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# ARBITRON RATINGS

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## RADIO

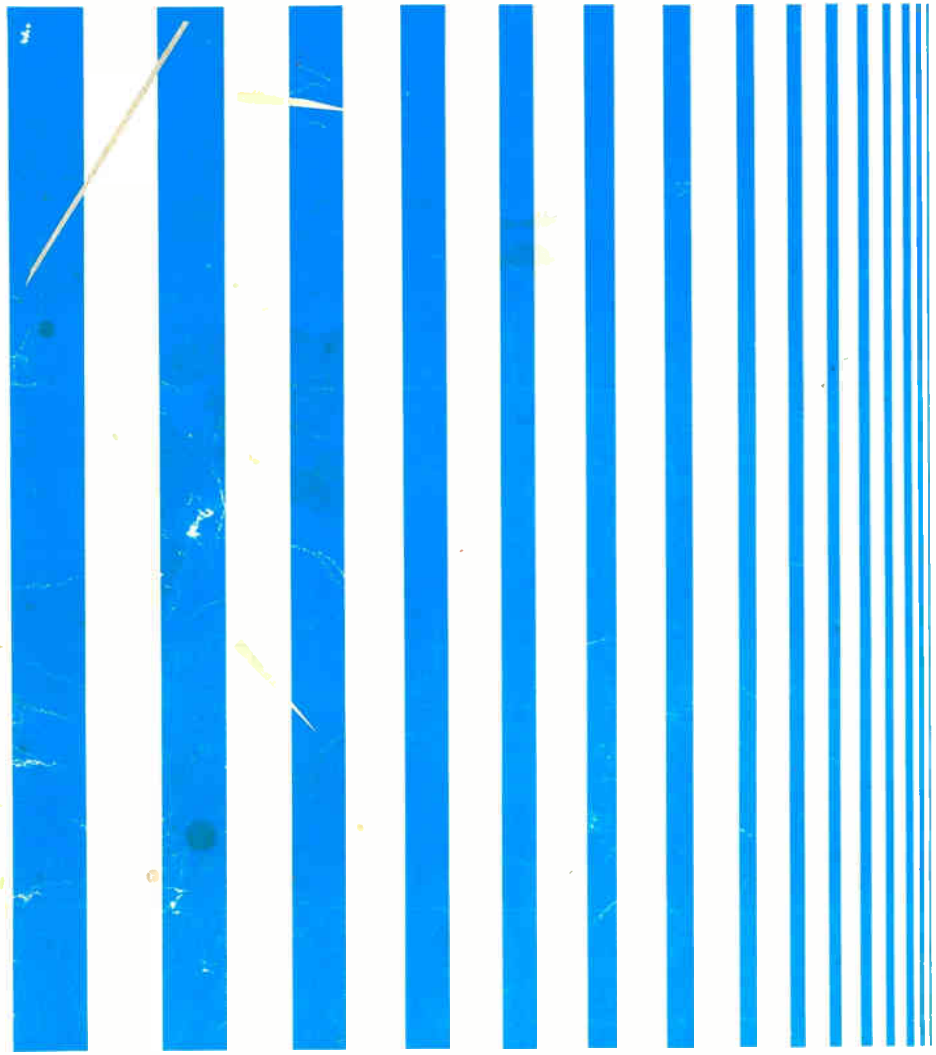
Audience Estimates in the  
Metropolitan Statistical Area,  
ADI and TSA for:

**Atlanta**

**Spring 1985**  
March 28 - June 19

17 Atlanta  
Spring 1985

ARBITRON RATINGS/RADIO





**Larry Wexler, Chairman**  
Represents Easy Listening formats;  
markets 1-50  
WPEN, Philadelphia (215) 879-6000



**Carol Mayberry**  
Council Researcher  
Katz Communications  
(212) 572-5500



**Jerry Rogers**  
Represents Contemporary formats;  
markets 51 +  
WZAT, Savannah (912) 233-8177



**David Martin**  
Represents MOR/Personality formats;  
markets 1-50  
WLW, Cincinnati (513) 241-9597



**Zane Roden**  
Represents Black formats  
WOKJ/WJMI, Jackson (601) 948-1515



**John Lauer, Vice Chairman**  
Represents News/Talk formats  
WGST, Atlanta (404) 231-0920



**John Frankhouser**  
Represents Hispanic formats  
KAMA, El Paso (915) 544-7600



**Bill Sommers**  
Represents AOR/Other formats  
KLOS, Los Angeles (213) 557-7308



**Ellen Hulleberg**  
Council Researcher  
Interep  
(212) 599-6500



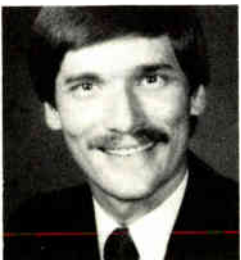
**Jim Connor**  
Represents Easy Listening formats;  
markets 51 +  
WEAT, West Palm Beach-Boca Raton  
(305) 965-5500



**Perry Ury**  
Represents Contemporary formats;  
markets 1-50  
WTIC-FM, Hartford-New Britain  
(203) 522-1080



**Ron Rogers**  
Represents Country formats;  
markets 51 +  
KVET-AM/KASE-FM, Austin  
(512) 495-1300



**Dan Halyburton**  
Represents Country formats;  
market: 1-50  
KLIF/KPLX, Dallas/Ft. Worth  
(817) 461-0995



**Ray Gardella**  
Represents MOR/Personality formats;  
markets 51 +  
WICC, Bridgeport (203) 366-9383

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**1985 scheduled Council meetings:**  
July 30-August 2 December 3-6

**ARBITRON  
RATINGS**  
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# ARBITRON RATINGS

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## RADIO

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.

Persons estimates in this report are shown as and rounded to hundreds (e.g., 141 = 14,100 persons). The symbol (- 1) indicates an estimate of less than 50 persons. Total men and total women estimates include estimates for persons 65 + ; they do not include teens. The survey period covers twelve weeks. Arbitron has averaged the listening data received and estimates are reported for an "average" week.

This report is intended to furnish radio stations, 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*.

### RESTRICTIONS ON USE OF REPORT

This report and all Arbitron radio audience estimates contain data and estimates proprietary to Arbitron. They are provided to Arbitron clients pursuant to the terms of written license agreements between Arbitron and such clients. All Arbitron 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 nor any audience estimate may be used in any manner by non-clients of Arbitron without written permission from Arbitron.

Arbitron recommends that the appropriate market, survey period and kind of audience estimate (e.g., Boston, Spring 1985, 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.

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# Atlanta

and Atlanta ADI

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Survey Period/March 28 - June 19, 1985

Market Surveyed/Spring, Fall

## 1985-1986 SCHEDULE OF SURVEYS

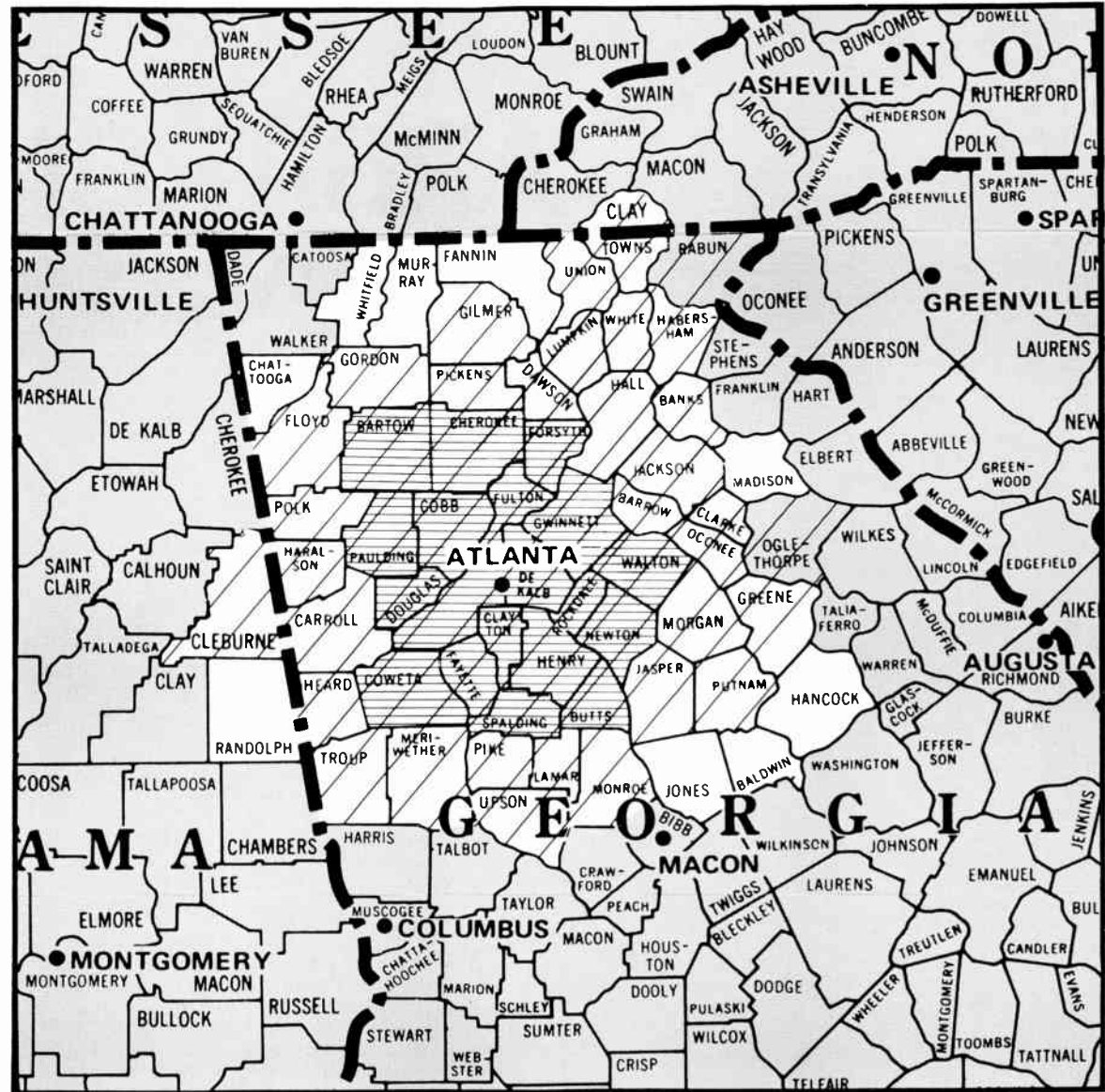
Summer/June 20 - September 11, 1985

Fall/September 19 - December 11, 1985

Winter/January 9 - April 2, 1986

Spring/April 3 - June 25, 1986

**PLEASE NOTE**/Users of this report should become familiar with *Limitations* (Page iv, Paragraph 44). Further, instructions for estimating reliability and Effective Sample Bases for this report may be found on Page v.



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Metro Survey Area (MSA)    Total Survey Area (TSA)    Area of Dominant Influence (ADI)    MSA, TSA, and, where applicable, ADI are identical

For definitions of MSA, TSA and ADI, see Paragraphs 16, 24 and 2 in the back of this report.

# Population Estimates and Tabulated Diaries by Sampling Unit

Area	Estimated Population	In-Tab	Counties	State	Area	Estimated Population	In-Tab	Counties	State
MTA	325,600	255	FULTON HDBA	GA					
MTA	160,800	142	FULTON BALANCE	GA					
MTA	178,500	124	GWINNETT	GA					
MTA	290,200	173	COPR	GA					
MTA	136,000	109	CLAYTON	GA					
MTA	52,900	26	DOUGLAS	GA					
MTA	31,900	44	FAYETTE	GA					
MTA	24,000	28	PAULDING	GA					
MTA	50,200	45	CHEROKEE	GA					
MTA	27,000	26	FORSYTH	GA					
MTA	35,800	32	BARTOW	GA					
MTA	47,300	56	RUTTS	GA					
			WENNY	GA					
MTA	36,200	52	ROCKDALE	GA					
MTA	30,900	25	NEWTON	GA					
MTA	27,600	18	WALTON	GA					
MTA	149,400	121	DE KALB HDBA	GA					
MTA	276,300	227	DE KALB BALANCE	GA					
MTA	34,300	34	COWETA	GA					
MTA	41,500	29	SPELLING	GA					
TA	43,200	32	HARALSON	GA					
			POLK	GA					
TA	60,300	26	CLERMONT	AL					
			CARROLL	GA					
TA	67,600	34	FLOYD	GA					
TA	26,500	20	CORDON	GA					
TA	48,000	64	HEARD	GA					
			TELEPH	GA					
TA	25,100	42	DAWSON	GA					
			GILMER	GA					
			PTCCKENS	GA					
TA	77,800	55	HALL	GA					
			LUMPKIN	GA					
TA	32,400	45	LAMAR	GA					
			UPSON	GA					
TA	31,500	20	HARPER SHAM	GA					
			WHITE	GA					
TA	20,400	29	TOWNS	GA					
			UNION	GA					
			CLAY	NC					
TA	28,800	25	FREENE	GA					
			MORGAN	GA					
			PUTNAM	GA					
TA	20,000	21	JASPER	GA					
			MONROE	GA					
TA	30,200	28	BANKS	GA					
			JACKSON	GA					
TA	25,400	27	MERTWETHER	GA					
			PUTN	GA					
TA	31,100	28	BARROW	GA					
			DOUGL	GA					
TA	66,500	45	CLAPKE	GA					
A	16,900	21	CLETHORPE	GA					
			BARUN	CA					
T	34,400	22	PANOLA	AL					
			CHATTOGA	GA					
T	44,900	116	PALOWIN	GA					
			JONES	GA					
T	23,700	25	HANCOCK	GA					
			MADISON	GA					
T	31,000	41	FANNIN	GA					
			MURRAY	GA					
T	55,600	88	WHITEFIELD	GA					

Please refer to Page 5B for the Metro ESF percent and, if applicable, ethnic percent(s)

Note. A sampling unit that is reflected as having no population and in-tab, has its population and in-tab included in the preceding population and in-tab figures, respectively

# Population Estimates and Sample Distribution by Sex-Age Group

## Total Survey Area

		Estimated Population	Estimated Population as Percent of Tot. Persons 12 +	In-tab Sample	Percent of Unweighted In-tab Sample	Percent of Weighted In-tab Sample
Men	18-24	201,000	7.2	109	4.4	7.2
Men	25-34	315,000	11.2	228	9.3	11.4
Men	35-44	252,000	9.1	198	8.1	9.1
Men	45-49	84,000	3.0	78	3.2	3.0
Men	50-54	65,000	2.5	63	3.4	2.5
Men	55-64	123,000	4.4	119	4.9	4.4
Men	65 +	118,000	4.2	99	4.0	4.1
Men	18 +	1,163,000	41.8	914	37.3	41.8
Women	18-24	203,000	7.3	167	6.8	7.3
Women	25-34	334,000	12.0	294	12.0	12.1
Women	35-44	258,000	9.3	262	10.7	9.3
Women	45-49	88,000	3.1	105	4.3	3.1
Women	50-54	74,000	2.7	91	3.7	2.7
Women	55-64	145,000	5.2	154	6.3	5.2
Women	65 +	198,000	7.1	157	6.4	7.1
Women	18 +	1,300,000	44.7	1,230	50.2	46.8
Adults	18 +	2,463,000	88.6	2,144	87.5	88.6
Teens	12-17	217,000	11.4	307	12.5	11.4
Total Persons 12 +		2,780,000		2,451		

## Metro Persons Living in Group Quarters

		% Military	% College	% Other Group Quarters
Total Persons 12 +	1,956,000	.0	.7	1.0

## Diary Placement and Return Information

	Metro	ADI	TSA
Listed Residences in Designated Sample	1,204	1,936	2,167
ESF Residences in Designated Sample	592	592	635
Total Residences in Designated Sample	1,896	2,528	2,802
Listed Residences: Estimated Persons 12 +	2,102	4,563	5,102
ESF Residences: Estimated Persons 12 +	1,426	1,426	1,529
Total Residences: Estimated Persons 12 +	4,528	5,989	6,631
Listed Contacts (homes in which telephone was answered)	1,227	1,834	2,057
ESF Contacts (homes in which telephone was answered)	571	571	613
Total Contacts (homes in which telephone was answered)	1,798	2,405	2,670
Listed Homes in Which Diaries Were Placed	1,004	1,540	1,738
ESF Homes in Which Diaries Were Placed	420	420	456
Total Homes in Which Diaries Were Placed	1,424	1,960	2,194
Listed Individuals Who Were Sent a Diary	2,417	3,668	4,134
ESF Individuals Who Were Sent a Diary	1,019	1,019	1,106
Total Individuals Who Were Sent a Diary	3,436	4,687	5,240
Listed Individuals Who Returned a Usable Diary (In-Tab)	1,109	1,713	1,952
ESF Individuals Who Returned a Usable Diary (In-Tab)	467	467	408
Total Individuals Who Returned a Usable Diary (In-Tab)	1,576	2,180	2,360
Sample Target	1,690		

## Metro Survey Area

		Estimated Population	Estimated Population as Percent of Tot. Persons 12 +	In-tab Sample	Percent of Unweighted In-tab Sample	Percent of Weighted In-tab Sample
Men	18-24	138,000	7.1	78	4.9	7.1
Men	25-34	233,000	12.0	166	10.5	12.0
Men	35-44	185,000	9.5	135	8.6	9.5
Men	45-49	59,000	3.1	51	3.2	3.1
Men	50-54	48,000	2.5	48	3.0	2.5
Men	55-64	82,000	4.2	64	4.1	4.2
Men	65 +	70,000	3.6	49	3.1	3.6
Men	18 +	819,000	41.9	591	37.5	41.9
Women	18-24	141,000	7.2	115	7.3	7.2
Women	25-34	251,000	12.9	209	13.3	12.9
Women	35-44	189,000	9.7	179	11.4	9.7
Women	45-49	60,000	3.1	61	3.9	3.1
Women	50-54	51,000	2.6	53	3.4	2.6
Women	55-64	95,000	4.9	84	5.3	4.9
Women	65 +	123,000	6.3	73	4.6	6.3
Women	18 +	913,000	46.7	774	49.1	46.7
Adults	18 +	1,732,000	88.6	1,365	86.6	88.6
Teens	12-17	223,000	11.4	211	13.4	11.4
Black Persons	12 +	441,000	22.6	353	22.4	22.6
Hispanic Persons	12 +		NOT APPLICABLE			
Total Persons	12 +	1,956,000		1,576		

## Area of Dominant Influence

Men	18-24	189,000	7.2	101	4.6	7.2
Men	25-34	297,000	11.4	205	9.4	11.4
Men	35-44	238,000	9.1	181	8.3	9.1
Men	45-49	78,000	3.0	66	3.0	3.0
Men	50-54	65,000	2.5	72	3.3	2.5
Men	55-64	115,000	4.4	99	4.5	4.4
Men	65 +	107,000	4.1	90	4.1	4.1
Men	18 +	1,091,000	41.8	814	37.3	41.8
Women	18-24	191,000	7.4	154	7.1	7.3
Women	25-34	316,000	12.1	262	12.0	12.1
Women	35-44	243,000	9.3	238	10.9	9.3
Women	45-49	80,000	3.1	94	4.3	3.1
Women	50-54	70,000	2.7	79	3.6	2.7
Women	55-64	135,000	5.2	132	6.1	5.2
Women	65 +	182,000	7.0	128	5.9	7.0
Women	18 +	1,220,000	46.8	1,087	49.9	46.8
Adults	18 +	2,311,000	88.6	1,901	87.2	88.6
Teens	12-17	296,000	11.4	279	12.8	11.4
Total Persons 12 +		2,608,000		2,180		

These population estimates are based upon 1980 U.S. Bureau of the Census estimates updated and projected to January 1, 1985, by Market Statistics based on data from Sales Management's 1984 Survey of Buying Power.

# Facilities of Stations Listed in this Report

STATION	POWER (WATTS)		FREQUENCY (AM IN kHz) (FM IN MHz)	NETWORK AFFILIATION	CITY OF LICENSE OR <IDENTIFICATION>	COUNTY	STATE	NATIONAL REPRESENTATIVE
	DAY	NIGHT						
HOME TO ARBITRON RADIO METRO AREA								
(S) WACK	5,000	5,000	1380	NBC NBN	ATLANTA	FULTON	GA	MASLA RADIC
WCNN	25,000	10,000	680	ABC T	NORTH ATLANTA	FULTON	GA	HLLP,NWPRK,WCHLP AND HWPP
(S) WFDX-FM	100,000	100,000	97.1	IND	<ATLANTA>	FULTON	GA	MAJOR MARKET PARTN, INC
(S) WEST	5,000	1,000	920	CBS PBS	ATLANTA	FULTON	GA	KATZ RADIC
WQUN	50,000		1010	IND	ATLANTA	FULTON	GA	N/A
WIGO	1,000	1,000	1340	ABC O	ATLANTA	FULTON	GA	CITIFOIA
WJCA-FM	3,000	3,000	92.1	IND	JACKSON	BUTTS	GA	N/A
(S) WJYA	10,000		1080	APP	MARIETTA	COBB	GA	WEISS AND POWELL INC
(S) WJYA-FM	100,000	100,000	104.1	APP	<ATLANTA>	FULTON	GA	WEISS AND POWELL INC
(S) WKHX-FM	100,000	100,000	101.5	IND	MARIETTA	COBB	GA	SELCCM, INC
(S) WKLS	5,000		970	IND	ATLANTA	FULTON	GA	HLLP,NWPRK,WCHLP AND HWPP
(S) WKLS-FM	100,000	100,000	96.1	ABC P	ATLANTA	FULTON	GA	MASLA RADIC
(S) WPCW-FM	100,000	100,000	94.9	IND	ATLANTA	FULTON	GA	KATZ RADIC
(S) WPLO	5,000	5,000	590	ABC I	ATLANTA	FULTON	GA	MCGAVREN-GUILD
(S) WQXI	5,000	1,000	790	IND	ATLANTA	FULTON	GA	BLAIR RADIC
(S) WQXI-FM	100,000	100,000	94.1	IND	SMYRNA	COBB	GA	BLAIR RADIC
(S) WPMH-FM	100,000	100,000	95.7	IND	ATLANTA	FULTON	GA	EASTMAN RADIC, INC
(S) WSB	50,000	50,000	750	ABC E ABC I	ATLANTA	FULTON	GA	THE CRISTAL COMPANY
(S) WSB -FM	100,000	100,000	98.5	PAORAD	ATLANTA	FULTON	GA	THE CRISTAL COMPANY
(S) WVEE-FM	100,000	100,000	103.3	US 1	ATLANTA	FULTON	GA	MCGAVREN-GUILD
(S) WYAY-FM	100,000	100,000	106.7	IND	<ATLANTA>	FULTON	GA	REPUBLIC RADIC SALES
WYZF	5,000		1480	IND	ATLANTA	FULTON	GA	TN HOUSE
WZGC-FM	100,000	100,000	92.9	ABC C	ATLANTA	FULTON	GA	TORRET RADIC
OUTSIDE ARBITRON RADIO METRO AREA BUT HOME TO AOI -----								
+ WDUN	5,000	500	550	ABC I	GAINESVILLE	HALL	GA	BUSBY FINCH LATHAM WITMAN
+ WKCX-FM	5,000	3,000	97.7	IND	ROME	FLOYD	GA	NONE
+ WNGC-FM	100,000	100,000	95.5	IND	ATHENS	CLARKE	GA	SOUTHERN SPCT SALES INC
+ WRFC	5,000	500	660	ABC I	ATHENS	CLARKE	GA	NONE
OUTSIDE ARBITRON RADIO METRO AREA AND AOI -----								
+ WCGO-FM	100,000	100,000	107.3	US 1	COLUMBUS	MUSCOGEE	GA	SELCCM, INC
+ WNKS-FM	100,000	100,000	102.9	US 2	COLUMBUS	MUSCOGEE	GA	TORRET RADIC
+ WUSY-FM	100,000	100,000	100.7	APR US 2	<CHATTANOOGA>	HAMILTON	TN	HLLP,NWPRK,WCHLP AND HWPP

**Footnote**  
**Symbols:**

(\*) Listed only in Metro and Total Survey Area (+) Listed only in Area of Dominant Influence (S) Subscribing stations. Deadline: two days prior to market report publication  
City or <Identification> 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 33 in the back of this report.)

**Network**  
**Affiliation**  
**Abbreviations:**

ABC C/American Contemporary Radio Network	ABC I/American Information Radio Network	RADRAD/CBS RadioRadioNetwork	NBN/National Black Network	Source/NBC - The Source
ABC D/American Direction Network	ABC R/American Rock Radio Network	IND/(Denotes Independent Stations)	US 1/United Stations Radio Networks, Inc -1	UPI/United Press International
ABC FM/American FM Radio Network	APR/Associated Press Radio Network	MBS/Mutual Broadcasting System Radio Network	US 2/United Stations Radio Networks, Inc -2	Radio Network
ABC E/American Entertainment Network	CBS/CBS Radio Network	NBC/National Broadcasting Company Radio Network	SBN/Sheridan Broadcasting Network	

The data above is the most current data available to Arbitron as of this survey period. (For explanation of reporting criteria, see Pars 33-36 in the back of this report.) Stations that broadcast on the FM band are identified on this page with an FM suffix

after the call letters. This suffix is used regardless of the official FCC license designation for the station. 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 which provided or reported having no national representative information are indicated above by N/A or NONE respectively.

# Metro Area Lifestyle Profile by ClusterPlus<sup>SM</sup> Groups

ClusterPlus is a market segmentation system developed by Donnelley Marketing Information Services to profile a market or an audience by life-styles. Based on data from 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.

To the right is a list of the ten ClusterPlus groups with their lifestyle descriptions. 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.

GROUP	DESCRIPTION	NATIONAL % PERSONS 12 +	METRO % PERSONS 12 +	INDEX OF CONCENTRATION
G01	WELL EDUCATED, AFFLUENT, SUBURBAN PROFESSIONALS	7.29	8.45	116
G02	URBAN, UPSCALE, PROFESSIONALS, FEW CHILDREN	5.16	4.59	89
G03	YOUNGER, MOBILE, UPSCALE FAMILIES, CHILDREN, NEW HOMES	10.74	31.28	291
G04	YOUNG, MOBILE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	18.14	21.42	118
G05	MIDDLE AGE, ABOVE AVG INCOME, WHITE COLLAR WORKERS	11.86	0.27	2
G06	YOUNGER, MOBILE, SINGLES, FEW CHILDREN, URBAN AREAS	11.74	6.97	59
G07	AVERAGE INCOME, BLUE COLLAR FAMILIES, RURAL AREAS	10.54	11.84	112
G08	OLDER, LOWER INCOME, RURAL AREAS, OLD HOMES	10.22	0.02	0
G09	DOWNSCALE, ETHNIC, URBAN APARTMENT AREAS, OLD HOUSING	6.57	13.68	208
G10	LESS EDUCATED, DOWNSCALE, RURAL, FAMILIES WITH CHILDREN	7.74	1.48	19

*ClusterPlus is a service mark of Donnelley Marketing 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.*



**NOTATIONS**

# ADI Market Data

The Arbitron ADI Market Data section is designed to provide demographic and socio-economic characteristics, retail sales and consumer spending estimates, print media circulation and chain store data for each of the 1984-1985 Top 50 Arbitron ADI Markets. This ADI Market Data section is provided to assist radio advertisers in evaluating media opportunities for this ADI.

For your convenience in obtaining additional information regarding the data contained on these pages, Arbitron Radio has included the address and telephone number of each vendor or each supplier.

## ADI TIME SPENT LISTENING AND CUME

ADI Time Spent Listening and Cume Estimates are based on listening estimates to all stations in the ADI in an average week (Mon-Sun 6AM-MID) and include listening to stations which may not otherwise have met Minimum Reporting Standards for this report.

TOTAL PERSONS	2,497,100	93
MEN 18+	1,042,700	93
WOMEN 18+	1,162,800	96
TEENS 12-17	291,600	79

## ADI NEWSPAPER AND MAGAZINE CIRCULATION

Newspaper and magazine circulation data accumulated to 1984-85 ADI definitions, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60195, (312) 885-0910, and is Copyright 1984, Audit Bureau of Circulations. These data are the latest available to Audit Bureau of Circulations as of September 1984. Reprinted by permission. Copying or reprinting this information by others is prohibited. Combined circulation for AM newspapers that publish updated editions throughout the day are reported under the AM Column, and are indicated \*\* in the PM Column. Magazine figures are the latest paid circulation for a single issue.

PAPER	AM CIRC.	%	PM CIRC	%
ATHENS NEWS, BANNER-HERALD	5,733	1	11,296	1
ATLANTA CONSTITUTION, JOURN	192,556	17	175,268	16
GAINESVILLE TIMES			20,607	2
GRIFFIN NEWS			12,544	1
LAWRENCEVILLE GWINNETT NEWS			23,227	2
MARIETTA JOURNAL			24,841	2

MAGAZINE CIRCULATION	%	MAGAZINE CIRCULATION	%		
COSMO	39,357	3.5	BET HD	95,441	8.5
FARM J	5,037	.4	F CIRC	87,028	7.8
GDHSC	59,609	5.3	FORTN	9,703	.9
MCL	83,452	7.5	LHJ	72,601	6.5
NEWSWK	39,957	3.6	N GED	103,832	9.3
PENTHE	48,948	4.4	NWYRKR	4,333	.4
PLAY B	61,370	5.5	R DGST	39,590	3.5
RED BK	51,100	4.6	PEOPLE	220,325	19.7
SPRTL	35,584	3.2	17	21,361	1.9
TV GUI	275,380	24.6	TIME	60,719	5.4
VOGUE	14,050	1.3	USNEWS	26,502	2.4
			WD DAY	69,832	6.2

## SALES DATA

Effective Buying Income, Total Retail Sales and seven categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data, based on Sales and Marketing Management's 1984 Survey of Buying Power updated to January 1984, were rearranged according to Arbitron's 1984-85 ADI definitions. For further information on Market Statistics' demographic and socio-economic data, contact: Market Statistics, 633 Third Avenue, New York, New York 10017, (212) 986-4800.

ADI HOUSEHOLDS	% OF US	ADI RANK
TOTAL HOUSEHOLDS	1,146,100	1.32
TELEVISION HOUSEHOLDS	1,135,900	1.34

FROM MARKET STATISTICS, INC.	\$ AMOUNT (000)	
EFFECTIVE BUYING INCOME	30,502,505	16
TOTAL RETAIL SALES	15,591,105	15
FOOD STORE SALES	3,305,832	17
SUPERMARKET SALES	3,206,556	17
GENERAL MERCHANDISE STORE SALES	2,129,258	16
DEPARTMENT STORE SALES	1,765,115	16
FURN-HSEHLD-APPLIANCE STORE SALES	508,564	21
AUTOMOTIVE STORE SALES	3,285,167	12
DRUG STORE SALES	513,194	14

# ADI Market Data (continued)

## CENSUS DATA

Market Statistics has furnished the following items to Arbitron on a county level. Arbitron has accumulated this information to conform with 1984-85 ADI definitions. All data are based on 1980 Census data. Income by Households is updated to January 1, 1985. For further information, contact: Market Statistics, 633 Third Avenue, New York, New York 10017, (212) 986-4800.

YEARS OF SCHOOL COMPLETED (NUMBER OF PERSONS 25+)	OCCUPATION (PERCENT PERSONS 16+)		
ELEM./HIGH	647,559	MANAGERIAL	23%
HIGH SCH GRAD	475,210	TECHNICAL	32%
COLLEGE 1+ YRS	548,020	SERVICE WORKER	11%
		FARM WORKER	2%
VALUE OF HOUSING (NUMBER OF UNITS)		PRECISION PROD	12%
		OPERATOR	20%
		TOTAL	100%
BELOW 30,000	147,759	SEASONAL HOUSEHOLDS (NUM IN ADI)	8,822
30,000/49,999	160,757		
50,000/79,999	136,777	FARM RESIDENTS (NUM IN ADI)	30,579
80,000/99,999	70,186		
100,000/149,999	22,958	AUTO BY HOUSEHOLDS	
150,000 +	8,556		
MEDIAN VALUE	43,200		
INCOME BY HOUSEHOLDS (PERCENT OF HOUSEHOLDS)		NONE	10%
		1	31%
		2	36%
		3+	23%
UNDEP \$10,000	17%	TRANSPORTATION TO WORK (NUMBER OF PERSONS 16+)	
\$10,000-14,999	10%		
\$15,000-19,999	11%		
\$20,000-29,999	21%		
\$30,000-39,999	17%		
\$40,000-49,999	11%	PUBLIC	76,082
\$50,000 OR MORE	13%	DRIVE ALONE	894,454
		CAR POOL	279,294
		OTHER	61,226
MEDIAN INCOME	25,671		

## PASSENGER CAR REGISTRATIONS

ADI 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 last quarter of the 1984 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	1984 MODEL YEAR	%
AMERICAN MOTORS CORPORATION	9.9	
CHRYSLER CORPORATION	9.7	
FORD MOTOR COMPANY	18.0	
GENERAL MOTORS CORPORATION	40.7	
OTHER	30.7	
TOTAL	100.0	

## GROCERY STORES

The number of chain and independent stores within the ADI is furnished by Progressive Grocer Co. Information is current to April 1985. Supermarket, superette and convenience store chains are included. For further information, contact: Trade Access Group — Progressive Grocer Co. 1351 Washington Boulevard, Stamford, Connecticut 06902, (203) 325-3500.

COMPANY NAME	NUMBER	COMPANY NAME	NUMBER
A P TEA CO SOUTHEAST	26	RAY FOOD/DIXIE FOOD	5
BELL'S FOOD MARKETS	6	BI LO INC	8
BIG APPLE/FOOD GIANT	70	BUDDY'S CONVENIENCE STO	8
BUEHLER BROTHERS INC	1	CIRCLE M FOOD MART	8
CITGO QUICK MARTS	7	COLONIAL STORES/SOUTHE	67
CONVENIENT FOOD MART	1	CGPNER PANTRY FOOD MAR	12
COUNTRY CUPBOARD FOOD	20	DELTA/PEO ACE/FREEWAY	5
FAVORITE MARKETS	1	FITZGERALD FOOD STORES	19
FOOD MART	9	GLOFN PANTRY FOOD STO	50
H F STORE	1*	HANDI-MART INC	7
HOT SPOT	2	INDEPENDENT SUPER MARK	191
INDEPENDENT SUPERETTES	162	INGLES MARKET	5
J L ONE STOP FOOD ST	1	JIFFY FOOD STORES	4
JIM WALLACE FOOD STORE	7	JIMS MINIT MARKET	1
JITNEY JR FRANCHISE ST	1	KANGAROO CONVENIENCE S	12
KAYC CIL/SOUTHEASTERN	21	KROGER CO	56
KWICKIE FOOD STORES	20	LITTLE GENERAL/SUNCOAS	17
MAJIK MARKET-ATLANTA R	134	MAJIK MARKET-CENTRAL R	1
MARTIN MINI MARTS	5	MASSEY STORES INC	1
MILITARY	3	MINI FOOD STORES	9
MINI CHEK FOOD STORES	15	MR B FOOD STORE	73
NITE OWL	1	NORTHEAST STATIONS S	5
PIGGLY WIGGLY SOUTHERN	7	PILCT FOODMARTS	5
PIT STOP FOOD STORES	3	QUICK EASY STORES	6
QUIK THRIFT FOOD STORE	13	SAVE FOOD STORES	4
SEAGE QUICK MART	1	SHELL DISCOUNT MARTS	1
SING FOOD STORES	17	SPECTRUM STORES INC	6
STARVIN MARVIN	50	STOP-N-GO - MIDWESTERN	24
SUPERX DRUGS	1	TENNECO OIL CO	38
THEYNTON FOOD STOP	1	THRIF-MART INC	6
UNITED SUPERS	1	WAREHOUSE GROCERIES MA	1
WINN DIXIE/ATLANTA DIV	70	WINN DIXIE/GREENVILLE	1
7-ELEVEN SUNSHINE DIVI	40	76 SELF SERVE/MART	14

## CHAIN DRUG STORES

MMS, Inc. has furnished Arbitron with Chain Drug Store information current to April 1985. Further information regarding chain drug stores may be obtained from MMS, Inc., 541 North Fairbanks Court, Suite 1910, Chicago, Illinois 60611, (312) 467-9500.

COMPANY NAME	NUMBER	COMPANY NAME	NUMBER
APOTHECARY SHOP	3	BIG C DISCOUNT DRUGS	1
BUY WISE DRUGS	1	CITIZENS PHARMACY	1
CITY PHARMACY	3	CLINIC PHARMACIES	1
CONCOPD MED QUARTERS PHCY	1	COOK DRUG	1
COPELAND DRUG CO	1	CORNER DRUG STORE	1
DIXIE DRUGS	1	DOCTORS PHARMACY	1
DRUG EMPORIUM	6	DRUG MART	1
DRUG WORLD	1	DUNAWAY DRUG CO	12
ECKERD DRUGS STORE	111	ECONOMY PHARMACY	1
ENLOE DRUG CO INC	4	FAMILY PHARMACY	1
FRANKLIN PHARMACY	1	GEORGIA GENATRIC PHCY	1
GIBSON PHARMACY	1	GRANDVIEW PHARMACY	1
HAMILTON DRUG	1	HOSPITAL DISCOUNT PHARMACY	1
K MART PHARMACY	28	KROGER FAMILY CENTER	27
LANTIER MEDICAL PARK PHCY	1	LEES DRUG STORE	7
MARSHALL BELL INC	1	MEDICAL CENTER PHARMACY	6
MEDICINE SHOPPE	3	MEDICS DRUG MARTS	1
MILLERS RX PHARMACY	1	NUCLEAR PHARMACY	2
PAGE DRUGS INC	3	PAY LESS DRUG STORE	1
PERRY DRUG STORES INC	1	PLAZA DRUG	1
PRESCRIPTION SHOP	5	PROFESSIONAL PHARMACY	2
PEED DRUGS	51	REVCO DISCOUNT DRUG CTR	86
ROBERTS DRUG STORE	2	SAV-RX DRUG STORE	3
SAVE-RITE INC	1	STANDARD DRUG CO	1
SUPER SAV DISCOUNT DRUGS	1	SUPER X DRUG STORE	12
TAYLOR DRUG	1	TOWN AND COUNTRY PHARMACY	1
TREASURY PHARMACY	27	VALLEY DRUG CO	1
VILLAGE PHARMACY	1	WALGREEN DRUG CO	1
WAYNE PHARMACY	1	WENDER ROBERTS INC	4
WILLIAMS DRUG	1		

## Special Notices, Policies and Procedures

The information appearing on these pages relating to Technical Difficulties, Special Contests, Survey Announcements, Diary Promotional Announcements, Survey or Diary References and Rating Distortion 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 and December 1981.

**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, including, but not limited to, times it was off the air or operating at reduced power. 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.

**SPECIAL STATION ACTIVITIES/Usually** special station activities are brought to Arbitron's attention by other stations. When this occurs, Arbitron will contact the station that allegedly engaged in any of these activities to obtain complete details. Arbitron will accept information on these activities only up to the day after the final date of the survey. All complaints must be in writing and addressed to: Special Station Activity Committee, Arbitron Radio, The Arbitron Building, Laurel, MD 20707.

**a. Special Contests/Arbitron** may note special contests brought to its attention which covered at least a portion of the survey period and which involved the giving away of any kind of prize, cash, merchandise, etc. Even if a special contest does not require listening by the participants, it may qualify for notation in Arbitron report(s) if it involves any kind of prize. Special contests are differentiated from "regular contests" in that regular contests are conducted periodically as part of the station's normal promotional activities and programs. Notes on special contests will appear on Page 5B.

**b. Survey Announcements/Any** announcement, reference or communication made during the survey period or in the four weeks immediately preceding that same survey period, in any medium or by any means, which sensitizes, alerts or informs the public to current or future surveys and/or exhorts the public to cooperate with audience measurement services and/or to participate in any audience survey. This activity may or may not refer to a *diary* or *diaries*. Survey Announcement activities are distinguishable from permissible station promotional or advertising activities which note a station's actual performance in *prior* surveys. When a station's activity is considered to meet the above criteria, the following procedures will be implemented: (i) a notice will be placed on the front cover of the Arbitron Radio Report calling attention to the station activity; (ii) a note will appear on Page 5B; and (iii) audience estimates of stations which engaged in Survey Announcements will appear below audience estimates for all other stations in the printed report(s) and will be noted on Arbitron Ratings' computer tapes. Following the survey period, Arbitron Ratings may publish a list of the call letters of each station which engaged in Survey Announcements and may circulate that list to Arbitron Ratings' advertiser and agency subscribers.

**c. Diary Promotional Announcements/Any** systematic and/or stylized promotional message in any medium made during the survey period or in the four weeks immediately preceding that same survey period, which stresses variations of the phrase "Dear Diary," or the writing, recording or reporting of listening information. These announcements may be coupled with psychological subtleties that may include, but are not limited to, suggestions of *listening all day long*, *listening at work all day*, *waking up to a station or having it get you through the day*. When a station's activity is considered to meet the Diary Promotional Announcement criteria, Arbitron will follow the same procedures as for Survey Announcements outlined in Paragraph b above.

**d. Survey or Diary References/Any** reference — on-the-air, in print (including personal or form letters) or in advertisements or promotional announcements — that mentions or alludes to a future or current Arbitron survey or an Arbitron diary in the four weeks immediately preceding a survey or while a survey is in progress. These references may include a *slip of the tongue* or extemporaneous remarks by an on-air personality during a *one-time-only* incident.

Once a station's activity has been reviewed and determined to be a Survey or Diary Reference, Arbitron may take varying degrees of actions to

identify the situation. The primary step is to place a brief description of the activity with the station's call letters on Page 5B of the respective market report. Alternatively, depending on the content or frequency of the activity, Arbitron may invoke the same procedures as are used for Survey Announcement violations.

**RATING DISTORTION/Arbitron** may delete from its reports and computer tapes the audience estimates for stations that have engaged in rating distortion activities. Rating Distortion is defined as station activity which may affect the way in which diarykeepers record or report their listening without causing corresponding changes in actual listening. These include, but are not limited to, activities which might confuse diarykeepers and which Arbitron believes might cause diarykeepers to:

- a. Use their diary as a proof of length of listening or as an *entry form* for a contest; or
- b. Record or report radio listening which differs from actual listening.

This policy of deletion of station audience estimates is in effect if rating distortion activity occurs during the survey period or in the four weeks immediately preceding that same survey period. When a station's audience estimates are deleted for Rating Distortion activities, a notice will appear on the cover of the Arbitron Radio Report, the station's activities will be noted on Page 5B and an appropriate note will be placed in all other applicable Arbitron services.

**GENERAL INFORMATION/With** respect to special contests, survey announcements, diary promotional announcements, survey or diary references and rating distortion activities:

- a. Arbitron reserves the right to use any available means to draw attention to any station activity which might affect the survey or its results but which does not meet any of the specific criteria stated above.
- b. Arbitron will accept information on these activities up to the day after the final date of the survey. Such information must be in writing, except that Arbitron may accept an admission by a station or other credible information broadcast or published in the media concerning station activities.
- c. Arbitron does not accept complaints of station activities on a confidential or anonymous basis. This position reflects Arbitron's belief that a station is entitled to know what information has been submitted concerning its activity and the source of that information.
- d. A simulcast station, which is cited for engaging in a special station activity, also will cause its AM or FM counterpart to be cited.

## SURVEY ANNOUNCEMENTS

**Relating to Survey Announcements/The** 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 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 "Hyping." The AAAA "... opposes any attempt by 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 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."

Arbitron Radio urges all broadcasters not to use Survey Announcements.

## 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. Such variation from normal practices is known as 'Hyping'."

It is the opinion of Arbitron that while many stations may engage in promotional activities during a survey period and are not attempting to hypo audiences, some stations may conduct their promotional activity for the specific purpose of increasing audiences artificially 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.

## Special Notices and Station Activities

### 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. Trend data have been included so that some estimate of the effect of a change can be made. The following summary of additions and deletions applies.

Survey Period	Counties Added	Counties Deleted
Spring 1985	(none)	(none)
Fall 1984	Bartow, GA Coweta, GA Spalding, GA	(none)
Spring 1984	(none)	(none)
Fall 1983	(none)	(none)
Spring 1983	(none)	(none)

### 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
Atlanta	31.0

### THE STATIONS

#### CALL LETTER CHANGES--TREND INFORMATION /

Station	Formerly Reported	Survey Period	Date of Change
WJYA-FM	WJYF-FM	Fall 1983 Spring 1983	June 20, 1984
WYAY-FM	WMLT-FM	Spring 1984 Fall 1983 Spring 1983	June 23, 1984

**TECHNICAL DIFFICULTY** / The following stations reported to Arbitron they experienced reduced power, intermittent power (Intermit), and/or were off the air for five or more continuous minutes in a quarter-hour during the survey period.

Station	Affected	Date	and Time	Power
WCGQ-FM	MO	04/15/85	03:37P TO 03:59P	OFF
	MO	04/15/85	03:59P TO 04:48P	REDUCED
WRMM-FM	FR	06/07/85	09:48P TO 10:20P	OFF

### Average Share Trends - Metro Survey Area

TOTAL PERSONS 12+

STATION CALL LETTERS	MON-SUN 6:00AM-MID					STATION CALL LETTERS	MON-FRI 6:00 AM-10:00 AM					STATION CALL LETTERS	MON-FRI 10:00 AM-3:00 PM					STATION CALL LETTERS	MON-FRI 3:00 PM-7:00 PM					STATION CALL LETTERS	MON-FRI 7:00 PM-MID				
	SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85
WAOK	3.6	4.0	4.6	2.9	2.3	WAOK	3.0	3.1	2.9	2.7	2.6	WAOK	3.3	3.3	4.5	2.5	2.1	WAOK	2.3	3.5	3.9	1.5	1.3	WAOK	5.2	6.4	7.1	2.5	1.9
WCNN	.8	1.2	2.3	1.3	1.2	WCNN	1.0	1.7	2.2	1.8	1.2	WCNN	.7	1.2	1.6	1.3	1.8	WCNN	.6	1.3	2.0	1.4	1.3	WCNN	.7	1.1	3.9	1.4	.8
WFOX	**	**	**	3.3	3.7	WFOX	**	**	**	2.6	3.0	WFOX	**	**	**	3.7	4.4	WFOX	**	**	**	3.6	4.8	WFOX	**	**	**	3.2	2.4
WGST	3.3	3.9	2.9	3.2	2.9	WGST	4.8	4.3	4.0	4.2	4.6	WGST	3.4	5.0	2.8	2.1	3.4	WGST	3.6	3.1	3.7	2.5	2.3	WGST	1.8	2.3	2.1	2.7	1.9
WGUN	**	**	**	**	.5	WGUN	**	**	**	**	.3	WGUN	**	**	**	**	.6	WGUN	**	**	**	**	.4	WGUN	**	**	**	**	**
WIGO	1.3	1.5	3.1	2.0	1.3	WIGO	1.0	1.1	2.5	1.2	.8	WIGO	1.1	1.6	2.6	1.3	1.1	WIGO	1.2	1.5	2.7	2.2	1.5	WIGO	2.4	2.3	4.4	3.4	1.4
WJGA	**	**	**	**	.4	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	.2	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	2.6
WJYA	.6	1.4	.9	.5	.7	WJYA	.4	.9	.3	.3	.3	WJYA	.5	1.4	1.0	.4	.5	WJYA	.6	1.3	.7	.4	.8	WJYA			.6		
+WJYA FM	.4	.8	.6	.8	.9	+WJYA FM	.5	.8	.6	.6		+WJYA FM	.3	1.1	.5	1.1	1.1	+WJYA FM	.5	.9	.7	1.1	1.0	+WJYA FM	.4	.7	.7	.8	.8
WKHX	9.7	9.2	10.0	6.7	8.9	WKHX	9.8	9.5	9.8	6.3	8.0	WKHX	10.0	10.0	11.7	7.2	9.6	WKHX	10.2	10.4	10.8	8.0	9.2	WKHX	9.5	7.7	6.4	5.3	6.9
WKLS FM	7.1	6.2	6.9	6.7	6.4	WKLS FM	5.7	5.0	5.5	5.7	6.1	WKLS FM	5.9	4.4	6.4	6.0	6.2	WKLS FM	8.0	7.1	7.9	7.8	7.3	WKLS FM	11.3	9.6	8.9	9.7	7.8
WPCH	8.6	7.3	7.0	9.0	6.5	WPCH	5.6	5.7	5.5	7.1	5.6	WPCH	13.6	11.0	9.5	14.5	8.7	WPCH	10.0	8.1	7.4	9.4	6.3	WPCH	6.5	5.9	5.5	5.2	5.0
WPLO	2.9	2.9	2.6	1.9	1.7	WPLO	4.0	3.8	3.2	2.6	2.4	WPLO	3.0	3.1	2.6	1.7	2.1	WPLO	3.3	3.1	2.8	1.7	1.4	WPLO	2.2	1.6	2.2	1.6	.4
WQXI	1.8	2.3	1.2	1.2	1.6	WQXI	2.0	2.3	.9	1.2	1.6	WQXI	1.9	3.1	1.3	1.5	1.8	WQXI	2.0	2.3	1.3	1.6	2.3	WQXI	1.4	1.9	.9	1.3	1.4
WQXI FM	9.4	8.1	9.1	9.9	9.2	WQXI FM	12.0	10.7	11.5	13.0	12.1	WQXI FM	10.0	8.4	10.3	12.2	9.7	WQXI FM	9.6	8.1	9.5	9.7	9.0	WQXI FM	6.0	5.7	6.2	6.7	8.3
WRMM	3.4	4.6	4.3	5.3	2.5	WRMM	3.0	4.9	5.5	4.7	2.0	WRMM	5.5	6.0	5.9	7.8	3.5	WRMM	4.3	4.8	4.1	6.1	3.3	WRMM	1.8	3.1	2.3	2.9	1.7
WSB	9.2	7.2	6.8	7.2	6.3	WSB	14.1	11.7	11.0	9.8	8.8	WSB	5.9	3.9	4.5	4.1	4.5	WSB	6.2	4.5	4.7	4.6	5.0	WSB	13.9	9.6	10.4	12.1	10.0
WSB FM	5.6	4.9	4.8	3.5	5.4	WSB FM	4.9	4.4	4.5	3.5	5.4	WSB FM	6.8	6.4	6.2	4.3	6.3	WSB FM	6.1	5.6	5.4	4.0	5.3	WSB FM	4.9	4.7	4.3	3.5	5.4
WVEE	10.1	10.8	9.1	8.5	11.0	WVEE	8.4	9.1	8.1	7.8	8.7	WVEE	8.4	8.9	8.1	7.2	9.7	WVEE	11.2	11.1	9.6	9.4	11.0	WVEE	11.7	14.4	11.1	10.0	13.4
+WYAY	.3	.8	1.1	2.4	3.3	+WYAY	.2	.6	.7	2.2	3.3	+WYAY	.6	.9	1.2	2.8	3.6	+WYAY	.2	.7	1.0	2.4	3.5	+WYAY	.3	.9	.8	2.1	3.3
WYZE	1.1	1.4	1.5	1.0	.6	WYZE	1.6	.9	1.6	1.1	.3	WYZE	.8	.9	.7	1.0	.2	WYZE	.6	1.4	1.5	.7	.9	WYZE					
WZGC	9.7	10.0	9.2	10.5	12.1	WZGC	9.0	11.1	9.1	10.1	13.1	WZGC	7.7	8.4	7.0	6.9	8.9	WZGC	8.7	9.8	9.1	10.6	11.7	WZGC	11.3	10.1	11.2	13.7	14.9
METRO TOTALS	17.4	17.2	18.3	17.6	17.6	METRO TOTALS	26.0	25.3	26.3	25.9	25.3	METRO TOTALS	19.1	19.5	21.3	20.7	20.3	METRO TOTALS	18.7	19.8	20.4	20.0	20.3	METRO TOTALS	10.2	9.7	11.0	9.8	9.8

Trends may not always reflect actual changes over time due to changes in methodology, etc. See paragraph 44.n, page iv.

Footnote Symbols: (\*\*) Station not reported this survey. (+) Station reported with different call letters - see page 5B.

ARBITRDN RATINGS

### Average Share Trends - Metro Survey Area



STATION CALL LETTERS	MON-SUN 6:00AM-MID					STATION CALL LETTERS	MON-FRI 6:00 AM-10:00 AM					STATION CALL LETTERS	MON-FRI 10:00 AM-3:00 PM					STATION CALL LETTERS	MON-FRI 3:00 PM-7:00 PM					STATION CALL LETTERS	MON-FRI 7:00 PM-MID				
	SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85
WAOK	2.9	2.7	5.0	1.5	1.7	WAOK	2.9	1.9	2.2	1.4	1.8	WAOK	2.4	1.5	4.7	1.2	1.0	WAOK	1.3	2.5	4.9	1.0	1.1	WAOK	2.9	4.7	8.1	1.2	1.3
WCNN	1.0	1.4	2.9	1.7	1.5	WCNN	1.3	1.9	2.4	2.7	1.4	WCNN	.9	1.0	2.0	1.4	2.1	WCNN	.8	1.6	2.7	1.5	1.6	WCNN	1.1	1.3	6.1	1.9	1.2
WFOX	**	**	**	3.7	4.2	WFOX	**	**	**	2.7	3.2	WFOX	**	**	**	3.3	4.6	WFOX	**	**	**	4.0	6.1	WFOX	**	**	**	5.1	3.2
WGST	3.9	4.9	3.6	4.0	3.6	WGST	5.6	5.2	5.2	4.6	5.6	WGST	3.3	5.4	3.3	2.9	4.3	WGST	4.7	3.9	4.8	3.1	2.9	WGST	2.2	2.4	3.2	3.9	1.9
WGUN	**	**	**	**	.5	WGUN	**	**	**	**	.2	WGUN	**	**	**	**	.6	WGUN	**	**	**	**	.5	WGUN	**	**	**	**	**
WIGO	1.3	1.1	1.1	1.3	.6	WIGO	.8	1.0	.5	.6	.2	WIGO	1.0	.9	1.1	.7	.3	WIGO	1.3	.9	.5	1.6	.6	WIGO	2.6	1.6	.4	2.2	.4
WJGA	**	**	**	**	.6	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	.2	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	3.4
WJYA	.8	1.4	.8	.3	.8	WJYA	.4	.9	.4	.2	.3	WJYA	.8	1.4	1.0	.3	.5	WJYA	1.0	1.5	.7	.4	1.1	WJYA					.7
+WJYA FM	.5	.7	.6	1.0	1.2	+WJYA FM	.1	.7	.7	.8	1.2	+WJYA FM	.6	1.1	.6	1.3	1.6	+WJYA FM	.8	.7	.4	1.4	1.2	+WJYA FM	.4	.7	.5	.8	.5
WKHX	12.6	10.2	12.3	8.1	8.5	WKHX	12.5	10.0	12.0	7.4	6.3	WKHX	12.4	11.9	14.8	9.4	8.5	WKHX	13.2	12.2	14.0	9.5	9.9	WKHX	11.9	9.7	6.8	7.7	7.3
WKLS FM	7.7	6.7	8.6	8.3	8.4	WKLS FM	6.5	5.6	7.6	6.8	8.0	WKLS FM	8.6	6.2	9.6	8.9	9.0	WKLS FM	8.6	7.9	9.5	9.1	9.5	WKLS FM	9.9	9.8	8.6	10.3	8.6
WPCH	8.3	7.6	5.8	9.4	5.6	WPCH	5.4	6.5	4.4	7.6	5.6	WPCH	13.2	11.0	7.4	13.7	7.3	WPCH	9.7	8.9	5.8	9.8	4.6	WPCH	6.5	6.0	6.0	6.1	4.6
WPLO	3.0	4.5	2.4	2.0	1.9	WPLO	4.1	5.4	3.1	2.6	2.9	WPLO	3.3	4.7	2.3	1.7	2.6	WPLO	3.7	4.8	3.0	1.7	1.4	WPLO	2.5	2.0	1.8	1.5	.3
WQXI	1.7	3.1	1.6	1.5	2.1	WQXI	1.8	3.0	1.3	1.5	2.2	WQXI	1.7	4.4	1.7	1.7	3.0	WQXI	2.0	2.7	1.9	2.2	3.0	WQXI	1.4	2.3	1.2	1.9	.5
WQXI FM	10.9	8.5	8.2	11.1	10.9	WQXI FM	13.1	10.6	11.3	15.0	14.1	WQXI FM	11.1	7.8	9.2	12.6	11.3	WQXI FM	10.9	8.6	7.9	10.4	10.1	WQXI FM	8.0	5.9	5.7	8.9	12.1
WRMM	3.1	4.3	4.3	6.1	2.6	WRMM	3.3	5.1	5.4	4.9	2.3	WRMM	4.8	4.8	5.5	8.1	4.0	WRMM	3.8	4.4	3.7	7.3	3.5	WRMM	.8	3.1	2.4	4.0	1.2
WSB	10.2	7.0	7.7	7.3	8.6	WSB	13.3	11.4	12.8	10.0	10.5	WSB	5.6	3.2	5.6	3.1	5.7	WSB	6.8	4.3	5.5	4.9	7.2	WSB	20.2	10.5	9.6	12.4	16.8
WSB FM	4.8	3.7	3.3	2.4	4.8	WSB FM	4.2	3.3	3.6	2.8	4.4	WSB FM	6.3	3.9	3.4	2.5	6.0	WSB FM	5.8	4.4	3.3	2.8	5.2	WSB FM	4.9	4.7	3.6	1.9	4.3
WVEE	9.4	9.6	9.0	8.0	8.9	WVEE	8.4	8.6	7.0	7.1	6.7	WVEE	7.8	9.0	8.1	7.9	7.6	WVEE	10.4	9.4	9.6	9.0	8.5	WVEE	8.3	12.9	12.7	9.1	9.5
+WYAY	.3	1.0	1.2	3.3	4.1	+WYAY	.1	.8	.8	3.0	4.3	+WYAY	.7	1.1	1.1	4.0	5.2	+WYAY	.3	.8	1.1	3.3	3.8	+WYAY	.4	1.2	1.1	2.9	3.2
WYZE	.9	.4	1.1	1.1	.3	WYZE	1.9	.1	1.3	1.1		WYZE	.4	.1	.1	.9	.1	WYZE	.3	.2	1.2	.8	.7	WYZE					
WZGC	5.5	8.6	5.9	6.1	8.0	WZGC	5.5	9.7	6.7	5.8	9.8	WZGC	4.4	9.2	5.2	5.7	4.9	WZGC	3.3	7.5	5.5	5.1	7.2	WZGC	5.9	7.0	5.5	7.2	9.1
<b>METRO TOTALS</b>	17.3	17.8	18.5	17.5	17.6	<b>METRO TOTALS</b>	25.9	26.1	26.6	26.2	25.3	<b>METRO TOTALS</b>	19.6	21.4	22.2	21.8	21.0	<b>METRO TOTALS</b>	19.6	20.4	20.9	20.6	20.7	<b>METRO TOTALS</b>	10.0	9.9	11.1	8.9	9.1

Trends may not always reflect actual changes over time due to changes in methodology, etc. See paragraph 44.n, page iv.

Footnote Symbols: (\*\*) Station not reported this survey. (+) Station reported with different call letters - see page 5B.

**ARBITRON RATINGS**

# Average Share Trends - Metro Survey Area

ATLANTA  
SPRING 1985

WOMEN 18+

STATION CALL LETTERS	MON-SUN 6:00AM-MID					STATION CALL LETTERS	MON-FRI 6:00 AM-10:00 AM					STATION CALL LETTERS	MON-FRI 10:00 AM-3:00 PM					STATION CALL LETTERS	MON-FRI 3:00 PM-7:00 PM					STATION CALL LETTERS	MON-FRI 7:00 PM-MID				
	SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85
WAOK	4.2	4.9	4.1	4.1	2.9	WAOK	3.2	3.8	3.5	3.7	3.5	WAOK	4.0	4.9	4.1	3.5	3.0	WAOK	3.2	3.5	2.6	2.1	1.3	WAOK	6.4	8.0	6.2	4.1	2.4
WCNN	.7	1.3	2.1	1.3	1.3	WCNN	.9	1.7	2.4	1.2	1.2	WCNN	.5	1.4	1.4	1.3	1.7	WCNN	.6	1.3	1.9	1.6	1.2	WCNN	.7	1.3	3.3	1.6	.8
WFOX	**	**	**	3.4	3.9	WFOX	**	**	**	2.9	3.3	WFOX	**	**	**	4.3	4.4	WFOX	**	**	**	3.9	4.5	WFOX	**	**	**	2.3	2.6
WGST	3.4	3.8	2.8	3.2	2.8	WGST	4.9	4.3	3.5	4.6	4.3	WGST	3.7	4.9	2.6	1.6	2.9	WGST	3.5	3.0	3.4	2.4	2.3	WGST	2.2	3.4	1.7	2.8	2.8
WGUN	**	**	**	**	.5	WGUN	**	**	**	**	.4	WGUN	**	**	**	**	.7	WGUN	**	**	**	**	.3	WGUN	**	**	**	**	**
WIGO	1.2	1.8	3.9	1.8	1.6	WIGO	.9	1.2	3.0	1.1	1.0	WIGO	1.1	2.3	2.9	1.5	1.6	WIGO	.8	2.0	4.0	2.1	1.6	WIGO	2.4	2.7	6.3	2.3	1.6
WJGA	**	**	**	**	.2	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	.1	WJGA	**	**	**	**	1.8
WJYA	.7	1.6	1.0	.7	.8	WJYA	.5	1.0	.3	.5	.3	WJYA	.4	1.4	1.1	.5	.6	WJYA	.5	1.5	.8	.4	.7	WJYA			.7		
+WJYA FM	.3	1.0	.8	.9	.8	+WJYA FM		.4	1.0	.5	.2	+WJYA FM		1.2	.5	1.0	.9	+WJYA FM	.5	1.3	1.0	1.2	1.1	+WJYA FM	.4	1.0	1.2	1.2	1.4
WKHX	8.1	8.9	9.2	6.6	10.0	WKHX	8.3	9.5	8.8	6.3	10.1	WKHX	8.5	8.4	9.8	5.7	10.9	WKHX	8.5	9.6	9.4	8.2	10.0	WKHX	8.9	6.6	6.9	4.5	8.7
WKLS FM	3.2	2.8	3.4	3.2	3.5	WKLS FM	2.4	2.5	2.5	2.9	3.3	WKLS FM	2.2	2.1	2.7	3.5	3.2	WKLS FM	3.1	2.7	3.9	3.8	3.8	WKLS FM	6.2	3.5	4.8	3.7	5.9
WPCH	10.5	8.3	9.2	10.4	8.5	WPCH	6.5	5.9	7.1	8.0	6.4	WPCH	14.9	11.6	12.1	15.8	10.4	WPCH	12.3	8.9	10.2	11.3	9.1	WPCH	9.1	8.1	7.3	6.7	7.4
WPLO	3.4	2.0	3.3	2.3	1.9	WPLO	4.3	2.8	3.7	3.0	2.3	WPLO	3.1	1.8	3.0	1.9	1.9	WPLO	3.7	2.2	3.2	2.1	1.9	WPLO	2.8	1.6	3.5	2.2	.8
WQXI	2.1	2.1	1.0	1.2	1.3	WQXI	2.5	2.2	.6	1.1	1.3	WQXI	2.2	2.2	1.1	1.5	1.0	WQXI	2.4	2.3	1.1	1.3	1.9	WQXI	2.0	2.4	1.0	1.3	2.4
WQXI FM	9.4	8.5	9.8	10.0	8.7	WQXI FM	12.3	11.7	12.3	12.6	11.7	WQXI FM	9.5	9.0	10.9	12.1	8.6	WQXI FM	9.8	8.4	10.9	10.1	9.2	WQXI FM	5.7	5.8	6.3	6.2	6.8
WRMM	3.9	5.5	5.1	5.5	2.8	WRMM	3.0	5.5	6.1	5.4	2.0	WRMM	6.3	7.2	6.8	7.7	3.3	WRMM	5.3	6.2	5.0	6.5	3.5	WRMM	2.4	4.4	3.0	3.2	2.3
WSB	9.8	8.5	7.2	8.5	5.7	WSB	16.7	13.9	11.0	11.0	8.7	WSB	6.5	4.7	4.1	5.0	3.7	WSB	6.6	5.8	4.6	5.3	4.0	WSB	13.0	12.9	15.6	17.1	8.2
WSB FM	6.9	6.5	6.6	4.8	6.7	WSB FM	6.1	5.9	5.7	4.3	7.1	WSB FM	7.7	8.8	9.0	5.9	7.0	WSB FM	7.4	7.3	8.2	5.7	6.4	WSB FM	5.8	5.3	6.0	5.5	6.5
WVEE	9.6	10.6	8.8	8.0	11.2	WVEE	6.9	8.8	8.6	8.0	9.8	WVEE	8.6	8.5	7.8	6.6	10.9	WVEE	10.4	11.5	9.5	8.7	10.4	WVEE	13.1	14.0	9.3	9.3	14.5
+WYAY	.3	.8	1.1	2.0	2.7	+WYAY	.2	.5	.8	1.8	2.6	+WYAY	.6	.8	1.4	2.0	2.4	+WYAY	.2	.9	1.1	2.0	3.2	+WYAY	.4	.9	.6	2.2	3.1
WYZE	1.3	2.6	2.1	1.1	1.0	WYZE	1.6	1.9	1.9	1.2	.7	WYZE	1.1	1.7	1.3	1.0	.2	WYZE	.9	2.9	1.9	.7	1.3	WYZE					
WZGC	8.7	7.0	6.7	7.2	9.2	WZGC	7.7	7.4	7.0	7.6	9.1	WZGC	8.5	6.9	6.4	6.1	9.9	WZGC	9.1	7.8	6.5	7.5	9.9	WZGC	9.5	6.2	6.3	8.3	7.8
<b>METRO TOTALS</b>	18.4	17.5	19.1	18.3	18.1	<b>METRO TOTALS</b>	28.2	26.5	28.4	27.4	26.9	<b>METRO TOTALS</b>	21.9	21.5	23.6	23.9	23.0	<b>METRO TOTALS</b>	18.6	19.6	20.8	19.7	20.1	<b>METRO TOTALS</b>	9.3	8.1	9.6	9.0	8.7

Trends may not always reflect actual changes over time due to changes in methodology, etc. See paragraph 44.n, page iv.

Footnote Symbols: (\*\*) Station not reported this survey. (+) Station reported with different call letters - see page 5B.



### Average Share Trends - Metro Survey Area

STATION CALL LETTERS	MON-SUN 6:00AM-MID					STATION CALL LETTERS	MON-FRI 6:00 AM-10:00 AM					STATION CALL LETTERS	MON-FRI 10:00 AM-3:00 PM					STATION CALL LETTERS	MON-FRI 3:00 PM-7:00 PM					STATION CALL LETTERS	MON-FRI 7:00 PM-MID				
	SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85		SPRG 83	FALL 83	SPRG 84	FALL 84	SPRG 85
WAOK	4.0	5.4	4.6	2.7	1.7	WAOK	2.4	5.1	3.2	3.7	1.0	WAOK	3.6	2.1	7.4	4.3	.7	WAOK	2.9	6.9	5.3	1.2	1.6	WAOK	7.9	7.0	6.8	1.1	2.1
WCNN						WCNN				.5	WCNN							WCNN						WCNN					
WFOX	**	**	**	.9	.9	WFOX	**	**	**	.9	1.0	WFOX	**	**	**		1.3	WFOX	**	**	**	1.2	.9	WFOX	**	**	**	1.4	.3
WGST					.3	WGST	.5				1.2	WGST						WGST						WGST					
WGUN	**	**	**	**		WGUN	**	**	**	**		WGUN	**	**	**	**		WGUN	**	**	**	**		WGUN	**	**	**	**	
WIGO	2.0	1.7	8.6	5.4	2.9	WIGO	2.1	1.1	11.2	4.7	3.1	WIGO	2.9	1.1	12.2	9.6	3.4	WIGO	2.3	2.0	5.9	5.1	4.8	WIGO	1.9	3.4	9.8	8.2	2.7
WJGA	**	**	**	**	.9	WJGA	**	**	**	**	.2	WJGA	**	**	**	**		WJGA	**	**	**	**	.2	WJGA	**	**	**	**	2.7
WJYA			.3			WJYA						WJYA						WJYA			.6			WJYA					
+WJYA FM						+WJYA FM			.3			+WJYA FM						+WJYA FM						+WJYA FM	.3				
WKHX	5.7	6.8	3.6	1.5	4.9	WKHX	5.9	6.7	4.9	1.2	4.3	WKHX	5.0	9.6	3.2		5.4	WKHX	5.8	5.9	3.7	.9	3.2	WKHX	5.4	5.2	4.1	2.5	2.7
WKLS FM	24.5	20.3	17.5	17.1	11.8	WKLS FM	22.4	17.2	14.4	17.1	13.4	WKLS FM	25.9	19.1	17.0	10.6	15.4	WKLS FM	27.5	22.0	20.5	19.0	13.1	WKLS FM	26.7	21.7	19.2	21.9	10.1
WPCH	.7	.7	.7	.3	.6	WPCH	.8		.9		.5	WPCH			1.1		.7	WPCH	.9	1.5	.6	.2	.7	WPCH	.3	1.2			.5
WPLO	.3	.7				WPLO	1.3	.8	.3			WPLO			1.1			WPLO		.8		.2		WPLO	.3	.6		.5	
WQXI				.3	.9	WQXI					.2	WQXI						WQXI		.3		.5	1.4	WQXI		.3			1.1
WQXI FM	3.4	4.1	9.3	4.5	4.0	WQXI FM	4.3	4.6	6.9	4.4	4.1	WQXI FM	4.3	7.4	13.8	7.4	6.7	WQXI FM	2.9	5.4	9.0	5.3	4.1	WQXI FM	1.9	4.9	6.8	3.3	4.0
WRMM	2.3	1.0	.3	.6	.6	WRMM	.8	.8	1.1	.2		WRMM	1.4	3.2	.5	4.3	.7	WRMM	2.3	.5	.6	.2	1.4	WRMM	2.9	.6	.3	.3	1.3
WSB	1.3	1.0	.7	.6	.3	WSB	1.9	1.1	1.1	1.9	1.2	WSB	1.4		.5		2.0	WSB	2.0		1.4	.2	.2	WSB	1.3	.9		.5	.5
WSB FM	2.0	2.7	1.7	1.2	2.0	WSB FM	1.3	1.9	1.7	1.9	.5	WSB FM	2.2	3.2	1.1	1.1		WSB FM	1.7	3.1	.6	1.2	.9	WSB FM	2.9	3.7	2.4	2.2	5.3
WVEE	15.8	16.9	11.6	12.9	18.4	WVEE	18.1	13.9	10.3	9.8	12.2	WVEE	10.8	14.9	11.7	8.5	16.8	WVEE	18.8	16.4	10.4	14.4	23.2	WVEE	16.2	18.3	11.5	13.7	18.7
+WYAY				.6	2.6	+WYAY				.9	2.1	+WYAY					1.3	+WYAY			.3	.5	3.7	+WYAY			.6	.5	3.7
WYZE	.3		.3	.3		WYZE			.9	.2		WYZE			1.1	.7		WYZE	.3		.3	.5		WYZE					
WZGC	32.9	31.4	37.4	45.9	43.4	WZGC	35.5	40.5	37.1	46.4	52.5	WZGC	32.4	24.5	28.2	47.9	40.3	WZGC	29.2	27.6	38.2	45.6	36.7	WZGC	28.6	25.1	36.7	39.1	41.6
METRO TOTALS	14.0	14.2	14.4	14.9	15.6	METRO TOTALS	17.7	17.8	16.7	19.1	18.7	METRO TOTALS	6.5	4.5	9.0	4.2	6.7	METRO TOTALS	16.3	18.7	17.0	19.3	19.5	METRO TOTALS	14.8	15.6	16.2	16.4	16.8

Trends may not always reflect actual changes over time due to changes in methodology, etc. See paragraph 44.n, page iv.

Footnote Symbols: (\*\*) Station not reported this survey. (+) Station reported with different call letters - see page 5B.

ARBITRDN RATINGS



# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WAOK	25	423	25	423	.3	1.7	8	148	8	148	.2	1.1	20	332	20	332	.3	1.7	WAOK	17	275	17	275	.4	1.9	17	286	17	286	.3	1.8	14	239	14	239	.4	2.4
WCNN	22	646	22	630	.3	1.5	10	243	10	243	.3	1.4	13	347	13	347	.2	1.1	WCNN	13	347	13	347	.3	1.5	17	383	17	383	.3	1.8	10	280	10	280	.3	1.7
WFOX	98	1562	61	1038	.7	4.2	41	767	22	445	.6	3.0	95	1458	59	946	1.0	5.1	WFOX	84	1287	56	836	1.2	6.3	86	1357	58	904	1.1	6.1	57	795	39	593	1.0	6.6
WGST	53	946	52	932	.6	3.6	13	239	13	239	.3	1.8	31	527	30	520	.5	2.6	WGST	30	485	29	478	.6	3.3	35	563	34	556	.6	3.6	31	528	30	521	.8	5.1
*WGUN	8	136	7	115	.1	.5							2	58	1	43		.1	*WGUN	2	58	1	43		.1	2	58	1	43		.1	6	100	5	85	.1	.8
WIGO	8	250	8	250	.1	.6	3	107	3	107	.1	.4	7	220	7	220	.1	.6	WIGO	6	186	6	186	.1	.7	6	194	6	194	.1	.6	5	143	5	143	.1	.8
*WJGA	8	90	8	81	.1	.6	8	77	8	73	.2	1.1	8	90	8	81	.1	.7	*WJGA	2	61	2	52		.2	2	61	2	52		.2						
*WJYA	13	218	12	210	.1	.8	1	25	1	25		.1	5	63	5	63	.1	.4	*WJYA	5	63	5	63	.1	.6	6	88	6	88	.1	.6	7	130	6	122	.2	1.0
WJYA FM	23	343	18	255	.2	1.2	8		8				5	114	4	98	.1	.3	WJYA FM	5	114	4	98	.1	.5	8	157	7	132	.1	.7	17	238	12	192	.3	2.0
TOTAL	36	483	30	388	.4	2.0	1	25	1	25		.1	10	131	9	115	.1	.7	TOTAL	10	131	9	115	.2	1.1	14	183	13	159	.2	1.3	24	298	18	245	.5	3.0
WKHX	168	2065	123	1564	1.5	8.5	71	769	49	583	1.3	6.7	129	1566	92	1177	1.5	7.9	WKHX	90	1190	67	915	1.4	7.5	101	1379	71	1040	1.3	7.5	83	1159	61	885	1.6	10.3
WKLS FM	159	1703	122	1306	1.5	8.4	147	1486	113	1118	3.0	15.4	156	1667	121	1275	2.0	10.4	WKLS FM	78	914	61	716	1.3	6.9	80	928	61	725	1.2	6.4	12	217	9	188	.2	1.5
WPCH	100	1378	81	1033	1.0	5.6	12	224	11	145	.3	1.5	47	670	41	475	.7	3.5	WPCH	46	630	40	452	.8	4.5	58	761	51	569	1.0	5.4	69	879	57	671	1.5	9.6
WPLO	30	558	28	521	.3	1.9	5	104	5	104	.1	.7	19	295	17	274	.3	1.5	WPLO	16	246	14	225	.3	1.6	20	306	18	285	.3	1.9	24	385	22	358	.6	3.7
WQXI	31	398	31	393	.4	2.1	11	164	11	164	.3	1.5	26	316	26	311	.4	2.2	WQXI	23	262	23	257	.5	2.6	23	287	23	282	.4	2.4	16	213	16	208	.4	2.7
WQXI FM	174	2304	158	1983	1.9	10.9	138	1628	124	1390	3.3	16.9	165	2211	149	1918	2.4	12.8	WQXI FM	117	1538	110	1385	2.3	12.4	118	1556	111	1403	2.1	11.7	29	630	27	575	.7	4.5
WRMM	47	815	38	703	.5	2.6	25	428	21	378	.6	2.9	43	755	38	678	.6	3.3	WRMM	36	666	31	589	.6	3.5	39	696	31	606	.6	3.3	22	379	17	317	.5	2.9
WSB	132	2042	124	1895	1.5	8.6	25	486	25	473	.7	3.4	72	1142	68	1093	1.1	5.8	WSB	71	1103	67	1054	1.4	7.5	81	1228	77	1175	1.5	8.1	79	1154	72	1056	1.9	12.1
WSB FM	77	1379	69	1169	.8	4.8	42	727	38	619	1.0	5.2	69	1206	65	1048	1.1	5.6	WSB FM	59	1046	55	932	1.1	6.2	62	1132	58	1009	1.1	6.1	33	629	31	538	.8	5.2
WVEE	135	1439	129	1353	1.6	8.9	99	1013	96	949	2.6	13.1	126	1350	122	1276	2.0	10.5	WVEE	84	914	80	872	1.7	9.0	89	977	84	931	1.6	8.9	33	408	30	386	.8	5.1
WYAY	101	1081	60	757	.7	4.1	53	517	31	341	.8	4.2	87	846	56	607	.9	4.8	WYAY	61	595	36	445	.8	4.1	67	656	38	485	.7	4.0	45	514	28	389	.7	4.7
*WYZE	4	100	4	100		.3	1	37	1	37		.1	4	92	4	92		.3	*WYZE	4	92	4	92		.5	4	100	4	100		.4	3	63	3	63		.5
WZGC	158	2467	115	2014	1.4	8.0	116	1666	79	1328	2.1	10.8	152	2296	110	1859	1.8	9.4	WZGC	78	1365	68	1164	1.4	7.7	81	1448	70	1235	1.3	7.4	42	786	36	671	1.0	6.1

METRO TOTALS	1446	7800	17.6	METRO TOTALS	733	3565	19.7	METRO TOTALS	1165	5952	18.9	METRO TOTALS	888	4649	18.5	METRO TOTALS	947	5111	17.9	METRO TOTALS	594	3587	15.8
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# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	
WAOK	37	214	37	214	.5	1.8	7	71	7	71	.2	.7	29	174	29	174	.5	1.8	WAOK	28	140	28	140	.6	2.2	28	140	28	140	.5	2.0	25	125	25	125	.7	2.7	
WCNN	28	158	28	158	.3	1.4	17	78	17	78	.5	1.7	20	97	20	97	.3	1.2	WCNN	20	97	20	97	.4	1.6	24	119	24	119	.5	1.7	9	68	9	68	.2	1.0	
WFOX	111	799	66	527	.8	3.2	35	347	18	193	.5	1.8	105	749	60	483	1.0	3.7	WFOX	97	679	57	452	1.2	4.5	102	709	62	479	1.2	4.5	76	452	48	334	1.3	5.2	
WGST	118	580	116	572	1.4	5.6	28	172	28	172	.8	2.8	73	326	71	318	1.1	4.4	WGST	72	295	70	287	1.5	5.5	89	373	87	365	1.6	6.3	77	293	75	285	2.0	8.1	
*WGUN	5	54	5	54	.1	.2							1	9	1	9		.1	*WGUN	1	9	1	9		.1	1	9	1	9		.1	5	36	5	36	.1	.5	
WIGO	5	58	5	58	.1	.2							5	58	5	58	.1	.3	WIGO	5	58	5	58	.1	.4	5	58	5	58	.1	.4	5	58	5	58	.1	.5	
WJGA	3	37	3	37			3	29	3	29	.1	.3	3	37	3	37		.2	WJGA	2	22	2	22		.2	2	22	2	22		.1			8		8		
*WJYA	7	102	6	95	.1	.3							1	23	1	23		.1	*WJYA	1	23	1	23		.1	4	48	4	48	.1	.3	7	86	6	79	.2	.6	
WJYA FM	30	162	25	118	.3	1.2							4	43	2	35		.1	WJYA FM	4	43	2	35		.2	10	58	8	42	.2	.6	27	120	23	90	.6	2.5	
TOTAL	37	239	31	186	.4	1.5							5	56	3	48		.2	TOTAL	5	56	3	48		.1	14	96	12	79	.2	.9	34	181	29	142	.8	3.1	
WKHX	173	1189	131	915	1.6	6.3	60	442	37	328	1.0	3.7	128	966	93	726	1.5	5.7	WKHX	99	771	77	581	1.6	6.1	112	855	83	631	1.6	6.0	101	710	82	550	2.2	8.9	
WKLS FM	207	1088	166	827	2.0	8.0	194	998	155	741	4.2	15.7	205	1084	166	827	2.7	10.3	WKLS FM	96	522	71	378	1.5	5.6	98	526	71	378	1.3	5.1	13	90	11	86	.3	1.2	
WPCH	138	784	117	611	1.4	5.6	15	113	13	66	.3	1.3	67	376	58	279	.9	3.6	WPCH	66	359	58	279	1.2	4.6	89	443	79	357	1.5	5.7	105	522	89	416	2.4	9.6	
WPLO	63	308	61	302	.7	2.9	6	54	6	54	.2	.6	36	140	34	134	.6	2.1	WPLO	31	121	29	115	.6	2.3	42	181	40	175	.8	2.9	55	226	53	220	1.4	5.7	
WQXI	47	215	46	210	.6	2.2	18	95	18	95	.5	1.8	38	179	37	174	.6	2.3	WQXI	34	148	33	143	.7	2.6	35	163	34	158	.6	2.5	21	99	20	94	.5	2.2	
WQXI FM	315	1499	293	1324	3.6	14.1	229	980	211	858	5.7	21.4	294	1433	272	1286	4.4	16.8	WQXI FM	240	1083	228	1010	4.8	18.0	242	1091	230	1018	4.4	16.6	72	473	68	448	1.8	7.4	
WRMM	63	421	47	352	.6	2.3	31	240	23	209	.6	2.3	54	381	45	338	.7	2.8	WRMM	47	336	38	293	.8	3.0	52	354	38	299	.7	2.7	30	173	22	135	.6	2.4	
WSB	237	1153	218	1041	2.7	10.5	27	205	27	205	.7	2.7	126	574	116	543	1.9	7.2	WSB	126	574	116	543	2.4	9.1	148	679	138	648	2.6	9.9	165	728	148	646	3.9	16.0	
WSB FM	96	665	92	595	1.1	4.4	54	395	50	348	1.3	5.1	87	552	83	505	1.3	5.1	WSB FM	76	490	72	443	1.5	5.7	80	540	76	489	1.4	5.5	40	247	40	235	1.1	4.3	
WVEE	152	887	138	835	1.7	6.7	109	606	101	573	2.7	10.2	132	814	120	770	1.9	7.4	WVEE	88	594	76	550	1.6	6.0	94	641	82	597	1.6	5.9	31	263	25	244	.7	2.7	
WYAY	141	690	90	449	1.1	4.3	75	336	46	215	1.2	4.7	130	597	86	413	1.4	5.3	WYAY	92	432	53	304	1.1	4.2	98	465	55	316	1.0	4.0	66	340	44	234	1.2	4.8	
WYZE																			WYZE																			
WZGC	277	1537	204	1220	2.5	9.8	212	1098	149	851	4.0	15.1	262	1466	191	1164	3.1	11.8	WZGC	143	896	123	750	2.6	9.7	146	934	124	778	2.3	8.9	65	439	55	369	1.5	5.9	
METRO TOTALS			2073	6846	25.3		METRO TOTALS	987	3229	26.5		METRO TOTALS	1619	5300	26.2		METRO TOTALS	1269	4177	26.5		METRO TOTALS	1387	4581	26.3		METRO TOTALS	925	3087	24.6								

Men III

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	
WAOK	18	104	18	104	.2	1.0	1	29	1	29	.1	1.4	68	14	68	.2	1.0	WAOK	14	57	14	57	.3	1.3	14	57	14	57	.3	1.2	13	39	13	39	.3	1.8		
WCNN	37	245	36	235	.4	2.1	15	101	15	101	.4	1.7	17	131	17	131	.3	1.2	WCNN	17	131	17	131	.4	1.5	27	167	27	167	.5	2.3	18	108	18	108	.5	2.5	
WFOX	130	557	80	253	1.0	4.6	34	306	17	122	.5	1.9	128	536	79	236	1.3	5.6	WFOX	118	463	78	225	1.6	7.1	119	475	79	235	1.5	6.8	96	251	63	131	1.7	8.9	
WGST	74	539	74	539	.9	4.3	20	165	20	165	.5	2.3	43	278	43	278	.7	3.0	WGST	42	247	42	247	.9	3.8	45	291	45	291	.9	3.9	38	252	38	252	1.0	5.4	
WGUN	12	108	10	87	.1	.6							4	45	2	30		.1	WGUN	4	45	2	30		.2	4	45	2	30		.2	9	72	7	57	.2	1.0	
WIGO	6	68	6	68	.1	.3	3	29	3	29	.1	.3	6	68	6	68	.1	.4	WIGO	6	57	6	57	.1	.5	6	57	6	57	.1	.5	3	39	3	39	.1	.4	
WJGA	4	29	4	29		.2	4	29	4	29	.1	.5	4	29	4	29	.1	.3	WJGA	2	14	2	14		.2	2	14	2	14		.2							
WJYA	8	91	8	91	.1	.5		8		8			4	33	4	33	.1	.3	WJYA	4	33	4	33	.1	.4	4	33	4	33	.1	.3	5	36	5	36	.1	.7	
WJYA FM	36	203	27	173	.3	1.6	1	8	1	8		.1	6	59	6	59	.1	.4	WJYA FM	6	59	6	59	.1	.5	13	68	13	66	.2	1.1	27	126	19	110	.5	2.7	
TOTAL	44	271	35	241	.4	2.1	1	8	1	8		.1	10	69	10	69	.2	.7	TOTAL	10	69	10	69	.2	.9	17	78	17	76	.3	1.4	32	147	24	131	.6	3.4	
WKHX	211	977	146	702	1.8	8.5	92	348	56	236	1.5	6.4	169	716	111	495	1.8	7.9	WKHX	115	555	78	383	1.6	7.1	121	618	81	429	1.5	7.0	105	555	80	429	2.1	11.3	
WKLS FM	205	858	155	647	1.9	9.0	182	781	141	588	3.8	16.1	201	854	155	647	2.5	11.0	WKLS FM	120	470	94	356	2.0	8.6	124	474	94	356	1.8	8.1	23	77	14	59	.4	2.0	
WPCH	149	613	126	485	1.5	7.3	21	73	20	55	.5	2.3	75	213	68	171	1.1	4.8	WPCH	73	184	67	160	1.4	6.1	94	260	87	232	1.6	7.5	99	337	85	276	2.3	12.0	
WPLO	45	282	44	266	.5	2.6	4	65	4	65	.1	.5	34	143	33	137	.5	2.3	WPLO	31	109	30	103	.6	2.7	33	149	32	143	.6	2.8	40	195	39	189	1.0	5.5	
WQXI	53	187	52	182	.6	3.0	13	69	13	69	.3	1.5	45	166	44	161	.7	3.1	WQXI	44	135	43	130	.9	3.9	44	135	43	130	.8	3.7	32	97	31	92	.8	4.4	
WQXI FM	204	869	195	796	2.4	11.3	163	623	156	597	4.2	17.8	183	817	175	766	2.8	12.4	WQXI FM	115	570	114	545	2.4	10.4	115	570	114	545	2.2	9.8	22	206	21	181	.6	3.0	
WRMM	82	420	68	316	.8	4.0	50	237	44	195	1.2	5.0	75	386	68	316	1.1	4.8	WRMM	56	329	49	259	1.0	4.5	61	341	49	259	.9	4.2	32	183	24	121	.6	3.4	
WSB	109	695	98	644	1.2	5.7	23	133	23	133	.6	2.6	63	365	55	339	.9	3.9	WSB	62	345	54	319	1.1	4.9	68	388	60	362	1.1	5.2	64	403	53	363	1.4	7.5	
WSB FM	109	633	104	549	1.3	6.0	75	373	72	324	1.9	8.2	104	572	101	508	1.6	7.2	WSB FM	79	477	76	413	1.6	6.9	82	499	79	435	1.5	6.8	33	242	32	213	.8	4.5	
WVEE	135	737	130	693	1.6	7.6	95	467	94	445	2.5	10.7	127	677	125	645	2.0	8.9	WVEE	89	470	87	438	1.8	7.9	93	504	90	468	1.7	7.7	38	252	34	230	.9	4.8	
WYAY	148	605	90	414	1.1	5.2	66	259	42	193	1.1	4.8	126	450	87	328	1.4	6.2	WYAY	84	338	56	238	1.2	5.1	96	389	57	268	1.1	4.9	78	308	47	206	1.2	6.7	
WYZE	1	18	1	18		.1	1	18	1	18		.1	1	18	1	18		.1	WYZE	1	18	1	18		.1	1	18	1	18		.1							
WZGC	132	1034	84	777	1.0	4.9	106	740	60	539	1.6	6.8	127	982	79	728	1.3	5.6	WZGC	59	547	50	421	1.0	4.6	62	571	53	442	1.0	4.6	26	294	24	238	.6	3.4	
METRO TOTALS			1721	5363	21.0		METRO TOTALS	878	2564	23.6		METRO TOTALS	1411	4083	22.8		METRO TOTALS	1097	3181	22.9		METRO TOTALS	1163	3487	22.0		METRO TOTALS	706	2266	18.7								

