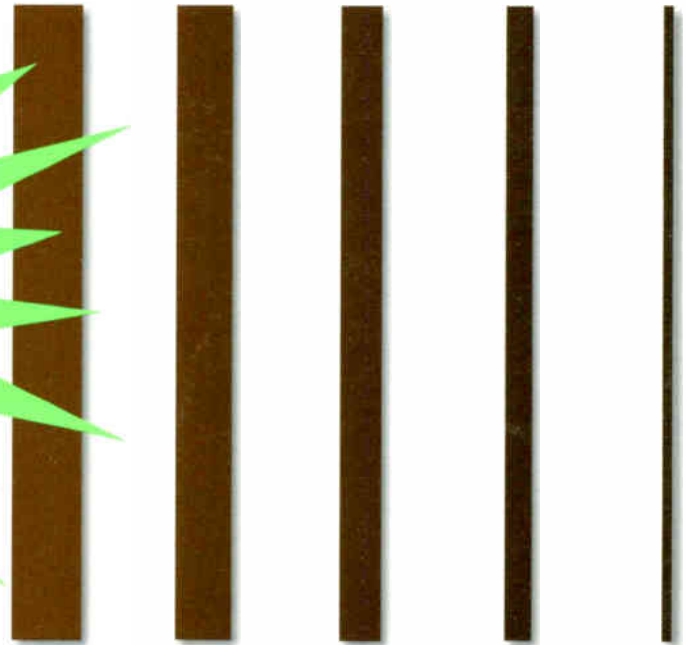


Spring 1998
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

NEW
Instant Qualitative
Profile inside!



Radio Market Report

New York

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media
Rating Council®

Winter 1998
January 8 - April 1

59 New York
Winter 1998

ARBITRON

A special message for Arbitron radio station subscribers

Sample increase plan still available

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

Bigger samples mean better measures

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

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

The best bargain in radio

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

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

**Welcome,
Spring 1998
sample increase
markets!**

40% sample increase

Ann Arbor, MI
Biloxi-Gulfport-
Pascagoula, MS
Bluefield, WV
Brunswick, GA
Laurel-Hattiesburg, MS
Marion-Carbondale
(Southern Illinois)
Peoria, IL
South Bend, IN

70% sample increase

Johnson City-Kingsport-
Bristol, TN-VA

* Sample target increases based on Fall 1993 sample targets.

ARBITRON

Radio Market Report

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

1998-99 Survey Schedule

Winter 1998

January 8 - April 1

Spring 1998

April 2 - June 24

Summer 1998

July 2 - September 23

Fall 1998

September 24 - December 16

Winter 1999

January 7 - March 31



What MRC accreditation means

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

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

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

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Winter 1998 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

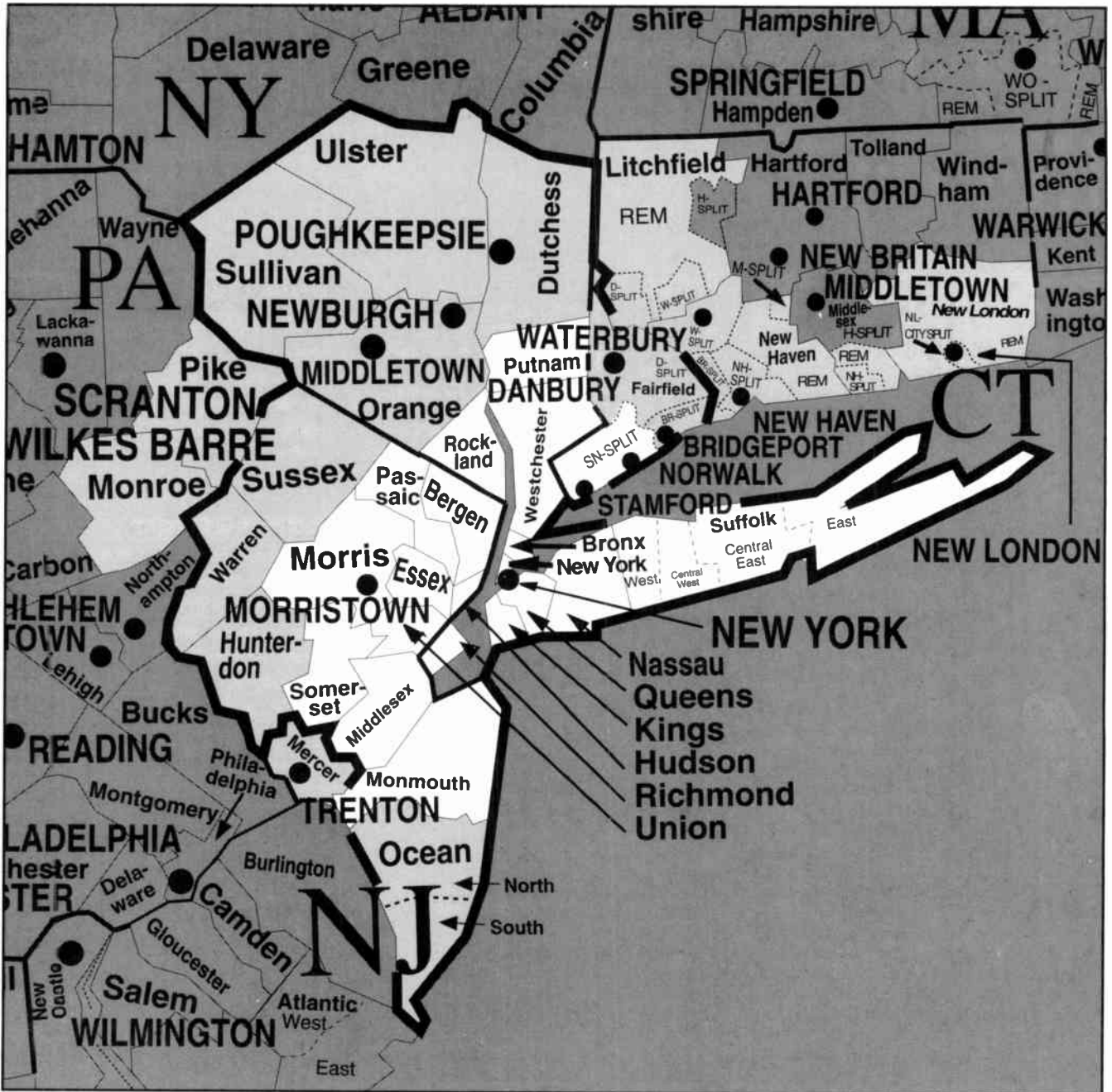
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

New York



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Metro
 TSA
 DMA®

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

Metro Rank: 1

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

WABC-AM	WADO-AM	WAXQ-FM	WBBR-AM	WBLS-FM	WCBS-AM
WCBS-FM	WFAN-AM	WHTZ-FM	WINS-AM	WLIB-AM	WNEW-FM
WNSR-FM	WOR-AM	WPAT-FM	WPLJ-FM	WQCD-FM	WQEW-AM
WQHT-FM	WQXR-FM	WRKS-FM	WSKQ-FM	WWRL-AM	WWVY-FM
WXXY-FM	WWZY-FM	WXRK-FM			

* Station subscribers as of release to print.

ARBITRON

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

Estimated P12+				County/			HDA			Estimated P12+				County/			HDA			
Population	In-Tab	Area	Split County	ST	Blk.	Hisp.	Population	In-Tab	Area	Split County	ST	Blk.	Hisp.	Population	In-Tab	Area	Split County	ST	Blk.	Hisp.
290,000	187	M	FAIRFIELD (SN SPLIT)	CT			1,118,900	1,622	M	NASSAU	NY	B	H							
737,400	419	M	BERGEN	NJ			1,371,000	879	M	NEW YORK	NY	B	H							
630,400	355	M	ESSEX	NJ	B	H	76,500	52	M	PUTNAM	NY									
466,400	270	M	HUDSON	NJ	B	H	1,706,100	1,094	M	QUEENS	NY	B	H							
604,200	283	M	MIDDLESEX	NJ		H	335,800	205	M	RICHMOND	NY									
502,700	322	M	MONMOUTH	NJ			235,500	167	M	ROCKLAND	NY	B								
388,600	222	M	MORRIS	NJ			374,400	537	M	SUFFOLK CENTRAL E	NY									
391,300	186	M	PASSAIC	NJ	B	H	330,100	509	M	SUFFOLK CENTRAL W	NY		H							
235,600	148	M	SOMERSET	NJ			111,200	170	M	SUFFOLK EAST	NY									
424,000	237	M	UNION	NJ	B	H	328,200	514	M	SUFFOLK WEST	NY	B								
960,900	616	M	BRONX	NY	B	H	765,600	435	M	WESTCHESTER	NY	B	H							
1,851,700	1,102	M	KINGS	NY	B	H														

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

HDA - High-Density Area
(Black or Hispanic)

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

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	1,418	2,103,500	978	1,358,200
HDHA	1,964	3,074,000	1,027	1,519,200

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Census-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men					
12-24	1,393,400	9.8	1,113	10.6	9.8
18-24	738,300	5.2	591	5.6	5.2
25-34	1,287,500	9.0	905	8.6	9.0
35-44	1,344,000	9.4	973	9.2	9.4
45-49	608,700	4.3	468	4.4	4.3
50-54	514,300	3.6	377	3.6	3.6
55-64	726,800	5.1	532	5.1	5.1
65+	853,400	6.0	509	4.8	6.0
18+	6,073,000	42.7	4,355	41.4	42.7
Women					
12-24	1,367,800	9.6	1,144	10.9	9.6
18-24	736,300	5.2	607	5.8	5.2
25-34	1,289,000	9.1	1,059	10.1	9.1
35-44	1,445,900	10.2	1,162	11.0	10.2
45-49	680,100	4.8	545	5.2	4.8
50-54	570,900	4.0	425	4.0	4.0
55-64	824,000	5.8	603	5.7	5.8
65+	1,330,700	9.3	716	6.8	9.3
18+	6,876,900	48.3	5,117	48.6	48.3
P18+	12,949,900	91.0	9,472	89.9	91.0
Teens 12-17	1,286,600	9.0	1,059	10.1	9.0
Black P12+	See Page 13 for information.				
Hispanic P12+	See Page 13 for information.				
Total P12+	14,238,500		10,531		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	5,958
UNL - Est. Usable Households in Sample	7,123
TOT - Est. Usable Households in Sample	13,081
LST - Est. Persons in Usable Households	13,810
UNL - Est. Persons in Usable Households	17,524
TOT - Est. Persons in Usable Households	31,334
LST - Contacted Households	5,695
UNL - Contacted Households	6,589
TOT - Contacted Households	12,284
LST - Households Accepting Diaries	4,167
UNL - Households Accepting Diaries	4,339
TOT - Households Accepting Diaries	8,506
LST - Persons Sent Diaries	9,718
UNL - Persons Sent Diaries	10,772
TOT - Persons Sent Diaries	20,490
LST - Diaries In-Tab	5,163
UNL - Diaries In-Tab	5,368
TOT - Diaries In-Tab	10,531
Sample Target	8,450
Metro In-Tab/Target Index	See Page 13.

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1997 zip code population estimates (1990 Census-based).

LST - Listed UNL - Unlisted TOT - Total

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

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

(s) WABC-AM 770

Two Penn Plz 17th Fl
New York, NY 10121
(212) 613-3805 Fax: (212) 613-3823
Format: News Talk Information
Sales Rep: Katz Radio
Network: ABC
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 50,000/50,000

(s) WAXQ-FM 104.3

1180 Ave Of The Americas
New York, NY 10036
(212) 575-1043 Fax: (212) 302-7814
Format: Classic Rock
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 6,000/415

WBLJ-FM 106.1

3090 Rt 112
Medford, NY 11763
(516) 732-1061 Fax: (516) 732-3848
Format: Hot Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Patchogue, NY
County/Split Co.: Suffolk Central E, NY
ERP (watts) / HAAT (meters): 49,000/152

(s) WCBS-AM 880

51 W 52nd St
New York, NY 10019
(212) 975-6895 Fax: (212) 397-7811
Format: All News
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 50,000/50,000

(s) WFAN-AM 660

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

(s) WADO-AM 1280

1396 Broad St
Clifton, NJ 07013
(201) 777-9393 Fax: (201) 473-0140
Format: Spanish Language
Sales Rep: Katz Hispanic Repts Inc
Network: IND
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 50,000/5,000

WBAB-FM 102.3 (simulcast w/WHFM-FM)†

555 Sunrise Hwy
W Babylon, NY 11704
(516) 587-1023 Fax: (516) 422-1023
Format: Album Oriented Rock
Sales Rep: McGavren Guild
Network: ABC
City of Lic./Alt City ID: Babylon/Long Island, NY
County/Split Co.: Suffolk West, NY
ERP (watts) / HAAT (meters): 3,000/82

(s) WBLS-FM 107.5

3 Park Ave 41st Fl
New York, NY 10016
(212) 447-1000 Fax: (212) 447-5194
Format: Urban Adult Contemporary
Sales Rep: McGavren Guild
Network: ABC
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 4,200/415

(s) WCBS-FM 101.1

51 W 52nd St
New York, NY 10019
(212) 975-4987 Fax: (212) 975-9123
Format: Oldies
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 6,800/404

WFAS-FM 103.9

365 Secor Rd
Hartsdale, NY 10530
(914) 693-2400 Fax: (914) 693-4489
Format: Adult Contemporary
Sales Rep: Sentry
Network: IND
City of Lic./Alt City ID: White Plains, NY
County/Split Co.: Westchester, NY
ERP (watts) / HAAT (meters): 3,000/204

WALK-FM 97.5

P O Box 230
Patchogue, NY 11772
(516) 475-5200 Fax: (516) 475-9016
Format: Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Patchogue, NY
County/Split Co.: Suffolk Central E, NY
ERP (watts) / HAAT (meters): 39,000/169

(s) WBBR-AM 1130

499 Park Ave
New York, NY 10022
(212) 318-2000 Fax: (212) 940-1994
Format: News Talk Information
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 50,000/50,000

WBZO-FM 103.1

900 Walt Whitman Rd
Melville, NY 11747
(516) 385-2103 Fax: (516) 385-3292
Format: Oldies
Sales Rep: O & R
Network: IND
City of Lic./Alt City ID: Bay Shore, NY
County/Split Co.: Suffolk Central W, NY
ERP (watts) / HAAT (meters): 3,000/87

WDRE-FM 98.5 (simulcast w/WLUR-FM)†

11 W Main St
Riverhead, NY 11901
(516) 222-1103 Fax: (516) 222-1391
Format: Alternative
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Westhampton, NY
County/Split Co.: Suffolk East, NY
ERP (watts) / HAAT (meters): 6,000/86

WFME-FM 94.7

289 Mt Pleasant Ave
West Orange, NJ 07052
(973) 736-3600 Fax:
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Newark, NJ
County/Split Co.: Essex, NJ
ERP (watts) / HAAT (meters): 37,000/174

continued...

(s) Station subscribers as of release to print

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

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

Network Affiliation Abbreviations

ABC: ABC Radio Networks
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

WHFM-FM 95.3 (simulcast w/WBAB-FM)‡

33 Flying Point Rd Ste 212
Southampton, NY 11968
(516) 283-9500 Fax: (516) 283-9506
Format: Album Oriented Rock
Sales Rep: McGavren Guild
Network: ABC
City of Lic./Alt City ID: Southampton/Rivertown, NY
County/Split Co.: Suffolk East, NY
ERP (watts) / HAAT (meters): 5,000/108

WHUD-FM 100.7

Radio Terrace Box 188
Peekskill, NY 10566
(914) 737-1124 Fax: (914) 737-0441
Format: Adult Contemporary
Sales Rep: Katz Radio
Network: APNET, ABC
City of Lic./Alt City ID: Peekskill, NY
County/Split Co.: Westchester, NY
ERP (watts) / HAAT (meters): 50,000/152

WKTU-FM 103.5

525 Washington Blvd 16th Fl
Jersey City, NJ 07310
(201) 420-3700 Fax: (201) 420-3770
Format: Contemporary Hit Radio
Sales Rep: Eastman Radio, Inc
Network: WESTWD
City of Lic./Alt City ID: Lk Success/New York, NY
County/Split Co.: Nassau, NY
ERP (watts) / HAAT (meters): 5,400/432

WLTW-FM 106.7

1515 Broadway 40th Fl
New York, NY 10036
(212) 258-7050 Fax: (212) 258-7084
Format: Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 6,000/415

WMTR-AM 1250

55 Horse Hill Rd
Cedar Knolls, NJ 07927
(201) 538-1250 Fax: (201) 538-3060
Format: Adult Standards
Sales Rep: Katz Radio
Network: APNET, WESTWD
City of Lic./Alt City ID: Morristown, NJ
County/Split Co.: Morris, NJ
Power Day/Night (watts): 5,000/1,000

WHLJ-AM 1100

1055 Franklin Ave #306
Garden City, NY 11530
(516) 294-8400 Fax: (516) 746-0025
Format: Adult Standards
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Hempstead/Garden City, NY
County/Split Co.: Nassau, NY
Power Day/Night (watts): 10,000/NA

(s) WINS-AM 1010

888 Seventh Ave
New York, NY 10106
(212) 315-7080 Fax: (212) 489-7034
Format: All News
Sales Rep: CBS Radio Representatives
Network: ABC, CNN
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 50,000/50,000

(s) WLJB-AM 1190

3 Park Ave
New York, NY 10016
(212) 592-0411 Fax: (212) 447-5293
Format: Ethnic
Sales Rep: McGavren Guild
Network: AURN, ABC
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 10,000/NA

WMCA-AM 570

201 Rt 17 N Ste 601
Rutherford, NJ 07070
(201) 507-5700 Fax: (201) 507-9184
Format: Religious
Sales Rep: In House
Network: SRN
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
Power Day/Night (watts): 5,000/5,000

(s) WNEW-FM 102.7

888 7th Ave 10th Fl
New York, NY 10106
(212) 489-1027 Fax: (212) 489-1263
Format: Classic Rock
Sales Rep: CBS Radio Representatives
Network: WESTWD
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 6,000/415

(s) WHTZ-FM 100.3

333 Meadowlands Pkwy
Secaucus, NJ 07094
(212) 239-2300 Fax: (212) 239-2308
Format: Contemporary Hit Radio
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Newark/New York, NJ
County/Split Co.: Essex, NJ
ERP (watts) / HAAT (meters): 6,000/415

WKJY-FM 98.3

1055 Franklin Ave #306
Garden City, NY 11530
(516) 294-8400 Fax: (516) 746-0025
Format: Adult Contemporary
Sales Rep: Interep
Network: IND
City of Lic./Alt City ID: Hempstead, NY
County/Split Co.: Nassau, NY
ERP (watts) / HAAT (meters): 3,000/100

WLIR-FM 92.7 (simulcast w/WDRE-FM)‡

1103 Stewart Ave
Garden City, NY 11530
(516) 222-1103 Fax: (516) 222-1391
Format: Alternative
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Garden City, NY
County/Split Co.: Nassau, NY
ERP (watts) / HAAT (meters): 1,000/159

WMJC-FM 94.3

900 Walt Whitman Rd
Melville, NY 11747
(516) 423-6740 Fax: (516) 423-6750
Format: Country
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Smithtown/Lng Isld, NY
County/Split Co.: Suffolk Central W, NY
ERP (watts) / HAAT (meters): 3,000/91

(s) WNSR-FM 105.1

1120 Ave Of Americas 18th Fl
New York, NY 10036
(212) 704-1051 Fax: (212) 398-3299
Format: Adult Contemporary
Sales Rep: Sentry
Network: IND
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 6,000/415

continued...

(s) Station subscribers as of release to print

* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

<p>WNWK-FM 105.9 449 Broadway 2nd Fl New York, NY 10013 (212) 966-1059 Fax: (212) 966-9580 Format: Ethnic Sales Rep: N/A Network: IND City of Lic./Alt City ID: Newrk/New York City, NJ County/Split Co.: Essex, NJ ERP (watts) / HAAT (meters): 2,450/220</p>	<p>(s) WOR-AM 710 1440 Broadway New York, NY 10018 (212) 642-4538 Fax: (212) 642-4486 Format: News Talk Information Sales Rep: McGavren Guild Network: ABC, WESTWD City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY Power Day/Night (watts): 50,000/50,000</p>	<p>(s) WPAT-FM 93.1 26 W 56th St New York, NY 10019 (212) 541-9200 Fax: (212) 977-4024 Format: Spanish Contemporary Sales Rep: Caballero Spanish Media, Inc Network: IND City of Lic./Alt City ID: Paterson, NJ County/Split Co.: Passaic, NJ ERP (watts) / HAAT (meters): 5,400/433</p>
<p>(s) WPLJ-FM 95.5 2 Penn Plz 17th Fl New York, NY 10121 (212) 613-8921 Fax: (212) 613-8956 Format: Hot Adult Contemporary Sales Rep: Katz Radio Network: ABC City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY ERP (watts) / HAAT (meters): 6,700/410</p>	<p>(s) WQCD-FM 101.9 395 Hudson St New York, NY 10014 (212) 352-1019 Fax: (212) 929-1814 Format: New AC (NAC)/Smooth Jazz Sales Rep: Christal Radio Network: IND City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY ERP (watts) / HAAT (meters): 6,200/413</p>	<p>(s) WQEW-AM 1560 122 Fifth Ave New York, NY 10011 (212) 633-7688 Fax: (212) 633-7666 Format: Adult Standards Sales Rep: Allied Radio Partners Network: IND City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY Power Day/Night (watts): 50,000/50,000</p>
<p>(s) WQHT-FM 97.1 395 Hudson St 7th Fl New York, NY 10014 (212) 367-1660 Fax: (212) 929-8559 Format: Contemporary Hit Radio Sales Rep: Allied Radio Partners Network: IND City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY ERP (watts) / HAAT (meters): 6,700/408</p>	<p>(s) WQXR-FM 96.3 122 Fifth Ave New York, NY 10011 (212) 633-7651 Fax: (212) 633-7666 Format: Classical Sales Rep: Allied Radio Partners Network: WESTWD City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY ERP (watts) / HAAT (meters): 7,800/373</p>	<p>(s) WRKS-FM 98.7 395 Hudson St New York, NY 10014 (212) 367-1660 Fax: (212) 929-8784 Format: Urban Adult Contemporary Sales Rep: D & R Network: SOURCE, WESTWD City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY ERP (watts) / HAAT (meters): 7,800/372</p>
<p>(s) WSKQ-FM 97.9 26 W 56th St New York, NY 10019 (212) 541-9200 Fax: (212) 541-9239 Format: Spanish Contemporary Sales Rep: Caballero Spanish Media, Inc Network: IND City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY ERP (watts) / HAAT (meters): 7,800/373</p>	<p>WWDJ-AM 970 201 Rt 17 N Ste 601 Rutherford, NJ 07070 (201) 531-9700 Fax: (201) 507-9184 Format: Religious Sales Rep: In House Network: SRN City of Lic./Alt City ID: Hackensack, NJ County/Split Co.: Bergen, NJ Power Day/Night (watts): 5,000/5,000</p>	<p>(s) WWRL-AM 1600 41-30 58th St Woodside, NY 11377 (718) 335-1600 Fax: (718) 533-9510 Format: Urban Oldies Sales Rep: Interep Network: AJRN, WESTWD City of Lic./Alt City ID: New York, NY County/Split Co.: New York, NY Power Day/Night (watts): 25,000/5,000</p>
<p>(s) WVVY-FM 107.1 (simulcast w/WWXY-FM)‡ 11 Skyline Dr Hawthorne, NY 10532 (914) 592-1071 Fax: (914) 592-7451 Format: New Country Sales Rep: N/A Network: IND City of Lic./Alt City ID: Hampton Bays, NY County/Split Co.: Suffolk East, NY ERP (watts) / HAAT (meters): 3,000/85</p>	<p>(s) WWXY-FM 107.1 (simulcast w/WWVY-FM)‡ 11 Skyline Dr Hawthorne, NY 10532 (914) 592-1071 Fax: (914) 592-7451 Format: New Country Sales Rep: N/A Network: IND City of Lic./Alt City ID: Briarcliff Manor, NY County/Split Co.: Westchester, NY ERP (watts) / HAAT (meters): 890/180</p>	<p>(s) WWZY-FM 107.1 11 Skyline Dr Hawthorne, NY 10532 (914) 592-1071 Fax: (914) 592-7451 Format: New Country Sales Rep: N/A Network: IND City of Lic./Alt City ID: Long Brnch/Asbry Pk, NJ County/Split Co.: Monmouth, NJ ERP (watts) / HAAT (meters): 2,300/113</p>

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

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

Network Affiliation Abbreviations

ABC: ABC Radio Networks
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

continued...

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

(s) **WXRK-FM 92.3**

40 W 57th St Fl 14
New York, NY 10019
(212) 314-9230 Fax: (212) 314-9343
Format: New Rock
Sales Rep: Infinity Radio Sales
Network: WESTWD, SOURCE
City of Lic./Alt City ID: New York, NY
County/Split Co.: New York, NY
ERP (watts) / HAAT (meters): 6,000/415

Outside Arbitron Radio Metro Area

WXKW-FM 101.5

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

(s) Station subscribers as of release to print

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

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

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

< > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

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ABC: ABC Radio Networks
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
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CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Notations

Metro Market Profile



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

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	6,103,700	100.0	Seasonal Housing Units	68,453	1.1
Households by Income			Education: Persons 25+		
Under \$10,000	555,471	9.1	Elementary 0-8 grade	1,196,170	10.9
\$10,000-19,999	622,615	10.2	High school 1-3 yrs	1,598,241	14.5
\$20,000-29,999	528,737	8.7	High school grad	3,076,254	28.0
\$30,000-39,999	544,675	8.9	College 1-3 yrs	2,262,129	20.5
\$40,000-49,999	511,573	8.4	College 4+ yrs	2,868,302	26.1
\$50,000-74,999	1,092,698	17.9	Colleges & Universities		
\$75,000-99,999	811,307	13.3	Total enrollment	838,233	100.0
\$100,000+	1,436,624	23.5	Full-time enrollment	489,721	58.4
Median income: \$55,976			Occupation		
Value of Owner-Occupied Housing Units			Managerial	2,524,898	31.8
Less than \$50,000	20,240	.3	Technical	2,746,690	34.5
\$50,000-74,999	29,322	.5	Service worker	1,035,832	13.1
\$75,000-99,999	72,070	1.2	Farm worker	48,525	.6
\$100,000-149,999	336,935	5.6	Precision production	688,394	8.7
\$150,000-249,999	994,901	16.5	Operator	900,884	11.3
\$250,000+	593,820	9.8	Farm Population		
Median value: \$195,900				4,051	
Monthly Gross Rent			Transportation to Work		
Less than \$200	229,176	3.8	Public	2,249,676	28.9
\$200-349	371,039	6.1	Driving to work	3,984,605	51.1
\$350-499	718,646	11.9	Carpool	787,309	10.1
\$500-649	665,032	11.1	Other	767,218	9.9
\$650-749	352,249	5.8	Average Travel Time to Work (Min.)		
\$750+	699,296	11.6		31	
Median rent: \$540			Car Ownership by Household		
Household Size			0 Cars	2,044,000	33.5
1 Person	1,660,200	27.2	1 Car	1,965,600	32.2
2 Persons	1,799,300	29.5	2 Cars	1,460,000	23.9
3-4 Persons	1,883,700	30.8	3+ Cars	634,100	10.4
5+ Persons	760,500	12.5			

Group Quarters Population Estimates

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

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	4,200	.0	85,300	.6	269,900	1.9
Teens 12-17	0	.0	3,000	.2	9,200	.7
Men						
18-24	2,100	.3	30,800	4.2	20,600	2.8
25-34	1,100	.1	7,700	.6	31,000	2.4
35-44	700	.1	1,400	.1	26,400	2.0
45-49	0	.0	100	.0	8,800	1.4
50-54	0	.0	200	.0	6,900	1.3
55-64	0	.0	0	.0	10,000	1.4
65+	0	.0	0	.0	30,600	3.6
Women						
18-24	200	.0	37,400	5.1	8,100	1.1
25-34	100	.0	3,200	.2	11,300	.9
35-44	0	.0	700	.0	9,200	.6
45-49	0	.0	100	.0	3,900	.6
50-54	0	.0	0	.0	3,900	.7
55-64	0	.0	200	.0	7,000	.8
65+	0	.0	500	.0	83,000	6.2

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on the 1990 Census, updated by Market Statistics to 1/1/98.

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

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	2,361,000	100.0	16.6	2,655,400	100.0	18.7
Teens 12-17	262,400	11.1	20.4	304,200	11.4	23.6
Men						
18-24	154,000	6.5	20.9	163,600	6.2	22.2
25-34	214,700	9.1	16.7	302,900	11.4	23.5
35-44	202,300	8.6	15.1	275,200	10.4	20.5
45-49	94,700	4.0	15.6	109,100	4.1	17.9
50-54	73,400	3.1	14.3	85,400	3.2	16.6
55-64	93,200	4.0	12.8	103,600	3.9	14.3
65+	85,000	3.6	10.0	78,900	3.0	9.2
Women						
18-24	159,200	6.7	21.6	171,300	6.4	23.3
25-34	244,300	10.3	19.0	291,000	11.0	22.6
35-44	264,900	11.2	18.3	291,900	11.0	20.2
45-49	126,900	5.4	18.7	121,700	4.6	17.9
50-54	97,100	4.2	17.0	96,200	3.6	16.9
55-64	129,900	5.5	15.8	125,600	4.7	15.2
65+	159,000	6.7	11.9	134,800	5.1	10.1

Area Lifestyle Profile

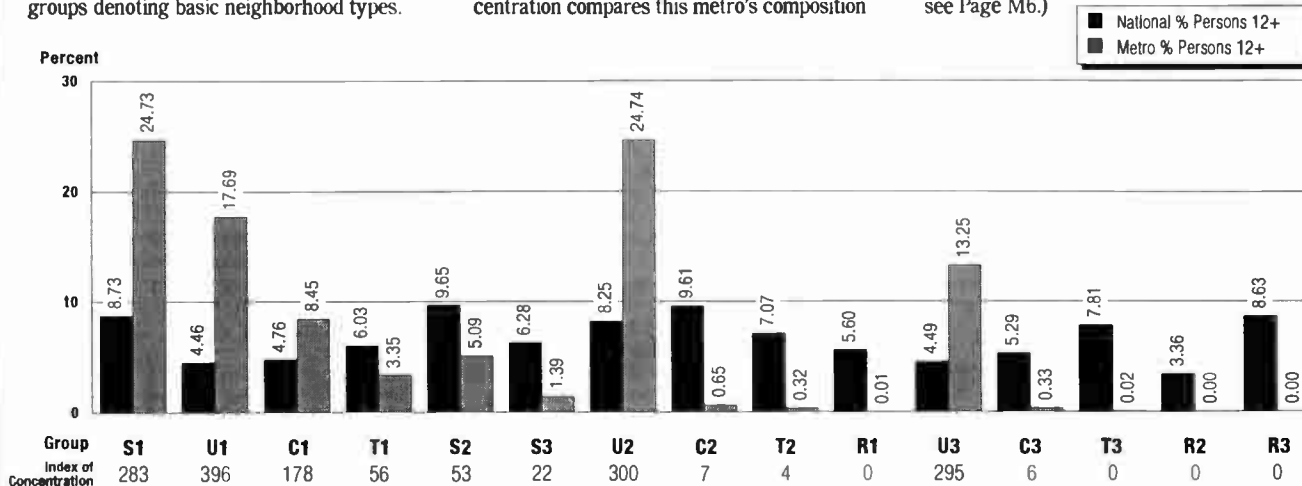
by PRIZM® Groups

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

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

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

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



PRIZM® Groups

- S1** Elite Suburbs - superrich, executive, upscale white-collar couples, empty-nesters
- U1** Urban Uptown - elite, upscale, bohemian singles & couples; established Immigrant families
- C1** 2nd City Society - upscale executive & young upscale white-collar; affluent retirees
- T1** Landed Gentry - elite exurban, small-town executive & young, mid-class town families
- S2** The Affluentials - upwardly mobile young singles & couples; white-collar suburban families

- S3** Inner Suburbs - empty-nesters, mobile city singles, blue-collar families & aging couples
- U2** Urban Midscale - white-collar urb. couples; mid-income immigr.; African-American & Hispanic families
- C2** 2nd City Centers - mid-level, white-collar couples; mid-income families & college town singles
- T2** Exurban Blues - yng. mid-class, blue-collar families in mid-size towns; GI families
- R1** Country Families - midscale couples, rural, white-/blue-collar, kids, farm families

- U3** Urban Cores - ethnically mixed singles; Hisp. sncls. & families; Inner-city solo-parent families
- C3** 2nd City Blues - low-inc. older sncls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.
- T3** Working Towns - older families; mill towns, low-inc. blue-collar, town seniors
- R2** Heartlanders - rural farm town & ranch families, farm dwellers & tenants
- R3** Rustic Living - moderate blue-collar farm fam.; low-inc. older cpls., remote older families

Metro Market Profile *(continued)*

Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 1997 publication of *Survey of Buying Power* (1/1/97 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$471,663,327
Median Household Income	\$55,976
Income per Household	\$77,275

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

Metro Retail Sales Data (\$000)

Total Retail Sales	\$138,131,074
Retail Expenditures per Household (\$)	\$22,631
Food Stores	\$23,154,754
Supermarkets	\$20,522,194
Eating & Drinking Places	\$12,967,947
General Merchandise Stores	\$12,311,655
Department Stores	\$9,500,663
Apparel and Accessories Stores	\$11,745,626
Automotive Dealers	\$26,940,934
Building Materials & Hardware Stores	\$5,719,620
Drugstores	\$6,502,929
Furniture and Appliance Stores	\$3,217,009
Radio, TV & Music Stores	\$4,025,508

Car Registrations



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

Manufacturer	%
Chrysler Corporation	5.5
Ford Motor Company	10.9
General Motors Corporation	19.8
Honda	12.8
Mazda	2.7
Mitsubishi	3.9
Nissan	11.3
Toyota	14.4
Other	18.7

* Note: Figures are shown for January through June of the 1997 model year.

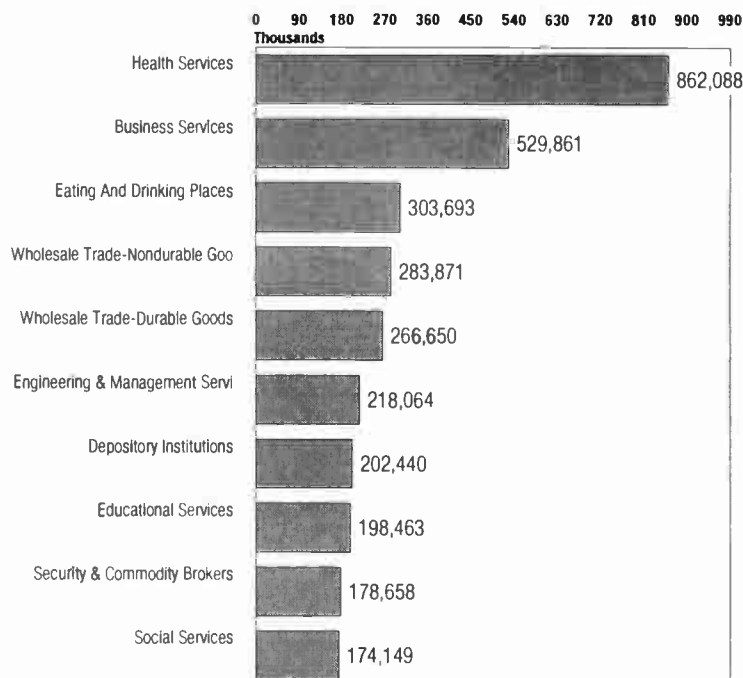
Top Ten Employer Industries

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

Metro Employer Industries

Total Employees
6,413,928

Top 10 Total Employees
3,217,937
50.2% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	1,471,011	24.2	NATL ENOR	128,660	2.1
TV GUIDE	1,298,007	21.3	ENTERTNMNT	121,289	2.0
RDRS DIGST	662,965	10.9	SMTHSONIAN	116,898	1.9
WOMANS DAY	421,174	6.9	PARENTS	114,467	1.9
NAT GEO	376,124	6.2	YM	112,501	1.8
TIME	359,001	5.9	SELF	109,034	1.8
BTR HOME	319,768	5.3	MADEMOSELL	105,344	1.7
FAMILY CRCL	237,261	3.9	ROLLNG STN	104,710	1.7
GO HSEKPNG	236,266	3.9	MENS HLTH	98,062	1.6
NEWSWEEK	230,123	3.8	POP SCIENC	91,671	1.5
LS HOME JN	212,034	3.5	LIFE	84,537	1.4
PEOPLE	211,359	3.5	NEW WOMAN	83,637	1.4
SPORTS ILS	205,872	3.4	GOLF DIGST	78,970	1.3
COSMOPLTAN	203,917	3.4	KIPLINGERS	76,327	1.3
STAR	192,818	3.2	SP OP DGST	75,648	1.2
EBONY	188,779	3.1	COOKING LT	71,603	1.2
MCCALLS	187,571	3.1	CTRY LVNG	68,344	1.1
PREVENTION	186,086	3.1	GOLF MGZNE	66,604	1.1
GLAMOUR	177,969	2.9	POP MECHAN	65,316	1.1
MONEY	163,691	2.7	TEEN	65,114	1.1
MARTHA STW	149,653	2.5	BOYS LIFE	60,228	1.0
REDBOOK	149,053	2.5	FIELD STRM	42,711	0.7
US NWS&WR	142,745	2.3	OUTDR LIFE	33,454	0.6
SEVENTEEN	140,025	2.3	SOU LVING	-	-
PLAYBOY	137,312	2.3	SUNSET	-	-

Newspapers

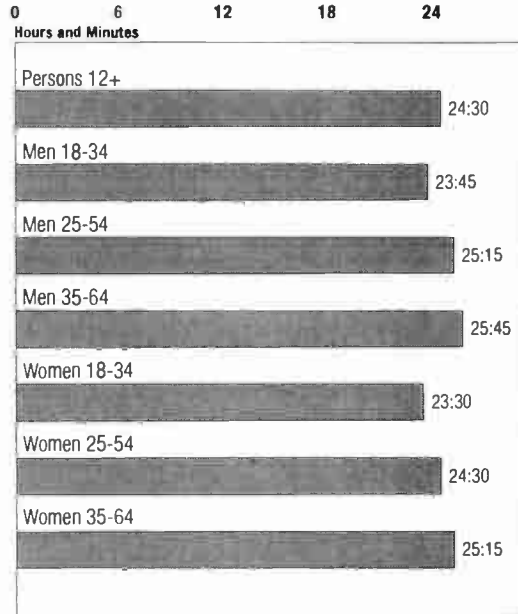
Paper	Circulation	%
NEW YORK, DAILY NEWS	685,374	11
NEW YORK TIMES	630,780	10
LONG ISLAND NEWSDAY	559,907	9
NEWARK STAR LEDGER	368,253	6
NEW YORK POST	343,099	6
RECORD, THE SUNDAY RECORD	149,847	2
ASBURY PARK PRESS	91,055	1
HOME NEWS & TRIBUNE	75,896	1
USA TODAY	70,296	1
STATEN ISLAND ADVANCE	70,222	1
JERSEY CITY JOURNAL	52,905	1
NORTH JERSEY HERALD & NEWS	52,369	1
EL DIARIO LA PRENSA	48,656	1
DAILY RECORD	48,465	1
WHITE PLAINS REPORTER DISPATCH	46,452	1
BRIDGEWATER COURIER NEWS	41,572	1
ROCKLAND JOURNAL-NEWS	39,688	1
ADVOCATE, THE SUNDAY ADVOCATE	27,371	-
YONKERS HERALD STATESMAN	22,236	-
HOUR, THE HOUR WEEKEND	18,034	-
GREENWICH TIME	12,861	-
NEW YORK LAW JOURNAL	12,515	-
NEW ROCHELLE STANDARD STAR	10,045	-
PORT CHESTER DAILY ITEM	8,764	-
PEEKSKILL EVENING STAR	6,269	-
TRENTON TIMES	6,268	-
MOUNT VERNON ARGUS	6,122	-
OSSINING CITIZEN-REGISTER	5,739	-
MAHARONECK TIMES	5,192	-
CONNECTICUT POST	4,616	-
TARRYTOWN DAILY NEWS	3,308	-
TRENTONIAN	3,241	-
DAILY VARIETY	2,519	-
DANBURY NEWS-TIMES	941	-
NEW JERSEY HERALD	454	-

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

Radio Time Spent Listening*

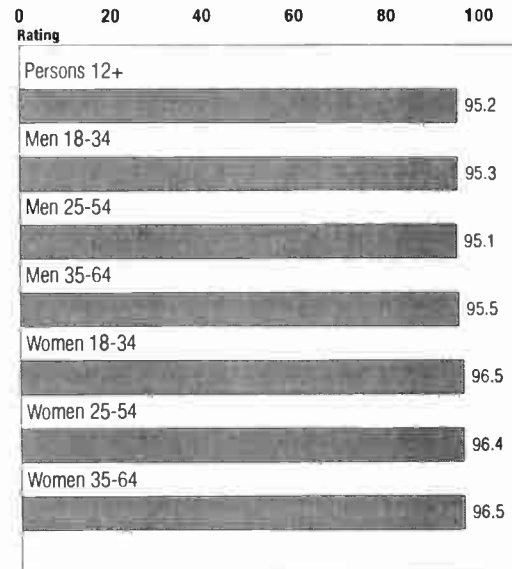
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



* Based on Arbitron's Winter 1998 radio survey.

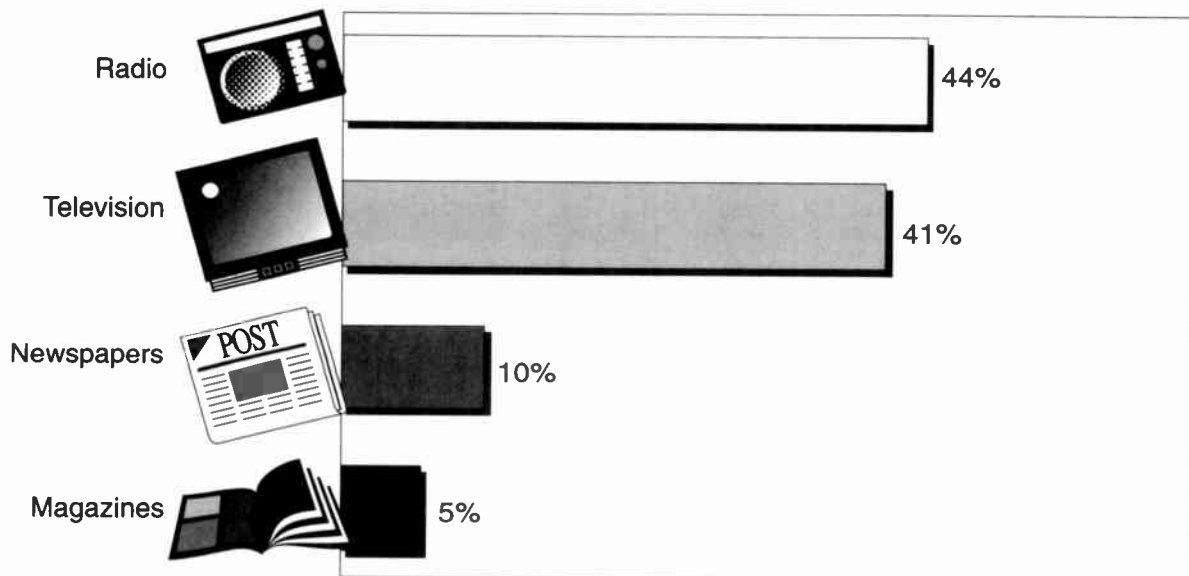
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

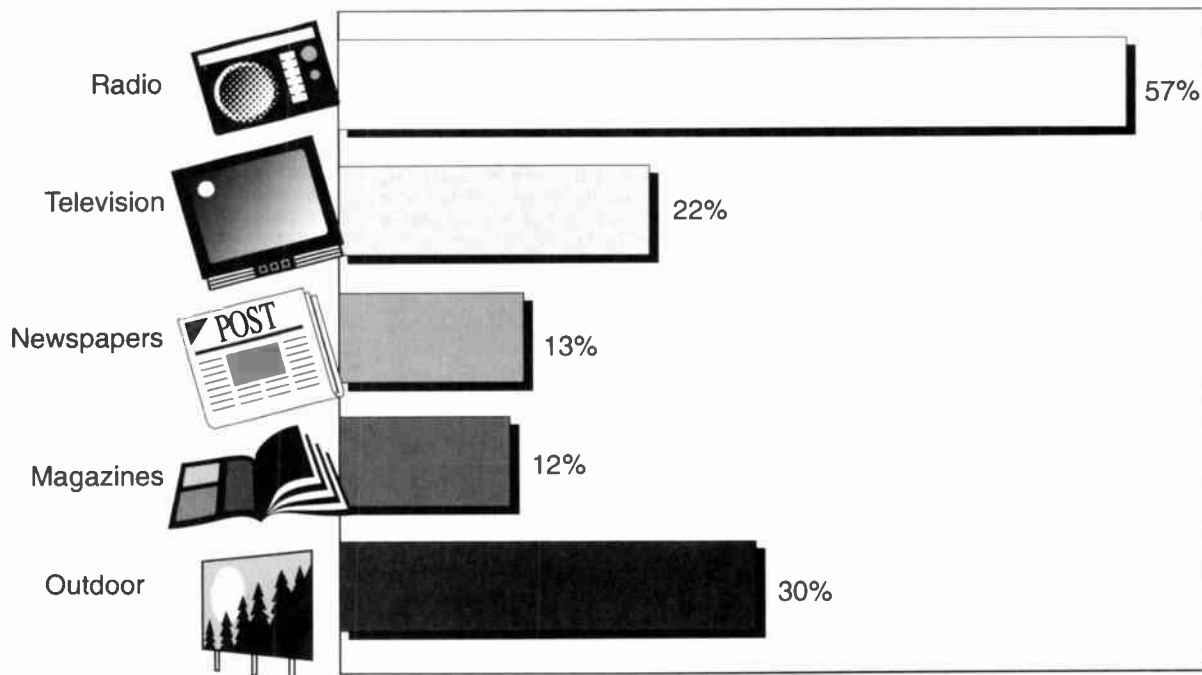
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

*Within the U.S. 48 contiguous states.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

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

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

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

Metro Ethnic Controls/ Black and Hispanic Differential Survey Treatments (DST) are used in this Metro Survey Area. All Metro counties, including HDDBA and/or HDHA splits, receive the same ethnic sampling procedures.

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

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

The Sample

Partial Metro Ethnic Controls/ The table below contains the ethnic population and in-tab for those portions of the Metro for which ethnic controls apply, as well as the ethnic population and in-tab for the Total New York Metro. Controlled Metro refers to New York metro counties which are not part of any embedded metro. Ethnic population and in-tab for the embedded metro, Nassau-Suffolk, are shown separately. Note: Estimates in the Ethnic Composition section of the report are based on Total New York Metro ethnic in-tab.

	Black Persons 12+	Hispanic Persons 12+
Controlled Metro: (Excluding all embedded metros)		
Population:		
Total	10,792,400	10,792,400
Ethnic	2,105,800	2,400,300
Percent	19.5	22.2

In-Tab:		
Total	6,448	6,448
Ethnic	1,397	1,409
Percent	21.7	21.9

Excluded Counties:	Fairfield (SN Split), CT Monmouth, NJ Morris, NJ Nassau, NY Suffolk, NY	Fairfield (SN Split), CT Monmouth, NJ Morris, NJ Nassau, NY Suffolk, NY
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Nassau-Suffolk Metro:

Population:		
Total	2,262,800	2,262,800
Ethnic	168,600	183,100
Percent	7.5	8.1

In-Tab:		
Total	3,352	3,352
Ethnic	211	320
Percent	6.3	9.5

Total New York Metro

(Includes all embedded metros):

Ethnic Population:	2,361,000	2,655,400
Ethnic In-Tab:	1,670	1,777

Metro In-Tab/Target Index/ The sample target on Page 4 is the design target for this Arbitron Metro and does not reflect any oversample which may have been placed in certain embedded Metro counties. However, the in-tab on Page 4 may include oversample for one or more embedded Metro counties.

Therefore, in order to provide a relevant, trendable comparison of Arbitron's in-tab/target performance for the Metro, any county (ies) which receives embedded Metro oversample for *any* survey is excluded from the following in-tab/target index for *all* surveys.

New York Metro

(Excludes all embedded metro counties)

In-Tab:	6,448
Target:	6,046
Index:	107

Excluded Counties:	Fairfield (SN Split), CT Monmouth, NJ Morris, NJ Nassau, NY Suffolk, NY
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High Density Area/ Effective with the Fall 1997 survey, a High Density Black Area (HDDBA) was established/eliminated as a separate sampling unit. Please refer to Page 3 for estimates of total Metro Black population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Fall 1997	Rockland, NY	(none)

High Density Area/ Effective with the Fall 1997 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit. Please refer to Page 3 for estimates of total Metro Hispanic population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Fall 1997	Nassau, NY Suffolk Central W, NY	(none)

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WDRE-FM	WLRI-FM	WI97	04/18/97
WNSR-FM	WDBZ-FM	SP97 WI97	08/05/97
WWVY-FM	WWHB-FM		05/16/97
WWXY-FM	WRGX-FM	WI97	05/16/97
WWZY-FM	WZVU-FM	WI97	06/13/97

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

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

Simulcasting

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

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

Simulcast Stations	Mon-Sun 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
WBAB-FM/ WHFM-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
WDRE-FM/ WLRI-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
WWVY-FM/ WWXY-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	787	10453	.6	3.0	1099	5165	.8	2.8	1442	6628	1.0	4.3	878	4979	.6	2.9	296	2795	.2	2.2
FA '97	803	11137	.6	3.1	1106	4981	.8	2.8	1253	5849	.9	3.8	933	4626	.7	3.1	448	3601	.3	3.3
SU '97	819	13015	.6	3.2	1069	4853	.8	3.0	1304	6419	.9	3.8	767	5004	.5	2.6	524	4313	.4	3.7
SP '97	701	11777	.5	2.7	980	4393	.7	2.6	1178	6230	.8	3.5	632	4119	.4	2.1	410	3635	.3	3.1
4-Book	778	11596	.6	3.0	1064	4848	.8	2.8	1294	6282	.9	3.9	803	4682	.6	2.7	420	3586	.3	3.1
WI '97	811	11527	.6	3.1	1035	5169	.7	2.7	1494	6640	1.1	4.4	824	5207	.6	2.7	385	3374	.3	2.8
WADO-AM																				
WI '98	627	5227	.4	2.4	1495	4182	1.1	3.9	890	2888	.6	2.6	554	2057	.4	1.8	134	817	.1	1.0
FA '97	532	4791	.4	2.0	1158	3591	.8	3.0	916	3080	.6	2.7	470	2141	.3	1.6	96	801	.1	.7
SU '97	461	3987	.3	1.8	983	2941	.7	2.7	679	2632	.5	2.0	430	1776	.3	1.5	144	907	.1	1.0
SP '97	487	4718	.3	1.9	1202	3396	.9	3.2	748	2831	.5	2.2	464	1847	.3	1.5	54	531	.1	.4
4-Book	527	4681	.4	2.0	1210	3528	.9	3.2	808	2858	.6	2.4	480	1955	.3	1.6	107	764	.1	.8
WI '97	512	4658	.4	2.0	1240	3452	.9	3.3	724	2716	.5	2.1	386	1771	.3	1.3	140	1027	.1	1.0
WALK-FM																				
WI '98	229	3163	.2	.9	383	1992	.3	1.0	356	1527	.3	1.1	267	1691	.2	.9	93	764	.1	.7
FA '97	230	3352	.2	.9	355	1916	.2	.9	368	1704	.3	1.1	270	1925	.2	.9	59	826	.1	.4
SU '97	239	3149	.2	.9	406	1890	.3	1.1	392	1625	.3	1.2	252	1515	.2	.9	64	734	.1	.5
SP '97	266	3574	.2	1.0	413	2062	.3	1.1	450	1857	.3	1.3	291	1838	.2	1.0	70	858	.1	.5
4-Book	241	3310	.2	.9	389	1965	.3	1.0	392	1678	.3	1.2	270	1742	.2	.9	72	796	.1	.5
WI '97	259	3508	.2	1.0	395	2175	.3	1.0	406	1793	.3	1.2	316	1900	.2	1.0	85	934	.1	.6
WAXO-FM																				
WI '98	399	9187	.3	1.5	383	3232	.3	1.0	572	4115	.4	1.7	604	4892	.4	2.0	198	2664	.1	1.5
FA '97	373	8686	.3	1.4	413	3136	.3	1.1	552	4044	.4	1.7	525	4974	.4	1.7	178	2607	.1	1.3
SU '97	486	10588	.3	1.9	492	3571	.3	1.4	743	5241	.5	2.2	676	5886	.5	2.3	226	3278	.2	1.6
SP '97	525	10198	.4	2.0	570	4155	.4	1.5	810	5017	.6	2.4	693	5914	.5	2.3	238	3638	.2	1.8
4-Book	446	9665	.3	1.7	465	3524	.3	1.3	669	4604	.5	2.0	625	5417	.5	2.1	210	3047	.2	1.6
WI '97	543	10513	.4	2.1	535	4380	.4	1.4	848	4874	.6	2.5	785	6477	.6	2.6	258	3337	.2	1.9
WBAB-FM																				
WI '98	124	2368	.1	.5	150	886	.1	.4	211	1246	.1	.6	166	1302	.1	.5	47	597	.1	.4
FA '97	141	2620	.1	.5	190	1247	.1	.5	241	1306	.2	.7	194	1347	.1	.6	58	663	.1	.4
SU '97	130	2549	.1	.5	168	1043	.1	.5	214	1227	.2	.6	159	1347	.1	.5	39	601	.1	.3
SP '97	107	2283	.1	.4	113	1029	.1	.3	164	1160	.1	.5	152	1219	.1	.5	57	634	.1	.4
4-Book	126	2455	.1	.5	155	1051	.1	.4	208	1235	.2	.6	168	1304	.1	.5	50	624	.1	.4
WI '97	121	2278	.1	.5	141	996	.1	.4	200	1153	.1	.6	141	1229	.1	.5	61	691	.1	.5
WHFM-FM																				
WI '98	2	97			1	13			2	32			1	25			1	19		
FA '97	2	57			5	27			3	17			1	32			1	21		
SU '97	3	122			4	59			5	71			3	23			1	16		
SP '97	5	108			4	58			10	77			13	63				23		
4-Book	3	96			4	39			5	49			5	36			1	20		
WI '97	2	86			1	21			2	50			1	14			1	15		
WBBR-AM																				
WI '98	124	3536	.1	.5	241	2054	.2	.6	166	1731	.1	.5	165	1964	.1	.5	46	802	.1	.3
FA '97	119	3418	.1	.5	246	1901	.2	.6	130	1399	.1	.4	187	1836	.1	.6	45	824	.1	.3
SU '97	100	3181	.1	.4	211	1832	.1	.6	151	1508	.1	.4	122	1366	.1	.4	34	541	.1	.2
SP '97	81	2757	.1	.3	135	1484	.1	.4	100	1119	.1	.3	87	1091	.1	.3	55	709	.1	.4
4-Book	106	3223	.1	.4	208	1818	.2	.6	137	1439	.1	.4	140	1564	.1	.5	45	719	.1	.3
WI '97	134	3631	.1	.5	261	2104	.2	.7	164	1398	.1	.5	142	1550	.1	.5	60	862	.1	.4
WBLI-FM																				
WI '98	186	3265	.1	.7	221	1599	.2	.6	265	1541	.2	.8	261	1882	.2	.9	100	1055	.1	.8
FA '97	203	3304	.1	.8	264	1745	.2	.7	337	1897	.2	1.0	257	1876	.2	.9	86	1072	.1	.6
SU '97	158	2993	.1	.6	156	1240	.1	.4	258	1636	.2	.8	189	1514	.1	.7	81	808	.1	.6
SP '97	184	2928	.1	.7	211	1533	.1	.6	272	1502	.2	.8	233	1698	.2	.8	90	954	.1	.7
4-Book	183	3123	.1	.7	213	1529	.2	.6	283	1644	.2	.9	235	1743	.2	.8	89	972	.1	.7
WI '97	161	2498	.1	.6	197	1201	.1	.5	296	1337	.2	.9	206	1362	.1	.7	60	762	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WBLS-FM																					
WI '98	650	12590	.5	2.5	657	4806	.5	1.7	639	5213	.4	1.9	710	5711	.5	2.3	561	4920	.4	4.3	
FA '97	605	12088	.4	2.3	687	4703	.5	1.8	629	4813	.4	1.9	692	5610	.5	2.3	494	4672	.3	3.6	
SU '97	631	12331	.4	2.5	677	4745	.5	1.9	722	5263	.5	2.1	632	5739	.4	2.2	495	4456	.4	3.5	
SP '97	709	11814	.5	2.7	908	5599	.6	2.4	902	5276	.6	2.6	733	5228	.5	2.4	457	4246	.3	3.4	
4-Book	649	12206	.5	2.5	732	4963	.5	2.0	723	5141	.5	2.1	692	5572	.5	2.3	502	4574	.4	3.7	
WI '97	773	11831	.5	2.9	1010	5366	.7	2.7	979	5087	.7	2.9	801	5723	.6	2.6	510	4306	.4	3.8	
WBZD-FM																					
WI '98	109	2112	.1	.4	139	976	.1	.4	171	881	.1	.5	127	1013	.1	.4	30	534		.2	
FA '97	114	2051	.1	.4	114	895	.1	.3	190	1032	.1	.6	162	1207	.1	.5	37	517		.3	
SU '97	95	1759	.1	.4	104	737	.1	.3	146	927	.1	.4	105	833	.1	.4	33	461		.2	
SP '97	138	2210	.1	.5	170	1058	.1	.4	256	1185	.2	.8	169	1262	.1	.6	36	490		.3	
4-Book	114	2033	.1	.4	132	917	.1	.4	191	1006	.1	.6	141	1079	.1	.5	34	501		.3	
WI '97	117	1850	.1	.4	135	826	.1	.4	201	895	.1	.6	141	1019	.1	.5	41	529		.3	
WCBS-AM																					
WI '98	730	16416	.5	2.8	1683	10872	1.2	4.3	656	6717	.5	1.9	710	7282	.5	2.3	314	4510	.2	2.4	
FA '97	844	17861	.6	3.2	1952	11907	1.4	5.0	728	7261	.5	2.2	834	8284	.6	2.8	328	4845	.2	2.4	
SU '97	817	18025	.6	3.2	1838	11775	1.3	5.1	800	7533	.6	2.3	798	7557	.6	2.8	348	4695	.2	2.5	
SP '97	805	17178	.6	3.1	1813	11521	1.3	4.8	737	7019	.5	2.2	736	7206	.5	2.5	343	4633	.2	2.6	
4-Book	799	17370	.6	3.1	1822	11519	1.3	4.8	730	7133	.5	2.2	770	7582	.6	2.6	333	4671	.2	2.5	
WI '97	901	19092	.6	3.4	2178	12792	1.5	5.7	744	8274	.5	2.2	818	8289	.6	2.7	355	4921	.3	2.6	
WCBS-FM																					
WI '98	1199	17314	.8	4.6	1634	8623	1.1	4.2	1834	8515	1.3	5.4	1382	9253	1.0	4.6	449	4355	.3	3.4	
FA '97	1209	17054	.8	4.6	1592	8480	1.1	4.1	1916	8614	1.3	5.7	1396	9022	1.0	4.6	435	4729	.3	3.2	
SU '97	1200	18063	.9	4.7	1486	8041	1.1	4.1	1882	9317	1.3	5.5	1349	8935	1.0	4.7	417	4842	.3	3.0	
SP '97	1214	17243	.9	4.7	1605	8739	1.1	4.2	1893	8547	1.3	5.6	1466	8646	1.0	4.9	471	4452	.3	3.5	
4-Book	1206	17419	.9	4.7	1579	8471	1.1	4.2	1881	8748	1.3	5.6	1398	8964	1.0	4.7	443	4595	.3	3.3	
WI '97	1154	17374	.8	4.4	1472	8046	1.0	3.9	1774	8365	1.3	5.2	1403	8979	1.0	4.6	513	4882	.4	3.8	
+WDRE-FM																					
WI '98	8	290			5	91			11	118			13	169			3	94			
FA '97	8	257			12	123			10	105			8	96			4	52			
SU '97	10	351			9	83			9	118			12	132			12	124		.1	
SP '97	9	328			10	160			10	141			10	160			2	63			
4-Book	9	307			9	114			10	121			11	139			5	83			
WI '97	5	206			10	57			6	102			4	71			3	62			
WLIR-FM																					
WI '98	77	2796	.1	.3	94	910	.1	.2	93	1024	.1	.3	107	1336	.1	.4	41	792		.3	
FA '97	78	2934	.1	.3	77	936	.1	.2	109	1100	.1	.3	129	1514	.1	.4	46	989		.3	
SU '97	123	3692	.1	.5	102	1354	.1	.3	144	1527	.1	.4	135	1764	.1	.5	80	1331	.1	.6	
SP '97	103	3001	.1	.4	116	998	.1	.3	146	1317	.1	.4	141	1340	.1	.5	52	928		.4	
4-Book	95	3106	.1	.4	97	1050	.1	.3	123	1242	.1	.4	128	1489	.1	.5	55	1010		.4	
WI '97	67	2378		.3	68	805		.2	105	870		.3	91	1045		.3	40	670		.3	
WFAN-AM																					
WI '98	580	10938	.4	2.2	1214	5492	.9	3.1	597	4142	.4	1.8	740	4899	.5	2.4	320	2921	.2	2.4	
FA '97	729	13313	.5	2.8	1251	5972	.9	3.2	896	5105	.6	2.7	969	6002	.7	3.2	340	3691	.2	2.5	
SU '97	733	12856	.5	2.9	1237	5878	.9	3.4	843	5685	.6	2.5	915	5786	.6	3.2	475	3986	.3	3.4	
SP '97	652	12206	.5	2.5	1292	6066	.9	3.4	777	4628	.6	2.3	793	5551	.6	2.6	326	3776	.2	2.4	
4-Book	674	12328	.5	2.6	1249	5852	.9	3.3	778	4890	.6	2.3	854	5560	.6	2.9	365	3594	.2	2.7	
WI '97	645	10931	.5	2.5	1265	5642	.9	3.3	820	4209	.6	2.4	888	5017	.6	2.9	254	2767	.2	1.9	
WFAS-FM																					
WI '98	88	1405	.1	.3	138	806	.1	.4	171	729	.1	.5	97	797	.1	.3	30	440		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

ARBTRON

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	159	2185	.1	.6	247	1159	.2	.6	197	951	.1	.6	104	646	.1	.3	99	683	.1	.8
FA '97	228	2685	.2	.9	344	1343	.2	.9	200	949	.1	.6	162	944	.1	.5	201	1148	.1	1.5
SU '97	159	2552	.1	.6	233	1246	.2	.6	164	853	.1	.5	111	795	.1	.4	117	944	.1	.8
SP '97	248	2736	.2	1.0	238	1199	.2	.6	254	1196	.2	.7	197	1022	.1	.7	246	999	.2	1.8
4-Book	199	2540	.2	.8	266	1237	.2	.7	204	987	.1	.6	144	852	.1	.5	166	944	.1	1.2
WI '97	138	2129	.1	.5	224	1105	.2	.6	111	755	.1	.3	82	671	.1	.3	116	763	.1	.9
WHLI-AM																				
WI '98	* 149	1049	.1	.6	* 140	453	.1	.4	158	719	.1	.5	* 128	541	.1	.4				
FA '97	131	926	.1	.5	106	370	.1	.3	159	605	.1	.5	136	403	.1	.5	**	**	**	**
SU '97	115	1093	.1	.4	135	649	.1	.4	142	766	.1	.4	91	519	.1	.3	**	**	**	**
SP '97	131	1214	.1	.5	121	599	.1	.3	168	838	.1	.5	97	742	.1	.3	**	**	**	**
4-Book	132	1071	.1	.5	126	518	.1	.4	157	732	.1	.5	113	551	.1	.4	**	**	**	**
WI '97	166	1180	.1	.6	163	480	.1	.4	188	750	.1	.6	137	522	.1	.5	**	**	**	**
WHTZ-FM																				
WI '98	1238	23293	.9	4.7	1579	11876	1.1	4.1	1190	9812	.8	3.5	1726	13830	1.2	5.7	968	10003	.7	7.3
FA '97	1027	21465	.7	3.9	1302	10469	.9	3.4	1068	9046	.8	3.2	1364	12422	1.0	4.5	759	8699	.5	5.6
SU '97	1115	23392	.8	4.3	1393	10481	1.0	3.9	1458	11985	1.0	4.3	1365	12717	1.0	4.7	746	9066	.5	5.3
SP '97	910	20757	.6	3.5	1224	10338	.9	3.2	1281	8929	.7	2.7	1148	11089	.8	3.8	709	8458	.5	5.3
4-Book	1073	22227	.8	4.1	1375	10791	1.0	3.7	1159	9943	.8	3.4	1401	12515	1.0	4.7	796	9057	.6	5.9
WI '97	819	18955	.6	3.1	1042	8666	.7	2.7	930	7956	.7	2.7	1084	10502	.8	3.6	569	7311	.4	4.2
WHUD-FM																				
WI '98	130	1762	.1	.5	224	1149	.2	.6	188	844	.1	.6	162	927	.1	.5	40	392		.3
FA '97	115	1659	.1	.4	206	1040	.1	.5	166	721	.1	.5	115	800	.1	.4	31	468		.2
SU '97	101	1868	.1	.4	190	911	.1	.5	136	692	.1	.4	103	886	.1	.4	39	614		.3
SP '97	113	2032	.1	.4	220	1116	.2	.6	137	794	.1	.4	120	967	.1	.4	44	711		.3
4-Book	115	1830	.1	.4	210	1054	.2	.6	157	763	.1	.5	125	895	.1	.4	39	546		.3
WI '97	137	2184	.1	.5	273	1154	.2	.7	162	987	.1	.5	175	1173	.1	.6	38	572		.3
WINS-AM																				
WI '98	935	20930	.7	3.6	2337	14046	1.6	6.0	779	7271	.5	2.3	901	8237	.6	3.0	373	4692	.3	2.8
FA '97	792	20937	.6	3.0	2076	13647	1.5	5.3	669	7625	.5	2.0	716	7641	.5	2.4	269	4213	.2	2.0
SU '97	932	21348	.7	3.6	2397	14744	1.7	6.6	822	7641	.6	2.4	781	7479	.6	2.7	336	4269	.2	2.4
SP '97	917	20807	.6	3.5	2281	14097	1.6	6.0	848	7642	.6	2.5	754	7418	.5	2.5	337	4076	.2	2.5
4-Book	894	21006	.7	3.4	2273	14134	1.6	6.0	780	7545	.6	2.3	788	7694	.6	2.7	329	4313	.2	2.4
WI '97	966	22133	.7	3.7	2424	15460	1.7	6.4	912	8324	.6	2.7	804	7881	.6	2.7	355	4540	.3	2.6
WKJY-FM																				
WI '98	146	1945	.1	.6	211	982	.1	.5	286	999	.2	.8	194	1078	.1	.6	27	444		.2
FA '97	106	1794	.1	.4	133	849	.1	.3	186	900	.1	.6	121	940	.1	.4	47	483		.3
SU '97	139	1952	.1	.5	171	1028	.1	.5	285	1122	.2	.8	176	1024	.1	.6	31	450		.2
SP '97	100	1668	.1	.4	132	758	.1	.3	188	776	.1	.6	120	815	.1	.4	36	436		.3
4-Book	123	1840	.1	.5	162	904	.1	.4	236	949	.2	.7	153	964	.1	.5	35	453		.3
WI '97	127	1769	.1	.5	140	791	.1	.4	259	922	.2	.8	181	991	.1	.6	42	460		.3
WKTU-FM																				
WI '98	1006	20186	.7	3.8	1004	8557	.7	2.6	1255	8891	.9	3.7	1397	11585	1.0	4.6	661	7451	.5	5.0
FA '97	1196	20454	.8	4.6	1272	9099	.9	3.3	1555	9920	1.1	4.7	1644	12044	1.2	5.5	805	8541	.6	5.9
SU '97	1211	22780	.9	4.7	1226	9755	.9	3.4	1572	11528	1.1	4.6	1572	12944	1.1	5.4	877	9226	.6	6.2
SP '97	1213	21759	.9	4.7	1297	9711	.9	3.4	1662	10595	1.2	4.9	1623	12476	1.1	5.4	689	8389	.5	5.1
4-Book	1157	21295	.8	4.5	1200	9281	.9	3.2	1511	10234	1.1	4.5	1559	12262	1.1	5.2	758	8402	.6	5.6
WI '97	1259	22166	.9	4.8	1411	10738	1.0	3.7	1629	10714	1.2	4.8	1676	13245	1.2	5.5	804	9031	.6	6.0
WLIB-AM																				
WI '98	* 265	2252	.2	1.0	* 230	704	.2	.6	261	1028	.2	.8	* 226	718	.2	.7				
FA '97	328	2875	.2	1.3	222	912	.2	.6	391	1463	.3	1.2	291	1171	.2	1.0	**	**	**	**
SU '97	376	3522	.3	1.5	342	1395	.2	.9	429	1624	.3	1.3	334	1721	.2	1.2	**	**	**	**
SP '97	234	3551	.2	.9	184	1299	.1	.5	275	1564	.2	.8	193	1130	.1	.6				
4-Book	301	3050	.2	1.2	245	1078	.2	.7	339	1420	.3	1.0	261	1185	.2	.9	**	**	**	**
WI '97	267	2735	.2	1.0	241	955	.2	.6	236	1171	.2	.7	222	919	.2	.7	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12+

	Persons 12+																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WLTW-FM																					
WI '98	1741	22115	1.2	6.6	1885	10346	1.3	4.9	3098	11809	2.2	9.2	2282	12555	1.6	7.6	714	6930	.5	5.4	
FA '97	1626	21751	1.1	6.2	1864	10118	1.3	4.8	2685	11402	1.9	8.0	2068	12089	1.5	6.9	785	7683	.6	5.8	
SU '97	1655	21070	1.2	6.4	1697	9634	1.2	4.7	2969	11443	2.1	8.7	2116	11744	1.5	7.3	795	7345	.6	5.7	
SP '97	1570	20569	1.1	6.0	1743	10171	1.2	4.6	2904	11143	2.1	8.5	2027	11237	1.4	6.8	654	6589	.5	4.9	
4-Book	1648	21376	1.2	6.3	1797	10067	1.3	4.8	2914	11449	2.1	8.6	2123	11906	1.5	7.2	737	7137	.6	5.5	
WI '97	1491	20291	1.1	5.7	1577	9342	1.1	4.1	2587	10550	1.8	7.6	1973	11327	1.4	6.5	642	6425	.5	4.8	
WMCA-AM																					
WI '98	98	1595	.1	.4	211	835	.1	.5	90	579	.1	.3	85	511	.1	.3	57	441		.4	
FA '97	93	1706	.1	.4	235	902	.2	.6	57	431		.2	87	554	.1	.3	57	515		.4	
SU '97	75	1581	.1	.3	168	765	.1	.5	86	542	.1	.3	40	377		.1	44	405		.3	
SP '97	124	1790	.1	.5	261	987	.2	.7	152	806	.1	.4	102	655	.1	.3	63	555		.5	
4-Book	98	1668	.1	.4	219	872	.2	.6	96	590	.1	.3	79	524	.1	.3	55	479		.4	
WI '97	78	1390	.1	.3	161	695	.1	.4	82	428	.1	.2	60	450		.2	54	419		.4	
WMJC-FM																					
WI '98	74	934	.1	.3	87	452	.1	.2	104	499	.1	.3	105	592	.1	.3	28	312		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	78	1025	.1	.3	86	521	.1	.2	118	577	.1	.3	111	709	.1	.4	39	465		.3	
SP '97	77	1146	.1	.3	85	601	.1	.2	114	619	.1	.3	100	678	.1	.3	33	397		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																					
WI '98	104	1121	.1	.4	160	536	.1	.4	184	630	.1	.5	124	564	.1	.4	17	202		.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	75	853	.1	.3	118	480	.1	.3	119	524	.1	.3	95	497	.1	.3	9	122		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	90	1124	.1	.3	126	701	.1	.3	192	779	.1	.6	107	641	.1	.4	4	97		**	
WNEW-FM																					
WI '98	383	8900	.3	1.5	473	3515	.3	1.2	563	3869	.4	1.7	473	4565	.3	1.6	222	2758	.2	1.7	
FA '97	436	9541	.3	1.7	515	3668	.4	1.3	737	4196	.5	2.2	529	4595	.4	1.8	158	2303	.1	1.2	
SU '97	466	9970	.3	1.8	511	3435	.4	1.4	743	4609	.5	2.2	587	5335	.4	2.0	203	2880	.1	1.4	
SP '97	428	9121	.3	1.6	514	3805	.4	1.3	697	4466	.5	2.0	554	4873	.4	1.8	147	2595	.1	1.1	
4-Book	428	9383	.3	1.7	503	3606	.4	1.3	685	4285	.5	2.0	536	4842	.4	1.8	183	2634	.1	1.4	
WI '97	485	9654	.3	1.8	589	4012	.4	1.5	805	4674	.6	2.4	623	5226	.4	2.1	188	2942	.1	1.4	
+WNSR-FM																					
WI '98	386	10593	.3	1.5	434	4310	.3	1.1	631	4557	.4	1.9	507	5056	.4	1.7	175	3163	.1	1.3	
FA '97	390	9686	.3	1.5	409	3631	.3	1.1	647	4298	.5	1.9	553	4881	.4	1.8	156	2754	.1	1.1	
SU '97	419	10629	.3	1.6	363	3659	.3	1.0	693	4826	.5	2.0	608	5170	.4	2.1	201	3159	.1	1.4	
SP '97	395	9534	.3	1.5	309	3398	.2	.8	678	4251	.5	2.0	612	5122	.4	2.0	189	2956	.1	1.4	
4-Book	398	10111	.3	1.5	379	3750	.3	1.0	662	4483	.5	2.0	570	5057	.4	1.9	180	3008	.1	1.3	
WI '97	390	9419	.3	1.5	381	3664	.3	1.0	605	3672	.4	1.8	512	4319	.4	1.7	178	2670	.1	1.3	
WNWK-FM																					
WI '98	157	3250	.1	.6	49	380		.1	49	482		.1	145	1081	.1	.5	186	1104	.1	1.4	
FA '97	193	3468	.1	.7	80	468	.1	.2	97	788	.1	.3	179	1125	.1	.6	220	1309	.2	1.6	
SU '97	195	3319	.1	.8	113	806	.1	.3	123	866	.1	.4	172	1194	.1	.6	285	1513	.2	2.0	
SP '97	190	3651	.1	.7	69	685	.1	.2	108	910	.1	.3	156	1087	.1	.5	239	1696	.2	1.8	
4-Book	184	3422	.1	.7	78	585	.1	.2	94	762	.1	.3	163	1122	.1	.6	233	1406	.2	1.7	
WI '97	185	3136	.1	.7	72	568	.1	.2	120	826	.1	.4	151	1099	.1	.5	223	1318	.2	1.7	
WOR -AM																					
WI '98	803	9779	.6	3.1	1323	5283	.9	3.4	1027	4814	.7	3.0	943	4246	.7	3.1	376	2922	.3	2.8	
FA '97	791	10822	.6	3.0	1456	5822	1.0	3.8	887	4960	.6	2.7	990	4626	.7	3.3	457	3553	.3	3.4	
SU '97	829	11412	.6	3.2	1432	5678	1.0	4.0	850	5196	.6	2.5	1329	5102	.9	4.6	487	3574	.3	3.5	
SP '97	928	10736	.7	3.6	1651	5776	1.2	4.3	973	4887	.7	2.9	1459	5132	1.0	4.9	460	3051	.3	3.4	
4-Book	838	10687	.6	3.2	1466	5640	1.0	3.9	934	4964	.7	2.8	1180	4777	.8	4.0	445	3275	.3	3.3	
WI '97	880	11649	.6	3.4	1697	6360	1.2	4.5	990	5355	.7	2.9	1247	5014	.9	4.1	364	3044	.3	2.7	

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. 4-Book: Avg. of current and previous 3 surveys. 2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	911	10420	.6	3.5	904	4407	.6	2.3	1116	5092	.8	3.3	1011	5338	.7	3.3	558	3789	.4	4.2
FA '97	874	9634	.6	3.3	992	4476	.7	2.6	1030	5023	.7	3.1	837	4836	.6	2.8	662	3888	.5	4.9
SU '97	711	8888	.5	2.8	678	3910	.5	1.9	970	5143	.7	2.8	738	4448	.5	2.5	536	3621	.4	3.8
SP '97	833	9466	.6	3.2	905	4620	.6	2.4	1109	5110	.8	3.3	867	5015	.6	2.9	500	3429	.4	3.7
4-Book	832	9602	.6	3.2	870	4353	.6	2.3	1056	5092	.8	3.1	863	4909	.6	2.9	564	3682	.4	4.2
WI '97	896	9651	.6	3.4	828	4634	.6	2.2	1205	5339	.9	3.5	986	4994	.7	3.3	631	3841	.4	4.7
WPLJ-FM																				
WI '98	672	14384	.5	2.6	1165	7445	.8	3.0	923	5499	.6	2.7	987	7913	.7	3.3	219	4108	.2	1.7
FA '97	724	14402	.5	2.8	1196	7062	.8	3.1	929	6050	.7	2.8	1090	8492	.8	3.6	272	4144	.2	2.0
SU '97	730	15478	.5	2.8	1138	7373	.8	3.2	1038	7337	.7	3.0	1044	8623	.7	3.6	250	4441	.2	1.8
SP '97	686	14613	.5	2.6	1152	7436	.8	3.0	894	5933	.6	2.6	1084	7902	.8	3.6	198	3467	.1	1.5
4-Book	703	14719	.5	2.7	1163	7329	.8	3.1	946	6205	.7	2.8	1051	8233	.8	3.5	235	4040	.2	1.8
WI '97	692	14262	.5	2.6	1178	6772	.8	3.1	979	5851	.7	2.9	1025	7973	.7	3.4	202	3639	.1	1.5
WQCD-FM																				
WI '98	842	12887	.6	3.2	815	5404	.6	2.1	1290	6162	.9	3.8	1069	6609	.8	3.5	497	4685	.3	3.8
FA '97	726	11844	.5	2.8	704	4753	.5	1.8	1020	5725	.7	3.1	907	6084	.6	3.0	475	4532	.3	3.5
SU '97	818	12397	.6	3.2	821	5226	.6	2.3	1214	6147	.9	3.6	1047	6727	.7	3.6	530	4838	.4	3.8
SP '97	886	12514	.6	3.4	907	5199	.6	2.4	1218	5934	.9	3.6	1118	6882	.8	3.7	569	4423	.4	4.2
4-Book	818	12411	.6	3.2	812	5146	.6	2.2	1186	5992	.9	3.5	1035	6576	.7	3.5	518	4620	.4	3.8
WI '97	812	12484	.6	3.1	849	5326	.6	2.2	1220	5933	.9	3.6	961	6488	.7	3.2	515	4779	.4	3.8
WQEV-AM																				
WI '98	514	5894	.4	2.0	504	2611	.4	1.3	821	3504	.6	2.4	570	3247	.4	1.9	119	1256	.1	.9
FA '97	559	6109	.4	2.1	604	2767	.4	1.6	920	3707	.6	2.8	568	3299	.4	1.9	218	1881	.2	1.6
SU '97	461	5820	.3	1.8	496	2364	.4	1.4	704	3273	.5	2.1	474	3002	.3	1.6	174	1836	.1	1.2
SP '97	552	6061	.4	2.1	575	2679	.4	1.5	831	3286	.6	2.4	603	3299	.4	2.0	209	1922	.1	1.6
4-Book	522	5971	.4	2.0	545	2605	.4	1.5	819	3443	.6	2.4	554	3212	.4	1.9	180	1724	.1	1.3
WI '97	482	5969	.3	1.8	483	2597	.3	1.3	744	3385	.5	2.2	556	3043	.4	1.8	179	1593	.1	1.3
WQHT-FM																				
WI '98	1432	19197	1.0	5.5	1637	10122	1.1	4.2	1466	9561	1.0	4.3	1924	12052	1.4	6.4	1234	9473	.9	9.3
FA '97	1551	20117	1.1	5.9	1899	10961	1.3	4.9	1524	10369	1.1	4.6	2079	12981	1.5	6.9	1249	10051	.9	9.2
SU '97	1583	20028	1.1	6.2	1763	9998	1.2	4.9	1888	11450	1.3	5.5	1962	12475	1.4	6.8	1355	10064	1.0	9.6
SP '97	1593	19765	1.1	6.1	1813	10344	1.3	4.8	1506	10061	1.1	4.4	2176	12382	1.5	7.3	1420	10144	1.0	10.6
4-Book	1540	19777	1.1	5.9	1778	10356	1.2	4.7	1596	10360	1.1	4.7	2035	12473	1.5	6.9	1315	9933	1.0	9.7
WI '97	1596	18703	1.1	6.1	1863	10604	1.3	4.9	1483	9581	1.1	4.3	2195	12319	1.6	7.2	1333	9382	.9	9.9
WQXR-FM																				
WI '98	767	9495	.5	2.9	763	4555	.5	2.0	1056	4830	.7	3.1	895	5316	.6	3.0	425	3577	.3	3.2
FA '97	637	8983	.4	2.4	801	4289	.6	2.1	822	4330	.6	2.5	692	4678	.5	2.3	418	3481	.3	3.1
SU '97	553	8353	.4	2.2	540	3449	.4	1.5	751	4019	.5	2.2	627	4301	.4	2.2	343	3448	.2	2.4
SP '97	745	9105	.5	2.9	785	4120	.6	2.1	988	4837	.7	2.9	883	4854	.6	2.9	479	3473	.3	3.6
4-Book	676	8984	.5	2.6	722	4103	.5	1.9	904	4504	.6	2.7	774	4787	.5	2.6	416	3495	.3	3.1
WI '97	780	10330	.6	3.0	803	4748	.6	2.1	1083	5106	.8	3.2	913	5462	.6	3.0	478	3898	.3	3.5
WRKS-FM																				
WI '98	1091	14701	.8	4.2	1559	7908	1.1	4.0	1259	6708	.9	3.7	1219	8219	.9	4.0	773	5877	.5	5.9
FA '97	1161	15742	.8	4.4	1756	8631	1.2	4.5	1415	7782	1.0	4.2	1277	7801	.9	4.2	738	5890	.5	5.4
SU '97	1184	16107	.8	4.6	1478	7710	1.0	4.1	1511	8106	1.1	4.4	1267	8173	.9	4.4	812	6256	.6	5.8
SP '97	1077	15889	.8	4.1	1647	8490	1.2	4.3	1367	7521	1.0	4.0	1133	7716	.8	3.8	680	5777	.5	5.1
4-Book	1128	15610	.8	4.3	1610	8185	1.1	4.2	1388	7529	1.0	4.1	1224	7977	.9	4.1	751	5950	.5	5.6
WI '97	1137	15744	.8	4.3	1494	8157	1.1	3.9	1370	7753	1.0	4.0	1322	8059	.9	4.4	813	6190	.6	6.0
WSKQ-FM																				
WI '98	1588	13827	1.1	6.1	2740	8937	1.9	7.1	1802	7221	1.3	5.3	1432	7660	1.0	4.7	726	5151	.5	5.5
FA '97	1472	13558	1.0	5.6	2352	8656	1.7	6.1	1722	7435	1.2	5.2	1436	7371	1.0	4.8	695	5212	.5	5.1
SU '97	1304	12900	.9	5.1	1989	7722	1.4	5.5	1553	6939	1.1	4.6	1159	7037	.8	4.0	640	4818	.5	4.6
SP '97	1120	12209	.8	4.3	1806	7195	1.3	4.7	1313	6147	.9	3.9	1039	5984	.7	3.5	592	4365	.4	4.4
4-Book	1371	13124	1.0	5.3	2222	8128	1.6	5.9	1598	6936	1.1	4.8	1267	7013	.9	4.3	663	4887	.5	4.9
WI '97	1154	11785	.8	4.4	1759	6988	1.2	4.6	1273	6094	.9	3.7	1158	6212	.8	3.8	611	4357	.4	4.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

Target Listener Trends - Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDJ-AM																				
WI '98	91	919	.1	.3	137	598	.1	.4	99	393	.1	.3	61	345		.2	78	413	.1	.6
FA '97	79	1098	.1	.3	124	673	.1	.3	86	433	.1	.3	86	457	.1	.3	52	264		.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	118	1810	.1	.5	122	635	.1	.3	155	831	.1	.5	139	805	.1	.5	69	456		.5
FA '97	106	1768	.1	.4	80	408	.1	.2	157	685	.1	.5	115	648	.1	.4	85	446	.1	.6
SU '97	102	1887	.1	.4	129	680	.1	.4	105	766	.1	.3	78	567	.1	.3	46	454		.3
SP '97	147	1942	.1	.6	164	781	.1	.4	161	784	.1	.5	102	517	.1	.3	87	607	.1	.6
4-Book	118	1852	.1	.5	124	626	.1	.3	145	767	.1	.5	109	634	.1	.4	72	491	.1	.5
WI '97	160	1931	.1	.6	171	799	.1	.4	194	940	.1	.6	112	672	.1	.4	125	685	.1	.9
+WVY-FM																				
WI '98	10	150			14	75			16	58			16	79		.1	3	27		
FA '97	12	128			11	74			14	74			13	62			13	58		.1
SU '97	7	127			8	51			11	68			6	81			3	53		
SP '97	2	79			2	30			4	43				14			1	18		
4-Book	8	121			9	58			11	61			9	59			5	39		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	131	1912	.1	.5	172	1033	.1	.4	206	1119	.1	.6	153	976	.1	.5	56	569		.4
FA '97	120	1858	.1	.5	150	898	.1	.4	155	1040	.1	.5	143	1215	.1	.5	63	714		.5
SU '97	143	2261	.1	.6	107	776	.1	.3	184	1101	.1	.5	217	1348	.2	.7	77	928	.1	.5
SP '97	182	2357	.1	.7	153	1221	.1	.4	232	1183	.2	.7	261	1570	.2	.9	108	855	.1	.8
4-Book	144	2097	.1	.6	146	982	.1	.4	194	1111	.1	.6	194	1277	.2	.7	76	767	.1	.6
WI '97	126	2152	.1	.5	141	1001	.1	.4	171	1059	.1	.5	189	1400	.1	.6	64	653		.5
+WVZY-FM																				
WI '98	115	1480	.1	.4	150	849	.1	.4	147	881	.1	.4	153	935	.1	.5	56	615		.4
FA '97	90	1159	.1	.3	106	531	.1	.3	119	586	.1	.4	119	722	.1	.4	37	423		.3
SU '97	120	1552	.1	.5	148	807	.1	.4	149	851	.1	.4	150	1051	.1	.5	51	596		.4
SP '97	107	1749	.1	.4	128	833	.1	.3	160	958	.1	.5	119	1086	.1	.4	46	580		.3
4-Book	108	1485	.1	.4	133	755	.1	.4	144	819	.1	.4	135	949	.1	.5	48	554		.4
WI '97	90	1213	.1	.3	72	526	.1	.2	118	690	.1	.3	137	834	.1	.5	43	378		.3
WXRK-FM																				
WI '98	1122	16735	.8	4.3	3816	13056	2.7	9.8	1179	7589	.8	3.5	690	5450	.5	2.3	347	3696	.2	2.6
FA '97	1083	16439	.8	4.1	3731	12706	2.6	9.6	1070	7737	.8	3.2	669	5419	.5	2.2	371	3454	.3	2.7
SU '97	890	16560	.6	3.5	3143	11657	2.2	8.7	855	7738	.6	2.5	496	5211	.4	1.7	274	3816	.2	1.9
SP '97	980	16849	.7	3.8	3305	12437	2.3	8.7	950	7374	.7	2.8	683	5252	.5	2.3	302	3835	.2	2.3
4-Book	1019	16646	.7	3.9	3499	12464	2.5	9.2	1014	7610	.7	3.0	635	5333	.5	2.1	324	3700	.2	2.4
WI '97	947	15658	.7	3.6	3079	11392	2.2	8.1	960	6698	.7	2.8	679	5835	.5	2.2	323	3688	.2	2.4
WKXW-FM																				
WI '98	200	4708	.1	.8	383	2625	.3	1.0	190	1900	.1	.6	292	2498	.2	1.0	68	1040		.5
FA '97	193	4034	.1	.7	357	2186	.3	.9	266	1822	.2	.8	272	2190	.2	.9	55	906		.4
SU '97	142	3374	.1	.6	246	1573	.2	.7	206	1431	.1	.6	154	1658	.1	.5	57	776		.4
SP '97	164	3737	.1	.6	301	2073	.2	.8	206	1541	.1	.6	216	1907	.2	.7	44	747		.3
4-Book	175	3963	.1	.7	322	2114	.3	.9	217	1674	.1	.7	234	2063	.2	.8	56	867		.4
WI '97	182	3903	.1	.7	337	2126	.2	.9	222	1863	.2	.7	251	2005	.2	.8	54	943		.4
TOTALS																				
WI '98	26191	135365	18.4		38787	118708	27.2		33706	100123	23.7		30218	109971	21.2		13200	77825	9.3	
FA '97	26154	136478	18.4		38824	119749	27.3		33393	102251	23.5		30156	111474	21.2		13592	82059	9.5	
SU '97	25706	134581	18.2		36079	115996	25.6		34075	105528	24.1		28962	109835	20.5		14055	82905	10.0	
SP '97	26071	134901	18.5		38116	119440	27.0		34059	101542	24.1		29968	109697	21.2		13420	79853	9.5	
4-Book	26031	135331	18.4		37952	118473	26.8		33808	102361	23.9		29826	110244	21.0		13567	80661	9.6	
WI '97	26226	135337	18.6		38020	119052	26.9		34132	101516	24.2		30337	110908	21.5		13509	79013	9.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12+																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																						
WI '98		1163	8922	.8	3.4	450	5214	.3	2.2	726	1760	.5	3.3	553	1856	.4	1.7	365	1111	.3	1.6	
4-Book		1072	9116	.8	3.2	495	5900	.3	2.5	740	1826	.5	3.4	546	1820	.4	1.7	449	1297	.4	2.0	
WADO-AM																						
WI '98		973	4983	.7	2.8	345	2992	.2	1.7	1025	2257	.7	4.6	423	1251	.3	1.3	223	538	.2	.9	
4-Book		831	4421	.6	2.4	270	2508	.2	1.4	774	1708	.6	3.5	361	998	.3	1.1	182	421	.2	.8	
WALK-FM																						
WI '98		337	2716	.2	1.0	127	1497	.1	.6	187	521	.1	.8	253	678	.2	.8	131	460	.1	.6	
4-Book		354	2821	.3	1.1	155	1711	.1	.8	210	607	.2	1.0	296	798	.2	.9	165	516	.1	.7	
WAXQ-FM																						
WI '98		524	7240	.4	1.5	316	4783	.2	1.5	263	1052	.2	1.2	582	1875	.4	1.7	435	1681	.3	1.9	
4-Book		593	7757	.5	1.8	346	5068	.3	1.7	275	1043	.2	1.2	648	2105	.5	2.0	511	1727	.4	2.2	
WBAB-FM																						
WI '98		178	2006	.1	.5	80	1160	.1	.4	69	286	.3		164	526	.1	.5	105	373	.1	.4	
4-Book		179	2035	.1	.5	81	1164	.1	.4	66	265	.3		163	518	.1	.5	111	382	.1	.5	
WHFM-FM																						
WI '98		1	38			3	77			2	19			8	58			4	31			
4-Book		4	66			2	41			3	12			5	27			4	19			
WBRR-AM																						
WI '98		189	3114	.1	.6	60	1390		.3	158	612	.1	.7	69	427		.2	52	219		.2	
4-Book		160	2795	.1	.5	51	1178		.3	91	397	.1	.4	67	351	.1	.2	39	183		.2	
WBLI-FM																						
WI '98		250	2750	.2	.7	129	1771	.1	.6	141	509	.1	.6	237	749	.2	.7	161	575	.1	.7	
4-Book		247	2656	.2	.7	132	1627	.1	.6	133	447	.1	.6	254	776	.2	.8	175	576	.1	.8	
WBLS-FM																						
WI '98		667	9371	.5	1.9	683	7213	.5	3.3	490	1267	.3	2.2	833	2311	.6	2.5	883	2331	.6	3.8	
4-Book		717	9139	.5	2.1	629	6859	.4	3.1	459	1251	.3	2.1	780	2167	.6	2.4	629	1783	.5	2.8	
WBZO-FM																						
WI '98		148	1620	.1	.4	94	1232	.1	.5	104	395	.1	.5	186	561	.1	.6	69	273		.3	
4-Book		158	1647	.1	.5	92	1116	.1	.5	87	313	.1	.4	176	510	.1	.6	108	341	.1	.5	
WCBS-AM																						
WI '98		989	14678	.7	2.9	552	9371	.4	2.7	1115	4565	.8	5.0	696	2821	.5	2.1	371	1667	.3	1.6	
4-Book		1078	15305	.8	3.2	619	10255	.5	3.1	1312	4882	.9	5.9	690	2937	.5	2.1	469	1865	.4	2.1	
WCBS-FM																						
WI '98		1633	14526	1.1	4.8	936	9704	.7	4.6	1012	3045	.7	4.6	1705	4485	1.2	5.1	1083	3146	.8	4.6	
4-Book		1640	14291	1.2	4.9	952	9912	.7	4.7	1010	2934	.7	4.6	1656	4376	1.2	5.1	1138	3171	.8	5.0	
+WDRE-FM																						
WI '98		10	224			7	167			1	10			15	82			17	76		.1	
4-Book		10	232			9	166			4	30			19	75		.1	15	63		.1	
WLIR-FM																						
WI '98		97	2076	.1	.3	64	1324		.3	22	170		.1	151	531	.1	.5	90	377	.1	.4	
4-Book		116	2378	.1	.4	85	1549	.1	.4	60	267		.3	154	598	.1	.5	123	486	.1	.5	
WFAN-AM																						
WI '98		831	9214	.6	2.4	307	4576	.2	1.5	390	1326	.3	1.8	397	1509	.3	1.2	261	873	.2	1.1	
4-Book		946	10037	.7	2.8	394	5855	.3	2.0	451	1476	.3	2.1	474	1777	.3	1.5	375	1237	.3	1.6	
WFAS-FM																						
WI '98		138	1193	.1	.4	38	572		.2	69	219		.3	60	203		.2	53	187		.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																						
WI '98		184	1613	.1	.5	157	1367	.1	.8	255	530	.2	1.2	195	455	.1	.6	95	257	.1	.4	
4-Book		205	1798	.2	.6	212	1784	.2	1.1	244	589	.2	1.1	233	562	.2	.7	166	374	.2	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

