RATING														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	1.9	1.9				6.1	4.9	2.3				6.4	5.1	
+WCGW WJMM	1.7	1.2		1.2		4.1		1.6		.9	1.2	2.5	2.2	4.2
WCOZ	4.5	4.8		4.6	6.9	6.1	10.7	4.7		2.4	6.6	14.0	5.1	2.3
WFMI	14.1	9.5	23.9	11.1	5.2	3.4		11.9	30.2	14.3	10.0	3.2		46.7
WHR5	.7	.7				1.4	4.9	.8				3.2	1.5	
WJMM	4.3	4.5	6.1	3.4	4.7	4.8	4.9	5.0		4.8	5.8	5.7	7.4	
WKQQ	13.0	16.4	25.2	29.5	13.7	3.4	2.5	9.5	22.1	16.1	7.9			14.7
WLAP	5.7	5.1		3.1	6.9	7.5	15.6	7.2	1.7	6.8	7.9	11.5	13.2	1.2
WLAP-FM	15.7	11.4	14.3	18.5	12.9	4.1	4.9	17.5	40.4	23.2	17.0	5.1	5.1	26.3
WLXG	3.4	4.2		4.9	10.7	6.1		3.4	2.1	6.3	5.4		1.5	
WMGB	8.3	6.9	8.3	8.3	12.4	2.7	2.5	10.5	8.5	19.3	16.2	6.4		3.5
WNVL	1.0	.6				4.8		1.4		2.4	1.2	1.3	1.5	.8
WRPZ	1.0	.6	3.0					1.3	5.5	1.2				1.2
WVLK	14.6	15.8	6.5	15.7	18.5	19.0	26.2	16.0	9.4	11.6	18.7	21.7	27.9	2.3
WVLK-FM	16.4	19.8	15.7	20.3	16.7	29.9	26.2	15.8	11.1	15.2	17.0	28.0	16.2	4.2
WHAS	1.3	1.0			1.7	1.4	4.9	1.6			3.7		5.9	1.2
WLW	1.1	1.7		3.4			7.4	.8				3.2		
TOTALS CUME RTG	79.5	80.2	81.7	87.7	87.6	84.4	71.3	79.1	83.0	89.3	81.3	86.6	73.5	78.4

Specific Audience

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply

Specific Audience

MONDAY - FRIDAY 10AM - 3PM

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	22	8				3	1	14				4		5
TSA	33	17	5			3	5	16				4		7
+WCGW														
WJMM														
METRO	4							4			1			3
TSA	11	2			2			9			1	1		3
WCOZ														
METRO	35	16		7	2	5	2	19	1	6	3	5		3
TSA	58	29		20	2	5	2	29	1	12	5	5		4
WFMI														
METRO	45	15	8	6	1			22	11	7	2	1		8
TSA	61	19	10	8	1			27	15	7	3	1		15
WHRG														
METRO	6	3					2	3				1		1
TSA	6	3					2	3				1		1
WJMM														
METRO	13	6		1	1		4	7		1	1			
TSA	14	7		1	2		4	7		1	1			
WKQQ														
METRO	46	35	12	18	4	1		10	4	5	1			1
TSA	95	71	18	47	5	1		21	13	6	1	1		3
WLAP														
METRO	15	5		3		1		10	1	2	5			1
TSA	21	8		3	2	1		13	3	2	5	1		1
WLAP-FM														
METRO	88	23	7	12	4			60	15	32	9	2		5
TSA	233	87	34	44	7		1	134	37	69	21	2		4
WLXG														
METRO	24	15		4	6	5		9	1	5	1			
TSA	28	18		6	7	5		10	1	5	1	1		
WMGB														
METRO	24	5	1	2	2			19	3	10	4	1		
TSA	24	5	1	2	2			19	3	10	4	1		
WNVL														
METRO	1							1						
TSA	1							1						
WRPZ														
METRO	8	2	2					6	3	3				
TSA	8	2	2					6	3	3				
WVLC														
METRO	43	22		14	2	3	2	21		7	3	4		3
TSA	59	27		14	3	3	6	32		7	3	8		4
WVLC-FM														
METRO	77	40	6	13	1	12	5	37	10	5	4	8		3
TSA	313	171	15	81	31	18	14	138	18	52	15	25		6
WHAS														
METRO	5	4			2		1	1						
TSA	53	21	1	12	4		1	32	5	9	5	1		4
WLW														
METRO	10	7		2	4	1		3						1
TSA	19	13	1	3	5	1	1	6				1		1
TOTALS														
METRO AQH	523	229	39	84	33	37	20	277	58	89	43	27	23	17

Footnote Symbols. * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 10AM-3PM

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	88	40				6	9	48			10	15	
TSA	101	50	6			6	13	51			10	18	
+WCGW													
WJMM													
METRO	28	8				2	6	20		3	6	4	3
TSA	51	19			6	7	6	32		3	6	9	3
WCOZ													
METRO	152	58		16	19	12	11	91	9	24	21	21	12
TSA	205	82		36	19	16	11	120	9	30	28	21	22
WFMI													
METRO	370	105	61	31	3			192	90	48	27	8	73
TSA	557	170	93	64	3			256	135	53	41	8	131
WHRS													
METRO	40	19			4		11	21				7	5
TSA	40	19			4		11	21				7	5
WJMM													
METRO	61	35		11	7	6	7	26		4	8	4	5
TSA	76	50	9	11	13	6	7	26		4	8	4	5
WKQQ													
METRO	339	223	96	97	27	3		97	42	37	13	3	2
TSA	597	388	169	179	33	3		159	70	65	13	9	2
WLAP													
METRO	106	41		10		8	9	65	4	19	12	2	14
TSA	172	58		10		9	9	114	23	19	18	6	23
WLAP-FM													
METRO	430	149	70	55	12	2	6	230	92	92	34	7	5
TSA	1064	410	189	146	31	14	13	521	192	209	74	11	17
WLXG													
METRO	95	55		31	7	13		40	5	16	6	3	2
TSA	134	78		38	18	13	5	56	5	21	6	14	2
WMGB													
METRO	175	61	14	22	20	3	2	111	14	54	26	8	5
TSA	175	61	14	22	20	3	2	111	14	54	26	8	5
WNVL													
METRO	21	4						17		4			2
TSA	21	4						17		4			2
WRPZ													
METRO	41	7	7					31	21	10			3
TSA	41	7	7					31	21	10			3
WVLK													
METRO	244	109		37	13	15	20	132	5	24	22	22	27
TSA	341	140		45	26	18	27	198	5	36	34	28	35
WVLK-FM													
METRO	350	182	28	56	17	27	28	163	28	33	26	29	17
TSA	1245	585	118	169	90	54	86	609	105	166	94	96	41
WHAS													
METRO	44	29			10		14	15		3			
TSA	341	176	7	66	18	17	28	165	6	30	20	10	35
WLW													
METRO	76	50	6	17	12	5	6	26		5			2
TSA	167	112	14	28	17	18	12	55	6	5		5	2
TOTALS													
METRO CUME	1864	800	171	237	114	89	91	948	187	264	165	105	82
													116

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
 # Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 10AM-3PM

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	4.2	3.5				8.1	5.0	5.1				14.8	21.7	
+WCGW WJMM	.8							1.4			2.3		13.0	
WCOZ	6.7	7.0		8.3	6.1	13.5	10.0	6.9	1.7	6.7	7.0	18.5	13.0	
WFMI	8.6	6.6	20.5	7.1	3.0			7.9	19.0	7.9	4.7	3.7		47.1
WHRS	1.1	1.3					10.0	1.1				3.7	4.3	
WJMM	2.5	2.6		1.2	3.0		20.0	2.5		1.1	2.3			
WKQQ	8.8	15.3	30.8	21.4	12.1	2.7		3.6	6.9	5.6	2.3			5.9
WLAP	2.9	2.2		3.6		2.7		3.6	1.7	2.2	11.6		4.3	
WLAP-FM	16.8	10.0	17.9	14.3	12.1			21.7	25.9	36.0	20.9	7.4	8.7	29.4
WLXG	4.6	6.6		4.8	18.2	13.5		3.2	1.7	5.6	2.3			
WMGB	4.6	2.2	2.6	2.4	6.1			6.9	5.2	11.2	9.3	3.7		
WNVL	.2							.4						
WRPZ	1.5	.9	5.1					2.2	5.2	3.4				
WVLK	8.2	9.6		16.7	6.1	8.1	10.0	7.6		7.9	7.0	14.8	13.0	
WVLK-FM	14.7	17.5	15.4	15.5	3.0	32.4	25.0	13.4	17.2	5.6	9.3	29.6	13.0	
WHAS	1.0	1.7			6.1		5.0	.4						
WLW	1.9	3.1		2.4	12.1	2.7		1.1					4.3	
TOTALS AQH RTG	19.0	19.3	17.0	25.8	14.2	25.2	16.4	21.1	24.7	26.5	17.8	17.2	16.9	6.6

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 10AM-3PM

METRO CUME RATING														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	3.2	3.4				4.1	7.4	3.7				6.4	11.0	
+WCGW WJMM	1.0	.7				1.4	4.9	1.5		.9	2.5	2.5	2.2	
WCOZ	5.5	4.9		4.9	8.2	8.2	9.0	6.9	3.8	7.1	8.7	13.4	8.8	1.2
WFMI	13.4	8.9	26.5	9.5	1.3			14.6	38.3	14.3	11.2	5.1		28.2
WHRS	1.5	1.6			1.7		9.0	1.6				4.5	3.7	
WJMM	2.2	3.0		3.4	3.0	4.1	5.7	2.0		1.2	3.3	2.5	3.7	
WKQQ	12.3	18.8	41.7	29.8	11.6	2.0		7.4	17.9	11.0	5.4	1.9	1.5	7.3
WLAP	3.8	3.5		3.1		5.4	7.4	5.0	1.7	5.7	5.0	1.3	10.3	
WLAP-FM	15.6	12.6	30.4	16.9	5.2	1.4	4.9	17.5	39.1	27.4	14.1	4.5	3.7	19.7
WLXG	3.4	4.6		9.5	3.0	8.8		3.1	2.1	4.8	2.5	1.9	1.5	
WMGB	6.4	5.2	6.1	6.8	8.6	2.0	1.6	8.5	6.0	16.1	10.8	5.1	3.7	1.2
WNVL	.8	.3						1.3		1.2			1.5	
WRPZ	1.5	.6	3.0					2.4	8.9	3.0				1.2
WVLK	8.9	9.2		11.4	5.6	10.2	16.4	10.1	2.1	7.1	9.1	14.0	19.9	1.2
WVLK-FM	12.7	15.4	12.2	17.2	7.3	18.4	23.0	12.4	11.9	9.8	10.8	18.5	12.5	1.9
WHAS	1.6	2.4			4.3		11.5	1.1			1.2			
WLW	2.8	4.2	2.6	5.2	5.2	3.4	4.9	2.0		1.5			1.5	
TOTALS CUME RTG	67.7	67.6	74.3	72.9	48.9	60.5	74.6	72.3	79.6	78.6	68.5	66.9	60.3	44.8

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply

Specific Audience

MONDAY - FRIDAY 3PM-7PM

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	11	5				2	1	6				2	1	
TSA	18	10	3			2	3	8				2	3	
#WCGW														
WJMM														
METRO	8	2				1	1	6		1	1	1	2	
TSA	15	3			1	1	1	12		1	5	2	2	
WCOZ														
METRO	25	12		6	2	3	1	13		3	4	3	1	
TSA	35	18		12	2	3	1	17		5	6	3	1	
WFMI														
METRO	49	17	11	6				19	11	5		2		13
TSA	78	25	13	11	1			26	16	6		3		27
WHRS														
METRO	3	2					1	1						
TSA	3	2					1	1						
WJMM														
METRO	12	6		2	1	1	2	6		1	1	1		
TSA	14	7	1	2	1	1	2	7		2	1	1		
WKQQ														
METRO	51	33	13	18	2			14	9	5				4
TSA	109	72	27	41	3		1	29	16	10	1		2	8
WLAP														
METRO	7	2		1		1		5		2	2		1	
TSA	17	9	2	1	2	2	1	8		2	2	1	2	
WLAP-FM														
METRO	67	15	5	7	2	1		41	15	18	5		1	11
TSA	208	57	26	21	6	1	2	109	48	42	12	2	3	42
WLXG														
METRO	21	8		3	1	3		13	1	6	3		1	
TSA	26	13		5	4	3		13	1	6	3		1	
WMGB														
METRO	18	6		4	2			11	2	6	3			1
TSA	21	6		4	2			14	2	9	3			1
WNVL														
METRO	4	1						3		1			2	
TSA	8	1						7		1			2	
WRPZ														
METRO	7							5		2				2
TSA	7							5	2	3				2
WVLK														
METRO	34	15		8	3	1	2	19	1	6	3	4	2	
TSA	52	26	1	10	7	1	5	26	1	6	4	8	2	
WVLK-FM														
METRO	65	31	4	9	4	6	3	34	8	4	8	8	3	
TSA	238	114	10	45	32	10	8	116	12	36	24	27	5	8
WHAS														
METRO	1	1					1							
TSA	37	24	1	9	6	4	2	13	3		5		2	
WLW														
METRO	15	13		7	4	2		2		1				
TSA	28	25	1	11	8	2	2	3		1		1		
TOTALS														
METRO AQH	475	205	35	80	31	25	15	230	56	70	39	24	16	40

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

MONDAY-FRIDAY 3PM-7PM

CUME (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	83	35					10	9				12	10	
TSA	96	45	6				10	13				12	13	
#WCGW														
WJMM														
METRO	46	17		4			7	6		3	12	7	3	
TSA	110	37		4	16		11	6		3	38	12	3	6
WCOZ														
METRO	161	72	6	26			11	14		15	83	5	22	24
TSA	226	88	6	38			11	18		15	132	5	43	44
WFMI														
METRO	397	111	67	35			7	2			175	102	39	23
TSA	669	187	104	68			13	2			259	152	55	41
WHRS														
METRO	40	19					4	2			9	21		3
TSA	45	19					4	2			9	26		3
WJMM														
METRO	83	46	6	11			12	4			9	9	9	2
TSA	108	60	15	11			17	4			9	13	9	2
WKQQ														
METRO	411	258	91	120			39	5			3	120	71	38
TSA	738	423	152	212			44	5			10	236	113	87
WLAP														
METRO	103	48		11			4	16			8	52	4	19
TSA	169	81	7	11			13	19			15	85	15	19
WLAP-FM														
METRO	480	133	39	61			17	8			3	255	107	101
TSA	1283	406	173	153			41	15			11	634	252	224
WLXG														
METRO	130	56		28			11	10			3	67	14	32
TSA	157	78		34			27	10			3	72	14	32
WMGB														
METRO	164	55	6	32			13	4				92	20	46
TSA	178	55	6	32			13	4				106	20	60
WNVL														
METRO	27	4												7
TSA	39	4												7
WRPZ														
METRO	40													9
TSA	47													9
WVLK														
METRO	232	102	8	26			32	8			14	127	4	27
TSA	348	146	17	34			41	13			21	191	4	32
WVLK-FM														
METRO	407	199	28	60			33	31			29	200	36	38
TSA	1340	567	79	165			132	50			85	711	102	196
WHAS														
METRO	34	21					4	2			15	10		3
TSA	246	164	7	55			30	22			27	76	6	6
WLW														
METRO	74	51	6	22			8	5			6	23		5
TSA	155	117	14	40			25	5			10	38		5
TOTALS														
METRO CUME	2123	929	182	290	182	108	78	999	207	278	192	128	73	195

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 3PM-7PM

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	2.3	2.4				8.0	6.7	2.6				8.3	6.3	
#WCGW WJMM	1.7	1.0				4.0	6.7	2.6		1.4	2.6	4.2	12.5	
WCOZ	5.3	5.9		7.5	6.5	12.0	6.7	5.7		4.3	10.3	12.5	6.3	
WFMI	10.3	8.3	31.4	7.5				8.3	19.6	7.1	5.1			32.5
WHRS	.6	1.0					6.7	.4						
WJMM	2.5	2.9		2.5	3.2	4.0	13.3	2.6		1.4	2.6	4.2		
WKQQ	10.7	16.1	37.1	22.5	6.5			6.1	16.1	7.1				10.0
WLAP	1.5	1.0		1.3		4.0		2.2		2.9	5.1		6.3	
WLAP-FM	14.1	7.3	14.3	8.8	6.5	4.0		17.8	26.8	25.7	12.8	8.3	6.3	27.5
WLXG	4.4	3.9		3.8	3.2	12.0		5.7	1.8	8.6	7.7		6.3	
WMGB	3.8	2.9		5.0	6.5			4.8	3.6	8.6	7.7			2.5
WNVL	.8	.5						1.3		1.4			12.5	
WRPZ	1.5							2.2	3.6	4.3				5.0
WVLK	7.2	7.3		10.0	9.7	4.0	13.3	8.3	1.8	8.6	7.7	16.7	12.5	
WVLK-FM	13.7	15.1	11.4	11.3	12.9	24.0	20.0	14.8	14.3	5.7	20.5	33.3	18.8	
WHAS	.2	.5					6.7							
WLW	3.2	6.3		8.8	12.9	8.0		.9		1.4				
TOTALS AQH RTG	17.2	17.3	15.2	24.6	13.3	17.0	12.3	17.5	23.8	20.8	16.2	15.3	11.8	15.4

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 3PM-7PM

METRO CUME RATING														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	3.0	3.0				6.8	7.4	3.7				7.6	7.4	
#WCGW WJMM	1.7	1.4		1.2		4.8	4.9	2.2		.9	5.0	4.5	2.2	
WCOZ	5.8	6.1	2.6	8.0	4.7	9.5	12.3	6.3	2.1	6.5	10.0	13.4	5.1	2.3
WFMI	14.4	9.4	29.1	10.8	3.0	1.4		13.3	43.4	11.6	9.5	1.3		42.9
WHRS	1.5	1.6			1.7	1.4	7.4	1.6				1.9	3.7	
WJMM	3.0	3.9	2.6	3.4	5.2	2.7	7.4	2.8		3.6	3.7	5.7	1.5	
WKQQ	14.9	21.8	39.6	36.9	16.7	3.4	2.5	9.2	30.2	11.3	3.7	1.3		12.7
WLAP	3.7	4.1		3.4	1.7	10.9	6.6	4.0	1.7	5.7	5.0	1.3	8.8	1.2
WLAP-FM	17.4	11.2	17.0	18.8	7.3	5.4	2.5	19.5	45.5	30.1	14.1	7.0	1.5	35.5
WLXG	4.7	4.7		8.6	4.7	6.8	2.5	5.1	6.0	9.5	2.5	1.3	3.7	2.7
WMGB	6.0	4.6	2.6	9.8	5.6	2.7		7.0	8.5	13.7	7.9	1.9		6.6
WNVL	1.0	.3						1.8		3.6			5.1	
WRPZ	1.5							2.4	7.2	3.3				3.5
WVLK	8.4	8.6	3.5	8.0	13.7	5.4	11.5	9.7	1.7	8.0	10.8	19.1	11.0	1.2
WVLK-FM	14.8	16.8	12.2	18.5	14.2	21.1	23.8	15.3	15.3	11.3	17.0	25.5	11.8	3.1
WHAS	1.2	1.8			1.7	1.4	12.3	.8			1.2		2.2	1.2
WLW	2.7	4.3	2.6	6.8	3.4	3.4	4.9	1.8		1.5	1.2	1.9	1.5	
TOTALS CUME RTG	77.1	78.5	79.1	89.2	78.1	73.5	63.9	76.2	88.1	82.7	79.7	81.5	53.7	75.3

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 7PM-MID

AQH (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE														
METRO	4	1					1	3						
TSA	4	1					1	3						
WCOZ														
METRO	7	3		2			1	4			2		1	
TSA	8	3		2			1	5		1	2		1	
WFMI														
METRO	47	9	7	2				12	9	1	1	1		26
TSA	70	13	10	2	1			20	17	1	1	1		37
*WHRS														
METRO														
TSA														
WJMM														
METRO	7	3					1	4		1			1	
TSA	8	4	1				1	4		1			1	
WKQQ														
METRO	31	22	9	11	2			7	5	2				2
TSA	68	45	25	18	2			15	7	7			1	8
WLAP														
METRO	7	2		1	1			5		1	1	1	2	
TSA	10	5		1	2	2		5		1	1	1	2	
WLAP-FM														
METRO	34	8	2	3	1			15	9	4	2			11
TSA	116	33	16	10	4	1		43	29	9	3	1		40
WLXG														
METRO	10	7		2	2		1	3		1			1	
TSA	12	9		2	3	1	1	3		1			1	
WMGB														
METRO	15	6	2	3	1			9	4	2	3			
TSA	19	6	2	3	1			13	4	6	3			
*WNVL														
METRO														
TSA														
*WRPZ														
METRO	1							1		1				
TSA	1							1		1				
WVLK														
METRO	20	7	5	1			1	13	7	2	1	2		
TSA	20	7	5	1			1	13	7	2	1	2		
WVLK-FM														
METRO	28	10	1	1		2	1	15	5	3	2	2		3
TSA	109	62	10	22	17	3	1	36	6	11	7	7	2	11
WHAS														
METRO	4	1					1	3					2	
TSA	46	20		2	1	5	6	22			3	1	5	4
WLW														
METRO	6	6		1	1	2	2							
TSA	18	14		6	1	5	2	4				1	1	
TOTALS														
METRO AQH	262	101	27	32	12	6	11	112	43	22	13	6	11	49

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 7PM-MID

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE													
METRO	9	3										2	
TSA	13	7					3	6				2	
WCOZ													
METRO	79	25		11	3	5	6	54	9	17	17	5	2
TSA	98	32		18	3	5	6	66	9	24	17	5	2
WFMI													
METRO	350	84	53	31				132	83	21	20	8	134
TSA	538	113	76	31	6			187	130	25	24	8	238
*WHRS													
METRO													
TSA													
WJMM													
METRO	71	31	6	5	3	5	12	40	9	9	2	6	
TSA	84	40	15	5	3	5	12	44	9	9	2	10	
WKQQ													
METRO	292	173	78	64	27			92	53	31	4	2	27
TSA	556	297	136	114	36		7	173	77	72	15	2	86
WLAP													
METRO	82	35		11	12	6	2	47		12	9	12	10
TSA	108	58		11	21	20	2	50		12	9	12	10
WLAP-FM													
METRO	324	113	52	34	22			150	71	50	17	7	61
TSA	892	287	140	89	49	4		389	211	113	41	12	216
WLXG													
METRO	108	59		16	15	6	9	49		19	3	6	5
TSA	144	79		25	21	11	9	59		19	8	6	5
WMGB													
METRO	108	57	14	26	17			51	10	16	17	2	2
TSA	128	63	14	26	23			65	10	30	17	2	2
*WNVL													
METRO													
TSA													
*WRPZ													
METRO	4							4		4			
TSA	4							4		4			
WVLK													
METRO	128	53	13	15	4	5	11	72	26	16	7	13	5
TSA	153	66	13	15	4	10	19	84	26	16	13	19	5
WVLK-FM													
METRO	228	87	11	22	5	17	14	130	31	27	21	25	9
TSA	852	395	71	114	105	42	26	391	56	124	72	86	23
WHAS													
METRO	48	14					9	34			3	2	5
TSA	269	118		21	16	26	16	117			16	6	22
WLW													
METRO	59	45		17	4	8	16	14		5		5	
TSA	160	118		45	21	24	21	42		5		15	7
TOTALS													
METRO CUME	1572	661	167	208	121	55	63	708	170	191	117	67	56
													203

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
 # Both of the previous footnotes apply.