Footnote: Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64							
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.								
WAOK	19	118	19	118	.2	1.1	8	52	8	52	.2	.9	16	78	16	78	.3	1.2	WAOK	10	44	10	44	.2	1.0	10	44	10	44	.2	.9	9	48	9	48	.2	1.3		
WCNN	29	264	28	258	.3	1.6	9	90	9	90	.2	1.0	19	150	19	150	.3	1.4	WCNN	19	150	19	150	.4	1.9	24	172	24	172	.5	2.2	18	138	18	138	.5	2.6		
WFOX	148	913	103	594	1.3	6.1	52	468	35	282	.9	4.0	146	871	102	556	1.7	7.4	WFOX	134	738	99	484	2.1	9.7	135	771	100	515	1.9	9.1	96	445	68	312	1.8	10.0		
WGST	52	449	50	442	.6	2.9	14	165	14	165	.4	1.6	35	284	33	277	.5	2.4	WGST	33	253	31	246	.6	3.0	38	296	36	289	.7	3.3	30	213	28	206	.7	4.1		
*WGUN	9	102	9	102	.1	.5							1	30	1	30		.1	*WGUN	1	30	1	30		.1	1	30	1	30		.1	6	72	6	72	.2	.9		
WIGO	10	68	10	68	.1	.6	4	29	4	29	.1	.5	10	68	10	68	.2	.7	WIGO	9	57	9	57	.2	.9	9	57	9	57	.2	.8	6	39	6	39	.2	.9		
WJGA	2	14	2	14		.1	2	14	2	14	.1	.2	2	14	2	14		.1	WJGA	2	14	2	14		.2	2	14	2	14		.2								
*WJYA	19	92	19	92	.2	1.1							5	38	5	38	.1	.4	*WJYA	5	38	5	38	.1	.5	5	38	5	38	.1	.5	7	53	7	53	.2	1.0		
WJYA FM	28	149	20	110	.2	1.2							7	43	6	34	.1	.4	WJYA FM	7	43	6	34	.1	.6	10	52	9	41	.2	.8	19	110	12	78	.3	1.8		
TOTAL	47	226	39	187	.5	2.3							12	66	11	57	.2	.8	WJYA FM TOTAL	12	66	11	57	.2	1.1	15	75	14	64	.3	1.3	26	148	19	116	.5	2.8		
WKHX	231	1281	169	977	2.1	9.9	121	506	87	376	2.3	10.0	175	1007	126	746	2.0	9.1	WKHX	99	727	72	548	1.5	7.0	114	817	81	619	1.5	7.4	87	695	65	538	1.7	9.5		
WKLS FM	206	1153	162	920	2.0	9.5	197	1080	155	851	4.2	17.8	204	1149	162	920	2.6	11.8	WKLS FM	103	576	80	459	1.7	7.8	105	580	80	459	1.5	7.3	9	73	7	69	.2	1.0		
WPCH	101	653	79	525	1.0	4.6	11	77	11	77	.3	1.3	40	234	35	190	.6	2.5	WPCH	39	223	34	179	.7	3.3	51	311	46	263	.9	4.2	65	418	53	334	1.4	7.8		
WPLO	26	195	23	179	.3	1.4	8	66	8	66	.2	.9	17	121	15	115	.2	1.1	WPLO	10	87	8	81	.2	.8	15	122	13	116	.2	1.2	17	119	15	113	.4	2.2		
WQXI	51	261	51	256	.6	3.0	17	101	17	101	.5	2.0	42	218	42	213	.7	3.0	WQXI	40	187	40	182	.8	3.9	40	187	40	182	.8	3.6	28	139	28	134	.7	4.1		
WQXI FM	188	1114	172	1030	2.1	10.1	141	802	130	733	3.5	14.9	177	1076	161	992	2.6	11.7	WQXI FM	107	788	99	731	2.1	9.7	109	796	101	739	1.9	9.2	38	294	33	279	.9	4.8		
WRMM	68	443	59	370	.7	3.5	36	228	30	189	.8	3.4	64	405	58	353	.9	4.2	WRMM	53	360	47	308	1.0	4.6	57	390	48	325	.9	4.4	32	215	29	181	.8	4.3		
WSB	130	879	123	834	1.5	7.2	37	236	37	236	1.0	4.2	76	576	71	550	1.1	5.2	WSB	75	556	70	530	1.5	6.8	81	637	76	611	1.4	6.9	65	565	58	520	1.5	8.5		
WSB FM	98	760	89	686	1.1	5.2	60	433	53	391	1.4	6.1	88	653	80	595	1.3	5.8	WSB FM	75	558	67	500	1.4	6.5	81	605	73	547	1.4	6.6	37	311	35	283	.9	5.1		
WVEE	151	906	145	876	1.8	8.5	99	578	94	552	2.5	10.8	142	837	137	811	2.2	9.9	WVEE	100	624	97	613	2.0	9.5	108	675	104	660	2.0	9.5	51	310	50	306	1.3	7.3		
WYAY	113	634	65	450	.8	3.8	64	304	38	227	1.0	4.4	92	497	59	375	1.0	4.3	WYAY	70	359	41	271	.9	4.0	79	410	44	301	.8	4.0	44	292	26	208	.7	3.8		
WYZE	12	32	12	32	.1	.7							12	32	12	32	.2	.9	WYZE	12	32	12	32	.3	1.2	12	32	12	32	.2	1.1	12	32	12	32	.3	1.8		
WZGC	164	1371	123	1112	1.5	7.2	110	977	71	762	1.9	8.2	158	1313	117	1054	1.9	8.5	WZGC	87	827	75	681	1.6	7.3	90	857	78	711	1.5	7.1	54	394	52	350	1.4	7.6		

Men

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64															
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA																			
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.		AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.																
WAOK	10	96	10	96	.1	1.3	5	52	5	52	.1	1.2	9	78	9	78	.1	1.5	WAOK	5	44	5	44	.1	1.2	5	44	5	44	.1	1.1	4	26	4	26	.1	1.5										
WCNN	10	140	9	133	.1	1.2	7	88	7	88	.2	1.7	8	118	8	118	.1	1.3	WCNN	8	118	8	118	.2	1.9	9	133	9	133	.2	2.0	2	45	2	45	.1	.8										
WFOX	37	543	24	395	.3	3.2	24	301	13	194	.3	3.2	35	507	22	359	.4	3.6	WFOX	28	440	17	300	.4	4.0	30	476	19	336	.4	4.2	13	242	11	201	.3	4.1										
WGST	15	210	14	203	.2	1.9	5	45	5	45	.1	1.2	9	127	9	127	.1	1.5	WGST	9	127	9	127	.2	2.1	9	127	9	127	.2	2.0	7	109	7	109	.2	2.6										
WIGO	3	73	3	73	.4		3	60	3	60	.1	.7	3	73	3	73	.5		WIGO	3	50	3	50	.1	.7	3	50	3	50	.1	.7		13		13												
WJGA	25	52	25	52	.3	3.4	25	52	25	52	.7	6.1	25	52	25	52	.4	4.1	WJGA	4	23	4	23	.1	.9	4	23	4	23	.1	.9																
WJYA FM	7	88	4	74	.5								4	28	1	21	.2		WJYA FM	4	28	1	21	.2		5	56	2	49	.4		6	73	3	66	.1	1.1										
WKHX	79	689	54	486	.7	7.3	35	326	27	200	.7	6.6	58	542	45	390	.7	7.4	WKHX	48	335	40	275	.8	9.3	60	385	41	285	.8	9.1	37	295	21	222	.6	7.9										
WKLS FM	92	769	64	577	.8	8.6	89	714	61	522	1.6	14.8	91	747	63	555	1.0	10.4	WKLS FM	38	298	30	235	.6	7.0	38	298	30	235	.6	6.7	3	55	3	55	.1	1.1										
WPCH	42	497	34	392	.4	4.6	8	95	4	63	.1	1.0	20	183	16	151	.3	2.6	WPCH	18	154	15	139	.3	3.5	21	198	17	176	.3	3.8	27	255	24	212	.6	9.0										
WPLO	2	56	2	56	.3		1	19	1	19	.2		1	39	1	39	.2		WPLO		20		20				20		20			1	37	1	37		.4										
WQXI	4	70	4	70	.5		2	31	2	31	.1	.5	4	70	4	70	.1	.7	WQXI	3	50	3	50	.1	.7	3	50	3	50	.1	.7	2	39	2	39	.1	.8										
WQXI FM	107	694	90	592	1.1	12.1	97	584	81	496	2.2	19.7	107	669	90	567	1.5	14.8	WQXI FM	79	469	69	394	1.4	16.1	79	477	69	402	1.3	15.4	10	110	9	96	.2	3.4										
WRMM	12	221	9	187	.1	1.2	5	112	5	104	.1	1.2	9	195	9	187	.1	1.5	WRMM	7	163	7	155	.1	1.6	9	175	7	155	.1	1.6	7	109	4	83	.1	1.5										
WSB	131	978	125	942	1.5	16.8	29	284	27	272	.7	6.6	69	560	67	548	1.1	11.0	WSB	69	560	67	548	1.4	15.6	77	639	75	623	1.4	16.7	65	483	61	466	1.6	22.9										
WSB FM	45	478	32	339	.4	4.3	20	226	15	152	.4	3.6	36	412	31	305	.5	5.1	WSB FM	34	347	29	273	.6	6.8	35	367	30	289	.6	6.7	22	241	17	187	.5	6.4										
WVEE	73	710	71	674	.9	9.5	50	495	49	467	1.3	11.9	71	683	70	655	1.1	11.5	WVEE	46	477	46	466	1.0	10.7	47	496	47	485	.9	10.5	23	215	22	207	.6	8.3										
WYAY	50	410	24	284	.3	3.2	30	222	13	144	.3	3.2	45	356	24	265	.4	3.9	WYAY	34	229	15	172	.3	3.5	35	250	15	184	.3	3.3	17	174	11	140	.3	4.1										
WZGC	87	823	68	699	.8	9.1	68	601	52	501	1.4	12.7	84	774	67	659	1.1	11.0	WZGC	24	375	23	340	.5	5.4	27	402	24	358	.5	5.3	19	207	16	183	.4	6.0										
METRO TOTALS		744		4692		9.1		METRO TOTALS		411		2401		11.0		METRO TOTALS		608		3783		9.8		METRO TOTALS		429		2772		9.0		METRO TOTALS		449		2975		8.5		METRO TOTALS		266		1902		7.1	

# Average Quarter-Hour and Cume Listening Estimates

Men

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64																		
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA																
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.													
WAOK	38	138	38	138	.5	3.0	10	29	10	29	.3	1.8	35	116	35	116	.6	3.8	WAOK	34	105	34	105	.7	4.7	34	105	34	105	.6	4.2	28	109	28	109	.7	4.5													
WCNN	47	137	47	137	.6	3.7	1	7	1	7		.2	8	27	8	27	.1	.9	WCNN	8	27	8	27	.2	1.1	11	34	11	34	.2	1.4	29	77	29	77	.8	4.7													
WFOX	74	204	41	128	.5	3.2	37	114	16	64	.4	2.9	68	192	35	116	.6	3.8	WFOX	51	170	35	116	.7	4.8	57	182	41	128	.8	5.1	37	90	25	64	.7	4.0													
WGST	47	188	47	188	.6	3.7	3	19	3	19	.1	.5	19	80	19	80	.3	2.0	WGST	19	80	19	80	.4	2.6	30	114	30	114	.6	3.7	37	130	37	130	1.0	6.0													
*WGUN	1	10	1	10		.1													*WGUN																															
WIGO	37	62	37	62	.5	2.9							11	32	11	32	.2	1.2	WIGO	11	32	11	32	.2	1.5	15	40	15	40	.3	1.9	37	62	37	62	1.0	6.0													
WJGA																			WJGA																															
*WJYA	10	36	6	28	.1	.5													*WJYA																															
WJYA FM	19	56	16	49	.2	1.3							2	10	2	10		.2	WJYA FM	2	10	2	10		.3	2	10	2	10		.2	4	8	12	33	.3	1.9													
TOTAL	29	92	22	77	.3	1.8							2	10	2	10		.2	TOTAL	2	10	2	10		.3	2	10	2	10		.2	15	40	12	33	.3	1.9													
WKHX	165	402	124	318	1.5	9.7	38	111	38	111	1.0	7.0	118	304	83	226	1.3	8.9	WKHX	101	247	66	169	1.4	9.1	108	263	67	179	1.3	8.3	98	249	57	165	1.5	9.2													
WKLS FM	140	340	113	254	1.4	8.9	118	292	91	206	2.4	16.7	140	340	113	254	1.8	12.1	WKLS FM	70	157	61	130	1.3	8.4	70	157	61	130	1.2	7.6	22	48	22	48	.6	3.6													
WPCH	108	289	91	227	1.1	7.1	18	27	18	27	.5	3.3	57	124	52	101	.8	5.6	WPCH	57	124	52	101	1.1	7.2	68	137	63	114	1.2	7.8	76	200	62	148	1.6	10.0													
WPLO	34	95	32	89	.4	2.5							7	22	5	16	.1	.5	WPLO	7	22	5	16	.1	.7	20	65	18	59	.3	2.2	34	95	32	89	.8	5.2													
WQXI	10	43	10	43	.1	.8	8	34	8	34	.2	1.5	10	43	10	43	.2	1.1	WQXI	4	20	4	20	.1	.6	4	20	4	20	.1	.5	2	9	2	9	.1	.3													
WQXI FM	126	457	107	378	1.3	8.4	92	328	74	263	2.0	13.6	125	449	106	370	1.7	11.4	WQXI FM	74	273	73	259	1.5	10.1	75	281	74	267	1.4	9.2	34	129	33	115	.9	5.3													
WRMM	13	52	13	52	.2	1.0	3	24	3	24	.1	.5	13	52	13	52	.2	1.4	WRMM	13	52	13	52	.3	1.8	13	52	13	52	.2	1.6	10	28	10	28	.3	1.6													
WSB	74	269	73	259	.9	5.7	4	12	4	12	.1	.7	26	86	26	86	.4	2.8	WSB	26	86	26	86	.5	3.6	39	131	39	131	.7	4.8	56	202	55	192	1.5	8.9													
WSB FM	62	208	54	178	.7	4.2	27	124	25	103	.7	4.6	52	182	50	161	.8	5.4	WSB FM	46	138	46	129	1.0	6.4	49	144	49	135	.9	6.1	33	79	29	75	.8	4.7													
WVEE	99	345	88	324	1.1	6.9	90	304	79	283	2.1	14.5	92	317	81	296	1.3	8.7	WVEE	66	255	55	234	1.1	7.6	73	283	62	262	1.2	7.7	9	41	9	41	.2	1.5													
WYAY	105	264	75	173	.9	5.9	62	147	55	104	1.5	10.1	83	222	69	155	1.1	7.4	WYAY	47	141	38	96	.8	5.3	53	159	44	114	.8	5.5	43	117	20	69	.5	3.2													
WYZE	1	10	1	10		.1							1	10	1	10		.1	WYZE	1	10	1	10		.1	1	10	1	10		.1	1	10	1	10		.2													
WZGC	136	546	107	422	1.3	8.4	95	396	71	287	1.9	13.0	130	518	101	394	1.6	10.8	WZGC	90	304	75	246	1.6	10.4	92	314	77	256	1.5	9.6	41	150	36	135	1.0	5.8													
METRO TOTALS			1274	3370	15.5			METRO TOTALS			546	1472	14.7			METRO TOTALS			933	2478	15.1					METRO TOTALS			722	1936	15.1					METRO TOTALS			805	2190	15.2				METRO TOTALS			619	1634	16.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	
WAOK	27	96	27	96	.3	1.5	16	48	16	48	.4	1.7	27	96	27	96	.4	1.8	WAOK	26	85	26	85	.5	2.3	26	85	26	85	.5	2.2	11	48	11	48	.3	1.4	
WCNN	23	55	23	55	.3	1.3	11	11	11	11	.3	1.2	16	25	16	25	.3	1.1	WCNN	16	25	16	25	.3	1.4	20	32	20	32	.4	1.7	11	32	11	32	.3	1.4	
WFOX	139	330	89	225	1.1	4.9	87	170	50	115	1.3	5.3	137	318	87	213	1.4	5.8	WFOX	106	276	86	202	1.8	7.6	108	288	88	214	1.7	7.3	52	160	39	110	1.0	5.1	
WGST	40	127	40	127	.5	2.2	17	34	17	34	.5	1.8	20	62	20	62	.3	1.3	WGST	17	51	17	51	.4	1.5	19	75	19	75	.4	1.6	23	93	23	93	.6	3.0	
WGUN	11	58	9	51	.1	.5							1	8	1	8		.1	WGUN	1	8	1	8		.1	1	8	1	8		.1	8	33	8	33	.2	1.0	
WIGO	11	65	11	65	.1	.6	2	11	2	11	.1	.2	7	43	7	43	.1	.5	WIGO	5	32	5	32	.1	.4	5	32	5	32	.1	.4	9	54	9	54	.2	1.2	
WJGA																			WJGA																			
WJYA	34	62	34	62	.4	1.9	10	18	10	18	.3	1.1	24	46	24	46	.4	1.6	WJYA	24	46	24	46	.5	2.1	24	46	24	46	.5	2.0	14	28	14	28	.4	1.8	
WJYA FM	36	64	19	35	.2	1.1							5	19	5	19	.1	.3	WJYA FM	5	19	5	19	.1	.4	5	19	5	19	.1	.4	12	26	5	19	.1	.7	
TOTAL	70	126	53	97	.6	3.0	10	18	10	18	.3	1.1	29	65	29	65	.5	1.9	TOTAL	29	65	29	65	.6	2.5	29	65	29	65	.5	2.4	26	54	19	47	.5	2.5	
WKHX	264	644	180	476	2.2	10.0	97	228	70	167	1.9	7.4	234	516	153	362	2.5	10.2	WKHX	181	423	122	296	2.5	10.7	193	486	131	345	2.5	10.9	163	396	106	289	2.8	13.8	
WKLS FM	186	504	129	382	1.6	7.2	181	490	124	368	3.3	13.1	186	504	129	382	2.1	8.6	WKLS FM	71	221	56	180	1.2	4.9	71	221	56	180	1.1	4.7	5	14	5	14	.1	.7	
WPCH	118	290	83	201	1.0	4.6	17	33	17	33	.5	1.8	51	98	44	82	.7	2.9	WPCH	51	98	44	82	.9	3.9	55	108	48	92	.9	4.0	73	147	52	97	1.4	6.8	
WPLO	58	141	51	120	.6	2.8	9	46	9	46	.2	1.0	16	67	9	46	.1	.6	WPLO	13	52	6	31	.1	.5	24	63	17	42	.3	1.4	49	95	42	74	1.1	5.5	
WQXI	32	98	32	98	.4	1.8	23	56	23	56	.6	2.4	32	98	32	98	.5	2.1	WQXI	17	75	17	75	.4	1.5	17	75	17	75	.3	1.4	9	42	9	42	.2	1.2	
WQXI FM	201	438	168	406	2.1	9.3	155	304	122	272	3.3	12.9	200	430	167	398	2.7	11.1	WQXI FM	96	283	96	283	2.0	8.4	97	291	97	291	1.8	8.1	46	134	46	134	1.2	6.0	
WRMM	36	76	36	76	.4	2.0	6	31	6	31	.2	.6	36	76	36	76	.6	2.4	WRMM	36	76	36	76	.8	3.2	36	76	36	76	.7	3.0	30	45	30	45	.8	3.9	
WSB	64	240	62	235	.8	3.4	7	12	7	12	.2	.7	23	82	21	77	.3	1.4	WSB	23	82	21	77	.4	1.8	33	143	31	138	.6	2.6	43	185	41	180	1.1	5.4	
WSB FM	75	204	62	164	.8	3.4	34	108	29	80	.8	3.1	63	179	58	151	.9	3.9	WSB FM	61	167	58	151	1.2	5.1	64	173	61	157	1.2	5.1	41	96	33	84	.9	4.3	
WVEE	229	421	227	411	2.8	12.6	181	317	179	307	4.8	18.9	221	398	219	388	3.5	14.6	WVEE	160	276	158	266	3.3	13.9	168	299	166	289	3.1	13.8	48	104	48	104	1.3	6.3	
WYAY	136	345	87	223	1.1	4.8	76	165	44	109	1.2	4.7	111	284	76	200	1.2	5.1	WYAY	75	210	58	160	1.2	5.1	83	218	66	168	1.3	5.5	57	166	43	114	1.1	5.6	
WYZE	12	28	12	28	.1	.7	11	18	11	18	.3	1.2	12	28	12	28	.2	.8	WYZE	12	28	12	28	.3	1.1	12	28	12	28	.2	1.0	1	10	1	10		.1	
WZGC	241	640	187	538	2.3	10.4	168	449	127	371	3.4	13.4	240	631	187	538	3.0	12.5	WZGC	144	378	126	333	2.6	11.1	145	387	126	333	2.4	10.5	73	191	60	167	1.6	7.8	

METRO TOTALS	1802	4037	22.0	METRO TOTALS	946	2060	25.4	METRO TOTALS	1498	3285	24.2	METRO TOTALS	1138	2487	23.7	METRO TOTALS	1202	2670	22.8	METRO TOTALS	766	1753	20.3
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# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR		
WAOK	14	36	14	36	.2	1.0	9	18	9	18	.2	1.3	9	18	9	18	.1	.8	WAOK	9	18	9	18	.2	1.2	9	18	9	18	.2	1.1								
WCNN	16	53	16	53	.2	1.2	3	11	3	11	.1	.4	7	34	7	34	.1	.7	WCNN	7	34	7	34	.1	.9	12	41	12	41	.2	1.5	13	42	13	42	.3	2.5		
WFOX	89	207	62	157	.8	4.6	60	148	33	98	.9	4.7	89	207	62	157	1.0	5.8	WFOX	67	165	61	146	1.3	8.0	67	165	61	146	1.2	7.4	29	59	29	59	.8	5.5		
WGST	35	77	35	77	.4	2.6	5	31	5	31	.1	.7	7	39	7	39	.1	.7	WGST	7	39	7	39	.1	.9	7	39	7	39	.1	.8	18	34	18	34	.5	3.4		
*WGUN	2	10	2	10		.1													*WGUN											2	10	2	10	.1	.4				
WIGO	6	11	6	11	.1	.4	6	11	6	11	.2	.8	6	11	6	11	.1	.6	WIGO																				
WJGA	1	4					1	4					1	4					WJGA	1	4					1	4												
*WJYA	9	25	9	25	.1	.7							7	13	7	13	.1	.7	*WJYA	7	13	7	13	.1	.9	7	13	7	13	.1	.8	7	13	7	13	.2	1.3		
WJYA FM	21	46	19	39	.2	1.4							3	10	3	10	.3	.3	WJYA FM	3	10	3	10	.1	.4	5	23	5	23	.1	.6	7	30	5	23	.1	1.0		
TOTAL	30	71	28	64	.3	2.1							10	23	10	23	.2	1.0	TOTAL	10	23	10	23	.2	1.3	12	36	12	36	.2	1.4	14	43	12	36	.3	2.3		
WKHX	201	460	114	311	1.4	8.4	80	158	27	76	.7	3.8	170	372	83	228	1.3	7.8	WKHX	113	260	68	176	1.4	8.9	115	272	70	188	1.3	8.5	99	264	65	202	1.7	12.4		
WKLS FM	122	324	97	260	1.2	7.2	114	292	93	242	2.5	13.2	122	324	97	260	1.6	9.1	WKLS FM	62	141	50	115	1.0	6.5	62	141	50	115	.9	6.1	8	32	4	18	.1	.8		
WPCH	66	158	32	108	.4	2.4							16	38	16	38	.3	1.5	WPCH	16	38	16	38	.3	2.1	18	47	18	47	.3	2.2	38	84	24	69	.6	4.6		
WPLO	42	94	33	73	.4	2.4	11	15	11	15	.3	1.6	22	49	13	28	.2	1.2	WPLO	11	34	2	13		.3	20	62	11	41	.2	1.3	31	79	22	58	.6	4.2		
WQXI	24	50	24	50	.3	1.8	3	11	3	11	.1	.4	24	50	24	50	.4	2.3	WQXI	21	39	21	39	.4	2.7	21	39	21	39	.4	2.5	21	39	21	39	.6	4.0		
WQXI FM	116	303	98	259	1.2	7.2	114	290	96	246	2.6	13.6	116	303	98	259	1.6	9.2	WQXI FM	73	207	73	207	1.5	9.5	73	207	73	207	1.4	8.8	2	13	2	13	.1	.4		
WRMM	29	71	29	71	.4	2.1	11	24	11	24	.3	1.6	29	71	29	71	.5	2.7	WRMM	29	71	29	71	.6	3.8	29	71	29	71	.5	3.5	18	47	18	47	.5	3.4		
WSB	72	181	67	162	.8	4.9	8	26	8	26	.2	1.1	15	58	15	52	.2	1.4	WSB	15	58	15	52	.3	2.0	25	86	25	80	.5	3.0	59	127	54	108	1.4	10.3		
WSB FM	72	173	64	162	.8	4.7	31	97	31	97	.8	4.4	56	138	56	138	.9	5.3	WSB FM	56	138	56	138	1.2	7.3	62	155	62	155	1.2	7.5	34	69	33	65	.9	6.3		
WVEE	226	432	221	400	2.7	16.3	185	321	180	289	4.8	25.5	212	386	207	354	3.4	19.5	WVEE	115	235	110	203	2.3	14.4	127	263	122	231	2.3	14.8	39	93	39	93	1.0	7.4		
WYAY	106	238	64	180	.8	4.7	59	106	37	85	1.0	5.2	87	188	56	149	.9	5.3	WYAY	65	153	34	114	.7	4.4	70	168	37	122	.7	4.5	43	117	23	80	.6	4.4		
WYZE	10	28	10	28	.1	.7	9	18	9	18	.2	1.3	10	28	10	28	.2	.9	WYZE	10	28	10	28	.2	1.3	10	28	10	28	.2	1.2	1	10	1	10		.2		
WZGC	168	452	150	409	1.8	11.1	98	334	84	301	2.3	11.9	158	423	144	390	2.3	13.5	WZGC	93	230	93	230	1.9	12.2	103	259	99	249	1.9	12.0	70	118	66	108	1.8	12.6		
METRO TOTALS			1356	3032	16.6		METRO TOTALS	706	1555	19.0		METRO TOTALS	1063	2373	17.2		METRO TOTALS	765	1758	16.0		METRO TOTALS	825	1931	15.6		METRO TOTALS	524	1215	13.9									

Men

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBTRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64																		
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA																
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)		AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.															
WAOK	14	41	14	41	.2	1.6	7	23	7	23	.2	1.4	7	23	7	23	.1	.9	WAOK	12	18	12	18	.3	2.3	12	18	12	18	.2	1.6	WAOK	42	128	21	59	.4	4.0	42	128	21	59	.4	3.9	8	46	3	22	.1	1.0
WCNN	12	18	12	18	.1	1.4	12	18	12	18	.3	2.4	12	18	12	18	.2	1.6	WCNN	12	18	12	18	.3	2.3	12	18	12	18	.2	1.6	WCNN	42	128	21	59	.4	4.0	42	128	21	59	.4	3.9	8	46	3	22	.1	1.0
WFOX	59	167	21	59	.3	2.4	51	121	18	37	.5	3.6	59	167	21	59	.3	2.8	WFOX	42	128	21	59	.4	4.0	42	128	21	59	.4	3.9	8	46	3	22	.1	1.0													
WGST	24	54	23	48	.3	2.6							4	22	4	22	.1	.5	WGST	4	22	4	22	.1	.8	4	22	4	22	.1	.8	18	36	18	36	.5	6.0													
WIGO	1	13	1	13		.1							1	13	1	13		.1	WIGO	1	13	1	13		.2	1	13	1	13		.2	1	13	1	13		.3													
WJGA	16	19	12	15	.1	1.4	16	19	12	15	.3	2.4	16	19	12	15	.2	1.6	WJGA	4	4					4	4					4	4																	
WJYA FM	14	52	11	45	.1	1.3							6	29	3	22		.4	WJYA FM	6	29	3	22	.1	.6	6	29	3	22	.1	.6	6	29	3	22	.1	1.0													
WKHX	104	309	76	215	.9	8.7	26	143	14	83	.4	2.8	64	247	52	187	.8	7.0	WKHX	44	148	44	148	.9	8.5	60	175	44	148	.8	8.3	57	145	41	111	1.1	13.8													
WKLS FM	93	292	63	181	.8	7.2	89	254	59	143	1.6	11.8	92	283	62	172	1.0	8.4	WKLS FM	39	119	29	95	.6	5.6	40	128	30	104	.6	5.6	4	38	4	38	.1	1.3													
WPCH	39	151	31	115	.4	3.5	6	28	2	12	.1	.4	25	96	19	65	.3	2.6	WPCH	25	96	19	65	.4	3.7	25	96	19	65	.4	3.6	25	91	23	76	.6	7.7													
WPLO																			WPLO																															
WQXI	2	12	2	12		.2	2	12	2	12	.1	.4	2	12	2	12		.3	WQXI	2	12	2	12		.4	2	12	2	12		.4																			
WQXI FM	43	132	43	132	.5	4.9	41	120	41	120	1.1	8.2	43	132	43	132	.7	5.8	WQXI FM	36	121	36	121	.8	6.9	36	121	36	121	.7	6.8	2	12	2	12	.1	.7													
WRMM	6	45	6	45	.1	.7	4	12	4	12	.1	.8	6	45	6	45	.1	.8	WRMM	6	45	6	45	.1	1.2	6	45	6	45	.1	1.1	2	33	2	33	.1	.7													
WSB	83	243	78	234	1.0	8.9	21	53	21	53	.6	4.2	42	161	42	161	.7	5.7	WSB	42	161	42	161	.9	8.1	43	165	42	161	.8	7.9	39	141	34	132	.9	11.4													
WSB FM	29	137	24	104	.3	2.7	5	30	5	30	.1	1.0	20	100	20	82	.3	2.7	WSB FM	20	100	20	82	.4	3.8	24	122	24	104	.5	4.5	22	100	19	74	.5	6.4													
WVEE	205	510	195	480	2.4	22.2	176	383	167	361	4.5	33.4	200	491	191	469	3.1	25.9	WVEE	125	348	116	326	2.4	22.3	129	359	120	337	2.3	22.6	29	127	28	119	.7	9.4													
WYAY	47	165	17	71	.2	1.9	31	110	11	56	.3	2.2	38	141	11	56	.2	1.5	WYAY	29	88	5	35	.1	1.0	30	94	5	35	.1	.9	10	40																	
WZGC	170	402	121	269	1.5	13.8	125	259	78	151	2.1	15.6	168	383	120	260	1.9	16.3	WZGC	56	161	55	146	1.1	10.6	58	180	56	155	1.1	10.5	45	143	43	118	1.1	14.4													
METRO TOTALS		878		2188		10.7		METRO TOTALS		500		1109		13.4		METRO TOTALS		738		1886		11.9		METRO TOTALS		520		1432		10.8		METRO TOTALS		532		1490		10.1		METRO TOTALS		298		914		7.9				

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.		AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.		
WAOK	64	149	64	149	.8	5.4	5	18	5	18	.1	.9	38	105	38	105	.6	4.1	WAOK	38	105	38	105	.8	5.5	38	105	38	105	.7	5.3	59	131	59	131	1.6	11.7		
WCNN	25	123	25	123	.3	2.1	8	33	8	33	.2	1.4	8	33	8	33	.1	.9	WCNN	8	33	8	33	.2	1.2	8	33	8	33	.2	1.1	13	42	13	42	.3	2.6		
WFOX	26	93	7	41	.1	.6	22	83	7	41	.2	1.2	26	93	7	41	.1	.8	WFOX	17	84	7	41	.1	1.0	17	84	7	41	.1	1.0	4	10						
WGST	23	110	23	110	.3	1.9							7	36	7	36	.1	.8	WGST	7	36	7	36	.1	1.0	14	65	14	65	.3	1.9	17	76	17	76	.5	3.4		
*WGUN	1	18	1	18		.1													*WGUN																				
WIGO	19	69	19	69	.2	1.6	7	18	7	18	.2	1.2	18	47	18	47	.3	1.9	WIGO	18	47	18	47	.4	2.6	18	47	18	47	.3	2.5	12	51	12	51	.3	2.4		
*WJGA																			*WJGA																				
*WJYA	4	25	3	17		.3													*WJYA																				
WJYA FM	7	23	6	16	.1	.5													WJYA FM																				
TOTAL	11	48	9	33	.1	.8													TOTAL	4	25	3	17	.1	.6	4	25	3	17	.1	.6								
WKHX	133	347	105	246	1.3	8.8	41	99	38	77	1.0	6.6	81	239	68	172	1.1	7.3	WKHX	49	172	39	127	.8	5.7	64	206	39	127	.7	5.4	71	227	46	148	1.2	9.1		
WKLS FM	143	176	93	113	1.1	7.8	130	154	82	102	2.2	14.2	143	176	93	113	1.5	10.0	WKLS FM	52	85	34	54	.7	5.0	52	85	34	54	.6	4.7	13	22	11	11	.3	2.2		
WPCH	135	304	80	200	1.0	6.7	6	16					63	129	34	79	.6	3.7	WPCH	63	129	34	79	.7	5.0	77	161	47	106	.9	6.5	114	224	68	141	1.8	13.5		
WPLO	11	27	11	27	.1	.9	8	8	8	8	.2	1.4	8	8	8	8	.1	.9	WPLO	8	8	8	8	.2	1.2	9	20	9	20	.2	1.3	3	19	3	19	.1	.6		
WQXI	8	21	8	21	.1	.7	6	11	6	11	.2	1.0	6	11	6	11	.1	.6	WQXI							2	10	2	10	.3	.3	2	10	2	10	.1	.4		
WQXI FM	87	200	87	200	1.1	7.3	51	91	51	91	1.4	8.8	87	200	87	200	1.4	9.3	WQXI FM	82	179	82	179	1.7	12.0	82	179	82	179	1.6	11.4	36	109	36	109	1.0	7.2		
WRMM	6	14	6	14	.1	.5	6	14	6	14	.2	1.0	6	14	6	14	.1	.6	WRMM	6	14	6	14	.1	.9	6	14	6	14	.1	.8								
WSB	108	240	107	234	1.3	8.9	12	12	12	12	.3	2.1	65	109	65	109	1.1	7.0	WSB	65	109	65	109	1.4	9.5	67	121	67	121	1.3	9.3	70	171	69	165	1.8	13.7		
WSB FM	60	105	60	105	.7	5.0	23	30	23	30	.6	4.0	60	105	60	105	1.0	6.4	WSB FM	37	75	37	75	.8	5.4	37	75	37	75	.7	5.1	37	75	37	75	1.0	7.4		
WVEE	154	282	151	261	1.8	12.6	138	216	135	195	3.6	23.4	151	271	148	250	2.4	15.9	WVEE	75	175	72	154	1.5	10.5	78	186	75	165	1.4	10.4	16	66	16	66	.4	3.2		
WYAY	35	107	25	64	.3	2.1	17	21	17	21	.5	2.9	28	85	23	54	.4	2.5	WYAY	11	64	6	33	.1	.9	13	74	8	43	.2	1.1	18	86	8	43	.2	1.6		
WYZE	4	23	4	23		.3							4	23	4	23	.1	.4	WYZE	4	23	4	23	.1	.6	4	23	4	23	.1	.6	4	23	4	23	.1	.8		
WZGC	93	280	69	193	.8	5.8	67	183	52	132	1.4	9.0	87	261	63	174	1.0	6.8	WZGC	68	209	54	154	1.1	7.9	72	221	58	166	1.1	8.1	26	97	17	61	.5	3.4		
METRO TOTALS			1196	2569	14.6		METRO TOTALS			577	1012	15.5	METRO TOTALS			931	1840	15.1	METRO TOTALS			685	1486	14.3	METRO TOTALS			719	1609	13.6	METRO TOTALS			503	1271	13.4			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS

Men III

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WAOK	59	172	59	172	.7	4.5	20	37	20	37	.5	3.1	47	121	47	121	.8	4.3	WAOK	47	121	47	121	1.0	5.4	48	132	48	132	.9	5.2	32	117	32	117	.8	5.7
WCNN	4	42	4	42		.3	1	11	1	11		.2	4	42	4	42	.1	.4	WCNN	4	42	4	42	.1	.5	4	42	4	42	.1	.4	3	31	3	31	.1	.5
WFOX	73	276	43	162	.5	3.3	52	180	28	95	.8	4.3	72	268	43	162	.7	3.9	WFOX	62	239	37	141	.8	4.2	62	239	37	141	.7	4.0	21	96	15	67	.4	2.7
WGST	5	34	5	34	.1	.4													WGST																		
WGUN	4	21	4	21		.3							3	9	3	9		.3	WGUN	3	9	3	9	.1	.3	3	9	3	9	.1	.3	3	9	3	9	.1	.5
WIGO	3	35	3	35		.2							1	13	1	13		.1	WIGO	1	13	1	13		.1	1	13	1	13		.1	3	35	3	35	.1	.5
WJGA																			WJGA																		
WJYA	2	8											6	10	6	10	.1	.6	WJYA	6	10	6	10	.1	.7	6	10	6	10	.1	.7	2	8				
WJYA FM	18	55	18	55	.2	1.4							6	10	6	10	.1	.6	WJYA FM	6	10	6	10	.1	.7	6	10	6	10	.1	.7	8	27	8	27	.2	1.4
TOTAL	20	63	18	55	.2	1.4							6	10	6	10	.1	.6	TOTAL	6	10	6	10	.1	.7	6	10	6	10	.1	.7	10	35	8	27	.2	1.4
WKHX	169	400	138	321	1.7	10.6	82	191	79	169	2.1	12.2	138	321	125	272	2.0	11.5	WKHX	96	216	86	189	1.8	9.8	118	261	90	204	1.7	9.8	87	209	59	152	1.6	10.5
WKLS FM	124	296	101	204	1.2	7.7	103	249	80	157	2.1	12.4	120	274	97	182	1.6	8.9	WKLS FM	72	130	53	92	1.1	6.0	72	130	53	92	1.0	5.8	21	47	21	47	.6	3.7
WPCH	131	377	113	324	1.4	8.7	6	21	6	21	.2	.9	56	113	56	113	.9	5.1	WPCH	56	113	56	113	1.2	6.4	61	150	61	150	1.2	6.6	89	224	75	181	2.0	13.4
WPLO	25	63	25	58	.3	1.9	8	8	8	8	.2	1.2	14	36	14	36	.2	1.3	WPLO	14	36	14	36	.3	1.6	15	42	15	42	.3	1.6	7	39	7	34	.2	1.2
WQXI	8	25	8	25	.1	.6	5	11	5	11	.1	.8	5	11	5	11	.1	.5	WQXI													3	14	3	14	.1	.5
WQXI FM	73	298	71	287	.9	5.4	60	247	58	236	1.6	9.0	72	289	70	278	1.1	6.4	WQXI FM	61	213	61	213	1.3	7.0	62	222	62	222	1.2	6.8	13	51	13	51	.3	2.3
WRMM	44	121	44	121	.5	3.4	24	66	24	66	.6	3.7	44	121	44	121	.7	4.0	WRMM	44	121	44	121	.9	5.0	44	121	44	121	.8	4.8	20	55	20	55	.5	3.6
WSB	130	376	130	376	1.6	10.0	38	114	38	114	1.0	5.9	89	243	89	243	1.4	8.2	WSB	85	223	85	223	1.8	9.7	98	253	98	253	1.9	10.7	78	183	78	183	2.1	13.9
WSB FM	61	211	55	178	.7	4.2	12	76	11	69	.3	1.7	55	186	50	161	.8	4.6	WSB FM	55	186	50	161	1.0	5.7	60	203	55	178	1.0	6.0	49	135	44	109	1.2	7.8
WVEE	148	392	146	370	1.8	11.2	115	272	113	250	3.0	17.5	145	373	143	351	2.3	13.1	WVEE	89	254	87	232	1.8	9.9	92	273	90	251	1.7	9.8	33	120	33	120	.9	5.9
WYAY	59	185	48	145	.6	3.7	23	76	18	64	.5	2.8	47	165	36	125	.6	3.3	WYAY	26	99	20	71	.4	2.3	31	107	25	79	.5	2.7	29	97	23	69	.6	4.1
WYZE	1	10	1	10		.1							1	10	1	10		.1	WYZE	1	10	1	10		.1	1	10	1	10		.1	1	10	1	10		.2
WZGC	165	406	117	297	1.4	9.0	114	281	86	216	2.3	13.3	163	394	115	285	1.9	10.6	WZGC	112	226	92	182	1.9	10.5	114	238	94	194	1.8	10.2	51	125	31	81	.8	5.5
METRO TOTALS			1304	3314	15.9	METRO TOTALS	646	1553	17.3	METRO TOTALS	1089	2585	17.6	METRO TOTALS	877	2065	18.3	METRO TOTALS	918	2226	17.4	METRO TOTALS	561	1431	14.9												

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +						MEN 18-34						MEN 18-49						STATION CALL LETTERS	MEN 25-49						MEN 25-54						MEN 35-64							
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA											
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.								
WAOK	30	42	30	42	.4	2.5	27	29	27	29	.7	4.4	30	42	30	42	.5	3.0	WAOK	21	31	21	31	.4	2.6	21	31	21	31	.4	2.4	3	13	3	13	.1	.6		
WCNN	5	36	5	36	.1	.4							4	18	4	18	.1	.4	WCNN	4	18	4	18	.1	.5	4	18	4	18	.1	.5	4	18	4	18	.1	.8		
WFOX	139	267	94	177	1.1	7.7	92	162	52	91	1.4	8.6	137	259	94	177	1.5	9.4	WFOX	121	230	82	156	1.7	10.0	121	230	82	156	1.6	9.5	47	105	42	86	1.1	8.1		
WGST	10	30	10	30	.1	.8													WGST																			.2	
*WGUN	8	34	3	27		.2							2	9	2	9		.2	*WGUN	2	9	2	9		.2	2	9	2	9		.2	2	9	2	9		.1	.4	
WIGO	9	31	9	31	.1	.7	5	18	5	18	.1	.8	9	31	9	31	.1	.9	WIGO	9	31	9	31	.2	1.1	9	31	9	31	.2	1.0	4	13	4	13	.1	.8		
WJGA																			WJGA																				
*WJYA																				*WJYA																			
WJYA FM	23	47	21	33	.3	1.7													WJYA FM																				
TOTAL	23	47	21	33	.3	1.7													TOTAL																				
WKHX	220	480	165	373	2.0	13.5	99	181	64	117	1.7	10.5	170	350	122	273	2.0	12.3	WKHX	118	261	92	216	1.9	11.2	125	291	92	216	1.7	10.7	102	263	82	220	2.2	15.7		
WKLS FM	75	213	61	159	.7	5.0	66	177	52	123	1.4	8.6	70	191	56	137	.9	5.6	WKLS FM	33	67	26	56	.5	3.2	33	67	26	56	.5	3.0	9	36	9	36	.2	1.7		
WPCH	71	175	51	147	.6	4.2	14	38	14	38	.4	2.3	39	69	27	53	.4	2.7	WPCH	39	69	27	53	.6	3.3	46	106	34	90	.6	4.0	52	120	35	97	.9	6.7		
WPLO	23	67	23	67	.3	1.9	4	8	4	8	.1	.7	18	36	18	36	.3	1.8	WPLO	18	36	18	36	.4	2.2	18	36	18	36	.3	2.1	14	28	14	28	.4	2.7		
WQXI	14	28	14	28	.2	1.1							7	14	7	14	.1	.7	WQXI	7	14	7	14	.1	.9	7	14	7	14	.1	.8	14	28	14	28	.4	2.7		
WQXI FM	100	263	95	251	1.2	7.8	86	221	81	209	2.2	13.3	98	251	93	239	1.5	9.3	WQXI FM	82	194	82	194	1.7	10.0	82	194	82	194	1.6	9.5	14	42	14	42	.4	2.7		
WRMM	46	106	32	75	.4	2.6	28	62	14	31	.4	2.3	46	106	32	75	.5	3.2	WRMM	46	106	32	75	.7	3.9	46	106	32	75	.6	3.7	18	44	18	44	.5	3.5		
WSB	156	416	156	416	1.9	12.8	37	108	37	108	1.0	6.1	90	236	90	236	1.5	9.0	WSB	80	216	80	216	1.7	9.8	92	252	92	252	1.7	10.7	80	190	80	190	2.1	15.4		
WSB FM	69	156	64	141	.8	5.2	15	50	10	35	.3	1.6	62	129	57	114	.9	5.7	WSB FM	62	129	57	114	1.2	7.0	69	156	64	141	1.2	7.5	54	106	54	106	1.4	10.4		
WVEE	118	181	118	181	1.4	9.7	95	137	95	137	2.6	15.6	107	170	107	170	1.7	10.8	WVEE	81	141	81	141	1.7	9.9	92	152	92	152	1.7	10.7	23	44	23	44	.6	4.4		
WYAY	75	139	36	74	.4	2.9	34	53	13	31	.3	2.1	70	125	36	74	.6	3.6	WYAY	61	104	27	53	.6	3.3	61	104	27	53	.5	3.1	41	86	23	43	.6	4.4		
WYZE	2	8	2	8		.2													WYZE							2	8	2	8		.2	2	8	2	8		.1	.4	
WZGC	176	432	119	302	1.5	9.7	143	333	87	223	2.3	14.3	176	432	119	302	1.9	12.0	WZGC	82	190	81	170	1.7	9.9	82	190	81	170	1.5	9.4	33	99	32	79	.8	6.1		
METRO TOTALS	1221		2629 14.9				METRO TOTALS		608 1214 16.3				METRO TOTALS		995 2017 16.1				METRO TOTALS		820 1626 17.1				METRO TOTALS		859 1736 16.3				METRO TOTALS		521 1133 13.8						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS

Men III

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	MEN 18 +					MEN 18-34					MEN 18-49					STATION CALL LETTERS	MEN 25-49					MEN 25-54					MEN 35-64														
	TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA			TOTAL AREA		METRO SURVEY AREA												
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)		CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.										
WAOK	18	18	18	18	.2	2.5	18	18	18	18	.5	4.4	18	18	18	18	.3	3.0	WAOK	18	18	18	18	.4	3.9	18	18	18	18	.3	3.7										
WCNN																			WCNN																						
WFOX	51	206	16	94	.2	2.3	37	136	3	27	.1	.7	50	203	16	94	.3	2.7	WFOX	46	194	16	94	.3	3.5	46	194	16	94	.3	3.3	14	70	13	67	.3	5.2				
WGST	13	28	13	28	.2	1.8							7	12	7	12	.1	1.2	WGST	7	12	7	12	.1	1.5	7	12	7	12	.1	1.4	7	12	7	12	.2	2.8				
WIGO	7	24	7	24	.1	1.0	2	11	2	11	.1	.5	7	24	7	24	.1	1.2	WIGO	5	13	5	13	.1	1.1	5	13	5	13	.1	1.0	5	13	5	13	.1	2.0				
WJGA	21	24	12	15	.1	1.7	16	19	12	15	.3	2.9	21	24	12	15	.2	2.0	WJGA	9	9					9	9					5	5								
WJYA FM	8	35	5	21	.1	.7							3	7					WJYA FM	3	7					6	20	3	13	.1	.6	6	20	3	13	.1	1.2				
WKHX	85	245	74	211	.9	10.5	18	70	18	70	.5	4.4	52	170	46	157	.7	7.8	WKHX	42	144	36	131	.8	7.8	47	165	36	131	.7	7.4	45	142	34	108	.9	13.6				
WKLS FM	72	174	60	134	.7	8.5	72	174	60	134	1.6	14.7	72	174	60	134	1.0	10.1	WKLS FM	35	53	29	41	.6	6.3	35	53	29	41	.5	6.0										
WPCH	30	162	22	97	.3	3.1	3	16					17	89	10	37	.2	1.7	WPCH	17	89	10	37	.2	2.2	20	105	12	47	.2	2.5	26	131	21	82	.6	8.4				
WPLO	2	12	2	12		.3													WPLO							2	12	2	12		.4	2	12	2	12		.1	.8			
WQXI	12	32	12	32	.1	1.7	12	32	12	32	.3	2.9	12	32	12	32	.2	2.0	WQXI	4	12	4	12	.1	.9	4	12	4	12	.1	.8										
WQXI FM	145	348	129	305	1.6	18.3	143	328	127	285	3.4	31.1	145	348	129	305	2.1	21.8	WQXI FM	133	293	121	262	2.5	26.2	133	293	121	262	2.3	25.0	2	20	2	20	.1	.8				
WRMM	12	43	8	33	.1	1.1	11	29	7	19	.2	1.7	12	43	8	33	.1	1.4	WRMM	12	43	8	33	.2	1.7	12	43	8	33	.2	1.7	1	14	1	14		.4				
WSB	55	181	49	165	.6	6.9	1	14	1	14		.2	29	95	29	95	.5	4.9	WSB	29	95	29	95	.6	6.3	37	106	36	102	.7	7.4	52	144	47	135	1.2	18.8				
WSB FM	28	82	19	59	.2	2.7	10	32	5	24	.1	1.2	22	57	17	49	.3	2.9	WSB FM	22	57	17	49	.4	3.7	24	67	19	59	.4	3.9	17	43	14	35	.4	5.6				
WVEE	86	243	86	243	1.0	12.2	69	188	69	188	1.9	16.9	86	243	86	243	1.4	14.5	WVEE	52	188	52	188	1.1	11.3	52	188	52	188	1.0	10.7	17	55	17	55	.5	6.8				
WYAY	46	150	22	91	.3	3.1	31	104	11	61	.3	2.7	46	147	22	91	.4	3.7	WYAY	36	86	14	52	.3	3.0	36	86	14	52	.3	2.9	15	46	11	30	.3	4.4				
WZGC	95	346	64	262	.8	9.1	63	241	35	176	.9	8.6	95	346	64	262	1.0	10.8	WZGC	49	187	46	168	1.0	10.0	49	187	46	168	.9	9.5	32	105	29	86	.8	11.6				
<b>METRO TOTALS</b>			706	1889	8.6		<b>METRO TOTALS</b>	409	1047	11.0		<b>METRO TOTALS</b>	592	1583	9.6		<b>METRO TOTALS</b>	461	1209	9.6		<b>METRO TOTALS</b>	484	1271	9.2		<b>METRO TOTALS</b>	250	724	6.6											

# Average Quarter-Hour and Cume Listening Estimates - Men 18+

STATION CALL LETTERS	MON-FRI 6:00 AM-MID						MON-FRI 6:00 AM-7:00 PM						MON-FRI 6-10 AM + 3-7 PM						WEEKEND 6:00 AM-MID						STATION CALL LETTERS
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	
WAOK	20	290	20	290	.2	1.3	23	290	23	290	.3	1.3	28	272	28	272	.3	1.5	33	351	33	351	.4	2.7	WAOK
WCNN	25	446	25	430	.3	1.6	31	387	30	371	.4	1.6	29	295	29	289	.4	1.5	17	320	17	320	.2	1.4	WCNN
WFOX	103	1326	66	869	.8	4.3	130	1237	81	784	1.0	4.5	130	1173	83	774	1.0	4.4	80	828	45	520	.5	3.7	WFOX
WGST	62	873	61	859	.7	4.0	82	831	80	824	1.0	4.4	86	707	84	700	1.0	4.4	24	410	24	404	.3	2.0	WGST
WGUN	* 9	* 136	* 8	* 115	* .1	* .5	* 9	* 136	* 8	* 115	* .1	* .4	* 7	* 102	* 7	* 102	* .1	* .4	* 5	* 78	* 4	* 72	* .3		WGUN
WIGO	6	144	6	144	.1	.4	6	113	6	113	.1	.3	6	113	6	113	.1	.3	10	177	10	177	.1	.8	WIGO
WJGA	10	81	10	81	.1	.7	3	43	3	43		.2	3	43	3	43		.2	* 5	* 24	* 3	* 15		* 2	WJGA
WJYA	* 11	* 184	* 10	* 176	* .1	* .7	* 11	* 184	* 10	* 176	* .1	* .5	* 13	* 140	* 13	* 133	* .2	* .7	* 10	* 111	* 9	* 103	* .1	* .7	WJYA
WJYA FM	24	298	18	232	.2	1.2	31	262	24	205	.3	1.3	29	215	23	165	.3	1.2	18	196	15	147	.2	1.2	WJYA FM
TOTAL	35	416	28	344	.3	1.9	42	397	34	331	.4	1.8	42	315	36	256	.4	1.9	28	294	24	237	.3	1.9	TOTAL
WKHX	169	1845	122	1385	1.5	8.0	205	1716	149	1310	1.8	8.2	202	1611	148	1232	1.8	7.8	167	1357	121	1001	1.5	9.9	WKHX
WKLS FM	174	1550	135	1221	1.6	8.8	207	1445	161	1138	2.0	8.8	208	1354	166	1061	2.0	8.8	120	961	90	703	1.1	7.4	WKLS FM
WPCH	107	1117	88	873	1.1	5.7	132	1046	109	827	1.3	6.0	118	984	97	770	1.2	5.1	88	906	62	652	.8	5.1	WPCH
WPLO	33	457	32	440	.4	2.1	45	437	43	420	.5	2.4	45	385	42	368	.5	2.2	24	266	21	239	.3	1.7	WPLO
WQXI	38	343	37	338	.5	2.4	50	330	49	325	.6	2.7	48	318	48	312	.6	2.5	13	176	13	176	.2	1.1	WQXI
WQXI FM	198	2065	182	1809	2.2	11.9	233	1888	218	1665	2.7	12.0	253	1779	232	1573	2.8	12.3	111	1224	99	1102	1.2	8.1	WQXI FM
WRMM	55	706	45	594	.5	2.9	74	642	59	530	.7	3.2	66	561	54	473	.7	2.9	24	286	21	245	.3	1.7	WRMM
WSB	147	1937	137	1798	1.7	8.9	155	1608	144	1490	1.8	7.9	182	1486	170	1367	2.1	9.0	92	992	90	954	1.1	7.4	WSB
WSB FM	86	1196	78	1006	1.0	5.1	101	1052	97	922	1.2	5.3	98	952	91	853	1.1	4.8	56	631	50	556	.6	4.1	WSB FM
WVEE	124	1350	119	1263	1.5	7.8	144	1300	138	1230	1.7	7.6	152	1211	143	1141	1.7	7.6	159	969	155	929	1.9	12.7	WVEE
WYAY	113	969	67	692	.8	4.4	136	940	81	663	1.0	4.5	127	913	78	635	1.0	4.1	77	608	48	400	.6	3.9	WYAY
WYZE	* 4	* 50	* 4	* 50		.3	4	50	4	50		.2	7	32	7	32	.1	.4	* 5	* 49	* 5	* 49	* .1	* .4	WYZE
WZGC	160	2145	115	1767	1.4	7.5	188	2023	132	1646	1.6	7.3	221	1890	164	1537	2.0	8.7	157	1516	118	1180	1.4	9.7	WZGC
METRO TOTALS			1533	7736	18.7		METRO TOTALS		1820	7606	22.2		METRO TOTALS		1891	7479	23.1		METRO TOTALS		1217	6660	14.9		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRDN RATINGS



### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WAOK	48	694	48	694	.5	2.9	18	382	18	382	.5	2.3	30	560	30	560	.5	2.5	WAOK	22	410	22	410	.4	2.4	29	442	29	442	.5	2.9	25	268	25	268	.6	3.7
WCNN	23	575	21	548	.2	1.3	1	106	1	106		.1	9	223	9	223	.1	.7	WCNN	9	208	9	208	.2	1.0	12	273	12	273	.2	1.2	16	332	16	332	.4	2.3
WFOX	102	1551	65	1019	.7	3.9	64	984	39	620	1.0	5.1	98	1477	64	1001	1.0	5.3	WFOX	90	1199	61	869	1.2	6.6	93	1218	61	874	1.1	6.1	38	550	26	399	.7	3.8
WGST	47	868	46	844	.5	2.8	4	173	3	156	.1	.4	12	433	11	416	.2	.9	WGST	11	396	10	379	.2	1.1	18	461	17	444	.3	1.7	23	474	23	467	.6	3.4
*WGUN	10	163	9	142	.1	.5	1	13	1	13		.1	5	39	5	35	.1	.4	*WGUN	5	39	5	35	.1	.5	6	56	5	46	.1	.5	8	76	7	55	.2	1.0
WIGO	27	531	27	531	.3	1.6	18	351	18	351	.5	2.3	22	482	22	482	.3	1.8	WIGO	12	338	12	338	.2	1.3	12	338	12	338	.2	1.2	7	150	7	150	.2	1.0
*WJGA	4	74	4	74		.2	3	43	3	43	.1	.4	4	69	4	69	.1	.3	*WJGA	2	55	2	55		.2	2	60	2	60		.2	1	31	1	31		.1
*WJYA	13	231	13	203	.1	.8							3	44	3	44		.2	*WJYA	3	44	3	44	.1	.3	4	57	4	57	.1	.4	6	121	6	115	.2	.9
WJYA FM	21	359	13	250	.1	.8	3	35	2	19	.1	.3	4	83	3	59	.2	.3	WJYA FM	4	83	3	59	.1	.3	7	128	4	84	.1	.4	12	190	9	157	.2	1.3
TOTAL	34	522	26	399	.3	1.6	3	35	2	19	.1	.3	7	117	6	93	.1	.4	TOTAL	7	117	6	93	.1	.6	11	175	8	131	.1	.8	18	291	15	252	.4	2.2
WKHX	206	2127	166	1696	1.8	10.0	76	773	63	608	1.6	8.2	153	1509	116	1160	1.8	9.6	WKHX	121	1210	91	944	1.8	9.9	128	1366	96	1074	1.7	9.6	108	1184	82	948	2.1	12.0
WKLS FM	75	1256	58	938	.6	3.5	67	1017	54	771	1.4	7.0	73	1214	58	913	.9	4.8	WKLS FM	40	674	34	523	.7	3.7	42	679	34	523	.6	3.4	8	233	4	167	.1	.6
WPCH	179	2031	141	1581	1.5	8.5	24	377	14	284	.4	1.8	93	1015	70	790	1.1	5.8	WPCH	84	935	61	725	1.2	6.6	95	1105	71	870	1.3	7.1	114	1221	93	972	2.3	13.7
WPLO	31	386	31	375	.3	1.9	1	47	1	47		.1	8	153	8	142	.1	.7	WPLO	8	139	8	128	.2	.9	18	219	18	208	.3	1.8	25	271	25	260	.6	3.7
WQXI	22	442	22	442	.2	1.3	18	260	18	260	.5	2.3	21	374	21	374	.3	1.7	WQXI	12	314	12	314	.2	1.3	12	327	12	327	.2	1.2	3	127	3	127	.1	.4
WQXI FM	160	2450	144	2093	1.6	8.7	129	1836	113	1521	2.9	14.6	157	2261	141	1920	2.2	11.7	WQXI FM	107	1487	96	1278	1.9	10.4	108	1508	97	1294	1.8	9.7	31	579	31	537	.8	4.6
WRMM	56	1285	47	1099	.5	2.8	29	748	23	611	.6	3.0	52	1164	43	989	.7	3.6	WRMM	45	943	38	811	.8	4.1	47	997	40	865	.7	4.0	27	522	24	473	.6	3.5
WSB	98	1648	94	1544	1.0	5.7	9	277	6	244	.2	.8	32	642	29	609	.5	2.4	WSB	31	609	29	584	.6	3.1	39	761	36	730	.7	3.6	52	815	51	784	1.3	7.5
WSB FM	122	2087	111	1818	1.2	6.7	87	1328	79	1176	2.0	10.2	109	1774	100	1571	1.6	8.3	WSB FM	76	1215	71	1074	1.4	7.7	77	1255	72	1114	1.3	7.2	31	588	29	513	.7	4.3
WVEE	191	1777	186	1643	2.0	11.2	140	1241	135	1122	3.4	17.5	186	1645	181	1516	2.8	15.0	WVEE	149	1139	147	1088	2.9	16.0	150	1157	148	1101	2.7	14.8	49	477	49	462	1.2	7.2
WYAY	74	855	45	597	.5	2.7	37	387	22	293	.6	2.8	57	645	35	465	.5	2.9	WYAY	34	487	23	350	.5	2.5	39	558	27	404	.5	2.7	35	431	21	274	.5	3.1
*WYZE	17	218	17	218	.2	1.0	3	78	3	78	.1	.4	6	125	6	125	.1	.5	*WYZE	6	114	6	114	.1	.7	7	124	7	124	.1	.7	12	96	12	96	.3	1.8
WZGC	185	2710	153	2183	1.7	9.2	128	1893	103	1464	2.6	13.3	177	2563	146	2077	2.3	12.1	WZGC	105	1596	85	1325	1.7	9.2	106	1641	86	1366	1.6	8.6	56	786	50	719	1.3	7.3
METRO TOTALS		1655	8710	18.1	METRO TOTALS		772	3827	19.6	METRO TOTALS		1207	6248	18.8	METRO TOTALS		921	4884	18.4	METRO TOTALS		999	5358	18.1	METRO TOTALS		681	3814	17.1								



# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	
WAOK	86	430	86	430	.9	3.5	21	209	21	209	.5	1.9	46	315	46	315	.7	2.5	WAOK	41	271	41	271	.8	2.8	50	303	50	303	.9	3.2	49	177	49	177	1.2	4.5	
WCNN	34	241	30	214	.3	1.2	3	61	3	61	.1	.3	14	97	14	97	.2	.8	WCNN	13	82	13	82	.3	.9	21	122	21	122	.4	1.3	22	120	22	120	.6	2.0	
WFOX	140	833	81	548	.9	3.3	85	499	50	297	1.3	4.5	137	816	81	541	1.3	4.5	WFOX	127	740	80	523	1.6	5.5	130	750	80	523	1.4	5.1	55	334	31	251	.8	2.9	
WGST	110	620	107	603	1.2	4.3	15	125	12	108	.3	1.1	49	325	46	308	.7	2.5	WGST	45	288	42	271	.8	2.9	56	336	53	319	1.0	3.4	60	353	60	353	1.5	5.6	
*WGLN	9	46	9	40	.1	.4							5	14	5	14	.1	.3	*WGLN	5	14	5	14	.1	.3	6	31	6	25	.1	.4	6	31	6	25	.2	.6	
WIGO	24	151	24	151	.3	1.0	14	105	14	105	.4	1.3	19	132	19	132	.3	1.0	WIGO	15	88	15	88	.3	1.0	15	88	15	88	.3	1.0	10	46	10	46	.3	.9	
WJGA	3	20	3	20		.1	3	14	3	14	.1	.3	3	20	3	20		.2	WJGA																			
*WJYA	10	117	8	94	.1	.3							4	34	4	34	.1	.2	*WJYA	4	34	4	34	.1	.3	6	47	6	47	.1	.4	8	80	8	80	.2	.7	
WJYA FM	18	121	6	57	.1	.2	3	24	1	7		.1	3	24	1	7		.1	WJYA FM	3	24	1	7		.1	3	29	1	7		.1	7	60	5	50	.1	.5	
TOTAL	28	212	14	140	.2	.5	3	24	1	7		.1	7	58	5	41	.1	.3	TOTAL	7	58	5	41	.1	.4	9	76	7	54	.1	.5	15	129	13	119	.3	1.2	
WKHX	293	1401	248	1133	2.7	10.1	102	517	87	402	2.2	7.9	215	1053	171	800	2.7	9.4	WKHX	176	834	142	642	2.8	9.8	182	898	147	694	2.7	9.3	154	792	124	639	3.1	11.5	
WKLS FM	94	684	80	535	.9	3.3	84	582	75	458	1.9	6.8	91	666	80	522	1.2	4.4	WKLS FM	55	377	49	304	1.0	3.4	58	382	49	304	.9	3.1	10	102	5	77	.1	.5	
WPCH	204	970	158	757	1.7	6.4	32	125	14	58	.4	1.3	110	501	81	383	1.3	4.5	WPCH	98	471	69	353	1.4	4.7	107	508	78	390	1.4	5.0	139	672	115	557	2.9	10.7	
WPLO	56	229	56	229	.6	2.3							14	81	14	81	.2	.8	WPLO	14	81	14	81	.3	1.0	37	133	37	133	.7	2.3	51	194	51	194	1.3	4.7	
WQXI	32	228	32	228	.4	1.3	23	125	23	125	.6	2.1	30	200	30	200	.5	1.7	WQXI	26	177	26	177	.5	1.8	27	190	27	190	.5	1.7	8	88	8	88	.2	.7	
WQXI FM	334	1636	288	1388	3.2	11.7	269	1283	227	1058	5.8	20.6	329	1585	284	1342	4.4	15.7	WQXI FM	246	1146	214	995	4.3	14.7	250	1167	217	1011	3.9	13.8	65	353	61	330	1.5	5.7	
WRMM	60	581	50	474	.5	2.0	28	267	23	198	.6	2.1	55	513	45	406	.7	2.5	WRMM	51	464	41	372	.8	2.8	53	497	43	405	.8	2.7	31	299	26	261	.7	2.4	
WSB	225	1163	215	1110	2.4	8.7	23	173	15	150	.4	1.4	91	478	83	455	1.3	4.6	WSB	89	456	82	441	1.6	5.6	105	556	98	541	1.8	6.2	138	664	136	639	3.4	12.6	
WSB FM	185	1233	175	1091	1.9	7.1	127	759	119	653	3.0	10.8	168	1047	159	924	2.5	8.8	WSB FM	118	804	114	728	2.3	7.8	119	827	115	751	2.1	7.3	54	398	52	372	1.3	4.8	
WVEE	248	1158	240	1069	2.6	9.8	187	830	181	752	4.6	16.4	242	1095	235	1011	3.7	13.0	WVEE	198	781	195	760	3.9	13.4	199	799	195	773	3.5	12.4	58	313	56	302	1.4	5.2	
WYAY	108	498	63	334	.7	2.6	56	224	32	165	.8	2.9	82	386	46	263	.7	2.5	WYAY	48	298	34	211	.7	2.3	58	348	44	250	.8	2.8	47	258	26	155	.7	2.4	
WYZE	16	161	16	161	.2	.7	7	56	7	56	.2	.6	11	92	11	92	.2	.6	WYZE	11	81	11	81	.2	.8	11	81	11	81	.2	.7	8	75	8	75	.2	.7	
WZGC	288	1654	225	1293	2.5	9.1	188	1064	130	782	3.3	11.8	280	1585	218	1257	3.4	12.0	WZGC	180	974	141	826	2.8	9.7	180	978	141	826	2.5	9.0	99	561	95	511	2.4	8.8	
METRO TOTALS			2460	7869	26.9		METRO TOTALS	1101	3440	28.0		METRO TOTALS	1810	5689	28.1		METRO TOTALS	1456	4505	29.0		METRO TOTALS	1575	4938	28.5		METRO TOTALS	1079	3555	27.1								

Women

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WAOK	64	331	64	331	.7	3.0	25	195	25	195	.6	2.5	38	246	38	246	.6	2.4	28	168	28	168	.6	2.4	35	190	35	190	.6	2.8	28	92	28	92	.7	3.2	
WCNN	36	269	35	258	.4	1.7	2	56	2	56	.1	.2	17	121	17	121	.3	1.1	17	106	17	106	.3	1.5	18	125	18	125	.3	1.4	25	154	25	154	.6	2.9	
WFOX	154	795	92	482	1.0	4.4	90	501	53	293	1.3	5.4	147	749	92	470	1.4	5.9	141	625	90	415	1.8	7.7	146	640	90	420	1.6	7.2	63	277	39	189	1.0	4.5	
WGST	61	400	61	400	.7	2.9	1	22	1	22		.1	5	94	5	94	.1	.3	5	94	5	94	.1	.4	15	150	15	150	.3	1.2	26	207	26	207	.7	3.0	
WGUN	17	118	15	108	.2	.7	3	13	3	13	.1	.3	7	31	7	27	.1	.4	7	31	7	27	.1	.6	9	37	7	27	.1	.6	12	46	10	36	.3	1.2	
WIGO	34	183	34	183	.4	1.6	22	137	22	137	.6	2.2	26	164	26	164	.4	1.7	9	86	9	86	.2	.8	9	86	9	86	.2	.7	12	46	12	46	.3	1.4	
WJGA	3	60	3	60		.1	2	43	2	43	.1	.2	3	55	3	55		.2	2	41	2	41		.2	2	46	2	46		.2	1	17	1	17		.1	
WJYA	13	106	13	106	.1	.6							2	10	2	10		.1	2	10	2	10		.2	2	10	2	10		.2	6	53	6	53		.2	
WJYA FM	27	206	18	131	.2	.9	3	17					3	17					3	17					5	41	9				18	92	16	72	.4	1.9	
TOTAL	40	269	31	194	.3	1.5	3	17					5	27	2	10		.1	5	27	2	10		.2	7	51	2	19		.2	24	135	22	115	.6	2.6	
WKHX	292	1210	229	945	2.5	10.9	116	472	90	349	2.3	9.1	219	872	162	642	2.5	10.4	171	677	126	515	2.5	10.8	181	773	134	594	2.4	10.7	147	639	113	510	2.8	13.1	
WKLS FM	89	669	68	486	.7	3.2	77	566	64	417	1.6	6.5	84	645	68	473	1.1	4.4	54	306	44	208	.9	3.8	59	311	44	208	.8	3.5	12	103	4	69	.1	.5	
WPCH	277	1080	219	859	2.4	10.4	45	110	29	52	.7	2.9	174	466	135	367	2.1	8.7	145	421	107	337	2.1	9.2	164	527	126	443	2.3	10.1	194	731	164	642	4.1	19.0	
WPLO	40	185	39	174	.4	1.9		11		11			13	66	12	55	.2	.8	13	66	12	55	.2	1.0	19	87	18	76	.3	1.4	33	125	32	114	.8	3.7	
WQXI	20	105	20	105	.2	1.0	15	76	15	76	.4	1.5	20	105	20	105	.3	1.3	9	72	9	72	.2	.8	9	72	9	72	.2	.7	5	29	5	29	.1	.6	
WQXI FM	202	1162	180	1024	2.0	8.6	163	932	142	807	3.6	14.3	201	1123	179	985	2.8	11.5	130	717	117	625	2.3	10.1	130	727	117	635	2.1	9.4	39	230	38	217	1.0	4.4	
WRMM	88	582	70	515	.8	3.3	49	296	35	247	.9	3.5	79	501	61	434	.9	3.9	71	435	55	381	1.1	4.7	75	467	59	413	1.1	4.7	38	271	34	253	.9	3.9	
WSB	83	545	77	509	.8	3.7	7	56	2	41	.1	.2	25	172	20	157	.3	1.3	25	172	20	157	.4	1.7	30	217	25	202	.5	2.0	38	236	38	236	1.0	4.4	
WSB FM	160	910	148	822	1.6	7.0	113	589	105	523	2.7	10.6	145	765	137	699	2.1	8.8	99	598	96	541	1.9	8.2	99	607	96	550	1.7	7.7	46	274	42	252	1.1	4.9	
WVEE	233	1004	229	936	2.5	10.9	166	685	163	627	4.1	16.5	225	930	221	862	3.4	14.2	182	652	180	611	3.6	15.5	182	652	180	611	3.3	14.4	62	275	61	265	1.5	7.1	
WYAY	91	448	50	330	.5	2.4	52	151	26	114	.7	2.6	76	310	43	238	.7	2.8	40	247	28	196	.6	2.4	46	318	34	250	.6	2.7	39	295	24	216	.6	2.8	
WYZE	5	59	5	59	.1	.2	1	11	1	11		.1	4	29	4	29	.1	.3	4	29	4	29	.1	.3	4	29	4	29	.1	.3	3	18	3	18	.1	.3	
WZGC	247	1255	209	1059	2.3	9.9	191	925	164	761	4.2	16.6	240	1200	202	1004	3.1	13.0	139	708	111	596	2.2	9.5	139	727	111	615	2.0	8.9	56	330	45	298	1.1	5.2	
METRO TOTALS			2103	6618	23.0		METRO TOTALS	990	2942	25.2		METRO TOTALS	1556	4741	24.2		METRO TOTALS	1164	3647	23.2		METRO TOTALS	1249	4018	22.6		METRO TOTALS	862	2819	21.7							

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.
WAOK	24	232	24	232	.3	1.3	13	134	13	134	.3	1.5	19	210	19	210	.3	1.4	WAOK	9	115	9	115	.2	.9	14	137	14	137	.3	1.3	11	98	11	98	.3	1.4
WCNN	22	198	22	198	.2	1.2	1	26	1	26		.1	12	62	12	62	.2	.9	WCNN	11	47	11	47	.2	1.1	16	92	16	92	.3	1.4	20	124	20	124	.5	2.6
WFOX	123	806	82	538	.9	4.5	77	515	50	322	1.3	5.8	118	791	82	533	1.3	6.0	WFOX	110	713	76	483	1.5	7.4	115	728	76	488	1.4	6.8	46	291	32	216	.8	4.2
WGST	44	401	42	385	.5	2.3	5	64	3	48	.1	.3	8	121	6	105	.1	.4	WGST	7	110	5	94	.1	.5	12	155	10	139	.2	.9	16	165	16	165	.4	2.1
*WGUN	7	86	6	71	.1	.3							1	9	1	5		.1	*WGUN	1	9	1	5		.1	1	20	1	16		.1	6	53	5	38	.1	.6
WIGO	29	240	29	240	.3	1.6	26	204	26	204	.7	3.0	29	240	29	240	.5	2.1	WIGO	12	118	12	118	.2	1.2	12	118	12	118	.2	1.1	3	36	3	36	.1	.4
WJGA	1	5	1	5		.1													WJGA			1	5			1	5	1	5		.1	1	5	1	5		.1
*WJYA	13	92	13	84	.1	.7							5	31	5	31	.1	.4	*WJYA	5	31	5	31	.1	.5	5	31	5	31	.1	.4	5	31	5	31	.1	.6
WJYA FM	28	192	20	134	.2	1.1	6	28	4	11	.1	.5	6	28	4	11	.1	.3	WJYA FM	6	28	4	11	.1	.4	12	58	7	21	.1	.6	17	90	13	64	.3	1.7
TOTAL	41	265	33	200	.4	1.8	6	28	4	11	.1	.5	11	59	9	42	.1	.7	TOTAL	11	59	9	42	.2	.9	17	89	12	52	.2	1.0	22	121	18	95	.5	2.3
WKHX	237	1306	184	1032	2.0	10.0	87	504	70	379	1.8	8.1	174	981	129	753	2.0	9.5	WKHX	136	780	99	613	2.0	9.6	146	848	108	665	2.0	9.7	121	686	92	567	2.3	11.9
WKLS FM	96	742	70	538	.8	3.8	89	659	66	475	1.7	7.7	94	737	70	538	1.1	5.1	WKLS FM	46	313	38	233	.8	3.7	48	318	38	233	.7	3.4	7	83	4	63	.1	.5
WPCH	208	1128	167	876	1.8	9.1	27	162	16	109	.4	1.9	118	544	90	433	1.4	6.6	WPCH	111	517	84	421	1.7	8.1	123	608	96	512	1.7	8.6	144	715	121	601	3.0	15.7
WPLO	34	190	34	190	.4	1.9		25		25			8	82	8	82	.1	.6	WPLO	8	68	8	68	.2	.8	22	101	22	101	.4	2.0	31	135	31	135	.8	4.0
WQXI	34	138	34	138	.4	1.9	30	96	30	96	.8	3.5	34	138	34	138	.5	2.5	WQXI	11	101	11	101	.2	1.1	11	101	11	101	.2	1.0	4	42	4	42	.1	.5
WQXI FM	186	1240	169	1090	1.9	9.2	138	967	123	830	3.1	14.3	183	1212	167	1067	2.6	12.2	WQXI FM	131	827	119	721	2.4	11.5	132	842	119	731	2.2	10.7	48	273	46	260	1.2	6.0
WRMM	71	563	64	504	.7	3.5	34	287	30	243	.8	3.5	68	521	61	462	.9	4.5	WRMM	62	441	57	410	1.1	5.5	63	459	58	428	1.0	5.2	37	276	34	261	.9	4.4
WSB	77	673	73	643	.8	4.0	8	89	6	65	.2	.7	25	230	23	206	.4	1.7	WSB	24	222	23	206	.5	2.2	33	309	30	287	.5	2.7	41	355	39	349	1.0	5.1
WSB FM	135	1025	118	911	1.3	6.4	93	705	79	620	2.0	9.2	118	889	103	795	1.6	7.6	WSB FM	82	657	74	595	1.5	7.2	83	687	75	625	1.4	6.7	35	282	32	258	.8	4.2
WVEE	198	1173	191	1088	2.1	10.4	132	829	125	748	3.2	14.5	196	1132	189	1047	2.9	13.9	WVEE	161	845	159	816	3.2	15.4	161	845	159	816	2.9	14.3	65	314	65	310	1.6	8.4
WYAY	94	483	59	344	.6	3.2	47	228	26	177	.7	3.0	72	398	44	293	.7	3.2	WYAY	44	286	30	216	.6	2.9	45	303	30	224	.5	2.7	41	239	27	153	.7	3.5
WYZE	24	84	24	84	.3	1.3		11		11			2	20	2	20		.1	WYZE	2	20	2	20		.2	5	30	5	30	.1	.4	20	58	20	58	.5	2.6
WZGC	213	1614	182	1364	2.0	9.9	146	1141	122	923	3.1	14.2	204	1554	173	1304	2.7	12.7	WZGC	129	975	105	809	2.1	10.2	130	997	106	831	1.9	9.5	67	473	60	441	1.5	7.8
METRO TOTALS			1833	7368	20.1		METRO TOTALS		862	3376	21.9		METRO TOTALS		1364	5429	21.2		METRO TOTALS		1033	4176	20.6		METRO TOTALS		1112	4554	20.1		METRO TOTALS		770	3088	19.4		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBTRON RATINGS

Women

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)		AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.				
WAOK	19	158	19	158	.2	2.4	13	107	13	107	.3	2.9	16	145	16	145	.2	2.6	WAOK	5	75	5	75	.1	1.2	8	88	8	88	.1	1.8	6	51	6	51	.2	2.4
WCNN	6	69	6	69	.1	.8		11		11			2	29	2	29	.3		WCNN	2	29	2	29		.5	2	29	2	29		.4	4	40	4	40	.1	1.6
WFOX	36	465	21	309	.2	2.6	23	306	11	183	.3	2.4	34	433	21	302	.3	3.5	WFOX	27	379	17	276	.3	4.1	28	386	17	276	.3	3.7	13	159	10	126	.3	4.0
WGST	22	232	22	232	.2	2.8	2	59	2	59	.1	.4	4	94	4	94	.1	.7	WGST	4	83	4	83	.1	1.0	8	101	8	101	.1	1.8	10	83	10	83	.3	4.0
WIGO	13	123	13	123	.1	1.6	12	103	12	103	.3	2.7	13	123	13	123	.2	2.2	WIGO	8	68	8	68	.2	1.9	8	68	8	68	.1	1.8	1	20	1	20		.4
WJGA	14	47	14	47	.2	1.8	10	28	10	28	.3	2.2	13	42	13	42	.2	2.2	WJGA	5	28	5	28	.1	1.2	6	33	6	33	.1	1.3	4	19	4	19	.1	1.6
WJYA FM	19	134	11	87	.1	1.4	5	11	5	11	.1	1.1	6	31	6	31	.1	1.0	WJYA FM	6	31	6	31	.1	1.4	8	46	7	41	.1	1.5	7	67	5	57	.1	2.0
WKHX	89	823	69	648	.8	8.7	39	346	34	250	.9	7.5	68	668	51	504	.8	8.4	WKHX	52	506	39	399	.8	9.4	58	522	42	404	.8	9.3	44	429	29	350	.7	11.7
WKLS FM	55	454	47	355	.5	5.9	50	389	42	304	1.1	9.3	55	454	47	355	.7	7.8	WKLS FM	23	204	20	181	.4	4.8	23	204	20	181	.4	4.4	5	65	5	51	.1	2.0
WPCH	74	674	59	533	.6	7.4	10	148	7	110	.2	1.5	33	356	25	291	.4	4.1	WPCH	32	338	24	273	.5	5.8	36	388	27	318	.5	5.9	36	350	26	281	.7	10.5
WPLO	6	107	6	107	.1	.8		11		11			2	45	2	45		.3	WPLO	2	45	2	45		.5	5	78	5	78	.1	1.1	6	96	6	96	.2	2.4
WQXI	19	157	19	157	.2	2.4	16	104	16	104	.4	3.5	17	117	17	117	.3	2.8	WQXI	3	80	3	80	.1	.7	3	80	3	80	.1	.7	1	13	1	13		.4
WQXI FM	60	744	54	668	.6	6.8	52	632	46	556	1.2	10.2	59	709	53	633	.8	8.8	WQXI FM	45	487	40	433	.8	9.7	45	487	40	433	.7	8.8	8	92	8	92	.2	3.2
WRMM	18	337	18	304	.2	2.3	9	203	9	181	.2	2.0	17	313	17	291	.3	2.8	WRMM	14	251	14	229	.3	3.4	15	264	15	242	.3	3.3	9	134	9	123	.2	3.6
WSB	68	639	65	608	.7	8.2	5	94	3	86	.1	.7	13	215	11	207	.2	1.8	WSB	11	196	11	196	.2	2.7	17	238	17	233	.3	3.7	25	251	25	246	.6	10.1
WSB FM	61	725	52	615	.6	6.5	49	498	43	442	1.1	9.5	57	638	49	545	.8	8.1	WSB FM	39	391	34	321	.7	8.2	39	391	34	321	.6	7.5	10	176	8	139	.2	3.2
WVEE	119	892	115	842	1.3	14.5	95	728	91	683	2.3	20.1	118	874	114	829	1.8	18.9	WVEE	88	627	86	612	1.7	20.8	89	645	87	625	1.6	19.2	24	164	24	159	.6	9.7
WYAY	32	283	25	217	.3	3.1	15	152	13	128	.3	2.9	22	221	18	177	.3	3.0	WYAY	15	178	11	134	.2	2.7	19	200	15	151	.3	3.3	17	131	12	89	.3	4.9
WZGC	73	1020	62	819	.7	7.8	59	812	50	649	1.3	11.1	70	970	60	784	.9	9.9	WZGC	33	493	27	372	.5	6.5	34	515	28	394	.5	6.2	13	193	12	170	.3	4.9
	METRO TOTALS		795	5156	8.7		METRO TOTALS		452	2695	11.5		METRO TOTALS		604	4000	9.4		METRO TOTALS		414	3001	8.3		METRO TOTALS		454	3204	8.2		METRO TOTALS		247	1884	6.2		

## Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64						
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	
WAOK	55	147	55	147	.6	4.0	15	48	15	48	.4	3.3	41	95	41	95	.6	5.0	WAOK	37	81	37	81	.7	5.2	40	94	40	94	.7	5.0	40	99	40	99	1.0	5.9	
WCNN	59	158	55	147	.6	4.0													WCNN						8	19	8	19	.1	1.0	31	82	31	82	.8	4.6		
WFOX	57	149	27	78	.3	2.0	40	112	16	56	.4	3.5	48	140	20	71	.3	2.4	WFOX	39	102	20	64	.4	2.8	41	104	20	64	.4	2.5	17	37	11	22	.3	1.6	
WGST	55	182	55	182	.6	4.0	2	14	2	14	.1	.4	22	67	22	67	.3	2.7	WGST	22	67	22	67	.4	3.1	33	85	33	85	.6	4.1	38	100	38	100	1.0	5.6	
*WGUN	5	9	5	9	.1	.4							5	9	5	9	.1	.6	*WGUN	5	9	5	9	.1	.7	5	9	5	9	.1	.6	5	9	5	9	.1	.7	
WIGO	66	150	66	150	.7	4.8	43	89	43	89	1.1	9.5	54	116	54	116	.8	6.5	WIGO	50	94	50	94	1.0	7.0	50	94	50	94	.9	6.3	16	46	16	46	.4	2.4	
WJGA																			WJGA																			
*WJYA	14	49	11	43	.1	.8							6	23	6	23	.1	.7	*WJYA	6	23	6	23	.1	.8	6	23	6	23	.1	.8	9	29	6	23	.2	.9	
WJYA FM	33	69	19	46	.2	1.4							2	9	2	9	.2	.9	WJYA FM	2	9	2	9	.3	.3	4	15	4	15	.1	.5	19	46	19	46	.5	2.8	
TOTAL	47	117	30	88	.3	2.2							8	31	8	31	.1	.9	TOTAL	8	31	8	31	.2	1.1	10	37	10	37	.2	1.3	28	74	25	68	.6	3.7	
WKHX	172	431	146	368	1.6	10.7	41	101	41	101	1.0	9.1	123	295	100	239	1.6	12.1	WKHX	107	255	84	199	1.7	11.7	110	269	87	213	1.6	10.9	107	282	81	219	2.0	12.0	
WKLS FM	27	143	23	128	.3	1.7	20	123	16	108	.4	3.5	27	143	23	128	.4	2.8	WKLS FM	19	86	16	76	.3	2.2	19	86	16	76	.3	2.0	7	20	7	20	.2	1.0	
WPCH	127	337	111	285	1.2	8.1	6	22					24	99	16	73	.2	1.9	WPCH	24	99	16	73	.3	2.2	32	110	24	84	.4	3.0	67	196	58	172	1.5	8.6	
WPLO	36	93	36	93	.4	2.6							3	13	3	13	.4		WPLO	3	13	3	13	.1	.4	15	37	15	37	.3	1.9	31	73	31	73	.8	4.6	
WQXI	14	69	14	69	.2	1.0	12	56	12	56	.3	2.7	14	69	14	69	.2	1.7	WQXI	14	69	14	69	.3	2.0	14	69	14	69	.3	1.8	2	13	2	13	.1	.3	
WQXI FM	89	362	62	288	.7	4.5	80	310	57	241	1.5	12.6	85	357	62	288	1.0	7.5	WQXI FM	52	226	37	198	.7	5.2	56	231	37	198	.7	4.6	9	52	5	47	.1	.7	
WRMM	30	157	26	138	.3	1.9	9	68	7	54	.2	1.5	30	157	26	138	.4	3.2	WRMM	27	125	23	106	.5	3.2	27	125	23	106	.4	2.9	21	89	19	84	.5	2.8	
WSB	113	406	113	400	1.2	8.2	5	27	5	27	.1	1.1	37	145	37	145	.6	4.5	WSB	37	145	37	145	.7	5.2	52	179	52	173	.9	6.5	70	238	70	232	1.8	10.4	
WSB FM	97	297	86	257	.9	6.3	57	187	46	147	1.2	10.2	84	268	73	228	1.1	8.8	WSB FM	70	208	64	191	1.3	8.9	70	208	64	191	1.2	8.0	38	92	38	92	1.0	5.6	
WVEE	130	326	128	300	1.4	9.3	109	276	107	250	2.7	23.7	130	326	128	300	2.0	15.5	WVEE	119	269	119	269	2.4	16.6	119	269	119	269	2.2	14.9	21	50	21	50	.5	3.1	
WYAY	54	187	34	132	.4	2.5	17	89	15	73	.4	3.3	25	126	22	101	.3	2.7	WYAY	22	114	19	89	.4	2.7	27	131	24	106	.4	3.0	28	82	12	45	.3	1.8	
WYZE	19	50	19	50	.2	1.4	1	11	1	11		.2	4	31	4	31	.1	.5	WYZE	3	20	3	20	.1	.4	3	20	3	20	.1	.4	18	39	18	39	.5	2.7	
WZGC	111	451	84	317	.9	6.1	58	247	35	121	.9	7.7	98	412	71	278	1.1	8.6	WZGC	50	219	43	179	.9	6.0	50	219	43	179	.8	5.4	53	204	49	196	1.2	7.3	