Target Listener Estimates - Persons 12+

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHL1-AM																				
WI '98	* 146	894	.1	.4	* 155	729	.1	.8	* 117	226	.1	.5	193	379	.1	.6	* 112	202	.1	.5
4-Book	135	908	.1	.4	121	731	.1	.6	104	251	.1	.5	168	410	.1	.5	107	225	.1	.5
WHTZ-FM																				
WI '98	1474	19447	1.0	4.3	998	14067	.7	4.9	630	2766	.4	2.8	1725	6249	1.2	5.2	1215	4703	.9	5.2
4-Book	1300	18496	.9	3.9	854	12740	.6	4.2	626	2498	.4	2.8	1423	5340	1.0	4.4	1074	3897	.8	4.7
WHUD-FM																				
WI '98	191	1609	.1	.6	82	877	.1	.4	109	336	.1	.5	201	447	.1	.6	96	296	.1	.4
4-Book	163	1540	.1	.5	80	951	.1	.4	125	391	.1	.6	138	399	.1	.4	88	280	.1	.4
WINS-AM																				
WI '98	1296	18457	.9	3.8	673	11105	.5	3.3	1456	5357	1.0	6.6	786	3200	.6	2.4	492	1980	.3	2.1
4-Book	1242	18634	.9	3.7	658	10908	.5	3.2	1480	5259	1.1	6.7	749	3213	.5	2.3	474	1894	.3	2.1
WKJY-FM																				
WI '98	235	1596	.2	.7	68	857	.3	.3	88	282	.1	.4	153	454	.1	.5	84	283	.1	.4
4-Book	188	1518	.2	.6	66	834	.3	.3	75	246	.1	.4	136	383	.1	.4	84	269	.1	.4
WKTU-FM																				
WI '98	1221	16304	.9	3.6	856	11401	.6	4.2	602	2383	.4	2.7	1599	4892	1.1	4.8	1269	3911	.9	5.4
4-Book	1430	17572	1.0	4.2	939	12044	.7	4.7	653	2435	.5	2.9	1700	5235	1.2	5.3	1328	4043	1.0	5.8
WLIB-AM																				
WI '98	* 244	1381	.2	.7	* 316	1472	.2	1.5	* 400	706	.3	1.8	546	950	.4	1.6	* 406	581	.3	1.7
4-Book	290	2058	.2	.9	344	1825	.2	1.7	384	731	.3	1.7	603	1061	.5	1.9	436	671	.3	1.9
WLTW-FM																				
WI '98	2474	18172	1.7	7.2	1132	12540	.8	5.5	1137	3514	.8	5.1	2068	5551	1.5	6.2	1446	4032	1.0	6.2
4-Book	2327	17552	1.6	6.9	1055	11424	.8	5.2	1012	3046	.7	4.6	1929	4944	1.4	6.0	1262	3536	.9	5.5
WMCA-AM																				
WI '98	126	1167	.1	.4	78	861	.1	.4	126	325	.1	.6	68	138	.2	.2	28	125	.1	.1
4-Book	129	1197	.1	.4	72	948	.1	.4	111	323	.1	.5	53	161	.2	.2	35	117	.1	.2
WMJC-FM																				
WI '98	99	770	.1	.3	60	603	.3	.3	60	208	.3	.3	108	295	.1	.3	74	221	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	158	940	.1	.5	68	694	.3	.3	41	117	.2	.2	150	372	.1	.4	84	343	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	508	7151	.4	1.5	269	4757	.2	1.3	220	947	.2	1.0	423	1760	.3	1.3	382	1505	.3	1.6
4-Book	583	7332	.4	1.7	320	5022	.2	1.6	271	1024	.2	1.2	567	2021	.4	1.8	410	1531	.3	1.8
+WNSR-FM																				
WI '98	532	8205	.4	1.6	269	5275	.2	1.3	200	1063	.1	.9	474	1789	.3	1.4	332	1399	.2	1.4
4-Book	547	7891	.4	1.6	279	4881	.2	1.4	192	836	.1	.9	546	1887	.4	1.7	345	1297	.2	1.5
WNWK-FM																				
WI '98	79	1533	.1	.2	278	2142	.2	1.4	334	531	.2	1.5	433	881	.3	1.3	463	888	.3	2.0
4-Book	111	1770	.1	.3	282	2210	.2	1.4	357	686	.3	1.6	534	1051	.4	1.7	482	883	.3	2.1
WOR -AM																				
WI '98	1092	8377	.8	3.2	578	5588	.4	2.8	1092	2810	.8	4.9	973	2712	.7	2.9	449	1234	.3	1.9
4-Book	1173	9209	.8	3.5	505	5520	.4	2.5	1089	2715	.8	4.9	742	2167	.5	2.3	347	963	.3	1.5
WPAT-FM																				
WI '98	1018	7992	.7	3.0	961	7336	.7	4.7	679	1752	.5	3.1	1313	3024	.9	3.9	1204	2437	.8	5.1
4-Book	940	7627	.7	2.8	825	6626	.6	4.1	652	1701	.5	3.0	1208	2946	.9	3.7	867	1925	.6	3.8
WPLJ-FM																				
WI '98	1017	12303	.7	3.0	364	6436	.3	1.8	301	1190	.2	1.4	791	2850	.6	2.4	523	2115	.4	2.2
4-Book	1045	12541	.7	3.1	411	6673	.3	2.0	351	1391	.3	1.6	774	2847	.6	2.4	565	2148	.4	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																				
WI '98	1076	10003	.8	3.1	661	7148	.5	3.2	612	1732	.4	2.8	1101	2829	.8	3.3	764	2307	.5	3.3
4-Book	1025	9773	.7	3.0	655	6791	.5	3.2	576	1624	.4	2.6	1078	2789	.8	3.3	828	2190	.6	3.6
WQEV-AM																				
WI '98	647	4862	.5	1.9	548	4170	.4	2.7	465	1257	.3	2.1	1155	2613	.8	3.5	654	1848	.5	2.8
4-Book	653	4774	.5	1.9	520	4220	.4	2.6	515	1376	.4	2.3	1096	2479	.8	3.4	585	1568	.4	2.5
WQHT-FM																				
WI '98	1660	16867	1.2	4.9	1160	11644	.8	5.7	762	2260	.5	3.4	1879	5407	1.3	5.6	1727	4792	1.2	7.4
4-Book	1787	17161	1.3	5.3	1250	12172	.9	6.2	876	2631	.6	4.0	1940	5552	1.4	6.0	1764	4642	1.2	7.7
WQXR-FM																				
WI '98	917	7693	.6	2.7	733	6351	.5	3.6	611	2007	.4	2.8	1243	3224	.9	3.7	984	2426	.7	4.2
4-Book	808	7067	.6	2.4	616	5879	.5	3.1	526	1695	.4	2.4	976	2691	.7	3.0	721	1910	.5	3.1
WRKS-FM																				
WI '98	1339	12446	.9	3.9	864	7783	.6	4.2	778	1963	.5	3.5	1291	2914	.9	3.9	1029	2249	.7	4.4
4-Book	1406	12930	1.0	4.2	890	8424	.6	4.4	855	2115	.6	3.9	1342	3248	1.0	4.2	1088	2618	.8	4.7
WSKQ-FM																				
WI '98	1977	12057	1.4	5.8	1483	9913	1.0	7.3	1522	3565	1.1	6.9	2677	6006	1.9	8.0	1587	3454	1.1	6.8
4-Book	1688	11297	1.2	5.0	1290	9176	.9	6.4	1336	3280	1.0	6.0	2204	5019	1.6	6.8	1455	3165	1.1	6.4
WWDJ-AM																				
WI '98	99	737	.1	.3	84	603	.1	.4	95	237	.1	.4	42	88	.1	.1	54	105	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	140	1170	.1	.4	114	1087	.1	.6	71	195	.1	.3	123	284	.1	.4	115	215	.1	.5
4-Book	127	1105	.1	.4	134	1213	.1	.7	78	204	.1	.4	155	333	.1	.5	92	199	.1	.4
+WVYV-FM																				
WI '98	15	115			5	78			11	43			3	15						
4-Book	10	100			6	59			6	19			10	25			6	14		
+WVXY-FM																				
WI '98	179	1611	.1	.5	94	1032	.1	.5	81	345	.1	.4	150	448	.1	.4	118	377	.1	.5
4-Book	179	1755	.1	.5	128	1177	.1	.6	124	385	.1	.6	202	559	.1	.6	162	437	.1	.7
+WVZY-FM																				
WI '98	150	1285	.1	.4	92	853	.1	.5	105	287	.1	.5	178	531	.1	.5	98	359	.1	.4
4-Book	138	1231	.1	.4	96	1010	.1	.5	102	311	.1	.5	179	505	.1	.6	121	386	.1	.5
WXRK-FM																				
WI '98	1840	15516	1.3	5.4	364	5155	.3	1.8	398	1202	.3	1.8	589	1960	.4	1.8	423	1659	.3	1.8
4-Book	1662	15383	1.2	4.9	341	5357	.2	1.7	348	1210	.2	1.6	553	2059	.4	1.7	429	1598	.3	1.9
WXXV-FM																				
WI '98	280	4099	.2	.8	147	2049	.1	.7	157	656	.1	.7	312	1022	.2	.9	157	511	.1	.7
4-Book	254	3373	.2	.8	114	1754	.1	.6	147	550	.1	.7	207	730	.1	.6	129	498	.1	.6
TOTALS																				
WI '98	34206	132341	24.0		20444	115955	14.4		22113	56746	15.5		33426	75094	23.5		23485	56109	16.5	
4-Book	33871	132498	23.9		20280	115690	14.3		22191	56654	15.7		32399	73155	22.9		22976	54283	16.2	

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

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

Target Listener Estimates

Persons 12+

Target Listener Estimates - Persons 12+

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	253	988	.2	1.9	740	1687	.5	4.5	422	1450	.3	1.7	284	814	.2	1.6	321	1137	.2	3.1
4-Book	316	1190	.3	2.4	823	1958	.6	4.9	407	1481	.3	1.6	413	1141	.3	2.3	359	1186	.3	3.4
WADO-AM																				
WI '98	172	342	.1	1.3	520	1101	.4	3.2	242	644	.2	1.0	186	306	.1	1.0	80	219	.1	.8
4-Book	96	263	.1	.7	389	949	.3	2.3	223	638	.2	.9	127	275	.1	.7	87	233	.1	.8
WALK-FM																				
WI '98	52	190	.1	.4	121	401	.1	.7	135	434	.1	.5	101	286	.1	.6	45	199	.1	.4
4-Book	72	268	.1	.6	131	424	.1	.8	183	541	.1	.7	129	360	.1	.7	55	232	.1	.5
WAXQ-FM																				
WI '98	187	898	.1	1.4	135	462	.1	.8	435	1565	.3	1.7	301	1149	.2	1.7	161	638	.1	1.6
4-Book	215	1041	.1	1.6	141	546	.1	.9	444	1654	.3	1.8	320	1181	.2	1.8	184	702	.1	1.8
WBAB-FM																				
WI '98	45	184	.3	.3	41	162	.3	.3	103	372	.1	.4	79	293	.1	.4	31	142	.3	.3
4-Book	48	202	.4	.4	36	134	.2	.2	107	354	.1	.4	73	264	.1	.4	34	163	.3	.3
WHFM-FM																				
WI '98	2	12											4	19			2	6		
4-Book	1	5			1	3			1	5			1	6			1	7		
WBBR-AM																				
WI '98	7	73	.1	.1	67	296	.4	.4	93	377	.1	.4	46	169	.3	.3	7	79	.1	.1
4-Book	21	139	.2	.2	60	276	.4	.4	72	344	.1	.3	41	182	.3	.3	23	145	.2	.2
WBLI-FM																				
WI '98	83	291	.1	.6	77	221	.1	.5	135	436	.1	.5	113	455	.1	.6	82	329	.1	.8
4-Book	81	298	.1	.6	72	240	.1	.5	159	532	.1	.6	121	433	.1	.7	53	223	.1	.5
WBLS-FM																				
WI '98	747	2112	.5	5.6	540	1368	.4	3.3	775	1864	.5	3.1	643	1708	.5	3.5	517	1566	.4	5.1
4-Book	547	1686	.4	4.1	619	1618	.5	3.7	949	2204	.7	3.9	603	1609	.5	3.3	405	1227	.3	3.9
WBZO-FM																				
WI '98	39	144	.3	.3	63	222	.4	.4	150	451	.1	.6	101	325	.1	.6	30	118	.3	.3
4-Book	38	151	.3	.3	61	220	.4	.4	138	425	.1	.6	87	260	.1	.5	31	126	.3	.3
WCBS-AM																				
WI '98	252	1466	.2	1.9	889	3694	.6	5.4	577	2451	.4	2.3	323	1450	.2	1.8	292	1464	.2	2.9
4-Book	275	1522	.2	2.1	1086	4253	.8	6.5	572	2739	.4	2.3	395	1559	.3	2.2	311	1729	.2	3.0
WCBS-FM																				
WI '98	631	1999	.4	4.8	685	2177	.5	4.2	1146	3345	.8	4.6	750	2211	.5	4.1	432	1189	.3	4.2
4-Book	600	1981	.4	4.5	715	2176	.5	4.3	1217	3563	.9	4.9	799	2259	.6	4.4	449	1466	.3	4.3
+WDRE-FM																				
WI '98	7	27	.1	.1	5	33			4	29			5	17			3	7		
4-Book	4	23			4	22			7	47			14	40	.1	.1	5	20		
WLIR-FM																				
WI '98	33	248	.2	.2	28	102	.2	.2	84	407	.1	.3	71	372	.4	.4	22	164	.2	.2
4-Book	70	317	.5	.5	41	168	.3	.3	106	503	.1	.4	90	403	.5	.5	31	212	.3	.3
WFAN-AM																				
WI '98	177	668	.1	1.3	252	1006	.2	1.5	405	1604	.3	1.6	326	995	.2	1.8	247	858	.2	2.4
4-Book	237	846	.2	1.7	357	1271	.3	2.1	570	2175	.4	2.3	452	1532	.3	2.5	249	955	.2	2.4
WFAS-FM																				
WI '98	6	31	**	**	23	104	.1	.1	44	179	.2	.2	14	59	.1	.1	39	99	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	100	299	.1	.8	301	737	.2	1.8	130	567	.1	.5	103	284	.1	.6	99	267	.1	1.0
4-Book	149	421	.1	1.1	345	834	.2	2.1	224	621	.2	.9	177	403	.1	1.0	171	483	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				* 103	240	.1	.6	207	448	.1	.8	* 104	220	.1	.6					
4-Book	**	**	**	74	221	.1	.4	150	392	.1	.6	78	187	.1	.4	**	**	**	**	
WHTZ-FM																				
WI '98	878	3631	.6	6.6	423	1826	.3	2.6	1255	5160	.9	5.0	991	3539	.7	5.5	723	2825	.5	7.1
4-Book	709	3056	.5	5.3	400	1720	.3	2.4	1072	4440	.8	4.4	830	3084	.6	4.6	600	2500	.4	5.7
WHUD-FM																				
WI '98	45	149		.3	52	188		.3	94	289		.4	45	145		.2	9	66		.1
4-Book	35	127		.3	94	293		.6	88	297		.4	56	172		.3	21	106		.2
WINS-AM																				
WI '98	283	1462	.2	2.1	1194	4554	.8	7.3	600	2845	.4	2.4	485	1967	.3	2.7	272	1373	.2	2.7
4-Book	262	1357	.2	1.9	1179	4367	.8	7.1	611	2768	.5	2.5	422	1696	.3	2.3	273	1420	.2	2.6
WKJY-FM																				
WI '98	26	131		.2	42	176		.3	82	255		.3	47	125		.3	18	63		.2
4-Book	37	147		.3	49	156		.3	73	232		.3	52	161		.3	20	96		.2
WKTU-FM																				
WI '98	790	3101	.6	5.9	267	1091	.2	1.6	1056	3669	.7	4.2	744	2494	.5	4.1	412	1743	.3	4.0
4-Book	910	3202	.7	6.8	340	1295	.3	2.0	1065	3813	.8	4.3	889	2809	.6	4.9	513	2050	.4	4.9
WLIB-AM																				
WI '98				* 85	160	.1	.5	233	395	.2	.9	* 92	195	.1	.5					
4-Book	**	**	**	193	340	.2	1.2	276	493	.2	1.1	141	327	.1	.8	**	**	**	**	
WLTW-FM																				
WI '98	675	2396	.5	5.1	753	2367	.5	4.6	1479	4284	1.0	5.9	949	2892	.7	5.2	497	1757	.3	4.9
4-Book	636	2250	.5	4.7	651	2074	.5	3.9	1365	3945	1.0	5.5	974	2870	.7	5.3	544	1937	.4	5.2
WMCA-AM																				
WI '98	67	179		.5	160	391	.1	1.0	90	259	.1	.4	61	195		.3	33	144		.3
4-Book	66	197	.1	.5	162	389	.1	1.0	78	261	.1	.3	38	109	.2	.2	39	143		.4
WMJC-FM																				
WI '98	30	119		.2	35	114		.2	78	261		.3	61	177		.3	34	103		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	29	137		.2	37	110		.2	107	219		.4	56	134		.3	29	103		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	168	804	.1	1.3	141	492	.1	.9	327	1449	.2	1.3	307	1087	.2	1.7	179	608	.1	1.7
4-Book	179	819	.1	1.3	153	561	.1	.9	426	1627	.3	1.7	357	1222	.2	2.0	176	631	.1	1.7
+WNSR-FM																				
WI '98	153	782	.1	1.2	156	622	.1	1.0	330	1400	.2	1.3	320	1162	.2	1.8	173	854	.1	1.7
4-Book	142	809	.1	1.1	136	579	.1	.8	365	1427	.3	1.5	313	1174	.2	1.7	168	773	.1	1.6
WNWK-FM																				
WI '98	428	922	.3	3.2	59	172		.4	155	366		.6	190	422		1.0	149	350		1.5
4-Book	379	833	.3	2.8	59	166		.4	161	364		.7	137	327		.8	126	314		1.2
WOR -AM																				
WI '98	211	772	.1	1.6	718	1885	.5	4.4	721	2194	.5	2.9	383	1009	.3	2.1	141	542	.1	1.4
4-Book	206	747	.2	1.6	708	1993	.5	4.2	583	1782	.4	2.4	290	778	.2	1.6	158	621	.1	1.5
WPAT-FM																				
WI '98	588	1711	.4	4.4	680	1937	.5	4.2	1643	3471	1.2	6.6	977	2054	.7	5.4	539	1550	.4	5.3
4-Book	582	1518	.4	4.3	630	1828	.4	3.8	1292	2953	.9	5.2	761	1654	.6	4.2	530	1410	.4	5.1
WPLJ-FM																				
WI '98	210	1090	.1	1.6	183	775	.1	1.1	482	2002	.3	1.9	278	1216	.2	1.5	113	601	.1	1.1
4-Book	223	1064	.2	1.7	217	872	.2	1.3	561	2300	.4	2.3	425	1651	.3	2.3	158	895	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

Target Listener Estimates - Persons 12+

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	375	1306	.3	2.8	332	1038	.2	2.0	876	2412	.6	3.5	817	1914	.6	4.5	387	1092	.3	3.8
4-Book	444	1457	.3	3.3	333	1060	.2	2.0	850	2358	.6	3.5	743	1853	.5	4.1	361	1167	.3	3.5
WQEV-AM																				
WI '98	162	771	.1	1.2	288	869	.2	1.8	872	1850	.6	3.5	606	1533	.4	3.3	145	624	.1	1.4
4-Book	196	721	.1	1.5	354	1052	.3	2.2	720	1745	.5	2.9	477	1204	.3	2.6	189	697	.1	1.8
WQHT-FM																				
WI '98	1332	3908	.9	10.0	494	1373	.3	3.0	978	3259	.7	3.9	1261	3170	.9	6.9	767	2370	.5	7.5
4-Book	1389	4015	1.0	10.4	547	1587	.4	3.3	1165	3544	.8	4.7	1413	3528	1.0	7.7	829	2618	.6	7.9
WQXR-FM																				
WI '98	374	1387	.3	2.8	531	1554	.4	3.3	944	2670	.7	3.8	771	1969	.5	4.2	398	1241	.3	3.9
4-Book	379	1296	.3	2.8	396	1314	.3	2.4	850	2458	.6	3.4	685	1758	.5	3.8	368	1182	.3	3.5
WRKS-FM																				
WI '98	796	2167	.6	6.0	917	2075	.6	5.6	874	2116	.6	3.5	627	1630	.4	3.4	577	1516	.4	5.6
4-Book	749	2052	.5	5.6	953	2274	.7	5.7	848	2233	.6	3.5	716	1752	.5	3.9	578	1693	.4	5.5
WSKQ-FM																				
WI '98	814	2286	.6	6.1	1104	2799	.8	6.8	2046	4534	1.4	8.2	1450	2953	1.0	8.0	609	1803	.4	5.9
4-Book	811	2139	.6	6.0	942	2351	.7	5.7	1742	3914	1.2	7.1	1233	2587	.9	6.8	558	1672	.4	5.3
WVDJ-AM																				
WI '98	65	127	.5		141	259	.1	.9	86	253	.1	.3	104	181	.1	.6	97	157	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	69	138	.5		206	496	.1	1.3	193	468	.1	.8	106	240	.1	.6	33	65		.3
4-Book	57	140	.4		270	600	.2	1.6	214	566	.2	.9	135	283	.1	.7	82	192	.1	.8
+WVYV-FM																				
WI '98					8	30			10	42			9	28			1	6		
4-Book	4	13			5	16			8	26			5	15			2	5		
+WVXY-FM																				
WI '98	70	245	.5		27	141	.2		135	427	.1	.5	100	315	.1	.5	64	200		.6
4-Book	80	285	.6		74	268	.1	.5	185	542	.1	.7	127	384	.1	.7	64	228		.6
+WVZY-FM																				
WI '98	26	153	.2		78	253	.1	.5	138	386	.1	.6	77	227	.1	.4	33	161		.3
4-Book	34	179	.3		63	223	.1	.4	146	440	.1	.6	84	279	.1	.5	39	188		.4
WXRK-FM																				
WI '98	330	1164	.2	2.5	185	648	.1	1.1	440	1606	.3	1.8	335	1140	.2	1.8	186	757	.1	1.8
4-Book	292	1178	.2	2.2	163	575	.1	1.0	377	1530	.3	1.5	336	1245	.2	1.8	210	917	.1	2.0
WKXW-FM																				
WI '98	68	332	.5		152	532	.1	.9	218	858	.2	.9	98	384	.1	.5	11	57		.1
4-Book	51	231	.4		92	307	.1	.6	160	625	.1	.7	109	405	.1	.6	27	141		.3
TOTALS																				
WI '98	13279	39150	9.3		16330	43813	11.5		25043	61600	17.6		18182	43979	12.8		10237	30620	7.2	
4-Book	13450	38993	9.5		16692	44848	11.8		24722	60938	17.5		18286	43964	12.9		10533	31938	7.4	

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																			
WI '98	8	338	.2	6	98	.1	13	100	.4	9	111	.2	7	117	.2	7	117	.2	
FA '97	9	452	.2	8	80	.2	13	152	.3	7	71	.1	12	194	.3	12	194	.3	
SU '97	32	843	.1	12	123	.3	46	287	.2	28	240	.1	50	337	.2	50	337	.2	1.4
SP '97	22	621	.1	10	89	.2	29	187	.1	22	246	.1	34	316	.1	34	316	.1	1.0
4-Book	18	564	.1	9	98	.2	25	182	.1	17	167	.1	26	241	.1	26	241	.1	.7
WI '97	17	479	.1	6	117	.1	37	224	.1	15	185	.1	15	156	.1	15	156	.1	.4
WADO-AM																			
WI '98	18	407	.1	36	226	.1	30	145	.1	19	131	.1	1	33		1	33		
FA '97	12	339	.3	35	185	.1	8	139	.2	12	144	.2	3	61	.1	3	61	.1	
SU '97	13	252	.3	37	158	.1	13	128	.2	7	101	.1	9	87	.2	9	87	.2	
SP '97	16	308	.1	49	208	.2	17	108	.1	15	71	.1	1	31		1	31		
4-Book	15	327	.1	39	194	.1	17	130	.1	13	112	.1	4	53	.1	4	53	.1	.1
WI '97	11	299	.3	22	150	.1	13	91	.3	11	76	.2	3	32	.1	3	32	.1	
WALK-FM																			
WI '98	20	361	.1	29	187	.1	38	153	.1	26	190	.1	4	72	.1	4	72	.1	
FA '97	23	492	.1	20	179	.1	36	212	.1	33	230	.1	4	80	.1	4	80	.1	
SU '97	16	385	.1	18	142	.1	27	177	.1	16	173	.1	9	108	.2	9	108	.2	
SP '97	24	622	.1	31	250	.1	37	137	.1	27	241	.1	11	185	.3	11	185	.3	
4-Book	21	465	.1	25	190	.1	35	170	.1	26	209	.1	7	111	.2	7	111	.2	.2
WI '97	22	589	.1	27	285	.1	31	228	.1	28	283	.1	14	151	.1	14	151	.1	.4
WAXQ-FM																			
WI '98	58	1766	.2	43	469	.2	58	683	.2	96	934	.3	51	630	.2	51	630	.2	1.4
FA '97	50	1669	.2	60	424	.2	55	587	.2	60	843	.2	36	522	.1	36	522	.1	1.0
SU '97	65	2361	.2	36	522	.1	100	963	.4	111	1383	.4	40	796	.1	40	796	.1	1.1
SP '97	69	1987	.3	78	695	.3	96	904	.3	93	1016	.3	41	688	.1	41	688	.1	1.2
4-Book	61	1946	.2	54	528	.2	77	784	.3	90	1044	.3	42	659	.1	42	659	.1	1.2
WI '97	72	2253	.3	60	676	.2	70	822	.3	120	1300	.4	67	915	.2	67	915	.2	1.8
WBAB-FM																			
WI '98	13	376	.3	8	117	.2	19	185	.1	20	208	.1	9	116	.2	9	116	.2	
FA '97	17	513	.1	20	191	.1	24	215	.1	27	168	.1	7	119	.2	7	119	.2	
SU '97	22	521	.1	23	180	.1	37	222	.1	22	267	.1	9	132	.2	9	132	.2	
SP '97	21	548	.1	20	160	.1	33	281	.1	35	264	.1	10	168	.3	10	168	.3	
4-Book	18	490	.1	18	162	.1	28	226	.1	26	227	.1	9	134	.2	9	134	.2	.2
WI '97	24	378	.1	28	146	.1	38	162	.1	24	163	.1	16	153	.1	16	153	.1	.4
WHFM-FM																			
WI '98		7												7					
FA '97	2	11		4	5	.1	2	5	.1										
SU '97		12												6					
SP '97																			
4-Book	1	8		1	1		1	3						3					
WI '97		22																	
WBRR-AM																			
WI '98	1	55		1	13			17		1	27		1	38		1	38		
FA '97	1	80		2	54			23		1	19		2	37		2	37		.1
SU '97	4	143	.1	17	117	.1	.4	14		2	59			11					
SP '97	3	87	.1	6	37	.1		9			25		5	32	.1	5	32	.1	
4-Book	2	91	.1	7	55	.1		16		1	33		2	30	.1	2	30	.1	.1
WI '97	1	94		2	27			30		1	35								
WBLI-FM																			
WI '98	53	1024	.2	48	450	.2	66	456	.2	72	555	.3	47	499	.2	47	499	.2	1.3
FA '97	67	999	.2	74	569	.3	97	527	.4	98	644	.4	44	414	.2	44	414	.2	1.2
SU '97	52	1068	.2	31	373	.1	78	613	.3	69	562	.3	45	375	.2	45	375	.2	1.2
SP '97	57	921	.2	54	448	.2	72	441	.3	79	583	.3	42	395	.2	42	395	.2	1.2
4-Book	57	1003	.2	52	460	.2	78	509	.3	80	586	.3	45	421	.2	45	421	.2	1.2
WI '97	34	717	.1	43	360	.2	38	312	.1	43	385	.2	25	248	.1	25	248	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	184	4123	.7	4.5	179	1529	.6	3.6	132	1446	.5	3.6	198	1938	.7	3.7	197	1969	.7	5.4
FA '97	149	3759	.5	3.6	149	1390	.5	3.0	115	1326	.4	3.0	182	1852	.7	3.3	160	1692	.6	4.3
SU '97	125	3380	.5	2.8	107	927	.4	2.3	129	1191	.5	2.4	123	1426	.4	2.4	141	1275	.5	3.8
SP '97	68	2216	.2	1.6	77	746	.3	1.6	79	767	.3	1.9	73	828	.3	1.3	53	712	.2	1.5
4-Book	132	3370	.5	3.1	128	1148	.5	2.6	114	1183	.4	2.7	144	1511	.5	2.7	138	1412	.5	3.8
WI '97	83	2486	.3	2.0	76	681	.3	1.5	87	774	.3	2.2	96	1091	.3	1.8	91	1057	.3	2.5
WBZO-FM																				
WI '98	10	334	.2		9	112	.2		9	65	.2		14	143	.1	.3	7	114	.2	
FA '97	8	241	.2		11	74	.2		9	53	.2		12	105	.2		4	77	.1	
SU '97	5	205	.1		3	40	.1		7	101	.1		6	85	.1		2	52	.1	
SP '97	12	357	.3		5	83	.1		13	129	.3		17	159	.1	.3	6	70	.2	
4-Book	9	284	.2		7	77	.2		10	87	.2		12	123	.1	.2	5	78	.2	
WI '97	9	247	.2		7	80	.1		12	71	.3		11	88	.2		4	66	.1	
WCBS-AM																				
WI '98	13	647	.3		26	413	.1	.5	7	159	.2		12	160	.2		12	209	.3	
FA '97	18	691	.1	.4	48	443	.2	1.0	8	169	.2		17	265	.1	.3	11	183	.3	
SU '97	14	693	.1	.3	42	395	.2	.9	6	128	.1		13	239	.2		9	198	.2	
SP '97	15	708	.1	.4	41	433	.1	.8	14	185	.1	.3	6	119	.1		8	123	.2	
4-Book	15	685	.1	.4	39	421	.2	.8	9	160	.2		12	196	.2		10	178	.3	
WI '97	20	844	.1	.5	51	529	.2	1.0	14	235	.1	.4	15	208	.1	.3	10	215	.3	
WCBS-FM																				
WI '98	56	1430	.2	1.4	62	464	.2	1.2	80	493	.3	2.2	63	573	.2	1.2	27	355	.1	.7
FA '97	62	1452	.2	1.5	74	589	.3	1.5	97	451	.4	2.5	73	719	.3	1.3	30	416	.1	.8
SU '97	39	1387	.1	.9	24	281	.1	.5	65	569	.2	1.2	42	493	.2	.8	16	285	.1	.4
SP '97	58	1312	.2	1.4	46	537	.2	1.0	67	324	.2	1.6	82	590	.3	1.5	38	363	.1	1.1
4-Book	54	1395	.2	1.3	52	468	.2	1.1	77	459	.3	1.9	65	594	.3	1.2	28	355	.1	.8
WI '97	50	1560	.2	1.2	70	548	.3	1.4	77	537	.3	2.0	54	579	.2	1.0	31	412	.1	.8
+WDRE-FM																				
WI '98	3	123	.1		2	29			5	48	.1		5	66	.1		2	60	.1	
FA '97	3	103	.1		3	40	.1		1	20			3	39	.1		3	42	.1	
SU '97	3	114	.1		4	37	.1		2	50	.1		2	49	.1		3	48	.1	
SP '97	4	106	.1		4	51	.1		5	50	.1		3	59	.1		2	43	.1	
4-Book	3	112	.1		3	39	.1		3	42	.1		3	53	.1		3	48	.1	
WI '97	2	98			3	15	.1		3	53	.1		2	30			3	30	.1	
WLIR-FM																				
WI '98	19	786	.1	.5	16	197	.1	.3	16	292	.1	.4	38	431	.1	.7	18	289	.1	.5
FA '97	20	786	.1	.5	28	262	.1	.6	27	255	.1	.7	34	386	.1	.6	13	312	.1	.3
SU '97	24	1080	.1	.5	21	309	.1	.4	21	427	.1	.4	25	493	.1	.5	28	446	.1	.8
SP '97	19	850	.1	.5	21	268	.1	.4	20	317	.1	.5	27	401	.1	.5	16	271	.1	.5
4-Book	21	876	.1	.5	22	259	.1	.4	21	323	.1	.5	31	428	.1	.6	19	330	.1	.5
WI '97	13	690	.3		8	140	.2		16	269	.1	.4	19	264	.1	.4	11	198	.3	
WFAN-AM																				
WI '98	46	1223	.2	1.1	38	336	.1	.8	53	428	.2	1.4	50	384	.2	.9	55	500	.2	1.5
FA '97	44	1210	.2	1.1	43	287	.2	.9	40	296	.1	1.0	46	361	.2	.8	37	450	.1	1.0
SU '97	69	1542	.3	1.6	64	572	.2	1.4	101	712	.4	1.9	96	757	.3	1.8	60	459	.2	1.6
SP '97	47	1181	.2	1.1	56	427	.2	1.2	42	355	.2	1.0	45	421	.2	.8	60	485	.2	1.7
4-Book	52	1289	.2	1.2	50	406	.2	1.1	59	448	.2	1.3	59	481	.2	1.1	53	474	.2	1.5
WI '97	43	1040	.2	1.0	60	237	.2	1.2	61	267	.2	1.6	40	289	.1	.7	42	456	.2	1.1
WFAS-FM																				
WI '98	18	192	.1	.4	14	117	.1	.3	41	85	.1	1.1	21	90	.1	.4	6	87	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFME-FM																			
WI '98	93				23											1	28		
FA '97	13 210		.3	16	62	.1	.3	7	11		.2	10	71		.2	13	83		.3
SU '97	6 241		.1	8	99		.2	3	71		.1	3	59		.1	7	68		.2
SP '97	11 203		.3	6	82		.1	7	70		.2	7	49		.1	6	46		.2
4-Book	8 187		.2	8	67		.2	4	38		.1	5	45		.1	7	56		.2
WI '97	13 270		.3	32	146	.1	.7	2	38		.1	2	36			16	65	.1	.4
WHLI-AM																			
WI '98	* 15			*					8			*	8						
FA '97	5 17		.1					6	17		.2	7	17		.1	**	**	**	**
SU '97					7											**	**	**	**
SP '97					6				6				6			**	**	**	**
4-Book	1 11				3			2	8		.1	2	8			**	**	**	**
WI '97																**	**	**	**
WHTZ-FM																			
WI '98	689 11099	2.5	16.8	827	6337	3.0	16.6	480	4924	1.7	13.0	979	7398	3.5	18.3	684	6114	2.5	18.8
FA '97	585 10408	2.1	14.0	679	5567	2.5	13.9	451	4540	1.6	11.7	798	6715	2.9	14.5	579	5667	2.1	15.5
SU '97	574 10612	2.1	13.0	642	5246	2.3	13.7	678	6141	2.5	12.8	689	6407	2.5	13.2	475	5190	1.7	12.9
SP '97	523 10783	1.9	12.5	636	5689	2.3	13.1	409	4621	1.5	9.7	676	6159	2.5	12.3	524	5346	1.9	14.8
4-Book	593 10726	2.2	14.1	696	5710	2.5	14.3	505	5057	1.8	11.8	786	6670	2.9	14.6	566	5579	2.1	15.5
WI '97	420 9258	1.5	10.1	488	4388	1.8	9.9	366	3786	1.3	9.4	548	5269	2.0	10.2	410	4815	1.5	11.1
WHUD-FM																			
WI '98	6 149		.1	16	101	.1	.3	12	73		.3	9	61		.2	1	13		
FA '97	3 176		.1	5	72		.1	4	64		.1	2	54			3	72		.1
SU '97	9 234		.2	14	63	.1	.3	13	76		.2	9	104		.2	6	91		.2
SP '97	6 176		.1	3	67		.1	16	36	.1	.4	7	99		.1	2	62		.1
4-Book	6 184		.1	10	76	.1	.2	11	62		.3	7	80		.1	3	60		.1
WI '97	7 250		.2	6	64		.1	6	107		.2	14	68	.1	.3	3	55		.1
WINS-AM																			
WI '98	31 1410	.1	.8	87	847	.3	1.7	27	426	.1	.7	23	346	.1	.4	11	242		.3
FA '97	29 1585	.1	.7	75	1003	.3	1.5	18	275	.1	.5	31	403	.1	.6	12	271		.3
SU '97	46 1678	.2	1.0	114	1081	.4	2.4	63	576	.2	1.2	44	325	.2	.8	11	189		.3
SP '97	42 1599	.2	1.0	125	1184	.5	2.6	33	420	.1	.8	27	326	.1	.5	17	241	.1	.5
4-Book	37 1568	.2	.9	100	1029	.4	2.1	35	424	.1	.8	31	350	.1	.6	13	236		.4
WI '97	48 1722	.2	1.2	143	1211	.5	2.9	41	394	.1	1.0	28	345	.1	.5	19	274	.1	.5
WKJY-FM																			
WI '98	11 303		.3	7	91		.1	14	65	.1	.4	20	145	.1	.4	5	104		.1
FA '97	15 336	.1	.4	13	108		.3	18	112	.1	.5	20	163	.1	.4	22	165	.1	.6
SU '97	21 382	.1	.5	18	156	.1	.4	36	153	.1	.7	22	186	.1	.4	10	102		.3
SP '97	9 279		.2	14	100	.1	.3	8	81		.2	6	73		.1	9	128		.3
4-Book	14 325	.1	.4	13	114	.1	.3	19	103	.1	.5	17	142	.1	.3	12	125		.3
WI '97	10 274		.2	6	77		.1	12	89		.3	16	100	.1	.3	10	99		.3
WKTU-FM																			
WI '98	307 7242	1.1	7.5	247	2535	.9	5.0	301	2764	1.1	8.2	456	4242	1.7	8.5	274	3410	1.0	7.5
FA '97	378 7669	1.4	9.0	358	3248	1.3	7.3	374	3124	1.4	9.7	544	4575	2.0	9.9	361	3702	1.3	9.7
SU '97	377 8454	1.4	8.5	320	3314	1.2	6.8	444	4504	1.6	8.4	517	5062	1.9	9.9	343	4097	1.2	9.3
SP '97	448 8673	1.6	10.7	418	3829	1.5	8.6	479	3690	1.7	11.4	678	5221	2.5	12.4	347	3984	1.3	9.8
4-Book	378 8010	1.4	8.9	336	3232	1.2	6.9	400	3521	1.5	9.4	549	4775	2.0	10.2	331	3798	1.2	9.1
WI '97	478 8565	1.7	11.5	511	4207	1.9	10.4	515	4012	1.9	13.2	629	5334	2.3	11.7	399	4512	1.4	10.8
WLIB-AM																			
WI '98	* 6 221		.1	* 6	38		.1	1	46			* 2	32						
FA '97	21 395	.1	.5	13	115		.3	20	132	.1	.5	11	88		.2	**	**	**	**
SU '97	30 462	.1	.7	21	129	.1	.4	25	169	.1	.5	29	118	.1	.6	**	**	**	**
SP '97	29 515	.1	.7	16	176	.1	.3	31	166	.1	.7	28	170	.1	.5	**	**	**	**
4-Book	22 398	.1	.5	14	115	.1	.3	19	128	.1	.4	18	102	.1	.3	**	**	**	**
WI '97	25 396	.1	.6	22	129	.1	.4	17	155	.1	.4	12	90		.2	**	**	**	**

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	132	2795	.5	3.2	97	864	.4	1.9	160	1054	.6	4.3	175	1275	.6	3.3	124	1327	.4	3.4
FA '97	192	3058	.7	4.6	165	1195	.6	3.4	261	1325	.9	6.8	247	1424	.9	4.5	181	1437	.7	4.8
SU '97	185	3207	.7	4.2	138	1179	.5	2.9	303	1561	1.1	5.7	240	1544	.9	4.6	123	1412	.4	3.3
SP '97	155	2729	.6	3.7	125	969	.5	2.6	224	1113	.8	5.3	204	1298	.7	3.7	121	1050	.4	3.4
4-Book	166	2947	.6	3.9	131	1052	.5	2.7	237	1263	.9	5.5	217	1385	.8	4.0	137	1307	.5	3.7
WI '97	157	2962	.6	3.8	141	1144	.5	2.9	158	999	.6	4.0	231	1355	.8	4.3	167	1473	.6	4.5
WMCA-AM																				
WI '98	3	82	.1		3	37	.1		1	18			2	19				11		
FA '97	5	161	.1		8	47	.2		1	17			8	41	.1			10		
SU '97	1	36															1	17		
SP '97	5	86	.1		10	59	.2		1	16			5	38	.1		2	25	.1	
4-Book	4	91	.1		5	36	.1		1	13			4	25	.1		1	16		
WI '97	1	106			1	20				28				17			1	17		
WMJC-FM																				
WI '98	7	91	.2		7	42	.1		4	36	.1		17	48	.1	.3	5	41		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	8	122	.2		12	57	.3		11	74	.2		12	82	.2		4	64		.1
SP '97	5	115	.1		3	31	.1		7	52	.2		6	76	.1		4	65		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98		41																41		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	42	1297	.2	1.0	57	500	.2	1.1	45	504	.2	1.2	60	598	.2	1.1	31	455	.1	.9
FA '97	43	1220	.2	1.0	30	399	.1	.6	61	407	.2	1.6	48	523	.2	.9	35	293	.1	.9
SU '97	54	1580	.2	1.2	45	338	.2	1.0	75	671	.3	1.4	73	984	.3	1.4	31	496	.1	.8
SP '97	45	1282	.2	1.1	42	493	.2	.9	60	538	.2	1.4	71	704	.3	1.3	31	431	.1	.9
4-Book	46	1345	.2	1.1	44	433	.2	.9	60	530	.2	1.4	63	702	.3	1.2	32	419	.1	.9
WI '97	52	1586	.2	1.2	37	495	.1	.8	79	694	.3	2.0	84	816	.3	1.6	30	621	.1	.8
+WNSR-FM																				
WI '98	78	2673	.3	1.9	70	823	.3	1.4	106	979	.4	2.9	108	1233	.4	2.0	67	1084	.2	1.8
FA '97	67	2369	.2	1.6	57	625	.2	1.2	76	854	.3	2.0	104	1136	.4	1.9	53	863	.2	1.4
SU '97	107	3024	.4	2.4	79	876	.3	1.7	176	1322	.6	3.3	149	1339	.5	2.9	65	1045	.2	1.8
SP '97	85	2733	.3	2.0	59	767	.2	1.2	102	1042	.4	2.4	145	1528	.5	2.6	64	967	.2	1.8
4-Book	84	2700	.3	2.0	66	773	.3	1.4	115	1049	.4	2.7	127	1309	.5	2.4	62	990	.2	1.7
WI '97	98	2781	.4	2.4	103	1072	.4	2.1	122	894	.4	3.1	124	1242	.4	2.3	60	932	.2	1.6
WNWK-FM																				
WI '98	36	920	.1	.9	1	21			16	149	.1	.4	60	321	.2	1.1	46	381	.2	1.3
FA '97	45	936	.2	1.1	16	114	.1	.3	36	206	.1	.9	58	338	.2	1.1	57	384	.2	1.5
SU '97	59	975	.2	1.3	17	188	.1	.4	45	277	.2	.8	67	426	.2	1.3	99	495	.4	2.7
SP '97	48	1032	.2	1.1	16	112	.1	.3	27	211	.1	.6	55	316	.2	1.0	73	503	.3	2.1
4-Book	47	966	.2	1.1	13	109	.1	.3	31	211	.1	.7	60	350	.2	1.1	69	441	.3	1.9
WI '97	59	973	.2	1.4	23	137	.1	.5	36	291	.1	.9	59	442	.2	1.1	102	534	.4	2.8
WOR -AM																				
WI '98	7	298	.2		7	62	.1		2	61	.1		8	85	.1		10	92		.3
FA '97	9	324	.2		10	87	.2		5	110	.1		16	115	.1	.3	13	98		.3
SU '97	12	260	.3		9	114	.2		3	63	.1		47	94	.2	.9	11	101		.3
SP '97	12	314	.3		29	150	.1	.6	10	79	.2		10	73	.2		5	122		.1
4-Book	10	299	.3		14	103	.3		5	78	.1		20	92	.1	.4	10	103		.3
WI '97	17	250	.1	.4	6	65	.1		1	31			77	153	.3	1.4	12	139		.3

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	109	1744	.4	2.7	116	650	.4	2.3	127	691	.5	3.4	112	909	.4	2.1	98	788	.4	2.7
FA '97	78	1464	.3	1.9	67	590	.2	1.4	66	546	.2	1.7	79	614	.3	1.4	76	670	.3	2.0
SU '97	94	1609	.3	2.1	80	564	.3	1.7	126	883	.5	2.4	103	624	.4	2.0	79	797	.3	2.2
SP '97	95	1697	.3	2.3	87	681	.3	1.8	113	732	.4	2.7	107	734	.4	2.0	69	575	.3	2.0
4-Book	94	1629	.3	2.3	88	621	.3	1.8	108	713	.4	2.6	100	720	.4	1.9	81	708	.3	2.2
WI '97	125	1740	.5	3.0	103	824	.4	2.1	117	839	.4	3.0	131	847	.5	2.4	131	834	.5	3.5
WPLJ-FM																				
WI '98	82	2888	.3	2.0	136	1337	.5	2.7	93	952	.3	2.5	125	1311	.5	2.3	40	940	.1	1.1
FA '97	80	2741	.3	1.9	94	1003	.3	1.9	79	902	.3	2.1	129	1557	.5	2.3	59	900	.2	1.6
SU '97	131	3330	.5	3.0	178	1221	.6	3.8	179	1492	.6	3.4	188	1694	.7	3.6	50	1053	.2	1.4
SP '97	108	3283	.4	2.6	149	1379	.5	3.1	152	1209	.6	3.6	163	1615	.6	3.0	42	784	.2	1.2
4-Book	100	3061	.4	2.4	139	1235	.5	2.9	126	1139	.5	2.9	151	1544	.6	2.8	48	919	.2	1.3
WI '97	89	2760	.3	2.1	94	938	.3	1.9	132	1074	.5	3.4	140	1312	.5	2.6	47	799	.2	1.3
WQCD-FM																				
WI '98	39	998	.1	1.0	49	314	.2	1.0	43	328	.2	1.2	36	293	.1	.7	31	408	.1	.9
FA '97	21	758	.1	.5	13	174	.1	.3	15	139	.1	.4	31	269	.1	.6	30	350	.1	.8
SU '97	44	1066	.2	1.0	46	421	.2	1.0	72	496	.3	1.4	53	404	.2	1.0	37	416	.1	1.0
SP '97	52	1165	.2	1.2	47	322	.2	1.0	75	403	.3	1.8	64	441	.2	1.2	47	436	.2	1.3
4-Book	39	997	.2	.9	39	308	.2	.8	51	342	.2	1.2	46	352	.2	.9	36	403	.1	1.0
WI '97	26	893	.1	.6	23	312	.1	.5	39	304	.1	1.0	29	334	.1	.5	29	360	.1	.8
WQEV-AM																				
WI '98	3	53	.1	.1	1	11	.1	.1	3	28	.1	.1	6	28	.1	.1	1	14	.1	.1
FA '97	7	90	.2	.2	12	16	.2	.2	1	21	.1	.1	1	14	.1	.1	14	35	.1	.4
SU '97	1	80	.1	.1	1	11	.1	.1	1	14	.1	.1	1	14	.1	.1	1	6	.1	.1
SP '97	4	79	.1	.1	3	24	.1	.1	1	31	.1	.1	12	56	.2	.2	2	24	.1	.1
4-Book	4	76	.1	.1	4	16	.1	.1	2	24	.1	.1	5	25	.1	.1	4	20	.1	.1
WI '97	31	31	.1	.1	1	11	.1	.1	2	12	.1	.1	2	31	.1	.1	4	20	.1	.1
WQHT-FM																				
WI '98	899	10882	3.3	21.9	923	6151	3.3	18.5	728	5413	2.6	19.7	1296	7450	4.7	24.2	908	6566	3.3	25.0
FA '97	961	11836	3.5	22.9	1087	6802	3.9	22.2	749	6029	2.7	19.5	1391	8403	5.0	25.3	916	6848	3.3	24.5
SU '97	1025	11846	3.7	23.2	1048	5997	3.8	22.3	1149	7266	4.2	21.7	1245	7846	4.5	23.9	1002	7109	3.6	27.3
SP '97	992	11599	3.6	23.7	1090	6397	4.0	22.5	824	6004	3.0	19.6	1406	7997	5.1	25.7	961	6949	3.5	27.2
4-Book	969	11541	3.5	22.9	1037	6337	3.8	21.4	863	6178	3.1	20.1	1335	7924	4.8	24.8	947	6868	3.4	26.0
WI '97	1014	11060	3.7	24.3	1141	6523	4.1	23.2	752	5495	2.7	19.2	1440	7964	5.2	26.7	969	6773	3.5	26.1
WQXR-FM																				
WI '98	13	452	.3	.3	10	145	.2	.2	14	88	.1	.4	15	164	.1	.3	7	95	.1	.2
FA '97	6	310	.1	.1	4	61	.1	.1	4	38	.1	.1	6	118	.1	.1	7	105	.1	.2
SU '97	21	355	.1	.5	6	69	.1	.1	31	123	.1	.6	15	113	.1	.3	15	161	.1	.4
SP '97	16	405	.1	.4	4	72	.1	.1	18	158	.1	.4	23	184	.1	.4	18	164	.1	.5
4-Book	14	381	.1	.3	6	87	.1	.1	17	102	.1	.4	15	145	.1	.3	12	131	.1	.3
WI '97	18	434	.1	.4	19	199	.1	.4	14	113	.1	.4	16	175	.1	.3	19	193	.1	.5
WRKS-FM																				
WI '98	138	3010	.5	3.4	171	1249	.6	3.4	138	1029	.5	3.7	178	1504	.6	3.3	127	1116	.5	3.5
FA '97	180	3131	.7	4.3	208	1404	.8	4.2	167	1243	.6	4.3	243	1600	.9	4.4	144	1390	.5	3.9
SU '97	182	3636	.7	4.1	162	1246	.6	3.4	203	1713	.7	3.8	180	1602	.7	3.5	174	1536	.6	4.7
SP '97	155	3618	.6	3.7	191	1549	.7	3.9	161	1324	.6	3.8	191	1640	.7	3.5	130	1354	.5	3.7
4-Book	164	3349	.6	3.9	183	1362	.7	3.7	167	1327	.6	3.9	198	1587	.7	3.7	144	1349	.5	4.0
WI '97	182	4051	.7	4.4	216	1699	.8	4.4	145	1499	.5	3.7	216	1721	.8	4.0	194	1773	.7	5.2
WSKQ-FM																				
WI '98	304	3726	1.1	7.4	505	2172	1.8	10.1	245	1664	.9	6.6	307	2038	1.1	5.7	209	1543	.8	5.8
FA '97	291	3558	1.1	6.9	399	2000	1.4	8.1	272	1683	1.0	7.1	318	2184	1.2	5.8	209	1727	.8	5.6
SU '97	271	3487	1.0	6.1	317	1954	1.2	6.8	318	1954	1.2	6.0	244	1846	.9	4.7	188	1772	.7	5.1
SP '97	241	3324	.9	5.8	333	1702	1.2	6.9	243	1403	.9	5.8	222	1579	.8	4.1	204	1525	.7	5.8
4-Book	277	3524	1.0	6.6	389	1957	1.4	8.0	270	1676	1.0	6.4	273	1912	1.0	5.1	203	1642	.8	5.6
WI '97	231	3125	.8	5.5	341	1704	1.2	6.9	186	1425	.7	4.8	232	1673	.8	4.3	168	1382	.6	4.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	2	53			3	32		.1	3	14		.1	2	24			1	22		
FA '97	3	63		.1	1	22							11	41		.2	2	41		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	2	90			1	15							10							
FA '97	7	166		.2		3			2	34		.1	7	36		.1	11	56		.3
SU '97	6	134		.1	13	33		.3	8	52		.2	1	26			1	29		
SP '97	6	117		.1	7	36		.1	5	65		.1	4	24		.1	10	46		.3
4-Book	5	127		.1	5	22		.1	4	38		.1	3	24		.1	6	33		.2
WI '97	5	137		.1	7	58		.1	4	49		.1	2	29			2	29		.1
+WVVY-FM																				
WI '98		7			1	7							1	7						
FA '97		23				10				6				13			1	7		
SU '97		12			1	12				6				12				6		
SP '97		16				7				5				8				3		
4-Book		15			1	7				8				8				3		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	13	263		.3	11	95		.2	11	74		.3	5	77		.1	18	88		.1
FA '97	7	187		.2	5	75		.1	3	53		.1	8	140		.1	5	68		.1
SU '97	8	219		.2	4	62		.1	5	61		.1	17	139		.1	9	118		.2
SP '97	24	368		.1	14	151		.1	20	159		.1	28	216		.1	26	167		.1
4-Book	13	259		.3	9	96		.2	10	87		.3	15	143		.1	15	110		.1
WI '97	12	330		.3	8	95		.2	19	137		.1	14	176		.1	10	78		.3
+WVZY-FM																				
WI '98	17	182		.1	12	80		.2	10	67		.3	29	127		.1	14	107		.1
FA '97	3	107		.1	2	29			2	36		.1	3	32		.1	3	33		.1
SU '97	8	175		.2	5	42		.1	15	102		.1	11	79		.2	4	51		.1
SP '97	5	129		.1	5	82		.1	5	68		.1	9	70		.2	3	31		.1
4-Book	8	148		.2	6	58		.1	8	68		.2	13	77		.3	6	56		.2
WI '97	8	112		.2	9	85		.2	9	71		.2	13	86		.2	4	37		.1
WXRK-FM																				
WI '98	312	5056	1.1	7.6	794	3432	2.9	15.9	296	2156	1.1	8.0	279	2477	1.0	5.2	188	1828	.7	5.2
FA '97	313	5311	1.1	7.5	683	3321	2.5	13.9	263	2386	1.0	6.8	308	2677	1.1	5.6	267	2024	1.0	7.2
SU '97	281	5556	1.0	6.4	615	2993	2.2	13.1	277	2783	1.0	5.2	242	2616	.9	4.6	193	2296	.7	5.3
SP '97	292	5334	1.1	7.0	611	3150	2.2	12.6	264	2470	1.0	6.3	330	2617	1.2	6.0	205	2129	.7	5.8
4-Book	300	5314	1.1	7.1	676	3224	2.5	13.9	275	2449	1.0	6.6	290	2597	1.1	5.4	213	2069	.8	5.9
WI '97	279	4910	1.0	6.7	600	2872	2.2	12.2	231	2279	.8	5.9	312	2848	1.1	5.8	193	1975	.7	5.2
WKXW-FM																				
WI '98	7	372		.2	17	194		.3	6	76		.2	12	191		.2	3	91		.1
FA '97	12	348		.3	15	171		.1	27	93		.1	18	141		.1	2	43		.1
SU '97	4	228		.1	6	66		.1	5	122		.1	5	88		.1	2	46		.1
SP '97	6	265		.1	4	64		.1	4	94		.1	11	119		.2	4	65		.1
4-Book	7	303		.2	11	124		.1	11	96		.3	12	135		.2	3	61		.1
WI '97	13	271		.3	17	134		.1	17	141		.1	16	92		.1	6	124		.2
TDOTALS																				
WI '98	4101	26467	14.9		4981	21688	18.0		3689	16757	13.4		5358	21948	19.4		3633	19470	13.2	
FA '97	4189	26553	15.2		4899	21716	17.7		3844	17106	13.9		5492	22384	19.9		3734	19842	13.5	
SU '97	4410	26516	16.0		4696	20402	17.0		5305	20737	19.2		5210	22215	18.9		3673	20353	13.3	
SP '97	4184	26333	15.2		4841	21830	17.6		4196	17491	15.2		5480	22099	19.9		3530	19705	12.8	
4-Book	4221	26467	15.3		4854	21409	17.6		4259	18023	15.4		5385	22162	19.5		3643	19843	13.2	
WI '97	4167	26526	15.1		4911	21786	17.8		3912	17141	14.2		5389	21958	19.6		3708	19841	13.5	

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																					
WI '98	10	210	.2	6	138	.2	5	28	.2	7	13	21	.3								
4-Book	18	326	.1	13	237	.1	8	27	.3	10	36	22	53	.1	.5						
WADO-AM																					
WI '98	29	364	.1	12	154	.3	36	113	.1	1.5	23	52	.1	.4	7	21	.2				
4-Book	23	292	.1	8	109	.2	26	66	.1	1.0	14	31	.1	.3	4	21	.1				
WALK-FM																					
WI '98	32	292	.1	9	155	.3	3	14	.1	19	48	.1	.4	17	50	.1	.4				
4-Book	29	349	.1	16	230	.1	11	36	.1	.4	34	82	.1	.6	26	72	.1	.6			
WAXQ-FM																					
WI '98	65	1372	.2	50	927	.2	1.4	26	122	.1	1.1	74	229	.3	1.4	61	251	.2	1.4		
4-Book	74	1519	.3	48	937	.2	1.3	24	99	.1	1.0	70	281	.3	1.3	68	253	.3	1.5		
WBAB-FM																					
WI '98	16	315	.1	11	171	.3	6	20	.3	26	63	.1	.5	12	59	.3					
4-Book	25	377	.1	14	216	.1	.4	4	20	.2	27	82	.1	.5	18	67	.1	.4			
WHFM-FM																					
WI '98	1	3				1	4				2	3	.1	1	4			1	2		
4-Book	1	3				1	4				2	3	.1	1	4			1	2		
WBRR-AM																					
WI '98	1	45				1	13				3	9	.1				1	4			
4-Book	3	80				1	15				3	9	.1				1	4			
WBLI-FM																					
WI '98	62	858	.2	1.3	40	581	.1	1.1	25	131	.1	1.1	74	216	.3	1.4	47	204	.2	1.0	
4-Book	71	863	.3	1.5	43	558	.2	1.2	29	119	.1	1.1	80	233	.3	1.5	58	195	.2	1.3	
WBLS-FM																					
WI '98	167	3012	.6	3.6	204	2422	.7	5.8	139	314	.5	6.0	267	804	1.0	5.0	290	827	1.1	6.5	
4-Book	127	2414	.5	2.7	135	1855	.5	3.8	105	271	.4	4.1	187	569	.7	3.5	153	509	.6	3.4	
WBZO-FM																					
WI '98	11	216	.2	12	194	.3	6	43	.3	12	64	.2	7	39	.2						
4-Book	10	192	.2	10	163	.3	4	19	.2	14	50	.3	11	44	.2						
WCBS-AM																					
WI '98	14	521	.1	10	261	.3	7	61	.3	7	37	.1	10	24	.2						
4-Book	19	562	.1	11	291	.3	12	45	.1	10	47	.2	5	17	.1						
WCBS-FM																					
WI '98	69	985	.2	53	692	.2	1.5	30	109	.1	1.3	74	235	.3	1.4	77	178	.3	1.7		
4-Book	65	985	.2	51	675	.2	1.4	32	106	.1	1.2	85	235	.3	1.6	58	172	.2	1.3		
+WDRE-FM																					
WI '98	4	79	.1	3	52	.1	3	16	.1	3	17	.1	3	11	.1						
4-Book	4	79	.1	3	62	.1	3	16	.1	6	27	.1	3	17	.1						
WLIR-FM																					
WI '98	23	634	.1	12	322	.3	1	16	17	87	.1	.3	29	101	.1	.6					
4-Book	24	675	.1	15	395	.1	6	44	.2	17	107	.1	.3	22	106	.1	.5				
WFAN-AM																					
WI '98	48	817	.2	37	622	.1	1.0	7	41	.3	52	149	.2	1.0	48	122	.2	1.1			
4-Book	57	902	.2	42	642	.2	1.1	25	92	.1	.9	46	150	.2	.9	45	129	.2	1.0		
WFAS-FM																					
WI '98	27	145	.1	12	117	.3	5	10	.2	12	43	.2	25	73	.1	.6					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFME-FM																					
WI '98	5	23	.1	12	42	.1	15	30	.1	7	28	.1	4	9	.1						
4-Book	5	111	.1	12	126	.1	15	30	.1	7	28	.1	4	9	.1						

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																					
WI '98	*	8			*	7			*								*				
4-Book	1	10			2	6		.1	1	4			4	4		.1	4	4		.1	
WHTZ-FM																					
WI '98	740	9769	2.7	16.1	601	7626	2.2	17.0	334	1460	1.2	14.4	898	3365	3.3	16.7	726	2599	2.6	16.2	
4-Book	650	9307	2.4	13.6	509	6910	1.9	14.2	352	1377	1.3	13.7	750	2853	2.7	13.6	622	2149	2.3	13.6	
WHUD-FM																					
WI '98	12	149		.3		19							2	19							
4-Book	9	144		.2	3	71		.1	3	18		.1	3	15			4	16		.1	
WINS-AM																					
WI '98	44	1226	.2	1.0	20	470	.1	.6	46	153	.2	2.0	37	145	.1	.7	14	61	.1	.3	
4-Book	54	1394	.2	1.1	23	537	.1	.6	43	182	.2	1.7	32	130	.1	.6	17	79	.1	.4	
WKJY-FM																					
WI '98	14	179	.1	.3	8	154		.2	4	17		.2	23	78	.1	.4	8	50		.2	
4-Book	17	230	.1	.4	11	173		.3	7	31		.3	16	57	.1	.3	17	52		.4	
WKTU-FM																					
WI '98	332	5611	1.2	7.2	286	4009	1.0	8.1	175	673	.6	7.5	520	1590	1.9	9.7	381	1149	1.4	8.5	
4-Book	426	6562	1.6	8.9	324	4608	1.2	9.1	202	786	.8	7.8	542	1788	2.0	9.8	464	1429	1.7	10.1	
WLIB-AM																					
WI '98	* 3	90		.1	* 14	156		.4	* 21	65		.9	31	104		.6	* 4	26		.1	
4-Book	17	207		.4	33	264		.9	35	81		1.3	61	150		1.1	44	74		1.0	
WLTW-FM																					
WI '98	145	2003	.5	3.2	115	1571	.4	3.3	56	247	.2	2.4	202	514	.7	3.8	160	391	.6	3.6	
4-Book	198	2171	.7	4.2	128	1516	.5	3.6	94	291	.4	3.6	227	528	.8	4.1	161	403	.6	3.5	
WMCA-AM																					
WI '98	2	44			6	48		.2					8	14		.1					
4-Book	3	50		.1	6	65		.2	7	17		.3	4	11		.1	1	4			
WMJC-FM																					
WI '98	9	74		.2	5	51		.1	2	6		.1	9	23		.2	7	14		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																					
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																					
WI '98	53	1039	.2	1.2	31	594	.1	.9	13	61		.6	29	141	.1	.5	61	190	.2	1.4	
4-Book	56	1027	.2	1.2	38	693	.1	1.1	30	114	.1	1.2	50	224	.2	.9	63	238	.2	1.4	
+WNSR-FM																					
WI '98	95	1919	.3	2.1	56	1468	.2	1.6	39	249	.1	1.7	69	366	.2	1.3	74	310	.3	1.6	
4-Book	104	2012	.4	2.2	65	1294	.2	1.8	36	168	.1	1.4	115	419	.4	2.1	78	322	.3	1.7	
WNWK-FM																					
WI '98	25	406	.1	.5	48	479	.2	1.4	19	60	.1	.8	53	118	.2	1.0	82	141	.3	1.8	
4-Book	34	470	.1	.7	55	577	.2	1.5	46	114	.2	1.8	94	223	.4	1.7	89	187	.4	2.0	
WOR-AM																					
WI '98	5	181		.1	6	75		.2	6	27		.3	9	30		.2	2	15			
4-Book	12	220		.3	6	91		.2	10	31		.4	8	25		.2	1	7			
WPAT-FM																					
WI '98	119	1274	.4	2.6	98	1155	.4	2.8	72	181	.3	3.1	143	356	.5	2.7	103	282	.4	2.3	
4-Book	99	1198	.4	2.1	94	1039	.4	2.6	83	229	.3	3.2	147	383	.5	2.7	85	220	.3	1.9	
WPLJ-FM																					
WI '98	116	2342	.4	2.5	51	1303	.2	1.4	36	184	.1	1.5	96	460	.3	1.8	81	386	.3	1.8	
4-Book	138	2478	.5	2.9	70	1365	.3	1.9	33	162	.1	1.3	124	499	.5	2.3	92	378	.4	2.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	42	624	.2	.9	40	539	.1	1.1	37	88	.1	1.6	48	131	.2	.9	21	61	.1	.5
4-Book	46	625	.2	.9	30	437	.1	.8	23	61	.1	.9	40	101	.2	.7	18	61	.1	.4
WQEV-AM																				
WI '98	3	39		.1	5	41		.1					6	14		.1	7	14		.2
4-Book	3	45		.1	4	46		.1	2	5		.1	9	21		.2	3	8		.1
WQHT-FM																				
WI '98	963	9762	3.5	20.9	778	7375	2.8	22.1	450	1353	1.6	19.4	1177	3308	4.3	21.9	1156	3272	4.2	25.7
4-Book	1061	10312	3.9	22.1	819	7698	3.0	22.9	524	1542	1.9	20.3	1220	3523	4.5	22.2	1166	3127	4.2	25.4
WQXR-FM																				
WI '98	13	316		.3	19	204	.1	.5	35	77	.1	1.5	28	79	.1	.5	7	11		.2
4-Book	13	238	.1	.3	17	169	.1	.5	11	30		.4	19	51	.1	.4	13	47		.3
WRKS-FM																				
WI '98	160	2438	.6	3.5	106	1386	.4	3.0	79	203	.3	3.4	135	353	.5	2.5	108	275	.4	2.4
4-Book	181	2621	.7	3.8	146	1665	.6	4.1	118	307	.4	4.5	214	552	.8	3.9	186	453	.7	4.0
WSKQ-FM																				
WI '98	344	3146	1.2	7.5	297	2448	1.1	8.4	284	790	1.0	12.2	449	1201	1.6	8.3	271	670	1.0	6.0
4-Book	307	2981	1.1	6.5	273	2387	1.0	7.6	239	672	.9	9.4	472	1214	1.7	8.6	311	741	1.1	6.7
WVDJ-AM																				
WI '98	3	32		.1	1	24			3	10		.1					1	10		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98		25			7	65		.2												
4-Book	4	57		.1	7	93		.2	1	3			6	12		.1	2	9		
+WVYV-FM																				
WI '98	1	7				7			1	7										
4-Book		12				7				2										
+WVXY-FM																				
WI '98	9	160		.2	16	166	.1	.5	11	67		.5	38	117	.1	.7	29	73	.1	.6
4-Book	11	196		.2	15	155	.1	.5	8	44		.3	23	78	.1	.4	23	59	.1	.5
+WVZY-FM																				
WI '98	16	144	.1	.3	20	104	.1	.6	20	29	.1	.9	39	74	.1	.7	15	32	.1	.3
4-Book	9	99		.2	8	96		.2	6	21		.3	17	43		.3	9	30	.1	.2
WXRK-FM																				
WI '98	444	4646	1.6	9.7	160	2333	.6	4.5	111	391	.4	4.8	217	769	.8	4.0	193	760	.7	4.3
4-Book	403	4777	1.5	8.5	173	2559	.6	4.8	122	488	.5	4.8	251	957	.9	4.6	227	836	.9	5.0
WKXV-FM																				
WI '98	11	324		.2	2	46		.1	6	19		.3	1	12			2	14		
4-Book	11	238		.2	4	112		.1	5	21		.2	8	41		.2	8	38		.2
TDOTALS																				
WI '98	4598	25734	16.7		3525	22652	12.8		2325	6962	8.4		5378	13262	19.5		4492	11116	16.3	
4-Book	4791	25802	17.4		3586	22619	13.0		2578	7297	9.4		5507	13384	20.0		4598	10947	16.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	7	30		.2	2	7		.1	1	14			4	14		.1	12	52		.5
4-Book	11	56		.3	4	16		.2	14	49	.1	.4	23	63	.1	.7	11	46		.5
WADO-AM																				
WI '98					12	35		.7	6	21		.2	13	32		.4	2	12		.1
4-Book					11	35		.6	5	20		.2	6	18		.2	1	7		.1
WALK-FM																				
WI '98	7	15		.2	6	23		.3	13	34		.3	9	28		.2	2	15		.1
4-Book	12	41	.1	.3	6	28		.3	16	41	.1	.4	14	48		.4	6	33		.3
WAXQ-FM																				
WI '98	53	202	.2	1.5	17	60	.1	1.0	41	182	.1	1.0	55	229	.2	1.5	62	238	.2	2.4
4-Book	42	212	.2	1.2	18	86	.1	1.0	51	229	.2	1.3	56	212	.2	1.5	48	166	.2	1.9
WBAB-FM																				
WI '98	1	7			7	20		.4	18	46	.1	.5	12	40		.3	1	7		
4-Book	11	45	.1	.3	8	20		.4	19	50	.1	.5	16	47	.1	.4	8	35		.3
WHFM-FM																				
WI '98									1	1							1	2		
4-Book																				
WBRR-AM																				
WI '98	1	13			2	9		.1									1	6		
4-Book		3																		
WBLI-FM																				
WI '98	37	149	.1	1.0	18	68	.1	1.0	47	132	.2	1.2	35	185	.1	.9	30	135	.1	1.1
4-Book	37	153	.1	1.1	21	74	.1	1.2	49	179	.2	1.2	39	160	.1	1.1	22	102	.1	.9
WBLS-FM																				
WI '98	264	833	1.0	7.4	101	302	.4	5.8	115	399	.4	2.9	196	557	.7	5.3	244	794	.9	9.3
4-Book	153	543	.6	4.3	93	308	.4	4.9	112	369	.4	2.8	131	374	.5	3.6	128	445	.5	4.9
WBZO-FM																				
WI '98	8	41		.2	4	38		.2	32	77	.1	.8	17	44	.1	.5	9	21		.3
4-Book	8	24		.2	5	23		.3	17	49	.1	.4	11	31		.3	9	28		.3
WCBS-AM																				
WI '98	15	72	.1	.4	6	51		.3	11	70		.3	12	56		.3	10	56		.4
4-Book	6	42		.2	13	87	.1	.7	13	64		.3	14	54		.4	11	69		.4
WCBS-FM																				
WI '98	41	132	.1	1.2	15	57	.1	.9	75	236	.3	1.9	85	200	.3	2.3	26	84	.1	1.0
4-Book	27	99	.1	.8	27	89	.1	1.4	81	241	.3	2.0	66	173	.2	1.8	24	89	.1	1.0
+WDRE-FM																				
WI '98	7	21		.2	8	5			3	16		.1	4	10		.1				
4-Book	3	10		.1	5				2	17		.1	7	20		.2	3	9		.1
WLIR-FM																				
WI '98	11	97		.3					16	100	.1	.4	8	59		.2	10	76		.4
4-Book	17	94	.1	.5	6	23		.3	21	136	.1	.5	18	95	.1	.5	13	77		.5
WFAN-AM																				
WI '98	12	68		.3	19	103	.1	1.1	51	218	.2	1.3	54	157	.2	1.5	47	174	.2	1.8
4-Book	28	100	.1	.8	36	124	.2	1.9	56	202	.2	1.4	53	169	.2	1.5	42	143	.2	1.7
WFAS-FM																				
WI '98									21	38	.1	.5	12	44		.3	17	30	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98					3	11		.2	3	32		.1					10	30	.1	.4
4-Book	6	25		.2	26	68	.1	1.4	17	45	.1	.5	10	31		.3	10	30	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM																			
WI '98				*				1 7				* 1 7							
4-Book								2				2				** ** ** **			
WHTZ-FM																			
WI '98				245 1106 .9 14.0				754 2915 2.7 19.1				572 2195 2.1 15.5				565 2120 2.0 21.4			
4-Book				227 979 .8 12.1				634 2562 2.3 16.0				487 1839 1.8 13.4				441 1698 1.6 17.1			
WHUD-FM																			
WI '98				2 12 .1				1 11				3 14 .1				2 15 .1			
4-Book																			
WINS-AM																			
WI '98				19 102 .1 1.1				19 116 .1 .5				6 13 .2				11 58 .4			
4-Book				33 161 .1 1.7				25 125 .1 .6				13 42 .1 .4				10 61 .4			
WKJY-FM																			
WI '98				1 12 .1				6 46 .2				10 24 .3				10 16 .4			
4-Book				6 20 .4				13 40 .4				11 34 .3				6 24 .2			
WKTU-FM																			
WI '98				102 341 .4 5.8				336 1196 1.2 8.5				311 1015 1.1 8.4				134 692 .5 5.1			
4-Book				132 431 .5 7.0				351 1368 1.3 8.8				324 1097 1.2 9.0				188 856 .7 7.4			
WLIB-AM																			
WI '98				* 14 26 .1 .7				11 28 .3				* 2 11 .1							
4-Book								25 56 .1 .6				16 46 .1 .5				** ** ** **			
WLTW-FM																			
WI '98				96 387 .3 2.7				140 420 .5 3.5				114 344 .4 3.1				100 346 .4 3.8			
4-Book				111 371 .4 3.1				138 421 .5 3.5				126 371 .5 3.5				101 353 .4 3.9			
WMCA-AM																			
WI '98				8 10 .2				13 13 .7				2 13 .1				1 11			
4-Book				9 30 .3				13 18 .7				2 6 .1				2 10 .1			
WMJC-FM																			
WI '98				1 14 .1				9 26 .2				6 20 .2				7			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WMTR-AM																			
WI '98				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WNEV-FM																			
WI '98				25 129 .1 .7				26 157 .1 .7				30 127 .1 .8				49 135 .2 1.9			
4-Book				35 134 .1 1.0				43 180 .2 1.1				42 153 .1 1.2				29 97 .1 1.1			
+WNSR-FM																			
WI '98				49 252 .2 1.4				58 310 .2 1.5				84 338 .3 2.3				51 323 .2 1.9			
4-Book				47 258 .2 1.3				80 325 .3 2.0				73 312 .3 2.0				51 247 .2 2.0			
WNWK-FM																			
WI '98				118 246 .4 3.3				17 74 .1 .4				67 136 .2 1.8				25 69 .1 .9			
4-Book				101 257 .4 2.9				29 73 .1 .7				34 67 .1 .9				30 96 .1 1.2			
WOR -AM																			
WI '98				11 27 .6				10 34 .3				10 26 .3				4 19 .2			
4-Book				7 24 .4				11 29 .3				5 20 .1				6 16 .3			
WPAT-FM																			
WI '98				68 279 .2 1.9				127 355 .5 3.2				105 256 .4 2.8				108 315 .4 4.1			
4-Book				83 244 .3 2.4				121 323 .4 3.1				93 224 .4 2.6				79 229 .3 3.1			
WPLJ-FM																			
WI '98				31 258 .1 .9				81 340 .3 2.0				52 199 .2 1.4				13 121 .5			
4-Book				49 259 .2 1.4				99 396 .4 2.5				86 340 .3 2.4				36 189 .2 1.4			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	26	97	.1	.7	31	82	.1	1.8	69	262	.2	1.7	72	190	.3	2.0	14	45	.1	.5
4-Book	21	87	.1	.6	17	57	.1	1.0	49	157	.2	1.2	45	116	.2	1.3	22	79	.1	.9
WQEV-AM																				
WI '98									1	14			17	28	.1	.5	11	14		.4
4-Book	4	7		.1		4			1	6			6	11		.2	6	11		.2
WQHT-FM																				
WI '98	941	2827	3.4	26.4	338	938	1.2	19.3	726	2426	2.6	18.4	893	2275	3.2	24.2	488	1503	1.8	18.5
4-Book	946	2819	3.4	26.6	373	1063	1.4	19.7	781	2444	2.9	19.6	931	2357	3.4	25.7	557	1815	2.0	21.8
WQXR-FM																				
WI '98	6	25		.2	22	51	.1	1.3	22	48	.1	.6	20	79	.1	.5	13	47		.5
4-Book	13	48	.1	.4	14	46	.1	.8	25	58	.1	.6	24	63	.1	.7	16	50	.1	.6
WRKS-FM																				
WI '98	135	403	.5	3.8	134	345	.5	7.6	127	344	.5	3.2	79	260	.3	2.1	46	166	.2	1.7
4-Book	155	426	.6	4.4	124	317	.5	6.5	143	436	.5	3.6	128	306	.5	3.6	95	308	.4	3.7
WSKQ-FM																				
WI '98	260	785	.9	7.3	250	694	.9	14.3	420	1129	1.5	10.6	259	668	.9	7.0	161	471	.6	6.1
4-Book	225	653	.8	6.3	209	549	.8	11.1	344	887	1.3	8.6	189	464	.7	5.2	171	496	.6	6.7
WVDJ-AM																				
WI '98													5	14		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98					29	51	.1	1.7	22	40	.1	.6	3	12		.1				
4-Book	3	11		.1	25	46	.1	1.3	13	43		.4	5	15		.1	6	19		.3
+WVY-FM																				
WI '98					1	7		.1					2	7		.1				
4-Book		2				2				2			1	3						
+WVXY-FM																				
WI '98	15	40	.1	.4	2	7		.1	1	19			16	29	.1	.4	18	61	.1	.7
4-Book	13	43	.1	.4	4	25		.2	15	52	.1	.4	16	37	.1	.5	17	41	.1	.7
+WVZY-FM																				
WI '98	9	39		.3	16	25	.1	.9	33	66	.1	.8	18	46	.1	.5	6	32		.2
4-Book	4	26		.2	4	10		.2	14	46	.1	.4	8	24		.2	2	8		.1
WXRK-FM																				
WI '98	175	585	.6	4.9	95	308	.3	5.4	169	736	.6	4.3	195	583	.7	5.3	113	445	.4	4.3
4-Book	178	710	.7	5.0	78	278	.3	4.2	188	777	.7	4.7	195	670	.7	5.4	131	542	.5	5.1
WXXV-FM																				
WI '98	2	33		.1	5	19		.3												
4-Book	2	15		.1	2	13		.1	4	28		.1	6	23		.2	1	5		
TOTALS																				
WI '98	3564	10047	12.9		1754	5366	6.4		3953	10974	14.3		3691	9155	13.4		2637	7859	9.6	
4-Book	3563	10039	12.9		1894	5551	6.9		3983	10668	14.4		3622	8862	13.1		2566	7708	9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																			
WI '98	29	932	.1	.4	22	266	.1	.2	56	439	.1	.6	45	386	.1	.5	17	227	.4
FA '97	51	1202	.1	.7	40	334	.1	.4	84	552	.2	.8	70	367	.2	.8	46	415	.1
SU '97	59	1505	.1	.8	38	229	.1	.4	81	556	.2	.8	46	458	.1	.5	94	637	.2
SP '97	67	1558	.2	.9	43	291	.1	.4	104	650	.3	1.0	71	475	.2	.8	67	636	.2
4-Book	52	1299	.1	.7	36	280	.1	.4	81	549	.2	.8	58	422	.2	.7	56	479	.1
WI '97	46	1165	.1	.6	34	459	.1	.3	105	609	.3	1.0	57	411	.1	.6	24	261	.1
WADO-AM																			
WI '98	63	966	.2	.9	168	676	.4	1.6	74	377	.2	.7	59	295	.1	.7	7	58	.2
FA '97	47	828	.1	.6	106	472	.3	1.0	76	561	.2	.8	51	394	.1	.6	7	92	.2
SU '97	52	784	.1	.7	107	468	.3	1.1	88	467	.2	.8	63	299	.2	.7	10	78	.2
SP '97	31	716	.1	.4	81	341	.2	.8	57	359	.1	.6	17	169	.2	.2	2	39	.2
4-Book	48	824	.1	.7	116	489	.3	1.1	74	441	.2	.7	48	289	.1	.6	7	67	.2
WI '97	42	803	.1	.5	108	515	.3	1.0	45	348	.1	.4	24	189	.1	.3	15	142	.3
WALK-FM																			
WI '98	47	866	.1	.6	77	467	.2	.8	81	362	.2	.8	62	446	.2	.7	13	212	.3
FA '97	55	914	.1	.7	69	411	.2	.7	97	420	.2	1.0	64	512	.2	.7	13	247	.3
SU '97	41	685	.1	.5	51	344	.1	.5	74	368	.2	.7	46	357	.1	.5	15	174	.3
SP '97	60	910	.1	.8	79	400	.2	.8	121	467	.3	1.2	76	469	.2	.8	19	244	.4
4-Book	51	844	.1	.7	69	406	.2	.7	93	404	.2	.9	62	446	.2	.7	15	219	.3
WI '97	62	804	.2	.8	76	471	.2	.7	129	474	.3	1.2	77	423	.2	.8	19	207	.4
WAXQ-FM																			
WI '98	159	3827	.4	2.2	143	1184	.4	1.4	237	1786	.6	2.4	256	2068	.6	2.9	87	1163	.2
FA '97	147	3798	.4	1.9	150	1181	.4	1.4	219	1749	.5	2.2	193	2129	.5	2.1	88	1325	.2
SU '97	195	4870	.5	2.5	175	1541	.4	1.7	299	2288	.7	2.8	261	2668	.6	2.9	103	1576	.3
SP '97	241	4452	.6	3.2	272	1770	.7	2.6	401	2290	1.0	3.9	322	2599	.8	3.6	102	1558	.2
4-Book	186	4237	.5	2.5	185	1419	.5	1.8	289	2028	.7	2.8	258	2366	.6	2.9	95	1406	.2
WI '97	233	4525	.6	3.0	217	1795	.5	2.1	389	2276	.9	3.7	355	2834	.9	3.8	103	1592	.3
WBAB-FM																			
WI '98	58	1050	.1	.8	58	340	.1	.6	109	604	.3	1.1	86	604	.2	1.0	20	291	.5
FA '97	68	1281	.2	.9	100	561	.2	1.0	113	646	.3	1.1	85	673	.2	.9	33	360	.1
SU '97	65	1201	.2	.8	87	547	.2	.9	112	595	.3	1.1	81	673	.2	.9	17	298	.4
SP '97	47	1091	.1	.6	54	440	.1	.5	77	547	.2	.8	72	617	.2	.8	22	309	.1
4-Book	60	1156	.2	.8	75	472	.2	.8	103	598	.3	1.0	81	642	.2	.9	23	315	.1
WI '97	61	1119	.1	.8	65	473	.2	.6	104	620	.3	1.0	67	624	.2	.7	32	351	.1
WHFM-FM																			
WI '98		32								19			1	13				7	
FA '97	2	17			5	17			3	12				6					
SU '97	2	57			2	23			3	29			3	23			1	16	
SP '97		22				7			1	15			1	14				7	
4-Book	1	32			2	12			2	19			1	14				8	
WI '97	1	51			1	15			1	22								7	
WBRR-AM																			
WI '98	20	492		.3	53	264	.1	.5	33	192	.1	.3	24	208	.1	.3	2	83	
FA '97	12	491		.2	49	345	.1	.5	12	104		.1	7	138		.1	3	53	.1
SU '97	11	353		.1	34	298	.1	.3	5	85			15	139		.2	1	40	
SP '97	10	405		.1	23	238	.1	.2	15	144		.1	9	92		.1	2	32	
4-Book	13	435		.2	40	286	.1	.4	16	131		.1	14	144		.2	2	52	
WI '97	17	452		.2	46	287	.1	.4	7	150		.1	22	210	.1	.2	9	77	.2
WBLI-FM																			
WI '98	81	1287	.2	1.1	82	620	.2	.8	140	740	.3	1.4	105	733	.3	1.2	37	432	.1
FA '97	96	1294	.2	1.3	119	681	.3	1.1	183	797	.5	1.8	119	765	.3	1.3	36	427	.1
SU '97	70	1213	.2	.9	56	522	.1	.6	124	625	.3	1.2	99	666	.2	1.1	44	395	.1
SP '97	83	1221	.2	1.1	97	659	.2	.9	150	673	.4	1.5	109	738	.3	1.2	27	348	.1
4-Book	83	1254	.2	1.1	89	621	.2	.9	149	709	.4	1.5	108	726	.3	1.2	36	401	.1
WI '97	77	1084	.2	1.0	87	529	.2	.8	149	678	.4	1.4	97	600	.2	1.0	34	355	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	282	5102	.7	3.9	279	2165	.7	2.7	337	2430	.8	3.4	309	2424	.8	3.5	232	2165	.6	5.5
FA '97	244	5120	.6	3.2	251	1905	.6	2.4	296	2247	.7	3.0	298	2537	.7	3.3	192	2184	.5	4.2
SU '97	248	4957	.6	3.2	260	1742	.6	2.6	301	2283	.7	2.8	251	2275	.6	2.8	207	2019	.5	4.4
SP '97	250	4670	.6	3.3	287	2041	.7	2.8	384	2263	.9	3.8	260	1992	.6	2.9	156	1763	.4	3.4
4-Book	256	4962	.6	3.4	269	1963	.7	2.6	330	2306	.8	3.3	280	2307	.7	3.1	197	2033	.5	4.4
WI '97	289	4664	.7	3.7	310	1933	.8	3.0	432	2194	1.1	4.1	334	2360	.8	3.5	227	1853	.6	5.0
WBZO-FM																				
WI '98	20	455	.3		25	200	.1	.2	39	184	.1	.4	23	189	.1	.3	4	96		.1
FA '97	17	368	.2		20	131	.2		30	127	.1	.3	22	184	.1	.2	5	93		.1
SU '97	11	273	.1		11	89	.1		17	99		.2	10	122		.1	6	61		.1
SP '97	17	389	.2		14	142	.1		23	193	.1	.2	29	216	.1	.3	12	86		.3
4-Book	16	371	.2		18	141	.2		27	151	.1	.3	21	178	.1	.2	7	84		.2
WI '97	13	370	.2		13	130		.1	24	129	.1	.2	19	172		.2	2	85		
WCBS-AM																				
WI '98	38	1536	.1	.5	103	996	.3	1.0	26	448	.1	.3	45	570	.1	.5	20	388		.5
FA '97	51	1819	.1	.7	122	1094	.3	1.2	48	681	.1	.5	52	758	.1	.6	19	442		.4
SU '97	63	2287	.2	.8	176	1408	.4	1.7	65	709	.2	.6	63	731	.2	.7	21	481		.4
SP '97	56	2068	.1	.7	166	1387	.4	1.6	43	582	.1	.4	42	633	.1	.5	22	399		.5
4-Book	52	1928	.1	.7	142	1221	.4	1.4	46	605	.1	.5	51	673	.1	.6	21	428		.5
WI '97	59	2075	.1	.8	183	1429	.4	1.8	32	585	.1	.3	34	651	.1	.4	27	470		.6
WCBS-FM																				
WI '98	101	2280	.2	1.4	131	892	.3	1.3	201	1035	.5	2.0	125	978	.3	1.4	25	423		.6
FA '97	187	2689	.5	2.5	213	1193	.5	2.0	382	1318	.9	3.8	214	1432	.5	2.3	65	766		1.4
SU '97	150	3039	.4	1.9	130	1008	.3	1.3	250	1331	.6	2.4	170	1369	.4	1.9	63	847		1.3
SP '97	173	2999	.4	2.3	210	1282	.5	2.0	258	1214	.6	2.5	218	1440	.5	2.4	96	850		2.1
4-Book	153	2752	.4	2.0	171	1094	.4	1.7	273	1225	.7	2.7	182	1305	.4	2.0	62	722		1.4
WI '97	167	3419	.4	2.1	176	1485	.4	1.7	303	1576	.7	2.9	236	1496	.6	2.5	69	908		1.5
+WDRE-FM																				
WI '98	5	172	.1		4	67			7	82		.1	7	108		.1	1	46		
FA '97	4	115	.1		7	38		.1	6	54		.1	3	36			1	14		
SU '97	7	170	.1		7	58		.1	7	83		.1	7	96		.1	5	68		.1
SP '97	6	213	.1		6	100		.1	7	85		.1	6	94		.1	2	48		
4-Book	6	168	.1		6	66	.1		7	76	.1		6	84	.1		2	44		
WI '97	2	123			1	29			3	66			3	50			3	49		.1
WLIR-FM																				
WI '98	42	1597	.1	.6	52	523	.1	.5	49	569	.1	.5	57	788	.1	.6	20	404		.5
FA '97	48	1718	.1	.6	45	486	.1	.4	71	659	.2	.7	76	930	.2	.8	32	659		.7
SU '97	86	2257	.2	1.1	67	857	.2	.7	108	1057	.3	1.0	89	1167	.2	1.0	52	943		1.1
SP '97	60	1766	.1	.8	69	607	.2	.7	90	785	.2	.9	79	819	.2	.9	29	568		.6
4-Book	59	1835	.1	.8	58	618	.2	.6	80	768	.2	.8	75	926	.2	.8	33	644		.7
WI '97	45	1476	.1	.6	44	512	.1	.4	72	599	.2	.7	54	586	.1	.6	32	489		.7
WFAN-AM																				
WI '98	119	2567	.3	1.6	106	657	.3	1.0	169	1072	.4	1.7	206	1327	.5	2.3	67	789		1.6
FA '97	168	3186	.4	2.2	146	845	.4	1.4	259	1292	.6	2.6	280	1677	.7	3.1	82	982		1.8
SU '97	167	3067	.4	2.2	164	1017	.4	1.6	252	1501	.6	2.4	274	1611	.7	3.0	80	928		1.7
SP '97	122	2597	.3	1.6	118	742	.3	1.1	190	1167	.5	1.9	167	1263	.4	1.9	95	1051		2.0
4-Book	144	2854	.4	1.9	134	815	.4	1.3	218	1258	.5	2.2	232	1470	.6	2.6	81	938		1.8
WI '97	181	2507	.4	2.3	221	757	.5	2.1	346	1356	.8	3.3	273	1358	.7	2.9	56	734		1.2
WFAS-FM																				
WI '98	37	484	.1	.5	32	260	.1	.3	77	216	.2	.8	54	266	.1	.6	17	177		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	21	323	.1	.3	29	162	.1	.3	52	196	.1	.5	22	92	.1	.2	2	63		
FA '97	26	429	.1	.3	32	163	.1	.3	23	115	.1	.2	14	89	.2		21	152	.1	.5
SU '97	24	572	.1	.3	46	305	.1	.5	20	159	.2		8	134	.1		18	233		.4
SP '97	19	446		.3	27	162	.1	.3	11	153	.1		15	118	.2		8	64		.2
4-Book	23	443	.1	.3	34	198	.1	.4	27	156	.1	.3	15	108	.2		12	128		.3
WI '97	22	442	.1	.3	36	172	.1	.3	8	93	.1		11	167	.1		29	160	.1	.6
WHLI-AM																				
WI '98	*	15			*					8			*	8						
FA '97		16			1	8											**	**	**	**
SU '97	1	32				11						1	7				**	**	**	**
SP '97		20				14			1	20				14			**	**	**	**
4-Book		21				8				7				7			**	**	**	**
WI '97	4	13		.1	2	7			7	7		.1	6	7		.1	**	**	**	**
WHTZ-FM																				
WI '98	577	10665	1.4	7.9	773	5545	1.9	7.6	776	5102	1.9	7.9	742	6083	1.8	8.4	337	4152	.8	8.0
FA '97	515	10676	1.3	6.8	667	4989	1.6	6.4	645	4957	1.6	6.4	653	6005	1.6	7.2	329	4114	.8	7.2
SU '97	563	11609	1.4	7.3	759	5456	1.9	7.5	738	5916	1.8	6.9	684	6469	1.7	7.5	344	4476	.8	7.4
SP '97	435	10298	1.1	5.7	621	5051	1.5	6.0	534	4914	1.3	5.2	528	5468	1.3	5.9	298	3972	.7	6.4
4-Book	523	10812	1.3	6.9	705	5260	1.7	6.9	673	5222	1.7	6.6	652	6006	1.6	7.3	327	4179	.8	7.3
WI '97	448	9808	1.1	5.8	542	4348	1.3	5.2	631	4850	1.5	6.0	573	5468	1.4	6.1	278	3778	.7	6.1
WHUD-FM																				
WI '98	27	357	.1	.4	37	244	.1	.4	45	194	.1	.5	40	245	.1	.5	19	138		.5
FA '97	8	296		.1	13	137		.1	12	119		.1	11	128		.1	4	74		.1
SU '97	16	396		.2	37	201		.4	20	125		.2	14	129		.2	6	146		.1
SP '97	10	402		.1	14	169		.1	20	125		.2	10	156		.1	4	134		.1
4-Book	15	363		.2	25	188		.3	24	141		.3	19	165		.2	8	123		.2
WI '97	14	381		.2	20	137		.2	25	158		.2	13	157		.1	2	49		
WINS-AM																				
WI '98	102	3783	.3	1.4	286	2377	.7	2.8	100	1100	.2	1.0	104	1186	.3	1.2	32	675	.1	.8
FA '97	99	4128	.2	1.3	279	2571	.7	2.7	77	1186	.2	.8	103	1362	.3	1.1	31	640	.1	.7
SU '97	113	4021	.3	1.5	323	2583	.8	3.2	108	999	.3	1.0	108	1020	.3	1.2	32	637	.1	.7
SP '97	134	4083	.3	1.8	376	2746	.9	3.7	140	1289	.3	1.4	100	1143	.2	1.1	45	658	.1	1.0
4-Book	112	4004	.3	1.5	316	2569	.8	3.1	106	1144	.3	1.1	104	1178	.3	1.2	35	653	.1	.8
WI '97	119	4212	.3	1.5	350	2731	.9	3.4	99	1189	.2	.9	88	1083	.2	.9	45	811	.1	1.0
WKJY-FM																				
WI '98	29	518	.1	.4	26	183	.1	.3	65	281	.2	.7	49	322	.1	.6	6	119		.1
FA '97	32	658	.1	.4	33	267	.1	.3	62	310	.2	.6	38	345	.1	.4	26	229	.1	.6
SU '97	53	692	.1	.7	52	333	.1	.5	120	344	.3	1.1	78	438	.2	.9	13	158		.3
SP '97	28	487	.1	.4	31	207	.1	.3	49	234	.1	.5	28	208	.1	.3	21	207	.1	.5
4-Book	36	589	.1	.5	36	248	.1	.4	74	292	.2	.7	48	328	.1	.6	17	178	.1	.4
WI '97	33	566	.1	.4	30	220	.1	.3	67	258	.2	.6	50	293	.1	.5	15	164		.3
WKTU-FM																				
WI '98	565	10210	1.4	7.8	517	4230	1.3	5.1	740	4853	1.8	7.5	824	6125	2.0	9.3	380	4056	.9	9.0
FA '97	673	10516	1.7	8.9	682	4456	1.7	6.5	895	5481	2.2	8.9	893	6382	2.2	9.8	477	4904	1.2	10.4
SU '97	611	11640	1.5	7.9	600	5138	1.5	5.9	792	6088	1.9	7.4	794	6664	1.9	8.7	481	5123	1.2	10.3
SP '97	667	10840	1.6	8.8	678	4738	1.7	6.6	938	5724	2.3	9.2	900	6413	2.2	10.0	389	4528	.9	8.4
4-Book	629	10802	1.6	8.4	619	4641	1.6	6.0	841	5537	2.1	8.3	853	6396	2.1	9.5	432	4653	1.1	9.5
WI '97	718	11501	1.8	9.2	816	5663	2.0	7.8	949	5944	2.3	9.0	905	6889	2.2	9.6	494	5158	1.2	10.8
WLIB-AM																				
WI '98	* 37	487	.1	.5	* 28	132	.1	.3	29	135	.1	.3	* 20	71		.2				
FA '97	49	572	.1	.6	42	192	.1	.4	42	199	.1	.4	34	179	.1	.4	**	**	**	**
SU '97	66	732	.2	.9	44	204	.1	.4	70	228	.2	.7	74	338	.2	.8	**	**	**	**
SP '97	49	707	.1	.6	42	318	.1	.4	50	348	.1	.5	43	244	.1	.5	**	**	**	**
4-Book	50	625	.1	.7	39	212	.1	.4	48	228	.1	.5	43	208	.1	.5	**	**	**	**
WI '97	87	749	.2	1.1	76	279	.2	.7	67	319	.2	.6	61	206	.1	.6	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	435	6225	1.1	6.0	371	2510	.9	3.6	835	3265	2.1	8.5	586	3307	1.4	6.6	228	2364	.6	5.4
FA '97	426	5933	1.1	5.6	436	2501	1.1	4.2	725	2958	1.8	7.2	512	2908	1.3	5.6	293	2397	.7	6.4
SU '97	479	6734	1.2	6.2	419	2758	1.0	4.1	882	3491	2.2	8.3	644	3590	1.6	7.1	263	2391	.6	5.6
SP '97	449	5779	1.1	5.9	457	2943	1.1	4.4	813	2970	2.0	8.0	588	3043	1.4	6.5	253	2143	.6	5.5
4-Book	447	6168	1.1	5.9	421	2678	1.0	4.1	814	3171	2.0	8.0	583	3212	1.4	6.5	259	2324	.6	5.7
WI '97	399	5875	1.0	5.1	416	2695	1.0	4.0	671	2790	1.6	6.4	540	3048	1.3	5.7	221	2312	.5	4.8
WMCA-AM																				
WI '98	11	171	.2		25	73	.1	.2	9	52	.1		9	44	.1		7	65	.2	
FA '97	7	225	.1		16	131	.2		4	68			14	76	.2		6	83	.1	
SU '97	7	269	.1		8	79	.1		5	42			5	48	.1		8	80	.2	
SP '97	32	303	.1	.4	50	181	.1	.5	41	168	.1	.4	32	159	.1	.4	15	128	.3	
4-Book	14	242	.2		25	116	.1	.3	15	83	.1		15	82	.2		9	89	.2	
WI '97	9	235	.1		26	153	.1	.2	1	37			7	50	.1		11	86	.2	
WMJC-FM																				
WI '98	20	265	.3		18	112	.2		29	139	.1	.3	34	163	.1	.4	11	114	.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	25	227	.1	.3	34	153	.1	.3	38	122	.1	.4	30	152	.1	.3	10	118	.2	
SP '97	21	334	.1	.3	19	157	.2		32	193	.1	.3	22	181	.1	.2	9	148	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	1	76			4	35			**	**	**	**	**	**	**	**	**	41	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	20	**	**	**	**	**	**	**	5	**	**	**	15	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	15			2	15							1	15						
WNEV-FM																				
WI '98	118	3344	.3	1.6	124	1100	.3	1.2	185	1385	.5	1.9	175	1828	.4	2.0	55	989	.1	1.3
FA '97	155	3926	.4	2.0	158	1487	.4	1.5	288	1713	.7	2.9	196	1767	.5	2.1	60	981	.1	1.3
SU '97	179	4234	.4	2.3	167	1264	.4	1.6	300	1778	.7	2.8	230	2399	.6	2.5	88	1337	.2	1.9
SP '97	145	3656	.4	1.9	175	1587	.4	1.7	229	1663	.6	2.2	197	1962	.5	2.2	64	1097	.2	1.4
4-Book	149	3790	.4	2.0	156	1360	.4	1.5	251	1635	.6	2.5	200	1989	.5	2.2	67	1101	.2	1.5
WI '97	168	3857	.4	2.2	163	1380	.4	1.6	265	1852	.6	2.5	242	2094	.6	2.6	86	1364	.2	1.9
+WNSR-FM																				
WI '98	183	5163	.5	2.5	196	2169	.5	1.9	295	2075	.7	3.0	267	2580	.7	3.0	93	1729	.2	2.2
FA '97	193	4740	.5	2.5	169	1541	.4	1.6	324	2235	.8	3.2	295	2407	.7	3.2	93	1475	.2	2.0
SU '97	243	5809	.6	3.1	199	2028	.5	2.0	417	2744	1.0	3.9	374	3008	.9	4.1	122	1780	.3	2.6
SP '97	213	4924	.5	2.8	168	1711	.4	1.6	358	2442	.9	3.5	341	2839	.8	3.8	112	1636	.3	2.4
4-Book	208	5159	.5	2.7	183	1862	.5	1.8	349	2374	.9	3.4	319	2709	.8	3.5	105	1655	.3	2.3
WI '97	245	5272	.6	3.1	228	2158	.6	2.2	390	2116	1.0	3.7	334	2485	.8	3.5	111	1675	.3	2.4
WNWK-FM																				
WI '98	65	1469	.2	.9	10	135	.1	.1	29	259	.1	.3	94	586	.2	1.1	80	525	.2	1.9
FA '97	78	1488	.2	1.0	22	178	.1	.2	56	365	.1	.6	88	512	.2	1.0	102	530	.3	2.2
SU '97	87	1485	.2	1.1	32	327	.1	.3	63	387	.2	.6	92	630	.2	1.0	137	750	.3	2.9
SP '97	98	1702	.2	1.3	36	340	.1	.4	52	436	.1	.5	106	656	.3	1.2	154	1021	.4	3.3
4-Book	82	1536	.2	1.1	25	245	.1	.3	50	362	.1	.5	95	596	.2	1.1	118	707	.3	2.6
WI '97	88	1495	.2	1.1	40	341	.1	.4	54	430	.1	.5	80	643	.2	.8	118	645	.3	2.6
WOR -AM																				
WI '98	16	450	.2		9	98	.1		23	154	.1	.2	30	184	.1	.3	6	103	.1	
FA '97	31	749	.1	.4	28	254	.1	.3	26	254	.1	.3	93	350	.2	1.0	21	259	.1	.5
SU '97	28	662	.1	.4	20	243	.2		34	262	.1	.3	70	243	.2	.8	19	146	.4	
SP '97	31	704	.1	.4	22	131	.1	.2	23	225	.1	.2	97	420	.2	1.1	24	219	.1	.5
4-Book	27	641	.1	.4	20	182	.1	.2	27	224	.1	.3	73	299	.2	.8	18	182	.1	.4
WI '97	39	695	.1	.5	31	234	.1	.3	35	182	.1	.3	113	373	.3	1.2	30	289	.1	.7