Specific Audience

MONDAY - FRIDAY 7PM-MID

METRO AQH SHARE

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE	1.5	1.0					9.1	2.7						
WCOZ	2.7	3.0		6.3			9.1	3.6			15.4		9.1	
WFMI	17.9	8.9	25.9	6.3				10.7	20.9	4.5	7.7	16.7		53.1
*WHRB														
WJMM	2.7	3.0				16.7	18.2	3.6		4.5			9.1	
WKQQ	11.8	21.8	33.3	34.4	16.7			6.3	11.6	9.1				4.1
WLAP	2.7	2.0		3.1	8.3			4.5		4.5	7.7	16.7	18.2	
WLAP-FM	13.0	7.9	7.4	9.4	8.3			13.4	20.9	18.2	15.4			22.4
WLXG	3.8	6.9		6.3	16.7		9.1	2.7		4.5			9.1	
WMGB	5.7	5.9	7.4	9.4	8.3			8.0	9.3	9.1	23.1			
*WNVL														
*WRPZ	.4							.9		4.5				
WVLK	7.6	6.9	18.5	3.1			9.1	11.6	16.3	9.1	7.7	33.3		
WVLK-FM	10.7	9.9	3.7	3.1		33.3	9.1	13.4	11.6	13.6	15.4	33.3	18.2	6.1
WHAS	1.5	1.0					9.1	2.7					18.2	
WLW	2.3	5.9		3.1	8.3	33.3	18.2							
TOTALS AQH RTG	9.5	8.5	11.7	9.8	5.2	4.1	9.0	8.5	18.3	6.5	5.4	3.8	8.1	18.9

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply.

Specific Audience

MONDAY-FRIDAY 7PM-MID

METRO CUME RATING														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE	.3	.3					2.5	.5					1.3	
WCOZ	2.9	2.1		3.4	1.3	3.4	4.9	4.1	3.8	5.1	7.1	3.2	1.5	
WFMI	12.7	7.1	23.0	9.5				10.1	35.3	6.3	8.3	5.1		51.7
*WHRB														
WJMM	2.6	2.6	2.6	1.5	1.3	3.4	9.8	3.1		2.7	3.7	1.3	4.4	
WKQQ	10.6	14.6	33.9	19.7	11.6			7.0	22.6	9.2	1.7	1.3	1.5	10.4
WLAP	3.0	3.0		3.4	5.2	4.1	1.6	3.6		3.6	3.7	7.6	7.4	
WLAP-FM	11.8	9.5	22.6	10.5	9.4			11.4	30.2	14.9	7.1	4.5	3.7	23.6
WLXG	3.9	5.0		4.9	6.4	4.1	7.4	3.7		5.7	1.2	3.8	3.7	
WMGB	3.9	4.8	6.1	8.0	7.3			3.9	4.3	4.8	7.1	1.3	1.5	
*WNVL														
*WRPZ	.1							.3		1.2				
WVLK	4.6	4.5	5.7	4.6	1.7	3.4	9.0	5.5	11.1	4.8	2.9	8.3	3.7	1.2
WVLK-FM	8.3	7.3	4.8	6.8	2.1	11.6	11.5	9.9	13.2	8.0	8.7	15.9	6.6	4.2
WHAS	1.7	1.2					7.4	2.6			1.2	1.3	3.7	
WLW	2.1	3.8		5.2	1.7	5.4	13.1	1.1		1.5		3.2		
TOTALS CUME RTG	57.1	55.8	72.6	64.0	51.9	37.4	51.6	54.0	72.3	56.8	48.5	42.7	41.2	78.4

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 6AM-10AM

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	4							4						
TSA	5	1					1	4						
+WCGW														
WJMM														
METRO	2							2					2	
TSA	9							9			6	1	2	
WCOZ														
METRO	12	7		7				5		2	2			
TSA	13	7		7				6		3	2			
WFMI														
METRO	30	3	1	1		1		12	6	4	1	1		15
TSA	39	3	1	1		1		12	6	4	1	1		24
WHRS														
METRO	5	2					2	3					3	
TSA	5	2					2	3					3	
WJMM														
METRO	8	3			1	1	1	5					1	
TSA	12	4			2	1	1	8					1	
WKQQ														
METRO	36	27	3	17	6	1		8	3	5				1
TSA	62	43	9	27	6	1		15	5	9	1			4
WLAP														
METRO	25	8		4	2	1	1	17		1	2	3	7	
TSA	29	10		4	2	1	3	19		1	2	3	8	
WLAP-FM														
METRO	41	16	2	11		1	1	23	4	11	4	2	2	2
TSA	106	41	13	24		1	1	47	18	17	8	2	2	18
WLXG														
METRO	8	6		2	4			2	1	1				
TSA	11	9		2	7			2	1	1				
WMGB														
METRO	19	1			1			16	6	5	5			2
TSA	23	5	4		1			16	6	5	5			2
WNVL														
METRO	3	1				1		2			1		1	
TSA	3	1				1		2			1		1	
WRPZ														
METRO	2	2	2											
TSA	2	2	2											
WVLK														
METRO	58	29		12	2	3	3	29	1	3	6	9	7	
TSA	78	37		12	4	4	8	41	1	4	8	13	7	
WVLK-FM														
METRO	54	20	1	5	3	5	4	32	2	9	7	6	4	2
TSA	240	145	19	52	37	11	8	85	5	26	20	12	6	10

WHAS														
METRO	4	1					1	3			1	1	1	
TSA	100	38	3	11	4	1	9	62	4	14	11	2	7	
WLW														
METRO	3	3		2			1							
TSA	15	8		3	4		1	7		5	2			
TOTALS														
METRO AQH	353	146	14	67	22	16	14	182	28	44	30	22	32	25

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

Specific Audience

SATURDAY 6AM-10AM

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	18	4					14						2
TSA	25	11				7	14						2
+WCGW													
WJMM													
METRO	3						3						3
TSA	19						19			11	5		3
WCOZ													
METRO	35	18		15		3	14		4	6			3
TSA	42	18		15		3	21		11	6			3
WFMI													
METRO	113	19	12	5	2		46	19	15	4	8		48
TSA	153	19	12	5	2		50	19	15	8	8		84
WHRS													
METRO	18	10				6	8				2		6
TSA	18	10				6	8				2		6
WJMM													
METRO	42	15		4	5	6	27			3			6
TSA	64	26		15	5	6	38			3			6
WKQQ													
METRO	119	90	14	49	22	5	26	11	15				3
TSA	197	121	23	71	22	5	47	19	22	6			29
WLAP													
METRO	60	18		4	7	4	42		4	6	7		12
TSA	91	33		4	7	4	58		4	6	7		17
WLAP-FM													
METRO	123	50	11	29	2	3	59	13	27	9	5	5	14
TSA	313	142	49	71	6	3	111	34	46	21	5	5	60
WLXG													
METRO	27	14		5	9		13	5	4				
TSA	36	23		5	15	3	13	5	4				
WMGB													
METRO	47	9			9		35	6	11	18			3
TSA	61	23	14		9		35	6	11	18			3
WNVL													
METRO	8	3				3	5			3			2
TSA	8	3				3	5			3			2
WRPZ													
METRO	7	7	7										
TSA	7	7	7										
WVLC													
METRO	130	64		21	11	9	66	9	8	13	15	12	
TSA	173	79		21	17	11	94	9	13	17	21	12	
WVLC-FM													
METRO	182	71	6	18	12	16	108	8	18	22	26	12	3
TSA	580	323	50	99	86	36	20	233	14	72	43	43	16
WHAS													
METRO	14	3				3	11			6	2		3
TSA	260	118	13	36	7	6	28	6	17	22	11		30
WLW													
METRO	14	8		5		3	6						
TSA	47	19		12	4	3	28	6	7	9			
TOTALS													
METRO CUME	971	409	50	140	82	57	47	485	75	101	90	65	66
TEENS													77

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply.

ARBITRON RATINGS

Specific Audience

SATURDAY 6AM-10AM

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	1.1							2.2						
+WCGW WJMM	.6							1.1					6.3	
WCOZ	3.4	4.8		10.4				2.7		4.5	6.7			
WFMI	8.5	2.1	7.1	1.5		6.3		6.6	21.4	9.1	3.3	4.5		60.0
WHRS	1.4	1.4					14.3	1.6						9.4
WJMM	2.3	2.1			4.5	6.3	7.1	2.7						3.1
WKQQ	10.2	18.5	21.4	25.4	27.3	6.3		4.4	10.7	11.4				4.0
WLAP	7.1	5.5		6.0	9.1	6.3	7.1	9.3		2.3	6.7	13.6	21.9	
WLAP-FM	11.6	11.0	14.3	16.4		6.3	7.1	12.6	14.3	25.0	13.3	9.1	6.3	8.0
WLXG	2.3	4.1		3.0	18.2			1.1	3.6	2.3				
WMGB	5.4	.7			4.5			8.8	21.4	11.4	16.7			8.0
WNVL	.8	.7				6.3		1.1			3.3			3.1
WRPZ	.6	1.4	14.3											
WVLK	16.4	19.9		17.9	9.1	18.8	21.4	15.9	3.6	6.8	20.0	40.9	21.9	
WVLK-FM	15.3	13.7	7.1	7.5	13.6	31.3	28.6	17.6	7.1	20.5	23.3	27.3	12.5	8.0
WHAS	1.1	.7					7.1	1.6			3.3	4.5	3.1	
WLW	.8	2.1		3.0			7.1							
TOTALS AQH RTG	12.8	12.3	6.1	20.6	9.4	10.9	11.5	13.9	11.9	13.1	12.4	14.0	23.5	9.7

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

ARBITRON RATINGS

Specific Audience

SATURDAY 6AM-10AM

METRO CUME RATING														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
WBBE	.7	.3					1.1					1.5		
+WCGW WJMM	.1						.2					2.2		
WCOZ	1.3	1.5		4.6		2.5	1.1		1.2	2.5			1.2	
WFMI	4.1	1.6	5.2	1.5		1.4	3.5	8.1	4.5	1.7	5.1		18.5	
WHRS	.7	.8					4.9	.6			1.3	4.4		
WJMM	1.5	1.3			1.7	3.4	4.9				1.2	4.4		
WKQQ	4.3	7.6	6.1	15.1	9.4	3.4		2.0	4.7	4.5			1.2	
WLAP	2.2	1.5		1.2	3.0	2.7	2.5			1.2	2.5	4.5	8.8	
WLAP-FM	4.5	4.2	4.8	8.9		1.4	2.5	4.5	5.5	8.0	3.7	3.2	3.7	
WLXG	1.0	1.2		1.5	3.9			1.0	2.1	1.2				
WMGB	1.7	.8			3.9			2.7	2.6	3.3	7.5		1.2	
WNVL	.3	.3				2.0				1.2		1.5		
WRPZ	.3	.6	3.0											
WVLK	4.7	5.4		6.5	4.7	6.1	7.4	5.0	3.8	2.4	5.4	9.6	8.8	
WVLK-FM	6.6	6.0	2.6	5.5	5.2	10.9	12.3	8.2	3.4	5.4	9.1	16.6	8.8	
WHAS	.5	.3					2.5	.8			2.5	1.3	2.2	
WLW	.5	.7		1.5			2.5	.5						
TOTALS CUME RTG	35.3	34.5	21.7	43.1	35.2	38.8	38.5	37.0	31.9	30.1	37.3	41.4	48.5	29.7

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 10AM-3PM

AQH (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	17	3					1	14				1		5
TSA	24	7					5	17				1		8
+WCGW														
WJMM														
METRO	5							5				1		3
TSA	13							13			8	1		3
WCOZ														
METRO	30	14		4	2	4	3	16	2	4	1	2		3
TSA	33	14		4	2	4	3	19	2	4	1	5		3
WFMI														
METRO	56	13	8	4		1		28	17	5		4		15
TSA	82	16	11	4		1		38	26	5	1	4		28
WHRS														
METRO	6	3			1			3				1		2
TSA	6	3			1			3				1		2
WJMM														
METRO	12	4					4	8		2				1
TSA	21	6	2				4	15		2				1
WKQQ														
METRO	59	39	12	19	4	3		18	7	10	1			2
TSA	100	65	17	38	5	3		24	9	11	1			11
WLAP														
METRO	16	6		2		3	1	10			2	2		3
TSA	26	9		2	2	3	2	14			2	2		5
WLAP-FM														
METRO	80	27	5	19	3	7	1	44	16	17	6	4		9
TSA	287	116	41	62	7	5	1	126	44	57	18	5		45
WLXG														
METRO	17	7		1	2	2	2	10			4	2		2
TSA	24	12		1	7	2	2	12			4	2		2
WMGB														
METRO	29	9	2	5	2			20	7	7	3	1		
TSA	30	9	2	5	2			21	7	7	4	1		
WNVL														
METRO	5							5		2				
TSA	5							5		2				
WRPZ														
METRO	6	5	5					1	1					
TSA	6	5	5					1	1					
WVLK														
METRO	30	15		11	2			15	2		4	3		2
TSA	43	19		12	3		2	24	2		6	8		2
WVLK-FM														
METRO	78	27	1	2	6	7	6	51	12	6	10	10		2
TSA	282	133	4	52	44	11	9	138	24	45	17	25		3
WHAS														
METRO	7	1					1	6			3			3
TSA	44	16		4	2		7	28	4	3	11			5
WLW														
METRO	1							1			1			
TSA	14	9		5	1	2		5			5			
TOTALS														
METRO AQH	528	199	38	70	29	27	18	289	69	64	42	32	33	40

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 10AM-3PM

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	43	14					6	29				2	15
TSA	50	18					10	32				2	18
+WCGW													
WJMM													
METRO	17	3					3	14			3		3
TSA	49	3					3	40		4	20		3
WCOZ													
METRO	81	32		9		9	6	46	5	4	10	8	5
TSA	86	32		9	3	9	6	51	5	4	10	13	5
WFMI													
METRO	203	46	30	10				94	53	24	4	11	2
TSA	302	62	46	10				119	69	29	8	11	2
WHRS													
METRO	19	11			4		3	8				2	6
TSA	19	11			4		3	8				2	6
WJMM													
METRO	23	8				2	6	15		4			6
TSA	39	17	9			2	6	22		4			6
WKQQ													
METRO	183	110	40	46	17	3		62	24	35	3		11
TSA	315	167	61	68	23	3		100	30	41	3		48
WLAP													
METRO	36	13		4		6	3	23			3	9	7
TSA	89	37		4	9	6	10	44			3	9	16
WLAP-FM													
METRO	208	78	31	34	13			104	44	37	13	8	2
TSA	684	276	121	124	18	8	5	316	113	133	45	11	14
WLXG													
METRO	58	29		7	4	9	9	29		12	6	6	5
TSA	69	35		7	10	9	9	34		12	6	11	5
WMGB													
METRO	86	32	8	16	8			54	11	25	12	2	
TSA	93	32	8	16	8			61	11	25	19	2	
WNVL													
METRO	22	7				3		15		8			
TSA	22	7				3		15		8			
WRPZ													
METRO	14	7	7					7	4	3			
TSA	14	7	7					7	4	3			
WVLK													
METRO	83	31		16	7	4		45	5	4	9	11	4
TSA	134	51		24	12	4	7	76	5	4	16	21	4
WVLK-FM													
METRO	192	72	6	5	15	16	17	120	17	16	20	22	10
TSA	623	282	25	85	86	29	32	323	40	107	45	51	18
WHAS													
METRO	21	5					5	13			6		3
TSA	135	64		11	9		22	68	6	17	19		3
WLW													
METRO	13	9		5	4			4			4		
TSA	62	48		23	9	8		14			14		
TOTALS													
METRO CUME	1259	488	110	137	89	65	43	644	141	150	106	73	66
TEENS													127

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 10AM-3PM

METRO AQH SHARE														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
WBBE	3.2	1.5				5.6	4.8					3.1	15.2	
+WCGW WJMM	.9						1.7					3.1	9.1	
WCOZ	5.7	7.0		5.7	6.9	14.8	16.7	5.5	2.9	6.3	2.4	6.3	9.1	
WFMI	10.6	6.5	21.1	5.7		3.7		9.7	24.6	7.8		12.5	6.1	37.5
WHRS	1.1	1.5			3.4			1.0				3.1	6.1	
WJMM	2.3	2.0					22.2	2.8		3.1			3.0	
WKQQ	11.2	19.6	31.6	27.1	13.8	11.1		6.2	10.1	15.6	2.4			5.0
WLAP	3.0	3.0		2.9		11.1	5.6	3.5			4.8	6.3	9.1	
WLAP-FM	15.2	13.6	13.2	27.1	10.3			15.2	23.2	26.6	14.3	12.5	3.0	22.5
WLXG	3.2	3.5		1.4	6.9	7.4	11.1	3.5		6.3	4.8	6.3	6.1	
WMGB	5.5	4.5	5.3	7.1	6.9			6.9	10.1	10.9	7.1	3.1		
WNVL	.9							1.7		3.1				
WRPZ	1.1	2.5	13.2					.3	1.4					
WVLK	5.7	7.5		15.7	6.9			5.2	2.9		9.5	9.4	6.1	
WVLK-FM	14.8	13.6	2.6	2.9	20.7	25.9	33.3	17.6	17.4	9.4	23.8	31.3	6.1	
WHAS	1.3	.5					5.6	2.1			7.1		9.1	
WLW	.2							.3			2.4			
TOTALS AQH RTG	19.2	16.8	16.5	21.5	12.4	18.4	14.8	22.0	29.4	19.0	17.4	20.4	24.3	15.4

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 10AM-3PM

METRO CUME RATING													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	1.6	1.2				4.9	2.2				1.3	11.0	
+WCGW WJMM	.6	.3				2.5	1.1			1.2	1.9	2.2	
WCOZ	2.9	2.7		2.8	1.3	6.1	4.9	2.1	1.2	4.1	5.1	3.7	1.2
WFMI	7.4	3.9	13.0	3.1		4.1		7.2	22.6	7.1	1.7	7.0	1.5
WHRS	.7	.9			1.7		2.5	.6			1.3	4.4	
WJMM	.8	.7				1.4	4.9		1.2			4.4	
WKQQ	6.6	9.3	17.4	14.2	7.3	2.0		4.7	10.2	10.4	1.2		4.2
WLAP	1.3	1.1		1.2		4.1	2.5	1.8		1.2	5.7	5.1	
WLAP-FM	7.6	6.6	13.5	10.5	5.6			7.9	18.7	11.0	5.4	5.1	1.5
WLXG	2.1	2.4		2.2	1.7	6.1	7.4	2.2		3.6	2.5	3.8	3.7
WMGB	3.1	2.7	3.5	4.9	3.4			4.1	4.7	7.4	5.0	1.3	
WNVL	.8	.6				2.0		1.1		2.4			
WRPZ	.5	.6	3.0					.5	1.7	.9			
WVLK	3.0	2.6		4.9	3.0	2.7		3.4	2.1	1.2	3.7	7.0	2.9
WVLK-FM	7.0	6.1	2.6	1.5	6.4	10.9	13.9	9.2	7.2	4.8	8.3	14.0	7.4
WHAS	.8	.4					4.1	1.0			2.5		2.2
WLW	.5	.8		1.5	1.7			.3		1.7			
TOTALS CUME RTG	45.7	41.2	47.8	42.2	38.2	44.2	35.2	49.1	60.0	44.6	44.0	46.5	48.5

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

SATURDAY 3PM-7PM

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	8	1						7					2	
TSA	14	6					5	8					3	
#WCGW														
WJMM														
METRO	12	4					2	8			2	1		
TSA	18	5			1		2	12		2	3	2		1
WCOZ														
METRO	22	11		5	2	2	2	11		1	5	3		
TSA	23	11		5	2	2	2	12		1	5	4		
WFMI														
METRO	40	12	4	8				18	10	2	3	1	2	10
TSA	68	22	14	8				25	15	2	5	1	2	21
WHRS														
METRO	4	3					1	1				1		
TSA	4	3					1	1				1		
WJMM														
METRO	15	9		6			3	6			3			
TSA	18	9		6			3	9			3			
WKQQ														
METRO	42	25	15	6	4			14	9	5				3
TSA	93	70	35	28	4		3	19	9	6			4	4
WLAP														
METRO	3							3		1	1		1	
TSA	5							4		1	1		2	1
WLAP-FM														
METRO	51	17	1	12	3	1		28	17	4	4	2	1	6
TSA	158	41	23	12	4	1	1	80	38	31	4	4	3	37
WLXG														
METRO	22	10			3	4	3	12		5	2	4	1	
TSA	26	14			7	4	3	12		5	2	4	1	
WMGB														
METRO	22	7	4	1	2			15		9	4			
TSA	27	8	4	1	3			19		13	4			
WNVL														
METRO	3	2					1	1						
TSA	3	2					1	1						
WRPZ														
METRO	8							6	3	3				2
TSA	8							6	3	3				2
WVLK														
METRO	14	9		4	3			5		1	1	1	2	
TSA	27	11		4	4		1	16		1	3	4	2	
WVLK-FM														
METRO	63	30		9	9	2	5	30	5	10	6	3	1	3
TSA	194	93	2	40	30	2	12	88	10	26	18	15	2	13
WHAS														
METRO	7	1					1	6			2		4	
TSA	35	19		3	1	5	3	16		2	7		4	
WLW														
METRO	4	3			1	1	1	1				1		
TSA	14	13		4	2	6	1	1				1		
TOTALS														
METRO AQH	407	171	31	59	31	12	21	202	50	50	36	20	16	34

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

SATURDAY 3PM-7PM

CUME (00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	27	11					3	16						7
TSA	35	15					7	20						11
#WCGW														
WJMM														
METRO	33	14				3	6	19			6	2		
TSA	59	20			6	3	6	33		4	11	7		6
WCOZ														
METRO	56	23		11		3	2	7		5	14	7		3
TSA	61	23		11		3	2	7		5	14	12		3
WFMI														
METRO	131	37	19	16			2	62	39	9	7	5	2	32
TSA	197	55	37	16			2	79	48	13	11	5	2	63
WHRS														
METRO	10	7					3	3				3		
TSA	10	7					3	3				3		
WJMM														
METRO	25	10		6			4	15		4	6			
TSA	32	10		6			4	22		4	6			
WKQQ														
METRO	135	78	38	16	22	2		47	23	24				10
TSA	232	148	68	49	22	2	7	59	23	31			5	25
WLAP														
METRO	11							11		4	3	2		2
TSA	28							20		4	3	2	11	8
WLAP-FM														
METRO	122	35	6	21	4	4		72	38	15	10	6	3	15
TSA	369	99	59	21	10	4	5	178	75	68	10	15	10	92
WLXG														
METRO	37	19		6	3	4	6	18		7	3	6	2	
TSA	43	25		6	9	4	6	18		7	3	6	2	
WMGB														
METRO	70	24	6	5	13			46		32	10			
TSA	89	29	6	5	18			60		39	17			
WNVL														
METRO	10	6					2	4						
TSA	10	6					2	4						
WRPZ														
METRO	15							12	8	4				3
TSA	15							12	8	4				3
WVLK														
METRO	39	19		11	3			17		4	6	2	2	3
TSA	87	31		11	9		6	53		4	13	10	7	3
WVLK-FM														
METRO	147	65		26	14	7	9	76	14	23	12	14	2	6
TSA	465	193	16	86	50	7	21	237	43	70	42	43	6	35
WHAS														
METRO	17	3					3	14			3			11
TSA	95	56		6	9	15	13	39		6	16			11
WLW														
METRO	17	15			4	8	3	2				2		
TSA	60	51		18	9	21	3	9				9		
TOTALS														
METRO CUME	935	391	76	122	71	39	41	462	98	122	84	58	34	82