Women

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.						
WAOK	54	131	54	131	.6	2.4	14	59	14	59	.4	1.3	33	99	33	99	.5	2.0	WAOK	31	77	31	77	.6	2.5	44	90	44	90	.8	3.2	40	72	40	72	1.0	4.0
WCNN	48	107	43	97	.5	1.9	2	11	2	11	.1	.2	17	41	17	41	.3	1.0	WCNN	17	41	17	41	.3	1.3	17	41	17	41	.3	1.2	34	71	34	71	.9	3.4
WFOX	137	414	94	293	1.0	4.1	107	314	70	208	1.8	6.7	129	401	90	286	1.4	5.4	WFOX	123	357	88	268	1.8	7.0	127	363	88	268	1.6	6.3	30	100	24	85	.6	2.4
WGST	32	98	32	98	.4	1.4	1	11	1	11		.1	5	30	5	30	.1	.3	WGST	5	30	5	30	.1	.4	20	51	20	51	.4	1.4	25	72	25	72	.6	2.5
WGUN	11	31	11	31	.1	.5							7	9	7	9	.1	.4	WGUN	7	9	7	9	.1	.6	7	9	7	9	.1	.5	10	16	10	16	.3	1.0
WIGO	45	134	45	134	.5	2.0	23	77	23	77	.6	2.2	37	115	37	115	.6	2.2	WIGO	17	60	17	60	.3	1.3	17	60	17	60	.3	1.2	22	57	22	57	.6	2.2
WJGA	5	11	5	11	.1	.2							4	6	4	6	.1	.2	WJGA	4	6	4	6	.1	.3	5	11	5	11	.1	.4	5	11	5	11	.1	.5
WJYA	34	62	34	62	.4	1.5							3	10	3	10		.2	WJYA	3	10	3	10	.1	.2	6	23	6	23	.1	.4	6	23	6	23	.2	.6
WJYA FM	6	18	1	6									3	10	3	10		.2	WJYA FM	2	11	1	6			2	11	1	6	.1	.1	2	11	1	6		.1
TOTAL	40	80	35	68	.4	1.5							3	10	3	10		.2	TOTAL	3	10	3	10	.1	.2	8	34	7	29	.1	.5	8	34	7	29	.2	.7
WKHX	278	673	217	558	2.4	9.6	65	200	55	172	1.4	5.2	219	493	159	385	2.5	9.6	WKHX	184	417	132	321	2.6	10.5	189	448	137	352	2.5	9.8	204	426	153	339	3.8	15.2
WKLS FM	113	329	95	254	1.0	4.2	99	269	83	214	2.1	7.9	113	329	95	254	1.5	5.7	WKLS FM	78	209	71	162	1.4	5.6	78	209	71	162	1.3	5.1	14	60	12	40	.3	1.2
WPCH	200	449	159	358	1.7	7.0	29	62	13	24	.3	1.2	79	154	58	112	.9	3.5	WPCH	79	154	58	112	1.2	4.6	107	196	86	154	1.6	6.2	136	242	122	219	3.1	12.1
WPLO	34	85	34	85	.4	1.5	2	11	2	11	.1	.2	4	30	4	30	.1	.2	WPLO	4	30	4	30	.1	.3	12	41	12	41	.2	.9	12	40	12	40	.3	1.2
WQXI	32	75	32	75	.4	1.4	30	53	30	53	.8	2.9	32	75	32	75	.5	1.9	WQXI	32	75	32	75	.6	2.5	32	75	32	75	.6	2.3	2	22	2	22	.1	.2
WQXI FM	182	652	166	591	1.8	7.3	150	516	135	460	3.4	12.9	170	620	155	564	2.4	9.4	WQXI FM	81	374	72	333	1.4	5.7	82	379	72	333	1.3	5.2	32	136	31	131	.8	3.1
WRMM	66	227	58	210	.6	2.6	18	81	18	81	.5	1.7	64	216	56	199	.9	3.4	WRMM	55	184	47	167	.9	3.7	55	184	47	167	.8	3.4	48	146	40	129	1.0	4.0
WSB	63	301	62	292	.7	2.7	2	20	1	11		.1	14	87	13	78	.2	.8	WSB	14	87	13	78	.3	1.0	24	118	23	109	.4	1.6	43	167	43	167	1.1	4.3
WSB FM	145	394	132	320	1.4	5.8	114	308	104	255	2.6	9.9	132	361	121	304	1.9	7.3	WSB FM	80	236	72	187	1.4	5.7	80	236	72	187	1.3	5.2	29	69	28	65	.7	2.8
WVEE	315	700	313	692	3.4	13.8	242	519	240	511	6.1	22.9	291	643	289	635	4.5	17.5	WVEE	231	467	229	459	4.6	18.1	235	480	233	472	4.2	16.7	73	181	73	181	1.8	7.3
WYAY	80	261	53	168	.6	2.3	51	104	36	74	.9	3.4	63	168	44	121	.7	2.7	WYAY	32	106	16	73	.3	1.3	37	130	19	90	.3	1.4	28	143	16	80	.4	1.6
WYZE	26	61	26	61	.3	1.1	11	22	11	22	.3	1.0	13	42	13	42	.2	.8	WYZE	13	42	13	42	.3	1.0	13	42	13	42	.2	.9	15	39	15	39	.4	1.5
WZGC	279	717	255	642	2.8	11.2	130	408	120	367	3.1	11.4	257	668	235	599	3.7	14.2	WZGC	180	400	165	364	3.3	13.1	183	413	168	377	3.0	12.1	149	309	135	275	3.4	13.4
	METRO TOTALS		2270	4939	24.8		METRO TOTALS		1049	2279	26.7		METRO TOTALS		1653	3605	25.7		METRO TOTALS		1262	2733	25.2		METRO TOTALS		1394	3006	25.2		METRO TOTALS		1006	2118	25.3		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.				
WAOK	22	49	22	49	.2	1.4	9	36	9	36	.2	1.2	9	36	9	36	.1	.8	WAOK	6	14	6	14	.1	.7	19	27	19	27	.3	2.0	13	13	13	13	.3	2.0
WCNN	14	28	14	28	.2	.9							11	19	11	19	.2	.9	WCNN	11	19	11	19	.2	1.3	14	28	14	28	.3	1.5	14	28	14	28	.4	2.1
WFOX	101	241	87	160	1.0	5.5	72	176	59	101	1.5	7.9	100	235	87	160	1.4	7.5	WFOX	93	191	83	138	1.7	9.7	94	197	83	138	1.5	8.9	29	65	28	59	.7	4.3
WGST	12	47	12	47	.1	.8	1	11	1	11		.1	1	11	1	11		.1	WGST	1	11	1	11		.1	8	22	8	22	.1	.9	9	21	9	21	.2	1.4
*WGUN	3	22	3	22		.2													*WGUN											2	7	2	7	.1	.3		
WIGO	15	34	15	34	.2	.9	8	25	8	25	.2	1.1	15	34	15	34	.2	1.3	WIGO	14	23	14	23	.3	1.6	14	23	14	23	.3	1.5	7	9	7	9	.2	1.1
WJGA																			WJGA																		
*WJYA	5	10	5	10	.1	.3							5	10	5	10	.1	.4	*WJYA	5	10	5	10	.1	.6	5	10	5	10	.1	.5	5	10	5	10	.1	.8
WJYA FM	15	35	9	21	.1	.6	7	11	7	11	.2	.9	8	20	7	11	.1	.6	WJYA FM	8	20	7	11	.1	.8	15	35	9	21	.2	1.0	8	24	2	10	.1	.3
TOTAL	20	45	14	31	.2	.9	7	11	7	11	.2	.9	13	30	12	21	.2	1.0	TOTAL	13	30	12	21	.2	1.4	20	45	14	31	.3	1.5	13	34	7	20	.2	1.1
WKHX	203	532	145	410	1.6	9.1	64	163	45	121	1.1	6.0	158	419	100	297	1.6	8.6	WKHX	114	333	69	237	1.4	8.1	119	347	74	251	1.3	7.9	112	306	73	226	1.8	11.1
WKLS FM	114	272	77	207	.8	4.8	101	234	64	169	1.6	8.6	104	247	67	182	1.0	5.8	WKLS FM	43	93	33	78	.7	3.9	43	93	33	78	.6	3.5	13	38	13	38	.3	2.0
WPCH	175	421	142	334	1.6	8.9	11	29	2	7	.1	.3	58	134	44	96	.7	3.8	WPCH	58	134	44	96	.9	5.1	63	143	49	105	.9	5.3	97	247	87	213	2.2	13.3
WPLO	38	74	38	74	.4	2.4	4	14	4	14	.1	.5	6	33	6	33	.1	.5	WPLO	6	33	6	33	.1	.7	17	44	17	44	.3	1.8	14	40	14	40	.4	2.1
WQXI	20	52	20	52	.2	1.3	16	30	16	30	.4	2.1	20	52	20	52	.3	1.7	WQXI	20	52	20	52	.4	2.3	20	52	20	52	.4	2.1	4	22	4	22	.1	.6
WQXI FM	105	365	100	348	1.1	6.3	76	263	71	246	1.8	9.5	96	341	91	324	1.4	7.8	WQXI FM	43	181	38	164	.8	4.4	43	181	38	164	.7	4.1	29	102	29	102	.7	4.4
WRMM	42	185	37	180	.4	2.3	22	134	22	134	.6	2.9	42	185	37	180	.6	3.2	WRMM	31	114	26	109	.5	3.0	31	114	26	109	.5	2.8	20	51	15	46	.4	2.3
WSB	67	182	67	182	.7	4.2	6	30	6	30	.2	.8	17	80	17	80	.3	1.5	WSB	17	80	17	80	.3	2.0	21	104	21	104	.4	2.3	45	117	45	117	1.1	6.9
WSB FM	83	311	76	278	.8	4.8	65	250	60	221	1.5	8.0	76	295	69	262	1.1	5.9	WSB FM	49	140	46	130	.9	5.4	49	140	46	130	.8	4.9	18	61	16	57	.4	2.4
WVEE	266	538	250	498	2.7	15.7	196	405	180	365	4.6	24.1	257	504	241	464	3.7	20.8	WVEE	190	325	188	315	3.7	22.0	190	325	188	315	3.4	20.2	63	118	63	118	1.6	9.6
WYAY	94	210	63	156	.7	4.0	39	90	22	68	.6	2.9	68	160	47	124	.7	4.0	WYAY	35	113	31	99	.6	3.6	37	122	33	108	.6	3.5	55	114	41	88	1.0	6.3
WYZE	31	62	31	62	.3	1.9	14	22	14	22	.4	1.9	16	33	16	33	.2	1.4	WYZE	16	33	16	33	.3	1.9	21	43	21	43	.4	2.3	17	40	17	40	.4	2.6
WZGC	201	547	169	449	1.9	10.6	120	395	95	315	2.4	12.7	184	516	155	424	2.4	13.4	WZGC	109	247	92	205	1.8	10.7	111	260	94	218	1.7	10.1	81	152	74	134	1.9	11.3

Women

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64															
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA																			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.																
WAOK	32	69	32	69	.4	3.7	19	47	19	47	.5	4.0	19	56	19	56	.3	2.9	WAOK	1	23	1	23		.2	14	36	14	36	.3	2.6	13	22	13	22	.3	5.2										
WCNN	5	18	5	18	.1	.6													WCNN																												
WFOX	48	162	41	129	.4	4.8	41	128	34	95	.9	7.2	48	162	41	129	.6	6.3	WFOX	43	133	39	117	.8	8.0	43	133	39	117	.7	7.3	7	34	7	34	.2	2.8										
WGST	5	37	5	37	.1	.6	1	11	1	11		.2	5	37	5	37	.1	.8	WGST	5	37	5	37	.1	1.0	5	37	5	37	.1	.9	4	26	4	26	.1	1.6										
WIGO	12	36	12	36	.1	1.4	12	36	12	36	.3	2.5	12	36	12	36	.2	1.8	WIGO	3	14	3	14	.1	.6	3	14	3	14	.1	.6																
WJGA	12	28	12	28	.1	1.4	6	14	6	14	.2	1.3	12	28	12	28	.2	1.8	WJGA	12	28	12	28	.2	2.5	12	28	12	28	.2	2.3	6	14	6	14	.2	2.4										
WJYA FM	14	48	13	31	.1	1.5	7	11	7	11	.2	1.5	9	21	9	21	.1	1.4	WJYA FM	9	21	9	21	.2	1.9	13	36	13	31	.2	2.4	7	30	6	20	.2	2.4										
WKHX	96	301	78	239	.9	9.1	46	127	41	111	1.0	8.6	75	245	64	198	1.0	9.8	WKHX	55	177	44	130	.9	9.1	55	177	44	130	.8	8.3	36	133	23	87	.6	9.2										
WKLS FM	41	182	21	114	.2	2.4	38	173	18	105	.5	3.8	41	182	21	114	.3	3.2	WKLS FM	15	61	15	61	.3	3.1	15	61	15	61	.3	2.8	3	9	3	9	.1	1.2										
WPCH	121	317	75	202	.8	8.7	13	33	11	22	.3	2.3	42	123	23	64	.4	3.5	WPCH	42	123	23	64	.5	4.7	44	128	23	64	.4	4.3	43	136	18	75	.5	7.2										
WPLO	34	52	34	52	.4	4.0	1	11	1	11		.2	1	11	1	11		.2	WPLO	1	11	1	11		.2	6	22	6	22	.1	1.1	13	21	13	21	.3	5.2										
WQXI	3	11	3	11		.3	3	11	3	11	.1	.6	3	11	3	11		.5	WQXI	3	11	3	11	.1	.6	3	11	3	11	.1	.6																
WQXI FM	36	199	36	199	.4	4.2	30	164	30	164	.8	6.3	36	199	36	199	.6	5.5	WQXI FM	23	122	23	122	.5	4.7	23	122	23	122	.4	4.3	6	35	6	35	.2	2.4										
WRMM	32	137	27	133	.3	3.1	19	104	19	104	.5	4.0	32	137	27	133	.4	4.1	WRMM	30	106	25	102	.5	5.1	30	106	25	102	.5	4.7	13	33	8	29	.2	3.2										
WSB	64	168	64	168	.7	7.5	6	16	6	16	.2	1.3	24	79	24	79	.4	3.7	WSB	24	79	24	79	.5	4.9	24	79	24	79	.4	4.5	25	83	25	83	.6	10.0										
WSB FM	42	129	38	117	.4	4.4	41	115	37	107	.9	7.8	42	129	38	117	.6	5.8	WSB FM	26	79	26	75	.5	5.3	26	79	26	75	.5	4.9	1	14	1	10		.4										
WVEE	168	441	164	410	1.8	19.1	123	331	119	300	3.0	25.1	155	413	151	382	2.3	23.0	WVEE	105	242	105	242	2.1	21.6	109	255	109	255	2.0	20.5	36	95	36	95	.9	14.4										
WYAY	41	98	22	69	.2	2.6	19	49	4	35	.1	.8	36	82	18	60	.3	2.7	WYAY	19	57	16	49	.3	3.3	23	66	20	58	.4	3.8	22	49	18	34	.5	7.2										
WZGC	97	388	71	276	.8	8.3	78	284	56	204	1.4	11.8	94	368	69	269	1.1	10.5	WZGC	41	205	30	147	.6	6.2	41	205	30	147	.5	5.6	18	91	15	72	.4	6.0										
METRO TOTALS		859		2340		9.4		METRO TOTALS		475		1322		12.1		METRO TOTALS		656		1892		10.2		METRO TOTALS		486		1387		9.7		METRO TOTALS		532		1467		9.6		METRO TOTALS		250		720		6.3	



# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	
WAOK	111	245	111	245	1.2	9.6	38	78	38	78	1.0	8.6	81	162	81	162	1.3	11.3	WAOK	67	140	67	140	1.3	11.6	69	150	69	150	1.2	10.9	64	152	64	152	1.6	12.4	
WCNN	39	87	37	76	.4	3.2							8	10	8	10	.1	1.1	WCNN	8	10	8	10	.2	1.4	18	29	18	29	.3	2.8	37	76	37	76	.9	7.2	
WFOX	37	119	26	56	.3	2.2	24	83	15	31	.4	3.4	36	117	26	56	.4	3.6	WFOX	24	67	21	36	.4	3.6	25	69	21	36	.4	3.3	13	36	11	25	.3	2.1	
WGST	9	57	9	57	.1	.8							1	9	1	9		.1	WGST	1	9	1	9		.2	4	18	4	18	.1	.6	8	37	8	37	.2	1.6	
*WGUN	11	17	11	17	.1	.9							11	17	11	17	.2	1.5	*WGUN	11	17	11	17	.2	1.9	11	17	11	17	.2	1.7	11	17	11	17	.3	2.1	
WIGO	38	91	38	91	.4	3.3	21	33	21	33	.5	4.8	22	42	22	42	.3	3.1	WIGO	11	31	11	31	.2	1.9	11	31	11	31	.2	1.7	6	28	6	28	.2	1.2	
*WJGA																			*WJGA																			
*WJYA	15	41	14	35	.2	1.2							10	10	10	10	.2	1.4	*WJYA	10	10	10	10	.2	1.7	13	20	10	10	.2	1.6	3	21	2	15	.1	.4	
WJYA FM	18	32	10	10	.1	.9							10	10	10	10	.2	1.4	WJYA FM	10	10	10	10	.2	1.7	13	20	10	10	.2	1.6	18	25	10	10	.3	1.9	
TOTAL	33	73	24	45	.3	2.1							10	10	10	10	.2	1.4	TOTAL	10	10	10	10	.2	1.7	13	20	10	10	.2	1.6	21	46	12	25	.3	2.3	
WKHX	121	348	104	295	1.1	9.0	45	136	37	117	.9	8.4	66	217	49	164	.8	6.8	WKHX	52	169	40	127	.8	6.9	59	183	47	141	.8	7.4	53	171	44	137	1.1	8.5	
WKLS FM	6	33	6	33	.1	.5	6	33	6	33	.2	1.4	6	33	6	33	.1	.8	WKLS FM																			
WPCH	178	472	120	348	1.3	10.3	18	65	13	53	.3	2.9	77	213	47	155	.7	6.5	WPCH	77	213	47	155	.9	8.2	91	251	51	173	.9	8.0	97	280	53	188	1.3	10.3	
WPLO	24	88	24	88	.3	2.1							8	28	8	28	.1	1.1	WPLO	8	28	8	28	.2	1.4	17	52	17	52	.3	2.7	19	68	19	68	.5	3.7	
WQXI	19	61	19	61	.2	1.6	9	30	9	30	.2	2.0	19	61	19	61	.3	2.6	WQXI	19	61	19	61	.4	3.3	19	61	19	61	.3	3.0	10	31	10	31	.3	1.9	
WQXI FM	78	255	75	241	.8	6.5	52	192	49	178	1.2	11.1	53	210	50	196	.8	7.0	WQXI FM	45	179	42	165	.8	7.3	45	179	42	165	.8	6.6	19	48	19	48	.5	3.7	
WRMM	34	106	28	92	.3	2.4	25	68	19	54	.5	4.3	32	90	26	76	.4	3.6	WRMM	24	61	24	61	.5	4.2	26	77	26	77	.5	4.1	9	38	9	38	.2	1.7	
WSB	58	182	57	177	.6	4.9	8	27	8	27	.2	1.8	15	57	15	57	.2	2.1	WSB	15	57	15	57	.3	2.6	22	84	21	79	.4	3.3	33	107	32	102	.8	6.2	
WSB FM	53	248	48	211	.5	4.1	37	192	33	161	.8	7.5	43	231	39	196	.6	5.4	WSB FM	29	133	27	113	.5	4.7	29	133	27	113	.5	4.3	6	39	6	35	.2	1.2	
WVEE	100	279	98	253	1.1	8.4	68	176	66	150	1.7	15.0	95	260	93	234	1.4	13.0	WVEE	79	220	79	220	1.6	13.7	79	220	79	220	1.4	12.5	32	103	32	103	.8	6.2	
WYAY	25	78	14	47	.2	1.2	8	29	8	29	.2	1.8	20	53	13	39	.2	1.8	WYAY	16	40	9	26	.2	1.6	17	55	10	34	.2	1.6	17	49	6	18	.2	1.2	
WYZE	17	19	17	19	.2	1.5													WYZE																			
WZGC	93	351	66	233	.7	5.7	59	246	39	141	1.0	8.8	85	332	65	227	1.0	9.1	WZGC	50	173	47	151	.9	8.2	50	173	47	151	.8	7.4	27	92	27	92	.7	5.2	
METRO TOTALS			1160	2991	12.7		METRO TOTALS		441	1228	11.2		METRO TOTALS		718	1930	11.2		METRO TOTALS		576	1551	11.5		METRO TOTALS		634	1716	11.5		METRO TOTALS		515	1339	13.0			

Women

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA		
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.						
WAOK	72	175	72	175	.8	4.4	27	78	27	78	.7	3.5	49	134	49	134	.8	4.0	WAOK	42	112	42	112	.8	4.6	57	134	57	134	1.0	5.8	45	97	45	97	1.1	7.1
WCNN	5	39	5	39	.1	.3							2	15	2	15	.2		WCNN	2	15	2	15	.2		4	24	4	24	.1	.4	4	24	4	24	.1	.6
WFOX	90	311	64	173	.7	3.9	52	192	32	82	.8	4.1	89	305	64	173	1.0	5.3	WFOX	70	223	62	161	1.2	6.8	70	223	62	161	1.1	6.3	38	119	32	91	.8	5.1
WGST	16	67	10	60	.1	.6							5	29	5	29	.1	.4	WGST	5	29	5	29	.1	.6	8	40	8	40	.1	.8	14	47	8	40	.2	1.3
WGUN	8	24	8	24	.1	.5							7	9	7	9	.1	.6	WGUN	7	9	7	9	.1	.8	7	9	7	9	.1	.7	7	9	7	9	.2	1.1
WIGO	42	76	42	76	.5	2.6	18	33	18	33	.5	2.3	19	42	19	42	.3	1.6	WIGO	7	20	7	20	.1	.8	7	20	7	20	.1	.7	9	28	9	28	.2	1.4
WJGA	4	6	4	6		.2							4	6	4	6	.1	.3	WJGA	4	6	4	6	.1	.4	4	6	4	6	.1	.4	4	6	4	6	.1	.6
WJYA	13	50	12	44	.1	.7							6	10	6	10	.1	.5	WJYA	6	10	6	10	.1	.7	8	20	8	20	.1	.8	4	16	3	10	.1	.5
WJYA FM	23	71	18	50	.2	1.1							6	10	6	10	.1	.5	WJYA FM	6	10	6	10	.1	.7	8	20	8	20	.1	.8	12	36	10	31	.3	1.6
TOTAL	36	120	30	93	.3	1.8							6	10	6	10	.1	.5	TOTAL	6	10	6	10	.1	.7	8	20	8	20	.1	.8	16	51	13	40	.3	2.1
WKHX	188	578	162	491	1.8	10.0	90	262	82	223	2.1	10.6	154	457	133	381	2.1	11.0	WKHX	118	354	99	290	2.0	10.9	128	370	104	295	1.9	10.6	97	294	79	246	2.0	12.5
WKLS FM	66	159	55	120	.6	3.4	63	138	54	110	1.4	7.0	66	159	55	120	.9	4.5	WKLS FM	38	79	36	68	.7	4.0	38	79	36	68	.7	3.7	3	21	1	10		.2
WPCH	186	457	165	382	1.8	10.2	17	49	14	34	.4	1.8	73	172	63	137	1.0	5.2	WPCH	67	156	57	121	1.1	6.3	80	201	67	152	1.2	6.8	90	241	76	194	1.9	12.0
WPLO	20	84	20	84	.2	1.2	2	7	2	7	.1	.3	6	30	6	30	.1	.5	WPLO	6	30	6	30	.1	.7	17	54	17	54	.3	1.7	16	57	16	57	.4	2.5
WQXI	12	43	12	43	.1	.7	11	30	11	30	.3	1.4	12	43	12	43	.2	1.0	WQXI	12	43	12	43	.2	1.3	12	43	12	43	.2	1.2	1	13	1	13		.2
WQXI FM	92	314	83	278	.9	5.1	73	262	64	226	1.6	8.3	91	299	82	263	1.3	6.8	WQXI FM	60	195	52	171	1.0	5.7	60	195	52	171	.9	5.3	18	37	18	37	.5	2.9
WRMM	68	218	50	171	.5	3.1	41	129	27	102	.7	3.5	62	202	44	155	.7	3.6	WRMM	45	156	41	136	.8	4.5	51	172	47	152	.8	4.8	27	89	23	69	.6	3.6
WSB	78	284	74	260	.8	4.6	9	51	5	27	.1	.6	30	98	26	74	.4	2.1	WSB	27	79	24	63	.5	2.6	31	105	28	89	.5	2.8	45	111	45	111	1.1	7.1
WSB FM	127	354	118	309	1.3	7.3	96	260	90	223	2.3	11.6	112	329	103	284	1.6	8.5	WSB FM	87	231	81	201	1.6	8.9	91	241	85	211	1.5	8.6	20	79	17	71	.4	2.7
WVEE	201	495	188	468	2.1	11.6	146	358	136	335	3.5	17.6	201	495	188	468	2.9	15.5	WVEE	159	375	152	363	3.0	16.7	159	375	152	363	2.7	15.4	55	137	52	133	1.3	8.2
WYAY	74	180	47	114	.5	2.9	23	71	14	37	.4	1.8	55	137	35	89	.5	2.9	WYAY	43	117	23	69	.5	2.5	43	117	23	69	.4	2.3	42	94	24	62	.6	3.8
WYZE	20	30	20	30	.2	1.2							2	11	2	11		.2	WYZE	2	11	2	11		.2	2	11	2	11		.2	20	30	20	30	.5	3.2
WZGC	234	606	189	502	2.1	11.6	157	426	131	356	3.3	16.9	229	577	188	486	2.9	15.5	WZGC	113	260	88	222	1.8	9.7	114	269	89	231	1.6	9.0	73	167	58	146	1.5	9.2

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)		AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR		
WAOK	60	115	60	115	.7	4.4	34	56	34	56	.9	5.4	39	74	39	74	.6	4.0	WAOK	39	74	39	74	.8	5.2	55	96	55	96	1.0	6.7	26	59	26	59	.7	5.0
WCNN	3	15	3	15		.2							1	6	1	6		.1	WCNN	1	6	1	6		.1	3	15	3	15	.1	.4	3	15	3	15	.1	.6
WFOX	142	282	105	179	1.1	7.8	88	194	63	111	1.6	10.0	141	276	105	179	1.6	10.8	WFOX	130	228	97	143	1.9	12.9	130	228	97	143	1.8	11.9	54	88	42	68	1.1	8.0
WGST	16	68	10	62	.1	.7							1	8	1	8		.1	WGST	1	8	1	8		.1	1	8	1	8		.1	9	33	3	27	.1	.6
*WGUN																			*WGUN																		
WIGO	26	61	26	61	.3	1.9	10	22	10	22	.3	1.6	11	31	11	31	.2	1.1	WIGO	1	9	1	9		.1	1	9	1	9		.1	1	9	1	9		.2
WJGA	6	25	6	25	.1	.4	4	14	4	14	.1	.6	5	20	5	20	.1	.5	WJGA	5	20	5	20	.1	.7	6	25	6	25	.1	.7	2	11	2	11	.1	.4
*WJYA	1	20	1	20		.1													*WJYA																		
WJYA FM	18	53	16	36	.2	1.2													WJYA FM																		
TOTAL	19	73	17	56	.2	1.3													TOTAL							1	10					8	27	7	17	.2	1.3
WKHX	185	522	139	420	1.5	10.3	65	228	41	170	1.0	6.5	138	400	97	309	1.5	10.0	WKHX	106	276	77	223	1.5	10.3	111	287	77	223	1.4	9.4	101	246	79	202	2.0	15.1
WKLS FM	59	155	45	104	.5	3.3	54	134	42	94	1.1	6.7	59	155	45	104	.7	4.6	WKLS FM	33	68	31	57	.6	4.1	33	68	31	57	.6	3.8	5	21	3	10	.1	.6
WPCH	149	301	138	277	1.5	10.2	4	11	4	11	.1	.6	55	116	53	112	.8	5.5	WPCH	55	116	53	112	1.1	7.1	72	143	70	139	1.3	8.6	88	194	79	175	2.0	15.1
WPLO	21	74	21	74	.2	1.6	7	22	7	22	.2	1.1	12	45	12	45	.2	1.2	WPLO	12	45	12	45	.2	1.6	20	56	20	56	.4	2.5	13	34	13	34	.3	2.5
WQXI	18	43	18	43	.2	1.3	14	30	14	30	.4	2.2	18	43	18	43	.3	1.9	WQXI	18	43	18	43	.4	2.4	18	43	18	43	.3	2.2	4	13	4	13	.1	.8
WQXI FM	109	320	101	295	1.1	7.5	87	256	80	242	2.0	12.8	106	299	99	285	1.5	10.2	WQXI FM	40	145	37	138	.7	4.9	42	155	39	148	.7	4.8	22	64	21	53	.5	4.0
WRMM	65	209	49	164	.5	3.6	41	128	25	83	.6	4.0	62	198	46	153	.7	4.7	WRMM	49	154	38	122	.8	5.1	49	154	38	122	.7	4.7	24	81	24	81	.6	4.6
WSB	106	324	103	301	1.1	7.6	12	67	9	44	.2	1.4	28	114	25	91	.4	2.6	WSB	27	106	25	91	.5	3.3	35	124	33	109	.6	4.0	36	103	36	103	.9	6.9
WSB FM	114	297	110	279	1.2	8.2	81	225	78	215	2.0	12.4	93	256	89	238	1.4	9.2	WSB FM	77	171	73	153	1.5	9.7	77	171	73	153	1.3	8.9	26	54	25	46	.6	4.8
WVEE	139	290	137	278	1.5	10.2	99	225	98	217	2.5	15.6	139	290	137	278	2.1	14.1	WVEE	118	211	116	199	2.3	15.5	118	211	116	199	2.1	14.2	40	65	39	61	1.0	7.5
WYAY	89	168	53	87	.6	3.9	28	64	14	29	.4	2.2	61	114	36	64	.6	3.7	WYAY	51	102	26	52	.5	3.5	52	106	26	52	.5	3.2	61	104	39	58	1.0	7.5
WYZE	2	9	2	9		.1							2	9	2	9		.2	WYZE	2	9	2	9		.3	2	9	2	9		.2	2	9	2	9	.1	.4
WZGC	122	361	109	336	1.2	8.1	90	262	77	237	2.0	12.3	111	342	98	317	1.5	10.1	WZGC	49	183	47	177	.9	6.3	49	183	47	177	.8	5.8	32	99	32	99	.8	6.1
METRO TOTALS			1349	3098	14.8			627	1492	16.0			971	2264	15.1			750	1713	14.9			816	1833	14.7			522	1166	13.1							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS

Women

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	WOMEN 18 +						WOMEN 18-34						WOMEN 18-49						STATION CALL LETTERS	WOMEN 25-49						WOMEN 25-54						WOMEN 35-64															
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA																			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.																
WAOK	21	28	21	28	.2	3.1							11	18	11	18	.2	2.4	WAOK	11	18	11	18	.2	3.2	21	28	21	28	.4	5.4	21	28	21	28	.5	7.9										
WCNN																			WCNN																												
WFOX	31	179	19	89	.2	2.8	24	145	13	57	.3	4.5	30	177	19	89	.3	4.1	WFOX	25	145	16	81	.3	4.7	26	147	16	81	.3	4.1	7	34	6	32	.2	2.3										
WGST	23	83	18	76	.2	2.7							1	9	1	9		.2	WGST	1	9	1	9		.3	1	9	1	9		.3	6	25	1	18		.4										
WIGO	13	31	13	31	.1	1.9	8	22	8	22	.2	2.8	13	31	13	31	.2	2.8	WIGO	12	20	12	20	.2	3.5	12	20	12	20	.2	3.1	5	9	5	9	.1	1.9										
WJGA	11	28	11	28	.1	1.6	5	14	5	14	.1	1.7	11	28	11	28	.2	2.4	WJGA	11	28	11	28	.2	3.2	11	28	11	28	.2	2.8	6	14	6	14	.2	2.3										
WJYA FM	11	27	4	7		.6													WJYA FM							2	5					6	12	4	7	.1	1.5										
WKHX	92	240	83	222	.9	12.4	26	82	26	82	.7	9.1	51	157	42	139	.7	9.1	WKHX	44	133	35	115	.7	10.3	44	133	35	115	.6	8.9	40	132	31	114	.8	11.7										
WKLS FM	13	46	7	19	.1	1.0	13	40	7	19	.2	2.4	13	40	7	19	.1	1.5	WKLS FM																												
WPCH	92	269	76	230	.8	11.4	3	22	1	10		.3	26	132	16	109	.2	3.4	WPCH	26	132	16	109	.3	4.7	35	146	21	118	.4	5.4	40	166	26	139	.7	9.8										
WPLO	7	11	7	11	.1	1.0													WPLO							7	11	7	11	.1	1.8	7	11	7	11	.2	2.6										
WQXI																			WQXI																												
WQXI FM	78	253	77	245	.8	11.5	60	208	59	200	1.5	20.6	63	228	62	220	1.0	13.4	WQXI FM	30	139	29	131	.6	8.5	38	149	37	141	.7	9.4	18	45	18	45	.5	6.8										
WRMM	36	153	31	122	.3	4.6	22	97	17	66	.4	5.9	36	153	31	122	.5	6.7	WRMM	21	109	16	78	.3	4.7	21	109	16	78	.3	4.1	14	56	14	56	.4	5.3										
WSB	15	87	10	71	.1	1.5	5	21	1	13		.3	8	43	4	35	.1	.9	WSB	4	35	4	35	.1	1.2	6	44	6	44	.1	1.5	5	40	5	40	.1	1.9										
WSB FM	61	193	58	188	.6	8.7	54	152	51	147	1.3	17.8	56	159	53	154	.8	11.4	WSB FM	40	109	37	104	.7	10.9	40	109	37	104	.7	9.4	2	7	2	7	.1	.8										
WVEE	77	194	77	194	.8	11.5	48	151	48	151	1.2	16.7	77	194	77	194	1.2	16.6	WVEE	67	164	67	164	1.3	19.6	67	164	67	164	1.2	17.1	29	43	29	43	.7	10.9										
WYAY	40	81	32	73	.4	4.8	11	21	11	21	.3	3.8	32	54	24	46	.4	5.2	WYAY	22	42	14	34	.3	4.1	26	59	18	51	.3	4.6	29	60	21	52	.5	7.9										
WZGC	24	152	19	125	.2	2.8	21	112	16	85	.4	5.6	23	145	18	118	.3	3.9	WZGC	13	84	9	76	.2	2.6	13	84	9	76	.2	2.3	3	40	3	40	.1	1.1										
METRO TOTALS		668		1800		7.3		METRO TOTALS		287		841		7.3		METRO TOTALS		464		1337		7.2		METRO TOTALS		341		1017		6.8		METRO TOTALS		392		1105		7.1		METRO TOTALS		265		720		6.7	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

### Average Quarter-Hour and Cume Listening Estimates - Women 18+

STATION CALL LETTERS	MON-FRI 6:00 AM-MID						MON-FRI 6:00 AM-7:00 PM						MON-FRI 6-10 AM + 3-7 PM						WEEKEND 6:00 AM-MID						STATION CALL LETTERS
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG PERS (00)	CJME PERS (00)	AVG PERS (00)	CJME PERS (00)	AVG RTG	AVG SHR	AVG PERS (00)	CJME PERS (00)	AVG PERS (00)	CJME PERS (00)	AVG RTG	AVG SHR	AVG PERS (00)	CJME PERS (00)	AVG PERS (00)	CJME PERS (00)	AVG RTG	AVG SHR	AVG PERS (00)	CJME PERS (00)	AVG PERS (00)	CJME PERS (00)	AVG RTG	AVG SHR	
WAOK	47	593	47	593	.5	2.7	58	572	58	572	.6	2.7	54	528	54	528	.6	2.5	52	444	52	444	.6	3.8	WAOK
WCNN	24	442	22	415	.2	1.2	32	422	30	395	.3	1.4	28	347	26	320	.3	1.2	21	266	19	255	.2	1.4	WCNN
WFOX	109	1332	68	868	.7	3.8	139	1267	86	833	.9	4.0	131	1134	81	763	.9	3.8	80	878	57	556	.6	4.2	WFOX
WGST	58	808	57	791	.6	3.2	71	778	69	762	.8	3.2	76	742	74	725	.8	3.5	21	385	18	378	.2	1.3	WGST
WGUN	* 11	* 155	* 9	* 134	* .1	* .5	* 11	* 155	* 9	* 134	* .1	* .4	* 8	* 116	* 7	* 95	* .1	* .3	* 6	* 39	* 6	* 39	* .1	* .4	WGUN
WIGO	24	357	24	357	.3	1.4	28	346	28	346	.3	1.3	25	312	25	312	.3	1.2	32	349	32	349	.4	2.3	WIGO
WJGA	6	74	6	74	.1	.3	1	60	1	60			2	25	2	25		.1	* 5	* 54	* 5	* 54	* .1	* .4	WJGA
WJYA	* 13	* 191	* 12	* 168	* .1	* .7	* 13	* 191	* 12	* 168	* .1	* .6	* 12	* 181	* 11	* 158	* .1	* .5	* 16	* 140	* 15	* 134	* .2	* 1.1	WJYA
WJYA FM	22	318	14	217	.2	.8	25	282	16	197	.2	.8	22	246	13	166	.1	.6	17	188	10	123	.1	.7	WJYA FM
TOTAL	35	440	26	331	.3	1.5	38	414	28	321	.3	1.4	34	381	24	295	.3	1.1	33	299	25	227	.3	1.8	TOTAL
WKHX	223	1948	179	1556	2.0	10.1	276	1887	221	1502	2.4	10.4	264	1759	215	1404	2.4	10.1	166	1322	134	1082	1.5	9.8	WKHX
WKLS FM	83	1112	65	853	.7	3.7	92	1008	71	754	.8	3.3	96	946	74	717	.8	3.5	56	672	42	512	.5	3.1	WKLS FM
WPCH	189	1762	151	1395	1.7	8.5	233	1597	184	1261	2.0	8.7	205	1466	162	1142	1.8	7.6	153	1232	124	960	1.4	9.0	WPCH
WPLO	32	338	32	327	.4	1.8	43	329	42	318	.5	2.0	44	308	44	308	.5	2.1	27	218	27	218	.3	2.0	WPLO
WQXI	26	357	26	357	.3	1.5	27	293	27	293	.3	1.3	32	293	32	293	.4	1.5	14	151	14	151	.2	1.0	WQXI
WQXI FM	189	2249	166	1922	1.8	9.4	238	2158	209	1830	2.3	9.8	258	1971	228	1665	2.5	10.7	96	1313	87	1161	1.0	6.3	WQXI FM
WRMM	59	1087	49	923	.5	2.8	75	965	62	819	.7	2.9	64	872	56	725	.6	2.6	48	686	40	579	.4	2.9	WRMM
WSB	110	1562	103	1467	1.1	5.8	125	1379	119	1304	1.3	5.6	151	1301	144	1242	1.6	6.7	69	886	67	841	.7	4.9	WSB
WSB FM	132	1826	120	1596	1.3	6.8	161	1626	148	1443	1.6	7.0	160	1538	146	1356	1.6	6.8	92	1070	84	940	.9	6.1	WSB FM
WVEE	196	1662	190	1529	2.1	10.7	226	1627	219	1493	2.4	10.3	222	1534	214	1416	2.3	10.0	176	1218	172	1141	1.9	12.5	WVEE
WYAY	79	725	48	522	.5	2.7	97	695	57	493	.6	2.7	101	644	60	444	.7	2.8	61	518	39	348	.4	2.8	WYAY
WYZE	* 15	* 196	* 15	* 196	* .2	* .8	15	196	15	196	.2	.7	20	196	20	196	.2	.9	* 19	* 94	* 19	* 94	* .2	* 1.4	WYZE
WZGC	200	2516	167	2022	1.8	9.4	250	2404	207	1951	2.3	9.7	250	2229	205	1777	2.2	9.6	145	1563	122	1262	1.3	8.9	WZGC
METRO TOTALS			1769	8634	19.4		METRO TOTALS		2127	8578	23.3		METRO TOTALS		2134	8471	23.4		METRO TOTALS		1371	7441	15.0		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS

Women

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +								ADULTS 18-34								ADULTS 18-49								STATION CALL LETTERS	ADULTS 25-49								ADULTS 25-54								ADULTS 35-64							
	TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA					TOTAL AREA				METRO SURVEY AREA				TOTAL AREA				METRO SURVEY AREA											
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.												
WAOK	73	1117	73	1117	.4	2.4	26	530	26	530	.3	1.7	50	892	50	892	.4	2.1	WAOK	39	685	39	685	.4	2.2	46	728	46	728	.4	2.4	39	507	39	507	.5	3.1												
WCNN	45	1221	43	1178	.2	1.4	11	349	11	349	.1	.7	22	570	22	570	.2	.9	WCNN	22	555	22	555	.2	1.2	29	656	29	656	.3	1.5	26	612	26	612	.3	2.0												
WFOX	200	3113	126	2057	.7	4.1	105	1751	61	1065	.8	4.1	193	2935	123	1947	1.0	5.2	WFOX	174	2486	117	1705	1.2	6.5	179	2575	119	1778	1.1	6.1	95	1345	65	992	.8	5.1												
WGST	100	1814	98	1776	.6	3.2	17	412	16	395	.2	1.1	43	960	41	936	.3	1.7	WGST	41	881	39	857	.4	2.2	53	1024	51	1000	.5	2.6	54	1002	53	988	.7	4.2												
*WGUN	18	299	16	257	.1	.5	1	13	1	13		.1	7	97	6	78		.3	*WGUN	7	97	6	78	.1	.3	8	114	6	89	.1	.3	14	176	12	140	.2	.9												
WIGO	35	781	35	781	.2	1.1	21	458	21	458	.3	1.4	29	702	29	702	.2	1.2	WIGO	18	524	18	524	.2	1.0	18	532	18	532	.2	.9	12	293	12	293	.2	.9												
*WJGA	12	164	12	155	.1	.4	11	120	11	116	.1	.7	12	159	12	150	.1	.5	*WJGA	4	116	4	107		.2	4	121	4	112		.2	1	44	1	39		.1												
*WJYA	26	449	25	413	.1	.8	1	25	1	25		.1	8	107	8	107	.1	.3	*WJYA	8	107	8	107	.1	.4	10	145	10	145	.1	.5	13	251	12	237	.2	.9												
WJYA FM	44	702	31	505	.2	1.0	3	43	2	27		.1	9	197	7	157	.1	.3	WJYA FM	9	197	7	157	.1	.4	15	285	11	216	.1	.6	29	428	21	349	.3	1.6												
TOTAL	70	1005	56	787	.3	1.8	4	60	3	44		.2	17	248	15	208	.1	.6	TOTAL	17	248	15	208	.2	.8	25	358	21	290	.2	1.1	42	589	33	497	.4	2.5												
WKHX	374	4192	289	3260	1.7	9.3	147	1542	112	1191	1.5	7.4	282	3075	208	2337	1.6	8.8	WKHX	211	2400	158	1859	1.6	8.7	229	2745	167	2114	1.5	8.6	191	2343	143	1833	1.8	11.2												
WKLS FM	234	2959	180	2244	1.0	5.8	214	2503	167	1889	2.2	11.1	229	2881	179	2188	1.4	7.5	WKLS FM	118	1588	95	1239	1.0	5.3	122	1607	95	1248	.9	4.9	20	450	13	355	.2	1.0												
WPCH	279	3409	222	2614	1.3	7.2	36	601	25	429	.3	1.7	140	1685	111	1265	.9	4.7	WPCH	130	1565	101	1177	1.0	5.6	153	1866	122	1439	1.1	6.3	183	2100	150	1643	1.9	11.8												
WPLO	61	944	59	896	.3	1.9	6	151	6	151	.1	.4	27	448	25	416	.2	1.1	WPLO	24	385	22	353	.2	1.2	38	525	36	493	.3	1.8	49	656	47	618	.6	3.7												
WQXI	53	840	53	835	.3	1.7	29	424	29	424	.4	1.9	47	690	47	685	.4	2.0	WQXI	35	576	35	571	.4	1.9	35	614	35	609	.3	1.8	19	340	19	335	.2	1.5												
WQXI FM	334	4754	302	4076	1.7	9.7	267	3464	237	2911	3.1	15.7	322	4472	290	3838	2.3	12.2	WQXI FM	224	3025	206	2663	2.1	11.4	226	3064	208	2697	1.9	10.7	60	1209	58	1112	.7	4.5												
WRMM	103	2100	85	1802	.5	2.7	54	1176	44	989	.6	2.9	95	1919	81	1667	.6	3.4	WRMM	81	1609	69	1400	.7	3.8	86	1693	71	1471	.7	3.6	49	901	41	790	.5	3.2												
WSB	230	3690	218	3439	1.3	7.0	34	763	31	717	.4	2.1	104	1784	97	1702	.8	4.1	WSB	102	1712	96	1638	1.0	5.3	120	1989	113	1905	1.0	5.8	131	1969	123	1840	1.6	9.6												
WSB FM	199	3466	180	2987	1.0	5.8	129	2055	117	1795	1.5	7.8	178	2980	165	2619	1.3	7.0	WSB FM	135	2261	126	2006	1.3	7.0	139	2387	130	2123	1.2	6.7	64	1217	60	1051	.8	4.7												
WVEE	326	3216	315	2996	1.8	10.2	239	2254	231	2071	3.0	15.3	312	2995	303	2792	2.4	12.8	WVEE	233	2053	227	1960	2.3	12.5	239	2134	232	2032	2.1	11.9	82	885	79	848	1.0	6.2												
WYAY	175	1936	105	1354	.6	3.4	90	904	53	634	.7	3.5	144	1491	91	1072	.7	3.8	WYAY	95	1082	59	795	.6	3.3	106	1214	65	889	.6	3.3	80	945	49	663	.6	3.8												
*WYZE	21	318	21	318	.1	.7	4	115	4	115	.1	.3	10	217	10	217	.1	.4	*WYZE	10	206	10	206	.1	.6	11	224	11	224	.1	.6	15	159	15	159	.2	1.2												
WZGC	343	5177	268	4197	1.5	8.6	244	3559	182	2792	2.4	12.1	329	4859	256	3936	2.0	10.8	WZGC	183	2961	153	2489	1.6	8.5	187	3089	156	2601	1.4	8.0	98	1572	86	1390	1.1	6.7												
METRO TOTALS					3101	16510	17.9	METRO TOTALS					1505	7392	19.7	METRO TOTALS					2372	12200	18.8	METRO TOTALS					1809	9533	18.4	METRO TOTALS					1946	10469	18.0	METRO TOTALS					1275	7401	16.5		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		
WAOK	123	644	123	644	.7	2.7	28	280	28	280	.4	1.3	75	489	75	489	.6	2.2	WAOK	69	411	69	411	.7	2.5	78	443	78	443	.7	2.6	74	302	74	302	1.0	3.7
WCNN	62	399	58	372	.3	1.3	20	139	20	139	.3	1.0	34	194	34	194	.3	1.0	WCNN	33	179	33	179	.3	1.2	45	241	45	241	.4	1.5	31	188	31	188	.4	1.5
WFOX	251	1632	147	1075	.8	3.2	120	846	68	490	.9	3.3	242	1565	141	1024	1.1	4.1	WFOX	224	1419	137	975	1.4	5.0	232	1459	142	1002	1.3	4.8	131	786	79	585	1.0	3.9
WGST	228	1200	223	1175	1.3	4.9	43	297	40	280	.5	1.9	122	651	117	626	.9	3.4	WGST	117	583	112	558	1.1	4.1	145	709	140	684	1.3	4.7	137	646	135	638	1.7	6.7
*WGUN	14	100	14	94	.1	.3							6	23	6	23	.2		*WGUN	6	23	6	23	.1	.2	7	40	7	34	.1	.2	11	67	11	61	.1	.5
WIGO	29	209	29	209	.2	.6	14	105	14	105	.2	.7	24	190	24	190	.2	.7	WIGO	20	146	20	146	.2	.7	20	146	20	146	.2	.7	15	104	15	104	.2	.7
WJGA	6	57	6	57		.1	6	43	6	43	.1	.3	6	57	6	57	.2		WJGA	2	28	2	28	.1	.2	2	28	2	28				14		14		
*WJYA	17	219	14	189	.1	.3							5	57	5	57	.1		*WJYA	5	57	5	57	.1	.2	10	95	10	95	.1	.3	15	166	14	159	.2	.7
WJYA FM	48	283	31	175	.2	.7	3	24	1	7			7	67	3	42	.1		WJYA FM	7	67	3	42	.1	.3	13	87	9	49	.1	.3	34	180	28	140	.4	1.4
TOTAL	65	451	45	326	.3	1.0	3	24	1	7			12	114	8	89	.1	.2	TOTAL	12	114	8	89	.1	.3	23	172	19	133	.2	.6	49	310	42	261	.5	2.1
WKHX	466	2590	379	2048	2.2	8.4	162	959	124	730	1.6	5.9	343	2019	264	1526	2.1	7.7	WKHX	275	1605	219	1223	2.2	8.0	294	1753	230	1325	2.1	7.8	255	1502	206	1189	2.7	10.3
WKLS FM	301	1772	246	1362	1.4	5.4	278	1580	230	1199	3.0	11.0	296	1750	246	1349	2.0	7.2	WKLS FM	151	899	120	682	1.2	4.4	156	908	120	682	1.1	4.1	23	192	16	163	.2	.8
WPCH	342	1754	275	1368	1.6	6.1	47	238	27	124	.4	1.3	177	877	139	662	1.1	4.1	WPCH	164	830	127	632	1.3	4.7	196	951	157	747	1.5	5.3	244	1194	204	973	2.6	10.2
WPLO	119	537	117	531	.7	2.6	6	54	6	54	.1	.3	50	221	48	215	.4	1.4	WPLO	45	202	43	196	.4	1.6	79	314	77	308	.7	2.6	106	420	104	414	1.3	5.2
WQXI	79	443	78	438	.5	1.7	41	220	41	220	.5	2.0	68	379	67	374	.5	2.0	WQXI	60	325	59	320	.6	2.2	62	353	61	348	.6	2.1	29	187	28	182	.4	1.4
WQXI FM	649	3135	581	2712	3.4	12.8	498	2263	438	1916	5.7	21.0	623	3018	556	2628	4.4	16.2	WQXI FM	486	2229	442	2005	4.5	16.2	492	2258	447	2029	4.1	15.1	137	826	129	778	1.7	6.4
WRMM	123	1002	97	826	.6	2.1	59	507	46	407	.6	2.2	109	894	90	744	.7	2.6	WRMM	98	800	79	665	.8	2.9	105	851	81	704	.7	2.7	61	472	48	396	.6	2.4
WSB	462	2316	433	2151	2.5	9.6	50	378	42	355	.5	2.0	217	1052	199	998	1.6	5.8	WSB	215	1030	198	984	2.0	7.3	253	1235	236	1189	2.2	8.0	303	1392	284	1285	3.7	14.2
WSB FM	281	1898	267	1686	1.5	5.9	181	1154	169	1001	2.2	8.1	255	1599	242	1429	1.9	7.1	WSB FM	194	1294	186	1171	1.9	6.8	199	1367	191	1240	1.8	6.4	94	645	92	607	1.2	4.6
WVEE	400	2045	378	1904	2.2	8.3	296	1436	282	1325	3.7	13.5	374	1909	355	1781	2.8	10.4	WVEE	286	1375	271	1310	2.8	9.9	293	1440	277	1370	2.6	9.4	89	576	81	546	1.0	4.0
WYAY	249	1188	153	783	.9	3.4	131	560	78	380	1.0	3.7	212	983	132	676	1.0	3.8	WYAY	140	730	87	515	.9	3.2	156	813	99	566	.9	3.3	113	598	70	389	.9	3.5
WYZE	16	161	16	161	.1	.4	7	56	7	56	.1	.3	11	92	11	92	.1	.3	WYZE	11	81	11	81	.1	.4	11	81	11	81	.1	.4	8	75	8	75	.1	.4
WZGC	565	3191	429	2513	2.5	9.5	400	2162	279	1633	3.6	13.4	542	3051	409	2421	3.2	11.9	WZGC	323	1870	264	1576	2.7	9.7	326	1912	265	1604	2.5	8.9	164	1000	150	880	1.9	7.5

Adults

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA		
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WADK	82	435	82	435	.5	2.1	26	224	26	224	.3	1.4	52	314	52	314	.4	1.8	WADK	42	225	42	225	.4	1.9	49	247	49	247	.5	2.0	41	131	41	131	.5	2.6
WCNN	73	514	71	493	.4	1.9	17	157	17	157	.2	.9	34	252	34	252	.3	1.1	WCNN	34	237	34	237	.3	1.5	45	292	45	292	.4	1.9	43	262	43	262	.6	2.7
WFOX	284	1352	172	735	1.0	4.5	124	807	70	415	.9	3.7	275	1285	171	706	1.4	5.8	WFOX	259	1088	168	640	1.7	7.4	265	1115	169	655	1.6	7.0	159	528	102	320	1.3	6.5
WGST	135	939	135	939	.8	3.5	21	187	21	187	.3	1.1	48	372	48	372	.4	1.6	WGST	47	341	47	341	.5	2.1	60	441	60	441	.6	2.5	64	459	64	459	.8	4.1
WGUN	29	226	25	195	.1	.7	3	13	3	13		.2	11	76	9	57	.1	.3	WGUN	11	76	9	57	.1	.4	13	82	9	57	.1	.4	21	118	17	93	.2	1.1
WIGO	40	251	40	251	.2	1.0	25	166	25	166	.3	1.3	32	232	32	232	.3	1.1	WIGO	15	143	15	143	.2	.7	15	143	15	143	.1	.6	15	85	15	85	.2	1.0
WJGA	7	89	7	89		.2	6	72	6	72	.1	.3	7	84	7	84	.1	.2	WJGA	4	55	4	55		.2	4	60	4	60		.2	1	17	1	17		.1
WJYA	21	197	21	197	.1	.5		8		8			6	43	6	43		.2	WJYA	6	43	6	43	.1	.3	6	43	6	43	.1	.2	11	89	11	89	.1	.7
WJYA FM	63	409	45	304	.3	1.2	4	25	1	8		.1	9	76	6	59		.2	WJYA FM	9	76	6	59	.1	.3	18	109	13	75	.1	.5	45	218	35	182	.5	2.2
TOTAL	84	540	66	435	.4	1.7	4	25	1	8		.1	15	96	12	79	.1	.4	TOTAL	15	96	12	79	.1	.6	24	129	19	95	.2	.7	56	282	46	246	.6	2.9
WKHX	503	2187	375	1647	2.2	9.8	208	820	146	585	1.9	7.8	388	1588	273	1137	2.2	9.2	WKHX	286	1232	204	898	2.1	9.0	302	1391	215	1023	2.0	8.9	252	1194	193	939	2.5	12.3
WKLS FM	294	1527	223	1133	1.3	5.8	259	1347	205	1005	2.7	11.0	285	1499	223	1120	1.8	7.5	WKLS FM	174	776	138	564	1.4	6.1	183	785	138	564	1.3	5.7	35	180	18	128	.2	1.1
WPCH	426	1693	345	1344	2.0	9.0	66	183	49	107	.6	2.6	249	679	203	538	1.6	6.8	WPCH	218	605	174	497	1.8	7.7	258	787	213	675	2.0	8.8	293	1068	249	918	3.2	15.9
WPLO	85	467	83	440	.5	2.2	4	76	4	76	.1	.2	47	209	45	192	.4	1.5	WPLO	44	175	42	158	.4	1.9	52	236	50	219	.5	2.1	73	320	71	303	.9	4.5
WQXI	73	292	72	287	.4	1.9	28	145	28	145	.4	1.5	65	271	64	266	.5	2.2	WQXI	53	207	52	202	.5	2.3	53	207	52	202	.5	2.2	37	126	36	121	.5	2.3
WQXI FM	406	2031	375	1820	2.2	9.8	326	1555	298	1404	3.9	16.0	384	1940	354	1751	2.8	11.9	WQXI FM	245	1287	231	1170	2.4	10.2	245	1297	231	1180	2.1	9.6	61	436	59	398	.8	3.8
WRMM	170	1002	138	831	.8	3.6	99	533	79	442	1.0	4.2	154	887	129	750	1.0	4.3	WRMM	127	764	104	640	1.1	4.6	136	808	108	672	1.0	4.5	70	454	58	374	.7	3.7
WSB	192	1240	175	1153	1.0	4.6	30	189	25	174	.3	1.3	88	537	75	496	.6	2.5	WSB	87	517	74	476	.8	3.3	98	605	85	564	.8	3.5	102	639	91	599	1.2	5.8
WSB FM	269	1543	252	1371	1.5	6.6	188	962	177	847	2.3	9.5	249	1337	238	1207	1.9	8.0	WSB FM	178	1075	172	954	1.8	7.6	181	1106	175	985	1.6	7.3	79	516	74	465	1.0	4.7
WVEE	368	1741	359	1629	2.1	9.4	261	1152	257	1072	3.4	13.8	352	1607	346	1507	2.7	11.7	WVEE	271	1122	267	1049	2.7	11.8	275	1156	270	1079	2.5	11.2	100	527	95	495	1.2	6.1
WYAY	239	1053	140	744	.8	3.7	118	410	68	307	.9	3.6	202	760	130	566	1.0	4.4	WYAY	124	585	84	434	.9	3.7	142	707	91	518	.8	3.8	117	603	71	422	.9	4.5
WYZE	6	77	6	77		.2	2	29	2	29		.1	5	47	5	47		.2	WYZE	5	47	5	47	.1	.2	5	47	5	47		.2	3	18	3	18		.2
WZGC	379	2289	293	1836	1.7	7.7	297	1665	224	1300	2.9	12.0	367	2182	281	1732	2.2	9.5	WZGC	198	1255	161	1017	1.6	7.1	201	1298	164	1057	1.5	6.8	82	624	69	536	.9	4.4
METRO TOTALS			3824	11981	22.1		METRO TOTALS	1868	5506	24.4		METRO TOTALS	2967	8824	23.5		METRO TOTALS	2261	6828	23.0		METRO TOTALS	2412	7505	22.3		METRO TOTALS	1568	5085	20.3							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS



### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64																											
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA																								
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR																						
WAOK	43	350	43	350	.2	1.2	21	186	21	186	.3	1.2	35	288	35	288	.3	1.3	WAOK	19	159	19	159	.2	.9	24	181	24	181	.2	1.1	20	146	20	146	.3	1.4																						
WCNN	51	462	50	456	.3	1.4	10	116	10	116	.1	.6	31	212	31	212	.2	1.1	WCNN	30	197	30	197	.3	1.5	40	264	40	264	.4	1.8	38	262	38	262	.5	2.6																						
WFOX	271	1719	185	1132	1.1	5.2	129	983	85	604	1.1	4.9	264	1662	184	1089	1.5	6.7	WFOX	244	1451	175	967	1.8	8.5	250	1499	176	1003	1.6	8.0	142	736	100	528	1.3	6.9																						
WGST	96	850	92	827	.5	2.6	19	229	17	213	.2	1.0	43	405	39	382	.3	1.4	WGST	40	363	36	340	.4	1.7	50	451	46	428	.4	2.1	46	378	44	371	.6	3.0																						
*WGUN	16	188	15	173	.1	.4							2	39	2	35	.1		*WGUN	2	39	2	35	.1		2	50	2	46	.1		12	125	11	110	.1	.8																						
WIGO	39	308	39	308	.2	1.1	30	233	30	233	.4	1.7	39	308	39	308	.3	1.4	WIGO	21	175	21	175	.2	1.0	21	175	21	175	.2	.9	9	75	9	75	.1	.6																						
WJGA	3	19	3	19		.1	2	14	2	14		.1	2	14	2	14		.1	WJGA	2	14	2	14		.1	3	19	3	19		.1	1	5	1	5		.1																						
*WJYA	32	184	32	176	.2	.9							10	69	10	69	.1	.4	*WJYA	10	69	10	69	.1	.5	10	69	10	69	.1	.5	12	84	12	84	.2	.8																						
WJYA FM	56	341	40	244	.2	1.1	6	28	4	11	.1	.2	13	71	10	45	.1	.4	WJYA FM	13	71	10	45	.1	.5	22	110	16	62	.1	.7	36	200	25	142	.3	1.7																						
TOTAL	88	491	72	387	.4	2.0	6	28	4	11	.1	.2	23	125	20	99	.2	.8	TOTAL	23	125	20	99	.2	1.0	32	164	26	116	.2	1.2	48	269	37	211	.5	2.5																						
WKHX	468	2587	353	2009	2.0	10.0	208	1010	157	755	2.1	9.1	349	1988	255	1499	2.0	9.3	WKHX	235	1507	171	1161	1.7	8.3	260	1665	189	1284	1.7	8.5	208	1381	157	1105	2.0	10.8																						
WKLS FM	302	1895	232	1458	1.3	6.6	286	1739	221	1326	2.9	12.8	298	1886	232	1458	1.8	8.5	WKLS FM	149	889	118	692	1.2	5.7	153	898	118	692	1.1	5.3	16	156	11	132	.1	.8																						
WPCH	309	1781	246	1401	1.4	7.0	38	239	27	186	.4	1.6	158	778	125	623	1.0	4.6	WPCH	150	740	118	600	1.2	5.7	174	919	142	775	1.3	6.4	209	1133	174	935	2.2	12.0																						
WPLO	60	385	57	369	.3	1.6	8	91	8	91	.1	.5	25	203	23	197	.2	.8	WPLO	18	155	16	149	.2	.8	37	223	35	217	.3	1.6	48	254	46	248	.6	3.2																						
WQXI	85	399	85	394	.5	2.4	47	197	47	197	.6	2.7	76	356	76	351	.6	2.8	WQXI	51	288	51	283	.5	2.5	51	288	51	283	.5	2.3	32	181	32	176	.4	2.2																						
WQXI FM	374	2354	341	2120	2.0	9.7	279	1769	253	1563	3.3	14.6	360	2288	328	2059	2.6	12.0	WQXI FM	238	1615	218	1452	2.2	10.6	241	1638	220	1470	2.0	10.0	86	567	79	539	1.0	5.4																						
WRMM	139	1006	123	874	.7	3.5	70	515	60	432	.8	3.5	132	926	119	815	.9	4.3	WRMM	115	801	104	718	1.1	5.1	120	849	106	753	1.0	4.8	69	491	63	442	.8	4.3																						
WSB	207	1552	196	1477	1.1	5.5	45	325	43	301	.6	2.5	101	806	94	756	.7	3.4	WSB	99	778	93	736	.9	4.5	114	946	106	898	1.0	4.8	106	920	97	869	1.3	6.7																						
WSB FM	233	1785	207	1597	1.2	5.9	153	1138	132	1011	1.7	7.6	206	1542	183	1390	1.5	6.7	WSB FM	157	1215	141	1095	1.4	6.9	164	1292	148	1172	1.4	6.7	72	593	67	541	.9	4.6																						
WVEE	349	2079	336	1964	1.9	9.5	231	1407	219	1300	2.9	12.6	338	1969	326	1858	2.6	11.9	WVEE	261	1469	256	1429	2.6	12.4	269	1520	263	1476	2.4	11.9	116	624	115	616	1.5	7.9																						
WYAY	207	1117	124	794	.7	3.5	111	532	64	404	.8	3.7	164	895	103	668	.8	3.8	WYAY	114	645	71	487	.7	3.4	124	713	74	525	.7	3.3	85	531	53	361	.7	3.7																						
WYZE	36	116	36	116	.2	1.0		11		11			14	52	14	52	.1	.5	WYZE	14	52	14	52	.1	.7	17	62	17	62	.2	.8	32	90	32	90	.4	2.2																						
WZGC	377	2985	305	2476	1.8	8.6	256	2118	193	1685	2.5	11.1	362	2867	290	2358	2.3	10.6	WZGC	216	1802	180	1490	1.8	8.7	220	1854	184	1542	1.7	8.3	121	867	112	791	1.4	7.7																						
METRO TOTALS	3533			13800			20.4			METRO TOTALS	1733			6339			22.6			METRO TOTALS	2742			10395			21.7			METRO TOTALS	2058			8131			21.0			METRO TOTALS	2211			8865			20.4			METRO TOTALS	1452			6016			18.8		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

Adults

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64															
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA													
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.										
WAOK	29	254	29	254	.2	1.9	18	159	18	159	.2	2.1	25	223	25	223	.2	2.1	WAOK	10	119	10	119	.1	1.2	13	132	13	132	.1	1.4	10	77	10	77	.1	1.9										
WCNN	16	209	15	202	.1	1.0	7	99	7	99	.1	.8	10	147	10	147	.1	.8	WCNN	10	147	10	147	.1	1.2	11	162	11	162	.1	1.2	6	85	6	85	.1	1.2										
WFOX	73	1008	45	704	.3	2.9	47	607	24	377	.3	2.8	69	940	43	661	.3	3.5	WFOX	55	819	34	576	.3	4.0	58	862	36	612	.3	4.0	26	401	21	327	.3	4.1										
WGST	37	442	36	435	.2	2.3	7	104	7	104	.1	.8	13	221	13	221	.1	1.1	WGST	13	210	13	210	.1	1.5	17	228	17	228	.2	1.9	17	192	17	192	.2	3.3										
WIGO	16	196	16	196	.1	1.0	15	163	15	163	.2	1.7	16	196	16	196	.1	1.3	WIGO	11	118	11	118	.1	1.3	11	118	11	118	.1	1.2	1	33	1	33		.2										
WJGA	39	99	39	99	.2	2.5	35	80	35	80	.5	4.1	38	94	38	94	.3	3.1	WJGA	9	51	9	51	.1	1.1	10	56	10	56	.1	1.1	4	19	4	19	.1	.8										
WJYA FM	26	222	15	161	.1	1.0	5	11	5	11	.1	.6	10	59	7	52	.1	.6	WJYA FM	10	59	7	52	.1	.8	13	102	9	90	.1	1.0	13	140	8	123	.1	1.6										
WKHX	168	1512	123	1134	.7	8.0	74	672	61	450	.8	7.1	126	1210	96	894	.8	7.9	WKHX	100	841	79	674	.8	9.4	118	907	83	689	.8	9.2	81	724	50	572	.6	9.7										
WKLS FM	147	1223	111	932	.6	7.2	139	1103	103	826	1.3	11.9	146	1201	110	910	.9	9.1	WKLS FM	61	502	50	416	.5	5.9	61	502	50	416	.5	5.5	8	120	8	106	.1	1.6										
WPCH	116	1171	93	925	.5	6.0	18	243	11	173	.1	1.3	53	539	41	442	.3	3.4	WPCH	50	492	39	412	.4	4.6	57	586	44	494	.4	4.9	63	605	50	493	.6	9.7										
WPLO	8	163	8	163		.5	1	30	1	30		.1	3	84	3	84		.2	WPLO	2	65	2	65		.2	5	98	5	98		.6	7	133	7	133	.1	1.4										
WQXI	23	227	23	227	.1	1.5	18	135	18	135	.2	2.1	21	187	21	187	.2	1.7	WQXI	6	130	6	130	.1	.7	6	130	6	130	.1	.7	3	52	3	52		.6										
WQXI FM	167	1438	144	1260	.8	9.4	149	1216	127	1052	1.7	14.7	166	1378	143	1200	1.1	11.8	WQXI FM	124	956	109	827	1.1	12.9	124	964	109	835	1.0	12.1	18	202	17	188	.2	3.3										
WRMM	30	558	27	491	.2	1.8	14	315	14	285	.2	1.6	26	508	26	478	.2	2.1	WRMM	21	414	21	384	.2	2.5	24	439	22	397	.2	2.4	16	243	13	206	.2	2.5										
WSB	199	1617	190	1550	1.1	12.3	34	378	30	358	.4	3.5	82	775	78	755	.6	6.4	WSB	80	756	78	744	.8	9.3	94	877	92	856	.9	10.2	90	734	86	712	1.1	16.8										
WSB FM	106	1203	84	954	.5	5.5	69	724	58	594	.8	6.7	93	1050	80	850	.6	6.6	WSB FM	73	738	63	594	.6	7.5	74	758	64	610	.6	7.1	32	417	25	326	.3	4.9										
WVEE	192	1602	186	1516	1.1	12.1	145	1223	140	1150	1.8	16.2	189	1557	184	1484	1.5	15.2	WVEE	134	1104	132	1078	1.3	15.7	136	1141	134	1110	1.2	14.8	47	379	46	366	.6	9.0										
WYAY	82	693	49	501	.3	3.2	45	374	26	272	.3	3.0	67	577	42	442	.3	3.5	WYAY	49	407	26	306	.3	3.1	54	450	30	335	.3	3.3	34	305	23	229	.3	4.5										
WZGC	160	1843	130	1518	.8	8.4	127	1413	102	1150	1.3	11.8	154	1744	127	1443	1.0	10.5	WZGC	57	868	50	712	.5	5.9	61	917	52	752	.5	5.8	32	400	28	353	.4	5.5										
METRO TOTALS		1539		9848		8.9		METRO TOTALS		863		5096		11.3		METRO TOTALS		1212		7783		9.6		METRO TOTALS		843		5773		8.6		METRO TOTALS		903		6179		8.4		METRO TOTALS		513		3786		6.6	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR		AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR
WAOK	93	285	93	285	.5	3.5	25	77	25	77	.3	2.5	76	211	76	211	.6	4.3	WAOK	71	186	71	186	.7	4.9	74	199	74	199	.7	4.6	68	208	68	208	.9	5.3
WCNN	106	295	102	284	.6	3.9	1	7	1	7	.1	.1	8	27	8	27	.1	.5	WCNN	8	27	8	27	.1	.6	19	53	19	53	.2	1.2	60	159	60	159	.8	4.6
WFOX	131	353	68	206	.4	2.6	77	226	32	120	.4	3.2	116	332	55	187	.4	3.1	WFOX	90	272	55	180	.6	3.8	98	286	61	192	.6	3.8	54	127	36	86	.5	2.8
WGST	102	370	102	370	.6	3.9	5	33	5	33	.1	.5	41	147	41	147	.3	2.3	WGST	41	147	41	147	.4	2.9	63	199	63	199	.6	3.9	75	230	75	230	1.0	5.8
*WGUN	6	19	6	19		.2							5	9	5	9		.3	*WGUN	5	9	5	9	.1	.3	5	9	5	9		.3	6	19	6	19	.1	.5
WIGO	103	212	103	212	.6	3.9	43	89	43	89	.6	4.3	65	148	65	148	.5	3.7	WIGO	61	126	61	126	.6	4.2	65	134	65	134	.6	4.0	53	108	53	108	.7	4.1
WJGA																			WJGA																		
*WJVA	24	85	17	71	.1	.6							6	23	6	23		.3	*WJVA	6	23	6	23	.1	.4	6	23	6	23	.1	.4	13	37	6	23	.1	.5
WJVA FM	52	125	35	95	.2	1.3							4	19	4	19		.2	WJVA FM	4	19	4	19	.3	.3	6	25	6	25	.1	.4	34	86	31	79	.4	2.4
TOTAL	76	209	52	165	.3	1.9							10	41	10	41	.1	.5	TOTAL	10	41	10	41	.1	.7	12	47	12	47	.1	.8	47	122	37	101	.5	2.9
WKHX	337	833	270	686	1.6	10.2	79	212	79	212	1.0	7.9	241	599	183	465	1.5	10.4	WKHX	208	502	150	368	1.5	10.4	218	532	154	392	1.4	9.6	205	531	138	384	1.8	10.7
WKLS FM	167	483	136	382	.8	5.1	138	415	107	314	1.4	10.7	167	483	136	382	1.1	7.7	WKLS FM	89	243	77	206	.8	5.4	89	243	77	206	.7	4.8	29	68	29	68	.4	2.2
WPCH	235	626	202	512	1.2	7.6	24	49	18	27	.2	1.8	81	223	68	174	.5	3.9	WPCH	81	223	68	174	.7	4.7	100	247	87	198	.8	5.4	143	396	120	320	1.5	9.3
WPLO	70	188	68	182	.4	2.6							10	35	8	29	.1	.5	WPLO	10	35	8	29	.1	.6	35	102	33	96	.3	2.1	65	168	63	162	.8	4.9
WQXI	24	112	24	112	.1	.9	20	90	20	90	.3	2.0	24	112	24	112	.2	1.4	WQXI	18	89	18	89	.2	1.3	18	89	18	89	.2	1.1	4	22	4	22	.1	.3
WQXI FM	215	819	169	666	1.0	6.4	172	638	131	504	1.7	13.1	210	806	168	658	1.3	9.6	WQXI FM	126	499	110	457	1.1	7.6	131	512	111	465	1.0	6.9	43	181	38	162	.5	2.9
WRMM	43	209	39	190	.2	1.5	12	92	10	78	.1	1.0	43	209	39	190	.3	2.2	WRMM	40	177	36	158	.4	2.5	40	177	36	158	.3	2.2	31	117	29	112	.4	2.2
WSB	187	675	186	659	1.1	7.0	9	39	9	39	.1	.9	63	231	63	231	.5	3.6	WSB	63	231	63	231	.6	4.4	91	310	91	304	.8	5.7	126	440	125	424	1.6	9.7
WSB FM	159	505	140	435	.8	5.3	84	311	71	250	.9	7.1	136	450	123	389	1.0	7.0	WSB FM	116	346	110	320	1.1	7.6	119	352	113	326	1.0	7.0	71	171	67	167	.9	5.2
WVEE	229	671	216	624	1.2	8.2	199	580	186	533	2.4	18.6	222	643	209	596	1.7	11.9	WVEE	185	524	174	503	1.8	12.1	192	552	181	531	1.7	11.3	30	91	30	91	.4	2.3
WYAY	159	451	109	305	.6	4.1	79	236	70	177	.9	7.0	108	348	91	256	.7	5.2	WYAY	69	255	57	185	.6	4.0	80	290	68	220	.6	4.2	71	199	32	114	.4	2.5
WYZE	20	60	20	60	.1	.8	1	11	1	11		.1	5	41	5	41		.3	WYZE	4	30	4	30		.3	4	30	4	30		.2	19	49	19	49	.2	1.5
WZGC	247	997	191	739	1.1	7.2	153	643	106	408	1.4	10.6	228	930	172	672	1.4	9.8	WZGC	140	523	118	425	1.2	8.2	142	533	120	435	1.1	7.5	94	354	85	331	1.1	6.6

Adults

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA		
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)		AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.				
WAOK	81	227	81	227	.5	2.0	30	107	30	107	.4	1.5	60	195	60	195	.5	1.9	WAOK	57	162	57	162	.6	2.4	70	175	70	175	.6	2.7	51	120	51	120	.7	2.9
WCNN	71	162	66	152	.4	1.6	13	22	13	22	.2	.7	33	66	33	66	.3	1.0	WCNN	33	66	33	66	.3	1.4	37	73	37	73	.3	1.4	45	103	45	103	.6	2.5
WFOX	276	744	183	518	1.1	4.5	194	484	120	323	1.6	6.0	266	719	177	499	1.4	5.6	WFOX	229	633	174	470	1.8	7.3	235	651	176	482	1.6	6.8	82	260	63	195	.8	3.6
WGST	72	225	72	225	.4	1.8	18	45	18	45	.2	.9	25	92	25	92	.2	.8	WGST	22	81	22	81	.2	.9	39	126	39	126	.4	1.5	48	165	48	165	.6	2.7
WGUN	22	89	20	82	.1	.5							8	17	8	17	.1	.3	WGUN	8	17	8	17	.1	.3	8	17	8	17	.1	.3	18	49	18	49	.2	1.0
WIGO	56	199	56	199	.3	1.4	25	88	25	88	.3	1.3	44	158	44	158	.3	1.4	WIGO	22	92	22	92	.2	.9	22	92	22	92	.2	.8	31	111	31	111	.4	1.7
WJGA	5	11	5	11		.1							4	6	4	6		.1	WJGA	4	6	4	6		.2	5	11	5	11		.2	5	11	5	11		.3
WJYA	68	124	68	124	.4	1.7	10	18	10	18	.1	.5	27	56	27	56	.2	.9	WJYA	27	56	27	56	.3	1.1	30	69	30	69	.3	1.2	20	51	20	51	.3	1.1
WJYA FM	42	82	20	41	.1	.5							5	19	5	19		.2	WJYA FM	5	19	5	19	.1	.2	7	30	6	25	.1	.2	14	37	6	25	.1	.3
TOTAL	110	206	88	165	.5	2.2	10	18	10	18	.1	.5	32	75	32	75	.3	1.1	TOTAL	32	75	32	75	.3	1.3	37	99	36	94	.3	1.4	34	88	26	76	.3	1.4
WKHX	542	1317	397	1034	2.3	9.7	162	428	125	339	1.6	6.3	453	1009	312	747	2.5	9.9	WKHX	365	840	254	617	2.6	10.6	382	934	268	697	2.5	10.3	367	822	259	628	3.3	14.6
WKLS FM	299	833	224	636	1.3	5.5	280	759	207	582	2.7	10.4	299	833	224	636	1.8	7.1	WKLS FM	149	430	127	342	1.3	5.3	149	430	127	342	1.2	4.9	19	74	17	54	.2	1.0
WPCH	318	739	242	559	1.4	5.9	46	95	30	57	.4	1.5	130	252	102	194	.8	3.2	WPCH	130	252	102	194	1.0	4.3	162	304	134	246	1.2	5.2	209	389	174	316	2.2	9.8
WPLO	92	226	85	205	.5	2.1	11	57	11	57	.1	.6	20	97	13	76	.1	.4	WPLO	17	82	10	61	.1	.4	36	104	29	83	.3	1.1	61	135	54	114	.7	3.0
WQXI	64	173	64	173	.4	1.6	53	109	53	109	.7	2.7	64	173	64	173	.5	2.0	WQXI	49	150	49	150	.5	2.0	49	150	49	150	.5	1.9	11	64	11	64	.1	.6
WQXI FM	383	1090	334	997	1.9	8.2	305	820	257	732	3.4	12.9	370	1050	322	962	2.6	10.2	WQXI FM	177	657	168	616	1.7	7.0	179	670	169	624	1.6	6.5	78	270	77	265	1.0	4.3
WRMM	102	303	94	286	.5	2.3	24	112	24	112	.3	1.2	100	292	92	275	.7	2.9	WRMM	91	260	83	243	.8	3.5	91	260	83	243	.8	3.2	78	191	70	174	.9	4.0
WSB	127	541	124	527	.7	3.0	9	32	8	23	.1	.4	37	169	34	155	.3	1.1	WSB	37	169	34	155	.3	1.4	57	261	54	247	.5	2.1	86	352	84	347	1.1	4.7
WSB FM	220	598	194	484	1.1	4.8	148	416	133	335	1.7	6.7	195	540	179	455	1.4	5.7	WSB FM	141	403	130	338	1.3	5.4	144	409	133	344	1.2	5.1	70	165	61	149	.8	3.4
WVEE	544	1121	540	1103	3.1	13.3	423	836	419	818	5.5	21.0	512	1041	508	1023	4.0	16.1	WVEE	391	743	387	725	3.9	16.1	403	779	399	761	3.7	15.4	121	285	121	285	1.6	6.8
WYAY	216	606	140	391	.8	3.4	127	269	80	183	1.0	4.0	174	452	120	321	1.0	3.8	WYAY	107	316	74	233	.8	3.1	120	348	85	258	.8	3.3	85	309	59	194	.8	3.3
WYZE	38	89	38	89	.2	.9	22	40	22	40	.3	1.1	25	70	25	70	.2	.8	WYZE	25	70	25	70	.3	1.0	25	70	25	70	.2	1.0	16	49	16	49	.2	.9
WZGC	520	1357	442	1180	2.6	10.9	298	857	247	738	3.2	12.4	497	1299	422	1137	3.3	13.4	WZGC	324	778	291	697	3.0	12.1	328	800	294	710	2.7	11.3	222	500	195	442	2.5	11.0

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR	
WAOK	36	85	36	85	.2	1.2	18	54	18	54	.2	1.2	18	54	18	54	.1	.8	WAOK	15	32	15	32	.2	.9	28	45	28	45	.3	1.6	13	13	13	13	.2	1.1	
WCNN	30	81	30	81	.2	1.0	3	11	3	11	.2	1.0	18	53	18	53	.1	.8	WCNN	18	53	18	53	.2	1.1	26	69	26	69	.2	1.5	27	70	27	70	.3	2.3	
WFOX	190	448	149	317	.9	5.1	132	324	92	199	1.2	6.3	189	442	149	317	1.2	6.7	WFOX	160	356	144	284	1.5	8.9	161	362	144	284	1.3	8.2	58	124	57	118	.7	4.8	
WGST	47	124	47	124	.3	1.6	6	42	6	42	.1	.4	8	50	8	50	.1	.4	WGST	8	50	8	50	.1	.5	15	61	15	61	.1	.9	27	55	27	55	.3	2.3	
*WGUN	5	32	5	32		.2													*WGUN																			
WIGO	21	45	21	45	.1	.7	14	36	14	36	.2	1.0	21	45	21	45	.2	.9	WIGO	14	23	14	23	.1	.9	14	23	14	23	.1	.8	7	9	7	9	.1	.6	
WJGA	1	4					1	4					1	4					WJGA	1	4					1	4											
*WJYA	14	35	14	35	.1	.5							12	23	12	23	.1	.5	*WJYA	12	23	12	23	.1	.7	12	23	12	23	.1	.7	12	23	12	23	.2	1.0	
WJYA FM	36	81	28	60	.2	1.0	7	11	7	11	.1	.5	11	30	10	21	.1	.4	WJYA FM	11	30	10	21	.1	.6	20	58	14	44	.1	.8	15	54	7	33	.1	.6	
TOTAL	50	116	42	95	.2	1.5	7	11	7	11	.1	.5	23	53	22	44	.2	.9	TOTAL	23	53	22	44	.2	1.3	32	81	26	67	.2	1.5	27	77	19	56	.2	1.6	
WKHX	404	992	259	721	1.5	8.8	144	321	72	197	.9	5.0	328	791	183	525	1.5	8.2	WKHX	227	593	137	413	1.4	8.5	234	619	144	439	1.3	8.2	211	570	138	428	1.8	11.7	
WKLS FM	236	596	174	467	1.0	5.9	215	526	157	411	2.1	10.8	226	571	164	442	1.3	7.4	WKLS FM	105	234	83	193	.8	5.1	105	234	83	193	.8	4.7	21	70	17	56	.2	1.4	
WPCH	241	579	174	442	1.0	5.9	11	29	2	7		.1	74	172	60	134	.5	2.7	WPCH	74	172	60	134	.6	3.7	81	190	67	152	.6	3.8	135	331	111	282	1.4	9.4	
WPLO	80	168	71	147	.4	2.4	15	29	15	29	.2	1.0	28	82	19	61	.2	.9	WPLO	17	67	8	46	.1	.5	37	106	28	85	.3	1.6	45	119	36	98	.5	3.1	
WQXI	44	102	44	102	.3	1.5	19	41	19	41	.2	1.3	44	102	44	102	.3	2.0	WQXI	41	91	41	91	.4	2.5	41	91	41	91	.4	2.3	25	61	25	61	.3	2.1	
WQXI FM	221	668	198	607	1.1	6.7	190	553	167	492	2.2	11.5	212	644	189	583	1.5	8.5	WQXI FM	116	388	111	371	1.1	6.8	116	388	111	371	1.0	6.3	31	115	31	115	.4	2.6	
WRMM	71	256	66	251	.4	2.2	33	158	33	158	.4	2.3	71	256	66	251	.5	3.0	WRMM	60	185	55	180	.6	3.4	60	185	55	180	.5	3.1	38	98	33	93	.4	2.8	
WSB	139	363	134	344	.8	4.5	14	56	14	56	.2	1.0	32	138	32	132	.3	1.4	WSB	32	138	32	132	.3	2.0	46	190	46	184	.4	2.6	104	244	99	225	1.3	8.4	
WSB FM	155	484	140	440	.8	4.8	96	347	91	318	1.2	6.3	132	433	125	400	1.0	5.6	WSB FM	105	278	102	268	1.0	6.3	111	295	108	285	1.0	6.2	52	130	49	122	.6	4.2	
WVEE	492	970	471	898	2.7	16.0	381	726	360	654	4.7	24.8	469	890	448	818	3.6	20.1	WVEE	305	560	298	518	3.0	18.4	317	588	310	546	2.9	17.7	102	211	102	211	1.3	8.7	
WYAY	200	448	127	336	.7	4.3	98	196	59	153	.8	4.1	155	348	103	273	.8	4.6	WYAY	100	266	65	213	.7	4.0	107	290	70	230	.6	4.0	98	231	64	168	.8	5.4	
WYZE	41	90	41	90	.2	1.4	23	40	23	40	.3	1.6	26	61	26	61	.2	1.2	WYZE	26	61	26	61	.3	1.6	31	71	31	71	.3	1.8	18	50	18	50	.2	1.5	
WZGC	369	999	319	858	1.8	10.8	218	729	179	616	2.3	12.3	342	939	299	814	2.4	13.4	WZGC	202	477	185	435	1.9	11.4	214	519	193	467	1.8	11.0	151	270	140	242	1.8	11.9	