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	275	3735	.7	3.8	271	1627	.7	2.7	357	1847	.9	3.6	286	2060	.7	3.2	193	1476	.5	4.6
FA '97	277	3452	.7	3.7	297	1598	.7	2.8	299	1664	.7	3.0	276	1574	.7	3.0	227	1498	.6	4.9
SU '97	261	3228	.6	3.4	245	1519	.6	2.4	399	2016	1.0	3.8	295	1705	.7	3.2	166	1346	.4	3.5
SP '97	274	3264	.7	3.6	305	1635	.7	3.0	370	1857	.9	3.6	285	1793	.7	3.2	177	1443	.4	3.8
4-Book	272	3420	.7	3.6	280	1595	.7	2.7	356	1846	.9	3.5	286	1783	.7	3.2	191	1441	.5	4.2
WI '97	329	3489	.8	4.2	330	1891	.8	3.2	440	2049	1.1	4.2	366	1794	.9	3.9	230	1511	.6	5.0
WPLJ-FM																				
WI '98	329	7032	.8	4.5	522	3690	1.3	5.1	479	2683	1.2	4.9	515	3981	1.3	5.8	97	2003	.2	2.3
FA '97	360	6998	.9	4.7	509	3331	1.3	4.9	448	2909	1.1	4.5	591	4301	1.5	6.5	159	2299	.4	3.5
SU '97	415	8293	1.0	5.4	657	4283	1.6	6.5	574	4022	1.4	5.4	612	4628	1.5	6.7	146	2531	.4	3.1
SP '97	336	7301	.8	4.4	536	3799	1.3	5.2	422	3063	1.0	4.1	544	4212	1.3	6.0	114	1917	.3	2.5
4-Book	360	7406	.9	4.8	556	3776	1.4	5.4	481	3169	1.2	4.7	566	4281	1.4	6.3	129	2188	.3	2.9
WI '97	360	7106	.9	4.6	505	3214	1.2	4.8	534	3029	1.3	5.1	579	4019	1.4	6.1	106	1954	.3	2.3
WQCD-FM																				
WI '98	188	3299	.5	2.6	206	1353	.5	2.0	271	1375	.7	2.7	192	1282	.5	2.2	130	1169	.3	3.1
FA '97	137	2682	.3	1.8	133	1004	.3	1.3	213	1106	.5	2.1	163	1265	.4	1.8	103	983	.3	2.2
SU '97	169	3078	.4	2.2	153	1197	.4	1.5	297	1418	.7	2.8	211	1503	.5	2.3	115	1338	.3	2.5
SP '97	181	3387	.4	2.4	168	1156	.4	1.6	271	1538	.7	2.7	216	1450	.5	2.4	126	1284	.3	2.7
4-Book	169	3112	.4	2.3	165	1178	.4	1.6	263	1359	.7	2.6	196	1375	.5	2.2	119	1194	.3	2.6
WI '97	130	2956	.3	1.7	141	1205	.3	1.3	169	1173	.4	1.6	135	1208	.3	1.4	104	1059	.3	2.3
WQEV-AM																				
WI '98	7	168	.1		8	52	.1		8	88	.1		9	69	.1		2	30		
FA '97	10	176	.1		26	50	.1	.2	5	39			4	41			6	61		.1
SU '97	10	246	.1		8	74	.1		18	56	.2		17	134	.2		2	74		
SP '97	10	205	.1		6	55	.1		4	45			12	84	.1		8	93		.2
4-Book	9	199	.1		12	58	.1		9	57	.1		11	82	.1		5	65		.1
WI '97	5	212	.1		10	98	.1		1	32			2	37			2	28		
WQHT-FM																				
WI '98	777	9923	1.9	10.7	907	5345	2.2	8.9	968	5774	2.4	9.8	932	6135	2.3	10.5	679	4869	1.7	16.2
FA '97	876	10231	2.2	11.5	1098	5604	2.7	10.5	1036	5860	2.6	10.3	1104	6678	2.7	12.1	643	5013	1.6	14.0
SU '97	875	10135	2.1	11.3	1077	5593	2.6	10.6	1083	6077	2.6	10.2	1050	6291	2.6	11.5	684	5126	1.7	14.6
SP '97	933	10388	2.3	12.3	1085	5527	2.6	10.6	1027	6114	2.5	10.1	1154	6488	2.8	12.8	806	5458	2.0	17.4
4-Book	865	10169	2.1	11.5	1042	5517	2.5	10.2	1029	5956	2.5	10.1	1060	6398	2.6	11.7	703	5117	1.8	15.6
WI '97	931	9550	2.3	12.0	1087	5600	2.7	10.4	1079	5687	2.6	10.2	1178	6469	2.9	12.5	723	4848	1.8	15.9
WQXR-FM																				
WI '98	58	1063	.1	.8	42	325	.1	.4	112	457	.3	1.1	83	472	.2	.9	23	205	.1	.5
FA '97	27	862	.1	.4	44	302	.1	.4	15	130			30	277	.1	.3	29	353	.1	.6
SU '97	60	895	.1	.8	32	276	.1	.3	106	436	.3	1.0	73	443	.2	.8	46	428	.1	1.0
SP '97	47	1263	.1	.6	55	465	.1	.5	73	520	.2	.7	43	447	.1	.5	36	425	.1	.8
4-Book	48	1021	.1	.7	43	342	.1	.4	77	386	.2	.7	57	410	.2	.6	34	353	.1	.7
WI '97	41	1163	.1	.5	40	453	.1	.4	41	366	.1	.4	50	423	.1	.5	36	379	.1	.8
WRKS-FM																				
WI '98	326	5524	.8	4.5	407	2744	1.0	4.0	370	2401	.9	3.7	391	2944	1.0	4.4	294	2285	.7	7.0
FA '97	378	5683	.9	5.0	510	2868	1.3	4.9	442	2781	1.1	4.4	408	2637	1.0	4.5	297	2393	.7	6.5
SU '97	358	6014	.9	4.6	382	2557	.9	3.8	448	3116	1.1	4.2	386	2854	.9	4.2	308	2447	.8	6.6
SP '97	359	5991	.9	4.7	441	2859	1.1	4.3	479	2900	1.2	4.7	395	2781	1.0	4.4	300	2543	.7	6.5
4-Book	355	5803	.9	4.7	435	2757	1.1	4.3	435	2800	1.1	4.3	395	2804	1.0	4.4	300	2417	.7	6.7
WI '97	376	5790	.9	4.8	488	2947	1.2	4.7	441	2808	1.1	4.2	424	2723	1.0	4.5	284	2406	.7	6.2
WSKQ-FM																				
WI '98	602	5697	1.5	8.3	1142	3843	2.8	11.2	663	2953	1.6	6.7	543	3198	1.3	6.1	295	2235	.7	7.0
FA '97	546	5163	1.3	7.2	926	3521	2.3	8.8	637	2908	1.6	6.4	528	2790	1.3	5.8	282	2100	.7	6.1
SU '97	535	5276	1.3	6.9	785	3187	1.9	7.7	698	3159	1.7	6.6	481	2846	1.2	5.3	276	2211	.7	5.9
SP '97	489	4822	1.2	6.4	810	2962	2.0	7.9	591	2613	1.4	5.8	432	2429	1.1	4.8	294	1902	.7	6.3
4-Book	543	5240	1.3	7.2	916	3378	2.3	8.9	647	2908	1.6	6.4	496	2816	1.2	5.5	287	2112	.7	6.3
WI '97	431	4799	1.1	5.5	677	3011	1.7	6.5	490	2480	1.2	4.6	420	2551	1.0	4.4	238	1727	.6	5.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	9	134		.1	11	100		.1	18	45		.2	6	65		.1	4	48		.1
FA '97	20	174		.3	29	98		.3	18	70		.2	24	69		.3	24	78		.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRRL-AM																				
WI '98	16	218		.2	13	43		.1	18	52		.2	16	46		.2	13	46		.3
FA '97	9	273		.1	5	35			4	56			4	75			8	35		.2
SU '97	7	223		.1	14	83		.1	1	32			5	47		.1	4	73		.1
SP '97	27	393		.1	23	115		.1	20	185		.2	23	131		.1	27	135		.6
4-Book	15	277		.2	14	69		.1	11	81		.1	12	75		.2	13	72		.3
WI '97	17	361		.2	21	150		.1	16	142		.2	14	131		.1	5	97		.1
+WWVY-FM																				
WI '98	1	40			2	27			1	14			3	21			1	13		
FA '97	1	39			1	20			1	29			6	6			1	11		
SU '97	1	32			2	19			2	19			2	32				12		
SP '97																				
4-Book	1	28			1	17			1	16			1	15			1	9		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WWXY-FM																				
WI '98	44	589		.6	58	275		.6	67	330		.7	44	338		.5	28	256		.7
FA '97	28	488		.4	36	261		.3	39	225		.4	42	344		.5	10	109		.2
SU '97	45	602		.6	37	252		.4	43	331		.4	76	391		.8	18	238		.4
SP '97	45	679		.6	27	305		.3	52	379		.5	53	434		.6	43	361		.9
4-Book	41	590		.6	40	273		.4	50	316		.5	54	377		.6	25	241		.6
WI '97	33	696		.4	39	290		.4	47	287		.4	45	445		.5	29	259		.6
+WWZY-FM																				
WI '98	43	420		.6	44	288		.4	50	238		.5	59	350		.7	27	200		.6
FA '97	25	342		.3	26	121		.2	35	177		.3	33	214		.4	11	135		.2
SU '97	39	451		.5	41	209		.4	61	300		.6	54	347		.6	21	217		.4
SP '97	12	250		.2	14	151		.1	14	132		.1	16	173		.2	7	90		.2
4-Book	30	366		.4	31	192		.3	40	212		.4	41	271		.5	17	161		.4
WI '97	34	320		.4	30	160		.3	28	155		.3	64	290		.7	25	157		.5
WXRK-FM																				
WI '98	636	8512	1.6	8.7	2017	6786	5.0	19.8	770	4127	1.9	7.8	449	3206	1.1	5.1	188	2118	.5	4.5
FA '97	606	8551	1.5	8.0	2007	6595	5.0	19.1	672	4409	1.7	6.7	411	3143	1.0	4.5	197	2029	.5	4.3
SU '97	527	9296	1.3	6.8	1850	6621	4.5	18.3	551	4557	1.3	5.2	308	3103	.8	3.4	135	2128	.3	2.9
SP '97	538	8703	1.3	7.1	1683	6537	4.1	16.4	611	4011	1.5	6.0	400	3030	1.0	4.4	162	2195	.4	3.5
4-Book	577	8766	1.4	7.7	1889	6635	4.7	18.4	651	4276	1.6	6.4	392	3121	1.0	4.4	171	2118	.4	3.8
WI '97	557	8147	1.4	7.2	1743	6203	4.3	16.7	653	3914	1.6	6.2	388	3384	.9	4.1	162	2117	.4	3.6
WKXV-FM																				
WI '98	20	861		.3	46	421		.5	19	274		.2	35	517		.4	4	171		.1
FA '97	27	757		.4	38	345		.4	40	265		.4	46	385		.5	9	210		.2
SU '97	26	554		.3	37	224		.4	40	246		.4	22	346		.2	21	206		.4
SP '97	19	616		.3	32	262		.3	25	259		.2	21	268		.2	5	122		.1
4-Book	23	697		.3	38	313		.4	31	261		.3	31	379		.3	10	177		.2
WI '97	31	617		.4	45	247		.4	43	259		.4	43	218		.5	15	200		.3
TOTALS																				
WI '98	7284	38830	18.0		10198	33452	25.2		9872	29353	24.4		8857	31805	21.9		4200	24619	10.4	
FA '97	7588	39017	18.7		10490	33940	25.9		10020	29805	24.7		9125	32807	22.5		4588	26377	11.3	
SU '97	7743	39401	18.9		10136	34147	24.7		10633	31416	25.9		9123	32792	22.3		4680	27033	11.4	
SP '97	7585	39428	18.5		10272	34346	25.1		10208	30344	24.9		8995	32709	22.0		4636	26174	11.3	
4-Book	7550	39169	18.5		10274	33971	25.2		10183	30230	25.0		9025	32528	22.2		4526	26051	11.1	
WI '97	7788	39584	19.0		10445	34553	25.5		10554	30106	25.8		9440	32527	23.0		4561	25358	11.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	42	689	.1	.4	15	322	.3	5	28	.1	4	41	41	98	.1	.6				
4-Book	60	853	.2	.6	34	479	.1	.6	37	82	.1	.8	31	98	.1	.3	43	117	.1	.6
WADO-AM																				
WI '98	98	855	.2	1.0	39	476	.1	.8	120	324	.3	2.9	66	121	.2	.7	26	85	.1	.4
4-Book	79	752	.2	.8	23	312	.5	59	155	.2	1.4	33	82	.1	.4	17	53	.1	.3	
WALK-FM																				
WI '98	74	722	.2	.8	21	359	.1	.4	11	51	.3	40	114	.1	.5	29	98	.1	.5	
4-Book	76	700	.2	.8	30	396	.1	.6	30	95	.1	.7	68	173	.2	.8	35	122	.1	.6
WAXQ-FM																				
WI '98	214	3020	.5	2.2	109	1788	.3	2.1	84	412	.2	2.0	197	655	.5	2.2	156	505	.4	2.5
4-Book	248	3359	.6	2.5	136	2144	.4	2.5	95	407	.2	2.1	240	819	.6	2.6	203	656	.5	3.0
WBAB-FM																				
WI '98	86	905	.2	.9	35	518	.1	.7	23	114	.1	.6	77	240	.2	.9	46	185	.1	.7
4-Book	87	963	.2	.9	35	533	.1	.7	25	105	.1	.6	75	235	.2	.9	50	188	.1	.7
WHFM-FM																				
WI '98		19			1	32				6		3	25			2	19			
4-Book	2	22			1	21			2	5		3	13			4	15			
WBRR-AM																				
WI '98	36	397	.1	.4	4	162	.1	14	78	.3	5	64	5	64	.1	5	20			
4-Book	23	369	.1	.3	5	121	.1	8	35	.2	9	49	9	49	.1	2	6			
WBLI-FM																				
WI '98	111	1113	.3	1.1	55	738	.1	1.1	53	166	.1	1.3	106	281	.3	1.2	80	251	.2	1.3
4-Book	118	1072	.3	1.2	51	656	.1	1.0	49	156	.1	1.1	106	298	.3	1.2	75	257	.2	1.1
WBLS-FM																				
WI '98	310	4075	.8	3.2	264	2888	.7	5.2	152	379	.4	3.7	349	935	.9	4.0	372	995	.9	5.9
4-Book	296	3772	.8	3.0	226	2707	.6	4.2	175	461	.5	3.8	304	867	.8	3.4	264	763	.6	3.9
WBZO-FM																				
WI '98	30	353	.1	.3	13	247	.3	6	60	.1	9	59	9	59	.1	9	63			
4-Book	22	286	.1	.2	13	181	.3	7	31	.1	18	67	14	67	.2	14	50			
WCBS-AM																				
WI '98	55	1320	.1	.6	19	486	.4	25	139	.1	.6	18	103	.2	13	52				
4-Book	77	1654	.2	.8	29	766	.1	.5	56	225	.2	1.2	32	178	.1	.4	16	78		.3
WCBS-FM																				
WI '98	156	1755	.4	1.6	55	902	.1	1.1	39	153	.1	.9	129	358	.3	1.5	76	221	.2	1.2
4-Book	213	2075	.6	2.2	106	1294	.3	1.9	94	272	.2	2.0	199	512	.5	2.2	136	344	.3	2.0
+WDRE-FM																				
WI '98	6	143	.1		4	125	.1	2	15	.1	7	57	7	57	.1	8	59			
4-Book	7	135	.1		6	100	.1	2	15	.1	12	50	9	50	.2	9	44			
WLIR-FM																				
WI '98	52	1205	.1	.5	40	830	.1	.8	15	131	.4	108	380	.3	1.2	60	255	.1	.9	
4-Book	71	1449	.2	.7	55	934	.2	1.0	40	175	.1	.9	105	395	.3	1.1	83	311	.2	1.2
WFAN-AM																				
WI '98	161	1953	.4	1.7	77	1243	.2	1.5	76	262	.2	1.8	111	360	.3	1.3	71	285	.2	1.1
4-Book	196	2168	.5	2.0	93	1472	.3	1.7	80	295	.2	1.8	123	432	.3	1.4	72	262	.2	1.1
WFAS-FM																				
WI '98	56	343	.1	.6	17	189	.3	25	54	.1	.6	22	61	.1	.2	29	74	.1	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	36	234	.1	.4	8	146	.2	13	21	.3	6	40	4	40	.1	4	10			
4-Book	25	289	.1	.3	26	268	.1	.5	32	84	.1	.7	26	89	.1	.3	12	25		.2

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	* 8 14				* 7 9				* 1 1								* 1 1			
WHTZ-FM WI '98 4-Book	764 676	8937 9074	1.9 1.7	7.9 6.9	406 380	6293 6034	1.0 .9	7.9 7.0	299 296	1247 1136	.7 .7	7.2 6.4	768 658	2752 2476	1.9 1.7	8.7 7.3	508 475	1981 1745	1.3 1.2	8.0 7.0
WHUD-FM WI '98 4-Book	41 23	338 277	.1 .1	.4 .2	9 7	136 136	.2 .2		9 13	69 58	.2 .3		31 13	78 45	.1 .2	.4 .2	7 6	31 30	.1 .1	
WINS-AM WI '98 4-Book	158 170	3278 3502	.4 .4	1.6 1.7	49 60	1454 1523	.1 .1	1.0 1.1	142 156	603 632	.4 .4	3.4 3.4	76 76	430 409	.2 .2	.9 .8	31 35	160 193	.1 .1	.5 .5
WKJY-FM WI '98 4-Book	48 54	423 473	.1 .1	.5 .6	11 16	185 249	.2 .3		11 13	50 50	.3 .3		18 27	78 81	.2 .1	.3 .3	18 24	68 72	.3 .4	
WKTU-FM WI '98 4-Book	697 777	8409 8977	1.7 1.9	7.2 7.9	454 500	5882 6257	1.1 1.2	8.9 9.2	269 318	1168 1229	.7 .8	6.5 6.8	830 885	2612 2727	2.0 2.2	9.4 9.7	608 672	1956 2113	1.5 1.6	9.6 9.9
WLIB-AM WI '98 4-Book	* 26 44	196 357	.1 .1	.3 .5	* 64 69	375 428	.2 .2	1.3 1.3	* 80 93	137 176	.2 .2	1.9 2.0	119 131	254 255	.3 .3	1.3 1.4	* 70 88	120 139	.2 .3	1.1 1.3
WLTW-FM WI '98 4-Book	616 622	4911 4854	1.5 1.5	6.4 6.3	253 264	3238 3072	.6 .6	4.9 4.8	210 226	732 678	.5 .6	5.1 4.9	443 447	1263 1076	1.1 1.1	5.0 4.9	346 307	909 813	.9 .8	5.5 4.5
VMCA-AM WI '98 4-Book	14 18	83 151	.1 .2		8 11	92 130	.2 .2		10 11	23 30	.2 .2		8 6	14 19	.1 .1		4 4	19 19		
VMJC-FM WI '98 4-Book	27 **	210 **	.1 **	.3 **	13 **	162 **	.3 **		3 **	19 **	.1 **		26 **	55 **	.1 **	.3 **	12 **	33 **	.2 **	**
VMTR-AM WI '98 4-Book	1 **	35 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM WI '98 4-Book	163 206	2717 2947	.4 .5	1.7 2.1	81 105	1642 1936	.2 .3	1.6 1.9	31 81	221 342	.1 .2	.7 1.7	113 185	622 776	.3 .5	1.3 2.0	141 158	498 606	.3 .4	2.2 2.3
+WNSR-FM WI '98 4-Book	256 289	3944 4116	.6 .7	2.7 3.0	113 134	2582 2459	.3 .3	2.2 2.5	89 86	462 387	.2 .2	2.2 1.9	197 261	897 980	.5 .7	2.2 2.8	138 168	683 696	.3 .4	2.2 2.5
WNVK-FM WI '98 4-Book	43 56	778 844	.1 .2	.4 .6	93 103	875 905	.2 .2	1.8 1.9	64 102	117 234	.2 .3	1.5 2.2	93 183	213 382	.2 .5	1.1 2.0	153 172	325 335	.4 .4	2.4 2.5
WOR -AM WI '98 4-Book	21 39	342 523	.1 .1	.2 .4	15 11	184 199	.3 .2		11 14	44 48	.3 .3		28 25	103 86	.1 .1	.3 .3	7 7	29 29	.1 .1	
WPAT-FM WI '98 4-Book	309 311	2920 2779	.8 .8	3.2 3.2	271 259	2500 2283	.7 .6	5.3 4.8	160 200	443 561	.4 .5	3.9 4.3	419 412	1066 988	1.0 1.0	4.7 4.5	323 277	808 669	.8 .7	5.1 4.1
WPLJ-FM WI '98 4-Book	503 530	6101 6393	1.2 1.3	5.2 5.4	176 214	3234 3463	.4 .5	3.4 3.9	134 167	519 685	.3 .4	3.2 3.6	372 395	1386 1479	.9 1.0	4.2 4.3	242 287	1070 1126	.6 .7	3.8 4.2

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

Target Listener Estimates

Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	227	2387	.6	2.4	159	1760	.4	3.1	175	458	.4	4.2	259	619	.6	2.9	125	341	.3	2.0
4-Book	212	2320	.5	2.2	127	1490	.3	2.4	110	327	.3	2.5	187	492	.5	2.1	121	336	.3	1.8
WQEW-AM																				
WI '98	8	125	.1		8	109		.2	1	10			12	30	.1		7	14		.1
4-Book	10	121	.1		11	116		.2	2	10			24	57	.1	.3	11	26		.2
WQHT-FM																				
WI '98	938	8704	2.3	9.7	556	5978	1.4	10.9	421	1183	1.0	10.2	898	2691	2.2	10.2	844	2450	2.1	13.3
4-Book	1042	8834	2.6	10.6	659	6320	1.6	12.1	447	1297	1.1	9.7	1030	2868	2.5	11.3	965	2503	2.4	14.2
WQXR-FM																				
WI '98	81	787	.2	.8	42	562	.1	.8	21	56	.1	.5	71	189	.2	.8	67	164	.2	1.1
4-Book	60	701	.2	.6	37	504	.1	.7	20	77	.1	.4	57	148	.2	.6	43	117	.1	.6
WRKS-FM																				
WI '98	388	4777	1.0	4.0	238	2519	.6	4.7	204	531	.5	4.9	341	857	.8	3.9	247	691	.6	3.9
4-Book	423	4689	1.1	4.3	272	2927	.7	5.0	218	593	.6	4.7	382	1014	.9	4.2	316	824	.8	4.7
WSKD-FM																				
WI '98	774	4979	1.9	8.0	505	4149	1.2	9.9	519	1352	1.3	12.6	961	2237	2.4	10.9	459	1063	1.1	7.3
4-Book	684	4584	1.7	7.0	468	3653	1.1	8.6	514	1316	1.3	11.2	867	1977	2.1	9.5	522	1166	1.3	7.7
WVDJ-AM																				
WI '98	12	134	.1		7	111		.1	8	38		.2	3	14			8	24		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	16	82	.2		20	162		.4	9	12		.2	16	25		.2	14	22		.2
4-Book	12	132	.1		21	205		.4	15	33		.3	12	29		.2	11	24		.2
+WVY-FM																				
WI '98	2	34			1	20			1	14				3						
4-Book	1	26				13				4										
+WVXY-FM																				
WI '98	57	460	.1	.6	32	331	.1	.6	34	116	.1	.8	62	129	.2	.7	50	115	.1	.8
4-Book	48	496	.1	.5	38	339	.1	.7	28	110	.1	.6	56	160	.2	.6	54	129	.1	.8
+WVZY-FM																				
WI '98	51	420	.1	.5	40	318	.1	.8	32	82	.1	.8	81	193	.2	.9	34	133	.1	.5
4-Book	37	324	.1	.4	25	261	.1	.5	22	71	.1	.5	48	135	.1	.6	29	98	.1	.4
WXRK-FM																				
WI '98	1055	7912	2.6	10.9	192	2863	.5	3.8	178	582	.4	4.3	338	1094	.8	3.8	204	852	.5	3.2
4-Book	952	8115	2.3	9.7	182	3058	.5	3.4	175	657	.4	3.8	340	1249	.9	3.8	227	894	.6	3.3
WXXV-FM																				
WI '98	32	761	.1	.3	8	193		.2	7	34		.2	19	89		.2	17	109		.3
4-Book	33	561	.1	.3	14	260		.3	17	66		.4	21	90	.1	.2	19	89	.1	.3
TOTALS																				
WI '98	9658	38003	23.8		5115	32298	12.6		4134	11257	10.2		8832	19819	21.8		6330	15766	15.6	
4-Book	9858	38396	24.2		5461	32745	13.4		4630	12463	11.4		9124	20473	22.4		6794	15906	16.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	15	75	.1	.4	2	19	.1	.1	23	100	.1	.4	13	33	.1	.3	14	64	.1	.5
4-Book	31	110	.1	.7	19	61	.1	.6	37	130	.1	.6	48	138	.1	.9	27	97	.1	.8
WADO-AM																				
WI '98	23	41	.1	.5	34	135	.1	1.3	20	42	.1	.3	18	36	.1	.4	15	68	.1	.5
4-Book	11	26	.1	.3	26	89	.1	.9	23	63	.1	.4	10	28	.1	.2	9	34	.1	.3
WALK-FM																				
WI '98	9	28	.1	.2	11	53	.1	.4	27	97	.1	.4	34	103	.1	.7	5	59	.1	.2
4-Book	16	62	.1	.4	17	57	.1	.5	34	95	.1	.5	27	83	.1	.6	8	49	.1	.3
WAXQ-FM																				
WI '98	78	374	.2	1.8	43	180	.1	1.6	144	538	.4	2.3	89	377	.2	1.9	69	295	.2	2.3
4-Book	95	473	.2	2.1	47	210	.1	1.5	176	670	.5	2.7	128	514	.3	2.5	93	355	.2	2.8
WBAB-FM																				
WI '98	16	82	.1	.4	14	80	.1	.5	62	204	.2	1.0	32	134	.1	.7	8	39	.1	.3
4-Book	19	100	.1	.4	14	62	.1	.4	51	178	.1	.8	32	129	.1	.7	14	74	.1	.4
WHFM-FM																				
WI '98		7											3	13		.1				
4-Book		4				2				3			1	5				6		
WBBR-AM																				
WI '98	1	13			5	20		.2	1	12			4	28		.1	1	16		
4-Book	1	7			8	25		.3	6	22		.1	3	17		.1	1	10		
WBLI-FM																				
WI '98	53	166	.1	1.2	26	88	.1	1.0	41	135	.1	.7	49	205	.1	1.0	31	143	.1	1.0
4-Book	40	125	.1	.9	22	70	.1	.8	47	188	.1	.7	46	166	.1	.9	19	92	.1	.6
WBLS-FM																				
WI '98	345	951	.9	8.1	176	461	.4	6.5	223	584	.6	3.6	242	572	.6	5.1	233	824	.6	7.7
4-Book	238	748	.6	5.2	184	484	.5	5.9	258	678	.7	4.0	203	515	.5	4.0	165	553	.4	5.1
WBZO-FM																				
WI '98	11	46	.1	.3	2	16	.1	.1	26	58	.1	.4	22	55	.1	.5	15	46	.1	.5
4-Book	9	22	.1	.2	6	18	.1	.2	21	56	.1	.3	15	36	.1	.3	9	27	.1	.3
WCBS-AM																				
WI '98	20	129	.1	.5	12	71	.1	.4	40	167	.1	.7	10	68	.1	.2	13	71	.1	.4
4-Book	17	117	.1	.4	39	196	.1	1.2	36	206	.1	.6	23	109	.1	.4	19	131	.1	.6
WCBS-FM																				
WI '98	60	191	.1	1.4	17	113	.1	.6	60	276	.1	1.0	39	107	.1	.8	10	46	.1	.3
4-Book	76	238	.2	1.6	65	228	.2	2.0	142	439	.4	2.2	80	219	.2	1.6	44	178	.1	1.3
+WDRE-FM																				
WI '98	5	14	.1	.1	3	20	.1	.1	4	23	.1	.1	4	10	.1	.1	3	7	.1	.1
4-Book	3	12	.1	.1	1	8	.1	.1	5	24	.1	.1	9	24	.1	.2	4	13	.1	.1
WLIR-FM																				
WI '98	18	118	.1	.4	21	75	.1	.8	47	247	.1	.8	32	219	.1	.7	10	77	.1	.3
4-Book	48	185	.1	1.0	27	99	.1	.9	64	275	.2	1.0	49	230	.1	1.0	19	135	.1	.6
WFAN-AM																				
WI '98	41	164	.1	1.0	44	169	.1	1.6	121	399	.3	2.0	99	286	.2	2.1	53	255	.1	1.7
4-Book	42	193	.1	.9	75	269	.2	2.4	158	572	.4	2.4	126	455	.3	2.5	66	269	.2	2.0
WFAS-FM																				
WI '98	**	**	**	**	1	16	**	**	17	38	.3	.3	13	44	.3	.3	33	45	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98					18	82	.1	.7	16	76	.1	.3	8	39	.1	.2	3	9	.1	.1
4-Book	17	47	.1	.4	58	130	.1	1.9	32	91	.1	.5	14	46	.1	.3	17	54	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-34																					
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WHLI-AM	WI '98					*				1	7			* 1	7								
4-Book		**	**	**	**		1	3		1	4				2			**	**	**	**		
WHTZ-FM	WI '98	351	1564	.9	8.2	160	650	.4	5.9	512	2038	1.3	8.3	378	1443	.9	7.9	219	947	.5	7.2		
4-Book		295	1331	.8	6.4	184	762	.5	5.9	500	2005	1.2	7.7	361	1411	.9	7.1	232	1057	.6	7.1		
WHUD-FM	WI '98	5	31	.1		5	31			9	16	.1		2	16			2	16		.1		
4-Book		2	17	.1		9	36	.3		5	22	.1		6	20	.1		2	19		.1		
WINS-AM	WI '98	13	99	.3		76	328	.2	2.8	30	259	.1	.5	14	97	.3		24	131	.1	.8		
4-Book		25	142	.1	.6	96	407	.2	3.1	56	312	.2	.9	31	136	.1	.6	22	136	.1	.7		
WKJY-FM	WI '98	1	17			5	36	.2		7	40	.1		14	26	.3		11	32		.4		
4-Book		11	46		.2	12	38	.4		16	60	.1	.2	14	45	.3		11	41		.3		
WKTU-FM	WI '98	449	1904	1.1	10.5	127	506	.3	4.7	630	2044	1.6	10.2	411	1319	1.0	8.6	224	977	.6	7.4		
4-Book		511	1837	1.3	11.0	170	610	.4	5.5	627	2082	1.6	9.7	465	1458	1.1	9.1	274	1097	.7	8.4		
WLTB-AM	WI '98					* 10	29	.4		52	102	.1	.8	* 15	50	.3							
4-Book		**	**	**	**	39	63	.1	1.2	40	89	.1	.6	18	57	.4		**	**	**	**		
WLTW-FM	WI '98	174	660	.4	4.1	169	619	.4	6.2	302	967	.7	4.9	203	634	.5	4.2	160	600	.4	5.3		
4-Book		200	671	.5	4.4	158	502	.4	5.1	327	968	.8	5.1	220	657	.5	4.3	197	686	.5	6.0		
WMCA-AM	WI '98					26	47	.1	1.0	14	26	.2		10	34	.2		1	11				
4-Book		9	30		.2	25	53	.1	.9	14	42	.2		11	26	.2		11	25		.3		
WMJC-FM	WI '98	5	33	.1		6	27	.2		25	86	.1	.4	15	56	.3		7	40		.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMTR-AM	WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNEW-FM	WI '98	45	268	.1	1.1	41	127	.1	1.5	123	543	.3	2.0	93	254	.2	1.9	55	204	.1	1.8		
4-Book		69	321	.2	1.5	46	162	.1	1.5	129	556	.3	2.0	112	431	.3	2.2	55	236	.1	1.7		
+WNSR-FM	WI '98	62	396	.2	1.4	50	255	.1	1.8	129	600	.3	2.1	141	494	.3	2.9	90	495	.2	3.0		
4-Book		71	425	.2	1.5	56	240	.1	1.8	174	717	.4	2.7	146	566	.3	2.9	92	465	.2	2.8		
WNWK-FM	WI '98	181	353	.4	4.2	23	58	.1	.8	51	170	.1	.8	120	281	.3	2.5	57	176	.1	1.9		
4-Book		172	371	.4	3.7	19	64	.1	.6	48	119	.1	.7	61	149	.2	1.2	56	165	.1	1.7		
WOR -AM	WI '98	9	45	.2		16	37	.6		26	72	.1	.4	17	43	.4		8	41		.3		
4-Book		6	30	.1		8	27	.3		18	57	.1	.3	6	17	.1		4	30		.1		
WPAT-FM	WI '98	243	728	.6	5.7	126	361	.3	4.6	357	946	.9	5.8	273	684	.7	5.7	225	668	.6	7.4		
4-Book		231	617	.6	5.0	154	465	.4	5.0	338	852	.9	5.2	231	555	.6	4.6	191	529	.5	5.9		
WPLJ-FM	WI '98	110	672	.3	2.6	66	334	.2	2.4	237	1032	.6	3.9	148	581	.4	3.1	74	426	.2	2.4		
4-Book		130	606	.3	2.8	92	408	.3	2.9	288	1245	.7	4.4	244	954	.6	4.8	92	544	.2	2.8		