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 3PM-7PM

METRO AQH SHARE

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	2.0	.6						3.5					12.5	
#WCGW WJMM	2.9	2.3					9.5	4.0			5.6	5.0		
WCOZ	5.4	6.4		8.5	6.5	16.7	9.5	5.4		2.0	13.9	15.0		
WFMI	9.8	7.0	12.9	13.6				8.9	20.0	4.0	8.3	5.0	12.5	29.4
WHRS	1.0	1.8					4.8	.5				5.0		
WJMM	3.7	5.3		10.2			14.3	3.0			8.3			
WKQQ	10.3	14.6	48.4	10.2	12.9			6.9	18.0	10.0				8.8
WLAP	.7							1.5		2.0	2.8		6.3	
WLAP-FM	12.5	9.9	3.2	20.3	9.7	8.3		13.9	34.0	8.0	11.1	10.0	6.3	17.6
WLXG	5.4	5.8			9.7	33.3	14.3	5.9		10.0	5.6	20.0	6.3	
WMGB	5.4	4.1	12.9	1.7	6.5			7.4		18.0	11.1			
WNVL	.7	1.2					4.8	.5						
WRPZ	2.0							3.0	6.0	6.0				5.9
WVLK	3.4	5.3		6.8	9.7			2.5		2.0	2.8	5.0	12.5	
WVLK-FM	15.5	17.5		15.3	29.0	16.7	23.8	14.9	10.0	20.0	16.7	15.0	6.3	8.8
WHAS	1.7	.6					4.8	3.0			5.6		25.0	
WLW	1.0	1.8			3.2	8.3	4.8	.5				5.0		
TOTALS AQH RTG	14.8	14.4	13.5	18.2	13.3	8.2	17.2	15.4	21.3	14.9	14.9	12.7	11.8	13.1

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

SATURDAY 3PM-7PM

METRO CUME RATING														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
WBBE	1.0	.9				2.5	1.2					5.1		
#WCGW WJMM	1.2	1.2			2.0	4.9	1.4			2.5	1.3			
WCOZ	2.0	1.9		3.4	1.3	1.4	5.7	2.3		1.5	5.8	4.5	1.2	
WFMI	4.8	3.1	8.3	4.9		1.4		4.7	16.6	2.7	2.9	3.2	1.5	
WHRS	.4	.6					2.5	.2				1.9		
WJMM	.9	.8		1.8			3.3	1.1		1.2	2.5			
WKQQ	4.9	6.6	16.5	4.9	9.4	1.4		3.6	9.8	7.1			3.9	
WLAP	.4						.8			1.2	1.2	1.3	1.5	
WLAP-FM	4.4	3.0	2.6	6.5	1.7	2.7		5.5	16.2	4.5	4.1	3.8	2.2	
WLXG	1.3	1.6		1.8	1.3	2.7	4.9	1.4		2.1	1.2	3.8	1.5	
WMGB	2.5	2.0	2.6	1.5	5.6			3.5		9.5	4.1			
WNVL	.4	.5					1.6	.3						
WRPZ	.5						.9	3.4	1.2				1.2	
WVLK	1.4	1.6		3.4	1.3		1.3		1.2	2.5	1.3	1.5	1.2	
WVLK-FM	5.3	5.5		8.0	6.0	4.8	7.4	5.8	6.0	6.8	5.0	8.9	1.5	
WHAS	.6	.3					2.5	1.1			1.2		8.1	
WLW	.6	1.3			1.7	5.4	2.5	.2			1.3			
TOTALS CUME RTG	34.0	33.0	33.0	37.5	30.5	26.5	33.6	35.2	41.7	36.3	34.9	36.9	25.0	31.7

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 7PM-MID

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ														
METRO	15	7		3			4	8	2		1	3	2	
TSA	16	7		3			4	9	2	1	1	3	2	
WFMI														
METRO	42	7	5	2				15	10	5				20
TSA	71	16	14	2				26	18	6	1		1	29
WJMM														
METRO	16	6		3		2	1	8	2	1	2	1		2
TSA	16	6		3		2	1	8	2	1	2	1		2
WKQQ														
METRO	30	14	9	4	1			14	9	3	2			2
TSA	75	46	34	10	1		1	17	10	4	2		1	12
WLAP														
METRO	1							1		1				
TSA	3	2			2			1		1				
WLAP-FM														
METRO	34	10	1	8		1		17	9	3	4	1		7
TSA	123	41	12	20	8	1		53	38	8	5	2		29
WLXG														
METRO	6	4		2	2			2		1			1	
TSA	6	4		2	2			2		1			1	
WMGB														
METRO	14	7	2	5				7	2	3	2			
TSA	22	8	2	5	1			14	2	10	2			
WVLK														
METRO	12	4	4					6	4			1	1	2
TSA	13	5	4				1	6	4			1	1	2
WVLK-FM														
METRO	27	12		2	4	1	3	15	3	5	4	1	2	
TSA	91	41	7	11	12	2	7	47	7	17	10	11	2	3
WHAS														
METRO	1	1					1							
TSA	43	24		7	1	4	7	13			5		1	6
WLW														
METRO	6	5		2	2		1	1	1					
TSA	7	6		2	3		1	1	1					
TOTALS														
METRO AQH	259	96	21	36	11	6	15	124	44	29	18	9	11	39

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 7PM-MID

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ													
METRO	39	18		5	3		10	21	9		3	7	2
TSA	46	18		5	3		10	28	9	7	3	7	2
WFMI													
METRO	144	27	6	21				52	33	17		2	65
TSA	270	57	36	21				91	59	21	4	2	122
WJMM													
METRO	47	15		6		5	4	25	4	5	9	2	7
TSA	47	15		6		5	4	25	4	5	9	2	7
WKQQ													
METRO	112	52	23	17	12			54	31	19	4		6
TSA	228	125	80	26	12		7	75	40	26	4		28
WLAP													
METRO	7							7		4			
TSA	16	9			9			7		4			3
WLAP-FM													
METRO	111	21	6	9		6		67	42	10	9	6	23
TSA	364	95	30	29	25	11		180	124	29	16	11	89
WLXG													
METRO	24	15		11	4			9		4			5
TSA	24	15		11	4			9		4			5
WMGB													
METRO	49	18	8	10				31	6	16	9		
TSA	62	24	8	10	6			38	6	23	9		
WVLK													
METRO	31	10	7				3	15	4	4	3	2	6
TSA	41	16	7				9	19	4	4	3	2	6
WVLK-FM													
METRO	114	59		16	18	7	9	55	17	18	9	3	5
TSA	366	181	44	39	56	11	22	166	37	55	28	35	19
WHAS													
METRO	11	3					3	8				2	3
TSA	150	69		21	7	18	10	50			13	2	8
WLW													
METRO	17	12		5	4		3	5	5				
TSA	22	17		5	9		3	5	5				
TOTALS													
METRO CUME	764	285	50	107	47	25	31	373	111	94	59	36	106

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 58.
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

SATURDAY 7PM-MID

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ	5.8	7.3		8.3			26.7	6.5	4.5		5.6	33.3	18.2	
WFMI	16.2	7.3	23.8	5.6				12.1	22.7	17.2				51.3
WJMM	6.2	6.3		8.3		33.3	6.7	6.5	4.5	3.4	11.1	11.1		5.1
WKQQ	11.6	14.6	42.9	11.1	9.1			11.3	20.5	10.3	11.1			5.1
WLAP	.4							.8		3.4				
WLAP-FM	13.1	10.4	4.8	22.2		16.7		13.7	20.5	10.3	22.2	11.1		17.9
WLXG	2.3	4.2		5.6	18.2			1.6		3.4			9.1	
WMGB	5.4	7.3	9.5	13.9				5.6	4.5	10.3	11.1			
WVLK	4.6	4.2	19.0					4.8	9.1			11.1	9.1	5.1
WVLK-FM	10.4	12.5		5.6	36.4	16.7	20.0	12.1	6.8	17.2	22.2	11.1	18.2	
WHAS	.4	1.0					6.7							
WLW	2.3	5.2		5.6	18.2		6.7	.8	2.3					
TOTALS AQH RTG	9.4	8.1	9.1	11.1	4.7	4.1	12.3	9.5	18.7	8.6	7.5	5.7	8.1	15.1

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SATURDAY 7PM-MID

METRO CUME RATING														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ	1.4	1.5		1.5	1.3		8.2	1.6	3.8			1.2	4.5	1.5
WFMI	5.2	2.3	2.6	6.5				4.0	14.0	5.1		1.3		25.1
WJMM	1.7	1.3		1.8		3.4	3.3	1.9	1.7	1.5	3.7	1.3		2.7
WKQQ	4.1	4.4	10.0	5.2	5.2			4.1	13.2	5.7	1.7			2.3
WLAP	.3							.5		1.2			2.2	
WLAP-FM	4.0	1.8	2.6	2.8		4.1		5.1	17.9	3.0	3.7	3.8		8.9
WLXG	.9	1.3		3.4	1.7			.7		1.2			3.7	
WMGB	1.8	1.5	3.5	3.1				2.4	2.6	4.8	3.7			
WVLK	1.1	.8	3.0				2.5	1.1	1.7	1.2	1.2	1.3	1.5	2.3
WVLK-FM	4.1	5.0		4.9	7.7	4.8	7.4	4.2	7.2	5.4	3.7	1.9	3.7	
WHAS	.4	.3					2.5	.6				1.3	2.2	
WLW	.6	1.0		1.5	1.7		2.5	.4	2.1					
TOTALS CUME RTG	27.7	24.1	21.7	32.9	20.2	17.0	25.4	28.5	47.2	28.0	24.5	22.9	22.1	40.9

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 58
 # Both of the previous footnotes apply.

Specific Audience

SUNDAY 6AM-10AM

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE														
METRO	1							1						
TSA	1							1						
+WCGW														
WJMM														
METRO	3	1					1	2			1		1	
TSA	6	1					1	4			3		1	1
WCOZ														
METRO	5	1			1			4			2	1		
TSA	11	6		5	1			5		1	2	1		
WFMI														
METRO	23	2		1			1	6	3	1	1	1		15
TSA	40	6	4	1			1	7	4	1	1	1		27
WHRS														
METRO	2	2					2							
TSA	2	2					2							
WJMM														
METRO	19	8		4	1		3	8			1	1	1	3
TSA	25	9		4	2		3	13			1	1	2	3
WKQQ														
METRO	24	18	6	9			1	6		4	2			
TSA	24	18	6	9			1	6		4	2			
WLAP														
METRO	9	3		1			1	6			2	1	2	
TSA	14	5		1	1		1	8			2	1	2	1
WLAP-FM														
METRO	32	12		10	1		1	17	4	6	4	3		3
TSA	79	29	6	10	10	1	1	34	14	9	8	3		16
WLXG														
METRO	10	5		3	2			5		1	1		1	
TSA	13	8		3	5			5		1	1		1	
WMGB														
METRO	14	5	2	1	2			9	2	1	4			
TSA	14	5	2	1	2			9	2	1	4			
WNVL														
METRO	3							3			2	1		
TSA	3							3			2	1		
WRPZ														
METRO														
TSA														
WVLK														
METRO	20	5				2	3	15		3	2	5	4	
TSA	24	6				3	3	18		3	4	5	4	
WVLK-FM														
METRO	25	17	4	4	3	4	1	7		3	1	2		1
TSA	99	57	9	17	16	6	1	39	2	15	6	5	4	3
WHAS														
METRO	9	4		1			1	5			1		2	
TSA	79	31	3	4	4	5	5	48		5	12	4	5	
WLW														
METRO	1	1		1										
TSA	14	11		1		6	2	3	1				1	
TOTALS														
METRO AQH	242	98	13	42	11	15	11	120	15	27	28	16	12	24

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

SUNDAY 6AM-10AM

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	4						4						
TSA	4						4						
+WCGW													
WJMM													
METRO	19	7		4			3	12		3	6		3
TSA	34	7		4			3	21		3	15		3
WCOZ													
METRO	24	6			3		3	18			10		2
TSA	43	18		12	3		3	25		7	10		2
WFMI													
METRO	81	14		10		4		22	12	4	4		2
TSA	138	21	7	10		4		35	21	4	8		2
WHRS													
METRO	15	8					8	7		3			2
TSA	19	8					8	11		3			2
WJMM													
METRO	39	13		5		5		19			3		2
TSA	62	25		5	15	5		30			3		2
WKQQ													
METRO	81	58	26	26		3	3	19	6	7	4		2
TSA	81	58	26	26		3	3	19	6	7	4		2
WLAP													
METRO	34	12		4		6	2	22			6		7
TSA	71	29		4	9	6	2	34			6		7
WLAP-FM													
METRO	104	36		22	8	6		51	17	16	9		9
TSA	268	108	36	22	38	6		87	36	28	14		9
WLXG													
METRO	31	13		4	9			18		4	4		2
TSA	40	22		4	15	3		18		4	4		2
WMGB													
METRO	58	31	8	10	9	4		27	6	4	13		
TSA	58	31	8	10	9	4		27	6	4	13		
WNVL													
METRO	7	2					2	5			3		2
TSA	7	2					2	5			3		2
WRPZ													
METRO													
TSA													
WVLK													
METRO	77	24		4		6	14	53	4	8	9	11	13
TSA	90	27		4		9	14	63	4	8	14	11	13
WVLK-FM													
METRO	95	52	5	10	8	19	6	40	4	6	6	21	
TSA	369	166	31	32	46	30	6	185	12	71	30	43	9
WHAS													
METRO	27	11		5			3	16			3		2
TSA	209	89	13	21	7	8	19	120		6	22		15
WLW													
METRO	8	8		5			3						7
TSA	60	35		5		8	14	22	6				7
TOTALS													
METRO CUME	730	300	44	113	41	50	34	350	59	64	88	51	38
TEENS													80

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

SUNDAY 6AM-10AM

METRO AQH SHARE

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	.4							.8						
+WCGW WJMM	1.2	1.0					9.1	1.7			3.6		8.3	
WCOZ	2.1	1.0			9.1			3.3			7.1	6.3		
WFMI	9.5	2.0		2.4		6.7		5.0	20.0	3.7	3.6	6.3		62.5
WHRS	.8	2.0					18.2							
WJMM	7.9	8.2		9.5	9.1	20.0		6.7			3.6	6.3	8.3	12.5
WKQQ	9.9	18.4	46.2	21.4		6.7	18.2	5.0		14.8	7.1			
WLAP	3.7	3.1		2.4		6.7	9.1	5.0			7.1	6.3	16.7	
WLAP-FM	13.2	12.2		23.8	9.1	6.7		14.2	26.7	22.2	14.3	18.8		12.5
WLXG	4.1	5.1		7.1	18.2			4.2		3.7	3.6		8.3	
WMGB	5.8	5.1	15.4	2.4	18.2			7.5	13.3	3.7	14.3			
WNVL	1.2							2.5			7.1	6.3		
WRPZ														
WVLK	8.3	5.1				13.3	27.3	12.5		11.1	7.1	31.3	33.3	
WVLK-FM	10.3	17.3	30.8	9.5	27.3	26.7	9.1	5.8		11.1	3.6	12.5		4.2
WHAS	3.7	4.1		2.4			9.1	4.2			3.6		16.7	
WLW	.4	1.0		2.4										
TOTALS AQH RTG	8.8	8.3	5.7	12.9	4.7	10.2	9.0	9.2	6.4	8.0	11.6	10.2	8.8	9.3

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

SUNDAY 6AM-10AM

	METRO CUME RATING													
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	.1							.3						
+WCGW WJMM	.7	.6		1.2			2.5	.9		.9	2.5		2.2	
WCOZ	.9	.5			1.3		2.5	1.4			4.1	1.3	1.5	
WFMI	2.9	1.2		3.1		2.7		1.7	5.1	1.2	1.7	1.3		17.4
WHR5	.5	.7					6.6	.5		.9		1.3	1.5	
WJMM	1.4	1.1		1.5	1.3	3.4		1.4			1.2	1.3	3.7	2.7
WKQQ	2.9	4.9	11.3	8.0		2.0	2.5	1.4	2.6	2.1	1.7		1.5	1.5
WLAP	1.2	1.0		1.2		4.1	1.6	1.7			2.5	4.5	3.7	
WLAP-FM	3.8	3.0		6.8	3.4	4.1		3.9	7.2	4.8	3.7	5.7		6.6
WLXG	1.1	1.1		1.2	3.9			1.4		1.2	1.7		1.5	
WMGB	2.1	2.6	3.5	3.1	3.9	2.7		2.1	2.6	1.2	5.4			
WNVL	.3	.2					1.6	.4			1.2	1.3		
WRPZ														
WVLK	2.8	2.0		1.2		4.1	11.5	4.0	1.7	2.4	3.7	7.0	9.6	
WVLK-FM	3.4	4.4	2.2	3.1	3.4	12.9	4.9	3.1	1.7	1.8	2.5	13.4		1.2
WHAS	1.0	.9		1.5			2.5	1.2			1.2	1.3	5.9	
WLW	.3	.7		1.5			2.5							
TOTALS CUME RTG	26.5	25.3	19.1	34.8	17.6	34.0	27.9	26.7	25.1	19.0	36.5	32.5	27.9	30.9

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

SUNDAY 10AM-3PM

AQH (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	15	6				4	1	9			4		2
TSA	20	10				4	5	10			4		3
+WCGW													
WJMM													
METRO	1	1					1						
TSA	11	4			2	1	1	4		1	2	1	3
WCOZ													
METRO	16	5		3			2	11	4		2		2
TSA	33	21		17			4	12	4	1	2	3	2
WFMI													
METRO	34	5	2	2	1			16	12	2	1		13
TSA	64	11	8	2	1			28	24	2	1		25
WHRS													
METRO	3	2			1			1				1	
TSA	4	2			1			2				1	
WJMM													
METRO	11	5			3		1	6		2			
TSA	13	6	1		3		1	7		3			
WKQQ													
METRO	42	20	8	10	2			21	14	6	1		1
TSA	50	21	9	10	2			26	15	10	1		3
WLAP													
METRO	7	4			1	2	1	3			3		
TSA	13	8			1	2	4	4			3		1
WLAP-FM													
METRO	71	21	5	11	4	1		36	17	11	4	4	14
TSA	152	62	25	28	7	1	1	63	25	24	7	4	27
WLXG													
METRO	13	7		3	4			6		1	1		1
TSA	19	13		3	10			6		1	1		1
WMGB													
METRO	19	5		3	2			14	4	8	2		
TSA	19	5		3	2			14	4	8	2		
WNVL													
METRO	4	2				2		2			1		
TSA	4	2				2		2			1		
WRPZ													
METRO	1						1			1			
TSA	1						1			1			
WVLK													
METRO	17	7			1	1	2	10		4	2		1
TSA	19	7			1	1	2	12		5	2		1
WVLK-FM													
METRO	41	15		7	5	2		26	5	5	8	4	
TSA	176	68	6	32	20	5	4	98	6	36	28	14	10
WHAS													
METRO	3	1			1			2			1		1
TSA	18	9			3	4		9			4		2
WLW													
METRO	7	7		6		1							
TSA	8	7		6		1		1					
TOTALS													
METRO AQH	365	136	16	52	26	13	12	195	61	46	34	19	9

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Specific Audience

SUNDAY 10AM-3PM

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	33	13				4	6	20				5	7
TSA	41	17				4	10	24				5	11
+WCGW													
WJMM													
METRO	11	3					3	8			3	5	
TSA	59	14			7	4	3	32		4	18	10	13
WCOZ													
METRO	59	23		5	3	9	6	33	5	3	9	11	5
TSA	93	50		25	3	9	13	40	5	10	9	11	5
WFMI													
METRO	132	25	12	9	4			59	44	4	7		48
TSA	232	38	25	9	4			99	84	4	7		95
WHRS													
METRO	12	8			4			4				4	
TSA	16	8			4			8				4	
WJMM													
METRO	41	17			7		6	20		4		4	4
TSA	57	26	9		7		6	27		11		4	4
WKQQ													
METRO	116	58	19	31	8			55	33	19	3		3
TSA	172	75	25	42	8			78	42	28	8		19
WLAP													
METRO	20	11			4	4	3	6			6		3
TSA	52	31			4	4	15	10			6		11
WLAP-FM													
METRO	203	63	18	30	9	6		94	48	25	9	12	46
TSA	477	184	69	84	13	13	5	193	93	62	19	12	100
WLXG													
METRO	56	23		16	4		3	33		13	3		5
TSA	62	29		16	10		3	33		13	3		5
WMGB													
METRO	67	25		17	4	4		42	6	27	9		
TSA	75	25		17	4	4		50	6	27	17		
WVNL													
METRO	16	7				3		9			3	2	
TSA	16	7				3		9			3	2	
WRPZ													
METRO	4							4		4			
TSA	4							4		4			
WVLK													
METRO	49	19			3	2	9	30		8	6	6	2
TSA	66	19			3	2	9	47		15	6	6	2
WVLK-FM													
METRO	114	52		16	20	12		62	9	11	17	12	
TSA	443	164	23	51	58	18	10	259	21	102	58	39	5
WHAS													
METRO	12	4			4			8			3		5
TSA	58	29			13		8	29			10		10
WLW													
METRO	30	24		16		5	3	6					
TSA	43	28		16		5	3	15			6		
TOTALS													
METRO CUME	1049	416	55	145	86	47	44	529	151	118	92	62	32
													104

Specific Audience

Footnote Symbols. * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

Specific Audience

SUNDAY 10AM-3PM

METRO AQH SHARE														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
WBBE	4.1	4.4			30.8	8.3	4.6				21.1	22.2		
+WCGW WJMM	.3	.7				8.3								
WCOZ	4.4	3.7		5.8		16.7	5.6	6.6		5.9	15.8	22.2		
WFMI	9.3	3.7	12.5	3.8	3.8		8.2	19.7	4.3	2.9			38.2	
WHRS	.8	1.5			3.8		.5				5.3			
WJMM	3.0	3.7			11.5		8.3		4.3					
WKQQ	11.5	14.7	50.0	19.2	7.7		10.8	23.0	13.0	2.9			2.9	
WLAP	1.9	2.9			3.8	15.4	8.3	1.5		8.8				
WLAP-FM	19.5	15.4	31.3	21.2	15.4	7.7	18.5	27.9	23.9	11.8	21.1		41.2	
WLXG	3.6	5.1		5.8	15.4		3.1		2.2	2.9		11.1		
WMGB	5.2	3.7		5.8	7.7		7.2	6.6	17.4	5.9				
WNVL	1.1	1.5				15.4	1.0			2.9				
WRPZ	.3						.5		2.2					
WVLK	4.7	5.1			3.8	7.7	16.7	5.1	8.7	5.9	10.5	11.1		
WVLK-FM	11.2	11.0		13.5	19.2	15.4	13.3	8.2	10.9	23.5	21.1			
WHAS	.8	.7			3.8		1.0			2.9		11.1		
WLW	1.9	5.1		11.5		7.7								
TOTALS AQH RTG	13.3	11.5	7.0	16.0	11.2	8.8	9.8	14.9	26.0	13.7	14.1	12.1	6.6	13.1