Adults

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WAOK	46	110	46	110	.3	2.6	26	70	26	70	.3	2.7	26	79	26	79	.2	1.9	WAOK	1	23	1	23	.1	1.4	14	36	14	36	.1	1.3	13	22	13	22	.2	2.4
WCNN	17	36	17	36	.1	1.0	12	18	12	18	.2	1.2	12	18	12	18	.1	.9	WCNN	12	18	12	18	.1	1.2	12	18	12	18	.1	1.1						
WFOX	107	329	62	188	.4	3.6	92	249	52	132	.7	5.3	107	329	62	188	.5	4.4	WFOX	85	261	60	176	.6	6.0	85	261	60	176	.6	5.6	15	80	10	56	.1	1.8
WGST	29	91	28	85	.2	1.6	1	11	1	11		.1	9	59	9	59	.1	.6	WGST	9	59	9	59	.1	.9	9	59	9	59	.1	.8	22	62	22	62	.3	4.0
WIGO	13	49	13	49	.1	.7	12	36	12	36	.2	1.2	13	49	13	49	.1	.9	WIGO	4	27	4	27		.4	4	27	4	27		.4	1	13	1	13		.2
WJGA	28	47	24	43	.1	1.4	22	33	18	29	.2	1.8	28	47	24	43	.2	1.7	WJGA	16	32	12	28	.1	1.2	16	32	12	28	.1	1.1	6	14	6	14	.1	1.1
WJYA FM	28	100	24	76	.1	1.4	7	11	7	11	.1	.7	15	50	12	43	.1	.9	WJYA FM	15	50	12	43	.1	1.2	19	65	16	53	.1	1.5	13	59	9	42	.1	1.6
WKHX	200	610	154	454	.9	8.9	72	270	55	194	.7	5.6	139	492	116	385	.9	8.3	WKHX	99	325	88	278	.9	8.7	115	352	88	278	.8	8.3	93	278	64	198	.8	11.7
WKLS FM	134	474	84	295	.5	4.8	127	427	77	248	1.0	7.9	133	465	83	286	.7	6.0	WKLS FM	54	180	44	156	.4	4.4	55	189	45	165	.4	4.2	7	47	7	47	.1	1.3
WPCH	160	468	106	317	.6	6.1	19	61	13	34	.2	1.3	67	219	42	129	.3	3.0	WPCH	67	219	42	129	.4	4.2	69	224	42	129	.4	3.9	68	227	41	151	.5	7.5
WPLO	34	52	34	52	.2	2.0	1	11	1	11		.1	1	11	1	11		.1	WPLO	1	11	1	11		.1	6	22	6	22	.1	.6	13	21	13	21	.2	2.4
WQXI	5	23	5	23		.3	5	23	5	23	.1	.5	5	23	5	23		.4	WQXI	5	23	5	23	.1	.5	5	23	5	23		.5						
WQXI FM	79	331	79	331	.5	4.5	71	284	71	284	.9	7.3	79	331	79	331	.6	5.7	WQXI FM	59	243	59	243	.6	5.9	59	243	59	243	.5	5.5	8	47	8	47	.1	1.5
WRMM	38	182	33	178	.2	1.9	23	116	23	116	.3	2.4	38	182	33	178	.3	2.4	WRMM	36	151	31	147	.3	3.1	36	151	31	147	.3	2.9	15	66	10	62	.1	1.8
WSB	147	411	142	402	.8	8.2	27	69	27	69	.4	2.8	66	240	66	240	.5	4.7	WSB	66	240	66	240	.7	6.6	67	244	66	240	.6	6.2	64	224	59	215	.8	10.8
WSB FM	71	266	62	221	.4	3.6	46	145	42	137	.5	4.3	62	229	58	199	.5	4.2	WSB FM	46	179	46	157	.5	4.6	50	201	50	179	.5	4.7	23	114	20	84	.3	3.6
WVEE	373	951	359	890	2.1	20.7	299	714	286	661	3.7	29.3	355	904	342	851	2.7	24.5	WVEE	230	590	221	568	2.3	22.0	238	614	229	592	2.1	21.5	65	222	64	214	.8	11.7
WYAY	88	263	39	140	.2	2.2	50	159	15	91	.2	1.5	74	223	29	116	.2	2.1	WYAY	48	145	21	84	.2	2.1	53	160	25	93	.2	2.3	32	89	18	34	.2	3.3
WZGC	267	790	192	545	1.1	11.1	203	543	134	355	1.8	13.7	262	751	189	529	1.5	13.6	WZGC	97	366	85	293	.9	8.4	99	385	86	302	.8	8.1	63	234	58	190	.7	10.6
METRO TOTALS			1737	4528	10.0		METRO TOTALS	975	2431	12.7		METRO TOTALS	1394	3778	11.1		METRO TOTALS	1006	2819	10.3		METRO TOTALS	1064	2957	9.8		METRO TOTALS	548	1634	7.1							

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64						
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR		AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG	AVG PERS SHR	
WAOK	175	394	175	394	1.0	7.4	43	96	43	96	.6	4.2	119	267	119	267	.9	7.2	WAOK	105	245	105	245	1.1	8.3	107	255	107	255	1.0	7.9	123	283	123	283	1.6	12.1	
WCNN	64	210	62	199	.4	2.6	8	33	8	33	.1	.8	16	43	16	43	.1	1.0	WCNN	16	43	16	43	.2	1.3	26	62	26	62	.2	1.9	50	118	50	118	.6	4.9	
WFOX	63	212	33	97	.2	1.4	46	166	22	72	.3	2.2	62	210	33	97	.3	2.0	WFOX	41	151	28	77	.3	2.2	42	153	28	77	.3	2.1	17	46	11	25	.1	1.1	
WGST	32	167	32	167	.2	1.4							8	45	8	45	.1	.5	WGST	8	45	8	45	.1	.6	18	83	18	83	.2	1.3	25	113	25	113	.3	2.5	
*WGUN	12	35	12	35	.1	.5							11	17	11	17	.1	.7	*WGUN	11	17	11	17	.1	.9	11	17	11	17	.1	.8	11	17	11	17	.1	1.1	
WIGO	57	160	57	160	.3	2.4	28	51	28	51	.4	2.8	40	89	40	89	.3	2.4	WIGO	29	78	29	78	.3	2.3	29	78	29	78	.3	2.1	18	79	18	79	.2	1.8	
*WJGA																			*WJGA																			
*WJYA	19	66	17	52	.1	.7							10	10	10	10	.1	.6	*WJYA	10	10	10	10	.1	.8	13	20	10	10	.1	.7	7	46	5	32	.1	.5	
WJYA FM	25	55	16	26	.1	.7							10	10	10	10	.1	.6	WJYA FM	10	10	10	10	.1	.8	13	20	10	10	.1	.7	18	25	10	10	.1	1.0	
TOTAL	44	121	33	78	.2	1.4							10	10	10	10	.1	.6	TOTAL	10	10	10	10	.1	.8	13	20	10	10	.1	.7	25	71	15	42	.2	1.5	
WKHX	254	695	209	541	1.2	8.9	86	235	75	194	1.0	7.4	147	456	117	336	.9	7.1	WKHX	101	341	79	254	.8	6.3	123	389	86	268	.8	6.4	124	398	90	285	1.2	8.8	
WKLS FM	149	209	99	146	.6	4.2	136	187	88	135	1.1	8.6	149	209	99	146	.8	6.0	WKLS FM	52	85	34	54	.3	2.7	52	85	34	54	.3	2.5	13	22	11	11	.1	1.1	
WPCH	313	776	200	548	1.2	8.5	24	81	13	53	.2	1.3	140	342	81	234	.6	4.9	WPCH	140	342	81	234	.8	6.4	168	412	98	279	.9	7.2	211	504	121	329	1.6	11.9	
WPLO	35	115	35	115	.2	1.5	8	8	8	8	.1	.8	16	36	16	36	.1	1.0	WPLO	16	36	16	36	.2	1.3	26	72	26	72	.2	1.9	22	87	22	87	.3	2.2	
WQXI	27	82	27	82	.2	1.1	15	41	15	41	.2	1.5	25	72	25	72	.2	1.5	WQXI	19	61	19	61	.2	1.5	21	71	21	71	.2	1.6	12	41	12	41	.2	1.2	
WQXI FM	165	455	162	441	.9	6.9	103	283	100	269	1.3	9.8	140	410	137	396	1.1	8.3	WQXI FM	127	358	124	344	1.3	9.8	127	358	124	344	1.1	9.2	55	157	55	157	.7	5.4	
WRMM	40	120	34	106	.2	1.4	31	82	25	68	.3	2.5	38	104	32	90	.3	1.9	WRMM	30	75	30	75	.3	2.4	32	91	32	91	.3	2.4	9	38	9	38	.1	.9	
WSB	166	422	164	411	.9	7.0	20	39	20	39	.3	2.0	80	166	80	166	.6	4.9	WSB	80	166	80	166	.8	6.3	89	205	88	200	.8	6.5	103	278	101	267	1.3	9.9	
WSB FM	113	353	108	316	.6	4.6	60	222	56	191	.7	5.5	103	336	99	301	.8	6.0	WSB FM	66	208	64	188	.7	5.1	66	208	64	188	.6	4.7	43	114	43	110	.6	4.2	
WVEE	254	561	249	514	1.4	10.6	206	392	201	345	2.6	19.7	246	531	241	484	1.9	14.6	WVEE	154	395	151	374	1.5	12.0	157	406	154	385	1.4	11.4	48	169	48	169	.6	4.7	
WYAY	60	185	39	111	.2	1.7	25	50	25	50	.3	2.5	48	138	36	93	.3	2.2	WYAY	27	104	15	59	.2	1.2	30	129	18	77	.2	1.3	35	135	14	61	.2	1.4	
WYZE	21	42	21	42	.1	.9							4	23	4	23		.2	WYZE	4	23	4	23		.3	4	23	4	23		.3	21	42	21	42	.3	2.1	
WZGC	186	631	135	426	.8	5.7	126	429	91	273	1.2	8.9	172	593	128	401	1.0	7.8	WZGC	118	382	101	305	1.0	8.0	122	394	105	317	1.0	7.8	53	189	44	153	.6	4.3	
METRO TOTALS			2356	5560	13.6		METRO TOTALS		1018	2240	13.3		METRO TOTALS		1649	3770	13.1		METRO TOTALS		1261	3037	12.9		METRO TOTALS		1353	3325	12.5		METRO TOTALS		1018	2610	13.1			

Adults

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

### Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.
WAOK	131	347	131	347	.8	4.5	47	115	47	115	.6	3.3	96	255	96	255	.8	4.2	WAOK	89	233	89	233	.9	5.0	105	266	105	266	1.0	5.5	77	214	77	214	1.0	6.5
WCNN	9	81	9	81	.1	.3	1	11	1	11	.1	.1	6	57	6	57	.3	.3	WCNN	6	57	6	57	.1	.3	8	66	8	66	.1	.4	7	55	7	55	.1	.6
WFOX	163	587	107	335	.6	3.7	104	372	60	177	.8	4.2	161	573	107	335	.8	4.7	WFOX	132	462	99	302	1.0	5.5	132	462	99	302	.9	5.2	59	215	47	158	.6	3.9
WGST	21	101	15	94	.1	.5							5	29	5	29	.2	.2	WGST	5	29	5	29	.1	.3	8	40	8	40	.1	.4	14	47	8	40	.1	.7
WGUN	12	45	12	45	.1	.4							10	18	10	18	.1	.4	WGUN	10	18	10	18	.1	.6	10	18	10	18	.1	.5	10	18	10	18	.1	.8
WIGO	45	111	45	111	.3	1.5	18	33	18	33	.2	1.3	20	55	20	55	.2	.9	WIGO	8	33	8	33	.1	.4	8	33	8	33	.1	.4	12	63	12	63	.2	1.0
WJGA	4	6	4	6		.1							4	6	4	6	.2	.2	WJGA	4	6	4	6		.2	4	6	4	6		.2	4	6	4	6	.1	.3
WJYA WJYA FM TOTAL	15 41 56	58 126 183	12 36 48	44 105 148	.1 .2 .3	.4 1.2 1.6							12 12 12	20 20 20	12 12 12	20 20 20	.1 .1 .1	.5 .5 .5	WJYA WJYA FM TOTAL	12 12 12	20 20 20	12 12 12	20 20 20	.1 .1 .1	.7 .7 .7	14 14 14	30 30 30	14 14 14	30 30 30	.1 .1 .1	.7 .7 .7	6 20 26	24 63 86	3 18 21	10 58 67	.3 1.5 1.8	
WKHX	357	978	300	812	1.7	10.2	172	453	161	392	2.1	11.3	292	778	258	653	2.0	11.2	WKHX	214	570	185	479	1.9	10.4	246	631	194	499	1.8	10.2	184	503	138	398	1.8	11.6
WKLS FM	190	455	156	324	.9	5.3	166	387	134	267	1.8	9.4	186	433	152	302	1.2	6.6	WKLS FM	110	209	89	160	.9	5.0	110	209	89	160	.8	4.7	24	68	22	57	.3	1.8
WPCH	317	834	278	706	1.6	9.5	23	70	20	55	.3	1.4	129	285	119	250	.9	5.2	WPCH	123	269	113	234	1.2	6.3	141	351	128	302	1.2	6.7	179	465	151	375	2.0	12.7
WPLO	45	147	45	142	.3	1.5	10	15	10	15	.1	.7	20	66	20	66	.2	.9	WPLO	20	66	20	66	.2	1.1	32	96	32	96	.3	1.7	23	96	23	91	.3	1.9
WQXI	20	68	20	68	.1	.7	16	41	16	41	.2	1.1	17	54	17	54	.1	.7	WQXI	12	43	12	43	.1	.7	12	43	12	43	.1	.6	4	27	4	27	.1	.3
WQXI FM	165	612	154	565	.9	5.3	133	509	122	462	1.6	8.6	163	588	152	541	1.2	6.6	WQXI FM	121	408	113	384	1.2	6.3	122	417	114	393	1.1	6.0	31	88	31	88	.4	2.6
WRMM	112	339	94	292	.5	3.2	65	195	51	168	.7	3.6	106	323	88	276	.7	3.8	WRMM	89	277	85	257	.9	4.8	95	293	91	273	.8	4.8	47	144	43	124	.6	3.6
WSB	208	660	204	636	1.2	7.0	47	165	43	141	.6	3.0	119	341	115	317	.9	5.0	WSB	112	302	109	286	1.1	6.1	129	358	126	342	1.2	6.6	123	294	123	294	1.6	10.3
WSB FM	188	565	173	487	1.0	5.9	108	336	101	292	1.3	7.1	167	515	153	445	1.2	6.6	WSB FM	142	417	131	362	1.3	7.3	151	444	140	389	1.3	7.4	69	214	61	180	.8	5.1
WVEE	349	887	334	838	1.9	11.4	261	630	249	585	3.3	17.5	346	868	331	819	2.6	14.4	WVEE	248	629	239	595	2.4	13.4	251	648	242	614	2.2	12.7	88	257	85	253	1.1	7.1
WYAY	133	365	95	259	.5	3.2	46	147	32	101	.4	2.3	102	302	71	214	.6	3.1	WYAY	69	216	43	140	.4	2.4	74	224	48	148	.4	2.5	71	191	47	131	.6	3.9
WYZE	21	40	21	40	.1	.7							3	21	3	21		.1	WYZE	3	21	3	21		.2	3	21	3	21		.2	21	40	21	40	.3	1.8
WZGC	399	1012	306	799	1.8	10.4	271	707	217	572	2.8	15.3	392	971	303	771	2.4	13.2	WZGC	225	486	180	404	1.8	10.1	228	507	183	425	1.7	9.6	124	292	89	227	1.1	7.5
METRO TOTALS			2929	7201	16.9		METRO TOTALS	1419	3417	18.5		METRO TOTALS	2301	5522	18.2		METRO TOTALS	1786	4236	18.2		METRO TOTALS	1902	4563	17.6		METRO TOTALS	1192	2937	15.4							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule

ARBITRON RATINGS



# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64						
	TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA				TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			TOTAL AREA			METRO SURVEY AREA			
	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.		AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.	AVG. PERS (00)	CUME PERS (00)	AVG. PERS RTG.	AVG. PERS SHR.			
WAOK	90	157	90	157	.5	3.5	61	85	61	85	.8	4.9	69	116	69	116	.5	3.5	WAOK	60	105	60	105	.6	3.8	76	127	76	127	.7	4.5	29	72	29	72	.4	2.8	
WCNN	8	51	8	51		.3							5	24	5	24		.3	WCNN	5	24	5	24	.1	.3	7	33	7	33	.1	.4	7	33	7	33	.1	.7	
WFOX	281	549	199	356	1.1	7.7	180	356	115	202	1.5	9.3	278	535	199	356	1.6	10.1	WFOX	251	458	179	299	1.8	11.4	251	458	179	299	1.7	10.7	101	193	84	154	1.1	8.1	
WGST	26	98	20	92	.1	.8							1	8	1	8		.1	WGST	1	8	1	8		.1	1	8	1	8		.1	10	45	4	39	.1	.4	
*WGUN	8	34	3	27		.1							2	9	2	9		.1	*WGUN	2	9	2	9		.1	2	9	2	9		.1	2	9	2	9		.2	
WIGO	35	92	35	92	.2	1.4	15	40	15	40	.2	1.2	20	62	20	62	.2	1.0	WIGO	10	40	10	40	.1	.6	10	40	10	40	.1	.6	5	22	5	22	.1	.5	
WJGA	6	25	6	25		.2	4	14	4	14	.1	.3	5	20	5	20		.3	WJGA	5	20	5	20	.1	.3	6	25	6	25	.1	.4	2	11	2	11		.2	
*WJYA	1	20	1	20															*WJYA																			
WJYA FM	41	100	37	69	.2	1.4													WJYA FM																			
TOTAL	42	120	38	89	.2	1.4													TOTAL																			
WKHX	405	1002	304	793	1.8	11.8	164	409	105	287	1.4	8.5	308	750	219	582	1.7	11.1	WKHX	224	537	169	439	1.7	10.8	236	578	169	439	1.6	10.1	203	509	161	422	2.1	15.4	
WKLS FM	134	368	106	263	.6	4.1	120	311	94	217	1.2	7.6	129	346	101	241	.8	5.1	WKLS FM	66	135	57	113	.6	3.6	66	135	57	113	.5	3.4	14	57	12	46	.2	1.2	
WPCH	220	476	189	424	1.1	7.4	18	49	18	49	.2	1.5	94	185	80	165	.6	4.1	WPCH	94	185	80	165	.8	5.1	118	249	104	229	1.0	6.2	140	314	114	272	1.5	10.9	
WPLO	44	141	44	141	.3	1.7	11	30	11	30	.1	.9	30	81	30	81	.2	1.5	WPLO	30	81	30	81	.3	1.9	38	92	38	92	.4	2.3	27	62	27	62	.3	2.6	
WQXI	32	71	32	71	.2	1.2	14	30	14	30	.2	1.1	25	57	25	57	.2	1.3	WQXI	25	57	25	57	.3	1.6	25	57	25	57	.2	1.5	18	41	18	41	.2	1.7	
WQXI FM	209	583	196	546	1.1	7.6	173	477	161	451	2.1	13.0	204	550	192	524	1.5	9.8	WQXI FM	122	339	119	332	1.2	7.6	124	349	121	342	1.1	7.2	36	106	35	95	.5	3.4	
WRMM	111	315	81	239	.5	3.2	69	190	39	114	.5	3.2	108	304	78	228	.6	4.0	WRMM	95	260	70	197	.7	4.5	95	260	70	197	.6	4.2	42	125	42	125	.5	4.0	
WSB	262	740	259	717	1.5	10.1	49	175	46	152	.6	3.7	118	350	115	327	.9	5.8	WSB	107	322	105	307	1.1	6.7	127	376	125	361	1.2	7.5	116	293	116	293	1.5	11.1	
WSB FM	183	453	174	420	1.0	6.8	96	275	88	250	1.1	7.1	155	385	146	352	1.2	7.4	WSB FM	139	300	130	267	1.3	8.3	146	327	137	294	1.3	8.2	80	160	79	152	1.0	7.6	
WVEE	257	471	255	459	1.5	9.9	194	362	193	354	2.5	15.6	246	460	244	448	1.9	12.4	WVEE	199	352	197	340	2.0	12.5	210	363	208	351	1.9	12.4	63	109	62	105	.8	5.9	
WYAY	164	307	89	161	.5	3.5	62	117	27	60	.4	2.2	131	239	72	138	.6	3.7	WYAY	112	206	53	105	.5	3.4	113	210	53	105	.5	3.2	102	190	62	101	.8	5.9	
WYZE	4	17	4	17		.2							2	9	2	9		.1	WYZE	2	9	2	9		.1	4	17	4	17		.2	4	17	4	17	.1	.4	
WZGC	298	793	228	638	1.3	8.9	233	595	164	460	2.1	13.3	287	774	217	619	1.7	11.0	WZGC	131	373	128	347	1.3	8.2	131	373	128	347	1.2	7.6	65	198	64	178	.8	6.1	

Adults

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRON RATINGS

# Average Quarter-Hour and Cume Listening Estimates

STATION CALL LETTERS	ADULTS 18 +						ADULTS 18-34						ADULTS 18-49						STATION CALL LETTERS	ADULTS 25-49						ADULTS 25-54						ADULTS 35-64					
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA					TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA									
	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.		AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.	AVG PERS (00)	CUME PERS (00)	AVG PERS (00)	CUME PERS (00)	AVG PERS RTG.	AVG PERS SHR.						
WAOK	39	46	39	46	.2	2.8	18	18	18	18	.2	2.6	29	36	29	36	.2	2.7	29	36	29	36	.3	3.6	39	46	39	46	.4	4.5	21	28	21	28	.3	4.1	
WCNN																																					
WFOX	82	385	35	183	.2	2.5	61	281	16	84	.2	2.3	80	380	35	183	.3	3.3	71	339	32	175	.3	4.0	72	341	32	175	.3	3.7	21	104	19	99	.2	3.7	
WGST	36	111	31	104	.2	2.3							8	21	8	21	.1	.8	8	21	8	21	.1	1.0	8	21	8	21	.1	.9	13	37	8	30	.1	1.6	
WIGO	20	55	20	55	.1	1.5	10	33	10	33	.1	1.4	20	55	20	55	.2	1.9	17	33	17	33	.2	2.1	17	33	17	33	.2	1.9	10	22	10	22	.1	1.9	
WJGA	32	52	23	43	.1	1.7	21	33	17	29	.2	2.4	32	52	23	43	.2	2.2	20	37	11	28	.1	1.4	20	37	11	28	.1	1.3	11	19	6	14	.1	1.2	
WJYA FM	19	62	9	28	.1	.7							3	7					3	7					8	25	3	13	.3		12	32	7	20	.1	1.4	
WKHX	177	485	157	433	.9	11.4	44	152	44	152	.6	6.3	103	327	88	296	.7	8.3	86	277	71	246	.7	8.9	91	298	71	246	.7	8.1	85	274	65	222	.8	12.6	
WKLS FM	85	220	67	153	.4	4.9	85	214	67	153	.9	9.6	85	214	67	153	.5	6.3	35	53	29	41	.3	3.6	35	53	29	41	.3	3.3							
WPCH	122	431	98	327	.6	7.1	6	38	1	10	.1		43	221	26	146	.2	2.5	43	221	26	146	.3	3.2	55	251	33	165	.3	3.8	66	297	47	221	.6	9.1	
WPLO	9	23	9	23	.1	.7													9	23	9	23	.1	1.0	9	23	9	23	.1	1.0	9	23	9	23	.1	1.7	
WQXI	12	32	12	32	.1	.9	12	32	12	32	.2	1.7	12	32	12	32	.1	1.1	4	12	4	12	.5		4	12	4	12	.5								
WQXI FM	223	601	206	550	1.2	15.0	203	536	186	485	2.4	26.7	208	576	191	525	1.5	18.1	163	432	150	393	1.5	18.7	171	442	158	403	1.5	18.0	20	65	20	65	.3	3.9	
WRMM	48	196	39	155	.2	2.8	33	126	24	85	.3	3.4	48	196	39	155	.3	3.7	33	152	24	111	.2	3.0	33	152	24	111	.2	2.7	15	70	15	70	.2	2.9	
WSB	70	268	59	236	.3	4.3	6	35	2	27	.3		37	138	33	130	.3	3.1	33	130	33	130	.3	4.1	43	150	42	146	.4	4.8	57	184	52	175	.7	10.1	
WSB FM	89	275	77	247	.4	5.6	64	184	56	171	.7	8.0	78	216	70	203	.6	6.6	62	166	54	153	.6	6.7	64	176	56	163	.5	6.4	19	50	16	42	.2	3.1	
WVEE	163	437	163	437	.9	11.9	117	339	117	339	1.5	16.8	163	437	163	437	1.3	15.4	119	352	119	352	1.2	14.8	119	352	119	352	1.1	13.6	46	98	46	98	.6	8.9	
WYAY	86	231	54	164	.3	3.9	42	125	22	82	.3	3.2	78	201	46	137	.4	4.4	58	128	28	86	.3	3.5	62	145	32	103	.3	3.7	44	106	32	82	.4	6.2	
WZGC	119	498	83	387	.5	6.0	84	353	51	261	.7	7.3	118	491	82	380	.7	7.8	62	271	55	244	.6	6.9	62	271	55	244	.5	6.3	35	145	32	126	.4	6.2	
	METRO TOTALS		1374	3689	7.9	METRO TOTALS		696	1888	9.1	METRO TOTALS		1056	2920	8.4	METRO TOTALS		802	2226	8.2	METRO TOTALS		876	2376	8.1	METRO TOTALS		515	1444	6.7							

### Average Quarter-Hour and Cume Listening Estimates - Teens

STATION CALL LETTERS	MONDAY-SUNDAY 6:00 AM - MID.						MONDAY-FRIDAY 6:00 AM-10:00 AM						MONDAY-FRIDAY 10:00 AM-3:00 PM						MONDAY-FRIDAY 3:00 PM-7:00 PM						MONDAY-FRIDAY 7:00 PM-MID.						STATION CALL LETTERS
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	
WAOK	6	120	6	120	.3	1.7	4	37	4	37	.2	1.0	1	19	1	19	.7		7	59	7	59	.3	1.6	8	71	8	71	.4	2.1	WAOK
WCNN																															WCNN
WFOX	4	148	3	63	.1	.9	5	63	4	42	.2	1.0	4	16	2	6	.1	1.3	7	101	4	48	.2	.9	3	61	1	28		.3	WFOX
WGST	1	25	1	25		.3	5	25	5	25	.2	1.2								8		8									WGST
WGUN																															WGUN
WIGO	10	209	10	209	.4	2.9	13	120	13	120	.6	3.1	5	81	5	81	.2	3.4	21	147	21	147	.9	4.8	10	109	10	109	.4	2.7	WIGO
WJGA	* 3	* 68	* 3	* 58	* .1	* .9	1	10	1	10		.2		7		7			2	39	1	29		.2	10	44	10	33	.4	2.7	WJGA
WJYA WJYA FM TOTAL		* 11 11 11		* 11 11 11																* 11 11		* 11 11				11		11			WJYA WJYA FM TOTAL
WKHX	27	377	17	290	.8	4.9	38	202	18	129	.8	4.3	13	49	8	29	.4	5.4	24	180	14	142	.6	3.2	20	210	10	159	.4	2.7	WKHX
WKLS FM	51	953	41	786	1.8	11.8	64	484	56	408	2.5	13.4	25	234	23	186	1.0	15.4	72	600	57	510	2.5	13.1	51	476	38	356	1.7	10.1	WKLS FM
WPCH	3	96	2	64	.1	.6	2	18	2	18	.1	.5	1	10	1	10		.7	4	38	3	21	.1	.7	5	37	2	19	.1	.5	WPCH
WPLO		34		19				8		8			1	23		8				11		11									WPLO
WQXI	3	47	3	47	.1	.9	1	8	1	8		.2							6	8	6	8	.3	1.4	4	32	4	32	.2	1.1	WQXI
WQXI FM	17	746	14	615	.6	4.0	20	272	17	201	.8	4.1	11	143	10	112	.4	6.7	26	355	18	268	.8	4.1	16	307	15	267	.7	4.0	WQXI FM
WRMM	2	94	2	71	.1	.6		17		7			1	10	1	10		.7	6	44	6	44	.3	1.4	5	35	5	27	.2	1.3	WRMM
WSB	3	108	1	94		.3	5	57	5	57	.2	1.2	3	21	3	21	.1	2.0	1	17	1	7		.2	2	29	2	29	.1	.5	WSB
WSB FM	8	208	7	180	.3	2.0	4	78	2	64	.1	.5		5					4	55	4	46	.2	.9	23	164	20	140	.9	5.3	WSB FM
WVEE	69	936	64	792	2.9	18.4	55	439	51	384	2.3	12.2	26	271	25	233	1.1	16.8	104	561	101	484	4.5	23.2	80	484	70	375	3.1	18.7	WVEE
WYAY	16	243	9	193	.4	2.6	18	135	9	95	.4	2.1	4	40	2	18	.1	1.3	23	179	16	129	.7	3.7	20	134	14	95	.6	3.7	WYAY
WYZE		* 52		* 52				34		34			1	10	1	10		.7													WYZE
WZGC	181	2011	151	1598	6.8	43.4	266	1474	220	1178	9.8	52.5	75	621	60	454	2.7	40.3	190	1372	160	1122	7.2	36.7	185	1388	156	1124	7.0	41.6	WZGC
METRO TOTALS			348	2225	15.6				419	1990	18.7				149	881	6.7				436	1912	19.5				375	1858	16.8		

Footnote Symbols : (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Teens

# Average Quarter-Hour and Cume Listening Estimates - Teens

ATLANTA  
SPRING 1985

STATION CALL LETTERS	SATURDAY 6:00 AM - 10:00 AM						SATURDAY 10:00 AM - 3:00 PM						SATURDAY 3:00 PM - 7:00 PM						SATURDAY 7:00 PM - MIDNIGHT						STATION CALL LETTERS				
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA								
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.					
WAOK	1	10	1	10		.3	6	18	6	18	.3	1.0	3	8	3	8	.1	.7	6	19	6	19	.3	1.7	WAOK				
WCNN																									WCNN				
WFOX	7	28	7	28	.3	1.9	5	27	2	17	.1	.3	6	10					5	17	2	7	.1	.6	WFOX				
WGST	2	8	2	8	.1	.5																			WGST				
WGUN																									WGUN				
WIGO	1	10	1	10		.3	15	57	15	57	.7	2.5	6	25	6	25	.3	1.5	3	8	3	8	.1	.9	WIGO				
WJGA								7		7									7	23	5	12	.2	1.4	WJGA				
WJYA							2	11	2	11	.1	.3	* 6	* 11	* 6	* 11	* .3	1.5							WJYA				
WJYA FM							2	11	2	11	.1	.3	6	11	6	11	.3	1.5	2	11	2	11	.1	.6	WJYA FM				
TOTAL							2	11	2	11	.1	.3	6	11	6	11	.3	1.5							TOTAL				
WKHX	71	122	40	76	1.8	10.9	56	107	48	77	2.1	8.0	43	91	38	73	1.7	9.4	18	48	14	40	.6	4.0	WKHX				
WKLS FM	41	144	33	108	1.5	9.0	79	183	74	159	3.3	12.4	66	227	58	183	2.6	14.4	48	142	42	123	1.9	11.9	WKLS FM				
WPCH																			3	24	2	10	.1	.6	WPCH				
WPLO																									WPLO				
WQXI							13	28	13	28	.6	2.2	8	15	8	15	.4	2.0							WQXI				
WQXI FM	11	55	10	40	.4	2.7	17	80	14	61	.6	2.3	29	159	27	134	1.2	6.7	20	113	17	99	.8	4.8	WQXI FM				
WRMM	1	8	1	8		.3																			WRMM				
WSB							2	19	1	15		.2													WSB				
WSB FM							1	8	1	8		.2	6	35	5	21	.2	1.2	22	39	22	39	1.0	6.3	WSB FM				
WVEE	50	149	50	149	2.2	13.6	125	272	120	250	5.4	20.1	123	252	123	252	5.5	30.4	74	228	72	202	3.2	20.5	WVEE				
WYAY	25	55	6	28	.3	1.6	31	76	4	27	.2	.7	7	17	2	7	.1	.5	18	58	8	25	.4	2.3	WYAY				
WYZE							4	18	4	18	.2	.7													WYZE				
WZGC	205	536	190	461	8.5	51.8	300	833	251	612	11.2	42.0	151	552	111	445	5.0	27.5	177	606	145	486	6.5	41.2	WZGC				
METRO TOTALS			367	914	16.4			METRO TOTALS			597	1205	26.7			METRO TOTALS			404	992	18.1			METRO TOTALS			352	1002	15.7

### Average Quarter-Hour and Cume Listening Estimates - Teens

STATION CALL LETTERS	SUNDAY 6:00 AM - 10:00 AM						SUNDAY 10:00 AM - 3:00 PM						SUNDAY 3:00 PM - 7:00 PM						SUNDAY 7:00 PM - MIDNIGHT						STATION CALL LETTERS
	TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				TOTAL AREA		METRO SURVEY AREA				
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.	
WAOK	11	18	11	18	.5	3.5	14	27	14	27	.6	2.9	19	27	19	27	.8	5.2	5	19	5	19	.2	2.0	WAOK
WCNN																									WCNN
WFOX							5	31	3	17	.1	.6	3	12											WFOX
WGST																									WGST
WGUN																									WGUN
WIGO													8	8	8	8	.4	2.2	7	18	7	18	.3	2.7	WIGO
WJGA																									WJGA
WJYA WJYA FM TOTAL																									WJYA WJYA FM TOTAL
WKHX	34	55	22	42	1.0	7.1	38	94	33	69	1.5	6.7	29	46	27	35	1.2	7.5	19	40	19	35	.8	7.4	WKHX
WKLS FM	18	77	11	53	.5	3.5	54	158	31	96	1.4	6.3	59	141	33	92	1.5	9.1	52	145	35	120	1.6	13.7	WKLS FM
WPCH							2	16	2	16	.1	.4													WPCH
WPLO																									WPLO
WQXI							4	24	4	24	.2	.8	3	11	3	11	.1	.8							WQXI
WQXI FM	8	35	8	35	.4	2.6	17	140	16	125	.7	3.3	14	49	14	49	.6	3.9	15	52	15	52	.7	5.9	WQXI FM
WRMM	1	17	1	12		.3	2	12	2	12	.1	.4		5											WRMM
WSB							1	10	1	10		.2	1	10	1	10		.3							WSB
WSB FM	10	10	10	10	.4	3.2	7	25	7	25	.3	1.4	7	23	6	18	.3	1.7	14	40	14	40	.6	5.5	WSB FM
WVEE	30	99	30	99	1.3	9.6	105	290	98	240	4.4	20.0	82	156	68	129	3.0	18.8	40	119	35	103	1.6	13.7	WVEE
WYAY	29	60	18	34	.8	5.8	13	43	7	21	.3	1.4	6	29	6	29	.3	1.7	14	50	13	38	.6	5.1	WYAY
WYZE													2	10	2	10	.1	.6							WYZE
WZGC	202	560	170	474	7.6	54.7	274	760	237	627	10.6	48.3	170	465	148	389	6.6	40.9	109	453	95	387	4.2	37.1	WZGC
METRO TOTALS			311	819	13.9		METRO TOTALS		491	1207	22.0		METRO TOTALS		362	779	16.2		METRO TOTALS		256	777	11.4		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS



# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
79	3	5	10	2	2	8	10	7	12	6	6	WAOK	79	3	5	10	2	2	8	10	7	12	6	6	WAOK	2.3	1.1	1.1	3.1	1.2	1.9	2.8	2.1	2.1	6.8	3.6	1.7
45		10	2	5	3		1	6	5	5		WCNN	43		10	2	5	3		1	6	5	5		WCNN	1.2		2.2	.6	3.0	2.9		.2	1.8	2.8	3.0	
204	11	30	46	10	1	8	56	29	8	1	4	WFOX	129	3	19	37	2		3	36	21	4	1	3	WFOX	3.7	1.1	4.2	11.4	1.2		1.0	7.4	6.3	2.3	.6	.9
101	1	12	14	9	8	1	3	4	11	8	1	WGST	99	1	12	13	9	8	1	2	4	11	8	1	WGST	2.9	.4	2.6	4.0	5.4	7.8	.3	.4	1.2	6.2	4.8	.3
18			2		4		1		5	3		*WGUN	16			1		4		1		4	3		*WGUN	.5			.3		3.9		.2		2.3	1.8	
45	1	2	3	1	1	10	8	4		3	10	WIGO	45	1	2	3	1	1	10	8	4		3	10	WIGO	1.3	.4	.4	.9	.6	1.0	3.5	1.6	1.2		1.8	2.9
15	6	2				2	1		1		3	*WJGA	15	6	2				2	1		1	3		*WJGA	.4	2.2	.4			.7	.2			.6	.9	
26		1	1	4	2		2	2	2	2		*WJYA	25		1	1	4	1		2	2	2	2		*WJYA	.7			.2	.3	2.4	1.0		.6	1.1	1.2	
44			3	5	9		3	1	3	8		WJYA FM	31			2	5	5		2	1	1	7		WJYA FM	.9			.6	3.0	4.9		.4	.3	.6	4.2	
70		1	4	9	11		3	3	5	10		TOTAL	56		1	3	9	6		2	3	3	9		TOTAL	1.6		.2	.9	5.4	5.9		.4	.9	1.7	5.4	
401	39	32	43	26	14	32	44	58	26	24	27	WKHX	306	25	24	30	17	14	25	38	39	19	24	17	WKHX	8.9	9.0	5.3	9.3	10.2	13.6	8.7	7.8	11.6	10.7	14.3	4.9
285	78	69	7	4	1	33	34	5	3		51	WKLS FM	221	60	53	6	2	1	24	30	4		41	WKLS FM	6.4	21.7	11.6	1.9	1.2	1.0	8.4	6.2	1.2		11.8		
282	1	11	13	34	22	9	15	46	34	34	3	WPCH	224	1	10	9	32	16	9	5	35	31	27	2	WPCH	6.5	.4	2.2	2.8	19.2	15.5	3.1	1.0	10.4	17.5	16.1	.6
61	3	2	6	12	6		1	5	12	8		WPLO	59	3	2	5	11	6		1	5	12	8		WPLO	1.7	1.1	.4	1.5	6.6	5.8		.2	1.5	6.8	4.8	
56	3	8	15		1	9	9	3		3	3	WQXI	56	3	8	15		1	9	9	3		3	3	WQXI	1.6	1.1	1.8	4.6		1.0	3.1	1.9	.9		.9	
351	48	90	22	6	1	50	79	24	5	2	17	WQXI FM	316	39	85	20	6	1	45	68	24	5	2	14	WQXI FM	9.2	14.1	18.6	6.2	3.6	1.0	15.7	14.0	7.1	2.8	1.2	4.0
105	7	18	15	6	1	7	22	20	5	2	2	WRMM	87	7	14	14	3		5	18	19	3	2	2	WRMM	2.5	2.5	3.1	4.3	1.8		1.7	3.7	5.7	1.7	1.2	.6
233	1	24	38	19	22	1	8	14	17	21	3	WSB	219	1	24	34	19	19		6	14	16	21	1	WSB	6.3	.4	5.3	10.5	11.4	18.4		1.2	4.2	9.0	12.5	.3
207	10	32	21	9	3	33	54	16	7	8	8	WSB FM	187	10	28	21	9	1	29	50	16	6	7	7	WSB FM	5.4	3.6	6.1	6.5	5.4	1.0	10.1	10.3	4.8	3.4	4.2	2.0
395	42	57	24	8	1	37	103	41	6	2	69	WVEE	379	42	54	23	7		34	101	41	6	2	64	WVEE	11.0	15.2	11.8	7.1	4.2		11.9	20.8	12.2	3.4	1.2	18.4
191	26	27	22	18	5	23	14	18	7	10	16	WYAY	114	20	11	18	9	1	12	10	12	5	4	9	WYAY	3.3	7.2	2.4	5.6	5.4	1.0	4.2	2.1	3.6	2.8	2.4	2.6
21		1	1	2			3	3	1	8		*WYZE	21		1	1	2			3	3	1	8		*WYZE	.6		.2	.3	1.2		.6	.9	.6	4.8		
524	74	42	26	13	3	72	56	45	5	6	181	WZGC	419	42	37	22	11	3	61	42	40	4	6	151	WZGC	12.1	15.2	8.1	6.8	6.6	2.9	21.3	8.6	11.9	2.3	3.6	43.4
TOTAL LISTENING IN METRO SURVEY AREA												3449	277	456	324	167	103	286	486	336	177	168	348														

# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA																							
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %										
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64											
1237	57	91	146	49	44	150	232	145	65	58	120	WAOK	1237	57	91	146	49	44	150	232	145	65	58	120	WAOK	6.3	4.1	3.9	7.9	4.5	5.3	10.6	9.2	7.7	5.8	6.1	5.4										
1221		243	77	63	140	15	91	90	92	150		WCNN	1178		243	77	63	140	15	91	90	92	150		WCNN	6.0		10.4	4.1	5.8	17.0	1.1	3.6	4.8	8.2	15.7											
3261	171	596	640	121	34	278	706	432	80	38	148	WFOX	2120	110	335	491	78	24	132	488	328	58	13	63	WFOX	10.8	7.9	14.3	26.4	7.2	2.9	9.3	19.4	17.3	5.2	1.4	2.8										
1839	42	197	237	129	162	37	136	183	142	149	25	WGST	1801	42	197	230	129	162	37	119	183	142	142	25	WGST	9.2	3.0	8.4	12.4	11.9	19.6	2.6	4.7	9.7	12.6	14.8	1.1										
299			58		42		13	4	39	33		*WGUN	257			43		42		13		33	22		*WGUN	1.3			2.3		5.1		.5		2.9	2.3											
990	34	73	94	27	22	144	207	109	22	19	209	WIGO	990	34	73	94	27	22	144	207	109	22	19	209	WIGO	5.1	2.5	3.1	5.1	2.5	2.7	10.2	8.2	5.8	2.0	2.0	9.3										
232	29	48	13			14	29	12	19		68	*WJGA	213	29	44	8			14	29	12	19		58	*WJGA	1.1	2.1	1.9	.4			1.0	1.2	.6	1.7	2.6											
460		25	13	50	67		10	47	64	11		*WJYA	424		25	13	50	59		10	47	58	11		*WJYA	2.2		1.1	.7	4.6	7.2		.5	4.2	6.1	.5											
713		8	46	103	89		35	31	62	97	11	WJYA FM	516		8	39	85	68		19	31	34	92	11	WJYA FM	2.6		.3	2.1	7.8	8.2		.8	1.6	3.0	9.6	.5										
1016		25	46	112	140		35	31	109	151	11	TOTAL	798		25	39	95	111		19	31	81	140	11	TOTAL	4.1		1.1	2.1	8.8	13.5		.8	1.6	7.2	14.6	.5										
4569	376	393	601	385	173	299	474	559	333	292	377	WKHX	3550	262	321	459	260	166	216	392	417	265	266	290	WKHX	18.1	18.9	13.7	24.7	24.0	20.1	15.3	15.6	22.0	23.5	27.8	13.0										
3912	753	733	139	56	22	540	477	174	28	31	953	WKLS FM	3030	559	559	115	51	22	390	381	125	17	25	786	WKLS FM	15.5	40.3	23.9	6.2	4.7	2.7	27.6	15.1	6.6	1.5	2.6	35.2										
3505	40	184	298	279	302	80	297	419	389	413	96	WPCH	2678	23	122	231	216	224	65	219	318	333	321	64	WPCH	13.7	1.7	5.2	12.4	19.9	27.2	4.6	8.7	16.8	29.6	33.5	2.9										
978	49	55	124	127	134	14	33	76	110	85	34	WPLO	915	49	55	109	121	128	14	33	65	110	85	19	WPLO	4.7	3.5	2.4	5.9	11.2	15.5	1.0	1.3	3.4	9.8	8.9	.8										
887	54	110	152	25	36	60	200	94	33		47	WQXI	882	54	110	147	25	36	60	200	94	33		47	WQXI	4.5	3.9	4.7	7.9	2.3	4.4	4.2	7.9	5.0	2.9	2.1											
5500	673	955	488	113	29	774	1062	373	73	133	746	WQXI FM	4691	533	857	433	113	29	642	879	352	63	122	615	WQXI FM	24.0	38.5	36.7	23.3	10.4	3.5	45.4	34.9	18.6	5.6	12.7	27.5										
2194	89	339	279	78	22	221	527	385	85	52	94	WRMM	1873	89	289	252	65		178	433	355	77	41	71	WRMM	9.6	6.4	12.4	13.6	6.0		12.6	17.2	18.8	6.8	4.3	3.2										
3798	39	447	515	266	373	33	244	236	281	298	108	WSB	3533	39	434	479	262	315	25	219	236	275	273	94	WSB	18.1	2.8	18.6	25.8	24.2	38.2	1.8	8.7	12.5	24.4	28.5	4.2										
3674	160	567	355	210	64	559	769	373	113	102	208	WSB FM	3167	116	503	316	190	32	497	679	348	87	78	180	WSB FM	16.2	8.4	21.5	17.0	17.5	3.9	35.2	27.0	18.4	7.7	8.1	8.1										
4152	436	577	299	101	8	506	735	313	109	55	936	WVEE	3788	404	545	289	97		428	694	307	100	55	792	WVEE	19.4	29.1	23.3	15.6	8.9		30.3	27.6	16.2	8.9	5.7	35.4										
2179	251	266	223	167	124	158	229	201	128	102	243	WYAY	1547	162	179	198	108	83	115	178	144	82	48	193	WYAY	7.9	11.7	7.7	10.7	10.0	10.1	8.1	7.1	7.6	7.3	5.0	8.6										
370		37	26	37		11	67	47	10	39	52	*WYZE	370		37	26	37		11	67	47	10	39	52	*WYZE	1.9		1.6	1.4	3.4		.8	2.7	2.5	.9	4.1	2.3										
7188	931	735	486	227	73	967	926	587	128	71	2011	WZGC	5795	695	633	409	193	69	752	712	548	106	65	1598	WZGC	29.6	50.1	27.1	22.0	17.8	8.4	53.2	28.3	29.0	9.4	6.8	71.5										
TOTAL LISTENING IN METRO SURVEY AREA												18735	1303	2262	1814	1035	738	1364	2463	1825	1070	919	2225													95.8	94.0	96.7	97.7	95.5	89.5	96.5	97.9	96.5	95.0	95.9	99.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
71	3	2	10	1	1	9	9	5	12	5	4	WAOK	71	3	2	10	1	1	9	9	5	12	5	4	WAOK	2.0	1.0	.4	2.9	.6	1.0	2.9	1.7	1.4	6.3	2.9	1.2
49		12	2	6	3		1	8	5	4		WCNN	47		12	2	6	3		1	8	5	4		WCNN	1.3		2.5	.6	3.4	2.9		.2	2.2	2.6	2.3	
217	9	26	55	12	1	8	59	33	9		5	WFOX	137	3	17	44	2		3	37	23	5		3	WFOX	3.8	1.0	3.5	12.6	1.1		1.0	7.0	6.4	2.6		.9
121	1	15	18	10	8	1	4	6	12	10	1	WGST	119	1	15	17	10	8	1	3	6	12	10	1	WGST	3.3	.3	3.1	4.9	5.7	7.6	.3	.6	1.7	6.3	5.8	.3
20			2		5		1		4	4		*WGUN	17			1		5		1		3	3		*WGUN	.5			.3		4.8		.2		1.6	1.7	
41		2	3	1		11	7	3		3	11	WIGO	41		2	3	1		11	7	3		3	11	WIGO	1.1		.4	.9	.6		3.5	1.3	.8		1.7	3.3
20	7	3				3	1		2		4	WJGA	19	7	3				3	1		2		3	WJGA	.5	2.4	.6				1.0	.2		1.1		.9
24				4	2			2	3	2		*WJYA	22				4	1			2	3	2		*WJYA	.6				2.3	1.0			.6	1.6	1.2	
46			3	6	10		4		3	9		WJYA FM	32			2	5	6		3		1	8		WJYA FM	.9			.6	2.9	5.7		.6	.5	4.6		
70			3	10	12		4	2	6	11		TOTAL	54			2	9	7		3	2	4	10		TOTAL	1.5			.6	5.2	6.7		.6	.6	2.1	5.8	
415	41	34	41	25	15	35	50	63	26	25	23	WKHX	313	26	25	30	15	15	27	43	42	20	25	12	WKHX	8.6	8.8	5.2	8.6	8.6	14.3	8.6	8.2	11.6	10.6	14.5	3.6
308	84	78	7	5		36	38	5	4		51	WKLS FM	242	66	60	6	3		28	32	4	1		42	WKLS FM	6.7	22.4	12.5	1.7	1.7		8.9	6.1	1.1	.5		12.7
299	2	12	14	37	22	12	16	57	34	36	3	WPCH	241	1	11	10	36	16	12	5	44	33	29	2	WPCH	6.6	.3	2.3	2.9	20.6	15.2	3.8	1.0	12.2	17.5	16.8	.6
65	4	1	7	14	6			6	13	9		WPLO	64	4	1	7	13	6			6	13	9		WPLO	1.8	1.4	.2	2.0	7.4	5.7			1.7	6.9	5.2	
67	2	10	20		1	13	8	4			3	WQXI	66	2	10	19		1	13	8	4		3	WQXI	1.8	.7	2.1	5.4		1.0	4.1	1.5	1.1		.9		
405	54	100	26	6	2	54	97	31	6	1	18	WQXI FM	362	46	95	23	6	2	47	83	29	6	1	14	WQXI FM	10.0	15.6	19.8	6.6	3.4	1.9	14.9	15.8	8.0	3.2	.6	4.2
117	10	20	17	7	1	5	25	22	5	2	3	WRMM	97	10	16	16	3		4	20	20	3	2	3	WRMM	2.7	3.4	3.3	4.6	1.7		1.3	3.8	5.5	1.6	1.2	.9
260		28	45	18	24	1	9	15	20	23	3	WSB	243		27	40	18	20		6	15	19	22	3	WSB	6.7		5.6	11.5	10.3	19.0		1.1	4.2	10.1	12.7	.9
226	13	39	20	9	3	37	57	19	7	9	8	WSB FM	205	13	34	20	9	1	32	53	19	6	7	7	WSB FM	5.6	4.4	7.1	5.7	5.1	1.0	10.2	10.1	5.3	3.2	4.0	2.1
385	36	50	25	8	1	38	106	44	5	1	65	WVEE	369	36	47	24	8		35	104	44	4	1	60	WVEE	10.2	12.2	9.8	6.9	4.6		11.1	19.8	12.2	2.1	.6	18.1
208	28	30	25	22	5	26	16	18	7	10	16	WYAY	125	22	12	20	11	1	12	12	12	6	4	10	WYAY	3.4	7.5	2.5	5.7	6.3	1.0	3.8	2.3	3.3	3.2	2.3	3.0
19			1	3			3	3	1	6		*WYZE	19			1	3			3	3	1	6		*WYZE	.5			.3	1.7			.6	.8	.5	3.5	
533	78	42	25	11	4	77	67	45	5	6	173	WZGC	426	45	35	22	9	4	67	49	40	5	6	144	WZGC	11.7	15.3	7.3	6.3	5.1	3.8	21.3	9.3	11.1	2.6	3.5	43.4
TOTAL LISTENING IN METRO SURVEY AREA												3634	295	480	349	175	105	315	525	361	189	173	332														



# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
994	57	37	78	38	44	139	188	118	65	39	111	WAOK	994	57	37	78	38	44	139	188	118	65	39	111	WAOK	5.1	4.1	1.6	4.2	3.5	5.3	9.8	7.5	6.2	5.8	4.1	5.0
888		192	43	63	87	15	79	59	81	103		WCNN	845		192	43	63	87	15	79	59	81	103		WCNN	4.3		8.2	2.3	5.8	10.5	1.1	3.1	3.1	7.2	10.8	
2785	171	493	515	121	26	181	630	403	76	25	127	WFOX	1793	110	281	376	78	24	86	418	299	58	7	56	WFOX	9.2	7.9	12.0	20.2	7.2	2.9	6.1	16.6	15.8	5.2	.7	2.5
1706	42	185	224	129	132	37	136	163	142	129	25	WGST	1675	42	185	217	129	132	37	119	163	142	129	25	WGST	8.6	3.0	7.9	11.7	11.9	16.0	2.6	4.7	8.6	12.6	13.5	1.1
291			58		42		13	4	31	33		*WGUN	249			43		42		13		25	22		*WGUN	1.3			2.3		5.1		.5		2.2	2.3	
702	23	37	65	19		133	140	54	11	19	201	WIGO	702	23	37	65	19		133	140	54	11	19	201	WIGO	3.6	1.7	1.6	3.5	1.8		9.4	5.6	2.9	1.0	2.0	9.0
211	29	44	8			14	29	12	19		56	WJGA	201	29	44	8			14	29	12	19		46	WJGA	1.0	2.1	1.9	.4			1.0	1.2	.6	1.7		2.1
386		8	13	50	50			10	47	43	11	*WJYA	355		8	13	50	42		10	47	43	11	*WJYA	1.8		.3	.7	4.6	5.1		.5	4.2	4.5	.5		
627		8	34	92	89			35	20	39	11	WJYA FM	460		8	26	75	68		19	20	19	85	11	WJYA FM	2.4		.3	1.4	6.9	8.2		.8	1.1	1.7	8.9	.5
867		8	46	101	123			35	20	86	11	TOTAL	686		8	39	85	94		19	20	66	118	11	TOTAL	3.5		.3	2.1	7.8	11.4		.8	1.1	5.9	12.3	.5
4084	344	339	545	362	138	278	440	520	323	242	291	WKHX	3159	230	267	436	246	131	195	365	378	265	238	218	WKHX	16.1	16.6	11.4	23.5	22.7	15.9	13.8	14.5	20.0	23.5	24.8	9.7
3489	703	678	118	29	22	514	399	152	28	19	827	WKLS FM	2752	559	512	103	25	22	383	315	125	17	13	678	WKLS FM	14.1	40.3	21.9	5.5	2.3	2.7	27.1	12.5	6.6	1.5	1.4	30.3
2945	40	150	202	229	237	64	225	384	302	384	66	WPCH	2316	23	104	152	206	187	49	147	308	282	298	48	WPCH	11.8	1.7	4.4	8.2	19.0	22.7	3.5	5.8	16.3	25.0	31.1	2.1
829	34	55	85	117	128	14	11	69	110	85	34	WPLO	786	34	55	85	110	128	14	11	58	110	85	19	WPLO	4.0	2.5	2.4	4.6	10.1	15.5	1.0	.4	3.1	9.8	8.9	.8
739	42	91	152	15	22	60	143	75	24		39	WQXI	734	42	91	147	15	22	60	143	75	24		39	WQXI	3.8	3.0	3.9	7.9	1.4	2.7	4.2	5.7	4.0	2.1		1.7
4933	562	875	462	91	29	707	1028	347	73	74	619	WQXI FM	4243	488	776	407	91	29	582	857	326	63	74	512	WQXI FM	21.7	35.2	33.2	21.9	8.4	3.5	41.2	34.1	17.2	5.6	7.7	22.9
1862	89	294	227	66	22	156	435	344	85	52	69	WRMM	1569	89	244	200	53		113	363	314	77	41	52	WRMM	8.0	6.4	10.4	10.8	4.9		8.0	14.4	16.6	6.8	4.3	2.3
3595	39	412	489	247	366	33	208	213	254	298	96	WSB	3351	39	400	453	243	315	25	192	213	248	273	86	WSB	17.1	2.8	17.1	24.4	22.4	38.2	1.8	7.6	11.3	22.0	28.5	3.8
3212	127	540	283	159	64	437	719	333	98	102	190	WSB FM	2764	95	483	244	140	32	389	634	309	72	78	162	WSB FM	14.1	6.9	20.7	13.1	12.9	3.9	27.5	25.2	16.3	6.4	8.1	7.2
3836	410	542	283	89	8	473	698	304	98	30	824	WVEE	3483	378	510	272	85		395	658	298	89	30	691	WVEE	17.8	27.3	21.8	14.6	7.8		28.0	26.2	15.8	7.9	3.1	30.9
1937	218	246	223	157	87	112	202	191	112	92	243	WYAY	1407	162	159	198	98	60	77	178	134	71	48	193	WYAY	7.2	11.7	6.8	10.7	9.0	7.3	5.4	7.1	7.1	6.3	5.0	8.6
280		18	13	19		11	56	36	10	39	34	*WYZE	280		18	13	19		11	56	36	10	39	34	*WYZE	1.4		.8	.7	1.8		.8	2.2	1.9	.9	4.1	1.5
6605	798	677	405	195	55	923	833	557	123	49	1944	WZGC	5326	609	574	359	160	50	722	632	518	101	49	1537	WZGC	27.2	43.9	24.6	19.3	14.8	6.1	51.1	25.1	27.4	9.0	5.1	68.7

TOTAL LISTENING IN METRO SURVEY AREA    18568 1288 2251 1784 1027 738 1353 2418 1825 1070 899 2198    94.9 92.9 96.3 96.1 94.7 89.5 95.8 96.1 96.5 95.0 93.8 98.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

WEEKEND  
6.00AM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
93	2	12	10	2	4	6	13	13	13	6	8	WAOK	93	2	12	10	2	4	6	13	13	13	6	8	WAOK	3.1	.9	3.1	3.8	1.4	4.2	2.7	3.3	4.7	8.4	4.3	2.0
38		5	2	3	4			3	5	7		WCNN	36		5	2	3	4			3	5	7		WCNN	1.2		1.3	.8	2.1	4.2		1.1	3.2	5.0		
164	16	39	22	3		9	47	20	2	2	4	WFOX	103	2	23	19	1		3	34	18	1	1	1	WFOX	3.5	.9	5.9	7.2	.7		1.3	8.7	6.5	.6	.7	.3
45		3	3	4	8			2	8	5		WGST	42		3	3	4	8			2	8	2		WGST	1.4		.8	1.1	2.8	8.3		.7	5.2	1.4		
11			1		2				5	1		*WGUN	10			1		2				5	1		*WGUN	.3			.4		2.1			3.2	.7		
47	1	1	4	1	3	9	9	5		3	5	WIGO	47	1	1	4	1	3	9	9	5		3	5	WIGO	1.6	.4	.3	1.5	.7	3.1	4.0	2.3	1.8		2.2	1.3
11	3	1	1				2	1	2		1	*WJGA	9	3						2	1	2		1	*WJGA	.3	1.3						.5	.4	1.3		.3
27		2	1	3	1		2	2	2	2	1	*WJYA	25		2	1	3			2	2	2	1	1	*WJYA	.8		.5	.4	2.1			.7	1.3	.7	.3	
35		1	3	4			2	2	3	4		WJYA FM	25		1	3	3			2	2	1	3		WJYA FM	.8			.4	2.1	3.1		.5	.7	.6	2.2	
62		2	2	6	5		2	4	5	6	1	TOTAL	50		2	2	6	3		2	4	3	4	1	TOTAL	1.6		.5	.8	4.2	3.1		.5	1.4	1.9	2.9	.3
371	35	25	49	30	11	25	30	47	25	22	38	WKHX	285	22	21	31	19	11	21	26	32	18	20	30	WKHX	9.6	9.5	5.4	11.7	13.2	11.5	9.4	6.7	11.6	11.6	14.4	7.6
229	64	46	7	2	1	26	24	5		1	53	WKLS FM	173	46	34	7	2	1	15	22	4		1	41	WKLS FM	5.8	19.9	8.8	2.7	1.4	1.0	6.7	5.7	1.5		.7	10.4
241		9	12	26	24	1	12	19	34	28		WPCH	186		7	7	23	14	1	7	13	30	22		WPCH	6.2		1.8	2.7	16.0	14.6	.4	1.8	4.7	19.4	15.8	
51	2	3	3	7	7		2	2	10	4		WPLO	48	2	3	1	6	7		2	2	10	4		WPLO	1.6	.9	.8	.4	4.2	7.3		.5	.7	6.5	2.9	
30	5	2	5		1		12	2			3	WQXI	30	5	2	5		1						3	WQXI	1.0	2.2	.5	1.9		1.0		3.1	.7		.8	
224	31	62	12	6		41	35	9	4	6	17	WQXI FM	201	21	60	12	6		39	30	9	3	5	15	WQXI FM	6.7	9.1	15.5	4.5	4.2		17.4	7.7	3.3	1.9	3.6	3.8
72		12	10	2		10	15	17	5	1		WRMM	61		9	10	2		7	13	16	3	1		WRMM	2.0		2.3	3.8	1.4		3.1	3.3	5.8	1.9	.7	
161	2	15	19	20	19	1	5	10	11	16		WSB	157	2	15	19	20	18		5	10	11	16		WSB	5.3	.9	3.9	7.2	13.9	18.8		1.3	3.6	7.1	11.5	
157	3	16	23	10	3	23	46	9	4	5	9	WSB FM	142	3	14	23	10		20	43	9	3	5	8	WSB FM	4.8	1.3	3.6	8.7	6.9		8.9	11.1	3.3	1.9	3.6	2.0
415	57	75	21	6		35	95	33	7	4	80	WVEE	403	57	71	21	6		32	94	33	7	4	76	WVEE	13.5	24.7	18.3	8.0	4.2		14.3	24.2	12.0	4.5	2.9	19.3
156	20	22	15	11	6	15	9	18	6	11	18	WYAY	95	16	10	14	5	1	11	5	13	3	5	8	WYAY	3.2	6.9	2.6	5.3	3.5	1.0	4.9	1.3	4.7	1.9	3.6	2.0
25		4	1				4	2	1	12	1	*WYZE	25		4		1			4	2	1	12	1	*WYZE	.8		1.0		.7		1.0	.7	.6	8.6	.3	
503	67	43	29	17	1	60	30	44	3	7	201	WZGC	410	37	41	23	16	1	48	24	40	3	7	170	WZGC	13.7	16.0	10.6	8.7	11.1	1.0	21.4	6.2	14.5	1.9	5.0	43.1
TOTAL LISTENING IN METRO SURVEY AREA												2982	231	388	264	144	96	224	389	275	155	139	394														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ATLANTA  
SPRING 1985

WEEKEND  
6.00AM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA. IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA. IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
858	34	73	133	49	44	81	126	109	55	58	63	WAOK	858	34	73	133	49	44	81	126	109	55	58	63	WAOK	4.4	2.5	3.1	7.2	4.5	5.3	5.7	5.0	5.8	4.9	6.1	2.8	
586		80	44	27	80		11	36	38	90		WCNN	575		80	44	27	80		11	36	38	90		WCNN	2.9		3.4	2.4	2.5	9.7		.4	1.9	3.4	9.4		
1778	93	381	322	22	10	213	431	194	27	13	72	WFOX	1111	32	214	262	12		97	263	168	21	7	35	WFOX	5.7	2.3	9.2	14.1	1.1		6.9	10.5	8.9	1.9	.7	1.6	
803	11	42	92	94	64		37	56	93	59	8	WGST	790	11	42	92	94	64		37	56	93	52	8	WGST	4.0	.8	1.8	5.0	8.7	7.8		1.5	3.0	8.3	5.4	.4	
117			17		25				17	7		*WGUN	111			17		25				17	7		*WGUN	.6			.9		3.0			1.5	.7			
601	23	37	68	27	22	100	126	63	11	19	75	WIGO	601	23	37	68	27	22	100	126	63	11	19	75	WIGO	3.1	1.7	1.6	3.7	2.5	2.7	7.1	5.0	3.3	1.0	2.0	3.4	
107	15	4	5				29	6	19		29	*WJGA	88	15						29	6	19		19	*WJGA	.4	1.1						1.2	.3	1.7		.8	
262		18	13	15	25		10	26	31	11	11	*WJYA	248		18	13	15	17		10	26	25	11	11	*WJYA	1.3		.8	.7	1.4	2.1		.5	2.3	2.6	.5		
395		38	33	54			11	20	48	53	11	WJYA FM	281		31	33	40			11	20	25	48	11	WJYA FM	1.4		1.7	3.0	4.8		.4	1.1	2.2	5.0	.5		
604		18	38	48	79		11	20	74	84	11	TOTAL	475		18	31	48	57			11	20	50	73	11	TOTAL	2.4		.8	1.7	4.4	6.9		.4	1.1	4.4	7.6	.5
2951	250	255	394	247	126	168	299	359	196	212	272	WKHX	2276	168	200	290	144	119	131	256	260	156	191	193	WKHX	11.6	12.1	8.6	15.6	13.3	14.4	9.3	10.2	13.7	13.9	19.9	8.6	
2098	476	370	66	27	22	320	238	83		25	465	WKLS FM	1587	312	301	41	27	22	232	202	53		25	372	WKLS FM	8.1	22.5	12.9	2.2	2.5	2.7	16.4	8.0	2.8		2.6	16.6	
2178		121	160	190	231	16	157	161	269	277	40	WPCH	1638		90	106	143	167	16	108	113	223	226	26	WPCH	8.4		3.8	5.7	13.2	20.2	1.1	4.3	6.0	19.8	23.6	1.2	
484	15	31	39	75	75		33	42	45	46		WPLO	457	15	31	24	69	69		33	42	45	46		WPLO	2.3	1.1	1.3	1.3	6.4	8.4		1.3	2.2	4.0	4.8		
366	42	45	65	10	14		110	32	9		39	WQXI	366	42	45	65	10	14		110	32	9		39	WQXI	1.9	3.0	1.9	3.5	.9	1.7		4.4	1.7	.8		1.7	
2926	379	560	191	82	12	450	557	161	36	94	389	WQXI FM	2613	302	529	177	82	12	390	481	161	31	83	350	WQXI FM	13.4	21.8	22.6	9.5	7.6	1.5	27.6	19.1	8.5	2.8	8.7	15.7	
997		165	93	28		155	276	209	35	11	25	WRMM	844		124	93	28		127	222	189	30	11	20	WRMM	4.3		5.3	5.0	2.6		9.0	8.8	10.0	2.7	1.1	.9	
1906	20	187	208	162	178	19	116	134	182	128	28	WSB	1819	20	187	203	158	156	11	92	134	176	128	24	WSB	9.3	1.4	8.0	10.9	14.6	18.9	.8	3.7	7.1	15.6	13.4	1.1	
1809	74	253	163	100	30	373	396	147	39	29	108	WSB FM	1590	63	230	155	90	18	320	346	147	31	29	94	WSB FM	8.1	4.5	9.8	8.3	8.3	2.2	22.6	13.8	7.8	2.8	3.0	4.2	
2837	279	425	199	40	8	388	518	163	90	44	650	WVEE	2645	279	393	199	40		332	501	163	86	44	575	WVEE	13.5	20.1	16.8	10.7	3.7		23.5	19.9	8.6	7.6	4.6	25.7	
1287	179	124	115	90	59	91	142	83	82	83	161	WYAY	861	112	81	104	53	23	69	92	66	52	39	113	WYAY	4.4	8.1	3.5	5.6	4.9	2.8	4.9	3.7	3.5	4.6	4.1	5.1	
170		18	13	18		11	34	20	10	19	27	*WYZE	170		18	13	18		11	34	20	10	19	27	*WYZE	.9		.8	.7	1.7		.8	1.4	1.1	.9	2.0	1.2	
4655	620	402	335	141	18	642	417	379	60	52	1576	WZGC	3708	417	349	284	112	18	473	345	347	51	46	1266	WZGC	19.0	30.1	14.9	15.3	10.3	2.2	33.5	13.7	18.3	4.5	4.8	56.6	

TOTAL LISTENING IN METRO SURVEY AREA    16140 1170 1949 1489    853 639 1259 2081 1524 885 782 2039    82.5 84.4 83.4 80.2 78.7 77.5 89.1 82.7 80.5 78.6 81.6 91.2

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-7.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
84	2	3	12	2	1	8	12	6	15	8	3	WAOK	84	2	3	12	2	1	8	12	6	15	8	3	WAOK	2.0	.6	.5	2.9	.9	.8	2.2	1.9	1.3	6.5	3.7	.9	
63		13	3	8	4	1	2	10	7	5		WCNN	60		13	3	8	4	1	2	10	7	5		WCNN	1.4		2.3	.7	3.7	3.2	.3	.3	2.2	3.0	2.3		
274	10	30	73	16	1	8	76	43	12		5	WFOX	171	2	20	57	2		3	48	29	6		4	WFOX	4.0	.6	3.5	13.5	.9		.8	7.7	6.4	2.6		1.3	
155	1	19	24	14	11	1	5	7	15	12	2	WGST	151	1	19	22	14	11	1	3	7	15	12	2	WGST	3.5	.3	3.3	5.2	6.4	8.7	.3	.5	1.5	6.5	5.5	.6	
20			2		5		1		4	4		*WGUN	17			1		5		1		3	3		*WGUN	.4			.2		4.0		.2		1.3	1.4		
46		2	3	1		13	7	4		4	12	WIGO	46		2	3	1		13	7	4		4	12	WIGO	1.1			.3	.7	.5		3.6	1.1	.9		1.8	3.8
5	1	2				1					1	WJGA	4	1	2									1	WJGA	.1	.3	.3				.3						
24				4	2		2	3	2			*WJYA	22				4	1		2	2	3	2		*WJYA	.5				1.8	.8			.4	1.3	.9		
56			3	7	14		4	3	12			WJYA FM	40			3	7	8		2	1	11	11		WJYA FM	.9			.7	3.2	6.3		.3	.4	5.1			
80			3	11	16		4	2	6	14		TOTAL	62			3	11	9		2	2	4	13		TOTAL	1.4			.7	5.0	7.1		.3	.4	1.7	6.0		
505	53	38	49	29	20	42	61	79	32	31	24	WKHX	383	34	26	35	21	20	32	51	55	24	31	13	WKHX	9.0	10.1	4.5	8.3	9.6	15.9	8.9	8.2	12.1	10.4	14.3	4.1	
351	96	95	10	6		37	46	6	3		52	WKLS FM	276	78	72	8	3		28	39	4		44	WKLS FM	6.5	23.3	12.6	1.9	1.4		7.8	6.3	.9			13.8		
367	1	15	18	47	26	17	19	74	41	46	2	WPCH	295	1	14	12	46	19	16	4	57	41	38	2	WPCH	6.9	.3	2.4	2.9	21.1	15.1	4.5	.6	12.6	17.8	17.5	.6	
88	5	1	10	20	8			9	17	12		WPLO	85	5	1	10	18	8			8	17	12		WPLO	2.0	1.5	.2	2.4	8.3	6.3			1.8	7.4	5.5		
79	2	14	26		1	12	10	5		2	2	WQXI	78	2	14	25		1	12	10	5		2	WQXI	1.8	.6	2.4	5.9		.8	3.3	1.6	1.1			.6		
490	64	112	32	8	2	69	119	40	9	1	19	WQXI FM	442	56	109	29	8	2	60	102	38	8	1	15	WQXI FM	10.4	16.7	19.1	6.9	3.7	1.6	16.7	16.4	8.4	3.5	.5	4.7	
151	13	27	22	9	2	6	32	27	6	3	2	WRMM	123	13	20	21	4		5	25	25	3	3	2	WRMM	2.9	3.9	3.5	5.0	1.8		1.4	4.0	5.5	1.3	1.4	.6	
283	1	28	49	20	26	1	11	19	24	27	3	WSB	266	1	28	42	20	23		7	19	23	27	3	WSB	6.2	.3	4.9	10.0	9.2	18.3		1.1	4.2	10.0	12.4	.9	
265	17	47	23	11	2	44	67	24	10	12	3	WSB FM	247	17	43	23	11	2	38	63	24	9	10	2	WSB FM	5.8	5.1	7.5	5.5	5.0	1.6	10.6	10.1	5.3	3.9	4.6	.6	
429	41	59	28	10	1	41	121	53	6	2	59	WVEE	413	40	56	27	10		37	119	53	5	2	56	WVEE	9.7	11.9	9.8	6.4	4.6		10.3	19.1	11.7	2.2	.9	17.6	
247	35	34	31	27	6	33	19	22	9	11	14	WYAY	147	27	14	24	14	1	14	14	15	7	4	9	WYAY	3.4	8.1	2.4	5.7	6.4	.8	3.9	2.3	3.3	3.0	1.8	2.8	
19		1	3				3	3	1	6		WYZE	19			1	3			3	3	1	6		WYZE	.4			.2	1.4			.5	.7	.4	2.8		
607	85	55	30	12	6	93	84	60	6	7	169	WZGC	479	45	46	26	10	5	80	61	53	6	7	140	WZGC	11.2	13.4	8.0	6.2	4.6	4.0	22.3	9.8	11.7	2.6	3.2	43.9	
TOTAL LISTENING IN METRO SURVEY AREA												4266	335	572	421	218	126	359	622	454	230	217	319															

# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-7.00PM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
948	57	37	78	38	44	139	176	109	65	39	86	WAOK	948	57	37	78	38	44	139	176	109	65	39	86	WAOK	4.8	4.1	1.6	4.2	3.5	5.3	9.8	7.0	5.8	5.8	4.1	3.8
809		133	43	63	87	15	68	59	81	94		WCNN	766		133	43	63	87	15	68	59	81	94		WCNN	3.9		5.7	2.3	5.8	10.5	1.1	2.7	3.1	7.2	9.8	
2619	133	478	488	112	26	169	605	394	68	14	115	WFOX	1673	72	270	350	68	24	86	401	290	49	7	56	WFOX	8.6	5.2	11.5	18.8	6.3	2.9	6.1	15.9	15.3	4.4	.7	2.5
1634	42	185	189	129	132	37	124	145	142	129	25	WGST	1611	42	185	182	129	132	37	108	145	142	129	25	WGST	8.2	3.0	7.9	9.8	11.9	16.0	2.6	4.3	7.7	12.6	13.5	1.1
291			58		42		13	4	31	33		*WGUN	249			43		42		13		25	22		*WGUN	1.3			2.3		5.1		.5		2.2	2.3	
650	11	18	65	19		133	140	54		19	191	WIGO	650	11	18	65	19		133	140	54		19	191	WIGO	3.3	.8	.8	3.5	1.8		9.4	5.6	2.9		2.0	8.5
142	15	20	8			14	29	12	5		39	WJGA	132	15	20	8			14	29	12	5		29	WJGA	.7	1.1	.9	.4			1.0	1.2	.6	.4		1.3
386		8	13	50	50			10	47	43	11	*WJYA	355		8	13	50	42			10	47	43	11	*WJYA	1.8		.3	.7	4.6	5.1		.5	4.2	4.5	.5	
544		8	26	64	89		35	39	90			WJYA FM	402		8	26	48	68		19	85			WJYA FM	2.1		.3	1.4	4.4	8.2		.8	1.7	8.9			
822		8	39	89	123		35	10	86	123	11	TOTAL	663		8	39	72	94		19	10	66	118	11	TOTAL	3.4		.3	2.1	6.6	11.4		.8	.5	5.9	12.3	.5
3867	292	326	514	341	138	265	429	510	306	232	264	WKHX	3003	210	255	405	246	131	182	354	368	256	227	191	WKHX	15.3	15.2	10.9	21.8	22.7	15.9	12.9	14.1	19.5	22.7	23.7	8.5
3219	672	626	118	29		494	346	127	22	19	766	WKLS FM	2520	528	482	103	25		364	261	99	17	13	628	WKLS FM	12.9	38.1	20.6	5.5	2.3		25.8	10.4	5.2	1.5	1.4	28.1
2699	29	134	202	219	225	45	203	322	273	384	56	WPCH	2127	11	104	152	196	175	30	135	257	263	298	39	WPCH	10.9	.8	4.4	8.2	18.1	21.2	2.1	5.4	13.6	23.4	31.1	1.7
800	34	55	65	117	128	14	11	69	101	85	34	WPLO	757	34	55	65	110	128	14	11	58	101	85	19	WPLO	3.9	2.5	2.4	3.5	10.1	15.5	1.0	.4	3.1	9.0	8.9	.8
638	42	91	139	15	22	60	119	75	24		15	WQXI	633	42	91	134	15	22	60	119	75	24		15	WQXI	3.2	3.0	3.9	7.2	1.4	2.7	4.2	4.7	4.0	2.1		.7
4563	497	820	435	78	12	677	1015	334	73	59	517	WQXI FM	3910	423	740	394	78	12	552	843	313	63	59	415	WQXI FM	20.0	30.5	31.7	21.2	7.2	1.5	39.1	33.5	16.5	5.6	6.2	18.6
1668	57	275	214	66	22	120	381	344	64	41	61	WRMM	1401	57	225	187	53		77	317	314	55	41	52	WRMM	7.2	4.1	9.6	10.1	4.9		5.4	12.6	16.6	4.9	4.3	2.3
3055	39	319	410	234	324	22	176	204	218	292	68	WSB	2851	39	319	374	234	272	14	160	204	213	267	57	WSB	14.6	2.8	13.6	20.1	21.6	33.0	1.0	6.4	10.8	18.9	27.9	2.5
2792	95	509	222	144	59	365	685	294	89	102	114	WSB FM	2451	95	452	191	140	32	317	601	294	72	78	86	WSB FM	12.5	6.9	19.3	10.3	12.9	3.9	22.4	23.9	15.5	6.4	8.1	3.8
3664	378	524	283	89	8	473	674	293	98	30	737	WVEE	3368	363	492	272	85		395	633	287	89	30	645	WVEE	17.2	26.2	21.0	14.6	7.8		28.0	25.2	15.2	7.9	3.1	28.8
1868	199	246	223	147	87	112	172	191	112	92	233	WYAY	1340	143	159	198	88	60	77	149	134	71	48	184	WYAY	6.8	10.3	6.8	10.7	8.1	7.3	5.4	5.9	7.1	6.3	5.0	8.2
280		18	13	19		11	56	36	10	39	34	WYZE	280		18	13	19		11	56	36	10	39	34	WYZE	1.4		.8	.7	1.8		.8	2.2	1.9	.9	4.1	1.5
6287	749	648	382	189	55	874	790	539	123	49	1860	WZGC	5066	560	546	336	154	50	673	621	507	101	49	1469	WZGC	25.9	40.4	23.4	18.1	14.2	6.1	47.6	24.7	26.8	9.0	5.1	65.7

TOTAL LISTENING IN METRO SURVEY AREA    18382 1247 2251 1767 1007 717 1346 2418 1825 1070 899 2198    94.0 90.0 96.3 95.2 92.9 86.9 95.3 96.1 96.5 95.0 93.8 98.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBTRDN RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-10.00AM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
127	1	6	16	6	3	5	16	15	19	15	4	WAOK	127	1	6	16	6	3	5	16	15	19	15	4	WAOK	2.6	.3	.9	3.4	2.1	1.7	1.4	2.1	2.8	6.6	6.0	1.0
62		17	1	6	2	1	2	7	12	3		WCNN	58		17	1	6	2	1	2	7	12	3		WCNN	1.2		2.7	.2	2.1	1.1	.3	.3	1.3	4.1	1.2	
256	8	27	54	21	1	10	75	46	9		5	WFOX	151	3	15	42	5	1	1	49	26	5	4	WFOX	3.0	.9	2.4	9.0	1.8	.6	.3	6.6	4.8	1.7	1.0		
233	1	27	34	28	15	4	11	17	28	15	5	WGST	228	1	27	32	28	15	4	8	17	28	15	5	WGST	4.6	.3	4.2	6.9	9.8	8.6	1.1	1.1	3.2	9.7	6.0	1.2
14			1		4					6		*WGUN	14			1		4					6		*WGUN	.3			.2		2.3				2.1		
42			2	3		4	10	5		5	13	WIGO	42			2	3		4	10	5		5	13	WIGO	.8			.4	1.1		1.1	1.3	.9		2.0	3.1
7	1	2				3					1	WJGA	7	1	2				3					1	WJGA	.1	.3	.3				.8				.2	
17			1	3	3					6	2	*WJYA	14			1	3	2					6	2	*WJYA	.3			.2	1.1	1.1			2.1	.8		
48			2	8	17				3		7	WJYA FM	31			2	6	15				1	5	WJYA FM	.6			.4	2.1	8.6		.1		2.0			
65			3	11	20				3		9	TOTAL	45			3	9	17				1	6	7	TOTAL	.9			.6	3.2	9.7		.1		2.1	2.8	
504	29	31	48	33	20	39	63	86	33	35	38	WKHX	397	16	21	44	18	20	29	58	68	21	35	18	WKHX	8.0	4.6	3.3	9.5	6.3	11.4	8.2	7.8	12.6	7.2	13.9	4.3
365	109	85	9	4		36	48	7	3		64	WKLS FM	302	95	60	9	2		31	44	5			56	WKLS FM	6.1	27.1	9.4	1.9	.7		8.8	5.9	.9		13.4	
344	1	14	18	57	30	12	20	55	32	52	2	WPCH	277		13	13	53	23	12	2	46	30	39	2	WPCH	5.6		2.0	2.8	18.6	13.1	3.4	.3	8.6	10.3	15.5	.5
119	5	1	7	34	14				5	32	14	WPLO	117	5	1	7	32	14				5	32	14	WPLO	2.4	1.4	.2	1.5	11.2	8.0			.9	11.0	5.6	
80	4	14	20	1		4	19	7	1		1	WQXI	79	4	14	19	1		4	19	7	1		1	WQXI	1.6	1.1	2.2	4.1	.4		1.1	2.5	1.3	.3	.2	
669	54	175	56	11	5	83	186	50	14	1	20	WQXI FM	598	44	167	52	11	5	70	157	47	13	1	17	WQXI FM	12.1	12.6	26.2	11.2	3.9	2.9	19.8	21.0	8.7	4.5	.4	4.1
123	7	24	15	13	2	4	24	24	5	2		WRMM	97	7	16	14	8		4	19	21	3	2		WRMM	2.0	2.0	2.5	3.0	2.8		1.1	2.5	3.9	1.0	.8	
467		27	83	38	44	2	21	44	40	54	5	WSB	438		27	73	38	37	1	14	44	40	52	5	WSB	8.8		4.2	15.7	13.3	21.1	.3	1.9	8.2	13.8	20.7	1.2
285	11	43	26	11	3	50	77	32	10	12	4	WSB FM	269	11	39	26	11	3	45	74	32	9	11	2	WSB FM	5.4	3.1	6.1	5.6	3.9	1.7	12.7	9.9	5.9	3.1	4.4	.5
455	44	65	21	8	2	44	143	50	6	2	55	WVEE	429	44	57	17	8		40	141	49	5	2	51	WVEE	8.7	12.6	8.9	3.7	2.8		11.3	18.9	9.1	1.7	.8	12.2
267	38	37	35	26	5	34	22	22	14	11	18	WYAY	162	33	13	27	15	2	12	20	11	13	2	9	WYAY	3.3	9.4	2.0	5.8	5.3	1.1	3.4	2.7	2.0	4.5	.8	2.1
16							7	4			4	WYZE	16								7	4			4	WYZE	.3						.9	.7		1.6	
831	119	93	33	20	12	100	88	87	5	7	266	WZGC	649	68	81	26	17	12	77	53	84	4	7	220	WZGC	13.1	19.4	12.7	5.6	6.0	6.9	21.8	7.1	15.6	1.4	2.8	52.5
TOTAL LISTENING IN METRO SURVEY AREA												4952	350	637	465	285	175	354	747	538	290	251	419														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-10.00AM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
681	34	37	65	38	22	44	165	73	65	39	37	WADK	681	34	37	65	38	22	44	165	73	65	39	37	WADK	3.5	2.5	1.6	3.5	3.5	2.7	3.1	6.6	3.9	5.8	4.1	1.7
399		78	9	32	27	15	46	20	56	44		WCNN	372		78	9	32	27	15	46	20	56	44		WCNN	1.9		3.3	.5	3.0	3.3	1.1	1.8	1.1	5.0	4.6	
1695	70	277	361	71	20	76	423	270	57	7	63	WFOX	1117	31	162	290	27	17	18	279	205	39	7	42	WFOX	5.7	2.2	6.9	15.6	2.5	2.1	1.3	11.1	10.8	3.5	.7	1.9
1225	31	141	113	119	61	37	88	145	103	105	25	WGST	1200	31	141	105	119	61	37	71	145	103	105	25	WGST	6.1	2.2	6.0	5.7	11.0	7.4	2.6	2.8	7.7	9.1	11.0	1.1
100			9		27							*WGUN	94			9		27							*WGUN	.5			.5		3.3				2.2		
329			39	19		44	61	27		19	120	WIGO	329			39	19		44	61	27		19	120	WIGO	1.7			2.1	1.8		3.1	2.4	1.4		2.0	5.4
67	15	14	8			14		6			10	WJGA	67	15	14	8			14		6			10	WJGA	.3	1.1	.6	.4			1.0		.3			.4
219			13	35	38				47	33		*WJYA	189			13	35	31			47	33		*WJYA	1.0			.7	3.2	3.8				4.2	3.4		
283			9	49	62		24		5	55		WJYA FM	175			9	33	48			7		50	WJYA FM	.9			.5	3.0	5.8		.3			5.2		
451			22	74	85		24		52	77		TOTAL	326			22	57	63			7		72	TOTAL	1.7			1.2	5.3	7.6		.3			4.2	7.5	
2792	195	247	376	232	102	219	298	409	191	192	202	WKHX	2177	145	183	310	138	102	158	244	301	149	189	129	WKHX	11.1	10.5	7.8	16.7	12.7	12.4	11.2	9.7	15.9	13.2	19.7	5.8
2256	562	436	61	29		289	293	84	5	13	484	WKLS FM	1770	449	292	61	25		218	240	64		13	408	WKLS FM	9.0	32.4	12.5	3.3	2.3		15.4	9.5	3.4		1.4	18.2
1772	17	96	161	186	175	30	95	253	160	259	18	WPCH	1386		66	124	167	125	30	28	212	150	195	18	WPCH	7.1		2.8	6.7	15.4	15.2	2.1	1.1	11.2	13.3	20.4	.8
545	19	35	45	101	80			51	82	61	8	WPLO	539	19	35	45	95	80			51	82	61	8	WPLO	2.8	1.4	1.5	2.4	8.8	9.7			2.7	7.3	6.4	.4
451	31	64	84	15		23	102	75	13		8	WQXI	446	31	64	79	15		23	102	75	13		8	WQXI	2.3	2.2	2.7	4.3	1.4		1.6	4.1	4.0	1.2		.4
3407	350	630	383	78	12	439	844	250	73	30	272	WQXI FM	2913	276	582	358	78	12	347	711	237	63	30	201	WQXI FM	14.9	19.9	24.9	19.3	7.2	1.5	24.6	28.3	12.5	5.6	3.1	9.0
1019	45	195	111	48	14	49	218	232	47	20	17	WRMM	833	45	164	99	36		34	164	202	39	20	7	WRMM	4.3	3.2	7.0	5.3	3.3		2.4	6.5	10.7	3.5	2.1	.3
2373		205	287	187	254	22	151	204	201	259	57	WSB	2208		205	256	187	203	14	136	204	201	234	57	WSB	11.3		8.8	13.8	17.3	24.6	1.0	5.4	10.8	17.9	24.4	2.5
1976	62	333	116	91	40	243	516	238	73	87	78	WSB FM	1750	62	286	116	87	32	196	457	238	56	78	64	WSB FM	8.9	4.5	12.2	6.2	8.0	3.9	13.9	18.2	12.6	5.0	8.1	2.9
2484	220	386	182	73	8	314	516	226	57	30	439	WVEE	2288	220	353	171	73		251	501	220	52	30	384	WVEE	11.7	15.9	15.1	9.2	6.7		17.8	19.9	11.6	4.6	3.1	17.2
1323	165	171	165	129	46	88	136	121	91	46	135	WYAY	878	109	106	140	70	24	52	113	81	56	18	95	WYAY	4.5	7.9	4.5	7.5	6.5	2.9	3.7	4.5	4.3	5.0	1.9	4.2
195						11	45	36		39	34	WYZE	195						11	45	36		39	34	WYZE	1.0						.8	1.8	1.9		4.1	1.5
4665	570	528	254	152	33	611	453	458	67	36	1474	WZGC	3691	414	437	218	123	28	431	351	430	45	36	1178	WZGC	18.9	29.9	18.7	11.7	11.3	3.4	30.5	14.0	22.7	4.0	3.8	52.7

TOTAL LISTENING IN METRO SURVEY AREA    16705 1123 2106 1581 894 612 1184 2256 1687 995 873 1990    85.4 81.0 90.1 85.1 82.5 74.2 83.8 89.7 89.2 88.4 91.1 89.0