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. 4-Book: Avg. of current and previous 3 surveys. 2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM WI '98 4-Book	98 101	335 327	.2 .2	2.3 2.2	84 72	249 218	.2 .2	3.1 2.4	209 176	660 512	.5 .5	3.4 2.7	239 155	511 346	.6 .4	5.0 3.1	78 83	208 255	.2 .2	2.6 2.6
WQEV-AM WI '98 4-Book	2 4	10 10		.1	7	25		.2	10 17	36 47		.2 .3	19 12	57 38		.4 .3	11 7	14 19		.4 .3
WQHT-FM WI '98 4-Book	680 777	2074 2201	1.7 1.9	15.9 16.8	203 242	560 702	.5 .6	7.5 7.8	444 569	1464 1678	1.1 1.4	7.2 8.8	558 753	1478 1867	1.4 1.9	11.7 14.7	358 442	1102 1320	.9 1.1	11.8 13.5
WQXR-FM WI '98 4-Book	18 25	100 101		.4 .6	22 20	59 82	.1 .1	.8 .6	56 58	174 170	.1 .1	.9 .9	38 32	138 107	.1 .1	.8 .6	40 32	88 99	.1 .1	1.3 1.0
WRKS-FM WI '98 4-Book	243 255	654 713	.6 .6	5.7 5.5	258 255	599 664	.6 .6	9.5 8.3	266 290	719 831	.7 .7	4.3 4.5	153 252	468 624	.4 .7	3.2 4.9	176 202	420 605	.4 .5	5.8 6.2
WSKQ-FM WI '98 4-Book	302 350	839 916	.7 .9	7.1 7.6	424 341	1086 829	1.0 .8	15.6 11.1	705 582	1714 1344	1.7 1.4	11.5 9.0	410 323	1043 797	1.0 .8	8.6 6.4	221 206	713 620	.5 .5	7.3 6.3
WWDJ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	12 **	35 **		.2 **	21 **	51 **	.1 **	.4 **	4 **	11 **		.1 **
WVRL-AM WI '98 4-Book	10 13	12 23		.2 .3	47 41	113 104	.1 .1	1.7 1.3	39 33	85 93	.1 .1	.6 .5	19 26	36 52		.4 .5	10 22	12 37		.3 .7
+WVYV-FM WI '98 4-Book					1	7			3 1	6 5			2 1	7 5						
+WVXY-FM WI '98 4-Book	16 34	72 89		.4 .7	1 18	23 73		.5	32 51	103 143	.1 .1	.5 .8	34 35	114 106	.1 .1	.7 .7	22 21	105 68	.1 .1	.7 .7
+WVZY-FM WI '98 4-Book	12 10	63 71		.3 .2	25 13	70 57	.1 .1	.9 .4	84 46	171 117	.2 .1	1.4 .7	36 22	116 69	.1 .1	.8 .5	11 10	66 50		.4 .3
WXRK-FM WI '98 4-Book	195 151	680 652	.5 .4	4.6 3.3	95 75	325 260	.2 .2	3.5 2.4	253 203	857 841	.6 .5	4.1 3.1	148 163	525 649	.4 .4	3.1 3.2	98 105	423 485	.2 .2	3.2 3.2
WXXV-FM WI '98 4-Book	7 11	51 40		.2 .3	4 6	33 25		.1 .2	7 19	35 68		.1 .3	15	56		.3	3 5	17 19		.1 .2
TOTALS WI '98 4-Book	4280 4636	12031 12603	10.6 11.4		2710 3104	7792 8706	6.7 7.6		6153 6494	15731 16129	15.2 16.0		4784 5097	11492 12190	11.8 12.5		3031 3268	8936 9492	7.5 8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	183	3455	.2	1.2	199	1254	.2	.9	368	1968	.5	1.8	266	1602	.3	1.5	60	773	.1	.8
FA '97	229	3911	.3	1.5	229	1615	.3	1.0	357	1859	.4	1.7	353	1676	.4	2.0	156	1229	.2	1.9
SU '97	203	4713	.2	1.3	192	1261	.2	.9	293	1752	.4	1.4	167	1495	.2	.9	224	1770	.3	2.6
SP '97	178	4116	.2	1.2	173	1088	.2	.8	296	1856	.4	1.4	223	1403	.3	1.3	136	1489	.2	1.7
4-Book	198	4049	.2	1.3	198	1305	.2	.9	329	1859	.4	1.6	252	1544	.3	1.4	144	1315	.2	1.8
WI '97	166	3605	.2	1.1	180	1463	.2	.8	331	1814	.4	1.6	209	1416	.3	1.1	80	873	.1	1.0
WADO-AM																				
WI '98	224	2697	.3	1.5	570	2010	.7	2.6	292	1205	.4	1.4	237	989	.3	1.3	56	417	.1	.7
FA '97	195	2381	.2	1.3	449	1635	.6	2.0	324	1488	.4	1.6	173	1018	.2	1.0	32	306	.4	.4
SU '97	149	1908	.2	1.0	333	1247	.4	1.6	230	1086	.3	1.1	153	657	.2	.9	38	254	.4	.4
SP '97	193	2510	.2	1.3	460	1603	.6	2.1	327	1477	.4	1.6	184	877	.2	1.0	25	278	.3	.3
4-Book	190	2374	.2	1.3	453	1624	.6	2.1	293	1314	.4	1.4	187	885	.2	1.1	38	314	.5	.5
WI '97	187	2334	.2	1.2	501	1741	.6	2.3	247	1178	.3	1.2	138	774	.2	.8	43	363	.1	.5
WALK-FM																				
WI '98	141	1941	.2	.9	214	1192	.3	1.0	235	884	.3	1.2	169	1025	.2	.9	65	533	.1	.8
FA '97	146	2208	.2	1.0	205	1224	.3	.9	249	1150	.3	1.2	179	1325	.2	1.0	36	605	.4	.4
SU '97	157	1924	.2	1.0	240	1146	.3	1.1	279	1033	.3	1.3	172	1018	.2	1.0	47	507	.1	.5
SP '97	155	2289	.2	1.0	225	1254	.3	1.0	278	1243	.3	1.3	188	1274	.2	1.1	48	582	.1	.6
4-Book	150	2091	.2	1.0	221	1204	.3	1.0	260	1078	.3	1.3	177	1161	.2	1.0	49	557	.1	.6
WI '97	170	2272	.2	1.1	249	1405	.3	1.1	287	1207	.4	1.4	210	1308	.3	1.1	58	601	.1	.7
WAXQ-FM																				
WI '98	354	7731	.4	2.4	342	2817	.4	1.5	536	3610	.7	2.7	534	4225	.7	3.0	166	2283	.2	2.2
FA '97	309	7357	.4	2.0	352	2695	.4	1.6	454	3579	.6	2.2	405	4259	.5	2.2	162	2307	.2	2.0
SU '97	435	9013	.5	2.8	420	3081	.5	2.0	674	4538	.8	3.2	605	5052	.7	3.4	208	2882	.3	2.4
SP '97	471	8694	.6	3.1	529	3718	.6	2.4	744	4470	.9	3.5	614	5261	.8	3.4	195	3086	.2	2.4
4-Book	392	8199	.5	2.6	411	3078	.5	1.9	602	4049	.8	2.9	540	4699	.7	3.0	183	2640	.2	2.3
WI '97	477	8723	.6	3.1	459	3785	.6	2.1	769	4302	.9	3.7	683	5425	.8	3.7	219	2735	.3	2.7
WBAB-FM																				
WI '98	109	1986	.1	.7	135	753	.2	.6	192	1081	.2	1.0	142	1087	.2	.8	38	498	.5	.5
FA '97	126	2288	.2	.8	174	1122	.2	.8	208	1157	.3	1.0	172	1239	.2	1.0	57	633	.1	.7
SU '97	116	2178	.1	.8	149	945	.2	.7	195	1085	.2	.9	146	1176	.2	.8	37	559	.4	.4
SP '97	93	1925	.1	.6	95	866	.1	.4	142	981	.2	.7	135	1094	.2	.8	48	533	.1	.6
4-Book	111	2094	.1	.7	138	922	.2	.6	184	1076	.2	.9	149	1149	.2	.9	45	556	.1	.6
WI '97	111	1985	.1	.7	127	908	.2	.6	192	1049	.2	.9	134	1152	.2	.7	52	616	.1	.6
WHFM-FM																				
WI '98	1	59							19				1	13				7		
FA '97	2	32			5	27			3	17			1	11						
SU '97	3	108			4	45			4	57			3	23			1	16		
SP '97	1	44			1	16			2	28			1	14				7		
4-Book	2	61			3	22			2	30			2	15				8		
WI '97	1	72			1	21			1	43				7			1	15		
WBRR-AM																				
WI '98	43	1341	.1	.3	110	853	.1	.5	47	496	.1	.2	52	696	.1	.3	19	296	.2	.2
FA '97	44	1423	.1	.3	114	885	.1	.5	49	472	.1	.2	50	645	.1	.3	16	306	.2	.2
SU '97	40	1327	.3	.3	87	859	.1	.4	56	499	.1	.3	59	644	.1	.3	13	233	.2	.2
SP '97	40	1296	.3	.3	77	789	.1	.3	62	505	.1	.3	47	528	.1	.3	17	318	.2	.2
4-Book	42	1347	.1	.3	97	847	.1	.4	54	493	.1	.3	52	628	.1	.3	16	288	.2	.2
WI '97	56	1427	.1	.4	125	882	.2	.6	77	517	.1	.4	62	631	.1	.3	17	286	.2	.2
WBLI-FM																				
WI '98	134	2268	.2	.9	151	1126	.2	.7	198	1160	.2	1.0	186	1336	.2	1.0	68	707	.1	.9
FA '97	159	2210	.2	1.0	196	1234	.2	.9	292	1391	.4	1.4	198	1318	.2	1.1	58	740	.1	.7
SU '97	115	2060	.1	.8	115	896	.1	.5	202	1125	.2	1.0	142	1084	.2	.8	55	537	.1	.6
SP '97	134	2069	.2	.9	154	1108	.2	.7	215	1129	.3	1.0	178	1199	.2	1.0	56	599	.1	.7
4-Book	136	2152	.2	.9	154	1091	.2	.7	227	1201	.3	1.1	176	1234	.2	1.0	59	646	.1	.7
WI '97	125	1770	.2	.8	147	868	.2	.7	237	1042	.3	1.1	160	1016	.2	.9	45	555	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	482	8889	.6	3.2	487	3646	.6	2.2	519	3842	.6	2.6	540	4066	.7	3.0	395	3474	.5	5.2
FA '97	448	8663	.6	2.9	494	3402	.6	2.2	519	3705	.6	2.5	516	4114	.6	2.9	343	3275	.4	4.2
SU '97	505	9083	.6	3.3	552	3580	.7	2.6	589	3995	.7	2.8	505	4454	.6	2.9	421	3528	.5	4.9
SP '97	528	8870	.6	3.4	655	4133	.8	2.9	713	4042	.9	3.4	537	3918	.7	3.0	337	3363	.4	4.2
4-Book	491	8876	.6	3.2	547	3690	.7	2.5	585	3896	.7	2.8	525	4138	.7	3.0	374	3410	.5	4.6
WI '97	625	9037	.8	4.0	795	4169	1.0	3.6	826	4177	1.0	3.9	672	4520	.8	3.7	430	3443	.5	5.3
WBZO-FM																				
WI '98	64	1403	.1	.4	80	666	.1	.4	111	597	.1	.6	74	648	.1	.4	16	348		.2
FA '97	79	1393	.1	.5	81	614	.1	.4	123	660	.2	.6	107	850	.1	.6	26	371		.3
SU '97	57	1085	.1	.4	59	437	.1	.3	88	515	.1	.4	60	498	.1	.3	20	249		.2
SP '97	66	1292	.1	.4	71	606	.1	.3	120	696	.1	.6	85	708	.1	.5	23	306		.3
4-Book	67	1293	.1	.4	73	581	.1	.4	111	617	.1	.6	82	676	.1	.5	21	319		.3
WI '97	71	1186	.1	.5	73	499	.1	.3	116	550	.1	.6	91	668	.1	.5	26	336		.3
WCBS-AM																				
WI '98	221	6489	.3	1.5	578	4344	.7	2.6	182	2178	.2	.9	237	2832	.3	1.3	86	1616	.1	1.1
FA '97	252	6889	.3	1.6	581	4344	.7	2.6	215	2533	.3	1.1	283	3188	.3	1.6	108	1745	.1	1.3
SU '97	273	7418	.3	1.8	694	5019	.9	3.3	238	2556	.3	1.1	295	3023	.4	1.7	116	1686	.1	1.4
SP '97	223	6684	.3	1.5	610	4584	.7	2.7	163	1978	.2	.8	215	2705	.3	1.2	99	1708	.1	1.2
4-Book	242	6870	.3	1.6	616	4573	.8	2.8	200	2311	.3	1.0	258	2937	.3	1.5	102	1689	.1	1.3
WI '97	272	7703	.3	1.8	758	5211	.9	3.4	175	2795	.2	.8	237	3216	.3	1.3	122	1979	.1	1.5
WCBS-FM																				
WI '98	559	8825	.7	3.7	750	4381	.9	3.4	903	4232	1.1	4.5	691	4670	.8	3.9	180	2182	.2	2.3
FA '97	664	9734	.8	4.3	824	4871	1.0	3.7	1162	4967	1.4	5.7	766	5172	.9	4.2	230	2745	.3	2.8
SU '97	607	10323	.7	4.0	690	4426	.8	3.3	978	5101	1.2	4.7	683	4846	.8	3.9	214	2809	.3	2.5
SP '97	643	9533	.8	4.2	880	4683	1.1	4.0	1016	4596	1.2	4.8	759	4593	.9	4.3	293	2600	.4	3.6
4-Book	618	9604	.8	4.1	786	4590	1.0	3.6	1015	4724	1.2	4.9	725	4820	.9	4.1	229	2584	.3	2.8
WI '97	644	10292	.8	4.2	809	4855	1.0	3.7	1034	4732	1.3	4.9	807	5127	1.0	4.4	282	2801	.3	3.5
+WDRE-FM																				
WI '98	7	207			4	79			11	99		.1	11	143		.1	2	59		
FA '97	6	192			9	92			9	94			5	65			1	24		
SU '97	8	278		.1	9	83			9	118			8	108			5	100		.1
SP '97	8	276		.1	8	123			10	118			9	145		.1	2	54		
4-Book	7	238		.1	8	94			10	107			8	115		.1	3	59		
WI '97	4	183			8	50			3	87			4	71			3	62		
WLIR-FM																				
WI '98	64	2258	.1	.4	84	808	.1	.4	87	865	.1	.4	84	1151	.1	.5	25	542		.3
FA '97	70	2495	.1	.5	67	782	.1	.3	99	980	.1	.5	115	1331	.1	.6	39	822		.5
SU '97	108	3103	.1	.7	89	1186	.1	.4	131	1364	.2	.6	119	1560	.1	.7	66	1191	.1	.8
SP '97	94	2447	.1	.6	109	881	.1	.5	139	1157	.2	.7	126	1131	.2	.7	42	793	.1	.5
4-Book	84	2576	.1	.6	87	914	.1	.4	114	1092	.2	.6	111	1293	.1	.6	43	837	.1	.5
WI '97	63	2083	.1	.4	66	758	.1	.3	103	805	.1	.5	82	946	.1	.4	38	606		.5
WFAN-AM																				
WI '98	324	6321	.4	2.2	553	2687	.7	2.5	376	2505	.5	1.9	483	3085	.6	2.7	183	1878	.2	2.4
FA '97	419	7486	.5	2.7	558	2987	.7	2.5	578	3026	.7	2.8	670	3890	.8	3.7	172	2216	.2	2.1
SU '97	405	7414	.5	2.6	584	3139	.7	2.8	532	3281	.7	2.5	586	3591	.7	3.3	211	2309	.3	2.5
SP '97	376	6879	.5	2.4	598	3208	.7	2.7	527	2913	.6	2.5	523	3566	.6	2.9	180	2255	.2	2.2
4-Book	381	7025	.5	2.5	573	3005	.7	2.6	503	2931	.6	2.4	566	3533	.7	3.2	187	2165	.2	2.3
WI '97	389	6270	.5	2.5	605	2707	.7	2.7	581	2731	.7	2.8	634	3454	.8	3.4	135	1616	.2	1.7
WFAS-FM																				
WI '98	67	1037	.1	.4	95	588	.1	.4	136	573	.2	.7	77	569	.1	.4	23	341		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	74	1030	.1	.5	125	576	.2	.6	103	506	.1	.5	54	351	.1	.3	41	383	.1	.5
FA '97	87	1262	.1	.6	135	651	.2	.6	76	415	.1	.4	49	328	.1	.3	80	483	.1	1.0
SU '97	50	1272	.1	.3	64	558	.1	.3	39	335	.2	.2	40	384	.1	.2	45	418	.1	.5
SP '97	82	1261	.1	.5	84	520	.1	.4	102	505	.1	.5	61	409	.1	.3	60	405	.1	.7
4-Book	73	1206	.1	.5	102	576	.2	.5	80	440	.1	.4	51	368	.1	.3	57	422	.1	.7
WI '97	62	1082	.1	.4	106	528	.1	.5	54	370	.1	.3	36	334	.1	.2	49	393	.1	.6
WHLI-AM																				
WI '98	* 1	53			* 1	6			1	35			* 2	20						
FA '97	11	113		.1	13	65		.1	15	51		.1	14	41		.1	**	**	**	**
SU '97	4	80			5	23			2	27			4	29			**	**	**	**
SP '97	7	96			13	54		.1	10	63			3	56			**	**	**	**
4-Book	6	86			8	37		.1	7	44			6	37			**	**	**	**
WI '97	16	86		.1	13	48		.1	27	53		.1	19	40		.1	**	**	**	**
WHTZ-FM																				
WI '98	791	15834	1.0	5.3	1064	7814	1.3	4.8	987	7127	1.2	4.9	1057	8847	1.3	5.9	467	5848	.6	6.1
FA '97	694	14928	.9	4.5	903	6909	1.1	4.0	914	6723	1.1	4.5	897	8302	1.1	5.0	395	5189	.5	4.9
SU '97	756	16661	.9	4.9	1030	7547	1.3	4.9	1021	8163	1.3	4.9	931	8735	1.1	5.3	447	6076	.5	5.2
SP '97	587	14252	.7	3.8	848	6840	1.0	3.8	725	6605	.9	3.4	707	7376	.9	4.0	356	5065	.4	4.4
4-Book	707	15419	.9	4.6	961	7278	1.2	4.4	912	7155	1.1	4.4	898	8315	1.1	5.1	416	5545	.5	5.2
WI '97	570	13319	.7	3.7	735	5856	.9	3.3	795	6249	1.0	3.8	731	7173	.9	4.0	316	4484	.4	3.9
WHUD-FM																				
WI '98	87	1049	.1	.6	130	665	.2	.6	138	511	.2	.7	111	600	.1	.6	35	316		.5
FA '97	32	768		.2	64	456	.1	.3	54	291	.1	.3	34	300		.2	9	152		.1
SU '97	64	1112	.1	.4	121	560	.1	.6	98	385	.1	.5	54	409	.1	.3	21	408		.2
SP '97	52	1151	.1	.3	82	550	.1	.4	65	427	.1	.3	69	581	.1	.4	19	443		.2
4-Book	59	1020	.1	.4	99	558	.1	.5	89	404	.1	.5	67	473	.1	.4	21	330		.3
WI '97	80	1211	.1	.5	153	658	.2	.7	117	548	.1	.6	99	696	.1	.5	20	292		.2
WINS-AM																				
WI '98	332	10219	.4	2.2	900	6815	1.1	4.1	257	2792	.3	1.3	360	3568	.4	2.0	150	2084	.2	2.0
FA '97	326	10708	.4	2.1	925	7106	1.1	4.1	241	3207	.3	1.2	324	3735	.4	1.8	125	2130	.2	1.5
SU '97	371	10689	.5	2.4	1052	7378	1.3	5.0	313	3113	.4	1.5	340	3404	.4	1.9	151	2117	.2	1.8
SP '97	340	9988	.4	2.2	980	6692	1.2	4.4	275	2935	.3	1.3	259	3176	.3	1.5	126	1764	.2	1.6
4-Book	342	10401	.4	2.2	964	6998	1.2	4.4	272	3012	.3	1.3	321	3471	.4	1.8	138	2024	.2	1.7
WI '97	356	10763	.4	2.3	974	7309	1.2	4.4	336	3233	.4	1.6	312	3463	.4	1.7	120	1964	.1	1.5
WKJY-FM																				
WI '98	111	1323	.1	.7	150	651	.2	.7	227	721	.3	1.1	143	790	.2	.8	21	302		.3
FA '97	76	1329	.1	.5	86	612	.1	.4	142	681	.2	.7	94	714	.1	.5	38	371		.5
SU '97	101	1389	.1	.7	113	743	.1	.5	221	814	.3	1.1	136	792	.2	.8	23	342		.3
SP '97	71	1164	.1	.5	89	528	.1	.4	143	607	.2	.7	81	570	.1	.5	29	345		.4
4-Book	90	1301	.1	.6	110	634	.1	.5	183	706	.3	.9	114	717	.2	.7	28	340		.4
WI '97	91	1217	.1	.6	100	564	.1	.5	194	632	.2	.9	131	706	.2	.7	28	328		.3
WKTU-FM																				
WI '98	833	15654	1.0	5.6	842	6917	1.0	3.8	1117	7346	1.4	5.5	1143	9024	1.4	6.4	518	5616	.6	6.8
FA '97	977	15776	1.2	6.4	1032	6993	1.3	4.6	1340	8235	1.6	6.6	1323	9386	1.6	7.3	652	6594	.8	8.0
SU '97	963	17301	1.2	6.3	989	7685	1.2	4.7	1272	8799	1.6	6.1	1244	9794	1.5	7.0	666	6906	.8	7.8
SP '97	1009	16543	1.2	6.6	1090	7403	1.3	4.9	1495	8827	1.8	7.1	1300	9529	1.6	7.3	546	6399	.7	6.8
4-Book	946	16319	1.2	6.2	988	7250	1.2	4.5	1306	8302	1.6	6.3	1253	9433	1.5	7.0	596	6379	.7	7.4
WI '97	1015	16662	1.2	6.5	1153	8179	1.4	5.2	1382	8593	1.7	6.6	1307	9782	1.6	7.1	623	6578	.8	7.7
WLIB-AM																				
WI '98	* 155	1456	.2	1.0	* 137	479	.2	.6	146	596	.2	.7	* 134	427	.2	.7				
FA '97	147	1562	.2	1.0	102	431	.1	.5	151	728	.2	.7	108	498	.1	.6	**	**	**	**
SU '97	229	1909	.3	1.5	212	824	.3	1.0	223	735	.3	1.1	216	1031	.3	1.2	**	**	**	**
SP '97	157	2101	.2	1.0	148	897	.2	.7	152	1057	.2	.7	147	789	.2	.8				
4-Book	172	1757	.2	1.1	150	658	.2	.7	168	779	.2	.8	151	686	.2	.8	**	**	**	**
WI '97	179	1668	.2	1.2	148	528	.2	.7	140	624	.2	.7	140	516	.2	.8	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WLTW-FM																					
WI '98	1021	13809	1.3	6.8	1019	6372	1.3	4.6	1926	7309	2.4	9.5	1351	7567	1.7	7.6	465	4650	.6	6.1	
FA '97	1035	13619	1.3	6.8	1177	6590	1.4	5.2	1788	7122	2.2	8.7	1288	7540	1.6	7.1	556	5261	.7	6.8	
SU '97	1071	13991	1.3	7.0	1071	6602	1.3	5.1	1999	7448	2.5	9.6	1370	7663	1.7	7.7	533	4857	.7	6.2	
SP '97	1047	13165	1.3	6.8	1136	6718	1.4	5.1	1933	6952	2.4	9.2	1353	7269	1.7	7.6	495	4642	.6	6.1	
4-Book	1044	13646	1.3	6.9	1101	6571	1.4	5.0	1912	7208	2.4	9.3	1341	7510	1.7	7.5	512	4853	.7	6.3	
WI '97	925	12697	1.1	6.0	977	6080	1.2	4.4	1626	6524	2.0	7.7	1260	6919	1.5	6.9	441	4411	.5	5.4	
WMCA-AM																					
WI '98	41	643	.1	.3	97	325	.1	.4	41	271	.1	.2	27	147	.1	.2	25	198	.3	.3	
FA '97	40	752	.3	.3	92	417	.1	.4	28	160	.1	.1	48	268	.1	.3	28	284	.3	.3	
SU '97	29	691	.2	.2	58	321	.1	.3	39	200	.1	.2	23	168	.1	.1	19	219	.2	.2	
SP '97	68	742	.1	.4	140	480	.2	.6	78	316	.1	.4	62	307	.1	.3	37	259	.5	.5	
4-Book	45	707	.1	.3	97	386	.1	.4	47	237	.1	.2	40	223	.1	.2	27	240	.3	.3	
WI '97	37	711	.2	.2	84	412	.1	.4	39	195	.1	.2	24	254	.1	.1	21	231	.3	.3	
WMJC-FM																					
WI '98	46	541	.1	.3	49	253	.1	.2	71	307	.1	.4	72	355	.1	.4	18	204	.2	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '97	46	535	.1	.3	55	302	.1	.3	72	297	.1	.3	61	381	.1	.3	20	296	.2	.2	
SP '97	40	624	.3	.3	48	360	.1	.2	53	337	.1	.3	43	362	.1	.2	18	262	.2	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMTR-AM																					
WI '98	11	153	.1	.1	18	82	.1	.1	31	43	.1	.2	10	60	.1	.1		41	.1	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	6	122	.1	.1	5	46	.1	.1	16	56	.1	.1	10	44	.1	.1		7	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	4	101	.1	.1	17	101	.1	.1	1	37	.1	.1	2	34	.1	.1			.1	.1	
WNEV-FM																					
WI '98	334	7529	.4	2.2	401	2907	.5	1.8	504	3237	.6	2.5	423	3979	.5	2.4	194	2378	.2	2.5	
FA '97	385	8164	.5	2.5	471	3297	.6	2.1	668	3806	.8	3.3	490	4078	.6	2.7	127	2077	.2	1.6	
SU '97	407	8567	.5	2.7	456	3025	.6	2.2	674	4003	.8	3.2	511	4759	.6	2.9	179	2664	.2	2.1	
SP '97	376	7660	.5	2.4	452	3179	.6	2.0	603	3751	.7	2.9	490	4225	.6	2.7	127	2257	.2	1.6	
4-Book	376	7980	.5	2.5	445	3102	.6	2.0	612	3699	.7	3.0	479	4260	.6	2.7	157	2344	.2	2.0	
WI '97	448	8256	.6	2.9	548	3564	.7	2.5	768	4158	.9	3.7	567	4555	.7	3.1	171	2541	.2	2.1	
+WNSR-FM																					
WI '98	318	8394	.4	2.1	358	3613	.4	1.6	535	3529	.7	2.7	431	4114	.5	2.4	131	2454	.2	1.7	
FA '97	322	7731	.4	2.1	343	3000	.4	1.5	548	3728	.7	2.7	463	3927	.6	2.6	130	2255	.2	1.6	
SU '97	359	8766	.4	2.3	302	3064	.4	1.4	587	4025	.7	2.8	542	4574	.7	3.1	173	2593	.2	2.0	
SP '97	347	7724	.4	2.3	270	2836	.3	1.2	612	3674	.8	2.9	539	4287	.7	3.0	159	2430	.2	2.0	
4-Book	337	8154	.4	2.2	318	3128	.4	1.4	571	3739	.7	2.8	494	4226	.6	2.8	148	2433	.2	1.8	
WI '97	347	7615	.4	2.2	340	3103	.4	1.5	555	3133	.7	2.6	456	3586	.6	2.5	148	2165	.2	1.8	
WNWK-FM																					
WI '98	128	2503	.2	.9	32	297	.1	.1	44	391	.1	.2	124	893	.2	.7	172	972	.2	2.2	
FA '97	151	2575	.2	1.0	45	339	.1	.2	81	553	.1	.4	155	906	.2	.9	178	1012	.2	2.2	
SU '97	147	2465	.2	1.0	68	546	.1	.3	103	622	.1	.5	134	1002	.2	.8	203	1132	.2	2.4	
SP '97	154	2822	.2	1.0	57	527	.1	.3	79	740	.1	.4	134	921	.2	.8	204	1374	.3	2.5	
4-Book	145	2591	.2	1.0	51	427	.1	.2	77	577	.1	.4	137	931	.2	.8	189	1123	.2	2.3	
WI '97	162	2679	.2	1.0	68	548	.1	.3	109	699	.1	.5	127	931	.2	.7	177	1090	.2	2.2	
WOR -AM																					
WI '98	106	2336	.1	.7	157	806	.2	.7	130	857	.2	.6	180	1039	.2	1.0	48	588	.1	.6	
FA '97	133	2545	.2	.9	172	1114	.2	.8	125	881	.2	.6	259	1146	.3	1.4	117	935	.1	1.4	
SU '97	129	2613	.2	.8	145	977	.2	.7	143	1006	.2	.7	302	1165	.4	1.7	79	712	.1	.9	
SP '97	126	2383	.2	.8	209	928	.3	.9	104	849	.1	.5	275	1095	.3	1.5	54	643	.1	.7	
4-Book	124	2469	.2	.8	171	956	.2	.8	126	898	.2	.6	254	1111	.3	1.4	75	720	.1	.9	
WI '97	151	2655	.2	1.0	202	1206	.2	.9	154	971	.2	.7	324	1288	.4	1.8	85	877	.1	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPAT-FM																				
WI '98	568	6804	.7	3.8	542	3063	.7	2.4	677	3357	.8	3.4	630	3748	.8	3.5	379	2644	.5	4.9
FA '97	563	6589	.7	3.7	603	3138	.7	2.7	647	3332	.8	3.2	529	3189	.7	2.9	462	2914	.6	5.7
SU '97	521	6063	.6	3.4	495	2877	.6	2.4	724	3510	.9	3.5	558	3199	.7	3.2	407	2600	.5	4.8
SP '97	586	6419	.7	3.8	635	3283	.8	2.9	811	3522	1.0	3.9	620	3569	.8	3.5	364	2570	.4	4.5
4-Book	560	6469	.7	3.7	569	3090	.7	2.6	715	3430	.9	3.5	584	3426	.8	3.3	403	2682	.5	5.0
WI '97	637	6505	.8	4.1	638	3500	.8	2.9	854	3676	1.0	4.1	736	3574	.9	4.0	389	2548	.5	4.8
WPLJ-FM																				
WI '98	591	11884	.7	3.9	1011	6381	1.2	4.6	837	4645	1.0	4.1	883	6677	1.1	4.9	173	3395	.2	2.3
FA '97	630	11739	.8	4.1	1022	5927	1.3	4.5	816	5195	1.0	4.0	967	7210	1.2	5.4	235	3483	.3	2.9
SU '97	639	13102	.8	4.2	1016	6487	1.2	4.8	909	6321	1.1	4.4	915	7350	1.1	5.2	220	3805	.3	2.6
SP '97	591	11890	.7	3.8	995	6220	1.2	4.5	764	4955	.9	3.6	947	6746	1.2	5.3	170	2856	.2	2.1
4-Book	613	12154	.8	4.0	1011	6254	1.2	4.6	832	5279	1.0	4.0	928	6996	1.2	5.2	200	3385	.3	2.5
WI '97	622	11867	.8	4.0	1054	5749	1.3	4.8	908	4980	1.1	4.3	896	6789	1.1	4.9	174	3125	.2	2.1
WQCD-FM																				
WI '98	581	8947	.7	3.9	581	3839	.7	2.6	869	4055	1.1	4.3	729	4505	.9	4.1	350	3361	.4	4.6
FA '97	451	7490	.6	2.9	454	3033	.6	2.0	619	3495	.8	3.0	555	3954	.7	3.1	318	2993	.4	3.9
SU '97	537	8484	.7	3.5	538	3592	.7	2.6	850	4265	1.0	4.1	688	4610	.8	3.9	344	3451	.4	4.0
SP '97	576	8908	.7	3.7	563	3722	.7	2.5	793	4105	1.0	3.8	687	4654	.8	3.9	408	3363	.5	5.1
4-Book	536	8457	.7	3.5	534	3547	.7	2.4	783	3980	1.0	3.8	665	4431	.8	3.8	355	3292	.4	4.4
WI '97	561	8589	.7	3.6	600	3868	.7	2.7	832	4022	1.0	4.0	615	4270	.8	3.3	401	3460	.5	5.0
WQEV-AM																				
WI '98	27	612	.2		30	176	.1		41	257	.1	.2	34	264	.2		13	132	.2	
FA '97	39	718	.3		62	262	.1	.3	54	228	.1	.3	38	282	.2		14	181	.2	
SU '97	25	622	.2		28	208	.1		26	160	.1		29	240	.2		14	134	.2	
SP '97	50	747	.1	.3	56	237	.1	.3	62	280	.1	.3	61	288	.1	.3	27	298	.3	
4-Book	35	675	.3		44	221	.1	.2	46	231	.1	.2	41	269	.2		17	186	.2	
WI '97	34	642	.2		53	411	.1	.2	46	223	.1	.2	38	251	.2		8	97	.1	
WQHT-FM																				
WI '98	904	12661	1.1	6.0	1075	6404	1.3	4.9	1143	6896	1.4	5.7	1083	7504	1.3	6.1	745	5733	.9	9.7
FA '97	1027	13146	1.3	6.7	1318	6952	1.6	5.9	1234	7299	1.5	6.0	1274	7989	1.6	7.1	716	6016	.9	8.8
SU '97	1022	12955	1.3	6.7	1245	6749	1.5	5.9	1283	7256	1.6	6.1	1251	7802	1.5	7.1	791	6072	1.0	9.3
SP '97	1116	13367	1.4	7.3	1297	6810	1.6	5.8	1257	7461	1.5	6.0	1391	7843	1.7	7.8	928	6487	1.1	11.5
4-Book	1017	13032	1.3	6.7	1234	6729	1.5	5.6	1229	7228	1.5	6.0	1250	7785	1.5	7.0	795	6077	1.0	9.8
WI '97	1073	12279	1.3	6.9	1270	6844	1.6	5.7	1212	6946	1.5	5.8	1350	7722	1.7	7.3	837	5709	1.0	10.3
WQXR-FM																				
WI '98	176	3369	.2	1.2	169	1471	.2	.8	316	1431	.4	1.6	231	1589	.3	1.3	68	921	.1	.9
FA '97	148	2999	.2	1.0	186	1312	.2	.8	194	1152	.2	.9	157	1286	.2	.9	125	1070	.2	1.5
SU '97	156	2624	.2	1.0	128	999	.2	.6	233	1145	.3	1.1	175	1192	.2	1.0	117	1190	.1	1.4
SP '97	196	3291	.2	1.3	201	1335	.2	.9	320	1430	.4	1.5	227	1415	.3	1.3	113	1029	.1	1.4
4-Book	169	3071	.2	1.1	171	1279	.2	.8	266	1290	.3	1.3	198	1371	.3	1.1	106	1053	.1	1.3
WI '97	206	3699	.3	1.3	206	1549	.3	.9	244	1332	.3	1.2	255	1759	.3	1.4	166	1364	.2	2.0
WRKS-FM																				
WI '98	776	10733	1.0	5.2	1084	5837	1.3	4.9	920	4928	1.1	4.6	892	6165	1.1	5.0	581	4488	.7	7.6
FA '97	839	11232	1.0	5.5	1249	6128	1.5	5.6	1064	5737	1.3	5.2	929	5603	1.1	5.1	538	4301	.7	6.6
SU '97	877	11798	1.1	5.7	1040	5757	1.3	4.9	1148	6099	1.4	5.5	971	6117	1.2	5.5	646	4671	.8	7.6
SP '97	807	11713	1.0	5.3	1160	6320	1.4	5.2	1067	5766	1.3	5.1	864	5738	1.1	4.8	546	4526	.7	6.8
4-Book	825	11369	1.0	5.4	1133	6011	1.4	5.2	1050	5633	1.3	5.1	914	5906	1.1	5.1	578	4497	.7	7.2
WI '97	802	11089	1.0	5.2	1063	5822	1.3	4.8	979	5537	1.2	4.7	907	5518	1.1	4.9	570	4459	.7	7.0
WSKQ-FM																				
WI '98	1166	10012	1.4	7.8	2092	6845	2.6	9.4	1376	5438	1.7	6.8	1043	5673	1.3	5.8	504	3651	.6	6.6
FA '97	1094	9572	1.3	7.1	1830	6537	2.3	8.1	1349	5620	1.7	6.6	1043	5297	1.3	5.8	536	3769	.7	6.6
SU '97	966	9215	1.2	6.3	1461	5720	1.8	6.9	1153	5100	1.4	5.5	867	5017	1.1	4.9	453	3458	.6	5.3
SP '97	875	8677	1.1	5.7	1467	5378	1.8	6.6	1061	4673	1.3	5.0	790	4483	1.0	4.4	451	3112	.6	5.6
4-Book	1025	9369	1.3	6.7	1713	6120	2.1	7.8	1235	5208	1.5	6.0	936	5118	1.2	5.2	486	3498	.6	6.0
WI '97	838	8578	1.0	5.4	1310	5272	1.6	5.9	960	4525	1.2	4.6	804	4456	1.0	4.4	416	2960	.5	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
	WVDJ-AM																					
WI '98	47	389	.1	.3	86	290	.1	.4	47	154	.1	.2	38	180		.2	29	204		.4		
FA '97	41	589	.1	.3	67	360	.1	.3	39	240		.2	51	256	.1	.3	35	129		.4		
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																						
WI '98	54	847	.1	.4	61	273	.1	.3	66	309	.1	.3	62	357	.1	.3	36	240		.5		
FA '97	40	835		.3	31	214		.1	59	285	.1	.3	47	282	.1	.3	20	152		.2		
SU '97	27	694		.2	40	220		.2	19	142		.1	23	182		.1	14	157		.2		
SP '97	64	1024	.1	.4	62	321	.1	.3	66	343	.1	.3	52	334	.1	.3	41	283	.1	.5		
4-Book	46	850	.1	.3	49	257	.1	.2	53	270	.1	.3	46	289	.1	.3	28	208		.4		
WI '97	67	984	.1	.4	65	394	.1	.3	59	389	.1	.3	45	325	.1	.2	53	327	.1	.7		
+WVYV-FM																						
WI '98	6	73			8	48			9	31			10	44		.1	3	19				
FA '97	6	95			9	62			7	55			6	41			8	31		.1		
SU '97	5	72			6	31			5	26			5	60			3	34				
SP '97		19				7				7				7				12				
4-Book	4	65			6	37			5	30			5	38			4	24				
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																						
WI '98	82	1147	.1	.5	114	583	.1	.5	126	651	.2	.6	95	596	.1	.5	40	402		.5		
FA '97	73	1164	.1	.5	96	599	.1	.4	92	587	.1	.4	85	738	.1	.5	40	421		.5		
SU '97	100	1432	.1	.7	96	599	.1	.5	131	705	.2	.6	149	897	.2	.8	42	606	.1	.5		
SP '97	76	1287	.1	.5	56	633	.1	.3	93	659	.1	.4	94	860	.1	.5	59	526	.1	.7		
4-Book	83	1258	.1	.6	91	604	.1	.4	111	651	.2	.5	106	773	.1	.6	45	489	.1	.6		
WI '97	67	1416	.1	.4	70	594	.1	.3	92	594	.1	.4	99	905	.1	.5	44	475	.1	.5		
+WVZY-FM																						
WI '98	79	896	.1	.5	98	583	.1	.4	92	554	.1	.5	110	701	.1	.6	48	474	.1	.6		
FA '97	58	717	.1	.4	64	311	.1	.3	72	370	.1	.4	88	476	.1	.5	29	324		.4		
SU '97	75	864	.1	.5	72	416	.1	.3	96	497	.1	.5	101	610	.1	.6	39	365		.5		
SP '97	59	893	.1	.4	90	470	.1	.4	87	485	.1	.4	61	559	.1	.3	25	303		.3		
4-Book	68	843	.1	.5	81	445	.1	.4	87	477	.1	.5	90	587	.1	.5	35	367		.5		
WI '97	74	816	.1	.5	65	373	.1	.3	100	406	.1	.5	124	626	.2	.7	40	277		.5		
WXRK-FM																						
WI '98	965	13591	1.2	6.4	3369	10963	4.1	15.2	1094	6531	1.3	5.4	580	4196	.7	3.2	234	2731	.3	3.1		
FA '97	904	13121	1.1	5.9	3262	10525	4.0	14.5	968	6623	1.2	4.7	515	4087	.6	2.9	229	2486	.3	2.8		
SU '97	755	13463	.9	4.9	2835	10063	3.5	13.5	755	6291	.9	3.6	385	3923	.5	2.2	163	2616	.2	1.9		
SP '97	815	13433	1.0	5.3	2872	10491	3.5	12.9	849	6029	1.0	4.0	505	3888	.6	2.8	192	2679	.2	2.4		
4-Book	860	13402	1.1	5.6	3085	10511	3.8	14.0	917	6369	1.1	4.4	496	4024	.6	2.8	205	2628	.3	2.6		
WI '97	808	12639	1.0	5.2	2773	9695	3.4	12.5	887	5646	1.1	4.2	513	4348	.6	2.8	209	2692	.3	2.6		
WXV-FM																						
WI '98	115	2802	.1	.8	199	1507	.2	.9	121	1151	.1	.6	186	1601	.2	1.0	38	702		.5		
FA '97	95	2455	.1	.6	183	1293	.2	.8	116	1040	.1	.6	147	1320	.2	.8	26	601		.3		
SU '97	74	2096	.1	.5	134	920	.2	.6	89	751	.1	.4	90	1114	.1	.5	32	468		.4		
SP '97	77	2095	.1	.5	136	1139	.2	.6	88	789	.1	.4	121	1101	.1	.7	22	492		.3		
4-Book	90	2362	.1	.6	163	1215	.2	.7	104	933	.1	.5	136	1284	.2	.8	30	566		.4		
WI '97	100	2291	.1	.6	189	1223	.2	.9	107	1014	.1	.5	136	1136	.2	.7	39	685		.5		
TOTALS																						
WI '98	14980	77957	18.4		22142	68517	27.2		20174	58322	24.8		17888	64193	22.0		7669	46531	9.4			
FA '97	15306	78493	18.8		22475	69819	27.6		20456	59613	25.2		18048	65248	22.2		8140	49124	10.0			
SU '97	15296	78393	18.8		21027	68568	25.8		20890	61015	25.7		17713	64924	21.8		8547	50417	10.5			
SP '97	15364	78171	18.9		22229	69343	27.3		21024	59664	25.8		17839	64649	21.9		8055	48344	9.9			
4-Book	15237	78254	18.7		21968	69062	27.0		20636	59654	25.4		17872	64754	22.0		8103	48604	10.0			
WI '97	15515	78632	19.1		22104	69680	27.2		20993	59555	25.8		18393	64832	22.6		8098	47076	9.9			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																							
WI '98		285	2838	.4	1.4	84	1373	.1	.8	111	347	.1	1.1	81	302	.1	.4	95	309	.1	.7		
4-Book		265	2938	.4	1.3	115	1656	.1	1.0	132	372	.2	1.2	113	420	.1	.6	138	417	.2	1.0		
WADO-AM																							
WI '98		361	2512	.4	1.8	95	1272	.1	.9	323	868	.4	3.1	114	319	.1	.6	82	184	.1	.6		
4-Book		310	2206	.4	1.6	81	1080	.1	.8	249	652	.3	2.3	106	317	.1	.6	51	139	.1	.4		
WALK-FM																							
WI '98		208	1634	.3	1.0	72	855	.1	.7	78	241	.1	.8	146	373	.2	.8	87	286	.1	.7		
4-Book		223	1787	.3	1.1	88	1009	.1	.8	105	337	.2	1.0	176	479	.2	.9	100	314	.1	.8		
WAXQ-FM																							
WI '98		476	6173	.6	2.4	266	4001	.3	2.5	211	890	.3	2.0	503	1591	.6	2.8	359	1401	.4	2.8		
4-Book		524	6636	.7	2.6	301	4343	.4	2.7	236	914	.3	2.1	572	1821	.7	3.1	437	1486	.5	3.3		
WBAB-FM																							
WI '98		159	1699	.2	.8	70	1004	.1	.7	56	235	.1	.5	142	455	.2	.8	90	331	.1	.7		
4-Book		159	1764	.2	.8	71	998	.1	.7	60	231	.1	.5	147	458	.2	.8	99	337	.1	.7		
WHFM-FM																							
WI '98			19			2	59				6			6	52			2	25				
4-Book		2	41			2	33			2	8			4	23			4	18				
WBBR-AM																							
WI '98		68	1166	.1	.3	15	441		.1	41	263	.1	.4	21	164		.1	6	41				
4-Book		67	1188	.1	.3	16	420		.2	27	142		.3	29	137		.2	9	46		.1		
WBLI-FM																							
WI '98		180	1931	.2	.9	97	1302	.1	.9	106	374	.1	1.0	185	543	.2	1.0	127	446	.2	1.0		
4-Book		189	1843	.2	.9	93	1147	.1	.9	96	316	.1	.9	182	549	.2	1.0	125	422	.2	.9		
WBLS-FM																							
WI '98		516	6763	.6	2.6	480	5017	.6	4.5	311	839	.4	3.0	638	1635	.8	3.5	648	1681	.8	5.0		
4-Book		555	6695	.7	2.8	456	4955	.6	4.1	322	910	.4	3.0	580	1574	.7	3.2	460	1299	.6	3.5		
WBZD-FM																							
WI '98		90	1103	.1	.4	51	793	.1	.5	51	233	.1	.5	100	323	.1	.5	36	168		.3		
4-Book		90	1047	.1	.5	55	694	.1	.5	48	177	.1	.5	110	321	.1	.6	68	208	.1	.5		
WCBS-AM																							
WI '98		321	5805	.4	1.6	134	3015	.2	1.2	250	1186	.3	2.4	133	795	.2	.7	90	428	.1	.7		
4-Book		346	6078	.4	1.7	154	3409	.2	1.4	318	1360	.4	2.9	163	858	.2	.9	112	482	.1	.9		
WCBS-FM																							
WI '98		791	7462	1.0	3.9	402	4333	.5	3.7	393	1213	.5	3.8	745	1966	.9	4.1	450	1357	.6	3.5		
4-Book		855	7834	1.1	4.2	460	5080	.6	4.1	468	1372	.6	4.3	808	2133	1.0	4.4	583	1565	.7	4.4		
+WDRE-FM																							
WI '98		9	178			7	148		.1	1	10			13	68		.1	17	76		.1		
4-Book		9	189			8	138		.1	3	24			16	62		.1	13	58		.1		
WLIR-FM																							
WI '98		85	1757	.1	.4	53	1072	.1	.5	22	170		.2	131	456	.2	.7	72	316	.1	.6		
4-Book		105	2031	.1	.5	75	1296	.1	.7	59	256	.1	.5	142	538	.2	.8	109	428	.2	.8		
WFAN-AM																							
WI '98		463	5271	.6	2.3	172	2758	.2	1.6	221	834	.3	2.1	221	844	.3	1.2	145	548	.2	1.1		
4-Book		544	5747	.7	2.7	223	3416	.3	2.0	250	855	.3	2.3	279	1028	.4	1.5	192	650	.2	1.4		
WFAS-FM																							
WI '98		105	857	.1	.5	30	408		.3	51	141	.1	.5	45	129	.1	.2	46	135	.1	.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WFME-FM																							
WI '98		95	797	.1	.5	57	626	.1	.5	107	206	.1	1.0	48	173	.1	.3	20	93		.2		
4-Book		78	846	.1	.4	76	805	.1	.7	95	244	.1	.9	76	222	.1	.4	46	130	.1	.4		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM																				
WI '98	* 1	41			* 3	19			* 2	6			1	12			* 3	6		
4-Book	7	70				36						3	15							
WHTZ-FM																				
WI '98	1032	13032	1.3	5.1	582	9062	.7	5.4	412	1770	.5	4.0	1103	4033	1.4	6.0	691	2837	.8	5.3
4-Book	923	12705	1.1	4.6	520	8353	.6	4.7	393	1571	.5	3.6	929	3498	1.2	5.0	648	2450	.8	4.9
WHUD-FM																				
WI '98	127	960	.2	.6	50	476	.1	.5	49	165	.1	.5	146	287	.2	.8	55	167	.1	.4
4-Book	85	814	.1	.5	37	491	.1	.3	51	185	.1	.5	73	208	.1	.4	41	147	.1	.3
WINS-AM																				
WI '98	487	8956	.6	2.4	180	4315	.2	1.7	432	1859	.5	4.2	215	1125	.3	1.2	118	616	.1	.9
4-Book	500	9221	.6	2.5	199	4503	.2	1.8	503	2056	.6	4.6	220	1163	.3	1.2	126	643	.2	1.0
WKJY-FM																				
WI '98	178	1087	.2	.9	54	588	.1	.5	64	200	.1	.6	113	321	.1	.6	65	198	.1	.5
4-Book	139	1077	.2	.7	45	574	.1	.4	49	160	.1	.5	86	250	.1	.5	60	185	.1	.5
WKTU-FM																				
WI '98	1041	12859	1.3	5.2	678	8941	.8	6.3	465	1888	.6	4.5	1283	3849	1.6	7.0	993	3152	1.2	7.6
4-Book	1192	13541	1.5	5.9	744	9239	.9	6.7	518	1910	.7	4.7	1362	4106	1.7	7.3	1032	3145	1.3	7.7
WLIB-AM																				
WI '98	* 141	841	.2	.7	* 191	981	.2	1.8	* 216	433	.3	2.1	323	608	.4	1.8	* 242	372	.3	1.9
4-Book	159	1159	.2	.8	215	1144	.3	1.9	251	484	.3	2.3	375	661	.5	2.0	295	444	.4	2.2
WLTV-FM																				
WI '98	1470	11312	1.8	7.3	595	7348	.7	5.5	576	1883	.7	5.6	1090	3075	1.3	6.0	788	2208	1.0	6.1
4-Book	1487	11169	1.9	7.4	613	6964	.8	5.5	582	1746	.7	5.3	1091	2833	1.3	5.9	711	2004	.9	5.4
WMCA-AM																				
WI '98	54	463	.1	.3	28	310		.3	43	98	.1	.4	35	56		.2	2	16		
4-Book	60	511	.1	.3	29	350		.3	32	87		.3	22	52		.1	11	36		.1
WMJC-FM																				
WI '98	65	449	.1	.3	31	349		.3	19	84		.2	61	169	.1	.3	39	112		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	21	112		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	447	6002	.5	2.2	228	4062	.3	2.1	179	768	.2	1.7	361	1548	.4	2.0	300	1220	.4	2.3
4-Book	520	6301	.6	2.6	267	4266	.3	2.4	228	887	.3	2.1	494	1781	.6	2.7	355	1327	.5	2.7
+WNSR-FM																				
WI '98	449	6545	.6	2.2	214	4226	.3	2.0	178	917	.2	1.7	368	1379	.5	2.0	237	1091	.3	1.8
4-Book	469	6480	.6	2.3	228	3987	.3	2.1	163	711	.2	1.5	450	1579	.6	2.4	280	1091	.3	2.1
WNWK-FM																				
WI '98	65	1231	.1	.3	210	1687	.3	2.0	232	348	.3	2.2	298	631	.4	1.6	343	699	.4	2.6
4-Book	87	1377	.1	.4	219	1681	.3	2.0	269	526	.4	2.5	422	805	.5	2.3	376	697	.5	2.8
WOR -AM																				
WI '98	154	1911	.2	.8	61	834	.1	.6	88	206	.1	.9	72	251	.1	.4	39	112		.3
4-Book	179	2056	.2	.9	57	872	.1	.5	107	313	.1	1.0	93	283	.1	.5	40	122	.1	.3
WPAT-FM																				
WI '98	621	5465	.8	3.1	602	4822	.7	5.6	386	1046	.5	3.7	853	2057	1.0	4.7	846	1756	1.0	6.5
4-Book	630	5286	.8	3.1	541	4402	.7	4.9	412	1110	.5	3.8	811	1934	1.0	4.4	610	1348	.7	4.6
WPLJ-FM																				
WI '98	905	10208	1.1	4.5	316	5522	.4	2.9	275	1051	.3	2.7	659	2379	.8	3.6	439	1832	.5	3.4
4-Book	917	10469	1.1	4.5	352	5659	.5	3.2	301	1203	.4	2.8	649	2410	.8	3.5	485	1881	.6	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	737	6940	.9	3.7	460	4964	.6	4.3	429	1241	.5	4.2	707	1827	.9	3.9	493	1488	.6	3.8
4-Book	670	6671	.8	3.3	421	4540	.6	3.8	363	1077	.4	3.4	672	1782	.8	3.6	506	1360	.6	3.8
WDEW-AM																				
WI '98	35	398		.2	24	341		.2	3	15			49	100	.1	.3	7	14		.1
4-Book	44	424	.1	.2	34	359		.3	23	67		.2	69	149	.1	.4	24	66		.2
WQHT-FM																				
WI '98	1104	10947	1.4	5.5	654	7313	.8	6.1	493	1404	.6	4.8	1082	3348	1.3	5.9	1012	2900	1.2	7.8
4-Book	1237	11092	1.5	6.1	776	7720	1.0	7.0	552	1640	.7	5.1	1223	3471	1.5	6.6	1111	2904	1.4	8.3
WQXR-FM																				
WI '98	245	2626	.3	1.2	126	1739	.2	1.2	79	322	.1	.8	213	679	.3	1.2	168	535	.2	1.3
4-Book	216	2257	.3	1.1	128	1695	.2	1.2	102	352	.1	1.0	197	594	.3	1.1	133	413	.2	1.0
WRKS-FM																				
WI '98	962	9316	1.2	4.8	576	5347	.7	5.4	489	1323	.6	4.7	838	1944	1.0	4.6	624	1508	.8	4.8
4-Book	1034	9507	1.3	5.1	620	6042	.8	5.6	540	1417	.7	4.9	925	2291	1.1	5.0	752	1879	1.0	5.6
WSKO-FM																				
WI '98	1494	8796	1.8	7.4	1032	7317	1.3	9.6	1099	2665	1.4	10.6	1899	4371	2.3	10.4	1089	2442	1.3	8.4
4-Book	1290	8238	1.6	6.4	922	6643	1.1	8.3	1009	2486	1.3	9.2	1608	3670	2.0	8.7	1040	2297	1.3	7.8
WVDJ-AM																				
WI '98	56	346	.1	.3	44	303	.1	.4	56	153	.1	.5	15	59		.1	34	75		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	63	469	.1	.3	50	509	.1	.5	36	59		.3	50	113	.1	.3	29	51		.2
4-Book	49	458	.1	.2	53	548	.1	.5	34	84		.3	49	110	.1	.3	28	58		.2
+WVYV-FM																				
WI '98	9	67			2	34			7	28		.1								
4-Book	5	59			3	26			4	12		.1	5	10			4	5		
+WVXY-FM																				
WI '98	113	961	.1	.6	56	614	.1	.5	58	224	.1	.6	103	297	.1	.6	85	246	.1	.7
4-Book	103	1037	.1	.5	73	723	.1	.7	72	238	.1	.7	119	336	.1	.6	91	250	.1	.7
+WVZY-FM																				
WI '98	99	816	.1	.5	65	587	.1	.6	75	230	.1	.7	134	395	.2	.7	67	259	.1	.5
4-Book	86	721	.1	.5	58	567	.1	.5	63	188	.1	.6	106	295	.1	.6	75	223	.1	.6
WXRK-FM																				
WI '98	1636	12667	2.0	8.1	263	3888	.3	2.4	294	919	.4	2.8	467	1490	.6	2.6	311	1159	.4	2.4
4-Book	1454	12486	1.8	7.2	242	4016	.3	2.2	272	938	.3	2.5	434	1591	.5	2.4	296	1130	.4	2.2
WKXW-FM																				
WI '98	165	2450	.2	.8	80	1209	.1	.7	50	289	.1	.5	164	588	.2	.9	123	381	.2	.9
4-Book	132	1981	.2	.7	58	1008	.1	.6	66	289	.1	.6	99	417	.1	.5	79	308	.1	.6
TOTALS																				
WI '98	20079	76358	24.7		10745	65044	13.2		10327	27651	12.7		18286	41149	22.5		12993	31693	16.0	
4-Book	20205	76666	24.8		11142	65760	13.7		10928	28970	13.5		18527	41486	22.8		13353	31410	16.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	75	361	.1	1.0	73	235	.1	1.0	90	364	.1	.7	61	218	.1	.6	89	331	.1	1.6
4-Book	96	365	.1	1.2	107	325	.2	1.4	107	400	.1	.8	136	425	.2	1.3	105	347	.1	1.8
WADO-AM																				
WI '98	44	74	.1	.6	112	344	.1	1.6	47	153	.1	.4	40	70	.4		36	131		.6
4-Book	27	74		.4	104	322	.1	1.4	74	219	.1	.6	32	87	.3		25	83		.4
WALK-FM																				
WI '98	37	111		.5	43	178	.1	.6	72	250	.1	.6	80	196	.1	.8	32	137		.6
4-Book	51	179	.1	.6	54	205	.1	.7	108	325	.1	.8	77	226	.1	.8	32	149		.5
WAXO-FM																				
WI '98	150	765	.2	1.9	107	390	.1	1.5	386	1375	.5	3.0	246	934	.3	2.5	137	522	.2	2.4
4-Book	180	899	.2	2.2	116	465	.2	1.6	396	1468	.5	2.9	276	1027	.3	2.7	166	615	.2	2.7
WBAB-FM																				
WI '98	42	166	.1	.5	36	149		.5	92	346	.1	.7	67	266	.1	.7	27	116		.5
4-Book	39	175	.1	.5	31	119		.4	93	314	.1	.7	62	232	.1	.6	29	136		.5
WHFM-FM																				
WI '98		7											3	13						
4-Book		4			1	3			1	5			1	5			1	6		
WBBR-AM																				
WI '98	1	13			27	100		.4	17	85		.1	7	48		.1	1	16		
4-Book	4	37		.1	22	91		.3	19	97		.1	11	62		.1	6	37		.1
WBLI-FM																				
WI '98	63	218	.1	.8	55	161	.1	.8	98	329	.1	.8	85	336	.1	.9	51	219	.1	.9
4-Book	58	189	.1	.7	46	150	.1	.6	111	382	.1	.8	85	298	.1	.9	33	141		.5
WBLS-FM																				
WI '98	541	1478	.7	7.0	352	846	.4	5.0	512	1234	.6	3.9	470	1118	.6	4.7	342	1119	.4	6.1
4-Book	413	1260	.5	5.1	417	1087	.5	5.5	682	1565	.8	5.0	440	1128	.6	4.3	294	905	.4	4.9
WBZO-FM																				
WI '98	20	87		.3	22	72		.3	78	270	.1	.6	72	220	.1	.7	25	88		.4
4-Book	26	90		.3	28	109		.4	82	259	.1	.6	56	156	.1	.6	23	77		.4
WCBS-AM																				
WI '98	57	396	.1	.7	208	877	.3	3.0	178	840	.2	1.4	96	438	.1	1.0	78	390	.1	1.4
4-Book	62	398	.1	.7	253	1175	.3	3.4	174	922	.2	1.3	102	434	.1	1.0	79	484	.1	1.3
WCBS-FM																				
WI '98	343	1004	.4	4.4	266	852	.3	3.8	449	1384	.6	3.4	328	953	.4	3.3	211	589	.3	3.8
4-Book	320	1011	.4	3.9	314	1005	.4	4.2	571	1766	.7	4.2	386	1070	.5	3.8	214	724	.3	3.6
+WDRE-FM																				
WI '98	6	20		.1	5	33		.1	4	23			5	17		.1	3	7		.1
4-Book	3	17			3	16		.1	6	34			12	34		.1	4	17		.1
WLIR-FM																				
WI '98	21	144		.3	26	95		.4	70	357	.1	.5	56	302	.1	.6	16	110		.3
4-Book	58	248	.1	.7	38	151		.5	89	405	.1	.7	74	341	.1	.7	25	172		.4
WFAN-AM																				
WI '98	109	458	.1	1.4	150	626	.2	2.1	235	933	.3	1.8	160	507	.2	1.6	130	537	.2	2.3
4-Book	112	461	.2	1.4	206	749	.3	2.7	345	1314	.4	2.6	249	903	.3	2.5	150	601	.2	2.5
WFAS-FM																				
WI '98	5	17		.1	21	67		.3	25	104		.2	13	44		.1	35	65		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	33	126		.4	154	346	.2	2.2	49	247	.1	.4	25	114		.3	38	130		.7
4-Book	59	185	.1	.7	160	381	.2	2.2	73	240	.1	.6	51	139	.1	.5	60	187	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*				1	7			* 1	7							
4-Book	**	**	**	**	3	13	.1	6	17	.1	.1	1	5			**	**	**	**	
WHTZ-FM																				
WI '98	453	2026	.6	5.8	249	1053	.3	3.5	768	3080	.9	5.9	619	2098	.8	6.3	288	1276	.4	5.1
4-Book	385	1730	.5	4.7	258	1094	.3	3.4	688	2826	.8	5.1	518	1929	.6	5.1	288	1342	.4	4.8
WHUD-FM																				
WI '98	17	88		.2	40	129		.6	45	97	.1	.3	38	96		.4	8	54		.1
4-Book	14	58		.2	43	143	.1	.6	43	139	.1	.3	29	85		.3	4	37		.1
WINS-AM																				
WI '98	100	590	.1	1.3	307	1187	.4	4.4	143	835	.2	1.1	110	564	.1	1.1	66	400	.1	1.2
4-Book	95	517	.1	1.2	335	1402	.4	4.5	172	950	.2	1.3	113	526	.1	1.1	87	509	.1	1.5
WKJY-FM																				
WI '98	18	85		.2	39	155		.6	74	196	.1	.6	39	95		.4	17	55		.3
4-Book	28	102		.3	31	101		.4	49	151	.1	.4	36	114		.4	18	73		.3
WKTU-FM																				
WI '98	642	2507	.8	8.3	196	831	.2	2.8	890	3031	1.1	6.8	553	1895	.7	5.6	304	1284	.4	5.4
4-Book	728	2480	.9	8.8	258	993	.3	3.4	878	3046	1.1	6.5	678	2138	.9	6.6	405	1526	.5	6.7
WLIB-AM																				
WI '98				*	58	100	.1	.8	159	300	.2	1.2	* 59	129	.1	.6				
4-Book	**	**	**	**	112	194	.2	1.5	159	292	.2	1.2	85	194	.1	.8	**	**	**	**
WLTW-FM																				
WI '98	407	1538	.5	5.3	380	1335	.5	5.4	725	2273	.9	5.6	463	1538	.6	4.7	298	1142	.4	5.3
4-Book	434	1476	.5	5.3	363	1187	.5	4.9	748	2183	.9	5.5	547	1632	.7	5.4	375	1305	.5	6.2
WMCA-AM																				
WI '98	11	47		.1	60	154	.1	.9	40	87		.3	25	67		.3	14	81		.2
4-Book	27	85		.3	65	156	.1	.9	33	105		.3	22	48		.2	23	78		.4
WMJC-FM																				
WI '98	9	50		.1	12	40		.2	57	166	.1	.4	39	113		.4	11	52		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	158	740	.2	2.0	130	455	.2	1.8	278	1271	.3	2.1	273	953	.3	2.8	142	514	.2	2.5
4-Book	157	734	.2	1.9	133	482	.2	1.8	337	1359	.4	2.5	280	1019	.3	2.8	141	529	.2	2.3
+WNSR-FM																				
WI '98	111	607	.1	1.4	135	515	.2	1.9	274	1123	.3	2.1	255	921	.3	2.6	141	739	.2	2.5
4-Book	111	657	.1	1.4	98	430	.1	1.3	301	1197	.4	2.3	256	947	.3	2.5	137	672	.2	2.3
WNWK-FM																				
WI '98	302	672	.4	3.9	51	140	.1	.7	128	314	.2	1.0	171	390	.2	1.7	148	336	.2	2.6
4-Book	284	633	.4	3.5	41	117	.1	.6	122	266	.2	.9	110	275	.2	1.1	108	271	.1	1.8
WOR -AM																				
WI '98	28	139		.4	114	277	.1	1.6	95	308	.1	.7	37	120		.4	23	96		.4
4-Book	24	93		.3	78	240	.1	1.1	69	252	.1	.5	32	94		.3	19	99		.3
WPAT-FM																				
WI '98	426	1235	.5	5.5	322	973	.4	4.6	913	2078	1.1	7.0	651	1437	.8	6.6	378	1101	.5	6.7
4-Book	445	1157	.5	5.4	353	1067	.5	4.7	766	1824	1.0	5.7	499	1086	.6	4.9	375	1009	.5	6.3
WPLJ-FM																				
WI '98	178	983	.2	2.3	165	672	.2	2.3	423	1769	.5	3.2	253	1095	.3	2.6	109	554	.1	1.9
4-Book	194	926	.2	2.3	176	713	.2	2.3	479	2016	.6	3.5	379	1476	.5	3.7	141	792	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	282	987	.3	3.6	257	747	.3	3.7	632	1774	.8	4.8	593	1358	.7	6.0	272	734	.3	4.8
4-Book	312	1043	.4	3.8	216	722	.3	2.9	561	1575	.7	4.2	467	1205	.6	4.6	246	774	.3	4.1
WQEV-AM																				
WI '98	5	34		.1	7	30		.1	46	112	.1	.4	42	144	.1	.4	23	79		.4
4-Book	12	45		.2	21	80		.3	55	148	.1	.4	41	118	.1	.4	20	66		.3
WQHT-FM																				
WI '98	780	2334	1.0	10.1	240	679	.3	3.4	490	1735	.6	3.8	658	1777	.8	6.6	436	1348	.5	7.8
4-Book	888	2493	1.1	10.8	307	872	.4	4.1	680	2034	.8	5.1	883	2189	1.1	8.6	515	1530	.6	8.5
WQXR-FM																				
WI '98	59	320	.1	.8	90	273	.1	1.3	152	520	.2	1.2	156	402	.2	1.6	87	239	.1	1.5
4-Book	87	351	.1	1.1	74	303	.1	1.0	184	618	.2	1.4	150	409	.2	1.5	89	305	.1	1.5
WRKS-FM																				
WI '98	556	1456	.7	7.2	554	1341	.7	7.9	642	1553	.8	4.9	465	1160	.6	4.7	409	1056	.5	7.3
4-Book	545	1466	.7	6.6	634	1600	.8	8.4	614	1633	.8	4.5	521	1271	.7	5.1	422	1210	.5	7.0
WSKQ-FM																				
WI '98	555	1538	.7	7.2	756	1946	.9	10.8	1451	3275	1.8	11.1	957	2055	1.2	9.7	405	1270	.5	7.2
4-Book	599	1534	.7	7.3	675	1694	.8	9.0	1218	2760	1.5	9.0	811	1791	1.0	8.0	384	1165	.5	6.4
WWDJ-AM																				
WI '98	40	87		.5	46	69	.1	.7	54	131	.1	.4	81	149	.1	.8	35	54		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	16	28		.2	130	321	.2	1.8	81	170	.1	.6	41	77	.1	.4	21	50		.4
4-Book	22	54		.3	127	276	.2	1.7	85	217	.1	.6	50	97	.1	.5	35	81		.6
+WVYV-FM																				
WI '98					2	15			4	13			5	13		.1	1	6		
4-Book	2	5			2	5			3	10			2	8				2		
+WVXY-FM																				
WI '98	37	139		.5	12	77		.2	66	242	.1	.5	50	172	.1	.5	34	143		.6
4-Book	54	178	.1	.6	43	159	.1	.6	100	327	.1	.7	70	231	.1	.7	32	136		.5
+WVZY-FM																				
WI '98	24	130		.3	43	184	.1	.6	110	286	.1	.8	49	190	.1	.5	16	114		.3
4-Book	24	126		.3	35	135	.1	.5	91	264	.1	.7	49	165	.1	.5	22	105		.4
WXRK-FM																				
WI '98	238	900	.3	3.1	115	441	.1	1.6	339	1166	.4	2.6	201	757	.2	2.0	115	516	.1	2.0
4-Book	195	816	.2	2.4	115	394	.1	1.6	271	1122	.3	2.0	210	847	.3	2.0	128	594	.1	2.1
WXXV-FM																				
WI '98	40	203		.5	53	217	.1	.8	132	528	.2	1.0	58	227	.1	.6	11	57		.2
4-Book	29	135		.4	28	119		.4	87	364	.1	.7	67	246	.1	.7	14	81		.2
TOTALS																				
WI '98	7750	22284	9.5		7031	19748	8.6		13057	32807	16.1		9898	23889	12.2		5615	16630	6.9	
4-Book	8250	22993	10.2		7519	21162	9.2		13516	33659	16.6		10225	24593	12.6		6032	17739	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 25-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	177	3187	.3	1.4	195	1192	.3	1.0	357	1882	.5	2.1	261	1525	.4	1.7	54	684	.1	.9
FA '97	224	3663	.3	1.8	226	1570	.3	1.2	346	1756	.5	2.0	353	1655	.5	2.4	147	1127	.2	2.4
SU '97	180	4189	.3	1.4	182	1172	.3	1.0	258	1570	.4	1.5	145	1298	.2	1.0	185	1534	.3	2.8
SP '97	162	3742	.2	1.3	164	1015	.2	.9	273	1714	.4	1.5	207	1281	.3	1.4	115	1318	.2	1.9
4-Book	186	3695	.3	1.5	192	1237	.3	1.0	309	1731	.5	1.8	242	1440	.4	1.6	125	1166	.2	2.0
WI '97	155	3275	.2	1.2	175	1364	.3	.9	299	1655	.4	1.7	198	1283	.3	1.3	74	776	.1	1.2
WADO-AM																				
WI '98	209	2407	.3	1.7	543	1852	.8	2.9	263	1073	.4	1.5	222	907	.3	1.5	55	384	.1	1.0
FA '97	188	2189	.3	1.5	436	1542	.7	2.3	315	1349	.5	1.8	166	916	.2	1.1	30	283		.5
SU '97	142	1769	.2	1.1	307	1137	.5	1.7	225	993	.3	1.3	150	612	.2	1.0	36	230	.1	.6
SP '97	183	2312	.3	1.4	432	1488	.6	2.3	311	1401	.5	1.8	174	836	.3	1.2	25	266		.4
4-Book	181	2169	.3	1.4	430	1505	.7	2.3	279	1204	.4	1.6	178	818	.3	1.2	37	291	.1	.6
WI '97	180	2186	.3	1.4	495	1670	.7	2.6	235	1113	.4	1.3	130	727	.2	.8	40	343	.1	.7
WALK-FM																				
WI '98	123	1685	.2	1.0	189	1045	.3	1.0	199	764	.3	1.2	145	887	.2	1.0	62	481	.1	1.1
FA '97	127	1916	.2	1.0	190	1116	.3	1.0	214	993	.3	1.2	154	1155	.2	1.0	33	537		.5
SU '97	143	1645	.2	1.1	224	1026	.3	1.2	255	893	.4	1.5	158	865	.2	1.1	39	427	.1	.6
SP '97	140	1962	.2	1.1	209	1162	.3	1.1	249	1144	.4	1.4	168	1146	.3	1.2	41	491	.1	.7
4-Book	133	1802	.2	1.1	203	1087	.3	1.1	229	949	.4	1.3	156	1013	.2	1.1	44	484	.1	.7
WI '97	154	1973	.2	1.2	237	1296	.4	1.3	259	1032	.4	1.5	186	1144	.3	1.2	48	508	.1	.8
WAXQ-FM																				
WI '98	311	6549	.5	2.5	305	2480	.5	1.6	483	3095	.7	2.8	468	3572	.7	3.1	135	1908	.2	2.3
FA '97	272	6297	.4	2.1	302	2397	.5	1.6	404	3137	.6	2.3	368	3745	.6	2.5	136	1937	.2	2.2
SU '97	387	7510	.6	3.1	397	2725	.6	2.2	590	3918	.9	3.4	525	4088	.8	3.6	178	2288	.3	2.7
SP '97	423	7551	.6	3.3	474	3316	.7	2.5	666	3783	1.0	3.8	554	4643	.8	3.8	172	2690	.3	2.8
4-Book	348	6977	.5	2.8	370	2730	.6	2.0	536	3483	.8	3.1	479	4012	.7	3.3	155	2206	.3	2.5
WI '97	430	7464	.6	3.3	423	3363	.6	2.2	712	3739	1.1	4.0	608	4687	.9	4.0	176	2184	.3	2.9
WBAB-FM																				
WI '98	99	1742	.1	.8	130	683	.2	.7	173	935	.3	1.0	125	946	.2	.8	32	428		.6
FA '97	112	1904	.2	.9	157	983	.2	.8	186	981	.3	1.1	150	1096	.2	1.0	50	532	.1	.8
SU '97	99	1833	.1	.8	130	801	.2	.7	161	914	.2	.9	127	983	.2	.9	29	456		.4
SP '97	78	1563	.1	.6	81	770	.1	.4	112	771	.2	.6	113	909	.2	.8	43	436	.1	.7
4-Book	97	1761	.1	.8	125	809	.2	.7	158	900	.3	.9	129	984	.2	.9	39	463	.1	.6
WI '97	88	1678	.1	.7	99	769	.1	.5	155	909	.2	.9	110	996	.2	.7	37	492	.1	.6
WHFM-FM																				
WI '98	1	59								19			1	13						7
FA '97		26			1	22			1	11			1	11						
SU '97	3	96			4	45			4	51			3	23			1	10		
SP '97	1	44			1	16			2	28			1	14				7		
4-Book	1	56			2	21			2	27			2	15				6		
WI '97	1	50			1	21			1	36				7			1	15		
WBBR-AM																				
WI '98	42	1296	.1	.3	109	841	.2	.6	46	479	.1	.3	51	668	.1	.3	18	269		.3
FA '97	43	1349	.1	.3	112	831	.2	.6	48	454	.1	.3	49	631	.1	.3	14	274		.2
SU '97	37	1218	.1	.3	72	762	.1	.4	56	485	.1	.3	57	599	.1	.4	13	222		.2
SP '97	40	1245	.1	.3	76	769	.1	.4	62	496	.1	.4	47	521	.1	.3	16	303		.3
4-Book	41	1277	.1	.3	92	801	.2	.5	53	479	.1	.3	51	605	.1	.3	15	267		.3
WI '97	56	1366	.1	.4	125	868	.2	.7	77	487	.1	.4	61	616	.1	.4	17	286		.3
WBL1-FM																				
WI '98	99	1717	.1	.8	121	873	.2	.6	139	839	.2	.8	142	1024	.2	1.0	45	447	.1	.8
FA '97	113	1729	.2	.9	146	943	.2	.8	208	1070	.3	1.2	136	1027	.2	.9	40	575	.1	.7
SU '97	82	1517	.1	.7	95	687	.1	.5	148	848	.2	.9	93	771	.1	.6	25	317		.4
SP '97	99	1586	.1	.8	118	866	.2	.6	156	853	.2	.9	128	887	.2	.9	37	438	.1	.6
4-Book	98	1637	.1	.8	120	842	.2	.6	163	903	.2	1.0	125	927	.2	.9	37	444	.1	.6
WI '97	101	1333	.2	.8	115	628	.2	.6	202	806	.3	1.1	131	754	.2	.9	31	413		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	381	6768	.6	3.0	389	2778	.6	2.1	410	2919	.6	2.4	443	3210	.7	3.0	306	2556	.5	5.3
FA '97	352	6469	.5	2.8	414	2662	.6	2.1	423	2729	.6	2.4	397	3060	.6	2.7	253	2320	.4	4.1
SU '97	422	7260	.6	3.3	480	3070	.7	2.7	497	3357	.7	2.9	433	3695	.6	3.0	318	2743	.5	4.9
SP '97	477	7462	.7	3.8	608	3717	.9	3.2	642	3441	1.0	3.6	487	3350	.7	3.3	298	2861	.4	4.9
4-Book	408	6990	.6	3.2	473	3057	.7	2.5	493	3112	.7	2.8	440	3329	.7	3.0	294	2620	.5	4.8
WI '97	562	7395	.8	4.4	748	3763	1.1	4.0	745	3554	1.1	4.2	599	3817	.9	3.9	357	2699	.5	5.9
WBZO-FM																				
WI '98	57	1215	.1	.5	72	578	.1	.4	102	546	.2	.6	65	576	.1	.4	13	290		.2
FA '97	74	1292	.1	.6	73	583	.1	.4	115	630	.2	.7	99	806	.1	.7	24	327		.4
SU '97	54	992	.1	.4	57	415	.1	.3	86	483	.1	.5	59	461	.1	.4	19	231		.3
SP '97	59	1156	.1	.5	68	566	.1	.4	110	617	.2	.6	73	625	.1	.5	20	273		.3
4-Book	61	1164	.1	.5	68	536	.1	.4	103	569	.2	.6	74	617	.1	.5	19	280		.3
WI '97	64	1056	.1	.5	68	462	.1	.4	105	499	.2	.6	84	625	.1	.5	25	314		.4
WCBS-AM																				
WI '98	216	6226	.3	1.7	569	4164	.9	3.0	177	2061	.3	1.0	232	2756	.3	1.6	85	1588	.1	1.5
FA '97	243	6486	.4	1.9	557	4092	.8	2.9	208	2402	.3	1.2	272	3021	.4	1.8	103	1658	.2	1.7
SU '97	264	6962	.4	2.1	669	4740	1.0	3.7	233	2464	.3	1.3	286	2848	.4	2.0	109	1546	.2	1.7
SP '97	212	6225	.3	1.7	575	4278	.9	3.0	153	1835	.2	.9	210	2647	.3	1.4	94	1640	.1	1.5
4-Book	234	6475	.4	1.9	593	4319	.9	3.2	193	2191	.3	1.1	250	2818	.4	1.7	98	1608	.2	1.6
WI '97	258	7218	.4	2.0	716	4859	1.1	3.8	165	2626	.2	.9	230	3095	.3	1.5	116	1858	.2	1.9
WCBS-FM																				
WI '98	524	8029	.8	4.2	711	4117	1.1	3.8	837	3875	1.3	4.9	653	4310	1.0	4.4	169	1994	.3	2.9
FA '97	620	8958	.9	4.9	771	4501	1.2	4.0	1070	4594	1.6	6.2	717	4757	1.1	4.8	218	2533	.3	3.6
SU '97	583	9476	.9	4.6	670	4231	1.0	3.7	943	4753	1.4	5.4	667	4551	1.0	4.6	202	2616	.3	3.1
SP '97	598	8774	.9	4.7	851	4384	1.3	4.5	955	4359	1.4	5.4	689	4206	1.0	4.7	263	2365	.4	4.3
4-Book	581	8809	.9	4.6	751	4308	1.2	4.0	951	4395	1.4	5.5	682	4456	1.0	4.6	213	2377	.3	3.5
WI '97	608	9336	.9	4.7	760	4482	1.1	4.0	972	4300	1.5	5.5	768	4757	1.2	5.0	263	2560	.4	4.4
+WDRE-FM																				
WI '98	4	147			2	50			6	63			7	104			1	34		
FA '97	5	148			9	83			8	79			4	58				10		
SU '97	5	192			5	46			7	68			6	60			2	58		
SP '97	5	193			4	80			5	84			7	102			1	20		
4-Book	5	170			5	65			7	74			6	81			1	31		
WI '97	3	100			7	42			1	41			2	41			1	31		
WLIR-FM																				
WI '98	53	1809	.1	.4	72	679	.1	.4	73	652	.1	.4	62	865	.1	.4	18	431		.3
FA '97	55	1988	.1	.4	45	614	.1	.2	76	801	.1	.4	90	1076	.1	.6	30	626		.5
SU '97	95	2376	.1	.8	75	951	.1	.4	119	1057	.2	.7	107	1209	.2	.7	52	886		.8
SP '97	80	1842	.1	.6	93	667	.1	.5	122	904	.2	.7	109	835	.2	.7	33	601		.5
4-Book	71	2004	.1	.6	71	728	.1	.4	98	854	.2	.6	92	996	.2	.6	33	636		.5
WI '97	53	1626	.1	.4	60	650	.1	.3	89	588	.1	.5	70	769	.1	.5	28	458		.5
WFAN-AM																				
WI '98	291	5491	.4	2.3	529	2496	.8	2.8	326	2155	.5	1.9	444	2813	.7	3.0	148	1569	.2	2.6
FA '97	395	6785	.6	3.1	530	2830	.8	2.7	552	2822	.8	3.2	653	3668	1.0	4.4	158	1964	.2	2.6
SU '97	354	6491	.5	2.8	534	2745	.8	3.0	453	2814	.7	2.6	507	3103	.8	3.5	177	2037	.3	2.7
SP '97	348	6257	.5	2.7	559	3002	.8	2.9	493	2652	.7	2.8	496	3308	.7	3.4	148	2018	.2	2.4
4-Book	347	6256	.5	2.7	538	2768	.8	2.9	456	2611	.7	2.6	525	3223	.8	3.6	158	1897	.2	2.6
WI '97	357	5714	.5	2.8	558	2588	.8	2.9	521	2490	.8	2.9	599	3255	.9	3.9	117	1458	.2	1.9
WFAS-FM																				
WI '98	50	897	.1	.4	82	507	.1	.4	95	488	.1	.6	55	498	.1	.4	18	290		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	74	1030	.1	.6	125	576	.2	.7	103	506	.2	.6	54	351	.1	.4	41	383	.1	.7
FA '97	78	1145	.1	.6	122	607	.2	.6	69	403	.1	.4	43	305	.1	.3	75	438	.1	1.2
SU '97	46	1152	.1	.4	59	503	.1	.3	36	292	.1	.2	39	375	.1	.3	41	370	.1	.6
SP '97	74	1165	.1	.6	80	460	.1	.4	95	436	.1	.5	55	375	.1	.4	55	379	.1	.9
4-Book	68	1123	.1	.6	97	537	.2	.5	76	409	.1	.4	48	352	.1	.4	53	393	.1	.9
WI '97	53	941	.1	.4	86	457	.1	.5	52	346	.1	.3	34	298	.1	.2	36	349	.1	.6
WHLI-AM																				
WI '98	* 1	38			* 1	6			1	27			* 2	13						
FA '97	11	113		.1	13	65		.1	15	51		.1	14	41		.1	**	**	**	**
SU '97	4	74			5	16			2	27			4	29			**	**	**	**
SP '97	7	90		.1	13	48		.1	9	57		.1	3	50			**	**	**	**
4-Book	6	79		.1	8	34		.1	7	41		.1	6	33			**	**	**	**
WI '97	16	86		.1	13	48		.1	27	53		.2	19	40		.1	**	**	**	**
WHTZ-FM																				
WI '98	492	10592	.7	3.9	686	4972	1.0	3.6	631	4245	.9	3.7	673	5615	1.0	4.5	255	3430	.4	4.4
FA '97	395	9783	.6	3.1	534	4322	.8	2.8	577	4094	.9	3.3	517	5160	.8	3.5	165	2686	.2	2.7
SU '97	471	11248	.7	3.7	659	4746	1.0	3.7	660	5069	1.0	3.8	594	5634	.9	4.1	247	3562	.4	3.8
SP '97	345	8861	.5	2.7	524	4232	.8	2.7	457	3928	.7	2.6	417	4480	.6	2.9	163	2876	.2	2.7
4-Book	426	10121	.6	3.4	601	4568	.9	3.2	581	4334	.9	3.4	550	5222	.8	3.8	208	3139	.3	3.4
WI '97	355	8627	.5	2.8	478	3770	.7	2.5	511	3812	.8	2.9	480	4709	.7	3.1	147	2273	.2	2.4
WHUD-FM																				
WI '98	83	984	.1	.7	126	635	.2	.7	126	446	.2	.7	103	559	.2	.7	35	304	.1	.6
FA '97	31	661		.2	62	423	.1	.3	53	240	.1	.3	33	254		.2	8	106		.1
SU '97	58	954	.1	.5	108	511	.2	.6	85	335	.1	.5	50	375	.1	.3	18	338	.1	.3
SP '97	47	1050	.1	.4	80	512	.1	.4	49	402	.1	.3	63	528	.1	.4	18	417	.1	.3
4-Book	55	912	.1	.5	94	520	.2	.5	78	356	.1	.5	62	429	.1	.4	20	291	.1	.3
WI '97	77	1086	.1	.6	150	645	.2	.8	113	479	.2	.6	96	665	.1	.6	19	281	.1	.3
WINS-AM																				
WI '98	312	9344	.5	2.5	837	6304	1.3	4.4	237	2497	.4	1.4	348	3318	.5	2.3	141	1912	.2	2.4
FA '97	306	9737	.5	2.4	871	6498	1.3	4.5	228	3033	.3	1.3	300	3437	.5	2.0	118	1981	.2	1.9
SU '97	336	9672	.5	2.7	975	6701	1.5	5.4	260	2773	.4	1.5	302	3153	.5	2.1	146	1992	.2	2.2
SP '97	306	8944	.5	2.4	893	5938	1.3	4.7	243	2590	.4	1.4	236	2948	.4	1.6	112	1615	.2	1.8
4-Book	315	9424	.5	2.5	894	6360	1.4	4.8	242	2723	.4	1.4	297	3214	.5	2.0	129	1875	.2	2.1
WI '97	329	9835	.5	2.6	899	6725	1.3	4.7	308	2942	.5	1.7	291	3264	.4	1.9	109	1846	.2	1.8
WKJY-FM																				
WI '98	103	1149	.2	.8	145	613	.2	.8	213	663	.3	1.2	125	685	.2	.8	18	225	.1	.3
FA '97	63	1048	.1	.5	76	524	.1	.4	124	573	.2	.7	80	579	.1	.5	18	225	.1	.3
SU '97	84	1115	.1	.7	96	627	.1	.5	188	704	.3	1.1	119	648	.2	.8	15	273	.1	.2
SP '97	64	984	.1	.5	77	453	.1	.4	136	545	.2	.8	78	528	.1	.5	22	240	.1	.4
4-Book	79	1074	.1	.6	99	554	.1	.5	165	621	.3	1.0	101	610	.2	.7	18	241	.1	.3
WI '97	84	1024	.1	.7	95	509	.1	.5	183	565	.3	1.0	120	629	.2	.8	22	252	.1	.4
WKTU-FM																				
WI '98	628	11393	.9	5.0	674	5474	1.0	3.6	859	5362	1.3	5.0	851	6561	1.3	5.7	344	3630	.5	6.0
FA '97	717	11382	1.1	5.6	806	5149	1.2	4.2	1028	6057	1.5	5.9	955	6695	1.4	6.4	413	4395	.6	6.7
SU '97	741	12646	1.1	5.9	793	5767	1.2	4.4	1007	6219	1.5	5.8	931	7032	1.4	6.4	480	4740	.7	7.3
SP '97	716	11839	1.1	5.6	825	5424	1.2	4.3	1100	6328	1.7	6.2	875	6675	1.3	6.0	335	4246	.5	5.5
4-Book	701	11815	1.1	5.5	775	5454	1.2	4.1	999	5992	1.5	5.7	903	6741	1.4	6.1	393	4253	.6	6.4
WI '97	679	11752	1.0	5.3	787	5758	1.2	4.2	942	5824	1.4	5.3	914	6834	1.4	6.0	363	4075	.5	6.0
WLIB-AM																				
WI '98	* 151	1283	.2	1.2	* 131	441	.2	.7	145	562	.2	.8	* 134	427	.2	.9				
FA '97	131	1335	.2	1.0	93	361	.1	.5	137	620	.2	.8	100	453	.2	.7	**	**	**	**
SU '97	211	1692	.3	1.7	200	746	.3	1.1	205	663	.3	1.2	197	976	.3	1.4	**	**	**	**
SP '97	135	1789	.2	1.1	133	735	.2	.7	124	913	.2	.7	121	641	.2	.8	**	**	**	**
4-Book	157	1525	.2	1.3	139	571	.2	.8	153	690	.2	.9	138	624	.2	1.0	**	**	**	**
WI '97	161	1458	.2	1.2	135	462	.2	.7	127	520	.2	.7	137	481	.2	.9	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTV-FM																				
WI '98	916	11883	1.4	7.3	941	5778	1.4	5.0	1776	6448	2.7	10.3	1203	6654	1.8	8.1	386	3818	.6	6.7
FA '97	891	11777	1.3	7.0	1035	5691	1.6	5.4	1549	6100	2.3	8.9	1118	6658	1.7	7.5	447	4439	.7	7.3
SU '97	929	11829	1.4	7.4	967	5798	1.5	5.4	1754	6324	2.6	10.1	1176	6644	1.8	8.1	446	4027	.7	6.8
SP '97	913	11343	1.4	7.2	1028	5966	1.5	5.4	1719	5981	2.6	9.7	1175	6342	1.8	8.1	397	3877	.6	6.5
4-Book	912	11708	1.4	7.2	993	5808	1.5	5.3	1700	6213	2.6	9.8	1168	6575	1.8	8.0	419	4040	.7	6.8
WI '97	802	10728	1.2	6.2	854	5171	1.3	4.5	1478	5708	2.2	8.3	1079	5965	1.6	7.0	327	3425	.5	5.4
WMCA-AM																				
WI '98	39	598	.1	.3	96	307	.1	.5	41	260	.1	.2	24	129	.2	.2	24	187	.4	.4
FA '97	39	727	.1	.3	91	409	.1	.5	27	155	.2	.2	48	268	.1	.3	28	281	.5	.5
SU '97	29	655	.2	.2	58	321	.1	.3	39	200	.1	.2	23	168	.2	.2	17	202	.3	.3
SP '97	66	700	.1	.5	139	465	.2	.7	78	316	.1	.4	61	794	.1	.4	37	259	.1	.6
4-Book	43	670	.1	.3	96	376	.1	.5	46	233	.1	.3	39	215	.1	.3	27	232	.5	.5
WI '97	36	638	.1	.3	83	392	.1	.4	39	167	.1	.2	24	254	.2	.2	21	231	.3	.3
WMJC-FM																				
WI '98	39	473	.1	.3	44	231	.1	.2	67	278	.1	.4	55	314	.1	.4	13	171	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	38	436	.1	.3	44	252	.1	.2	62	230	.1	.4	49	314	.1	.3	16	241	.2	.2
SP '97	36	543	.1	.3	45	329	.1	.2	46	290	.1	.3	39	299	.1	.3	15	206	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	11	112	.1	.1	18	82	.1	.1	31	43	.2	.2	10	60	.1	.1	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	122	.1	.1	5	46	.1	.1	16	56	.1	.1	10	44	.1	.1	**	7	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	101	.1	.1	17	101	.1	.1	1	37	.1	.1	2	34	.1	.1	**	**	**	**
WNEV-FM																				
WI '98	305	6669	.5	2.4	360	2599	.5	1.9	464	2827	.7	2.7	379	3600	.6	2.5	178	2106	.3	3.1
FA '97	351	7257	.5	2.8	444	2975	.7	2.3	609	3461	.9	3.5	446	3659	.7	3.0	115	1856	.2	1.9
SU '97	364	7350	.5	2.9	418	2769	.6	2.3	609	3482	.9	3.5	455	3983	.7	3.1	153	2257	.2	2.3
SP '97	340	6862	.5	2.7	423	2861	.6	2.2	548	3365	.8	3.1	433	3735	.6	3.0	103	1960	.2	1.7
4-Book	340	7035	.5	2.7	411	2801	.6	2.2	558	3284	.8	3.2	428	3744	.7	2.9	137	2045	.2	2.3
WI '97	407	7259	.6	3.2	521	3264	.8	2.8	697	3601	1.0	3.9	504	4049	.8	3.3	148	2105	.2	2.5
+WNSR-FM																				
WI '98	259	6551	.4	2.1	309	2961	.5	1.6	444	2776	.7	2.6	346	3213	.5	2.3	85	1731	.1	1.5
FA '97	271	6203	.4	2.1	299	2587	.4	1.5	476	2977	.7	2.7	383	3145	.6	2.6	95	1724	.1	1.5
SU '97	274	6683	.4	2.2	241	2439	.4	1.3	447	3035	.7	2.6	413	3502	.6	2.8	124	1939	.2	1.9
SP '97	282	5958	.4	2.2	225	2382	.3	1.2	523	2925	.8	3.0	428	3224	.6	2.9	113	1790	.2	1.9
4-Book	272	6349	.4	2.2	269	2592	.4	1.4	473	2928	.7	2.7	393	3271	.6	2.7	104	1796	.2	1.7
WI '97	261	5626	.4	2.0	249	2271	.4	1.3	438	2396	.7	2.5	351	2714	.5	2.3	100	1471	.2	1.7
WNWK-FM																				
WI '98	101	1904	.2	.8	31	276	.2	.2	32	291	.2	.2	81	699	.1	.5	132	684	.2	2.3
FA '97	117	1958	.2	.9	32	248	.2	.2	46	376	.1	.3	116	724	.2	.8	133	772	.2	2.2
SU '97	109	1847	.2	.9	56	419	.1	.3	66	446	.1	.4	89	690	.1	.6	147	846	.2	2.3
SP '97	115	2119	.2	.9	42	437	.1	.2	58	591	.1	.3	86	665	.1	.6	143	999	.2	2.4
4-Book	111	1957	.2	.9	40	345	.1	.2	51	426	.1	.3	93	695	.1	.6	139	825	.2	2.3
WI '97	123	2062	.2	1.0	45	411	.1	.2	78	515	.1	.4	89	637	.1	.6	119	752	.2	2.0
WOR -AM																				
WI '98	103	2181	.2	.8	154	774	.2	.8	128	816	.2	.7	174	1003	.3	1.2	48	576	.1	.8
FA '97	128	2369	.2	1.0	164	1054	.2	.8	122	817	.2	.7	246	1072	.4	1.7	113	883	.2	1.8
SU '97	119	2471	.2	.9	142	913	.2	.8	141	965	.2	.8	260	1105	.4	1.8	71	666	.1	1.1
SP '97	119	2241	.2	.9	196	901	.3	1.0	95	790	.1	.5	265	1041	.4	1.8	51	565	.1	.8
4-Book	117	2316	.2	.9	164	911	.2	.9	122	847	.2	.7	236	1055	.4	1.6	71	673	.1	1.1
WI '97	140	2483	.2	1.1	198	1161	.3	1.0	153	940	.2	.9	274	1169	.4	1.8	75	788	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	487	5690	.7	3.9	454	2644	.7	2.4	571	2827	.9	3.3	556	3110	.8	3.7	315	2159	.5	5.5
FA '97	505	5603	.8	4.0	559	2717	.8	2.9	596	2912	.9	3.4	472	2784	.7	3.2	401	2436	.6	6.5
SU '97	452	4969	.7	3.6	433	2473	.6	2.4	625	2895	.9	3.6	482	2791	.7	3.3	348	2054	.5	5.3
SP '97	510	5348	.8	4.0	568	2810	.9	3.0	716	3016	1.1	4.1	538	3092	.8	3.7	307	2170	.5	5.0
4-Book	489	5403	.8	3.9	504	2661	.8	2.7	627	2913	1.0	3.6	512	2944	.8	3.5	343	2205	.5	5.6
WI '97	557	5413	.8	4.3	572	2993	.9	3.0	763	3122	1.1	4.3	661	3118	1.0	4.3	305	2005	.5	5.1
WPLJ-FM																				
WI '98	529	10047	.8	4.2	908	5441	1.4	4.8	749	3896	1.1	4.4	795	5834	1.2	5.3	151	2844	.2	2.6
FA '97	573	10002	.9	4.5	962	5255	1.4	5.0	757	4549	1.1	4.4	874	6110	1.3	5.9	196	2913	.3	3.2
SU '97	532	10660	.8	4.2	849	5429	1.3	4.7	763	5194	1.1	4.4	759	6121	1.1	5.2	185	3072	.3	2.8
SP '97	503	9651	.8	4.0	877	5224	1.3	4.6	626	3969	.9	3.5	813	5567	1.2	5.6	139	2323	.2	2.3
4-Book	534	10090	.8	4.2	899	5337	1.4	4.8	724	4402	1.1	4.2	810	5908	1.2	5.5	168	2788	.3	2.7
WI '97	554	10104	.8	4.3	983	5169	1.5	5.2	789	4139	1.2	4.4	796	5899	1.2	5.2	140	2577	.2	2.3
WQCD-FM																				
WI '98	547	8269	.8	4.4	538	3627	.8	2.8	832	3814	1.3	4.8	702	4329	1.1	4.7	324	3057	.5	5.6
FA '97	439	7123	.7	3.5	447	2929	.7	2.3	606	3407	.9	3.5	538	3820	.8	3.6	301	2814	.5	4.9
SU '97	507	7822	.8	4.0	506	3275	.8	2.8	803	3962	1.2	4.6	651	4381	1.0	4.5	315	3159	.5	4.8
SP '97	536	8098	.8	4.2	525	3497	.8	2.7	735	3770	1.1	4.2	641	4333	1.0	4.4	376	3038	.6	6.2
4-Book	507	7828	.8	4.0	504	3332	.8	2.7	744	3738	1.1	4.3	633	4216	1.0	4.3	329	3017	.5	5.4
WI '97	541	8008	.8	4.2	582	3668	.9	3.1	799	3775	1.2	4.5	592	4055	.9	3.9	378	3204	.6	6.3
WQEV-AM																				
WI '98	24	559	.1	.2	29	165	.1	.2	38	229	.1	.2	27	236	.1	.2	12	118	.1	.2
FA '97	34	673	.1	.3	50	246	.1	.3	54	222	.1	.3	38	282	.1	.3	10	169	.1	.2
SU '97	25	576	.1	.2	27	197	.1	.2	26	160	.1	.2	28	226	.1	.2	13	127	.1	.2
SP '97	49	727	.1	.4	55	231	.1	.3	61	267	.1	.3	54	275	.1	.4	27	298	.1	.4
4-Book	33	634	.1	.3	40	210	.1	.3	45	220	.1	.2	37	255	.1	.3	16	178	.1	.3
WI '97	34	624	.1	.3	53	411	.1	.3	46	223	.1	.3	36	232	.1	.2	8	97	.1	.1
WQHT-FM																				
WI '98	501	7376	.8	4.0	658	3597	1.0	3.5	700	3786	1.1	4.1	587	4166	.9	3.9	310	2721	.5	5.4
FA '97	532	7314	.8	4.2	739	3704	1.1	3.8	692	3856	1.0	4.0	639	4015	1.0	4.3	300	2894	.5	4.9
SU '97	530	7280	.8	4.2	677	3704	1.0	3.8	706	3844	1.1	4.1	681	4372	1.0	4.7	342	2761	.5	5.2
SP '97	579	7581	.9	4.6	710	3772	1.1	3.7	663	3855	1.0	3.8	736	4102	1.1	5.0	440	3090	.7	7.2
4-Book	536	7388	.8	4.3	696	3694	1.1	3.7	690	3835	1.1	4.0	661	4164	1.0	4.5	348	2867	.6	5.7
WI '97	552	6813	.8	4.3	680	3768	1.0	3.6	694	3772	1.0	3.9	725	4019	1.1	4.7	349	2452	.5	5.8
WQXR-FM																				
WI '98	166	3046	.2	1.3	161	1356	.2	.9	302	1351	.5	1.8	221	1471	.3	1.5	64	861	.1	1.1
FA '97	145	2828	.2	1.1	184	1272	.3	1.0	192	1124	.3	1.1	152	1229	.2	1.0	124	1025	.2	2.0
SU '97	139	2448	.2	1.1	123	960	.2	.7	207	1074	.3	1.2	163	1115	.2	1.1	105	1126	.2	1.6
SP '97	189	3031	.3	1.5	200	1306	.3	1.0	308	1347	.5	1.7	215	1299	.3	1.5	105	904	.2	1.7
4-Book	160	2838	.2	1.3	167	1224	.3	.9	252	1224	.4	1.5	188	1279	.3	1.3	100	979	.2	1.6
WI '97	197	3461	.3	1.5	200	1461	.3	1.1	238	1286	.4	1.3	245	1650	.4	1.6	154	1239	.2	2.6
WRKS-FM																				
WI '98	684	8830	1.0	5.5	973	5056	1.5	5.1	803	4187	1.2	4.7	777	5283	1.2	5.2	501	3788	.8	8.7
FA '97	704	9311	1.1	5.5	1089	5262	1.6	5.6	916	4753	1.4	5.3	764	4596	1.1	5.1	435	3387	.7	7.1
SU '97	760	9736	1.1	6.0	946	5103	1.4	5.3	1011	5038	1.5	5.8	858	5215	1.3	5.9	534	3800	.8	8.2
SP '97	711	9619	1.1	5.6	1045	5462	1.6	5.5	934	4846	1.4	5.3	756	4824	1.1	5.2	470	3697	.7	7.7
4-Book	715	9374	1.1	5.7	1013	5221	1.5	5.4	916	4706	1.4	5.3	789	4980	1.2	5.4	485	3668	.8	7.9
WI '97	693	8785	1.0	5.4	933	4858	1.4	4.9	871	4529	1.3	4.9	786	4624	1.2	5.1	450	3420	.7	7.5
WSKQ-FM																				
WI '98	944	7879	1.4	7.5	1695	5424	2.5	8.9	1163	4278	1.7	6.8	850	4468	1.3	5.7	355	2740	.5	6.1
FA '97	904	7559	1.4	7.1	1544	5342	2.3	8.0	1133	4508	1.7	6.5	855	4103	1.3	5.7	404	2828	.6	6.6
SU '97	779	7207	1.2	6.2	1248	4488	1.9	7.0	891	3809	1.3	5.1	702	3978	1.1	4.8	344	2459	.5	5.3
SP '97	706	6771	1.1	5.6	1224	4408	1.8	6.4	855	3675	1.3	4.8	642	3551	1.0	4.4	337	2365	.5	5.5
4-Book	833	7354	1.3	6.6	1428	4916	2.1	7.6	1011	4068	1.5	5.8	762	4025	1.2	5.2	360	2598	.5	5.9
WI '97	685	6681	1.0	5.3	1070	4152	1.6	5.7	813	3582	1.2	4.6	666	3478	1.0	4.3	315	2202	.5	5.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	46	357	.1	.4	83	258	.1	.4	44	140	.1	.3	35	156	.1	.2	29	204	.1	.5
FA '97	41	570	.1	.3	67	360	.1	.3	39	240	.1	.2	48	238	.1	.3	35	111	.1	.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	52	798	.1	.4	61	273	.1	.3	66	309	.1	.4	62	357	.1	.4	36	240	.1	.6
FA '97	37	776	.1	.3	31	211	.1	.2	59	261	.1	.3	46	271	.1	.3	12	131	.1	.2
SU '97	26	656	.2	.2	39	213	.1	.2	19	142	.1	.1	23	182	.2	.2	14	157	.2	.2
SP '97	58	931	.1	.5	55	285	.1	.3	60	278	.1	.3	48	310	.1	.3	31	237	.1	.5
4-Book	43	790	.1	.4	47	246	.1	.3	51	248	.1	.3	45	280	.1	.3	23	191	.1	.4
WI '97	64	912	.1	.5	60	369	.1	.3	56	360	.1	.3	45	325	.1	.3	53	327	.1	.9
+WVY-FM																				
WI '98	5	66			8	41			9	31		.1	8	37		.1	3	19		.1
FA '97	6	78			9	51			7	49			6	35			8	31		.1
SU '97	4	60			5	20			5	20			5	48			3	28		
SP '97		19				7				7				7				12		
4-Book	4	56			6	30			5	27			5	32			4	23		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	71	983	.1	.6	105	537	.2	.6	115	578	.2	.7	91	545	.1	.6	23	335	.1	.4
FA '97	70	1063	.1	.6	94	552	.1	.5	89	546	.1	.5	80	652	.1	.5	38	394	.1	.6
SU '97	95	1307	.1	.8	94	552	.1	.5	126	644	.2	.7	142	818	.2	1.0	35	536	.1	.5
SP '97	56	1009	.1	.4	47	511	.1	.2	73	511	.1	.4	70	677	.1	.5	39	386	.1	.6
4-Book	73	1091	.1	.6	85	538	.1	.5	101	570	.2	.6	96	673	.1	.7	34	413	.1	.5
WI '97	57	1171	.1	.4	63	506	.1	.3	74	457	.1	.4	85	761	.1	.6	34	397	.1	.6
+WZY-FM																				
WI '98	63	790	.1	.5	86	503	.1	.5	84	506	.1	.5	82	613	.1	.5	35	414	.1	.6
FA '97	56	650	.1	.4	63	298	.1	.3	70	334	.1	.4	86	454	.1	.6	28	316	.1	.5
SU '97	68	763	.1	.5	67	374	.1	.4	81	395	.1	.5	90	531	.1	.6	35	328	.1	.5
SP '97	56	847	.1	.4	87	435	.1	.5	85	463	.1	.5	54	526	.1	.4	23	291	.1	.4
4-Book	61	763	.1	.5	76	403	.1	.4	80	425	.1	.5	78	531	.1	.5	30	337	.1	.5
WI '97	67	718	.1	.5	56	301	.1	.3	91	350	.1	.5	110	540	.2	.7	36	240	.1	.6
WXRK-FM																				
WI '98	747	10483	1.1	6.0	2709	8573	4.1	14.3	836	4927	1.3	4.9	405	2863	.6	2.7	158	1817	.2	2.7
FA '97	707	9993	1.1	5.6	2751	8346	4.1	14.2	756	4840	1.1	4.4	343	2629	.5	2.3	103	1384	.2	1.7
SU '97	565	9969	.8	4.5	2329	7886	3.5	13.0	547	4509	.8	3.1	241	2402	.4	1.7	74	1380	.1	1.1
SP '97	620	10215	.9	4.9	2374	8310	3.6	12.4	623	4336	.9	3.5	340	2474	.5	2.3	92	1602	.1	1.5
4-Book	660	10165	1.0	5.3	2541	8279	3.8	13.5	691	4653	1.0	4.0	332	2592	.5	2.3	107	1546	.2	1.8
WI '97	626	9810	.9	4.9	2292	7737	3.4	12.1	693	4054	1.0	3.9	354	2855	.5	2.3	127	1667	.2	2.1
WKXV-FM																				
WI '98	110	2607	.2	.9	185	1393	.3	1.0	115	1095	.2	.7	177	1489	.3	1.2	37	640	.1	.6
FA '97	84	2244	.1	.7	171	1184	.3	.9	90	977	.1	.5	130	1231	.2	.9	24	558	.1	.4
SU '97	71	1970	.1	.6	130	895	.2	.7	86	690	.1	.5	86	1040	.1	.6	30	422	.1	.5
SP '97	73	1943	.1	.6	133	1089	.2	.7	85	719	.1	.5	112	1019	.2	.8	19	434	.1	.3
4-Book	85	2191	.1	.7	155	1140	.3	.8	94	870	.1	.6	126	1195	.2	.9	28	514	.1	.5
WI '97	88	2106	.1	.7	173	1127	.3	.9	90	885	.1	.5	120	1056	.2	.8	35	588	.1	.6
TOTALS																				
WI '98	12505	63752	18.8		18941	56591	28.5		17202	47486	25.8		14931	52654	22.4		5778	36456	8.7	
FA '97	12696	64334	19.1		19318	57826	29.0		17326	48723	26.0		14894	53243	22.4		6133	38739	9.2	
SU '97	12598	64115	18.9		17922	56627	26.9		17391	49295	26.1		14542	53055	21.8		6531	39647	9.8	
SP '97	12707	64059	19.1		19097	57441	28.7		17638	48559	26.5		14583	52704	21.9		6082	38021	9.1	
4-Book	12627	64065	19.0		18820	57121	28.3		17389	48516	26.1		14738	52914	22.1		6131	38216	9.2	
WI '97	12891	64420	19.3		18931	57677	28.4		17806	48529	26.7		15315	53146	23.0		6007	36534	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	278	2685	.4	1.6	81	1283	.1	.9	109	332	.2	1.2	80	294	.1	.5	82	289	.1	.8
4-Book	252	2719	.4	1.5	108	1537	.2	1.2	127	357	.2	1.4	106	400	.2	.7	126	389	.2	1.2
WADO-AM																				
WI '98	337	2266	.5	2.0	86	1131	.1	1.0	293	768	.4	3.3	95	280	.1	.6	78	176	.1	.7
4-Book	294	2025	.5	1.8	76	1013	.1	.9	235	613	.4	2.5	96	296	.1	.6	50	131	.1	.5
WALK-FM																				
WI '98	179	1419	.3	1.1	64	747	.1	.7	75	227	.1	.8	132	351	.2	.9	71	243	.1	.7
4-Book	199	1557	.3	1.2	77	877	.1	.9	98	315	.2	1.0	148	427	.2	1.0	79	263	.1	.7
WAXQ-FM																				
WI '98	423	5228	.6	2.5	230	3395	.3	2.6	185	768	.3	2.1	444	1428	.7	2.9	322	1275	.5	3.0
4-Book	467	5656	.7	2.8	268	3761	.4	2.9	213	829	.3	2.3	521	1653	.8	3.4	395	1337	.6	3.7
WBAB-FM																				
WI '98	145	1490	.2	.9	64	870	.1	.7	55	220	.1	.6	124	404	.2	.8	86	288	.1	.8
4-Book	139	1493	.2	.8	62	853	.1	.7	58	218	.1	.6	127	401	.2	.9	88	290	.1	.8
WHFM-FM																				
WI '98		19			2	59				6			6	52			2	25		
4-Book	1	38			1	30			1	6			2	20			4	16		
WBBR-AM																				
WI '98	67	1122	.1	.4	14	429		.2	41	263	.1	.5	21	164		.1	6	41		.1
4-Book	65	1127	.1	.4	15	411		.2	25	138		.3	29	137	.1	.2	9	46		.1
WBLI-FM																				
WI '98	134	1465	.2	.8	71	948	.1	.8	89	312	.1	1.0	137	423	.2	.9	89	303	.1	.8
4-Book	138	1404	.2	.8	70	849	.1	.8	78	254	.1	.9	138	437	.2	.9	91	304	.1	.9
WBLS-FM																				
WI '98	414	5158	.6	2.4	375	3855	.6	4.2	232	669	.3	2.6	477	1276	.7	3.1	510	1279	.8	4.8
4-Book	471	5352	.7	2.8	376	3959	.6	4.1	256	746	.4	2.7	470	1296	.7	3.1	376	1039	.6	3.5
WBZO-FM																				
WI '98	81	964	.1	.5	43	684	.1	.5	47	211	.1	.5	95	305	.1	.6	30	135		.3
4-Book	83	951	.1	.5	50	625	.1	.6	47	172	.1	.5	106	304	.1	.7	63	187	.1	.6
WCBS-AM																				
WI '98	314	5579	.5	1.8	130	2940	.2	1.5	250	1186	.4	2.8	129	776	.2	.8	82	408	.1	.8
4-Book	333	5743	.5	1.9	148	3258	.2	1.6	312	1344	.5	3.3	156	826	.3	1.0	109	472	.2	1.0
WCBS-FM																				
WI '98	742	6864	1.1	4.4	378	4016	.6	4.3	379	1160	.6	4.2	703	1863	1.1	4.6	413	1261	.6	3.9
4-Book	807	7249	1.2	4.8	430	4727	.7	4.7	450	1311	.7	4.8	749	2000	1.1	4.9	548	1474	.8	5.1
+WDRE-FM																				
WI '98	5	132			4	108			1	10			10	57		.1	15	65		.1
4-Book	6	135			5	95		.1	2	15			13	46		.1	12	46		.1
WLIR-FM																				
WI '98	69	1331	.1	.4	47	898	.1	.5	21	154		.2	125	416	.2	.8	61	276	.1	.6
4-Book	88	1561	.2	.5	66	1055	.1	.7	54	218	.1	.6	131	469	.2	.9	95	359	.2	.9
WFAN-AM																				
WI '98	425	4703	.6	2.5	148	2374	.2	1.7	216	807	.3	2.4	175	719	.3	1.1	116	470	.2	1.1
4-Book	503	5189	.8	3.0	198	3047	.3	2.2	234	805	.4	2.5	241	919	.4	1.6	169	578	.3	1.6
WFAS-FM																				
WI '98	79	747	.1	.5	19	325		.2	46	131	.1	.5	33	105		.2	22	81		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	95	797	.1	.6	57	626	.1	.6	107	206	.2	1.2	48	173	.1	.3	20	93		.2
4-Book	74	792	.1	.5	69	742	.1	.8	84	227	.1	.9	71	202	.1	.5	43	125	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																					
WI '98	* 1	33			* 3	12			* 2	6			1	12			*	3	6		
4-Book	7	65	.1		3	34			2	6			3	15			3	6			
WHTZ-FM																					
WI '98	661	8491	1.0	3.9	350	5619	.5	3.9	261	1135	.4	2.9	721	2623	1.1	4.7	416	1712	.6	3.9	
4-Book	578	8155	.9	3.4	303	5196	.5	3.3	236	983	.4	2.5	591	2251	.9	3.9	386	1517	.6	3.6	
WHUD-FM																					
WI '98	119	894	.2	.7	50	476	.1	.6	49	165	.1	.5	146	287	.2	1.0	55	167	.1	.5	
4-Book	79	742	.1	.5	35	451	.1	.4	48	171	.1	.5	71	200	.1	.5	39	136	.1	.3	
WINS-AM																					
WI '98	456	8193	.7	2.7	170	4031	.3	1.9	401	1757	.6	4.5	192	996	.3	1.2	114	588	.2	1.1	
4-Book	460	8352	.7	2.7	183	4167	.3	2.0	471	1936	.7	5.0	194	1052	.3	1.3	114	591	.2	1.1	
WKJY-FM																					
WI '98	165	975	.2	1.0	49	522	.1	.6	61	193	.1	.7	106	295	.2	.7	60	164	.1	.6	
4-Book	125	911	.2	.8	37	462	.1	.4	43	142	.1	.5	79	224	.1	.5	48	149	.1	.5	
WKTU-FM																					
WI '98	800	9502	1.2	4.7	514	6671	.8	5.8	376	1510	.6	4.2	980	2942	1.5	6.4	788	2477	1.2	7.4	
4-Book	900	9818	1.4	5.3	553	6681	.8	6.1	404	1475	.6	4.3	1032	3092	1.6	6.7	767	2338	1.2	7.1	
WLIB-AM																					
WI '98	* 139	783	.2	.8	* 180	852	.3	2.0	* 200	383	.3	2.2	301	531	.5	2.0	* 239	358	.4	2.2	
4-Book	146	1032	.2	.9	195	988	.3	2.1	225	421	.3	2.4	335	588	.5	2.2	271	401	.4	2.5	
WLTW-FM																					
WI '98	1343	9857	2.0	7.9	512	6250	.8	5.8	533	1694	.8	5.9	946	2736	1.4	6.2	674	1927	1.0	6.3	
4-Book	1319	9681	2.0	7.8	521	5929	.8	5.7	515	1543	.8	5.4	925	2477	1.4	6.0	589	1723	.9	5.5	
WMCA-AM																					
WI '98	53	445	.1	.3	23	272		.3	43	98	.1	.5	26	42		.2	2	16			
4-Book	59	497	.1	.3	26	323		.3	28	82	.1	.3	19	48		.1	11	36		.1	
WMJC-FM																					
WI '98	56	395	.1	.3	27	309		.3	18	77		.2	52	149	.1	.3	34	106	.1	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																					
WI '98	21	112		.1																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																					
WI '98	406	5307	.6	2.4	211	3725	.3	2.4	173	754	.3	1.9	345	1470	.5	2.2	266	1121	.4	2.5	
4-Book	473	5571	.7	2.8	242	3803	.4	2.7	213	820	.3	2.3	457	1617	.7	3.0	308	1163	.5	2.9	
+WNSR-FM																					
WI '98	372	5123	.6	2.2	176	3235	.3	2.0	143	702	.2	1.6	325	1163	.5	2.1	191	901	.3	1.8	
4-Book	385	5060	.6	2.3	183	3124	.3	2.0	136	582	.2	1.4	366	1277	.6	2.4	221	853	.3	2.1	
WNWK-FM																					
WI '98	47	986	.1	.3	177	1350	.3	2.0	227	325	.3	2.5	268	544	.4	1.7	295	602	.4	2.8	
4-Book	61	1058	.1	.4	181	1317	.3	2.0	238	449	.4	2.5	352	645	.5	2.3	319	571	.5	3.0	
WOR -AM																					
WI '98	150	1809	.2	.9	55	774	.1	.6	82	179	.1	.9	63	221	.1	.4	39	112	.1	.4	
4-Book	170	1937	.3	1.0	54	826	.1	.6	101	295	.2	1.1	86	266	.1	.6	40	121	.1	.4	
WPAT-FM																					
WI '98	530	4637	.8	3.1	529	4095	.8	6.0	319	900	.5	3.6	745	1814	1.1	4.8	762	1552	1.1	7.1	
4-Book	554	4487	.8	3.3	472	3738	.7	5.2	352	952	.5	3.7	711	1695	1.1	4.6	541	1189	.8	5.0	
WPLJ-FM																					
WI '98	812	8648	1.2	4.8	282	4661	.4	3.2	249	924	.4	2.8	590	2053	.9	3.8	394	1638	.6	3.7	
4-Book	804	8725	1.2	4.7	302	4703	.5	3.3	279	1103	.5	3.0	562	2051	.9	3.7	420	1621	.6	3.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	702	6543	1.1	4.1	423	4559	.6	4.8	392	1154	.6	4.4	662	1717	1.0	4.3	473	1442	.7	4.4
4-Book	636	6261	1.0	3.7	399	4259	.6	4.4	343	1024	.5	3.7	641	1715	1.0	4.2	493	1325	.7	4.6
WQEW-AM																				
WI '98	32	359	.2	.2	18	300	.2	.2	3	15	.2	.2	43	86	.1	.3				
4-Book	41	398	.1	.3	31	332	.3	.3	23	67	.2	.2	64	141	.1	.4	21	59	.2	.2
WQHT-FM																				
WI '98	652	6288	1.0	3.8	361	3941	.5	4.1	297	866	.4	3.3	688	2045	1.0	4.5	544	1447	.8	5.1
4-Book	683	6151	1.0	4.0	399	4076	.6	4.4	329	1009	.5	3.5	669	1874	1.0	4.4	564	1428	.9	5.3
WQXR-FM																				
WI '98	234	2377	.4	1.4	116	1605	.2	1.3	64	281	.1	.7	204	651	.3	1.3	168	535	.3	1.6
4-Book	206	2106	.4	1.2	118	1598	.2	1.3	97	334	.2	1.0	185	570	.3	1.2	125	385	.2	1.2
WRKS-FM																				
WI '98	847	7707	1.3	5.0	515	4573	.8	5.8	438	1187	.7	4.9	755	1731	1.1	4.9	583	1402	.9	5.4
4-Book	907	7933	1.4	5.4	526	5066	.8	5.8	469	1232	.7	5.0	801	1984	1.2	5.2	639	1613	1.0	5.9
WSKO-FM																				
WI '98	1230	6952	1.8	7.2	837	5844	1.3	9.4	881	2120	1.3	9.8	1634	3738	2.5	10.6	927	2079	1.4	8.6
4-Book	1063	6496	1.6	6.3	748	5254	1.1	8.2	832	2035	1.3	8.8	1313	2980	2.0	8.6	850	1872	1.3	7.9
WVDJ-AM																				
WI '98	53	314	.1	.3	43	279	.1	.5	53	143	.1	.6	15	59	.1	.1	32	65	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	63	469	.1	.4	44	459	.1	.5	36	59	.1	.4	50	113	.1	.3	29	51	.1	.3
4-Book	48	429	.1	.3	50	505	.1	.6	34	84	.1	.4	48	107	.1	.3	28	58	.1	.3
+WWVY-FM																				
WI '98	8	60			2	27			6	21		.1					4	5		.1
4-Book	5	50			3	21			3	10		.1	5	10						
+WWXY-FM																				
WI '98	105	870	.2	.6	43	531	.1	.5	50	195	.1	.6	77	249	.1	.5	59	213	.1	.6
4-Book	95	899	.2	.6	62	631	.1	.7	67	211	.1	.7	101	287	.2	.7	73	213	.1	.7
+WWZY-FM																				
WI '98	84	710	.1	.5	46	512	.1	.5	55	201	.1	.6	95	321	.1	.6	51	227	.1	.5
4-Book	78	649	.1	.5	52	515	.1	.6	58	177	.1	.6	90	259	.1	.6	66	198	.1	.6
WXRK-FM																				
WI '98	1280	9758	1.9	7.5	193	2657	.3	2.2	246	701	.4	2.7	342	1124	.5	2.2	220	820	.3	2.1
4-Book	1150	9514	1.7	6.8	159	2640	.2	1.8	210	673	.3	2.2	292	1068	.4	1.9	192	717	.3	1.8
WXXW-FM																				
WI '98	156	2288	.2	.9	79	1195	.1	.9	50	289	.1	.6	164	588	.2	1.1	122	367	.2	1.1
4-Book	123	1849	.2	.7	55	946	.1	.6	63	279	.1	.7	94	395	.1	.6	74	281	.1	.7
TOTALS																				
WI '98	17043	62502	25.6		8883	53095	13.3		8971	23866	13.5		15367	34403	23.1		10718	26011	16.1	
4-Book	17020	62776	25.6		9131	53782	13.7		9445	24998	14.2		15338	34259	23.0		10791	25557	16.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	71	345	.1	1.2	73	235	.1	1.2	89	357	.1	.8	61	218	.1	.8	82	299	.1	1.9
4-Book	88	329	.2	1.4	104	311	.2	1.6	99	369	.1	.9	122	399	.2	1.5	102	331	.2	2.2
WADO-AM																				
WI '98	44	74	.1	.7	100	309	.2	1.6	43	145	.1	.4	31	51	.4	.4	34	120	.1	.8
4-Book	27	74	.1	.4	98	305	.2	1.5	71	212	.1	.6	30	82	.4	.4	24	76	.1	.5
WALK-FM																				
WI '98	30	96	.5	.5	38	162	.1	.6	62	230	.1	.6	73	175	.1	.9	30	122	.7	.7
4-Book	42	151	.1	.7	50	190	.1	.8	100	308	.2	.9	68	197	.1	.8	30	139	.7	.7
WAXQ-FM																				
WI '98	113	606	.2	1.9	96	352	.1	1.6	354	1246	.5	3.3	215	819	.3	2.7	94	366	.1	2.2
4-Book	151	751	.2	2.4	108	418	.2	1.7	360	1313	.5	3.2	244	909	.4	2.9	129	507	.2	2.7
WBAB-FM																				
WI '98	41	159	.1	.7	33	136	.5	.5	81	311	.1	.7	62	239	.1	.8	27	116	.6	.6
4-Book	34	144	.1	.5	25	105	.4	.4	82	281	.1	.7	52	199	.1	.6	25	117	.5	.5
WHFM-FM																				
WI '98		7											3	13						
4-Book		4			1	3			3				1	3				4		
WBRR-AM																				
WI '98					27	100	.4	.4	17	85	.2	.2	7	48	.1	.1	1	16		
4-Book	4	34	.1	.1	21	87	.3	.3	19	97	.2	.2	11	62	.1	.1	5	35	.1	.1
WBLI-FM																				
WI '98	39	122	.1	.7	49	125	.1	.8	73	264	.1	.7	63	229	.1	.8	33	141	.8	.8
4-Book	36	115	.1	.6	37	119	.1	.6	87	293	.1	.8	64	221	.1	.8	23	98	.5	.5
WBLS-FM																				
WI '98	418	1091	.6	7.1	303	702	.5	4.9	466	1104	.7	4.3	381	919	.6	4.8	196	650	.3	4.5
4-Book	328	971	.5	5.3	366	925	.6	5.7	613	1369	.9	5.4	364	942	.5	4.4	205	610	.3	4.4
WBZO-FM																				
WI '98	16	68	.3	.3	20	56	.3	.3	62	235	.1	.6	56	181	.1	.7	16	74	.4	.4
4-Book	21	80	.3	.3	27	102	.4	.4	72	234	.1	.7	48	138	.1	.6	16	64	.4	.4
WCBS-AM																				
WI '98	47	363	.1	.8	208	877	.3	3.4	173	809	.3	1.6	96	438	.1	1.2	78	390	.1	1.8
4-Book	58	373	.1	.9	248	1136	.4	3.8	165	883	.3	1.5	96	409	.1	1.2	76	452	.1	1.6
WCBS-FM																				
WI '98	314	916	.5	5.3	263	824	.4	4.3	423	1289	.6	3.9	299	897	.4	3.7	202	550	.3	4.7
4-Book	298	945	.5	4.7	294	943	.4	4.6	529	1644	.8	4.7	361	1001	.5	4.4	199	672	.3	4.3
+WDRE-FM																				
WI '98	1	6			4	25	.1	.1	1	12			1	6			3	7	.1	.1
4-Book	1	13			3	12	.1	.1	5	24		.1	7	20		.1	2	11	.1	.1
WLIR-FM																				
WI '98	15	98	.3	.3	26	95	.4	.4	63	301	.1	.6	49	261	.1	.6	9	64	.2	.2
4-Book	48	189	.1	.8	33	135	.5	.5	79	342	.1	.7	66	289	.1	.8	18	127	.4	.4
WFAN-AM																				
WI '98	106	438	.2	1.8	137	573	.2	2.2	207	829	.3	1.9	123	398	.2	1.5	103	432	.2	2.4
4-Book	106	424	.2	1.7	186	682	.3	2.9	309	1195	.5	2.7	213	787	.3	2.6	126	513	.2	2.7
WFAS-FM																				
WI '98	5	17	.1	.1	21	67	.3	.3	9	81	.1	.1	2	16			18	35	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	33	126	.6	.6	154	346	.2	2.5	49	247	.1	.5	25	114	.3	.3	38	130	.1	.9
4-Book	54	170	.1	.9	144	345	.2	2.2	64	221	.1	.6	45	125	.1	.6	53	164	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*								*								
4-Book	**	**	**	**	3	13	.1	6	15	.1	1	3	**	**	**	**				
WHTZ-FM																				
WI '98	239	1027	.4	4.1	151	652	.2	2.5	444	1902	.7	4.1	389	1212	.6	4.9	144	622	.2	3.3
4-Book	196	883	.3	3.2	150	667	.2	2.3	395	1684	.6	3.5	306	1120	.5	3.8	139	733	.2	3.0
WHUD-FM																				
WI '98	17	88	.3		40	129	.1	.7	45	97	.1	.4	38	96	.1	.5	8	54	.2	
4-Book	13	54	.2		42	137	.1	.7	42	133	.1	.4	27	76	.1	.4	3	27	.1	
WINS-AM																				
WI '98	95	553	.1	1.6	300	1150	.5	4.9	136	794	.2	1.2	110	564	.2	1.4	64	383	.1	1.5
4-Book	87	485	.1	1.4	313	1298	.5	4.8	154	870	.3	1.4	107	508	.2	1.3	81	476	.1	1.7
WKJY-FM																				
WI '98	18	78	.3		39	155	.1	.6	73	188	.1	.7	31	87	.4		7	39	.2	
4-Book	20	71	.3		25	87	.4		41	128	.1	.4	30	96	.4		12	51	.3	
WKTU-FM																				
WI '98	455	1781	.7	7.7	136	651	.2	2.2	676	2313	1.0	6.2	400	1339	.6	5.0	230	913	.3	5.3
4-Book	524	1688	.8	8.3	182	771	.3	2.8	643	2200	1.0	5.7	501	1532	.8	6.1	298	1087	.5	6.3
WLIB-AM																				
WI '98				*	58	100	.1	.9	148	273	.2	1.4	* 57	119	.1	.7				
4-Book	**	**	**	**	106	183	.2	1.6	147	265	.2	1.3	80	177	.1	1.0	**	**	**	**
WLTW-FM																				
WI '98	347	1271	.5	5.9	354	1228	.5	5.8	620	1991	.9	5.7	373	1270	.6	4.7	229	898	.3	5.3
4-Book	363	1243	.6	5.8	323	1064	.5	5.0	650	1917	1.0	5.8	457	1391	.7	5.6	305	1050	.5	6.5
WMCA-AM																				
WI '98	11	47	.2		47	141	.1	.8	27	74	.2		22	54	.3		13	71	.3	
4-Book	24	76	.4		58	149	.1	.9	26	97	.2		21	45	.3		23	76	.5	
WMJC-FM																				
WI '98	8	42	.1		10	34	.2		48	140	.1	.4	33	93	.4		11	45	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	143	669	.2	2.4	116	434	.2	1.9	257	1146	.4	2.4	261	906	.4	3.3	120	442	.2	2.8
4-Book	135	646	.2	2.2	123	463	.2	1.9	304	1221	.5	2.7	249	912	.4	3.1	128	466	.2	2.8
+WNSR-FM																				
WI '98	89	449	.1	1.5	116	388	.2	1.9	229	905	.3	2.1	203	687	.3	2.5	104	492	.2	2.4
4-Book	83	498	.1	1.3	80	347	.1	1.2	248	965	.4	2.2	211	755	.3	2.6	102	493	.2	2.2
WNWK-FM																				
WI '98	211	523	.3	3.6	51	140	.1	.8	119	260	.2	1.1	116	273	.2	1.5	124	281	.2	2.9
4-Book	214	471	.3	3.4	37	107	.1	.6	110	237	.2	1.0	88	226	.2	1.1	84	198	.1	1.8
WOR-AM																				
WI '98	28	139	.5		104	251	.2	1.7	85	274	.1	.8	27	94	.3		20	77	.5	
4-Book	22	86	.4		75	233	.1	1.2	65	239	.1	.6	30	85	.4		18	90	.4	
WPAT-FM																				
WI '98	369	1026	.6	6.3	315	945	.5	5.1	838	1884	1.3	7.7	563	1241	.8	7.0	290	837	.4	6.7
4-Book	373	963	.6	6.0	323	980	.5	5.0	687	1644	1.1	6.1	427	941	.6	5.2	312	832	.5	6.8
WPLJ-FM																				
WI '98	154	786	.2	2.6	162	647	.2	2.6	370	1541	.6	3.4	216	950	.3	2.7	98	466	.1	2.3
4-Book	155	729	.2	2.5	159	645	.2	2.5	406	1729	.6	3.6	313	1210	.5	3.8	116	661	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