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

ARBITRON RATINGS

Specific Audience

SUNDAY 10AM-3PM

	METRO CUME RATING													
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	1.2	1.1				2.7	4.9	1.5				3.2	5.1	
+WCGW WJMM	.4	.3					2.5	.6			1.2	3.2		
WCOZ	2.1	1.9		1.5	1.3	6.1	4.9	2.5	2.1	.9	3.7	7.0	3.7	1.2
WFMI	4.8	2.1	5.2	2.8	1.7			4.5	18.7	1.2	2.9			18.5
WHRB	.4	.7			1.7			.3				2.5		
WJMM	1.5	1.4			3.0		4.9	1.5		1.2		2.5	1.5	1.5
WKQQ	4.2	4.9	8.3	9.5	3.4			4.2	14.0	5.7	1.2			1.2
WLAP	.7	.9			1.7	2.7	2.5	.5			2.5			1.2
WLAP-FM	7.4	5.3	7.8	9.2	3.9	4.1		7.2	20.4	7.4	3.7	7.6		17.8
WLXG	2.0	1.9		4.9	1.7		2.5	2.5		3.9	1.2		3.7	
WMGB	2.4	2.1		5.2	1.7	2.7		3.2	2.6	8.0	3.7			
WNVL	.6	.6				2.0		.7			1.2	1.3		
WRPZ	.1							.3		1.2				
WVLK	1.8	1.6			1.3	1.4	7.4	2.3		2.4	2.5	3.8	1.5	
WVLK-FM	4.1	4.4		4.9	8.6	8.2		4.7	3.8	3.3	7.1	7.6		
WHAS	.4	.3			1.7			.6			1.2		3.7	
WLW	1.1	2.0		4.9		3.4	2.5	.5						
TOTALS CUME RTG	38.1	35.1	23.9	44.6	36.9	32.0	36.1	40.4	64.3	35.1	38.2	39.5	23.5	40.2

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

SUNDAY 3PM-7PM

AQH (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	12	4				4						3	3
TSA	13	5				4	1					3	3
#WCGW													
WJMM													
METRO	12	4				1	1				2	1	
TSA	20	5			1	1	1				4	1	2
WCOZ													
METRO	24	6	1	2			3	18	5	3	1	5	
TSA	30	12	1	8			3	18	5	3	1	5	
WFMI													
METRO	23	2		2				15	5	4	3	2	6
TSA	51	6		2	4			25	15	4	3	2	20
WHRS													
METRO	2	2			1								
TSA	2	2			1								
WJMM													
METRO	11	3			1		2	8		1		1	
TSA	14	5			1	2	2	9		1	1	1	
WKQQ													
METRO	29	13	6	6	1			16	8	8			
TSA	48	30	17	12	1			17	9	8			1
WLAP													
METRO	3	2		1			1	1		1			
TSA	10	2		1			1	5		1	4		3
WLAP-FM													
METRO	57	13	8	4		1		31	12	10	3	5	1
TSA	123	44	16	15	9	1	1	54	20	25	3	5	1
WLXG													
METRO	21	13		6	3	1	3	8		3	2		1
TSA	22	14		6	4	1	3	8		3	2		1
WMGB													
METRO	22	9		7	2			13	1	5	4		2
TSA	22	9		7	2			13	1	5	4		2
WNVL													
METRO	3	1						2				1	
TSA	3	1						2				1	
WRPZ													
METRO													
TSA													
WVLK													
METRO	11	1					1	10	1	5		2	2
TSA	14	1					1	12	1	6		2	2
WVLK-FM													
METRO	32	14		2	4	1		16		8	7	1	2
TSA	135	66		31	26	2		61	8	24	16	9	2
WHAS													
METRO	23	9		2	5		1	14		2	4		5
TSA													
WLW													
METRO	7	6		1		3	1	1					
TSA	20	18		2	8	4	1	2					
TOTALS													
METRO AQH	307	108	16	37	12	13	13	176	33	51	23	22	12
													23

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

ARBITRON RATINGS

Specific Audience

SUNDAY 3PM-7PM

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE													
METRO	21	7				4	3	14				3	7
TSA	25	11				4	7	14				3	7
#WCGW													
WJMM													
METRO	30	11				3	3	19			3	2	
TSA	63	17			6	3	3	40			12	6	6
WCOZ													
METRO	60	24	6	11			7	33	5	5	6	13	3
TSA	72	36	6	23			7	33	5	5	6	13	3
WFMI													
METRO	70	9		9				40	21	8	6	2	21
TSA	160	15		9	6			69	50	8	6	2	76
WHRH													
METRO	8	8				4							
TSA	8	8				4							
WJMM													
METRO	23	7				3	4	16		4		2	
TSA	31	11				3	4	20		4		2	
WKOO													
METRO	108	60	39	17		4		45	25	20			3
TSA	158	95	62	29		4		54	34	20			9
WLAP													
METRO	18	8		5			3	10		8		2	
TSA	40	8		5			3	26		8		2	6
WLAP-FM													
METRO	145	33	17	14		2		81	30	27	12	9	3
TSA	327	104	49	25	10	2	5	149	68	57	12	9	3
WLXG													
METRO	52	31		12	8	5	6	21		5	3		5
TSA	58	37		12	14	5	6	21		5	3		5
WMGB													
METRO	72	36	6	21	9			36	9	15	6		2
TSA	72	36	6	21	9			36	9	15	6		2
WNVL													
METRO	11	4						7				3	
TSA	11	4						7				3	
WRPZ													
METRO													
TSA													
WVLK													
METRO	34	5					5	29	5	8	3	7	6
TSA	48	5					5	38	5	12	3	7	6
WVLK-FM													
METRO	94	46	6	9	7	8	4	42		14	12	8	6
TSA	302	122	6	45	41	14	4	156	25	55	34	24	5
WHAS													
METRO													
TSA	57	24		6	7		3	33		6	7		14
WLW													
METRO	21	17		5		5	3	4					
TSA	57	49		12	12	13	3	8					
TOTALS													
METRO CUME	807	330	76	106	36	25	42	414	88	113	52	58	28

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

ARBITRON RATINGS

Specific Audience

SUNDAY 3PM-7PM

METRO AQH SHARE														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	3.9	3.7				30.8		4.5				13.6	25.0	
#WCGW WJMM	3.9	3.7				7.7	7.7	4.5			8.7	4.5		
WCOZ	7.8	5.6	6.3	5.4			23.1	10.2	15.2	5.9	4.3	22.7		
WFMI	7.5	1.9		5.4				8.5	15.2	7.8	13.0	9.1		26.1
WHRS	.7	1.9			8.3									
WJMM	3.6	2.8			8.3		15.4	4.5		2.0		4.5		
WKQQ	9.4	12.0	37.5	16.2	8.3			9.1	24.2	15.7				
WLAP	1.0	1.9		2.7			7.7	.6		2.0				
WLAP-FM	18.6	12.0	50.0	10.8		7.7		17.6	36.4	19.6	13.0	22.7	8.3	56.5
WLXG	6.8	12.0		16.2	25.0	7.7	23.1	4.5		5.9	8.7		8.3	
WMGB	7.2	8.3		18.9	16.7			7.4	3.0	9.8	17.4		16.7	
WNVL	1.0	.9						1.1				4.5		
WRPZ														
WVLK	3.6	.9					7.7	5.7	3.0	9.8		9.1	16.7	
WVLK-FM	10.4	13.0		5.4	33.3	7.7		9.1		15.7	30.4	4.5		8.7
WHAS														
WLW	2.3	5.6		2.7		23.1	7.7	.6						
TOTALS AQH RTG	11.1	9.1	7.0	11.4	5.2	8.8	10.7	13.4	14.0	15.2	9.5	14.0	8.8	8.9

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

SUNDAY 3PM-7PM

	METRO CUME RATING													
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WBBE	.8	.6				2.7	2.5	1.1				1.9	5.1	
#WCGW WJMM	1.1	.9				2.0	2.5	1.4			1.2	1.3		
WCOZ	2.2	2.0	2.6	3.4			5.7	2.5	2.1	1.5	2.5	8.3		1.2
WFMI	2.5	.8		2.8				3.1	8.9	2.4	2.5	1.3		8.1
WHRS	.3	.7			1.7									
WJMM	.8	.6			1.3		3.3	1.2		1.2		1.3		
WKQQ	3.9	5.1	17.0	5.2	1.7			3.4	10.6	6.0				1.2
WLAP	.7	.7		1.5			2.5	.8		2.4		1.3		
WLAP-FM	5.3	2.8	7.4	4.3		1.4		6.2	12.8	8.0	5.0	5.7	2.2	12.0
WLXG	1.9	2.6		3.7	3.4	3.4	4.9	1.6		1.5	1.2		3.7	
WMGB	2.6	3.0	2.6	6.5	3.9			2.7	3.8	4.5	2.5		1.5	
WNVL	.4	.3						.5				1.9		
WRPZ														
WVLK	1.2	.4					4.1	2.2	2.1	2.4	1.2	4.5	4.4	
WVLK-FM	3.4	3.9	2.6	2.8	3.0	5.4	3.3	3.2		4.2	5.0	5.1		2.3
WHAS														
WLW	.8	1.4		1.5		3.4	2.5	.3						
TOTALS CUME RTG	29.3	27.9	33.0	32.6	15.5	17.0	34.4	31.6	37.4	33.6	21.6	36.9	20.6	24.3

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply

ARBITRON RATINGS

Specific Audience

SUNDAY 7PM-MID

AQH (00)

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ														
METRO	8	4	2	1	1			4	1			1		
TSA	9	4	2	1	1			5	1	1	1		1	
WFLI														
METRO	30	1			1			7	2	3	1		1	22
TSA	54	7	6		1			17	12	3	1	1		30
WJMM														
METRO	13	3				1	2	10				2	1	
TSA	13	3				1	2	10				2	1	
WKQQ														
METRO	9	7	3	4				2	2					
TSA	25	20	15	5				2	2					3
WLAP														
METRO														
TSA														
WLAP-FM														
METRO	29	8	4	1	1			14	4	3	4	3		7
TSA	81	25	20	1	1	1		26	13	3	6	4		30
WLXG														
METRO	3	3		1	1	1								
TSA	4	4		1	1	2								
WMGB														
METRO	7	4		4				3		1	2			
TSA	10	4		4				6		4	2			
WVLK														
METRO	3	1		1				2					2	
TSA	3	1		1				2					2	
WVLK-FM														
METRO	18	5		3	1		1	12	2	6		2	2	1
TSA	75	38	6	8	17	1	1	32	4	14	3	5	2	5
WHAS														
METRO														
TSA	34	20		2		4	7	14			2		2	
WLW														
METRO	1	1					1							
TSA	3	3					1							
TOTALS														
METRO AQH	157	55	11	22	8	3	4	67	12	18	13	9	6	35

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply

Specific Audience

SUNDAY 7PM-MID

CUME (00)													
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ													
METRO	40	17	6	5	3		3	23	5		10	2	
TSA	47	17	6	5	3		3	30	5	7	10	2	2
WFMI													
METRO	91	10		5	5			19	9	4	4	2	62
TSA	166	26	16	5	5			39	29	4	4	2	101
WJMM													
METRO	32	9				3	6	23			2	2	
TSA	32	9				3	6	23			2	2	
WKOQ													
METRO	64	40	25	11	4			17	13	4			7
TSA	130	84	56	24	4			17	13	4			29
WLAP													
METRO	5							5			3	2	
TSA	5							5			3	2	
WLAP-FM													
METRO	121	47	30	7	5			48	17	12	13	6	26
TSA	331	107	81	7	10	4		120	73	16	20	11	104
WLXG													
METRO	23	14		5	4	5		9		4	3		
TSA	27	18		5	4	9		9		4	3		
WMGB													
METRO	32	18		14	4			14		8	6		
TSA	39	18		14	4			21		15	6		
WVLK													
METRO	15	8		5			3	7				7	
TSA	15	8		5			3	7				7	
WVLK-FM													
METRO	66	28		13	4	2	5	35	8	12		10	3
TSA	267	151	49	34	35	13	5	98	16	34	12	26	18
WHAS													
METRO													
TSA	79	40		11		8	7	39		7		5	
WLW													
METRO	2	2					2						
TSA	13	13					2						
TOTALS													
METRO CUME	562	231	68	73	40	13	23	229	48	56	51	30	14
													102

Specific Audience

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
 # Both of the previous footnotes apply.

Specific Audience

SUNDAY 7PM-MID

METRO AQH SHARE														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
WCOZ	5.1	7.3	18.2	4.5	12.5		6.0	8.3			7.7		16.7	
WFMI	19.1	1.8			12.5		10.4	16.7	16.7		7.7	11.1	62.9	
WJMM	8.3	5.5				33.3	14.9				15.4	11.1		
WKQQ	5.7	12.7	27.3	18.2			3.0	16.7						
WLAP														
WLAP-FM	18.5	14.5	36.4	4.5	12.5		20.9	33.3	16.7	30.8	33.3		20.0	
WLXG	1.9	5.5		4.5	12.5	33.3								
WMGB	4.5	7.3		18.2			4.5		5.6	15.4				
WVLK	1.9	1.8		4.5			3.0					22.2		
WVLK-FM	11.5	9.1		13.6	12.5		17.9	16.7	33.3		22.2	33.3	2.9	
WHAS														
WLW	.6	1.8					25.0							
TOTALS AQH RTG	5.7	4.6	4.8	6.8	3.4	2.0	3.3	5.1	5.1	5.4	5.4	5.7	4.4	13.5

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Specific Audience

SUNDAY 7PM-MID

METRO CUME RATING

	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
WCOZ	1.5	1.4	2.6	1.5	1.3		2.5	1.8	2.1		4.1	1.3	1.5	
WFMI	3.3	.8		1.5	2.1			1.4	3.8	1.2	1.7	1.3		23.9
WJMM	1.2	.8				2.0	4.9	1.8			.8	1.3		
WKQQ	2.3	3.4	10.9	3.4	1.7			1.3	5.5	1.2				2.7
WLAP	.2							.4			1.2	1.3		
WLAP-FM	4.4	4.0	13.0	2.2	2.1			3.7	7.2	3.6	5.4	3.8		10.0
WLXG	.8	1.2		1.5	1.7	3.4		.7		1.2	1.2		1.5	
WMGB	1.2	1.5		4.3	1.7			1.1		2.4	2.5			
WVLK	.5	.7		1.5			2.5	.5					4.5	
WVLK-FM	2.4	2.4		4.0	1.7	1.4	4.1	2.7	3.4	3.6		6.4	3.7	1.2
WHAS														
WLW	.1	.2					1.6							
TOTALS CUME RTG	20.4	19.5	29.6	22.5	17.2	8.8	18.9	17.5	20.4	16.7	21.2	19.1	10.3	39.4

Specific Audience

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

ARBITRON RATINGS

Audience Composition

MONDAY-SUNDAY 6AM-MID

METRO AQH(00)														
Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17	
*WBBE PCT (%)	14 100	5 36			2 14	1 7	9 64				2 14	3 21		
#WCGW WJMM PCT (%)	5 100						5 100			1 20	1 20	2 40		
WCOZ PCT (%)	20 100	9 45		4 20	1 5	2 10	2 10	11 55	1 5	2 10	3 15	3 15	1 5	
WFSI PCT (%)	44 100	10 23	6 14	4 9				18 41	10 23	4 9	2 5	1 2	16 36	
*WHRB PCT (%)	4 100	2 50				1 25	2 50						1 25	
WJMM PCT (%)	12 100	5 42		1 8	1 8	1 8	2 17	7 58		1 8	1 8		1 8	
WKQQ PCT (%)	41 100	27 66	10 24	14 34	3 7			12 29	6 15	5 12	1 2		2 5	
WLAP PCT (%)	15 100	6 40		2 13	1 7	2 13	1 7	9 60		2 13	3 20	1 7	2 13	
WLAP-FM PCT (%)	59 100	15 25	4 7	8 14	2 3			36 61	12 20	15 25	6 10	2 3	1 2	8 14
WLXG PCT (%)	15 100	9 60		3 20	4 27	2 13		6 40		3 20	1 7		1 7	
WMGB PCT (%)	21 100	6 29	1 5	3 14	2 10			15 71	3 14	6 29	4 19	1 5		
*WNVL PCT (%)	3 100						3 100			1 33			1 33	
*WRPZ PCT (%)	6 100	1 17	1 17					4 67	2 33	2 33			1 17	
WVLK PCT (%)	41 100	19 46	2 5	8 20	3 7	2 5	2 5	22 54	3 7	5 12	4 10	4 10	3 7	
WVLK-FM PCT (%)	54 100	25 46	3 6	7 13	3 6	6 11	3 6	28 52	6 11	6 11	5 9	6 11	2 4	1 2
WHAS PCT (%)	3 100						3 100				1 33		1 33	
WLW PCT (%)	7 100	6 86		2 29	2 29	1 14	1 14	1 14						
TOTALS AQH PCT (%)	416 100	168 40	29 7	61 15	27 6	21 5	15 4	214 51	49 12	57 14	38 9	21 5	20 5	34 8

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

Audience Composition

MONDAY-SUNDAY 6AM-MID

METRO CUME(00)														
	Persons 12+	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Teens 12-17
*WBBE	100	47				13	9	53				12	15	
PCT (%)	100	47				13	9	53				12	15	
#WCGW														
WJMM	86	29		4		9	6	46		3	15	7	3	11
PCT (%)	100	34		5		10	7	53		3	17	8	3	13
WCOZ	279	110	12	26	19	20	23	163	19	43	38	30	14	6
PCT (%)	100	39	4	9	7	7	8	58	7	15	14	11	5	2
WFMI	673	210	99	62	25	14		289	123	77	43	17	2	174
PCT (%)	100	31	15	9	4	2		43	18	11	6	3		26
*WHRS	67	27			4	2	17	40		3		14	10	
PCT (%)	100	40			6	3	25	60		4		21	15	
WJMM	207	93	21	22	19	9	18	104	4	21	20	18	10	10
PCT (%)	100	45	10	11	9	4	9	50	2	10	10	9	5	5
WKQQ	649	336	113	149	62	5	3	249	101	103	36	7	2	64
PCT (%)	100	52	17	23	10	1		38	16	16	6	1		10
WLAP	281	110		20	24	26	21	165	4	39	36	29	23	6
PCT (%)	100	39		7	9	9	7	59	1	14	13	10	8	2
WLAP-FM	793	286	81	119	57	12	8	375	144	128	62	26	15	132
PCT (%)	100	36	10	15	7	2	1	47	18	16	8	3	2	17
WLXG	265	131		43	41	20	14	127	14	54	16	12	10	7
PCT (%)	100	49		16	15	8	5	48	5	20	6	5	4	3
WMGB	336	128	25	46	41	11	5	185	38	83	45	10	5	23
PCT (%)	100	38	7	14	12	3	1	55	11	25	13	3	1	7
*WNVL	70	19				10	5	49		12	8	8	7	2
PCT (%)	100	27				14	7	70		17	11	11	10	3
*WRPZ	58	7	7					42	25	14				9
PCT (%)	100	12	12					72	43	24				16
WVLK	582	279	28	72	55	37	40	290	39	58	52	53	41	13
PCT (%)	100	48	5	12	9	6	7	50	7	10	9	9	7	2
WVLK-FM	742	360	48	100	69	60	44	355	62	80	50	72	34	27
PCT (%)	100	49	6	13	9	8	6	48	8	11	7	10	5	4
WHAS	132	57		5	14	4	20	72			12	2	16	3
PCT (%)	100	43		4	11	3	15	55			9	2	12	2
WLW	137	86	6	28	21	8	19	51	5	5	7	8	2	
PCT (%)	100	63	4	20	15	6	14	37	4	4	5	6	1	
TOTALS														
CUME	2589	1111	208	310	217	142	117	1237	230	332	226	149	123	241
PCT (%)	100	43	8	12	8	5	5	48	9	13	9	6	5	9

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply

Audience Composition

ARBITRON RATINGS

137

LEXINGTON-FAYETTE

SPRING 1987

Hour by Hour

MONDAY-FRIDAY

		METRO AQH(00)																			
		5AM 6AM	6AM 7AM	7AM 8AM	8AM 9AM	9AM 10AM	10AM 11AM	11AM NOON	NOON 1PM	1PM 2PM	2PM 3PM	3PM 4PM	4PM 5PM	5PM 6PM	6PM 7PM	7PM 8PM	8PM 9PM	9PM 10PM	10PM 11PM	11PM MID	MID 1AM
WBBE																					
	P12+ SHR			.4	2.3	3.2	4.1	4.4	3.8	4.7	3.4	2.6	3.4	2.0	.9	1.4					
	P12+		3	14		17	21	24	21	24	16	14	19	10	3	4					
	TEENS																				
	M 18-34																				
	W 18-34																				
	M 25-54		1		2	3	3	3	1	3	3	2	3	3		1					
	W 25-54				1	1	3	4	4	5	4	3	2	3	1	1					
	M 35-64		2	3	5	4	4	4	2	5	4	3	4	4	2	1					
	W 35-64		1	3	4	7	9	9	9	11	9	6	5	3	1						
+WCGW																					
WJMM																					
	P12+ SHR	1.7	1.5	.7	1.0	.9	1.0	.6	.7	.8	1.5	1.3	1.2	1.2							
	P12+	2	7	5	6	5	5	3	4	4	7	7	7	6							
	TEENS																				
	M 18-34			2		1						1		1							
	W 18-34											1		1							
	M 25-54		3	2		1								3							
	W 25-54				1	1	1	1	1		3	4	3	2							
	M 35-64		3							1	1	1	1	2							
	W 35-64	2	2	2	4	4	4	3	4	3	6	5	5	1							
WCOZ																					
	P12+ SHR	4.2	1.7	2.2	5.2	6.4	5.5	6.1	6.2	7.6	8.1	7.3	5.3	4.9	3.7	3.6	2.4	2.8	1.7	3.0	4.3
	P12+	5	8	15	32	34	28	33	34	39	38	39	30	24	12	10	7	8	4	6	6
	TEENS																				
	M 18-34		1	7	9	6	5	5	7	8	8	7	9	7	2	2	1	2	1	2	3
	W 18-34			1	5	5	4	5	7	7	8	9	3	1	1	1		1	2	2	1
	M 25-54		1	9	13	12	10	12	13	15	15	12	15	12	5	3	2	3	1	2	2
	W 25-54	3	4	6	13	16	13	15	14	14	16	21	14	7	3	3	4	2	2	2	2
	M 35-64	2	3	2	5	8	7	8	8	9	10	7	7	6	3	2	2	2	1	2	2
	W 35-64	3	4	5	9	13	11	14	10	12	12	15	11	6	3	3	3	3	2	2	2
WFMI																					
	P12+ SHR	8.5	5.7	10.4	9.4	7.4	9.6	8.1	10.5	7.8	6.6	7.4	11.9	11.6	9.8	11.2	15.3	20.2	25.8	18.6	13.5
	P12+	10	27	70	58	39	49	44	58	40	31	40	67	57	32	31	45	58	61	37	19
	TEENS	6	14	32	19	6	8	9	10	6	6	11	17	13	8	14	21	31	40	22	12
	M 18-34	1	7	8	10	9	10	9	23	15	13	12	22	20	13	7	10	11	9	7	3
	W 18-34	3	5	24	21	18	22	21	19	17	10	12	25	21	9	7	11	14	12	8	4
	M 25-54		5	4	6	6	6	6	11	5	5	9	6	4	3	4	2	2	1	1	1
	W 25-54	2	4	11	12	11	14	11	13	7	6	7	13	7	2	4	5	4	1	1	1
	M 35-64		1	2	2	1	1	1	1	1	1	1	1	1	1	3	3	2	2	2	2
	W 35-64			3	4	3	5	4	5	1	1	3	1	2	1	3	3	2	2	2	2
WHRB																					
	P12+ SHR			.2	.8	1.0	.7	.9	1.6	1.1	1.3	1.1	.6	.6							
	P12+			1	4	5	4	5	8	5	7	6	3	2							
	TEENS																				
	M 18-34																				
	W 18-34																				
	M 25-54																				
	W 25-54																				
	M 35-64			1	1	1	1	1	2	1	2	1	3	1	1						
	W 35-64			2	2	2	2	2	2	1	2	1	2								
WJMM																					
	P12+ SHR	5.1	4.0	2.7	2.3	2.6	2.8	2.4	2.4	2.3	3.0	3.0	3.4	1.6	2.1	3.6	3.1	2.4	2.1	3.0	2.8
	P12+	6	19	18	14	14	14	13	13	12	14	16	19	8	7	10	9	7	5	6	4
	TEENS																				
	M 18-34		2	3	1	4		1			3	3	1	1	3	1			4	4	4
	W 18-34		1	3	2	1	1	1	1	1			3	1							
	M 25-54	1	4	6	1	5	2	2	1	1	5	4	4	3	4		1	2	1	4	4
	W 25-54	2	6	7	6	3	2	2	1	2	3	5	2	2			1	1	1	5	4
	M 35-64	1	5	3	4	4	6	5	5	5	6	5	8	4	2	4	5	5	1	1	1
	W 35-64	2	8	7	5	3	2	1	2	1	3	3	2	1		1	2	2	1	1	1
WKQQ																					
	P12+ SHR	5.1	4.6	13.3	8.6	9.6	9.4	8.5	10.2	8.0	8.7	9.7	11.2	11.0	11.6	11.6	13.6	12.2	10.6	11.1	11.3
	P12+	6	22	89	53	51	48	46	56	41	41	52	63	54	38	32	40	35	25	22	16
	TEENS	1	1	17	5	3	1	1	3	2	2	6	5	2	2	1	3	3	2	1	1
	M 18-34	5	11	36	22	24	26	28	38	29	27	32	41	29	22	17	23	25	17	17	12
	W 18-34	1	6	29	19	10	12	10	9	7	8	11	14	22	11	11	13	6	4	3	2
	M 25-54	5	13	37	19	28	22	21	29	22	21	20	26	19	16	15	15	12	9	10	7
	W 25-54	1	6	16	15	9	10	8	5	3	6	4	6	7	5	2	4	3	1	1	1
	M 35-64		4	13	5	12	7	5	6	3	3	3	3	1	3	3	1	1	2	1	1
	W 35-64				2	2	2	2	2		1										
WLAP																					
	P12+ SHR	13.6	7.8	3.9	3.2	3.6	3.3	3.9	2.0	2.5	2.5	2.0	1.2	1.2	1.2	1.4	2.7	4.2	4.2	5.0	5.7
	P12+	16	37	26	20	19	17	21	11	13	12	11	7	6	4	4	8	12	10	10	8
	TEENS																				
	M 18-34	3	3	3	4	4	4	4	2	2	2	2		1	1	1	3	1	1	1	1
	W 18-34		2	4	1	3	2	3	3	5	4	3	2		1	1	2	3	1	1	1
	M 25-54	3	12	5	7	5	6	4	3	3	4	4	1		1	2	2	4	3	3	2
	W 25-54	3	11	12	9	7	7	9	6	8	7	5	4	3	2	2	4	4	4	4	2
	M 35-64	3	12	2	3	5	1	3	2	1	1	3	1	1	1	1	3	2	2	2	2
	W 35-64	6	17	16	12	5	6	7	4	5	5	3	3	5	2	2	3	2	6	6	4