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
10.00AM-3.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA. IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA. IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
83		1	13			10	15	1	19	8	1	WAOK	83		1	13			10	15	1	19	8	1	WAOK	2.1		.2	3.2			2.6	2.5	.2	8.6	3.8	.7
73		15	1	11	6		2	12	4	9		WCNN	71		15	1	11	6		2	12	4	9		WCNN	1.8		2.7	.2	5.6	5.6		.3	2.8	1.8	4.3	
288	10	24	77	18	1	6	84	46	16	1	4	WFOX	174	1	16	62	1		2	51	31	8	2	WFOX	4.4	.3	2.8	15.4	.5		.5	8.5	7.2	3.6		1.3	
135	1	19	20	6	12		1	3	11	12		WGST	135	1	19	20	6	12		1	3	11	12		WGST	3.4	.3	3.4	5.0	3.0	11.2		.2	.7	5.0	5.7	
29			4		5		3		6	6		WGUN	25			2		5			3		4	6		WGUN	.6		.5		4.7		.5		1.8	2.8	
45		3	3			17	5	4		8	5	WIGO	45		3	3			17	5	4		8	5	WIGO	1.1		.5	.7		4.3	.8	.9		3.8	3.4	
7	2	2				1	1	1				WJGA	7	2	2				1	1	1				WJGA	.2	.6	.4			.3	.2	.2				
21				4	1		2			4		WJYA	21				4	1		2			4		WJYA	.5			2.0	.9			.5		1.9		
63		1	4	8	15		3		2	16		WJYA FM	45		1	4	8	15		3		2	16		WJYA FM	1.1		.2	1.0	4.1	6.5				7.6		
84		1	4	12	16		3		2	20		TOTAL	66		1	4	12	16		3		2	20		TOTAL	1.6		.2	1.0	6.1	7.4			.5	9.5		
516	54	38	59	24	22	48	68	80	33	34	13	WKHX	383	33	23	38	20	22	36	54	53	27	33	8	WKHX	9.6	10.5	4.1	9.5	10.2	20.6	9.2	9.0	12.3	12.3	15.6	5.4
319	81	101	15	8		30	47	7	5		25	WKLS FM	246	61	80	10	4		24	40	4		23	WKLS FM	6.2	19.4	14.2	2.5	2.0		6.1	6.7	.9		15.4		
427	2	19	17	58	24	29	16	95	53	46	1	WPCH	346	1	19	11	57	17	28	1	72	53	39	1	WPCH	8.7	.3	3.4	2.7	28.9	15.9	7.1	.2	16.7	24.1	18.5	.7
86	3	1	16	16	8		13	6	14	1	1	WPLO	83	3	1	16	15	8			12	6	14	1	WPLO	2.1	1.0	.2	4.0	7.6	7.5			2.8	2.7	6.6	
73	1	12	32			11	4	4	1			WQXI	72	1	12	31			11	4	4	1			WQXI	1.8	.3	2.1	7.7		2.8	.7	.9	.5			
417	68	95	14	6	2	71	92	32	6	1	11	WQXI FM	385	61	95	13	6	2	62	80	31	6	1	10	WQXI FM	9.7	19.4	16.8	3.2	3.0	1.9	15.8	13.4	7.2	2.7	.5	6.7
171	19	31	24	6	2	8	41	26	8	4	1	WRMM	139	19	25	23	1		6	29	26	4	4	1	WRMM	3.5	6.1	4.4	5.7	.5		1.5	4.8	6.0	1.8	1.9	.7
195	1	22	34	12	18		7	9	14	15	3	WSB	178	1	22	26	12	15		2	9	14	15	3	WSB	4.5	.3	3.9	6.5	6.1	14.0		.3	2.1	6.4	7.1	2.0
269	25	50	21	11	1	46	67	23	9	14		WSB FM	252	25	47	21	11		41	64	23	9	10		WSB FM	6.3	8.0	8.3	5.2	5.6		10.5	10.7	5.3	4.1	4.7	
394	38	57	27	9	2	43	123	55	4	3	26	WVEE	384	38	56	26	8		41	122	54	4	3	25	WVEE	9.7	12.1	9.9	6.5	4.1		10.5	20.4	12.5	1.8	1.4	16.8
243	42	24	40	32	6	36	16	21	9	9	4	WYAY	142	31	11	29	17	1	15	11	15	8	1	2	WYAY	3.6	9.9	2.0	7.2	8.6	.9	3.8	1.8	3.5	3.6	.5	1.3
7		1					1	3			1	WYZE	7		1					1	3			1	WYZE	.2		.2				.2	.7			.7	
454	68	38	19	5	2	101	90	44	5	7	75	WZGC	353	29	31	17	5	2	91	73	33	5	7	60	WZGC	8.9	9.2	5.5	4.2	2.5	1.9	23.2	12.2	7.7	2.3	3.3	40.3
TOTAL LISTENING IN METRO SURVEY AREA											3973	314	564	402	197	107	392	598	431	220	211	149															



# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
10.00AM-3.00PM

CUME PERSONS-TOTAL SURVEY AREA. IN HUNDREDS												CUME PERSONS-METRO SURVEY AREA. IN HUNDREDS												CUME RATINGS-METRO SURVEY AREA													
TOT PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
454	11	18	39			78	117	18	55	19	19	WAOK	454	11	18	39			78	117	18	55	19	19	WAOK	2.3	.8	.8	2.1			5.5	4.7	1.0	4.9	2.0	.8
514		101	20	46	42	15	41	49	35	70		WCNN	493		101	20	46	42	15	41	49	35	70		WCNN	2.5		4.3	1.1	4.2	5.1	1.1	1.6	2.6	3.1	7.3	
1368	73	233	207	35	9	124	377	223	40	14	16	WFOX	741	11	111	114	10	7	55	238	156	26	7	6	WFOX	3.8	.8	4.7	6.1	.9	.8	3.9	9.5	8.2	2.3	.7	.3
939	31	134	93	64	95		22	53	75	79		WGST	939	31	134	93	64	95		22	53	75	79		WGST	4.8	2.2	5.7	5.0	5.9	11.5		.9	2.8	6.7	8.2	
226			45		27		13	4	20	22		WGUN	195			30		27		13		14	22		WGUN	1.0			1.6		3.3		.5		1.2	2.3	
332	11	18	39			78	59	27		19	81	WIGO	332	11	18	39			78	59	27		19	81	WIGO	1.7	.8	.8	2.1			5.5	2.3	1.4		2.0	3.6
96	15	14				14	29	12	5		7	WJGA	96	15	14				14	29	12	5		7	WJGA	.5	1.1	.6				1.0	1.2	.6	.4	.3	
197	8			25	11			10		43		WJYA	197	8			25	11			10		43		WJYA	1.0		.3		2.3	1.3			.5		4.5	
409	8	26	34	66		17			24	68		WJYA FM	304	8	26	32	52			9	63				WJYA FM	1.6		.3	1.4	3.0	6.3			.8		6.6	
540	8	26	44	77		17	10		24	101		TOTAL	435	8	26	42	63			10	9	96			TOTAL	2.2		.3	1.4	3.9	7.6			.5	.8	10.0	
2236	161	187	284	147	124	195	277	300	196	143	49	WKHX	1676	112	124	188	117	124	127	222	207	165	138	29	WKHX	8.6	8.1	5.3	10.1	10.8	15.0	9.0	8.8	10.9	14.7	14.4	1.3
1761	384	397	54	23		339	227	79	5	19	234	WKLS FM	1319	291	297	40	19		265	152	56		13	186	WKLS FM	6.7	21.0	12.7	2.2	1.8		18.8	6.0	3.0		1.4	8.3
1703	29	44	63	153	121	45	65	259	203	269	10	WPCH	1354	11	44	39	149	88	30	22	218	203	221	10	WPCH	6.9	.8	1.9	2.1	13.7	10.7	2.1	.9	11.5	18.0	23.1	.4
490	34	31	44	74	77		11	46	30	49	23	WPLO	448	34	31	44	68	77		11	35	30	49	8	WPLO	2.3	2.5	1.3	2.4	6.3	9.3		.4	1.8	2.7	5.1	.4
292	31	38	97			33	43	18	11			WQXI	287	31	38	92			33	43	18	11			WQXI	1.5	2.2	1.6	5.0			2.3	1.7	1.0	1.0		
2174	247	376	141	53	12	406	526	165	36	29	143	WQXI FM	1932	221	376	116	53	12	360	447	157	31	29	112	WQXI FM	9.9	15.9	16.1	6.2	4.9	1.5	25.5	17.8	8.3	2.8	3.0	5.0
1012	57	180	143	18	22	66	230	200	37	34	10	WRMM	841	57	138	115	6		53	194	187	32	34	10	WRMM	4.3	4.1	5.9	6.2	.6		3.8	7.7	9.9	2.8	3.5	.4
1261	20	113	196	79	128		56	73	88	75	21	WSB	1174	20	113	170	79	114		41	73	88	75	21	WSB	6.0	1.4	4.8	9.2	7.3	13.8		1.6	3.9	7.8	7.8	.9
1548	95	278	158	63	21	167	422	159	26	89	5	WSB FM	1371	95	229	143	63	7	158	365	159	26	67		WSB FM	7.0	6.9	9.8	7.7	5.8	.8	11.2	14.5	8.4	2.3	7.0	
2012	207	260	179	65	8	278	407	205	40	30	271	WVEE	1862	207	238	169	61		251	376	199	36	30	233	WVEE	9.5	14.9	10.2	9.1	5.6		17.8	14.9	10.5	3.2	3.1	10.4
1093	112	147	114	128	66	63	88	127	103	65	40	WYAY	762	90	103	89	76	41	42	72	107	71	38	18	WYAY	3.9	6.5	4.4	4.8	7.0	5.0	3.0	2.9	5.7	6.3	4.0	.8
87		18					11	18			10	WYZE	87		18					11	18			10	WYZE	.4		.8					.4	1.0		.4	
2910	435	305	187	79	28	492	433	236	58	36	621	WZGC	2290	307	232	157	53	28	408	353	209	53	36	454	WZGC	11.7	22.2	9.9	8.5	4.9	3.4	28.9	14.0	11.0	4.7	3.8	20.3
TOTAL LISTENING IN METRO SURVEY AREA												12862	902	1662	1123	702	441	1094	1848	1384	786	649	881		65.7	65.1	71.1	60.5	64.8	53.5	77.4	73.4	73.2	69.8	67.7	39.4	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
3.00PM-7.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
50	6	2	8		1	10	3	4	7		7	WAOK	50	6	2	8		1	10	3	4	7		7	WAOK	1.3	1.7	.4	1.9		1.0	3.0	.6	1.0	3.9		1.6
51		9	9	6	3	1		10	6	4		WCNN	50		9	9	6	3	1		10	6	4		WCNN	1.3		1.7	2.2	3.5	3.0	.3		2.5	3.3	2.1	
278	12	40	85	10	1	8	69	35	11		7	WFOX	189	3	32	67	1		6	44	29	3		4	WFOX	4.8	.8	6.2	16.3	.6		1.8	8.3	7.2	1.7		.9
96	2	12	18	8	4	1	4	2	6	8		WGST	92	2	12	16	8	4	1	2	2	6	8		WGST	2.3	.6	2.3	3.9	4.7	4.0	.3	.4	.5	3.3	4.2	
16			1		5				1	5		*WGUN	15			1		5				1	4		*WGUN	.4			.2		5.0			.6	2.1		
60	1	3	6			17	9	3			21	WIGO	60	1	3	6			17	9	3			21	WIGO	1.5	.3	.6	1.5			5.1	1.7	.7			4.8
5		2							1		2	WJGA	4		2							1		1	WJGA	.1		.4						.6		.2	
32			1	4	2			3	2			*WJYA	32			1	4	2			3	2		*WJYA	.8			.2	2.4	2.0			.7	1.1			
56			3	7	9			6	6	11		WJYA FM	40			3	6	3			4	3		WJYA FM	1.0			.7	3.5	3.0			.8	1.7	5.3		
88			4	11	11			6	3	8	11	TOTAL	72			4	10	5			4	3	10	TOTAL	1.8			.9	5.9	5.0			.8	.7	2.8	5.3	
492	76	45	38	31	18	38	49	70	27	24	24	WKHX	367	54	33	24	24	17	30	40	44	24	24	14	WKHX	9.2	15.3	6.4	5.8	14.1	16.8	9.1	7.5	11.0	13.3	12.7	3.2
374	101	96	4	5		48	41	4	3		72	WKLS FM	289	82	73	4	3		32	34	3	1		57	WKLS FM	7.3	23.2	14.1	1.0	1.8		9.7	6.4	.7	.6		13.1
313	1	10	18	23	24	7	20	68	35	41	4	WPCH	249	1	10	13	23	17	6	10	51	35	35	3	WPCH	6.3	.3	1.9	3.2	13.5	16.8	1.8	1.9	12.7	19.4	18.5	.7
60	7	1	5	9	3			8	14	9		WPLO	57	7	1	5	7	3			8	14	9		WPLO	1.4	2.0	.2	1.2	4.1	3.0			2.0	7.8	4.8	
91	2	15	25		3	23	7	4			6	WQXI	91	2	15	25		3	23	7	4		6	WQXI	2.3	.6	2.9	6.1		3.0	6.9	1.3	1.0			1.4	
400	70	71	30	8		52	86	40	6	2	26	WQXI FM	359	62	68	25	8		48	75	39	5	2	18	WQXI FM	9.0	17.6	13.1	6.1	4.7		14.5	14.1	9.7	2.8	1.1	4.1
145	11	25	25	7		6	28	31	4	2	6	WRMM	129	11	19	25	4		4	26	29	3	2	6	WRMM	3.3	3.1	3.7	6.1	2.4		1.2	4.9	7.2	1.7	1.1	1.4
208	1	36	35	10	20	1	7	7	19	15	1	WSB	197	1	36	30	10	18		6	7	17	15	1	WSB	5.0	.3	6.9	7.3	5.9	17.8		1.1	1.7	9.4	7.9	.2
237	13	47	22	12	3	36	57	16	10	9	4	WSB FM	211	13	40	21	12	2	29	50	16	9	7	4	WSB FM	5.3	3.7	7.7	5.1	7.1	2.0	8.8	9.4	4.0	5.0	3.7	.9
453	42	57	36	15		35	97	56	8	1	104	WVEE	437	40	54	36	14		30	95	56	8	1	101	WVEE	11.0	11.3	10.4	8.8	8.2		9.1	17.9	14.0	4.4	.5	23.2
230	22	42	16	21	7	28	19	24	2	15	23	WYAY	140	18	20	15	9	2	14	12	18		9	16	WYAY	3.5	5.1	3.9	3.6	5.3	2.0	4.2	2.3	4.5		4.8	3.7
36			3	9				2	3	15		WYZE	36			3	9				2	3	15		WYZE	.9			.7	5.3			.5	1.7	7.9		
567	71	39	39	12	3	75	71	52	7	8	190	WZGC	465	42	29	38	11	3	68	54	45	7	8	160	WZGC	11.7	11.9	5.6	9.2	6.5	3.0	20.5	10.2	11.2	3.9	4.2	36.7
TOTAL LISTENING IN METRO SURVEY AREA												3969	353	518	411	170	101	331	531	401	180	189	436														

# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
3.00PM-7.00PM

CUME PERSONS--TOTAL SURVEY AREA. IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24	25-34
409	34	18	26		22	95	39	54	44		59	WAOK	409	34	18	26		22	95	39	54	44		59	WAOK	2.1	2.5	.8	1.4		2.7	6.7	1.6	2.9	3.9		2.6		
462		90	43	39	56	15	11	28	53	43		WCNN	456		90	43	39	56	15	11	28	53	43		WCNN	2.3		3.8	2.3	3.6	6.8	1.1	.4	1.5	4.7	4.5			
1820	133	335	352	84	9	78	437	232	59		101	WFOX	1180	72	210	264	41	7	50	272	175	41		48	WFOX	6.0	5.2	9.0	14.2	3.8	.8	3.5	10.8	9.2	3.6		2.1		
858	31	134	109	53	51	11	53	38	64	63	8	WGST	835	31	134	102	53	51	11	37	38	64	63	8	WGST	4.3	2.2	5.7	5.5	4.9	6.2	.8	1.5	2.0	5.7	6.6	.4		
188		30			42			4	16	33		*WGUN	173		30		42								*WGUN	.9		1.6		5.1			1.4	2.3					
455	11	18	39			122	82	36			147	WIGO	455	11	18	39			122	82	36			147	WIGO	2.3	.8	.8	2.1			8.6	3.3	1.9			6.6		
58		14							5		39	WJGA	48		14									29	WJGA	.2		.6						.4		1.3			
195			13	25	15			10	21		11	*WJYA	187			13	25	15			10	21		11	*WJYA	1.0			.7	2.3	1.8			.5	1.9		.5		
341			9	43	58			28	30	60		WJYA FM	244			9	32	37			11	10	54		WJYA FM	1.2			.5	3.0	4.5			.4	.9	5.6			
502			22	53	73			28	10	51	60	11	TOTAL	398			22	42	52			11	10	54	11	TOTAL	2.0			1.2	3.9	6.3			.4	.5	2.8	5.6	.5
2767	280	226	370	221	104	201	303	373	172	141	180	WKHX	2151	198	178	277	164	97	140	239	276	150	141	142	WKHX	11.0	14.3	7.6	14.9	15.1	11.8	9.9	9.5	14.6	13.3	14.7	6.4		
2495	573	507	44	29		424	235	61	22		600	WKLS FM	1968	461	390	44	25		305	170	46	17		510	WKLS FM	10.1	33.3	16.7	2.4	2.3		21.6	6.8	2.4	1.5		22.8		
1819	11	66	110	135	173	27	135	273	200	242	38	WPCH	1422	11	66	66	131	137	12	97	220	195	186	21	WPCH	7.3	.8	2.8	3.6	12.1	16.6	.8	3.9	11.6	17.3	19.4	.9		
396	34	32	16	74	29	14	11	48	42	45	11	WPLO	380	34	32	16	68	29	14	11	48	42	45	11	WPLO	1.9	2.5	1.4	.9	6.3	3.5	1.0	.4	2.5	3.7	4.7	.5		
407	31	70	117		22	37	59	31	11		8	WQXI	402	31	70	112		22	37	59	31	11		8	WQXI	2.1	2.2	3.0	6.0		2.7	2.6	2.3	1.6	1.0		.4		
2709	288	514	240	42	12	385	582	224	36	13	355	WQXI FM	2388	261	472	225	42	12	346	484	216	31	13	268	WQXI FM	12.2	18.8	20.2	12.1	3.9	1.5	24.5	19.2	11.4	2.8	1.4	12.0		
1050	45	183	152	55	8	80	207	221	31	24	44	WRMM	918	45	144	139	42		52	191	211	26	24	44	WRMM	4.7	3.2	6.2	7.5	3.9		3.7	7.6	11.2	2.3	2.5	2.0		
1569	20	216	270	151	144	8	81	67	161	127	17	WSB	1484	20	216	244	151	125		65	67	155	127	7	WSB	7.6	1.4	9.2	13.1	13.9	15.2		2.6	3.5	13.8	13.3	.3		
1840	95	338	167	100	44	232	473	161	53	68	55	WSB FM	1643	95	296	151	100	32	200	420	161	44	53	46	WSB FM	8.4	6.9	12.7	8.1	9.2	3.9	14.2	16.7	8.5	3.9	5.5	2.1		
2640	213	365	221	89		287	542	237	66	11	561	WVEE	2448	198	354	221	85		231	517	237	62	11	484	WVEE	12.5	14.3	15.1	11.9	7.8		16.3	20.5	12.5	5.5	1.1	21.6		
1296	138	166	128	116	48	112	116	155	32	52	179	WYAY	923	104	123	114	64	30	77	100	107	17	29	129	WYAY	4.7	7.5	5.3	6.1	5.9	3.6	5.4	4.0	5.7	1.5	3.0	5.8		
116		13	19			11	9	10	39			WYZE	116		13	19			11	9	10	39			WYZE	.6			.7	1.8			.4	.5	.9	4.1			
4357	486	491	272	94	28	579	562	380	55	38	1372	WZGC	3598	373	389	247	75	28	495	428	348	55	38	1122	WZGC	18.4	26.9	16.6	13.3	6.9	3.4	35.0	17.0	18.4	4.9	4.0	50.2		

TOTAL LISTENING IN METRO SURVEY AREA    15712 1011 1952 1545 834 549 1253 2123 1550 881 657 1912    80.3 72.9 83.5 83.2 76.9 66.5 88.7 84.4 81.9 78.2 68.6 85.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
37	4	1	4			11	2	3	3		8	WAOK	37	4	1	4			11	2	3	3		8	WAOK	1.9	2.2	.4	2.6			5.8	.8	2.6	3.8		2.1
16		7		2				2		2		WCNN	15		7		2				2		2		WCNN	.8		3.0		3.1					1.8		3.6
76	7	17	11	2		7	16	8	4	1	3	WFOX	46	5	8	9	2		4	7	7	3		1	WFOX	2.4	2.8	3.4	5.9	3.1		2.1	2.7	6.1	3.8		.3
37		5	4		3			2	2	4	4	WGST	36		5	4		3		2	2	4	4		WGST	1.9		2.2	2.6		6.1		.8	1.8	5.1	7.3	
26		3				5	7			1		WIGO	26		3				5	7		1		10	WIGO	1.4		1.3				2.6	2.7		1.3		2.7
49	21	4				8	2			4		WJGA	49	21	4				8	2		4		10	WJGA	2.6	11.7	1.7				4.2	.8		5.1		2.7
26			3	2	1		5	1	2	4		WJYA FM	15				2	1		5	1	1	3		WJYA FM	.8				3.1	2.0		1.9	.9	1.3	5.5	
188	10	25	20	15	2	16	23	21	14	9	20	WKHX	133	5	22	16	3	2	12	22	11	9	9	10	WKHX	6.9	2.8	9.5	10.5	4.7	4.1	6.3	8.4	9.6	11.5	16.4	2.7
198	53	36		2	1	32	18	3	2		51	WKLS FM	149	33	28		2	1	27	15	3	2		38	WKLS FM	7.8	18.4	12.1		3.1	2.0	14.2	5.7	2.6	2.6		10.1
121	2	6	3	12	12	1	9	13	14	9	5	WPCH	95	1	3	3	11	10	1	6	9	12	5	2	WPCH	5.0	.6	1.3	2.0	17.2	20.4	.5	2.3	7.9	15.4	9.1	.5
8	1				1				1	4	1	WPLO	8	1				1				1	4	1	WPLO	.4	.6							.9	5.1	1.8	
27	1	1	2			14	2	1			4	WQXI	27	1	1	2			14	2	1			4	WQXI	1.4	.6	.4	1.3			7.4	.8	.9			1.1
183	28	69	10			14	38	6	1	1	16	WQXI FM	159	21	60	9			13	33	6	1	1	15	WQXI FM	8.3	11.7	25.9	5.9			6.8	12.6	5.3	1.3	1.8	4.0
35	2	3	4	2	1	3	6	7	2		5	WRMM	32	2	3	4			3	6	7	2		5	WRMM	1.7	1.1	1.3	2.6			1.6	2.3	6.1	2.6		1.3
201		29	34	14	17	2	3	5	9	11	2	WSB	192		27	34	14	13		3	5	9	11	2	WSB	10.0		11.6	22.2	21.9	26.5		1.1	4.4	11.5	20.0	.5
129	2	18	14	3	5	18	31	7	1	2	23	WSB FM	104	2	13	14	3		15	28	5	1	2	20	WSB FM	5.4	1.1	5.6	9.2	4.7		7.9	10.7	4.4	1.3	3.6	5.3
272	25	25	18	4	1	30	65	21	3		80	WVEE	256	24	25	18	4		28	63	21	3		70	WVEE	13.4	13.4	10.8	11.8	6.3		14.7	24.0	18.4	3.8		18.7
102	11	19	9	7	1	7	8	7	4	6	20	WYAY	63	9	4	9	2		7	6	5	4	3	14	WYAY	3.3	5.0	1.7	5.9	3.1		3.7	2.3	4.4	5.1	5.5	3.7
345	60	8	12	7		37	22	9	3	1	185	WZGC	286	44	8	11	5		33	17	8	3	1	156	WZGC	14.9	24.6	3.4	7.2	7.8		17.4	6.5	7.0	3.8	1.8	41.6
TOTAL LISTENING IN METRO SURVEY AREA												1914	179	232	153	64	49	190	262	114	78	55	375														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
325	34	18	26			70	37	27	24		71	WAOK	325	34	18	26			70	37	27	24		71	WAOK	1.7	2.5	.8	1.4			5.0	1.5	1.4	2.1		3.2
209		88	20	25			11	18		22		WCNN	202		88	20	25			11	18		22		WCNN	1.0		3.8	1.1	2.3			.4	1.0		2.3	
1069	67	234	206	36		54	252	100	34	25	61	WFOX	732	59	135	165	36		26	157	92	27	7	28	WFOX	3.7	4.3	5.8	8.9	3.3		1.8	6.2	4.9	2.4	.7	1.3
442		45	82		27	11	48	26	27	30		WGST	435		45	82		27	11	48	26	27	30		WGST	2.2		1.9	4.4		3.3	.8	1.9	1.4	2.4	3.1	
305	23	37	13			55	48	9	11		109	WIGO	305	23	37	13			55	48	9	11		109	WIGO	1.6	1.7	1.6	.7			3.9	1.9	.5	1.0		4.9
143	29	23				14	14		19		44	WJGA	132	29	23				14	14		19		33	WJGA	.7	2.1	1.0				1.0	.6		1.7		1.5
233			7	49	17		11	20	15	32	11	WJYA FM	172				49	17		11	20	10	27	11	WJYA FM	.9				4.5	2.1		.4	1.1	.9	2.8	.5
1722	207	119	187	79	29	162	184	251	87	91	210	WKHX	1293	115	85	167	33	22	105	145	191	68	91	159	WKHX	6.6	8.3	3.6	9.0	3.0	2.7	7.4	5.8	10.1	6.0	9.5	7.1
1699	449	265	14	19	22	250	139	42	23		476	WKLS FM	1288	320	202	14	19	22	174	130	34	17		356	WKLS FM	6.6	23.1	8.6	.8	1.8	2.7	12.3	5.2	1.8	1.5		15.9
1208	29	66	41	91	123	18	130	123	135	92	37	WPCH	944	12	51	41	84	87	18	92	111	115	55	19	WPCH	4.8	.9	2.2	2.2	7.7	10.5	1.3	3.7	5.9	10.2	5.7	.8
163	19		20		17		11	25	42	29		WPLO	163	19		20		17		11	25	42	29		WPLO	.8	1.4		1.1		2.1		.4	1.3	3.7	3.0	
259	20	11	39			37	67	13			32	WQXI	259	20	11	39			37	67	13		32	WQXI	1.3	1.4	.5	2.1			2.6	2.7	.7			1.4	
1745	200	384	73	20	17	222	410	68	9	15	307	WQXI FM	1527	173	323	59	20	17	200	356	68	9	15	267	WQXI FM	7.8	12.5	13.8	3.2	1.8	2.1	14.2	14.1	3.6	.8	1.6	11.9
593	32	80	83	12	14	62	141	101	22	11	35	WRMM	518	32	72	83			62	119	101	22		27	WRMM	2.6	2.3	3.1	4.5			4.4	4.7	5.3	2.0		1.2
1646		284	248	107	128	19	75	77	86	88	29	WSB	1579		272	248	103	115	11	75	77	81	88	29	WSB	8.1		11.6	13.4	9.5	13.9	.8	3.0	4.1	7.2	9.2	1.3
1367	65	161	157	49	35	247	251	113	27	36	164	WSB FM	1094	32	120	134	35	18	224	218	89	14	36	140	WSB FM	5.6	2.3	5.1	7.2	3.2	2.2	15.9	8.7	4.7	1.2	3.8	6.3
2086	206	289	169	38	8	247	481	110	54		484	WVEE	1891	189	278	169	38		217	466	110	49		375	WVEE	9.7	13.6	11.9	9.1	3.5		15.4	18.5	5.8	4.4		16.8
827	127	95	81	74	19	43	109	69	22	40	134	WYAY	596	93	51	81	52	7	43	85	49	17	23	95	WYAY	3.0	6.7	2.2	4.4	4.8	.8	3.0	3.4	2.6	1.5	2.4	4.2
3231	399	202	150	50	7	477	335	149	31	13	1388	WZGC	2642	319	182	135	41	7	412	237	126	31	13	1124	WZGC	13.5	23.0	7.8	7.3	3.8	.8	29.2	9.4	6.7	2.8	1.4	50.3

TOTAL LISTENING IN METRO SURVEY AREA    11706 1011 1390 1121 464 317 999 1696 997 511 376 1858    59.8 72.9 59.5 60.4 42.8 38.4 70.7 67.4 52.7 45.4 39.2 83.1

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-10.00AM + 3.00PM-7.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
87	4	4	12	3	2	7	10	9	13	7	5	WAOK	87	4	4	12	3	2	7	10	9	13	7	5	WAOK	2.0	1.1	.7	2.7	1.3	1.4	2.1	1.6	1.9	5.6	3.3	1.2
57		13	5	6	3	1	1	9	9	3		WCNN	55		13	5	6	3	1	1	9	9	3		WCNN	1.2		2.3	1.1	2.6	2.2	.3	.2	1.9	3.9	1.4	
267	10	33	70	16	1	9	72	40	10		6	WFOX	168	3	23	54	3		3	47	27	4		4	WFOX	3.8	.9	4.0	12.3	1.3		.9	7.3	5.8	1.7	.9	
165	1	20	26	18	10	2	7	10	17	11	3	WGST	161	1	20	24	18	10	2	5	10	17	11	3	WGST	3.6	.3	3.5	5.5	7.8	7.2	.6	.8	2.1	7.4	5.1	.7
15		1		4					4	2		*WGUN	14		1		4					3	2		*WGUN	.3			.2		2.9			1.3	.9		
48		1	4	1		10	9	4		2	17	WIGO	48		1	4	1		10	9	4		2	17	WIGO	1.1		.2	.9	.4		2.9	1.4	.9	.9	4.0	
7	1	2				1			1		2	WJGA	6	1	2							1		1	WJGA	.1	.3	.3				.3			.4	.2	
25			1	3	2			2	4	1		*WJYA	24		1	3	2			2	4	1		*WJYA	.5			.2	1.3	1.4			.4	1.7	.5		
51			2	8	13		4		3	9		WJYA FM	36		2	7	9			3	1	7		WJYA FM	.8			.5	3.0	6.5		.5	.4	3.3			
76			3	11	15		4	2	7	10		TOTAL	60		3	10	11			3	2	5	8	TOTAL	1.3			.7	4.3	7.9		.5	.4	2.1	3.8		
497	52	38	43	32	19	38	56	78	30	29	31	WKHX	380	35	27	34	20	18	30	49	56	22	29	17	WKHX	8.5	10.0	4.7	7.7	8.7	12.9	8.8	7.6	11.9	9.5	13.5	4.0
372	105	91	7	5		42	45	6	3		68	WKLS FM	297	89	67	7	3		31	39	4		57	WKLS FM	6.7	25.4	11.6	1.6	1.3		9.1	6.1	.9		13.3		
326	1	12	18	39	27	10	20	61	33	46	3	WPCH	262		11	13	38	20	9	6	48	32	37	3	WPCH	5.9		1.9	3.0	16.5	14.4	2.7	.9	10.2	13.9	17.2	.7
89	6	1	6	22	8			6	23	11		WPLO	86	6	1	6	20	8			6	23	11		WPLO	1.9	1.7	.2	1.4	8.7	5.8			1.3	10.0	5.1	
83	3	14	22		2	13	13	6			3	WQXI	83	3	14	22		2	13	13	6		3	WQXI	1.9	.9	2.4	5.0		1.4	3.8	2.0	1.3		.7		
534	62	123	43	10	3	67	136	45	9	1	23	WQXI FM	478	53	117	38	10	3	59	116	43	9	1	18	WQXI FM	10.7	15.1	20.3	8.7	4.3	2.2	17.4	18.1	9.2	3.9	.5	4.2
133	9	24	20	11	1	5	26	27	4	2	3	WRMM	113	9	18	19	7		4	23	25	2	2	3	WRMM	2.5	2.6	3.1	4.3	3.0		1.2	3.6	5.3	.9	.9	.7
336		31	59	24	32	1	14	26	29	35	3	WSB	317		31	52	24	28		10	26	28	34	3	WSB	7.1		5.4	11.8	10.4	20.1		1.6	5.5	12.1	15.8	.7
262	12	45	24	12	3	43	67	24	10	10	4	WSB FM	240	12	40	24	12	2	37	62	24	9	9	3	WSB FM	5.4	3.4	6.9	5.5	5.2	1.4	10.9	9.7	5.1	3.9	4.2	.7
453	43	61	28	12	1	39	120	53	7	1	79	WVEE	433	42	56	27	11		35	118	52	6	1	76	WVEE	9.7	12.0	9.7	6.2	4.8		10.3	18.4	11.1	2.6	.5	17.7
248	30	40	25	23	6	31	21	23	8	13	20	WYAY	150	25	16	21	13	2	13	16	14	7	5	12	WYAY	3.4	7.1	2.8	4.8	5.6	1.4	3.8	2.5	3.0	3.0	2.3	2.8
27			2	5			4	3	1	9		WYZE	27			2	5			4	3	1	9		WYZE	.6			.5	2.2			.6	.6	.4	4.2	
699	95	66	36	16	8	88	79	69	6	8	228	WZGC	558	55	55	32	14	8	73	53	65	6	8	189	WZGC	12.5	15.7	9.5	7.3	6.1	5.8	21.5	8.3	13.9	2.6	3.7	44.1
TOTAL LISTENING IN METRO SURVEY AREA												4454	351	577	439	231	139	339	641	469	231	215	429														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

# Cume Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-10.00AM + 3.00PM-7.00PM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
886	57	37	78	38	44	106	165	109	65	39	86	WAOK	886	57	37	78	38	44	106	165	109	65	39	86	WAOK	4.5	4.1	1.6	4.2	3.5	5.3	7.5	6.6	5.8	5.8	4.1	3.8	
642		107	43	53	56	15	57	38	81	66		WCNN	609		107	43	53	56	15	57	38	81	66	WCNN	3.1		4.6	2.3	4.9	6.8	1.1	2.3	2.0	7.2	6.9			
2422	133	440	472	102	26	119	570	370	68	7	115	WFOX	1593	72	270	350	58	24	61	366	280	49	7	56	WFOX	8.1	5.2	11.5	18.8	5.4	2.9	4.3	14.5	14.8	4.4	.7	2.5	
1474	42	168	175	119	88	37	113	145	131	129	25	WGST	1450	42	168	168	119	88	37	96	145	131	129	25	WGST	7.4	3.0	7.2	9.0	11.0	10.7	2.6	3.8	7.7	11.6	13.5	1.1	
218		30		42				4	31	33		*WGUN	197			30		42					25	22	*WGUN	1.0			1.6		5.1			2.2	2.3			
607	11	18	65	19		122	117	54		19	182	WIGO	607	11	18	65	19		122	117	54		19	182	WIGO	3.1	.8	.8	3.5	1.8		8.6	4.7	2.9		2.0	8.1	
107	15	20	8			14		6	5		39	WJGA	97	15	20	8			14		6	5		29	WJGA	.5	1.1	.9	.4			1.0		.3	.4		1.3	
332			13	50	38				47	33	11	*WJYA	302			13	50	31			10	47	33	11	*WJYA	1.5			.7	4.6	3.8			.5	4.2	3.4	.5	
461			9	64	89				30	84		WJYA FM	331			9	48	68			19	10	78		WJYA FM	1.7			.5	4.4	8.2			.8	.9	8.1		
707			22	89	112				35	10	106	TOTAL	562			22	72	83			19	10	57	101	TOTAL	2.9			1.2	6.6	10.1			.8	.5	5.1	10.5	.5
3634	292	302	494	317	126	243	395	510	246	220	264	WKHX	2827	210	231	386	223	119	182	326	368	195	218	191	WKHX	14.5	15.2	9.9	20.8	20.6	14.4	12.9	13.0	19.5	17.3	22.8	8.5	
3020	646	602	77	29		470	322	119	22	13	720	WKLS FM	2378	501	458	77	25		340	248	99	17	13	600	WKLS FM	12.2	36.1	19.6	4.1	2.3		24.1	9.9	5.2	1.5	1.4	26.8	
2506	29	126	202	209	213	45	192	310	239	363	56	WPCH	1951	11	96	152	186	164	30	124	257	229	277	39	WPCH	10.0	.8	4.1	8.2	17.2	19.9	2.1	4.9	13.6	20.3	28.9	1.7	
712	34	55	45	117	96	14	11	58	91	85	19	WPLO	695	34	55	45	110	96	14	11	58	91	85	19	WPLO	3.6	2.5	2.4	2.4	10.1	11.6	1.0	.4	3.1	8.1	8.9	.8	
626	42	91	127	15	22	60	119	75	24		15	WQXI	620	42	91	121	15	22	60	119	75	24		15	WQXI	3.2	3.0	3.9	6.5	1.4	2.7	4.2	4.7	4.0	2.1		.7	
4235	465	772	406	78	12	552	988	315	73	43	485	WQXI FM	3621	391	693	381	78	12	448	817	294	63	43	383	WQXI FM	18.5	28.2	29.6	20.5	7.2	1.5	31.7	32.5	15.5	5.6	4.5	17.1	
1494	45	253	173	60	22	107	329	334	56	31	61	WRMM	1250	45	213	160	47		64	265	303	47	31	52	WRMM	6.4	3.2	9.1	8.6	4.3		4.5	10.5	16.0	4.2	3.2	2.3	
2855	20	305	378	227	297	22	165	204	218	282	68	WSB	2666	20	305	341	227	245	14	149	204	213	257	57	WSB	13.6	1.4	13.0	18.4	20.9	29.7	1.0	5.9	10.8	18.9	26.8	2.5	
2600	95	471	185	134	44	331	650	284	80	102	110	WSB FM	2295	95	414	170	130	32	284	566	284	63	78	86	WSB FM	11.7	6.9	17.7	9.2	12.0	3.9	20.1	22.5	15.0	5.6	8.1	3.8	
3466	314	512	270	89	8	425	644	293	98	30	721	WVEE	3185	299	480	259	85		347	619	287	89	30	628	WVEE	16.3	21.6	20.5	13.9	7.8		24.6	24.6	15.2	7.9	3.1	28.1	
1790	199	236	223	147	70	112	163	185	96	72	233	WYAY	1263	143	149	198	88	42	77	140	128	56	29	184	WYAY	6.5	10.3	6.4	10.7	8.1	5.1	5.4	5.6	6.8	5.0	3.0	8.2	
262			13	19		11	56	36	10	39	34	WYZE	262			13	19		11	56	36	10	39	34	WYZE	1.3			.7	1.8		.8	2.2	1.9	.9	4.1	1.5	
5940	688	630	335	182	55	807	734	517	93	49	1821	WZGC	4762	516	528	289	154	50	606	565	485	72	49	1448	WZGC	24.3	37.2	22.6	15.6	14.2	6.1	42.9	22.5	25.6	6.4	5.1	64.8	

TOTAL LISTENING IN METRO SURVEY AREA    18148 1208 2228 1767 972 695 1309 2376 1825 1042 899 2198    92.8 87.2 95.3 95.2 89.7 84.7 92.6 94.4 96.5 92.5 93.8 98.3

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBTRDN RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

SATURDAY  
6.00AM-10.00AM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
94	1	9	20	5	3	4	11	20	9	11	1	WAOK	94	1	9	20	5	3	4	11	20	9	11	1	WAOK	3.1	.5	2.7	8.3	2.2	2.0	3.7	3.2	7.2	5.0	5.1	.3
106		1		10	19				8	23		WCNN	102		1		10	19				8	23		WCNN	3.4		.3		4.4	12.8			4.4	10.6		
138	17	20	22	15		9	31	8	2	7	7	WFOX	75	16	19	6			16	4		7	7	WFOX	2.5		4.8	7.9	2.6			4.7	1.4		3.2	1.9	
104	3	5	22	10		2	3	28	7	2	2	WGST	104	3	5	22	10		2	3	28	7	2	WGST	3.5		.9	2.1	9.6	6.7		.6	1.1	15.5	3.2	.5	
6				1					5			*WGUN	6				1						5		*WGUN	.2				.7					2.8		
104		6	9	22		4	39	11		5	1	WIGO	104		6	9	22		4	39	11		5	1	WIGO	3.5			2.5	3.9	14.8	3.7	11.4	4.0		2.3	.3
-1												WJGA	-1												WJGA												
24					4				2	4	3	*WJYA	17									2	4		*WJYA	.6							.7	2.2			
52				2	13				4	15		WJYA FM	35			2	10					4	15		WJYA FM	1.2				.9	6.7			2.2		6.9	
76				2	17				2	18		TOTAL	52			2	10					8	15		TOTAL	1.8			.9	6.7		.7	4.4		6.9		
408	17	21	51	36	11	16	25	61	24	22	71	WKHX	310	17	21	23	23	11	16	25	47	15	19	40	WKHX	10.3	8.1	6.3	9.5	10.0	7.4	14.7	7.3	17.0	8.3	8.8	10.9
208	70	48	13	9		8	12	7			41	WKLS FM	169	52	39	13	9		7	9	7			33	WKLS FM	5.6	24.6	11.6	5.4	3.9		6.4	2.6	2.5			9.0
235		18	15	35	26		6	6	20	41		WPCH	202		18	10	35	17				6	18	34	WPCH	6.7		5.4	4.1	15.3	11.4			2.2	9.9	15.7	
70				20	14				15	16		WPLO	68				18	14					15	16	WPLO	2.3				7.9	9.4				8.3	7.4	
24	6	2	2				12	2				WQXI	24	6	2	2						12	2		WQXI	.8	2.8	.6	.8				3.5	.7			
226	51	41	13	21		33	47	3	6		11	WQXI FM	179	33	41	12	21		25	32	3	2		10	WQXI FM	5.9	15.6	12.2	5.0	9.2		22.9	9.3	1.1	1.1		2.7
44		3	8	2		3	6	19	2		1	WRMM	40		3	8	2		3	4	19			1	WRMM	1.3		.9	3.3	.9		2.8	1.2	6.9			.3
187		4	14	21	21		5	20	27	23		WSB	186		4	14	21	20				5	20	27	23	WSB	6.2		1.2	5.8	9.2	13.4		1.5	7.2	14.9	10.6
159	6	21	6	22	5	14	43	21	6	11		WSB FM	140	4	21	6	22	1	9	37	21	6	11		WSB FM	4.6	1.9	6.3	2.5	9.6	.7	8.3	10.8	7.6	3.3	5.1	
279	26	64	2	7		11	98	19	2		50	WVEE	266	26	53	2	7		9	98	19	2		50	WVEE	8.8	12.3	15.8	.8	3.1		8.3	28.6	6.9	1.1		13.6
184	36	26	16	11	16	3	14	5	8	15	25	WYAY	115	31	24	13	7		3	12	4	8		6	WYAY	3.8	14.7	7.2	5.4	3.1		2.8	3.5	1.4	4.4		1.6
20				1		1		3		15		WYZE	20				1		1		3		15		WYZE	.7				.4		.9		1.1		6.9	
452	40	55	33	4	4	48	10	34	6	13	205	WZGC	381	26	45	28	4	4	28	7	34	2	13	190	WZGC	12.7	12.3	13.4	11.6	1.7	2.7	25.7	2.0	12.3	1.1	6.0	51.8
TOTAL LISTENING IN METRO SURVEY AREA													3011	211	335	241	229	149	109	343	276	181	217	367													

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates

ATLANTA  
SPRING 1985

SATURDAY  
6.00AM-10.00AM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA														
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
295	11	18	68	19	22	14	34	36	24	39	10	WAOK	295	11	18	68	19	22	14	34	36	24	39	10	WAOK	1.5	.8	.8	3.7	1.8	2.7	1.0	1.4	1.9	2.1	4.1	.4	
295		7		27	50					19	63	WCNN	284		7		27	50					19	63	WCNN	1.5		.3		2.5	6.1				1.7	6.6		
381	22	92	68	22		38	74	28	2	7	28	WFOX	234		64	52	12		7	49	15		7	28	WFOX	1.2	2.7	2.8	1.1		.5	1.9	.8		.7	1.3		
378		19	30	65	35		14	9	62	29	8	WGST	378		19	30	65	35		14	9	62	29	8	WGST	1.9	.8	1.6	6.0	4.2		.6	.5	5.5	3.0	.4		
19					10					9		*WGUN	19					10					9		*WGUN	.1				1.2				.8				
222			13	27	22	22	67	27		19	10	WIGO	222			13	27	22	22	67	27		19	10	WIGO	1.1		.7	2.5	2.7	1.6	2.7	1.4		2.0	.4		
-1												WJGA	-1												WJGA													
85					8					10	6	*WJYA	71										10	13	*WJYA	.4							.5	1.2				
125					10					15	31	WJYA FM	95				10	23					15	31	WJYA FM	.5			.9	2.8			1.3	3.2				
209					10					10	27	TOTAL	165				10	23					10	27	TOTAL	.8			.9	2.8			2.4	3.2				
955	57	54	126	83	40	40	61	159	49	74	122	WKHX	762	57	54	90	35	40	40	61	111	41	67	76	WKHX	3.9	4.1	2.3	4.8	3.2	4.8	2.8	2.4	5.9	3.6	7.0	3.4	
627	183	109	30	18		57	66	20			144	WKLS FM	490	124	82	30	18		52	56	20		108	WKLS FM	2.5	8.9	3.5	1.6	1.7		3.7	2.2	1.1		4.8			
626		27	60	50	90		22	25	63	108		WPCH	512		27	37	50	61		25	59	88		88	WPCH	2.6		1.2	2.0	4.6	7.4		1.3	5.2	9.2			
188				65	30					37	36	WPLO	182				59	30				37	36		36	WPLO	.9				5.4	3.6			3.3	3.8		
112	23	11	9				56	13				WQXI	112	23	11	9				56	13					WQXI	.6	1.7	.5	.5			2.2	.7				
874	176	152	70	59		131	179	34	18		55	WQXI FM	706	111	152	56	59		90	151	34	13		40	WQXI FM	3.6	8.0	6.5	3.0	5.4		6.4	6.0	1.8	1.2		1.8	
217		24	22	6		32	36	84	5		8	WRMM	198		24	22	6		32	22	84		8		8	WRMM	1.0		1.0	1.2	.6		2.3	.9	4.4		.4	
675		12	58	61	83		27	60	92	86		WSB	659		12	58	61	73		27	60	86	86		86	WSB	3.4		.5	3.1	5.6	8.8		1.1	3.2	7.6	9.0	
505	44	80	29	35	15	60	127	65	16	11		WSB FM	435	32	71	29	35	11	37	110	65	16	11		11	WSB FM	2.2	2.3	3.0	1.6	3.2	1.3	2.6	4.4	3.4	1.4	1.1	
820	62	242	13	28		57	219	36	14		149	WVEE	773	62	221	13	28		31	219	36	14		149	WVEE	4.0	4.5	9.5	.7	2.6		2.2	8.7	1.9	1.2		6.7	
506	81	66	43	50	24	12	77	28	26	28	55	WYAY	333	59	45	32	37		12	61	19	26		28	WYAY	1.7	4.3	1.9	1.7	3.4		.8	2.4	1.0	2.3		1.3	
60				10		11		20		19		WYZE	60				10		11		20		19			WYZE	.3			.9			.8		1.1		2.0	
1533	214	182	111	21	18	193	54	143	22	39	536	WZGC	1200	148	139	96	21	18	99	22	143	14	39	461	WZGC	6.1	10.7	5.9	5.2	1.9	2.2	7.0	.9	7.6	1.2	4.1	20.6	

TOTAL LISTENING IN METRO SURVEY AREA    7948   543   930   721   539   374   359   931   735   479   509   914    40.6   39.1   39.8   38.8   49.7   45.3   25.4   37.0   38.8   42.5   53.1   40.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBTRDN RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS											SHARES-METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
87	1	15	8	3		2	12	10	22	8	6	WAOK	87	1	15	8	3		2	12	10	22	8	6	WAOK	1.9	.3	2.6	1.8	1.7		.5	1.8	2.1	8.4	3.0	1.0
71		11	5	4	2		2	6	9	19		WCNN	66		11	5	4	2		2	6	9	19		WCNN	1.4		1.9	1.1	2.3	1.3		.3	1.3	3.4	7.0	
281	31	56	47	5		6	101	18	8	4	5	WFOX	185	1	49	37	2		2	68	16	4	4	2	WFOX	4.0	.3	8.4	8.4	1.1		.5	10.3	3.4	1.5	1.5	.3
72	3	14	3	2	18		1	4	15	6		WGST	72	3	14	3	2	18		1	4	15	6		WGST	1.5	.8	2.4	.7	1.1	12.0		.2	.8	5.7	2.2	
22			1		7				7	3		WGUN	20			1		7				7	3		WGUN	.4			.2		4.7			2.7	1.1		
71	2		2	3	4	20	3	12	2	8	15	WIGO	71	2		2	3	4	20	3	12	2	8	15	WIGO	1.5	.6		.5	1.7	2.7	5.1	.5	2.5	.8	3.0	2.5
5								4	1			WJGA	5												WJGA	.1								.8	.4		
70		10	1	13				3	3	2	2	WJYA	70		10	1	13				3	3	2	2	WJYA	1.5		1.7	.2	7.4			.6	1.1		.3	
42			1	4	7				7		2	WJYA FM	20			1	4					1		2	WJYA FM	.4			.2	2.3				.4			
112		10	2	17	7			3	5		2	TOTAL	90		10	2	17				3	4		2	TOTAL	1.9		1.7	.4	9.7			.6	1.5		.3	
598	53	44	102	47	14	35	30	115	44	45	56	WKHX	445	31	39	49	43	14	27	28	75	34	44	48	WKHX	9.5	8.6	6.7	11.1	24.4	9.3	6.9	4.3	15.9	12.9	16.3	8.0
378	115	66	5			35	64	14			79	WKLS FM	298	73	51	5			24	59	12			74	WKLS FM	6.4	20.3	8.7	1.1			6.1	9.0	2.5		12.4	
318		17	8	30	35		29	17	61	58		WPCH	242		17	1	30	21		13	17	56	49		WPCH	5.2		2.9	.2	17.0	14.0		2.0	3.6	21.3	18.1	
92	3	6	6	12	31		2	1	9	2		WPLO	85	3	6		11	31		2	1	9	2		WPLO	1.8	.8	1.0		6.3	20.7		.3	.2	3.4	.7	
77	15	8	9				30	2			13	WQXI	77	15	8	9				30	2			13	WQXI	1.6	4.2	1.4	2.0				4.6	.4		2.2	
400	104	51	41	5		89	61	15	6	11	17	WQXI FM	348	71	51	41	5		83	52	15	5	11	14	WQXI FM	7.5	19.7	8.7	9.3	2.8		21.2	7.9	3.2	1.9	4.1	2.3
102		6	22	8		9	9	41	5	2		WRMM	94		6	22	8		9	9	38		2		WRMM	2.0		1.0	5.0	4.5		2.3	1.4	8.0		.7	
129		7	16	10	17		2	6	16	21	2	WSB	125		7	14	10	17		1	6	16	21	1	WSB	2.7		1.2	3.2	5.7	11.3		.2	1.3	6.1	7.8	.2
221	2	32	24	8	9	52	62	13	5	11	1	WSB FM	195		29	24	8	1	49	55	13	4	11	1	WSB FM	4.2		4.9	5.5	4.5	.7	12.5	8.4	2.7	1.5	4.1	.2
669	61	120	40	8		60	182	41	12	20	125	WVEE	660	61	118	40	8		60	180	41	12	20	120	WVEE	14.1	16.9	20.1	9.1	4.5		15.3	27.4	8.7	4.6	7.4	20.1
247	36	40	33	10	14	31	20	12	5	11	31	WYAY	144	18	26	31	9	3	28	8	8	3	5	4	WYAY	3.1	5.0	4.4	7.0	5.1	2.0	7.2	1.2	1.7	1.1	1.9	.7
42		11		1			11	2		13	4	WYZE	42		11		1			11	2		13	4	WYZE	.9		1.9		.6			1.7	.4		4.8	.7
820	96	72	70	3		77	53	122	8	19	300	WZGC	693	61	66	58	2		70	50	110	8	17	251	WZGC	14.8	16.9	11.3	13.2	1.1		17.9	7.6	23.3	3.0	6.3	42.0
TOTAL LISTENING IN METRO SURVEY AREA												4669	360	586	440	176	150	391	658	473	263	270	597														

# Cume Listening Estimates

ATLANTA  
SPRING 1985

SATURDAY  
10.00AM-3.00PM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
245	11	37	29	19		22	37	18	35	19	18	WAOK	245	11	37	29	19		22	37	18	35	19	18	WAOK	1.3	.8	1.6	1.6	1.8		1.6	1.5	1.0	3.1	2.0	.8
162		11	14	7	11		11	11	19	41		WCNN	152		11	14	7	11		11	11	19	41		WCNN	.8		.5	.8	.6	1.3		.4	.6	1.7	4.3	
771	42	128	138	22		44	270	74	19	7	27	WFOX	535	11	104	98	12		18	190	65	13	7	17	WFOX	2.7	.8	4.4	5.3	1.1		1.3	7.6	3.4	1.2	.7	.8
225	11	23	28	24	41		11	19	21	32		WGST	225	11	23	28	24	41		11	19	21	32		WGST	1.2	.8	1.0	1.5	2.2	5.0		.4	1.0	1.9	3.3	
89			8		25				9	7		WGUN	82			8		25				9	7		WGUN	.4			.4		3.0			.8	.7		
256	11		13	19	22	55	22	27	11	19	57	WIGO	256	11		13	19	22	55	22	27	11	19	57	WIGO	1.3	.8		.7	1.8	2.7	3.9	.9	1.4	1.0	2.0	2.5
18								6	5		7	WJGA	18									6	5		WJGA	.1							.3	.4		.3	
135		18	13	15			10	13			11	WJYA	135		18	13	15			10	13			11	WJYA	.7		.8	.7	1.4			.5	1.2		.5	
82			9	10	7			11				WJYA FM	41			9	10					6			WJYA FM	.2			.5	.9				.5			
217		18	22	25	7		10	24			11	TOTAL	176		18	22	25			10	19			11	TOTAL	.9		.8	1.2	2.3			.5	1.7		.5	
1424	93	135	209	142	45	76	124	219	105	102	107	WKHX	1111	66	101	135	109	45	64	108	156	88	95	77	WKHX	5.7	4.8	4.3	7.3	10.1	5.5	4.5	4.3	8.2	7.8	9.9	3.4
1016	283	207	14			120	149	60			183	WKLS FM	795	202	166	14			92	122	40			159	WKLS FM	4.1	14.6	7.1	.8			6.5	4.8	2.1		7.1	
739		33	28	47	72		62	35	99	108		WPCH	559		33	12	47	38		24	35	95	89		WPCH	2.9		1.4	.6	4.3	4.6		1.0	1.8	8.4	9.3	
226	15	31	15	17	63		11	10	20	10		WPLO	205	15	31		11	63		11	10	20	10		WPLO	1.0	1.1	1.3			7.6		.4	.5	1.8	1.0	
201	23	33	42				53	22			28	WQXI	201	23	33	42				53	22			28	WQXI	1.0	1.7	1.4	2.3				2.1	1.2		1.3	
1170	147	157	107	27		246	270	91	18	27	80	WQXI FM	1058	115	157	107	27		231	229	91	13	27	61	WQXI FM	5.4	8.3	6.7	5.8	2.5		16.3	9.1	4.8	1.2	2.8	2.7
303		31	35	10		32	49	130	5	11		WRMM	286		31	35	10		32	49	118		11		WRMM	1.5		1.3	1.9	.9		2.3	1.9	6.2		1.1	
560		12	70	61	54		20	31	67	69	19	WSB	542		12	65	61	54		11	31	67	69	15	WSB	2.8		.5	3.5	5.6	6.5		.4	1.6	6.0	7.2	.7
606	12	96	59	18	19	125	183	43	10	16	8	WSB FM	492		80	59	18	7	117	138	43	6	16	8	WSB FM	2.5		3.4	3.2	1.7	.8	8.3	5.5	2.3	.5	1.7	.4
1393	122	195	81	23		176	343	88	49	44	272	WVEE	1353	122	185	81	23		176	335	88	49	44	250	WVEE	6.9	8.8	7.9	4.4	2.1		12.5	13.3	4.7	4.4	4.6	11.2
682	74	91	91	36	39	62	42	64	24	55	76	WYAY	418	40	69	81	18	15	48	26	47	17	16	27	WYAY	2.1	2.9	3.0	4.4	1.7	1.8	3.4	1.0	2.5	1.5	1.7	1.2
107		18		10			22	20		19	18	WYZE	107		18		10			22	20		19	18	WYZE	.5		.8		.9			.9	1.1		2.0	.8
2190	253	196	157	34		268	140	242	31	36	833	WZGC	1792	205	166	142	25		235	132	214	31	30	612	WZGC	9.2	14.8	7.1	7.6	2.3		16.6	5.2	11.3	2.8	3.1	27.4

TOTAL LISTENING IN METRO SURVEY AREA    10181   798   1262   964   444   345   872   1407   1065   534   519   1205    52.0   57.6   54.0   51.9   41.0   41.8   61.7   55.9   56.3   47.4   54.2   53.9

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS										AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS										SHARES--METRO SURVEY AREA																			
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
39		9				3	6		13		3	WAOK	39		9				3	6		13		3	WAOK	1.2		2.2				1.0	1.4		7.6		.7		
30		3	4	5	4			8	6			WCNN	30		3	4	5	4			8	6			WCNN	.9		.7	1.5	3.4	3.7		2.5	3.5					
196	22	38	29			7	65	25	4		6	WFOX	149	1	32	29			4	55	25	3		6	WFOX	4.4	.3	7.8	10.8			1.3	12.4	7.9	1.8				
47		5	2		16		1		7	2		WGST	47		5	2		16		1		7	2		WGST	1.4		1.2	.7		15.0		.2		4.1	1.2			
5					2					2		*WGUN	5					2						2	*WGUN	.1					1.9					1.2			
27	6					1	7	7			6	WIGO	27	6					1	7	7			6	WIGO	.8	2.0					.3	1.6	2.2			1.5		
1		1										WJGA	-1												WJGA														
20			7					5			6	*WJYA	20			7					5			6	*WJYA	.6			2.6				1.6			1.5			
36			7	5	2		7		8		6	WJYA FM	28				5		7		2		6	WJYA FM	.8				3.4			1.6		1.2		1.5			
56			7	5	2		7	5	8		6	TOTAL	48		7	5	5		7	5	2		6	TOTAL	1.4			2.6	3.4			1.6	1.6	1.2		1.5			
447	57	23	68	24	7	44	20	68	31	13	43	WKHX	297	15	12	34	24	7	31	14	32	28	13	38	WKHX	8.9	5.0	2.9	12.7	16.1	6.5	10.2	3.2	10.1	16.4	7.8	9.4		
302	60	54	4	4		61	40	3		10	66	WKLS FM	232	47	46		4		34	30	3		10	58	WKLS FM	6.9	15.8	11.3		2.7		11.1	6.8	.9		6.0	14.4		
241			2	16	20		11	16	36	45		WPCH	174			2	16	6		2	15	32	40		WPCH	5.2			.7	10.7	5.6		.5	4.7	18.7	24.1			
80	11		9	11	11		4	1	12	1		WPLO	71	11		2	9	11		4	1	12	1		WPLO	2.1	3.7		.7	6.0	10.3		.9	.3	7.0	.6			
52	3		21				16	4			8	WQXI	52	3		21				16	4			8	WQXI	1.6	1.0		7.8				3.6	1.3			2.0		
250	43	71	2			53	23	20		9	29	WQXI FM	225	25	71	2			53	18	20		9	27	WQXI FM	6.7	8.4	17.4	.7			17.4	4.1	6.3		5.4	6.7		
71		11	16	2		11	11	15	5			WRMM	66		11	16	2		11	11	15				WRMM	2.0		2.7	6.0	1.3		3.6	2.5	4.7					
139		8	7	10	42		6	5	10	30		WSB	134		8	7	10	37		6	5	10	30		WSB	4.0		2.0	2.6	6.7	34.6		1.4	1.6	5.8	18.1			
161		31	19	12	3	27	38	8	3	7	6	WSB FM	145		31	19	12	2	23	37	8	1	7	5	WSB FM	4.3		7.6	7.1	8.1	1.9	7.5	8.4	2.5	.6	4.2	1.2		
615	97	88	27	12		67	129	44	17	2	123	WVEE	594	97	83	27	12		53	127	44	17	2	123	WVEE	17.7	32.6	20.3	10.1	8.1		17.4	28.7	13.8	9.9	1.2	30.4		
207	22	37	18	15	10	33	6	23	8	24	7	WYAY	129	22	15	18	4	1	16	6	22	5	14	2	WYAY	3.8	7.4	3.7	6.7	2.7	.9	5.2	1.4	6.9	2.9	8.4	.5		
41		9		1			14	2	5	10		WYZE	41		9		1			14	2	5	10		WYZE	1.2		2.2		.7			3.2	.6	2.9	6.0			
520	65	33	39	31		75	45	58	8	15	151	WZGC	430	51	33	39	27		63	32	54	8	12	111	WZGC	12.8	17.1	8.1	14.6	18.1		20.7	7.2	17.0	4.7	7.2	27.5		
TOTAL LISTENING IN METRO SURVEY AREA											3351	298	408	268	149	107	305	442	318	171	166	404																	

# Cume Listening Estimates

ATLANTA  
SPRING 1985

SATURDAY  
3.00PM-7.00PM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA																
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
93		18				22	14		13		8	WAOK	93		18				22	14		13		8	WAOK	.5		.8				1.6	.6		1.2		.4	
81			11	23	7	12			11	17		WCNN	81		11	23	7	12			11	17		WCNN	.4		.5	1.2	.6	1.5			.6	1.5				
458	42	106	59			44	132	50	15		10	WFOX	317	11	87	59			22	79	50	9		WFOX	1.6	.8	3.7	3.2			1.6	3.1	2.6	.8				
124		31	8			26			11	10		WGST	124		31	8		26		11		10		WGST	.6		1.3	.4		3.2		.4		1.0	1.0			
32					10						7	*WGUN	32					10					7	*WGUN	.2					1.2					.7			
70	11					11	14	9			25	WIGO	70	11					11	14	9		25	WIGO	.4	.8				.8	.6	.5			1.1			
4		4										WJGA	-1											WJGA														
46			13					10			11	*WJYA	46			13					10		11	*WJYA	.2		.7					.5			.5			
81				23	7				11	24		WJYA FM	60				23			11	24		11	WJYA FM	.3				2.1		.4		.9					
127			13	23	7				11	24		TOTAL	106			13	23			11	24		11	TOTAL	.5		.7	2.1		.4	.5	.9			.5			
1083	112	46	155	71	38	86	77	183	87	36	91	WKHX	794	52	24	93	71	38	60	61	109	81	36	73	WKHX	4.1	3.8	1.0	5.0	6.5	4.6	4.2	2.4	5.8	7.2	3.8	3.3	
823	183	109	14	18		154	80	13			25	227	WKLS FM	650	145	97		18		104	65	13		25	183	WKLS FM	3.3	10.5	4.1		1.7		7.4	2.6	.7		2.6	8.2
579			13	34	37		29	38	76	133		WPCH	442			13	34	22		7	26	72	115	WPCH	2.3			.7	3.1	2.7		.3	1.4	6.4	12.0			
168	15		28	34	17		14	10	20	10		WPLO	147	15		13	28	17		14	10	20	10	WPLO	.8	1.1		.7	2.6	2.1		.6	.5	1.8	1.0			
117	11		39				30	22			15	WQXI	117	11		39				30	22		15	WQXI	.6	.8		2.1				1.2	1.2			.7		
827	96	194	13			160	103	78		24	159	WQXI FM	741	52	194	13			160	86	78		24	134	WQXI FM	3.8	3.8	8.3	.7			11.3	3.4	4.1		2.5	6.0	
256		24	35	12		71	63	46	5			WRMM	251		24	35	12		71	63	46			WRMM	1.3		1.0	1.9	1.1		5.0	2.5	2.4					
363		26	32	28	67		30	32	42	43		WSB	344		26	26	28	54		30	32	42	43	WSB	1.8		1.1	1.4	2.6	6.5		1.2	1.7	3.7	4.5			
519		97	29	29	11	155	95	35	10	16	35	WSB FM	461		97	29	29	7	132	89	35	6	16	21	WSB FM	2.4		4.1	1.6	2.7	.8	9.3	3.5	1.8	.5	1.7	.9	
1222	151	170	65	28		179	226	63	36	19	252	WVEE	1150	151	138	65	28		149	216	63	36	19	252	WVEE	5.9	10.9	5.9	3.5	2.6		10.5	8.6	3.3	3.2	2.0	11.3	
465	35	71	54	43	20	47	43	55	24	35	17	WYAY	343	35	50	54	18	8	25	43	47	18	23	7	WYAY	1.8	2.5	2.1	2.9	1.7	1.0	1.8	1.7	2.5	1.6	2.4	.3	
90		18		10			22	11	10	19		WYZE	90		18		10			22	11	10	19	WYZE	.5		.8		.9			.9	.6	.9	2.0			
1551	193	141	58	60		269	126	106	28	18	552	WZGC	1303	160	141	58	50		219	96	94	28	12	445	WZGC	6.7	11.5	6.0	3.1	4.6		15.5	3.8	5.0	2.5	1.3	19.9	

TOTAL LISTENING IN METRO SURVEY AREA    7618   615   940   609   382   224   764   988   691   417   331   992    38.9   44.4   40.2   32.8   35.2   27.2   54.1   39.3   36.5   37.0   34.6   44.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

SATURDAY  
7.00PM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
52	7					18	1		13		6	WAOK	52	7							6	WAOK	2.5	3.2						10.6	.3		16.5		1.7		
17		12										WCNN	17		12							17		.8		4.3											
112	17	34	8			5	36	7			5	WFOX	64		18	3					2	32	7	3.1		6.4	1.6		1.2	10.5	4.7			.6			
29			4				1	3	1			WGST	28			4		14				1	3	1	1.3			2.2		29.2		.3	2.0	1.3			
16			1			9	3				3	WIGO	16			1					9	3		1.3			.5			5.3	1.0			.9			
35	12	4					6		6		7	WJGA	29	12							5	6		1.4	5.5					2.0		7.6		1.4			
30			6				7	2	4	1	2	WJYA FM	26			3					2	7	2	1.2			1.6			2.3	1.4	5.1		.6			
218	20	6	35	19	3	20	26	19	10	7	18	WKHX	168	8	6	35	3	3		20	21	16	7	14	8.0	3.7	2.1	18.8	4.7	6.3	11.8	6.9	10.8	8.9	4.0		
182	53	36	2	2		26	12	3			48	WKLS FM	126	33	26	2	2			6	12	3	42	6.0	15.1	9.2	1.1	3.1		3.5	3.9	2.0		11.9			
163		6	16	3	6		13	25	6	12	3	WPCH	108		2	14	3	6			11	8	4	6	5.2		.7	7.5	4.7	12.5		3.6	5.4	5.1	26.1	.6	
34							1		5	8		WPLO	34									1	5	8	1.6					.3		6.3	34.8				
5		2					3					WQXI	5		2							3			.2		.7			1.0							
99	7	34		2		13	17	6			20	WQXI FM	96	7	34		2			13	17	6	17	4.6	3.2	12.1		3.1		7.6	5.6	4.1		4.8			
38		4	2			2	17	3	10			WRMM	33		4	2				2	17	3	5	1.6		1.4	1.1		1.2	5.6	2.0	6.3					
147		21	14	8	17		6	12	6	7		WSB	142		21	14	7	13			6	12	6	7	6.8		7.4	7.5	10.9	27.1		2.0	8.1	7.6	30.4		
93		5	14	5	3	16	25	1			22	WSB FM	84		5	14	5			12	25	1	22	4.0		1.8	7.5	7.8		7.1	8.2	.7		6.3			
447	75	101	24	4	1	50	73	29	7		74	WVEE	431	75	92	24	4			46	73	29	7	72	20.6	34.4	32.6	12.9	6.3		27.1	23.9	19.6	8.9	20.5		
106	9	22		8	2	17	2	17	4	1	18	WYAY	47	6	5					2	2	14	4	8	2.2	2.8	1.8			1.2	.7	9.5	5.1	2.3			
444	112	13	27	18		53	25	15	1	2	177	WZGC	337	65	13	26	17			39	17	12	1	2	145	16.1	29.8	4.6	14.0	26.6		22.9	5.6	8.1	1.3	8.7	41.2

TOTAL LISTENING IN METRO SURVEY AREA    2089    218    282    186    64    48    170    305    148    79    23    352

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ATLANTA  
SPRING 1985

SATURDAY  
7.00PM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
129	23					33	14	9	13	19	WAOK	129	23				33	14	9	13	19	WAOK	.7	1.7					2.3	.6	.5	1.2		.8			
36		18									WCNN	36		18								WCNN	.2		.8												
346	39	82	46			29	99	34		17	WFOX	195		37	22		12	83	34		7	WFOX	1.0		1.6	1.2		.8	3.3	1.8			.3				
91			22		14		11	17	9		WGST	85			22		14	11	17	9		WGST	.4			1.2		1.7		.4	.9	.8					
57			13			22	14			8	WIGO	57			13		22	14			8	WIGO	.3			.7		1.6	.6				.4				
70	15	4					14		14	23	WJGA	55	15					14		14	23	WJGA	.3	1.1					.6		1.2		.5				
111			29				11	10	15	5	WJYA FM	87			22		11	10	10		11	WJYA FM	.4			1.2		.4	.5	.9		.5					
658	99	44	91	40	14	68	59	90	28	15	WKHX	494	39	44	91	13	7	68	43	67	20	40	WKHX	2.5	2.8	1.9	4.9	1.2	.8	4.8	1.7	3.5	1.8	1.8			
616	164	90	11	27		121	52	9		142	WKLS FM	418	77	66	11	27		53	52	9		123	WKLS FM	2.1	5.6	2.8	.6	2.5	3.8	2.1	.5		5.5				
492		28	41	27	23		33	69	26	41	WPCH	327		12	26	27	23		22	21	21	33	10	WPCH	1.7		.5	1.4	2.5	2.8		.9	1.1	1.9	3.4	.4	
52							11		11	10	WPLO	52							11		11	10	10	WPLO	.3						.4		1.0	1.0			
23		12					11				WQXI	23		12					11				10	WQXI	.1		.5			.4							
444	11	109		12		77	87	35		113	WQXI FM	430	11	109		12		77	87	35		99	WQXI FM	2.2	.8	4.7		1.1	5.4	3.5	1.8		4.4				
182		12	33			31	73	20	13		WRMM	178		12	33		31	73	20	9		WRMM	.9		.5	1.8		2.2	2.9	1.1	.8						
411		53	68	44	29		16	44	19	20	WSB	402		53	68	40	24		16	44	19	20	39	WSB	2.1		2.3	3.7	3.7	2.9	.6	2.3	1.7	2.1			
305		30	50	42	8	50	65	10	4	39	WSB FM	260		30	42	32		42	65	10		39	WSB FM	1.3		1.3	2.3	3.0	3.0	2.6	.5		1.7				
1179	143	240	108	11	8	171	160	54	41	228	WVEE	1092	143	218	108	11		140	160	54	41	202	WVEE	5.6	10.3	9.3	5.8	1.0	9.9	6.4	2.9	3.6		9.0			
321	53	57		37	3	25	24	33	9	7	WYAY	165	21	35			11	24	25	9		25	WYAY	.8	1.5	1.5			.8	1.0	1.3	.8		1.1			
1396	222	37	105	38		163	121	79	5	7	WZGC	1031	114	37	90	28		122	82	60	5	7	486	WZGC	5.3	8.2	1.6	4.8	2.6	8.6	3.3	3.2	.4	.7	21.7		
TOTAL LISTENING IN METRO SURVEY AREA											5530	454	655	585	250	79	505	817	469	181	70	1002	28.3	32.8	28.0	31.5	23.1	9.6	35.7	32.5	24.8	16.1	7.3	44.8			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
6.00AM-10.00AM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS												SHARES--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
186		5	28	5	26	14	24	41	4	19	11	WAOK	186		5	28	5	26	14	24	41	4	19	11	WAOK	7.0		1.5	11.2	3.6	22.6	9.9	8.0	20.1	3.1	10.6	3.5
64		8			13			8	10	19		WCNN	62		8			13			8	10	19		WCNN	2.3		2.4			11.3			3.9	7.6	10.6	
63	9	13		4		12	12	12	1			WFOX	33		7				5	10	11				WFOX	1.2		2.1				3.5	3.3	5.4			
32			6	8	3				4	4		WGST	32			6	8	3				4	4		WGST	1.2		2.4	5.8	2.6				3.1	2.2		
12										11		*WGUN	12										11		*WGUN	.4								8.4			
57		7	11		1	11	10	1		5		WIGO	57		7	11		1	11	10	1		5		WIGO	2.1		2.1	4.4		.9	7.7	3.3	.5		2.8	
-1												*WJGA	-1												*WJGA												
19					4					3		*WJYA	17					3					3		*WJYA	.6				2.6					1.1		
25					4				10	3	5	WJYA FM	16						10				5		WJYA FM	.6								4.9			
44					4				10	3	8	TOTAL	33					3		10			8		TOTAL	1.2				2.6				4.9			
288	32	9	24	31	16	14	31	13	15	25	34	WKHX	231	29	9	20	10	16	9	28	12	7	25	22	WKHX	8.7	11.8	2.7	8.0	7.2	13.9	6.3	9.4	5.9	5.3	13.9	7.1
167	91	39	13			6					18	WKLS FM	110	59	23	11			6					11	WKLS FM	4.1	24.0	6.9	4.4			4.2				3.5	
313		6	27	44	43		18	34	39	24		WPCH	200			15	32	21		13	17	21	15		WPCH	7.5			6.0	23.2	18.3		4.3	8.3	16.0	8.3	
35		8		1	2			5	12	2		WPLO	35		8		1	2			5	12	2		WPLO	1.3		2.4		.7	1.7			2.5	9.2	1.1	
27	6			2			9	6	4			WQXI	27	6			2			9	6	4			WQXI	1.0	2.4			1.4			3.0	2.9	3.1		
173	5	46	9	27		8	44	1		18	8	WQXI FM	170	5	46	9	27		8	41	1		18	8	WQXI FM	6.4	2.0	13.9	3.6	19.6		5.6	13.7	.5		10.0	2.6
41		6				8	17	4	5		1	WRMM	35		6				2	17	4	5		1	WRMM	1.3		1.8				1.4	5.7	2.0	3.8	.3	
166		12	43	12	15		8	6	8	19		WSB	164		12	43	12	14		8	6	7	19		WSB	6.1		3.6	17.2	8.7	12.2		2.7	2.9	5.3	10.6	
123	23		30	7		14	23	3	3		10	WSB FM	118	23		30	7		12	21	3	3		10	WSB FM	4.4	9.3		12.0	5.1		8.5	7.0	1.5	2.3	3.2	
284	76	62	13	3		16	52	17	10	5	30	WVEE	279	76	59	13	3		14	52	17	10	5	30	WVEE	10.5	30.9	17.8	5.2	2.2		9.9	17.4	8.3	7.6	2.8	9.6
89	17		1	12	5	4	4	4	9	4	29	WYAY	57	17		1	7		4	4		6		18	WYAY	2.1	6.9		.4	5.1		2.8	1.3		4.6	5.8	
21			3	1						17		WYZE	21			3	1						17		WYZE	.8			1.2	.7					9.4		
388	19	48	9	15	2	35	24	25	1	1	202	WZGC	305	9	43		15	2	18	21	25	1	1	170	WZGC	11.4	3.7	13.0		10.9	1.7	12.7	7.0	12.3	.8	.6	54.7
TOTAL LISTENING IN METRO SURVEY AREA												2667	246	331	250	138	115	142	299	204	131	180	311														

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS



# Cume Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
6.00AM-10.00AM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS													CUME RATINGS--METRO SURVEY AREA												
TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
412		18	68	19	44	22	56	73	21	58	18	WAOK	412		18	68	19	44	22	56	73	21	58	18	WAOK	2.1		.8	3.7	1.8	5.3	1.6	2.2	3.9	1.9	6.1	.8	
210		33			42			10	19	47		WCNN	199		33			42			10	19	47		WCNN	1.0		1.4			5.1			.5	1.7	4.9		
212	9	74		10		50	33	34	2			WFOX	97		41			20	11	25					WFOX	.5		1.8				1.4	.4	1.3				
167			26	39	11					18	19	WGST	167			26	39	11				18	19	WGST	.9			1.4	3.6	1.3				1.6	2.0			
35										17		*WGUN	35									17		*WGUN	.2									1.5				
160		18	29		22	11	22	9		19		WIGO	160		18	29		22	11	22	9	19		WIGO	.8		.8	1.6		2.7	.8	.9	.5		2.0			
-1												*WJGA	-1											*WJGA														
66					25					21		*WJYA	52								17		15	*WJYA	.3					2.1					1.6			
55								10	10	5		WJYA FM	26									10		WJYA FM	.1								.5					
121					25			10	10	26		TOTAL	78								17		15	TOTAL	.4					2.1			.5		1.6			
750	67	32	83	91	53	48	88	54	41	76	55	WKHX	583	45	32	67	28	53	37	80	41	20	76	42	WKHX	3.0	3.2	1.4	3.6	2.6	6.4	2.6	3.2	2.2	1.8	7.9	1.9	
286	91	63	22			33					77	WKLS FM	199	59	43	11			33					53	WKLS FM	1.0	4.3	1.8	.6		2.3					2.4		
776		16	61	84	79		65	62	124	94		WPCH	548			45	61	35		53	37	83	68	WPCH	2.8			2.4	5.6	4.2		2.1	2.0	7.4	7.1			
115		8		12	7				15	37	16	WPLO	115		8		12	7			15	37	16	WPLO	.6		.3		1.1	.8			.8	3.3	1.7			
82	11			10			30	22	9			WQXI	82	11			10			30	22	9		WQXI	.4	.8			.9			1.2	1.2	.8				
490	21	70	73	36		31	161	18		30	35	WQXI FM	476	21	70	73	36		31	147	18		30	35	WQXI FM	2.4	1.5	3.0	3.9	3.3		2.2	5.8	1.0		3.1	1.6	
137		14				29	39	16	22		17	WRMM	118		14				15	39	16	22		12	WRMM	.6		.6				1.1	1.6	.8	2.0		.5	
422		12	81	28	62		27	17	40	50		WSB	411		12	81	28	56		27	17	35	50	WSB	2.1		.5	4.4	2.6	6.8		1.1	.9	3.1	5.2			
363	30		65	10		98	94	25	14		10	WSB FM	326	30		65	10		83	78	25	10		10	WSB FM	1.7	2.2		3.5	.9		5.9	3.1	1.3	.9		.4	
660	96	120	55	11		40	136	45	39	19	99	WVEE	613	96	99	55	11		14	136	45	39	19	99	WVEE	3.1	6.9	4.2	3.0	1.0		1.0	5.4	2.4	3.5	2.0	4.4	
245	21		8	66	12	13	16	8	31	10	60	WYAY	145	21		8	35		13	16		18		34	WYAY	.7	1.5		.4	3.2		.9	.6		1.6	1.5		
42			13	10						19		WYZE	42			13	10						19		WYZE	.2			.7	.9						2.0		
1191	52	131	36	54	7	159	87	81	5	6	560	WZGC	900	20	112		54	7	76	65	81	5	6	474	WZGC	4.6	1.4	4.8		5.0	.8	5.4	2.6	4.3	.4	.6	21.2	
TOTAL LISTENING IN METRO SURVEY AREA													6379	354	658	598	353	320	379	849	486	381	472	819	32.6	25.5	28.1	32.2	32.6	38.8	26.8	33.7	25.7	33.8	49.3	36.6		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRDN RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
10.00AM-3.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS													AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS													SHARES--METRO SURVEY AREA												
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
145		20	21	7	4	7	20	21	16	8	14	WAOK	145		20	21	7	4	7	20	21	16	8	14	WAOK	4.2		4.6	6.7	4.1	5.2	2.3	4.3	6.2	9.1	6.8	2.9	
9		1	2	1				2	2			WCNN	9		1	2	1				2	2			WCNN	.3		.2	.6	.6			.6	1.1				
168	10	42	17	3	1	19	33	37		1	5	WFOX	110	6	22	15		2	30	32			3	WFOX	3.2	2.8	5.1	4.8			.7	6.4	9.4		.6			
21								1	7	6		WGST	15							1	7			WGST	.4								.3	4.0				
12			3						7			WGUN	12			3					7			WGUN	.4			1.0						4.0				
45			1		2	12	6	1		8		WIGO	45			1	2	12	6	1		8	WIGO	1.3			.3		2.6	4.0	1.3	.3		6.8				
4								4				WJGA	4								4			WJGA	.1								1.2					
15								2		4		WJYA	12										3	WJYA	.4									2.6				
41				6	2			6	2	4		WJYA FM	36			6	2			6	2	2	3	WJYA FM	1.1							1.8	1.1	1.7				
56				6	4			6	2	8		TOTAL	48			6	2			6	2	5	5	TOTAL	1.5			3.5	2.6		1.8	1.1	4.3					
395	42	40	40	38	9	36	54	35	39	23	38	WKHX	333	39	40	30	20	9	34	48	28	28	23	33	WKHX	9.7	18.4	9.2	9.6	11.6	11.7	11.2	10.2	8.3	16.0	19.7	6.7	
244	48	55	17		4	28	35	3			54	WKLS FM	187	44	36	17		4	19	35	1		31	WKLS FM	5.5	20.8	8.3	5.4		5.2	6.3	7.4	.3		6.3			
319		6	16	39	34	6	11	22	47	21	2	WPCH	280		6	16	39	20	6	8	17	42	17	2	WPCH	8.2		1.4	5.1	22.7	26.0	2.0	1.7	5.0	24.0	14.5	.4	
45		8	2	5			2	4	11	1		WPLO	45		8	2	5			2	4	11	1		WPLO	1.3		1.8	.6	2.9			.4	1.2	6.3	.9		
24	5										4	WQXI	24	5			3						4	WQXI	.7	2.4				3.9		2.3	.3		.8			
182	11	49	12	1		31	42	9	9		17	WQXI FM	170	9	49	12	1		30	34	9	9	16	WQXI FM	5.0	4.2	11.3	3.8	.6		9.9	7.2	2.7	5.1		3.3		
114		24	17	3		17	24	18	9		2	WRMM	96		24	17	3		3	24	14	9	2	WRMM	2.8		5.5	5.4	1.7		1.0	5.1	4.1	5.1		.4		
209	4	34	28	36	14	3	6	17	8	20	1	WSB	205	4	34	28	36	14	2	3	17	8	20	1	WSB	6.0	1.9	7.8	9.0	20.9	18.2	.7	.6	5.0	4.6	17.1	.2	
195		12	38	10	1	25	71	13	7		7	WSB FM	180		11	36	8		22	68	13	4	7	WSB FM	5.3		2.5	11.5	4.7		7.3	14.5	3.8	2.3		1.4		
454	56	59	30	3		42	104	46	9		105	WVEE	432	56	57	30	3		36	100	46	6	98	WVEE	12.6	26.4	13.1	9.6	1.7		11.9	21.3	13.6	3.4		20.0		
146	21	2	20	9		12	11	30	2	10	13	WYAY	102	16	2	16	7		12	2	21	3	7	WYAY	3.0	7.5	.5	5.1	4.1		4.0	.4	6.2		2.6	1.4		
21				1				2		18		WYZE	21				1					2	18	WYZE	.6				.6				.6	15.4				
673	51	63	23	28		116	41	71	2		274	WZGC	543	23	63	6	25		100	31	56	2	237	WZGC	15.9	10.8	14.5	1.9	14.5		33.0	6.6	16.5	1.1		48.3		
TOTAL LISTENING IN METRO SURVEY AREA													3420	212	434	312	172	77	303	470	339	175	117	491														

# Cume Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
10.00AM-3.00PM

CUME PERSONS--TOTAL SURVEY AREA, IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA, IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
374		37	65	30	22	22	56	45	33	19	27	WAOK	374		37	65	30	22	22	56	45	33	19	27	WAOK	1.9		1.6	3.5	2.8	2.7	1.6	2.2	2.4	2.9	2.0	1.2
81		11	21	10				15	9			WCNN	81		11	21	10				15	9			WCNN	.4		.5	1.1	.9				.8	.8		
618	29	151	78	10	8	82	110	113		6	31	WFOX	352	21	74	67			12	70	91			17	WFOX	1.8	1.5	3.2	3.6			.8	2.8	4.8			.8
101								10	30	7		WGST	94								10	30			WGST	.5								.5	2.7		
45			9						9			WGUN	45			9						9			WGUN	.2		.5							.8		
111			13		22	22	11	9		19		WIGO	111		13		22	22	11	9		19		WIGO	.6		.7		2.7	1.6	.4	.5			2.0		
6								6				WJGA	6								6			WJGA									.3				
58					8					16		WJYA	44									10		WJYA	.2										1.0		
126				10	17					16		WJYA FM	105			10	17				10	10	11	WJYA FM	.5			.9	2.1			.5	.9	1.1			
183				10	25					31		WJYA TOTAL	148			10	17				10	10	20	WJYA TOTAL	.8			.9	2.1			.5	.9	2.1			
1072	105	86	92	83	34	103	159	122	89	83	94	WKHX	881	83	86	65	53	34	91	132	93	70	83	69	WKHX	4.5	6.0	3.7	3.5	4.9	4.1	6.4	5.2	4.9	6.2	8.7	3.1
613	144	105	25		22	80	58	21			158	WKLS FM	420	90	67	25		22	52	58	10			96	WKLS FM	2.1	6.5	2.9	1.3		2.7	3.7	2.3	.5		4.3	
850		21	43	86	95	16	33	58	110	73	16	WPCH	722		21	43	86	52	16	18	46	88	60	16	WPCH	3.7		.9	2.3	7.9	6.3	1.1	.7	2.4	7.8	6.3	.7
147		8	11	23	5		7	23	24	10		WPLO	142		8	11	23			7	23	24	10		WPLO	.7		.3	.6	2.1		.3	1.2	2.1	1.0		
92	11				14		30	13			24	WQXI	92	11			14			30	13		24	WQXI	.5	.8			1.7		1.2	.7			1.1		
752	76	171	42	9		104	158	24	13		140	WQXI FM	690	65	171	42	9		92	134	24	13	125	WQXI FM	3.5	4.7	7.3	2.3	.8		6.5	5.3	1.3	1.2		5.6	
351		66	45	10		46	83	64	25		12	WRMM	304		66	45	10		19	83	44	25	12	WRMM	1.6		2.8	2.4	.9		1.3	3.3	2.3	2.2		.5	
670	20	94	92	67	24	19	32	34	39	38	10	WSB	646	20	94	92	67	24	11	16	34	39	38	10	WSB	3.3	1.4	4.0	5.0	6.2	2.9	.8	.6	1.8	3.5	4.0	.4
590		76	78	49	8	98	162	56	23		25	WSB FM	512		69	70	39		83	140	56	15	25	WSB FM	2.6		3.0	3.8	3.6		5.9	5.6	3.0	1.3		1.1	
1177	119	153	101	19		120	238	97	40		290	WVEE	1078	119	131	101	19		105	230	97	36	240	WVEE	5.5	8.6	5.6	5.4	1.8		7.4	9.1	5.1	3.2		10.7	
408	66	10	55	42		20	51	60	6	28	43	WYAY	280	54	10	45	24		20	17	52	10	21	WYAY	1.4	3.9	.4	2.4	2.2		1.4	.7	2.7		1.0	.9	
40				10				11		19		WYZE	40				10				11		19	WYZE	.2				.9			.6		2.0			
1772	168	113	60	65		317	109	137	23	7	760	WZGC	1426	103	113	35	46		264	92	116	23	7	627	WZGC	7.3	7.4	4.8	1.9	4.2		18.7	3.7	6.1	2.0	.7	28.0