Target Listener Estimates - Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCO-FM																				
WI '98	259	924	.4	4.4	228	684	.3	3.7	573	1573	.9	5.3	524	1189	.8	6.6	258	689	.4	6.0
4-Book	297	992	.5	4.8	203	680	.3	3.1	527	1468	.8	4.7	435	1130	.7	5.3	228	717	.4	5.0
WQEW-AM																				
WI '98	5	34	.1	.1	7	30	.1	.1	45	98	.1	.4	25	116	.1	.3	12	65	.1	.3
4-Book	8	38	.1	.1	21	76	.1	.3	54	142	.1	.5	37	111	.1	.4	14	60	.1	.3
WQHT-FM																				
WI '98	380	1023	.6	6.5	128	396	.2	2.1	212	727	.3	1.9	346	851	.5	4.3	268	812	.4	6.2
4-Book	421	1107	.7	6.8	152	464	.3	2.4	337	986	.5	3.0	449	1080	.7	5.5	252	749	.4	5.4
WQXR-FM																				
WI '98	55	302	.1	.9	71	234	.1	1.2	145	491	.2	1.3	145	361	.2	1.8	74	200	.1	1.7
4-Book	79	327	.1	1.3	64	276	.1	1.0	168	589	.3	1.5	137	375	.2	1.7	80	279	.1	1.7
WRKS-FM																				
WI '98	474	1237	.7	8.0	487	1160	.7	7.9	555	1325	.8	5.1	415	1011	.6	5.2	387	970	.6	9.0
4-Book	445	1214	.7	7.1	548	1388	.8	8.4	518	1356	.8	4.6	429	1072	.7	5.2	357	1013	.5	7.7
WSKQ-FM																				
WI '98	382	1095	.6	6.5	574	1514	.9	9.3	1181	2607	1.8	10.8	781	1609	1.2	9.8	301	970	.5	7.0
4-Book	458	1157	.7	7.3	540	1365	.8	8.4	999	2260	1.5	8.9	698	1512	1.1	8.5	281	885	.4	6.1
WVOJ-AM																				
WI '98	40	87	.1	.7	46	69	.1	.7	54	131	.1	.5	75	135	.1	.9	35	54	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	16	28	.3	.3	111	285	.2	1.8	59	131	.1	.5	38	65	.1	.5	21	50	.1	.5
4-Book	20	52	.3	.3	117	256	.2	1.8	76	194	.1	.7	48	91	.1	.6	32	75	.1	.7
+WVYV-FM																				
WI '98					1	8			4	13			3	6			1	6		
4-Book	2	5			1	4			3	8			2	5			2	2		
+WVXY-FM																				
WI '98	23	106	.4	.4	12	77	.2	.2	66	242	.1	.6	34	143	.1	.4	17	89	.1	.4
4-Book	45	149	.1	.7	42	150	.1	.7	87	290	.1	.8	57	204	.1	.7	22	112	.1	.5
+WVZY-FM																				
WI '98	15	101	.3	.3	29	169	.5	.5	79	240	.1	.7	31	144	.1	.4	10	83	.1	.2
4-Book	20	104	.4	.4	32	131	.5	.5	81	244	.1	.7	43	147	.1	.5	21	97	.1	.5
WXRK-FM																				
WI '98	154	572	.2	2.6	88	326	.1	1.4	265	831	.4	2.4	137	542	.2	1.7	73	313	.1	1.7
4-Book	112	462	.2	1.8	82	276	.1	1.3	176	703	.3	1.6	126	528	.2	1.5	77	364	.1	1.6
WXXW-FM																				
WI '98	39	189	.1	.7	53	217	.1	.9	132	528	.2	1.2	58	227	.1	.7	11	57	.1	.3
4-Book	28	128	.5	.5	28	118	.5	.5	84	345	.1	.7	62	231	.1	.7	14	81	.1	.3
TOTALS																				
WI '98	5890	17259	8.9		6151	17342	9.2		10885	27147	16.4		7996	19389	12.0		4321	12887	6.5	
4-Book	6287	17686	9.5		6485	18370	9.7		11246	28013	16.9		8244	20015	12.4		4653	13862	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	234	4203	.3	1.6	277	1709	.4	1.2	457	2405	.6	2.3	324	1997	.4	1.9	77	954	.1	1.2
FA '97	295	4687	.4	2.0	318	2075	.4	1.4	479	2272	.6	2.4	435	2161	.6	2.5	169	1361	.2	2.4
SU '97	267	5331	.3	1.8	276	1671	.4	1.3	444	2168	.6	2.2	228	1881	.3	1.4	236	1903	.3	3.2
SP '97	207	4695	.3	1.4	230	1305	.3	1.0	357	2151	.5	1.8	263	1711	.3	1.6	126	1513	.2	1.8
4-Book	251	4729	.3	1.7	275	1690	.4	1.2	434	2249	.6	2.2	313	1938	.4	1.9	152	1433	.2	2.2
WI '97	237	4494	.3	1.6	286	1884	.4	1.3	452	2235	.6	2.2	272	1832	.4	1.5	120	1118	.2	1.7
WADO-AM																				
WI '98	305	3028	.4	2.1	720	2355	.9	3.2	416	1511	.5	2.1	309	1219	.4	1.8	91	494	.1	1.4
FA '97	277	2796	.4	1.9	637	2072	.8	2.8	470	1738	.6	2.3	243	1144	.3	1.4	42	345	.1	.6
SU '97	185	2150	.2	1.3	397	1439	.5	1.9	289	1275	.4	1.4	194	805	.3	1.2	43	314	.1	.6
SP '97	276	2953	.4	1.9	679	2030	.9	3.1	429	1789	.6	2.1	279	1111	.4	1.6	29	290	.4	.4
4-Book	261	2732	.4	1.8	608	1974	.8	2.8	401	1578	.5	2.0	256	1070	.4	1.5	51	361	.1	.8
WI '97	220	2575	.3	1.5	585	1935	.8	2.7	285	1364	.4	1.4	164	918	.2	.9	56	443	.1	.8
WALK-FM																				
WI '98	159	2104	.2	1.1	256	1353	.3	1.1	261	994	.3	1.3	186	1153	.2	1.1	73	571	.1	1.1
FA '97	155	2227	.2	1.0	237	1347	.3	1.0	261	1176	.3	1.3	181	1356	.2	1.1	42	629	.1	.6
SU '97	162	1994	.2	1.1	257	1238	.3	1.2	284	1036	.4	1.4	181	1015	.2	1.1	42	477	.1	.6
SP '97	175	2334	.2	1.2	279	1430	.4	1.3	293	1348	.4	1.4	202	1355	.3	1.2	51	566	.1	.7
4-Book	163	2165	.2	1.1	257	1342	.3	1.2	275	1139	.4	1.4	188	1220	.2	1.1	52	561	.1	.8
WI '97	183	2343	.2	1.2	288	1532	.4	1.3	305	1218	.4	1.5	216	1332	.3	1.2	52	591	.1	.8
WAXQ-FM																				
WI '98	330	6995	.4	2.3	324	2598	.4	1.5	498	3277	.6	2.5	494	3814	.6	2.9	146	1980	.2	2.2
FA '97	303	6700	.4	2.1	334	2607	.4	1.5	449	3274	.6	2.2	426	4028	.6	2.5	141	2054	.2	2.0
SU '97	406	7825	.5	2.8	424	2922	.6	2.0	619	4070	.8	3.1	553	4299	.7	3.3	183	2371	.2	2.5
SP '97	449	7873	.6	3.1	488	3422	.6	2.2	703	3915	.9	3.5	594	4826	.8	3.5	193	2857	.3	2.8
4-Book	372	7348	.5	2.6	393	2887	.5	1.8	567	3634	.7	2.8	517	4242	.7	3.1	166	2316	.2	2.4
WI '97	463	7902	.6	3.1	471	3604	.6	2.1	766	3941	1.0	3.7	655	5011	.9	3.7	185	2335	.2	2.7
WBAB-FM																				
WI '98	105	1848	.1	.7	137	726	.2	.6	182	978	.2	.9	136	1009	.2	.8	34	458	.1	.5
FA '97	114	1950	.1	.8	161	1010	.2	.7	189	1003	.2	.9	151	1125	.2	.9	51	543	.1	.7
SU '97	103	1896	.1	.7	136	827	.2	.7	167	938	.2	.8	132	1033	.2	.8	30	463	.1	.4
SP '97	82	1625	.1	.6	86	804	.1	.4	124	812	.2	.6	117	955	.2	.7	47	459	.1	.7
4-Book	101	1830	.1	.7	130	842	.2	.6	166	933	.2	.8	134	1031	.2	.8	41	481	.1	.6
WI '97	92	1771	.1	.6	103	806	.1	.5	159	934	.2	.8	115	1032	.1	.7	40	504	.1	.6
WHFM-FM																				
WI '98	2	76			1	6			2	26			1	25			1	12		
FA '97		26			1	22			1	11			1	11						
SU '97	3	96			4	45			4	51			3	23			1	10		
SP '97	1	44			1	16			2	28			1	14				7		
4-Book	2	61			2	22			2	29			2	18			1	7		
WI '97	1	50			1	21			1	36				7			1	15		
WBBR-AM																				
WI '98	47	1458	.1	.3	116	929	.1	.5	55	566	.1	.3	58	806	.1	.3	20	336	.1	.3
FA '97	50	1642	.1	.3	131	995	.2	.6	52	512	.1	.3	62	795	.1	.4	18	334	.1	.3
SU '97	48	1424	.1	.3	92	856	.1	.4	77	589	.1	.4	69	728	.1	.4	16	260	.1	.2
SP '97	51	1544	.1	.3	86	912	.1	.4	69	567	.1	.3	62	649	.1	.4	28	339	.1	.4
4-Book	49	1517	.1	.3	106	923	.1	.5	63	559	.1	.3	63	745	.1	.4	21	317	.1	.3
WI '97	69	1715	.1	.5	154	1145	.2	.7	89	591	.1	.4	80	812	.1	.5	26	431	.1	.4
WBLI-FM																				
WI '98	113	1916	.1	.8	143	997	.2	.6	165	932	.2	.8	157	1124	.2	.9	46	466	.1	.7
FA '97	123	1915	.2	.8	161	1033	.2	.7	221	1154	.3	1.1	149	1101	.2	.9	40	599	.1	.6
SU '97	89	1657	.1	.6	107	770	.1	.5	151	890	.2	.8	101	858	.1	.6	31	347	.1	.4
SP '97	119	1826	.2	.8	149	1015	.2	.7	186	954	.2	.9	146	1013	.2	.9	44	507	.1	.6
4-Book	111	1829	.2	.8	140	954	.2	.6	181	983	.2	.9	138	1024	.2	.8	40	480	.1	.6
WI '97	112	1546	.1	.8	132	748	.2	.6	220	896	.3	1.1	145	900	.2	.8	33	480	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	412	7232	.5	2.8	415	2909	.5	1.9	448	3156	.6	2.2	474	3401	.6	2.7	321	2679	.4	4.8
FA '97	390	7088	.5	2.6	464	2914	.6	2.0	447	3006	.6	2.2	430	3289	.6	2.5	290	2594	.4	4.2
SU '97	447	7769	.6	3.1	507	3311	.7	2.4	532	3625	.7	2.7	449	3908	.6	2.7	326	2877	.4	4.4
SP '97	524	8166	.7	3.6	662	4110	.9	3.0	690	3737	.9	3.4	547	3739	.7	3.2	332	3047	.4	4.8
4-Book	443	7564	.6	3.0	512	3311	.7	2.3	529	3381	.7	2.6	475	3584	.6	2.8	317	2799	.4	4.6
WI '97	601	8118	.8	4.0	827	4095	1.1	3.7	785	3794	1.0	3.8	635	4187	.8	3.6	368	2866	.5	5.3
WBZO-FM																				
WI '98	68	1407	.1	.5	90	697	.1	.4	117	616	.2	.6	81	698	.1	.5	14	315		.2
FA '97	91	1547	.1	.6	92	706	.1	.4	149	787	.2	.7	126	959	.2	.7	28	396		.4
SU '97	76	1247	.1	.5	80	569	.1	.4	112	631	.1	.6	89	635	.1	.5	28	338		.4
SP '97	84	1486	.1	.6	104	721	.1	.5	155	775	.2	.8	102	878	.1	.6	25	376		.4
4-Book	80	1422	.1	.6	92	673	.1	.4	133	702	.2	.7	100	793	.1	.6	24	356		.4
WI '97	86	1307	.1	.6	101	620	.1	.5	144	661	.2	.7	109	812	.1	.6	33	428		.5
WCBS-AM																				
WI '98	276	7841	.4	1.9	713	5124	.9	3.2	224	2562	.3	1.1	297	3593	.4	1.7	114	2002	.1	1.7
FA '97	329	8199	.4	2.2	787	5311	1.0	3.5	268	2935	.3	1.3	373	3969	.5	2.2	133	2219	.2	1.9
SU '97	340	8612	.4	2.3	837	5808	1.1	4.0	308	3137	.4	1.5	376	3700	.5	2.3	141	2028	.2	1.9
SP '97	272	7556	.4	1.8	718	5096	.9	3.2	223	2386	.3	1.1	263	3238	.3	1.6	117	1950	.2	1.7
4-Book	304	8052	.4	2.1	764	5335	1.0	3.5	256	2755	.3	1.3	327	3625	.4	2.0	126	2050	.2	1.8
WI '97	336	8995	.4	2.3	932	6101	1.2	4.2	211	3260	.3	1.0	314	4021	.4	1.8	152	2345	.2	2.2
WCBS-FM																				
WI '98	744	10904	1.0	5.1	991	5647	1.3	4.4	1175	5435	1.5	5.9	886	5955	1.1	5.1	268	2677	.3	4.0
FA '97	839	11764	1.1	5.7	1075	5953	1.4	4.7	1393	6074	1.8	6.9	985	6283	1.3	5.7	296	3319	.4	4.3
SU '97	802	12041	1.0	5.5	973	5600	1.3	4.7	1264	6100	1.6	6.3	907	6018	1.2	5.4	268	3313	.3	3.7
SP '97	826	11453	1.1	5.6	1143	6014	1.5	5.2	1282	5750	1.7	6.3	996	5881	1.3	5.9	348	3143	.5	5.0
4-Book	803	11541	1.1	5.5	1046	5804	1.4	4.8	1279	5840	1.7	6.4	944	6034	1.2	5.5	295	3113	.4	4.3
WI '97	812	11786	1.1	5.5	1028	5706	1.3	4.7	1270	5560	1.7	6.2	1015	6258	1.3	5.8	352	3396	.5	5.1
+WDRE-FM																				
WI '98	4	159			3	63			7	70			7	104			1	34		
FA '97	5	148			9	83			8	79			4	58				10		
SU '97	5	205			5	46			7	68			7	66			2	58		
SP '97	5	215			5	102			5	84			7	102			1	20		
4-Book	5	182			6	74			7	75			6	83			1	31		
WI '97	3	100			7	42			1	41			2	41			1	31		
WLIR-FM																				
WI '98	53	1862	.1	.4	72	685	.1	.3	74	699	.1	.4	63	877	.1	.4	18	431		.3
FA '97	56	2062	.1	.4	47	644	.1	.2	79	819	.1	.4	92	1094	.1	.5	30	638		.4
SU '97	96	2452	.1	.7	76	969	.1	.4	119	1069	.2	.6	107	1235	.1	.6	52	886		.7
SP '97	81	1902	.1	.6	93	677	.1	.4	122	915	.2	.6	110	840	.1	.7	33	606		.5
4-Book	72	2070	.1	.5	72	744	.1	.3	99	876	.2	.5	93	1012	.1	.6	33	640		.5
WI '97	53	1644	.1	.4	60	650	.1	.3	90	600	.1	.4	72	774	.1	.4	28	458		.4
WFAN-AM																				
WI '98	347	6549	.4	2.4	706	3240	.9	3.2	372	2442	.5	1.9	495	3264	.6	2.9	171	1704	.2	2.6
FA '97	461	8141	.6	3.1	729	3619	.9	3.2	589	3208	.8	2.9	717	4178	.9	4.2	187	2280	.2	2.7
SU '97	421	7565	.5	2.9	745	3501	1.0	3.6	522	3272	.7	2.6	575	3613	.7	3.4	186	2269	.2	2.5
SP '97	410	7341	.5	2.8	696	3683	.9	3.1	559	3001	.7	2.8	576	3828	.7	3.4	179	2268	.2	2.6
4-Book	410	7399	.5	2.8	719	3511	.9	3.3	511	2981	.7	2.6	591	3721	.7	3.5	181	2130	.2	2.6
WI '97	414	6821	.5	2.8	782	3444	1.0	3.5	553	2813	.7	2.7	643	3602	.8	3.7	134	1624	.2	1.9
WFAS-FM																				
WI '98	51	960	.1	.3	83	544	.1	.4	100	521	.1	.5	58	562	.1	.3	19	308		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	89	1195	.1	.6	145	684	.2	.6	121	630	.2	.6	69	426	.1	.4	47	407	.1	.7
FA '97	106	1459	.1	.7	165	751	.2	.7	79	515	.1	.4	59	386	.1	.3	112	622	.1	1.6
SU '97	68	1386	.1	.5	91	663	.1	.4	65	389	.1	.3	64	463	.1	.4	59	504	.1	.8
SP '97	121	1407	.2	.8	142	607	.2	.6	117	533	.2	.6	86	516	.1	.5	121	540	.2	1.7
4-Book	96	1362	.1	.7	136	676	.2	.6	96	517	.2	.5	70	448	.1	.4	85	518	.1	1.2
WI '97	64	1176	.1	.4	93	553	.1	.4	54	390	.1	.3	45	358	.1	.3	45	416	.1	.7
WHLI-AM																				
WI '98	* 3	95			* 5	32			3	66			* 3	36						
FA '97	13	134		.1	15	76		.1	16	61		.1	14	41		.1	**	**	**	**
SU '97	5	119			5	22			4	40			4	35			**	**	**	**
SP '97	13	146		.1	17	76		.1	20	91		.1	7	84			**	**	**	**
4-Book	9	124		.1	11	52		.1	11	65		.1	7	49			**	**	**	**
WI '97	20	134		.1	18	72		.1	30	76		.1	21	57		.1	**	**	**	**
WHTZ-FM																				
WI '98	523	11335	.7	3.6	732	5335	.9	3.3	679	4624	.9	3.4	716	6021	.9	4.1	270	3652	.3	4.1
FA '97	417	10414	.5	2.8	585	4651	.8	2.6	595	4252	.8	3.0	532	5379	.7	3.1	172	2812	.2	2.5
SU '97	504	11983	.7	3.5	710	5071	.9	3.4	720	5441	.9	3.6	633	5972	.8	3.8	254	3695	.3	3.5
SP '97	373	9483	.5	2.5	568	4483	.7	2.6	496	4160	.6	2.4	455	4718	.6	2.7	181	2999	.2	2.6
4-Book	454	10804	.6	3.1	649	4885	.8	3.0	623	4619	.8	3.1	584	5523	.8	3.4	219	3290	.3	3.2
WI '97	380	9093	.5	2.6	518	3960	.7	2.3	542	3978	.7	2.6	507	4972	.7	2.9	155	2437	.2	2.2
WHUD-FM																				
WI '98	99	1186	.1	.7	157	796	.2	.7	144	559	.2	.7	135	696	.2	.8	37	353		.6
FA '97	67	888	.1	.5	115	590	.1	.5	115	390	.1	.6	72	422	.1	.4	14	156		.2
SU '97	63	1116	.1	.4	120	610	.2	.6	90	381	.1	.4	55	431	.1	.3	19	379		.3
SP '97	56	1178	.1	.4	112	605	.1	.5	58	476	.1	.3	69	585	.1	.4	21	434		.3
4-Book	71	1092	.1	.5	126	650	.2	.6	102	452	.1	.5	83	534	.1	.5	23	331		.4
WI '97	98	1359	.1	.7	187	791	.2	.8	136	606	.2	.7	121	858	.2	.7	23	338		.3
WINS-AM																				
WI '98	385	11210	.5	2.6	1057	7571	1.4	4.7	280	3101	.4	1.4	414	3908	.5	2.4	168	2337	.2	2.5
FA '97	375	11634	.5	2.5	1057	7724	1.4	4.6	296	3697	.4	1.5	352	4163	.5	2.0	150	2451	.2	2.2
SU '97	403	11468	.5	2.8	1134	7867	1.5	5.4	322	3364	.4	1.6	350	3778	.5	2.1	175	2302	.2	2.4
SP '97	405	10995	.5	2.8	1137	7274	1.5	5.1	338	3309	.4	1.7	317	3637	.4	1.9	138	2064	.2	2.0
4-Book	392	11327	.5	2.7	1096	7609	1.5	5.0	309	3368	.4	1.6	358	3872	.5	2.1	158	2289	.2	2.3
WI '97	406	11792	.5	2.7	1072	7967	1.4	4.9	365	3658	.5	1.8	352	3993	.5	2.0	155	2275	.2	2.2
WKJY-FM																				
WI '98	119	1351	.2	.8	178	736	.2	.8	245	789	.3	1.2	147	794	.2	.9	20	289		.3
FA '97	69	1149	.1	.5	84	575	.1	.4	133	605	.2	.7	86	637	.1	.5	18	244		.3
SU '97	91	1235	.1	.6	109	682	.1	.5	203	785	.3	1.0	126	703	.2	.8	16	292		.2
SP '97	77	1140	.1	.5	99	553	.1	.4	161	613	.2	.8	95	629	.1	.6	23	267		.3
4-Book	89	1219	.1	.6	118	637	.1	.5	186	698	.3	.9	114	691	.2	.7	19	273		.3
WI '97	100	1203	.1	.7	120	629	.2	.5	221	687	.3	1.1	145	761	.2	.8	24	286		.3
WKTU-FM																				
WI '98	661	12036	.9	4.5	714	5684	.9	3.2	898	5660	1.2	4.5	892	6957	1.2	5.2	372	3832	.5	5.6
FA '97	765	12101	1.0	5.2	864	5520	1.1	3.8	1105	6490	1.4	5.5	1024	7137	1.3	5.9	426	4639	.6	6.2
SU '97	797	13379	1.0	5.5	868	6125	1.1	4.2	1077	6591	1.4	5.4	1008	7413	1.3	6.0	525	4971	.7	7.2
SP '97	743	12409	1.0	5.0	857	5678	1.1	3.9	1141	6553	1.5	5.6	918	6969	1.2	5.4	340	4364	.4	4.9
4-Book	742	12481	1.0	5.1	826	5752	1.1	3.8	1055	6324	1.4	5.3	961	7119	1.3	5.6	416	4452	.6	6.0
WI '97	720	12481	.9	4.8	853	6108	1.1	3.9	1007	6165	1.3	4.9	969	7305	1.3	5.5	375	4206	.5	5.4
WLIB-AM																				
WI '98	* 188	1466	.2	1.3	* 176	518	.2	.8	189	708	.2	.9	* 171	516	.2	1.0				
FA '97	166	1553	.2	1.1	120	446	.2	.5	171	735	.2	.9	124	517	.2	.7	**	**	**	**
SU '97	240	1950	.3	1.7	227	855	.3	1.1	248	792	.3	1.2	205	1050	.3	1.2	**	**	**	**
SP '97	153	2111	.2	1.0	139	818	.2	.6	151	998	.2	.7	128	712	.2	.8	**	**	**	**
4-Book	187	1770	.2	1.3	166	659	.2	.8	190	808	.2	.9	157	699	.2	.9	**	**	**	**
WI '97	183	1687	.2	1.2	149	548	.2	.7	147	615	.2	.7	156	569	.2	.9	**	**	**	**

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	1098	14058	1.4	7.5	1183	7004	1.5	5.3	2104	7591	2.7	10.5	1458	8179	1.9	8.4	423	4425	.5	6.4
FA '97	1082	13785	1.4	7.3	1269	6774	1.6	5.6	1890	7376	2.4	9.4	1371	7869	1.8	8.0	484	4971	.6	7.0
SU '97	1127	13726	1.5	7.8	1175	6668	1.5	5.6	2101	7379	2.7	10.5	1435	7688	1.9	8.6	518	4664	.7	7.1
SP '97	1047	13181	1.4	7.1	1185	6929	1.5	5.3	1957	6881	2.5	9.6	1337	7376	1.7	7.9	448	4426	.6	6.4
4-Book	1089	13688	1.4	7.4	1203	6844	1.5	5.5	2013	7307	2.6	10.0	1400	7778	1.8	8.2	468	4622	.6	6.7
WI '97	949	12752	1.2	6.4	1034	6203	1.3	4.7	1744	6818	2.3	8.5	1256	7255	1.6	7.2	376	3986	.5	5.5
WMCA-AM																				
WI '98	70	780	.1	.5	158	470	.2	.7	66	320	.1	.3	57	252	.1	.3	43	269	.1	.6
FA '97	42	878	.1	.3	97	478	.1	.4	28	164	.1	.1	52	313	.1	.3	31	313	.1	.4
SU '97	32	815	.2	.5	68	397	.1	.3	40	218	.1	.2	23	185	.1	.1	17	208	.2	.2
SP '97	73	807	.1	.5	160	534	.2	.7	83	365	.1	.4	67	338	.1	.4	42	304	.1	.6
4-Book	54	820	.1	.4	121	470	.2	.5	54	267	.1	.3	50	272	.1	.3	33	274	.1	.5
WI '97	43	780	.1	.3	112	492	.1	.5	44	210	.1	.2	29	313	.2	.2	24	276	.3	.3
WMJC-FM																				
WI '98	44	573	.1	.3	51	278	.1	.2	70	323	.1	.3	63	375	.1	.4	15	201	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	49	575	.1	.3	57	328	.1	.3	81	300	.1	.4	66	414	.1	.4	20	291	.3	.3
SP '97	38	612	.3	.3	49	371	.1	.2	48	322	.1	.2	43	342	.1	.3	16	222	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	18	204	.1	.1	47	157	.1	.2	39	124	.1	.2	15	102	.1	.1	14	14	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	10	160	.1	.1	11	67	.1	.1	24	72	.1	.1	14	71	.1	.1	1	12	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	9	183	.1	.1	29	183	.1	.1	12	60	.1	.1	6	70	.1	.1	28	28	.1	.1
WNEV-FM																				
WI '98	328	7121	.4	2.2	398	2811	.5	1.8	495	3097	.6	2.5	402	3858	.5	2.3	185	2228	.2	2.8
FA '97	368	7712	.5	2.5	459	3074	.6	2.0	642	3605	.8	3.2	463	3893	.6	2.7	121	1972	.2	1.8
SU '97	389	7715	.5	2.7	444	2898	.6	2.1	637	3631	.8	3.2	496	4171	.6	3.0	162	2328	.2	2.2
SP '97	363	7252	.5	2.5	457	3079	.6	2.1	590	3535	.8	2.9	458	3952	.6	2.7	109	2051	.1	1.6
4-Book	362	7450	.5	2.5	440	2966	.6	2.0	591	3467	.8	3.0	455	3969	.6	2.7	144	2145	.2	2.1
WI '97	419	7530	.5	2.8	540	3378	.7	2.4	707	3726	.9	3.5	516	4186	.7	2.9	151	2220	.2	2.2
+WNSR-FM																				
WI '98	281	7136	.4	1.9	333	3127	.4	1.5	477	3079	.6	2.4	376	3537	.5	2.2	96	1908	.1	1.4
FA '97	290	6571	.4	2.0	317	2737	.4	1.4	526	3157	.7	2.6	415	3368	.5	2.4	97	1779	.1	1.4
SU '97	291	6977	.4	2.0	255	2571	.3	1.2	488	3200	.6	2.4	437	3650	.6	2.6	127	1981	.2	1.7
SP '97	294	6322	.4	2.0	235	2503	.3	1.1	547	3037	.7	2.7	448	3424	.6	2.6	117	1887	.2	1.7
4-Book	289	6752	.4	2.0	285	2735	.4	1.3	510	3118	.7	2.5	419	3495	.6	2.5	109	1889	.2	1.6
WI '97	272	6038	.4	1.8	265	2468	.3	1.2	448	2555	.6	2.2	363	2873	.5	2.1	107	1571	.1	1.6
WNVK-FM																				
WI '98	106	2020	.1	.7	37	297	.2	.2	33	312	.2	.2	81	699	.1	.5	132	684	.2	2.0
FA '97	125	2130	.2	.8	32	253	.1	.1	50	423	.1	.2	120	768	.2	.7	137	804	.2	2.0
SU '97	119	2038	.2	.8	70	469	.1	.3	69	496	.1	.3	91	708	.1	.5	164	940	.2	2.2
SP '97	128	2288	.2	.9	47	481	.1	.2	61	609	.1	.3	93	683	.1	.5	160	1080	.2	2.3
4-Book	120	2119	.2	.8	47	375	.1	.2	53	460	.1	.3	96	715	.1	.6	148	877	.2	2.1
WI '97	126	2156	.2	.8	48	424	.1	.2	81	528	.1	.4	91	650	.1	.5	121	783	.2	1.8
WOR -AM																				
WI '98	149	3064	.2	1.0	212	1156	.3	.9	173	1084	.2	.9	243	1302	.3	1.4	78	808	.1	1.2
FA '97	197	3450	.3	1.3	303	1629	.4	1.3	198	1304	.3	1.0	361	1599	.5	2.1	139	1197	.2	2.0
SU '97	197	3568	.3	1.4	270	1476	.4	1.3	197	1314	.3	1.0	415	1580	.5	2.5	119	954	.2	1.6
SP '97	184	3040	.2	1.3	317	1376	.4	1.4	164	1074	.2	.8	357	1383	.5	2.1	85	848	.1	1.2
4-Book	182	3281	.3	1.3	276	1409	.4	1.2	183	1194	.3	.9	344	1466	.5	2.0	105	952	.2	1.5
WI '97	210	3568	.3	1.4	316	1694	.4	1.4	217	1305	.3	1.1	411	1699	.5	2.3	113	1023	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPAT-FM																				
WI '98	551	6452	.7	3.8	506	2902	.7	2.3	673	3222	.9	3.4	621	3459	.8	3.6	342	2425	.4	5.1
FA '97	591	6372	.8	4.0	652	3080	.8	2.9	693	3219	.9	3.5	560	3188	.7	3.3	465	2726	.6	6.7
SU '97	492	5591	.6	3.4	467	2783	.6	2.2	694	3300	.9	3.5	529	3090	.7	3.2	376	2271	.5	5.1
SP '97	588	6073	.8	4.0	642	3136	.8	2.9	807	3446	1.0	4.0	623	3563	.8	3.7	352	2387	.5	5.0
4-Book	556	6122	.7	3.8	567	2975	.7	2.6	717	3297	.9	3.6	583	3325	.8	3.5	384	2452	.5	5.5
WI '97	617	6159	.8	4.2	614	3241	.8	2.8	851	3454	1.1	4.2	700	3348	.9	4.0	366	2329	.5	5.3
WPLJ-FM																				
WI '98	555	10589	.7	3.8	959	5754	1.2	4.3	769	4122	1.0	3.8	825	6105	1.1	4.8	169	3042	.2	2.5
FA '97	610	10783	.8	4.1	1043	5688	1.3	4.6	804	4831	1.0	4.0	928	6498	1.2	5.4	201	3031	.3	2.9
SU '97	563	11268	.7	3.9	920	5794	1.2	4.4	804	5463	1.0	4.0	796	6480	1.0	4.8	193	3215	.3	2.6
SP '97	545	10339	.7	3.7	948	5679	1.2	4.3	698	4327	.9	3.4	868	5893	1.1	5.1	148	2468	.2	2.1
4-Book	568	10745	.7	3.9	968	5729	1.2	4.4	769	4686	1.0	3.8	854	6244	1.1	5.0	178	2939	.3	2.5
WI '97	577	10758	.8	3.9	1033	5543	1.3	4.7	807	4326	1.0	3.9	847	6245	1.1	4.8	151	2743	.2	2.2
WQCD-FM																				
WI '98	661	9400	.9	4.5	626	4130	.8	2.8	1031	4562	1.3	5.1	882	5082	1.1	5.1	384	3522	.5	5.8
FA '97	528	8340	.7	3.6	543	3564	.7	2.4	704	3962	.9	3.5	643	4528	.8	3.7	363	3342	.5	5.3
SU '97	587	8855	.8	4.0	596	3808	.8	2.9	914	4475	1.2	4.6	745	4975	1.0	4.5	369	3505	.5	5.0
SP '97	630	8998	.8	4.3	652	3953	.8	2.9	856	4206	1.1	4.2	777	4978	1.0	4.6	418	3394	.5	6.0
4-Book	602	8898	.8	4.1	604	3864	.8	2.8	876	4301	1.1	4.4	762	4891	1.0	4.5	384	3441	.5	5.5
WI '97	640	9247	.8	4.3	690	4195	.9	3.1	975	4368	1.3	4.8	728	4863	.9	4.1	420	3657	.5	6.1
WQEW-AM																				
WI '98	46	936	.1	.3	58	275	.1	.3	52	353	.1	.3	41	360	.1	.2	18	210		.3
FA '97	69	1116	.1	.5	79	452	.1	.3	132	482	.2	.7	76	549	.1	.4	12	210		.2
SU '97	58	1008	.1	.4	66	393	.1	.3	85	363	.1	.4	62	435	.1	.4	23	259		.3
SP '97	79	1212	.1	.5	94	521	.1	.4	109	531	.1	.5	79	505	.1	.5	39	459	.1	.6
4-Book	63	1068	.1	.4	74	410	.1	.3	95	432	.1	.5	65	462	.1	.4	23	285		.4
WI '97	53	1009	.1	.4	71	548	.1	.3	67	382	.1	.3	59	480	.1	.3	14	193		.2
WQHT-FM																				
WI '98	513	7743	.7	3.5	678	3696	.9	3.0	712	3903	.9	3.6	606	4403	.8	3.5	319	2796	.4	4.8
FA '97	551	7630	.7	3.7	752	3856	1.0	3.3	729	4016	.9	3.6	653	4182	.8	3.8	304	2968	.4	4.4
SU '97	541	7495	.7	3.7	695	3793	.9	3.3	724	3907	.9	3.6	696	4454	.9	4.2	344	2804	.4	4.7
SP '97	585	7740	.8	4.0	715	3848	.9	3.2	667	3885	.9	3.3	743	4168	1.0	4.4	449	3118	.6	6.4
4-Book	548	7652	.7	3.7	710	3798	.9	3.2	708	3928	.9	3.5	675	4302	.9	4.0	354	2922	.5	5.1
WI '97	570	7247	.7	3.8	699	3932	.9	3.2	722	3963	.9	3.5	743	4227	1.0	4.2	360	2579	.5	5.2
WQXR-FM																				
WI '98	263	4000	.3	1.8	280	1902	.4	1.3	430	1836	.6	2.1	323	2037	.4	1.9	108	1280	.1	1.6
FA '97	205	3858	.3	1.4	286	1806	.4	1.3	264	1503	.3	1.3	199	1744	.3	1.2	160	1382	.2	2.3
SU '97	196	3361	.3	1.4	192	1374	.2	.9	268	1469	.3	1.3	224	1592	.3	1.3	149	1528	.2	2.0
SP '97	248	3769	.3	1.7	258	1618	.3	1.2	366	1695	.5	1.8	296	1695	.4	1.7	162	1282	.2	2.3
4-Book	228	3747	.3	1.6	254	1675	.3	1.2	332	1626	.4	1.6	261	1767	.4	1.5	145	1368	.2	2.1
WI '97	257	4241	.3	1.7	255	1829	.3	1.2	341	1707	.4	1.7	311	2114	.4	1.8	200	1564	.3	2.9
WRKS-FM																				
WI '98	796	9879	1.0	5.4	1136	5752	1.5	5.1	954	4830	1.2	4.8	903	5920	1.2	5.2	549	4222	.7	8.3
FA '97	806	10476	1.0	5.5	1249	5983	1.6	5.5	1032	5459	1.3	5.1	872	5181	1.1	5.1	492	3792	.6	7.1
SU '97	847	10496	1.1	5.8	1071	5544	1.4	5.1	1119	5395	1.5	5.6	949	5692	1.2	5.7	570	4008	.7	7.8
SP '97	804	10516	1.0	5.5	1181	5998	1.5	5.3	1066	5341	1.4	5.3	851	5380	1.1	5.0	519	4017	.7	7.4
4-Book	813	10342	1.0	5.6	1159	5819	1.5	5.3	1043	5256	1.4	5.2	894	5543	1.2	5.0	533	4010	.7	7.7
WI '97	791	9882	1.0	5.3	1079	5479	1.4	4.9	990	5154	1.3	4.8	895	5259	1.2	5.1	519	3771	.7	7.5
WSKQ-FM																				
WI '98	1045	8672	1.4	7.1	1896	5903	2.4	8.5	1276	4699	1.6	6.4	924	4853	1.2	5.4	406	3057	.5	6.1
FA '97	991	8334	1.3	6.7	1733	5885	2.2	7.6	1236	4834	1.6	6.2	921	4433	1.2	5.4	420	3010	.5	6.1
SU '97	866	8003	1.1	6.0	1397	4960	1.8	6.7	1041	4266	1.4	5.2	772	4466	1.0	4.6	382	2695	.5	5.2
SP '97	782	7497	1.0	5.3	1345	4842	1.7	6.1	954	4078	1.2	4.7	735	3962	1.0	4.3	355	2559	.5	5.1
4-Book	921	8127	1.2	6.3	1593	5398	2.0	7.2	1127	4469	1.5	5.6	838	4429	1.1	4.9	391	2830	.5	5.6
WI '97	759	7462	1.0	5.1	1173	4600	1.5	5.3	899	3986	1.2	4.4	765	3926	1.0	4.4	355	2543	.5	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	51	535	.1	.3	94	348	.1	.4	51	154	.1	.3	41	207	.1	.2	33	243		.5
FA '97	44	681	.1	.3	73	443	.1	.3	41	284	.1	.2	50	263	.1	.3	37	135		.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	69	996	.1	.5	87	350	.1	.4	95	411	.1	.5	73	441	.1	.4	48	328	.1	.7
FA '97	43	866	.1	.3	39	234	.1	.2	68	312	.1	.3	49	322	.1	.3	20	187		.3
SU '97	32	801		.2	55	299	.1	.3	23	206		.1	28	232		.2	15	172		.2
SP '97	69	1090	.1	.5	70	338	.1	.3	69	365	.1	.3	53	333	.1	.3	41	296	.1	.6
4-Book	53	938	.1	.4	63	305	.1	.3	64	324	.1	.3	51	332	.1	.3	31	246	.1	.5
WI '97	80	1078	.1	.5	75	436	.1	.3	82	443	.1	.4	60	367	.1	.3	65	373	.1	.9
+WVYV-FM																				
WI '98	8	84		.1	12	53		.1	15	42		.1	12	49		.1	3	19		
FA '97	6	84			9	57			7	54			6	35			8	37		.1
SU '97	4	60			5	20			5	20			5	48			3	28		
SP '97	1	25			7	7			7	13			7	7			1	18		
4-Book	5	63			7	34			7	32			6	35			4	26		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	80	1176	.1	.5	122	668	.2	.5	124	701	.2	.6	106	655	.1	.6	26	399		.4
FA '97	82	1272	.1	.6	114	646	.1	.5	102	698	.1	.5	92	785	.1	.5	48	502	.1	.7
SU '97	101	1489	.1	.7	98	628	.1	.5	131	718	.2	.7	149	931	.2	.9	40	595	.1	.5
SP '97	91	1355	.1	.6	68	730	.1	.3	115	716	.1	.6	121	954	.2	.7	66	488	.1	.9
4-Book	89	1323	.1	.6	101	668	.1	.5	118	708	.2	.6	117	831	.2	.7	45	496	.1	.6
WI '97	73	1372	.1	.5	78	620	.1	.4	107	605	.1	.5	109	906	.1	.6	38	447		.6
+WVZY-FM																				
WI '98	85	1035	.1	.6	115	609	.1	.5	129	668	.2	.6	111	717	.1	.6	37	465		.6
FA '97	62	797	.1	.4	71	349	.1	.3	81	398	.1	.4	93	526	.1	.5	29	331		.4
SU '97	84	983	.1	.6	90	492	.1	.4	89	498	.1	.4	115	735	.1	.7	40	416	.1	.5
SP '97	68	1020	.1	.5	105	544	.1	.5	104	569	.1	.5	69	672	.1	.4	26	371		.4
4-Book	75	959	.1	.5	95	499	.1	.4	101	533	.1	.5	97	663	.1	.6	33	396		.5
WI '97	73	892	.1	.5	58	347	.1	.3	98	438	.1	.5	117	620	.2	.7	37	261		.5
WXRK-FM																				
WI '98	776	10999	1.0	5.3	2846	9030	3.7	12.7	862	5139	1.1	4.3	409	2930	.5	2.4	158	1833	.2	2.4
FA '97	740	10542	1.0	5.0	2911	8857	3.8	12.8	773	5002	1.0	3.9	359	2696	.5	2.1	104	1416	.1	1.5
SU '97	584	10332	.8	4.0	2417	8193	3.1	11.6	561	4660	.7	2.8	249	2489	.3	1.5	75	1417	.1	1.0
SP '97	649	10690	.8	4.4	2505	8639	3.3	11.3	648	4553	.8	3.2	350	2567	.5	2.1	94	1672	.1	1.3
4-Book	687	10641	.9	4.7	2670	8680	3.5	12.1	711	4839	.9	3.6	342	2671	.5	2.0	108	1585	.1	1.6
WI '97	650	10318	.8	4.4	2403	8181	3.1	10.9	718	4253	.9	3.5	361	2921	.5	2.1	127	1689	.2	1.8
WKXV-FM																				
WI '98	139	3164	.2	1.0	239	1665	.3	1.1	128	1305	.2	.6	218	1844	.3	1.3	40	739	.1	.6
FA '97	97	2616	.1	.7	200	1376	.3	.9	101	1121	.1	.5	148	1434	.2	.9	28	607		.4
SU '97	89	2414	.1	.6	156	1093	.2	.7	118	899	.2	.6	101	1193	.1	.6	35	509		.5
SP '97	96	2391	.1	.7	175	1365	.2	.8	120	900	.2	.6	137	1263	.2	.8	28	555		.4
4-Book	105	2646	.1	.8	193	1375	.3	.9	117	1056	.2	.6	151	1434	.2	.9	33	603		.5
WI '97	110	2509	.1	.7	235	1403	.3	1.1	106	1080	.1	.5	151	1295	.2	.9	41	671	.1	.6
TOTALS																				
WI '98	14620	74037	18.9		22324	65878	28.8		20038	54974	25.9		17271	61173	22.3		6652	41832	8.6	
FA '97	14770	74660	19.1		22738	67029	29.4		20060	56347	25.9		17211	61449	22.2		6908	44185	8.9	
SU '97	14503	73972	18.9		20860	65543	27.1		20015	56564	26.0		16690	61104	21.7		7337	44686	9.5	
SP '97	14718	73846	19.1		22183	66132	28.8		20282	55451	26.4		16918	60666	22.0		6979	43060	9.1	
4-Book	14653	74129	19.0		22026	66146	28.5		20099	55834	26.1		17023	61098	22.1		6969	43441	9.0	
WI '97	14859	74269	19.3		22067	66537	28.7		20457	55939	26.6		17558	61489	22.8		6895	42028	9.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-54																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																							
WI '98		360	3487	.5	1.8	115	1750	.1	1.1	144	432	.2	1.3	149	483	.2	.8	116	383	.1	.9		
4-Book		348	3561	.5	1.8	145	2067	.2	1.4	181	504	.2	1.6	167	588	.2	.9	153	478	.2	1.2		
WADO-AM																							
WI '98		477	2887	.6	2.4	146	1563	.2	1.4	447	1073	.6	4.1	165	457	.2	.9	129	299	.2	1.0		
4-Book		421	2566	.6	2.1	120	1351	.2	1.1	359	862	.5	3.2	162	455	.2	.9	81	204	.1	.6		
WALK-FM																							
WI '98		236	1809	.3	1.2	79	933	.1	.8	100	295	.1	.9	158	431	.2	.9	88	315	.1	.7		
4-Book		243	1879	.3	1.2	96	1064	.1	.9	122	383	.2	1.1	181	506	.3	1.1	98	330	.1	.8		
WAXQ-FM																							
WI '98		443	5550	.6	2.2	255	3645	.3	2.4	221	851	.3	2.0	497	1570	.6	2.7	349	1375	.5	2.8		
4-Book		498	5960	.7	2.5	289	3963	.4	2.7	237	895	.3	2.1	567	1773	.7	3.2	430	1421	.6	3.5		
WBAB-FM																							
WI '98		154	1578	.2	.8	68	943	.1	.6	60	251	.1	.5	135	448	.2	.7	91	307	.1	.7		
4-Book		145	1552	.2	.8	65	896	.1	.6	60	229	.1	.5	134	426	.2	.7	92	302	.1	.7		
WHFM-FM																							
WI '98		1	31			3	70			1	11			8	58			4	31				
4-Book		2	41			1	33			1	8			3	22			4	18				
WBRR-AM																							
WI '98		75	1283	.1	.4	15	460		.1	41	263	.1	.4	22	181		.1	6	41				
4-Book		76	1327	.1	.4	19	497		.2	29	160	.1	.3	32	165		.2	11	68				.1
WBLI-FM																							
WI '98		156	1619	.2	.8	81	1053	.1	.8	99	341	.1	.9	156	497	.2	.9	97	321	.1	.8		
4-Book		155	1561	.2	.8	80	960	.1	.8	89	297	.1	.8	159	498	.2	.9	100	334	.1	.8		
WBSL-FM																							
WI '98		446	5460	.6	2.2	413	4171	.5	3.9	269	778	.3	2.4	527	1397	.7	2.9	545	1364	.7	4.4		
4-Book		507	5782	.7	2.6	414	4298	.6	3.9	282	804	.4	2.5	510	1401	.7	2.9	407	1119	.5	3.3		
WBZO-FM																							
WI '98		98	1126	.1	.5	52	787	.1	.5	57	229	.1	.5	116	362	.1	.6	40	171	.1	.3		
4-Book		110	1182	.2	.6	64	767	.1	.6	61	214	.1	.5	130	368	.2	.7	78	240	.1	.6		
WCBS-AM																							
WI '98		397	7041	.5	2.0	169	3730	.2	1.6	342	1611	.4	3.1	171	986	.2	.9	108	555	.1	.9		
4-Book		434	7145	.6	2.2	193	4115	.3	1.8	412	1763	.5	3.6	210	1057	.3	1.2	149	649	.2	1.2		
WCBS-FM																							
WI '98		1029	9284	1.3	5.2	559	5888	.7	5.3	591	1833	.8	5.4	1018	2705	1.3	5.6	587	1839	.8	4.7		
4-Book		1104	9559	1.4	5.6	613	6512	.8	5.7	644	1907	.8	5.7	1051	2841	1.4	5.9	751	2082	1.0	6.0		
+WDRE-FM																							
WI '98		6	145			4	108			1	10			10	57		.1	15	65		.1		
4-Book		6	146			5	97		.1	2	15			13	46		.1	12	46		.1		
WLIR-FM																							
WI '98		70	1384	.1	.4	47	904	.1	.4	21	154		.2	125	416	.2	.7	61	276	.1	.5		
4-Book		89	1600	.1	.5	67	1086	.1	.6	54	222	.1	.5	134	479	.2	.7	98	365	.1	.8		
WFAN-AM																							
WI '98		512	5664	.7	2.6	171	2680	.2	1.6	256	957	.3	2.3	207	855	.3	1.1	119	504	.2	1.0		
4-Book		600	6174	.8	3.1	227	3502	.3	2.1	280	950	.4	2.5	270	1044	.4	1.5	188	682	.3	1.5		
WFAS-FM																							
WI '98		82	811	.1	.4	19	344		.2	46	131	.1	.4	33	105		.2	22	81		.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																							
WI '98		113	955	.1	.6	77	748	.1	.7	110	224	.1	1.0	88	249	.1	.5	43	146	.1	.3		
4-Book		100	977	.1	.5	97	905	.1	.9	113	296	.2	1.0	103	267	.1	.6	72	186	.1	.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHL1-AM WI '98 4-Book	* 4 10	90 98		.1	* 2 6	31 61		.1	* 3 3	10 10			3 9	18 32		.1	* 1 4	7 10		
WHTZ-FM WI '98 4-Book	707 619	9070 8676	.9 .8	3.6 3.2	368 321	5974 5512	.5 .4	3.5 3.0	271 249	1202 1029	.4 .3	2.5 2.2	742 614	2717 2357	1.0 .8	4.1 3.5	441 409	1871 1620	.6 .6	3.6 3.3
WHUD-FM WI '98 4-Book	145 103	1096 915	.2 .1	.7 .5	59 47	608 562	.1 .1	.6 .5	72 74	212 225	.1 .1	.7 .7	156 91	325 254	.2 .1	.9 .5	61 53	183 165	.1 .1	.5 .4
WINS-AM WI '98 4-Book	560 566	9807 10015	.7 .8	2.8 2.9	220 239	5030 5186	.3 .3	2.1 2.3	539 596	2285 2370	.7 .8	4.9 5.3	267 280	1276 1365	.3 .3	1.5 1.6	135 151	728 735	.2 .2	1.1 1.2
WKJY-FM WI '98 4-Book	195 143	1156 1036	.3 .2	1.0 .7	52 42	574 519	.1 .1	.5 .4	64 49	211 160	.1 .1	.6 .4	112 88	321 251	.1 .1	.6 .5	64 52	186 167	.1 .1	.5 .4
WKTU-FM WI '98 4-Book	839 956	10020 10387	1.1 1.3	4.2 4.9	538 582	6955 7029	.7 .8	5.1 5.4	405 429	1645 1581	.5 .6	3.7 3.8	1012 1084	3116 3263	1.3 1.4	5.6 6.1	809 808	2574 2473	1.0 1.1	6.5 6.5
WLIB-AM WI '98 4-Book	* 181 174	950 1201	.2 .2	.9 .9	* 207 230	921 1136	.3 .3	2.0 2.2	* 244 269	435 496	.3 .4	2.2 2.4	348 394	600 665	.4 .5	1.9 2.2	* 265 302	392 448	.3 .4	2.1 2.4
WLTW-FM WI '98 4-Book	1622 1575	11795 11354	2.1 2.1	8.2 8.0	619 640	7538 7061	.8 .9	5.9 6.0	657 622	2065 1870	.8 .8	6.0 5.5	1139 1144	3252 3011	1.5 1.5	6.3 6.4	817 769	2378 2194	1.1 1.0	6.6 6.2
WMCA-AM WI '98 4-Book	91 73	614 606	.1 .1	.5 .4	52 35	374 407	.1 .1	.5 .3	89 45	193 127	.1 .1	.8 .4	55 29	101 70	.1 .2	.3 .2	22 17	69 52	.2 .1	
WMJC-FM WI '98 4-Book	62 **	481 **	.1 **	.3 **	31 **	362 **	.3 **	.3 **	29 **	125 **	.3 **	.3 **	62 **	178 **	.1 **	.3 **	39 **	131 **	.1 **	.3 **
WMTR-AM WI '98 4-Book	34 **	204 **	.2 **	.2 **	3 **	35 **	.2 **	.2 **	2 **	14 **	.2 **	.2 **	12 **	14 **	.1 **	.1 **	10 **	35 **	.1 **	.1 **
WNEW-FM WI '98 4-Book	437 503	5717 5887	.6 .7	2.2 2.6	229 259	3956 4032	.3 .4	2.2 2.4	201 229	845 867	.3 .3	1.8 2.0	379 489	1585 1728	.5 .7	2.1 2.8	294 332	1248 1243	.4 .5	2.4 2.7
+WNSR-FM WI '98 4-Book	402 413	5602 5377	.5 .5	2.0 2.1	191 191	3504 3298	.2 .2	1.8 1.8	155 142	781 623	.2 .2	1.4 1.2	381 391	1317 1357	.5 .5	2.1 2.2	200 230	960 892	.3 .3	1.6 1.8
WNWK-FM WI '98 4-Book	49 64	1007 1115	.1 .1	.2 .3	190 200	1445 1438	.2 .3	1.8 1.9	229 258	334 494	.3 .4	2.1 2.3	278 386	571 720	.4 .5	1.5 2.2	320 353	650 630	.4 .5	2.6 2.9
WOR -AM WI '98 4-Book	207 261	2445 2730	.3 .4	1.0 1.3	96 92	1256 1301	.1 .1	.9 .9	155 168	399 509	.2 .2	1.4 1.5	141 152	444 451	.2 .2	.8 .9	56 64	194 199	.1 .1	.5 .5
WPAT-FM WI '98 4-Book	606 630	5135 5033	.8 .8	3.0 3.2	598 542	4678 4239	.8 .7	5.7 5.1	338 401	970 1082	.4 .5	3.1 3.5	880 816	2017 1941	1.1 1.1	4.9 4.6	832 597	1708 1325	1.1 .8	6.7 4.8
WPLJ-FM WI '98 4-Book	845 856	9125 9299	1.1 1.1	4.2 4.3	301 321	4927 5000	.4 .4	2.9 3.0	256 301	983 1181	.3 .4	2.3 2.6	627 590	2195 2189	.8 .8	3.5 3.3	428 443	1709 1685	.6 .6	3.5 3.6

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	860	7542	1.1	4.3	493	5185	.6	4.7	432	1262	.6	3.9	798	2064	1.0	4.4	574	1741	.7	4.6
4-Book	757	7148	1.0	3.9	471	4873	.6	4.4	402	1185	.6	3.5	766	1999	1.0	4.3	590	1581	.8	4.7
WQEV-AM																				
WI '98	51	567	.1	.3	58	609	.1	.6	27	98	.2	.2	122	243	.2	.7	55	148	.1	.4
4-Book	79	717	.1	.4	62	630	.1	.6	47	148	.1	.4	134	296	.2	.8	57	178	.1	.5
WQHT-FM																				
WI '98	669	6605	.9	3.4	367	4077	.5	3.5	304	880	.4	2.8	688	2045	.9	3.8	568	1497	.7	4.6
4-Book	698	6365	.9	3.6	410	4214	.6	3.9	339	1036	.5	3.0	686	1926	.9	3.8	579	1469	.8	4.7
WQXR-FM																				
WI '98	351	3168	.5	1.8	211	2270	.3	2.0	157	561	.2	1.4	384	1043	.5	2.1	235	751	.3	1.9
4-Book	286	2831	.4	1.5	181	2185	.3	1.7	160	514	.2	1.4	278	839	.4	1.6	182	553	.3	1.5
WRKS-FM																				
WI '98	995	8620	1.3	5.0	611	5282	.8	5.8	526	1393	.7	4.8	933	2079	1.2	5.2	724	1622	.9	5.8
4-Book	1033	8768	1.4	5.2	613	5657	.8	5.7	561	1447	.7	5.0	934	2255	1.2	5.3	752	1828	1.0	6.0
WSQJ-FM																				
WI '98	1358	7646	1.8	6.8	922	6419	1.2	8.8	1009	2354	1.3	9.2	1776	4030	2.3	9.8	1020	2264	1.3	8.2
4-Book	1181	7141	1.6	6.0	819	5766	1.1	7.7	931	2259	1.2	8.2	1430	3248	1.9	8.0	916	2013	1.2	7.3
WVDJ-AM																				
WI '98	61	425	.1	.3	47	328	.1	.4	53	143	.1	.5	15	59	.1	.1	32	65	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRRL-AM																				
WI '98	86	576	.1	.4	55	563	.1	.5	41	72	.1	.4	50	113	.1	.3	42	80	.1	.3
4-Book	60	519	.1	.3	58	589	.1	.6	43	105	.1	.4	58	134	.1	.3	35	71	.1	.3
+WWVY-FM																				
WI '98	13	77	.1	.1	2	27	.1	.1	6	21	.1	.1					4	7		
4-Book	6	57			3	24			3	10			5	11						
+WWXY-FM																				
WI '98	118	1044	.2	.6	50	631	.1	.5	57	242	.1	.5	83	281	.1	.5	67	253	.1	.5
4-Book	112	1110	.2	.6	76	755	.1	.7	79	258	.1	.7	128	373	.2	.7	91	262	.2	.7
+WWZY-FM																				
WI '98	119	919	.2	.6	57	604	.1	.5	64	220	.1	.6	117	378	.2	.6	70	281	.1	.6
4-Book	98	820	.1	.5	63	637	.1	.6	73	225	.1	.7	111	319	.2	.6	79	257	.1	.7
WXRK-FM																				
WI '98	1333	10245	1.7	6.7	198	2710	.3	1.9	266	754	.3	2.4	357	1171	.5	2.0	224	850	.3	1.8
4-Book	1200	9959	1.6	6.1	163	2717	.2	1.5	217	700	.3	1.9	297	1090	.4	1.7	199	747	.3	1.6
WKXW-FM																				
WI '98	190	2731	.2	1.0	117	1583	.2	1.1	101	480	.1	.9	264	888	.3	1.5	132	418	.2	1.1
4-Book	151	2234	.2	.8	73	1175	.1	.7	90	371	.1	.8	137	527	.2	.8	89	332	.1	.8
TOTALS																				
WI '98	19896	72634	25.7		10494	61843	13.6		10983	29016	14.2		18090	40115	23.4		12398	30008	16.0	
4-Book	19752	72642	25.6		10689	62261	13.9		11372	29761	14.7		17860	39744	23.2		12475	29485	16.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	95	424	.1	1.4	106	369	.1	1.4	118	511	.2	.9	82	332	.1	.9	107	404	.1	2.2
4-Book	106	415	.2	1.5	149	451	.2	1.9	138	521	.2	1.0	150	500	.2	1.5	125	439	.2	2.4
WADO-AM																				
WI '98	77	135	.1	1.1	170	480	.2	2.2	83	234	.1	.6	89	161	.1	1.0	54	160	.1	1.1
4-Book	40	113	.1	.6	161	446	.2	2.0	97	283	.1	.7	53	141	.1	.6	37	112	.1	.7
WALK-FM																				
WI '98	32	114		.5	64	236	.1	.8	81	279	.1	.6	79	213	.1	.9	33	143		.7
4-Book	50	181	.1	.7	68	245	.1	.9	122	362	.2	.9	86	246	.1	.9	36	160		.7
WAXQ-FM																				
WI '98	126	653	.2	1.8	113	383	.1	1.5	381	1338	.5	3.0	236	874	.3	2.6	97	383	.1	2.0
4-Book	166	796	.2	2.3	116	440	.2	1.5	381	1388	.5	2.9	259	946	.3	2.7	135	532	.2	2.5
WBAB-FM																				
WI '98	44	177	.1	.6	34	142		.4	81	311	.1	.6	63	245	.1	.7	29	127		.6
4-Book	36	152	.1	.5	27	112		.3	84	288	.1	.6	54	206	.1	.6	25	119		.5
WHFM-FM																				
WI '98	2	12											4	19			2	6		
4-Book	1	5			1	3			3				1	5			1	6		
WBRR-AM																				
WI '98					28	114		.4	17	85		.1	7	48		.1	1	16		
4-Book	5	39		.1	24	111		.3	23	123		.2	18	82		.2	11	49		.2
WBLI-FM																				
WI '98	42	128	.1	.6	55	138	.1	.7	84	281	.1	.7	73	247	.1	.8	45	159	.1	.9
4-Book	40	132	.1	.6	44	144	.1	.6	103	325	.1	.8	75	249	.1	.8	28	108		.5
WBLS-FM																				
WI '98	442	1159	.6	6.5	340	807	.4	4.4	518	1234	.7	4.0	397	972	.5	4.3	248	731	.3	5.0
4-Book	352	1042	.5	5.0	426	1066	.6	5.4	689	1532	.9	5.2	389	1015	.5	4.0	232	674	.3	4.4
WBZO-FM																				
WI '98	24	87		.4	28	86		.4	72	271	.1	.6	61	213	.1	.7	16	74		.3
4-Book	25	100		.4	38	141	.1	.5	91	294	.1	.7	62	187	.1	.7	20	87		.4
WCBS-AM																				
WI '98	67	442	.1	1.0	258	1116	.3	3.3	220	999	.3	1.7	123	616	.2	1.3	94	454	.1	1.9
4-Book	81	483	.1	1.1	320	1436	.4	4.0	202	1100	.3	1.5	120	545	.2	1.3	94	580	.1	1.8
WCBS-FM																				
WI '98	435	1324	.6	6.4	438	1373	.6	5.7	673	2086	.9	5.2	438	1350	.6	4.7	256	729	.3	5.2
4-Book	415	1329	.6	5.9	452	1406	.6	5.7	769	2339	1.0	5.8	514	1457	.7	5.3	286	935	.4	5.4
+WDRE-FM																				
WI '98	1	6			4	25		.1	1	12			1	6			3	7		.1
4-Book	1	13			3	12		.1	5	25		.1	7	20		.1	2	11		.1
WLIR-FM																				
WI '98	15	98		.2	26	95		.3	63	301	.1	.5	50	268	.1	.5	9	64		.2
4-Book	48	189	.1	.6	33	135		.4	81	353	.1	.6	68	294	.1	.7	18	127		.3
WFAN-AM																				
WI '98	121	490	.2	1.8	173	692	.2	2.2	219	885	.3	1.7	141	465	.2	1.5	134	492	.2	2.7
4-Book	128	517	.2	1.8	217	805	.3	2.7	343	1340	.5	2.6	247	919	.3	2.6	144	580	.2	2.7
WFAS-FM																				
WI '98	5	17		.1	21	67		.3	10	99		.1	2	16			18	35		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	60	182	.1	.9	180	431	.2	2.3	70	295	.1	.5	27	120		.3	50	173	.1	1.0
4-Book	89	231	.1	1.3	179	441	.2	2.3	85	287	.1	.6	65	166	.1	.7	76	218	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM	WI '98			*				2	6			*	3	6						
4-Book	**	**	**	**	4	17	.1	8	24	.1	5	10	**	**	**	**				
WHTZ-FM	WI '98	259	1118	.3	3.8	158	700	.2	2.0	470	2030	.6	3.6	410	1296	.5	4.4	157	686	
4-Book	209	955	.3	3.0	158	710	.2	2.0	421	1790	.6	3.2	323	1182	.4	3.4	154	782	.2	3.2
WHUD-FM	WI '98	17	88	.2	4.5	147	.1	.6	65	178	.1	.5	44	129	.1	.5	8	54	.2	
4-Book	15	61	.2	4.9	162	.1	.6	56	178	.1	.4	35	103	.4	5	31	.1			
WINS-AM	WI '98	102	638	.1	1.5	385	1560	.5	5.0	176	1047	.2	1.4	141	671	.2	1.5	78	502	
4-Book	102	603	.1	1.4	398	1647	.5	5.1	201	1106	.3	1.5	140	639	.2	1.5	111	643	.1	1.6
WKJY-FM	WI '98	18	85	.3	39	155	.1	.5	76	209	.1	.6	36	100	.4	7	39	.1		
4-Book	22	79	.3	29	98	.4	46	154	.1	.3	35	110	.4	13	56	.2				
WKTU-FM	WI '98	489	1866	.6	7.1	152	706	.2	2.0	700	2406	.9	5.4	419	1422	.5	4.5	243	971	
4-Book	549	1771	.7	7.7	192	809	.3	2.4	673	2319	.9	5.1	536	1631	.7	5.5	308	1140	.3	4.9
WLIB-AM	WI '98				* 58	100	.1	.8	169	294	.2	1.3	* 66	140	.1	.7				
4-Book	**	**	**	**	124	219	.2	1.6	180	321	.2	1.4	95	210	.1	1.0	**	**	**	
WLTW-FM	WI '98	403	1493	.5	5.9	412	1440	.5	5.3	750	2443	1.0	5.8	483	1643	.6	5.2	269	1041	
4-Book	418	1449	.6	5.9	390	1291	.5	5.0	811	2365	1.1	6.1	575	1715	.8	6.0	346	1195	.3	5.4
WMCA-AM	WI '98	29	86	.4	99	236	.1	1.3	61	145	.1	.5	44	114	.1	.5	23	92	.5	
4-Book	33	98	.1	72	180	.1	.9	36	126	.3	26	60	.1	.3	26	89	.5			
WMJC-FM	WI '98	8	42	.1	12	45	.2	50	151	.1	.4	33	98	.4	11	45	.2			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMTR-AM	WI '98				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNEW-FM	WI '98	143	675	.2	2.1	128	471	.2	1.7	287	1226	.4	2.2	278	959	.4	3.0	122	460	
4-Book	139	665	.2	1.9	131	499	.2	1.7	332	1310	.5	2.5	272	977	.4	2.9	133	486	.2	2.5
+WNSR-FM	WI '98	93	480	.1	1.4	123	431	.2	1.6	244	975	.3	1.9	210	738	.3	2.3	109	510	
4-Book	86	514	.1	1.2	83	374	.1	1.1	257	1007	.3	2.0	218	787	.3	2.3	105	503	.1	2.2
WNWK-FM	WI '98	275	609	.4	4.0	51	140	.1	.7	119	260	.2	.9	116	273	.1	1.3	124	281	
4-Book	248	527	.3	3.5	39	116	.1	.5	116	259	.2	.9	95	239	.1	1.0	88	203	.2	2.5
WOR -AM	WI '98	47	193	.1	.7	151	346	.2	2.0	133	426	.2	1.0	75	199	.1	.8	20	77	
4-Book	38	143	.1	.5	123	376	.2	1.6	113	401	.2	.8	58	163	.1	.6	26	127	.4	.5
WPAT-FM	WI '98	384	1111	.5	5.6	409	1174	.5	5.3	1003	2220	1.3	7.8	584	1325	.8	6.3	310	936	
4-Book	402	1034	.5	5.7	388	1151	.5	4.9	822	1933	1.1	6.2	501	1102	.7	5.2	353	941	.4	6.3
WPLJ-FM	WI '98	179	832	.2	2.6	169	691	.2	2.2	397	1636	.5	3.1	226	1018	.3	2.4	100	480	
4-Book	167	779	.2	2.4	177	713	.2	2.2	435	1832	.6	3.3	327	1265	.4	3.4	119	682	.1	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	277	1002	.4	4.0	259	808	.3	3.4	672	1752	.9	5.2	599	1345	.8	6.5	308	830	.4	6.2
4-Book	333	1109	.4	4.7	251	813	.3	3.2	613	1686	.8	4.7	522	1327	.7	5.5	267	841	.4	5.1
WQEV-AM																				
WI '98	26	78	.4		13	59	.2		100	220	.1	.8	71	205	.1	.8	36	178	.7	
4-Book	20	90	.3		33	132	.1	.5	103	268	.1	.8	70	179	.1	.8	24	102	.5	
WQHT-FM																				
WI '98	383	1043	.5	5.6	128	396	.2	1.7	222	766	.3	1.7	349	864	.5	3.8	272	833	.4	5.5
4-Book	428	1137	.6	6.0	157	482	.2	2.0	359	1038	.5	2.7	459	1111	.6	4.8	254	759	.3	4.8
WQXR-FM																				
WI '98	82	401	.1	1.2	169	494	.2	2.2	290	881	.4	2.3	256	555	.3	2.8	111	299	.1	2.2
4-Book	116	443	.2	1.7	116	441	.2	1.5	255	820	.3	1.9	218	544	.3	2.3	117	399	.2	2.2
WRKS-FM																				
WI '98	581	1521	.8	8.5	550	1294	.7	7.1	652	1515	.8	5.1	459	1186	.6	5.0	424	1151	.5	8.6
4-Book	513	1395	.7	7.2	629	1566	.8	7.9	599	1527	.8	4.5	500	1235	.7	5.2	410	1185	.6	7.7
WSKO-FM																				
WI '98	426	1246	.6	6.2	659	1661	.9	8.5	1282	2762	1.7	9.9	865	1771	1.1	9.4	311	1027	.4	6.3
4-Book	496	1265	.7	6.9	591	1479	.8	7.5	1104	2477	1.5	8.4	779	1669	1.0	8.2	296	949	.4	5.6
WVDJ-AM																				
WI '98	40	87	.1	.6	74	100	.1	1.0	54	131	.1	.4	75	135	.1	.8	40	72	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	37	57	.5		138	347	.2	1.8	79	161	.1	.6	38	65	.4		21	50	.4	
4-Book	25	60	.4		135	298	.2	1.7	91	226	.1	.7	50	96	.1	.5	34	83	.6	
+WVYV-FM																				
WI '98					1	8			4	13			3	6			1	6		
4-Book	2	7			2	5			3	9			2	6			1	3		
+WVXY-FM																				
WI '98	26	128	.4		16	105	.2		87	295	.1	.7	44	186	.1	.5	17	102	.3	
4-Book	48	175	.7		50	185	.1	.6	110	345	.2	.9	71	249	.1	.7	31	141	.6	
+WVZY-FM																				
WI '98	15	101	.2		51	204	.1	.7	90	278	.1	.7	41	163	.1	.4	10	83	.2	
4-Book	25	123	.3		41	151	.1	.5	94	290	.1	.7	54	188	.1	.6	25	123	.5	
WXRK-FM																				
WI '98	154	572	.2	2.2	90	340	.1	1.2	267	845	.3	2.1	140	557	.2	1.5	73	313	.1	1.5
4-Book	112	462	.1	1.6	84	284	.1	1.1	179	724	.2	1.4	134	551	.2	1.4	78	368	.1	1.5
WXXV-FM																				
WI '98	50	264	.1	.7	107	404	.1	1.4	177	693	.2	1.4	82	321	.1	.9	11	57	.2	
4-Book	31	150	.4		45	174	.1	.6	107	433	.1	.8	75	279	.1	.8	14	81	.3	
TOTALS																				
WI '98	6847	20016	8.8		7727	21350	10.0		12885	31792	16.6		9247	22490	11.9		4955	14826	6.4	
4-Book	7130	20255	9.2		7927	22200	10.3		13215	32693	17.1		9617	23254	12.4		5322	15956	6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-54

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	384	5422	.6	3.0	527	2724	.8	2.6	740	3431	1.1	4.3	462	2711	.7	3.1	111	1319	.2	2.0
FA '97	408	5722	.6	3.2	511	2728	.8	2.5	673	2791	1.0	3.9	560	2748	.8	3.8	208	1592	.3	3.8
SU '97	375	6264	.6	3.1	440	2350	.7	2.4	665	2840	1.0	4.0	324	2460	.5	2.4	249	2096	.4	4.2
SP '97	265	5455	.4	2.1	325	1807	.5	1.7	517	2735	.8	3.0	305	1996	.5	2.1	123	1516	.2	2.3
4-Book	358	5716	.6	2.9	451	2402	.7	2.3	649	2949	1.0	3.8	413	2479	.6	2.9	173	1631	.3	3.1
WI '97	381	5681	.6	3.0	501	2525	.8	2.6	682	2991	1.0	3.9	413	2531	.6	2.8	183	1593	.3	3.2
WADO-AM																				
WI '98	383	3196	.6	2.9	853	2599	1.3	4.2	562	1838	.8	3.2	376	1359	.6	2.6	109	635	.2	2.0
FA '97	335	2955	.5	2.6	775	2357	1.2	3.8	566	1778	.8	3.3	304	1255	.5	2.1	54	423	.1	1.0
SU '97	255	2278	.4	2.1	584	1816	.9	3.2	347	1484	.5	2.1	220	956	.3	1.6	79	489	.1	1.3
SP '97	342	3149	.5	2.7	846	2388	1.3	4.3	505	1867	.8	2.9	360	1319	.5	2.5	39	353	.1	.7
4-Book	329	2895	.5	2.6	765	2290	1.2	3.9	495	1742	.7	2.9	315	1222	.5	2.2	70	475	.1	1.3
WI '97	269	2638	.4	2.1	695	2048	1.1	3.6	359	1476	.5	2.1	196	1017	.3	1.3	74	523	.1	1.3
WALK-FM																				
WI '98	155	1850	.2	1.2	254	1256	.4	1.2	245	921	.4	1.4	180	1061	.3	1.2	68	466	.1	1.2
FA '97	151	1982	.2	1.2	247	1268	.4	1.2	243	1077	.4	1.4	180	1223	.3	1.2	39	521	.1	.7
SU '97	166	1996	.3	1.4	294	1328	.4	1.6	277	985	.4	1.7	176	985	.3	1.3	39	445	.1	.7
SP '97	166	2138	.3	1.3	276	1365	.4	1.4	269	1193	.4	1.5	185	1170	.3	1.3	43	488	.1	.8
4-Book	160	1992	.3	1.3	268	1304	.4	1.4	259	1044	.4	1.5	180	1110	.3	1.3	47	480	.1	.9
WI '97	172	2159	.3	1.3	273	1372	.4	1.4	244	1103	.4	1.4	215	1233	.3	1.5	59	610	.1	1.0
WAXQ-FM																				
WI '98	222	4542	.3	1.7	229	1835	.3	1.1	324	2066	.5	1.9	314	2491	.5	2.1	91	1246	.1	1.6
FA '97	212	4183	.3	1.7	243	1783	.4	1.2	327	2118	.5	1.9	309	2515	.5	2.1	80	1130	.1	1.5
SU '97	267	4712	.4	2.2	293	1820	.4	1.6	414	2530	.6	2.5	380	2760	.6	2.8	111	1453	.2	1.9
SP '97	262	4780	.4	2.1	275	2085	.4	1.4	388	2430	.6	2.2	335	2878	.5	2.3	118	1768	.2	2.2
4-Book	241	4554	.4	1.9	260	1881	.4	1.3	363	2286	.6	2.1	335	2661	.5	2.3	100	1399	.2	1.8
WI '97	281	4853	.4	2.2	294	2330	.4	1.5	443	2292	.7	2.5	382	3027	.6	2.6	126	1328	.2	2.2
WBAB-FM																				
WI '98	61	1134	.1	.5	86	485	.1	.4	99	575	.1	.6	75	601	.1	.5	23	254	.4	.4
FA '97	68	1163	.1	.5	86	625	.1	.4	121	592	.2	.7	101	639	.2	.7	25	284	.5	.5
SU '97	59	1112	.1	.5	75	446	.1	.4	97	536	.1	.6	74	587	.1	.5	20	267	.3	.3
SP '97	51	956	.1	.4	48	482	.1	.2	80	512	.1	.5	67	522	.1	.5	29	254	.5	.5
4-Book	60	1091	.1	.5	74	510	.1	.4	99	554	.1	.6	79	587	.1	.6	24	265	.4	.4
WI '97	57	1028	.1	.4	68	478	.1	.3	94	488	.1	.5	74	598	.1	.5	28	312	.5	.5
WHFM-FM																				
WI '98	1	52			1	6			2	6			1	12			1	6		
FA '97		15			1	10				5				5						
SU '97	1	65			2	36			2	42										
SP '97	1	38			1	9			2	13								16		
4-Book	1	43			1	15			2	17				4				6		
WI '97	1	28				7			1	28				1	14			8		
WBRR-AM																				
WI '98	47	1616	.1	.4	95	989	.1	.5	60	732	.1	.3	67	990	.1	.5	22	382	.4	.4
FA '97	73	1959	.1	.6	137	1062	.2	.7	72	708	.1	.4	136	1157	.2	.9	29	510	.5	.5
SU '97	62	1817	.1	.5	118	994	.2	.6	106	879	.2	.6	80	918	.1	.6	21	403	.4	.4
SP '97	49	1624	.1	.4	80	926	.1	.4	68	613	.1	.4	59	719	.1	.4	32	461	.6	.6
4-Book	58	1754	.1	.5	108	993	.2	.6	77	733	.1	.4	86	946	.1	.6	26	439	.5	.5
WI '97	77	1957	.1	.6	142	1237	.2	.7	112	774	.2	.6	88	881	.1	.6	29	493	.5	.5
WBLI-FM																				
WI '98	79	1366	.1	.6	115	744	.2	.6	108	614	.2	.6	110	822	.2	.7	33	317	.6	.6
FA '97	77	1274	.1	.6	100	689	.1	.5	132	775	.2	.8	97	710	.1	.7	24	355	.4	.4
SU '97	62	1104	.1	.5	76	500	.1	.4	98	613	.1	.6	61	555	.1	.4	20	188	.3	.3
SP '97	77	1205	.1	.6	93	636	.1	.5	107	645	.2	.6	91	662	.1	.6	39	358	.7	.7
4-Book	74	1237	.1	.6	96	642	.1	.5	111	662	.2	.7	90	687	.1	.6	29	305	.5	.5
WI '97	72	1058	.1	.6	96	522	.1	.5	140	545	.2	.8	95	625	.1	.6	15	300	.3	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	271	4949	.4	2.1	284	1873	.4	1.4	261	1970	.4	1.5	293	2088	.4	2.0	218	1676	.3	3.9
FA '97	278	4954	.4	2.2	332	2001	.5	1.6	293	2042	.4	1.7	292	2078	.4	2.0	204	1622	.3	3.7
SU '97	321	5333	.5	2.6	355	2391	.5	1.9	371	2330	.6	2.2	316	2638	.5	2.3	236	1809	.4	4.0
SP '97	403	5709	.6	3.2	526	2918	.8	2.7	458	2505	.7	2.6	416	2705	.6	2.9	267	2157	.4	4.9
4-Book	318	5236	.5	2.5	374	2296	.6	1.9	346	2212	.5	2.0	329	2377	.5	2.3	231	1816	.4	4.1
WI '97	431	5892	.7	3.4	637	2955	1.0	3.3	501	2474	.8	2.9	421	2849	.6	2.9	245	2002	.4	4.3
WBZD-FM																				
WI '98	77	1375	.1	.6	104	709	.2	.5	117	598	.2	.7	88	674	.1	.6	21	353	.4	
FA '97	92	1463	.1	.7	90	695	.1	.4	156	832	.2	.9	135	948	.2	.9	29	379	.5	
SU '97	79	1277	.1	.6	91	623	.1	.5	119	675	.2	.7	89	609	.1	.7	25	339	.4	
SP '97	110	1521	.2	.9	148	841	.2	.8	218	889	.3	1.2	130	959	.2	.9	21	369	.4	
4-Book	90	1409	.1	.7	108	717	.2	.6	153	749	.2	.9	111	798	.2	.8	24	360	.4	
WI '97	97	1286	.1	.8	115	637	.2	.6	170	715	.3	1.0	113	794	.2	.8	35	393	.1	.6
WCBS-AM																				
WI '98	369	9419	.5	2.8	918	6178	1.4	4.5	307	3380	.5	1.8	381	4286	.6	2.6	152	2380	.2	2.7
FA '97	447	10192	.7	3.5	1088	6811	1.6	5.4	330	3754	.5	1.9	501	5099	.7	3.4	175	2693	.3	3.2
SU '97	434	9972	.7	3.5	1036	6682	1.6	5.7	401	3833	.6	2.4	462	4530	.7	3.4	180	2603	.3	3.0
SP '97	355	8833	.5	2.8	860	5896	1.3	4.4	319	3189	.5	1.8	363	3962	.6	2.5	143	2334	.2	2.6
4-Book	401	9604	.6	3.2	976	6392	1.5	5.0	339	3539	.5	2.0	427	4469	.7	3.0	163	2503	.3	2.9
WI '97	469	10600	.7	3.7	1228	7276	1.9	6.3	336	4171	.5	1.9	456	4910	.7	3.1	197	2818	.3	3.5
WCBS-FM																				
WI '98	971	12588	1.4	7.5	1306	6827	1.9	6.4	1499	6401	2.2	8.6	1117	7143	1.7	7.6	359	3252	.5	6.5
FA '97	875	11979	1.3	6.8	1157	6221	1.7	5.7	1390	6300	2.1	8.1	1040	6400	1.5	7.1	295	3275	.4	5.3
SU '97	893	12691	1.4	7.3	1173	6144	1.8	6.4	1386	6711	2.1	8.4	974	6577	1.5	7.1	293	3497	.4	4.9
SP '97	902	11797	1.4	7.1	1214	6398	1.8	6.2	1473	6264	2.2	8.4	1086	6247	1.7	7.6	322	3022	.5	6.0
4-Book	910	12264	1.4	7.2	1213	6398	1.8	6.2	1437	6419	2.2	8.4	1054	6592	1.6	7.4	317	3262	.5	5.7
WI '97	907	12028	1.4	7.1	1191	5963	1.8	6.1	1374	5933	2.1	7.9	1077	6727	1.6	7.4	396	3442	.6	6.9
+WDRE-FM																				
WI '98	3	48			2	25			5	23			4	35			1	13		
FA '97	2	83			2	54			3	46			1	29				10		
SU '97	3	131			2	25			2	35			4	29			7	41		.1
SP '97	2	85			3	44			3	33			3	51				6		
4-Book	3	87			2	37			3	34			3	36			2	18		
WI '97	3	67			7	21			3	28			1	20				13		
WLIR-FM																				
WI '98	23	745		.2	32	293		.2	40	361	.1	.2	29	377		.2	6	146		.1
FA '97	24	895		.2	26	356		.1	32	353		.2	42	440	.1	.3	8	187		.1
SU '97	25	973		.2	25	381		.1	27	350		.2	33	434	.1	.2	13	248		.2
SP '97	36	835	.1	.3	41	298	.1	.2	49	390	.1	.3	52	386	.1	.4	15	249		.3
4-Book	27	862		.2	31	332		.2	37	364	.1	.2	39	409	.1	.3	11	208		.2
WI '97	18	653		.1	22	252		.1	31	219		.2	30	372		.2	7	130		.1
WFAN-AM																				
WI '98	370	6385	.6	2.8	913	3865	1.4	4.5	353	2257	.5	2.0	447	2847	.7	3.0	189	1656	.3	3.4
FA '97	419	7446	.6	3.3	869	4045	1.3	4.3	449	2624	.7	2.6	559	3406	.8	3.8	166	1898	.2	3.0
SU '97	417	7199	.6	3.4	886	3938	1.3	4.9	456	3035	.7	2.8	502	3175	.8	3.7	198	2112	.3	3.3
SP '97	412	7255	.6	3.3	921	4233	1.4	4.7	490	2707	.7	2.8	529	3569	.8	3.7	142	1866	.2	2.6
4-Book	405	7071	.6	3.2	897	4020	1.4	4.6	437	2656	.7	2.6	509	3249	.8	3.6	174	1883	.3	3.1
WI '97	356	6444	.5	2.8	818	3868	1.2	4.2	355	2196	.5	2.0	512	3074	.8	3.5	139	1450	.2	2.4
WFAS-FM																				
WI '98	44	724	.1	.3	88	450	.1	.4	86	433	.1	.5	39	432	.1	.3	13	227		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	93	1239	.1	.7	150	694	.2	.7	100	540	.1	.6	58	431	.1	.4	63	463	.1	1.1
FA '97	116	1589	.2	.9	193	856	.3	1.0	83	578	.1	.5	71	507	.1	.5	123	715	.2	2.2
SU '97	67	1178	.1	.5	81	548	.1	.4	54	341	.1	.3	59	373	.1	.4	74	454	.1	1.2
SP '97	153	1584	.2	1.2	178	803	.3	.9	162	767	.2	.9	116	681	.2	.8	159	674	.2	2.9
4-Book	107	1398	.2	.8	151	725	.2	.8	100	557	.1	.6	76	498	.1	.5	105	577	.2	1.9
WI '97	92	1327	.1	.7	155	707	.2	.8	86	552	.1	.5	58	391	.1	.4	63	472	.1	1.1
WHLI-AM																				
WI '98	* 38	343	.1	.3	* 36	150	.1	.2	29	171		.2	* 41	158	.1	.3				
FA '97	39	303	.1	.3	40	147	.1	.2	49	163	.1	.3	44	119	.1	.3	**	**	**	**
SU '97	33	371	.1	.3	29	203		.2	39	222	.1	.2	33	190	.1	.2	**	**	**	**
SP '97	34	359	.1	.3	34	147	.1	.2	46	225	.1	.3	23	216		.2	**	**	**	**
4-Book	36	344	.1	.3	35	162	.1	.2	41	195	.1	.3	35	171	.1	.3	**	**	**	**
WI '97	46	370	.1	.4	38	127	.1	.2	60	215	.1	.3	39	162	.1	.3	**	**	**	**
WHTZ-FM																				
WI '98	261	6383	.4	2.0	350	2770	.5	1.7	283	2561	.4	1.6	379	3411	.6	2.6	152	2000	.2	2.7
FA '97	216	5235	.3	1.7	323	2423	.5	1.6	300	2077	.4	1.8	278	2681	.4	1.9	76	1324	.1	1.4
SU '97	252	6163	.4	2.1	362	2555	.6	2.0	391	2825	.6	2.4	316	2778	.5	2.3	116	1820	.2	2.0
SP '97	191	4949	.3	1.5	290	2198	.4	1.5	242	2003	.4	1.4	227	2298	.3	1.6	80	1321	.1	1.5
4-Book	230	5683	.4	1.8	331	2487	.5	1.7	304	2367	.5	1.8	300	2792	.5	2.1	106	1616	.2	1.9
WI '97	163	4411	.2	1.3	264	1960	.4	1.4	213	1695	.3	1.2	205	2111	.3	1.4	50	922	.1	.9
WHUD-FM																				
WI '98	89	1134	.1	.7	151	685	.2	.7	128	567	.2	.7	112	575	.2	.8	21	255		.4
FA '97	82	977	.1	.6	134	645	.2	.7	131	452	.2	.8	93	526	.1	.6	18	249		.3
SU '97	74	1208	.1	.6	144	640	.2	.8	101	442	.2	.6	69	552	.1	.5	26	383		.4
SP '97	91	1337	.1	.7	182	775	.3	.9	100	545	.2	.6	100	694	.2	.7	32	457		.6
4-Book	84	1164	.1	.7	153	686	.2	.8	115	502	.2	.7	94	587	.2	.7	24	336		.4
WI '97	98	1297	.1	.8	194	785	.3	1.0	128	612	.2	.7	129	831	.2	.9	25	328		.4
WINS-AM																				
WI '98	471	11521	.7	3.6	1243	7869	1.9	6.1	318	3373	.5	1.8	478	4351	.7	3.3	207	2577	.3	3.7
FA '97	421	11500	.6	3.3	1175	7614	1.7	5.8	335	3780	.5	2.0	381	4260	.6	2.6	163	2517	.2	3.0
SU '97	490	11614	.7	4.0	1324	8189	2.0	7.3	412	3862	.6	2.5	405	4225	.6	3.0	201	2404	.3	3.4
SP '97	432	11171	.7	3.4	1157	7477	1.8	5.9	351	3656	.5	2.0	351	3908	.5	2.4	160	2224	.2	3.0
4-Book	454	11452	.7	3.6	1225	7787	1.9	6.3	354	3668	.5	2.1	404	4186	.6	2.8	183	2431	.3	3.3
WI '97	497	11807	.8	3.9	1233	8126	1.9	6.3	475	4169	.7	2.7	452	4537	.7	3.1	200	2329	.3	3.5
WKJY-FM																				
WI '98	112	1213	.2	.9	177	691	.3	.9	215	651	.3	1.2	141	700	.2	1.0	20	297		.4
FA '97	65	947	.1	.5	83	501	.1	.4	116	529	.2	.7	75	514	.1	.5	18	215		.3
SU '97	79	1021	.1	.6	110	599	.2	.6	158	690	.2	1.0	89	499	.1	.7	16	237		.3
SP '97	66	998	.1	.5	94	507	.1	.5	133	483	.2	.8	85	543	.1	.6	11	186		.2
4-Book	81	1045	.1	.6	116	575	.2	.6	156	588	.2	.9	98	564	.1	.7	16	234		.3
WI '97	87	1030	.1	.7	103	512	.2	.5	186	590	.3	1.1	124	645	.2	.8	23	251		.4
WKTU-FM																				
WI '98	333	6703	.5	2.6	397	3175	.6	1.9	465	3048	.7	2.7	404	3584	.6	2.7	179	1927	.3	3.2
FA '97	392	6366	.6	3.1	453	3130	.7	2.2	583	3413	.9	3.4	543	3608	.8	3.7	202	2087	.3	3.7
SU '97	426	6886	.6	3.5	479	3053	.7	2.6	580	3332	.9	3.5	553	3731	.8	4.0	236	2122	.4	4.0
SP '97	387	6708	.6	3.1	462	3048	.7	2.4	632	3570	1.0	3.6	469	3676	.7	3.3	162	1997	.2	3.0
4-Book	385	6666	.6	3.1	448	3102	.7	2.3	565	3341	.9	3.3	492	3650	.7	3.4	195	2033	.3	3.5
WI '97	377	6609	.6	2.9	440	3143	.7	2.3	579	3364	.9	3.3	499	3685	.8	3.4	162	1760	.2	2.8
WLIB-AM																				
WI '98	* 187	1429	.3	1.4	* 177	532	.3	.9	189	731	.3	1.1	* 168	496	.3	1.1	**	**	**	**
FA '97	185	1667	.3	1.4	118	473	.2	.6	213	891	.3	1.2	166	662	.2	1.1	**	**	**	**
SU '97	222	1871	.3	1.8	226	884	.3	1.2	244	897	.4	1.5	183	1010	.3	1.3	**	**	**	**
SP '97	152	2224	.2	1.2	126	792	.2	.6	168	910	.3	1.0	130	741	.2	.9	**	**	**	**
4-Book	187	1798	.3	1.5	162	670	.3	.8	204	857	.3	1.2	162	727	.3	1.1	**	**	**	**
WI '97	151	1527	.2	1.2	126	518	.2	.6	141	665	.2	.8	129	539	.2	.9	**	**	**	**