Footnote Symbols: + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Hour by Hour MONDAY-FRIDAY

	METRO AQH(00)																			
	5AM	6AM	7AM	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	MID
	6AM	7AM	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	MID	1AM
WLAP-FM																				
P12+ SHR	16.1	11.7	10.6	10.4	14.0	16.5	16.3	16.7	18.1	17.8	15.1	13.7	13.0	15.9	15.9	14.6	11.1	14.0	12.1	7.8
P12+	19	56	71	64	74	84	88	92	93	84	81	77	64	52	44	43	32	33	24	11
TEENS	4	11	14	3	4	7	5	7	2	4	12	12	11	9	7	10	15	12	9	6
M 18-34	6	13	12	12	13	19	17	20	22	20	17	19	9	6	9	8	5	6	3	1
W 18-34	6	22	31	31	37	41	47	47	53	45	38	36	34	25	17	14	9	12	10	3
M 25-54	5	10	14	13	13	19	17	18	16	14	13	14	8	7	8	7	4	4	3	
W 25-54	5	18	27	36	37	39	46	46	46	37	36	30	21	16	12	8	4	5	2	1
M 35-64	1	2	5	3	3	5	5	4	4	4	2	2	4	5	4	3	1			
W 35-64	2	8	9	15	17	12	14	14	12	11	11	7	6	7	3	4	2	3	2	1
WLXG																				
P12+ SHR	9.3	2.9	3.0	4.2	4.5	3.5	4.1	4.0	4.1	6.4	4.7	4.8	4.3	3.0	2.9	3.1	4.5	3.4	5.5	4.3
P12+	11	14	20	26	24	18	22	22	21	30	25	27	21	10	8	9	13	8	11	6
TEENS																				
M 18-34		2	5	6	1	3	2	3	3	7	7	3	1	2	1		1	2	4	2
W 18-34		2	3	4	4	5	6	6	3	7	5	9	10	3	2		1	1	3	2
M 25-54	6	7	14	21	18	13	14	14	14	17	14	9	3	4	3	1	4	5	6	3
W 25-54	4	5	5	5	4	5	5	6	5	7	5	11	14	5	2	1	2	1	3	2
M 35-64	6	5	9	15	17	10	12	11	11	10	7	6	2	2	3	2	4	3	2	1
W 35-64	5	5	3	1				1	2	1	1	5	6	2	1	1	1	2	2	1
WMGB																				
P12+ SHR	.8	4.4	7.6	8.4	6.8	5.9	6.1	4.5	2.9	3.2	4.1	3.5	4.9	3.0	6.5	6.1	6.6	3.8	4.5	2.8
P12+	1	21	51	52	36	30	33	25	15	15	22	20	24	10	18	18	19	9	9	4
TEENS		1	1	1							1	1	1							
M 18-34		2	14	6	3	3	7	3	1	2	5	7	3	3	4	4	4	2	9	3
W 18-34		5	16	23	20	16	12	16	9	10	10	8	4	8	9	11	5	5	1	
M 25-54		6	18	16	6	6	6	4	3	3	5	6	9	5	4	4	4	3		
W 25-54	1	14	20	24	22	19	18	17	9	9	12	11	10	4	8	7	8	4	1	2
M 35-64		4	9	11	4	3	2	1	2	3	3	1	4	2	1	1	1	1		1
W 35-64	1	9	11	9	9	7	10	4	3	2	5	2	4	1	5	4	4	1		
WNVL																				
P12+ SHR		.6	1.0	.6	.6	.4	.6	.4		1.7	1.1		.3							
P12+		3	7	4	3	2	3	2		9	6		1							
TEENS			1																	
M 18-34																				
W 18-34			3	2	2	1	1			1	2			1						
M 25-54		1																		
W 25-54			5	3	3	1	1													
M 35-64		1																		
W 35-64		2	3	1	1					4	4									
WRPZ																				
P12+ SHR			.3	.3	1.1	1.2	1.1	2.0	1.6	1.7	1.3	1.8	1.4	.9	.4					
P12+			2	2	6	6	6	11	8	8	7	10	7	3	1					
TEENS							1	1	1	1	1	3	2	1						
M 18-34			1	1	1	1	3	3	3	3	6	7	5	2	1					
W 18-34			1	1	5	6	5	7	4	4	6	7	5	2	1					
M 25-54																				
W 25-54					2	3	3	3	2	2	3	4	3	2	1					
M 35-64																				
W 35-64																				
WVLK																				
P12+ SHR	11.9	26.4	18.3	16.9	13.4	7.9	7.4	9.1	8.4	7.6	9.3	7.1	7.3	4.3	4.7	6.5	7.7	11.4	12.1	14.2
P12+	14	126	123	104	71	40	40	50	43	36	50	40	36	14	13	19	22	27	24	20
TEENS																	1	1	1	
M 18-34		27	22	15	11	10	15	16	15	12	14	7	9	4	4	7	8	7	7	5
W 18-34	2	22	22	13	10	6	5	7	8	9	8	10	5	2	2	7	11	14	15	11
M 25-54	3	46	39	25	20	15	20	24	19	15	21	11	14	5	2	3	1			
W 25-54	5	41	46	34	23	13	10	14	14	13	17	16	13	5	3	3	4	9	3	2
M 35-64	3	29	25	20	12	7	8	10	5	3	8	8	7	2	1	1	1			
W 35-64	8	34	41	36	21	12	8	10	9	6	13	9	11	5	3	1	2	5	1	1
WVLK-FM																				
P12+ SHR	11.0	17.8	14.0	14.4	12.9	14.3	16.5	13.8	14.2	14.4	13.6	14.0	12.0	14.9	10.1	8.8	10.8	8.9	11.1	12.8
P12+	13	85	94	89	68	73	89	76	73	68	73	79	59	49	28	26	31	21	22	18
TEENS		2	2				1	1	1	1	1	1	1				4	5	4	3
M 18-34	4	15	10	25	18	13	22	17	18	20	15	17	13	7	3	3	2	1	4	6
W 18-34		19	28	12	9	15	19	12	13	15	9	15	13	9	7	11	13	4	1	1
M 25-54	8	34	27	33	24	18	26	27	28	30	31	20	12	18	5	2	4	2	3	5
W 25-54	2	32	41	25	19	19	21	15	14	15	19	23	21	14	9	8	8	4	3	2
M 35-64	5	27	27	25	19	18	19	21	18	17	23	13	7	13	5	2	3	2		
W 35-64	4	22	22	20	16	16	17	15	14	13	20	22	19	13	8	7	3	3	5	4
WHAS																				
P12+ SHR	4.2	1.0	.7	.5		.4	.7	1.1	.4	.4	.9	.2		.3	1.8	1.0	1.0	2.5	1.0	
P12+	5	5	5	3		2	4	6	2	2	5	1		1	5	3	3	6	2	
TEENS																				
M 18-34																				
W 18-34																				
M 25-54			1	3		2	2	1	1	2	2									
W 25-54		1	3	3							1									
M 35-64		1	2			2	3	2		1	2	3					1			
W 35-64	3	3	3	3						2	2						2	2	2	

Footnote Symbols. + Station(s) changed call letters since the prior survey - see Page 5B

Hour by Hour

ARBITRON RATINGS

Hour by Hour

MONDAY-FRIDAY

METRO AQH(00)

WLW
P12+ SHH
P12+
TEENS
M 18-34
W 18-34
M 25-54
W 25-54
M 35-64
W 35-64

	5AM 6AM	6AM 7AM	7AM 8AM	8AM 9AM	9AM 10AM	10AM 11AM	11AM NOON	NOON 1PM	1PM 2PM	2PM 3PM	3PM 4PM	4PM 5PM	5PM 6PM	6PM 7PM	7PM 8PM	8PM 9PM	9PM 10PM	10PM 11PM	11PM MID	MID 1AM
P12+ SHH	4.2	.6	.7	.5	.2	1.8	1.9	2.2	2.7	2.5	3.2	4.3	2.8	3.7	4.0	3.4	2.8			.5
P12+	5	3	5	3	1	9	10	12	14	12	17	24	14	12	11	10	8			1
TEENS																				
M 18-34	1	1	3	2		1	1	4	5	4	7	10	8	5	2	1	1			
W 18-34									1	1	1	1	1	1	1					
M 25-54	1	1	3	2		7	7	9	8	8	14	20	12	9	7	6	4			
W 25-54	2	1							1	1	1	1	1	2	2	1				
M 35-64	2	1	2	1		6	6	5	5	6	9	10	4	5	7	8	6			1
W 35-64	2	1				1	1		2	1				1	1	1				
TOTALS																				
P12+	118	477	671	617	529	509	540	551	513	472	537	564	492	328	277	294	287	236	199	141
TEENS	10	42	71	30	15	19	19	27	16	18	37	44	42	28	28	46	65	62	38	24
M 18-34	20	97	145	127	103	99	118	144	128	124	122	140	123	84	58	62	63	51	62	45
W 18-34	15	87	170	146	137	143	151	146	144	131	125	153	144	86	67	76	78	58	51	31
M 25-54	32	158	219	189	160	133	152	167	153	156	163	151	135	108	69	59	48	35	39	34
W 25-54	33	147	206	202	174	166	170	158	152	144	155	161	137	78	59	53	48	36	23	18
M 35-64	23	107	132	122	107	90	94	89	88	85	95	81	66	56	44	36	31	17	12	14
W 35-64	40	123	132	133	111	100	104	87	92	83	105	89	75	41	36	35	27	27	22	16

Footnote Symbols: + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Listening Locations

PERSONS 12+

METRO AQH(00)												
	MONDAY-FRIDAY COMBINED DRIVE			MONDAY-FRIDAY 10AM-3PM			WEEKEND 10AM-7PM			MONDAY-SUNDAY 6AM-MID		
	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other
WBBE PCT (%)	6 60	2 20	2 20	13 59	3 14	5 23	9 75	3 25		9 64	3 21	2 14
+WCGW WJMM PCT (%)	6 100			3 75		1 25	5 71	1 14	1 14	4 80		1 20
WCOZ PCT (%)	4 17	9 39	8 35	7 20	8 23	19 54	12 52	6 26	5 22	5 25	6 30	8 40
WFMI PCT (%)	29 59	14 29	7 14	20 44	9 20	16 36	23 58	10 25	6 15	26 59	10 23	7 16
WHRS PCT (%)	3 100			3 50	2 33	1 17	3 100			4 100		
WJMM PCT (%)	11 79	3 21	1 7	11 85	1 8	1 8	9 75	3 25		10 83	1 8	
WKQQ PCT (%)	11 21	28 53	13 25	8 17	18 39	21 46	13 30	16 37	12 28	11 27	18 44	13 32
WLAP PCT (%)	9 60	4 27	2 13	6 40	3 20	7 47	6 75	2 25		11 73	2 13	2 13
WLAP-FM PCT (%)	27 41	16 24	22 33	20 23	10 11	57 65	39 59	13 20	13 20	26 44	12 20	23 39
WLXG PCT (%)	6 30	6 30	8 40	6 25	5 21	11 46	9 50	3 17	7 39	5 33	3 20	6 40
WMGB PCT (%)	11 39	11 39	4 14	9 38	5 21	11 46	15 68	6 27	1 5	11 52	6 29	4 19
WNVL PCT (%)	1 50	1 50		1 100			4 100			3 100		
WRPZ PCT (%)	2 40	2 40	1 20	5 63	1 13	2 25	2 67	1 33		4 67	1 17	1 17
WVLK PCT (%)	42 60	17 24	8 11	16 37	7 16	21 49	11 58	3 16	4 21	23 56	9 22	7 17
WVLK-FM PCT (%)	33 45	23 31	19 26	28 36	17 22	31 40	28 53	20 38	6 11	23 43	16 30	14 26
WHAS PCT (%)	2 100			2 40	3 60		4 100			3 100		
WLW PCT (%)	2 25	5 63	1 13	4 40	6 60		3 75	1 25		3 43	3 43	
TOTALS AQH PCT (%)	246 48	159 31	104 20	184 35	112 21	221 42	236 59	97 24	62 16	212 51	99 24	95 23

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Listening Locations

MEN 18+

METRO AQH(00)												
	MONDAY-FRIDAY COMBINED DRIVE			MONDAY-FRIDAY 10AM-3PM			WEEKEND 10AM-7PM			MONDAY-SUNDAY 6AM-MID		
	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other
WBBE	2	1	1	5	1	2	3	1		3	1	1
PCT (%)	50	25	25	63	13	25	75	25		60	20	20
+WCGW												
WJMM	2						1	1				
PCT (%)	100						50	50				
WCOZ	1	6	3	2	7	7	3	5	3	1	5	3
PCT (%)	9	55	27	13	44	44	30	50	30	11	56	33
WFMI	8	4	3	5	2	8	2	5		5	3	3
PCT (%)	57	29	21	33	13	53	29	71		50	30	30
WHRS	2			1	1	1	2			2		
PCT (%)	100			33	33	33	100			100		
WJMM	4	2	1	5		1	3	1		4		
PCT (%)	67	33	17	83		17	75	25		80		
WKQQ	3	17	11	4	14	18	9	9	7	6	11	11
PCT (%)	9	53	34	11	40	51	36	36	28	22	41	41
WLAP	2	2	1	2	1	2	2	1		4	1	1
PCT (%)	40	40	20	40	20	40	67	33		67	17	17
WLAP-FM	7	5	3	8	3	11	15	5		8	4	3
PCT (%)	47	33	20	35	13	48	75	25		53	27	20
WLXG	2	3	6	2	4	8	4	2	4	2	2	4
PCT (%)	18	27	55	13	27	53	44	22	44	22	22	44
WMGB	2	7	1	3	1	1	4	3		2	3	1
PCT (%)	20	70	10	60	20	20	57	43		33	50	17
WNVL							2					
PCT (%)							100					
WRPZ				2			1			1		
PCT (%)				100			100			100		
WVLK	15	10	5	4	5	14	4		4	7	7	5
PCT (%)	47	31	16	18	23	64	44		44	37	37	26
WVLK-FM	10	14	13	8	12	20	8	11	2	6	10	9
PCT (%)	27	38	35	20	30	50	38	52	10	24	40	36
WHAS				1	3							
PCT (%)				25	75							
WLW	2	5	1	1	6		3	1		2	3	
PCT (%)	25	63	13	14	86		75	25		33	50	
TOTALS												
AQH	83	87	53	61	69	98	84	48	22	66	55	42
PCT (%)	37	39	24	27	30	43	55	31	14	39	33	25

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Listening Locations

WOMEN 18+

METRO AQH(00)												
	MONDAY-FRIDAY COMBINED DRIVE			MONDAY-FRIDAY 10AM-3PM			WEEKEND 10AM-7PM			MONDAY-SUNDAY 6AM-MID		
	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other	At Home	In-Car	Other
WBBE	4	1	1	8	2	3	6	2		6	2	1
PCT (%)	67	17	17	57	14	21	75	25		67	22	11
+WCGW												
WJMM	4			3		1	4		1	4		1
PCT (%)	100			75		25	80		20	80		20
WCOZ	3	3	5	5	1	12	9	1	2	4	1	5
PCT (%)	25	25	42	26	5	63	69	8	15	36	9	45
WFMI	11	7	3	10	6	7	13	4	3	9	5	3
PCT (%)	52	33	14	45	27	32	62	19	14	50	28	17
WHRS	1			2	1		1			2		
PCT (%)	100			67	33		100			100		
WJMM	7	1		6	1		6	2		6	1	
PCT (%)	88	13		86	14		75	25		86	14	
WKQQ	6	8	1	4	3	3	4	6	5	5	5	2
PCT (%)	38	50	6	40	30	30	24	35	29	42	42	17
WLAP	7	2	1	4	2	5	4	1		7	1	1
PCT (%)	70	20	10	40	20	50	80	20		78	11	11
WLAP-FM	14	8	19	9	6	45	18	7	11	12	6	18
PCT (%)	33	19	45	15	10	75	50	19	31	33	17	50
WLXG	4	3	2	4	1	3	5	1	3	3	1	2
PCT (%)	44	33	22	44	11	33	56	11	33	50	17	33
WMGB	9	4	3	6	4	10	11	3	1	9	3	3
PCT (%)	50	22	17	32	21	53	73	20	7	60	20	20
WNVL	1	1		1			2			3		
PCT (%)	50	50		100			100			100		
WRPZ	2	1	1	3	1	2	1	1		2	1	1
PCT (%)	50	25	25	50	17	33	50	50		50	25	25
WVLK	27	7	3	12	2	7	7	3		16	2	2
PCT (%)	71	18	8	57	10	33	70	30		73	9	9
WVLK-FM	22	9	6	20	5	11	20	8	4	16	6	5
PCT (%)	61	25	17	54	14	30	65	26	13	57	21	18
WHAS	2			1			4			3		
PCT (%)	100			100			100			100		
WLW				3						1		
PCT (%)				100						100		
TOTALS												
AQH	138	61	49	114	39	120	133	44	34	121	37	49
PCT (%)	55	24	19	41	14	43	62	21	16	57	17	23

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.

ARBITRON RATINGS

Exclusive Audience

MONDAY - SUNDAY 6AM-MID

METRO CUME (00)												
	PERSONS 12+		PERSONS 12-24		PERSONS 18-34		PERSONS 25-54		PERSONS 35-64		PERSONS 35+	
	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive
*WBBE PCT (%)	100	8					25	2	49	5	100	8
#WCGW WJMM PCT (%)	86	6	11		7		38	3	40	6	68	6
WCOZ PCT (%)	279	38	37		100	8	176	31	144	30	173	30
WFMI PCT (%)	673	60	396	50	361	15	238	10	101	6	138	6
*WHRB PCT (%)	67	5			3		23		47	5	64	5
WJMM PCT (%)	207	27	35		68	10	109	12	94	8	129	17
WKQQ PCT (%)	649	95	278	42	466	82	362	53	115	10	119	10
WLAP PCT (%)	281	17	10		63	4	174	13	159	9	212	13
WLAP-FM PCT (%)	793	81	357	42	472	56	404	31	180	8	189	13
WLXG PCT (%)	265	12	21		111		186	7	113	12	147	12
WMGB PCT (%)	336	49	86	19	192	34	236	30	117	10	121	10
*WNVL PCT (%)	70	8	2		12		38		38		56	8
*WRPZ PCT (%)	58		41		46		14				3	
WVLK PCT (%)	582	65	80	4	197	17	327	33	278	29	372	48
WVLK-FM PCT (%)	742	132	137	8	290	16	431	79	329	95	425	113
WHAS PCT (%)	132		3		5		37		68		124	
WLW PCT (%)	137	3	11		44		77		65	3	93	3

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Exclusive Audience

MONDAY-FRIDAY 6AM-10AM

METRO CUME (00)												
	PERSONS 12+		PERSONS 12-24		PERSONS 18-34		PERSONS 25-54		PERSONS 35-64		PERSONS 35+	
	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive
WBBE	53	19					19	2	32	2	53	19
PCT (%)		36						11		6		36
+WCGW												
WJMM	46	25	11	8	7	3	20	10	16	10	28	14
PCT (%)		54		73		43		50		63		50
WCOZ	125	48	6		23	13	86	34	83	30	96	35
PCT (%)		38				57		40		36		36
WFMI	389	155	247	121	210	87	130	34	46	5	58	5
PCT (%)		40		49		41		26		11		9
WHRS	19	3					7	3	15	3	19	3
PCT (%)		16						43		20		16
WJMM	118	42	14		41	13	68	26	57	21	77	29
PCT (%)		36				32		38		37		38
WKQQ	357	156	148	67	260	114	206	89	59	32	59	32
PCT (%)		44		45		44		43		54		54
WLAP	157	41	7		37	13	97	29	101	24	117	28
PCT (%)		26				35		30		24		24
WLAP-FM	432	129	196	63	266	100	223	63	98	14	98	14
PCT (%)		30		32		38		28		14		14
WLXG	94	34	5		42	16	84	32	49	18	52	18
PCT (%)		36				38		38		37		35
WMGB	229	88	48	22	131	58	174	66	85	27	89	27
PCT (%)		38		46		44		38		32		30
WNVL	28	5	2		8		20	5	14	5	18	5
PCT (%)		18						25		36		28
WRPZ	27	12	23	12	24	12	4					
PCT (%)		44		52		50						
WVLK	403	204	43	12	127	55	240	129	220	111	270	146
PCT (%)		51		28		43		54		50		54
WVLK-FM	453	206	73	18	179	62	285	135	222	120	263	138
PCT (%)		45		25		35		47		54		52
WHAS	36	12	3				15	3	29	8	33	12
PCT (%)		33						20		28		36
WLW	31	9			11		16		14	3	20	9
PCT (%)		29								21		45

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
 # Both of the previous footnotes apply.