Dayparts Avg + Cume

TOTAL LISTENING IN METRO SURVEY AREA												8408	520	1033	763	430	238	766	1098	842	397	267	1207	43.0	37.5	44.2	41.1	39.7	28.8	54.2	43.6	44.5	35.3	27.9	54.0
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Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRON RATINGS

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
3.00PM-7.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA																		
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %			
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				
109	9	18	3				34	5	16	5	19	WAOK	109	9	18	3				34	5	16	5	19	WAOK	3.7	5.1	4.2	1.1				8.4	1.8	11.6	4.5	5.2			
8			2	2				1	2			WCNN	8			2	2					1	2		WCNN	.3			.7	1.4			.4	1.4						
284	16	76	45		2	11	77	53		1	3	WFOX	199	12	40	42			8	55	42			WFOX	6.8	6.9	9.2	15.1				3.6	13.5	15.4						
26					1					1	8	WGST	20										1	2	WGST	.7				1.1			.7	1.8						
8			2									*WGUN	3			2									*WGUN	.1			.7											
43		5	4			10		1			8	WIGO	43		5	4			10		1			8	WIGO	1.5		1.2	1.4				4.5		.4		2.2			
6							4	1	1			WJGA	6						4		1	1			WJGA	.2						1.0	.4	.7						
1												*WJYA	1												*WJYA															
41						15				1	7	WJYA FM	37										14	7	WJYA FM	1.3									6.3					
42					15					1	7	TOTAL	38										14	7	TOTAL	1.3				14.7					6.3					
434	52	47	52	26	24	32	33	44	34	23	29	WKHX	331	30	34	39	19	24	20	21	31	25	23	27	WKHX	11.3	17.1	7.9	14.0	12.9	25.3	9.0	5.2	11.4	18.1	20.5	7.5			
193	37	29	4		5	26	28	5			59	WKLS FM	139	30	22	4		5	14	28	3			33	WKLS FM	4.7	17.1	5.1	1.4		5.3	6.3	6.9	1.1		9.1				
220	14	12	20	20		4	19	49	20			WPCH	189		14		20	15		4	19	47	13		WPCH	6.4		3.2		13.6	15.8		1.0	7.0	34.1	11.6				
44	4	6	8			7	5	8				WPLO	44		4	6	8			7	5	8			WPLO	1.5		.9	2.2	5.4			1.7	1.8	5.8					
35		7				14	4				3	WQXI	35			7		7		14	4			3	WQXI	1.2			2.5		7.4		3.4	1.5		.8				
223	16	70	12		2	66	21	16	5	1	14	WQXI FM	210	11	70	12		2	62	18	16	5		14	WQXI FM	7.2	6.3	16.2	4.3		2.1	28.1	4.4	5.9	3.6	3.9				
111		28	18			13	28	17	4	3		WRMM	81		14	18			8	17	17	4	3		WRMM	2.8		3.2	6.5			3.6	4.2	6.3	2.9	2.7				
263	10	27	28	37	15	1	11	13	11	12	1	WSB	260	10	27	28	37	15		9	13	11	12	1	WSB	8.9	5.7	6.2	10.0	25.2	15.8		2.2	4.8	8.0	10.7	.3			
190		15	41	13		16	65	11	1	14	7	WSB FM	180		10	41	13		16	62	11		14	6	WSB FM	6.1		2.3	14.7	8.8		7.2	15.3	4.0		12.5	1.7			
339	26	69	12	11		21	78	39	1		82	WVEE	323	26	69	12	11		21	77	39			68	WVEE	11.0	14.9	15.9	4.3	7.5		9.5	19.0	14.3		18.8				
170	9	25	24	12	5	10	18	30	4	27	6	WYAY	95	9	4	19	4		10	4	22		17	6	WYAY	3.2	5.1	.9	6.8	2.7		4.5	1.0	8.1		15.2	1.7			
6							2					WYZE	6				2					2			2	WYZE	.2				1.4			.7			.6			
468	94	49	11	22		62	28	20	1	11	170	WZGC	376	38	49	11	21		51	26	20	1	11	148	WZGC	12.8	21.7	11.3	3.9	14.3		23.1	6.4	7.4	.7	9.8	40.9			
TOTAL LISTENING IN METRO SURVEY AREA												2932	175	433	279	147	95	221	406	272	138	112	362																	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
3.00PM-7.00PM

CUME PERSONS--TOTAL SURVEY AREA. IN HUNDREDS												CUME PERSONS--METRO SURVEY AREA. IN HUNDREDS												CUME RATINGS--METRO SURVEY AREA													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
184	11	18	13			56	18	22	19	27	WAOK	184	11	18	13			56	18	22	19	27	WAOK	.9	.8	.8	.7			2.2	1.0	2.0	2.0	1.2			
51			8	10			6	9			WCNN	51			8	10			6	9			WCNN	.3			.4	.9			.3	.8					
561	29	133	97		8	48	146	82	6	12	WFOX	356	21	70	86		36	75	68			WFOX	1.8	1.5	3.0	4.6		2.5	3.0	3.6							
98					12				8	25	WGST	92					12				8	19	WGST	.5					1.5		.7	2.0					
34			9								*WGUN	27			9								*WGUN	.1		.5											
100		18	13			22		9		8	WIGO	100		18	13		22		9		8	WIGO	.5		.8	.7		1.6		.5			.4				
25						14	6	5			WJGA	25					14	6	5				WJGA	.1					.6	.3	.4						
20											*WJYA	20											*WJYA	.1													
100					32				10	17	WJYA FM	69										17	WJYA FM	.4								1.8					
120					32				10	17	TOTAL	89					25					17	TOTAL	.5				3.0				1.8					
1048	89	92	113	86	64	124	104	101	82	63	46	WKHX	828	57	60	100	56	64	86	84	74	65	63	35	WKHX	4.2	4.1	2.6	5.4	5.2	7.8	6.1	3.3	3.9	5.8	6.6	1.6
509	124	53	14		22	87	47	21			141	WKLS FM	355	81	42	14		22	47	47	10		92	WKLS FM	1.8	5.8	1.8	.8		2.7	3.3	1.9	.5		4.1		
476		38	16	52	52		11	35	97	62		WPCH	424		38		52	45		11	35	93	47	WPCH	2.2		1.6		4.8	5.5	.4	1.8	8.3	4.9			
141		8	11	17			22	23	11			WPLO	141		8	11	17			22	23	11		WPLO	.7		.3	.6	1.6		.9	1.2	1.0				
82			14		14		30	13			11	WQXI	82			14		14		30	13		11	WQXI	.4			.8		1.7	1.2	.7			.5		
632	57	164	30		12	154	102	34	19	11	49	WQXI FM	595	45	164	30		12	147	95	34	19	49	WQXI FM	3.0	3.2	7.0	1.6		1.5	10.4	3.8	1.8	1.7	2.2		
320		62	44			44	84	61	9	11	5	WRMM	239		31	44			31	52	61	9	11	WRMM	1.2		1.3	2.4		2.2	2.1	3.2	.8	1.1			
750	20	88	91	73	26	8	59	34	31	38	10	WSB	727	20	88	91	73	26		44	34	31	38	10	WSB	3.7	1.4	3.8	4.9	6.7	3.2		1.7	1.8	2.8	4.0	.4
476		50	67	39		85	140	23	8	23	23	WSB FM	438		35	67	39		85	130	23		23	18	WSB FM	2.2		1.5	3.6	3.6		6.0	5.2	1.2		2.4	.8
627	29	108	33	11		79	146	61	4		156	WVEE	588	29	108	33	11		79	138	61		129	WVEE	3.0	2.1	4.6	1.8	1.0		5.6	5.5	3.2		5.8		
336	21	32	48	24	14	12	52	44	10	50	29	WYAY	190	21	10	37	6		12	17	35		23	29	WYAY	1.0	1.5	.4	2.0	.6		.8	.7	1.8		2.4	1.3
27			8					9			10	WYZE	27				8					9		10	WYZE	.1				.7			.5			.4	
1258	242	91	52	47		159	103	75	5	19	465	WZGC	1027	132	91	52	27		140	97	75	5	19	389	WZGC	5.2	9.5	3.9	2.8	2.5		9.9	3.9	4.0	.4	2.0	17.4
TOTAL LISTENING IN METRO SURVEY AREA												6506	391	823	602	311	220	551	941	592	300	274	779	33.3	28.2	35.2	32.4	28.7	26.7	39.0	37.4	31.3	26.6	28.6	34.8		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRDN RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
7.00PM-MIDNIGHT

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS											AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS											SHARES--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
44		18						11	10		5	WAOK	44		18							5	WAOK	2.7		6.5						7.5	12.3	2.0			
-1												WCNN	-1										WCNN														
82	4	33	13		1	5	19	6	1			WFOX	35		3	13				3	10	6	WFOX	2.1		1.1	11.8			2.4	6.1	4.1					
36				7					1	5		WGST	31				7					1	WGST	1.9				7.3				1.2					
27	2		5			1	7	5			7	WIGO	27	2		5			1	7	5		7	WIGO	1.7	1.5		4.5		.8	4.3	3.4		2.7			
32	12	4	5				5		6			WJGA	23	12							5	6	WJGA	1.4	9.2					3.0		7.4					
19			3	3				2	4			WJYA FM	9				3					4	WJYA FM	.6				3.1					10.8				
196	10	8	20	19	6	7	19	17	8	15	19	WKHX	176	10	8	14	14	6	7	19	12	4	15	19	WKHX	10.8	7.6	2.9	12.7	14.6	13.6	5.7	11.6	8.2	4.9	40.5	7.4
137	37	35				13					52	WKLS FM	102	31	29					7			35	WKLS FM	6.3	23.7	10.4			5.7				13.7			
122		3		17	9		3	14	18	8		WPCH	98				12	9		1	6	14	6	WPCH	6.0				12.5	20.5		.6	4.1	17.3	16.2		
9				2					7			WPLO	9				2						7	WPLO	.6				2.1				8.6				
12	8	4										WQXI	12	8	4									WQXI	.7	6.1	1.4										
238	12	131	2			33	27	3	8	7	15	WQXI FM	221	8	119	2			33	26	3	8	7	15	WQXI FM	13.6	6.1	42.8	1.8		26.8	15.9	2.0	9.9	18.9	5.9	
48		11	1			15	7	12	2			WRMM	39		7	1			15	2	12	2		WRMM	2.4		2.5	.9		12.2	1.2	8.2	2.5				
70		1	7	29	16	4	1	3	2			WSB	59		1	7	28	12		1	3	2		WSB	3.6		.4	6.4	29.2	27.3		.6	2.0	2.5			
103		10	12	2	3	16	38	2			14	WSB FM	91		5	12	2		16	35	2		14	WSB FM	5.6		1.8	10.9	2.1		13.0	21.3	1.4			5.5	
203	34	35	17			10	38	29			40	WVEE	198	34	35	17			10	38	29		35	WVEE	12.1	26.0	12.6	15.5		8.1	23.2	19.7			13.7		
100	10	21	10	5		10	1	21	4	4	14	WYAY	67	8	3	10	1		10	1	13	4	4	13	WYAY	4.1	6.1	1.1	9.1	1.0		8.1	.6	8.8	4.9	10.8	5.1
228	46	17	12	20		10	11	2		1	109	WZGC	178	18	17	12	17		9	7	2		1	95	WZGC	10.9	13.7	6.1	10.9	17.7		7.3	4.3	1.4		2.7	37.1
TOTAL LISTENING IN METRO SURVEY AREA											1630	131	278	110	96	44	123	164	147	81	37	256															

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates

ATLANTA  
SPRING 1985

SUNDAY  
7.00PM-MIDNIGHT

CUME PERSONS--TOTAL SURVEY AREA. IN HUNDREDS											CUME PERSONS--METRO SURVEY AREA. IN HUNDREDS											CUME RATINGS--METRO SURVEY AREA															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+ %	MEN					WOMEN					TNS. 12-17 %
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
65		18						18	10		19	WAOK	65		18							19	WAOK	.3		.8							1.0	.9		.8	
-1												WCNN	-1										WCNN														
385	9	127	67		3	32	113	32	2			WFOX	183		27	67			8	49	32		WFOX	.9		1.2	3.6			.6	1.9	1.7					
111				12					9	16		WGST	104				12				9	9		WGST	.5				1.1			.8	.9				
73	11		13			11	11	9			18	WIGO	73	11		13			11	11	9		WIGO	.4	.8		.7		.8	.4	.5			.8			
52	15	4	5				14		14			WJGA	43	15						14		14		WJGA	.2	1.1				.6		1.2					
62			7	13					5	7		WJYA FM	28				13					7		WJYA FM	.1				1.2				.7				
525	26	44	69	52	21	24	58	53	22	57	40	WKHX	468	26	44	56	31	21	24	58	43	14	57	35	WKHX	2.4	1.9	1.9	3.0	2.9	2.5	1.7	2.3	2.3	1.2	5.9	1.6
365	121	53				40					145	WKLS FM	273	93	41				19				120	WKLS FM	1.4	6.7	1.8			1.3					5.4		
431		16		89	42		22	47	77	42		WPCH	327			47	35		10	36	72	31		WPCH	1.7				4.3	4.2	.4	1.9	6.4	3.2			
23				12						11		WPLO	23				12					11		WPLO	.1				1.1			1.0					
32	20	12										WQXI	32	20	12									WQXI	.2	1.4	.5										
653	55	273	20			89	119	20	10	15	52	WQXI FM	602	43	242	20		89	111	20	10	15	52	WQXI FM	3.1	3.1	10.4	1.1		6.3	4.4	1.1	.9	1.6	2.3		
196		29	14			44	53	47	9			WRMM	155		19	14		44	22	47	9			WRMM	.8		.8	.8		3.1	.9	2.5	.8				
268		14	46	46	52	8	13	22	9	9		WSB	236		14	46	42	47		13	22	9	9		WSB	1.2		.6	2.5	3.9	5.7	.5	1.2	.8	.9		
315		32	25	10	8	50	102	7			40	WSB FM	287		24	25	10		50	97	7		40	WSB FM	1.5		1.0	1.3	.9	3.5	3.9	.4			1.8		
556	55	133	55			30	121	43			119	WVEE	540	55	133	55		30	121	43			103	WVEE	2.8	4.0	5.7	3.0		2.1	4.8	2.3			4.6		
281	61	43	21	22	3	12	9	33	17	10	50	WYAY	202	39	22	21	9		12	9	25	17	10	38	WYAY	1.0	2.8	.9	1.1	.8	.8	.4	1.3	1.5	1.0	1.7	
951	159	82	67	38		61	51	28	5	7	453	WZGC	774	94	82	67	19		42	43	28	5	7	387	WZGC	4.0	6.8	3.5	3.6	1.8	3.0	1.7	1.5	.4	.7	17.3	
TOTAL LISTENING IN METRO SURVEY AREA											4466	374	673	382	216	126	320	521	369	215	136	777	22.8	27.0	28.8	20.6	19.9	15.3	22.6	20.7	19.5	19.1	14.2	34.7			

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.  
ARBITRDN RATINGS

Dayparts Avg + Cume

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
5.00AM-6.00AM

STATION CALL LETTERS	AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+			MEN							WOMEN							TOT 12+ %	MEN 18+ %			WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+								
WAOK	163	7	21	14	14	14	49	32	52	52	41	9	13	112	2	WAOK	163	7	21	14	14	14	49	32	52	52	41	9	13	112	2	WAOK	9.2	5.8	13.3	2.4				
WCNN	3		2	2	2	2	2	1	1	1	1			1		WCNN	3		2	2	2	2	2	1	1	1	1		1		WCNN	.2	.2	.1						
WFOXT	53	24	33	31	31	9	33	9	18	18	18	9	2	20		WFOXT	44	22	28	28	28	6	28	9	16	16	16	7	16		WFOXT	2.5	3.3	1.9						
WGST	94	2	26	26	7	5	19	40	13	24	13	12	10	9	54		WGST	94	2	26	26	7	5	19	40	13	24	13	12	10	9	54		WGST	5.3	4.7	6.4			
WIGO	14		5	5	5	5	10		2	2	2	2		2	2	WIGO	14		5	5	5	5	5	10		2	2	2	2	2	2	2	2	2	2.4					
WJYA FM	1													1		WJYA FM	-1																							
WKHX	304	42	113	94	59	36	50	138	50	105	95	77	37	18	148	18	WKHX	246	31	99	91	59	36	37	114	49	87	77	74	35	3	130	2	WKHX	13.9	13.5	15.5	2.4		
WKLS FM	96	69	69	11	11		69	17	17	13	13			17	10	WKLS FM	71	48	48	7	7		48	15	15	12	12		15	8	WKLS FM	4.0	5.7	1.8	9.4					
WPCH	98	2	31	31	15	13	17	45	5	13	13	7	2	17	53		WPCH	56		28	28	13	13	16	31		7	7	2	2	16	25		WPCH	3.2	3.7	3.0			
WPLO	79		6	6			26	37	2	15	15	2		34	42		WPLO	79		6	6			26	37	2	15	15	2		34	42		WPLO	4.5	4.4	5.0			
WQXI	9								9	9	9	9			9		WQXI	9												9		WQXI	.5		1.1					
WQXI FM	232	98	122	116	107	15	9	126	69	104	98	94	31	4	106		WQXI FM	207	95	111	108	99	7	9	115	55	90	84	80	31	4	92		WQXI FM	11.7	13.6	10.9			
WRMM	25	2	5	5	2		7	9	5	16	14	13	10	1	16		WRMM	14	2	5	5	2		4	6	5	8	6	5	2	1	8		WRMM	.8	.7	1.0			
WSB	263	16	57	57	41	25	31	154	7	37	37	34	27	5	109		WSB	243	16	49	49	33	17	31	137	7	37	37	34	27	5	106		WSB	13.7	16.2	12.6			
WSB FM	70	8	28	28	21	13	8	33	9	22	22	20	11	2	37		WSB FM	70	8	28	28	21	13	8	33	9	22	22	20	11	2	37		WSB FM	3.9	3.9	4.4			
WVEE	222	70	98	95	95	28		104	85	100	89	89	15		100	18	WVEE	215	70	98	95	95	28		102	80	95	89	89	15		95	18	WVEE	12.1	12.0	11.3	21.2		
WYAY	66	19	43	38	25	11	14	44	12	16	4	4	4	4	22		WYAY	33	11	26	21	17	11	4	26	1	1			4	7		WYAY	1.9	3.1	.8				
WZGC	183	31	52	39	34	16	7	54	36	62	50	47	23	8	67	62	WZGC	149	23	44	36	31	16	5	44	21	47	35	32	23	8	52	53	WZGC	8.4	5.2	6.2	62.4		
TOTAL LISTENING IN METRO SURVEY AREA																	1773	335	640	565	437	177	184	847	313	545	494	448	186	102	841	85								

Footnote Symbols: (+) means audience estimates adjusted for actual broadcast schedule.



# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00AM-7.00AM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+			MEN							WOMEN							TOT 12+ %	MEN 18+ %		WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+ 54	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+ 54				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+ 54	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+ 54							
WAOK	130		22	22	16	6	33	8	36	34	34	28	14	94	3	WAOK	130		22	22	16	6	33	8	36	34	34	28	14	94	3	WAOK	2.7	1.6	4.4	.5			
WCNN	19	4	4	4	4		8	3	3	3	3		8	11		WCNN	19	4	4	4	4		8	3	3	3		8	11		WCNN	.4	.4	.5					
WFOX	254	63	128	124	109	50	17	130	71	116	99	95	41	6	118	6	WFOX	133	28	61	61	61	33	2	63	36	64	63	59	24	4	64	6	WFOX	2.8	3.1	3.0	1.1	
WGST	237	1	66	66	34	33	56	114	26	71	58	37	24	37	113	10	WGST	237	1	66	66	34	33	56	114	26	71	58	37	24	37	113	10	WGST	5.0	5.5	5.3	1.8	
*WGUN	10							3		4	4			4	7		*WGUN	10									4	4		4	7		*WGUN	.2	.1	.3			
WIGO	23		5	5	4	4	1	5	3	3	3	3		3	15		WIGO	23		5	5	4	4	1	5	3	3	3	3		3	15		WIGO	.5	.2	.1	2.7	
WJGA	3								3	3					3		WJGA	3								3	3			3		WJGA	.1	.1					
*WJYA	13		2	2			2	5		5	5			5	8		*WJYA	10		2	2		2	5		5	5		5	5		*WJYA	.2	.2	.2				
WJYA FM	46		9	9	4	4	9	30						16	24		WJYA FM	30		4	4	4	4	3	24		6	6		6	6		WJYA FM	.6	1.2	.3			
TOTAL	59		11	11	4	4	11	35		5	5			24		TOTAL	40		6	6	4	4	5	29		5	5		5	11		TOTAL	.8	1.4	.5				
WKHX	477	41	147	128	101	79	47	180	76	210	187	150	97	37	257	40	WKHX	369	27	115	107	93	74	24	138	71	165	145	131	80	14	212	19	WKHX	7.8	6.7	9.9	3.4	
WKLS FM	346	154	154	43	43			154	89	100	54	54	11		100	92	WKLS FM	304	129	129	31	31			129	83	94	54	54	11		94	81	WKLS FM	6.4	6.3	4.4	14.4	
WPCH	249	19	76	76	49	30	55	149	3	46	46	31	28	24	100		WPCH	204	15	67	67	45	30	45	131		32	32	22	22	19	73		WPCH	4.3	6.4	3.4		
WPLO	106		15	15			38	54		19	19	1	1	44	52		WPLO	106		15	15			38	54		19	19	1	1	44	52		WPLO	2.2	2.6	2.4		
WQXI	23	6	7	7	7	1		7	13	16	13	13	3		16		WQXI	22	6	6	6	6			6	13	16	13	13	3		16		WQXI	.5	.3	.7		
WQXI FM	733	272	385	344	330	99	22	396	217	309	249	235	78	18	315	22	WQXI FM	675	267	372	334	320	91	22	383	174	266	210	196	78	17	271	21	WQXI FM	14.2	18.6	12.7	3.7	
WRMM	59		18	18	9	9	12	21	16	38	38	34	18	4	38		WRMM	51		18	18	9	9	9	18	16	33	33	29	13	4	33		WRMM	1.1	.9	1.5		
WSB	648	31	133	133	97	66	86	314	42	152	152	116	74	60	326	8	WSB	617	31	127	127	91	60	86	299	32	142	142	106	74	60	310	8	WSB	13.0	14.5	14.5	1.4	
WSB FM	213	27	64	63	54	28	17	81	69	112	84	75	34	9	127	5	WSB FM	203	24	61	60	51	28	17	78	66	109	84	75	34	9	124	1	WSB FM	4.3	3.8	5.8	.2	
WVEE	549	174	189	132	129	12	14	216	225	262	203	201	35	4	264	69	WVEE	507	153	168	111	108	12	14	193	215	252	203	201	35	4	254	60	WVEE	10.7	9.4	11.9	10.7	
WYAY	241	76	121	86	71	30	16	130	52	81	49	49	29	9	102	9	WYAY	155	53	90	57	50	30	7	90	31	39	28	28	8	9	56	9	WYAY	3.3	4.4	2.6	1.6	
WYZE	21								6	6	6	6			21		WYZE	21								6	6	6	6		21		WYZE	.4		1.0			
WZGC	816	144	238	146	115	63	36	243	140	209	148	142	63	6	212	361	WZGC	669	111	189	122	91	47	34	192	90	157	113	109	63	4	160	317	WZGC	14.1	9.3	7.5	56.3	
TOTAL LISTENING IN METRO SURVEY AREA																	4759	897	1575	1269	1063	472	378	2061	911	1585	1315	1151	510	280	2135	563							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
7.00AM-8.00AM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	METRO SHARES					
	TOT PERS 12+	MEN								WOMEN									TOT PERS 12+	MEN								WOMEN								TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34				18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+									
WAOK	112	14	37	35	25	13	10	44	20	40	34	26	12	15	64	4	WAOK	112	14	37	35	25	13	10	44	20	40	34	26	12	15	64	4	WAOK	1.8	1.8	2.2	.5			
WCNN	84	23	25	25	24	1	1	34	6	17	15	12	8	15	50		WCNN	78	23	25	25	24	1	1	34	6	17	15	12	8	15	44		WCNN	1.3	1.4	1.5				
WFOX	286	26	98	90	77	59	22	107	116	175	160	153	52	7	175	4	WFOX	165	11	56	55	55	45	8	64	71	98	97	91	21	6	98	3	WFOX	2.7	2.6	3.4	.4			
WGST	322	52	107	107	95	43	37	175	11	75	74	37	27	50	137	10	WGST	315	52	100	100	88	36	37	168	11	75	74	37	27	50	137	10	WGST	5.1	6.9	4.7	1.3			
WGUN	14							3		6	6			8	11		WGUN	14							3		6	6		8	11		WGUN	.2	.1	.4					
WIGO	68		7	7	1	1	6	7	23	32	24	24	9		32	29	WIGO	68		7	7	1	1	6	7	23	32	24	24	9		32	29	WIGO	1.1	.3	1.1	3.7			
WJGA	9	2	3	3	3	1		3	3	4	1	1	1		4	2	WJGA	9	2	3	3	3	1		3	3	4	1	1	1		4	2	WJGA	.1	.1	.1	.3			
WJYA	31		1	1	1	1	9	14		3	3			11	17		WJYA	27		1	1	1	1	9	14		3	3		11	13		WJYA	.4	.6	.4					
WJYA FM	65		6	6	5	5	8	38		1	1	1		1	27		WJYA FM	41		6	6	5	5	8	37		1	1	1		4		WJYA FM	.7	1.5	.1					
TOTAL	96		7	7	6	6	17	52		1	4	4	1		12	44	TOTAL	68		7	7	6	6	17	51		1	4	4	1		17		TOTAL	1.1	2.1	.5				
WKHX	555	50	128	106	84	56	38	177	112	229	194	171	94	27	315	63	WKHX	439	30	89	81	73	51	16	130	107	190	159	147	71	16	276	33	WKHX	7.1	5.3	9.5	4.2			
WKLS FM	503	249	271	122	119	19	3	271	110	122	73	73	12	1	123	109	WKLS FM	425	199	221	92	89	19	3	221	98	106	63	63	8		106	98	WKLS FM	6.9	9.0	3.7	12.4			
WPCH	304	5	55	55	18	13	56	108	14	82	82	63	49	28	187	9	WPCH	253	5	51	51	15	10	54	91	1	65	65	50	49	24	153	9	WPCH	4.1	3.7	5.3	1.1			
WPLO	147	17	50	34	5	4	46	82		17	17	4	4	43	65		WPLO	146	17	49	33	5	4	45	81		17	17	4	4	43	65		WPLO	2.4	3.3	2.2				
WQXI	111	26	44	42	42	18	3	52	41	54	48	48	13	3	57	2	WQXI	110	26	43	41	41	17	3	51	41	54	48	48	13	3	57	2	WQXI	1.8	2.1	2.0	.3			
WQXI FM	894	270	344	313	312	73	1	367	399	478	364	351	66	18	483	44	WQXI FM	782	239	308	288	287	68	1	331	337	410	311	298	60	16	413	38	WQXI FM	12.7	13.5	14.2	4.8			
WRMM	116	26	54	52	39	15	16	65	14	44	43	42	29	2	50	1	WRMM	94	14	39	37	24	12	14	47	13	41	40	39	27	2	47		WRMM	1.5	1.9	1.6				
WSB	622	43	186	186	164	121	45	311	25	112	106	77	58	48	302	9	WSB	602	43	185	185	163	120	45	299	18	105	102	73	58	48	294	9	WSB	9.8	12.2	10.1	1.1			
WSB FM	283	40	66	57	50	19	11	73	136	188	123	110	39	14	200	10	WSB FM	263	34	60	51	44	19	11	66	130	180	121	110	39	12	191	6	WSB FM	4.3	2.7	6.6	.8			
WVEE	524	138	163	104	104	25	8	187	180	241	201	191	51	10	242	95	WVEE	504	129	150	91	91	21	8	172	177	238	198	188	51	10	239	93	WVEE	8.2	7.0	8.2	11.7			
WYAY	331	83	148	105	76	36	32	159	72	100	64	58	22	14	128	44	WYAY	218	56	102	62	41	25	21	106	50	67	53	48	12	13	90	22	WYAY	3.5	4.3	3.1	2.8			
WYZE	13									4	10	10	10	6		11	2	WYZE	13												11	2			WYZE	.2		.4	.3		
WZGC	1245	300	363	198	167	32	34	390	218	357	215	209	133	6	365	490	WZGC	994	212	267	170	143	28	28	290	145	281	173	168	131	5	289	415	WZGC	16.2	11.8	10.0	52.4			
TOTAL LISTENING IN METRO SURVEY AREA																	6144	1178	1933	1527	1320	548	344	2450	1336	2187	1749	1540	642	345	2902	792									

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
8.00AM-9.00AM

STATION CALL LETTERS	AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS																	TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	TNS 12- 17	METRO SHARES			
	TOT PERS 12+	MEN								WOMEN										TOT PERS 12+	MEN								WOMEN									TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49				25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+									
WAOK	113	11	32	30	25	16	5	39	20	49	42	28	15	17	70	4	WAOK	113	11	32	30	25	16	5	39	20	49	42	28	15	17	70	4	WAOK	2.4	2.0	2.8	1.9			
WCNN	81	22	29	29	22		13	40	2	18	17	14	13	12	41		WCNN	76	22	29	29	22		13	40	2	18	17	14	13	12	36		WCNN	1.6	2.1	1.5				
WFOX	235	35	96	85	67	43	25	105	81	120	114	110	35	7	123	7	WFOX	145	23	58	52	52	35	7	67	49	72	71	68	20	3	72	6	WFOX	3.1	3.4	2.9	2.9			
WGST	216	39	74	71	71	35	10	114	3	21	14	11	19	102		WGST	213	39	74	71	71	35	10	114		18	18	11	11	19	99		WGST	4.6	5.8	4.0					
WGUN	11																WGUN	11																WGUN	.2	.2	.3				
WIGO	40		5	5	3	3	2	5	23	32	27	27	9		32	3	WIGO	40		5	5	3	3	2	5	23	32	27	27	9		32	3	WIGO	.9	.3	1.3	1.4			
WJGA	11	6	6	3	3				6	3	3						WJGA	11	6	6	3	3										3	2	WJGA	.2	.3	.1	1.0			
WJYA	8		1	1	1	1											WJYA	6		1	1	1	1											WJYA	.1	.2	.1				
WJYA FM	41								5	5	5	5					WJYA FM	28																WJYA FM	.6	1.1	.3				
TOTAL	49		1	1	1	1			7	24	7	30	5	5	5	5	TOTAL	34		1	1	1	1											TOTAL	.7	1.3	.4				
WKHX	454	72	111	78	61	22	25	149	102	192	148	125	67	30	275	30	WKHX	363	46	81	61	47	21	18	115	82	151	119	101	51	25	234	14	WKHX	7.9	5.9	9.5	6.8			
WKLS FM	322	197	210	119	117	11	6	214	69	70	43	43	1	5	75	33	WKLS FM	253	152	165	82	80	11	2	165	58	58	34	34			58	30	WKLS FM	5.5	8.5	2.4	14.5			
WPCH	370	12	47	47	16	4	54	122	51	130	112	81	48	35	248		WPCH	293	12	44	44	13	1	54	103	23	93	75	45	40	34	190		WPCH	6.3	5.3	7.7				
WPLO	117	4	43	39	10	10	30	64		9	9	5	5	31	52	1	WPLO	112	4	38	34	10	10	25	59		9	9	5	5	31	52	1	WPLO	2.4	3.0	2.1	.5			
WQXI	101	27	55	42	42	28		68	25	31	28	28	6		33		WQXI	100	27	54	41	41	27		67	25	31	28	28	6		33		WQXI	2.2	3.4	1.3				
WQXI FM	604	212	260	176	167	39	9	286	265	306	221	215	35	11	311	7	WQXI FM	535	185	230	164	155	36	9	256	235	270	198	192	29	10	274	5	WQXI FM	11.6	13.1	11.1	2.4			
WRMM	133	36	60	55	43	12	17	68	33	62	56	54	27	3	65		WRMM	109	27	48	43	31	9	13	49	31	57	51	51	26	1	60		WRMM	2.4	2.5	2.4				
WSB	343	15	121	121	114	99	17	192	15	57	57	38	23	29	149	2	WSB	313	15	106	106	99	84	17	169	8	50	50	31	23	29	142	2	WSB	6.8	8.7	5.8	1.0			
WSB FM	338	73	110	96	91	32	7	117	168	204	147	142	31	5	220	1	WSB FM	326	72	109	95	90	32	7	115	159	195	142	137	31	5	210	1	WSB FM	7.1	5.9	8.5	.5			
WVEE	355	60	83	52	50	21	3	99	158	217	196	190	53	6	221	35	WVEE	338	56	75	44	42	17	3	89	153	211	192	186	52	6	215	34	WVEE	7.3	4.6	8.7	16.4			
WYAY	239	70	112	73	58	27	23	122	49	69	39	35	16	16	97	20	WYAY	124	34	63	34	22	17	17	68	25	39	29	26	11	15	52	4	WYAY	2.7	3.5	2.1	1.9			
WYZE	22								10	19	18	18	9		22		WYZE	22									10	19	18	18	9		22		WYZE	.5		.9			
WZGC	730	233	256	139	135	19	6	280	200	303	199	194	98	5	315	135	WZGC	531	151	168	121	118	14	3	190	135	237	159	154	97	5	246	95	WZGC	11.5	9.7	10.0	45.9			
TOTAL LISTENING IN METRO SURVEY AREA																	4617	970	1535	1189	1050	426	223	1951	1137	1810	1461	1310	522	260	2459	207									

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY  
9:00AM-10:00AM

STATION CALL LETTERS	AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	METRO SHARES						
	TOT PERS 12+	MEN							WOMEN								TOT PERS 12+	MEN							WOMEN								TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %			
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54				18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44							45- 54	18+	
WAOK	147	2	26	26	21	19	5	30	35	54	49	33	3	29	113	4	WAOK	147	2	26	26	21	19	5	30	35	54	49	33	3	29	113	4	WAOK	3.4	1.6	4.8	3.2	
WCNN	69	18	20	20	20	2	10	32	1	19	19	9	8	14	37		WCNN	64	18	20	20	20	2	10	32	1	19	19	9	8	14	32		WCNN	1.5	1.7	1.4		
WFOX	248	19	102	92	74	65	20	105	70	132	130	122	54	13	138	5	WFOX	160	9	65	60	60	56	2	68	44	87	87	83	39	4	88	4	WFOX	3.7	3.7	3.8	3.2	
WGST	156	20	46	46	45	25	8	71	17	27	27	25	8	6	85		WGST	149	20	46	46	45	25	8	71	10	20	20	18	8	6	78		WGST	3.5	3.9	3.3		
WGUN	16		2	2	2	2				4	4				9		WGUN	14		2	2	2	2				4	4		4	7		WGUN	.3	.4	.3			
WIGO	37		4	4	1	1	3	4	6	10	8	8	4		29	4	WIGO	37		4	4	1	1	3	4	6	10	8	8	4		29	4	WIGO	.9	.2	1.2	3.2	
WJGA	9	6	6	3	3				6	3	3				3		WJGA	9	6	6	3	3				6	3	3			3		WJGA	.2	.3	.1			
WJYA	18						1	4		9	9				14		WJYA	17						1	3		9	9		9	14		WJYA	.4	.2	.6			
WJYA FM	39						7	27	4	4	4				12		WJYA FM	23						7	18	1	1	1		5	5		WJYA FM	.5	1.0	.2			
TOTAL	57						8	31	4	13	13	4			26		TOTAL	40						8	21	1	10	10	1	9	19		TOTAL	.9	1.2	.8			
WKHX	520	77	128	87	72	36	22	185	116	227	174	148	85	38	319	16	WKHX	415	49	89	59	47	28	14	141	88	176	141	120	67	30	265	9	WKHX	9.7	7.7	11.3	7.2	
WKLS FM	291	178	189	102	98	7	8	193	68	72	51	51	4	5	78	20	WKLS FM	231	143	154	83	79	7	4	154	56	58	44	44	2	59	18	WKLS FM	5.4	8.4	2.5	14.4		
WPCH	448	24	87	84	44	23	62	168	60	185	155	126	96	41	280		WPCH	359	20	72	72	32	12	62	146	30	132	102	73	73	41	213		WPCH	8.4	8.0	9.1		
WPLO	109	5	42	42	21	16	22	55		10	10	9	9	9	54		WPLO	105	5	38	38	21	16	18	51		10	10	9	9	9	54		WPLO	2.4	2.8	2.3		
WQXI	76	14	45	44	44	31		58	13	18	14	14	5		18		WQXI	75	14	44	43	43	30		57	13	18	14	14	5		18		WQXI	1.7	3.1	.8		
WQXI FM	451	162	186	127	116	13	11	212	196	225	153	144	20	13	230	9	WQXI FM	404	153	177	124	113	13	11	200	165	194	139	130	20	13	199	5	WQXI FM	9.4	10.9	8.5	4.0	
WRMM	180	60	84	63	63	24	9	96	46	72	64	59	21	11	84		WRMM	137	50	74	53	53	24		74	31	51	43	43	20	6	63		WRMM	3.2	4.0	2.7		
WSB	253	19	65	65	64	45	7	132	7	42	42	28	21	23	119	2	WSB	223	19	49	49	48	29	7	109	1	36	36	22	21	23	112	2	WSB	5.2	6.0	4.8	1.6	
WSB FM	302	74	104	85	79	24	7	109	135	171	121	111	26	11	193		WSB FM	278	70	100	81	75	24	7	105	118	152	111	103	26	9	173		WSB FM	6.5	5.7	7.4		
WVEE	382	63	91	64	60	24	7	104	183	245	190	187	59	3	258	20	WVEE	364	63	87	60	56	20	7	97	176	237	186	183	58	3	250	17	WVEE	8.5	5.3	10.7	13.6	
WYAY	261	71	140	107	85	47	35	157	52	79	40	34	21	17	104		WYAY	149	41	90	60	46	35	18	96	24	41	26	23	14	14	53		WYAY	3.5	5.2	2.3		
WYZE	15								9	12	12	12	3		15		WYZE	15									9	12	12	12	3		15		WYZE	.3		.6	
WZGC	532	171	191	90	87	17	3	194	195	251	156	152	52	4	261	77	WZGC	404	122	138	78	75	13	3	141	152	201	121	117	45	4	211	52	WZGC	9.4	7.7	9.0	41.6	
TOTAL LISTENING IN METRO SURVEY AREA																	4296	910	1450	1109	979	410	203	1830	1013	1660	1303	1139	483	280	2341	125							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+		MEN							WOMEN							STATION CALL LETTERS	TOT 12+ %		MEN 18+ %	WM 18+ %	TNS 12- 17 %	
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+			18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+														
WAOK	155	4	25	25	25	21	33	38	61	51	30	2	34	120	2	WAOK	155	4	25	25	25	21	33	38	61	51	30	2	34	120	2	WAOK	3.6	1.8	5.0	1.4		
WCNN	63	10	10	10	10	1	15	9	33	32	22	14	11	48	59	10	10	10	10	10	1	15	9	33	32	22	14	11	44	WCNN	1.4	.8	1.8					
WFOX	303	27	124	115	97	79	20	127	90	161	156	140	55	22	171	5	WFOX	174	13	70	68	68	57	2	72	49	97	96	84	36	12	98	4	WFOX	4.0	4.0	4.1	2.9
WGST	159	25	49	49	47	22	8	89	5	5	5	5	7	70	159	25	49	49	47	22	8	89	5	5	5	5	7	70	WGST	3.7	4.9	2.9						
WGUN	41		5	5	5	5	15	7	11	11	7		10	26	35		5	5	5	5		15	7	11	11	7		4	20	WGUN	.8	.8	.8					
WIGO	44		1	1	1	1	1	16	20	7	7	4		39	44		1	1	1	1		1	16	20	7	7	4		39	4	WIGO	1.0	.1	1.6	2.9			
WJGA	8	4	4	1	1		4	3	4	1	1	1		4	8	4	4	1	1			4	3	4	1	1	1		4	WJGA	.2	.2	.2					
WJYA	9		3	3		3	5							4	9		3	3				3							4	WJYA	.2	.3	.2					
WJYA FM	61	2	7	7	7	5	7	42	3	3	3	3		1	19	45	2	7	7	7	5	7	35	10	10	10	10	10	10	14	WJYA FM	1.0	1.9	.4				
TOTAL	70	2	10	10	7	5	10	47	3	3	3	3		1	23	54	2	10	10	7	5	10	40								TOTAL	1.2	2.2	.6				
WKHX	548	81	143	100	84	46	23	199	124	233	181	156	84	44	333	16	WKHX	405	49	87	61	47	24	16	135	88	167	136	118	61	32	261	9	WKHX	9.3	7.5	10.9	6.5
WKLS FM	332	201	221	126	122	16	8	225	74	81	56	56	7	5	86	21	WKLS FM	246	144	162	89	85	14	4	162	63	65	46	46	2	65	19	WKLS FM	5.7	9.0	2.7	13.7	
WPCH	453	22	83	83	43	21	60	160	48	187	157	124	106	47	293	WPCH	376	22	73	73	33	11	59	139	30	145	115	82	82	47	237	WPCH	8.7	7.7	9.9			
WPLO	129	8	45	42	21	16	23	63	14	14	14	14	8	66	129	8	45	42	21	16	23	63	14	14	14	14	8	66	WPLO	3.0	3.5	2.8						
WQXI	72	15	48	48	48	33	61	6	11	8	8	5		11	72	15	47	47	47	32		60	6	11	8	8	5	11	WQXI	1.6	3.3	.5						
WQXI FM	430	160	176	113	109	12	4	199	181	221	144	134	30	10	221	10	WQXI FM	393	154	170	113	109	12	4	189	158	196	126	116	28	10	196	8	WQXI FM	9.1	10.5	8.2	5.8
WRMM	182	51	74	54	54	23	10	87	50	85	78	73	30	10	95	WRMM	143	45	68	48	48	23		68	35	65	58	58	30	5	75	WRMM	3.3	3.8	3.1			
WSB	257	21	67	67	66	45	10	140	7	32	32	17	10	20	112	5	WSB	235	21	54	54	53	32	10	124	1	26	11	10	20	106	5	WSB	5.4	6.9	4.4	3.6	
WSB FM	278	75	101	77	70	19	8	104	121	156	107	98	26	9	174	WSB FM	261	74	100	76	69	19	8	102	108	143	102	93	26	9	159	WSB FM	6.0	5.7	6.6			
WVEE	382	68	98	69	65	26	10	111	177	234	175	171	53	4	251	20	WVEE	365	66	92	63	59	22	10	102	173	229	174	170	52	4	246	17	WVEE	8.4	5.7	10.3	12.2
WYAY	282	75	141	97	78	47	38	172	59	85	48	42	20	14	107	3	WYAY	151	40	82	52	38	28	18	90	33	49	33	30	13	11	59	2	WYAY	3.5	5.0	2.5	1.4
WYZE	9								4	6	6	6	2		9	WYZE	9									4	6	6	6	2	9	WYZE	.2		.4			
WZGC	460	97	120	61	60	22	3	123	193	250	142	138	53	5	260	77	WZGC	356	55	74	51	50	18	3	77	166	212	118	114	42	5	222	57	WZGC	8.2	4.3	9.3	41.0
TOTAL LISTENING IN METRO SURVEY AREA																	4340	877	1411	1102	969	401	201	1801	1033	1685	1283	1112	481	281	2400	139						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
11.00AM-NOON

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	METRO SHARES				
STATION CALL LETTERS	TOT PERS 12+	MEN							WOMEN							TNS 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN							WOMEN							TNS 12-17	STATION CALL LETTERS	TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12-17 %
		18-34	18-49	25-49	25-44	35-44	45-54	18+	18-34	18-49	25-49	25-44	35-44	45-54	18+				18-34	18-49	25-49	25-44	35-44	45-54	18+	18-34	18-49	25-49	25-44	35-44	45-54	18+						
WAOK	154	3	20	20	20	17	27	49	69	50	33	3	30	125	2	WAOK	154	3	20	20	20	17	27	49	69	50	33	3	30	125	2	WAOK	3.7	1.5	5.5	1.4		
WCNN	65	11	12	12	11	16	33	3	19	19	17	14	3	32		WCNN	61	11	12	12	11	16	33	3	19	19	17	14	3	28		WCNN	1.5	1.9	1.2			
WFOX	296	23	114	109	91	73	20	117	100	168	163	149	54	20	174	5	WFOX	181	13	72	72	72	59	2	74	58	104	103	93	36	10	104	3	WFOX	4.3	4.2	4.6	2.1
WGST	146	26	43	43	40	14	6	79		2	2	2	2	6	67		WGST	146	26	43	43	40	14	6	79		2	2	2	2	6	67		WGST	3.5	4.5	3.0	
WGUN	24																WGUN	18																WGUN	.4	.2	.7	
WIGO	64	3	8	8	8	5	8	27	32	12	12	5		51	5	WIGO	64	3	8	8	8	5	8	27	32	12	12	5		51	5	WIGO	1.5	.5	2.3	3.5		
WJGA	8	4	4	1	1		4	3	4	1	1	1		4		WJGA	8	4	4	1	1		4	3	4	1	1	1		4		WJGA	.2	.2	.2			
WJYA	14		3	3			3	5		2	2	2	2	9		WJYA	14		3	3			3	5		2	2	2	2	9		WJYA	.3	.3	.4			
WJYA FM	67	4	4	4	4	4	7	43	3	3	3	3	2	24		WJYA FM	49	4	4	4	4	4	7	35	3	3	3	3	2	14		WJYA FM	1.2	2.0	.6			
TOTAL	81	7	7	7	4	4	10	48	3	5	5	5	2	2	33		TOTAL	63	7	7	7	4	4	10	40	2	2	2	2	23		TOTAL	1.5	2.3	1.0			
WKHX	552	88	161	112	95	56	24	212	118	227	177	148	80	50	320	20	WKHX	410	56	103	71	55	31	18	147	90	165	130	107	52	37	250	13	WKHX	9.8	8.3	11.0	9.1
WKLS FM	318	180	203	117	113	19	8	207	77	84	53	53	7	5	90	21	WKLS FM	240	134	152	92	88	14	4	152	64	69	44	44	5		70	18	WKLS FM	5.7	8.6	3.1	12.6
WPCH	454	21	90	87	39	21	67	173	46	174	144	112	96	50	280	1	WPCH	373	18	77	77	29	11	67	148	32	137	107	75	73	50	224	1	WPCH	8.9	8.4	9.9	.7
WPLO	85	3	38	35	16	16	20	51		10	10	10	10	4	34		WPLO	85	3	38	35	16	16	20	51		10	10	10	10	4	34		WPLO	2.0	2.9	1.5	
WQXI	72	13	51	51	51	38		59	9	13	9	9	4		13		WQXI	71	13	50	50	50	37		58	9	13	9	9	4		13		WQXI	1.7	3.3	.6	
WQXI FM	447	181	203	140	136	18	4	221	178	218	138	129	31	9	219	7	WQXI FM	413	175	195	138	134	16	4	213	153	192	126	117	30	9	193	7	WQXI FM	9.9	12.0	8.5	4.9
WRMM	178	50	77	60	60	27	10	90	48	84	77	72	31	9	88		WRMM	131	40	67	50	50	27		67	32	60	55	55	28	4	64		WRMM	3.1	3.8	2.8	
WSB	231	22	56	53	52	33	11	124	9	29	29	20	11	14	104	3	WSB	208	22	44	41	40	21	11	109	2	22	22	13	11	14	96	3	WSB	5.0	6.2	4.2	2.1
WSB FM	253	65	96	72	64	23	8	97	113	144	103	93	21	10	156		WSB FM	241	64	95	71	63	23	8	95	105	136	100	90	21	10	146		WSB FM	5.8	5.4	6.4	
WVEE	376	81	104	73	69	19	6	113	181	230	173	169	45	4	245	18	WVEE	369	81	104	73	69	19	6	110	178	226	172	168	44	4	241	18	WVEE	8.8	6.2	10.6	12.6
WYAY	257	80	145	101	81	45	28	161	55	77	40	37	19	8	90	6	WYAY	145	42	91	61	45	33	16	93	29	42	26	24	11	7	48	4	WYAY	3.5	5.2	2.1	2.8
WYZE	3									2	2	2	2		3		WYZE	3									2	2	2	2		3		WYZE	.1		.1	
WZGC	437	93	113	56	56	20	3	118	193	239	138	134	42	5	247	72	WZGC	352	57	74	49	49	17	3	79	171	205	113	109	30	5	213	60	WZGC	8.4	4.5	9.4	42.0
TOTAL LISTENING IN METRO SURVEY AREA																	4180	862	1405	1114	980	409	202	1772	1050	1628	1215	1060	423	249	2265	143						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
NOON-1.00PM

AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																METRO SHARES						
STATION CALL LETTERS	TOT PERS 12+	MEN						WOMEN						TNS 12-17	STATION CALL LETTERS	TOT PERS 12+	MEN						WOMEN						TNS 12-17	STATION CALL LETTERS	TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12-17 %				
		18-34	18-49	25-49	25-44	35-44	45-54	18+	18-34	18-49	25-49	25-44	35-44				45-54	18+	18-34	18-49	25-49	25-44	35-44	45-54	18+	18-34	18-49	25-49							25-44	35-44	45-54	18+
WAOK	48	1	13	12	12	12	17	18	26	19	11	11	31	9	WAOK	48	1	13	12	12	12	17	18	26	19	11	11	31	9	WAOK	1.3	1.0	1.6					
WCNN	71	19	20	20	19	14	44	12	12	10	10	2	27	23	WCNN	71	19	20	20	19	14	44	12	12	10	10	2	27	23	WCNN	1.9	2.6	1.4					
WFOX	283	36	126	121	107	76	15	128	100	149	136	128	41	9	152	3	WFOX	183	24	85	85	85	61	1	86	63	96	90	82	25	8	96	1	WFOX	4.9	5.1	4.9	.7
WGST	128	17	37	37	31	14	6	54	3	14	14	10	7	13	74	3	WGST	128	17	37	37	31	14	6	54	3	14	14	10	7	13	74	3	WGST	3.4	3.2	3.8	
WGUN	20						6			8	8		8	14		19		WGUN	19						5		8	8		8	14		WGUN	.5	.3	.7		
WIGO	37	1	3	3	3	2	3	25	30	9	9	5	30	4	WIGO	37	1	3	3	3	2	3	25	30	9	9	5	30	4	WIGO	1.0	.2	1.5	2.9				
WJGA	15	6	6	3	3		6	6	7	7	7	1	2	9		15	6	6	3	3		6	6	7	7	7	1	2	9		WJGA	.4	.4	.5				
WJYA	17	1	4	4	1	3	6		2	2	2	2	11		WJYA	17	1	4	4	1	3	6		2	2	2	2	11		WJYA	.5	.4	.6					
WJYA FM	52	2	7	7	6	4	8	27	3	3	3	3	25		WJYA FM	33	2	7	7	6	4	8	17		2	2	2	2	16		WJYA FM	.9	1.0	.8				
TOTAL	69	3	11	11	7	4	11	33	3	5	5	5	2	1	36		TOTAL	50	3	11	11	7	4	11	23		2	2	2	2	27		TOTAL	1.4	1.4	1.4		
WKHX	526	103	181	122	103	59	25	231	121	224	174	148	77	31	286	9	WKHX	384	57	111	79	60	35	22	157	91	160	126	103	46	28	222	5	WKHX	10.2	9.4	11.4	3.6
WKLS FM	313	187	204	114	110	13	6	206	76	80	46	46	4	3	84	23	WKLS FM	249	152	165	97	93	9	4	165	62	63	35	35	1	63	21	WKLS FM	6.6	9.8	3.2	15.3	
WPCH	354	21	70	68	31	12	60	130	45	153	120	96	84	37	222	2	WPCH	284	19	67	67	30	11	59	111	30	114	84	60	60	37	171	2	WPCH	7.6	6.6	8.8	1.5
WPLO	71	3	29	26	16	16	15	39		10	10	10	10	3	28	4	WPLO	68	3	29	26	16	16	15	39		10	10	10	3	28	1	WPLO	1.8	2.3	1.4	.7	
WQXI	58	11	46	45	45	35	46	8	12	10	10	4	12		57	11	WQXI	57	11	45	44	44	34	45	8	12	10	10	4	12		WQXI	1.5	2.7	.6			
WQXI FM	412	169	194	122	116	19	6	214	144	181	116	111	32	5	184	14	WQXI FM	373	158	180	119	113	16	6	200	122	156	101	97	30	4	159	14	WQXI FM	9.9	11.9	8.2	10.2
WRMM	153	36	64	51	50	27	4	70	48	77	70	66	25	7	82	1	WRMM	121	36	61	48	47	24	1	61	31	54	50	23	3	59	1	WRMM	3.2	3.6	3.0	.7	
WSB	193	25	60	58	57	34	4	105	10	27	27	21	11	11	86	2	WSB	179	25	57	55	54	31	4	99	3	20	20	14	11	11	78	2	WSB	4.8	5.9	4.0	1.5
WSB FM	262	82	111	87	79	21	9	113	105	133	88	78	18	11	149	2	WSB FM	252	79	108	84	76	21	9	109	101	129	86	76	18	11	143	2	WSB FM	6.7	6.5	7.3	
WVEE	395	115	139	102	98	20	7	142	168	229	189	188	60	1	233	20	WVEE	388	115	139	102	98	20	6	141	164	223	184	184	59	227	20	WVEE	10.3	8.4	11.7	14.6	
WYAY	212	53	117	79	54	39	28	129	48	70	36	36	22	2	78	5	WYAY	129	39	87	56	37	29	19	89	24	37	24	24	13	1	38	2	WYAY	3.4	5.3	2.0	1.5
WYZE	3									3	3	3	3	3		3		WYZE	3								3	3	3	3		3		WYZE	.1		.2	
WZGC	434	103	130	63	62	26	3	135	178	227	125	120	44	5	234	65	WZGC	343	62	86	55	55	24	2	91	150	187	100	96	33	4	194	58	WZGC	9.1	5.4	10.0	42.3
TOTAL LISTENING IN METRO SURVEY AREA																3761	902	1415	1108	986	391	183	1678	948	1468	1091	968	397	189	1946	137							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
1.00PM-2.00PM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	METRO SHARES					
	TOT PERS 12+	MEN							WOMEN								TOT PERS 12+	MEN							WOMEN								TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54				18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44							45- 54	18+
WAOK	35		13	13	13	13	13	8	19	16	5		14	22	WAOK	35		13	13	13	13	13	8	19	16	5		14	22	WAOK	1.0	.8	1.2					
WCNN	80	18	20	20	18		12	44	11	11	11	11		36	WCNN	79	18	20	20	18		12	43	11	11	11	11		36	WCNN	2.2	2.7	1.9					
WFOX	269	39	136	122	104	79	18	137	78	124	122	114	38	13	129	3	WFOX	163	20	87	86	86	67		87	41	75	75	67	26	8	75	1	WFOX	4.5	5.4	3.9	.7
WGST	125	13	36	35	31	19	8	71	2	4	4	2		20	54	WGST	125	13	36	35	31	19	8	71	2	4	4	2		20	54	WGST	3.4	4.4	2.8			
WGUN	18		2	2	2	2		5		4	4			4	13	WGUN	17		2	2	2	2		4		4	4		4	13	WGUN	.5	.3	.7				
WIGO	31	7	7	5	5			7	16	20	8	8	4		20	4	WIGO	31	7	7	5	5			7	16	20	8	8	4		20	4	WIGO	.8	.4	1.0	2.8
WJGA	3	3	3	3	3			3								WJGA	3	3	3	3	3													WJGA	.1	.2		
WJYA	26		6	6			6	7		2	2	2	2		19	WJYA	26		6	6			6	7		2	2	2	2		19	WJYA	.7	.4	1.0			
WJYA FM	56		8	8	4	4	11	29	3	3	3	3		1	27	WJYA FM	40		8	8	4	4	11	20		2	2	2	2		20	WJYA FM	1.1	1.3	1.0			
TOTAL	82		14	14	4	4	17	36	3	5	5	5	2		1	46	TOTAL	66		14	14	4	4	17	27		2	2	2	2		39	TOTAL	1.8	1.7	2.0		
WKHX	484	101	183	125	111	68	18	205	120	223	173	150	80	26	270	9	WKHX	368	58	124	92	78	52	16	144	101	173	126	105	51	23	219	5	WKHX	10.1	9.0	11.5	3.5
WKLS FM	318	180	200	133	129	16	8	204	72	78	52	52	6	5	83	31	WKLS FM	240	139	150	99	95	7	4	150	60	63	43	43	3		63	27	WKLS FM	6.6	9.4	3.3	18.8
WPCH	437	22	72	69	36	17	55	147	46	173	140	102	89	63	288	2	WPCH	345	21	66	64	31	12	54	118	30	133	103	65	65	63	225	2	WPCH	9.4	7.4	11.8	1.4
WPLO	71	3	29	26	16	16	13	38		14	14	14	14	5	31	2	WPLO	68	3	29	26	16	16	13	38		12	12	12	12	5	29	1	WPLO	1.9	2.4	1.5	.7
WQXI	81	12	42	41	41	30		49	27	32	9	8	4	1	32		WQXI	80	12	41	40	40	29		48	27	32	9	8	4	1	32		WQXI	2.2	3.0	1.7	
WQXI FM	409	167	182	106	98	7	8	201	163	198	123	120	32	3	199	9	WQXI FM	375	160	173	104	96	5	8	192	142	175	113	110	30	3	176	7	WQXI FM	10.3	12.0	9.2	4.9
WRMM	182	60	80	59	58	19	3	85	57	85	75	70	23	8	95	2	WRMM	140	47	67	46	45	19	1	67	38	61	54	54	23	3	71	2	WRMM	3.8	4.2	3.7	1.4
WSB	134	21	66	66	49	28	21	88	3	14	14	8	5	11	45	1	WSB	124	21	63	63	46	25	21	81		11	11	5	5	11	42	1	WSB	3.4	5.1	2.2	.7
WSB FM	271	76	100	72	64	16	13	105	118	150	99	90	23	9	166		WSB FM	254	72	95	67	59	15	13	100	110	142	98	89	23	9	154		WSB FM	7.0	6.3	8.1	
WVEE	370	87	121	71	65	28	10	127	154	208	176	171	49	5	208	35	WVEE	362	87	121	71	65	28	9	124	153	206	174	170	49	4	206	32	WVEE	9.9	7.8	10.8	22.2
WYAY	214	57	108	66	46	31	32	129	43	65	32	29	19	11	81	4	WYAY	127	40	79	49	32	22	17	79	18	37	25	23	17	10	46	2	WYAY	3.5	4.9	2.4	1.4
WYZE	4	2	2	2	2			2		2	2	2	2		2		WYZE	4	2	2	2	2			2		2	2	2	2		2		WYZE	.1	.1	.1	
WZGC	428	109	126	59	56	14	5	131	183	224	132	128	37	4	231	66	WZGC	320	47	64	47	44	14	5	69	160	190	102	98	26	4	197	54	WZGC	8.8	4.3	10.3	37.5
TOTAL LISTENING IN METRO SURVEY AREA																3651	840	1368	1059	918	387	203	1598	951	1458	1073	948	382	205	1909	144							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS



# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
2.00PM-3.00PM

STATION CALL LETTERS	AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS																	TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS																	TNS 12- 17	STATION CALL LETTERS	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+	MEN							WOMEN							TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %								
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+		18- 34			18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44					45- 54	18+						
WAOK	22		3	3	3	3	3	10	11	2	1		7	17	2	WAOK	22		3	3	3	3	3	10	11	2	1		7	17	2	WAOK	.6	.2	.9	1.2						
WCNN	77	15	20	20	18	3	12	42		12	12	11	11	1	35	WCNN	75	15	20	20	18	3	12	40		12	12	11	11	1	35	WCNN	1.9	2.3	1.8							
WFOX	289	46	141	124	106	77	18	142	83	138	131	122	46	15	144	3	WFOX	177	16	79	76	76	63	80	56	95	90	85	34	6	96	1	WFOX	4.5	4.6	4.8	.6					
WGST	123	16	49	46	43	30	6	78		1	1			12	45	WGST	123	16	49	46	43	30	6	78		1	1		12	45	WGST	3.1	4.5	2.3								
WGUN	38		12	12	12	12		28							10	WGUN	28		2	2	2	2		18					10	WGUN	7.7	1.0	.5									
WIGO	41	5	10	10	10	5		10	22	26	8	8	4		26	5	WIGO	41	5	10	10	10	5	10	22	26	8	8	4	26	5	WIGO	1.0	.6	1.3	2.9						
WJGA	3	3	3	3	3			3								WJGA	3	3	3	3	3										WJGA	.1	.2									
WJYA	37		7	7			7	17		2	2	2	2		20	WJYA	37		7	7			7	17		2	2	2	2	20	WJYA	.9	1.0	1.0								
WJYA FM	76		7	7	4	4	10	40	3	3	3	3		4	36	WJYA FM	63		7	7	4	4	10	32		2	2	2	2	31	WJYA FM	1.6	1.8	1.6								
TOTAL	113		14	14	4	4	17	57	3	5	5	5	2	4	56	TOTAL	100		14	14	4	4	17	49		2	2	2	2	51	TOTAL	2.5	2.8	2.6								
WKHX	479	92	180	115	91	64	33	212	98	194	157	143	82	19	256	11	WKHX	348	57	129	90	66	48	31	147	82	147	111	101	55	13	194	7	WKHX	8.9	8.4	9.7	4.0				
WKLS FM	315	164	178	109	105	10	8	182	88	100	64	64	12	5	105	28	WKLS FM	258	140	152	96	92	8	4	152	70	78	52	52	8	78	28	WKLS FM	6.6	8.7	3.9	16.2					
WPCH	455	22	68	64	35	17	50	145	41	186	168	125	102	68	308	2	WPCH	356	22	62	58	29	11	49	121	21	141	123	80	77	68	233	2	WPCH	9.1	6.9	11.7	1.2				
WPLO	74	5	26	21	14	14	8	31	2	18	18	18	16	10	43	WPLO	72	5	25	20	14	14	7	30	2	17	17	17	15	10	42	WPLO	1.8	1.7	2.1							
WQXI	86	13	39	37	37	26		52	28	34	11	9	4	2	34	WQXI	85	13	38	36	36	25		51	28	34	11	9	4	2	34	WQXI	2.2	2.9	1.7							
WQXI FM	390	140	165	98	90	17	8	186	150	189	129	126	36	4	190	14	WQXI FM	362	134	159	98	90	17	8	180	133	170	116	113	34	4	171	11	WQXI FM	9.2	10.3	8.6	6.4				
WRMM	164	52	78	56	55	25	3	81	42	70	62	57	23	7	83	WRMM	147	48	72	50	49	23	1	72	39	62	54	54	23	2	75	WRMM	3.8	4.1	3.8							
WSB	151	25	63	63	53	28	13	81	7	22	22	14	7	14	69	1	WSB	140	25	58	58	48	23	13	73	4	19	19	11	7	14	66	1	WSB	3.6	4.2	3.3	.6				
WSB FM	284	82	115	87	81	27	12	124	111	147	100	91	27	9	160	WSB FM	259	74	107	79	73	27	12	116	99	135	95	86	27	9	143	WSB FM	6.6	6.6	7.2							
WVEE	439	119	169	129	120	41	12	176	149	221	197	190	65	7	224	39	WVEE	430	119	169	129	120	41	11	175	147	218	194	188	65	6	221	34	WVEE	11.0	10.0	11.1	19.7				
WYAY	252	68	124	80	63	39	36	155	52	79	42	39	24	10	94	3	WYAY	151	45	88	58	46	31	14	90	26	48	32	30	20	9	59	2	WYAY	3.9	5.2	3.0	1.2				
WYZE	16	4	4	4	4			4	1	6	6	6	5		9	3	WYZE	16	4	4	4	4			4	1	6	6	6	5		9	3	WYZE	.4	.2	.5	1.7				
WZGC	523	126	145	55	51	15	9	154	213	267	162	155	47	7	273	96	WZGC	396	76	95	48	44	15	9	104	173	215	120	113	35	7	221	71	WZGC	10.1	6.0	11.1	41.0				
TOTAL LISTENING IN METRO SURVEY AREA																	3920	904	1457	1110	981	424	196	1747	966	1527	1149	1051	463	181	2000	173										

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
3.00PM-4.00PM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	TNS 12- 17	STATION CALL LETTERS	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+	MEN							WOMEN							TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %								
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+		18- 34			18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44					45- 54	18+						
WAOK	42	9	17	14	14	8	21	2	7	5	5	5	7	14	7	WAOK	42	9	17	14	14	8	21	2	7	5	5	5	7	14	7	WAOK	1.0	1.1	.7	1.9						
WCNN	54	11	12	12	11	7	30	11	11	9	9	4	24	10	WCNN	54	11	12	12	11	7	30	11	11	9	9	4	24	10	WCNN	1.2	1.6	1.2									
WFOX	311	47	155	139	119	88	20	156	84	140	132	124	48	13	145	10	WFOX	202	31	103	101	99	70	2	103	51	92	87	83	37	4	92	7	WFOX	4.6	5.4	4.5	1.9				
WGST	115	18	48	45	43	28	6	61	4	8	8	7	3	7	54	WGST	112	18	48	45	43	28	6	61	1	5	5	4	3	7	51	WGST	2.6	3.2	2.5							
WGUN	30		1	1	1	1	18		1	1	1	1	1	12	WGUN	24		1	1	1	1	18		1	1	1	1	12	WGUN	.6	.9	.3										
WIGO	55	5	10	10	10	5	10	27	32	12	12	5	32	13	WIGO	55	5	10	10	10	5	10	27	32	12	12	5	32	13	WIGO	1.3	.5	1.6	3.5								
WJGA	5	3	3	3	3		3						1	1	1	WJGA	4	3	3	3	3								1	1	WJGA	.1	.2									
WJYA	54		6	6		6	36		2	2	2	2	18	7	WJYA	54		6	6		6	36		2	2	2	2	18	7	WJYA	1.2	1.9	.9									
WJYA FM	77		6	6		6	42		3	3	3	3	35	3	WJYA FM	58		6	6		6	32		3	3	3	3	26	3	WJYA FM	1.3	1.7	1.3									
TOTAL	131		12	12	3	3	16	78		3	5	5	2	3	53	TOTAL	112		12	12	3	3	16	68		2	2	2	2	44	TOTAL	2.5	3.6	2.2								
WKHX	545	128	221	134	102	61	40	273	99	187	151	134	71	23	251	21	WKHX	413	90	169	108	76	47	40	209	82	140	105	91	44	19	188	16	WKHX	9.5	10.9	9.1	4.3				
WKLS FM	404	200	207	133	129	3	8	211	93	103	64	64	10	5	108	85	WKLS FM	317	155	162	94	90	3	4	162	68	74	49	49	6	74	81	WKLS FM	7.3	8.4	3.6	21.6					
WPCH	455	19	63	61	36	19	45	139	38	189	174	138	115	53	314	2	WPCH	352	19	57	55	30	13	44	110	14	139	127	91	89	53	240	2	WPCH	8.1	5.7	11.7	.5				
WPLO	70	8	29	21	13	13	9	34		10	10	10	10	11	36	WPLO	64	8	25	17	13	13	5	28		10	10	10	10	11	36	WPLO	1.5	1.5	1.8							
WQXI	90	14	49	48	48	35		62	25	27	5	5	2		27	1	WQXI	89	14	48	47	47	34		61	25	27	5	5	2		27	1	WQXI	2.0	3.2	1.3	.3				
WQXI FM	459	153	200	125	120	42	5	220	151	209	146	141	53	6	210	29	WQXI FM	410	145	185	118	113	35	5	205	133	189	132	127	51	6	190	15	WQXI FM	9.4	10.6	9.2	4.0				
WRMM	177	56	89	70	69	32	6	96	46	73	65	62	24	5	81	WRMM	153	45	77	58	57	31	2	78	43	67	59	59	24	2	75	WRMM	3.5	4.1	3.6							
WSB	196	28	70	70	69	41	1	109	6	25	24	17	12	23	85	2	WSB	174	28	58	58	57	29	1	95	2	21	21	14	12	19	77	2	WSB	4.0	4.9	3.7	.5				
WSB FM	277	72	100	75	67	20	14	108	116	153	107	98	28	9	166	3	WSB FM	249	69	97	72	64	20	14	105	96	133	95	86	28	9	141	3	WSB FM	5.7	5.5	6.9	.8				
WVEE	484	132	172	126	117	31	14	181	152	228	190	185	71	5	231	72	WVEE	469	129	169	123	114	31	13	177	143	218	187	183	71	4	221	71	WVEE	10.8	9.2	10.7	18.9				
WYAY	261	74	117	84	63	22	38	149	56	86	53	51	28	2	99	13	WYAY	161	47	77	53	41	18	17	83	32	55	43	41	21	2	65	13	WYAY	3.7	4.3	3.2	3.5				
WYZE	50		19	19		19	19						5	31		WYZE	50		19	19		19	19					5	31		WYZE	1.1	1.0	1.5								
WZGC	601	139	171	72	62	22	15	178	193	257	154	145	55	9	263	160	WZGC	469	84	115	60	50	21	15	122	166	216	118	109	41	9	222	125	WZGC	10.8	6.3	10.8	33.3				
TOTAL LISTENING IN METRO SURVEY AREA																	4357	989	1567	1167	1018	429	217	1925	943	1523	1155	1058	483	185	2057	375										

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
4.00PM-5.00PM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																	TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																	TNS 12- 17	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+	MEN							WOMEN							TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %							
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+		18- 34			18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44					45- 54	18+					
WAOK	49	7	17	10	10	10	17	9	17	10	6	4	9	22	10	WAOK	49	7	17	10	10	10	17	9	17	10	6	4	9	22	10	WAOK	1.1	.9	1.1	2.0					
WCNN	43	9	21	21	21	12	6	28		5	5	5	5	6	15	WCNN	43	9	21	21	21	12	6	28		5	5	5	5	6	15	WCNN	1.0	1.4	.7						
WFOX	317	46	162	147	137	106	10	164	79	135	131	124	49	13	141	12	WFOX	196	24	104	101	101	80		104	44	86	83	80	39	3	86	6	WFOX	4.3	5.3	4.2	1.2			
WGST	118	5	35	35	32	27	9	56	8	9	8	8	1	6	62	WGST	110	5	31	31	28	23	9	52	4	5	4	4	1	6	58	WGST	2.4	2.6	2.9						
WGUN	9							4							5	WGUN	9													5	WGUN	.2	.2	.2							
WIGO	73	4	12	12	12	8	12	26	31	15	15	5		31	30	WIGO	73	4	12	12	12	8		12	26	31	15	15	5		31	30	WIGO	1.6	.6	1.5	6.0				
WJGA	7	3	3	3	3		3							1	1	3	WJGA	4	3	3	3	3								1	1	3	WJGA	.1	.2						
WJYA	40		7	7			7			5	5	5	5		18	WJYA	40		7	7			7				5	5	5	5		18	WJYA	.9	1.1	.9					
WJYA FM	67	10	10	10	6	6	11	40	6	6	6	6	6	6	27	WJYA FM	47	10	10	6	6	6	11	28	4	4	4	4	4	19	19	1.0	1.4	.9							
TOTAL	107	17	17	6	6	6	18	62	6	11	11	11	5	6	45	TOTAL	87	17	17	6	6	6	18	50	4	9	9	5	2	37	37	1.9	2.5	1.8							
WKHX	599	137	201	121	105	48	40	283	106	205	167	152	84	25	282	34	WKHX	431	101	145	86	71	29	28	202	85	152	124	112	55	21	212	17	WKHX	9.6	10.2	10.4	3.4			
WKLS FM	451	232	248	139	134	11	8	251	108	115	60	60	7	4	119	81	WKLS FM	328	175	191	108	103	11	5	191	73	79	48	48	6	79	58	WKLS FM	7.3	9.7	3.9	11.6				
WPCH	424	21	55	54	38	18	31	142	43	170	155	122	94	43	277	5	WPCH	324	21	49	48	32	12	31	110	22	120	108	75	65	43	209	5	WPCH	7.2	5.6	10.3	1.0			
WPLO	85	13	27	19	11	6	16	41	1	16	16	15	13	44		WPLO	80	13	24	16	11	6	13	36	1	16	16	15	13	44		WPLO	1.8	1.8	2.2						
WQXI	107	26	56	56	56	30		68	25	31	9	9	6		31	8	WQXI	106	26	55	55	55	29		67	25	31	9	9	6		31	8	WQXI	2.4	3.4	1.5	1.6			
WQXI FM	493	170	221	132	131	50	1	239	169	215	145	141	42	5	216	38	WQXI FM	437	161	197	117	116	35	1	215	150	196	132	128	42	4	196	26	WQXI FM	9.7	10.9	9.6	5.2			
WRMM	186	47	77	60	59	29	6	82	52	95	86	83	40	4	97	7	WRMM	164	41	71	54	53	29	2	72	47	83	78	76	34	3	85	7	WRMM	3.6	3.6	4.2	1.4			
WSB	234	35	76	76	72	37	7	139	7	25	25	14	7	24	94	1	WSB	222	35	67	67	63	28	7	130	5	23	23	12	7	23	91	1	WSB	4.9	6.6	4.5	.2			
WSB FM	242	68	99	83	76	24	13	108	85	106	72	62	11	13	131	3	WSB FM	215	64	95	79	72	24	13	102	69	89	62	53	11	12	110	3	WSB FM	4.8	5.2	5.4	.6			
WVEE	503	105	157	121	110	41	26	172	137	218	178	163	66	15	220	111	WVEE	479	95	147	114	103	41	25	161	127	208	172	157	66	15	210	108	WVEE	10.6	8.2	10.3	21.6			
WYAY	254	80	101	66	56	11	19	128	54	76	49	48	21	1	101	25	WYAY	160	48	63	37	33	11	7	74	33	46	30	30	13		67	19	WYAY	3.6	3.8	3.3	3.8			
WYZE	52		19	19			19	19	1	1	1	1			6	33	WYZE	52		19	19			19	19	1	1	1	1		6	33	WYZE	1.2	1.0	1.6					
WZGC	636	109	176	104	88	51	19	185	152	218	140	134	60	6	230	221	WZGC	513	67	130	85	70	48	18	139	122	179	107	101	51	6	191	183	WZGC	11.4	7.0	9.4	36.5			
TOTAL LISTENING IN METRO SURVEY AREA																	4507	994	1579	1189	1064	460	214	1973	912	1479	1128	1008	447	209	2033	501									

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
5.00PM-6.00PM

STATION CALL LETTERS	AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	METRO SHARES					
	TOT PERS 12+	MEN								WOMEN									TOT PERS 12+	MEN								WOMEN									TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34				18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+										
WAOK	61	9	17	8	8	8	21	22	28	16	13	3	8	33	7	WAOK	61	9	17	8	8	8	21	22	28	16	13	3	8	33	7	WAOK	1.5	1.2	1.7	1.5						
WCNN	69	11	25	25	23	12	10	37	4	16	14	14	12	11	32	WCNN	69	11	25	25	23	12	10	37	4	16	14	14	12	11	32	WCNN	1.7	2.1	1.7							
WFOX	294	71	166	154	150	91	8	170	87	118	109	105	27	7	121	3	WFOX	209	44	112	110	110	68	4	116	64	92	84	81	25	3	92	1	WFOX	5.0	6.5	4.8	.2				
WGST	96	28	48	43	38	15	5	59	4	6	5	3		8	37	WGST	91	28	45	40	35	12	5	56	2	4	3	1		8	35	WGST	2.2	3.1	1.8							
WGUN	14		1	1	1	1		6		4	4			4	8	WGUN	14		1	1	1	1		6		4	4			4	8	WGUN	.3	.3	.4							
WIGO	66	1	10	10	10	9		10	32	33	11	11	1		33	23	WIGO	66	1	10	10	10	9		10	32	33	11	11	1		33	23	WIGO	1.6	.6	1.7	5.0				
WJGA	4	3	3	3	3			3						1	1		WJGA	4	3	3	3	3								1	1		WJGA	.1	.2	.1						
WJYA	16		2	2	1	1	1	9		4	4	4	4		6	1	WJYA	14		2	2	1	1	1	9		4	4	4	4	4	1	WJYA	.3	.5	.2	.2					
WJYA FM	51		6	6	2	2	4	24		7	7	7	7		27		WJYA FM	35		5	5	2	2	3	14		7	7	7	7	4	21	WJYA FM	.8	.8	1.1						
TOTAL	67		8	8	3	3	5	33		7	11	11	4	9	33	1	TOTAL	49		7	7	3	3	4	23		7	11	11	4	4	25	TOTAL	1.1	1.3	1.3	.2					
WKHX	485	114	147	80	72	25	29	208	85	182	143	121	75	39	250	27	WKHX	369	83	98	47	40	8	20	150	67	139	112	93	53	34	205	14	WKHX	8.8	8.4	10.6	3.0				
WKLS FM	391	233	234	105	105	1	1	235	79	79	36	36		1	80	76	WKLS FM	311	192	193	90	90	1		193	61	61	32	32		61	57	WKLS FM	7.5	10.8	3.2	12.4					
WPCH	245	1	31	31	29	28	7	87	17	81	81	64	47	24	155	3	WPCH	203	1	25	25	23	22	7	64	15	72	72	55	40	24	136	3	WPCH	4.9	3.6	7.0	.7				
WPLO	57	10	10	1	1		9	25	1	7	6	6	6	12	31	1	WPLO	56	10	10	1	1		9	24	1	7	6	6	6	12	31	1	WPLO	1.3	1.3	1.6	.2				
WQXI	95	23	47	40	40	24		52	25	35	11	10	9	1	35	8	WQXI	95	23	47	40	40	24		52	25	35	11	10	9	1	35	8	WQXI	2.3	2.9	1.8	1.7				
WQXI FM	426	153	186	103	89	19	22	194	155	208	153	149	49	5	214	18	WQXI FM	403	146	179	103	89	19	22	187	144	197	143	139	49	4	202	14	WQXI FM	9.7	10.5	10.5	3.0				
WRMM	146	31	61	55	48	23	12	66	28	70	66	62	38	5	71	9	WRMM	134	28	58	52	45	23	9	60	24	64	64	60	36	5	65	9	WRMM	3.2	3.4	3.4	2.0				
WSB	250	61	101	101	93	32	26	173	12	31	30	14	3	20	76	1	WSB	246	61	101	101	93	32	26	173	11	30	30	14	3	18	73		WSB	5.9	9.7	3.8					
WSB FM	261	63	99	90	80	26	15	106	104	136	96	84	20	13	150	5	WSB FM	240	57	93	84	74	26	15	98	93	123	88	78	20	11	137	5	WSB FM	5.8	5.5	7.1	1.1				
WVEE	441	83	125	77	74	39	12	134	126	181	152	146	49	6	184	123	WVEE	425	77	119	74	71	39	12	128	121	176	150	144	49	6	179	118	WVEE	10.2	7.2	9.3	25.7				
WYAY	230	64	82	67	60	11	11	96	51	83	46	45	31	2	110	24	WYAY	134	40	55	40	36	11	6	60	19	43	30	30	24		61	13	WYAY	3.2	3.4	3.2	2.8				
WYZE	17														17		WYZE	17													17		WYZE	.4		.9						
WZGC	574	96	151	95	88	48	11	159	137	203	141	137	62	6	214	201	WZGC	486	62	115	84	79	48	9	123	117	180	120	116	59	6	191	172	WZGC	11.7	6.9	9.9	37.4				
TOTAL LISTENING IN METRO SURVEY AREA																	4170	932	1439	1070	994	431	176	1780	916	1461	1130	1021	436	183	1930	460										

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
6.00PM-7.00PM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS														TNS 12- 17	METRO SHARES						
	TOT PERS 12+	MEN							WOMEN								TOT PERS 12+	MEN							WOMEN							TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %			
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54				18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44						45- 54	18+	
WAOK	50	6	11	5	5	5	15	19	27	8	5	5	6	30	5	WAOK	50	6	11	5	5	5	15	19	27	8	5	5	6	30	5	WAOK	1.8	1.3	2.3	1.2		
WCNN	33	3	17	17	14	11	3	18	1	13	12	12	12	1	15	WCNN	32	3	17	17	14	11	3	17	1	13	12	12	12	1	15	WCNN	1.1	1.5	1.2			
WFOX	188	45	105	97	93	56	6	108	55	74	65	61	15	8	78	2	WFOX	150	40	89	83	83	49	2	92	41	57	49	46	13	4	58	WFOX	5.3	8.2	4.5		
WGST	58	8	14	14	10	2	13	36	3	7	6	5	3	5	22	WGST	58	8	14	14	10	2	13	36	3	7	6	5	3	5	22	WGST	2.0	3.2	1.7			
*WGUN	7		1	1	1	1		5							2	*WGUN	7		1	1	1	1		5						2	*WGUN	.2	.4	.2				
WIGO	42	2	3	1	1	1	3	19	21	10	10	2		21	18	WIGO	42	2	3	1	1	1		3	19	21	10	10	2	21	18	WIGO	1.5	.3	1.6	4.4		
WJGA	4													1	1	3	WJGA	4											1	1	3	WJGA	.1	.1	.7			
*WJYA	19		3	3	3	3	6							12	13	*WJYA	19		3	3	3	3	6					12	13	*WJYA	.7	.5	1.0					
WJYA FM	32		7	7	7	7	12	7	13	13	7	7	1	7	20	WJYA FM	27		4	4	4	4	9	7	13	7	7	1	12	13	WJYA FM	1.0	.8	1.4				
TOTAL	51		10	10	3	3	7	18	7	20	20	8	1	19	33	TOTAL	46		7	7	3	3	4	15	7	20	20	8	1	18	31	TOTAL	1.7	1.3	2.4			
WKHX	336	102	127	59	52	18	15	160	56	118	80	66	48	21	161	15	WKHX	249	73	89	44	40	12	6	114	46	83	52	38	23	19	124	11	WKHX	8.8	10.1	9.5	2.7
WKLS FM	255	124	131	39	35	3	4	131	74	77	23	20		3	77	47	WKLS FM	205	101	108	32	28	3	4	108	59	62	20	17		3	62	35	WKLS FM	7.2	9.6	4.8	8.5
WPCH	131	1	11	11	9	8	9	35	14	35	35	28	14	19	91	5	WPCH	110	1	6	6	4	3	9	26	14	30	30	24	10	18	82	2	WPCH	3.9	2.3	6.3	.5
WPLO	33	2	2				3	5	1	2	2	1		21	28	WPLO	33	2	2					3	5	1	2	2	1		21	28	WPLO	1.2	.4	2.2		
WQXI	69	4	16	16	16	12		19	42	42	20	20			42	8	WQXI	69	4	16	16	16	12		19	42	42	20	20			42	8	WQXI	2.4	1.7	3.2	2.0
WQXI FM	219	87	101	68	64	10	4	101	79	99	79	74	15	5	101	17	WQXI FM	187	68	82	58	54	10	4	82	67	87	68	63	15	5	89	16	WQXI FM	6.6	7.3	6.8	3.9
WRMM	64	6	25	25	22	16	5	27	8	29	27	26	20	1	29	8	WRMM	59	5	23	23	20	15	3	23	7	28	26	25	20	1	28	8	WRMM	2.1	2.0	2.2	2.0
WSB	153	22	56	53	50	31	8	97	6	17	16	11	6	7	54	2	WSB	148	22	56	53	50	31	8	95	5	16	16	11	6	7	53	2	WSB	5.2	8.4	4.1	
WSB FM	165	40	57	53	53	17	6	70	66	75	53	49	5	5	92	3	WSB FM	136	25	40	36	36	15	6	51	60	68	50	47	5	4	83	2	WSB FM	4.8	4.5	6.4	.5
WVEE	386	76	116	79	73	34	7	117	116	159	124	118	37	6	159	110	WVEE	372	76	116	79	73	34	7	117	109	152	124	118	37	6	152	103	WVEE	13.1	10.4	11.7	25.1
WYAY	169	39	68	62	53	20	14	77	26	41	28	28	15	2	64	28	WYAY	106	16	41	35	30	20	7	44	19	32	19	19	13		42	20	WYAY	3.7	3.9	3.2	4.9
WYZE	28		13	13	13	13		13		7	7	7	7		15		WYZE	28		13	13	13	13		13		7	7	7	7		15		WYZE	1.0	1.2	1.2	
WZGC	460	97	138	80	76	37	4	139	102	135	77	74	30	7	143	178	WZGC	401	74	115	77	73	37	4	116	85	118	75	72	30	7	126	159	WZGC	14.1	10.3	9.7	38.8
TOTAL LISTENING IN METRO SURVEY AREA																	2839	566	934	683	634	319	91	1128	680	991	719	643	235	142	1301	410						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS															STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS															STATION CALL LETTERS	METRO SHARES					
	TOT PERS 12+	MEN							WOMEN								TNS 12- 17	TOT PERS 12+	MEN							WOMEN							TNS 12- 17	TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %	
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54							18+
WAOK	50	8	12	7	7	4	16	16	21	8	7	4	4	24	10	WAOK	50	8	12	7	7	4	16	16	21	8	7	4	4	24	10	WAOK	2.2	1.9	2.3	2.8		
WCNN	15	8	10	10	8	2	11	1	1	1	1	1	4			WCNN	14	8	10	10	8	2	10	1	1	1	1	4			WCNN	.6	1.2	.4				
WFOX	109	28	51	45	45	23	2	53	31	46	38	35	12	6	51	5	WFOX	82	24	42	38	38	18	2	44	21	36	31	28	12	3	37	1	WFOX	3.7	5.3	3.5	.3
WGST	45	1	2	2	2	1	14	11	13	13	13	2	2	31		WGST	45	1	2	2	2	1	14	11	13	13	13	2	2	31		WGST	2.0	1.7	2.9			
WIGO	27	2	2	2	2		2	11	13	9	8	1	1	13	12	WIGO	27	2	2	2	2		2	11	13	9	8	1	1	13	12	WIGO	1.2	.2	1.2	3.3		
WJGA	30	15	15				15		6	6			7	7	8	WJGA	30	15	15				15		6	6			7	7	8	WJGA	1.3	1.8	.7	2.2		
WJYA FM	31		3	3			3	6	9	11	11	2	7	25		WJYA FM	30		3	3			3	6	9	11	11	2	6	24		WJYA FM	1.3	.7	2.3			
WKHX	253	50	79	56	54	27	5	100	55	103	71	63	40	15	136	17	WKHX	194	32	57	49	47	23	2	74	48	79	52	44	23	11	108	12	WKHX	8.6	8.9	10.3	3.3
WKLS FM	218	100	105	34	30	1	4	105	69	73	29	26	1	3	73	40	WKLS FM	166	66	71	24	20	1	4	71	58	62	27	24	1	3	62	33	WKLS FM	7.4	8.5	5.9	9.2
WPCH	105	2	17	17	9	7	9	29	14	37	36	23	10	18	71	5	WPCH	93	2	17	17	9	7	9	26	12	33	32	21	10	16	65	2	WPCH	4.1	3.1	6.2	.6
WPLO	25	4	6	2	2	2	6		5	5	2	2	13	19		WPLO	25	4	6	2	2	2	6		5	5	2	2	13	19		WPLO	1.1	.7	1.8			
WQXI	51	3	12	12	12	9	12	26	26	4	4			31	8	WQXI	51	3	12	12	12	9	12	26	26	4	4			31	8	WQXI	2.3	1.4	2.9	2.2		
WQXI FM	233	99	112	71	71	13	114	75	94	75	72	16	3	94	25	WQXI FM	200	77	90	58	58	13	92	65	84	68	65	16	3	84	24	WQXI FM	8.9	11.0	8.0	6.7		
WRMM	54	9	14	14	14	5	2	16	12	31	26	24	17	2	31	7	WRMM	52	9	14	14	14	5	14	12	31	26	24	17	2	31	7	WRMM	2.3	1.7	2.9	1.9	
WSB	187	33	70	70	65	32	13	123	10	17	14	11	4	5	62	2	WSB	179	31	68	68	63	32	13	116	9	16	14	11	4	5	61	2	WSB	8.0	13.9	5.8	.6
WSB FM	126	23	45	41	37	18	6	54	41	55	43	42	13	1	60	12	WSB FM	101	13	34	30	27	18	5	37	40	50	39	39	10		53	11	WSB FM	4.5	4.4	5.0	3.1
WVEE	329	57	80	46	40	17	8	83	119	156	120	116	33	4	156	90	WVEE	315	56	79	45	39	17	8	81	116	153	117	113	33	4	153	81	WVEE	14.0	9.7	14.6	22.6
WYAY	125	34	46	37	30	5	10	56	24	33	24	24	9	1	45	24	WYAY	74	8	20	14	7	5	8	22	19	26	17	17	7		35	17	WYAY	3.3	2.6	3.3	4.7
WZGC	404	88	123	45	39	29	7	125	82	105	58	56	21	5	112	167	WZGC	320	70	100	40	34	24	7	102	69	90	51	49	19	5	96	122	WZGC	14.2	12.2	9.1	34.0
TOTAL LISTENING IN METRO SURVEY AREA																	2246	457	707	483	436	203	65	836	593	827	594	537	177	99	1051	359						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																METRO SHARES					
	TOT PERS 12+	MEN							WOMEN							TNS 12- 17	STATION CALL LETTERS	TOT PERS 12+	MEN							WOMEN							TNS 12- 17	STATION CALL LETTERS	TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+						
WAOK	49	9	14	7	7	5	14	15	19	7	7	4	3	22	13	WAOK	49	9	14	7	7	5	14	15	19	7	7	4	3	22	13	WAOK	2.3	1.7	2.5	3.3		
WCNN	37	22	24	24	24	2	26	1	2	2	2	1	11	11	WCNN	35	22	24	24	24	2	24	1	2	2	2	1	11	11	WCNN	1.7	2.9	1.2					
WFOX	76	22	33	25	25	11	34	24	35	26	23	8	5	38	4	WFOX	41	10	18	12	12	8	1	19	12	21	16	13	6	3	21	1	WFOX	1.9	2.3	2.3	.3	
WGST	26		1	1	1	1	7	1	1	1	1		4	19	WGST	26		1	1	1	1		7	1	1	1	1		4	19	WGST	1.2	.9	2.1				
WIGO	36	4	5	5	5	1	5	18	19	12	11		1	19	12	WIGO	36	4	5	5	5	1		5	18	19	12	11		1	19	12	WIGO	1.7	.6	2.1	3.1	
WJGA	53	26	26				26	9	15	6			7	16	11	WJGA	53	26	26				26	9	15	6		7	16	11	WJGA	2.5	3.2	1.8	2.8			
WJYA FM	22		1	1		5	8	9	9	9	9		1	13	1	WJYA FM	17		1	1		5	7	9	9	9	9		9	1	WJYA FM	.8	.9	1.0	.3			
WKHX	215	31	61	51	48	27	29	92	49	80	54	46	23	15	100	23	WKHX	148	27	54	47	44	24	5	61	40	55	37	32	10	8	71	16	WKHX	7.0	7.5	7.9	4.1
WKLS FM	221	91	95	47	43	4	95	69	76	35	31	3	4	76	50	WKLS FM	170	62	66	38	34		4	66	57	62	31	28	2	3	62	42	WKLS FM	8.1	8.1	6.9	10.7	
WPCH	119	6	18	17	8	3	10	38	12	29	27	20	10	11	76	5	WPCH	104	6	18	17	8	3	10	32	12	26	24	18	8	10	70	2	WPCH	4.9	3.9	7.8	.5
WPLO	7							1	2	2	2	1	5	7	7	WPLO	7							1	2	2	2	1	5	7	7	WPLO	.3		.8			
WQXI	40	2	5	5	5	3	5	25	25	3	3		2	29	6	WQXI	40	2	5	5	5	3		5	25	25	3	3		29	6	WQXI	1.9	.6	3.2	1.5		
WQXI FM	229	119	133	96	96	14	133	66	76	61	59	8	2	76	20	WQXI FM	200	97	111	80	80	14		111	59	69	55	53	8	2	69	20	WQXI FM	9.5	13.6	7.7	5.1	
WRMM	47	10	13	9	9	3	2	15	9	23	21	19	12	3	24	8	WRMM	43	10	13	9	9	3		13	8	22	20	18	12	3	23	7	WRMM	2.0	1.6	2.6	1.8
WSB	249	34	81	81	74	40	19	169	6	15	15	8	2	11	80	WSB	238	29	76	76	69	40	19	159	6	15	15	8	2	10	79	WSB	11.3	19.4	8.8			
WSB FM	109	16	35	35	31	15	6	45	41	46	36	34	3	2	53	11	WSB FM	88	9	27	27	23	14	6	30	37	40	30	30	3		47	11	WSB FM	4.2	3.7	5.3	2.8
WVEE	287	42	68	44	36	18	8	68	104	126	99	98	21	2	127	92	WVEE	271	41	67	43	35	18	8	67	101	123	96	95	21	2	124	80	WVEE	12.9	8.2	13.9	20.4
WYAY	94	36	45	27	24	6	3	49	11	19	14	14	8	5	31	14	WYAY	58	12	21	10	7	6	3	21	11	16	11	11	5	5	26	11	WYAY	2.8	2.6	2.9	2.8
WZGC	364	66	87	26	21	16	9	92	66	81	45	43	13	2	83	189	WZGC	303	59	79	25	20	15	7	82	52	66	34	32	12	2	67	154	WZGC	14.4	10.0	7.5	39.2
TOTAL LISTENING IN METRO SURVEY AREA																	2105	443	665	459	410	173	73	818	519	669	464	423	109	76	894	393						