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	1090	12777	1.6	8.4	1251	6470	1.9	6.1	1947	6918	2.9	11.2	1429	7674	2.1	9.7	407	3707	.6	7.3
FA '97	986	12450	1.5	7.7	1208	6343	1.8	6.0	1705	6792	2.5	10.0	1269	7436	1.9	8.7	358	4106	.5	6.5
SU '97	1032	11812	1.6	8.4	1134	5969	1.7	6.2	1883	6673	2.9	11.4	1305	6854	2.0	9.6	444	3994	.7	7.5
SP '97	952	11834	1.4	7.5	1071	6157	1.6	5.5	1804	6512	2.7	10.3	1236	6781	1.9	8.6	351	3808	.5	6.5
4-Book	1015	12218	1.5	8.0	1166	6235	1.8	6.0	1835	6724	2.8	10.7	1310	7186	2.0	9.2	390	3904	.6	7.0
WI '97	898	11470	1.4	7.0	988	5792	1.5	5.1	1667	6288	2.5	9.6	1194	6821	1.8	8.2	330	3250	.5	5.8
WMCA-AM																				
WI '98	70	901	.1	.5	158	572	.2	.8	65	330	.1	.4	59	292	.1	.4	37	223	.1	.7
FA '97	53	896	.1	.4	145	522	.2	.7	32	181	.1	.2	41	275	.1	.3	35	322	.1	.6
SU '97	36	736	.1	.3	87	423	.1	.5	48	262	.1	.3	23	192	.1	.2	16	193	.1	.3
SP '97	57	882	.1	.5	141	518	.2	.7	59	383	.1	.3	49	333	.1	.3	31	264	.1	.6
4-Book	54	854	.1	.4	133	509	.2	.7	51	289	.1	.3	43	273	.1	.3	30	251	.1	.6
WI '97	51	743	.1	.4	100	411	.2	.5	63	265	.1	.4	45	302	.1	.3	34	247	.1	.6
WMJC-FM																				
WI '98	45	531	.1	.3	56	263	.1	.3	64	280	.1	.4	61	327	.1	.4	13	152	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	41	609	.1	.3	40	286	.1	.2	61	319	.1	.4	60	431	.1	.4	23	281	.1	.4
SP '97	34	570	.1	.3	45	354	.1	.2	47	277	.1	.3	44	374	.1	.3	14	191	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	40	331	.1	.3	76	237	.1	.4	77	219	.1	.4	47	201	.1	.3	3	62	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	25	287	.1	.2	42	185	.1	.2	49	142	.1	.3	30	148	.1	.2	2	33	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	42	504	.1	.3	55	353	.1	.3	94	318	.1	.5	56	314	.1	.4	4	97	.1	.1
WNEW-FM																				
WI '98	244	4803	.4	1.9	321	2072	.5	1.6	356	2207	.5	2.1	277	2472	.4	1.9	151	1535	.2	2.7
FA '97	254	4957	.4	2.0	341	2014	.5	1.7	421	2304	.6	2.5	325	2665	.5	2.2	74	1226	.1	1.3
SU '97	266	4927	.4	2.2	324	1947	.5	1.8	421	2451	.6	2.5	337	2644	.5	2.5	110	1437	.2	1.8
SP '97	267	4690	.4	2.1	322	1932	.5	1.7	446	2469	.7	2.5	330	2580	.5	2.3	72	1300	.1	1.3
4-Book	258	4844	.4	2.1	327	1991	.5	1.7	411	2358	.6	2.4	317	2590	.5	2.2	102	1375	.2	1.8
WI '97	298	4917	.5	2.3	406	2338	.6	2.1	521	2538	.8	3.0	351	2736	.5	2.4	93	1333	.1	1.6
+WNSR-FM																				
WI '98	168	4103	.3	1.3	201	1754	.3	1.0	297	1975	.4	1.7	201	1998	.3	1.4	50	943	.1	.9
FA '97	171	3823	.3	1.3	209	1786	.3	1.0	306	1832	.5	1.8	223	2011	.3	1.5	43	907	.1	.8
SU '97	150	3585	.2	1.2	144	1313	.2	.8	237	1651	.4	1.4	212	1861	.3	1.6	59	943	.1	1.0
SP '97	153	3419	.2	1.2	119	1308	.2	.6	293	1409	.4	1.7	231	1737	.4	1.6	53	945	.1	1.0
4-Book	161	3733	.3	1.3	168	1540	.3	.9	283	1717	.4	1.7	217	1902	.3	1.5	51	935	.1	.9
WI '97	128	3084	.2	1.0	139	1235	.2	.7	205	1302	.3	1.2	149	1363	.2	1.0	53	694	.1	.9
WNWK-FM																				
WI '98	76	1325	.1	.6	38	223	.1	.2	15	159	.1	.1	31	332	.1	.2	92	457	.1	1.7
FA '97	91	1554	.1	.7	39	202	.1	.2	33	329	.1	.2	71	456	.1	.5	84	586	.1	1.5
SU '97	82	1335	.1	.7	58	329	.1	.3	45	312	.1	.3	59	450	.1	.4	105	554	.2	1.8
SP '97	78	1529	.1	.6	28	291	.1	.1	35	358	.1	.2	40	340	.1	.3	73	546	.1	1.4
4-Book	82	1436	.1	.7	41	261	.1	.2	32	290	.1	.2	50	395	.1	.4	89	536	.1	1.6
WI '97	78	1284	.1	.6	32	227	.1	.2	60	289	.1	.3	51	308	.1	.3	60	476	.1	1.1
WOR -AM																				
WI '98	288	4390	.4	2.2	472	2093	.7	2.3	334	1740	.5	1.9	422	1927	.6	2.9	116	1224	.2	2.1
FA '97	324	5126	.5	2.5	578	2770	.9	2.9	333	2051	.5	2.0	463	2291	.7	3.2	195	1672	.3	3.5
SU '97	308	5129	.5	2.5	458	2288	.7	2.5	311	1932	.5	1.9	628	2350	1.0	4.6	178	1472	.3	3.0
SP '97	349	4562	.5	2.8	635	2454	1.0	3.3	339	1903	.5	1.9	573	2061	.9	4.0	177	1351	.3	3.3
4-Book	317	4802	.5	2.5	536	2401	.8	2.8	329	1907	.5	1.9	522	2157	.8	3.7	167	1430	.3	3.0
WI '97	353	5545	.5	2.8	640	2904	1.0	3.3	394	2278	.6	2.3	587	2490	.9	4.0	148	1290	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	493	5129	.7	3.8	494	2260	.7	2.4	589	2603	.9	3.4	520	2566	.8	3.5	264	1769	.4	4.8
FA '97	472	4783	.7	3.7	515	2242	.8	2.6	557	2520	.8	3.3	455	2586	.7	3.1	379	1977	.6	6.9
SU '97	382	4485	.6	3.1	368	2114	.6	2.0	498	2542	.8	3.0	377	2296	.6	2.8	328	1849	.5	5.5
SP '97	493	4843	.8	3.9	518	2444	.8	2.7	656	2654	1.0	3.7	520	2720	.8	3.6	298	1646	.5	5.5
4-Book	460	4810	.7	3.6	474	2265	.7	2.4	575	2580	.9	3.4	468	2542	.7	3.3	317	1810	.5	5.7
WI '97	453	4591	.7	3.5	445	2218	.7	2.3	629	2393	1.0	3.6	498	2424	.8	3.4	267	1700	.4	4.7
WPLJ-FM																				
WI '98	311	5879	.5	2.4	591	3267	.9	2.9	426	2385	.6	2.5	414	3191	.6	2.8	95	1665	.1	1.7
FA '97	327	6012	.5	2.6	628	3307	.9	3.1	436	2746	.6	2.6	453	3507	.7	3.1	85	1404	.1	1.5
SU '97	275	5950	.4	2.2	452	2787	.7	2.5	405	2771	.6	2.5	373	3370	.6	2.7	85	1508	.1	1.4
SP '97	324	5935	.5	2.6	578	3162	.9	3.0	451	2498	.7	2.6	503	3154	.8	3.5	68	1203	.1	1.3
4-Book	309	5944	.5	2.5	562	3131	.9	2.9	430	2600	.6	2.6	436	3306	.7	3.0	83	1445	.1	1.5
WI '97	305	5897	.5	2.4	634	3121	1.0	3.3	423	2419	.6	2.4	400	3388	.6	2.7	82	1426	.1	1.4
WQCD-FM																				
WI '98	581	8263	.9	4.5	544	3540	.8	2.7	912	4122	1.4	5.3	798	4772	1.2	5.4	316	3081	.5	5.7
FA '97	524	7545	.8	4.1	538	3393	.8	2.7	708	3796	1.1	4.1	657	4173	1.0	4.5	323	3012	.5	5.9
SU '97	552	7874	.8	4.5	577	3533	.9	3.2	822	4089	1.3	5.0	701	4470	1.1	5.1	346	2979	.5	5.8
SP '97	597	7625	.9	4.7	674	3683	1.0	3.5	824	3701	1.3	4.7	725	4595	1.1	5.0	369	2776	.6	6.8
4-Book	564	7827	.9	4.5	583	3537	.9	3.0	817	3927	1.3	4.8	720	4503	1.1	5.0	339	2962	.5	6.1
WI '97	626	8252	1.0	4.9	644	3698	1.0	3.3	977	4255	1.5	5.6	749	4714	1.1	5.1	392	3376	.6	6.9
WQEW-AM																				
WI '98	154	2214	.2	1.2	171	853	.3	.8	215	908	.3	1.2	191	1088	.3	1.3	51	403	.1	.9
FA '97	170	2241	.3	1.3	214	1012	.3	1.1	303	1080	.5	1.8	179	1198	.3	1.2	40	530	.1	.7
SU '97	125	2123	.2	1.0	153	843	.2	.8	156	822	.2	.9	121	876	.2	.9	56	639	.1	.9
SP '97	175	2274	.3	1.4	209	1111	.3	1.1	280	1177	.4	1.6	190	1121	.3	1.3	63	740	.1	1.2
4-Book	156	2213	.3	1.2	187	955	.3	1.0	239	997	.4	1.4	170	1071	.3	1.2	53	578	.1	.9
WI '97	204	2470	.3	1.6	232	1204	.4	1.2	317	1289	.5	1.8	241	1361	.4	1.6	69	662	.1	1.2
WQHT-FM																				
WI '98	151	3450	.2	1.2	211	1280	.3	1.0	204	1384	.3	1.2	187	1742	.3	1.3	78	1007	.1	1.4
FA '97	197	3550	.3	1.5	276	1687	.4	1.4	260	1731	.4	1.5	207	1689	.3	1.4	102	1217	.2	1.8
SU '97	168	3366	.3	1.4	192	1316	.3	1.1	222	1341	.3	1.3	227	1702	.3	1.7	117	1113	.2	2.0
SP '97	202	3454	.3	1.6	225	1452	.3	1.2	242	1490	.4	1.4	270	1621	.4	1.9	141	1135	.2	2.6
4-Book	180	3455	.3	1.4	226	1434	.3	1.2	232	1487	.4	1.4	223	1689	.3	1.6	110	1118	.2	2.0
WI '97	168	3389	.3	1.3	219	1490	.3	1.1	165	1521	.3	.9	200	1544	.3	1.4	129	1017	.2	2.3
WQXR-FM																				
WI '98	372	5063	.6	2.9	433	2685	.6	2.1	528	2299	.8	3.0	402	2702	.6	2.7	186	1963	.3	3.4
FA '97	342	5228	.5	2.7	447	2472	.7	2.2	477	2373	.7	2.8	353	2647	.5	2.4	214	1952	.3	3.9
SU '97	295	4563	.4	2.4	321	2050	.5	1.8	374	2045	.6	2.3	305	2267	.5	2.2	200	1919	.3	3.4
SP '97	358	4490	.5	2.8	372	1988	.6	1.9	498	2179	.8	2.8	431	2421	.7	3.0	239	1680	.4	4.4
4-Book	342	4836	.5	2.7	393	2299	.6	2.0	469	2224	.7	2.7	373	2509	.6	2.6	210	1879	.3	3.8
WI '97	391	5401	.6	3.1	387	2498	.6	2.0	578	2518	.9	3.3	469	3035	.7	3.2	270	2030	.4	4.7
WRKS-FM																				
WI '98	659	7372	1.0	5.1	1011	4388	1.5	5.0	795	3654	1.2	4.6	713	4297	1.1	4.8	407	3022	.6	7.3
FA '97	675	7989	1.0	5.3	1061	4732	1.6	5.3	877	4250	1.3	5.1	734	4270	1.1	5.0	371	2789	.6	6.7
SU '97	717	7779	1.1	5.9	961	4236	1.5	5.3	939	3946	1.4	5.7	766	4334	1.2	5.6	423	2947	.6	7.1
SP '97	625	7750	1.0	4.9	1053	4701	1.6	5.4	815	3914	1.2	4.7	636	4011	1.0	4.4	323	2655	.5	6.0
4-Book	669	7723	1.0	5.3	1022	4514	1.6	5.3	857	3941	1.3	5.0	712	4228	1.1	5.0	381	2853	.6	6.8
WI '97	633	7624	1.0	4.9	872	4180	1.3	4.5	802	4027	1.2	4.6	733	4161	1.1	5.0	419	2829	.6	7.4
WSKQ-FM																				
WI '98	834	6045	1.2	6.4	1400	4084	2.1	6.9	1027	3418	1.5	5.9	736	3452	1.1	5.0	331	2070	.5	6.0
FA '97	743	6178	1.1	5.8	1245	4064	1.9	6.2	921	3526	1.4	5.4	690	3301	1.0	4.7	308	2088	.5	5.6
SU '97	624	5627	.9	5.1	1013	3494	1.5	5.6	716	2841	1.1	4.3	549	3105	.8	4.0	259	1657	.4	4.4
SP '97	545	5510	.8	4.3	879	3294	1.3	4.5	675	2977	1.0	3.9	530	2803	.8	3.7	203	1581	.3	3.8
4-Book	687	5840	1.0	5.4	1134	3734	1.7	5.8	835	3191	1.3	4.9	626	3165	.9	4.4	275	1849	.4	5.0
WI '97	575	5305	.9	4.5	882	3165	1.3	4.5	663	2862	1.0	3.8	586	2771	.9	4.0	248	1854	.4	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	59	565	.1	.5	108	350	.2	.5	48	224	.1	.3	51	225	.1	.3	35	225	.1	.6
FA '97	35	713	.1	.3	63	423	.1	.3	39	270	.1	.2	34	266	.1	.2	23	107	.1	.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRLL-AM																				
WI '98	69	1142	.1	.5	84	383	.1	.4	104	522	.2	.6	76	548	.1	.5	39	318	.1	.7
FA '97	61	1062	.1	.5	51	265	.1	.3	96	428	.1	.6	65	386	.1	.4	42	290	.1	.8
SU '97	55	981	.1	.4	74	360	.1	.4	50	365	.1	.3	52	294	.1	.4	34	243	.1	.6
SP '97	74	1178	.1	.6	96	426	.1	.5	75	366	.1	.4	45	303	.1	.3	32	305	.1	.6
4-Book	65	1091	.1	.5	76	359	.1	.4	81	420	.1	.5	60	383	.1	.4	37	289	.1	.7
WI '97	112	1101	.2	.9	121	492	.2	.6	119	541	.2	.7	78	421	.1	.5	97	460	.1	1.7
+WVY-FM																				
WI '98	9	104	.1	.1	12	48	.1	.1	15	44	.1	.1	13	58	.1	.1	2	14	.1	.2
FA '97	11	82	.1	.1	9	54	.1	.1	12	46	.1	.1	13	49	.1	.1	12	40	.1	.2
SU '97	5	69	.1	.1	7	26	.1	.1	8	28	.1	.1	4	36	.1	.1	2	28	.1	.1
SP '97	2	56	.1	.1	2	30	.1	.1	4	36	.1	.1	14	14	.1	.1	1	18	.1	.1
4-Book	7	78	.1	.1	8	40	.1	.1	10	39	.1	.1	8	39	.1	.1	4	25	.1	.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	79	1133	.1	.6	110	641	.2	.5	128	698	.2	.7	104	573	.2	.7	24	271	.1	.4
FA '97	80	1168	.1	.6	100	562	.1	.5	97	699	.1	.6	93	761	.1	.6	50	564	.1	.9
SU '97	67	1238	.1	.5	65	462	.1	.4	97	547	.1	.6	93	725	.1	.7	35	555	.1	.6
SP '97	119	1349	.2	.9	107	794	.2	.5	166	682	.3	.9	186	994	.3	1.3	57	428	.1	1.1
4-Book	86	1222	.1	.7	96	615	.2	.5	122	657	.2	.7	119	763	.2	.8	42	455	.1	.8
WI '97	78	1167	.1	.6	81	551	.1	.4	111	595	.2	.6	126	792	.2	.9	26	333	.1	.5
+WZY-FM																				
WI '98	68	861	.1	.5	100	495	.1	.5	92	530	.1	.5	93	546	.1	.6	27	340	.1	.5
FA '97	46	649	.1	.4	51	303	.1	.3	60	308	.1	.4	69	422	.1	.5	19	234	.1	.3
SU '97	78	914	.1	.6	106	563	.2	.6	84	492	.1	.5	94	664	.1	.7	29	345	.1	.5
SP '97	76	1098	.1	.6	101	562	.2	.5	123	633	.2	.7	83	712	.1	.6	26	363	.1	.5
4-Book	67	881	.1	.5	90	481	.2	.5	90	491	.1	.5	85	586	.1	.6	25	321	.1	.5
WI '97	53	777	.1	.4	40	317	.1	.2	85	419	.1	.5	69	495	.1	.5	17	191	.1	.3
WXRK-FM																				
WI '98	386	6057	.6	3.0	1635	5043	2.4	8.0	365	2788	.5	2.1	135	1076	.2	.9	47	640	.1	.8
FA '97	352	5495	.5	2.8	1515	4802	2.3	7.5	336	2570	.5	2.0	122	1034	.2	.8	34	503	.1	.6
SU '97	267	4926	.4	2.2	1168	4066	1.8	6.4	229	2075	.3	1.4	90	990	.1	.7	35	604	.1	.6
SP '97	334	5722	.5	2.6	1459	4714	2.2	7.5	290	2434	.4	1.7	117	1010	.2	.8	34	579	.1	.6
4-Book	335	5550	.5	2.7	1444	4656	2.2	7.4	305	2467	.4	1.8	116	1028	.2	.8	38	582	.1	.7
WI '97	285	5313	.4	2.2	1192	4183	1.8	6.1	264	2039	.4	1.5	136	1075	.2	.9	51	620	.1	.9
WKXV-FM																				
WI '98	154	3140	.2	1.2	267	1753	.4	1.3	145	1358	.2	.8	234	1784	.3	1.6	53	784	.1	1.0
FA '97	129	2717	.2	1.0	242	1494	.4	1.2	177	1192	.3	1.0	182	1548	.3	1.2	35	588	.1	.6
SU '97	92	2425	.1	.8	168	1145	.3	.9	112	927	.2	.7	119	1174	.2	.9	33	482	.1	.6
SP '97	109	2495	.2	.9	208	1509	.3	1.1	134	929	.2	.8	157	1288	.2	1.1	32	551	.1	.6
4-Book	121	2694	.2	1.0	221	1475	.4	1.1	142	1102	.2	.8	173	1449	.3	1.2	38	601	.1	.7
WI '97	127	2658	.2	1.0	263	1647	.4	1.3	121	1181	.2	.7	179	1518	.3	1.2	37	690	.1	.6
TOTALS																				
WI '98	12994	64363	19.4		20394	57654	30.4		17352	47734	25.8		14703	52641	21.9		5547	34510	8.3	
FA '97	12780	64655	19.0		20157	58185	30.0		17063	48500	25.4		14588	52881	21.7		5516	35697	8.2	
SU '97	12256	62987	18.6		18207	55998	27.7		16520	47748	25.1		13660	51308	20.8		5946	35893	9.0	
SP '97	12665	62890	19.3		19495	56759	29.7		17504	47525	26.6		14375	51206	21.9		5397	34292	8.2	
4-Book	12674	63724	19.1		19563	57149	29.5		17110	47877	25.7		14332	52009	21.6		5602	35098	8.4	
WI '97	12813	63323	19.5		19504	57035	29.7		17431	48113	26.5		14630	52794	22.3		5698	34623	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	589	4659	.9	3.4	205	2606	.3	2.1	344	857	.5	2.9	276	884	.4	1.7	159	569	.2	1.4
4-Book	515	4490	.8	3.0	203	2706	.3	2.1	307	807	.5	2.7	250	832	.4	1.6	201	600	.3	1.9
WADO-AM																				
WI '98	594	3084	.9	3.4	194	1822	.3	2.0	590	1334	.9	5.0	232	715	.3	1.4	144	343	.2	1.3
4-Book	523	2754	.8	3.1	159	1570	.2	1.7	483	1086	.7	4.2	214	604	.3	1.4	98	237	.2	.9
WALK-FM																				
WI '98	228	1616	.3	1.3	86	891	.1	.9	137	370	.2	1.2	178	454	.3	1.1	89	313	.1	.8
4-Book	237	1739	.4	1.4	98	1028	.2	1.1	133	408	.2	1.2	186	496	.3	1.2	106	320	.2	1.0
WAXQ-FM																				
WI '98	292	3611	.4	1.7	189	2565	.3	1.9	171	608	.3	1.4	365	1131	.5	2.2	243	1027	.4	2.2
4-Book	323	3751	.5	1.9	192	2494	.3	2.0	173	603	.3	1.5	386	1160	.6	2.5	277	949	.4	2.6
WBAB-FM																				
WI '98	88	952	.1	.5	39	590	.1	.4	40	159	.1	.3	77	266	.1	.5	49	164	.1	.4
4-Book	85	923	.1	.5	39	541	.1	.4	38	149	.1	.3	79	251	.1	.5	54	171	.1	.5
WHFM-FM																				
WI '98	1	12			2	46			2	13			5	33			2	12		
4-Book	1	25			1	17			1	6			2	11			1	5		
WBRR-AM																				
WI '98	73	1506	.1	.4	19	515		.2	50	256	.1	.4	26	164		.2	1	21		
4-Book	89	1540	.2	.5	25	588		.3	40	204	.1	.4	35	177	.1	.2	16	75		.2
WBLI-FM																				
WI '98	111	1137	.2	.6	55	736	.1	.6	70	261	.1	.6	102	359	.2	.6	64	243	.1	.6
4-Book	100	1051	.2	.6	58	666	.1	.6	66	219	.1	.6	109	349	.2	.7	71	228	.1	.7
WBLS-FM																				
WI '98	278	3500	.4	1.6	295	2789	.4	3.0	244	700	.4	2.1	378	930	.6	2.3	357	886	.5	3.2
4-Book	350	3897	.5	2.1	322	2999	.5	3.4	211	606	.3	1.9	372	938	.6	2.4	284	735	.4	2.6
WBZO-FM																				
WI '98	104	1090	.2	.6	66	820	.1	.7	88	285	.1	.7	147	415	.2	.9	56	188	.1	.5
4-Book	126	1189	.2	.7	69	785	.1	.7	73	253	.1	.6	137	382	.2	.9	86	256	.1	.8
WCBS-AM																				
WI '98	518	8453	.8	3.0	249	5011	.4	2.5	524	2313	.8	4.4	283	1349	.4	1.7	161	850	.2	1.4
4-Book	562	8501	.9	3.3	276	5323	.4	2.9	619	2517	.9	5.4	316	1428	.5	2.0	206	891	.3	1.9
WCBS-FM																				
WI '98	1322	10878	2.0	7.6	760	7392	1.1	7.7	828	2548	1.2	7.0	1390	3530	2.1	8.5	870	2509	1.3	7.8
4-Book	1250	10336	1.9	7.4	708	7236	1.1	7.4	761	2264	1.1	6.7	1257	3311	1.9	8.0	865	2417	1.3	8.1
+WDRE-FM																				
WI '98	4	48			2	23			1	10			6	11			9	17		.1
4-Book	3	68			2	39			1	9			4	12			4	14		
WLIR-FM																				
WI '98	34	624	.1	.2	15	268		.2	7	39		.1	23	76		.1	11	61		.1
4-Book	36	668	.1	.2	22	409		.3	19	86		.2	40	159	.1	.3	29	126	.1	.3
WFAN-AM																				
WI '98	554	5640	.8	3.2	162	2423	.2	1.6	273	898	.4	2.3	200	872	.3	1.2	110	409	.2	1.0
4-Book	601	6039	.9	3.5	210	3170	.3	2.2	298	934	.5	2.6	254	980	.4	1.6	193	668	.3	1.8
WFAS-FM																				
WI '98	72	674	.1	.4	15	271		.2	37	120	.1	.3	22	68		.1	20	75		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	103	955	.2	.6	98	846	.1	1.0	158	308	.2	1.3	115	299	.2	.7	57	183	.1	.5
4-Book	108	1033	.2	.7	108	974	.2	1.1	137	342	.2	1.2	114	287	.2	.7	89	229	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM																				
WI '98	* 34	257	.1	.2	* 47	224	.1	.5	* 22	40	.2	.2	60	99	.1	.4	* 25	47	.2	.2
4-Book	37	271	.1	.2	33	218	.1	.3	20	56	.2	.2	45	105	.1	.3	28	59	.3	.3
WHTZ-FM																				
WI '98	333	5016	.5	1.9	207	3355	.3	2.1	140	623	.2	1.2	401	1455	.6	2.4	230	1109	.3	2.1
4-Book	311	4441	.5	1.8	170	2817	.2	1.8	128	534	.2	1.1	324	1189	.5	2.1	216	868	.3	2.0
WHUD-FM																				
WI '98	130	1017	.2	.7	62	564	.1	.6	71	175	.1	.6	147	295	.2	.9	80	216	.1	.7
4-Book	120	985	.2	.7	60	653	.1	.6	88	261	.1	.8	109	309	.2	.7	71	213	.1	.7
WINS-AM																				
WI '98	652	10101	1.0	3.7	327	5823	.5	3.3	698	2685	1.0	5.9	357	1528	.5	2.2	223	975	.3	2.0
4-Book	637	10158	1.0	3.8	310	5758	.5	3.2	743	2779	1.1	6.6	345	1553	.5	2.2	209	908	.3	2.0
WKJY-FM																				
WI '98	181	1023	.3	1.0	53	569	.1	.5	72	215	.1	.6	120	324	.2	.7	61	191	.1	.5
4-Book	126	891	.2	.7	44	482	.1	.5	54	168	.1	.5	92	248	.2	.6	54	170	.1	.5
WKTU-FM																				
WI '98	425	5395	.6	2.4	275	3656	.4	2.8	247	921	.4	2.1	542	1545	.8	3.3	479	1452	.7	4.3
4-Book	507	5511	.8	3.0	297	3567	.4	3.1	241	835	.4	2.1	580	1666	.9	3.7	446	1268	.7	4.2
WLIB-AM																				
WI '98	* 181	977	.3	1.0	* 203	860	.3	2.0	* 240	444	.4	2.0	321	516	.5	2.0	* 243	333	.4	2.2
4-Book	180	1261	.3	1.1	215	1068	.3	2.2	223	429	.4	2.0	354	593	.6	2.3	269	393	.4	2.5
WLTW-FM																				
WI '98	1574	10841	2.3	9.0	690	7438	1.0	7.0	722	2169	1.1	6.1	1271	3342	1.9	7.8	848	2523	1.3	7.6
4-Book	1468	10321	2.2	8.6	631	6664	1.0	6.6	615	1867	1.0	5.4	1173	3076	1.8	7.5	768	2214	1.2	7.2
WMCA-AM																				
WI '98	92	715	.1	.5	55	451	.1	.6	92	204	.1	.8	60	124	.1	.4	24	77	.2	.2
4-Book	74	655	.1	.4	36	441	.1	.4	55	147	.1	.5	31	76	.1	.2	20	50	.2	.2
WMJC-FM																				
WI '98	61	432	.1	.3	38	363	.1	.4	46	166	.1	.4	74	206	.1	.5	54	159	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	67	331	.1	.4	16	161	.1	.2	11	44	.1	.1	38	65	.1	.2	28	80	.2	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	321	3827	.5	1.8	170	2697	.3	1.7	177	638	.3	1.5	297	1074	.4	1.8	192	861	.3	1.7
4-Book	356	3846	.6	2.1	188	2659	.3	1.9	165	603	.3	1.4	353	1142	.5	2.3	227	826	.4	2.1
+WNSR-FM																				
WI '98	238	3347	.4	1.4	124	2022	.2	1.3	107	566	.2	.9	240	694	.4	1.5	122	500	.2	1.1
4-Book	228	2956	.4	1.4	117	1839	.2	1.2	93	390	.2	.8	240	734	.4	1.6	138	469	.2	1.3
WNWK-FM																				
WI '98	27	529	.1	.2	153	1027	.2	1.5	233	329	.3	2.0	264	540	.4	1.6	247	471	.4	2.2
4-Book	40	696	.1	.3	152	1021	.2	1.6	224	391	.3	2.0	309	566	.5	2.0	263	463	.4	2.5
WOR -AM																				
WI '98	404	3641	.6	2.3	200	2209	.3	2.0	367	961	.5	3.1	339	874	.5	2.1	156	503	.2	1.4
4-Book	452	4078	.7	2.7	180	2205	.3	1.9	376	992	.6	3.3	289	817	.5	1.9	135	406	.2	1.3
WPAT-FM																				
WI '98	539	3954	.8	3.1	570	3920	.8	5.8	417	1090	.6	3.5	715	1586	1.1	4.4	751	1421	1.1	6.8
4-Book	511	3846	.8	3.0	468	3392	.7	4.9	354	916	.5	3.1	634	1535	1.0	4.1	495	1037	.8	4.6
WPLJ-FM																				
WI '98	473	5004	.7	2.7	167	2672	.2	1.7	151	607	.2	1.3	363	1242	.5	2.2	239	845	.4	2.2
4-Book	473	5090	.7	2.8	171	2674	.3	1.8	163	621	.2	1.4	314	1157	.5	2.0	237	855	.4	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	764	6650	1.1	4.4	437	4668	.7	4.4	363	1109	.5	3.1	737	1981	1.1	4.5	555	1675	.8	5.0
4-Book	715	6371	1.1	4.2	448	4496	.7	4.7	402	1141	.6	3.5	778	1976	1.2	5.0	593	1540	.9	5.6
WQEW-AM																				
WI '98	194	1618	.3	1.1	152	1438	.2	1.5	133	408	.2	1.1	337	734	.5	2.1	192	542	.3	1.7
4-Book	202	1661	.3	1.2	146	1418	.2	1.5	155	447	.2	1.4	305	643	.5	2.0	173	475	.3	1.6
WQHT-FM																				
WI '98	201	2834	.3	1.2	111	1613	.2	1.1	86	254	.1	.7	194	699	.3	1.2	195	519	.3	1.8
4-Book	228	2735	.4	1.3	141	1691	.3	1.5	122	394	.2	1.1	235	719	.4	1.5	176	482	.3	1.7
WQXR-FM																				
WI '98	460	4106	.7	2.6	343	3124	.5	3.5	308	1060	.5	2.6	589	1577	.9	3.6	363	1037	.5	3.3
4-Book	417	3777	.6	2.5	299	3039	.4	3.1	281	902	.4	2.5	469	1339	.7	3.0	319	906	.5	3.0
WRKS-FM																				
WI '98	836	6323	1.2	4.8	513	4217	.8	5.2	452	1253	.7	3.8	801	1732	1.2	4.9	608	1238	.9	5.5
4-Book	863	6601	1.3	5.1	518	4382	.8	5.4	528	1277	.8	4.7	802	1844	1.2	5.2	650	1492	1.0	6.1
WSKQ-FM																				
WI '98	1052	5353	1.6	6.0	789	4454	1.2	8.0	860	1817	1.3	7.3	1390	2957	2.1	8.5	929	1918	1.4	8.4
4-Book	863	5057	1.3	5.1	655	4165	1.0	6.8	707	1625	1.1	6.2	1057	2336	1.6	6.7	736	1547	1.1	6.9
WWDJ-AM																				
WI '98	67	455	.1	.4	59	319	.1	.6	85	174	.1	.7	39	75	.1	.2	46	81	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	89	708	.1	.5	53	618	.1	.5	36	98	.1	.3	41	115	.1	.3	37	82	.1	.3
4-Book	73	627	.1	.4	70	675	.1	.7	45	116	.1	.4	82	171	.1	.5	37	80	.1	.3
+WVYV-FM																				
WI '98	14	81	.1	.1	4	52	.1	.1	9	29	.1	.1	3	15	.1	.1				
4-Book	9	64	.1	.1	5	36	.1	.1	5	14	.1	.1	9	19	.1	.1	6	12	.1	.1
+WVXY-FM																				
WI '98	115	992	.2	.7	53	573	.1	.5	44	191	.1	.4	78	250	.1	.5	65	222	.1	.6
4-Book	113	1029	.2	.7	69	663	.1	.7	79	230	.2	.7	117	320	.2	.8	83	237	.1	.8
+WVZY-FM																				
WI '98	94	732	.1	.5	48	434	.1	.5	67	191	.1	.6	91	295	.1	.6	58	198	.1	.5
4-Book	88	758	.1	.5	58	575	.1	.6	73	215	.1	.7	104	286	.2	.7	76	237	.1	.7
WXRK-FM																				
WI '98	685	5682	1.0	3.9	81	1132	.1	.8	153	424	.2	1.3	159	463	.2	1.0	111	337	.2	1.0
4-Book	598	5235	.9	3.5	67	1073	.1	.7	111	323	.2	1.0	103	374	.1	.7	78	270	.1	.7
WKXV-FM																				
WI '98	210	2702	.3	1.2	124	1623	.2	1.3	115	488	.2	1.0	250	829	.4	1.5	130	374	.2	1.2
4-Book	176	2308	.3	1.0	80	1223	.1	.8	96	381	.2	.9	144	528	.2	.9	91	339	.1	.9
TOTALS																				
WI '98	17478	63100	26.0		9911	54674	14.8		11855	30008	17.7		16378	35911	24.4		11110	26252	16.5	
4-Book	17016	62415	25.6		9627	54102	14.5		11422	29048	17.2		15645	34551	23.6		10711	25177	16.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	109	518	.2	1.9	322	780	.5	3.7	185	688	.3	1.5	119	447	.2	1.4	149	565	.2	3.4
4-Book	119	515	.2	2.1	275	752	.4	3.2	185	672	.3	1.6	177	548	.3	2.1	144	518	.2	3.2
WADO-AM																				
WI '98	97	202	.1	1.7	272	632	.4	3.2	139	428	.2	1.1	105	186	.2	1.2	42	104	.1	1.0
4-Book	53	145	.1	1.0	220	564	.3	2.6	125	364	.2	1.0	75	167	.1	.9	54	135	.1	1.2
WALK-FM																				
WI '98	35	133	.1	.6	81	255	.1	.9	82	267	.1	.7	56	147	.1	.7	33	117		.8
4-Book	46	169	.1	.8	85	281	.1	1.0	119	355	.2	1.0	82	225	.1	1.0	33	139	.1	.8
WAXQ-FM																				
WI '98	93	481	.1	1.6	85	259	.1	1.0	282	974	.4	2.3	183	629	.3	2.1	74	260	.1	1.7
4-Book	106	500	.2	1.9	79	284	.1	1.0	250	897	.4	2.1	168	566	.3	2.0	81	288	.1	1.8
WBAB-FM																				
WI '98	29	101		.5	23	76		.3	34	157	.1	.3	40	146	.1	.5	22	96		.5
4-Book	22	87		.4	20	68		.2	48	155	.1	.4	34	117	.1	.4	18	73		.4
WHFM-FM																				
WI '98	2	6											1	6			2	6		
4-Book	1	2			2				2				2	2			1	2		
WBBR-AM																				
WI '98	3	38		.1	43	162	.1	.5	23	117		.2	10	36		.1	1	8		
4-Book	8	60		.2	33	147	.1	.4	32	162		.3	21	90		.2	13	52		.3
WBLI-FM																				
WI '98	17	72		.3	36	95	.1	.4	69	227	.1	.6	47	158	.1	.5	32	94		.7
4-Book	24	92		.5	33	116	.1	.4	85	243	.1	.7	53	169	.1	.6	20	64		.4
WBSL-FM																				
WI '98	258	690	.4	4.5	274	639	.4	3.2	387	862	.6	3.2	267	692	.4	3.1	186	418	.3	4.3
4-Book	235	661	.4	4.2	356	887	.5	4.3	595	1231	.9	5.0	316	824	.5	3.7	185	488	.3	4.1
WBZD-FM																				
WI '98	23	74		.4	48	139	.1	.6	83	303	.1	.7	65	236	.1	.8	14	65		.3
4-Book	26	115		.5	46	165	.1	.6	97	318	.1	.8	62	198	.1	.8	20	82		.4
WCBS-AM																				
WI '98	119	646	.2	2.1	397	1757	.6	4.6	288	1280	.4	2.4	157	718	.2	1.8	113	576	.2	2.6
4-Book	113	597	.2	2.0	482	2048	.7	5.7	270	1381	.4	2.3	161	709	.3	1.9	114	720	.2	2.6
WCBS-FM																				
WI '98	529	1614	.8	9.3	538	1715	.8	6.2	901	2585	1.3	7.4	615	1809	.9	7.2	370	959	.6	8.5
4-Book	460	1528	.7	8.2	517	1583	.8	6.2	860	2591	1.3	7.2	585	1668	.9	6.9	339	1072	.5	7.6
+WDRE-FM																				
WI '98	1	6			2	13							1	6			1	4		
4-Book	1	6			2	7			1	12			4	9			1	4		
WLIR-FM																				
WI '98	5	33		.1	7	27		.1	28	115		.2	32	103		.4	6	33		.1
4-Book	11	64		.2	13	56		.2	31	152		.3	30	122		.4	6	38		.1
WFAN-AM																				
WI '98	92	375	.1	1.6	172	658	.3	2.0	194	823	.3	1.6	124	444	.2	1.5	136	399	.2	3.1
4-Book	120	442	.2	2.1	199	758	.3	2.4	291	1120	.4	2.4	205	756	.3	2.5	131	487	.2	2.9
WFAS-FM																				
WI '98	6	31		.1	21	65		.2	9	84		.1					7	53		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	73	219	.1	1.3	202	472	.3	2.3	86	354	.1	.7	32	129		.4	70	216	.1	1.6
4-Book	99	260	.1	1.8	177	459	.3	2.1	84	295	.1	.7	74	189	.1	.9	100	264	.2	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				* 29	73		.3	73	159	.1	.6	* 34	70	.1	.4					
4-Book	**	**	**	20	60		.2	46	121	.1	.4	22	46		.3	**	**	**	**	
WHTZ-FM																				
WI '98	122	553	.2	2.1	96	451	.1	1.1	300	1265	.4	2.5	262	747	.4	3.1	85	411	.1	2.0
4-Book	106	490	.2	1.9	90	399	.1	1.1	225	977	.3	1.9	182	610	.3	2.2	73	346	.1	1.7
WHUD-FM																				
WI '98	34	87	.1	.6	44	132	.1	.5	69	225	.1	.6	43	130	.1	.5	7	50		.2
4-Book	26	81	.1	.5	68	206	.1	.8	64	219	.1	.6	44	142	.1	.5	16	74		.4
WINS-AM																				
WI '98	169	824	.3	3.0	571	2125	.9	6.6	304	1315	.5	2.5	261	988	.4	3.1	119	662	.2	2.7
4-Book	136	694	.2	2.4	553	2111	.9	6.6	264	1321	.4	2.2	183	794	.3	2.2	133	753	.2	3.0
WKJY-FM																				
WI '98	22	95		.4	36	127	.1	.4	71	177	.1	.6	30	82		.4	7	31		.2
4-Book	24	87		.4	32	97	.1	.4	51	149	.1	.5	34	100	.1	.4	10	51		.2
WKTU-FM																				
WI '98	236	733	.4	4.1	92	402	.1	1.1	303	1140	.5	2.5	162	673	.2	1.9	114	427	.2	2.6
4-Book	251	757	.4	4.4	110	459	.2	1.3	309	1156	.5	2.6	262	819	.4	3.1	152	524	.3	3.4
WLIB-AM																				
WI '98				* 73	114	.1	.8	179	276	.3	1.5	* 77	145	.1	.9					
4-Book	**	**	**	118	210	.2	1.4	200	323	.3	1.7	105	220	.1	1.2	**	**	**	**	
WLTW-FM																				
WI '98	421	1438	.6	7.4	442	1412	.7	5.1	935	2603	1.4	7.6	571	1871	.9	6.7	276	934	.4	6.4
4-Book	352	1268	.5	6.3	391	1261	.6	4.7	839	2346	1.3	7.0	600	1779	.9	7.1	283	1015	.4	6.3
WMCA-AM																				
WI '98	31	90		.5	108	263	.2	1.3	68	170	.1	.6	46	136	.1	.5	23	92		.5
4-Book	31	91		.6	76	196	.1	.9	39	127	.1	.4	20	59		.2	22	89		.5
WMJC-FM																				
WI '98	15	55		.3	17	57		.2	46	138	.1	.4	43	107	.1	.5	13	40		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98				6	30		.1	28	48		.2	9	12		.1	5	21		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	114	478	.2	2.0	100	365	.1	1.2	184	808	.3	1.5	197	752	.3	2.3	96	340	.1	2.2
4-Book	97	449	.2	1.7	94	356	.2	1.1	247	923	.4	2.1	208	699	.3	2.5	99	327	.2	2.2
+WNSR-FM																				
WI '98	53	242	.1	.9	105	357	.2	1.2	166	638	.2	1.4	134	517	.2	1.6	56	262	.1	1.3
4-Book	49	273	.1	.9	58	251	.1	.7	153	570	.2	1.3	134	465	.2	1.6	57	229	.1	1.3
WNWK-FM																				
WI '98	206	456	.3	3.6	31	97		.4	85	159	.1	.7	58	122	.1	.7	91	160	.1	2.1
4-Book	165	352	.3	2.9	32	82	.1	.4	92	191	.1	.8	62	152	.1	.7	61	119	.1	1.4
WOR -AM																				
WI '98	61	261	.1	1.1	283	698	.4	3.3	255	818	.4	2.1	146	352	.2	1.7	22	109		.5
4-Book	63	262	.1	1.1	262	766	.4	3.1	203	689	.3	1.7	98	269	.1	1.2	42	194	.1	1.0
WPAT-FM																				
WI '98	269	786	.4	4.7	468	1304	.7	5.4	1056	2078	1.6	8.6	601	1175	.9	7.0	273	769	.4	6.3
4-Book	305	759	.5	5.5	392	1121	.6	4.7	784	1694	1.2	6.5	447	898	.7	5.3	296	746	.4	6.7
WPLJ-FM																				
WI '98	94	357	.1	1.6	106	382	.2	1.2	217	858	.3	1.8	115	582	.2	1.3	37	142	.1	.9
4-Book	82	385	.1	1.5	113	398	.2	1.3	241	924	.4	2.0	160	619	.3	1.9	53	284	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	233	832	.3	4.1	240	750	.4	2.8	566	1485	.8	4.6	509	1235	.8	6.0	276	812	.4	6.4
4-Book	285	949	.4	5.1	236	765	.4	2.8	559	1548	.8	4.7	477	1252	.7	5.7	234	770	.4	5.3
WDEV-AM																				
WI '98	48	233	.1	.8	60	235	.1	.7	211	458	.3	1.7	149	399	.2	1.7	70	316	.1	1.6
4-Book	64	254	.1	1.1	94	338	.1	1.2	189	500	.3	1.6	124	347	.2	1.5	56	214	.1	1.3
WQHT-FM																				
WI '98	108	300	.2	1.9	44	138	.1	.5	65	354	.1	.5	108	323	.2	1.3	89	300	.1	2.1
4-Book	128	353	.2	2.3	78	208	.1	.9	144	434	.2	1.2	153	392	.3	1.9	88	257	.1	2.0
WQXR-FM																				
WI '98	192	675	.3	3.4	301	860	.4	3.5	444	1307	.7	3.6	377	922	.6	4.4	162	512	.2	3.7
4-Book	182	648	.3	3.3	198	695	.3	2.4	407	1184	.6	3.4	350	856	.5	4.1	179	596	.3	4.0
WRKS-FM																				
WI '98	459	1221	.7	8.0	503	1155	.7	5.8	530	1161	.8	4.3	413	999	.6	4.8	320	926	.5	7.4
4-Book	413	1085	.6	7.3	579	1349	.9	6.9	476	1142	.7	4.0	397	951	.6	4.7	317	915	.5	7.1
WSKQ-FM																				
WI '98	391	1016	.6	6.8	520	1252	.8	6.0	1061	2090	1.6	8.7	861	1546	1.3	10.1	300	849	.4	6.9
4-Book	348	859	.5	6.2	467	1170	.7	5.6	923	1971	1.4	7.7	742	1456	1.1	8.8	262	773	.4	5.9
WWDJ-AM																				
WI '98	55	102	.1	1.0	79	131	.1	.9	45	115	.1	.4	83	130	.1	1.0	51	77	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRRL-AM																				
WI '98	34	56	.1	.6	117	298	.2	1.4	110	206	.2	.9	30	67	.4	.4	23	52	.5	.5
4-Book	21	57	.1	.4	173	358	.3	2.1	121	294	.2	1.0	56	118	.1	.7	32	92	.7	.7
+WVYV-FM																				
WI '98					7	23		.1	6	29			7	21		.1	1	6		
4-Book	3	9		.1	5	12		.1	7	19		.1	4	10		.1	2	5		.1
+WVXY-FM																				
WI '98	53	166	.1	.9	18	90		.2	82	285	.1	.7	48	156	.1	.6	28	67		.6
4-Book	37	161	.1	.6	42	148	.1	.5	96	320	.1	.8	68	224	.1	.8	30	130		.7
+WVZY-FM																				
WI '98	13	80		.2	53	173	.1	.6	52	195	.1	.4	41	111	.1	.5	14	66		.3
4-Book	21	95		.4	41	128	.1	.5	75	244	.1	.6	52	175	.1	.6	22	108		.5
WXRK-FM																				
WI '98	43	219	.1	.8	22	131		.3	88	323	.1	.7	57	247	.1	.7	17	93		.4
4-Book	46	169	.1	.8	42	144	.1	.5	72	304	.1	.6	61	231	.1	.7	25	117		.6
WKXW-FM																				
WI '98	59	261	.1	1.0	135	465	.2	1.6	201	771	.3	1.6	83	333	.1	1.0	8	40		.2
4-Book	36	162	.1	.6	60	216	.1	.7	116	460	.2	1.0	78	285	.1	.9	17	96		.4
TOTALS																				
WI '98	5712	16717	8.5		8622	22733	12.8		12225	29330	18.2		8547	20645	12.7		4340	12815	6.5	
4-Book	5610	16457	8.5		8374	22671	12.6		11997	29020	18.1		8491	20396	12.8		4473	13522	6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	5	207	.3	3	60	.1	.1	11	74	.1	.6	4	65	.2	.2	5	57	.1	.3	
FA '97	6	254	.3	6	45	.2	.2	5	84	.3	.3	6	45	.2	.2	10	133	.1	.6	
SU '97	23	596	.2	1.1	9	58	.1	.4	35	183	.3	1.3	21	190	.2	.8	39	308	.3	2.2
SP '97	17	447	.1	.8	1	23		22	125	.2	1.0	14	167	.1	.5	30	223	.2	1.8	
4-Book	13	376	.1	.6	5	47	.2	18	117	.2	.8	11	117	.1	.4	21	180	.2	1.2	
WI '97	12	312	.1	.6	3	45	.1	32	183	.2	1.7	10	124	.1	.4	8	92	.1	.5	
WADO-AM																				
WI '98	8	205	.1	.4	12	95	.1	.5	17	65	.1	.9	8	79	.1	.3		9		
FA '97	8	180	.1	.4	28	134	.2	1.1	5	72	.3	.3	8	114	.1	.3	2	37		.1
SU '97	7	98	.1	.3	13	45	.1	.6	9	59	.1	.3	6	49	.2	.2	7	49	.1	.4
SP '97	6	113	.3	.3	17	80	.1	.7	6	39	.3	.3	10	49	.1	.4		12		
4-Book	7	149	.1	.4	18	89	.1	.7	9	59	.1	.5	8	73	.1	.3	2	27		.1
WI '97	5	136	.2	.2	6	71	.2	.2	7	34	.1	.4	8	37	.1	.3		10		
WALK-FM																				
WI '98	6	137	.3	.3	10	66	.1	.4	13	47	.1	.7	9	57	.1	.4	1	27		.1
FA '97	10	180	.1	.5	8	62	.1	.3	17	82	.1	.9	14	78	.1	.6	1	17		.1
SU '97	4	116	.2	.2	5	58	.2	.2	4	66	.2	.2	6	73	.2	.2	4	51		.2
SP '97	12	299	.1	.6	18	134	.1	.7	22	54	.2	1.0	11	131	.1	.4	6	66		.4
4-Book	8	183	.1	.4	10	80	.1	.4	14	62	.1	.7	10	85	.1	.4	3	40		.2
WI '97	9	247	.1	.4	11	132	.1	.4	12	107	.1	.6	9	84	.1	.3	8	61	.1	.5
WAXQ-FM																				
WI '98	44	1069	.3	2.3	38	363	.3	1.5	41	420	.3	2.3	73	564	.5	3.0	41	401	.3	2.3
FA '97	31	1046	.2	1.6	39	246	.3	1.6	29	349	.2	1.5	38	540	.3	1.5	22	300	.2	1.3
SU '97	48	1583	.3	2.3	24	346	.2	1.0	78	676	.6	3.0	82	954	.6	3.2	26	497	.2	1.5
SP '97	47	1143	.3	2.3	58	471	.4	2.4	75	583	.5	3.5	65	646	.5	2.5	24	383	.2	1.4
4-Book	43	1210	.3	2.1	40	357	.3	1.6	56	507	.4	2.6	65	676	.5	2.6	28	395	.2	1.6
WI '97	43	1360	.3	2.1	39	422	.3	1.6	46	516	.3	2.4	68	770	.5	2.6	33	508	.2	1.9
WBAB-FM																				
WI '98	7	197	.1	.4	5	58	.2	.2	10	107	.1	.6	9	113	.1	.4	6	57		.3
FA '97	12	314	.1	.6	13	122	.1	.5	16	139	.1	.8	19	105	.1	.8	5	80		.3
SU '97	11	276	.1	.5	15	90	.1	.6	13	113	.1	.5	9	141	.1	.4	5	85		.3
SP '97	16	332	.1	.8	16	110	.1	.7	24	189	.2	1.1	30	178	.2	1.1	7	95	.1	.4
4-Book	12	280	.1	.6	12	95	.1	.5	16	137	.1	.8	17	134	.1	.7	6	79		.3
WI '97	17	195	.1	.8	15	89	.1	.6	28	105	.2	1.5	17	106	.1	.6	13	97	.1	.8
WHFM-FM																				
WI '98																				
FA '97																				
SU '97		6																6		
SP '97																				
4-Book		2																2		
WI '97																				
WBRR-AM																				
WI '98	1	55	.1	.1	1	13			17			1	27			1	38		.1	
FA '97	1	51	.1	.1	2	32	.1	.1	5			1	19			2	37		.1	
SU '97	2	36	.1	.1	11	36	.1	.5												
SP '97	3	71	.1	.1	6	37	.2	.2												
4-Book	2	53	.1	.1	5	30	.2	.2	6			1	18			5	32		.3	
WI '97	1	80				14			30			1	35			2	27		.1	
WBLL-FM																				
WI '98	15	344	.1	.8	12	156	.1	.5	17	153	.1	.9	21	164	.2	.9	14	156	.1	.8
FA '97	25	368	.2	1.3	28	202	.2	1.1	38	202	.3	2.0	40	211	.3	1.6	15	145	.1	.9
SU '97	15	370	.1	.7	9	114	.1	.4	16	182	.1	.6	27	194	.2	1.1	18	139	.1	1.0
SP '97	17	360	.1	.8	15	170	.1	.6	18	153	.1	.8	23	209	.2	.9	16	117	.1	1.0
4-Book	18	361	.1	.9	16	161	.1	.7	22	173	.2	1.1	28	195	.2	1.1	16	139	.1	.9
WI '97	12	240	.1	.6	15	108	.1	.6	14	130	.1	.7	19	164	.1	.7	8	101	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	66	1486	.5	3.4	67	511	.5	2.7	41	500	.3	2.3	49	507	.4	2.0	71	724	.5	4.0
FA '97	56	1320	.4	2.8	50	421	.4	2.0	42	469	.3	2.2	76	684	.5	3.0	55	543	.4	3.2
SU '97	61	1498	.4	2.9	53	356	.4	2.2	66	541	.5	2.5	63	692	.5	2.5	62	565	.4	3.6
SP '97	28	789	.2	1.4	35	282	.3	1.4	35	240	.3	1.6	26	298	.2	1.0	13	187	.1	.8
4-Book	53	1273	.4	2.6	51	393	.4	2.1	46	438	.4	2.2	54	545	.4	2.1	50	505	.4	2.9
WI '97	35	908	.3	1.7	40	309	.3	1.6	39	354	.3	2.0	42	360	.3	1.6	37	407	.3	2.2
WBZO-FM																				
WI '98	6	153	.3		5	52	.2		7	21	.1	.4	10	74	.1	.4	5	68	.3	
FA '97	3	78	.2		3	30	.1		6	14		.3	4	30		.2	2	31	.1	
SU '97	2	58	.1		1	7			2	34		.1	2	23		.1		18		
SP '97	5	151	.2		1	23			4	38	.2		9	87	.1	.3	3	31	.2	
4-Book	4	110	.2		3	28	.1		5	27	.3		6	54	.1	.3	3	37	.2	
WI '97	2	113	.1		1	38				15			5	52		.2	2	37	.1	
WCBS-AM																				
WI '98	5	316	.3		10	184	.1	.4	1	27		.1	4	53		.2	7	141	.1	.4
FA '97	8	330	.1	.4	28	229	.2	1.1	2	57		.1	5	104		.2	4	61	.2	
SU '97	7	392	.1	.3	15	199	.1	.6	4	106		.2	8	142	.1	.3	7	106	.1	.4
SP '97	8	410	.1	.4	24	244	.2	1.0	7	93	.1	.3	4	67		.2	6	62	.2	.4
4-Book	7	362	.1	.4	19	214	.2	.8	4	71	.2	.2	5	92	.2	.2	6	93	.1	.4
WI '97	10	455	.1	.5	26	266	.2	1.1	4	122		.2	8	125	.1	.3	4	123	.2	
WCBS-FM																				
WI '98	27	629	.2	1.4	14	179	.1	.6	39	201	.3	2.2	38	183	.3	1.6	16	210	.1	.9
FA '97	27	579	.2	1.4	35	227	.3	1.4	44	202	.3	2.3	39	354	.3	1.6	11	119	.1	.6
SU '97	27	725	.2	1.3	10	155	.1	.4	45	252	.3	1.7	36	323	.3	1.4	10	129	.1	.6
SP '97	34	691	.2	1.7	31	324	.2	1.3	38	171	.3	1.8	46	318	.3	1.7	22	208	.2	1.3
4-Book	29	656	.2	1.5	23	221	.2	.9	42	207	.3	2.0	40	295	.3	1.6	15	167	.1	.9
WI '97	29	759	.2	1.4	45	317	.3	1.8	44	236	.3	2.3	30	289	.2	1.1	22	211	.2	1.3
+WDRE-FM																				
WI '98	1	40	.1			6			1	19		.1	2	26		.1	1	20	.1	
FA '97		24				9			1	8		.1	1	8				8		
SU '97		47				13				20				13				19		
SP '97	2	47	.1		3	32		.1	2	24		.1	1	32			1	24	.1	
4-Book	1	40	.1		1	15			1	18	.1		1	20	.1		1	18	.1	
WI '97	1	46							1	23		.1	1	8			2	15	.1	
WLIR-FM																				
WI '98	7	403	.1	.4	3	75	.1		6	155		.3	10	218	.1	.4	11	175	.1	.6
FA '97	11	420	.1	.6	16	129	.1	.6	9	116	.1	.5	17	207	.1	.7	10	216	.1	.6
SU '97	13	485	.1	.6	12	139	.1	.5	10	146	.1	.4	14	256	.1	.6	13	161	.1	.7
SP '97	8	334	.1	.4	9	94	.1	.4	8	103	.1	.4	13	171	.1	.5	4	74	.2	
4-Book	10	411	.1	.5	10	109	.1	.4	8	130	.1	.4	14	213	.1	.6	10	157	.1	.5
WI '97	7	376	.1	.3	2	39		.1	6	137		.3	14	172	.1	.5	5	98	.3	
WFAN-AM																				
WI '98	45	1143	.3	2.3	38	336	.3	1.5	53	396	.4	2.9	50	369	.4	2.0	53	474	.4	3.0
FA '97	41	1001	.3	2.1	43	284	.3	1.7	38	236	.3	2.0	45	331	.3	1.8	34	375	.2	2.0
SU '97	59	1289	.4	2.8	61	522	.4	2.6	85	608	.6	3.3	77	675	.6	3.0	54	408	.4	3.1
SP '97	43	983	.3	2.1	50	350	.4	2.1	41	318	.3	1.9	42	348	.3	1.6	56	438	.4	3.4
4-Book	47	1104	.3	2.3	48	373	.4	2.0	54	390	.4	2.5	54	431	.4	2.1	49	424	.4	2.9
WI '97	39	832	.3	1.9	56	163	.4	2.3	57	229	.4	3.0	37	243	.3	1.4	36	395	.3	2.1
WFAS-FM																				
WI '98	1	33	.1			19								19			1	33	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFME-FM																				
WI '98		68				23											1	28		.1
FA '97	2	83	.1			4								2	34	.1	5	45		.3
SU '97	2	83	.1		3	36		.1					1	35		3	20		.2	
SP '97	2	75	.1		1	23				10			1	14						
4-Book	2	77	.1		1	22				3			1	21		2	23		.2	
WI '97	3	119	.1		7	54	.1	.3					1	7		1	33		.1	
WHL1-AM																				
WI '98	*				*								*							
FA '97	5	17	.3						6	17	.3		7	17	.1	.3	**	**	**	**
SU '97		7				7											**	**	**	**
SP '97																	**	**	**	**
4-Book	1	6	.1			2			2	4	.1		2	4	.1	**	**	**	**	
WI '97		8														**	**	**	**	
WHTZ-FM																				
WI '98	222	4592	1.6	11.4	257	2186	1.8	10.4	156	1824	1.1	8.7	296	2719	2.1	12.1	216	2245	1.6	12.2
FA '97	193	4063	1.4	9.8	219	2051	1.6	8.7	191	1625	1.4	10.1	255	2282	1.8	10.2	192	1901	1.4	11.2
SU '97	205	4431	1.5	9.7	278	2007	2.0	11.8	253	2335	1.8	9.7	241	2601	1.7	9.5	147	1890	1.1	8.4
SP '97	227	4819	1.6	11.2	282	2402	2.0	11.7	202	1987	1.5	9.5	285	2611	2.0	10.8	224	2149	1.6	13.5
4-Book	212	4476	1.5	10.5	259	2162	1.9	10.7	201	1943	1.5	9.5	269	2553	1.9	10.7	195	2046	1.4	11.3
WI '97	150	3838	1.1	7.5	155	1500	1.1	6.3	133	1431	1.0	6.9	201	2135	1.4	7.5	153	1933	1.1	8.9
WHUD-FM																				
WI '98	2	88	.1		13	64	.1	.5	1	37	.1			13			1	13		.1
FA '97	1	79	.1		1	37			2	13	.1			18			2	13		.1
SU '97	2	112	.1		4	15		.2	2	35	.1		1	35			1	37		.1
SP '97	4	101	.2			18			13	14	.1	.6	4	62	.2		1	36		.1
4-Book	2	95	.1		5	34	.2		5	25	.2		2	32	.1		1	25		.1
WI '97	2	99	.1						2	31	.1		3	31	.1			20		
WINS-AM																				
WI '98	16	763	.1	.8	50	459	.4	2.0	14	239	.1	.8	12	202	.1	.5	3	141		.2
FA '97	13	647	.1	.7	31	357	.2	1.2	7	138	.1	.4	16	232	.1	.6	7	146	.1	.4
SU '97	21	835	.2	1.0	62	496	.4	2.6	29	278	.2	1.1	14	143	.1	.6	2	56		.1
SP '97	24	675	.2	1.2	58	508	.4	2.4	23	236	.2	1.1	19	168	.1	.7	13	146	.1	.8
4-Book	19	730	.2	.9	50	455	.4	2.1	18	223	.2	.9	15	186	.1	.6	6	122	.1	.4
WI '97	30	969	.2	1.5	88	705	.6	3.6	24	253	.2	1.2	17	170	.1	.6	17	143	.1	1.0
WKJY-FM																				
WI '98	3	114	.2		4	33	.2		4	21	.2		7	77	.1	.3	2	44		.1
FA '97	4	97	.2		3	40	.1		1	14	.1		5	52	.2		5	47		.3
SU '97	5	127	.2		4	32	.2		6	13	.2		3	59	.1		3	27		.2
SP '97	2	72	.1		2	23	.1			7							1	7		.1
4-Book	4	103	.2		3	32	.2		3	14	.1		4	47	.2		3	31		.2
WI '97	2	89	.1		1	7			2	29	.1		3	22	.1		4	37		.2
WKTU-FM																				
WI '98	124	3123	.9	6.4	88	993	.6	3.6	112	1174	.8	6.2	194	1797	1.4	7.9	120	1412	.9	6.8
FA '97	160	2984	1.1	8.1	164	1247	1.2	6.5	169	1202	1.2	8.9	219	1758	1.6	8.8	148	1407	1.1	8.6
SU '97	154	3381	1.1	7.3	113	1200	.8	4.8	183	1627	1.3	7.0	218	2079	1.6	8.6	150	1628	1.1	8.6
SP '97	177	3644	1.3	8.7	162	1440	1.2	6.7	201	1515	1.4	9.4	262	2164	1.9	9.9	120	1468	.9	7.2
4-Book	154	3283	1.1	7.6	132	1220	1.0	5.4	166	1380	1.2	7.9	223	1950	1.6	8.8	135	1479	1.0	7.8
WI '97	216	3656	1.6	10.8	232	1711	1.7	9.4	265	1728	1.9	13.8	291	2146	2.1	10.9	169	1849	1.2	9.8
WL1B-AM																				
WI '98	*	1	39	.1	*	3	14	.1		27			*	12						
FA '97	9	210	.1	.5	8	63	.1	.3	7	77	.1	.4	5	35	.2		**	**	**	**
SU '97	10	231	.1	.5	5	33	.2		6	81	.2		10	46	.1	.4	**	**	**	**
SP '97	15	190	.1	.7	9	60	.1	.4	21	74	.2	1.0	18	86	.1	.7	**	**	**	**
4-Book	9	168	.1	.5	6	43	.1	.3	9	65	.1	.4	8	45	.1	.3	**	**	**	**
WI '97	16	230	.1	.8	14	95	.1	.6	7	93	.1	.4	4	16	.2		**	**	**	**

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	48	865	.3	2.5	32	169	.2	1.3	70	332	.5	3.9	73	366	.5	3.0	25	295	.2	1.4
FA '97	55	927	.4	2.8	47	352	.3	1.9	72	351	.5	3.8	63	423	.5	2.5	54	376	.4	3.1
SU '97	63	1093	.5	3.0	52	446	.4	2.2	116	522	.8	4.5	87	551	.6	3.4	30	378	.2	1.7
SP '97	58	987	.4	2.9	60	382	.4	2.5	90	340	.6	4.2	75	441	.5	2.8	39	354	.3	2.4
4-Book	56	968	.4	2.8	48	337	.3	2.0	87	386	.6	4.1	75	445	.5	2.9	37	351	.3	2.2
WI '97	48	990	.3	2.4	68	442	.5	2.8	50	324	.4	2.6	74	442	.5	2.8	44	385	.3	2.6
WMCA-AM																				
WI '98	3	67	.2		2	29	.1		11				2	11	.1		11			
FA '97	2	86	.1		1	18							4	24	.2					
SU '97	1	36															1	17		.1
SP '97	3	48	.1		8	34	.1	.3												
4-Book	2	59	.1		3	20	.1		3				2	9	.1		7			
WI '97	1	66			1	20			16				17				1	17		.1
WMJC-FM																				
WI '98	5	48	.3		6	21	.2		4	29	.2		13	15	.1	.5	3	15	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	5	38	.2		10	38	.1	.4	8	32	.1	.3	6	32	.2		1	19	.1	
SP '97	3	50	.1		3	15	.1		6	28	.3		3	22	.1		2	31	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98		41																41		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	32	865	.2	1.6	38	354	.3	1.5	37	352	.3	2.1	51	453	.4	2.1	21	265	.2	1.2
FA '97	30	738	.2	1.5	16	205	.1	.6	38	247	.3	2.0	31	279	.2	1.2	31	161	.2	1.8
SU '97	36	929	.3	1.7	33	191	.2	1.4	48	407	.3	1.8	43	571	.3	1.7	16	289	.1	.9
SP '97	29	726	.2	1.4	27	285	.2	1.1	39	305	.3	1.8	45	400	.3	1.7	21	295	.2	1.3
4-Book	32	815	.2	1.6	29	259	.2	1.2	41	328	.3	1.9	43	426	.3	1.7	22	253	.2	1.3
WI '97	37	978	.3	1.8	26	250	.2	1.1	53	501	.4	2.8	65	537	.5	2.4	22	423	.2	1.3
+WNSR-FM																				
WI '98	26	1034	.2	1.3	19	280	.1	.8	30	261	.2	1.7	44	480	.3	1.8	19	335	.1	1.1
FA '97	22	770	.2	1.1	16	178	.1	.6	16	272	.1	.8	46	365	.3	1.8	16	246	.1	.9
SU '97	48	1109	.3	2.3	36	292	.3	1.5	77	430	.6	3.0	69	530	.5	2.7	26	321	.2	1.5
SP '97	33	1076	.2	1.6	17	240	.1	.7	49	420	.4	2.3	64	596	.5	2.4	22	381	.2	1.3
4-Book	32	997	.2	1.6	22	248	.2	.9	43	346	.3	2.0	56	493	.4	2.2	21	321	.2	1.2
WI '97	34	1070	.2	1.7	35	362	.3	1.4	33	257	.2	1.7	49	499	.4	1.8	17	285	.1	1.0
WNWK-FM																				
WI '98	13	308	.1	.7	1	11			10	62	.1	.6	38	154	.3	1.6	15	148	.1	.8
FA '97	20	424	.1	1.0	3	55	.1		15	101	.1	.8	30	176	.2	1.2	33	196	.2	1.9
SU '97	29	445	.2	1.4	9	76	.1	.4	29	133	.2	1.1	32	189	.2	1.3	46	220	.3	2.6
SP '97	20	453	.1	1.0	10	63	.1	.4	12	108	.1	.6	24	119	.2	.9	38	255	.3	2.3
4-Book	21	408	.1	1.0	6	51	.1	.2	17	101	.1	.8	31	160	.2	1.3	33	205	.2	1.9
WI '97	33	467	.2	1.6	14	74	.1	.6	22	190	.2	1.1	42	288	.3	1.6	59	250	.4	3.4
WOR -AM																				
WI '98	3	185	.2		4	38	.2		1	20	.1		7	56	.1	.3	3	50	.2	
FA '97	4	126	.2		3	40	.1		2	28	.1		7	41	.1	.3	10	58	.1	.6
SU '97	9	175	.1	.4	4	56	.2		22	22			42	67	.3	1.7	7	30	.1	.4
SP '97	3	148	.1		4	37	.2		1	23			7	36	.1	.3	4	100	.2	
4-Book	5	159	.2		4	43	.2		1	23	.1		16	50	.2	.7	6	60	.1	.4
WI '97	14	197	.1	.7	3	52	.1		1	31	.1		76	139	.5	2.9	6	100		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	49	784	.4	2.5	50	287	.4	2.0	72	318	.5	4.0	40	335	.3	1.6	38	296	.3	2.1
FA '97	33	661	.2	1.7	34	322	.2	1.4	39	259	.3	2.1	22	228	.2	.9	25	267	.2	1.5
SU '97	40	679	.3	1.9	40	217	.3	1.7	60	379	.4	2.3	44	268	.3	1.7	25	344	.2	1.4
SP '97	42	730	.3	2.1	36	277	.3	1.5	58	278	.4	2.7	53	343	.4	2.0	25	173	.2	1.5
4-Book	41	714	.3	2.1	40	276	.3	1.7	57	309	.4	2.8	40	294	.3	1.6	28	270	.2	1.6
WI '97	50	888	.4	2.5	35	357	.3	1.4	60	430	.4	3.1	57	457	.4	2.1	43	349	.3	2.5
WPLJ-FM																				
WI '98	40	1219	.3	2.1	73	548	.5	3.0	46	362	.3	2.6	63	465	.5	2.6	22	395	.2	1.2
FA '97	37	1023	.3	1.9	50	392	.4	2.0	33	335	.2	1.7	63	616	.5	2.5	33	358	.2	1.9
SU '97	66	1425	.5	3.1	92	505	.7	3.9	109	664	.8	4.2	101	795	.7	4.0	19	412	.1	1.1
SP '97	35	1362	.3	1.7	49	522	.4	2.0	38	356	.3	1.8	60	646	.4	2.3	17	307	.1	1.0
4-Book	45	1257	.4	2.2	66	492	.5	2.7	57	429	.4	2.6	72	631	.5	2.9	23	368	.2	1.3
WI '97	42	1246	.3	2.1	48	409	.3	1.9	62	502	.4	3.2	64	593	.5	2.4	23	328	.2	1.3
WQCD-FM																				
WI '98	15	460	.1	.8	24	136	.2	1.0	13	131	.1	.7	9	74	.1	.4	10	213	.1	.6
FA '97	9	384	.1	.5	8	73	.1	.3	4	42	.2	.2	14	117	.1	.6	15	161	.1	.9
SU '97	16	428	.1	.8	22	182	.2	.9	25	158	.2	1.0	18	155	.1	.7	10	125	.1	.6
SP '97	26	645	.2	1.3	27	171	.2	1.1	37	180	.3	1.7	28	213	.2	1.1	23	239	.2	1.4
4-Book	17	479	.1	.9	20	141	.2	.8	20	128	.2	.9	17	140	.1	.7	15	185	.1	.9
WI '97	17	491	.1	.8	20	247	.1	.8	30	215	.2	1.6	19	166	.1	.7	19	208	.1	1.1
WQEV-AM																				
WI '98		14																		
FA '97	3	44		.2	12	16	.1	.5	1	21		.1								
SU '97		55												1	14					6
SP '97	2	33		.1	3	24		.1	1	18		.1	4	26		.2	2	18		.1
4-Book	1	37		.1	4	10		.2	1	10		.1	1	10		.1	1	6		
WI '97		19												2	19		.1			
WQHT-FM																				
WI '98	512	5885	3.7	26.3	503	3215	3.6	20.4	459	2978	3.3	25.5	742	4004	5.3	30.3	561	3733	4.0	31.6
FA '97	504	5845	3.6	25.6	594	3402	4.3	23.7	418	2839	3.0	22.0	717	4089	5.1	28.7	483	3322	3.5	28.1
SU '97	531	6099	3.8	25.2	542	2973	3.9	22.9	598	3672	4.3	23.0	670	4017	4.8	26.4	577	3725	4.1	33.1
SP '97	498	5653	3.6	24.5	514	2998	3.7	21.2	432	2742	3.1	20.3	691	3904	5.0	26.2	482	3398	3.5	29.1
4-Book	511	5871	3.7	25.4	538	3147	3.9	22.1	477	3058	3.4	22.7	705	4004	5.1	27.9	526	3545	3.8	30.5
WI '97	488	5323	3.5	24.4	554	3027	4.0	22.5	358	2480	2.6	18.6	691	3728	5.0	25.9	472	3129	3.4	27.5
WQXR-FM																				
WI '98	3	155		.2	3	71		.1					3	47		.1	3	45		.2
FA '97	4	182		.2	4	50		.2	3	24		.2	2	46		.1	5	65		.3
SU '97	6	164		.3		16			8	33	.1	.3	3	33		.1	2	54		.1
SP '97	10	209	.1	.5	3	50		.1	7	67	.1	.3	15	93	.1	.6	15	105	.1	.9
4-Book	6	178		.3	3	47		.1	5	31		.2	6	55		.2	6	67		.4
WI '97	13	201	.1	.6	14	118	.1	.6	11	65	.1	.6	13	115	.1	.5	15	123	.1	.9
WRKS-FM																				
WI '98	63	1246	.5	3.2	72	512	.5	2.9	71	492	.5	3.9	82	675	.6	3.3	55	456	.4	3.1
FA '97	91	1354	.7	4.6	104	532	.7	4.2	89	527	.6	4.7	131	727	.9	5.2	71	571	.5	4.1
SU '97	77	1719	.6	3.6	68	590	.5	2.9	102	869	.7	3.9	82	768	.6	3.2	53	597	.4	3.0
SP '97	72	1576	.5	3.5	89	680	.6	3.7	63	513	.5	3.0	112	746	.8	4.3	54	627	.4	3.3
4-Book	76	1474	.6	3.7	83	579	.6	3.4	81	600	.6	3.9	102	729	.7	4.0	58	563	.4	3.4
WI '97	86	1780	.6	4.3	105	785	.8	4.3	63	624	.5	3.3	118	853	.8	4.4	81	735	.6	4.7
WSKQ-FM																				
WI '98	120	1758	.9	6.2	205	916	1.5	8.3	86	625	.6	4.8	109	899	.8	4.4	97	685	.7	5.5
FA '97	120	1476	.9	6.1	173	793	1.2	6.9	138	675	1.0	7.3	128	850	.9	5.1	78	630	.6	4.5
SU '97	111	1538	.8	5.3	137	802	1.0	5.8	132	801	.9	5.1	81	701	.6	3.2	83	839	.6	4.8
SP '97	113	1386	.8	5.6	168	769	1.2	6.9	139	656	1.0	6.5	96	628	.7	3.6	85	574	.6	5.1
4-Book	116	1540	.9	5.8	171	820	1.2	7.0	124	689	.9	5.9	104	770	.8	4.1	86	682	.6	5.0
WI '97	104	1419	.7	5.2	156	741	1.1	6.3	95	644	.7	4.9	108	772	.8	4.1	79	535	.6	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	1	18		.1	2	18		.1					1	10						
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98		10												10						
FA '97	1	41		.1						11			1	11						
SU '97	2	91		.1	2	19		.1	2	24		.1		12			1	29		.1
SP '97	1	59		.1	1	15		.1		31		.1		15			1	12		.1
4-Book	1	50		.1	1	9		.1	1	17		.1		12			1	10		.1
WI '97	3	71		.1	6	34		.2	2	22		.1	1	18			1	18		.1
+WVY-FM																				
WI '98		7			1	7							1	7						
FA '97		11				4								7			1	7		.1
SU '97																				
SP '97		9																		
4-Book		7				3								4				2		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	9	176	.1	.5	9	62	.1	.4	10	51	.1	.6	5	70		.2	11	62	.1	.6
FA '97	2	57		.1	2	39		.1	2	34		.1	3	52		.1	2	17		.1
SU '97	5	130		.2	2	39		.1	3	35		.1	12	99	.1	.5	7	62	.1	.4
SP '97	15	151	.1	.7	3	22		.1	18	78	.1	.8	15	61	.1	.6	16	77	.1	1.0
4-Book	8	129	.1	.4	4	41		.2	8	50	.1	.4	9	71	.1	.4	9	55	.1	.5
WI '97	6	160		.3	6	49		.2	8	53	.1	.4	6	80		.2	3	26		.2
+WVZY-FM																				
WI '98	16	123	.1	.8	12	80	.1	.5	9	48	.1	.5	28	88	.2	1.1	13	78	.1	.7
FA '97	2	62		.1	2	5		.1		16			2	18		.1	2	23		.1
SU '97	2	79		.1	3	17		.1	3	17		.1	2	17		.1		14		
SP '97	2	73		.1	3	37		.1	2	24		.1	2	24		.1		7		
4-Book	6	84		.3	5	35		.2	4	26		.2	9	37	.1	.4	4	31		.2
WI '97	4	45		.2	4	31		.2	1	17		.1	8	45	.1	.3	4	31		.2
WXRK-FM																				
WI '98	222	3358	1.6	11.4	618	2420	4.4	25.0	196	1379	1.4	10.9	168	1519	1.2	6.9	136	1161	1.0	7.7
FA '97	227	3510	1.6	11.5	563	2391	4.0	22.5	201	1705	1.4	10.6	206	1692	1.5	8.2	167	1306	1.2	9.7
SU '97	167	3311	1.2	7.9	397	1918	2.9	16.8	170	1636	1.2	6.5	143	1440	1.0	5.6	101	1315	.7	5.8
SP '97	204	3270	1.5	10.0	469	2085	3.4	19.4	196	1501	1.4	9.2	228	1654	1.6	8.7	119	1247	.9	7.2
4-Book	205	3362	1.5	10.2	512	2204	3.7	20.9	191	1555	1.4	9.3	186	1576	1.3	7.4	131	1257	1.0	7.6
WI '97	186	3049	1.3	9.3	435	1804	3.1	17.7	164	1451	1.2	8.5	203	1786	1.5	7.6	111	1096	.8	6.5
WXV-FM																				
WI '98	4	223		.2	10	114	.1	.4	6	76		.3	7	98	.1	.3	2	40		.1
FA '97	9	122	.1	.5	8	74	.1	.3	22	42	.2	1.2	15	67	.1	.6		14		
SU '97	1	75				14			2	48		.1	1	48			1	20		.1
SP '97	1	91			1	14			1	18			1	16				14		
4-Book	4	128		.2	5	54	.1	.2	8	46	.1	.4	6	57	.1	.2	1	22		.1
WI '97	10	130	.1	.5	16	71	.1	.6	13	80	.1	.7	13	48	.1	.5	2	48		.1
TOTALS																				
WI '98	1947	13259	14.0		2471	10592	17.7		1798	7975	12.9		2451	10512	17.6		1776	9390	12.7	
FA '97	1967	13189	14.1		2505	10581	18.0		1896	8090	13.6		2499	10673	17.9		1716	9339	12.3	
SU '97	2111	13240	15.2		2363	9813	17.0		2596	10021	18.7		2538	10802	18.2		1742	9838	12.5	
SP '97	2030	13107	14.6		2419	10459	17.4		2132	8234	15.3		2635	10726	18.9		1658	9252	11.9	
4-Book	2014	13199	14.5		2440	10361	17.5		2106	8580	15.1		2531	10678	18.2		1723	9455	12.4	
WI '97	2002	13304	14.4		2462	10566	17.7		1926	8144	13.8		2663	10791	19.1		1719	9321	12.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	6	139	.1	.3	2	49	.1	.1	2	15	.1	.2		7			13	21	.1	.6
4-Book	12	210	.1	.5	8	143	.1	.5	7	20	.1	.6	6	28	.1	.3	13	33	.1	.6
WADO-AM																				
WI '98	13	173	.1	.6	6	67	.4	.4	19	45	.1	1.7	12	24	.1	.5	3	13		.1
4-Book	12	133	.1	.5	4	54	.2	.2	10	26	.1	.9	8	18	.1	.3	2	15		.1
WALK-FM																				
WI '98	11	104	.1	.5	1	46	.1	.1	2	7		.2	2	12		.1		7		
4-Book	12	142	.1	.5	6	92	.1	.4	6	17	.1	.5	14	33	.1	.6	10	32	.1	.5
WAXQ-FM																				
WI '98	50	881	.4	2.3	34	510	.2	2.1	18	85	.1	1.6	45	143	.3	1.9	41	127	.3	2.0
4-Book	54	973	.4	2.3	32	545	.2	2.0	19	66	.1	1.6	48	179	.3	2.0	48	152	.4	2.3
WBAB-FM																				
WI '98	8	171	.1	.4	6	84	.4	.4	5	13		.4	9	19	.1	.4	10	37	.1	.5
4-Book	15	217	.1	.7	9	124	.1	.6	3	12		.3	17	48	.2	.7	10	38	.1	.5
WHFM-FM																				
WI '98																	1	2		
4-Book						2								2						
WBBR-AM																				
WI '98	1	45				13														
4-Book	2	47		.1	1	13		.1	3	9		.2					1	4		.1
WBLI-FM																				
WI '98	17	284	.1	.8	12	166	.1	.8	5	33		.4	20	51	.1	.9	21	76	.2	1.0
4-Book	22	306	.2	1.0	12	180	.1	.8	8	37	.1	.6	24	67	.2	1.0	18	55	.2	.9
WBLS-FM																				
WI '98	51	983	.4	2.3	90	837	.6	5.6	91	162	.7	8.0	102	294	.7	4.4	113	294	.8	5.4
4-Book	50	877	.4	2.1	59	709	.4	3.7	54	111	.4	4.6	79	226	.6	3.3	63	181	.5	3.1
WBZO-FM																				
WI '98	7	106	.1	.3	6	83	.4	.4	2	6		.2	5	14		.2	5	21		.2
4-Book	5	77		.2	5	68		.3	2	7		.1	9	24	.1	.4	6	19		.3
WCBS-AM																				
WI '98	5	231		.2	4	130		.3	4	32		.4	1	11			1	13		
4-Book	9	286	.1	.4	5	149		.3	4	23		.3	4	18		.1	3	14		.1
WCBS-FM																				
WI '98	31	422	.2	1.4	27	314	.2	1.7	8	41	.1	.7	37	110	.3	1.6	41	105	.3	2.0
4-Book	35	464	.3	1.5	27	328	.2	1.7	15	55	.1	1.2	46	126	.4	1.9	28	82	.2	1.4
+WDRE-FM																				
WI '98	1	26			1	27		.1					2	13		.1	1	7		
4-Book	1	31			1	20		.1	1	4		.1	3	11		.1	1	6		
WLIR-FM																				
WI '98	7	295	.1	.3	4	183		.3					3	28		.1	9	34	.1	.4
4-Book	11	312	.1	.5	8	202	.1	.5	4	21		.3	7	44	.1	.3	10	46	.1	.5
WFAN-AM																				
WI '98	47	771	.3	2.1	34	573	.2	2.1	7	41	.1	.6	52	149	.4	2.2	47	115	.3	2.3
4-Book	52	788	.4	2.2	37	556	.3	2.3	21	74	.2	1.7	41	131	.3	1.7	41	113	.3	2.0
WFAS-FM																				
WI '98		19			1	33		.1					2	33		.1	2	33		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98		23				17														
4-Book	1	44			3	42		.2	3	8		.3	1	6						

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	* 1	6		.1	* 2	4		.1	* 1	4		.1	4	4		.2	* 4	4		.2
WHTZ-FM WI '98 4-Book	230 240	3896 3804	1.7 1.7	10.4 10.3	212 174	2908 2604	1.5 1.3	13.3 10.8	146 137	596 520	1.0 1.0	12.8 11.6	271 259	1072 964	1.9 1.9	11.7 10.7	226 191	836 698	1.6 1.4	10.9 9.3
WHUD-FM WI '98 4-Book	4 3	88 72		.2 .2		19 36		.1	3 9		.2	2 3	19 10		.1 .1		1 1	2 2		.1 .1
WINS-AM WI '98 4-Book	24 27	678 658	.2 .2	1.1 1.1	11 12	230 258	.1 .1	.7 .7	17 19	68 73	.1 .1	1.5 1.6	20 14	71 62	.1 .1	.9 .6	12 10	46 38	.1 .1	.6 .5
WKJY-FM WI '98 4-Book	5 3	77 68		.2 .1	2 4	40 69		.1 .3	1 2	7 14		.1 .2	4 4	13 19		.2 .2	1 8	13 19	.1 .1	.4 .4
WKTU-FM WI '98 4-Book	130 173	2321 2626	.9 1.2	5.9 7.4	115 132	1719 1862	.8 .9	7.2 8.1	49 78	200 321	.4 .6	4.3 6.5	213 219	632 670	1.5 1.6	9.2 9.0	155 192	415 559	1.1 1.4	7.5 9.3
WLIB-AM WI '98 4-Book	* 1 8	39 85		.1 .3	* 1 12	14 96		.1 .7	* 16	34		.1 1.3	4 19	14 45		.2 .8	* 3 16	14 24		.1 .8
WLTW-FM WI '98 4-Book	59 71	539 715	.4 .5	2.7 3.0	43 42	479 460	.3 .3	2.7 2.6	19 22	63 77	.1 .2	1.7 1.9	83 62	158 147	.6 .5	3.6 2.6	78 48	156 103	.6 .4	3.8 2.3
WMCA-AM WI '98 4-Book	2 2	29 24		.1 .1	6 5	48 47		.4 .3		11		.5	8 2	14 5		.3 .1				
WMJC-FM WI '98 4-Book	8 **	35 **	.1 **	.4 **	1 **	27 **		.1 **	** **	** **		** **	1 **	6 **		** **	** **	** **	** **	** **
WMTR-AM WI '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WNEW-FM WI '98 4-Book	42 38	699 599	.3 .3	1.9 1.6	23 29	421 450	.2 .2	1.4 1.8	5 23	31 81		.4 1.9	23 33	118 151	.2 .3	1.0 1.4	48 45	140 149	.3 .3	2.3 2.2
+WNSR-FM WI '98 4-Book	31 41	761 744	.2 .3	1.4 1.7	20 25	589 436	.1 .2	1.3 1.5	13 12	62 50	.1 .1	1.1 1.0	17 42	146 154	.1 .3	.7 1.7	33 35	101 121	.2 .3	1.6 1.7
WNWK-FM WI '98 4-Book	16 18	178 218	.1 .1	.7 .8	6 17	122 215		.4 1.1	3 19	17 54		.3 1.6	32 87		.2 1.3		9 27	26 64	.1 .2	.4 1.3
WOR -AM WI '98 4-Book	4 7	87 99		.2 .3	2 1	48 46		.1 .1	1 1	12		.1	1 1	11 8		.1	2 1	15 7		.1 .1
WPAT-FM WI '98 4-Book	55 46	553 533	.4 .4	2.5 2.0	45 40	515 422	.3 .3	2.8 2.5	42 44	107 118	.3 .3	3.7 3.7	79 70	213 187	.6 .5	3.4 2.9	50 36	130 99	.4 .3	2.4 1.8
WPLJ-FM WI '98 4-Book	60 64	947 1014	.4 .4	2.7 2.7	16 23	482 499	.1 .2	1.0 1.4	13 11	66 70	.1 .1	1.1 .9	30 42	162 169	.2 .3	1.3 1.7	22 29	111 129	.2 .2	1.1 1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCCD-FM																				
WI '98	15	265	.1	.7	17	247	.1	1.1	22	33	.2	1.9	5	24	.2		9	30	.1	.4
4-Book	19	268	.2	.8	13	211	.1	.8	7	19	.1	.6	12	37	.1	.5	5	20	.1	.3
WQEV-AM																				
WI '98						14														
4-Book	2	21		.1	2	26		.1	2	5		.2	8	17	.1	.3				
WQHT-FM																				
WI '98	560	5135	4.0	25.4	393	3702	2.8	24.6	260	669	1.9	22.8	603	1635	4.3	25.9	630	1745	4.5	30.4
4-Book	566	5203	4.1	24.2	403	3717	2.9	24.9	244	675	1.8	20.5	596	1647	4.3	24.5	592	1530	4.3	28.9
WQXR-FM																				
WI '98	2	102		.1	4	79		.3	2	15		.2	2	30		.1				
4-Book	4	95		.2	8	89	.1	.5	1	5		.1	5	21		.2	5	24	.1	.3
WRKS-FM																				
WI '98	75	1057	.5	3.4	49	578	.4	3.1	26	74	.2	2.3	54	139	.4	2.3	58	143	.4	2.8
4-Book	88	1168	.6	3.8	67	683	.5	4.1	53	146	.4	4.3	109	241	.8	4.4	81	178	.6	4.0
WSKQ-FM																				
WI '98	130	1408	.9	5.9	118	1033	.8	7.4	129	371	.9	11.3	170	467	1.2	7.3	105	244	.8	5.1
4-Book	132	1269	.9	5.7	109	995	.8	6.7	118	316	.9	9.9	173	464	1.3	7.1	114	278	.8	5.6
WWDJ-AM																				
WI '98	1	18				10			3	10		.3					1	10		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98		10																		
4-Book	1	25			2	27		.1					1	3		.1				
+WWVY-FM																				
WI '98	1	7				7			1	7		.1								
4-Book		5				4				2										
+WWXY-FM																				
WI '98	8	104	.1	.4	10	102	.1	.6	11	67	.1	1.0	18	67	.1	.8	17	48	.1	.8
4-Book	7	94	.1	.3	9	71	.1	.6	4	25		.4	13	37	.1	.5	14	31	.1	.7
+WWZY-FM																				
WI '98	15	106	.1	.7	19	74	.1	1.2	20	29	.1	1.8	39	74	.3	1.7	15	32	.1	.7
4-Book	5	47		.2	6	59		.4	6	21		.6	12	30	.1	.5	6	14	.1	.3
WXRK-FM																				
WI '98	317	3083	2.3	14.4	111	1497	.8	7.0	84	266	.6	7.4	166	545	1.2	7.1	126	437	.9	6.1
4-Book	288	3059	2.1	12.4	107	1537	.8	6.6	76	297	.6	6.4	165	601	1.2	6.8	135	490	1.0	6.6
WKXW-FM																				
WI '98	7	193	.1	.3		27							1	12			2	14		.1
4-Book	6	99	.1	.3	2	39		.1	1	7		.1	5	13		.2	3	10		.1
TOTALS																				
WI '98	2206	12806	15.8		1595	10774	11.4		1142	3207	8.2		2324	5771	16.7		2075	5070	14.9	
4-Book	2342	12782	16.8		1619	10763	11.6		1193	3293	8.6		2430	5924	17.5		2049	4868	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM WI '98 4-Book	8	39	.1	.5	1	5	.1	.1	10	35	.1	.6	19	46	.1	1.1	5	23	.4	.4
WADO-AM WI '98 4-Book					4	11	.5	.4	3	13	.2	.2	7	24	.1	.4	3	12	.2	.2
WALK-FM WI '98 4-Book	4	16	.2	.2	2	9	.2	.2	3	13	.1	.2	1	7	.1	.1	2	12	.2	.2
WAXQ-FM WI '98 4-Book	47	153	.3	2.9	8	32	.1	1.0	19	102	.1	1.1	32	106	.2	1.9	56	167	.4	4.7
WBAB-FM WI '98 4-Book	1	7	.1	.5	7	20	.1	.8	13	32	.1	.7	5	27	.1	.6	5	24	.4	.4
WHFM-FM WI '98 4-Book																	1	2	.1	.1
WBBR-AM WI '98 4-Book	1	13	.1	.3	2	9	.2	.2					1				1	4	.1	.1
WBL1-FM WI '98 4-Book	16	42	.1	1.0	3	14	.4	.8	17	44	.1	1.0	11	30	.1	.6	3	14	.3	.3
WBL5-FM WI '98 4-Book	105	307	.8	6.4	60	165	.4	7.2	63	154	.5	3.6	86	182	.6	5.1	100	272	.7	8.4
WBZ0-FM WI '98 4-Book	8	37	.1	.5	1	6	.1	.1	10	27	.1	.6	9	25	.1	.5	8	14	.1	.7
WCBS-AM WI '98 4-Book	4	24	.2	.2	3	26	.4	.6	3	22	.2	.4	8	39	.1	.5	7	44	.1	.6
WCBS-FM WI '98 4-Book	22	79	.2	1.3	10	36	.1	1.1	35	82	.3	2.0	47	95	.3	2.8	20	55	.1	1.7
+WDRE-FM WI '98 4-Book	4	7	.2	.1					1	12	.1	.1	2	6	.1	.1	1	4	.1	.1
WLIR-FM WI '98 4-Book	8	57	.1	.5	2	10	.2	.2	5	39	.3	.3	3	28	.2	.2	3	29	.3	.3
WFAN-AM WI '98 4-Book	12	68	.1	.7	19	103	.1	2.3	46	205	.3	2.6	46	123	.3	2.7	38	152	.3	3.2
WFAS-FM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM WI '98 4-Book	1	9	.1	.1	7	17	.1	.8	5	17	.1	.3	2	17	.1	.1	2	13	.2	.2

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

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

Target Listener Estimates

Men 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*								*								
4-Book	**	**	**	**												**	**	**	**	
WHTZ-FM																				
WI '98	213	846	1.5	13.1	87	435	.6	10.5	314	1087	2.3	18.1	209	810	1.5	12.3	192	643	1.4	16.1
4-Book	171	694	1.2	10.5	87	380	.6	9.8	221	882	1.6	12.5	163	647	1.2	9.7	140	518	1.0	12.0
WHUD-FM																				
WI '98																				
4-Book	1	5		.1					1	8		.1	1	5		.1	1	9		.1
WINS-AM																				
WI '98	2	16		.1	14	73	.1	1.7	8	40	.1	.5	6	13		.4	11	58	.1	.9
4-Book	7	28	.1	.5	17	79	.1	2.0	15	60	.1	.9	10	26	.1	.6	8	46	.1	.7
WKJY-FM																				
WI '98	4	27		.2					1	20		.1	1	13		.1				
4-Book	7	24		.4	3	8		.3	3	13		.2	3	12		.2	2	13		.2
WKTU-FM																				
WI '98	114	438	.8	7.0	42	144	.3	5.1	119	443	.9	6.9	157	485	1.1	9.2	60	305	.4	5.0
4-Book	151	568	1.1	9.3	59	192	.4	6.6	126	481	.9	7.2	134	432	1.0	8.0	84	353	.6	7.2
WLIB-AM																				
WI '98					*							*								
4-Book	**	**	**	**	2	2		.3	8	17	.1	.5	11	25	.1	.6	**	**	**	**
WLTW-FM																				
WI '98	29	137	.2	1.8	20	55	.1	2.4	43	107	.3	2.5	37	147	.3	2.2	30	86	.2	2.5
4-Book	37	119	.3	2.2	28	79	.2	3.2	57	144	.4	3.3	48	137	.4	2.9	28	97	.2	2.4
WMCA-AM																				
WI '98	8	10	.1	.5	13	13	.1	1.6	13	13	.1	.7	2	13		.1	1	11		.1
4-Book	8	21	.1	.5	11	13	.1	1.4	9	16	.1	.5	1	3				3		
WMJC-FM																				
WI '98	1	7		.1					2	13		.1	2	14		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	21	106	.2	1.3	4	7		.5	22	119	.2	1.3	25	103	.2	1.5	30	97	.2	2.5
4-Book	29	93	.3	1.8	11	23	.1	1.1	35	129	.3	2.0	34	112	.2	2.1	22	69	.2	1.9
+WNSR-FM																				
WI '98	27	125	.2	1.7	9	63	.1	1.1	19	109	.1	1.1	25	119	.2	1.5	20	86	.1	1.7
4-Book	20	98	.2	1.2	17	60	.1	1.9	27	84	.2	1.5	20	83	.2	1.2	24	80	.2	2.1
WNWK-FM																				
WI '98	12	55	.1	.7					8	20	.1	.5	17	30	.1	1.0	1	14		.1
4-Book	25	89	.2	1.5	1	2		.1	13	25	.1	.8	12	22	.1	.7	8	31	.1	.7
WOR -AM																				
WI '98									6	15		.3	5	7		.3				
4-Book	2	7		.1					3	7		.1	3	10		.2	1	6		.1
WPAT-FM																				
WI '98	33	123	.2	2.0	31	83	.2	3.7	39	137	.3	2.2	36	93	.3	2.1	44	111	.3	3.7
4-Book	32	80	.3	1.9	31	90	.2	3.5	42	107	.3	2.4	34	76	.3	2.0	29	68	.2	2.5
WPLJ-FM																				
WI '98	13	114	.1	.8	5	28		.6	14	75	.1	.8	20	73	.1	1.2	8	55	.1	.7
4-Book	15	94	.1	.9	12	42	.1	1.3	25	87	.2	1.4	34	126	.2	2.1	17	73	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	2	19	.1		22	33	.2	2.6	34	142	.2	2.0	46	94	.3	2.7	2	17		.2
4-Book	6	30	.3		12	31	.1	1.3	26	85	.2	1.5	26	59	.2	1.6	10	45	.1	.8
WQEW-AM																				
WI '98									1	14		.1								
4-Book	2	4	.1			4				4							2			
WQHT-FM																				
WI '98	479	1387	3.4	29.4	179	454	1.3	21.5	342	1106	2.5	19.7	414	1061	3.0	24.3	218	656	1.6	18.3
4-Book	477	1372	3.4	29.1	184	506	1.3	20.7	362	1064	2.6	20.6	446	1099	3.2	26.8	295	932	2.1	25.3
WQXR-FM																				
WI '98					7	27	.1	.8	6	15		.3	8	15	.1	.5	10	22	.1	.8
4-Book	5	19	.1	.3	8	28	.1	.9	12	31	.1	.7	15	29	.1	.9	11	31	.1	1.0
WRKS-FM																				
WI '98	72	183	.5	4.4	47	151	.3	5.7	64	146	.5	3.7	37	110	.3	2.2	24	74	.2	2.0
4-Book	74	189	.5	4.5	49	129	.4	5.5	71	189	.5	4.0	52	116	.4	3.1	36	108	.3	3.1
WSKQ-FM																				
WI '98	100	323	.7	6.1	116	319	.8	14.0	142	375	1.0	8.2	121	287	.9	7.1	63	149	.5	5.3
4-Book	89	253	.7	5.4	93	232	.7	10.6	135	330	1.0	7.6	77	182	.6	4.6	68	184	.5	5.9
WWDJ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98					6	12	.1	.6	3	15		.2					3	10		.2
4-Book	1	3																		
+WVYV-FM																				
WI '98					1	7		.1					2	7		.1				
4-Book		2				2							1	2						
+WVXY-FM																				
WI '98	9	15	.1	.6					1	19		.1	16	29	.1	.9	12	36	.1	1.0
4-Book	7	15	.1	.4	1	7		.1	10	25	.1	.5	14	23	.1	.8	10	20	.1	.9
+WVZY-FM																				
WI '98	9	29	.1	.6	15	15	.1	1.8	32	46	.2	1.8	18	46	.1	1.1	6	32		.5
4-Book	4	18	.1	.2	4	7		.5	12	31	.1	.7	6	15		.4	2	8		.1
WXRK-FM																				
WI '98	127	382	.9	7.8	68	194	.5	8.2	106	441	.8	6.1	133	388	1.0	7.8	76	263	.5	6.4
4-Book	105	409	.8	6.4	52	176	.4	5.9	116	464	.8	6.6	129	425	.9	7.7	76	298	.5	6.5
WXXW-FM																				
WI '98	1	14		.1					3	12		.2				.1				
4-Book		4			1	8		.1					2	11						
TOTALS																				
WI '98	1630	4450	11.7		831	2380	6.0		1737	4753	12.5		1702	4115	12.2		1189	3388	8.5	
4-Book	1638	4553	11.8		889	2517	6.4		1767	4613	12.7		1665	3975	12.0		1164	3442	8.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	23	668	.1	.6	10	159	.2	.4	47	324	.2	1.0	36	286	.2	.8	13	172	.1	.6
FA '97	34	804	.2	.9	20	171	.1	.4	62	395	.3	1.2	45	248	.2	1.0	40	354	.2	1.7
SU '97	46	1083	.2	1.2	29	135	.1	.5	64	423	.3	1.2	36	366	.2	.8	77	560	.4	3.2
SP '97	54	1113	.3	1.4	27	174	.1	.5	92	527	.4	1.8	44	316	.2	1.0	56	476	.3	2.3
4-Book	39	917	.2	1.0	22	160	.1	.4	66	417	.3	1.3	40	304	.2	.9	47	391	.3	2.0
WI '97	38	784	.2	.9	23	253	.1	.4	93	500	.5	1.7	44	318	.2	.9	21	196	.1	.9
WADO-AM																				
WI '98	18	401	.1	.5	41	234	.2	.8	28	138	.1	.6	8	70	.1	.2	5	18	.1	.2
FA '97	17	352	.1	.4	31	208	.2	.6	29	250	.1	.6	21	183	.1	.5	3	43	.1	.1
SU '97	28	420	.1	.7	43	214	.2	.8	50	266	.2	.9	40	171	.2	.9	9	64	.1	.4
SP '97	18	372	.1	.5	52	188	.3	1.0	24	185	.1	.5	13	83	.1	.3	2	39	.1	.1
4-Book	20	386	.1	.5	42	211	.2	.8	33	210	.1	.7	21	127	.1	.5	5	41	.1	.2
WI '97	22	381	.1	.5	39	231	.2	.7	25	176	.1	.5	18	135	.1	.4	11	94	.1	.5
WALK-FM																				
WI '98	16	321	.1	.4	28	175	.1	.5	27	110	.1	.6	23	133	.1	.5	4	71	.1	.2
FA '97	18	269	.1	.5	23	112	.1	.4	33	152	.2	.6	19	140	.1	.4	2	65	.1	.1
SU '97	11	208	.1	.3	16	111	.1	.3	18	105	.1	.3	18	128	.1	.4	4	50	.1	.2
SP '97	25	314	.1	.6	33	132	.2	.6	48	142	.2	.9	30	186	.1	.6	9	90	.1	.4
4-Book	18	278	.1	.5	25	133	.1	.5	32	127	.2	.6	23	147	.1	.5	5	69	.1	.2
WI '97	24	235	.1	.6	25	138	.1	.5	52	177	.3	1.0	30	108	.1	.6	9	59	.1	.4
WAXQ-FM																				
WI '98	102	2189	.5	2.8	90	630	.4	1.7	139	1064	.7	2.9	168	1228	.8	3.9	71	738	.4	3.2
FA '97	93	2173	.5	2.4	101	736	.5	1.8	130	1089	.6	2.5	112	1178	.6	2.4	55	694	.3	2.3
SU '97	122	2844	.6	3.1	102	857	.5	1.9	191	1400	.9	3.6	160	1619	.8	3.5	72	945	.4	3.0
SP '97	162	2479	.8	4.2	204	1118	1.0	3.8	271	1362	1.3	5.2	215	1466	1.1	4.6	67	849	.3	2.8
4-Book	120	2421	.6	3.1	124	835	.6	2.3	183	1229	.9	3.6	164	1373	.8	3.6	66	807	.4	2.8
WI '97	152	2615	.7	3.8	145	1105	.7	2.6	279	1459	1.4	5.1	219	1671	1.1	4.5	62	886	.3	2.6
WBAB-FM																				
WI '98	34	602	.2	.9	36	213	.2	.7	63	352	.3	1.3	45	392	.2	1.0	13	176	.1	.6
FA '97	47	735	.2	1.2	70	319	.3	1.3	82	391	.4	1.6	55	410	.3	1.2	23	237	.1	1.0
SU '97	41	648	.2	1.0	62	331	.3	1.1	72	331	.4	1.4	52	393	.3	1.1	9	148	.1	.4
SP '97	32	584	.2	.8	32	243	.2	.6	55	311	.3	1.1	53	341	.3	1.1	15	167	.1	.6
4-Book	39	642	.2	1.0	50	277	.3	.9	68	346	.4	1.4	51	384	.3	1.1	15	182	.1	.7
WI '97	45	690	.2	1.1	42	333	.2	.8	76	429	.4	1.4	48	405	.2	1.0	27	235	.1	1.1
WHFM-FM																				
WI '98		20								13				7				7		
FA '97		6				6			1	6				6						
SU '97	1	20			1	13			3	13		.1	2	13				6		
SP '97		8				8				8				8						
4-Book		14				5			1	10			1	7				3		
WI '97		23			1	15			1	16								7		
WBBR-AM																				
WI '98	20	378	.1	.6	51	211	.3	1.0	33	192	.2	.7	24	208	.1	.6	2	63	.1	.1
FA '97	11	339	.1	.3	44	261	.2	.8	12	87	.1	.2	6	125	.1	.1	3	44	.1	.1
SU '97	7	144	.1	.2	23	144	.1	.4	1	24	.1	.1	10	60	.1	.2				
SP '97	5	232	.1	.1	15	187	.1	.3	2	52	.1	.1	6	49	.1	.1	2	32	.1	.1
4-Book	11	273	.1	.3	33	201	.2	.6	12	89	.1	.2	12	111	.1	.3	2	35	.1	.1
WI '97	11	307	.1	.3	21	185	.1	.4	6	123	.1	.1	18	158	.1	.4	6	63	.1	.3
WBLI-FM																				
WI '98	25	456	.1	.7	25	173	.1	.5	42	246	.2	.9	37	239	.2	.9	9	104	.1	.4
FA '97	43	530	.2	1.1	51	242	.3	.9	78	308	.4	1.5	55	272	.3	1.2	18	179	.1	.8
SU '97	24	515	.1	.6	20	167	.1	.4	36	246	.2	.7	39	290	.2	.8	20	182	.1	.8
SP '97	29	427	.1	.7	36	224	.2	.7	58	189	.3	1.1	44	257	.2	1.0	10	80	.1	.4
4-Book	30	482	.1	.8	33	202	.2	.6	54	247	.3	1.1	44	265	.2	1.0	14	136	.1	.6
WI '97	20	366	.1	.5	20	165	.1	.4	34	229	.2	.6	30	189	.1	.6	9	113	.1	.4