Exclusive Audience

MONDAY-FRIDAY 10AM-3PM

METRO CUME (00)												
	PERSONS 12+		PERSONS 12-24		PERSONS 18-34		PERSONS 25-54		PERSONS 35-64		PERSONS 35+	
	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive
WBBE	88	51					16	16	40	29	88	51
PCT (%)		58						100		73		58
+WCGW												
WJMM	28	9			3	3	15	3	21	6	25	6
PCT (%)		32				100		20		29		24
WCOZ	152	54	12		49	12	113	41	96	38	100	42
PCT (%)		36				24		36		40		42
WFMI	370	97	224	73	230	60	117	20	38	6	67	10
PCT (%)		26		33		26		17		16		15
WHRS	40	8					11	8	27	8	40	8
PCT (%)		20						73		30		20
WJMM	61	29			15	5	40	11	37	15	46	24
PCT (%)		48				33		28		41		52
WKQQ	339	141	157	66	272	124	180	73	48	9	48	9
PCT (%)		42		42		46		41		19		19
WLAP	106	25	4		33	12	51	22	45	13	73	13
PCT (%)		24				36		43		29		18
WLAP-FM	430	128	213	49	309	97	202	77	66	14	70	14
PCT (%)		30		23		31		38		21		20
WLXG	95	42	5		52	14	76	34	31	20	43	28
PCT (%)		44				27		45		65		65
WMGB	175	67	31	8	104	48	133	57	64	19	68	19
PCT (%)		38		26		46		43		30		28
WNVL	21	19			4	4	4	4	2		17	15
PCT (%)		90				100		100				88
WRPZ	41	8	31	8	38	8	10					
PCT (%)		20		26		21						
WVLK	244	77	8		66	17	133	50	119	47	175	60
PCT (%)		32				26		38		39		34
WVLK-FM	350	127	61	7	145	27	188	74	144	72	200	98
PCT (%)		36		11		19		39		50		49
WHAS	44	18					13	5	27	10	44	18
PCT (%)		41						38		37		41
WLW	76	13	6		28		39	4	25	7	48	13
PCT (%)		17						10		28		27

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply

Exclusive Audience

MONDAY-FRIDAY 3PM-7PM

METRO CUME(00)												
	PERSONS 12+		PERSONS 12-24		PERSONS 18-34		PERSONS 25-54		PERSONS 35-64		PERSONS 35+	
	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive
WBBE PCT (%)	83	33 40					22	9 41	41	15 37	83	33 40
#WCGW												
WJMM PCT (%)	46	25 54			7	7 100	33	19 58	35	18 51	39	18 46
WCOZ PCT (%)	161	55 34	17		59	8 14	118	49 42	92	43 47	96	47 49
WFMI PCT (%)	397	119 30	280	84 30	243	59 24	108	31 29	34	10 29	43	14 33
WHRS PCT (%)	40	13 33					9	4 44	23	9 39	40	13 33
WJMM PCT (%)	83	39 47	6		29	13 45	57	26 46	45	17 38	54	26 48
WKQQ PCT (%)	411	171 42	195	85 44	320	142 44	213	86 40	58	17 29	58	17 29
WLAP PCT (%)	103	28 27	7		34	11 32	64	24 38	54	17 31	66	17 26
WLAP-FM PCT (%)	480	141 29	238	61 26	308	91 30	232	75 32	75	20 27	80	25 31
WLXG PCT (%)	130	54 42	21	3 14	74	25 34	89	38 43	37	18 49	49	26 53
WMGB PCT (%)	164	60 37	43	11 26	104	42 40	117	49 42	39	13 33	43	13 30
WNVL PCT (%)	27	14 52			12	8 67	12	8 67	7	2 29	15	6 40
WRPZ PCT (%)	40	3 8	26	3 12	28		11				3	
WVLK PCT (%)	232	106 46	15	15 100	65	33 51	149	56 38	125	47 38	164	70 43
WVLK-FM PCT (%)	407	155 38	72	6 8	162	22 14	243	109 45	190	111 58	237	133 56
WHAS PCT (%)	34	3 9	3				9		27	3 11	31	3 10
WLW PCT (%)	74	32 43	6	6 100	33	17 52	46	20 43	27	9 33	41	15 37

Footnote Symbols * Audience estimates adjusted for actual broadcast schedule. + Station(s) changed call letters since the prior survey - see Page 5B
Both of the previous footnotes apply.

Exclusive Audience

MONDAY - FRIDAY 7PM-MID

METRO CUME (00)												
	PERSONS 12+		PERSONS 12-24		PERSONS 18-34		PERSONS 25-54		PERSONS 35-64		PERSONS 35+	
	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive	Total	Exclusive
*WBBE	9	4					2		5		9	4
PCT (%)		44										44
WCOZ	79	34	9	5	37	9	58	23	38	21	42	25
PCT (%)		43		56		24		40		55		60
WFMI	350	132	270	115	188	39	80	17	28	13	28	13
PCT (%)		38		43		21		21		46		46
*WHR												
PCT (%)												
WJMM	71	46	6		20	14	33	28	37	22	51	32
PCT (%)		65				70		85		59		63
WKQQ	292	131	158	58	226	110	128	73	35	18	39	18
PCT (%)		45		37		49		57		51		46
WLAP	82	49			23	13	62	35	51	32	59	36
PCT (%)		60				57		56		63		61
WLAP-FM	324	129	184	62	207	76	130	60	51	16	56	21
PCT (%)		40		34		37		46		31		38
WLXG	108	41			35	21	65	39	44	20	73	20
PCT (%)		38				60		60		45		27
WMGB	108	65	24	14	66	44	76	51	38	21	42	21
PCT (%)		60		58		67		65		55		50
*WNVL												
PCT (%)												
*WRPZ	4				4		4					
PCT (%)												
WVLK	128	47	42	16	70	26	60	23	45	16	55	21
PCT (%)		37		38		37		38		36		38
WVLK-FM	228	110	53	10	91	30	117	67	91	62	126	80
PCT (%)		48		19		33		57		68		63
WHAS	48	21					5		19	5	48	21
PCT (%)		44								26		44
WLW	59	21			22	5	39	13	33	16	37	16
PCT (%)		36				23		33		48		43

Footnote Symbols: * Audience estimates adjusted for actual broadcast schedule + Station(s) changed call letters since the prior survey - see Page 5B.
Both of the previous footnotes apply.

Notations

--	--	--	--

Notations

--	--	--	--

Notations

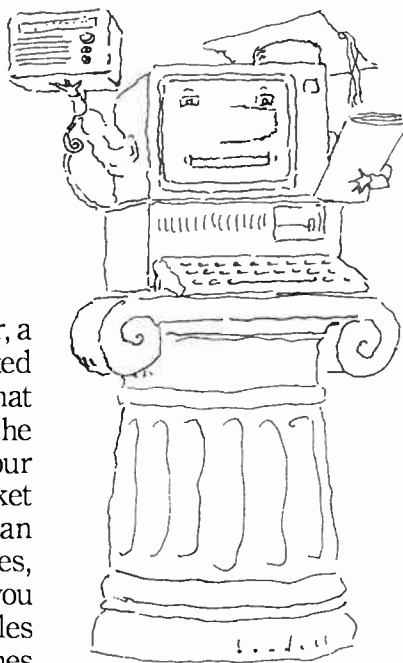
--	--	--	--

Notations

--	--	--

How to give your staff an education in radio numbers without spending a penny.

Now there's RadioTutor, a microcomputer-assisted training program that helps your staff get the most out of your Arbitron Radio Market Report. More than quizzes and exercises, RadioTutor takes you through typical sales situations and teaches you how to approach them. It's hassle-free



**Over 600 radio
stations are using
RadioTutor**

training because the self-paced course can be scheduled any time you want.

All you need is an IBM-XT. RadioTutor will do the rest. Now that's an education you can't put a price on.

*Coming soon for
advertisers & agencies at
your VCR... VideoTutor.*

ARBITRON RATINGS/RADIO

Glossary of Selected Arbitron Terms

1. AM-FM TOTALS/A figure shown for AM-FM affiliates in time periods when they are simulcast. (See Pars. 23 and 39-41.)

2. AREA OF DOMINANT INFLUENCE (ADI)/Where applicable, Arbitron Television's geographic market design which defines each Television market exclusive of others based on measurable viewing patterns. Every county or sampling unit in the contiguous United States is allocated exclusively to one ADI.

3. AVERAGE QUARTER-HOUR PERSONS/The estimated number of persons who listened to a station for a minimum of five minutes within a quarter-hour. The estimate is the average of the reported listening in the total number of quarter-hours the station was on the air during a reported daypart. This estimate is shown for the Metro, TSA and, where applicable, the ADI.

4. AVERAGE QUARTER-HOUR RATING (Rating Point)/The Average Quarter-Hour Persons estimate expressed as a percentage of the universe. This estimate is shown in the Metro and, where applicable, the ADI.

5. AVERAGE QUARTER-HOUR SHARE/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the total Metro Average Quarter-Hour Persons estimate within a reported daypart.

6. AWAY-FROM-HOME LISTENING/An estimate of listening for which the diarykeeper indicated that listening was done away from home, either in a car or some other place.

7. CUME DAYPART COMBINATIONS/The estimate of the unduplicated audience for combinations of dayparts.

8. CUME PERSONS/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative, unduplicated or reach* estimates.) This estimate is shown in the Metro, TSA and, where applicable, the ADI.

9. CUME RATING/The estimated number of Cume Persons expressed as a percentage of the Metro universe.

10. DAYPART/An industry-recognized segment of a day (e.g., Monday-Friday, 6AM-10AM; Saturday, 10AM-3PM).

11. DIARY MENTION (TALO)/The number of diaries in which listening to a station is recorded.

12. EFFECTIVE SAMPLE BASE (ESB)/The theoretical sample size to be used for estimating the statistical variances of audience estimates. (See Par. 44.)

*** 13. EXCLUSIVE CUME AUDIENCE/**The estimated number of Cume Persons in the Metro who listened to only one station within a reported daypart.

14. GROUP QUARTERS/All persons not living in individual households are classified as group quarters. Group quarters include college dormitories, homes for the aged, military barracks, rooming houses, institutions and other residences of nine or more unrelated individuals. Because persons living in group quarters are not usually listed in telephone directories, they are usually excluded from Arbitron's sample frame.

15. IN-TAB SAMPLE/The number of usable diaries actually tabulated in producing the report.

16. MARKET SAMPLE SIZE TARGET (SAMPLE TARGET)/The number of diaries that is the objective for the in-tab sample size.

17. METRO SURVEY AREA (Metro)/Metro Survey Area definitions generally correspond to the federal government's Office of Management and Budget's Metropolitan Statistical Areas, Primary Metropolitan Statistical Areas or Consolidated Metropolitan Statistical Areas subject to exceptions dictated by historical industry usage or other marketing considerations.

18. METRO TOTALS AND/OR ADI TOTALS (Total listening in the Metro Survey Area and/or Total listening in the ADI)/The Metro Total and/or ADI Total estimates include estimates of listening to reported stations as well as to stations that did not meet the Minimum Reporting Standards plus estimates of listening to non-commercial and unidentified stations.

19. MINIMUM REPORTING STANDARDS (MRS)/Specific Minimum Reporting Standards are applied to determine the stations listed in this report. (See Pars. 36-37.)

20. RATING/(See *Average Quarter-Hour Rating and Cume Rating*.)

21. SAMPLING UNIT/A geographic area consisting of a county or part of a county. (See Par. 28.)

22. SHARE/(See *Average Quarter-Hour Share*.)

23. SIMULCAST/The simultaneous broadcasting, without any variation, of one station's total and uninterrupted broadcast flow by another station.

24. TECHNICAL DIFFICULTIES/Time period(s) of five or more consecutive minutes in a quarter-hour during the survey period in which a station listed in this report notified Arbitron in writing of technical difficulties.

25. TIME SPENT LISTENING (TSL)/An estimate of the amount of time the average person spent listening to radio or to a station during a specific daypart. TSL can be calculated using the following formula:

$$TSL = \frac{\text{Quarter-Hours in time Period} \times \text{Average Quarter-Hour Persons Audience}}{\text{Cume Audience}}$$

26. TOTAL SURVEY AREA (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties. (For explanation of the criteria used in establishing the TSA, see Par. 29.)

27. UNIVERSE/The estimated number of persons in all households (telephone and non-telephone) and in group quarters for the sex-age group and geographic area being reported.

For additional information, the reader is directed to *Standard Definitions of Broadcast Research Terms*, published by the National Association of Broadcasters, 1771 N Street, NW, Washington, DC, 20036

Description of Methodology

SAMPLING AND MEASUREMENT TECHNIQUES

28. SAMPLING METHODOLOGY/Surveys for Arbitron Radio Market Reports are conducted by using geographic units called sampling units. A sampling unit consists of a county or a part of a county. The latter are defined by zip code information based on 1980 Census data.

Market sample size targets, expressed in terms of Total Persons 12+, are established for the Metro, TSA and, if applicable, the ADI. Sample targets then are established for each sampling unit proportional to the population in the survey area. The designated sample size for each sampling unit is determined by the sample target and the rate of response which Arbitron reasonably expects based on past survey performance.

For each 12-week survey period, a complete new sample of households is computer selected for each sampling unit through the use of a systematic interval random selection technique. These samples of households are drawn from lists of subscribers appearing in current available telephone directories as maintained by Metromail. Expanded Sample Frame (ESF) is applied in Metro sampling units in all markets. ESF is designed to supplement standard telephone directory sample selection by including households that are not available in telephone directories in the sample. The ESF sample is computer-generated by subtracting all listed telephone numbers from all unlisted numbers. Residents of group quarters cannot normally be reached using directories; however, they may be included through the ESF technique if not otherwise excluded (see Paragraph 45b). The total sample is then divided into approximately equal weekly random groups for placement.

If a need for additional sample arises after the original listed and ESF samples have been selected by the computer, then such additional sample may be selected by re-accessing the listed and ESF computer lists on hand.

29. TOTAL SURVEY AREA (TSA) DEFINITION/

The Total Survey Area is made up of those sampling units which meet specific criteria for inclusion in a given market. The first time a market area is surveyed by Arbitron, a Total Survey Area is designated by Arbitron from an analysis of diary data available from the most recent Coverage Study. A sampling unit is included or excluded on the basis of this listening data.

The procedure for evaluation of listening records from the most recent Coverage Study for the purpose of initial Total Survey Area definition is the same as the procedure for updating Total Survey Area definitions of previously surveyed markets. The criteria for inclusion of a sampling unit are based on specific numbers of mentions to the Metro-licensed home station(s) in all in-tab diaries from the sampling unit under consideration. For purposes of these evaluations, "mentions" is defined as the number of different diaries having entries of five or more minutes of listening within a single quarter-hour, at any time during a survey week. For a sampling unit to be added to the Total Survey Area the Metro-licensed home station(s) cumulatively must (i) achieve a minimum of 10 diaries from the sampling unit, **and** (ii) receive a minimum of 10 diary mentions; **and** (iii) account for at least 10% of the total diary mentions from the sampling unit. For a sampling unit to be retained in the Total Survey Area the Metro-licensed stations cumulatively must achieve (i) 8 diary

mentions from the sampling unit; **and** (ii) 8% of the total mentions from the sampling unit. A sampling unit will be added or retained in the TSA under one of the two following standard exceptions: (i) if at least 15% of its mentions in the sampling unit were for Metro-licensed stations, regardless of the absolute number of diaries or mentions for Metro-licensed stations; **or** (ii) in order to maintain geographic contiguity of the market definition, if at least 75% of the sampling unit is surrounded by other sampling units within the market definition. A sampling unit may be excluded if any of these conditions are not met. However, for the stability of TSA definitions, a sampling unit will not be deleted from a TSA if fewer than 10 diaries are returned from the sampling unit. Updates are performed biennially. Once defined, the TSA does not necessarily include all sampling units in which all Metro-licensed home stations have listening. The definition does not imply that stations have equal coverage in all Metro and/or TSA sampling units. Due to market definition overlap, TSA audience estimates for any station are not additive to TSA audience estimates for that same station reported in any other market report. (Home stations with a Multi-City of Identification, while considered home to the Metro for the reporting of audience estimates, are not considered Metro-licensed and are, therefore, not considered in the determination of TSA definitions.)

30. ARBITRON RADIO LISTENING DIARY/

Arbitron uses one-week individual diaries to gather listening information. Bilingual (English-Spanish) diaries are provided to all survey participants in the Metro of a Hispanic controlled market who have either identified themselves as Hispanic in response to a race/nationality question or from whom race information was not obtained, and to any others indicating a preference for a bilingual diary. Cash incentives are provided as a means of stimulating respondent cooperation. These incentives may vary within sampling units. Arbitron sends a diary for each person 12+ reported in the sample household.

31. SAMPLE PLACEMENT AND DATA

RETRIEVAL/Initially Arbitron sends a letter to the sample households informing them of their selection by the computer and stating that an interviewer will be calling to request their cooperation in the survey. Initial contact with ESF sample households is made by the interviewer at the time cooperation is requested. Arbitron interviewers are instructed to contact all selected sample households by telephone to ascertain the possibility of an industry affiliation, to gain acceptance of the diaries, to determine the number of persons 12+ living in the household at the time of the placement call and, where applicable, to determine the ethnicity and demographics of the household.

Explicit instructions are provided to each interviewer and independent checks are regularly conducted by Arbitron interviewer coordinators and the Arbitron Field Operations Department. The interviewer may not always be under the direct control of Arbitron. In certain instances independent telephone survey organizations are utilized by Arbitron. As a result, there may be instances where Arbitron instructions are not followed. Diaries are then mailed directly to the consenting sample households from Arbitron.

Interviewers are instructed to make a number of attempts to reach every household selected in the sample. These attempts are made at

different hours of the day and evening. After the initial contact, the interviewer is directed to make additional contacts with the sample households to make sure the diary has been received, to assist members of the household in understanding the diary's purpose, to instruct how to keep the diary, to make sure no difficulties have developed, to remind the diarykeepers to return their diaries after the survey week, and to thank them for cooperating in the survey.

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

PROCESSING TECHNIQUES

33. PROCESSING OF DIARIES/Arbitron makes reasonable efforts to utilize all returned diaries. However, some diaries returned to Arbitron are unusable. Among those which are unusable are diaries which are obviously incomplete; are postmarked and/or arrive on or before the last day of the survey week or after the production cut-off date; or which otherwise lack essential information. Only those with seven usable days are processed. The total number of in-tab diaries may be greater or less than the designated in-tab target.

Usable diaries may contain certain entries which may be modified or deleted via procedures performed in accordance with Arbitron's *Radio Edit Procedures Manual*. The listening information in the diaries is then computer-entered so that certain computer checks can be made. These include ascertainment procedures, the allocation of credit for aberrated call letters and other logical analyses and pre-tabulation preparations.

CALCULATING TECHNIQUES

34. CALCULATION OF ESTIMATES/

a. Returned Sample Weighting and Tabulation.

In-tab diaries are weighted to reflect the estimated proportion of sex, age, geographic population and race (where ethnic weighting is employed) based on the characteristics of the survey area. Geographic area and sex-age control is maintained for diary returns by partitioning the survey area into sampling units and then subdividing the population of each sampling unit into sex-age tabulation groups. The value of each diary returned is a result of weighting the returned sample in an attempt to compensate for disproportionate returns from any sampling unit or sex-age group. In certain markets with high ethnic populations, weighting to compensate for disproportionate returns of ethnic diaries is used in addition to those mentioned above. With a value established for each diary, listening is estimated by adding the value of each diary in which listening is recorded to a particular station at a given time.

b. Broadcast Hours/Status Adjustment.

Local time differences within a market that overlap time zones and time differences caused by seasonal time changes are accounted for in the results by adjusting diary entries to the time observed by the home stations of the market being measured. Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times, provided by the station, depicting the month closest to

Description of Methodology (continued)

December and the shortest broadcast day within that month. Audience estimates are adjusted for the station's actual broadcast schedule. When a station changes sign-on/sign-off times or commercial/non-commercial status during an Arbitron survey period, the times/status used in calculating audience estimates are taken from those days of operation comprising the majority of consecutive days of the survey period. The simulcast times/status are gathered from the station prior to the beginning of the survey. To be eligible for simulcast reporting, for a daypart, there must be no variation whatsoever from the reported times/status during the survey for the affected daypart. If a reported station advises Arbitron in writing of a change in its daytime/24-hour, commercial/non-commercial status, then the station, date and nature of the broadcasting change will be noted on Page 5B of this report.

c. Technical Difficulties. No adjustments are made to either diary entries or reported audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 5B is only to assist the user in making his own evaluation of the audience estimates reported. Arbitron will accept information on technical difficulties only up to the day after the final date of the survey.

d. Rounding of Calculations. At various stages of the projection of data, audience estimates are rounded. Mathematical manipulation of previously rounded narrow demographics or dayparts in this report may produce a result apparently contradictory to actual reported audience estimates.

***35. CUME LISTENING ESTIMATES FOR DAYPART COMBINATIONS/A** person is counted only once in the Cume Persons estimate for the tabulation for a daypart or any combination of dayparts.

CRITERIA FOR REPORTING STATIONS

36. CRITERIA FOR REPORTING STATIONS/ To be listed in an Arbitron report, a commercial radio station must engage in systematic regular commercial broadcasting pursuant to the authority of and the Rules and Regulations of the Federal Communications Commission or other appropriate governmental authority. Call letter designations exceeding four characters are shortened to four characters. Reported call letters are those in use on the last day of the survey. In the event a station has changed call letters during the survey period, the first call letters reported are those in use on the last day of the survey, with the station's call letters in use on the first day of the survey noted immediately thereafter. The specifics of each call letter change are listed on page 5B of this report. Non-commercial radio stations are not listed in this Arbitron market report and were not considered in the MRS evaluation. Further, audience estimates for a station which does not meet MRS for the Metro cannot be obtained in any way from the Metro data in this report. TSA data and estimates are limited to stations which have first qualified for reporting in the Metro.

37. MINIMUM REPORTING STANDARDS (MRS) FOR AM-ONLY AND FM-ONLY STATIONS/A commercial AM-only or FM-only station is included in this report if it has met **all** of the following Minimum Reporting Standards for the Metro or, if applicable, the ADI:

a. The station must have received five or more minutes of listening in a quarter-hour in at least ten Metro diaries during the current survey of the market. (Ten ADI diaries for ADI markets). **and,**

b. The station must have an unrounded Metro Cume Rating of .05% or greater among persons 12+ during the Monday-Sunday, 6AM-Midnight period (ADI Cume Rating of .05% or greater among persons 12+ during the Monday-Sunday, 6AM-Midnight period for ADI markets). **and,**

c. The station must have an Average Quarter-Hour Metro rating of at least 0.1 among persons 12+ for the time the station is on the air during the Monday-Sunday 6AM-Midnight period. (Average Quarter-Hour ADI rating of 0.1 for the ADI.) In this instance, due to rounding, 0.05 or greater becomes 0.1. Rounding occurs at both the demographic and daypart summation levels.