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS-TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS-METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+			MEN							WOMEN							TOT 12+ %	MEN 18+ %			WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+															
WAOK	40	5	10	5	5	5	10	14	16	4	4	2	3	19	11	WAOK	40	5	10	5	5	5	10	14	16	4	4	2	3	19	11	WAOK	1.9	1.2	2.3	2.2				
WCNN	15	6	6	6	6		6		3	3	3	3		9		WCNN	15	6	6	6	6		6		3	3	3	3		9		WCNN	.7	.7	1.1					
WFOX	87	40	48	36	36	8	3	51	24	33	30	27	6	3	33	3	WFOX	49	19	27	16	16	8	3	30	7	16	13	10	6	3	16	3	WFOX	2.3	3.6	1.9	.6		
WGST	45	1	14	14	14	13		17	1	8	7	7	7	6	28		WGST	44	1	14	14	14	13		16	1	8	7	7	7	6	28		WGST	2.0	1.9	3.4			
WIGO	38	7	7	5	5			7	16	18	13	11		2	18	13	WIGO	38	7	7	5	5			7	16	18	13	11		2	18	13	WIGO	1.8	.8	2.2	2.6		
WJGA	49	26	26					26	11	12	1			2	13	10	WJGA	47	26	26					26	11	12	1		2	13	8	WJGA	2.2	3.2	1.6	1.6			
WJVA FM	10					1	1	6	6	6	6		2	9		WJVA FM	7					1	1	6	6	6	6		6		WJVA FM	.3	.1	.7						
WKHX	179	31	47	41	39	14	21	73	36	71	56	46	25	17	91	15	WKHX	116	26	38	32	30	10	4	47	28	45	35	31	13	7	61	8	WKHX	5.4	5.7	7.3	1.6		
WKLS FM	236	98	101	55	52		3	101	57	68	32	30	9	2	68	67	WKLS FM	182	65	68	44	41		3	68	50	59	25	24	8	1	59	55	WKLS FM	8.4	8.2	7.1	11.0		
WPCH	95	5	8	5	4	2	2	27	5	22	22	16	11	11	63	5	WPCH	78	4	7	5	4	2	2	26	4	19	19	13	9	9	50	2	WPCH	3.6	3.2	6.0	.4		
WPLO	1													1	1		WPLO	1												1	1		WPLO			.1				
WQXI	36								25	28	4	4	3		30	6	WQXI	36								25	28	4	4	3		30	6	WQXI	1.7		3.6	1.2		
WQXI FM	217	114	129	104	103	14	1	129	60	68	49	49	8		72	16	WQXI FM	192	95	109	88	87	13	1	109	56	64	45	45	8		68	15	WQXI FM	8.9	13.2	8.2	3.0		
WRMM	33	4	11	7	7	7	2	13	8	12	10	10	4	1	13	7	WRMM	29	4	11	7	7	7		11	6	10	8	8	4	1	11	7	WRMM	1.3	1.3	1.3	1.4		
WSB	270	38	77	77	70	32	21	164	6	15	11	7	5	9	103	3	WSB	256	35	74	74	67	32	21	156	2	11	11	7	5	9	97	3	WSB	11.9	18.9	11.6	.6		
WSB FM	197	33	51	49	47	16	3	63	72	79	49	48	6	1	83	51	WSB FM	155	27	45	43	41	16	3	46	56	63	40	39	6	1	67	42	WSB FM	7.2	5.6	8.0	8.4		
WVEE	279	44	71	45	43	25	2	71	99	118	79	79	19	3	121	87	WVEE	258	40	67	45	43	25	2	67	92	111	76	76	19	3	114	77	WVEE	12.0	8.1	13.7	15.4		
WYAY	122	45	64	41	40	18	1	67	11	19	14	14	8	9	30	25	WYAY	83	23	42	23	22	18	1	42	9	15	10	10	6	9	24	17	WYAY	3.8	5.1	2.9	3.4		
WZGC	375	60	70	15	8	3	9	72	50	53	17	15	1	5	58	245	WZGC	328	47	57	14	7	3	7	57	48	50	14	12		5	54	217	WZGC	15.2	6.9	6.5	43.4		
TOTAL LISTENING IN METRO SURVEY AREA																	2158	444	653	459	420	170	68	825	470	616	387	360	119	70	833	500								

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Average Quarter-Hour Listening Estimates

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS																TNS 12- 17	STATION CALL LETTERS	METRO SHARES			
	TOT PERS 12+	MEN							WOMEN							TOT PERS 12+			MEN							WOMEN							TOT 12+ %	MEN 18+ %			WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+				18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+								
WAOK	33	1	4	3	3	3	4	17	21	7	7	4	3	24	5	WAOK	33	1	4	3	3	3	4	17	21	7	7	4	3	24	5	WAOK	1.9	.6	3.6	1.3				
WCNN	8		1	1			4	4		1	1	1	1	4		WCNN	8		1	1			4	4		1	1	1	1	4		WCNN	.5	.6	.6					
WFOX	50	19	24	19	19	5	2	26	15	23	17	14	5	3	23	1	WFOX	25	7	10	7	7	3	2	12	4	12	10	7	5	3	12	1	WFOX	1.4	1.8	1.8	.3		
WGST	39	15	19	19	19	4		22		1	1			5	17		WGST	38	15	19	19	19	4		21		1	1		5	17		WGST	2.2	3.1	2.5				
WIGO	16	4	4	4	4			4	7	7	3	3		7	5		WIGO	16	4	4	4	4			4	7	7	3	3		7	5	WIGO	.9	.6	1.0	1.3			
WJGA	60	31	31	5	5			31	14	17	6	3	4	18	11		WJGA	60	31	31	5	5			31	14	17	6	3	4	18	11	WJGA	3.4	4.5	2.7	2.8			
WJYA FM	35		8	8	7	7	1	8	1	1	1	1	2	27			WJYA FM	7		1	1				1	1	1	1	1	6		WJYA FM	.4	.1	.9					
WKHX	151	31	46	41	39	13	12	63	27	51	46	36	14	17	71	17	WKHX	98	23	34	32	30	9	4	41	25	38	33	25	5	11	54	3	WKHX	5.6	6.0	8.1	.8		
WKLS FM	180	78	78	39	39			80	36	40	14	12	2	2	40	60	WKLS FM	132	60	60	35	35			62	29	32	10	9	2	1	32	38	WKLS FM	7.6	9.1	4.8	9.8		
WPCH	161	21	35	33	23	4	16	70	14	40	40	28	14	15	85	6	WPCH	110	6	20	18	8	4	13	48	2	18	18	9	7	10	60	2	WPCH	6.3	7.0	9.0	.5		
WPLO	-1																WPLO	-1																						
WQXI	9	5	5	1	1			5		2	2	2	2	2	2		WQXI	9	5	5	1	1			5		2	2	2	2	2	2	2	2	WQXI	.5	.7	.3	.5	
WQXI FM	151	84	93	69	68	8	1	93	46	46	33	33		49	9		WQXI FM	125	69	75	62	61	5	1	75	39	39	26	26		42	8	WQXI FM	7.2	10.9	6.3	2.1			
WRMM	32	4	7	5	5	3	2	12	10	13	10	10	3	15	5		WRMM	23	2	5	3	3	3		5	10	13	10	10	3	13	5	WRMM	1.3	.7	1.9	1.3			
WSB	164	21	51	51	47	26	6	107	3	9	6	6	6	6	55	2	WSB	151	19	49	49	45	26	6	100		6	6	6	6	6	49	2	WSB	8.7	14.6	7.3	.5		
WSB FM	156	27	44	38	38	17		53	62	71	44	43	8	1	71	32	WSB FM	129	20	37	35	35	17		37	52	60	39	38	7	1	60	32	WSB FM	7.4	5.4	9.0	8.3		
WVEE	259	62	70	50	50	8		72	87	108	79	79	21		108	79	WVEE	240	60	68	50	50	8		68	84	105	79	79	21		105	67	WVEE	13.8	9.9	15.7	17.3		
WYAY	106	26	45	40	32	11	8	50	19	25	17	17	6	7	37	19	WYAY	63	11	23	18	17	11	1	23	17	20	12	12	3	7	27	13	WYAY	3.6	3.4	4.0	3.4		
WZGC	323	53	61	20	16	4	7	64	51	59	24	22	6	3	61	198	WZGC	277	43	51	20	16	4	5	52	43	49	16	14	4	3	51	174	WZGC	15.9	7.6	7.6	45.0		
TOTAL LISTENING IN METRO SURVEY AREA																	1742	386	545	405	358	112	63	685	388	511	342	311	92	63	670	387								

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON RATINGS

Hour By Hour Avgs

# Average Quarter-Hour Listening Estimates

MONDAY-FRIDAY  
11.00PM-MIDNIGHT

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS														TNS 12- 17	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS														TNS 12- 17	METRO SHARES							
	TOT PERS 12+	MEN							WOMEN							STATION CALL LETTERS	TOT PERS 12+	MEN							WOMEN							STATION CALL LETTERS	TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %		
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54				18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44		35- 44						45- 54	18+
WAOK	15		3	3	3	3	3	6	9	3	3	3	3	12		15		3	3	3	3	3	3	6	9	3	3	3	3	12	WAOK	1.1	.5	2.3				
WCNN	2								1	1	1	1		2		2														WCNN	.2		.4					
WFOX	49	11	18	16	16	7	1	19	19	30	23	19	7	4	30	32	5	12	10	10	7	1	13	8	19	17	13	7	4	19	WFOX	2.4	2.4	3.7				
WGST	28	9	9	9	9			11							17	28	9	9	9	9										WGST	2.1	2.0	3.3					
WIGO	10								5	5	2	2			5	10							5	5	2	2		5	5	WIGO	.8		1.0	2.1				
WJGA	54	25	25	13	13			25	19	19	8	8			19	54	25	25	13	13			25	19	19	8	8		19	10	WJGA	4.1	4.5	3.7	4.2			
WJYA FM	28		7	7	7	7		10							18	28														WJYA FM	.6	.5	1.0					
WKHX	136	30	48	43	41	16	5	58	30	38	35	31	4	6	49	29	27	41	39	37	12	2	47	29	35	32	28	2	5	45	14	WKHX	8.1	8.5	8.7	5.8		
WKLS FM	141	80	80	17	17			84	19	19	5	5			19	38	52	52	13	13			56	17	17	3	3		17	23	WKLS FM	7.3	10.2	3.3	9.6			
WPCH	120	4	19	16	1		23	48	3	34	34	21	18	14	70	2	3	18	16	1		21	40	2	27	27	15	13	12	51	2	WPCH	7.1	7.3	9.8	.8		
WPLO	3							3							3	3															WPLO	.2	.5					
WQXI	3							3	3	3	3				3	3							3	3	3	3					WQXI	.2		.6				
WQXI FM	93	69	70	59	59	1		70	15	15	10	10			15	8	63	63	56	56			63	11	11	6	6		11	7	WQXI FM	6.2	11.4	2.1	2.9			
WRMM	14	1	2	1	1	1	2	4	9	10	6	6	1		10	12	1	2	1	1	1		2	9	10	6	6	1	10		WRMM	.9	.4	1.9				
WSB	137	18	65	65	58	40	14	93	1	13	13	10	9	15	44	134	18	65	65	58	40	12	90	1	13	13	10	9	15	44	7	WSB	10.2	16.3	8.5			
WSB FM	51	3	7	7	7	4		10	27	31	22	22	4		34	7	3	7	7	4		7	27	28	19	19	1		30	7	WSB FM	3.4	1.3	5.8	2.9			
WVEE	202	45	67	47	47	22	1	69	66	80	61	57	10	4	80	53	44	66	47	47	22	1	67	64	78	61	57	10	4	78	46	WVEE	14.6	12.2	15.0	19.2		
WYAY	68	10	29	26	13	6	13	33	8	15	8	8	7		20	15	10	16	13	13	6		16	8	12	5	5	4		12	9	WYAY	2.8	2.9	2.3	3.8		
WZGC	257	71	78	15	15	7	2	80	46	51	21	19	3	2	51	126	42	49	15	15	7		49	37	40	14	12	1	2	40	112	WZGC	15.3	8.9	7.7	46.7		
TOTAL LISTENING IN METRO SURVEY AREA																1311	312	465	340	298	111	55	551	293	390	272	240	65	76	520	240							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
MIDNIGHT-1.00AM

STATION CALL LETTERS	AVERAGE PERSONS--TOTAL SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	AVERAGE PERSONS--METRO SURVEY AREA, IN HUNDREDS														TNS 12- 17	STATION CALL LETTERS	METRO SHARES						
	TOT PERS 12+	MEN							WOMEN								TOT PERS 12+	MEN							WOMEN								TOT 12+ %	MEN 18+ %	WM 18+ %	TNS 12- 17 %			
		18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54				18+	18- 34	18- 49	25- 49	25- 44	35- 44	45- 54	18+	18- 34	18- 49	25- 49	25- 44	35- 44							45- 54	18+	
WAOK	8							3	5	2	2	2		8		WAOK	8										3	5	2	2	2		8		WAOK	1.1		2.6	
WCNN	9	7	7	7	7		7	2	2	2	2			2		WCNN	9	7	7	7	7					7	2	2	2	2		2		WCNN	1.2	2.1	.6		
WFOX	14	1	1	1	1		1	8	12	7	3		4	13		WFOX	10									5	9	7	3		4	10		WFOX	1.3		3.2		
WGST	19	4	4	4	4		7						3	12		WGST	19	4	4	4	4									3	12		WGST	2.5	2.1	3.9			
WIGO	6							4	4	2	2			4	2	WIGO	6									4	4	2	2		4	2	WIGO	.8		1.3	1.7		
WJYA FM	12		4	4	4	4	4							8		WJYA FM	-1																WJYA FM						
WKHX	110	36	51	40	38	13	11	70	15	17	14	12		20	20	WKHX	78	23	35	35	33	10	8	51	15	17	14	12		2	20	7	WKHX	10.3	15.5	6.5	5.8		
WKLS FM	86	57	57	13	13			57	8	8	3	3		8	21	WKLS FM	60	35	35	10	10			35	8	8	3	3		8	17	WKLS FM	7.9	10.6	2.6	14.0			
WPCH	84		8	8			9	33	7	24	24	20	13	4	51	WPCH	50		8	8			9	22	2	19	19	15	13	4	28		WPCH	6.6	6.7	9.1			
WPLO	9													9		WPLO	9														9		WPLO	1.2		2.9			
WQXI	3	1	1	1	1		1	2	2	2	2			2		WQXI	3	1	1	1	1			1	2	2	2	2		2		WQXI	.4	.3	.6				
WQXI FM	49	32	32	30	30		32	12	14	8	8	2		14	3	WQXI FM	45	32	32	30	30			32	8	10	4	4	2	10	3	WQXI FM	5.9	9.7	3.2	2.5			
WRMM	11					4	4	4	4	7	6	6	3	7		WRMM	7							4	7	6	6	3		7		WRMM	.9		2.3				
WSB	59	9	14	14	12	3	2	29		2	2	2	2	10	30	WSB	58	9	14	14	12	3	2	29		2	2	2	2	10	29		WSB	7.6	8.8	9.4			
WSB FM	26	9	13	13	13	4	14	8	12	10	10	4		12		WSB FM	23	9	13	13	13	4		13	8	10	8	8	2	10		WSB FM	3.0	3.9	3.2				
WVEE	124	33	46	30	30	13	2	51	40	44	33	30	1	3	44	29	WVEE	116	33	46	30	30	13	2	48	40	44	33	30	1	3	44	24	WVEE	15.3	14.5	14.3	19.8	
WYAY	34	15	27	27	19	4	8	27	3	5	3	3	2		5	2	WYAY	24	15	19	19	19	4		19	3	5	3	3	2	5		WYAY	3.2	5.8	1.6			
WZGC	167	43	46	3	3	3	2	49	40	45	29	27	3	2	45	73	WZGC	116	20	23	3	3	3		23	23	28	12	10	3	2	28	65	WZGC	15.3	7.0	9.1	53.7	
TOTAL LISTENING IN METRO SURVEY AREA																	759	194	264	197	171	44	35	330	153	211	157	139	40	56	308	121							

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Hour By Hour Avgs

# Away-From-Home Listening Estimates

MONDAY-FRIDAY  
6.00AM-10.00AM + 3.00PM-7.00PM

MONDAY-FRIDAY  
10.00AM-3.00PM

STATION CALL LETTERS	AVERAGE PERSONS AWAY-FROM-HOME-TOTAL SURVEY AREA								AVERAGE PERSONS AWAY-FROM-HOME-METRO SURVEY AREA								STATION CALL LETTERS	AVERAGE PERSONS AWAY-FROM-HOME-TOTAL SURVEY AREA								AVERAGE PERSONS AWAY-FROM-HOME-METRO SURVEY AREA							
	TOT PERS 12+		MEN 18+		WOMEN 18+		TEENS 12-17		TOT PERS 12+		MEN 18+		WOMEN 18+		TEENS 12-17			TOT PERS 12+		MEN 18+		WOMEN 18+		TEENS 12-17		TOT PERS 12+		MEN 18+		WOMEN 18+		TEENS 12-17	
	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY		NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY		
WAOK	24	28	9	32	14	26	1	20	24	28	9	32	14	26	1	20	16	19	2	11	14	22			16	19	2	11	14	22			
WCNN	33	58	18	62	15	54			33	60	18	62	15	58			43	59	26	70	17	47			43	61	26	72	17	49			
WFOX	195	73	101	78	91	69	3	50	123	73	64	77	57	70	2	50	242	84	115	88	123	80	4	100	151	87	70	88	79	86	2	100	
WGST	61	37	45	52	16	21			57	35	43	51	14	19			62	46	48	65	14	23			62	46	48	65	14	23			
*WGUN	5	33	1	14	4	50			4	29	1	14	3	43			11	38	3	25	8	47			9	36	1	10	8	53			
WIGO	20	42	4	67	15	60	1	6	20	42	4	67	15	60	1	6	22	49	4	67	17	50	1	20	22	49	4	67	17	50	1	20	
WJGA	3	43	2	67	1	50			3	50	2	67	1	50			5	71	3	75	2	67			5	71	3	75	2	67			
*WJYA	13	52	7	54	6	50			12	50	7	54	5	45			11	52	6	75	5	38			11	52	6	75	5	38			
WJYA FM	28	55	21	72	7	32			19	53	16	70	3	23			33	52	25	69	8	30			20	44	17	63	3	17			
TOTAL	41	54	28	67	13	38			31	52	23	64	8	33			44	52	31	70	13	33			31	47	23	66	8	26			
WKHX	283	57	148	73	124	47	11	35	234	62	116	78	108	50	10	59	324	63	159	75	158	54	7	54	261	68	117	80	137	60	7	88	
WKLS FM	224	60	147	71	59	61	18	26	173	58	115	69	41	55	17	30	249	78	172	84	67	75	10	40	192	78	137	88	47	69	8	35	
WPCH	185	57	74	63	109	53	2	67	148	56	66	68	80	49	2	67	311	73	116	78	195	70			245	71	100	79	145	66			
WPLO	43	48	34	76	9	20			41	48	32	76	9	20			51	59	33	73	18	45			50	60	32	73	18	46			
WQXI	55	66	44	92	11	34			55	66	44	92	11	34			57	78	53	100	4	20			56	78	52	100	4	20			
WQXI FM	329	62	180	71	139	54	10	43	303	63	167	72	129	57	7	39	311	75	167	82	137	68	7	64	292	76	162	83	125	69	5	50	
WRMM	93	70	52	79	41	64			82	73	46	85	36	64			139	81	72	88	66	75	1	100	115	83	64	94	50	71	1	100	
WSB	140	42	94	52	45	30	1	33	129	41	86	51	43	30			108	55	74	68	34	41			97	54	66	67	31	40			
WSB FM	186	71	80	82	104	65	2	50	172	72	74	81	96	66	2	67	239	89	102	94	137	86			227	90	98	94	129	87			
WVEE	224	49	91	60	114	51	19	24	214	49	86	60	110	51	18	24	233	59	76	56	140	60	17	65	226	59	73	56	138	60	15	60	
WYAY	158	64	100	79	51	50	7	35	103	69	65	83	35	58	3	25	187	77	122	82	63	69	2	50	114	80	77	86	36	72	1	50	
WYZE	19	70	5	71	14	70			19	70	5	71	14	70			3	43		2	40	1	100			3	43		2	40	1	100	
WZGC	315	45	120	54	149	60	46	20	255	46	98	60	124	60	33	17	281	62	86	65	169	68	26	35	237	67	67	80	150	72	20	33	
TOTAL LISTENING IN METRO SURVEY AREA									2397	54	1258	67	1039	49	100	23	TOTAL LISTENING IN METRO SURVEY AREA									2599	65	1307	76	1229	58	63	42

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

# Away-From-Home Listening Estimates

ATLANTA  
SPRING 1985

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

STATION CALL LETTERS	AVERAGE PERSONS AWAY-FROM-HOME-TOTAL SURVEY AREA								AVERAGE PERSONS AWAY-FROM-HOME-METRO SURVEY AREA							
	TOT PERS 12+		MEN 18+		WOMEN 18+		TEENS 12-17		TOT PERS 12+		MEN 18+		WOMEN 18+		TEENS 12-17	
	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY	NO AWAY (00)	% AWAY
WAOK	11	30	5	50	4	21	2	25	11	30	5	50	4	21	2	25
WCNN	5	31	5	50					5	33	5	56				
WFOX	29	38	12	32	15	42	2	67	21	46	10	42	10	48	1	100
WGST	7	19	2	13	5	23			7	19	2	14	5	23		
WIGO	6	23	2	67	3	23	1	10	6	23	2	67	3	23	1	10
WJGA	9	18	8	32	1	7			9	18	8	32	1	7		
WJYA FM	8	31	3	43	5	26			8	53	3	75	5	45		
WKHX	75	40	47	59	24	27	4	20	52	39	32	59	18	26	2	20
WKLS FM	75	38	41	45	25	45	9	18	61	41	33	52	19	40	9	24
WPCH	30	25	10	24	17	23	3	60	25	26	9	26	16	27		
WPLO	5	63	2	100	3	50			5	63	2	100	3	50		
WQXI	4	15	1	25	3	16			4	15	1	25	3	16		
WQXI FM	61	33	37	35	19	32	5	31	50	31	28	31	18	33	4	27
WRMM	12	34	6	50	6	33			12	38	6	67	6	33		
WSB	43	21	33	25	9	13	1	50	43	22	33	26	9	14	1	50
WSB FM	58	45	27	60	30	49	1	4	48	46	18	56	29	56	1	5
WVEE	93	34	35	48	46	39	12	15	86	34	33	46	45	39	8	11
WYAY	44	43	26	52	11	34	7	35	24	38	9	38	10	40	5	36
WZGC	99	29	31	36	37	51	31	17	81	28	24	35	33	53	24	15
TOTAL LISTENING IN METRO SURVEY AREA									596	31	281	38	255	32	60	16

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule  
ARBITRDN RATINGS


 Away-From-Home Avgs
 

# Cume Listening Estimates for Daypart Combinations - Metro Survey Area, in (00's)

TOT. PERS. 12+	MONDAY-FRIDAY 5:00 AM - 10:00 AM											STATION CALL LETTERS	TOT. PERS. 12+	MONDAY-SATURDAY 6:00 AM - 10:00 AM											STATION CALL LETTERS	TOT. PERS. 12+	MONDAY-SATURDAY 10:00 AM - 3:00 PM											TNS. 12-17
	MEN					WOMEN					TNS. 12-17			MEN					WOMEN					TNS. 12-17			MEN					WOMEN					TNS. 12-17	
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		
767	46	37	78	38	44	44	176	82	65	58	37	WAOK	757	46	37	94	38	22	59	176	73	65	39	46	WAOK	599	23	55	68	19		89	128	36	55	19	27	
385			78	22	32	27	15	46	20	56	44	WCNN	527			85	9	42	50	15	46	20	56	86	WCNN	586		101	33	46	54	15	52	60	46	90		
1117	31	162	290	27	17	18	279	205	39	7	42	WFOX	1155	31	180	290	27	17	18	293	205	39	13	42	WFOX	1056	11	179	192	22	7	55	337	191	26	13	23	
1248	31	141	119	119	61	37	71	145	103	105	25	WGST	1235	31	141	105	119	61	37	85	145	112	105	25	WGST	1012	31	146	93	64	124		22	71	75	93		
* 94			* 9		* 27							WGUN	* 94			* 9		* 27							WGUN	210			30		42		13		14	22		
337			39	27		44	61	27			19	WIGO	492			52	27	22	55	128	54		19	120	WIGO	490	11	18	39	19	22	100	82	54	11	19	115	
* 67	* 15	* 14	* 8			* 14		* 6			* 10	WJGA	67	15	14	8			14			6		10	WJGA	96	15	14				14	29	12	5		7	
* 189			* 13	* 35	* 31				* 47	* 33		WJYA	* 231			* 13	* 35	* 31				* 10	* 47	* 33	WJYA	267			13	25	11			10	13	43	11	
175			9	33	48		7			50		WJYA FM	204			9	33	56		7		15	56	WJYA FM	320		25	8	26	42	52			15	63			
326			22	57	63		7		47	72		TOTAL	398			22	57	71		7		10	62	79	TOTAL	521		25	39	52	63			10	28	96	11	
2271	160	190	327	180	102	158	244	301	149	202	129	WKHX	2316	171	210	310	151	102	171	244	301	149	198	160	WKHX	2261	178	210	241	162	124	163	281	296	195	166	77	
1770	449	292	61	25		218	240	64		13	408	WKLS FM	1885	449	310	77	42		236	240	74		13	444	WKLS FM	1709	410	344	40	19		279	225	77		13	302	
1417		66	124	177	125	30	28	212	171	195	18	WPCH	1506		66	148	177	152	30	28	222	181	213	18	WPCH	1599	11	62	51	169	126	30	47	218	260	230	10	
550	19	35	45	95	80		11	51	82	61	8	WPLO	548	19	35	45	104	80			51	82	61	8	WPLO	510	49	31	44	68	95		11	45	38	60	8	
446	31	64	79	15		23	102	75	13		8	WQXI	487	42	64	79	15		23	132	75	13		8	WQXI	418	54	59	104			33	67	41	11		28	
2955	276	596	358	78	12	347	739	237	63	30	201	WQXI FM	3012	318	606	358	78	12	347	738	243	63	30	201	WQXI FM	2457	293	426	211	61	12	443	547	222	31	56	137	
884	45	176	99	55		46	172	202	39	20	7	WRMM	911	45	176	111	36		59	164	223	39	20	15	WRMM	1002	57	157	141	15		71	243	227	32	34	10	
2311		205	283	187	229	14	146	213	201	246	57	WSB	2208		205	256	187	203	14	136	204	201	234	57	WSB	1459	20	113	209	118	141		52	79	133	118	34	
1780	62	286	116	106	32	196	468	238	56	78	64	WSB FM	1851	83	298	116	116	32	196	481	253	56	78	64	WSB FM	1591	95	286	156	81	7	200	411	178	32	78	8	
2340	220	377	188	73		262	501	220	52	30	384	WVEE	2424	241	383	184	73		251	552	220	52	30	405	WVEE	2444	248	303	208	73		335	512	208	60	55	380	
918	124	106	154	70	24	52	113	81	56	29	95	WYAY	987	109	140	151	98	24	52	122	91	56	18	112	WYAY	895	90	123	108	87	57	68	72	117	71	38	35	
* 195						* 11	* 45	* 36		* 39	* 34	WYZE	216			10			11	45	47		39	34	WYZE	174			37			22	29		19	27		
3729	428	444	218	123	28	431	351	437	55	36	1178	WZGC	3896	450	454	241	129	47	431	362	440	50	52	1240	WZGC	3328	416	342	253	78	28	487	430	320	70	43	861	
16998	1148	2143	1655	926	648	1195	2291	1687	1005	873	1990	METRO TOTALS	17013	1147	2135	1618	945	655	1184	2295	1687	1005	873	2053	METRO TOTALS	15660	1118	1958	1449	828	564	1215	2207	1574	904	792	1551	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates for Daypart Combinations - Metro Survey Area, in (00's)

ATLANTA  
SPRING 1985

TOT PERS. 12+	MONDAY-SATURDAY 3:00 PM - 7:00 PM										TNS. 12-17	STATION CALL LETTERS	MONDAY-SATURDAY 7:00 PM - MIDNIGHT										TNS. 12-17	STATION CALL LETTERS	MONDAY-SATURDAY 6:00 - 10:00 AM + 3:00 PM - 7:00 PM										TNS. 12-17		
	MEN					WOMEN							MEN					WOMEN							MEN					WOMEN							
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
447	34	37	26		22	106	39	54	44		67	WAOK	334	34	18	26			70	37	36	24		71	WAOK	942	57	55	94	38	44	117	176	109	65	39	86
479		90	56	39	56	15	11	38	53	43		WCNN	202		88	20	25			11	18		22	WCNN	766		114	56	63	79	15	57	49	81	86		
1293	72	224	303	41	7	64	303	190	41		48	WFOX	818	59	143	186	36		38	188	99	27	7	35	WFOX	1717	72	302	389	58	24	76	398	280	49	13	56
879	31	134	110	53	65	11	48	38	75	63	8	WGST	461		45	82		41	11	48	26	27	30	WGST	1488	42	168	168	119	102	37	108	145	131	129	25	
* 173			* 30		* 42					* 16	* 22	WGUN													WGUN	* 197			* 30						* 25	* 22	
476	23	18	39			122	82	45			147	WIGO	318	23	37	26			55	48	9	11	109	WIGO	781	23	18	78	27	22	133	173	91		19	182	
48		14									29	WJGA	160	29	23				14	29		19	46	WJGA	97	15	20	8			14		6	5		29	
* 200			* 13	* 25	* 15					* 10	* 21	WJYA													WJYA	* 326			* 13	* 50	* 31			* 10	* 47	* 33	* 11
275			9	55	37		11			10		WJYA FM	209			22	49	17			11	20	10	27	WJYA FM	369			9	71	68		19		25	78	
442			22	65	52		11	10	31	54	11	WJYA TOTAL												11	WJYA TOTAL	624			22	95	83		19	10	72	101	11
2353	231	190	316	177	97	149	249	302	159	141	178	WKHX	1472	115	109	210	46	22	129	164	201	68	91	190	WKHX	2999	231	243	405	236	119	204	326	379	204	227	227
2174	480	433	44	42		305	179	58	17	25	591	WKLS FM	1463	339	214	25	45	22	197	154	34	17	416	WKLS FM	2574	521	511	77	42		340	257	99	17	25	685	
1561	11	66	79	156	137	12	104	220	229	196	21	WPCH	1070	12	51	54	84	87	18	113	132	115	78	19	WPCH	2153	11	96	188	196	179	30	131	267	282	298	39
468	49	32	29	78	46	14	25	48	42	45	11	WPLO	193	19		20		17		11	25	42	39	WPLO	737	49	55	58	110	96	14	25	58	91	85	19	
443	42	70	125		22	37	59	41	11		15	WQXI	283	20	24	39			37	78	13		32	WQXI	692	54	91	134	15	22	60	148	85	24		23	
2562	288	517	225	42	12	370	498	226	31	37	298	WQXI FM	1662	184	347	59	32	17	249	369	68	9	15	293	WQXI FM	3771	418	731	381	78	12	472	817	310	63	67	404
1055	45	168	165	54		97	221	211	26	24	44	WRMM	668	32	84	97			93	192	121	22	27	WRMM	1418	45	238	187	60		109	295	324	47	31	59	
1581	20	227	244	151	125		65	87	174	127	7	WSB	1672		283	248	128	115	11	75	110	90	88	29	WSB	2727	20	316	341	227	245	14	149	213	226	257	57
1749	95	325	151	100	32	256	431	161	44	53	56	WSB FM	1184	32	137	146	67	18	242	218	89	14	36	151	WSB FM	2473	116	437	170	159	32	340	590	298	63	78	97
2770	250	414	221	85		298	517	258	73	30	562	WVEE	2245	250	394	186	38		231	477	119	63	472	WVEE	3327	335	480	259	85		391	633	287	100	30	665	
1008	104	133	127	74	38	92	110	117	26	29	129	WYAY	671	93	76	81	52	7	54	109	49	17	23	95	WYAY	1356	143	179	198	108	50	92	149	139	56	29	184
178		18	13	29			34	20	10	39		WYZE													WYZE	301		18	13	29		11	56	47	10	39	34
3894	430	418	268	97	28	569	454	369	55	38	1168	WZGC	2871	319	182	166	60	7	450	287	136	35	13	1201	WZGC	5020	573	539	320	160	69	656	590	506	77	65	1465
16316	1063	2035	1658	896	563	1285	2202	1628	894	667	1964	METRO TOTALS	12486	1059	1497	1227	563	331	1042	1832	1071	526	399	1915	METRO TOTALS	18333	1223	2251	1796	1015	699	1327	2404	1825	1042	899	2198

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRDN RATINGS

Cume Combo

# Cume Listening Estimates for Daypart Combinations - Metro Survey Area, in (00's)

MONDAY-FRIDAY 6:00 AM - 10:00 AM + 3:00 PM - MIDNIGHT												MONDAY-FRIDAY 6:00 AM - 10:00 AM + 7:00 PM - MIDNIGHT												MON-FRI. 6-10 AM + 3-7PM + WKEND. 6 AM - MID.													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
942	57	37	78	38	44	117	176	118	65	39	111	WAOK	841	57	37	65	38	22	92	176	100	65	39	88	WAOK	1162	57	91	146	49	44	128	221	136	65	58	105
701		166	43	53	56	15	68	38	81	88		WCNN	518		149	29	46	27	15	57	28	56	66		WCNN	970		158	77	63	109	15	68	74	92	112	
1734	110	281	376	68	24	61	403	290	58	7	56	WFOX	1452	90	217	350	58	17	37	343	238	53	7	42	WFOX	1962	72	324	464	58	24	120	457	318	49	13	63
1540	42	168	217	119	88	37	119	163	131	129	25	WGST	1386	31	168	174	119	76	37	119	163	112	105	25	WGST	1638	42	179	203	119	117	37	108	183	131	142	25
* 197			* 30		* 42				* 25	* 22		WGUN	* 94			* 9		* 27							WGUN	* 205			* 30		* 42				* 33	* 22	
658	23	37	65	19		122	117	54	11	19	191	WIGO	491	23	37	39	19		66	84	36	11	19	157	WIGO	897	23	55	94	27	22	133	184	109	11	19	190
180	29	44	8			14	14	6	19		46	WJGA	160	29	37	8			14	14	6	19		33	WJGA	* 172	* 29	* 20	* 8			* 14	* 29	* 12	* 19		* 41
* 302			* 13	* 50	* 31			* 10	* 47	* 33	* 11	WJYA	* 189		* 13	* 35	* 31							* 47	* 33	WJYA	* 406	* 18	* 13	* 50	* 48			* 10	* 47	* 58	* 11
389			9	75	68	19	20	10	78	11	11	WJYA FM	302		9	75	48		19	20	10	63	11	11	WJYA FM	444			31	71	68	19	20	25	85	11	
585			22	85	83	19	20	57	101	11	11	TOTAL	440		22	85	63		19	20	57	86	11	11	TOTAL	745		18	31	95	100	19	20	72	133	11	
3002	230	243	436	223	119	195	337	378	204	229	218	WKHX	2561	165	217	380	138	102	182	285	357	158	210	211	WKHX	3365	242	297	459	251	154	204	367	407	220	266	262
2662	559	500	77	25	22	359	301	125	17	13	664	WKLS FM	2266	506	416	61	25	22	279	294	99	17	13	534	WKLS FM	2762	521	535	88	51	22	347	328	99	17	25	729
2154	23	96	152	196	175	49	135	308	248	277	48	WPCH	1869	12	66	152	177	164	49	119	275	194	218	37	WPCH	2496	11	114	231	206	212	46	207	288	304	310	55
724	34	55	65	110	96	14	11	58	100	85	19	WPLO	593	19	35	65	95	80		11	51	91	75	8	WPLO	839	49	55	69	121	111	14	33	65	91	85	19
721	42	91	134	15	22	60	143	75	24		39	WQXI	618	31	64	118	15		60	127	75	13		39	WQXI	804	54	110	134	25	36	60	175	94	33	47	
3974	456	728	394	91	29	490	840	307	63	58	480	WQXI FM	3533	391	667	370	91	29	413	770	250	63	45	406	WQXI FM	4296	486	803	407	101	12	586	853	320	63	106	526
1434	78	232	173	47		101	325	303	69	31	52	WRMM	1193	78	197	148	36		77	262	258	60	20	34	WRMM	1637	45	278	213	60		153	363	344	56	31	71
3209	20	385	453	236	288	25	181	213	248	263	86	WSB	3033		371	407	196	276	25	181	213	248	263	86	WSB	3104	20	388	404	262	245	25	187	236	259	257	75
2653	95	445	236	130	32	367	620	299	63	78	162	WSB FM	2365	95	342	195	87	32	352	587	268	56	78	162	WSB FM	2849	116	457	254	181	32	417	643	323	78	78	129
3355	337	498	259	85		358	658	298	89	30	681	WVEE	2910	290	443	221	73		331	621	249	78	30	541	WVEE	3643	372	515	276	97		428	670	296	100	55	772
1330	162	149	198	98	42	77	169	128	56	29	193	WYAY	1123	162	134	151	80	30	61	159	87	56	29	160	WYAY	1471	162	179	198	108	65	115	149	139	67	39	193
* 262			* 13	* 19		* 11	* 56	* 36	* 10	* 39	* 34	WYZE	* 195						* 11	* 45	* 36		* 39	* 34	WYZE	* 351		* 18	* 26	* 37		* 11	* 67	* 47	* 10	* 39	* 52
5057	565	564	312	160	50	666	576	502	72	49	1526	WZGC	4522	539	472	273	139	28	598	430	464	67	36	1461	WZGC	5462	660	597	365	187	69	706	659	523	86	65	1545

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Cume Listening Estimates for Daypart Combinations - Metro Survey Area, in (00's)

ATLANTA  
SPRING 1985

TOT. PERS. 12+	MONDAY-FRIDAY 6:00 AM - 3:00 PM										TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MONDAY-FRIDAY 6:00 AM - 3:00 PM + 7:00 PM - MIDNIGHT										TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MONDAY-FRIDAY 10:00 AM - 7:00 PM										TNS. 12-17	
	MEN					WOMEN								MEN					WOMEN								MEN					WOMEN						
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64		18-24
784	34	37	65	38	22	100	176	82	65	39	46	WAOK	902	57	37	65	38	22	114	188	109	65	39	88	WAOK	709	46	37	52		22	139	128	63	55	19	68	
607		116	29	56	58	15	57	49	56	82		WCNN	685		174	29	56	58	15	68	49	56	91		WCNN	703		133	43	63	87	15	52	59	61	82		
1356	31	195	302	37	24	66	357	251	44	7	42	WFOX	1629	90	235	363	68	24	74	390	278	58	7	42	WFOX	1387	72	234	286	51	7	75	351	215	41	7	48	
1501	42	171	152	129	120	37	93	145	131	116	25	WGST	1594	42	185	187	129	120	37	119	163	131	116	25	WGST	1146	31	167	123	73	107	11	48	82	95	93	8	
* 221			* 30		* 27		* 13		* 25	* 22		WGUN	* 221		* 30		* 27		* 13		* 25	* 22			WGUN	* 234		* 43		* 42		* 13		* 25	* 22			
518	11	18	52	19		100	106	36		19	157	WIGO	617	23	37	52	19		111	117	45	11	19	183	WIGO	549	11	18	52			133	104	45		19	167	
120	15	20	8			14	29	12	5		17	WJGA	188	29	44	8			14	29	12	19		33	WJGA	118	15	14			14	29	12	5		29		
* 329		* 8	* 13	* 50	* 42		* 10	* 47	* 43			WJYA	* 329		* 8	* 13	* 50	* 42			* 10	* 47	* 43		WJYA	* 288		* 8	* 13	* 25	* 26		* 10	* 21	* 43	* 11		
357		8	26	48	68		7	9	77			WJYA FM	437		8	26	75	68		19	20	19	77	11	WJYA FM	349		8	26	32	52		11	19	72			
592		8	39	72	94		7	10	56	109		TOTAL	648		8	39	85	94		19	20	66	109	11	TOTAL	569		8	39	42	78		11	10	40	104	11	
2617	170	214	366	197	131	158	327	338	208	221	149	WKHX	2888	189	241	417	197	131	182	338	368	217	232	211	WKHX	2635	210	213	356	207	131	170	293	312	246	191	142	
2141	487	382	87	25		321	254	92		13	480	WKLS FM	2466	518	448	87	25	22	341	307	118	17	13	570	WKLS FM	2259	499	438	70	25		349	220	74	17	13	554	
1804	11	74	124	196	136	30	50	251	244	255	28	WPCH	2187	23	74	152	206	175	49	130	302	277	265	37	WPCH	1837	11	74	79	171	175	30	108	252	242	264	21	
688	34	43	65	95	128		11	51	91	85	8	WPLO	717	34	43	85	95	128		11	51	100	85	8	WPLO	589	34	55	44	88	90	14	11	58	60	55	19	
528	42	76	105	15		45	102	75	24		8	WQXI	665	42	76	131	15		60	127	75	24		39	WQXI	471	31	70	134		22	48	86	40	11	8		
3551	381	658	385	78	12	486	825	304	63	59	282	WQXI FM	4030	476	730	398	91	29	529	846	317	63	74	439	WQXI FM	3003	304	608	260	61	12	495	609	256	31	29	320	
1150	57	175	158	42		53	269	268	47	41	17	WRMM	1403	89	208	187	42		90	328	293	68	41	34	WRMM	1221	57	202	174	47		77	253	269	49	34	44	
2596	20	241	348	224	245	14	147	204	201	244	57	WSB	3296	20	400	439	233	303	25	192	213	248	273	86	WSB	1923	39	248	277	158	190		90	96	182	143	21	
2183	95	385	178	109	32	265	546	273	65	78	64	WSB FM	2603	95	440	231	109	32	375	602	288	65	78	162	WSB FM	2031	95	351	191	110	32	253	528	217	53	78	46	
2961	331	451	234	85		343	589	287	75	30	474	WVEE	3238	358	469	234	85		368	646	298	89	30	599	WVEE	2886	277	384	259	85		362	567	267	62	30	516	
1151	109	159	187	88	53	61	138	113	71	38	105	WYAY	1332	162	159	198	98	60	61	168	118	71	48	160	WYAY	1141	124	147	135	76	60	77	110	128	71	48	136	
227		18				11	45	36		39	34	WYZE	* 227		* 18				* 11	* 45	* 36		* 39	* 34	WYZE	188		18	13	19		22	27	10	39	10		
4407	494	466	311	144	50	598	499	453	79	49	1264	WZGC	5048	583	495	346	160	50	699	569	480	101	49	1501	WZGC	4195	468	454	294	90	28	610	536	399	84	49	1183	
17993	1232	2233	1717	1007	665	1346	2418	1804	1051	899	2049	METRO TOTALS	18427	1288	2233	1758	1027	717	1353	2418	1815	1061	899	2159	METRO TOTALS	17151	1118	2072	1648	909	623	1335	2341	1734	1027	801	1979	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Cume Combo

# Cume Listening Estimates for Daypart Combinations - Metro Survey Area, in (00's)

MONDAY-FRIDAY 10:00 AM - MIDNIGHT												MONDAY-FRIDAY 10:00 AM - 3:00 PM + 7:00 PM - MIDNIGHT												MONDAY-FRIDAY 3:00 PM - MIDNIGHT															
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17		
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64			
768	57	37	52		22	139	140	73	55	19	94	WAOK	634	46	37	39				114	128	45	55	19	71	WAOK	511	46	18	39			22	106	61	63	44		94
782		192	43	63	87	15	63	59	61	91		WCNN	582		160	20	56	42	15	52	49	35	79		WCNN	576		166	43	39	56	15	22	38	53	66			
1539	110	246	320	66	7	75	367	244	49	7	48	WFOX	1244	70	200	265	46	7	63	299	212	41	7	34	WFOX	1405	110	239	299	56	7	50	322	218	49	7	48		
1245	31	167	158	73	107	22	59	99	104	93	8	WGST	1068	31	149	128	64	95	11	48	70	84	79		WGST	970	31	134	151	53	51	22	59	56	73	73	8		
* 234			* 43		* 42		* 13		* 25	* 22		WGUN	* 195		* 30		* 27		* 13		* 14	* 22			WGUN	* 173			* 30		* 42				* 16	* 22			
600	23	37	52			133	104	45	11	19	176	WIGO	510	23	37	39			111	82	36	11	19	152	WIGO	517	23	37	39			122	82	36	11		167		
186	29	37				14	29	12	19		46	WJGA	173	29	37				14	29	12	19		33	WJGA	159	29	37				14	14		19		46		
* 288		* 8	* 13	* 25	* 26		* 10	* 21	* 43	* 11	* 11	WJYA	* 197		* 8		* 25	* 11		* 10		* 43			WJYA	* 187			* 13	* 25	* 15		* 10	* 21		* 11			
426		8	26	65	52		11	20	19	85	11	WJYA FM	403		8	26	65	52		11	20	19	77	11	WJYA FM	322		9	65	37		11	20	10	68		11		
626		8	39	75	78		11	20	40	118	11	TOTAL	523		8	26	75	63		11	20	19	109	11	TOTAL	455		22	75	52		11	20	31	68		11		
2888	230	233	403	207	131	182	315	327	255	232	197	WKHX	2317	170	183	302	117	124	158	281	301	183	189	159	WKHX	2515	230	198	344	174	112	171	262	317	167	182	197		
2502	542	468	70	25	22	368	274	99	17	13	604	WKLS FM	1947	439	375	40	19	22	326	206	81	17	13	409	WKLS FM	2300	530	432	44	25	22	332	237	71	17		590		
2105	23	104	93	181	187	49	119	308	261	264	30	WPCH	1878	23	74	80	181	152	49	103	274	236	231	19	WPCH	1765	23	96	80	156	160	30	108	276	227	196	30		
618	34	55	64	88	90	14	11	58	69	55	19	WPLO	508	34	31	64	68	77		11	45	60	49	8	WPLO	426	34	32	36	68	46	14	11	48	51	45	11		
572	31	70	147		22	48	110	40	11		32	WQXI	449	31	38	117			48	80	31	11		32	WQXI	517	31	70	125		22	37	97	31	11		32		
3468	369	691	273	73	29	525	693	269	31	44	433	WQXI FM	2835	333	557	162	73	29	428	620	200	31	44	320	WQXI FM	2901	326	569	238	54	29	388	591	229	31	28	380		
1390	89	221	187	47		113	300	269	71	34	44	WRMM	1122	89	171	158	6		90	265	213	54	34	27	WRMM	1140	78	163	161	42		101	251	229	47	24	44		
2602	39	343	404	188	233	11	121	121	218	156	49	WSB	2303	20	343	337	160	196	11	99	121	151	134	49	WSB	2250	20	311	404	181	168	11	97	92	200	140	35		
2374	95	383	244	110	32	325	561	242	53	78	140	WSB FM	2007	95	326	221	69	18	292	459	184	32	78	140	WSB FM	2088	95	327	217	100	32	302	474	206	44	72	140		
3128	315	421	272	85		370	606	286	75	30	591	WVEE	2659	271	341	221	61		321	570	246	75	30	461	WVEE	2837	273	391	247	85		277	583	266	75	11	581		
1254	143	147	154	92	60	77	152	128	71	48	153	WYAY	1059	143	115	142	92	48	54	115	113	71	48	103	WYAY	1067	123	123	154	80	30	77	143	107	26	29	146		
* 188		* 18	* 13	* 19			* 22	* 27	* 10	* 39	* 10	WYZE	* 87		* 18					* 11	* 18			* 10	WYZE	* 116			* 13	* 19		* 11	* 9	* 10	* 39				
4756	546	513	330	105	28	692	559	410	84	49	1425	WZGC	3875	482	339	219	77	28	613	461	271	84	49	1237	WZGC	4283	472	466	283	90	28	588	491	365	55	38	1392		

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Cume Listening Estimates for Daypart Combinations - Metro Survey Area, in (00's)

ATLANTA  
SPRING 1985

MONDAY-SUNDAY 10:00 AM - 3:00 PM + 7:00 PM - MIDNIGHT												MONDAY-SUNDAY 3:00 PM - MIDNIGHT												MONDAY-SUNDAY 7:00 PM - MIDNIGHT													
TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17	STATION CALL LETTERS	TOT. PERS. 12+	MEN					WOMEN					TNS. 12-17
	18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64				18-24	25-34	35-44	45-54	55-64	18-24	25-34	35-44	45-54	55-64	
962	46	91	107	49	22	125	162	100	65	19	96	WAOK	682	46	55	52		22	106	117	82	54	19	111	WAOK	390	34	37	26			70	37	54	33		81
716		171	54	56	54	15	63	69	46	99		WCNN	632		166	64	39	56	15	22	55	53	66		WCNN	202		88	20	25			11	18		22	
1606	91	254	380	58	7	63	402	256	41	13	41	WFOX	1643	110	261	386	56	7	88	371	253	49	7	55	WFOX	868	59	143	225	36		38	199	99	27	7	35
1228	31	160	128	76	124	11	48	99	95	93		WGST	1061	31	134	158	65	65	22	59	56	84	82	8	WGST	501		45	82	12	41	11	48	26	27	39	
* 210			* 30		* 42		* 13		* 14	* 22		WGUN	* 173			* 30		* 42							WGUN												
700	23	37	52	19	22	144	115	73	22	19	159	WIGO	616	34	55	52			122	82	63	11		167	WIGO	327	23	37	26			55	48	18	11	109	
186	29	37				14	29	12	19		46	WJGA	192	29	37				14	29	6	19		58	WJGA	160	29	23				14	29		19	46	
* 287		* 25	* 13	* 25	* 11			* 10	* 13	* 43	* 11	WJYA	* 220			* 13	* 25	* 15			* 10	* 21	* 11		WJYA												
449		8	39	75	52		11	31	25	83	11	WJYA FM	384			31	75	37		11	20	10	75	11	WJYA FM	216			22	49	17		11	20	10	34	11
636		25	39	85	63		11	31	38	116	11	TOTAL	537			31	85	52		11	20	31	75	11	TOTAL												
2924	242	261	324	167	145	204	347	355	204	231	234	WKHX	2888	250	233	396	187	147	192	312	360	185	203	247	WKHX	1595	115	134	219	52	43	129	178	208	68	125	197
2360	489	415	51	45	22	348	301	102	17	13	557	WKLS FM	2572	530	457	55	51	22	353	271	94	17	25	697	WKLS FM	1543	360	237	25	45	22	204	154	34	17	445	
2227	23	92	136	203	179	65	141	274	288	263	35	WPCH	2027	23	96	93	166	182	30	158	287	261	216	30	WPCH	1133	12	51	54	84	87	18	124	148	133	78	19
615	49	31	75	90	95		18	52	60	60	8	WPLO	591	49	32	60	95	46	14	33	56	51	45	11	WPLO	205	19		20	12	17		11	25	42	39	
558	54	71	117		14	48	102	41	11		39	WQXI	611	42	82	138		36	37	124	41	11		39	WQXI	283	20	24	39			37	78	13		32	
3444	403	650	237	95	29	507	657	265	31	71	446	WQXI FM	3264	351	682	257	66	29	481	591	239	40	52	438	WQXI FM	1846	184	441	79	32	17	286	380	68	19	15	305
1429	89	226	210	15		132	343	272	54	34	39	WRMM	1413	78	194	187	54		170	343	272	47	24	44	WRMM	743	32	96	97			118	203	148	22	27	
2591	39	393	371	179	207	11	127	150	181	144	63	WSB	2427	20	337	430	207	168	11	127	131	218	140	35	WSB	1736		283	256	153	127	11	88	116	90	88	29
2445	95	393	273	110	18	388	547	230	47	78	158	WSB FM	2331	95	345	255	120	32	410	499	218	44	72	162	WSB FM	1276	32	149	155	76	18	272	244	95	14	36	151
3224	367	441	250	73		379	607	273	86	55	631	WVEE	3266	314	485	263	85		358	583	286	86	30	714	WVEE	2313	262	394	186	38		231	488	144	63	492	
1245	162	135	158	92	63	79	126	123	71	48	131	WYAY	1169	123	133	171	80	38	92	152	117	42	29	163	WYAY	707	93	76	81	52	7	54	109	49	24	23	124
* 174		* 37		* 10			* 22	* 29		* 19	* 27	WYZE	* 205		* 18	* 13	* 37			* 34	* 29	* 10	* 39	* 10	WYZE												
4807	584	477	344	129	28	695	587	410	89	49	1400	WZGC	4667	506	499	320	112	28	662	547	402	59	38	1479	WZGC	2980	330	204	186	60	7	457	287	149	35	13	1237
17578	1206	2096	1696	883	673	1320	2414	1742	962	840	2096	METRO TOTALS	17545	1206	2142	1763	971	640	1353	2324	1719	929	729	2131	METRO TOTALS	12896	1059	1535	1249	599	387	1081	1880	1129	566	432	1937

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBITRON RATINGS

Cume Combo

# Metro Cumes for Daypart Combinations

ATLANTA  
SPRING 1985

TOTAL MEN 18+

STATION CALL LETTERS	MONDAY-SATURDAY					MONDAY-FRIDAY										MON-SUN			STATION CALL LETTERS
	6 AM- 10 AM	10 AM- 3 PM	3 PM- 7 PM	7 PM- MID	6-10 AM + 3-7 PM	5 AM 10 AM	6-10 AM + 3 MID	6-10 AM + 7-MID	6-10 AM+ 3-7 PM WKND	6 AM- 3 PM	6 AM- 3 PM+ 7PM- MID	10 AM- 7 PM	10 AM- MID	10 AM- 3 PM+ 7 PM- MID	3 PM MID	10 AM- 3 PM+ 7 PM- MID	3 PM- MID	7 PM- MID	
WAOK	255	201	137	96	306	261	272	237	405	232	255	193	204	158	143	351	193	115	WAOK
WCNN	239	260	271	133	383	171	348	263	514	285	343	371	430	304	334	361	373	133	WCNN
WFOX	545	411	647	424	845	527	859	732	942	589	780	650	749	588	711	790	820	463	WFOX
WGST	584	580	464	229	726	601	749	683	805	768	817	623	674	605	507	691	558	241	WGST
WGUN	* 54	102	* 102		* 102	* 54	* 102	* 54	* 102	* 87	* 87	* 115	* 115	* 87	* 102	* 102	* 102		WGUN
WIGO	101	109	80	86	168	66	144	118	221	100	131	81	112	99	99	153	141	86	WIGO
WJGA	37	29	14	52	43	* 37	81	74	* 57	43	81	29	66	66	66	66	66	52	WJGA
WJYA	* 107	137	* 105		* 157	* 95	* 133	* 95	* 192	* 176	* 176	* 135	* 135	* 91	* 92	* 137	* 105		WJYA
WJYA FM	126	183	141	111	188	118	192	160	225	205	232	173	206	206	143	229	198	111	WJYA FM
TOTAL	206	297	231		303	186	269	214	362	331	344	285	318	274	220	330	275		TOTAL
WKHX	1001	972	1074	566	1317	996	1326	1066	1499	1115	1239	1180	1279	960	1133	1223	1288	627	WKHX
WKLS FM	878	813	999	645	1151	827	1183	1030	1217	981	1100	1032	1127	895	1053	1022	1115	689	WKLS FM
WPCH	672	598	579	405	847	621	831	752	979	718	831	676	781	703	684	850	745	405	WPCH
WPLO	311	299	234	56	396	302	388	322	464	393	413	323	343	286	216	368	313	68	WPLO
WQXI	221	238	280	83	337	210	325	249	380	259	285	278	291	207	269	277	319	83	WQXI
WQXI FM	1390	1021	1102	639	1638	1338	1716	1566	1827	1532	1742	1263	1453	1172	1234	1432	1403	753	WQXI FM
WRMM	376	370	432	213	538	383	538	467	604	440	534	480	544	424	444	540	513	225	WRMM
WSB	1041	765	873	993	1406	1094	1718	1586	1624	1303	1743	1088	1494	1343	1303	1494	1393	1038	WSB
WSB FM	657	637	715	400	926	614	950	763	1052	811	919	791	876	741	783	901	859	430	WSB FM
WVEE	899	850	988	868	1177	876	1197	1045	1278	1119	1164	1023	1111	912	1014	1149	1165	880	WVEE
WYAY	522	480	491	324	693	478	664	557	739	611	692	557	611	555	525	637	560	324	WYAY
WYZE	10	47	60		60		* 32		* 81	18	* 18	50	* 50	* 18	* 32	* 47	* 68		WYZE
WZGC	1321	1117	1241	749	1661	1241	1666	1466	1878	1465	1649	1334	1537	1160	1354	1577	1480	802	WZGC
METRO TOTALS	7042	6490	6772	5080	7618	7065	7671	7412	7730	7459	7671	6947	7272	6631	7072	7186	7334	5232	METRO TOTALS

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule

# Metro Cumes for Daypart Combinations

ATLANTA  
SPRING 1985

TOTAL WOMEN 18+

STATION CALL LETTERS	MONDAY-SATURDAY					MONDAY-FRIDAY											MON-SUN			STATION CALL LETTERS
	6 AM 10 AM	10 AM 3 PM	3 PM 7 PM	7 PM MID	6 10 AM + 3 7 PM	5 AM 10 AM	6 10 AM + 3 MID	6 10 AM + 7 MID	6 10 AM + 3 7 PM WKND	6 AM 3 PM	6 AM 3 PM + 7 PM MID	10 AM 7 PM	10 AM MID	10 AM 3 PM + 7 PM MID	3 PM MID	10 AM 3 PM + 7 PM MID	3 PM MID	7 PM MID		
WAOK	456	371	243	167	550	469	559	516	652	506	559	448	470	405	274	515	378	194	WAOK	
WCNN	288	326	208	69	383	214	353	255	456	322	342	332	352	278	242	355	259	69	WCNN	
WFOX	568	622	598	359	816	548	819	678	957	725	807	689	742	622	646	775	768	370	WFOX	
WGST	626	432	407	232	737	622	766	678	808	708	752	515	563	463	455	537	495	260	WGST	
WGUN	* 40	108	* 71		* 95	* 40	* 95	* 40	* 103	* 134	* 134	* 119	* 119	* 108	* 71	* 108	* 71		WGUN	
WIGO	271	266	249	123	431	151	323	216	486	261	303	312	312	259	251	388	308	132	WIGO	
WJGA	20	60	5	62	25	* 20	53	53	* 74	60	74	60	74	74	47	74	68	62	WJGA	
WJYA	* 124	119	* 84		* 158	* 94	* 158	* 94	* 203	* 153	* 153	* 142	* 142	* 106	* 84	* 139	* 104		WJYA	
WJYA FM	78	137	134	87	181	57	186	131	208	152	194	176	209	186	168	209	175	94	WJYA FM	
TOTAL	192	213	200		310	140	305	215	372	261	293	273	297	238	224	295	251		TOTAL	
WKHX	1155	1212	1101	716	1455	1146	1458	1284	1604	1353	1438	1313	1412	1198	1185	1467	1353	771	WKHX	
WKLS FM	563	594	584	402	738	535	815	702	816	680	796	673	771	643	657	781	760	409	WKLS FM	
WPCH	816	991	961	646	1267	778	1275	1080	1462	1058	1319	1140	1294	1156	1051	1342	1252	709	WPCH	
WPLO	229	203	223	137	322	240	317	263	356	287	296	247	256	214	199	239	267	137	WPLO	
WQXI	258	152	148	168	332	228	357	330	377	261	341	185	249	210	216	242	253	168	WQXI	
WQXI FM	1421	1299	1162	730	1729	1416	1778	1561	1943	1737	1849	1420	1582	1343	1287	1566	1423	788	WQXI FM	
WRMM	520	622	579	428	821	494	844	692	962	693	835	697	802	671	652	850	856	491	WRMM	
WSB	1110	660	701	650	1264	1160	1405	1361	1405	1236	1467	814	1059	911	912	1034	999	669	WSB	
WSB FM	1130	946	978	633	1450	1102	1541	1440	1668	1308	1522	1194	1358	1126	1165	1386	1310	695	WSB FM	
WVEE	1120	1214	1220	905	1485	1080	1477	1324	1593	1368	1475	1347	1426	1286	1242	1444	1387	941	WVEE	
WYAY	353	380	388	252	479	345	473	406	539	435	480	448	490	401	396	477	446	259	WYAY	
WYZE	172	100	118		207	* 161	* 196	* 161	* 218	175	* 175	128	* 128	* 59	* 84	* 100	* 127		WYZE	
WZGC	1335	1350	1485	921	1894	1310	1865	1595	2039	1678	1898	1678	1794	1478	1537	1830	1708	941	WZGC	
METRO TOTALS	7918	7619	7580	5491	8517	7943	8539	8339	8629	8485	8597	8225	8356	7753	7780	8296	8080	5727	METRO TOTALS	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule

ARBITRON RATINGS

# Metro Cumes for Daypart Combinations

ATLANTA  
SPRING 1985

MEN 18-49

STATION CALL LETTERS	MONDAY-SATURDAY					MONDAY-FRIDAY										MON-SUN			STATION CALL LETTERS
	6 AM- 10 AM	10 AM- 3 PM	3 PM- 7 PM	7 PM- MID	6-10 AM+ 3-7 PM	5 AM- 10 AM	6-10 AM+ 3 MID	6-10 AM+ 7-MID	6-10 AM+ 3-7 PM WKND	6 AM- 3 PM	6 AM- 3 PM+ 7PM- MID	10 AM- 7 PM	10 AM- MID	10 AM- 3 PM+ 7 PM- MID	3 PM- MID	10 AM- 3 PM+ 7 PM- MID	3 PM- MID	7 PM- MID	
WAOK	215	165	97	78	244	199	210	197	332	174	197	135	146	122	103	282	153	97	WAOK
WCNN	114	144	163	118	197	110	226	188	262	165	223	203	262	200	226	245	247	118	WCNN
WFOX	501	382	609	388	773	483	777	657	870	528	688	602	686	535	658	725	767	427	WFOX
WGST	318	290	285	127	419	332	468	414	465	416	465	341	376	328	326	351	345	139	WGST
WGUN	* 9	30	* 30		* 30	* 9	* 30	* 9	* 30	* 30	* 30	* 43	* 30	* 30	* 30	* 30			WGUN
WIGO	71	87	80	86	138	58	144	118	191	100	131	81	112	99	99	131	141	86	WIGO
WJGA	37	29	14	52	43	* 37	81	74	* 57	43	81	29	66	66	66	66	66	52	WJGA
WJYA	* 23	63	* 38		* 38	* 23	* 38	* 23	* 56	* 46	* 46	* 46	* 46	* 33	* 38	* 63	* 38		WJYA
WJYA FM	35	69	44	43	60	35	50	50	82	75	75	59	65	65	40	88	72		WJYA FM
TOTAL	48	109	67		73	48	63	100	88	88	82	82	88	75	63	115	82	43	TOTAL
WKHX	792	710	843	470	1014	795	1031	850	1133	861	958	895	982	726	865	913	985	510	WKHX
WKLS FM	878	813	999	614	1151	827	1161	1008	1186	981	1078	1032	1105	873	1031	991	1084	658	WKLS FM
WPCH	313	211	228	164	394	279	370	329	455	298	348	241	307	264	271	350	284	164	WPCH
WPLO	143	152	143	39	212	134	204	154	234	177	197	176	196	157	135	200	191	39	WPLO
WQXI	185	217	237	83	279	174	267	213	298	223	249	235	248	186	226	242	262	83	WQXI
WQXI FM	1352	983	1064	614	1600	1300	1661	1511	1779	1494	1687	1225	1398	1117	1179	1367	1348	728	WQXI FM
WRMM	362	370	415	213	513	369	513	453	579	426	520	463	527	424	427	540	496	225	WRMM
WSB	543	378	561	584	799	570	980	860	953	721	971	634	872	764	821	886	892	610	WSB
WSB FM	567	590	624	344	815	524	839	673	931	709	817	700	785	683	692	824	758	365	WSB FM
WVEE	834	790	923	849	1112	811	1132	980	1201	1054	1099	958	1046	864	949	1089	1100	861	WVEE
WYAY	468	378	408	290	588	442	577	515	607	513	587	452	506	462	450	517	477	290	WYAY
WYZE	10	47	60		60		* 32		* 73	18	* 18	50	* 50	* 18	* 32	* 47	* 60		WYZE
WZGC	1246	1068	1173	709	1533	1185	1542	1385	1738	1366	1525	1276	1455	1078	1272	1483	1388	762	WZGC
METRO TOTALS	5424	5004	5263	4123	5831	5460	5860	5701	5913	5735	5852	5353	5590	5098	5450	5508	5665	4207	METRO TOTALS

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule

# Metro Cumes for Daypart Combinations

ATLANTA  
SPRING 1985

WOMEN 18-49

STATION CALL LETTERS	MONDAY-SATURDAY					MONDAY-FRIDAY										MON-SUN			STATION CALL LETTERS
	6 AM- 10 AM	10 AM- 3 PM	3 PM- 7 PM	7 PM- MID	6-10 AM+ 3-7 PM	5 AM- 10 AM	6-10 AM+ 3 MID	6-10 AM+ 7-MID	6-10 AM+ 3-7 PM WKND	6 AM- 3 PM	6 AM- 3 PM+ 7PM- MID	10 AM- 7 PM	10 AM- MID	10 AM- 3 PM+ 7 PM- MID	3 PM- MID	10 AM- 3 PM+ 7 PM- MID	3 PM- MID	7 PM- MID	
WAOK	341	286	221	154	435	335	444	401	518	391	444	363	385	320	252	420	327	172	WAOK
WCNN	97	154	72	29	137	97	137	116	184	137	148	142	153	132	83	174	100	29	WCNN
WFOX	555	604	593	352	798	541	807	671	939	713	795	677	730	610	634	757	756	363	WFOX
WGST	322	112	116	94	356	308	385	374	394	341	385	171	219	157	165	197	165	94	WGST
WGUN	* 14	27	* 5		* 14	* 14	* 14	* 14	* 22	* 27	* 27	* 27	* 27	* 27	* 5	* 27	* 5		WGUN
WIGO	237	247	249	123	397	132	304	197	437	242	284	282	293	240	251	354	278	132	WIGO
WJGA	20	55		57	20	* 20	48	48	* 69	55	69	55	69	69	42	69	63	57	WJGA
WJYA	* 44	10	* 31		* 44	* 34	* 44	* 34	* 44	* 44	* 31	* 31	* 10	* 31	* 10	* 31			WJYA
WJYA FM	16		11	31	28	7	39	48	7	39	11	31	31	31	42	31	31		WJYA FM
TOTAL	60	10	42		72	41	73	73	82	51	73	42	52	31	52	42	52		TOTAL
WKHX	813	847	798	557	1024	800	1034	930	1093	930	1004	901	959	844	865	1022	988	578	WKHX
WKLS FM	550	581	559	402	713	522	802	689	791	667	783	660	758	630	657	768	735	409	WKLS FM
WPCH	413	424	474	333	608	393	649	587	721	469	638	507	612	542	550	628	632	378	WPCH
WPLO	81	73	96	45	127	92	113	92	142	92	92	100	100	73	82	87	112	45	WPLO
WQXI	230	152	148	128	304	200	289	262	349	233	273	185	209	170	176	202	213	128	WQXI
WQXI FM	1375	1233	1115	695	1646	1370	1684	1480	1806	1662	1739	1381	1508	1269	1229	1450	1341	743	WQXI FM
WRMM	452	541	537	415	742	426	752	611	883	596	725	607	699	577	598	756	802	478	WRMM
WSB	455	197	231	249	489	474	548	548	572	466	559	278	361	318	290	375	364	268	WSB
WSB FM	963	812	862	563	1261	935	1319	1240	1421	1126	1307	1021	1151	958	996	1193	1141	625	WSB FM
WVEE	1062	1102	1146	877	1398	1022	1390	1266	1481	1281	1388	1258	1324	1199	1188	1332	1300	913	WVEE
WYAY	282	274	328	212	397	263	391	324	431	329	364	332	374	299	336	345	370	212	WYAY
WYZE	103	51	54		114	* 92	* 103	* 92	* 125	92	* 92	49	* 49	* 29	* 20	* 51	* 63		WYZE
WZGC	1283	1276	1425	886	1807	1264	1794	1537	1943	1610	1808	1588	1704	1388	1477	1740	1648	906	WZGC
METRO TOTALS	5728	5477	5631	4258	6133	5735	6106	5997	6200	6164	6182	5981	6063	5650	5703	6004	5930	4425	METRO TOTALS

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule

ARBITRON RATINGS

Metro Cume

# Exclusive Cume Listening Estimates - Metro Survey Area, in Hundreds

ATLANTA  
SPRING 1985

STATION CALL LETTERS	MON.-SUN. 6:00 AM - MID.				STATION CALL LETTERS	MON.-FRI. 6:00 AM - 10:00 AM				STATION CALL LETTERS	MON.-FRI. 10:00 AM - 3:00 PM				STATION CALL LETTERS	MON.-FRI. 3:00 PM - 7:00 PM				STATION CALL LETTERS	MON.-FRI. 7:00 PM - MID.			
	TOTAL PERS. 12+	MEN 18+	WOMEN 18+	TEENS 12- 17		TOTAL PERS. 12+	MEN 18+	WOMEN 18+	TEENS 12- 17		TOTAL PERS. 12+	MEN 18+	WOMEN 18+	TEENS 12- 17		TOTAL PERS. 12+	MEN 18+	WOMEN 18+	TEENS 12- 17		TOTAL PERS. 12+	MEN 18+	WOMEN 18+	TEENS 12- 17
WAOK	52	22	30		WAOK	219	66	143	10	WAOK	108	13	85	10	WAOK	146	60	78	8	WAOK	96	60	36	
WCNN	27		27		WCNN	85	42	43		WCNN	68	29	39		WCNN	94	46	48		WCNN	51	33	18	
WFOX	114	78	36		WFOX	183	103	52	28	WFOX	174	57	117		WFOX	218	77	141		WFOX	319	172	130	17
WGST	38		38		WGST	304	151	145	8	WGST	207	135	72		WGST	283	136	147		WGST	190	70	120	
*WGUN	10	10			*WGUN	37	37			*WGUN	55	27	28		*WGUN	48	36	12						
WIGO	38	8	30		WIGO	70		30	40	WIGO	87		50	37	WIGO	95		53	42	WIGO	51		22	29
*WJGA	-1				WJGA	21	7	14		WJGA	34		34		WJGA	-1				WJGA	48	38		10
*WJYA	-1				*WJYA	14		14		WJYA	23	23			*WJYA	60	39	21						
WJYA FM	39	24	15		WJYA FM	39	24	15		WJYA FM	80	32	48		WJYA FM	90	32	58		WJYA FM	80	36	44	
TOTAL	54	39	15		TOTAL	68	39	29		TOTAL	137	70	67		TOTAL	184	86	98						
WKHX	468	125	334	9	WKHX	802	308	465	29	WKHX	652	227	416	9	WKHX	713	325	379	9	WKHX	650	255	356	39
WKLS FM	303	151	74	78	WKLS FM	553	224	165	164	WKLS FM	431	245	120	66	WKLS FM	685	294	196	195	WKLS FM	494	268	115	111
WPCH	251	66	185		WPCH	492	177	297	18	WPCH	510	195	315		WPCH	539	159	369	11	WPCH	560	199	361	
WPLO	103	69	34		WPLO	266	157	109		WPLO	145	89	56		WPLO	153	74	79		WPLO	76	17	59	
WQXI	44	14	30		WQXI	76	26	50		WQXI	84	54	30		WQXI	153	71	74	8	WQXI	121	33	67	21
WQXI FM	254	125	121	8	WQXI FM	957	400	500	57	WQXI FM	650	317	324	9	WQXI FM	672	228	403	41	WQXI FM	531	205	260	66
WRMM	39	9	30		WRMM	177	65	112		WRMM	168	48	120		WRMM	113	60	53		WRMM	114	21	93	
WSB	290	207	83		WSB	836	370	455	11	WSB	468	251	217		WSB	564	284	280		WSB	829	505	314	10
WSB FM	163	65	98		WSB FM	391	150	241		WSB FM	363	143	220		WSB FM	331	133	192	6	WSB FM	307	88	211	8
WVEE	554	325	153	76	WVEE	967	409	394	164	WVEE	935	385	418	132	WVEE	1065	463	447	155	WVEE	844	330	377	137
WYAY	166	96	49	21	WYAY	214	108	95	11	WYAY	275	152	113	10	WYAY	328	189	118	21	WYAY	305	177	97	31
*WYZE	-1				WYZE	30		30		WYZE	28	18		10	WYZE	69	19	50						
WZGC	496	104	114	278	WZGC	1501	480	352	669	WZGC	820	280	252	288	WZGC	1182	318	379	485	WZGC	1119	270	344	505

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.