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	124	2130	.6	3.4	121	852	.6	2.3	132	928	.7	2.8	137	933	.7	3.2	121	954	.6	5.4
FA '97	99	2056	.5	2.6	95	671	.5	1.7	128	985	.6	2.5	110	978	.5	2.4	73	879	.4	3.1
SU '97	107	2123	.5	2.7	98	698	.5	1.8	144	1046	.7	2.7	105	943	.5	2.3	80	807	.4	3.3
SP '97	110	1933	.5	2.8	127	894	.6	2.4	153	854	.7	2.9	108	841	.5	2.3	70	681	.3	2.9
4-Book	110	2061	.5	2.9	110	779	.6	2.1	139	953	.7	2.7	115	924	.6	2.6	86	830	.4	3.7
WI '97	125	1982	.6	3.1	115	773	.6	2.1	184	1036	.9	3.4	158	1039	.8	3.2	101	698	.5	4.2
WBZO-FM																				
WI '98	11	189	.1	.3	14	86	.1	.3	24	56	.1	.5	11	102	.1	.3	2	58		.1
FA '97	9	186		.2	10	67		.2	16	72	.1	.3	10	85		.2	3	53		.1
SU '97	4	102		.1	3	29		.1	5	49		.1	2	46		.1		10		
SP '97	9	162		.2	7	47		.1	9	61		.2	15	93	.1	.3	10	54		.4
4-Book	8	160		.2	9	57		.2	14	60	.1	.3	10	82	.1	.2	4	44		.2
WI '97	4	161		.1	5	43		.1	7	44		.1	8	89		.2	2	57		.1
WCBS-AM																				
WI '98	19	788	.1	.5	55	510	.3	1.0	8	194		.2	29	303	.1	.7	9	265		.4
FA '97	32	976	.2	.8	81	640	.4	1.5	32	383	.2	.6	32	412	.2	.7	11	211	.1	.5
SU '97	34	1272	.2	.9	90	803	.4	1.7	36	430	.2	.7	38	445	.2	.8	13	267	.1	.5
SP '97	34	1166	.2	.9	100	789	.5	1.9	24	285	.1	.5	28	370	.1	.6	15	210	.1	.6
4-Book	30	1051	.2	.8	82	686	.4	1.5	25	323	.1	.5	32	383	.2	.7	12	238	.1	.5
WI '97	31	1116	.2	.8	87	769	.4	1.6	17	281	.1	.3	24	376	.1	.5	15	231	.1	.6
WCBS-FM																				
WI '98	38	1030	.2	1.0	48	379	.2	.9	67	442	.3	1.4	47	393	.2	1.1	11	259	.1	.5
FA '97	100	1300	.5	2.6	111	546	.5	2.0	202	672	1.0	3.9	111	679	.5	2.4	40	354	.2	1.7
SU '97	86	1532	.4	2.2	73	544	.4	1.3	130	675	.6	2.5	94	724	.5	2.0	42	416	.2	1.8
SP '97	104	1612	.5	2.7	132	699	.6	2.4	151	663	.7	2.9	141	879	.7	3.0	63	512	.3	2.6
4-Book	82	1369	.4	2.1	91	542	.4	1.7	138	613	.7	2.7	98	669	.5	2.1	39	385	.2	1.7
WI '97	94	1745	.5	2.3	90	749	.4	1.6	167	736	.8	3.1	130	726	.6	2.6	50	458	.2	2.1
+WDRE-FM																				
WI '98	2	82		.1	1	20			1	32			2	42			1	29		
FA '97	1	50				9			2	26			1	20				8		
SU '97	3	90		.1		13			2	35			4	43		.1	2	34		.1
SP '97	2	81		.1	3	32		.1	3	34		.1	2	39			1	15		
4-Book	2	76		.1	1	19			2	32			2	36			1	22		
WI '97	1	67				15			2	30			2	22			2	22		.1
WLIR-FM																				
WI '98	19	810	.1	.5	16	178	.1	.3	26	297	.1	.5	21	346	.1	.5	13	221	.1	.6
FA '97	22	904	.1	.6	27	254	.1	.5	22	264	.1	.4	33	461	.2	.7	21	414	.1	.9
SU '97	51	1248	.2	1.3	34	442	.2	.6	69	543	.3	1.3	49	705	.2	1.1	34	566	.2	1.4
SP '97	37	842	.2	1.0	48	289	.2	.9	55	367	.3	1.1	49	438	.2	1.1	14	255	.1	.6
4-Book	32	951	.2	.9	31	291	.2	.6	43	368	.2	.8	38	488	.2	.9	21	364	.1	.9
WI '97	21	748	.1	.5	15	215	.1	.3	37	300	.2	.7	31	287	.2	.6	13	236	.1	.5
WFAN-AM																				
WI '98	112	2282	.6	3.1	95	596	.5	1.8	167	1013	.8	3.5	200	1217	1.0	4.6	64	722	.3	2.9
FA '97	157	2659	.8	4.1	129	746	.6	2.3	252	1160	1.2	4.9	271	1545	1.3	5.8	77	864	.4	3.3
SU '97	149	2481	.7	3.8	145	887	.7	2.7	233	1370	1.1	4.4	250	1474	1.2	5.4	72	787	.4	3.0
SP '97	115	2167	.6	3.0	106	603	.5	2.0	189	1134	.9	3.6	161	1154	.8	3.5	85	918	.4	3.5
4-Book	133	2397	.7	3.5	119	708	.6	2.2	210	1169	1.0	4.1	221	1348	1.1	4.8	75	823	.4	3.2
WI '97	173	2166	.8	4.3	205	659	1.0	3.7	339	1252	1.7	6.2	268	1294	1.3	5.5	46	639	.2	1.9
WFAS-FM																				
WI '98	8	121		.2	5	72		.1	19	54	.1	.4	14	34	.1	.3	5	49		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFME-FM																				
WI '98	2	101		.1	3	33		.1	2	43										
FA '97	7	149		.2	8	59		.1		14							13	74		.1
SU '97	13	244	.1	.3	33	158	.2	.6	12	56	.1	.2	2	51			8	93		.3
SP '97	8	229		.2	19	76	.1	.4	2	54			7	57		.2	3	38		.1
4-Book	8	181		.2	16	82	.1	.3	4	42		.1	2	27		.1	6	54		.3
WI '97	3	182		.1	3	48		.1	3	44		.1	3	62		.1	3	56		.1
WHLI-AM																				
WI '98	*				*								*							
FA '97		16			1	8											**	**	**	**
SU '97	1	26				11							1	7			**	**	**	**
SP '97		8				8				8				8			**	**	**	**
4-Book		13				7				2				4			**	**	**	**
WI '97	4	7		.1	2	7			7	7		.1	6	7		.1	**	**	**	**
WHTZ-FM																				
WI '98	218	4548	1.1	6.0	262	1863	1.3	4.9	292	2010	1.4	6.1	269	2344	1.3	6.2	143	1845	.7	6.4
FA '97	207	4522	1.0	5.3	244	1915	1.2	4.4	270	2000	1.3	5.3	257	2361	1.3	5.5	150	1612	.7	6.4
SU '97	258	5360	1.3	6.6	363	2351	1.8	6.7	323	2605	1.6	6.1	305	2838	1.5	6.6	160	1993	.8	6.7
SP '97	220	4666	1.1	5.7	294	2218	1.4	5.4	275	2172	1.3	5.3	270	2450	1.3	5.8	172	1922	.8	7.1
4-Book	226	4774	1.1	5.9	291	2087	1.4	5.4	290	2197	1.4	5.7	275	2498	1.4	6.0	156	1843	.8	6.7
WI '97	198	4389	1.0	4.9	223	1660	1.1	4.0	261	2055	1.3	4.8	255	2525	1.2	5.2	144	1761	.7	6.0
WHUD-FM																				
WI '98	8	166		.2	14	92	.1	.3	4	69		.1	8	92		.2	13	69	.1	.6
FA '97	5	106		.1	8	50		.1	8	21		.2	9	50		.2	2	13		.1
SU '97	3	159		.1	12	77	.1	.2	2	15			1	18			3	70		.1
SP '97	4	142		.1	1	33			14	29	.1	.3	4	49		.1		23		
4-Book	5	143		.1	9	63	.1	.2	7	34		.2	6	52		.1	5	44		.2
WI '97	4	181		.1	3	40		.1	4	38		.1	7	87		.1	1	23		
WINS-AM																				
WI '98	53	2013	.3	1.5	139	1222	.7	2.6	59	597	.3	1.2	64	753	.3	1.5	16	439	.1	.7
FA '97	53	2183	.3	1.4	137	1329	.7	2.5	50	685	.2	1.0	53	726	.3	1.1	17	349	.1	.7
SU '97	56	2080	.3	1.4	166	1267	.8	3.1	43	424	.2	.8	52	556	.3	1.1	21	384	.1	.9
SP '97	84	2092	.4	2.2	206	1455	1.0	3.8	101	651	.5	1.9	71	622	.3	1.5	32	392	.2	1.3
4-Book	62	2092	.3	1.6	162	1318	.8	3.0	63	589	.3	1.2	60	664	.3	1.3	22	391	.1	.9
WI '97	71	2272	.3	1.8	191	1443	.9	3.5	63	645	.3	1.2	59	642	.3	1.2	30	453	.1	1.3
WKJY-FM																				
WI '98	12	216	.1	.3	12	71	.1	.2	27	91	.1	.6	19	135	.1	.4	2	45		.1
FA '97	9	208		.2	4	63		.1	16	78	.1	.3	13	124	.1	.3	4	63		.2
SU '97	14	225	.1	.4	10	73		.2	30	84	.1	.6	19	128	.1	.4	4	31		.2
SP '97	9	149		.2	7	37		.1	17	78	.1	.3	11	63	.1	.2	10	70		.4
4-Book	11	200	.1	.3	8	61		.2	23	83	.1	.5	16	113	.1	.3	5	52		.2
WI '97	9	207		.2	8	63		.1	16	92	.1	.3	11	109	.1	.2	5	63		.2
WKTU-FM																				
WI '98	252	4355	1.2	6.9	181	1522	.9	3.4	337	2185	1.7	7.0	361	2487	1.8	8.3	207	1883	1.0	9.3
FA '97	279	4468	1.4	7.2	234	1412	1.2	4.2	388	2232	1.9	7.6	368	2585	1.8	7.9	209	2081	1.0	8.9
SU '97	269	5221	1.3	6.9	254	2089	1.2	4.7	357	2467	1.7	6.8	361	2826	1.8	7.8	216	2417	1.1	9.0
SP '97	296	4812	1.4	7.6	276	1867	1.3	5.1	429	2467	2.1	8.2	405	2748	2.0	8.7	172	2025	.8	7.1
4-Book	274	4714	1.3	7.2	236	1723	1.2	4.4	378	2338	1.9	7.4	374	2662	1.9	8.2	201	2102	1.0	8.6
WI '97	336	4994	1.6	8.4	362	2354	1.8	6.6	473	2427	2.3	8.7	404	2681	2.0	8.2	254	2286	1.2	10.7
WLIB-AM																				
WI '98	* 17	193	.1	.5	* 12	79	.1	.2	15	97	.1	.3	* 10	58		.2				
FA '97	27	294	.1	.7	27	119	.1	.5	27	111	.1	.5	23	125	.1	.5	**	**	**	**
SU '97	34	325	.2	.9	26	93	.1	.5	43	119	.2	.8	45	176	.2	1.0	**	**	**	**
SP '97	24	296	.1	.6	32	166	.2	.6	30	175	.1	.6	26	132	.1	.6	**	**	**	**
4-Book	26	277	.1	.7	24	114	.1	.5	29	126	.1	.6	26	123	.1	.6	**	**	**	**
WI '97	57	448	.3	1.4	55	192	.3	1.0	45	197	.2	.8	26	61	.1	.5	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTV-FM																				
WI '98	150	2478	.7	4.1	121	783	.6	2.3	261	1185	1.3	5.4	207	1280	1.0	4.8	76	862	.4	3.4
FA '97	161	2137	.8	4.2	194	888	1.0	3.5	235	1025	1.2	4.6	188	1086	.9	4.0	121	817	.6	5.2
SU '97	165	2567	.8	4.2	156	1154	.8	2.9	293	1344	1.4	5.6	224	1333	1.1	4.8	97	927	.5	4.0
SP '97	183	2230	.9	4.7	180	1183	.9	3.3	338	1067	1.7	6.5	257	1089	1.3	5.6	84	755	.4	3.5
4-Book	165	2353	.8	4.3	163	1002	.8	3.0	282	1155	1.4	5.5	219	1197	1.1	4.8	95	840	.5	4.0
WI '97	132	2099	.6	3.3	169	920	.8	3.1	195	788	1.0	3.6	152	968	.7	3.1	91	966	.4	3.8
WMCA-AM																				
WI '98	5	103	.1		11	36	.1	.2	4	23		.1	4	23		.1	2	42		.1
FA '97	3	122	.1		7	62		.1	1	20			6	24		.1	2	24		.1
SU '97	4	136	.1		3	25		.1		11			2	11			6	48		.3
SP '97	20	177	.1	.5	27	99	.1	.5	31	99	.2	.6	19	101	.1	.4	7	64		.3
4-Book	8	135	.2		12	56	.1	.2	9	38	.1	.2	8	40	.2		4	45	.2	
WI '97	5	126	.1		12	83	.1	.2	1	24			6	36		.1	6	62		.3
WMJC-FM																				
WI '98	7	105	.2		9	49	.2		8	70	.2		15	57	.1	.3	4	35	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	13	76	.1	.3	19	68	.1	.4	24	55	.1	.5	13	62	.1	.3	2	40	.1	
SP '97	11	152	.1	.3	10	68	.2		17	96	.1	.3	10	66	.2		6	60	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	1	59			3	18		.1										41		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	15			2	15							1	15						
WNEW-FM																				
WI '98	71	1896	.4	2.0	65	604	.3	1.2	113	784	.6	2.4	109	1072	.5	2.5	37	545	.2	1.7
FA '97	99	2360	.5	2.6	95	815	.5	1.7	177	1011	.9	3.4	129	998	.6	2.8	35	530	.2	1.5
SU '97	112	2403	.5	2.9	105	714	.5	1.9	171	964	.8	3.2	139	1341	.7	3.0	57	851	.3	2.4
SP '97	90	2132	.4	2.3	113	927	.6	2.1	147	991	.7	2.8	112	1111	.5	2.4	40	668	.2	1.7
4-Book	93	2198	.5	2.5	95	765	.5	1.7	152	938	.8	3.0	122	1131	.6	2.7	42	649	.2	1.8
WI '97	118	2348	.6	2.9	105	750	.5	1.9	206	1257	1.0	3.8	171	1330	.8	3.5	55	874	.3	2.3
+WNSR-FM																				
WI '98	73	2138	.4	2.0	75	820	.4	1.4	112	708	.6	2.3	113	948	.6	2.6	37	730	.2	1.7
FA '97	77	1835	.4	2.0	47	490	.2	.8	113	868	.6	2.2	141	944	.7	3.0	39	657	.2	1.7
SU '97	120	2484	.6	3.1	95	779	.5	1.8	205	1128	1.0	3.9	184	1332	.9	4.0	70	814	.3	2.9
SP '97	89	2077	.4	2.3	64	709	.3	1.2	137	914	.7	2.6	163	1234	.8	3.5	50	754	.2	2.1
4-Book	90	2134	.5	2.4	70	700	.4	1.3	142	905	.7	2.8	150	1115	.8	3.3	49	739	.2	2.1
WI '97	93	2169	.5	2.3	77	794	.4	1.4	127	781	.6	2.3	129	1081	.6	2.6	49	750	.2	2.1
WNWK-FM																				
WI '98	27	563	.1	.7	3	52		.1	14	90	.1	.3	62	335	.3	1.4	35	217	.2	1.6
FA '97	41	740	.2	1.1	4	47		.1	19	173	.1	.4	54	259	.3	1.2	66	291	.3	2.8
SU '97	44	755	.2	1.1	19	167	.1	.4	36	204	.2	.7	50	316	.2	1.1	63	364	.3	2.6
SP '97	53	866	.3	1.4	25	249	.1	.5	34	254	.2	.7	64	324	.3	1.4	87	554	.4	3.6
4-Book	41	731	.2	1.1	13	129	.1	.3	26	180	.2	.5	58	309	.3	1.3	63	357	.3	2.7
WI '97	43	792	.2	1.1	20	196	.1	.4	30	250	.1	.5	42	311	.2	.9	56	323	.3	2.3
WOR -AM																				
WI '98	4	232		.1	3	51		.1	6	26		.1	10	99		.2	2	35		.1
FA '97	21	439	.1	.5	10	118		.2	12	95	.1	.2	84	261	.4	1.8	19	199	.1	.8
SU '97	17	425	.1	.4	8	95		.1	14	119	.1	.3	60	172	.3	1.3	8	55		.3
SP '97	20	483	.1	.5	6	44		.1	6	120		.1	85	322	.4	1.8	20	149	.1	.8
4-Book	16	395	.1	.4	7	77		.1	10	90	.1	.2	60	214	.3	1.3	12	110	.1	.5
WI '97	29	435	.1	.7	7	117		.1	30	136	.1	.5	102	256	.5	2.1	19	198	.1	.8

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPAT-FM																				
WI '98	126	1859	.6	3.5	125	823	.6	2.4	169	901	.8	3.5	105	895	.5	2.4	100	696	.5	4.5
FA '97	121	1634	.6	3.1	138	803	.7	2.5	139	696	.7	2.7	112	657	.6	2.4	96	687	.5	4.1
SU '97	122	1544	.6	3.1	122	748	.6	2.3	182	956	.9	3.5	132	868	.6	2.9	63	629	.3	2.6
SP '97	122	1546	.6	3.1	132	713	.6	2.4	150	847	.7	2.9	131	856	.6	2.8	81	631	.4	3.4
4-Book	123	1646	.6	3.2	129	772	.6	2.4	160	850	.8	3.2	120	819	.6	2.6	85	661	.4	3.7
WI '97	140	1714	.7	3.5	135	830	.7	2.4	183	906	.9	3.4	158	806	.8	3.2	111	797	.5	4.7
WPLJ-FM																				
WI '98	147	2884	.7	4.1	200	1276	1.0	3.8	207	1030	1.0	4.3	238	1569	1.2	5.5	61	968	.3	2.7
FA '97	165	3003	.8	4.3	213	1316	1.1	3.8	198	1115	1.0	3.9	312	1829	1.5	6.7	86	1076	.4	3.7
SU '97	188	3601	.9	4.8	282	1817	1.4	5.2	249	1526	1.2	4.7	280	1960	1.4	6.1	76	1158	.4	3.2
SP '97	137	3140	.7	3.5	204	1462	1.0	3.8	146	1054	.7	2.8	257	1848	1.3	5.6	57	779	.3	2.4
4-Book	159	3157	.8	4.2	225	1468	1.1	4.2	200	1181	1.0	3.9	272	1802	1.4	6.0	70	995	.4	3.0
WI '97	175	3275	.9	4.4	232	1329	1.1	4.2	238	1415	1.2	4.4	302	1952	1.5	6.1	65	1002	.3	2.7
WQCD-FM																				
WI '98	95	1575	.5	2.6	110	610	.5	2.1	150	656	.7	3.1	90	581	.4	2.1	58	611	.3	2.6
FA '97	46	1110	.2	1.2	62	387	.3	1.1	71	384	.4	1.4	45	496	.2	1.0	35	430	.2	1.5
SU '97	70	1313	.3	1.8	76	569	.4	1.4	130	626	.6	2.5	87	566	.4	1.9	40	533	.2	1.7
SP '97	83	1663	.4	2.1	81	503	.4	1.5	129	687	.6	2.5	88	723	.4	1.9	52	581	.3	2.2
4-Book	74	1415	.4	1.9	82	517	.4	1.5	120	588	.6	2.4	78	592	.4	1.7	46	539	.3	2.0
WI '97	60	1371	.3	1.5	59	615	.3	1.1	86	585	.4	1.6	68	589	.3	1.4	54	589	.3	2.3
WQEW-AM																				
WI '98	2	81	.1		5	18		.1	2	35			1	16				16		
FA '97	6	102	.2		26	34	.1	.5	1	20			2	22			2	32		.1
SU '97	4	158	.1		1	23			3	29		.1	6	76		.1	1	30		
SP '97	2	89	.1		1	10			1	16			1	31			6	51		.2
4-Book	4	108	.1		8	21		.2	2	25			3	36			2	32		.1
WI '97	3	103	.1		3	45		.1	1	17			2	19			2	22		.1
WQHT-FM																				
WI '98	442	5322	2.2	12.2	479	2711	2.4	9.0	590	3190	2.9	12.3	550	3292	2.7	12.7	405	2747	2.0	18.2
FA '97	465	5232	2.3	12.0	603	2866	3.0	10.8	572	3086	2.8	11.1	592	3364	2.9	12.7	332	2495	1.6	14.1
SU '97	493	5206	2.4	12.6	578	2840	2.8	10.7	618	3221	3.0	11.7	600	3354	2.9	13.0	438	2735	2.1	18.3
SP '97	465	5075	2.3	12.0	507	2646	2.5	9.4	521	2926	2.5	10.0	544	3093	2.7	11.7	421	2825	2.1	17.5
4-Book	466	5209	2.3	12.2	542	2766	2.7	10.0	575	3106	2.8	11.3	572	3276	2.8	12.5	399	2701	2.0	17.0
WI '97	487	4907	2.4	12.1	576	2943	2.8	10.4	585	2880	2.9	10.7	603	3203	2.9	12.3	384	2433	1.9	16.1
WQXR-FM																				
WI '98	27	472	.1	.7	22	142	.1	.4	54	177	.3	1.1	37	221	.2	.9	7	86		.3
FA '97	16	468	.1	.4	20	169	.1	.4	12	58	.1	.2	22	133	.1	.5	17	209	.1	.7
SU '97	30	486	.1	.8	17	160	.1	.3	51	226	.2	1.0	42	215	.2	.9	19	220	.1	.8
SP '97	17	619	.1	.4	13	158	.1	.2	21	197	.1	.4	20	285	.1	.4	12	160	.1	.5
4-Book	23	511	.1	.6	18	157	.1	.3	35	165	.2	.7	30	214	.2	.7	14	169	.1	.6
WI '97	23	570	.1	.6	13	199	.1	.2	25	192	.1	.5	29	227	.1	.6	24	205	.1	1.0
WRKS-FM																				
WI '98	138	2394	.7	3.8	176	1134	.9	3.3	172	1091	.8	3.6	174	1240	.9	4.0	108	949	.5	4.8
FA '97	191	2559	.9	4.9	247	1250	1.2	4.4	242	1224	1.2	4.7	212	1139	1.0	4.6	137	1001	.7	5.8
SU '97	129	2420	.6	3.3	147	958	.7	2.7	152	1250	.7	2.9	142	1096	.7	3.1	105	903	.5	4.4
SP '97	120	2405	.6	3.1	133	1040	.6	2.5	159	1047	.8	3.0	143	1056	.7	3.1	105	1021	.5	4.4
4-Book	145	2445	.7	3.8	176	1096	.9	3.2	181	1153	.9	3.6	168	1133	.8	3.7	114	969	.6	4.9
WI '97	145	2430	.7	3.6	191	1215	.9	3.5	165	1201	.8	3.0	182	1201	.9	3.7	91	952	.4	3.8
WSKQ-FM																				
WI '98	274	2759	1.4	7.6	584	1834	2.9	11.0	251	1272	1.2	5.2	227	1401	1.1	5.2	153	1017	.8	6.9
FA '97	267	2391	1.3	6.9	467	1666	2.3	8.4	343	1423	1.7	6.7	270	1379	1.3	5.8	133	1076	.7	5.7
SU '97	244	2553	1.2	6.2	408	1420	2.0	7.5	310	1402	1.5	5.9	212	1345	1.0	4.6	130	1053	.6	5.4
SP '97	230	2233	1.1	5.9	398	1403	1.9	7.4	286	1231	1.4	5.5	185	1004	.9	4.0	141	823	.7	5.9
4-Book	254	2484	1.3	6.7	464	1581	2.3	8.6	298	1332	1.5	5.8	224	1282	1.1	4.9	139	992	.7	6.0
WI '97	225	2421	1.1	5.6	351	1564	1.7	6.4	272	1230	1.3	5.0	230	1416	1.1	4.7	129	832	.6	5.4

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDJ-AM																				
WI '98	1	18			2	18							1	10			2	15		
FA '97	2	54		.1	5	30		.1		15			3	15		.1	2	15		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	12	62	.1	.3	9	12		.2	12	12	.1	.3	13	29	.1	.3	11	29	.1	.5
FA '97	3	138		.1	1	15			1	26			4	61		.1	3	25		.1
SU '97	4	121		.1	9	47		.2	1	32			3	25		.1	3	25		.1
SP '97	14	223	.1	.4	15	74	.1	.3	10	93	.2	.2	13	92	.1	.3	15	73	.1	.6
4-Book	8	136	.1	.2	9	37		.2	6	41		.1	8	52	.1	.2	7	35	.1	.3
WI '97	5	144		.1	12	73	.1	.2	2	19			5	58		.1	1	24		
+WVY-FM																				
WI '98	1	14			1	14				7			2	14						
FA '97		17				4				13								6		
SU '97	1	8			1	8			1	8			1	8						
SP '97																				
4-Book	1	10			1	7			1	7			1	6				2		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	27	281	.1	.7	40	112	.2	.8	45	154	.2	.9	27	191	.1	.6	15	106	.1	.7
FA '97	16	252	.1	.4	20	164	.1	.4	21	143	.1	.4	25	201	.1	.5	8	60		.3
SU '97	30	305	.1	.8	24	125	.1	.4	28	189	.1	.5	58	244	.3	1.3	12	149	.1	.5
SP '97	28	302	.1	.7	13	123	.1	.2	31	183	.2	.6	31	187	.2	.7	31	175	.2	1.3
4-Book	25	285	.1	.7	24	131	.1	.5	31	167	.2	.6	35	206	.2	.8	17	123	.1	.7
WI '97	14	283	.1	.3	20	96	.1	.4	26	149	.1	.5	14	181	.1	.3	6	102		.3
+WZY-FM																				
WI '98	27	179	.1	.7	25	98	.1	.5	31	103	.2	.6	37	144	.2	.9	22	97	.1	1.0
FA '97	10	162		.3	13	43	.1	.2	10	67		.2	13	102	.1	.3	4	66		.2
SU '97	22	194	.1	.6	27	87	.1	.5	32	87	.2	.6	31	146	.2	.7	15	132	.1	.6
SP '97	2	64		.1	4	39		.1	5	40		.1	2	25						
4-Book	15	150	.1	.4	17	67	.1	.3	20	74	.1	.4	21	104	.1	.5	10	74	.1	.5
WI '97	14	136	.1	.3	18	80	.1	.3	8	50		.1	30	136	.1	.6	7	89		.3
WXRK-FM																				
WI '98	484	5920	2.4	13.3	1525	4797	7.5	28.8	562	2924	2.8	11.7	339	2288	1.7	7.8	167	1631	.8	7.5
FA '97	453	5541	2.2	11.7	1537	4602	7.6	27.5	511	3085	2.5	10.0	292	2023	1.4	6.3	144	1352	.7	6.1
SU '97	350	5818	1.7	8.9	1294	4373	6.3	23.9	376	2922	1.8	7.1	198	1869	1.0	4.3	73	1260	.4	3.0
SP '97	395	5415	1.9	10.2	1261	4297	6.2	23.3	446	2599	2.2	8.5	292	2025	1.4	6.3	108	1361	.5	4.5
4-Book	421	5674	2.1	11.0	1404	4517	6.9	25.9	474	2883	2.3	9.3	280	2051	1.4	6.2	123	1401	.6	5.3
WI '97	419	5294	2.0	10.4	1362	4366	6.7	24.7	496	2769	2.4	9.1	278	2154	1.4	5.7	116	1376	.6	4.9
WKXW-FM																				
WI '98	13	420	.1	.4	34	229	.2	.6	14	184	.1	.3	18	245	.1	.4	2	89		.1
FA '97	15	278	.1	.4	20	164	.1	.4	31	107	.2	.6	26	172	.1	.6	3	70		.1
SU '97	19	297	.1	.5	29	121	.1	.5	32	156	.2	.6	14	199	.1	.3	11	96	.1	.5
SP '97	9	253	.2	.1	15	92	.1	.3	15	113	.1	.3	1	45			2	44		.1
4-Book	14	312	.1	.4	25	152	.1	.5	23	140	.2	.5	15	165	.1	.3	5	75		.2
WI '97	20	276	.1	.5	35	121	.2	.6	23	127	.1	.4	29	125	.1	.6	10	123		.4
TOTALS																				
WI '98	3627	19306	17.9		5303	16218	26.2		4800	14197	23.7		4333	15591	21.4		2230	12562	11.0	
FA '97	3871	19396	19.1		5585	16860	27.6		5132	14629	25.3		4656	16056	23.0		2348	12967	11.6	
SU '97	3921	19690	19.2		5410	17027	26.4		5265	15236	25.7		4626	16222	22.6		2398	13517	11.7	
SP '97	3889	19629	19.0		5402	16753	26.4		5229	14532	25.5		4630	15995	22.6		2410	12802	11.8	
4-Book	3827	19505	18.8		5425	16715	26.7		5107	14649	25.1		4561	15966	22.4		2347	12962	11.5	
WI '97	4019	19718	19.6		5519	17204	27.0		5457	14758	26.7		4914	16312	24.0		2383	12613	11.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	32	489	.2	.7	12	236	.1	.5	2	15	.1	.1	2	22	.1	.4	41	98	.2	1.3
4-Book	45	605	.2	.9	25	332	.1	.9	26	58	.2	1.1	19	68	.1	.4	32	90	.2	.9
WADO-AM																				
WI '98	26	318	.1	.5	12	186	.1	.5	36	94	.2	1.7	25	42	.1	.6	3	26	.1	.1
4-Book	32	335	.1	.6	10	133	.1	.4	22	54	.1	1.0	16	39	.1	.4	3	19	.1	.1
WALK-FM																				
WI '98	26	265	.1	.5	4	110	.1	.2	3	14	.1	.1	4	21	.1	.1	6	21	.1	.2
4-Book	27	226	.1	.5	9	133	.1	.4	11	28	.1	.4	24	62	.1	.6	14	46	.1	.4
WAXQ-FM																				
WI '98	133	1791	.7	2.8	67	1062	.3	2.7	62	317	.3	2.8	127	401	.6	3.1	88	286	.4	2.8
4-Book	159	1960	.8	3.2	86	1197	.4	3.2	68	267	.3	2.8	153	477	.8	3.6	130	389	.6	4.0
WBAB-FM																				
WI '98	49	550	.2	1.0	20	298	.1	.8	15	76	.1	.7	39	110	.2	1.0	30	108	.1	.9
4-Book	57	546	.3	1.1	21	298	.1	.8	18	66	.1	.7	47	130	.2	1.1	30	115	.1	.9
WHFM-FM																				
WI '98		13			1	20							1	13			1	13		
4-Book	1	10			1	7							1	5			1	5		
WBRR-AM																				
WI '98	36	344	.2	.7	3	122	.1	.1	14	78	.1	.6	4	35	.1	.1	5	20	.2	.2
4-Book	19	251	.1	.4	3	68	.1	.1	6	32	.1	.3	5	19	.1	.1	2	6	.1	.1
WBLI-FM																				
WI '98	35	379	.2	.7	16	243	.1	.7	12	56	.1	.6	16	56	.1	.4	27	96	.1	.9
4-Book	44	398	.2	.9	15	225	.1	.6	18	60	.1	.8	28	90	.2	.7	23	83	.1	.7
WBLS-FM																				
WI '98	130	1739	.6	2.7	114	1225	.6	4.7	82	215	.4	3.8	162	427	.8	4.0	153	443	.8	4.8
4-Book	123	1560	.6	2.5	103	1154	.5	3.9	93	213	.5	3.9	132	371	.7	3.1	114	341	.6	3.5
WBZO-FM																				
WI '98	17	150	.1	.4	6	99	.1	.2	3	25	.1	.1	4	7	.1	.1	5	28	.2	.2
4-Book	11	123	.1	.2	7	87	.1	.3	5	18	.1	.2	11	33	.1	.2	8	26	.1	.3
WCBS-AM																				
WI '98	29	661	.1	.6	7	210	.1	.3	16	95	.1	.7	10	44	.1	.2	5	41	.2	.2
4-Book	45	912	.2	.9	15	395	.1	.6	34	139	.2	1.4	17	87	.1	.4	8	50	.3	.3
WCBS-FM																				
WI '98	55	807	.3	1.1	24	450	.1	1.0	26	100	.1	1.2	53	134	.3	1.3	42	132	.2	1.3
4-Book	111	1041	.6	2.2	59	689	.3	2.2	61	171	.3	2.5	111	282	.6	2.6	71	170	.3	2.2
+WDRE-FM																				
WI '98	1	53			2	60		.1					2	25			4	21		.1
4-Book	2	56			3	43		.1		1	6		6	24		.1	6	19		.2
WLIR-FM																				
WI '98	21	540	.1	.4	20	434	.1	.8	8	61	.1	.4	74	241	.4	1.8	19	96	.1	.6
4-Book	38	738	.2	.7	30	483	.2	1.1	18	84	.1	.7	66	241	.3	1.5	49	175	.3	1.5
WFAN-AM																				
WI '98	155	1769	.8	3.2	68	1113	.3	2.8	69	250	.3	3.2	93	332	.5	2.3	65	253	.3	2.1
4-Book	185	1915	.9	3.7	81	1199	.4	3.0	72	257	.4	3.0	105	385	.5	2.4	62	217	.3	1.9
WFAS-FM																				
WI '98	13	72	.1	.3		21			1	7			1	14			1	14		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	2	43			3	57		.1	4	11		.2	1	11		.2	1	7		
4-Book	8	116		.2	9	106		.4	12	45		.5	10	44		.2	1	7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	*	9			*	1	6						1	4			*			
WHTZ-FM WI '98 4-Book	276 286	3582 3869	1.4 1.4	5.7 5.7	166 167	2499 2649	.8 .8	6.8 6.3	148 153	565 544	.7 .7	6.8 6.5	279 293	960 1032	1.4 1.5	6.9 6.8	216 212	774 740	1.1 1.1	6.8 6.4
WHUD-FM WI '98 4-Book	8 7	159 100		.2 .2	4 2	74 59		.2 .1	8 8	54 34		.4 .4	19 7	47 20	.1 .2	.5 .2	1 1	5 5		
WINS-AM WI '98 4-Book	85 93	1754 1821	.4 .5	1.8 1.8	23 33	684 831	.1 .2	.9 1.2	60 84	294 366	.3 .4	2.8 3.5	23 32	179 203	.1 .2	.6 .8	20 18	89 93	.1 .1	.6 .6
WKJY-FM WI '98 4-Book	20 16	178 154	.1 .1	.4 .3	3 5	64 99		.1 .2	5 5	24 20		.2 .2	5 7	36 34		.1 .2	6 9	12 25	.1 .1	.2 .3
WKTU-FM WI '98 4-Book	296 333	3430 3734	1.5 1.6	6.2 6.6	203 219	2647 2703	1.0 1.1	8.3 8.3	115 134	532 538	.6 .7	5.3 5.6	363 365	1129 1094	1.8 1.8	8.9 8.5	305 304	885 936	1.5 1.5	9.6 9.2
WLIB-AM WI '98 4-Book	* 13 27	125 182	.1 .1	.3 .6	* 28 26	138 168	.1 .1	1.1 1.0	* 37 37	47 67	.2 .2	1.7 1.6	39 43	83 79	.2 .2	1.0 1.0	* 32 31	55 47	.2 .2	1.0 .9
WLTW-FM WI '98 4-Book	201 226	1875 1877	1.0 1.1	4.2 4.5	107 102	1356 1170	.5 .5	4.4 3.9	93 88	252 255	.5 .5	4.3 3.7	197 156	489 381	1.0 .8	4.8 3.6	166 128	409 337	.8 .6	5.2 3.9
WMCA-AM WI '98 4-Book	6 10	36 70		.1 .2	6 8	59 83		.2 .3	6 6	13 13		.2	8 5	14 10		.2 .1	2 2	9 9		.1
WMJC-FM WI '98 4-Book	10 **	92 **	** **	.2 **	2 **	70 **	** **	.1 **	** **	** **	** **	** **	** **	6 **	** **	** **	3 **	14 **	** **	.1 **
WMTR-AM WI '98 4-Book	1 **	18 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WNEV-FM WI '98 4-Book	97 125	1583 1663	.5 .6	2.0 2.5	49 71	916 1190	.2 .4	2.0 2.7	18 56	167 244	.1 .3	.8 2.3	70 125	348 492	.3 .6	1.7 2.9	55 92	237 355	.3 .5	1.7 2.8
+WNSR-FM WI '98 4-Book	101 123	1539 1662	.5 .6	2.1 2.4	47 59	1105 986	.2 .3	1.9 2.2	34 41	174 174	.2 .2	1.6 1.7	79 115	381 417	.4 .6	1.9 2.7	61 75	307 307	.3 .4	1.9 2.3
WNWK-FM WI '98 4-Book	25 31	374 432	.1 .2	.5 .6	26 45	325 403	.1 .2	1.1 1.7	7 47	27 114	.3 .2	.3 1.9	12 71	12 147	.1 .4	.3 1.6	67 87	150 171	.3 .4	2.1 2.6
WOR -AM WI '98 4-Book	6 24	161 314		.1 .5	3 4	57 96		.1 .1	3 3	18 18		.1	1 4	11 18		.1	2 2	7 8		.1 .1
WPAT-FM WI '98 4-Book	136 138	1513 1360	.7 .7	2.8 2.7	125 121	1132 1049	.6 .6	5.1 4.6	91 119	255 302	.4 .6	4.2 5.0	185 175	458 444	.9 .8	4.6 4.1	181 122	388 286	.9 .6	5.7 3.7
WPLJ-FM WI '98 4-Book	214 230	2345 2636	1.1 1.2	4.4 4.6	84 94	1493 1521	.4 .5	3.4 3.5	71 83	266 332	.4 .4	3.3 3.5	184 180	660 644	.9 .9	4.5 4.2	124 129	520 497	.6 .6	3.9 3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	120	1115	.6	2.5	75	841	.4	3.1	104	227	.5	4.8	85	228	.4	2.1	45	138	.2	1.4
4-Book	95	1041	.5	1.9	53	665	.3	2.0	50	138	.2	2.2	69	205	.4	1.6	38	121	.2	1.2
WQEW-AM																				
WI '98	2	51			1	46							6	16		.1				
4-Book	4	59		.1	3	45		.1					12	29		.3	3	7		.1
WQHT-FM																				
WI '98	544	4544	2.7	11.3	285	3121	1.4	11.6	245	607	1.2	11.2	452	1349	2.2	11.1	481	1383	2.4	15.2
4-Book	564	4494	2.8	11.2	337	3137	1.7	12.7	213	605	1.1	9.0	526	1412	2.6	12.2	502	1283	2.5	15.2
WQXR-FM																				
WI '98	39	350	.2	.8	21	309	.1	.9	8	30		.4	40	117	.2	1.0	41	102	.2	1.3
4-Book	28	336	.2	.6	19	284	.1	.7	9	40		.4	28	74	.1	.7	26	65	.1	.8
WRKS-FM																				
WI '98	174	2055	.9	3.6	94	1037	.5	3.8	91	241	.4	4.2	106	227	.5	2.6	103	259	.5	3.3
4-Book	176	1903	.9	3.5	111	1191	.6	4.2	88	248	.4	3.7	155	393	.8	3.6	121	293	.6	3.8
WSKO-FM																				
WI '98	346	2312	1.7	7.2	229	1976	1.1	9.4	255	665	1.3	11.7	435	977	2.1	10.7	180	379	.9	5.7
4-Book	326	2138	1.6	6.5	203	1687	1.0	7.7	256	645	1.3	10.7	362	844	1.8	8.5	219	457	1.1	6.7
WWDJ-AM																				
WI '98	1	18				10			3	10		.1					1	10		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	12	29	.1	.2	12	46	.1	.5	9	12		.4	12	12	.1	.3	12	12	.1	.4
4-Book	8	72	.1	.1	9	89	.1	.4	11	22		.5	6	9		.1	6	9		.2
+WWVY-FM																				
WI '98	1	14				7			1	7										
4-Book	1	10				3				2				2						
+WWXY-FM																				
WI '98	38	198	.2	.8	18	172	.1	.7	22	73	.1	1.0	26	58	.1	.6	27	66	.1	.9
4-Book	31	240	.2	.6	23	163	.1	.9	18	69	.1	.8	29	74	.2	.7	33	66	.2	1.0
+WWZY-FM																				
WI '98	31	179	.2	.6	24	111	.1	1.0	25	48	.1	1.1	46	111	.2	1.1	20	50	.1	.6
4-Book	19	122	.1	.4	13	103	.1	.5	15	40	.1	.6	22	62	.1	.5	13	33	.1	.4
WXRK-FM																				
WI '98	790	5525	3.9	16.4	152	2037	.8	6.2	155	453	.8	7.1	278	797	1.4	6.8	165	622	.8	5.2
4-Book	701	5343	3.5	13.9	122	1931	.6	4.6	115	414	.6	4.9	237	826	1.2	5.6	155	572	.8	4.7
WXKW-FM																				
WI '98	21	406	.1	.4	4	109		.2	3	18		.1	11	54	.1	.3	13	72	.1	.4
4-Book	21	262	.1	.4	8	112		.3	8	26		.3	12	35	.1	.3	11	41	.1	.3
TOTALS																				
WI '98	4811	18769	23.7		2447	15868	12.1		2180	5602	10.8		4064	9050	20.1		3165	7780	15.6	
4-Book	5041	19033	24.8		2648	16058	13.0		2390	6227	11.7		4306	9624	21.2		3290	7886	16.2	

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	9	37	.4		2	19	.2		22	93	.1	.8	13	33	.1	.6	5	26		.4
4-Book	22	78	.1	.9	9	32	.1	.6	30	98	.1	1.0	39	103	.2	1.5	22	72	.1	1.3
WADO-AM																				
WI '98	20	25	.1	1.0	5	30	.4						3	11	.1					
4-Book	10	22	.1	.5	10	33	.7		10	22		.3	2	8	.1		3	8		.2
WALK-FM																				
WI '98	2	13	.1			7			4	34	.1		14	42	.1	.6	2	21		.1
4-Book	6	19		.3	3	13		.2	7	24		.2	8	23	.1	.4	2	13		.1
WAXQ-FM																				
WI '98	54	254	.3	2.6	33	143	.2	2.5	73	294	.4	2.5	43	142	.2	1.9	51	216	.3	3.6
4-Book	56	295	.3	2.5	35	134	.2	2.3	104	357	.5	3.3	70	240	.3	2.8	64	230	.3	3.9
WBAB-FM																				
WI '98	13	58	.1	.6	10	62	.8		32	129	.2	1.1	18	85	.1	.8	4	21		.3
4-Book	12	59	.1	.5	8	37	.5		25	89	.1	.8	18	79	.1	.8	7	46		.5
WHFM-FM																				
WI '98		7											3	13		.1				
4-Book		2											1	3			1	2		.1
WBRR-AM																				
WI '98	1	13			5	20	.4										1	16		.1
4-Book		3			8	21	.5		3	12		.1	1	7		.1		4		
WBLI-FM																				
WI '98	24	64	.1	1.2	8	35	.6		16	61	.1	.6	19	49	.1	.9	6	43		.4
4-Book	14	38	.1	.6	8	25	.5		13	63	.1	.5	16	52	.1	.7	4	22		.3
WBLS-FM																				
WI '98	155	412	.8	7.5	96	211	.5	7.4	78	204	.4	2.7	82	162	.4	3.7	97	275	.5	6.8
4-Book	107	331	.6	4.8	99	238	.5	6.7	120	316	.6	3.8	88	202	.4	3.6	69	200	.3	4.4
WBZO-FM																				
WI '98	3	14	.1			8			9	20		.3	8	20		.4	14	33	.1	1.0
4-Book	3	8		.1	2	8		.2	13	30	.1	.4	7	16		.3	4	10		.3
WCBS-AM																				
WI '98	5	55	.2		7	36	.5		12	45	.1	.4	3	15		.1	1	15		.1
4-Book	9	70		.4	22	102	.1	1.4	19	105	.1	.6	9	41	.1	.3	7	57		.4
WCBS-FM																				
WI '98	23	107	.1	1.1	7	44	.5		15	87	.1	.5	13	43	.1	.6	9	34		.6
4-Book	45	143	.2	2.0	35	113	.2	2.3	77	223	.4	2.4	42	117	.2	1.7	23	91	.1	1.4
+WDRE-FM																				
WI '98	4	7	.2						1	6			2	6		.1	3	7		.2
4-Book	1	4		.1					3	11		.1	2	6		.1	2	5		.1
WLIR-FM																				
WI '98	10	56	.5		12	44	.1	.9	14	83	.1	.5	13	112	.1	.6	2	14		.1
4-Book	29	103	.2	1.3	12	51	.1	.8	31	125	.2	1.0	25	125	.1	1.0	9	58	.1	.6
WFAN-AM																				
WI '98	39	148	.2	1.9	38	157	.2	2.9	105	346	.5	3.6	85	244	.4	3.8	49	213	.2	3.4
4-Book	38	169	.2	1.7	66	242	.3	4.3	135	469	.7	4.3	109	365	.5	4.4	56	222	.3	3.5
WFAS-FM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98					6	27	.5		10	30		.3	2	12		.1				
4-Book	7	29		.3	19	43	.1	1.2	12	33	.1	.4	4	23		.2	7	27		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	**	**	**	**	*	1	2		1	2			*				**	**	**	**
WHTZ-FM WI '98 4-Book	121 117	574 549	.6 .6	5.9 5.3	66 82	266 335	.3 .4	5.1 5.4	250 204	908 837	1.2 1.0	8.6 6.6	158 164	635 639	.8 .8	7.1 6.7	73 97	294 415	.4 .5	5.1 5.9
WHUD-FM WI '98 4-Book	1	5			2	8		.1		4							1	8		.1
WINS-AM WI '98 4-Book	6 17	47 87	.1 .1	.3 .7	34 52	157 207	.2 .3	2.6 3.5	19 33	149 165	.1 .2	.7 1.1	10 23	59 93	.5 .1	.9	16 15	93 83	.1 .1	1.1 .9
WKJY-FM WI '98 4-Book	6	7 19		.3	1 5	7 12		.1 .3	3 6	19 22		.1 .2	3 4	5 13		.1 .2	2 3	16 19		.1 .2
WKTU-FM WI '98 4-Book	192 242	876 828	.9 1.2	9.3 10.8	61 84	209 294	.3 .4	4.7 5.6	266 255	835 814	1.3 1.2	9.2 8.3	198 206	602 621	1.0 1.0	8.9 8.4	97 130	422 491	.5 .6	6.8 8.0
WLIB-AM WI '98 4-Book	**	**	**	**	* 4 10	12 15		.3 .6	31 21	46 48	.2 .1	1.1 .7	* 9 10	23 31		.4 .4	**	**	**	**
WLTW-FM WI '98 4-Book	80 87	300 285	.4 .4	3.9 3.9	68 64	249 194	.3 .3	5.2 4.3	99 118	369 356	.5 .6	3.4 3.8	94 87	306 262	.5 .4	4.2 3.5	61 81	241 275	.3 .4	4.3 5.0
WMCA-AM WI '98 4-Book	8	26		.4	13 17	13 26	.1 .1	1.0 1.2	13 10	13 22	.1 .1	.4 .3	10 8	34 22		.5 .3	1 6	11 20	.1 .1	.1 .4
WMJC-FM WI '98 4-Book	1 **	7 **	**	**	3 **	14 **	**	.2 **	5 **	42 **	**	.2 **	3 **	21 **	**	.1 **	1 **	7 **	**	.1 **
WMTR-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM WI '98 4-Book	37 46	195 201	.2 .2	1.8 2.0	23 34	74 109	.1 .2	1.8 2.2	72 89	299 359	.4 .5	2.5 2.8	73 84	204 298	.4 .4	3.3 3.5	38 38	125 157	.2 .2	2.7 2.4
+WNSR-FM WI '98 4-Book	25 31	184 183	.1 .2	1.2 1.4	17 25	92 92	.1 .1	1.3 1.6	52 68	214 268	.3 .4	1.8 2.2	59 59	220 238	.3 .3	2.7 2.4	42 52	179 196	.2 .3	2.9 3.2
WNWK-FM WI '98 4-Book	37 69	101 166	.2 .3	1.8 3.0	9 9	17 31	.7 .1	.7 .6	13 22	54 50	.1 .1	.4 .7	49 30	112 69	.2 .1	2.2 1.3	18 24	59 63	.1 .1	1.3 1.5
WOR -AM WI '98 4-Book	6 5	24 22		.3 .2	1	6		.1	6 7	15 21		.2 .2	5 1	7 2		.2 .1	1	13		.1
WPAT-FM WI '98 4-Book	115 93	298 245	.6 .5	5.6 4.2	47 77	117 221	.2 .4	3.6 5.1	162 167	398 377	.8 .8	5.6 5.4	103 108	230 233	.5 .5	4.6 4.4	104 92	288 233	.5 .5	7.3 5.7
WPLJ-FM WI '98 4-Book	62 50	365 256	.3 .3	3.0 2.2	34 42	172 187	.2 .2	2.6 2.8	99 119	425 507	.5 .6	3.4 3.8	53 106	216 401	.3 .5	2.4 4.2	35 40	205 227	.2 .2	2.5 2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM WI '98 4-Book	34 36	123 126	.2 .2	1.6 1.6	50 38	98 107	.2 .2	3.9 2.6	127 90	338 258	.6 .4	4.4 2.9	131 68	251 161	.6 .3	5.9 2.8	28 33	94 112	.1 .2	2.0 2.1
WQEW-AM WI '98 4-Book	2	4		.1	1	7		.1	3	14 11			3	16 8		.1				
WQHT-FM WI '98 4-Book	356 407	1061 1114	1.8 2.0	17.2 18.1	94 112	218 322	.5 .6	7.2 7.4	207 282	679 798	1.0 1.4	7.1 9.1	249 367	713 908	1.2 1.8	11.2 14.7	180 253	554 736	.9 1.3	12.6 15.5
WQXR-FM WI '98 4-Book	6 10	51 48		.3 .5	8 8	35 35		.6 .6	35 33	101 99	.2 .2	1.2 1.1	19 15	62 49	.1 .1	.9 .7	11 18	29 59	.1 .1	.8 1.1
WRKS-FM WI '98 4-Book	110 116	275 299	.5 .6	5.3 5.1	92 98	254 266	.5 .5	7.1 6.6	105 113	294 331	.5 .6	3.6 3.6	54 101	161 260	.3 .5	2.4 4.1	82 88	197 249	.4 .5	5.7 5.5
WSKQ-FM WI '98 4-Book	139 161	388 427	.7 .8	6.7 7.2	214 158	507 363	1.1 .8	16.5 10.8	310 238	708 541	1.5 1.2	10.7 7.7	191 136	443 341	.9 .7	8.6 5.6	94 83	305 263	.5 .4	6.6 5.2
WVDJ-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM WI '98 4-Book	10 5	12 8		.5 .2	20 16	46 45	.1 .1	1.5 1.1	12 12	12 36	.1 .1	.4 .4	12 8	12 18	.1 .1	.5 .3	10 10	12 21		.7 .6
+WVVY-FM WI '98 4-Book					1	7 2		.1					2 1	7 2		.1				
+WVXY-FM WI '98 4-Book	10 17	39 46	.1	.5 .8	11	7 37	.1	.6	12 32	50 74	.1 .2	.4 1.0	31 29	93 70	.2 .2	1.4 1.2	15 15	55 38	.1 .1	1.1 1.0
+WVZY-FM WI '98 4-Book	9 4	29 26		.4 .2	15 7	15 20	.1	1.2 .5	45 20	64 42	.2 .1	1.6 .7	27 14	64 36	.1 .1	1.2 .6	6 8	32 28		.4 .5
WXRK-FM WI '98 4-Book	152 94	505 408	.8 .5	7.4 4.3	75 54	260 191	.4 .3	5.8 3.8	192 131	632 519	.9 .7	6.6 4.3	106 107	372 415	.5 .5	4.8 4.3	73 70	307 313	.4 .4	5.1 4.3
WXXW-FM WI '98 4-Book	1 7	14 23		.3	2 2	18 11		.2 .1		14 38		.4	6	23	.1	.3	3	11		.2
TOTALS WI '98 4-Book	2067 2250	5826 6117	10.2 11.1		1297 1501	3518 4113	6.4 7.4		2899 3118	7266 7588	14.3 15.3		2220 2473	5295 5815	11.0 12.2		1427 1617	4238 4627	7.0 7.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	122	2234	.3	1.7	113	742	.3	1.0	257	1253	.6	2.7	184	1083	.5	2.1	40	554	.1	1.0
FA '97	148	2526	.4	1.9	103	793	.3	.9	277	1332	.7	2.7	222	1053	.6	2.4	114	913	.3	2.8
SU '97	126	3015	.3	1.7	92	638	.2	.8	181	1116	.5	1.8	103	961	.3	1.2	168	1319	.4	3.9
SP '97	120	2682	.3	1.5	72	511	.2	.6	223	1346	.6	2.1	149	931	.4	1.6	100	1040	.3	2.3
4-Book	129	2614	.3	1.7	95	671	.3	.8	235	1262	.6	2.3	165	1007	.5	1.8	106	957	.3	2.5
WI '97	120	2192	.3	1.5	125	836	.3	1.1	252	1305	.6	2.3	145	932	.4	1.5	61	574	.2	1.5
WADO-AM																				
WI '98	92	1269	.2	1.3	202	890	.5	1.8	123	537	.3	1.3	101	381	.3	1.1	39	194	.1	1.0
FA '97	68	996	.2	.9	138	617	.3	1.2	110	653	.3	1.1	81	412	.2	.9	20	174	.1	.5
SU '97	67	893	.2	.9	139	528	.3	1.3	102	514	.3	1.0	72	323	.2	.8	27	150	.1	.6
SP '97	89	1260	.2	1.1	190	737	.5	1.7	167	727	.4	1.6	88	402	.2	1.0	8	113	.2	.2
4-Book	79	1105	.2	1.1	167	693	.4	1.5	126	608	.3	1.3	86	380	.2	1.0	24	158	.1	.6
WI '97	96	1154	.2	1.2	236	861	.6	2.0	135	581	.3	1.2	80	417	.2	.8	21	213	.1	.5
WALK-FM																				
WI '98	31	673	.1	.4	53	389	.1	.5	51	253	.1	.5	41	282	.1	.5	14	168		.3
FA '97	55	777	.1	.7	78	389	.2	.7	103	427	.3	1.0	64	396	.2	.7	8	177		.2
SU '97	51	666	.1	.7	82	372	.2	.7	92	305	.2	.9	60	322	.2	.7	14	153		.3
SP '97	60	860	.2	.8	80	460	.2	.7	100	386	.3	.9	73	501	.2	.8	24	219	.1	.6
4-Book	49	744	.1	.7	73	403	.2	.7	87	343	.2	.8	60	375	.2	.7	15	179		.4
WI '97	57	784	.1	.7	77	456	.2	.7	98	379	.2	.9	70	397	.2	.7	18	206		.4
WAXQ-FM																				
WI '98	226	4454	.6	3.1	184	1446	.5	1.7	331	2100	.8	3.4	356	2542	.9	4.0	125	1468	.3	3.1
FA '97	206	4470	.5	2.7	246	1599	.6	2.2	299	2300	.8	2.9	267	2583	.7	2.9	103	1424	.3	2.5
SU '97	310	5315	.8	4.1	299	1834	.8	2.7	487	2786	1.2	4.8	434	3189	1.1	4.9	156	1794	.4	3.6
SP '97	315	4785	.8	4.0	390	2227	1.0	3.4	491	2584	1.2	4.6	416	3062	1.0	4.5	133	1840	.3	3.1
4-Book	264	4756	.7	3.5	280	1777	.7	2.5	402	2443	1.0	3.9	368	2844	.9	4.1	129	1632	.3	3.1
WI '97	327	5189	.8	4.1	335	2436	.8	2.9	559	2684	1.4	5.1	457	3347	1.1	4.8	135	1598	.3	3.3
WBAB-FM																				
WI '98	70	1121	.2	1.0	84	425	.2	.8	130	638	.3	1.3	83	660	.2	.9	24	304	.1	.6
FA '97	83	1360	.2	1.1	112	660	.3	1.0	138	692	.3	1.3	110	739	.3	1.2	44	408	.1	1.1
SU '97	75	1185	.2	1.0	107	581	.3	1.0	129	582	.3	1.3	97	652	.2	1.1	19	285		.4
SP '97	57	1026	.1	.7	55	481	.1	.5	90	547	.2	.8	88	627	.2	1.0	30	276	.1	.7
4-Book	71	1173	.2	1.0	90	537	.2	.8	122	615	.3	1.2	95	670	.2	1.1	29	318	.1	.7
WI '97	79	1141	.2	1.0	83	554	.2	.7	134	635	.3	1.2	96	689	.2	1.0	44	425	.1	1.1
WHFM-FM																				
WI '98		20								13				7						7
FA '97		6				6			1	6				6						
SU '97	2	55			2	20			4	41			2	13						6
SP '97		17			1	9				8										
4-Book	1	25			1	9			1	17			1	7						3
WI '97		30			1	15			1	23										15
WBBR-AM																				
WI '98	33	918	.1	.4	85	570	.2	.8	43	390	.1	.4	40	513	.1	.5	12	237		.3
FA '97	36	1003	.1	.5	94	627	.2	.8	45	370	.1	.4	37	489	.1	.4	12	229		.3
SU '97	30	824	.1	.4	59	521	.1	.5	45	326	.1	.4	44	410	.1	.5	9	122		.2
SP '97	25	813	.1	.3	46	522	.1	.4	43	300	.1	.4	32	328	.1	.3	10	203		.2
4-Book	31	890	.1	.4	71	560	.2	.6	44	347	.1	.4	38	435	.1	.4	11	198		.3
WI '97	34	912	.1	.4	72	531	.2	.6	41	344	.1	.4	42	422	.1	.4	11	182		.3
WBLI-FM																				
WI '98	47	882	.1	.6	53	374	.1	.5	66	406	.2	.7	73	497	.2	.8	21	199	.1	.5
FA '97	68	876	.2	.9	84	430	.2	.7	128	543	.3	1.2	77	413	.2	.8	28	261	.1	.7
SU '97	47	833	.1	.6	53	340	.1	.5	81	432	.2	.8	63	455	.2	.7	22	210	.1	.5
SP '97	50	705	.1	.6	65	369	.2	.6	80	316	.2	.8	71	434	.2	.8	25	172	.1	.6
4-Book	53	824	.1	.7	64	378	.2	.6	89	424	.2	.9	71	450	.2	.8	24	211	.1	.6
WI '97	34	635	.1	.4	39	302	.1	.3	52	330	.1	.5	48	357	.1	.5	12	186		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	206	3793	.5	2.8	204	1456	.5	1.8	232	1609	.6	2.4	226	1592	.6	2.6	181	1541	.5	4.5
FA '97	200	3766	.5	2.6	204	1331	.5	1.8	239	1684	.6	2.3	220	1708	.6	2.4	150	1397	.4	3.6
SU '97	206	3712	.5	2.7	226	1382	.6	2.1	224	1590	.6	2.2	205	1793	.5	2.3	185	1424	.5	4.3
SP '97	239	3901	.6	3.1	309	1775	.8	2.7	295	1682	.7	2.8	223	1717	.6	2.4	172	1418	.4	4.0
4-Book	213	3793	.5	2.8	236	1486	.6	2.1	248	1641	.6	2.4	219	1703	.6	2.4	172	1445	.5	4.1
WI '97	272	3909	.7	3.4	302	1654	.8	2.6	376	1886	.9	3.4	317	1892	.8	3.3	175	1379	.4	4.2
WBZO-FM																				
WI '98	29	642	.1	.4	40	267	.1	.4	53	224	.1	.5	28	262	.1	.3	7	170		.2
FA '97	46	706	.1	.6	41	310	.1	.4	73	349	.2	.7	68	443	.2	.7	12	194		.3
SU '97	22	430	.1	.3	21	177	.1	.2	36	207	.1	.4	23	201	.1	.3	4	92		.1
SP '97	35	578	.1	.4	43	272	.1	.4	62	292	.2	.6	37	297	.1	.4	17	155		.4
4-Book	33	589	.1	.4	36	257	.1	.4	56	268	.2	.6	39	301	.1	.4	10	153		.3
WI '97	42	574	.1	.5	42	241	.1	.4	68	278	.2	.6	53	344	.1	.6	21	210	.1	.5
WCBS-AM																				
WI '98	127	3704	.3	1.7	323	2474	.8	2.9	105	1140	.3	1.1	145	1702	.4	1.6	57	1065	.1	1.4
FA '97	152	4075	.4	2.0	321	2590	.8	2.8	152	1585	.4	1.5	168	1955	.4	1.8	74	1071	.2	1.8
SU '97	152	4381	.4	2.0	377	2995	.9	3.4	144	1430	.4	1.4	183	1813	.5	2.1	59	944	.1	1.4
SP '97	134	3684	.3	1.7	363	2558	.9	3.2	100	1057	.3	.9	145	1656	.4	1.6	64	1009	.2	1.5
4-Book	141	3961	.4	1.9	346	2654	.9	3.1	125	1303	.4	1.2	160	1782	.4	1.8	64	1022	.2	1.5
WI '97	148	4126	.4	1.9	385	2703	1.0	3.3	94	1476	.2	.9	141	1795	.4	1.5	71	1119	.2	1.7
WCBS-FM																				
WI '98	279	4175	.7	3.8	349	1923	.9	3.1	455	1979	1.1	4.7	349	2183	.9	4.0	101	1194	.3	2.5
FA '97	337	4658	.8	4.4	367	2277	.9	3.2	582	2470	1.5	5.7	408	2394	1.0	4.4	137	1415	.3	3.3
SU '97	357	5058	.9	4.7	403	2278	1.0	3.7	595	2549	1.5	5.9	393	2415	1.0	4.4	128	1357	.3	3.0
SP '97	383	4774	1.0	4.9	507	2366	1.3	4.4	604	2393	1.5	5.7	462	2443	1.2	5.0	197	1475	.5	4.6
4-Book	339	4666	.9	4.5	407	2211	1.0	3.6	559	2348	1.4	5.5	403	2359	1.0	4.5	141	1360	.4	3.4
WI '97	352	5039	.9	4.4	433	2392	1.1	3.7	580	2249	1.5	5.3	430	2440	1.1	4.5	175	1436	.4	4.2
+WDRE-FM																				
WI '98	4	105		.1	2	27			5	43		.1	6	66		.1	2	42		
FA '97	1	79			1	21			2	38			1	26				8		
SU '97	3	164			1	20			2	53			4	43			2	54		
SP '97	3	90			4	41			3	34			3	48			1	15		
4-Book	3	110			2	27			3	42			4	46			1	30		
WI '97	2	81			1	22			2	37			2	36			2	22		
WLIR-FM																				
WI '98	31	1165	.1	.4	35	295	.1	.3	44	454	.1	.5	34	538	.1	.4	17	328		.4
FA '97	34	1333	.1	.4	36	399	.1	.3	39	439	.1	.4	53	674	.1	.6	24	487	.1	.6
SU '97	66	1683	.2	.9	48	612	.1	.4	85	671	.2	.8	68	914	.2	.8	43	705	.1	1.0
SP '97	50	1160	.1	.6	67	388	.2	.6	71	506	.2	.7	65	574	.2	.7	18	366		.4
4-Book	45	1335	.1	.6	47	424	.1	.4	60	518	.2	.6	55	675	.2	.6	26	472	.1	.6
WI '97	33	1036	.1	.4	26	301	.1	.2	63	412	.2	.6	48	486	.1	.5	16	292		.4
WFAN-AM																				
WI '98	295	5358	.7	4.0	446	2199	1.1	4.0	369	2342	.9	3.8	457	2832	1.1	5.2	174	1746	.4	4.3
FA '97	385	6141	1.0	5.0	472	2489	1.2	4.1	553	2750	1.4	5.4	636	3565	1.6	6.9	161	1924	.4	3.9
SU '97	361	5878	.9	4.7	492	2540	1.2	4.5	495	2939	1.2	4.9	550	3296	1.4	6.2	186	1962	.5	4.3
SP '97	336	5467	.8	4.3	454	2398	1.1	4.0	516	2743	1.3	4.9	499	3270	1.3	5.4	163	1958	.4	3.8
4-Book	344	5711	.9	4.5	466	2407	1.2	4.2	483	2694	1.2	4.8	536	3241	1.4	5.9	171	1898	.4	4.1
WI '97	348	5095	.9	4.4	491	2168	1.2	4.2	550	2470	1.4	5.0	591	3161	1.5	6.2	121	1419	.3	2.9
WFAS-FM																				
WI '98	23	342	.1	.3	33	213	.1	.3	48	157	.1	.5	25	132	.1	.3	9	139		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	19	328	.3	36	185	.1	.3	22	152	.1	.2	8	69	.1		13	139		.3	
FA '97	27	431	.1	.4	39	203	.1	.3	27	127	.1	.3	9	79	.1		30	185	.1	.7
SU '97	23	502	.1	.3	41	246	.1	.4	16	100	.2	.2	15	139	.2		18	128		.4
SP '97	22	542	.1	.3	31	195	.1	.3	12	129	.1	.1	15	150	.2		17	155		.4
4-Book	23	451	.1	.3	37	207	.1	.3	19	127	.1	.2	12	109	.2		20	152		.5
WI '97	14	431	.2		28	150	.1	.2	9	133	.1		9	102	.1		6	128		.1
WHLI-AM																				
WI '98	*	18		*					18			*	3							
FA '97	8	72	.1		8	40	.1		11	32	.1		11	25	.1		**	**	**	**
SU '97	1	51			1	11			1	15			1	11			**	**	**	**
SP '97	3	45			6	15	.1		3	39			1	30			**	**	**	**
4-Book	3	47			4	17	.1		4	26			3	17			**	**	**	**
WI '97	8	29	.1		6	22	.1		14	20	.1		9	14	.1		**	**	**	**
WHTZ-FM																				
WI '98	294	6358	.7	4.0	355	2471	.9	3.2	386	2628	1.0	4.0	384	3239	1.0	4.4	192	2422	.5	4.8
FA '97	276	6153	.7	3.6	330	2532	.8	2.9	395	2708	1.0	3.8	332	3040	.8	3.6	175	2012	.4	4.2
SU '97	321	7153	.8	4.2	456	3064	1.1	4.1	407	3226	1.0	4.0	377	3587	.9	4.2	198	2617	.5	4.6
SP '97	272	6061	.7	3.5	354	2693	.9	3.1	334	2625	.8	3.1	327	2943	.8	3.5	196	2289	.5	4.6
4-Book	291	6431	.7	3.8	374	2690	.9	3.3	381	2797	1.0	3.7	355	3202	.9	3.9	190	2335	.5	4.6
WI '97	245	5718	.6	3.1	308	2190	.8	2.7	322	2595	.8	2.9	302	3061	.8	3.2	158	1990	.4	3.8
WHUD-FM																				
WI '98	22	484	.1	.3	33	237	.1	.3	6	122	.1		24	247	.1	.3	27	201	.1	.7
FA '97	11	253	.1		23	136	.1	.2	11	63	.1		16	92	.2		5	27		.1
SU '97	18	398	.2		35	190	.1	.3	23	120	.1	.2	8	94	.1		8	162		.2
SP '97	15	465	.2		20	152	.1	.2	17	106	.2		17	201	.2		6	146		.1
4-Book	17	400	.2		28	179	.1	.3	14	103	.2		16	159	.2		12	134		.3
WI '97	26	617	.1	.3	50	288	.1	.4	31	217	.1	.3	42	401	.1	.4	5	105		.1
WINS-AM																				
WI '98	172	5266	.4	2.3	445	3353	1.1	4.0	146	1535	.4	1.5	199	2032	.5	2.3	83	1252	.2	2.1
FA '97	182	5787	.5	2.4	512	3974	1.3	4.5	152	1911	.4	1.5	187	1988	.5	2.0	67	1209	.2	1.6
SU '97	187	5655	.5	2.5	545	3834	1.4	5.0	147	1533	.4	1.4	177	1819	.4	2.0	83	1092	.2	1.9
SP '97	191	5268	.5	2.4	499	3533	1.3	4.4	184	1587	.5	1.7	164	1769	.4	1.8	76	1049	.2	1.8
4-Book	183	5494	.5	2.4	500	3674	1.3	4.5	157	1642	.4	1.5	182	1902	.5	2.0	77	1151	.2	1.9
WI '97	197	5782	.5	2.5	480	3886	1.2	4.1	209	1721	.5	1.9	196	1982	.5	2.1	68	1127	.2	1.6
WKJY-FM																				
WI '98	29	414	.1	.4	41	161	.1	.4	58	170	.1	.6	36	233	.1	.4	10	114		.2
FA '97	28	482	.1	.4	25	192	.1	.2	50	225	.1	.5	39	284	.1	.4	12	129		.3
SU '97	30	525	.1	.4	32	219	.1	.3	63	298	.2	.6	35	255	.1	.4	7	93		.2
SP '97	20	404	.1	.3	20	140	.1	.2	36	202	.1	.3	26	189	.1	.3	13	129		.3
4-Book	27	456	.1	.4	30	178	.1	.3	52	224	.1	.5	34	240	.1	.4	11	116		.3
WI '97	24	407	.1	.3	29	160	.1	.3	45	190	.1	.4	33	214	.1	.3	7	98		.2
WKTU-FM																				
WI '98	354	6657	.9	4.8	282	2538	.7	2.5	474	3218	1.2	4.9	509	3719	1.3	5.8	271	2566	.7	6.7
FA '97	402	6674	1.0	5.2	365	2264	.9	3.2	549	3278	1.4	5.3	529	3793	1.3	5.8	307	2865	.8	7.4
SU '97	424	7677	1.1	5.6	431	3142	1.1	3.9	548	3410	1.4	5.4	558	4229	1.4	6.3	301	3191	.8	7.0
SP '97	448	7197	1.1	5.7	455	2762	1.1	4.0	677	3770	1.7	6.4	552	3932	1.4	6.0	248	2780	.6	5.8
4-Book	407	7051	1.0	5.3	383	2677	1.0	3.4	562	3419	1.4	5.5	537	3918	1.4	6.0	282	2851	.7	6.7
WI '97	470	7175	1.2	5.9	516	3393	1.3	4.5	658	3453	1.7	6.0	583	3847	1.5	6.1	326	2889	.8	7.9
WL1B-AM																				
WI '98	*	92	.2	1.3	* 85	305	.2	.8	93	356	.2	1.0	* 97	309	.2	1.1	**	**	**	**
FA '97	98	868	.2	1.3	68	259	.2	.6	112	418	.3	1.1	82	318	.2	.9	**	**	**	**
SU '97	123	941	.3	1.6	115	433	.3	1.0	130	400	.3	1.3	117	492	.3	1.3	**	**	**	**
SP '97	83	1099	.2	1.1	106	544	.3	.9	81	622	.2	.8	81	460	.2	.9	**	**	**	**
4-Book	99	911	.2	1.3	94	385	.3	.8	104	449	.3	1.1	94	395	.2	1.1	**	**	**	**
WI '97	97	798	.2	1.2	99	333	.2	.9	85	358	.2	.8	53	172	.1	.6	**	**	**	**

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	344	5357	.9	4.7	333	2097	.8	3.0	582	2559	1.5	6.0	448	2682	1.1	5.1	163	1660	.4	4.0
FA '97	362	5105	.9	4.7	448	2341	1.1	3.9	557	2390	1.4	5.4	458	2784	1.2	5.0	227	1964	.6	5.5
SU '97	359	5227	.9	4.7	384	2490	1.0	3.5	649	2538	1.6	6.4	484	2729	1.2	5.4	185	1835	.5	4.3
SP '97	405	5209	1.0	5.2	434	2642	1.1	3.8	757	2444	1.9	7.1	548	2710	1.4	5.9	172	1734	.4	4.0
4-Book	368	5225	.9	4.8	400	2393	1.0	3.6	636	2483	1.6	6.2	485	2726	1.2	5.4	187	1798	.5	4.5
WI '97	323	4749	.8	4.0	410	2205	1.0	3.5	523	1991	1.3	4.7	401	2458	1.0	4.2	166	1778	.4	4.0
WMCA-AM																				
WI '98	22	315	.1	.3	47	124	.1	.4	27	139	.1	.3	14	55		.2	12	96		.3
FA '97	11	367		.1	16	121		.1	5	46			24	125	.1	.3	12	134		.3
SU '97	18	324		.2	31	128	.1	.3	28	92	.1	.3	12	73		.1	13	120		.3
SP '97	24	345	.1	.3	47	219	.1	.4	34	129	.1	.3	19	123		.2	9	107		.2
4-Book	19	338	.1	.2	35	148	.1	.3	24	102	.1	.2	17	94		.2	12	114		.3
WI '97	15	320		.2	33	149	.1	.3	23	75	.1	.2	13	149		.1	9	107		.2
WMJC-FM																				
WI '98	20	217	.1	.3	26	98	.1	.2	25	143	.1	.3	29	136	.1	.3	8	71		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	20	218	.1	.3	27	143	.1	.2	28	116	.1	.3	24	163	.1	.3	9	116		.2
SP '97	21	279	.1	.3	25	139	.1	.2	29	149	.1	.3	19	126		.2	11	112		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNTR-AM																				
WI '98	1	59			3	18												41		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	5	56		.1	4	28			15	30		.1	7	30		.1		7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	71		.1	16	71		.1	1	37			2	34						
WNEV-FM																				
WI '98	216	4522	.5	2.9	241	1668	.6	2.2	348	1982	.9	3.6	294	2520	.7	3.3	119	1432	.3	2.9
FA '97	266	5085	.7	3.5	328	1909	.8	2.9	474	2375	1.2	4.6	347	2514	.9	3.8	71	1207	.2	1.7
SU '97	279	5052	.7	3.7	336	1830	.8	3.1	445	2265	1.1	4.4	341	2834	.9	3.8	117	1757	.3	2.7
SP '97	238	4426	.6	3.0	279	1782	.7	2.4	375	2164	.9	3.5	324	2580	.8	3.5	88	1471	.2	2.1
4-Book	250	4771	.6	3.3	296	1797	.7	2.7	411	2197	1.0	4.0	327	2612	.8	3.6	99	1467	.3	2.4
WI '97	332	5181	.8	4.2	389	2204	1.0	3.4	637	2865	1.6	5.8	423	3035	1.1	4.4	101	1597	.3	2.4
+WNJR-FM																				
WI '98	154	3429	.4	2.1	182	1386	.5	1.6	266	1308	.7	2.8	203	1533	.5	2.3	50	1045	.1	1.2
FA '97	133	3223	.3	1.7	119	991	.3	1.0	212	1511	.5	2.1	207	1562	.5	2.3	54	1005	.1	1.3
SU '97	173	3867	.4	2.3	128	1098	.3	1.2	275	1613	.7	2.7	255	1923	.6	2.9	103	1225	.3	2.4
SP '97	148	3233	.4	1.9	98	1077	.2	.9	238	1381	.6	2.2	261	1858	.7	2.8	77	1191	.2	1.8
4-Book	152	3438	.4	2.0	132	1138	.3	1.2	248	1453	.6	2.5	232	1719	.6	2.6	71	1117	.2	1.7
WI '97	144	3189	.4	1.8	133	1148	.3	1.1	221	1252	.6	2.0	187	1603	.5	2.0	64	929	.2	1.6
WNWK-FM																				
WI '98	64	1149	.2	.9	17	142		.2	25	188	.1	.3	76	469	.2	.9	84	444	.2	2.1
FA '97	80	1309	.2	1.0	12	148		.1	37	273	.1	.4	104	469	.3	1.1	113	560	.3	2.7
SU '97	69	1187	.2	.9	32	268	.1	.3	57	323	.1	.6	67	462	.2	.8	98	516	.2	2.3
SP '97	80	1450	.2	1.0	37	333	.1	.3	47	397	.1	.4	83	479	.2	.9	103	746	.3	2.4
4-Book	73	1274	.2	1.0	25	223	.1	.2	42	295	.1	.4	83	470	.2	.9	100	567	.3	2.4
WI '97	77	1347	.2	1.0	33	270	.1	.3	51	367	.1	.5	65	458	.2	.7	91	584	.2	2.2
WOR -AM																				
WI '98	39	1236	.1	.5	37	288	.1	.3	41	335	.1	.4	116	654	.3	1.3	10	253		.2
FA '97	71	1399	.2	.9	60	492	.2	.5	49	351	.1	.5	200	802	.5	2.2	62	564	.2	1.5
SU '97	65	1404	.2	.9	54	385	.1	.5	55	429	.1	.5	209	731	.5	2.3	33	273	.1	.8
SP '97	59	1239	.1	.8	46	286	.1	.4	31	302	.1	.3	210	767	.5	2.3	38	417	.1	.9
4-Book	59	1320	.2	.8	49	363	.1	.4	44	354	.1	.4	184	739	.5	2.0	36	377	.1	.9
WI '97	70	1317	.2	.9	59	435	.1	.5	65	407	.2	.6	214	745	.5	2.2	31	394	.1	.8