38. MINIMUM REPORTING STANDARDS (MRS) FOR AM-FM COMBINATION STATIONS/

a. AM-FM affiliates which are simulcast for less than 10% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday 6AM-Midnight) are considered to be separately programmed stations. Thus, each station will be considered independently, and each must independently meet the criteria used for AM-only or FM-only stations. (See Par. 37.)

b. AM-FM affiliates which are simulcast from 10% to 90% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday 6AM-Midnight) are considered to be simulcast stations. Provided that *one* of the two stations meets **all** MRS criteria described in Paragraph 37 above, the second station is included in the report if (i) it meets the criteria of Paragraph 37(a) and (b) and (ii) it achieves the Average Quarter-Hour Rating described in Paragraph 37(c) for any one of the four basic Monday-Friday dayparts, viz. (6AM-10AM, 10AM-3PM; 3PM-7PM; 7PM-Midnight).

c. AM-FM affiliates which are simulcast more than 90% of the total number of quarter-hours when both stations are on the air simultaneously (Monday-Sunday 6AM-Midnight) are regarded as totally simulcast stations and therefore will be treated as a single station in **all** phases of the MRS criteria described in Paragraph 37. If the combined audience of the two stations is sufficient to meet **all** criteria of Paragraph 37, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually.

39. HOME AND OUTSIDE STATIONS/Any station either licensed to a city located within the Metro of a market or which is recognized under Arbitron's policies and procedures as having appropriate Multi-City of Identification, is listed in the market report as a home station. (However, if an AM and FM station simulcast programming and one of the two affiliates is a home station both will be treated as home stations.) All other stations are considered *outside* stations. For reports containing an ADI section, outside stations are further reclassified into: (a) *outside the Metro but home to the ADI*, and (b) *outside the Metro and the ADI*. The MRS for inclusion in the report are the same for home stations and stations outside of the Metro.

AM-FM TOTALS

40. CRITERIA/An AM-FM Total line is only available to simulcast stations (see definitions Paragraphs 23, 34b and 38). For simulcast stations a Total line will appear following the AM and FM lines when AM-FM affiliates are simulcast during an entire reported daypart. AM/FM Total lines for simulcast stations are reported in the Target Audience, Specific Audience and Audience Composition sections of this report only. *Note:* No Total line will be shown unless simulcast operation is strictly maintained for the entire survey period.

Total lines also will be shown although one or both simulcasting stations may not have been on the air during the entire reported daypart. Stations broadcasting for less than an entire reported daypart are indicated by an asterisk next to the station call letters.

41. TOTAL AVERAGE QUARTER-HOUR LISTENING/The AM-FM Total line is the summation of the estimated number of persons who listened to the AM station plus the estimated number of persons who listened to the FM station during a reported daypart.

42. TOTAL CUME PERSONS/The AM-FM Total line represents the estimated number of *different* persons who listened to either the AM station or the FM station or both stations during the reported daypart. The Total line provides an estimate of the unduplicated audience to the AM-FM combination during the reported daypart. If the Total line *equals* the sum of the individual AM and FM estimates, there is no reported duplication of listening between the two stations. If the Total is *less* than the sum of the individual figures, there is reported duplication (i.e., persons listening to both stations in the same time period).

STATISTICAL RELIABILITY

43. SAMPLING ERROR/Arbitron estimates are subject to the statistical variances associated with all surveys using a sample of the universe and, additionally, to all of the factors described in Special Notices and Paragraph 45. Approximations of the sampling error can be developed by use of the Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." The study, published by Arbitron is entitled, *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one (*one sigma*) standard error level. Users of this report should keep in mind that, due to the factors discussed in Paragraph 45, the accuracy of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

44. EFFECTIVE SAMPLE BASE (ESB)/Estimates of the Effective Sample Base indicate the size of a simple random sample (in which all diaries have equal value) that would be required to provide the same degree of reliability as the sample actually used to produce the audience estimates in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Statistical reliability is also affected by all of the factors described in Paragraph 45. Approximations of ESBs may be determined through the use of squared Table B values included herein. The Arbitron formula for estimating ESBs is based upon the same

Description of Methodology (continued)

empirical study referenced above. The Arbitron formula to estimate ESBs takes into account the disproportionate sampling of Metro areas, and differences in return rates among sampling units and the individual sex-age categories. As a general rule, ESBs for all come estimates will be less than total in-tab diaries and the ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for come estimates and may be even greater than the total in-tab sample. This is due to the interclass correlation of the listening between quarter-hours for the various dayparts.

LIMITATIONS

45. LIMITATIONS/In addition to the sources of possible error which are described elsewhere in this report, the user should be aware of the limitations described below

a. The sample is drawn from telephone households only. Persons in non-telephone households are thereby excluded from the sample frame. Metro telephone households not listed in directories are sampled using the ESF technique described in Paragraph 28. Commercial establishments listed in directories are specifically excluded from the sample. Individual households on military installations, as well as students and residents at educational and other institutions may not be listed in local telephone directories but may be included in the ESF sample. Further, all possible telephone directories may not be available in the lists prepared by Metromail and used as Arbitron's standard sample frame.

b. Effort is made to exclude residents of group quarters. Certain sample households may not be eligible for participation in Arbitron surveys. The inclusion or exclusion of such households from the sample is dependent upon information revealed in response to Arbitron's media affiliation question.

c. Non-responding persons may have listening habits which differ from those of respondents. Persons residing in non-telephone households may have listening habits which differ from those of persons residing in households with telephones. Persons residing in households with listed telephone numbers may have listening habits which differ from persons residing in households with unlisted telephone numbers.

d. Non-responding persons in the original designated households sample prevent the in-tab sample from being a perfect probability sample.

e. The sample design and/or response patterns may preclude proper representation of certain groups within the population such as ethnic groups, persons in certain low-income or low-education groups, or individuals whose primary language is other than English. Such persons may have listening habits which differ from other persons.

f. Population estimates from Market Statistics used in this report are subject to defects and limitations such as sampling errors, locating undocumented populations, and processing and recording errors. In addition, for those years between decennial Census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron. Market Statistics utilizes published government figures in estimating populations for individual sampling units. These population figures do not include adjustments for known or unknown over or under counts of various segments of the population, including

undocumented population groups. These defects and limitations in data from Market Statistics are inherent in Arbitron estimates based thereon.

g. Diaries, or portions thereof, may be completed improperly if the diary instructions are not understood or are not followed. Such diaries may therefore be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, the estimates of the diarykeeper or could have been influenced by comments made by the interviewer or others to survey participants.

h. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

i. The data upon which Arbitron has based its returned-sample weighting, including ethnic identification, may not be precise. Additionally, zip code information used in this report is subject to defects and limitations. Therefore, defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

j. Logical analysis, pre-processing preparation or ascription of the data may affect some of the diary listening entries before the data are projected. These procedures may affect a station's ability to meet MRS. Some diaries, or portions thereof, may also be checked by post-survey week telephone validation calls to diarykeepers; and diaries, or portions thereof, may thereby be modified or excluded from the survey.

k. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys, and if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.

l. Certain data, such as when the station was on and off the air, facilities, call letters used, slogans claimed, format, programming, National Representative and time periods when AM-FM affiliates were simulcast or separately programmed, are based on data supplied by the stations and/or recent industry publications or notices. These data may not be accurate or timely and may affect the way certain audience estimates are reported. Noted periods of technical difficulties have not been used to delete or modify diary entries.

m. Situations in which stations have or have had the same call letters or have changed call letters may result in respondent confusion in correctly identifying the station to which the listening occurred.

n. Reported trends estimates may not reflect actual audiences over time due to methodological changes, changes in station operations/facilities/special activities, changes in survey area definitions or populations, or conditions not under Arbitron's control.

RETENTION OF RAW MATERIALS

46. RETENTION SCHEDULE/In-tab Arbitron listening diaries used for the compilation of the audience estimates published in this report, along with all unusable diaries and other survey materials, will be stored for one year from the date on which this report was first mailed to

subscribers by Arbitron after such time all diaries are destroyed. Subscribers to this report are advised that if special cross tabulations of the reported estimates are desired, they should be ordered before the retention period has expired. Upon proper appointment, subscribers to this report may examine, but not copy, the in-tab Arbitron listening diaries used in this report at Arbitron's Laurel, Md. office.

SPECIAL NOTICES PAGE

47. SPECIAL NOTICES/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in either the *Special Notices* on Page 5B of this report, or Paragraph 32 hereof, such are deemed to supersede and/or amend this description of methodology.

DISCLAIMER OF WARRANTIES

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

RESTRICTIONS ON USE OF REPORT

All Arbitron radio audience estimates, together with the map contained herein, are proprietary to Arbitron. They are provided to Arbitron clients pursuant to the terms of written license agreements between Arbitron and such clients. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers and/or their agencies who have a bona fide business interest in the data. For an Arbitron client to divulge any data or estimates to a non-subscribing station, or to lend and/or give a copy and/or a reproduction of any part of any report to any non-subscriber, including advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and each of its clients. Quotations by clients of the estimates as allowed by the preceding sentence for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. It also should be mentioned that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Neither this report, the map contained herein nor any audience estimate may be used in any manner by non-clients of Arbitron without written permission from Arbitron.

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

Arbitron recommends that the appropriate market, survey period and kind of audience estimate (e.g., Boston, Spring 1987, Total Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-24) be stated.

Users of audience estimates are referred to the current policies of the federal government relating to the use of such estimates.

ARBITRON RADIO RELIABILITY — TABLE A

RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0 1	3.16	5 1	22 00	10 1	30 13	15 1	35 80	20 1	40 07	20 1	43.36	30 1	45 87	35 1	47 73	40 1	49.01	45 1	49 76		
0 2	4.47	5 2	22 20	10 2	30 26	15 2	35 90	20 2	40 15	20 2	43.42	30 2	45 91	35 2	47 76	40 2	49 03	45 2	49 77		
0 3	5.47	5 3	22 40	10 3	30 40	15 3	36 00	20 3	40 22	20 3	43 47	30 3	45 96	35 3	47 79	40 3	49 05	45 3	49 78		
0 4	6.31	5 4	22 60	10 4	30 53	15 4	36 09	20 4	40 30	20 4	43 53	30 4	46 00	35 4	47 82	40 4	49 07	45 4	49 79		
0 5	7.05	5 5	22 80	10 5	30 66	15 5	36 19	20 5	40 37	20 5	43 59	30 5	46 04	35 5	47 85	40 5	49 09	45 5	49 80		
0 6	7.72	5 6	22 99	10 6	30 78	15 6	36 29	20 6	40 44	20 6	43 64	30 6	46 08	35 6	47 88	40 6	49 11	45 6	49 81		
0 7	8.34	5 7	23 18	10 7	30 91	15 7	36 38	20 7	40 52	20 7	43 70	30 7	46 12	35 7	47 91	40 7	49 13	45 7	49 81		
0 8	8.91	5 8	23 37	10 8	31 04	15 8	36 47	20 8	40 59	20 8	43 75	30 8	46 17	35 8	47 94	40 8	49 15	45 8	49 82		
0 9	9.44	5 9	23 56	10 9	31 16	15 9	36 57	20 9	40 66	20 9	43 81	30 9	46 21	35 9	47 97	40 9	49 16	45 9	49 83		
1 0	9.95	6 0	23 75	11 0	31 29	16 0	36 66	21 0	40 73	20 0	43 86	31 0	46 25	36 0	48 00	41 0	49 18	46 0	49 84		
1 1	10 43	6 1	23 93	11 1	31 41	16 1	36 75	21 1	40 80	20 1	43 92	31 1	46 29	36 1	48 03	41 1	49 20	46 1	49 85		
1 2	10 89	6 2	24 12	11 2	31 54	16 2	36 85	21 2	40 87	20 2	43 97	31 2	46 33	36 2	48 06	41 2	49 22	46 2	49 86		
1 3	11 33	6 3	24 30	11 3	31 66	16 3	36 94	21 3	40 94	20 3	44 03	31 3	46 37	36 3	48 09	41 3	49 24	46 3	49 86		
1 4	11 75	6 4	24 48	11 4	31 78	16 4	37 03	21 4	41 01	20 4	44 08	31 4	46 41	36 4	48 11	41 4	49 25	46 4	49 87		
1 5	12 16	6 5	24 65	11 5	31 90	16 5	37 12	21 5	41 08	20 5	44 13	31 5	46 45	36 5	48 14	41 5	49 27	46 5	49 88		
1 6	12 55	6 6	24 83	11 6	32 02	16 6	37 21	21 6	41 15	20 6	44 19	31 6	46 49	36 6	48 17	41 6	49 29	46 6	49 88		
1 7	12 93	6 7	25 00	11 7	32 14	16 7	37 30	21 7	41 22	20 7	44 24	31 7	46 53	36 7	48 20	41 7	49 31	46 7	49 89		
1 8	13 30	6 8	25 17	11 8	32 26	16 8	37 39	21 8	41 29	20 8	44 29	31 8	46 57	36 8	48 23	41 8	49 32	46 8	49 90		
1 9	13 65	6 9	25 35	11 9	32 38	16 9	37 48	21 9	41 36	20 9	44 34	31 9	46 61	36 9	48 25	41 9	49 34	46 9	49 90		
2 0	14 00	7 0	25 51	12 0	32 50	17 0	37 56	22 0	41 42	21 0	44 40	32 0	46 65	37 0	48 28	42 0	49 36	47 0	49 91		
2 1	14 34	7 1	25 68	12 1	32 61	17 1	37 65	22 1	41 49	21 1	44 45	32 1	46 69	37 1	48 31	42 1	49 37	47 1	49 92		
2 2	14 67	7 2	25 85	12 2	32 73	17 2	37 74	22 2	41 56	21 2	44 50	32 2	46 72	37 2	48 33	42 2	49 39	47 2	49 92		
2 3	14 99	7 3	26 01	12 3	32 84	17 3	37 82	22 3	41 63	21 3	44 55	32 3	46 76	37 3	48 36	42 3	49 40	47 3	49 93		
2 4	15 30	7 4	26 18	12 4	32 96	17 4	37 91	22 4	41 69	21 4	44 60	32 4	46 80	37 4	48 39	42 4	49 42	47 4	49 93		
2 5	15 61	7 5	26 34	12 5	33 07	17 5	38 00	22 5	41 76	21 5	44 65	32 5	46 84	37 5	48 41	42 5	49 43	47 5	49 94		
2 6	15 91	7 6	26 50	12 6	33 18	17 6	38 08	22 6	41 82	21 6	44 70	32 6	46 87	37 6	48 44	42 6	49 45	47 6	49 94		
2 7	16 21	7 7	26 66	12 7	33 30	17 7	38 17	22 7	41 89	21 7	44 75	32 7	46 91	37 7	48 46	42 7	49 46	47 7	49 95		
2 8	16 50	7 8	26 82	12 8	33 41	17 8	38 25	22 8	41 95	21 8	44 80	32 8	46 95	37 8	48 49	42 8	49 48	47 8	49 95		
2 9	16 78	7 9	26 97	12 9	33 52	17 9	38 34	22 9	42 02	21 9	44 85	32 9	46 98	37 9	48 51	42 9	49 49	47 9	49 96		
3 0	17 06	8 0	27 13	13 0	33 63	18 0	38 42	23 0	42 08	20 0	44 90	33 0	47 02	38 0	48 54	43 0	49 51	48 0	49 96		
3 1	17 33	8 1	27 28	13 1	33 74	18 1	38 50	23 1	42 15	20 1	44 95	33 1	47 06	38 1	48 56	43 1	49 52	48 1	49 96		
3 2	17 60	8 2	27 44	13 2	33 85	18 2	38 58	23 2	42 21	20 2	45 00	33 2	47 09	38 2	48 59	43 2	49 54	48 2	49 97		
3 3	17 86	8 3	27 59	13 3	33 96	18 3	38 67	23 3	42 27	20 3	45 05	33 3	47 13	38 3	48 61	43 3	49 55	48 3	49 97		
3 4	18 12	8 4	27 74	13 4	34 07	18 4	38 75	23 4	42 34	20 4	45 09	33 4	47 16	38 4	48 64	43 4	49 56	48 4	49 97		
3 5	18 38	8 5	27 89	13 5	34 17	18 5	38 83	23 5	42 40	20 5	45 14	33 5	47 20	38 5	48 66	43 5	49 58	48 5	49 98		
3 6	18 63	8 6	28 04	13 6	34 28	18 6	38 91	23 6	42 46	20 6	45 19	33 6	47 23	38 6	48 68	43 6	49 59	48 6	49 98		
3 7	18 88	8 7	28 18	13 7	34 38	18 7	38 99	23 7	42 52	20 7	45 24	33 7	47 27	38 7	48 71	43 7	49 60	48 7	49 98		
3 8	19 12	8 8	28 33	13 8	34 49	18 8	39 07	23 8	42 59	20 8	45 28	33 8	47 30	38 8	48 73	43 8	49 61	48 8	49 99		
3 9	19 36	8 9	28 47	13 9	34 59	18 9	39 15	23 9	42 65	20 9	45 33	33 9	47 34	38 9	48 75	43 9	49 63	48 9	49 99		
4 0	19 60	9 0	28 62	14 0	34 70	19 0	39 23	24 0	42 71	20 0	45 38	34 0	47 37	39 0	48 77	44 0	49 64	49 0	49 99		
4 1	19 83	9 1	28 76	14 1	34 80	19 1	39 31	24 1	42 77	20 1	45 42	34 1	47 40	39 1	48 80	44 1	49 65	49 1	49 99		
4 2	20 06	9 2	28 90	14 2	34 91	19 2	39 39	24 2	42 83	20 2	45 47	34 2	47 44	39 2	48 82	44 2	49 66	49 2	49 99		
4 3	20 29	9 3	29 04	14 3	35 01	19 3	39 47	24 3	42 89	20 3	45 51	34 3	47 47	39 3	48 84	44 3	49 67	49 3	50 00		
4 4	20 51	9 4	29 18	14 4	35 11	19 4	39 54	24 4	42 95	20 4	45 56	34 4	47 50	39 4	48 86	44 4	49 69	49 4	50 00		
4 5	20 73	9 5	29 32	14 5	35 21	19 5	39 62	24 5	43 01	20 5	45 60	34 5	47 54	39 5	48 89	44 5	49 70	49 5	50 00		
4 6	20 95	9 6	29 46	14 6	35 31	19 6	39 70	24 6	43 07	20 6	45 65	34 6	47 57	39 6	48 91	44 6	49 71	49 6	50 00		
4 7	21 16	9 7	29 60	14 7	35 41	19 7	39 77	24 7	43 13	20 7	45 69	34 7	47 60	39 7	48 93	44 7	49 72	49 7	50 00		
4 8	21 38	9 8	29 73	14 8	35 51	19 8	39 85	24 8	43 19	20 8	45 74	34 8	47 63	39 8	48 95	44 8	49 73	49 8	50 00		
4 9	21 59	9 9	29 87	14 9	35 61	19 9	39 92	24 9	43 24	20 9	45 78	34 9	47 67	39 9	48 97	44 9	49 74	49 9	50 00		
5 0	21 79	10 0	30 00	15 0	35 71	20 0	40 00	25 0	43 30	30 0	45 83	35 0	47 70	40 0	48 99	45 0	49 75	50 0	50 00		

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

INSTRUCTIONS FOR ESTIMATING RELIABILITY AND EFFECTIVE SAMPLE BASES (ESBs)

TO ESTIMATE STANDARD ERROR OF A RATING
The approximate Standard Error (one sigma level) for specific ratings published in this report may be determined by dividing a value obtained from Table A by a value obtained from Table B.

The Table A value depends only on the value of the specific rating. For example, if the rating is 1.2, the Table A value is 10.89.

Table B values are shown for each of the geographic areas included in this report, Metro, TSA and (if applicable) ADI. Using the appropriate geographic area, find the Table B value on the basis of demographic group and estimate type for the specific rating. For example, for a weekday, 6AM-10AM Average Quarter-Hour Rating among Males 18-34 in the Metro area, the Table B value would be determined from the appropriate row (Males 18-34) and column (estimate type Monday-Friday, 6AM-10AM or Monday-Friday, 3PM-7PM) of the Metro section of Table B.

The Standard Error (one sigma level) is estimated by dividing the Table A value by the Table B value. For example, if the Table A value was found to be 7.05 and the Table B value was found to be 28.20, the Standard Error would be 7.05 ÷ 28.20 = 0.25. Note: Table B values differ from report to report; hence, the 28.20 value is used here for illustrative purposes only.

It should be noted that columns 2-11 of Table B refer to Average Quarter-Hour Ratings only. Column 1 of Table B is to be used for any Cume Rating.

TO ESTIMATE STANDARD ERROR OF A PROJECTED AUDIENCE NUMBER

In order to determine the Standard Error for audiences expressed in terms of projected numbers of persons rather than ratings, first calculate the corresponding rating. (The rating is calculated by dividing the projected audience by the corresponding population base and multiplying the result by 100.0.)

After the rating is calculated, proceed as described above for determining the Standard Error for the audience expressed as a rating. Then, multiply the resulting Standard Error of the rating by the corresponding population base and divide the result by 100 to produce the Standard Error estimate for the projected number of persons.

For example, if the projected audience is 1,300 and the corresponding population is 100,000, the corresponding rating would be (1,300 ÷ 100,000) × 100 = 1.3. If the Standard Error for this rating were found to be 0.30, the Standard Error for the projected number of persons would be (0.30 × 100,000) ÷ 100 = ± 300.

TO CONVERT STANDARD ERRORS TO CONFIDENCE INTERVALS

Standard Error levels determined as described above may be used to determine 68%, 90%, 95% and 99% confidence intervals by adding and subtracting the appropriate multiple of the Standard Error to and from the corresponding rating or audience estimate. The multiples are 1.00, 1.64, 1.96 and 2.58, respectively.

For example, if the estimated rating is 2.0 and its estimated Standard Error is 0.30, the lower 95% confidence limit is 2.0 minus (1.96 × 0.30) which equals 1.412, and the upper 95% con-

fidence limit is 2.0 plus (1.96 × 0.30) which equals 2.588.

TO ESTIMATE EFFECTIVE SAMPLE BASE (ESB) SIZES

Users may determine the approximate ESB for various sex-age groups and estimate types (including different geographic areas) by squaring the values shown in table B. (Also see Paragraph 43, Page III, for further discussion concerning ESB values.)

For example, if the Table B values shown for Males 18+ for Monday-Friday, 6AM-10AM Average Quarter-Hour Estimates in the Metro area is 50, the corresponding ESB value is 50 squared which equals 2500.

TO OBTAIN ADDITIONAL METHODOLOGY DETAILS

The derivation of these tables and the above procedures for the estimation of reliability and Effective Sample Bases is described in the Arbitron publication entitled *Arbitron Replication II: A Study of the Reliability of Radio Ratings*. A discussion of more complex applications (such as determining the statistical significance between audience estimates for two different stations as reported in the same report, or determining the statistical significance of an audience difference between two reports for the same station) can also be found in that publication.

Limitations

Although Arbitron believes that the above described procedures provide report users with useful estimates of Standard Errors, the reader should note the limitations described in Paragraphs 32-43, 44, 45, 47 and "Restrictions on Use of Report" herein on Pages II-IV.