# Average Quarter-Hour and Cume Listening Estimates - ADI

ATLANTA AO1  
SPRING 1985

MONDAY-SUNDAY  
6.00AM-MIDNIGHT

STATION CALL LETTERS	AVERAGE PERSONS--ADI, IN HUNDREDS														STATION CALL LETTERS	CUME PERSONS--ADI, IN HUNDREDS													
	TOTAL PERS 12 +	MEN						WOMEN						TEENS 12- 17		TOTAL PERS 12 +	MEN						WOMEN						TEENS 12- 17
		18- 24	25- 34	35- 44	45- 54	55- 64	18 +	18- 24	25- 34	35- 44	45- 54	55- 64	18 +				18- 24	25- 34	35- 44	45- 54	55- 64	18 +	18- 24	25- 34	35- 44	45- 54	55- 64	18 +	
WAOK	79	3	5	10	2	2	25	8	10	7	12	6	48	6	WAOK	1237	57	91	146	49	44	423	150	232	145	65	58	694	120
WCNN	45		10	2	5	3	22		1	6	5	5	23		WCNN	1221		243	77	63	140	646	15	91	90	92	150	575	
WFOX	195	7	30	46	10	1	94	7	54	29	6	1	97	4	WFOX	3167	163	565	632	119	39	1518	269	673	432	73	38	1502	147
WGST	101	1	12	14	9	8	53	1	3	4	11	8	47	1	WGST	1839	42	197	237	129	162	946	37	136	183	142	149	868	25
*WGUN	18			2		4	8		1			5	3	10	*WGUN	295			58		42	136		13		39	33	159	
WIGO	45	1	2	3	1	1	8	10	8	4		3	27	10	WIGO	990	34	73	94	27	22	250	144	207	109	22	19	531	209
*WJGA	15	6	2				8	2	1		1		4	3	*WJGA	223	29	44	8			81	14	29	12	19		74	68
*WJYA	26		1	1	4	2	13			2	2	2	13		*WJYA	460		25	13	50	67	218		10	47	64	231	11	
WJYA FM	44			3	5	9	23			1	3	8	21		WJYA FM	688		8	46	100	89	318		35	31	62	97	359	
TOTAL	70		1	4	9	11	36		3	3	3	5	10	34	TOTAL	992		25	46	110	140	459		35	31	109	151	522	11
WKHX	391	39	26	43	25	14	161	29	44	58	26	24	203	27	WKHX	4476	376	363	601	366	173	2016	273	468	552	333	287	2083	377
*WKLS	16	3	9				12	1	1	1			3	1	*WKLS	185	53	44				97	33	13	15		61	27	
WKLS FM	279	74	68	8	4	1	155	32	34	5	3		74	50	WKLS FM	3824	711	721	147	56	22	1657	531	467	174	28	31	1231	936
WPCH	282	1	11	13	34	22	100	9	15	46	34	34	179	3	WPCH	3498	40	184	298	275	299	1371	80	297	419	389	413	2031	96
WPLO	60	3	2	6	11	6	29		1	5	12	8	31		WPLO	972	49	55	124	121	134	552	14	33	76	110	85	386	34
WQXI	56	3	8	15		1	31	9	9	3			22	3	WQXI	882	54	110	147	25	36	393	60	200	94	33	442	47	
WQXI FM	351	48	90	22	6	1	174	50	79	24	5	2	160	17	WQXI FM	5441	673	955	488	113	29	2283	749	1062	373	73	133	2425	733
WRMM	99	7	18	15	3	1	44	7	19	20	5	2	53	2	WRMM	2144	89	339	279	65	22	809	221	493	385	85	52	1251	84
WSB	231	1	24	37	19	22	131	1	8	14	17	21	98	2	WSB	3768	39	447	510	262	373	2022	33	244	236	281	298	1642	104
WSB FM	202	10	32	21	9	2	76	31	53	16	7	8	119	7	WSB FM	3584	160	552	355	206	54	1350	550	754	373	113	100	2049	185
WVEE	393	42	57	24	8	1	135	37	102	41	6	2	190	68	WVEE	4112	436	577	299	101	8	1439	481	727	313	109	55	1744	929
WYAY	189	26	27	22	18	5	101	23	14	18	7	8	72	16	WYAY	2175	251	266	223	167	122	1079	169	229	201	128	96	853	243
*WYZE	21		1	1	2		4		3	3	1	8	17		*WYZE	370		37	26	37		100	11	67	47	10	39	218	52
WZGC	517	72	42	26	13	3	156	71	53	45	5	6	181	180	WZGC	6978	865	727	486	224	69	2386	924	902	580	120	71	2626	1966
WOUN	24				1	10	11			2	1	9	13		WOUN	277	22	22		18	47	123			47	15	64	154	
WKCX	15		5	1			6		5				7	2	WKCX	325		81	41			122	25	73	17	24	139	64	
WNGC	61		3	6	5	4	23	3	7	10	6	8	37	1	WNGC	725		47	102	72	25	312	32	63	80	60	84	363	50
WRFC	14		5	2		1	8	1	1	1			6		WRFC	247	30	16	47	10	17	120	15	40	23		111	16	
WCGQ	16		6				6	4	1	2	1		8	2	WCGQ	206	15	35				50	78	18	19	7	7	129	27
WNKS	30	5	1	1			7	13	2	1	2		18	5	WNKS	254	60	14	7			81	81	35	13	15		144	29
WUSY	21	2	5	5			12	1	4	4			9		WUSY	195	38	12	51			101	12	31	35			78	16
ADI TOTALS	4597	388	574	408	228	167	1932	382	630	429	245	222	2207	458	ADI TOTALS	24971	1805	2894	2322	1384	1057	10427	1850	3091	2355	1418	1303	11628	2916

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule

ARBITRDN RATINGS

ADI Total WK

















# Average Quarter-Hour and Cume Listening Estimates - ADI

ATLANTA AD1  
SPRING 1985

MONDAY-FRIDAY  
3.00PM-7.00PM

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.				
WAOK	24	232	.2	13	134	.3	19	210	.2	9	115	.1	14	137	.2	11	98	.2	WAOK	19	158	.2	13	107	.3	16	145	.2	5	75	.1	8	88	.1	6	51	.1	
WCNN	22	198	.2	1	26		12	62	.1	11	47	.2	16	92	.2	20	124	.4	WCNN	6	69			11		2	29		2	29		2	29		4	40	.1	
WFOX	116	769	1.0	73	484	1.4	112	756	1.3	105	687	1.6	109	700	1.5	43	285	.8	WFOX	35	469	.3	22	310	.4	33	437	.4	27	388	.4	28	395	.4	13	159	.2	
WGST	44	401	.4	5	64	.1	8	121	.1	7	110	.1	12	155	.2	16	165	.3	WGST	22	232	.2	2	59		4	94		4	83	.1	8	101	.1	10	83	.2	
*WGUN	7	82	.1				1	5		1	5		1	16		6	49	.1																				
WIGO	29	240	.2	26	204	.5	29	240	.3	12	118	.2	12	118	.2	3	36	.1	WIGO	13	123	.1	12	103	.2	13	123	.2	8	68	.1	8	68	.1	1	20		
WJGA	1	5											1	5		1	5		WJGA	14	47	.1	10	28	.2	13	42	.2	5	28	.1	6	33	.1	4	19	.1	
*WJVA	13	92	.1				5	31	.1	5	31	.1	5	31	.1	5	31	.1	*WJVA	19	134	.2	5	11	.1	6	31	.1	6	31	.1	8	46	.1	7	67	.1	
WJVA FM	28	192	.2	6	28	.1	6	28	.1	6	28	.1	12	58	.2	17	90	.3	WJVA FM	19	134	.2	5	11	.1	6	31	.1	6	31	.1	8	46	.1	7	67	.1	
TOTAL	41	265	.3	6	28	.1	11	59	.1	11	59	.2	17	89	.2	22	121	.4																				
WKHX	231	1273	1.9	82	478	1.6	168	948	2.0	135	773	2.1	145	841	2.0	120	679	2.3	WKHX	89	815	.7	39	346	.8	68	660	.8	52	498	.8	58	514	.8	44	421	.8	
*WKLS	5	43		2	28		5	43	.1	4	28	.1	4	28	.1	3	15	.1																				
WKLS FM	95	737	.8	88	654	1.7	93	732	1.1	46	313	.7	48	318	.7	7	83	.1	WKLS FM	55	454	.5	50	389	1.0	55	454	.7	23	204	.4	23	204	.3	5	65	.1	
WPCH	208	1128	1.7	27	162	.5	118	544	1.4	111	517	1.7	123	608	1.7	144	715	2.7	WPCH	74	674	.6	10	148	.2	33	356	.4	32	338	.5	36	388	.5	36	350	.7	
WPLO	34	190	.3		25		8	82	.1	8	68	.1	22	101	.3	31	135	.6	WPLO	6	107			11		2	45		2	45		5	78	.1	6	96	.1	
WQXI	34	138	.3	30	96	.6	34	138	.4	11	101	.2	11	101	.2	4	42	.1	WQXI	19	157	.2	16	104	.3	17	117	.2	3	80		3	80		1	13		
WQXI FM	186	1240	1.5	138	967	2.7	183	1212	2.2	131	827	2.0	132	842	1.9	48	273	.9	WQXI FM	60	744	.5	52	632	1.0	59	709	.7	45	487	.7	45	487	.6	8	92	.2	
WRMM	71	563	.6	34	287	.7	68	521	.8	62	441	1.0	63	459	.9	37	276	.7	WRMM	18	337	.1	9	203	.2	17	313	.2	14	251	.2	15	264	.2	9	134	.2	
WSB	77	673	.6	8	89	.2	25	230	.3	24	222	.4	33	309	.5	41	355	.8	WSB	68	639	.6	5	94	.1	13	215	.2	11	196	.2	17	238	.2	25	251	.5	
WSB FM	130	1011	1.1	88	691	1.7	113	875	1.4	82	652	1.3	83	682	1.2	35	282	.7	WSB FM	60	721	.5	49	498	1.0	57	638	.7	39	391	.6	39	391	.5	10	176	.2	
WVEE	198	1140	1.6	132	796	2.6	196	1099	2.4	161	838	2.5	161	838	2.3	65	314	1.2	WVEE	119	892	1.0	95	728	1.9	118	874	1.4	88	627	1.4	89	645	1.3	24	164	.5	
WYAY	93	474	.8	47	228	.9	72	398	.9	44	286	.7	45	303	.6	40	232	.8	WYAY	31	276	.3	15	152	.3	22	221	.3	15	178	.2	19	200	.3	16	124	.3	
WYZE	24	84	.2		11		2	20		2	20		5	30	.1	20	58	.4																				
WZGC	203	1582	1.7	136	1109	2.7	194	1522	2.3	119	951	1.9	120	973	1.7	67	473	1.3	WZGC	71	1006	.6	59	807	1.2	69	958	.8	32	481	.5	33	503	.5	12	186	.2	
WOUN	6	33					1	12		1	12		1	12		6	33	.1	WOUN	9	54	.1				1	12		1	12		1	12		9	54	.2	
WKCX	5	71		5	59	.1	5	71	.1	5	71	.1	5	71	.1		12		WKCX	7	22	.1	7	22	.1	7	22	.1	7	22	.1	7	22	.1				
WNGC	35	224	.3	11	62	.2	20	130	.2	18	119	.3	22	150	.3	23	146	.4	WNGC	15	141	.1		9		1	33		1	33		10	74	.1	13	116	.2	
WRFC	10	46	.1	3	31	.1	3	31		1	16		1	16					WRFC	1	28			16		1	28		1	28		1	28		1	12		
WCGQ	10	72	.1	5	39	.1	10	58	.1	6	27	.1	6	34	.1	5	33	.1	WCGQ	1	14			8		1	14		1	14		1	14		1	6		
WNKS	16	96	.1	12	75	.2	16	89	.2	5	32	.1	5	39	.1	4	21	.1	WNKS	10	69	.1	10	58	.2	10	62	.1	1	12		1	19			11		
WUSY	10	78	.1	6	43	.1	10	78	.1	9	66	.1	9	66	.1	4	35	.1	WUSY	11	55	.1	9	34	.2	11	55	.1	10	43	.2	10	43	.1	2	21		
ADI TOTALS	2388	9631	19.6	1127	4351	22.2	1770	6945	21.3	1332	5250	20.8	1442	5768	20.3	985	3999	18.6	ADI TOTALS	1065	6691	8.7	593	3445	11.7	786	5048	9.4	539	3736	8.4	590	4032	8.3	330	2448	6.2	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRON RATINGS

ADI Women

# Average Quarter-Hour and Cume Listening Estimates - ADI

SATURDAY  
6.00AM-10.00AM

SATURDAY  
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.				
WAOK	55	147	.5	15	48	.3	41	95	.5	37	81	.6	40	94	.6	40	99	.8	WAOK	54	131	.4	14	59	.3	33	99	.4	31	77	.5	44	90	.6	40	72	.8	
WCNN	59	158	.5										8	19	.1	31	82	.6	WCNN	48	107	.4	2	11		17	41	.2	17	41	.3	17	41	.2	34	71	.6	
WFOX	38	129	.3	23	94	.5	31	122	.4	24	88	.4	24	88	.3	15	35	.3	WFOX	116	390	1.0	89	292	1.8	111	379	1.3	105	339	1.6	106	343	1.5	27	98	.5	
WGST	55	182	.5	2	14		22	67	.3	22	67	.3	33	85	.5	38	100	.7	WGST	32	98	.3	1	11		5	30	.1	5	30	.1	20	51	.3	25	72	.5	
*WGUN	5	9					5	9	.1	5	9	.1	5	9	.1	5	9	.1	*WGUN	11	31	.1				7	9	.1	7	9	.1	7	9	.1	10	16	.2	
WIGO	66	150	.5	43	89	.8	54	116	.6	50	94	.8	50	94	.7	16	46	.3	WIGO	45	134	.4	23	77	.5	37	115	.4	17	60	.3	17	60	.2	22	57	.4	
WJGA																			WJGA	5	11					4	6		4	6	.1	5	11	.1	5	11	.1	
*WJYA	14	49	.1				6	23	.1	6	23	.1	6	23	.1	9	29	.2	*WJYA	34	62	.3				3	10		3	10		6	23	.1	6	23	.1	
WJYA FM	33	69	.3				2	9		2	9		4	15	.1	19	46	.4	WJYA FM	6	18					3	10		3	10		6	23	.1	6	23	.1	
TOTAL	47	117	.4				8	31	.1	8	31	.1	10	37	.1	28	74	.5	TOTAL	40	80	.3				3	10		3	10		8	34	.1	8	34	.2	
WKHX	172	431	1.4	41	101	.8	123	295	1.5	107	255	1.7	110	269	1.5	107	282	2.0	WKHX	278	673	2.3	65	200	1.3	219	493	2.6	184	417	2.9	189	448	2.7	204	426	3.9	
WKLS																			WKLS																			
WKLS FM	26	138	.2	19	118	.4	26	138	.3	19	86	.3	19	86	.3	7	20	.1	WKLS FM	108	324	.9	94	264	1.8	108	324	1.3	78	209	1.2	78	209	1.1	14	60	.3	
WPCH	127	337	1.0	6	22	.1	24	99	.3	24	99	.4	32	110	.5	67	196	1.3	WPCH	200	449	1.6	29	62	.6	79	154	.9	79	154	1.2	107	196	1.5	136	242	2.6	
WPLO	36	93	.3		3	13		3	13		3	13		15	37	.2	31	73	.6	WPLO	34	85	.3	2	11		4	30		4	30	.1	12	41	.2	12	40	.2
WQXI	14	69	.1	12	56	.2	14	69	.2	14	69	.2	14	69	.2	2	13		WQXI	32	75	.3	30	53	.6	32	75	.4	32	75	.5	32	75	.5	2	22		
WQXI FM	87	336	.7	78	284	1.5	83	331	1.0	52	226	.8	56	231	.8	9	52	.2	WQXI FM	182	652	1.5	150	516	3.0	170	620	2.0	81	374	1.3	82	379	1.2	32	136	.6	
WRMM	30	157	.2	9	68	.2	30	157	.4	27	125	.4	27	125	.4	21	89	.4	WRMM	66	227	.5	18	81	.4	64	216	.8	55	184	.9	55	184	.8	48	146	.9	
WSB	113	406	.9	5	27	.1	37	145	.4	37	145	.6	52	179	.7	70	238	1.3	WSB	63	301	.5	2	20		14	87	.2	14	87	.2	24	118	.3	43	167	.8	
WSB FM	97	297	.8	57	187	1.1	84	268	1.0	70	208	1.1	70	208	1.0	38	92	.7	WSB FM	143	389	1.2	112	303	2.2	130	356	1.6	78	231	1.2	78	231	1.1	29	69	.5	
WVEE	128	300	1.0	107	250	2.1	128	300	1.5	119	269	1.9	119	269	1.7	21	50	.4	WVEE	315	700	2.6	242	519	4.8	291	643	3.5	231	467	3.6	235	480	3.3	73	181	1.4	
WYAY	48	178	.4	17	89	.3	25	126	.3	22	114	.3	27	131	.4	24	75	.5	WYAY	86	266	.7	60	116	1.2	72	180	.9	32	106	.5	37	130	.5	25	136	.5	
WYZE	19	50	.2	1	11		4	31		3	20		3	20		18	39	.3	WYZE	26	61	.2	11	22	.2	13	42	.2	13	42	.2	13	42	.2	15	39	.3	
WZGC	110	443	.9	57	239	1.1	97	404	1.2	50	219	.8	50	219	.7	53	204	1.0	WZGC	275	708	2.3	126	399	2.5	253	659	3.0	180	400	2.8	183	413	2.6	149	309	2.8	
WDUN	38	82	.3				8	23	.1	8	23	.1	9	27	.1	31	69	.6	WDUN	4	11													4	11	.1		
WKCX																			WKCX	6	12		6	12	.1	6	12	.1										
WNGC	40	119	.3	3	24	.1	11	50	.1	11	50	.2	20	66	.3	25	66	.5	WNGC	28	78	.2				10	41	.1	10	41	.2	10	41	.1	23	70	.4	
WRFC	6	12					6	12	.1	6	12	.1	6	12	.1	6	12	.1	WRFC	9	15	.1																
WCGQ	4	14		4	8	.1	4	14		4	14	.1	4	14	.1		6		WCGQ	16	38	.1	13	32	.3	16	38	.2	11	14	.2	11	14	.2	3	6	.1	
WNKS	30	56	.2	26	45	.5	30	56	.4	6	19	.1	6	19	.1	4	11	.1	WNKS	55	79	.5	51	75	1.0	55	79	.7	15	29	.2	15	29	.2	4	4	.1	
WUSY	7	49	.1	3	21	.1	7	49	.1	6	37	.1	6	37	.1	4	28	.1	WUSY	25	44	.2	9	9	.2	25	44	.3	25	44	.4	25	44	.4	16	35	.3	
ADI TOTALS	1947	5154	16.0	596	1722	11.7	1092	3083	13.1	900	2518	14.0	1026	2789	14.4	946	2407	17.9	ADI TOTALS	2984	6526	24.4	1338	2914	26.3	2136	4635	25.7	1610	3463	25.1	1771	3806	24.9	1286	2754	24.3	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates - ADI

ATLANTA ADI  
SPRING 1985

SATURDAY  
3.00PM-7.00PM

SATURDAY  
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.				
WAOK	22	49	.2	9	36	.2	9	36	.1	6	14	.1	19	27	.3	13	13	.2	WAOK	32	69	.3	19	47	.4	19	56	.2	1	23		14	36	.2	13	22	.2	
WCNN	14	28	.1				11	19	.1	11	19	.2	14	28	.2	14	28	.3	WCNN	5	18																	
WFOX	96	219	.8	68	156	1.3	96	215	1.2	89	171	1.4	89	175	1.3	28	63	.5	WFOX	47	157	.4	40	123	.8	47	157	.6	43	133	.7	43	133	.6	7	34	.1	
WGST	12	47	.1	1	11		1	11		1	11		8	22	.1	9	21	.2	WGST	5	37		1	11		5	37	.1	5	37	.1	5	37	.1	4	26	.1	
*WGUN	3	22														2	7																					
WIGO	15	34	.1	8	25	.2	15	34	.2	14	23	.2	14	23	.2	7	9	.1	WIGO	12	36	.1	12	36	.2	12	36	.1	3	14		3	14					
WJGA																			WJGA	12	28	.1	6	14	.1	12	28	.1	12	28	.2	12	28	.2	6	14	.1	
*WJYA	5	10					5	10	.1	5	10	.1	5	10	.1	5	10	.1	WJYA FM	14	48	.1	7	11	.1	9	21	.1	9	21	.1	13	36	.2	7	30	.1	
WJYA FM	15	35	.1	7	11	.1	8	20	.1	8	20	.1	15	35	.2	8	24	.2																				
TOTAL	20	45	.2	7	11	.1	13	30	.2	13	30	.2	20	45	.3	13	34	.2																				
WKHX	190	506	1.6	51	137	1.0	145	393	1.7	114	333	1.8	119	347	1.7	112	306	2.1	WKHX	96	301	.8	46	127	.9	75	245	.9	55	177	.9	55	177	.8	36	133	.7	
*WKLS																																						
WKLS FM	112	267	.9	99	229	1.9	102	242	1.2	43	93	.7	43	93	.6	13	38	.2	WKLS FM	39	177	.3	36	168	.7	39	177	.5	15	61	.2	15	61	.2	3	9	.1	
WPCH	175	421	1.4	11	29	.2	58	134	.7	58	134	.9	63	143	.9	97	247	1.8	WPCH	121	317	1.0	13	33	.3	42	123	.5	42	123	.7	44	128	.6	43	136	.8	
WPLO	38	74	.3	4	14	.1	6	33	.1	6	33	.1	17	44	.2	14	40	.3	WPLO	34	52	.3	1	11		1	11		1	11		6	22	.1	13	21	.2	
WQXI	20	52	.2	16	30	.3	20	52	.2	20	52	.3	20	52	.3	4	22	.1	WQXI	3	11		3	11	.1	3	11		3	11		3	11		3	11		
WQXI FM	105	365	.9	76	263	1.5	96	341	1.2	43	181	.7	43	181	.6	29	102	.5	WQXI FM	36	199	.3	30	164	.6	36	199	.4	23	122	.4	23	122	.3	6	35	.1	
WRMM	42	185	.3	22	134	.4	42	185	.5	31	114	.5	31	114	.4	20	51	.4	WRMM	32	137	.3	19	104	.4	32	137	.4	30	106	.5	30	106	.4	13	33	.2	
WSB	67	182	.5	6	30	.1	17	80	.2	17	80	.3	21	104	.3	45	117	.8	WSB	64	168	.5	6	16	.1	24	79	.3	24	79	.4	24	79	.3	25	83	.5	
WSB FM	83	311	.7	65	250	1.3	76	295	.9	49	140	.8	49	140	.7	18	61	.3	WSB FM	42	129	.3	41	115	.8	42	129	.5	26	79	.4	26	79	.4	1	14		
WVEE	266	538	2.2	196	405	3.9	257	504	3.1	190	325	3.0	190	325	2.7	63	118	1.2	WVEE	168	441	1.4	123	331	2.4	155	413	1.9	105	242	1.6	109	255	1.5	36	95	.7	
WYAY	87	198	.7	39	90	.8	68	160	.8	35	113	.5	37	122	.5	48	108	.9	WYAY	40	91	.3	19	49	.4	36	82	.4	19	57	.3	23	66	.3	21	42	.4	
WYZE	31	62	.3	14	22	.3	16	33	.2	16	33	.2	21	43	.3	17	40	.3	WYZE																			
WZGC	196	533	1.6	115	381	2.3	179	502	2.2	108	242	1.7	110	255	1.5	81	152	1.5	WZGC	97	388	.8	78	284	1.5	94	368	1.1	41	205	.6	41	205	.6	18	91	.3	
WDUN																			WDUN																			
WKCX																			WKCX																			
WNGC	16	29	.1				4	8		4	8	.1	4	8	.1	16	29	.3	WNGC	24	53	.2	1	10		1	10		1	10		12	35	.2	23	43	.4	
WRFC																			WRFC	2	16		2	16		2	16		2	16		2	16					
WCGQ	12	21	.1	4	8	.1	12	21	.1	12	21	.2	12	21	.2	8	13	.2	WCGQ	8	17	.1	7	11	.1	8	17	.1	1	6		1	6		1	6		
WNKS	44	59	.4	41	55	.8	44	59	.5	13	22	.2	13	22	.2	3	4	.1	WNKS	22	45	.2	22	45	.4	22	45	.3	4	8	.1	4	8	.1				
WUSY	16	49	.1	4	21	.1	16	49	.2	15	37	.2	15	37	.2	12	28	.2	WUSY	2	7					2	7		2	7		2	7		2	7		
ADI TOTALS	2154	4723	17.6	1034	2320	20.3	1575	3537	18.9	1140	2488	17.8	1223	2669	17.2	833	1812	15.7	ADI TOTALS	1206	3176	9.9	650	1730	12.8	873	2435	10.5	605	1692	9.4	662	1803	9.3	350	979	6.6	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ARBTRDN RATINGS

ADI Women

# Average Quarter-Hour and Cume Listening Estimates - ADI

SUNDAY  
6.00AM-10.00AM

SUNDAY  
10.00AM-3.00PM

STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.			
WAOK	111	245	.9	38	78	.7	81	162	1.0	67	140	1.0	69	150	1.0	64	152	1.2	WAOK	72	175	.6	27	78	.5	49	134	.6	42	112	.7	57	134	.8	45	97	.8
WCNN	39	87	.3				8	10	.1	8	10	.1	18	29	.3	37	76	.7	WCNN	5	39					2	15		2	15		4	24	.1	4	24	.1
WFOX	36	117	.3	24	83	.5	36	117	.4	24	67	.4	24	67	.3	12	34	.2	WFOX	94	309	.8	56	190	1.1	93	303	1.1	74	221	1.2	74	221	1.0	38	119	.7
WGST	9	57	.1				1	9		1	9		4	18	.1	8	37	.2	WGST	16	67	.1				5	29	.1	5	29	.1	8	40	.1	14	47	.3
*WGUN	11	17	.1				11	17	.1	11	17	.2	11	17	.2	11	17	.2	WGUN	8	24	.1				7	9	.1	7	9	.1	7	9	.1	7	9	.1
WIGO	38	91	.3	21	33	.4	22	42	.3	11	31	.2	11	31	.2	6	28	.1	WIGO	42	76	.3	18	33	.4	19	42	.2	7	20	.1	7	20	.1	9	28	.2
*WJGA																			WJGA	4	6					4	6	.1	4	6	.1	4	6	.1	4	6	.1
*WJYA	15	41	.1													3	21	.1	WJYA	13	50	.1				6	10	.1	6	10	.1	8	20	.1	4	16	.1
WJYA FM	18	32	.1				10	10	.1	10	10	.2	13	20	.2	18	25	.3	WJYA FM	23	71	.2				6	10	.1	6	10	.1	8	20	.1	12	36	.2
TOTAL	33	73	.3				10	10	.1	10	10	.2	13	20	.2	21	46	.4	TOTAL	36	120	.3				6	10	.1	6	10	.1	8	20	.1	16	51	.3
WKHX	121	348	1.0	45	136	.9	66	217	.8	52	169	.8	59	183	.8	53	171	1.0	WKHX	188	578	1.5	90	262	1.8	154	457	1.8	118	354	1.8	128	370	1.8	97	294	1.8
WKLS	2	15		2	15		2	15											WKLS																		
WKLS FM	6	33		6	33	.1	6	33	.1										WKLS FM	61	154	.5	58	133	1.1	61	154	.7	38	79	.6	38	79	.5	3	21	.1
WPCH	178	472	1.5	18	65	.4	77	213	.9	77	213	1.2	91	251	1.3	97	280	1.8	WPCH	186	457	1.5	17	49	.3	73	172	.9	67	156	1.0	80	201	1.1	90	241	1.7
WPLO	24	88	.2				8	28	.1	8	28	.1	17	52	.2	19	68	.4	WPLO	20	84	.2	2	7		6	30	.1	6	30	.1	17	54	.2	16	57	.3
WQXI	19	61	.2	9	30	.2	19	61	.2	19	61	.3	19	61	.3	10	31	.2	WQXI	12	43	.1	11	30	.2	12	43	.1	12	43	.2	12	43	.2	1	13	
WQXI FM	78	255	.6	52	192	1.0	53	210	.6	45	179	.7	45	179	.6	19	48	.4	WQXI FM	92	314	.8	73	262	1.4	91	299	1.1	60	195	.9	60	195	.8	18	37	.3
WRMM	34	106	.3	25	68	.5	32	90	.4	24	61	.4	26	77	.4	9	38	.2	WRMM	68	218	.6	41	129	.8	62	202	.7	45	156	.7	51	172	.7	27	89	.5
WSB	58	182	.5	8	27	.2	15	57	.2	15	57	.2	22	84	.3	33	107	.6	WSB	78	284	.6	9	51	.2	30	98	.4	27	79	.4	31	105	.4	45	111	.8
WSB FM	52	246	.4	37	192	.7	43	231	.5	29	133	.5	29	133	.4	6	39	.1	WSB FM	126	349	1.0	95	255	1.9	111	324	1.3	86	226	1.3	90	236	1.3	20	79	.4
WVEE	98	253	.8	66	150	1.3	93	234	1.1	79	220	1.2	79	220	1.1	32	103	.6	WVEE	201	495	1.6	146	358	2.9	201	495	2.4	159	375	2.5	159	375	2.2	55	137	1.0
WYAY	25	78	.2	8	29	.2	20	53	.2	16	40	.2	17	55	.2	17	49	.3	WYAY	72	173	.6	23	71	.5	55	137	.7	43	117	.7	43	117	.6	40	87	.8
WYZE	17	19	.1																WYZE	20	30	.2				2	11		2	11		2	11		20	30	.4
WZGC	91	325	.7	57	220	1.1	83	306	1.0	50	173	.8	50	173	.7	27	92	.5	WZGC	234	606	1.9	157	426	3.1	229	577	2.8	113	260	1.8	114	269	1.6	73	167	1.4
WDUN	29	52	.2				12	24	.1	12	24	.2	14	28	.2	19	39	.4	WDUN	1	11																
WKCX																			WKCX	1	12		1	12		1	12										
WNGC	27	121	.2	2	20		3	26		3	26		11	42	.2	22	78	.4	WNGC	9	51	.1				4	20		4	20	.1	5	30	.1	9	51	.2
WRFC	6	12					6	12	.1	6	12	.1	6	12	.1	6	12	.1	WRFC																		
WCGQ	6	17		5	11	.1	6	17	.1	1	6		1	6		1	6		WCGQ	19	57	.2	9	44	.2	19	57	.2	13	23	.2	13	23	.2	10	13	.2
WNKS																			WNKS	24	36	.2	24	36	.5	24	36	.3	7	10	.1	7	10	.1			
WUSY	2	7					2	7		2	7		2	7		2	7		WUSY	8	37	.1	4	9	.1	8	37	.1	8	37	.1	8	37	.1	4	28	.1
ADI TOTALS	1568	4077	12.8	521	1511	10.2	880	2430	10.6	692	1908	10.8	789	2166	11.1	726	1874	13.7	ADI TOTALS	2108	5222	17.3	973	2419	19.1	1545	3834	18.6	1138	2805	17.8	1228	3035	17.3	825	2073	15.6

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates - ADI

ATLANTA ADI  
SPRING 1985

SUNDAY  
3.00PM-7.00PM

SUNDAY  
7.00PM-MIDNIGHT

STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64			STATION CALL LETTERS	WOMEN 18 +			WOMEN 18-34			WOMEN 18-49			WOMEN 25-49			WOMEN 25-54			WOMEN 35-64		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.			
WAOK	60	115	.5	34	56	.7	39	74	.5	39	74	.6	55	96	.8	26	59	.5	WAOK	21	28	.2				11	18	.1	11	18	.2	21	28	.3	21	28	.4
WCNN	3	15					1	6		1	6		3	15		3	15	.1	WCNN																		
WFOX	138	268	1.1	84	180	1.7	137	262	1.6	128	219	2.0	128	219	1.8	54	88	1.0	WFOX	29	169	.2	23	137	.5	29	169	.3	24	142	.4	24	142	.3	6	32	.1
WGST	16	68	.1				1	8		1	8		1	8		9	33	.2	WGST	23	83	.2				1	9		1	9		1	9		6	25	.1
*WGUN																																					
WIGO	26	61	.2	10	22	.2	11	31	.1	1	9		1	9		1	9		WIGO	13	31	.1	8	22	.2	13	31	.2	12	20	.2	12	20	.2	5	9	.1
WJGA	6	25		4	14	.1	5	20	.1	5	20	.1	6	25	.1	2	11		WJGA	11	28	.1	5	14	.1	11	28	.1	11	28	.2	11	28	.2	6	14	.1
*WJYA WJYA FM TOTAL	1 18 19	20 53 73	.1 .2										1 1	10 10		8 8	27 27	.2 .2	WJYA FM	11	27	.1							2	5		6	12	.1			
WKHX	174	496	1.4	54	202	1.1	127	374	1.5	106	276	1.7	111	287	1.6	101	246	1.9	WKHX	92	240	.8	26	82	.5	51	157	.6	44	133	.7	44	133	.6	40	132	.8
*WKLS																																					
WKLS FM	56	150	.5	51	129	1.0	56	150	.7	33	68	.5	33	68	.5	5	21	.1	WKLS FM	13	40	.1	13	40	.3	13	40	.2									
WPCH	149	301	1.2	4	11	.1	55	116	.7	55	116	.9	72	143	1.0	88	194	1.7	WPCH	92	269	.8	3	22	.1	26	132	.3	26	132	.4	35	146	.5	40	166	.8
WPLO	21	74	.2	7	22	.1	12	45	.1	12	45	.2	20	56	.3	13	34	.2	WPLO	7	11	.1							7	11	.1	7	11	.1	7	11	.1
WQXI	18	43	.1	14	30	.3	18	43	.2	18	43	.3	18	43	.3	4	13	.1	WQXI																		
WQXI FM	109	320	.9	87	256	1.7	106	299	1.3	40	145	.6	42	155	.6	22	64	.4	WQXI FM	78	253	.6	60	208	1.2	63	228	.8	30	139	.5	38	149	.5	18	45	.3
WRMM	65	209	.5	41	128	.8	62	198	.7	49	154	.8	49	154	.7	24	81	.5	WRMM	36	153	.3	22	97	.4	36	153	.4	21	109	.3	21	109	.3	14	56	.3
WSB	106	324	.9	12	67	.2	28	114	.3	27	106	.4	35	124	.5	36	103	.7	WSB	15	87	.1	5	21	.1	8	43	.1	4	35	.1	6	44	.1	5	40	.1
WSB FM	111	287	.9	78	215	1.5	90	246	1.1	74	161	1.2	74	161	1.0	26	54	.5	WSB FM	58	188	.5	51	147	1.0	53	154	.6	37	104	.6	37	104	.5	2	7	
WVEE	139	290	1.1	99	225	1.9	139	290	1.7	118	211	1.8	118	211	1.7	40	65	.8	WVEE	77	194	.6	48	151	.9	77	194	.9	67	164	1.0	67	164	.9	29	43	.5
WYAY	89	168	.7	28	64	.6	61	114	.7	51	102	.8	52	106	.7	61	104	1.2	WYAY	40	81	.3	11	21	.2	32	54	.4	22	42	.3	26	59	.4	29	60	.5
WYZE	2	9					2	9		2	9		2	9		2	9		WYZE																		
WZGC	122	361	1.0	90	262	1.8	111	342	1.3	49	183	.8	49	183	.7	32	99	.6	WZGC	24	152	.2	21	112	.4	23	145	.3	13	84	.2	13	84	.2	3	40	.1
WDUN																			WDUN	9	11	.1													9	11	.2
WKCX	1	12		1	12		1	12											WKCX																		
WNGC	4	26					1	12		1	12		2	18		2	18		WNGC	19	43	.2	11	11	.2	12	17	.1	12	17	.2	19	43	.3	8	32	.2
WRFC	6	15		6	15	.1	6	15	.1										WRFC	7	15	.1	7	15	.1	7	15	.1									
WCGQ	10	14	.1	5	8	.1	10	14	.1	10	14	.2	10	14	.1	5	6	.1	WCGQ	2	13					1	6		1	6		2	13		2	13	
WNKS	15	39	.1	13	26	.3	15	39	.2	2	13		2	13		2	13		WNKS	8	24	.1	8	24	.2	8	24	.1									
WUSY	13	37	.1	7	9	.1	13	37	.2	13	37	.2	13	37	.2	6	28	.1	WUSY																		
ADI TOTALS	1740	4046	14.3	811	1922	16.0	1257	2956	15.1	969	2235	15.1	1045	2386	14.7	674	1554	12.7	ADI TOTALS	897	2394	7.3	392	1158	7.7	607	1736	7.3	436	1277	6.8	501	1412	7.0	342	890	6.5

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ADI Women

# Average Quarter-Hour and Cume Listening Estimates

MONDAY-FRIDAY  
6.00AM-10.00AM

MONDAY-FRIDAY  
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS 18 +			ADULTS 18-34			ADULTS 18-49			ADULTS 25-49			ADULTS 25-54			ADULTS 35-64			STATION CALL LETTERS	ADULTS 18 +			ADULTS 18-34			ADULTS 18-49			ADULTS 25-49			ADULTS 25-54			ADULTS 35-64		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.			
WAOK	123	644	.5	28	280	.3	75	489	.5	69	411	.5	78	443	.6	74	302	.7	WAOK	82	435	.4	26	224	.3	52	314	.3	42	225	.3	49	247	.4	41	131	.4
WCNN	62	399	.3	20	139	.2	34	194	.2	33	179	.3	45	241	.3	31	188	.3	WCNN	73	514	.3	17	157	.2	34	252	.2	34	237	.3	45	292	.3	43	262	.4
WFOX	243	1584	1.1	112	810	1.1	233	1518	1.4	221	1390	1.8	228	1424	1.6	131	774	1.3	WFOX	276	1308	1.2	118	768	1.2	267	1240	1.6	256	1062	2.0	261	1085	1.9	157	523	1.5
WGST	228	1200	1.0	43	297	.4	122	651	.7	117	583	.9	145	709	1.0	137	646	1.3	WGST	135	939	.6	21	187	.2	48	372	.3	47	341	.4	60	441	.4	64	459	.6
*WGUN	14	100	.1				6	23		6	23		7	40	.1	11	67	.1	*WGUN	29	222	.1	3	13		11	72	.1	11	72	.1	13	78	.1	21	114	.2
WIGO	29	209	.1	14	105	.1	24	190	.1	20	146	.2	20	146	.1	15	104	.1	WIGO	40	251	.2	25	166	.3	32	232	.2	15	143	.1	15	143	.1	15	85	.1
WJGA	6	57		6	43	.1	6	57		2	28		2	28			14		WJGA	7	89		6	72	.1	7	84		4	55		4	60		1	17	
*WJYA	17	219	.1				5	57		5	57		10	95	.1	15	166	.1	*WJYA	21	197	.1		8		6	43		6	43		6	43		11	89	.1
WJYA FM	48	281	.2				7	67		7	67		13	85	.1	34	178	.3	WJYA FM	63	407	.3	4	25		9	76	.1	9	76	.1	18	107	.1	45	216	.4
TOTAL	65	448	.3	3	24		12	114	.1	12	114	.1	23	169	.2	49	307	.5	TOTAL	84	538	.4	4	25		15	96	.1	15	96	.1	24	127	.2	56	280	.5
WKHX	453	2507	2.0	151	897	1.5	331	1951	2.0	265	1563	2.1	283	1699	2.0	253	1481	2.5	WKHX	483	2123	2.1	191	773	1.9	371	1541	2.3	276	1210	2.2	290	1357	2.1	249	1177	2.4
WKLS	19	129	.1	18	114	.2	19	129	.1	15	72	.1	15	72	.1	1	15		WKLS	15	77	.1	15	77	.2	15	77	.1	12	12	.1	12	12	.1			
WKLS FM	297	1746	1.3	273	1546	2.7	292	1724	1.8	152	894	1.2	157	903	1.1	24	200	.2	WKLS FM	287	1514	1.2	251	1326	2.5	278	1486	1.7	175	779	1.4	184	788	1.3	36	188	.4
WPCH	342	1751	1.5	47	238	.5	177	877	1.1	164	830	1.3	196	951	1.4	244	1191	2.4	WPCH	425	1689	1.8	66	183	.7	249	679	1.5	218	605	1.7	257	783	1.8	292	1064	2.8
WPLO	117	531	.5	6	54	.1	48	215	.3	43	196	.3	77	308	.6	104	414	1.0	WPLO	84	461	.4	4	76		46	203	.3	43	169	.3	51	230	.4	72	314	.7
WQXI	78	438	.3	41	220	.4	67	374	.4	59	320	.5	61	348	.4	28	182	.3	WQXI	72	287	.3	28	145	.3	64	266	.4	52	202	.4	52	202	.4	36	121	.4
WQXI FM	648	3088	2.8	497	2237	5.0	622	2992	3.8	486	2229	3.9	492	2258	3.5	137	826	1.3	WQXI FM	405	2009	1.8	326	1555	3.3	384	1940	2.3	245	1287	2.0	245	1297	1.8	61	436	.6
WRMM	115	956	.5	56	473	.6	106	860	.6	95	766	.8	97	805	.7	56	460	.5	WRMM	156	960	.7	90	503	.9	145	857	.9	118	734	.9	122	766	.9	65	442	.6
WSB	461	2294	2.0	50	378	.5	217	1047	1.3	215	1025	1.7	253	1230	1.8	303	1387	3.0	WSB	191	1219	.8	30	189	.3	87	532	.5	86	512	.7	97	600	.7	101	634	1.0
WSB FM	277	1859	1.2	177	1127	1.8	251	1572	1.5	193	1276	1.5	198	1345	1.4	94	638	.9	WSB FM	262	1517	1.1	181	936	1.8	242	1311	1.5	176	1058	1.4	179	1089	1.3	79	516	.8
WVEE	397	2012	1.7	293	1403	2.9	371	1876	2.3	285	1367	2.3	292	1432	2.1	89	576	.9	WVEE	368	1733	1.6	261	1144	2.6	352	1599	2.2	271	1114	2.2	275	1148	2.0	100	527	1.0
WYAY	245	1177	1.1	131	560	1.3	212	983	1.3	140	730	1.1	156	813	1.1	109	589	1.1	WYAY	237	1045	1.0	118	410	1.2	202	760	1.2	124	585	1.0	142	707	1.0	115	597	1.1
WYZE	16	161	.1	7	56	.1	11	92	.1	11	81	.1	11	81	.1	8	75	.1	WYZE	6	77		2	29		5	47		5	47		5	47		3	18	
WZGC	556	3108	2.4	391	2092	3.9	533	2977	3.3	322	1854	2.6	325	1892	2.3	164	987	1.6	WZGC	371	2236	1.6	289	1615	2.9	359	2129	2.2	193	1228	1.5	196	1271	1.4	82	621	.8
WDUN	71	244	.3	1	22		13	98	.1	13	98	.1	14	102	.1	64	180	.6	WDUN	13	100	.1				5	30		5	30		5	30		13	100	.1
WKCX	26	178	.1	14	117	.1	26	178	.2	26	178	.2	26	178	.2	12	61	.1	WKCX	24	138	.1	24	121	.2	24	138	.1	24	138	.2	24	138	.2		17	
WNGC	128	469	.6	26	122	.3	72	265	.4	66	233	.5	78	286	.6	79	269	.8	WNGC	76	299	.3	26	55	.3	53	159	.3	44	148	.4	47	168	.3	42	199	.4
WRFC	33	145	.1	17	62	.2	27	113	.2	26	98	.2	26	98	.2	10	58	.1	WRFC	19	86	.1	17	40	.2	18	68	.1	17	53	.1	17	53	.1	1	38	
WCGQ	15	69	.1	13	43	.1	14	55	.1	8	34	.1	9	41	.1	2	26		WCGQ	17	118	.1	16	104	.2	16	111	.1	6	52		7	59	.1	1	14	
WNKS	18	130	.1	16	102	.2	18	130	.1	3	38		3	38		2	28		WNKS	36	179	.2	29	157	.3	36	179	.2	12	63	.1	12	63	.1	7	22	.1
WUSY	10	107		2	21		10	107	.1	10	107	.1	10	107	.1	8	86	.1	WUSY	18	101	.1	9	43	.1	18	101	.1	18	101	.1	18	101	.1	9	58	.1
ADI TOTALS	6069	19727	26.3	2689	8672	27.0	4419	14321	27.0	3491	11114	27.8	3826	12231	27.5	2720	8886	26.5	ADI TOTALS	5095	16051	22.0	2443	7182	24.6	3882	11501	23.7	2947	8763	23.5	3168	9639	22.8	2090	6775	20.4

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

# Average Quarter-Hour and Cume Listening Estimates - ADI

ATLANTA ADI  
SPRING 1985

MONDAY-FRIDAY  
3.00PM-7.00PM

MONDAY-FRIDAY  
7.00PM-MIDNIGHT

STATION CALL LETTERS	ADULTS 18 +			ADULTS 18-34			ADULTS 18-49			ADULTS 25-49			ADULTS 25-54			ADULTS 35-64			STATION CALL LETTERS	ADULTS 18 +			ADULTS 18-34			ADULTS 18-49			ADULTS 25-49			ADULTS 25-54			ADULTS 35-64		
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.			
WAOK	43	350	.2	21	186	.2	35	288	.2	19	159	.2	24	181	.2	20	146	.2	WAOK	29	254	.1	18	159	.2	25	223	.2	10	119	.1	13	132	.1	10	77	.1
WCNN	51	462	.2	10	116	.1	31	212	.2	30	197	.2	40	264	.3	38	262	.4	WCNN	16	209	.1	7	99	.1	10	147	.1	10	147	.1	11	162	.1	6	85	.1
WFOX	259	1647	1.1	121	924	1.2	253	1589	1.5	237	1396	1.9	242	1440	1.7	138	723	1.3	WFOX	70	1000	.3	44	599	.4	66	932	.4	55	824	.4	58	867	.4	26	401	.3
WGST	96	850	.4	19	229	.2	43	405	.3	40	363	.3	50	451	.4	46	378	.4	WGST	37	442	.2	7	104	.1	13	221	.1	13	210	.1	17	228	.1	17	192	.2
*WGUN	16	184	.1				2	35		2	35		2	46		12	121	.1																			
WIGO	39	308	.2	30	233	.3	39	308	.2	21	175	.2	21	175	.2	9	75	.1	WIGO	16	196	.1	15	163	.2	16	196	.1	11	118	.1	11	118	.1	1	33	
WJGA	3	19		2	14		2	14		2	14		3	19		1	5		WJGA	39	99	.2	35	80	.4	38	94	.2	9	51	.1	10	56	.1	4	19	
*WJYA	32	184	.1				10	69	.1	10	69	.1	10	69	.1	12	84	.1																			
WJYA FM	56	339	.2	6	28	.1	13	71	.1	13	71	.1	22	108	.2	36	198	.4	WJYA FM	26	222	.1	5	11	.1	10	59	.1	10	59	.1	13	102	.1	13	140	.1
TOTAL	88	489	.4	6	28	.1	23	125	.1	23	125	.2	32	162	.2	48	267	.5																			
WKHX	454	2518	2.0	195	954	2.0	335	1919	2.0	226	1464	1.8	251	1622	1.8	207	1368	2.0	WKHX	167	1498	.7	74	672	.7	125	1196	.8	99	827	.8	117	893	.8	80	710	.8
*WKLS	23	85	.1	20	70	.2	23	85	.1	16	58	.1	16	58	.1	3	15																				
WKLS FM	297	1865	1.3	281	1709	2.8	293	1856	1.8	149	889	1.2	153	898	1.1	16	156	.2	WKLS FM	147	1214	.6	139	1094	1.4	146	1192	.9	61	502	.5	61	502	.4	8	120	.1
WPCH	309	1775	1.3	38	239	.4	158	778	1.0	150	740	1.2	174	915	1.3	209	1127	2.0	WPCH	116	1171	.5	18	243	.2	53	539	.3	50	492	.4	57	586	.4	63	605	.6
WPLO	58	379	.3	8	91	.1	23	197	.1	16	149	.1	35	217	.3	46	248	.4	WPLO	8	163		1	30		3	84		2	65		5	98		7	133	.1
WQXI	85	394	.4	47	197	.5	76	351	.5	51	283	.4	51	283	.4	32	176	.3	WQXI	23	227	.1	18	135	.2	21	187	.1	6	130		6	130		3	52	
WQXI FM	374	2354	1.6	279	1769	2.8	360	2288	2.2	238	1615	1.9	241	1638	1.7	86	567	.8	WQXI FM	167	1438	.7	149	1216	1.5	166	1378	1.0	124	956	1.0	124	964	.9	18	202	.2
WRMM	136	1000	.6	70	515	.7	132	926	.8	115	801	.9	117	836	.8	66	478	.6	WRMM	28	546	.1	14	315	.1	26	508	.2	21	414	.2	22	427	.2	14	231	.1
WSB	207	1547	.9	45	325	.5	101	801	.6	99	773	.8	114	941	.8	106	915	1.0	WSB	199	1613	.9	34	378	.3	82	775	.5	80	756	.6	94	873	.7	90	730	.9
WSB FM	228	1767	1.0	148	1124	1.5	201	1528	1.2	157	1210	1.3	164	1287	1.2	72	589	.7	WSB FM	104	1190	.4	69	724	.7	93	1050	.6	73	738	.6	74	758	.5	31	408	.3
WVEE	349	2046	1.5	231	1374	2.3	338	1936	2.1	261	1462	2.1	269	1513	1.9	116	624	1.1	WVEE	192	1602	.8	145	1223	1.5	189	1557	1.2	134	1104	1.1	136	1141	1.0	47	379	.5
WYAY	206	1106	.9	111	532	1.1	164	895	1.0	114	645	.9	124	713	.9	84	522	.8	WYAY	81	684	.4	45	374	.5	67	577	.4	49	407	.4	54	450	.4	33	296	.3
WYZE	36	116	.2		11		14	52	.1	14	52	.1	17	62	.1	32	90	.3																			
WZGC	365	2930	1.6	244	2063	2.5	350	2812	2.1	205	1771	1.6	209	1823	1.5	121	867	1.2	WZGC	154	1797	.7	123	1376	1.2	149	1700	.9	56	856	.4	60	905	.4	31	393	.3
WDUN	16	93	.1				3	30		3	30		3	30		15	79	.1	WDUN	21	100	.1				1	30		1	30		1	30		21	100	.2
WKCX	14	174	.1	12	121	.1	14	174	.1	14	174	.1	14	174	.1	2	53		WKCX	7	22		7	22	.1	7	22	.1	7	22	.1	7	22	.1			
WNGC	53	346	.2	18	101	.2	33	212	.2	31	201	.2	36	238	.3	33	212	.3	WNGC	27	237	.1		17		7	71		7	71	.1	19	136	.1	23	187	.2
WRFC	16	113	.1	8	77	.1	9	91	.1	6	46		6	46		1	21		WRFC	4	70			16		2	60		2	60		2	60		4	54	
WCGQ	18	109	.1	13	76	.1	18	95	.1	14	49	.1	14	56	.1	5	33		WCGQ	5	36		4	30		5	36		5	36		5	36		1	6	
WNKS	26	177	.1	21	149	.2	26	170	.2	8	53	.1	8	60	.1	5	28		WNKS	18	99	.1	18	88	.2	18	92	.1	1	12		1	19			11	
WUSY	19	141	.1	9	55	.1	19	141	.1	18	129	.1	18	129	.1	10	86	.1	WUSY	27	134	.1	22	84	.2	27	134	.2	19	84	.2	19	84	.1	5	50	
ADI TOTALS	4613	18081	20.0	2277	8251	22.9	3543	13405	21.7	2624	10228	20.9	2840	11217	20.4	1870	7807	18.2	ADI TOTALS	2099	12868	9.1	1183	6664	11.9	1605	9911	9.8	1079	7165	8.6	1170	7755	8.4	683	4857	6.7

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.

ADI Adults

# Average Quarter-Hour and Cume Listening Estimates

ATLANTA AD1  
SPRING 1985

SATURDAY  
6.00AM-10.00AM

SATURDAY  
10.00AM-3.00PM

STATION CALL LETTERS	ADULTS 18 +			ADULTS 18-34			ADULTS 18-49			ADULTS 25-49			ADULTS 25-54			ADULTS 35-64			STATION CALL LETTERS	ADULTS 18 +			ADULTS 18-34			ADULTS 18-49			ADULTS 25-49			ADULTS 25-54			ADULTS 35-64			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.		AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.				
WAOK	93	285	.4	25	77	.3	76	211	.5	71	186	.6	74	199	.5	68	208	.7	WAOK	81	227	.4	30	107	.3	60	195	.4	57	162	.5	70	175	.5	51	120	.5	
WCNN	106	295	.5	1	7		8	27		8	27	.1	19	53	.1	60	159	.6	WCNN	71	162	.3	13	22	.1	33	66	.2	33	66	.3	37	73	.3	45	103	.4	
WFOX	111	325	.5	59	200	.6	98	306	.6	74	250	.6	80	262	.6	52	125	.5	WFOX	245	706	1.1	168	453	1.7	238	683	1.5	209	610	1.7	212	626	1.5	77	253	.8	
WGST	102	370	.4	5	33	.1	41	147	.3	41	147	.3	63	199	.5	75	230	.7	WGST	72	225	.3	18	45	.2	25	92	.2	22	81	.2	39	126	.3	48	165	.5	
*WGUN	6	19					5	9		5	9		5	9		6	19	.1	WGUN	22	89	.1				8	17		8	17	.1	8	17	.1	18	49	.2	
WIGO	103	212	.4	43	89	.4	65	148	.4	61	126	.5	65	134	.5	53	108	.5	WIGO	56	199	.2	25	88	.3	44	158	.3	22	92	.2	22	92	.2	31	111	.3	
WJGA																			WJGA	5	11					4	6		4	6		5	11		5	11		
*WJYA	24	85	.1				6	23		6	23		6	23		13	37	.1	WJYA	68	124	.3	10	18	.1	27	56	.2	27	56	.2	30	69	.2	20	51	.2	
WJYA FM	52	125	.2				4	19		4	19		6	25		34	86	.3	WJYA FM	32	60	.1				5	19		5	19		7	30	.1	14	37	.1	
TOTAL	76	209	.3				10	41	.1	10	41	.1	12	47	.1	47	122	.5	TOTAL	100	184	.4	10	18	.1	32	75	.2	32	75	.3	37	99	.3	34	88	.3	
WKHX	337	833	1.5	79	212	.8	241	599	1.5	208	502	1.7	218	532	1.6	205	531	2.0	WKHX	542	1317	2.3	162	428	1.6	453	1009	2.8	365	840	2.9	382	934	2.7	367	822	3.6	
WKLS	5	21		5	21	.1	5	21		5	21								WKLS	3	12		3	12		3	12											
WKLS FM	158	455	.7	129	387	1.3	158	455	1.0	88	236	.7	88	236	.6	29	68	.3	WKLS FM	276	807	1.2	257	733	2.6	276	807	1.7	147	425	1.2	147	425	1.1	19	74	.2	
WPCH	235	626	1.0	24	49	.2	81	223	.5	81	223	.6	100	247	.7	143	396	1.4	WPCH	318	739	1.4	46	95	.5	130	252	.8	130	252	1.0	162	304	1.2	209	389	2.0	
WPLO	68	182	.3				8	29		8	29	.1	33	96	.2	63	162	.6	WPLO	91	220	.4	11	57	.1	19	91	.1	16	76	.1	35	98	.3	60	129	.6	
WQXI	24	112	.1	20	90	.2	24	112	.1	18	89	.1	18	89	.1	4	22		WQXI	64	173	.3	53	109	.5	64	173	.4	49	150	.4	49	150	.4	11	64	.1	
WQXI FM	213	793	.9	170	612	1.7	208	780	1.3	126	499	1.0	131	512	.9	43	181	.4	WQXI FM	383	1090	1.7	305	820	3.1	370	1050	2.3	177	657	1.4	179	670	1.3	78	270	.8	
WRMM	43	209	.2	12	92	.1	43	209	.3	40	177	.3	40	177	.3	31	117	.3	WRMM	102	303	.4	24	112	.2	100	292	.6	91	260	.7	91	260	.7	78	191	.8	
WSB	187	675	.8	9	39	.1	63	231	.4	63	231	.5	91	310	.7	126	440	1.2	WSB	125	536	.5	9	32	.1	35	164	.2	35	164	.3	55	256	.4	84	347	.8	
WSB FM	155	501	.7	84	311	.8	136	450	.8	116	346	.9	119	352	.9	67	167	.7	WSB FM	211	581	.9	143	403	1.4	190	527	1.2	136	390	1.1	139	396	1.0	66	161	.6	
WVEE	227	645	1.0	197	554	2.0	220	617	1.3	185	524	1.5	192	552	1.4	30	91	.3	WVEE	544	1121	2.4	423	836	4.3	512	1041	3.1	391	743	3.1	403	779	2.9	121	285	1.2	
WYAY	153	442	.7	79	236	.8	108	348	.7	69	255	.5	80	290	.6	67	192	.7	WYAY	222	611	1.0	136	281	1.4	183	464	1.1	107	316	.9	120	348	.9	82	302	.8	
WYZE	20	60	.1	1	11		5	41		4	30		4	30		19	49	.2	WYZE	38	89	.2	22	40	.2	25	70	.2	25	70	.2	25	70	.2	16	49	.2	
WZGC	245	973	1.1	151	619	1.5	226	906	1.4	140	523	1.1	142	533	1.0	94	354	.9	WZGC	509	1333	2.2	287	833	2.9	486	1275	3.0	324	778	2.6	328	800	2.4	222	500	2.2	
WDUN	50	110	.2				8	23		8	23	.1	9	27	.1	43	97	.4	WDUN	4	11																	
WKCX																			WKCX	9	43		9	43	.1	9	43	.1	3	31		3	31					
WNGC	53	181	.2	3	24		14	80	.1	14	80	.1	27	111	.2	36	121	.4	WNGC	48	134	.2		20	65	.1	20	65	.2	26	80	.2	41	119	.4			
WRFC	13	26	.1				13	26	.1	13	26	.1	13	26	.1	13	26	.1	WRFC	9	15																	
WCGQ	4	14		4	8		4	14		4	14		4	14			6		WCGQ	31	60	.1	28	54	.3	31	60	.2	26	36	.2	26	36	.2	3	6		
WNKS	30	56	.1	26	45	.3	30	56	.2	6	19		6	19		4	11		WNKS	62	86	.3	51	75	.5	62	86	.4	22	36	.2	22	36	.2	11	11	.1	
WUSY	22	108	.1	15	51	.2	22	108	.1	12	78	.1	12	78	.1	7	57	.1	WUSY	35	64	.2	11	21	.1	35	64	.2	35	64	.3	35	64	.3	24	43	.2	
ADI TOTALS	3727	9871	16.1	1320	3698	13.3	2330	6424	14.2	1797	5016	14.3	2043	5621	14.7	1829	4729	17.8	ADI TOTALS	5481	11990	23.7	2615	5657	26.3	4150	8960	25.4	3016	6583	24.0	3287	7201	23.6	2359	5101	23.0	

Footnote Symbols: (\*) means audience estimates adjusted for actual broadcast schedule.











## **NOTATIONS**

# 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 38-41.)

**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 in the contiguous United States 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 MSA, TSA and, where applicable, the ADI.

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

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

**\* 6. AWAY-FROM-HOME LISTENING/**Estimate of listening for which the diary-keeper indicated listening was done away from home.

**7. CUME DAYPART COMBINATIONS/**The unduplicated audience for combinations of dayparts. These data are available in the Arbitron Report, AID and Client Tapes.

**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 MSA, TSA and, where applicable, the ADI.

## Easy-to-Use Formulas

### Cost Per Thousand (CPM)

The cost of delivering 1,000 gross impressions (GI).

$$\frac{\text{Cost of Schedule}}{\text{Gross Impressions}} \times 1,000 = \text{CPM}$$

### Cost Per Rating Point

The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{Gross Rating Points (GRP)}} = \text{Cost Per Rating Point}$$

### Frequency\*\*

The number of times a person is exposed to a radio spot schedule.

$$\frac{\text{Gross Impressions}}{\text{Cume}} = \text{Frequency}$$

### Time Spent Listening (TSL)

An estimate of the amount of time the average person spends listening during a specified time period.

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

**17. 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 unidentified stations.

**18. MINIMUM REPORTING STANDARDS (MRS)/**Specific Minimum Reporting Standards are applied to determine the stations listed in this report. (See Pars. 35-36.)

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

**20. SAMPLING UNIT/**A geographic area consisting of a single county, a group of counties or a part of a county. (See Par. 26.)

**21. SCHEDULE REACH (Schedule Cume)\*\*/**Estimated number of different persons who are listening at least once to a given spot schedule. (Unduplicated audience)

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

**23. SIMULCAST/**The simultaneous broadcasting without any variation of one station's total (100%) uninterrupted broadcast flow by another station.

**24. 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. 27.*)

**25. 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.

**\* 9. CUME RATING/**The estimated number of Cume Persons expressed as a percentage of the universe. This estimate is shown for the MSA only.

**10. DAYPART/**A given part of a day (e.g., Saturday 6AM-10AM; Monday-Friday 7PM-Midnight).

**11. EFFECTIVE SAMPLE BASE (ESB)/**The sample size to be used for estimating the statistical variance of audience estimates. (See Par. 43.)

**\* 12. EXCLUSIVE CUME LISTENING/**The estimated number of Cume Persons in the MSA who listened to only one station within a reported daypart.

**13. GROSS IMPRESSIONS (GI)/**The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

**14. GROSS RATING POINTS (GRPs)/**The sum of all rating points achieved in a market for a particular time span or spot schedule.

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

**16. METRO SURVEY AREA (MSA)/**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 the exceptions dictated by historical industry usage or other marketing considerations including the unanimous preference of Arbitron subscribers in the Metro Survey Area.

# Description of Methodology

## SAMPLING AND MEASUREMENT TECHNIQUES

**26. SAMPLING METHODOLOGY/Surveys** for Arbitron Radio Market Reports are accomplished through the use of a geographic unit called a sampling unit. A sampling unit can consist of a single county, a group of counties or a part of a county. Portions of counties 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 MSA, TSA and, if applicable, the ADI. Diary return targets are established for each sampling unit with a probability proportional to the population in the survey area. The actual number of diaries placed in each sampling unit is determined by the diary return target, the achieved persons per household in the sample and the rate of return which Arbitron reasonably expects based on past placement and return experience.

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 selection technique. These samples of households are drawn from lists of subscribers appearing in current available telephone directories, supplied by Metromail. Expanded Sample Frame (ESF) is applied in MSA sampling units in all markets. ESF is designed to supplement standard telephone directory sample selection by including in the sample households not available in telephone directories. The ESF sample is defined by computer, based upon knowledge gained from the listed telephone number sampling method. Residents of group quarters cannot normally be reached using listed directories; however, they may be included through the ESF technique. The total sample is then divided into approximately equal weekly random groups for placement.

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

### **27. TOTAL SURVEY AREA (TSA) DEFINITION/**

The Total Survey Area is made up of those counties 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 county 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 market definition is the same as the procedure for updating Total Survey Area definitions of previously surveyed markets. The criteria for inclusion of a county are based on specific numbers of mentions to the home station(s) in all diaries in-tab from the county 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 county to qualify for inclusion: (i) the home station(s) cumulatively must achieve at least ten mentions; and (ii) there must be at least ten in-tab diaries; and (iii) the ratio of the cumulative mentions to home station(s), expressed as a percent of all station mentions from the county, must equal or exceed ten percent (10%). A county will be excluded if any of these conditions is not met. Updates are performed biennially. Once defined, the TSA does not necessarily include all counties in which all home stations have listening. The definition does not imply that stations have equal coverage in all Metro and/or TSA counties. 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.

### **28. ARBITRON RADIO LISTENING DIARY/**

Arbitron uses one-week individual diaries to gather listening information. Bilingual (Spanish-English) 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, or 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.

### **29. 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; gain acceptance of the diaries; and to determine the number of persons 12+ living in the household at the time of the placement call.

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. 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; viz, the day before the survey begins 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 diary-keepers to return their diaries after the survey week; and to thank them for cooperating in the survey. In cases where sample households would be so remotely located that substantial toll charges would be incurred, follow-up is made by mail rather than by telephone.

**30. 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

**31. 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 before the end 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*. These diaries are then input 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

### **32. 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 December and the shortest broadcast day within that month and audience estimates are adjusted for the station's actual

## Description of Methodology *(continued)*

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 these reported times/status, during the survey, for the affected daypart. If a reported station advises Arbitron in writing of a change in its sign-on/sign-off times and/or commercial/non-commercial status, then the station, date and nature of the broadcasting change will be noted on Page 5B of this report. Also noted on Page 5B are any reported technical difficulties that a station has experienced during the survey period.

**c. 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.

**\* 33. 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 combinations of dayparts.

### CRITERIA FOR REPORTING STATIONS

**34. 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. 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 this report. TSA data and estimates are limited to stations which have first qualified for reporting in the Metro or, if applicable, the ADI.

**35. 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 both 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 or 1% of the Metro in-tab diary target, whichever is greater, during the current survey of the market. (Ten ADI diaries or 1% of the ADI in-tab diary target for ADI.)

**b.** The station must have an Average Quarter-Hour MSA 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.) Due to rounding, 0.05 or greater becomes 0.1. Rounding occurs at both the demographic and daypart summation levels.

**36. 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. 35.*)

**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 *both* MRS criteria described in Paragraph 35 above, the second station is included in the report if (i) it meets the criteria of Paragraph 35(a) and (ii) it achieves the average quarter-hour rating described in Paragraph 35(b) 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 both phases of the MRS criteria described in Paragraph 35. If the combined audience of the two stations is sufficient to meet both criteria of Paragraph 35, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually.

**37. 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 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 a report are the same for all stations.

### AM-FM TOTALS

**38. CRITERIA/An AM/FM Total line** is only available to simulcast stations (see definitions Paragraphs 23, 32b and 36). 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 or reported one hour time periods. *Note:* No Total line will be shown unless simulcast status is strictly maintained.

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

**39. 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.

**40. 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).

**\* 41. TOTAL EXCLUSIVE CUME LISTENING/** The Total line represents the estimated number of *different* persons who listened to either the AM station only, or the FM station only or both stations only during the reported daypart. Persons who listened to both the AM and FM stations are reported only in the Total line and are not shown in the estimates for the AM and FM individually. When the Total line is *greater* than the sum of the individual station's exclusive cumes, it is greater by the number of the listeners who listen to both the AM and FM and no other station.

### STATISTICAL RELIABILITY

**42. 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 44. 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, provided the users of this report keep in mind that, due to the factors discussed in Paragraph 44, the accuracy of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.



## Description of Methodology (continued)

**43. 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 44. 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 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 cume 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 cume 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

**44. 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 26. Commercial establishments listed in directories are specifically excluded from the sample. Households on military installations, as well as students and residents at educational and other institutions and group quarters may not be listed in local telephone directories. Further, all possible telephone directories may not be available in the lists prepared by Metromail and used as Arbitron's standard sample frame.

**b.** 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 industry affiliation question.

**c.** Non-responding persons may have listening habits which differ from those of respondents. Similarly, the listening habits of persons residing in non-telephone households may vary from those of persons in telephone households.

**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, whose listening habits may differ from other persons, may not be fully represented in the audience estimates because sufficient usable diaries may not have been obtained from them. These factors may be significant to the extent that radio listening of these groups differs from those of other groups.

**f.** Population estimates from Market Statistics used in this report are subject to defects and limitations such as sampling errors, locating undocumented populations, 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 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 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. 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

**45. RETENTION SCHEDULE/**In-tab Arbitron listening diaries used for the compilation of the audience estimates published in this report along with all unusable diaries, will be stored for one year from the date on which this report was first mailed to subscribers by Arbitron after which all diaries will be 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

**46. 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 30 hereof, such are deemed to supersede and/or amend this description of methodology.

### DISCLAIMER OF WARRANTIES

**47. 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.

## 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  $7.05 \div 28.20 = 0.25$ . *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.)

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  $(1,300 \div 100,000) \times 100 = 1.3$ . If the Standard Error for this rating were found to be 0.30, the Standard Error for the projected number of persons would be  $(0.30 \times 100,000) \div 100 = \pm 300$ .

### 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  $(1.96 \times 0.30)$  which equals 1.412, and the upper 95% confidence limit is 2.0 plus  $(1.96 \times 0.30)$  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 iv, for further discussion concerning ESB values.)

For example, if the Table B value shown for Males 18+ for Monday-Friday, 6AM-10AM Average Quarter-Hour Estimates in the

## 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
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	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

Note: When 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)

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. These more complex statistical applications require the use of other formulas in addition to the Table A and Table B values. For some applications, additional information (available through Arbitron's Radio AID) also may be required.

### 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 30, 42, 43, 44, 46 and 47 herein on Pages ii-iv.

# ARBITRON RADIO RELIABILITY-TABLE B

SURVEY AREA/ DEMO GROUP		ESTIMATE TYPE 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	MON-FRI 6A-10A MON-FRI 3P-7P	MON-FRI 10A-3P MON-FRI 7P-MID	SAT-SUN 6A-MID	MON-FRI 6A-10A+ MON-FRI 3P-7P	MON-FRI 6A-7P	MON-FRI 6A-MID	MON-SUN 6A-MID
TOTAL	12 +	31.36	47 15	49.12	46.67	58.51	59.07	69.11	69.27	63.89	69.42	74.31
MEN	18 +	21.92	33 32	33.88	32.43	42.00	39.56	49.22	47.76	44.34	48.99	53.03
MEN	18-24	7.83	13 11	****	12.40	18.00	16.86	20.17	20.14	19.55	21.29	22.84
MEN	25-34	11.97	18 89	****	18.59	24.38	23.30	29.53	27.44	25.73	29.04	31.74
MEN	35-44	10.90	16 82	****	16.91	21.84	20.38	26.34	24.12	23.03	24.97	27.36
MEN	45-54	9.15	13 62	****	14.01	17.88	16.95	21.03	19.95	18.89	20.87	22.67
MEN	55-64	7.52	11 36	****	11.55	15.21	14.49	17.49	17.10	16.95	18.64	20.30
MEN	18-34	14.36	22 52	23.47	21.74	29.39	27.56	****	****	****	****	37.79
MEN	18-49	18.87	29 29	29.85	28.38	37.13	34.05	****	****	****	****	46.82
MEN	25-44	****	****	25.44	****	****	****	****	****	****	****	****
MEN	25-49	17.60	26 65	27.12	26.26	33.57	31.03	****	****	****	****	42.46
MEN	25-54	18.62	27 81	****	27.64	35.21	32.38	****	****	****	****	44.31
MEN	35-64	16.19	23 66	****	24.16	30.68	28.46	****	****	****	****	38.83
WOMEN	18 +	25.47	37 50	38.51	37.07	45.87	46.63	56.24	54.43	49.99	54.21	58.56
WOMEN	18-24	10.12	16 32	****	15.45	21.09	20.57	25.28	23.63	22.61	24.71	27.43
WOMEN	25-34	13.70	21 27	****	21.13	27.41	26.52	32.49	31.15	29.78	32.93	35.10
WOMEN	35-44	12.53	19 24	20.35	19.37	24.91	24.12	30.17	27.36	26.79	29.30	32.32
WOMEN	45-54	10.05	15 17	15.44	14.99	18.96	18.45	22.75	21.37	20.49	22.55	23.86
WOMEN	55-64	8.75	12 68	****	12.69	16.17	16.17	19.08	18.23	17.90	19.69	20.89
WOMEN	18-34	17.21	26 52	27.67	25.62	33.50	32.45	****	****	****	****	43.15
WOMEN	18-49	21.78	33 39	34.50	32.61	41.63	39.93	****	****	****	****	53.02
WOMEN	25-44	****	****	29.42	****	****	****	****	****	****	****	****
WOMEN	25-49	20.07	29 79	31.08	29.72	37.77	35.94	****	****	****	****	48.23
WOMEN	25-54	21.23	31 17	****	31.13	39.61	37.28	****	****	****	****	50.30
WOMEN	35-64	18.48	33 66	****	26.79	33.69	32.15	****	****	****	****	42.45
ADULTS	18 +	30.20	44 56	****	43.95	55.24	53.62	****	****	****	****	70.14
ADULTS	18-34	20.82	32 13	****	31.09	40.97	39.59	****	****	****	****	51.76
ADULTS	18-49	26.55	40 49	****	39.41	50.48	47.82	****	****	****	****	63.81
ADULTS	25-49	24.17	36 24	****	35.92	45.49	42.98	****	****	****	****	57.48
ADULTS	25-54	25.46	37 72	****	37.62	47.57	44.87	****	****	****	****	60.45
ADULTS	35-64	22.29	32 18	****	32.53	41.24	39.28	****	****	****	****	52.08
TEENS		12.75	20 88	23.65	21.28	28.55	31.56	32.45	33.92	34.52	36.37	37.64
<b>TOTAL SURVEY AREA</b>												
TOTAL	12 +	38.18	55 97	58.57	55.03	69.88	71.14	81.65	83.66	76.09	82.94	88.78
MEN	18 +	26.64	39 36	40.45	38.30	50.32	47.31	58.35	57.68	53.12	59.15	63.27
MEN	18-24	9.68	15 74	****	15.01	21.60	20.03	24.12	24.08	23.17	25.52	27.43
MEN	25-34	14.07	21 80	****	21.82	28.42	27.11	34.51	31.72	30.00	33.84	36.97
MEN	35-44	13.64	20 86	****	21.44	26.45	25.17	32.60	29.18	27.71	30.61	33.64
MEN	45-54	11.35	16 83	****	17.17	21.84	20.72	25.76	24.18	22.72	25.26	27.19
MEN	55-64	9.83	14 67	****	14.85	19.37	18.83	22.12	22.06	21.94	23.92	25.79
MEN	18-34	16.95	26 39	27.45	25.61	34.44	31.84	****	****	****	****	44.51
MEN	18-49	22.56	34 07	34.86	33.22	43.23	39.65	****	****	****	****	54.48
MEN	25-44	****	****	29.93	****	****	****	****	****	****	****	****
MEN	25-49	20.84	31 39	31.75	30.90	39.07	36.49	****	****	****	****	49.47
MEN	25-54	22.20	32 87	****	32.59	41.33	38.36	****	****	****	****	51.57
MEN	35-64	20.02	28 95	****	29.33	37.42	35.15	****	****	****	****	47.28
WOMEN	18 +	30.94	45 00	46.07	43.86	54.84	56.03	67.57	65.92	59.62	64.87	70.34
WOMEN	18-24	11.77	19 39	****	17.87	24.32	23.46	29.57	26.98	25.68	28.07	31.32
WOMEN	25-34	16.25	24 82	****	24.88	32.46	31.25	38.36	36.41	35.27	39.26	41.50
WOMEN	35-44	15.33	23 50	24.52	23.20	29.71	28.90	36.51	33.19	32.18	35.18	38.54
WOMEN	45-54	12.76	19 32	19.59	19.17	23.81	23.45	29.05	26.67	25.71	28.36	30.16
WOMEN	55-64	11.68	16 90	****	16.88	21.56	21.60	25.42	24.14	24.19	26.07	27.54
WOMEN	18-34	20.04	30 98	31.85	29.41	38.96	37.11	****	****	****	****	50.04
WOMEN	18-49	26.22	39 28	40.09	37.70	48.62	45.96	****	****	****	****	62.12
WOMEN	25-44	****	****	34.76	****	****	****	****	****	****	****	****
WOMEN	25-49	23.92	35 30	36.91	35.13	44.73	42.70	****	****	****	****	57.46
WOMEN	25-54	25.44	37 16	****	36.91	46.92	44.32	****	****	****	****	60.08
WOMEN	35-64	22.83	33 39	****	33.00	41.33	39.69	****	****	****	****	52.67
ADULTS	18 +	36.49	52 93	****	51.87	66.41	63.88	****	****	****	****	84.15
ADULTS	18-34	24.37	37 16	****	35.97	47.58	44.79	****	****	****	****	60.80
ADULTS	18-49	31.58	47 02	****	45.63	59.40	55.46	****	****	****	****	75.43
ADULTS	25-49	28.77	42 45	****	41.95	53.49	50.83	****	****	****	****	67.65
ADULTS	25-54	30.51	48 55	****	44.20	56.12	53.38	****	****	****	****	70.93
ADULTS	35-64	27.60	39 53	****	39.74	50.56	48.88	****	****	****	****	63.99
TEENS		15.54	24 91	28.21	25.34	33.06	37.66	38.79	39.41	40.13	42.19	43.69

\*\*\*\* REPORT DOES NOT INCLUDE DATA FOR THIS DEMOGRAPHIC GROUP

# ARBITRON RADIO RELIABILITY-TABLE B

SURVEY AREA/ DEMO GROUP		ESTIMATE TYPE											
		AVERAGE QUARTER HOUR ESTIMATES											
ADI	SURVEY AREA	ALL CUME ESTIMATES	SAT 6A-10A SUN 6A-10A SAT 3P-7P	WEEKDAYS SINGLE HOUR	SAT 10A-3P SUN 10A-3P SAT 7P-MID SUN 7P-MID	MON-FRI 6A-10A MON-FRI 3P-7P	MDN-FRI 10A-3P MDN-FRI 7P-MID	SAT-SUN 6A-MID	MON-FRI 6A-10A+ MON-FRI 3P-7P	MON-FRI 6A-7P	MON-FRI 6A-MID	MON-SUN 6A-MID	
TOTAL	12 +	33.51	****	*****	*****	*****	*****	*****	*****	*****	*****	*****	89.53
MEN	18 +	25.92	38.17	*****	37.45	48.67	45.17	*****	*****	*****	*****	*****	62.72
MEN	18-24	8.79	****	*****	****	****	****	****	****	****	****	****	26.46
MEN	25-34	13.17	****	*****	****	****	****	****	****	****	****	****	35.90
MEN	35-44	12.46	****	*****	****	****	****	****	****	****	****	****	33.47
MEN	45-54	10.81	****	*****	****	****	****	****	****	****	****	****	27.03
MEN	55-64	8.86	****	*****	****	****	****	****	****	****	****	****	25.33
MEN	18-34	16.48	25.22	*****	24.55	32.59	30.46	*****	****	****	****	****	*****
MEN	18-49	21.88	32.69	*****	32.07	41.09	38.28	*****	****	****	****	****	*****
MEN	25-44	****	****	*****	****	****	****	****	****	****	****	****	*****
MEN	25-49	20.15	30.14	*****	29.94	37.76	35.95	*****	****	****	****	****	*****
MEN	25-54	21.50	31.73	*****	31.67	40.08	37.86	*****	****	****	****	****	*****
MEN	35-64	19.32	27.96	*****	28.55	36.41	34.14	*****	****	****	****	****	*****
WOMEN	18 +	30.30	44.48	*****	43.71	54.44	54.50	*****	*****	*****	*****	*****	72.41
WOMEN	18-24	11.79	****	*****	****	****	****	****	****	****	****	****	33.34
WOMEN	25-34	14.69	****	*****	****	****	****	****	****	****	****	****	40.72
WOMEN	35-44	13.84	****	*****	****	****	****	****	****	****	****	****	38.53
WOMEN	45-54	12.17	****	*****	****	****	****	****	****	****	****	****	30.41
WOMEN	55-64	10.94	****	*****	****	****	****	****	****	****	****	****	26.73
WOMEN	18-34	19.79	30.57	*****	29.33	38.47	37.57	*****	****	****	****	****	*****
WOMEN	18-49	25.75	38.58	*****	37.51	48.22	46.72	*****	****	****	****	****	*****
WOMEN	25-44	****	****	*****	****	****	****	****	****	****	****	****	*****
WOMEN	25-49	23.12	34.07	*****	34.10	43.72	42.19	*****	****	****	****	****	*****
WOMEN	25-54	24.63	35.82	*****	35.83	45.86	43.83	*****	****	****	****	****	*****
WOMEN	35-64	22.25	32.46	*****	32.23	40.47	39.85	*****	****	****	****	****	*****
ADULTS	18 +	35.81	51.95	*****	51.09	65.20	63.53	*****	*****	*****	*****	*****	*****
ADULTS	18-34	23.81	36.07	*****	35.09	45.82	44.00	*****	****	****	****	****	*****
ADULTS	18-49	30.73	45.60	*****	44.43	57.13	54.66	*****	****	****	****	****	*****
ADULTS	25-49	27.81	40.87	*****	40.60	51.68	50.32	*****	****	****	****	****	*****
ADULTS	25-54	29.50	42.89	*****	42.82	54.53	52.93	*****	****	****	****	****	*****
ADULTS	35-64	26.85	38.41	*****	38.72	49.48	48.32	*****	****	****	****	****	*****
TEENS		15.28	24.52	*****	24.83	33.28	36.45	*****	****	****	****	****	44.70

\*\*\*\* REPORT DOES NOT INCLUDE DATA FOR THIS DEMOGRAPHIC GROUP

**NOTATIONS**

**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 Research, (2) supplies full information to EMRC regarding all details of its operation, (3) conducts its measurement service substantially in accordance with representations to the 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 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.



Accredited by  
Electronic Media  
Rating Council

**ARBITRON 1985 RADIO MARKET SURVEY SCHEDULE**

MARKET	WINTER 85	SPRING 85	SUMMER 85	FALL 85	MARKET	WINTER 85	SPRING 85	SUMMER 85	FALL 85	MARKET	WINTER 85	SPRING 85	SUMMER 85	FALL 85	MARKET	WINTER 85	SPRING 85	SUMMER 85	FALL 85
Aberdeen, WA	C			C	Danville, IL					Long Branch-Asbury Park, NJ					Riverside-San Bernardino				
Abilene, TX	C				Dayton					Longview-Marshall, TX					Roanoke				
Akron					Daytona Beach					Los Angeles					Rochester, MN				
Albany, GA	C				Denver-Boulder					Louisville					Rochester, NY				
Albany-Corvallis-Lebanon, OR	C				Des Moines					Lubbock					Rockford				
Albany-Schenectady-Troy	C				Detroit					Lufkin-Nacogdoches, TX					Sacramento				
Albuquerque					Dothan, AL					Lynchburg					Saginaw-Bay City-Midland				
Alexandria, LA	C				Dubuque, IA					Macon					St. Cloud, MN				
Allentown-Bethlehem					Duluth-Superior					Madison					St. Louis				
Altoona					Eau Claire, WI					Manchester					Saltinas-Seaside-Monterey				
Amarillo					El Paso					McAllen-Brownsville					Salt Lake City-Ogden				
Anaheim-Santa Ana (Orange County)					Erie					Medford-Ashland, OR					San Angelo, TX				
Anchorage					Eugene-Springfield					Meibourne-Titusville-Cocoa					San Antonio				
Ann Arbor, MI	C				Evansville					Memphis					San Diego				
Appleton-Oshkosh					Fargo-Moorhead					Mendian, MS					San Diego North County				
Asheville					Fayetteville, NC					Miami-Ft. Lauderdale-Hollywood					San Francisco				
Atlanta					Fayetteville-Springdale, AR					Milwaukee-Racine					San Jose				
Atlantic City					Flint					Minneapolis-St. Paul					Santa Barbara, CA				
Augusta, GA					Ft. Myers, FL					Minot, ND					Santa Fe, NM				
Augusta-Waterville, ME	C				Ft. Pierce, FL					Mobile					Santa Rosa, CA				
Austin					Ft. Smith, AR					Modesto					Sarasota-Bradenton				
Bakersfield					Ft. Walton Beach, FL					Monroe, LA					Savannah				
Baltimore					Ft. Wayne					Montgomery					Seattle-Tacoma				
Bangor, ME	C				Frederick, MD					Morrisstown, NJ					Shreveport				
Baton Rouge					Fresno					Muskegon, MI					Sioux City, IA				
Battle Creek, MI	C				Gainesville, FL					Naples-Marco Island, FL					Sioux Falls				
Beaumont-Port Arthur					Grand Forks, ND-MN					Nashville					South Bend				
Beckley, WV	C				Grand Junction, CO					Nassau-Suffolk (Long Island)					Spokane				
Big Spring, TX	C				Grand Rapids					New Bedford-Fall River, MA					Springfield, IL				
Billings					Great Falls, MT					New Haven-Menden					Springfield, MA				
Bitoli-Gulfport, MS	C				Green Bay					New Orleans					Springfield, MO				
Binghamton					Greensboro-Winston Salem-High Point					New York					Stamford-Norwalk, CT				
Birmingham					Greenville-New					Norfolk-Portsmouth-					Staunton-Waynesboro, VA				
Bismarck, ND	C				Bern-Washington, NC					Newport News-Hampton					Staubenville-Weirton				
Bloomington, IL	C				Greenville-Spartanburg, SC					Northwest Michigan, MI					Stockton				
Boise					Hagerstown-Chambersburg-Wayneboro, MD-PA					(Traverse City, Petoskey, Charlevoix)					Syracuse				
Boston					Harrisburg					Odessa-Midland, TX					Tallahassee				
Boulder, CO	C				Hartford-New Britain-Middletown					Oklahoma City					Tampa-St. Petersburg-Clearwater				
Bozeman, MT	C				Honolulu					Omaha-Council Bluffs					Terre Haute				
Bridgeport					Houston-Galveston					Orlando					Texas-Kan. TX				
Buffalo-Niagara Falls					Huntington-Ashland					Owensboro, KY					Toledo				
Burlington, VT	C				Huntsville					Oxnard-Ventura					Topeka				
Canton					Indianapolis					Palm Springs, CA					Trenton, NJ				
Cape Cod, MA	C				Ithaca, NY					Panama City, FL					Tri Cities, WA (Richland-Kennewick-Pasco)				
Cape May, NJ	C				Jackson					Parkersburg-Manetta, WV-OH					Tucson				
Casper					Jacksonville					Pascagoula-Moss Point, MS					Tulsa				
Cedar Rapids					Johnson City-Kingsport-Bristol					Pensacola					Tuscaloosa, AL				
Charleston, SC					Johnstown					Peoria					Tyler, TX				
Charleston, WV					Joplin, MO					Philadelphia					Utica-Rome				
Charlotte-Gastonia-Rock Hill					Kalamazoo					Phoenix					Victoria, TX				
Charlottesville, VA	C				Kansas City					Pittsburgh					Waco				
Chattanooga					Killeen-Temple, TX					Plattsburgh, NY					Washington, DC				
Cheyenne, WY	C				Knoxville					Portland, ME					Waterbury, CT				
Chicago					La Crosse, WI					Portland, OR					Waterloo-Cedar Falls				
Chico, CA	C				Lafayette, IN					Portsmouth-Dover-Rochester					Watertown, NY				
Cincinnati					Lafayette, LA					Poughkeepsie, NY					Wenatchee, WA				
Cleveland					Lake Charles, LA					Providence-Warwick-Pawtucket					West Palm Beach-Boca Raton				
Colorado Springs					Lakeland-Winter Haven					Pueblo					Wheeling				
Columbia, MO	C				Lancaster					Quad Cities					Wichita				
Columbia, SC					Lansing-East Lansing					(Davenport-Rock Island-Moline)					Wichita Falls, TX				
Columbus, GA					Las Vegas					Raleigh-Durham					Williamsport, PA				
Columbus, OH					Lawton, OK					Rapid City, SD					Wilmington, DE				
Corpus Christi					Lexington-Fayette					Reading					Wilmington, NC				
Dallas-Ft. Worth					Lincoln					Reading, CA					Worcester				
Danbury, CT	C				Little Rock					Reno					Yakima, WA				
										Richmond					York				
															Youngstown-Warren				

NOTE: The Survey Frequency of some markets may change.

C — denotes Condensed Radio Market Report

## Terms to keep you on the right road...

**Average Quarter-Hour Persons.** The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

**Cume Persons (REACH).** The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

**Exclusive Cume.** The number of different persons who, when they are listening, tune to only one station during the time period reported.

**Rating.** The percent of all people within a demographic group in a survey area who listen to a specific station.

$$\frac{\text{Listeners}}{\text{Population}} = \text{Rating (\%)}$$

**Average Quarter-Hour Rating.** The Average Quarter-Hour Persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

$$\frac{\text{Average Quarter-Hour Persons}}{\text{Population}} = \frac{\text{Average Quarter-Hour Rating (\%)}}{\text{Rating (\%)}}$$

**Cume Rating.** The Cume Persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

$$\frac{\text{Cume Persons}}{\text{Population}} = \text{Rating (\%)}$$

**Share.** The percent of all listeners in a demographic group that are listening to a specific station.

$$\frac{\text{Average Quarter-Hour Persons to a station}}{\text{Average Quarter-Hour Persons to all stations}} = \text{Share (\%)}$$

**Gross Impressions (GI).** The sum of the Average Quarter-Hour Persons audience for all spots in a given schedule.

**Gross Rating Points (GRP's).** The sum of all rating points achieved in a market area for a particular time span or spot schedule.

**Cost Per Thousand (CPM).** The cost of delivering 1,000 gross impressions.

$$\frac{\text{Cost of Schedule}}{\text{GI}} \times 1,000 = \text{CPM}$$

**Cost Per Rating Point.** The cost of reaching an Average Quarter-Hour Persons audience of one percent (achieving an Average Quarter-Hour Persons rating of one) for a given demographic group.

$$\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}$$

**Schedule Reach (Schedule Cume)\*.** Estimated number of different persons who are listening at least once to a given spot schedule. (Unduplicated audience)

**Frequency\*.** The number of times a person is exposed to a radio spot schedule.

$$\frac{\text{GI}}{\text{Cume}} = \text{Frequency}$$

**Time Spent Listening (TSL).** An estimate of the amount of time the average person spends listening during a specified time period.

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

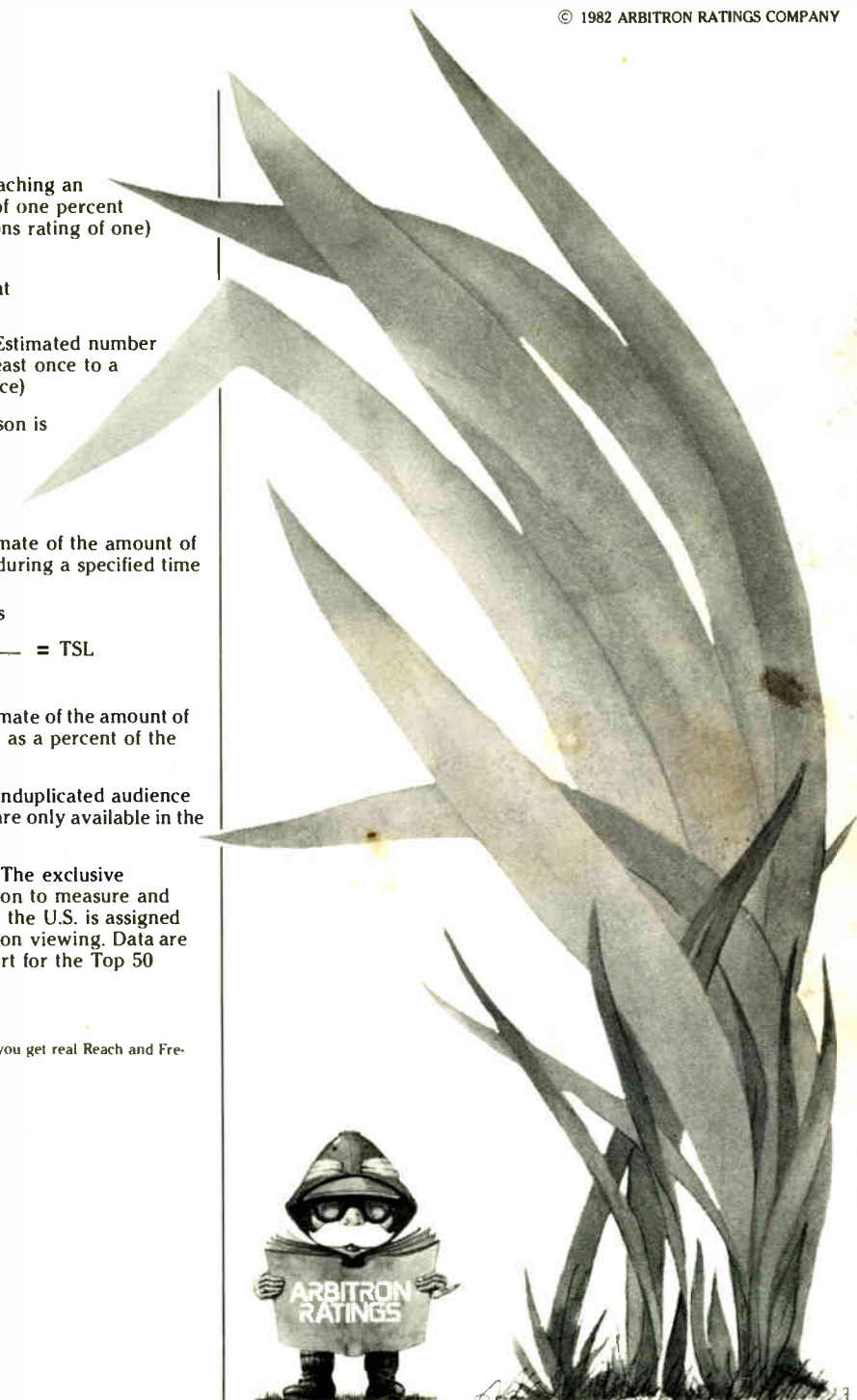
**Away-From-Home Listening.** An estimate of the amount of listening done away from home expressed as a percent of the total audience.

**Cume Daypart Combinations.** The unduplicated audience for combinations of dayparts. These data are only available in the Arbitron Report or through AID.

**Area of Dominant Influence (ADI).** The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.

\*Only with Arbitron Information on Demand (AID) can you get real Reach and Frequency, not a mathematical model.

through the broadcast ratings jungle...



# ARBITRON RATINGS

## New York

1350 Avenue Americas / 10019

### Radio Station Services:

*Client Service Rep:* Josh Gertzog  
*Hot Line:* (212) 887-1312

Susan Dingethal (212) 887-1308  
Brad Bedford (212) 887-1310  
Pierre Bouvard (212) 887-1304  
Jay Guyther (212) 887-1306

### Rep/Network Services:

Maddy Schreiber (212) 887-1324  
Bill Fritz (212) 887-1326

### Advertiser/Agency Services:

*Client Service Rep:* David Drucker  
*Hot Line:* (212) 887-1372

Christine Mueller (212) 887-1332  
Barbara Graff (212) 887-1360  
Rhonda Amos (212) 887-1330  
Arlene Bahranburg (212) 887-1300

## Dallas

14801 Quorum Drive, Suite 506 / 75240

### Radio Station Services:

*Client Service Rep:* Karen Kolvek  
*Hot Line:* (214) 385-5786

Janet Z. Baum (214) 385-5798  
Patti Danforth-Shannon (214) 385-5797

### Advertiser/Agency Services:

Shirley Ward (214) 385-5793  
Dawn Moore (214) 385-5803

## San Francisco

One Maritime Plaza, Suite 720 / 94111

### Radio Station Services:

*Client Service Rep:* Kathy Henry  
*Hot Line:* (415) 982-5371

Marvin Korach (415) 393-6925  
Bill Rose (415) 393-6925

### Advertiser/Agency Services:

Terry D'Angona (213) 937-6420  
Dan Humfreville (213) 937-6420

## Chicago

1807 Tribune Tower / 60611

### Radio Station Services:

*Client Service Rep:* John Henley  
*Hot Line:* (312) 454-3436

Scott Herman (312) 454-3426  
Debbie Priore (312) 454-8497  
Jeff Holmes (312) 454-3425  
David Lebow (312) 454-3424

### Advertiser/Agency Services:

Scott Turner (312) 454-3442  
Barbara Czachorski (312) 454-3423

## Atlanta

300 Embassy Row / 30328

### Radio Station Services:

*Client Service Rep:* Marianne Pieper  
*Hot Line:* (404) 399-2126

David Dorn (404) 399-2121  
Marbeth Doran (404) 399-2124

### Advertiser/Agency Services:

Cecilia Meadows (404) 399-2118

## Los Angeles

5670 Wilshire Boulevard, Suite 2560 / 90036

### Radio Station Services:

*Client Service Rep:* Kevin Cassidy  
*Hot Line:* (213) 937-1682

Dave Burrill (213) 937-6420  
Dick Sheppard (213) 937-6420

### Advertiser/Agency Services:

Terry D'Angona (213) 937-6420  
Dan Humfreville (213) 937-6420