Arbitron Radio Reliability - Table B

Average Quarter Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A Sun 6A-10A Sat 3P-7P Sun 3P-7P	Weekdays Single Hour	Sat 10A-3P Sun 10A-3P Sat 7P-MID Sun 7P-MID	Weekend 10A-7P	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun 6A-MID
Persons 12+	21.49	32.31	33.66	31.98	*****	40.10	40.48	47.36	47.47	*****	50.92
Men 18+	15.08	22.93	*****	22.32	*****	28.91	27.22	*****	32.87	*****	36.50
Men 18-24	5.59	9.35	*****	8.85	*****	12.85	12.03	*****	*****	*****	16.30
Men 25-34	7.55	11.92	*****	11.73	*****	15.38	14.70	*****	*****	*****	20.02
Men 35-44	7.23	11.16	*****	11.21	*****	14.49	13.51	*****	*****	*****	18.15
Men 45-54	6.73	10.02	*****	10.31	*****	13.16	12.47	*****	*****	*****	16.68
Men 55-64	6.44	9.72	*****	9.88	*****	13.02	12.40	*****	*****	*****	17.37
Men 12-24	7.68	13.52	*****	13.15	17.19	17.04	16.05	19.97	19.37	17.99	21.51
Men 18-34	9.48	14.87	15.50	14.35	18.22	19.40	18.20	22.03	22.00	21.35	24.95
Men 18-49	12.41	19.26	*****	18.66	22.47	24.42	22.39	27.18	27.15	26.34	30.79
Men 25-49	11.38	17.23	*****	16.98	21.12	21.71	20.06	25.54	23.74	22.26	27.45
Men 25-54	12.21	18.25	18.57	18.13	22.37	23.10	21.25	27.05	25.14	23.57	29.07
Men 35-64	11.70	17.10	17.40	17.46	21.59	22.18	20.57	26.11	24.27	22.76	28.07
Men 35+	12.16	18.15	*****	18.09	21.45	22.78	21.54	25.94	24.11	22.61	28.99
Women 18+	17.97	26.45	*****	26.15	*****	32.35	32.89	*****	38.39	*****	41.31
Women 18-24	6.92	11.16	*****	10.56	*****	14.42	14.06	*****	*****	*****	18.75
Women 25-34	8.96	13.90	*****	13.81	*****	17.92	17.34	*****	*****	*****	22.95
Women 35-44	8.43	12.94	*****	13.03	*****	16.75	16.22	*****	*****	*****	21.73
Women 45-54	7.43	11.22	*****	11.09	*****	14.03	13.65	*****	*****	*****	17.65
Women 55-64	7.38	10.70	*****	10.71	*****	13.64	13.64	*****	*****	*****	17.63
Women 12-24	9.22	15.11	*****	14.94	19.17	18.49	18.79	22.67	21.94	20.15	23.60
Women 18-34	11.40	17.57	18.33	16.97	21.70	22.19	21.50	26.35	24.63	23.56	28.59
Women 18-49	14.48	22.21	*****	21.69	26.76	27.69	26.56	32.50	30.38	29.07	35.27
Women 25-49	13.35	19.82	*****	19.78	24.46	25.13	23.91	29.71	28.48	27.23	32.09
Women 25-54	14.32	21.02	21.93	20.99	25.86	26.71	25.14	31.40	30.10	28.78	33.92
Women 35-64	13.50	19.56	20.41	19.58	23.65	24.62	23.50	28.72	27.54	26.33	31.03
Women 35+	14.15	20.94	*****	20.46	23.69	25.50	24.80	28.77	27.58	26.37	32.32
Persons 12-24	11.19	18.27	*****	18.02	22.81	22.65	21.99	26.75	26.81	24.73	28.76
Persons 18-34	13.74	21.21	*****	20.52	26.36	27.04	26.13	31.77	31.84	29.37	34.16
Persons 18-49	17.54	26.75	*****	26.03	32.53	33.35	31.59	39.20	39.30	36.24	42.15
Persons 25-49	15.83	23.72	*****	23.52	29.04	29.78	28.14	34.99	35.08	32.35	37.63
Persons 25-54	16.91	25.05	*****	24.98	30.98	31.59	29.80	37.33	37.42	34.51	40.14
Persons 35-64	16.20	23.39	*****	23.65	29.21	29.98	28.55	35.20	35.29	32.54	37.85
Persons 35+	16.97	25.04	*****	24.70	29.25	31.04	30.13	35.25	35.33	32.59	39.42
Teens	7.71	12.62	14.30	12.87	16.31	17.26	19.08	19.62	20.51	20.87	22.76
Total Survey Area											
Persons 12+	30.32	44.44	46.51	43.70	*****	55.50	56.49	64.84	66.43	*****	70.50
Men 18+	21.79	32.19	*****	31.33	*****	41.15	38.69	*****	47.17	*****	51.74
Men 18-24	8.98	14.60	*****	13.92	*****	20.04	18.58	*****	*****	*****	25.45
Men 25-34	9.82	15.57	*****	15.23	*****	19.84	18.93	*****	*****	*****	25.82
Men 35-44	10.79	16.50	*****	16.50	*****	20.93	19.92	*****	*****	*****	26.62
Men 45-54	8.73	12.94	*****	13.20	*****	16.79	15.93	*****	*****	*****	20.91
Men 55-64	8.96	13.37	*****	13.53	*****	17.65	17.16	*****	*****	*****	23.50
Men 12-24	11.45	19.41	*****	18.89	24.39	24.82	23.33	28.78	28.45	26.20	31.20
Men 18-34	13.29	20.69	21.52	20.08	25.81	27.00	24.97	30.68	30.64	29.48	34.90
Men 18-49	17.57	26.53	*****	25.87	31.38	33.66	30.87	37.29	37.24	35.83	42.42
Men 25-49	15.25	22.97	*****	22.61	28.43	28.60	26.71	33.79	31.06	29.38	36.21
Men 25-54	16.46	24.38	24.66	24.17	30.03	30.65	28.45	35.69	32.81	31.03	38.25
Men 35-64	16.29	23.57	23.84	23.88	30.22	30.46	28.61	35.92	33.02	31.23	38.49
Men 35+	17.54	25.70	*****	25.37	30.66	32.57	30.44	36.44	33.49	31.68	41.21
Women 18+	24.99	36.35	*****	35.42	*****	44.29	45.25	*****	*****	*****	56.81
Women 18-24	8.58	14.14	*****	13.04	*****	17.74	17.11	*****	*****	*****	22.84
Women 25-34	12.34	18.86	*****	18.90	*****	24.66	23.74	*****	*****	*****	31.53
Women 35-44	11.83	18.14	*****	17.91	*****	22.94	22.32	*****	*****	*****	29.76
Women 45-54	10.68	16.17	*****	16.04	*****	19.93	19.63	*****	*****	*****	25.24
Women 55-64	10.42	15.08	*****	15.05	*****	19.23	19.27	*****	*****	*****	24.56
Women 12-24	12.23	19.24	*****	18.75	23.96	23.45	23.96	28.89	28.19	25.49	30.07
Women 18-34	14.86	22.97	23.62	21.81	28.57	28.89	27.52	35.03	31.96	30.42	37.10
Women 18-49	19.86	29.77	*****	28.56	36.25	36.84	34.83	44.44	40.55	38.60	47.07
Women 25-49	18.57	27.41	28.66	27.28	33.64	34.74	33.16	41.25	39.15	37.92	44.62
Women 25-54	19.87	29.03	30.36	28.84	35.39	36.66	34.63	43.39	41.19	39.89	46.94
Women 35-64	18.74	27.41	28.66	27.09	32.60	33.93	32.58	39.97	37.94	36.74	43.24
Women 35+	20.46	30.31	*****	29.20	33.54	36.80	35.16	41.12	39.03	37.80	46.96
Persons 12-24	15.70	24.66	*****	24.17	30.22	30.94	29.76	36.06	36.94	33.60	39.21
Persons 18-34	18.62	28.40	*****	27.49	35.50	36.37	34.23	42.74	43.79	39.83	46.47
Persons 18-49	24.29	36.16	*****	35.09	44.32	45.68	42.65	53.36	54.67	49.72	58.01
Persons 25-49	21.58	31.85	*****	31.47	38.78	40.13	38.13	46.68	47.82	43.50	50.75
Persons 25-54	23.14	33.77	*****	33.51	41.09	42.55	40.47	49.46	50.67	46.09	53.78
Persons 35-64	22.54	32.28	*****	32.45	39.92	41.29	39.91	48.05	49.23	44.78	52.25
Persons 35+	24.53	35.58	*****	34.87	40.94	44.64	42.94	49.28	50.49	45.92	56.56
Teens	10.33	16.56	18.75	16.84	21.48	21.97	25.03	25.78	26.20	26.68	29.04

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

Arbitron 1987 Radio Market Survey Schedule

METRO MKT RANK	MARKET	1987			METRO MKT RANK	MARKET	1987			METRO MKT RANK	MARKET	1987		
		WINTER	SPRING	FALL			WINTER	SPRING	FALL			WINTER	SPRING	FALL
256	Aberdeen, WA	•	•	•	214	Frederick MD	•	•	•	127	Pensacola	•	•	•
199	Abilene, TX	•	•	•	73	Fresno	•	•	•	115	Peoria	•	•	•
64	Akron	•	•	•	181	Gainesville, FL	•	•	•	5	Philadelphia	•	•	•
234	Albany, GA	•	•	•	236	Grand Forks, ND MN	•	•	•	24	Phoenix	•	•	•
195	Albany-Corvallis-Lebanon, OR	•	•	•	244	Grand Junction, CO	•	•	•	14	Pittsburgh	•	•	•
52	Albany-Schenectady-Troy	•	•	•	65	Grand Rapids	•	•	•	155	Portland, ME	•	•	•
80	Albuquerque	•	•	•	251	Great Falls, MT	•	•	•	25	Portland, OR	•	•	•
194	Alexandria, LA	•	•	•	180	Green Bay	•	•	•	116	Portsmouth-Dover-Rochester	•	•	•
60	Allentown-Bethlehem	•	•	•	49	Greensboro Winston Salem- High Point	•	•	•	144	Poughkeepsie, NY	•	•	•
209	Altoona	•	•	•	66	Greenville Spartanburg	•	•	•	28	Providence-Warwick-Pawtucket	•	•	•
171	Anaheim	•	•	•	154	Hagerstown Chambersburg- Waynesboro, MD-PA	•	•	•	223	Pueblo	•	•	•
20	Anaheim-Santa Ana (Orange County)	•	•	•	72	Harrisburg-Lebanon-Carlisle	•	•	•	111	Quad Cities (Davenport Rock Island Moline)	•	•	•
153	Anchorage	•	•	•	40	Hartford New Britain Middletown	•	•	•	62	Raleigh-Durham	•	•	•
138	Ann Arbor	•	•	•	55	Honolulu	•	•	•	239	Rapid City, SD	•	•	•
132	Appleton-Oshkosh	•	•	•	8	Houston Galveston	•	•	•	126	Reading, PA	•	•	•
175	Asheville	•	•	•	124	Huntington Ashland	•	•	•	213	Redding, CA	•	•	•
13	Atlanta	•	•	•	117	Huntsville	•	•	•	158	Reno	•	•	•
163	Atlantic City	•	•	•	37	Indianapolis	•	•	•	54	Richmond	•	•	•
112	Augusta, GA	•	•	•	242	Ithaca, NY	•	•	•	39	Riverside San Bernardino	•	•	•
230	Augusta-Waterville, ME	•	•	•	109	Jackson	•	•	•	93	Roanoke Lynchburg	•	•	•
59	Austin	•	•	•	53	Jacksonville	•	•	•	239	Rochester, MN	•	•	•
87	Bakersfield	•	•	•	90	Johnson City Kingsport-Bristol	•	•	•	42	Rochester, NY	•	•	•
16	Baltimore	•	•	•	145	Johnstown	•	•	•	139	Rockford	•	•	•
250	Bangor, ME	•	•	•	212	Joplin, MO	•	•	•	32	Sacramento	•	•	•
78	Baton Rouge	•	•	•	160	Kalamazoo	•	•	•	104	Saginaw-Bay City-Midland	•	•	•
210	Battle Creek, MI	•	•	•	27	Kansas City	•	•	•	186	St. Cloud MN	•	•	•
106	Baumont-Port Arthur	•	•	•	157	Killeen-Temple, TX	•	•	•	15	St. Louis	•	•	•
249	Beckley, WV	•	•	•	67	Knoxville	•	•	•	75	Salinas-Seaside-Monterey	•	•	•
259	Big Spring, TX	•	•	•	243	Lafayette, WI	•	•	•	151	Salisbury-Ocean City	•	•	•
224	Billings	•	•	•	219	Lafayette, IN	•	•	•	36	Salt Lake City Ogden-Provo	•	•	•
171	Biloxi-Gulfport, MS	•	•	•	166	Lafayette, LA	•	•	•	238	San Angelo, TX	•	•	•
141	Binghamton	•	•	•	187	Lake Charles, LA	•	•	•	38	San Antonio	•	•	•
47	Birmingham	•	•	•	113	Lakeland-Winter Haven	•	•	•	19	San Diego	•	•	•
247	Bismarck, ND	•	•	•	107	Lancaster	•	•	•	71	San Diego North County	•	•	•
217	Bloomington	•	•	•	98	Lansing East Lansing	•	•	•	4	San Francisco	•	•	•
137	Boise	•	•	•	74	Las Vegas	•	•	•	29	San Jose	•	•	•
7	Boston	•	•	•	193	Laural-Hattiesburg, MS	•	•	•	173	Santa Barbara, CA	•	•	•
156	Boulder, CO	•	•	•	232	Lawton, OK	•	•	•	235	Santa Fe, NM	•	•	•
258	Bozeman, MT	•	•	•	128	Lexington Fayette	•	•	•	119	Santa Rosa, CA	•	•	•
91	Bridgeport	•	•	•	168	Lincoln	•	•	•	88	Sarasota-Bradenton	•	•	•
35	Buffalo-Niagara Falls	•	•	•	84	Little Rock	•	•	•	149	Savannah	•	•	•
215	Burlington, VT	•	•	•	188	Longview-Marshall, TX	•	•	•	17	Seattle Tacoma	•	•	•
102	Canton	•	•	•	2	Los Angeles	•	•	•	105	Shreveport	•	•	•
178	Cape Cod, MA	•	•	•	45	Louisville	•	•	•	231	Sioux City, IA	•	•	•
237	Cape May, NJ	•	•	•	161	Lubbock	•	•	•	203	Sioux Falls	•	•	•
254	Casper	•	•	•	222	Lufkin-Nacogdoches, TX	•	•	•	152	South Bend	•	•	•
189	Cedar Rapids	•	•	•	140	Macon	•	•	•	97	Spokane	•	•	•
85	Charleston, SC	•	•	•	122	Madison	•	•	•	170	Springfield, IL	•	•	•
142	Charleston, WV	•	•	•	182	Manchester	•	•	•	70	Springfield, MA	•	•	•
41	Charlotte-Gastonia-Rock Hill	•	•	•	77	McAllen-Brownsville	•	•	•	159	Springfield, MO	•	•	•
218	Charlottesville, VA	•	•	•	205	Meciford Ashland, OR	•	•	•	125	Stamford Norwich, CT	•	•	•
95	Chattanooga	•	•	•	114	Melbourne Titusville Cocoa	•	•	•	241	Stanton Waynesboro, VA	•	•	•
255	Cheyenne, WY	•	•	•	50	Memphis	•	•	•	197	Stebenville-Warrenton	•	•	•
3	Chicago	•	•	•	251	Meridian, MS	•	•	•	101	Stockton	•	•	•
185	Chico, CA	•	•	•	11	Miami Ft. Lauderdale-Hollywood	•	•	•	61	Syracuse	•	•	•
30	Cincinnati	•	•	•	26	Milwaukee-Racine	•	•	•	177	Tallahassee	•	•	•
21	Cleveland	•	•	•	18	Minneapolis-St. Paul	•	•	•	22	Tampa-St. Petersburg Clearwater	•	•	•
86	Coastal North Carolina	•	•	•	257	Minot, ND	•	•	•	166	Terre Haute	•	•	•
118	Colorado Springs	•	•	•	89	Mobile	•	•	•	228	Texarkana, TX	•	•	•
233	Columbia, MO	•	•	•	131	Modesto	•	•	•	68	Toledo	•	•	•
92	Columbia, SC	•	•	•	44	Monmouth-Ocean, NJ	•	•	•	165	Topoka	•	•	•
150	Columbus, GA	•	•	•	206	Monroe, LA	•	•	•	130	Trenton, NJ	•	•	•
34	Columbus, OH	•	•	•	134	Montgomery	•	•	•	208	Tri-Cities, WA (Richland Kennewick Pasco)	•	•	•
120	Corpus Christi	•	•	•	94	Morrisstown, NJ	•	•	•	63	Tucson	•	•	•
10	Dallas-Ft. Worth	•	•	•	201	Muskegon, MI	•	•	•	57	Tulsa	•	•	•
176	Danbury, CT	•	•	•	216	Naples-Marco Island, FL	•	•	•	204	Tuscaloosa, AL	•	•	•
245	Danville, IL	•	•	•	48	Nashville	•	•	•	200	Tyler, TX	•	•	•
46	Dayton	•	•	•	12	Nassau-Suffolk (Long Island)	•	•	•	129	Utica-Rome	•	•	•
123	Daytona Beach	•	•	•	83	New Bedford-Fall River, MA	•	•	•	253	Victoria, TX	•	•	•
23	Denver-Boulder	•	•	•	81	New Haven-Meriden	•	•	•	174	Waco	•	•	•
110	Des Moines	•	•	•	31	New Orleans	•	•	•	9	Washington, DC	•	•	•
6	Detroit	•	•	•	1	New York	•	•	•	161	Waterbury, CT	•	•	•
220	Dothan, AL	•	•	•	33	Norfolk-Virginia Beach- Newport News	•	•	•	198	Waterloo-Cedar Falls	•	•	•
190	Dubuque, IA	•	•	•	225	Northwest Michigan, MI (Traverse City-Petoskey- Charlevoix)	•	•	•	246	Watertown, NY	•	•	•
146	Duluth-Superior	•	•	•	148	Odesa-Midland, TX	•	•	•	56	West Palm Beach Boca Raton	•	•	•
207	Eau Claire, WI	•	•	•	43	Oklahoma City	•	•	•	179	Wheeling	•	•	•
79	El Paso	•	•	•	69	Omaha-Council Bluffs	•	•	•	96	Wichita	•	•	•
136	Erie	•	•	•	51	Orlando	•	•	•	220	Wichita Falls, TX	•	•	•
143	Eugene-Springfield	•	•	•	248	Owensboro, KY	•	•	•	58	Wilkes-Barre-Scranton	•	•	•
135	Evansville	•	•	•	108	Oxnard-Ventura	•	•	•	226	Williamsport, PA	•	•	•
202	Fargo-Moorhead	•	•	•	192	Palm Springs, CA	•	•	•	76	Wilmington, DE	•	•	•
147	Fayetteville, NC	•	•	•	229	Panama City, FL	•	•	•	191	Wilmington, NC	•	•	•
169	Fayetteville-Springdale, AR	•	•	•	196	Parkersburg-Marietta, WV-OH	•	•	•	100	Worcester	•	•	•
99	Flint	•	•	•	227	Pascagoula-Moss Point, MS	•	•	•	183	Yakima, WA	•	•	•
133	Ft. Myers, FL	•	•	•						103	York	•	•	•
164	Ft. Pierce, FL	•	•	•						82	Youngstown-Warren	•	•	•
184	Ft. Smith, AR	•	•	•										
211	Ft. Walton Beach, FL	•	•	•										
121	Ft. Wayne	•	•	•										

NOTE: The Survey Frequency of some markets may change

• - denotes Continuous Measurement Markets
 • - denotes Standard Radio Market Report
 C - denotes Condensed Radio Market Report

Notations

--	--	--	--

Notations

--	--	--	--

ARBITRON RATINGS

New York

142 W. 57 Street / 10019

Radio Station Services:
Client Service Rep. Mike Walsh
Hot Line. (212) 887-1312
Client Service Rep. Beth Tunick
Hot Line. (212) 887-1582
Client Service Rep. Frances Gerbas
Hot Line. (212) 887-1393
 Susan Dingethal (212) 887-1308
 Brad Bedford (212) 887-1310
 Pierre Bouvard (212) 887-1304
 Jay Guyther (212) 887-1306

Rep/Network Services:
Client Service Rep. Lindsay Rose
Hot Line. (212) 887-1326
 Maddy Schreiber (212) 887-1324

Advertiser/Agency Services:
Client Service Rep. Jane Shapiro
Hot Line. (212) 887-1502
Client Service Rep. Kathleen Coffey
Hot Line. (212) 887-1372
 Helena Ruffin (212) 887-1332
 Joni Challenger (212) 887-1330

Dallas

14801 Quorum Drive, Suite 506 / 75240

Radio Station Services:
Client Service Rep. Scott Musgrave
Hot Line. (214) 385-5788
 Janet Z. Baum (214) 385-5798
 Paula Kulsko (214) 385-5797

Advertiser/Agency Services:
Client Service Rep. Nancy Lankford
Hot Line. (214) 385-5793
 Scott Turner (214) 385-5793

San Francisco

One Maritime Plaza, Suite 720 / 94111

Radio Station Services:
Client Service Rep. Brad Halpern
Hot Line. (415) 982-5371
 Marvin Korach (415) 393-6925
 Rick Gardner (415) 393-6925

Advertiser/Agency Services:
 Bill Fritz (415) 393-6925

Chicago

211 East Ontario, Suite 1400 / 60611

Radio Station Services:
Client Service Rep. Marianne Lavin
Hot Line. (312) 454-3436
 Scott Herman (312) 454-3426
 Josh Gertzog (312) 454-3424
 Karen Kolvek (312) 454-3425
 Michael Nathan (312) 454-8497

Advertiser/Agency Services:
Client Service Rep. Genelle Avila
Hot Line. (312) 454-8491
 Barbara Czachorski (312) 454-3423
 Ruth Kaufman (312) 454-3442

Atlanta

300 Embassy Row / 30328

Radio Station Services:
Client Service Rep. Carolyn Hood
Hot Line. (404) 399-2126
 Debbie Phore Buckley (404) 399-2121
 Marianne Pieper (404) 399-2364
 Lisa Segall (404) 399-2124

Advertiser/Agency Services:
Client Service Rep. Beth Martin
Hot Line. (404) 399-2275
 Rhonda Amoe (404) 399-2315
 Bob Ryals (404) 399-2118

Los Angeles

5670 Wilshire Boulevard, Suite 2560 / 90036

Radio Station Services:
Client Service Rep. Jason Liebowitz
Hot Line. (213) 937-1682
 Dick Sheppard (213) 937-6420
 Steve Elliot (213) 937-6420

Advertiser/Agency Services:
Client Service Rep. Greg Hampton
Hot Line. (213) 937-6420
 Dave Burnill (213) 937-6420
 Dan Humfreville (213) 937-6420

1987 Radio Survey Schedule

WINTER SURVEY (12 weeks)
 January 8 - April 1, 1987

JANUARY						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SUMMER SURVEY (12 weeks)
 June 25 - September 16, 1987

JUNE						
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

SPRING SURVEY (12 weeks)
 April 2 - June 24, 1987

APRIL						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

FALL SURVEY (12 weeks)
 September 24 - December 16, 1987

SEPTEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

ARBITRON RATINGS/RADIO