Target Listener Trends - Men 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPAT-FM																				
WI '98	238	3174	.6	3.2	219	1522	.6	2.0	276	1513	.7	2.9	244	1637	.6	2.8	183	1238	.5	4.5
FA '97	221	3062	.6	2.9	248	1401	.6	2.2	252	1413	.6	2.5	182	1299	.5	2.0	184	1380	.5	4.4
SU '97	219	2855	.5	2.9	213	1416	.5	1.9	284	1522	.7	2.8	237	1539	.6	2.7	166	1195	.4	3.8
SP '97	258	3030	.6	3.3	271	1502	.7	2.4	310	1467	.8	2.9	308	1744	.8	3.3	187	1196	.5	4.4
4-Book	234	3030	.6	3.1	238	1460	.6	2.1	281	1479	.7	2.8	243	1555	.6	2.7	180	1252	.5	4.3
WI '97	278	3178	.7	3.5	281	1632	.7	2.4	376	1729	.9	3.4	316	1669	.8	3.3	181	1252	.5	4.4
WPLJ-FM																				
WI '98	252	5028	.6	3.4	374	2270	.9	3.4	327	1708	.8	3.4	409	2787	1.0	4.6	98	1614	.2	2.4
FA '97	281	5045	.7	3.7	424	2313	1.1	3.7	354	1998	.9	3.4	480	3044	1.2	5.2	118	1605	.3	2.9
SU '97	283	5644	.7	3.7	418	2717	1.0	3.8	386	2466	1.0	3.8	425	3131	1.1	4.8	114	1789	.3	2.6
SP '97	261	5037	.7	3.3	414	2391	1.0	3.6	326	1779	.8	3.1	461	2905	1.2	5.0	81	1184	.2	1.9
4-Book	269	5189	.7	3.5	408	2423	1.0	3.6	348	1988	.9	3.4	444	2967	1.1	4.9	103	1548	.3	2.5
WI '97	316	5588	.8	4.0	534	2595	1.3	4.6	446	2318	1.1	4.0	476	3399	1.2	5.0	98	1595	.2	2.4
WQCD-FM																				
WI '98	270	4304	.7	3.7	287	1795	.7	2.6	368	1894	.9	3.8	321	2061	.8	3.6	191	1766	.5	4.7
FA '97	191	3480	.5	2.5	199	1382	.5	1.7	263	1594	.7	2.6	231	1797	.6	2.5	126	1460	.3	3.0
SU '97	230	3740	.6	3.0	252	1568	.6	2.3	376	1801	.9	3.7	268	1953	.7	3.0	150	1558	.4	3.5
SP '97	276	4436	.7	3.5	286	1844	.7	2.5	387	2020	1.0	3.6	318	2274	.8	3.4	195	1657	.5	4.6
4-Book	242	3990	.6	3.2	256	1647	.6	2.3	349	1827	.9	3.4	285	2021	.7	3.1	166	1610	.4	4.0
WI '97	310	4383	.8	3.9	309	1971	.8	2.7	506	2263	1.3	4.6	348	2299	.9	3.6	217	1954	.5	5.3
WQEW-AM																				
WI '98	16	369	.2		17	94	.2		28	160	.1	.3	23	180	.1	.3	10	88	.2	
FA '97	17	385	.2		42	117	.1	.4	16	103		.2	14	133		.2	5	137		.1
SU '97	11	319	.1		9	66		.1	6	62		.1	13	126		.1	7	45		.2
SP '97	31	366	.1	.4	42	128	.1	.4	42	139	.1	.4	43	141	.1	.5	16	159		.4
4-Book	19	360	.2		28	101	.1	.3	23	116	.1	.3	23	145	.1	.3	10	107		.2
WI '97	27	402	.1	.3	41	281	.1	.4	39	158	.1	.4	31	165	.1	.3	6	85		.1
WQHT-FM																				
WI '98	505	6510	1.3	6.9	551	3199	1.4	5.0	682	3688	1.7	7.1	619	3992	1.6	7.0	442	3194	1.1	10.9
FA '97	546	6489	1.4	7.1	715	3480	1.8	6.3	686	3755	1.7	6.7	676	3873	1.7	7.4	367	2891	.9	8.9
SU '97	568	6477	1.4	7.4	674	3432	1.7	6.1	718	3718	1.8	7.1	706	4102	1.8	7.9	485	3143	1.2	11.2
SP '97	576	6498	1.4	7.4	632	3286	1.6	5.5	682	3566	1.7	6.4	704	3753	1.8	7.6	488	3344	1.2	11.5
4-Book	549	6494	1.4	7.2	643	3349	1.6	5.7	692	3682	1.7	6.8	676	3930	1.7	7.5	446	3143	1.1	10.6
WI '97	538	5895	1.4	6.7	649	3387	1.6	5.6	638	3385	1.6	5.8	671	3653	1.7	7.0	413	2768	1.0	10.0
WQXR-FM																				
WI '98	84	1532	.2	1.1	86	624	.2	.8	148	476	.4	1.5	118	770	.3	1.3	24	371	.1	.6
FA '97	71	1529	.2	.9	76	591	.2	.7	102	594	.3	1.0	86	648	.2	.9	51	581	.1	1.2
SU '97	79	1325	.2	1.0	68	551	.2	.6	115	506	.3	1.1	96	558	.2	1.1	61	627	.2	1.4
SP '97	95	1643	.2	1.2	96	603	.2	.8	161	639	.4	1.5	117	801	.3	1.3	53	459	.1	1.2
4-Book	82	1507	.2	1.1	82	592	.2	.7	132	554	.4	1.3	104	694	.3	1.2	47	510	.1	1.1
WI '97	112	1737	.3	1.4	100	707	.3	.9	141	707	.4	1.3	135	785	.3	1.4	98	743	.2	2.4
WRKS-FM																				
WI '98	303	4505	.8	4.1	428	2417	1.1	3.9	368	2095	.9	3.8	364	2494	.9	4.1	223	1790	.6	5.5
FA '97	371	4609	.9	4.8	501	2353	1.3	4.4	485	2446	1.2	4.7	438	2302	1.1	4.8	246	1753	.6	5.9
SU '97	325	4874	.8	4.3	402	2227	1.0	3.7	406	2332	1.0	4.0	344	2360	.9	3.9	238	1818	.6	5.5
SP '97	305	4918	.8	3.9	423	2436	1.1	3.7	374	2155	.9	3.5	347	2288	.9	3.8	224	1952	.6	5.3
4-Book	326	4727	.8	4.3	439	2358	1.1	3.9	408	2257	1.0	4.0	373	2361	1.0	4.2	233	1828	.6	5.6
WI '97	318	4608	.8	4.0	399	2328	1.0	3.4	389	2433	1.0	3.5	371	2244	.9	3.9	201	1802	.5	4.9
WSKQ-FM																				
WI '98	525	4718	1.3	7.1	976	3191	2.5	8.8	586	2387	1.5	6.1	457	2560	1.1	5.2	248	1704	.6	6.1
FA '97	485	4461	1.2	6.3	839	2957	2.1	7.3	622	2473	1.6	6.1	496	2454	1.2	5.4	223	1857	.6	5.4
SU '97	414	4313	1.0	5.4	689	2516	1.7	6.3	443	2077	1.1	4.4	360	2295	.9	4.0	219	1641	.5	5.1
SP '97	413	4191	1.0	5.3	681	2580	1.7	6.0	519	2282	1.3	4.9	357	2108	.9	3.9	219	1456	.5	5.1
4-Book	459	4421	1.1	6.0	796	2811	2.0	7.1	543	2305	1.4	5.4	418	2354	1.0	4.6	227	1665	.6	5.4
WI '97	414	4252	1.0	5.2	650	2671	1.6	5.6	509	2240	1.3	4.6	425	2405	1.1	4.4	206	1338	.5	5.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	15	64	.2		32	57	.1	.3	17	35	.2		19	57	.2		7	28	.2	
FA '97	11	196	.1		24	114	.1	.2	14	88	.1		4	39	.1		8	36	.2	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	34	347	.1	.5	42	142	.1	.4	42	155	.1	.4	43	204	.1	.5	29	141	.1	.7
FA '97	19	402	.2		18	85	.2		36	170	.1	.4	21	177	.1	.2	7	73	.2	
SU '97	14	384	.2		18	112	.2		17	116	.2		16	108	.2		3	36	.1	
SP '97	21	470	.1	.3	19	98	.2		11	110	.1		14	109	.2		22	164	.1	.5
4-Book	22	401	.1	.3	24	109	.3		27	138	.1	.3	24	150	.1	.3	15	104	.1	.4
WI '97	19	362	.2		23	149	.1	.2	12	78	.1		9	96	.1		19	134	.5	
+WVY-FM																				
WI '98	5	38	.1		7	31	.1		8	25	.1		9	32	.1		2	6		
FA '97	3	37			1	15				13			4	14			7	21	.2	
SU '97	4	27	.1		4	14			5	14			4	21			2	13		
SP '97		7				7				7				7						
4-Book	3	27	.1		3	17			3	15			4	19			3	10	.1	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	38	510	.1	.5	55	239	.1	.5	55	282	.1	.6	39	294	.1	.4	21	174	.1	.5
FA '97	30	451	.1	.4	34	263	.1	.3	39	242	.1	.4	38	302	.1	.4	17	161	.4	
SU '97	63	754	.2	.8	68	360	.2	.6	87	380	.2	.9	97	519	.2	1.1	25	283	.1	.6
SP '97	44	552	.1	.6	28	283	.1	.2	46	291	.1	.4	56	373	.1	.6	43	252	.1	1.0
4-Book	44	567	.1	.6	46	286	.1	.4	57	299	.1	.6	58	372	.1	.6	27	218	.1	.6
WI '97	26	628	.1	.3	24	157	.1	.2	39	285	.1	.4	35	401	.1	.4	13	208	.3	
+WZY-FM																				
WI '98	50	419	.1	.7	64	239	.2	.6	58	250	.1	.6	71	339	.2	.8	33	224	.1	.8
FA '97	28	378	.1	.4	29	141	.1	.3	28	183	.1	.3	43	243	.1	.5	15	197	.4	
SU '97	39	336	.1	.5	33	142	.1	.3	43	156	.1	.4	53	255	.1	.6	23	173	.1	.5
SP '97	31	381	.1	.4	62	240	.2	.5	55	208	.1	.5	27	226	.1	.3	11	115	.3	
4-Book	37	379	.1	.5	47	191	.2	.4	46	199	.1	.5	49	266	.1	.6	21	177	.1	.5
WI '97	38	384	.1	.5	35	168	.1	.3	54	171	.1	.5	66	313	.2	.7	19	174	.5	
WXRK-FM																				
WI '98	728	9151	1.8	9.9	2522	7533	6.3	22.7	820	4662	2.1	8.5	434	2905	1.1	4.9	204	2007	.5	5.0
FA '97	680	8607	1.7	8.9	2468	7329	6.2	21.6	752	4725	1.9	7.3	379	2646	1.0	4.1	171	1664	.4	4.1
SU '97	524	8542	1.3	6.9	2039	6685	5.1	18.5	535	4116	1.3	5.3	258	2478	.6	2.9	94	1583	.2	2.2
SP '97	585	8273	1.5	7.5	2084	6830	5.2	18.3	606	3820	1.5	5.7	358	2510	.9	3.9	131	1660	.3	3.1
4-Book	629	8643	1.6	8.3	2278	7094	5.7	20.3	678	4331	1.7	6.7	357	2635	.9	4.0	150	1729	.4	3.6
WI '97	610	8256	1.5	7.6	2184	6780	5.5	18.8	668	3869	1.7	6.1	365	2688	.9	3.8	151	1690	.4	3.7
WKXV-FM																				
WI '98	55	1268	.1	.7	102	735	.3	.9	51	494	.1	.5	79	678	.2	.9	29	437	.1	.7
FA '97	54	1126	.1	.7	104	678	.3	.9	74	438	.2	.7	80	623	.2	.9	13	292	.3	
SU '97	41	968	.1	.5	90	482	.2	.8	51	332	.1	.5	46	539	.1	.5	16	210	.4	
SP '97	37	958	.1	.5	56	483	.1	.5	50	385	.1	.5	52	417	.1	.6	11	230	.3	
4-Book	47	1080	.1	.6	88	595	.2	.8	57	412	.1	.6	64	564	.2	.7	17	292	.4	
WI '97	53	1078	.1	.7	95	486	.2	.8	64	488	.2	.6	75	578	.2	.8	19	316	.5	
TOTALS																				
WI '98	7359	37893	18.5		11103	32709	27.9		9667	27629	24.3		8824	30942	22.2		4041	23511	10.2	
FA '97	7674	38205	19.3		11420	33838	28.7		10266	28525	25.8		9174	31401	23.1		4135	24415	10.4	
SU '97	7628	38350	19.2		11000	33616	27.6		10141	28695	25.5		8908	31655	22.4		4327	24864	10.9	
SP '97	7817	38061	19.6		11416	33435	28.7		10620	28049	26.7		9233	31345	23.2		4256	23810	10.7	
4-Book	7620	38127	19.2		11235	33400	28.2		10174	28225	25.6		9035	31336	22.7		4190	24150	10.6	
WI '97	7976	38494	20.0		11589	34075	29.1		11027	28885	27.7		9559	31874	24.0		4127	23201	10.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																					
WI '98	190	1834	.5	1.9	57	926	.1	1.1	79	235	.2	1.5	56	193	.1	.7	70	231	.2	1.1	
4-Book	170	1885	.4	1.7	72	1031	.2	1.4	69	216	.2	1.3	71	261	.2	.8	96	290	.3	1.5	
WADO-AM																					
WI '98	141	1128	.4	1.4	39	593	.1	.8	126	333	.3	2.5	41	114	.1	.5	46	94	.1	.7	
4-Book	126	994	.4	1.2	32	467	.1	.6	98	246	.2	1.8	42	136	.1	.5	28	78	.1	.4	
WALK-FM																					
WI '98	49	547	.1	.5	12	230		.2	8	45		.2	13	58		.2	17	60		.3	
4-Book	74	606	.2	.7	29	344	.1	.5	37	112	.1	.7	63	162	.2	.8	38	109	.1	.6	
WAXQ-FM																					
WI '98	293	3604	.7	3.0	175	2397	.4	3.4	148	630	.4	2.9	315	924	.8	3.8	208	794	.5	3.3	
4-Book	354	3887	.9	3.5	196	2546	.5	3.6	166	604	.4	3.0	365	1074	.9	4.2	280	904	.7	4.4	
WBAB-FM																					
WI '98	102	973	.3	1.0	44	589	.1	.9	43	168	.1	.8	81	233	.2	1.0	59	212	.1	.9	
4-Book	104	992	.3	1.0	42	578	.1	.8	42	150	.1	.8	92	267	.2	1.1	61	205	.2	.9	
WHFM-FM																					
WI '98		13			1	20							1	13			1	13			
4-Book	1	19			1	10							1	7			1	7			
WBBR-AM																					
WI '98	55	818	.1	.6	7	252		.1	24	148	.1	.5	10	75		.1	6	41		.1	
4-Book	51	785	.1	.5	10	264		.2	15	85	.1	.3	20	82		.2	7	37		.1	
WBLI-FM																					
WI '98	64	726	.2	.6	33	464	.1	.6	33	139	.1	.6	49	155	.1	.6	50	180	.1	.8	
4-Book	76	687	.2	.8	33	411	.1	.6	38	127	.1	.7	53	173	.1	.7	43	151	.1	.7	
WBSL-FM																					
WI '98	222	2891	.6	2.3	196	2135	.5	3.9	143	353	.4	2.8	249	682	.6	3.0	243	707	.6	3.9	
4-Book	235	2844	.6	2.4	202	2122	.5	3.8	158	401	.4	2.9	242	663	.6	2.8	185	564	.5	2.9	
WBZO-FM																					
WI '98	41	465	.1	.4	23	358	.1	.5	32	115	.1	.6	42	123	.1	.5	14	73		.2	
4-Book	45	465	.1	.5	27	323	.1	.6	29	98	.1	.5	55	149	.1	.6	35	99	.1	.6	
WCBS-AM																					
WI '98	184	3261	.5	1.9	72	1854	.2	1.4	157	757	.4	3.1	86	504	.2	1.0	55	313	.1	.9	
4-Book	204	3511	.5	2.0	82	1936	.2	1.5	187	816	.5	3.4	90	454	.2	1.0	60	260	.1	1.0	
WCBS-FM																					
WI '98	390	3510	1.0	4.0	203	2098	.5	4.0	203	606	.5	4.0	348	891	.9	4.2	237	701	.6	3.8	
4-Book	464	3804	1.2	4.6	251	2550	.6	4.7	262	749	.7	4.8	429	1081	1.1	4.9	331	808	.8	5.2	
+WDRE-FM																					
WI '98	4	77			4	77		.1	1	10			8	36		.1	12	32		.2	
4-Book	3	77			4	60		.1	2	10			9	30		.1	9	27		.1	
WLIR-FM																					
WI '98	38	823	.1	.4	26	588	.1	.5	12	81		.2	83	291	.2	1.0	24	126	.1	.4	
4-Book	54	1024	.2	.6	42	688	.1	.8	29	131	.1	.5	83	317	.2	1.0	61	238	.2	.9	
WFAN-AM																					
WI '98	420	4518	1.1	4.3	155	2439	.4	3.0	207	766	.5	4.0	195	794	.5	2.3	139	511	.3	2.2	
4-Book	494	4834	1.3	4.9	195	2847	.5	3.6	226	766	.6	4.1	243	921	.6	2.8	165	543	.4	2.6	
WFAS-FM																					
WI '98	36	254	.1	.4	7	138		.1	12	39		.2	15	28		.2	15	42		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																					
WI '98	22	256	.1	.2	19	211		.4	34	63	.1	.7	19	66		.2	4	28		.1	
4-Book	22	304	.1	.2	26	311	.1	.5	29	94	.1	.6	24	87	.1	.3	14	47		.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	
WHLI-AM																					
WI '98	*	18			*				*								*				
4-Book	4	38			2	18			1	3			2	9			1	3			
WHTZ-FM																					
WI '98	376	4870	.9	3.8	217	3418	.5	4.3	171	708	.4	3.3	367	1371	.9	4.4	260	970	.7	4.2	
4-Book	371	5053	.9	3.7	216	3480	.5	4.0	180	680	.5	3.3	390	1377	1.0	4.5	273	975	.7	4.3	
WHUD-FM																					
WI '98	20	426	.1	.2	21	240	.1	.4	42	112	.1	.8	68	121	.2	.8	14	51	.2	.2	
4-Book	19	295	.1	.2	14	213		.3	31	100	.1	.6	33	79	.1	.4	7	30		.1	
WINS-AM																					
WI '98	254	4595	.6	2.6	86	2236	.2	1.7	206	966	.5	4.0	98	600	.2	1.2	66	352	.2	1.1	
4-Book	270	4854	.7	2.7	99	2424	.2	1.9	247	1103	.6	4.5	101	596	.3	1.2	65	329	.2	1.0	
WKJY-FM																					
WI '98	46	336	.1	.5	11	152		.2	21	69	.1	.4	20	78	.1	.2	11	22		.2	
4-Book	40	374	.1	.4	15	213		.3	18	55	.1	.3	23	88	.1	.3	21	58	.1	.3	
WKTU-FM																					
WI '98	426	5290	1.1	4.3	280	3847	.7	5.5	193	780	.5	3.8	493	1534	1.2	5.9	453	1410	1.1	7.3	
4-Book	499	5603	1.3	4.9	327	3972	.8	6.1	231	817	.6	4.3	549	1642	1.4	6.3	444	1354	1.1	7.0	
WLIB-AM																					
WI '98	* 92	532	.2	.9	* 93	464	.2	1.8	* 100	188	.3	2.0	134	211	.3	1.6	* 116	177	.3	1.9	
4-Book	99	653	.2	1.0	107	562	.3	2.0	133	245	.4	2.4	169	284	.4	2.0	137	196	.3	2.2	
WLTW-FM																					
WI '98	464	4165	1.2	4.7	251	3015	.6	4.9	243	693	.6	4.7	458	1161	1.2	5.5	381	1072	1.0	6.1	
4-Book	517	4210	1.3	5.1	224	2623	.6	4.2	223	645	.6	4.1	381	958	1.0	4.4	284	791	.7	4.5	
WMCA-AM																					
WI '98	30	205	.1	.3	17	151		.3	14	14		.3	19	29		.2					
4-Book	26	215	.1	.2	13	168		.2	11	29		.2	8	17		.1	3	12		.1	
WMJC-FM																					
WI '98	27	190	.1	.3	14	155		.3	9	36		.2	20	49	.1	.2	23	70	.1	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																					
WI '98	1	18			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																					
WI '98	299	3670	.8	3.0	135	2427	.3	2.7	101	503	.3	2.0	211	919	.5	2.5	152	684	.4	2.4	
4-Book	350	3705	.9	3.5	175	2664	.4	3.3	149	604	.4	2.7	329	1130	.8	3.8	223	813	.6	3.5	
+WNSR-FM																					
WI '98	221	2546	.6	2.2	105	1831	.3	2.1	92	449	.2	1.8	190	606	.5	2.3	109	483	.3	1.7	
4-Book	207	2611	.6	2.0	109	1679	.3	2.1	83	329	.2	1.5	223	693	.6	2.6	127	471	.3	2.0	
WNWK-FM																					
WI '98	38	610	.1	.4	96	778	.2	1.9	81	130	.2	1.6	131	244	.3	1.6	169	357	.4	2.7	
4-Book	49	690	.1	.5	99	805	.3	1.9	109	235	.3	2.0	176	346	.5	2.0	173	327	.4	2.7	
WDR -AM																					
WI '98	63	981	.2	.6	16	363		.3	13	50		.3	15	74		.2	15	33		.2	
4-Book	89	1093	.2	.9	19	369		.4	33	108	.1	.6	24	80	.1	.3	15	45		.2	
WPAT-FM																					
WI '98	248	2636	.6	2.5	258	2090	.6	5.1	183	515	.5	3.6	350	898	.9	4.2	415	765	1.0	6.7	
4-Book	256	2500	.6	2.5	233	1993	.6	4.4	201	530	.5	3.7	332	857	.8	3.8	267	587	.7	4.2	
WPLJ-FM																					
WI '98	367	4024	.9	3.7	151	2545	.4	3.0	116	447	.3	2.3	290	1089	.7	3.5	240	879	.6	3.8	
4-Book	396	4340	1.0	3.9	156	2459	.4	2.9	142	565	.3	2.6	283	1009	.7	3.3	218	827	.5	3.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM	WI '98	329	3327	.8	3.3	220	2331	.6	4.3	223	629	.6	4.4	304	812	.8	3.7	194	616	.5	3.1	
	4-Book	301	3137	.8	3.0	189	2119	.5	3.5	164	498	.4	3.0	296	839	.8	3.4	206	588	.5	3.2	
WQEW-AM	WI '98	23	251	.1	.2	9	200		.2					24	56	.1	.3					
	4-Book	25	224	.1	.2	14	171		.3	15	32		.3	30	72	.1	.3	5	15		.1	
WQHT-FM	WI '98	623	5528	1.6	6.3	335	3792	.8	6.6	282	723	.7	5.5	541	1682	1.4	6.5	578	1612	1.5	9.3	
	4-Book	672	5542	1.7	6.6	397	3804	1.0	7.4	269	773	.7	5.0	631	1704	1.6	7.3	573	1475	1.5	9.0	
WQXR-FM	WI '98	120	1134	.3	1.2	62	880	.2	1.2	31	160	.1	.6	123	359	.3	1.5	98	305	.2	1.6	
	4-Book	108	1063	.3	1.1	61	865	.2	1.1	48	182	.1	.9	104	291	.3	1.2	67	206	.2	1.1	
WRKS-FM	WI '98	385	3948	1.0	3.9	212	2066	.5	4.2	206	556	.5	4.0	250	605	.6	3.0	180	462	.5	2.9	
	4-Book	407	3866	1.1	4.0	246	2437	.6	4.6	214	556	.5	3.9	343	856	.9	4.0	272	679	.7	4.3	
WSKQ-FM	WI '98	666	4047	1.7	6.8	462	3469	1.2	9.1	497	1283	1.2	9.7	860	1932	2.2	10.4	420	928	1.1	6.7	
	4-Book	582	3821	1.5	5.8	399	3115	1.0	7.5	468	1167	1.2	8.6	665	1563	1.7	7.7	428	938	1.1	6.7	
WWDJ-AM	WI '98	22	64	.1	.2	9	39		.2	24	39	.1	.5					1	10			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM	WI '98	42	237	.1	.4	21	174	.1	.4	18	31		.4	25	46	.1	.3	12	12		.2	
	4-Book	25	214	.1	.3	21	246	.1	.4	20	50		.4	21	49	.1	.3	9	22		.2	
+WVY-FM	WI '98	8	38		.1	2	18			6	18		.1									
	4-Book	4	26			2	11			3	8		.1	4	7		.1	3	4		.1	
+WVXY-FM	WI '98	50	414	.1	.5	27	302	.1	.5	31	118	.1	.6	45	123	.1	.5	37	121	.1	.6	
	4-Book	54	480	.1	.5	38	313	.1	.7	36	114	.1	.7	61	146	.2	.7	50	116	.1	.8	
+WVZY-FM	WI '98	64	388	.2	.6	35	207	.1	.7	50	128	.1	1.0	72	171	.2	.9	37	99	.1	.6	
	4-Book	47	322	.1	.5	29	236	.1	.5	34	88	.1	.6	49	129	.1	.6	34	88	.1	.6	
WXRK-FM	WI '98	1225	8600	3.1	12.4	196	2678	.5	3.9	241	693	.6	4.7	357	1079	.9	4.3	232	820	.6	3.7	
	4-Book	1072	8171	2.7	10.6	164	2560	.4	3.1	188	623	.5	3.5	301	1058	.8	3.5	206	745	.5	3.2	
WXXW-FM	WI '98	75	1137	.2	.8	36	590	.1	.7	22	125	.1	.4	78	295	.2	.9	61	182	.2	1.0	
	4-Book	68	912	.2	.7	28	447	.1	.5	33	141	.1	.6	52	201	.1	.6	40	149	.1	.6	
TDALS	WI '98	9852	36966	24.8		5090	31429	12.8		5125	13489	12.9		8301	18834	20.9		6239	15112	15.7		
	4-Book	10158	37242	25.5		5362	31788	13.5		5465	14278	13.7		8686	19406	21.8		6397	14997	16.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	32	184	.1	.9	47	161	.1	1.4	81	331	.2	1.3	54	179	.1	1.2	39	150	.1	1.4
4-Book	54	212	.1	1.3	55	175	.2	1.5	80	283	.2	1.2	104	312	.3	2.1	55	186	.2	1.9
WADO-AM																				
WI '98	36	45	.1	1.0	36	117	.1	1.1	2	25			26	45	.1	.6	17	34		.6
4-Book	20	47	.1	.5	35	110	.1	1.0	18	64		.3	13	32		.3	15	40		.5
WALK-FM																				
WI '98	19	43		.5	2	20		.1	8	53		.1	25	60	.1	.5	5	34		.2
4-Book	21	65	.1	.5	11	52		.3	27	95	.1	.4	25	65	.1	.5	8	42		.3
WAXQ-FM																				
WI '98	112	522	.3	3.0	71	266	.2	2.1	256	882	.6	4.1	158	504	.4	3.4	111	388	.3	4.1
4-Book	117	576	.3	2.9	79	294	.2	2.2	258	893	.6	4.0	170	571	.4	3.4	121	420	.3	4.0
WBAB-FM																				
WI '98	31	112	.1	.8	24	102	.1	.7	56	224	.1	.9	39	179	.1	.8	17	57		.6
4-Book	24	105	.1	.6	18	70	.1	.5	46	163	.1	.7	37	152	.1	.8	16	85		.5
WHFM-FM																				
WI '98		7											3	13		.1				
4-Book		2				2				2			1	3			1	2		
WBRR-AM																				
WI '98	1	13			10	41		.3	4	20		.1					1	16		
4-Book	3	25		.1	14	51		.4	10	58		.2	6	34		.1	5	28		.1
WBLI-FM																				
WI '98	28	91	.1	.7	24	87	.1	.7	33	123	.1	.5	37	96	.1	.8	13	62		.5
4-Book	24	70	.1	.6	21	69	.1	.6	41	136	.1	.6	33	107	.1	.7	9	34		.3
WBLS-FM																				
WI '98	232	589	.6	6.2	189	405	.5	5.7	192	489	.5	3.1	166	410	.4	3.6	142	423	.4	5.2
4-Book	182	541	.5	4.6	214	515	.5	5.9	312	715	.8	4.8	178	466	.5	3.6	126	346	.3	4.2
WBZO-FM																				
WI '98	7	32		.2	13	26		.4	29	104	.1	.5	27	99	.1	.6	17	51		.6
4-Book	11	42		.3	15	57		.4	38	110	.1	.6	25	71	.1	.5	9	30		.3
WCBS-AM																				
WI '98	37	269	.1	1.0	112	485	.3	3.4	79	417	.2	1.3	34	181	.1	.7	31	180	.1	1.1
4-Book	37	251	.1	.9	130	630	.3	3.6	84	479	.2	1.3	48	206	.1	1.0	41	252	.1	1.4
WCBS-FM																				
WI '98	164	514	.4	4.4	132	439	.3	4.0	233	650	.6	3.7	155	446	.4	3.4	136	334	.3	5.0
4-Book	182	559	.5	4.6	159	502	.4	4.4	300	875	.8	4.6	205	555	.5	4.2	130	394	.3	4.4
+WDRE-FM																				
WI '98	5	13		.1	2	13		.1	1	6			3	13		.1	3	7		.1
4-Book	2	8			1	5			4	15		.1	5	11		.1	2	8		.1
WLIR-FM																				
WI '98	10	63		.3	17	57		.5	23	150	.1	.4	28	170	.1	.6	6	34		.2
4-Book	35	137	.1	.9	23	91	.1	.6	45	201	.1	.7	43	203	.1	.9	13	81		.4
WFAN-AM																				
WI '98	100	413	.3	2.7	130	550	.3	3.9	211	829	.5	3.4	142	443	.4	3.1	116	454	.3	4.3
4-Book	97	391	.3	2.4	182	676	.5	5.0	305	1120	.8	4.7	211	723	.5	4.3	128	510	.3	4.3
WFAS-FM																				
WI '98					11	32		.3	4	38		.1					2	20		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	6	41		.2	67	136	.2	2.0	12	53		.2	2	12			12	57		.4
4-Book	22	81	.1	.6	62	157	.2	1.7	22	83	.1	.3	17	55		.3	20	78	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	**	**	**	**	*	1	4		4	8			*	2			**	**	**	**
WHTZ-FM WI '98 4-Book	161 155	761 704	.4 .4	4.3 3.9	95 110	425 456	.2 .3	2.9 3.0	322 270	1181 1077	.8 .7	5.2 4.2	239 214	802 792	.6 .5	5.2 4.4	102 121	409 533	.3 .3	3.7 4.0
WHUD-FM WI '98 4-Book	7 4	19 17	.2 .1		22 22	38 62	.1 .1	.7 .6	3 11	15 41			13 9	42 26	.3 .2		2 2	20 22	.1 .1	
WINS-AM WI '98 4-Book	51 54	291 294	.1 .2	1.4 1.4	130 156	611 711	.3 .4	3.9 4.3	68 87	449 494	.2 .2	1.1 1.4	41 60	254 299	.1 .2	.9 1.2	46 50	236 283	.1 .1	1.7 1.7
WKJY-FM WI '98 4-Book	2 16	14 44	.1 .1	.4	10 10	29 27	.3 .3		18 14	53 46	.3 .2		8 12	24 42	.2 .2		3 7	19 33	.1 .2	
WKTU-FM WI '98 4-Book	253 362	1120 1153	.6 .9	6.8 9.0	89 123	347 451	.2 .3	2.7 3.4	355 352	1193 1195	.9 .9	5.7 5.4	249 309	830 932	.6 .8	5.4 6.3	128 203	537 732	.3 .5	4.7 6.8
WLIB-AM WI '98 4-Book	**	**	**	**	*	33 40	.1 .1	1.0 1.1	93 102	188 190	.2 .3	1.5 1.6	* 42 56	77 121	.1 .1	.9	**	**	**	**
WLTU-FM WI '98 4-Book	170 172	711 614	.4 .4	4.5 4.3	128 127	478 421	.3 .3	3.8 3.5	303 258	956 796	.8 .7	4.9 4.0	193 197	659 609	.5 .5	4.2 4.0	117 137	459 498	.3 .4	4.3 4.7
WMCA-AM WI '98 4-Book	9 15	24 46	.2 .1	.4	29 27	62 67	.1 .1	.9 .8	34 18	41 40	.1 .3	.5	23 11	47 25	.1 .2	.5	8 10	51 37	.3 .3	
WMJC-FM WI '98 4-Book	5 **	24 **	.1 **	**	8 **	21 **	.2 **	**	31 **	87 **	.1 **	.5 **	16 **	53 **	.3 **	**	3 **	14 **	.1 **	**
WMTR-AM WI '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM WI '98 4-Book	109 100	499 455	.3 .3	2.9 2.5	58 78	239 272	.1 .2	1.7 2.1	169 220	778 879	.4 .6	2.7 3.4	177 194	615 678	.4 .5	3.9 4.0	93 94	331 354	.2 .2	3.4 3.2
+WNSR-FM WI '98 4-Book	50 49	301 281	.1 .1	1.3 1.2	72 47	222 176	.2 .2	2.2 1.3	149 138	500 513	.4 .4	2.4 2.1	107 117	426 429	.3 .3	2.3 2.4	61 76	295 294	.2 .2	2.2 2.5
WNWK-FM WI '98 4-Book	106 117	277 282	.3 .3	2.8 2.9	29 26	68 67	.1 .1	.9 .8	69 66	158 144	.2 .2	1.1 1.0	83 60	168 143	.2 .2	1.8 1.3	94 57	175 128	.2 .1	3.5 2.0
WOR -AM WI '98 4-Book	14 13	70 52	.4 .4		33 26	91 83	.1 .1	1.0 .7	23 25	122 97	.1 .1	.4 .4	14 15	34 41	.3 .3		1 6	20 39		.2
WPAT-FM WI '98 4-Book	198 177	493 463	.5 .5	5.3 4.4	114 162	315 481	.3 .4	3.4 4.5	372 342	791 794	.9 .9	6.0 5.3	265 203	568 450	.7 .5	5.8 4.2	160 159	468 412	.4 .4	5.9 5.4
WPLJ-FM WI '98 4-Book	103 82	558 403	.3 .2	2.8 2.1	76 80	311 314	.2 .2	2.3 2.2	193 210	724 843	.5 .5	3.1 3.3	116 167	442 618	.3 .4	2.5 3.4	62 64	265 334	.2 .2	2.3 2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	139	453	.3	3.7	116	328	.3	3.5	321	859	.8	5.1	304	620	.8	6.6	148	389	.4	5.4
4-Book	132	446	.3	3.3	101	328	.3	2.9	272	769	.7	4.2	224	581	.6	4.6	108	361	.3	3.7
WQEW-AM																				
WI '98	1	7			1	6			11	54	.2		24	98	.1	.5	6	46		.2
4-Book	6	22		.1	9	37		.2	19	64	.1	.3	20	55	.1	.4	9	40		.3
WQHT-FM																				
WI '98	400	1197	1.0	10.7	104	250	.3	3.1	235	842	.6	3.8	298	873	.7	6.5	228	722	.6	8.4
4-Book	459	1250	1.2	11.4	146	408	.4	4.0	333	952	.8	5.2	434	1077	1.1	8.8	295	859	.8	9.9
WQXR-FM																				
WI '98	21	140	.1	.6	43	111	.1	1.3	69	202	.2	1.1	74	182	.2	1.6	37	113	.1	1.4
4-Book	38	163	.1	1.0	36	143	.1	1.0	85	281	.2	1.3	64	189	.2	1.3	39	156	.1	1.3
WRKS-FM																				
WI '98	256	618	.6	6.8	208	510	.5	6.3	261	637	.7	4.2	149	390	.4	3.2	163	425	.4	6.0
4-Book	241	623	.6	6.0	249	629	.6	6.9	256	654	.7	4.0	198	504	.5	4.0	184	521	.5	6.2
WSKQ-FM																				
WI '98	269	737	.7	7.2	348	902	.9	10.5	655	1439	1.6	10.5	452	991	1.1	9.8	164	579	.4	6.0
4-Book	269	706	.7	6.7	312	772	.8	8.7	528	1217	1.3	8.2	362	827	.9	7.4	154	499	.4	5.2
WWDJ-AM																				
WI '98	1	28			28	28	.1	.8	17	28		.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	10	12		.3	67	140	.2	2.0	19	29		.3	12	12		.3	10	12		.4
4-Book	7	17		.2	48	112	.1	1.4	32	96	.1	.5	18	36	.1	.4	15	34	.1	.5
+WVYV-FM																				
WI '98					1	12			1	6			5	13		.1	1	6		
4-Book	2	4			1	5			2	3			2	5				2		
+WVXY-FM																				
WI '98	15	59		.4	5	30		.2	31	119	.1	.5	36	121	.1	.8	15	55		.6
4-Book	26	76	.1	.7	19	57		.5	52	145	.2	.8	39	112	.1	.8	17	59		.6
+WVZY-FM																				
WI '98	9	29		.2	22	63	.1	.7	53	98	.1	.9	27	64	.1	.6	7	46		.3
4-Book	9	43		.2	24	72	.1	.7	42	110	.1	.7	27	62	.1	.6	15	58	.1	.5
WXRK-FM																				
WI '98	183	636	.5	4.9	91	354	.2	2.7	233	820	.6	3.7	132	498	.3	2.9	82	363	.2	3.0
4-Book	126	514	.3	3.2	92	310	.2	2.6	171	691	.5	2.7	135	531	.4	2.7	85	383	.2	2.9
WXXV-FM																				
WI '98	21	64	.1	.6	28	120	.1	.8	54	171	.1	.9	14	67		.3	4	21		.1
4-Book	17	63	.1	.5	15	68	.1	.5	40	151	.1	.6	22	80	.1	.5	6	44		.2
TOTALS																				
WI '98	3744	10823	9.4		3325	9213	8.4		6235	15358	15.7		4592	11022	11.5		2724	7961	6.8	
4-Book	4014	11192	10.1		3621	10140	9.1		6474	15936	16.3		4914	11722	12.3		2967	8687	7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	118	2049	.4	1.9	112	704	.3	1.2	247	1179	.8	3.0	179	1018	.6	2.4	35	497	.1	1.1
FA '97	145	2341	.4	2.3	102	767	.3	1.0	273	1274	.8	3.1	221	1032	.7	2.9	105	817	.3	3.3
SU '97	109	2664	.3	1.7	84	594	.3	.9	156	1003	.5	1.9	86	814	.3	1.2	138	1105	.4	4.2
SP '97	109	2440	.3	1.7	71	496	.2	.7	205	1238	.6	2.3	139	864	.4	1.8	84	941	.3	2.6
4-Book	120	2374	.4	1.9	92	640	.3	1.0	220	1174	.7	2.6	156	932	.5	2.1	91	840	.3	2.8
WI '97	110	1963	.3	1.7	124	810	.4	1.2	222	1161	.7	2.4	137	834	.4	1.7	56	503	.2	1.8
WADO-AM																				
WI '98	86	1139	.3	1.4	198	834	.6	2.1	106	473	.3	1.3	97	339	.3	1.3	39	184	.1	1.3
FA '97	64	900	.2	1.0	128	545	.4	1.3	105	580	.3	1.2	77	340	.2	1.0	19	159	.1	.6
SU '97	66	860	.2	1.1	135	518	.4	1.4	99	481	.3	1.2	70	303	.2	1.0	26	140	.1	.8
SP '97	84	1168	.3	1.3	178	677	.5	1.8	160	688	.5	1.8	79	374	.2	1.0	8	100	.2	.2
4-Book	75	1017	.3	1.2	160	644	.5	1.7	118	556	.4	1.4	81	339	.2	1.1	23	146	.1	.7
WI '97	92	1098	.3	1.4	235	839	.7	2.4	129	548	.4	1.4	74	393	.2	.9	21	203	.1	.7
WALK-FM																				
WI '98	27	591	.1	.4	45	341	.1	.5	40	217	.1	.5	34	248	.1	.5	14	155	.5	.5
FA '97	45	668	.1	.7	71	346	.2	.7	86	371	.3	1.0	50	344	.2	.7	7	160	.2	.2
SU '97	48	580	.1	.8	77	321	.2	.8	89	254	.3	1.1	54	257	.2	.7	10	109	.3	.3
SP '97	53	731	.2	.8	71	437	.2	.7	86	356	.3	1.0	66	437	.2	.9	21	178	.1	.6
4-Book	43	643	.1	.7	66	361	.2	.7	75	300	.3	.9	51	322	.2	.7	13	151	.4	.4
WI '97	51	676	.2	.8	74	426	.2	.7	88	294	.3	.9	62	360	.2	.8	12	168	.4	.4
WAXQ-FM																				
WI '98	192	3665	.6	3.1	152	1198	.5	1.6	292	1751	.9	3.5	303	2119	.9	4.1	97	1170	.3	3.2
FA '97	184	3847	.6	2.9	212	1416	.7	2.2	273	2017	.8	3.1	247	2294	.8	3.2	90	1229	.3	2.8
SU '97	272	4260	.8	4.3	282	1592	.9	3.0	420	2335	1.3	5.0	374	2510	1.2	5.2	134	1396	.4	4.0
SP '97	280	4139	.9	4.3	344	1929	1.1	3.5	427	2137	1.3	4.8	371	2692	1.1	4.8	116	1610	.4	3.5
4-Book	232	3978	.7	3.7	248	1534	.8	2.6	353	2060	1.1	4.1	324	2404	1.0	4.3	109	1351	.4	3.4
WI '97	301	4463	.9	4.5	314	2173	1.0	3.2	523	2314	1.6	5.5	421	2952	1.3	5.3	114	1307	.4	3.7
WBAB-FM																				
WI '98	65	979	.2	1.1	80	378	.2	.8	121	549	.4	1.5	77	571	.2	1.0	20	270	.1	.7
FA '97	74	1133	.2	1.2	103	578	.3	1.1	123	586	.4	1.4	96	648	.3	1.3	39	341	.1	1.2
SU '97	67	1007	.2	1.1	97	506	.3	1.0	118	491	.4	1.4	89	550	.3	1.2	15	229	.5	.5
SP '97	47	828	.1	.7	45	422	.1	.5	69	416	.2	.8	70	515	.2	.9	29	239	.1	.9
4-Book	63	987	.2	1.0	81	471	.2	.9	108	511	.4	1.3	83	571	.3	1.1	26	270	.1	.8
WI '97	62	968	.2	.9	69	465	.2	.7	106	537	.3	1.1	79	582	.2	1.0	32	350	.1	1.0
WHFM-FM																				
WI '98		20								13				7				7		
FA '97		6				6				6				6						
SU '97	1	48			2	20			4	41			2	13						
SP '97		17			1	9				8										
4-Book		23			1	9			1	17			1	7				2		
WI '97		30			1	15			1	23							1	15		
WBBR-AM																				
WI '98	32	874	.1	.5	83	558	.3	.9	43	373	.1	.5	39	486	.1	.5	11	210	.4	.4
FA '97	35	957	.1	.5	92	595	.3	.9	45	370	.1	.5	36	475	.1	.5	10	197	.3	.3
SU '97	28	807	.1	.4	50	504	.2	.5	45	326	.1	.5	44	410	.1	.6	9	122	.3	.3
SP '97	25	778	.1	.4	45	502	.1	.5	43	300	.1	.5	32	322	.1	.4	9	188	.3	.3
4-Book	30	854	.1	.5	68	540	.2	.7	44	342	.1	.5	38	423	.1	.5	10	179	.3	.3
WI '97	34	851	.1	.5	72	517	.2	.7	40	314	.1	.4	42	407	.1	.5	11	182	.4	.4
WBLI-FM																				
WI '98	36	683	.1	.6	44	290	.1	.5	51	297	.2	.6	59	387	.2	.8	12	110	.4	.4
FA '97	50	707	.2	.8	63	326	.2	.6	94	444	.3	1.1	50	330	.2	.7	19	202	.1	.6
SU '97	36	614	.1	.6	47	279	.1	.5	72	356	.2	.9	39	317	.1	.5	6	103	.2	.2
SP '97	40	533	.1	.6	55	280	.2	.6	67	249	.2	.8	55	329	.2	.7	16	127	.5	.5
4-Book	41	634	.1	.7	52	294	.2	.6	71	337	.2	.9	51	341	.2	.7	13	136	.4	.4
WI '97	25	480	.1	.4	28	225	.1	.3	40	231	.1	.4	35	247	.1	.4	6	125	.2	.2

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	168	3026	.5	2.7	165	1123	.5	1.7	200	1340	.6	2.4	195	1361	.6	2.6	137	1165	.4	4.5
FA '97	162	3005	.5	2.5	174	1140	.5	1.8	204	1340	.6	2.3	168	1313	.5	2.2	117	1075	.4	3.7
SU '97	166	2938	.5	2.7	191	1196	.6	2.0	174	1300	.5	2.1	171	1483	.5	2.4	139	1090	.4	4.2
SP '97	217	3378	.7	3.3	289	1607	.9	2.9	263	1504	.8	3.0	200	1492	.6	2.6	162	1267	.5	4.9
4-Book	178	3087	.6	2.8	205	1267	.6	2.1	210	1371	.6	2.5	184	1412	.6	2.5	139	1149	.4	4.3
WI '97	246	3283	.8	3.7	282	1476	.9	2.8	340	1577	1.0	3.6	280	1622	.9	3.5	148	1086	.5	4.8
WBZ-FM																				
WI '98	24	556	.1	.4	36	228	.1	.4	46	203	.1	.6	21	228	.1	.3	5	138		.2
FA '97	43	668	.1	.7	39	293	.1	.4	67	341	.2	.8	64	426	.2	.8	10	164		.3
SU '97	21	394	.1	.3	19	170	.1	.2	35	188	.1	.4	22	185	.1	.3	4	82		.1
SP '97	31	526	.1	.5	42	257	.1	.4	58	263	.2	.7	31	260	.1	.4	15	140		.5
4-Book	30	536	.1	.5	34	237	.1	.4	52	249	.2	.6	35	275	.1	.5	9	131		.3
WI '97	41	522	.1	.6	42	233	.1	.4	68	270	.2	.7	50	314	.2	.6	20	188	.1	.6
WCBS-AM																				
WI '98	126	3605	.4	2.0	320	2412	1.0	3.4	104	1123	.3	1.3	144	1695	.4	1.9	56	1037	.2	1.8
FA '97	147	3872	.5	2.3	308	2450	1.0	3.2	151	1541	.5	1.7	164	1872	.5	2.1	72	1042	.2	2.3
SU '97	147	4132	.5	2.3	366	2842	1.1	3.9	141	1360	.4	1.7	176	1715	.5	2.4	54	869	.2	1.6
SP '97	128	3408	.4	2.0	342	2368	1.1	3.5	96	989	.3	1.1	143	1635	.4	1.9	61	977	.2	1.9
4-Book	137	3754	.5	2.2	334	2518	1.1	3.5	123	1253	.4	1.5	157	1729	.5	2.1	61	981	.2	1.9
WI '97	141	3900	.4	2.1	363	2547	1.1	3.7	91	1388	.3	1.0	138	1734	.4	1.7	68	1066	.2	2.2
WCBS-FM																				
WI '98	265	3830	.8	4.3	339	1806	1.0	3.6	426	1856	1.3	5.2	326	2085	1.0	4.4	95	1069	.3	3.1
FA '97	317	4350	1.0	4.9	344	2138	1.1	3.5	539	2277	1.7	6.2	380	2202	1.2	5.0	130	1353	.4	4.1
SU '97	342	4618	1.1	5.5	396	2170	1.2	4.2	574	2386	1.8	6.9	381	2217	1.2	5.3	120	1268	.4	3.6
SP '97	357	4340	1.1	5.5	490	2176	1.5	5.0	571	2267	1.8	6.4	418	2204	1.3	5.5	177	1330	.5	5.4
4-Book	320	4285	1.0	5.1	392	2073	1.2	4.1	528	2197	1.7	6.2	376	2177	1.2	5.1	131	1255	.4	4.1
WI '97	334	4542	1.0	5.0	408	2179	1.3	4.1	549	2082	1.7	5.8	409	2249	1.3	5.1	160	1299	.5	5.2
+WDRE-FM																				
WI '98	3	78			1	20			4	29			4	52		.1	1	28		
FA '97	1	55				12			1	30			1	18						
SU '97	3	124				7			2	33			4	29		.1	2	34		.1
SP '97	2	52			1	17			1	19			2	25						
4-Book	2	77			1	14			2	28			3	31		.1	1	16		
WI '97	1	43			1	22			1	21			1	28				7		
WLIR-FM																				
WI '98	27	969	.1	.4	34	265	.1	.4	39	328	.1	.5	27	406	.1	.4	12	272		.4
FA '97	26	1017	.1	.4	22	303	.1	.2	33	362	.1	.4	42	531	.1	.5	16	320		.5
SU '97	61	1365	.2	1.0	42	520	.1	.4	82	562	.3	1.0	62	730	.2	.9	40	593	.1	1.2
SP '97	43	915	.1	.7	60	311	.2	.6	63	411	.2	.7	56	446	.2	.7	14	308		.4
4-Book	39	1067	.1	.6	40	350	.1	.4	54	416	.2	.7	47	528	.2	.6	21	373		.6
WI '97	28	808	.1	.4	24	262	.1	.2	58	308	.2	.6	39	374	.1	.5	12	225		.4
WFAN-AM																				
WI '98	262	4567	.8	4.3	422	2008	1.3	4.5	319	2011	1.0	3.9	418	2560	1.3	5.6	141	1450	.4	4.6
FA '97	362	5556	1.1	5.7	444	2332	1.4	4.6	527	2582	1.6	6.0	619	3357	1.9	8.1	148	1710	.5	4.7
SU '97	318	5120	1.0	5.1	443	2181	1.4	4.7	432	2554	1.3	5.2	490	2869	1.5	6.8	153	1715	.5	4.6
SP '97	309	4934	1.0	4.8	418	2233	1.3	4.3	483	2501	1.5	5.4	475	3036	1.5	6.2	132	1739	.4	4.0
4-Book	313	5044	1.0	5.0	432	2189	1.4	4.5	440	2412	1.4	5.1	501	2956	1.6	6.7	144	1654	.5	4.5
WI '97	319	4638	1.0	4.8	446	2075	1.4	4.5	494	2268	1.5	5.2	559	2988	1.7	7.0	108	1287	.3	3.5
WFAS-FM																				
WI '98	22	328	.1	.4	33	213	.1	.3	48	157	.1	.6	25	132	.1	.3	9	125		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	19	328	.1	.3	36	185	.1	.4	22	152	.1	.3	8	69	.1	.1	13	139	.1	.4
FA '97	25	397	.1	.4	39	203	.1	.4	27	127	.1	.3	9	79	.1	.1	26	151	.1	.8
SU '97	22	483	.1	.4	41	239	.1	.4	16	100	.2	.2	15	139	.2	.2	18	128	.1	.5
SP '97	22	532	.1	.3	31	195	.1	.3	11	119	.1	.1	15	150	.2	.2	17	155	.1	.5
4-Book	22	435	.1	.4	37	206	.1	.4	19	125	.1	.2	12	109	.2	.2	19	143	.1	.6
WI '97	13	379	.2	.2	27	130	.1	.3	9	133	.1	.1	8	95	.1	.1	4	104	.1	.1
WHL1-AM																				
WI '98	*	18			*				18			*	3							
FA '97	8	72	.1	.1	8	40	.1	.1	11	32	.1	.1	11	25	.1	.1	**	**	**	**
SU '97	1	44				4			1	15			1	11			**	**	**	**
SP '97	3	45			6	15	.1	.1	3	39			1	30			**	**	**	**
4-Book	3	45			4	15	.1	.1	4	26			3	17			**	**	**	**
WI '97	8	29	.1	.1	6	22	.1	.1	14	20	.1	.1	9	14	.1	.1	**	**	**	**
WHTZ-FM																				
WI '98	189	4172	.6	3.1	226	1459	.7	2.4	269	1511	.8	3.3	257	2058	.8	3.5	112	1437	.3	3.7
FA '97	155	4017	.5	2.4	191	1497	.6	2.0	239	1645	.7	2.7	174	1881	.5	2.3	72	1066	.2	2.3
SU '97	206	4756	.6	3.3	296	1977	.9	3.2	271	1897	.8	3.2	238	2204	.7	3.3	114	1571	.4	3.4
SP '97	150	3573	.5	2.3	191	1523	.6	1.9	203	1408	.6	2.3	174	1587	.5	2.3	86	1283	.3	2.6
4-Book	175	4130	.6	2.8	226	1614	.7	2.4	246	1615	.7	2.9	211	1933	.6	2.9	96	1339	.3	3.0
WI '97	157	3723	.5	2.4	212	1454	.7	2.1	215	1634	.7	2.3	196	1949	.6	2.5	74	1014	.2	2.4
WHUD-FM																				
WI '98	21	448	.1	.3	31	225	.1	.3	5	86	.1	.3	23	234	.1	.3	27	188	.1	.9
FA '97	11	219	.2	.2	23	124	.1	.2	11	63	.1	.1	16	80	.2	.2	5	27	.2	.2
SU '97	16	321	.3	.3	31	174	.1	.3	22	105	.1	.3	8	94	.1	.1	7	125	.2	.2
SP '97	11	417	.2	.2	20	152	.1	.2	5	92	.1	.1	13	174	.2	.2	6	146	.2	.2
4-Book	15	351	.3	.3	26	169	.1	.3	11	87	.2	.2	15	146	.2	.2	11	122	.4	.4
WI '97	24	555	.1	.4	50	288	.2	.5	29	186	.1	.3	39	371	.1	.5	5	105	.2	.2
WINS-AM																				
WI '98	163	4772	.5	2.6	411	3081	1.3	4.3	138	1381	.4	1.7	194	1881	.6	2.6	81	1146	.2	2.7
FA '97	173	5402	.5	2.7	491	3752	1.5	5.0	149	1850	.5	1.7	177	1833	.5	2.3	63	1126	.2	2.0
SU '97	173	5230	.5	2.8	506	3565	1.6	5.4	123	1400	.4	1.5	165	1716	.5	2.3	80	1053	.2	2.4
SP '97	170	4794	.5	2.6	456	3180	1.4	4.7	161	1392	.5	1.8	147	1640	.5	1.9	63	958	.2	1.9
4-Book	170	5050	.5	2.7	466	3395	1.5	4.9	143	1506	.5	1.7	171	1768	.5	2.3	72	1071	.2	2.3
WI '97	180	5317	.6	2.7	439	3579	1.4	4.4	194	1537	.6	2.1	181	1885	.6	2.3	59	1084	.2	1.9
WKJY-FM																				
WI '98	27	346	.1	.4	39	154	.1	.4	54	156	.2	.7	32	188	.1	.4	9	84	.3	.3
FA '97	25	413	.1	.4	24	166	.1	.2	50	211	.2	.6	35	239	.1	.5	9	89	.3	.3
SU '97	25	419	.1	.4	28	201	.1	.3	57	285	.2	.7	32	195	.1	.4	5	74	.2	.2
SP '97	19	363	.1	.3	19	125	.1	.2	35	195	.1	.4	26	189	.1	.3	11	122	.3	.3
4-Book	24	385	.1	.4	28	162	.1	.3	49	212	.2	.6	31	203	.1	.4	9	92	.3	.3
WI '97	23	342	.1	.3	28	152	.1	.3	43	168	.1	.5	33	199	.1	.4	5	69	.2	.2
WKTU-FM																				
WI '98	277	4834	.9	4.5	228	2046	.7	2.4	383	2409	1.2	4.6	400	2721	1.2	5.4	191	1712	.6	6.3
FA '97	296	4978	.9	4.6	264	1659	.8	2.7	413	2479	1.3	4.7	388	2774	1.2	5.1	215	2058	.7	6.8
SU '97	325	5673	1.0	5.2	361	2466	1.1	3.8	430	2405	1.3	5.1	405	2996	1.2	5.6	217	2246	.7	6.6
SP '97	335	5184	1.0	5.2	357	1998	1.1	3.6	511	2692	1.6	5.7	385	2685	1.2	5.0	180	1984	.6	5.5
4-Book	308	5167	1.0	4.9	303	2042	.9	3.1	434	2496	1.4	5.0	395	2794	1.2	5.3	201	2000	.7	6.3
WI '97	303	5001	.9	4.6	344	2392	1.1	3.5	417	2246	1.3	4.4	392	2619	1.2	4.9	193	1760	.6	6.3
WLIB-AM																				
WI '98	*	707	.3	1.5	*	82	.3	.9	93	329	.3	1.1	*	97	.3	1.3	**	**	**	**
FA '97	92	740	.3	1.4	63	209	.2	.6	106	354	.3	1.2	78	283	.2	1.0	**	**	**	**
SU '97	116	830	.4	1.9	110	400	.3	1.2	126	366	.4	1.5	109	459	.3	1.5	**	**	**	**
SP '97	71	993	.2	1.1	96	484	.3	1.0	61	561	.2	.7	64	384	.2	.8	**	**	**	**
4-Book	93	818	.3	1.5	88	346	.3	.9	97	403	.3	1.1	87	359	.3	1.2	**	**	**	**
WI '97	85	667	.3	1.3	94	302	.3	.9	79	301	.2	.8	53	172	.2	.7	**	**	**	**

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	303	4688	.9	4.9	308	1978	1.0	3.3	513	2240	1.6	6.2	377	2358	1.2	5.1	153	1475	.5	5.0
FA '97	319	4569	1.0	5.0	406	2076	1.3	4.2	490	2108	1.5	5.6	408	2493	1.3	5.3	194	1780	.6	6.1
SU '97	312	4488	1.0	5.0	340	2195	1.0	3.6	560	2155	1.7	6.7	421	2400	1.3	5.8	164	1595	.5	5.0
SP '97	356	4617	1.1	5.5	388	2390	1.2	4.0	671	2156	2.1	7.5	486	2437	1.5	6.4	141	1505	.4	4.3
4-Book	323	4591	1.0	5.1	361	2160	1.1	3.8	559	2165	1.7	6.5	423	2422	1.3	5.7	163	1589	.5	5.1
WI '97	280	4090	.9	4.2	344	1856	1.1	3.5	477	1752	1.5	5.1	336	2113	1.0	4.2	124	1443	.4	4.0
WMCA-AM																				
WI '98	20	277	.1	.3	46	113	.1	.5	27	128	.1	.3	12	44	.2	.2	11	85	.4	.4
FA '97	11	350	.2	.2	16	121	.2	.2	5	46	.1	.1	24	125	.1	.3	12	134	.4	.4
SU '97	17	288	.1	.3	31	128	.1	.3	28	92	.1	.3	12	73	.2	.2	11	104	.3	.3
SP '97	23	317	.1	.4	46	204	.1	.5	34	129	.1	.4	19	123	.1	.2	9	107	.3	.3
4-Book	18	308	.1	.3	35	142	.1	.4	24	99	.1	.3	17	91	.1	.2	11	108	.4	.4
WI '97	14	271	.2	.2	32	130	.1	.3	23	59	.1	.2	13	149	.2	.2	9	107	.3	.3
WMJC-FM																				
WI '98	15	174	.2	.2	21	83	.1	.2	21	114	.1	.3	16	121	.2	.2	5	56	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	15	187	.2	.2	17	112	.1	.2	21	91	.1	.3	18	138	.1	.2	8	97	.2	.2
SP '97	18	251	.1	.3	23	124	.1	.2	24	121	.1	.3	17	104	.1	.2	9	90	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98		18			3	18														
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	5	56	.1	.1	4	28	.1	.1	15	30	.2	.2	7	30	.1	.1	7	7	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	71	.1	.1	16	71	.2	.2	1	37	.1	.1	2	34	.1	.1				
WNEV-FM																				
WI '98	194	3955	.6	3.2	215	1443	.7	2.3	315	1678	1.0	3.8	257	2239	.8	3.5	109	1304	.3	3.6
FA '97	244	4517	.8	3.8	312	1718	1.0	3.2	436	2161	1.3	5.0	317	2283	1.0	4.1	62	1088	.2	1.9
SU '97	248	4317	.8	4.0	309	1696	1.0	3.3	400	1937	1.2	4.8	302	2357	.9	4.2	102	1495	.3	3.1
SP '97	214	3956	.7	3.3	256	1583	.8	2.6	338	1949	1.0	3.8	287	2292	.9	3.8	73	1284	.2	2.2
4-Book	225	4186	.7	3.6	273	1610	.9	2.9	372	1931	1.1	4.4	291	2293	.9	3.9	87	1293	.3	2.7
WI '97	303	4549	.9	4.6	372	2040	1.1	3.7	589	2441	1.8	6.2	375	2703	1.2	4.7	85	1302	.3	2.8
+WNSR-FM																				
WI '98	133	2697	.4	2.2	164	1143	.5	1.7	238	1106	.7	2.9	168	1226	.5	2.3	35	784	.1	1.1
FA '97	117	2775	.4	1.8	108	882	.3	1.1	199	1292	.6	2.3	169	1312	.5	2.2	43	841	.1	1.4
SU '97	132	3063	.4	2.1	96	875	.3	1.0	212	1273	.7	2.5	195	1467	.6	2.7	80	1026	.2	2.4
SP '97	121	2521	.4	1.9	84	946	.3	.9	191	1070	.6	2.1	205	1401	.6	2.7	61	925	.2	1.9
4-Book	126	2764	.4	2.0	113	962	.4	1.2	210	1185	.7	2.5	184	1352	.6	2.5	55	894	.2	1.7
WI '97	115	2479	.4	1.7	101	864	.3	1.0	188	1035	.6	2.0	145	1266	.4	1.8	50	705	.2	1.6
WNWK-FM																				
WI '98	54	981	.2	.9	17	131	.1	.2	19	149	.1	.2	40	342	.1	.5	71	354	.2	2.3
FA '97	64	985	.2	1.0	11	116	.1	.1	22	172	.1	.3	84	372	.3	1.1	86	426	.3	2.7
SU '97	44	896	.1	.7	24	214	.1	.3	29	213	.1	.3	38	295	.1	.5	69	377	.2	2.1
SP '97	63	1166	.2	1.0	27	279	.1	.3	36	320	.1	.4	59	377	.2	.8	70	546	.2	2.1
4-Book	56	1007	.2	.9	20	185	.1	.2	27	214	.1	.3	55	347	.2	.7	74	426	.2	2.3
WI '97	55	1024	.2	.8	19	196	.1	.2	32	240	.1	.3	39	276	.1	.5	58	404	.2	1.9
WOR -AM																				
WI '98	37	1150	.1	.6	36	264	.1	.4	41	335	.1	.5	109	618	.3	1.5	10	253	.3	.3
FA '97	68	1316	.2	1.1	57	460	.2	.6	48	334	.1	.6	193	768	.6	2.5	58	525	.2	1.8
SU '97	56	1306	.2	.9	53	365	.2	.6	55	415	.2	.7	168	684	.5	2.3	26	256	.1	.8
SP '97	57	1150	.2	.9	46	286	.1	.5	29	279	.1	.3	204	739	.6	2.7	36	352	.1	1.1
4-Book	55	1231	.2	.9	48	344	.2	.5	43	341	.1	.5	169	702	.5	2.3	33	347	.1	1.0
WI '97	61	1197	.2	.9	57	403	.2	.6	64	376	.2	.7	165	640	.5	2.1	28	344	.1	.9

** Station(s) not reported this survey.

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

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

Target Listener Trends

Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	14	47		.2	29	40	.1	.3	17	35	.1	.2	17	47	.1	.2	7	28		.2
FA '97	11	196		.2	24	114	.1	.2	14	88		.2	4	39		.1	8	36		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	34	347	.1	.6	42	142	.1	.4	42	155	.1	.5	43	204	.1	.6	29	141	.1	.9
FA '97	18	378	.1	.3	18	85	.1	.2	35	159	.1	.4	20	167	.1	.3	7	73		.2
SU '97	13	346		.2	16	105		.2	17	116	.1	.2	16	108		.2	3	36		.1
SP '97	20	411	.1	.3	18	83	.1	.2	11	79		.1	14	94		.2	21	151	.1	.6
4-Book	21	371	.1	.4	24	104	.1	.3	26	127	.1	.3	23	143	.1	.3	15	100	.1	.5
WI '97	17	316	.1	.3	18	123	.1	.2	11	65		.1	9	96		.1	19	134	.1	.6
+WVY-FM																				
WI '98	5	31		.1	7	24		.1	8	25		.1	8	25		.1	2	6		.1
FA '97	3	32			1	11				13			4	14		.1	7	21		.2
SU '97	4	27		.1	4	14			5	14		.1	4	21		.1	2	13		.1
SP '97		7				7				7				7						
4-Book	3	24		.1	3	14			3	15		.1	4	17		.1	3	10		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	29	401	.1	.5	47	212	.1	.5	45	231	.1	.5	34	243	.1	.5	10	125		.3
FA '97	27	401	.1	.4	32	224	.1	.3	37	209	.1	.4	36	258	.1	.5	16	144		.5
SU '97	60	670	.2	1.0	66	321	.2	.7	84	346	.3	1.0	94	466	.3	1.3	19	222	.1	.6
SP '97	30	446	.1	.5	27	268	.1	.3	28	213	.1	.3	41	312	.1	.5	27	181	.1	.8
4-Book	37	480	.1	.6	43	256	.1	.5	49	250	.2	.6	51	320	.2	.7	18	168	.1	.6
WI '97	21	515	.1	.3	19	116	.1	.2	31	232	.1	.3	29	341	.1	.4	10	182		.3
+WZY-FM																				
WI '98	34	314	.1	.6	53	159	.2	.6	49	202	.2	.6	43	250	.1	.6	21	164	.1	.7
FA '97	27	331	.1	.4	29	141	.1	.3	27	167	.1	.3	43	235	.1	.6	15	189		.5
SU '97	37	319	.1	.6	30	125	.1	.3	39	139	.1	.5	51	238	.2	.7	23	173	.1	.7
SP '97	31	368	.1	.5	61	226	.2	.6	55	208	.2	.6	27	226	.1	.4	11	115		.3
4-Book	32	333	.1	.5	43	163	.2	.5	43	179	.2	.5	41	237	.1	.6	18	160	.1	.6
WI '97	35	339	.1	.5	31	137	.1	.3	53	154	.2	.6	59	268	.2	.7	16	143		.5
WXRK-FM																				
WI '98	570	7030	1.8	9.3	2023	5890	6.2	21.4	646	3571	2.0	7.8	327	2033	1.0	4.4	141	1365	.4	4.6
FA '97	526	6519	1.6	8.2	2046	5737	6.3	21.0	588	3447	1.8	6.7	251	1691	.8	3.3	76	896	.2	2.4
SU '97	411	6490	1.3	6.6	1721	5318	5.3	18.3	405	3066	1.2	4.8	168	1618	.5	2.3	52	928	.2	1.6
SP '97	440	6285	1.4	6.8	1697	5380	5.2	17.3	433	2744	1.3	4.9	236	1585	.7	3.1	64	990	.2	1.9
4-Book	487	6581	1.5	7.7	1872	5581	5.8	19.5	518	3207	1.6	6.1	246	1732	.8	3.3	83	1045	.3	2.6
WI '97	485	6476	1.5	7.3	1829	5488	5.6	18.4	526	2816	1.6	5.6	252	1707	.8	3.2	101	1059	.3	3.3
WKXV-FM																				
WI '98	51	1167	.2	.8	93	665	.3	1.0	46	438	.1	.6	75	622	.2	1.0	28	426	.1	.9
FA '97	46	1064	.1	.7	98	630	.3	1.0	53	411	.2	.6	66	583	.2	.9	12	278		.4
SU '97	41	921	.1	.7	90	482	.3	1.0	48	284	.1	.6	46	491	.1	.6	16	189		.5
SP '97	36	892	.1	.6	56	469	.2	.6	49	367	.2	.6	51	400	.2	.7	10	216		.3
4-Book	44	1011	.1	.7	84	562	.3	.9	49	375	.2	.6	60	524	.2	.8	17	277		.5
WI '97	43	980	.1	.6	79	416	.2	.8	51	408	.2	.5	62	530	.2	.8	17	268	.1	.6
TOTALS																				
WI '98	6158	30834	19.0		9465	26966	29.2		8241	22385	25.4		7411	25414	22.9		3056	18424	9.4	
FA '97	6407	31221	19.8		9754	27951	30.1		8714	23245	26.9		7667	25616	23.7		3182	19462	9.8	
SU '97	6264	31231	19.3		9388	27864	28.9		8372	22974	25.8		7246	25767	22.3		3310	19586	10.2	
SP '97	6504	31028	20.1		9801	27725	30.2		8892	22722	27.4		7652	25465	23.6		3294	18892	10.2	
4-Book	6333	31079	19.6		9602	27627	29.6		8555	22832	26.4		7494	25566	23.1		3211	19091	9.9	
WI '97	6656	31371	20.5		9925	28068	30.6		9433	23527	29.1		7960	26055	24.5		3084	18118	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																							
WI '98		185	1717	.6	2.2	55	883	.2	1.3	78	220	.2	1.7	56	186	.2	.8	58	210	.2	1.1		
4-Book		161	1740	.5	1.9	67	954	.2	1.5	64	201	.2	1.4	68	247	.2	1.0	89	270	.3	1.7		
WADO-AM																							
WI '98		131	1030	.4	1.6	36	540	.1	.8	113	301	.3	2.5	33	103	.1	.5	46	94	.1	.9		
4-Book		119	922	.4	1.4	30	437	.1	.7	94	236	.3	2.0	35	122	.1	.5	27	72	.1	.6		
WALK-FM																							
WI '98		40	478	.1	.5	12	203		.3	6	38		.1	13	58		.2	17	53	.1	.3		
4-Book		65	527	.2	.8	25	291	.1	.6	32	101	.1	.6	51	140	.1	.7	29	85	.1	.6		
WAXQ-FM																							
WI '98		252	2970	.8	3.0	150	1971	.5	3.5	130	544	.4	2.9	278	802	.9	3.9	179	699	.6	3.5		
4-Book		311	3251	1.0	3.7	174	2197	.5	3.9	148	543	.4	3.1	330	963	1.0	4.5	247	807	.8	4.7		
WBAB-FM																							
WI '98		95	844	.3	1.1	42	528	.1	1.0	42	161	.1	.9	80	226	.2	1.1	57	192	.2	1.1		
4-Book		92	836	.3	1.1	38	503	.1	.9	41	145	.1	.9	82	239	.2	1.1	55	179	.2	1.0		
WHFM-FM																							
WI '98			13			1	20							1	13			1	13				
4-Book		1	19				9							1	5			1	5				
WBBR-AM																							
WI '98		54	773	.2	.6	6	239		.1	24	148	.1	.5	10	75		.1	6	41		.1		
4-Book		49	753	.2	.6	10	256		.2	13	80		.3	20	82	.1	.3	7	37		.1		
WBLI-FM																							
WI '98		51	569	.2	.6	23	339	.1	.5	29	118	.1	.7	36	120	.1	.5	30	117	.1	.6		
4-Book		59	528	.2	.7	25	308	.1	.6	32	103	.1	.7	42	139	.1	.6	31	116	.1	.6		
WBLS-FM																							
WI '98		188	2307	.6	2.2	153	1750	.5	3.6	100	277	.3	2.2	188	540	.6	2.7	195	545	.6	3.8		
4-Book		200	2356	.6	2.3	166	1738	.5	3.7	122	328	.4	2.6	196	552	.6	2.7	150	457	.5	2.9		
WBZO-FM																							
WI '98		35	398	.1	.4	18	309	.1	.4	31	109	.1	.7	39	116	.1	.6	9	52		.2		
4-Book		41	423	.1	.5	24	292	.1	.6	28	96	.1	.6	52	141	.1	.7	31	86	.1	.6		
WCBS-AM																							
WI '98		183	3200	.6	2.2	72	1817	.2	1.7	157	757	.5	3.5	85	493	.3	1.2	54	301	.2	1.0		
4-Book		198	3342	.6	2.3	80	1862	.2	1.8	186	809	.6	3.9	87	444	.3	1.2	58	252	.2	1.1		
WCBS-FM																							
WI '98		368	3256	1.1	4.4	195	1968	.6	4.6	197	578	.6	4.4	333	861	1.0	4.7	226	658	.7	4.4		
4-Book		439	3515	1.3	5.1	236	2389	.7	5.3	253	716	.8	5.3	398	1018	1.2	5.5	317	768	1.0	6.1		
+WDRE-FM																							
WI '98		3	63			3	57		.1	1	10			7	29		.1	11	25		.2		
4-Book		2	51			3	46		.1	1	8			8	23		.1	9	24		.2		
WLIR-FM																							
WI '98		34	642	.1	.4	24	497	.1	.6	12	81		.3	81	270	.2	1.1	21	119	.1	.4		
4-Book		47	804	.2	.6	37	572	.1	.8	26	114	.1	.6	78	285	.2	1.1	55	210	.2	1.1		
WFAN-AM																							
WI '98		381	3969	1.2	4.6	133	2075	.4	3.1	202	739	.6	4.5	149	669	.5	2.1	110	432	.3	2.1		
4-Book		456	4339	1.4	5.3	173	2525	.5	3.9	213	724	.7	4.5	210	824	.7	2.9	143	477	.4	2.7		
WFAS-FM																							
WI '98		36	254	.1	.4	7	125		.2	12	39		.3	14	14		.2	14	28		.3		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WFME-FM																							
WI '98		22	256	.1	.3	19	211	.1	.4	34	63	.1	.8	19	66	.1	.3	4	28		.1		
4-Book		22	300	.1	.3	25	300	.1	.6	29	91	.1	.6	23	85	.1	.3	14	47		.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																					
WI '98	*	18			*				*								*				
4-Book	4	36			2	18			1	3			2	9			1	3			
WHTZ-FM																					
WI '98	252	3028	.8	3.0	129	2084	.4	3.0	103	430	.3	2.3	237	923	.7	3.4	156	517	.5	3.0	
4-Book	229	3101	.7	2.7	132	2202	.4	3.0	114	434	.4	2.4	257	914	.8	3.5	170	603	.5	3.3	
WHUD-FM																					
WI '98	19	389	.1	.2	21	240	.1	.5	42	112	.1	.9	68	121	.2	1.0	14	51		.3	
4-Book	17	270	.1	.2	14	194		.3	29	91	.1	.6	31	75	.1	.4	6	28		.1	
WINS-AM																					
WI '98	239	4157	.7	2.9	83	2128	.3	1.9	204	949	.6	4.6	93	545	.3	1.3	65	340	.2	1.3	
4-Book	251	4457	.8	2.9	92	2273	.3	2.1	233	1059	.7	4.9	92	545	.3	1.3	59	308	.2	1.1	
WKJY-FM																					
WI '98	42	291	.1	.5	11	145		.3	21	69	.1	.5	20	78	.1	.3	11	22		.2	
4-Book	37	325	.1	.4	12	165		.3	16	46	.1	.4	22	79	.1	.3	15	44		.3	
WKTU-FM																					
WI '98	341	3930	1.1	4.1	222	2905	.7	5.2	168	660	.5	3.8	401	1234	1.2	5.7	363	1146	1.1	7.0	
4-Book	382	4098	1.2	4.5	251	2960	.8	5.7	190	653	.6	4.0	431	1293	1.3	5.9	337	1055	1.0	6.5	
WLIB-AM																					
WI '98	* 91	504	.3	1.1	* 91	450	.3	2.1	* 100	188	.3	2.2	130	197	.4	1.8	* 114	163	.4	2.2	
4-Book	92	598	.3	1.1	101	508	.3	2.3	123	222	.4	2.6	158	261	.5	2.2	125	177	.4	2.4	
WLTW-FM																					
WI '98	408	3704	1.3	4.9	218	2650	.7	5.1	225	636	.7	5.0	387	1047	1.2	5.5	324	956	1.0	6.3	
4-Book	456	3713	1.4	5.3	192	2311	.6	4.4	202	580	.6	4.3	334	860	1.1	4.6	246	715	.8	4.7	
WMCA-AM																					
WI '98	28	194	.1	.3	12	113		.3	14	14		.3	10	14		.1					
4-Book	25	208	.1	.3	10	143		.2	8	25		.2	6	13		.1	3	12		.1	
WMJC-FM																					
WI '98	19	161	.1	.2	14	128		.3	9	36		.2	18	43	.1	.3	23	70	.1	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																					
WI '98	1	18			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																					
WI '98	266	3189	.8	3.2	123	2196	.4	2.9	101	503	.3	2.3	201	865	.6	2.9	130	616	.4	2.5	
4-Book	317	3264	1.0	3.7	155	2354	.5	3.5	137	555	.4	2.9	304	1016	.9	4.2	190	706	.6	3.6	
+WNSR-FM																					
WI '98	194	1994	.6	2.3	91	1415	.3	2.1	80	393	.2	1.8	179	524	.6	2.5	90	405	.3	1.7	
4-Book	173	2083	.5	2.1	91	1390	.3	2.1	75	292	.2	1.6	193	583	.6	2.7	100	373	.3	1.9	
WNWK-FM																					
WI '98	25	483	.1	.3	94	740	.3	2.2	78	119	.2	1.7	131	244	.4	1.9	163	345	.5	3.2	
4-Book	34	529	.1	.4	85	678	.3	1.9	94	190	.3	1.9	147	283	.5	2.0	152	279	.5	2.9	
WOR -AM																					
WI '98	60	927	.2	.7	14	331		.3	13	50		.3	14	64		.2	15	33		.3	
4-Book	83	1030	.3	1.0	19	346	.1	.4	32	104	.1	.7	24	78	.1	.3	15	44		.3	
WPAT-FM																					
WI '98	199	2222	.6	2.4	226	1780	.7	5.3	145	423	.4	3.3	285	748	.9	4.0	373	665	1.2	7.2	
4-Book	215	2106	.7	2.5	202	1720	.6	4.6	163	440	.5	3.4	286	739	.9	3.9	236	514	.8	4.6	
WPLJ-FM																					
WI '98	321	3424	1.0	3.8	139	2164	.4	3.3	104	393	.3	2.3	277	982	.9	3.9	219	775	.7	4.2	
4-Book	345	3656	1.1	4.0	138	2083	.4	3.1	135	519	.4	2.8	252	880	.8	3.5	197	729	.6	3.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	315	3140	1.0	3.8	204	2146	.6	4.8	201	595	.6	4.5	302	795	.9	4.3	186	601	.6	3.6
4-Book	289	2982	.9	3.4	181	1999	.6	4.1	158	484	.5	3.3	289	819	.9	4.0	203	580	.6	3.9
WQEW-AM																				
WI '98	23	251	.1	.3	9	186		.2					24	56	.1	.3				
4-Book	24	213	.1	.3	14	160	.1	.3	15	32		.3	27	68	.1	.4	5	15		.1
WQHT-FM																				
WI '98	359	3147	1.1	4.3	187	2137	.6	4.4	169	463	.5	3.8	329	1032	1.0	4.7	312	799	1.0	6.0
4-Book	368	3054	1.1	4.3	202	2042	.6	4.6	170	519	.5	3.6	344	918	1.1	4.8	278	718	.9	5.3
WQXR-FM																				
WI '98	119	1056	.4	1.4	58	816	.2	1.4	29	145	.1	.7	122	344	.4	1.7	98	305	.3	1.9
4-Book	106	1006	.4	1.2	56	813	.2	1.3	47	177	.2	1.0	100	278	.3	1.4	63	193	.2	1.2
WRKS-FM																				
WI '98	329	3286	1.0	3.9	182	1729	.6	4.3	186	505	.6	4.2	204	516	.6	2.9	151	412	.5	2.9
4-Book	347	3245	1.1	4.1	206	2080	.7	4.7	185	480	.6	3.9	283	732	.9	3.9	221	586	.7	4.2
WSKQ-FM																				
WI '98	569	3279	1.8	6.8	388	2892	1.2	9.1	403	1072	1.2	9.0	772	1715	2.4	11.0	376	836	1.2	7.3
4-Book	480	3078	1.5	5.6	331	2537	1.0	7.5	379	956	1.2	8.0	558	1300	1.7	7.8	369	794	1.2	7.1
WWDJ-AM																				
WI '98	21	47	.1	.3	8	28		.2	21	28	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	42	237	.1	.5	21	174	.1	.5	18	31	.1	.4	25	46	.1	.4	12	12		.2
4-Book	24	198	.1	.3	21	229	.1	.5	20	50	.1	.4	21	49	.1	.3	9	22		.2
+WVYV-FM																				
WI '98	8	31		.1	1	11			5	11		.1								
4-Book	4	23			2	10			3	6		.1	4	7		.1	3	4		.1
+WVXY-FM																				
WI '98	42	363	.1	.5	18	252	.1	.4	23	88	.1	.5	30	108	.1	.4	22	106	.1	.4
4-Book	48	415	.1	.6	30	269	.1	.7	33	99	.1	.7	49	124	.2	.7	38	97	.1	.7
+WVZY-FM																				
WI '98	49	282	.2	.6	15	132		.4	30	98	.1	.7	33	97	.1	.5	21	67	.1	.4
4-Book	42	284	.1	.5	23	203	.1	.5	28	78	.1	.6	37	105	.1	.5	28	73	.1	.6
WXRK-FM																				
WI '98	972	6651	3.0	11.6	144	1834	.4	3.4	203	551	.6	4.6	259	799	.8	3.7	163	581	.5	3.2
4-Book	851	6258	2.6	10.0	111	1714	.3	2.5	151	473	.5	3.2	202	709	.6	2.8	142	496	.4	2.8
WKXW-FM																				
WI '98	69	1050	.2	.8	35	576	.1	.8	22	125	.1	.5	78	295	.2	1.1	59	168	.2	1.1
4-Book	63	855	.2	.7	27	432	.1	.6	32	138	.1	.7	49	198	.1	.7	38	143	.1	.7
TOTALS																				
WI '98	8365	30138	25.8		4259	25763	13.1		4461	11822	13.8		7048	15964	21.8		5170	12413	16.0	
4-Book	8556	30374	26.4		4435	26089	13.7		4764	12496	14.7		7257	16163	22.4		5213	12305	16.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	32	184	.1	1.1	47	161	.1	1.6	81	324	.2	1.5	54	179	.2	1.4	39	150	.1	1.8
4-Book	47	183	.2	1.5	54	172	.2	1.7	74	263	.2	1.4	94	297	.3	2.3	53	179	.2	2.3
WADO-AM																				
WI '98	36	45	.1	1.2	32	106	.1	1.1	2	25			22	34	.1	.6	17	34	.1	.8
4-Book	20	47	.1	.7	33	105	.1	1.1	16	59		.3	12	29		.3	15	40	.1	.7
WALK-FM																				
WI '98	19	43	.1	.7	2	20		.1	7	47		.1	25	54	.1	.7	4	27		.2
4-Book	19	55	.1	.6	10	48		.3	26	92	.1	.5	23	58	.1	.6	7	38		.3
WAXQ-FM																				
WI '98	77	384	.2	2.6	64	241	.2	2.2	242	808	.7	4.6	141	438	.4	3.7	70	260	.2	3.2
4-Book	97	474	.3	3.1	73	263	.2	2.4	237	801	.7	4.3	153	519	.5	3.8	92	347	.3	3.9
WBAB-FM																				
WI '98	30	105	.1	1.0	21	89	.1	.7	50	204	.2	.9	33	152	.1	.9	17	57	.1	.8
4-Book	21	87	.1	.7	16	62	.1	.5	40	146	.2	.8	31	129	.1	.8	13	71	.1	.6
WHFM-FM																				
WI '98		7											3	13		.1				
4-Book		2				2				2			1	3						
WBRR-AM																				
WI '98					10	41		.3	4	20		.1					1	16		
4-Book	3	21		.1	13	47		.4	10	58		.2	6	34		.2	5	28		.2
WBLI-FM																				
WI '98	13	49		.4	22	73	.1	.7	23	88	.1	.4	28	82	.1	.7	10	48		.5
4-Book	14	45	.1	.4	18	56	.1	.6	33	105	.1	.6	26	84	.1	.7	8	30		.4
WBLS-FM																				
WI '98	181	458	.6	6.2	164	337	.5	5.6	170	435	.5	3.2	129	359	.4	3.4	91	287	.3	4.2
4-Book	148	443	.5	4.8	182	420	.6	5.8	278	624	.9	5.1	142	390	.5	3.5	93	248	.3	4.0
WBZD-FM																				
WI '98	4	18		.1	13	26		.4	21	91	.1	.4	19	79	.1	.5	10	44		.5
4-Book	8	34		.3	15	57		.5	32	97	.1	.6	23	64	.1	.6	7	28		.3
WCBS-AM																				
WI '98	36	256	.1	1.2	112	485	.3	3.8	79	417	.2	1.5	34	181	.1	.9	31	180	.1	1.4
4-Book	35	234	.1	1.1	127	607	.4	4.1	80	460	.2	1.5	47	200	.2	1.2	39	231	.1	1.7
WCBS-FM																				
WI '98	154	471	.5	5.3	132	439	.4	4.5	227	625	.7	4.3	147	427	.5	3.9	129	306	.4	6.0
4-Book	171	521	.5	5.5	152	481	.5	4.9	280	828	.9	5.2	190	518	.6	4.7	123	372	.4	5.4
+WORE-FM																				
WI '98	1	6			2	13		.1					1	6			3	7		.1
4-Book	1	6			1	5			3	12		.1	4	7		.1	2	8		.1
WLIR-FM																				
WI '98	7	42		.2	17	57	.1	.6	20	129	.1	.4	26	148	.1	.7	5	27		.2
4-Book	28	106	.1	.9	22	85	.1	.7	41	174	.2	.8	39	174	.2	1.0	11	71		.5
WFAN-AM																				
WI '98	97	393	.3	3.3	117	497	.4	4.0	188	738	.6	3.6	112	354	.3	3.0	89	349	.3	4.1
4-Book	92	361	.3	3.0	166	619	.5	5.3	274	1015	.9	5.1	179	624	.5	4.5	105	432	.3	4.6
WFAS-FM																				
WI '98					11	32		.4	4	38		.1					2	20		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	6	41		.2	67	136	.2	2.3	12	53		.2	2	12		.1	12	57		.6
4-Book	21	73	.1	.7	62	157	.2	2.0	22	83	.1	.4	16	47	.1	.4	19	70		.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM	WI '98					*								*								
4-Book		**	**	**	**	1	4			4	8	.1			2			**	**	**	**	
WHTZ-FM	WI '98	84	355	.3	2.9	59	261	.2	2.0	164	618	.5	3.1	158	439	.5	4.2	65	244	.2	3.0	
4-Book		84	360	.3	2.7	65	281	.2	2.1	160	633	.5	3.0	132	462	.4	3.3	67	333	.2	2.9	
WHUD-FM	WI '98	7	19		.2	22	38	.1	.7	3	15		.1	13	42		.3	2	20		.1	
4-Book		4	15		.1	22	62	.1	.7	11	38		.2	9	26		.2	2	18		.1	
WINS-AM	WI '98	51	291	.2	1.7	125	588	.4	4.3	64	436	.2	1.2	41	254	.1	1.1	45	219	.1	2.1	
4-Book		50	284	.2	1.6	146	669	.5	4.7	78	457	.3	1.4	56	289	.2	1.4	46	262	.1	2.0	
WKJY-FM	WI '98	2	7		.1	10	29		.3	18	53	.1	.3	8	24		.2	3	19		.1	
4-Book		10	25		.3	7	19		.2	11	38		.2	11	37		.3	5	21		.2	
WKTU-FM	WI '98	184	836	.6	6.3	69	281	.2	2.3	291	953	.9	5.5	177	572	.5	4.7	97	399	.3	4.5	
4-Book		280	849	.9	8.9	89	357	.3	2.8	264	894	.8	4.9	235	701	.7	5.9	150	554	.5	6.5	
WLIB-AM	WI '98					*	33	.1	1.1	93	188	.3	1.8	*	42	.1	1.1					
4-Book		**	**	**	**	40	77	.1	1.3	97	182	.3	1.8	53	113	.2	1.3	**	**	**	**	
WLTW-FM	WI '98	157	624	.5	5.4	114	449	.4	3.9	269	862	.8	5.1	161	537	.5	4.3	98	409	.3	4.5	
4-Book		152	551	.5	4.9	104	368	.3	3.3	213	695	.7	4.0	160	523	.5	4.0	115	421	.4	5.0	
WMCA-AM	WI '98	9	24		.3	16	49		.5	20	28	.1	.4	21	34	.1	.6	7	40		.3	
4-Book		13	37	.1	.4	20	61	.1	.7	11	33	.1	.2	11	22	.1	.3	10	35		.4	
WMJC-FM	WI '98	4	17		.1	8	21		.3	30	74	.1	.6	14	40		.4	3	14		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM	WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM	WI '98	96	443	.3	3.3	53	232	.2	1.8	152	691	.5	2.9	164	568	.5	4.4	76	283	.2	3.5	
4-Book		82	393	.3	2.7	72	260	.2	2.3	193	776	.6	3.6	168	595	.5	4.3	84	310	.3	3.7	
+WNSR-FM	WI '98	41	230	.1	1.4	63	160	.2	2.1	131	411	.4	2.5	94	334	.3	2.5	42	224	.1	1.9	
4-Book		37	227	.1	1.2	35	133	.1	1.1	118	446	.4	2.2	104	371	.3	2.6	55	232	.2	2.3	
WNWK-FM	WI '98	101	262	.3	3.5	29	68	.1	1.0	69	158	.2	1.3	77	156	.2	2.0	94	175	.3	4.4	
4-Book		99	230	.3	3.2	26	67	.1	.8	59	136	.2	1.1	52	130	.2	1.3	49	100	.2	2.2	
WOR -AM	WI '98	14	70		.5	33	91	.1	1.1	17	107	.1	.3	9	27		.2	1	20		.3	
4-Book		12	45		.4	26	83	.1	.8	24	93	.1	.4	14	39		.4	6	35		.3	
WPAT-FM	WI '98	169	393	.5	5.8	114	315	.4	3.9	358	745	1.1	6.8	237	511	.7	6.3	120	379	.4	5.6	
4-Book		150	396	.5	4.8	142	432	.5	4.6	313	732	1.0	5.8	176	402	.5	4.4	134	358	.4	5.8	
WPLJ-FM	WI '98	92	451	.3	3.2	76	311	.2	2.6	183	669	.6	3.5	98	384	.3	2.6	54	210	.2	2.5	
4-Book		71	328	.2	2.3	72	294	.2	2.3	189	777	.6	3.5	139	514	.5	3.5	52	282	.2	2.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	139	453	.4	4.8	94	295	.3	3.2	289	738	.9	5.5	261	548	.8	6.9	147	372	.5	6.8
4-Book	130	437	.4	4.2	92	302	.3	3.0	256	714	.8	4.7	206	547	.6	5.2	102	336	.3	4.5
WQEV-AM																				
WI '98	1	7			1	6			11	40		.2	24	98	.1	.6	6	46		.3
4-Book	4	18		.1	9	34		.3	19	61	.1	.4	20	55	.1	.5	9	40		.4
WQHT-FM																				
WI '98	186	565	.6	6.4	55	135	.2	1.9	109	358	.3	2.1	171	462	.5	4.5	159	501	.5	7.4
4-Book	214	582	.7	6.8	71	212	.2	2.3	163	455	.5	3.0	230	564	.7	5.7	135	406	.4	5.9
WQXR-FM																				
WI '98	21	140	.1	.7	36	84	.1	1.2	63	187	.2	1.2	67	167	.2	1.8	27	91	.1	1.3
4-Book	37	156	.1	1.2	30	125	.1	1.0	77	263	.2	1.4	57	175	.2	1.4	34	145	.1	1.5
WRKS-FM																				
WI '98	214	523	.7	7.3	194	432	.6	6.6	215	521	.7	4.1	121	310	.4	3.2	152	386	.5	7.1
4-Book	196	519	.6	6.3	219	542	.7	7.0	213	536	.7	3.9	164	435	.5	4.1	160	461	.5	7.0
WSKQ-FM																				
WI '98	212	567	.7	7.3	265	720	.8	9.0	557	1223	1.7	10.6	367	805	1.1	9.8	120	469	.4	5.6
4-Book	213	555	.7	6.9	252	636	.8	8.1	443	1036	1.4	8.2	317	709	1.0	8.0	116	399	.4	5.1
WWDJ-AM																				
WI '98	1	28			28	28	.1	1.0	17	28	.1	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	10	12		.3	67	140	.2	2.3	19	29	.1	.4	12	12		.3	10	12		.5
4-Book	7	17		.2	45	107	.1	1.5	30	85	.1	.6	18	36	.1	.4	14	30	.1	.6
+WWVY-FM																				
WI '98					1	4			1	6			3	6		.1	1	6		
4-Book	2	4		.1	1	3			2	3			1	3			2	2		
+WWXY-FM																				
WI '98	6	44		.2	5	30		.2	31	119	.1	.6	21	92	.1	.6	3	20		.1
4-Book	19	61	.1	.6	18	52	.1	.6	43	126	.2	.8	28	94	.1	.7	10	43		.4
+WWZY-FM																				
WI '98					7	49		.2	21	52	.1	.4	9	18		.2	1	15		
4-Book	6	28		.2	20	68	.1	.6	34	99	.1	.6	22	50	.1	.5	13	50	.1	.6
WXRK-FM																				
WI '98	128	411	.4	4.4	71	271	.2	2.4	178	582	.5	3.4	83	332	.3	2.2	56	238	.2	2.6
4-Book	81	314	.3	2.6	70	235	.2	2.3	108	421	.3	2.0	78	321	.3	1.9	55	248	.2	2.4
WKXV-FM																				
WI '98	19	50	.1	.7	28	120	.1	1.0	54	171	.2	1.0	14	67		.4	4	21		.2
4-Book	17	59	.1	.5	15	66	.1	.5	38	143	.1	.7	21	73	.1	.5	6	44		.3
TOTALS																				
WI '98	2915	8538	9.0		2937	8205	9.1		5274	12833	16.3		3761	9017	11.6		2154	6377	6.6	
4-Book	3117	8764	9.6		3127	8865	9.7		5434	13423	16.8		4008	9647	12.4		2303	6865	7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	157	2614	.4	2.2	162	987	.4	1.5	325	1484	.9	3.4	216	1255	.6	2.5	50	653	.1	1.4
FA '97	181	2847	.5	2.4	143	972	.4	1.2	351	1571	.9	3.5	274	1285	.7	3.1	115	910	.3	3.2
SU '97	175	3387	.5	2.4	137	877	.4	1.3	316	1438	.8	3.3	146	1174	.4	1.8	179	1380	.5	4.8
SP '97	137	2998	.4	1.8	106	684	.3	.9	273	1498	.7	2.7	174	1143	.5	2.0	91	1071	.2	2.4
4-Book	163	2962	.5	2.2	137	880	.4	1.2	316	1498	.8	3.2	203	1214	.6	2.4	109	1004	.3	3.0
WI '97	158	2655	.4	2.1	185	1051	.5	1.6	313	1527	.8	2.9	178	1108	.5	1.9	82	673	.2	2.3
WADO-AM																				
WI '98	138	1467	.4	1.9	301	1084	.8	2.7	191	740	.5	2.0	140	499	.4	1.6	53	233	.1	1.5
FA '97	108	1170	.3	1.5	228	772	.6	2.0	187	731	.5	1.9	116	453	.3	1.3	27	192	.1	.8
SU '97	81	994	.2	1.1	155	592	.4	1.4	124	556	.3	1.3	87	375	.2	1.0	31	185	.1	.8
SP '97	112	1425	.3	1.5	267	885	.7	2.4	181	787	.5	1.8	112	494	.3	1.3	8	100	.2	.2
4-Book	110	1264	.3	1.5	238	833	.6	2.1	171	704	.5	1.8	114	455	.3	1.3	30	178	.1	.8
WI '97	103	1264	.3	1.4	277	936	.7	2.4	136	616	.4	1.3	78	461	.2	.9	26	248	.1	.7
WALK-FM																				
WI '98	37	727	.1	.5	63	424	.2	.6	51	265	.1	.5	48	329	.1	.6	22	181	.1	.6
FA '97	56	799	.1	.8	91	435	.2	.8	98	424	.3	1.0	63	427	.2	.7	13	212	.4	.4
SU '97	52	702	.1	.7	84	387	.2	.8	93	300	.2	1.0	60	300	.2	.7	10	115	.3	.3
SP '97	63	891	.2	.8	94	556	.3	.8	98	434	.3	1.0	76	519	.2	.9	23	213	.1	.6
4-Book	52	780	.1	.7	83	451	.2	.8	85	356	.2	.9	62	394	.2	.7	17	180	.1	.5
WI '97	64	865	.2	.8	102	541	.3	.9	111	388	.3	1.0	76	440	.2	.8	15	216	.4	.4
WAXQ-FM																				
WI '98	203	3957	.5	2.8	162	1276	.4	1.5	305	1874	.8	3.2	321	2272	.9	3.7	102	1206	.3	2.9
FA '97	207	4137	.6	2.8	241	1563	.6	2.1	304	2134	.8	3.0	290	2542	.8	3.3	95	1307	.3	2.7
SU '97	288	4430	.8	4.0	304	1737	.8	2.8	445	2442	1.2	4.6	397	2633	1.1	4.8	138	1432	.4	3.7
SP '97	297	4336	.8	4.0	353	1990	.9	3.1	455	2215	1.2	4.5	394	2790	1.1	4.5	126	1724	.3	3.4
4-Book	249	4215	.7	3.4	265	1642	.7	2.4	377	2166	1.0	3.8	351	2559	1.0	4.1	115	1417	.3	3.2
WI '97	329	4775	.9	4.3	357	2376	1.0	3.1	571	2459	1.5	5.3	458	3209	1.2	5.0	122	1444	.3	3.5
WBAB-FM																				
WI '98	68	1044	.2	.9	85	410	.2	.8	128	581	.3	1.3	81	610	.2	.9	20	283	.1	.6
FA '97	76	1167	.2	1.0	107	605	.3	.9	126	603	.3	1.3	97	664	.3	1.1	40	346	.1	1.1
SU '97	68	1051	.2	.9	97	512	.3	.9	119	503	.3	1.2	91	581	.2	1.1	16	236	.4	.4
SP '97	51	868	.1	.7	49	450	.1	.4	78	445	.2	.8	73	544	.2	.8	32	262	.1	.9
4-Book	66	1033	.2	.9	85	494	.2	.8	113	533	.3	1.2	86	600	.2	1.0	27	282	.1	.8
WI '97	63	1028	.2	.8	71	485	.2	.6	108	551	.3	1.0	82	602	.2	.9	33	357	.1	.9
WHFM-FM																				
WI '98	1	26			1	6			2	20			13				7			
FA '97		6				6			1	6				6						
SU '97	1	48			2	20			4	41			2	13						
SP '97		17			1	9				8										
4-Book	1	24			1	10			2	19			1	8				2		
WI '97		30			1	15			1	23							1	15		
WBBR-AM																				
WI '98	35	997	.1	.5	90	631	.2	.8	48	422	.1	.5	44	586	.1	.5	13	277	.4	.4
FA '97	41	1164	.1	.6	109	728	.3	1.0	47	417	.1	.5	47	601	.1	.5	12	238	.3	.3
SU '97	31	889	.1	.4	57	546	.2	.5	47	340	.1	.5	48	470	.1	.6	10	146	.3	.3
SP '97	32	924	.1	.4	49	555	.1	.4	44	310	.1	.4	46	410	.1	.5	21	224	.1	.6
4-Book	35	994	.1	.5	76	615	.2	.7	47	372	.1	.5	46	517	.1	.5	14	221	.1	.4
WI '97	44	1080	.1	.6	92	701	.2	.8	52	399	.1	.5	56	543	.2	.6	19	311	.1	.5
WBLI-FM																				
WI '98	40	738	.1	.6	52	338	.1	.5	61	332	.2	.6	64	422	.2	.7	12	117	.3	.3
FA '97	50	751	.1	.7	64	353	.2	.6	95	450	.3	1.0	50	330	.1	.6	19	213	.1	.5
SU '97	38	676	.1	.5	50	316	.1	.5	73	367	.2	.8	42	359	.1	.5	8	114	.2	.2
SP '97	48	655	.1	.6	63	349	.2	.6	76	289	.2	.7	63	386	.2	.7	20	156	.1	.5
4-Book	44	705	.1	.6	57	339	.2	.6	76	360	.2	.8	55	374	.2	.6	15	150	.1	.4
WI '97	28	581	.1	.4	32	272	.1	.3	41	258	.1	.4	42	314	.1	.5	8	152	.2	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	186	3219	.5	2.6	178	1192	.5	1.6	228	1433	.6	2.4	218	1448	.6	2.5	146	1244	.4	4.2
FA '97	173	3262	.5	2.3	178	1217	.5	1.6	211	1446	.6	2.1	179	1398	.5	2.0	135	1214	.4	3.8
SU '97	176	3111	.5	2.4	198	1284	.5	1.8	190	1404	.5	2.0	177	1566	.5	2.1	140	1131	.4	3.8
SP '97	240	3718	.6	3.2	316	1767	.8	2.8	284	1609	.8	2.8	228	1675	.6	2.6	184	1345	.5	5.0
4-Book	194	3328	.5	2.6	218	1365	.6	2.0	228	1473	.6	2.3	201	1522	.6	2.3	151	1234	.4	4.2
WI '97	259	3523	.7	3.4	307	1604	.8	2.7	356	1678	1.0	3.3	293	1730	.8	3.2	151	1146	.4	4.3
WBZO-FM																				
WI '98	29	629	.1	.4	43	262	.1	.4	51	223	.1	.5	32	281	.1	.4	5	151		.1
FA '97	48	772	.1	.6	47	347	.1	.4	75	390	.2	.8	73	471	.2	.8	13	195		.4
SU '97	28	516	.1	.4	26	241	.1	.2	45	254	.1	.5	34	263	.1	.4	5	119		.1
SP '97	46	688	.1	.6	68	350	.2	.6	83	339	.2	.8	45	387	.1	.5	18	198		.5
4-Book	38	651	.1	.5	46	300	.1	.4	64	302	.2	.7	46	351	.1	.5	10	166		.3
WI '97	48	614	.1	.6	52	271	.1	.5	78	330	.2	.7	61	394	.2	.7	23	222	.1	.7
WCBS-AM																				
WI '98	163	4440	.4	2.3	399	2915	1.1	3.6	139	1409	.4	1.5	186	2162	.5	2.2	79	1319	.2	2.3
FA '97	200	4797	.5	2.7	430	3088	1.1	3.8	197	1824	.5	2.0	231	2390	.6	2.6	92	1370	.2	2.6
SU '97	179	5054	.5	2.5	440	3398	1.2	4.1	163	1680	.4	1.7	221	2208	.6	2.7	68	1146	.2	1.8
SP '97	160	4161	.4	2.1	425	2870	1.1	3.8	127	1255	.3	1.2	169	1911	.5	1.9	71	1163	.2	1.9
4-Book	176	4613	.5	2.4	424	3068	1.1	3.8	157	1542	.4	1.6	202	2168	.6	2.4	78	1250	.2	2.2
WI '97	181	4896	.5	2.4	478	3191	1.3	4.2	113	1685	.3	1.1	190	2242	.5	2.1	80	1330	.2	2.3
WCBS-FM																				
WI '98	393	5262	1.0	5.5	504	2661	1.3	4.5	638	2660	1.7	6.7	469	2908	1.2	5.5	146	1483	.4	4.2
FA '97	432	5814	1.2	5.8	516	2945	1.4	4.5	707	2937	1.9	7.1	533	2966	1.4	6.0	162	1711	.4	4.6
SU '97	460	5916	1.2	6.4	570	2786	1.5	5.3	758	3101	2.0	7.8	504	2951	1.4	6.0	140	1545	.4	3.8
SP '97	480	5731	1.3	6.4	666	3075	1.8	5.9	752	2990	2.0	7.4	581	3040	1.6	6.6	212	1730	.6	5.7
4-Book	441	5681	1.2	6.0	564	2867	1.5	5.1	714	2922	1.9	7.3	522	2966	1.4	6.0	165	1617	.5	4.6
WI '97	451	5689	1.2	5.9	551	2768	1.5	4.8	738	2659	2.0	6.9	559	2956	1.5	6.1	207	1738	.6	5.9
+WDRE-FM																				
WI '98	3	84			1	27			4	36			4	52			1	28		
FA '97	1	55				12			1	30			1	18						
SU '97	3	124				7			2	33			4	29			2	34		.1
SP '97	2	52			1	17			1	19			2	25						
4-Book	2	79			1	16			2	30			3	31			1	16		
WI '97	1	43			1	22			1	21			1	28				7		
WLIR-FM																				
WI '98	27	975	.1	.4	34	265	.1	.3	39	328	.1	.4	28	412	.1	.3	12	272		.3
FA '97	27	1052	.1	.4	22	309	.1	.2	36	379	.1	.4	43	548	.1	.5	16	332		.4
SU '97	61	1403	.2	.8	42	526	.1	.4	82	562	.2	.8	62	730	.2	.7	40	593	.1	1.1
SP '97	44	938	.1	.6	61	316	.2	.5	63	411	.2	.6	56	446	.2	.6	14	314		.4
4-Book	40	1092	.1	.6	40	354	.1	.4	55	420	.2	.6	47	534	.2	.5	21	378		.6
WI '97	28	814	.1	.4	24	262	.1	.2	58	315	.2	.5	39	374	.1	.4	12	225		.3
WFAN-AM																				
WI '98	305	5350	.8	4.3	542	2523	1.4	4.9	354	2259	.9	3.7	464	2961	1.2	5.4	163	1569	.4	4.7
FA '97	421	6600	1.1	5.7	611	2986	1.6	5.3	563	2948	1.5	5.6	683	3844	1.8	7.7	175	1975	.5	4.9
SU '97	374	5902	1.0	5.2	611	2727	1.6	5.7	496	2931	1.3	5.1	552	3310	1.5	6.6	160	1894	.4	4.3
SP '97	360	5718	1.0	4.8	519	2765	1.4	4.6	546	2786	1.5	5.4	542	3457	1.5	6.1	157	1914	.4	4.2
4-Book	365	5893	1.0	5.0	571	2750	1.5	5.1	490	2731	1.3	5.0	560	3393	1.5	6.5	164	1838	.4	4.5
WI '97	363	5429	1.0	4.8	604	2666	1.6	5.3	524	2566	1.4	4.9	602	3298	1.6	6.6	121	1406	.3	3.4
WFAS-FM																				
WI '98	22	328	.1	.3	33	213	.1	.3	48	157	.1	.5	25	132	.1	.3	9	125		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Men 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 25-54																	
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFME-FM																			
WI '98	22	367	.1	.3	39	203	.1	.4	24	179	.1	.3	10	81	.1	.1	15	146	.4
FA '97	36	551	.1	.5	69	299	.2	.6	36	201	.1	.4	11	116	.1	.1	36	230	.1
SU '97	30	515	.1	.4	49	264	.1	.5	35	120	.1	.4	25	170	.1	.3	20	154	.1
SP '97	34	630	.1	.5	42	236	.1	.4	16	157	.1	.2	22	183	.1	.2	39	223	.1
4-Book	31	516	.1	.4	50	251	.1	.5	28	164	.1	.3	17	138	.1	.2	28	188	.1
WI '97	17	468	.2	.2	30	161	.1	.3	9	133	.1	.1	12	111	.1	.1	6	134	.2
WHLI-AM																			
WI '98	* 1	45			* 2	14			2	38			*	3					
FA '97	9	87		.1	10	44		.1	12	36		.1	11	25		.1	**	**	**
SU '97	2	76			1	11			2	21			1	17			**	**	**
SP '97	5	79		.1	7	27		.1	7	56		.1	2	47			**	**	**
4-Book	4	72		.1	5	24		.1	6	38		.1	4	23			**	**	**
WI '97	10	55		.1	10	35		.1	15	27		.1	10	20		.1	**	**	**
WHTZ-FM																			
WI '98	205	4487	.5	2.9	250	1618	.7	2.3	296	1655	.8	3.1	279	2181	.7	3.3	121	1544	.3
FA '97	163	4294	.4	2.2	203	1606	.5	1.8	245	1699	.7	2.5	181	1960	.5	2.1	73	1103	.2
SU '97	228	5162	.6	3.2	328	2204	.9	3.0	319	2102	.9	3.3	265	2413	.7	3.2	119	1650	.3
SP '97	161	3831	.4	2.2	202	1606	.5	1.8	221	1492	.6	2.2	190	1682	.5	2.2	97	1354	.3
4-Book	189	4444	.5	2.6	246	1759	.7	2.2	270	1737	.8	2.8	229	2059	.6	2.7	103	1413	.3
WI '97	171	3971	.5	2.2	231	1575	.6	2.0	231	1713	.6	2.2	214	2116	.6	2.3	78	1124	.2
WHUD-FM																			
WI '98	28	537	.1	.4	42	298	.1	.4	9	127	.1	.1	41	306	.1	.5	29	222	.1
FA '97	30	358	.1	.4	50	225	.1	.4	40	125	.1	.4	39	166	.1	.4	10	61	.3
SU '97	19	413	.1	.3	38	231	.1	.4	24	125	.1	.2	9	110	.1	.1	7	125	.2
SP '97	15	443	.1	.2	35	171	.1	.3	8	117	.1	.1	13	180	.1	.1	6	146	.2
4-Book	23	438	.1	.3	41	231	.1	.4	20	124	.1	.2	26	191	.1	.3	13	139	.4
WI '97	30	684	.1	.4	61	346	.2	.5	32	239	.1	.3	47	467	.1	.5	5	120	.1
WINS-AM																			
WI '98	204	5869	.5	2.8	527	3789	1.4	4.8	166	1751	.4	1.7	239	2212	.6	2.8	94	1395	.3
FA '97	213	6515	.6	2.9	591	4419	1.6	5.2	195	2200	.5	2.0	209	2245	.6	2.4	80	1384	.2
SU '97	204	5977	.5	2.8	589	4110	1.6	5.5	153	1609	.4	1.6	187	1927	.5	2.2	86	1150	.2
SP '97	218	5837	.6	2.9	541	3770	1.5	4.8	216	1784	.6	2.1	199	2031	.5	2.3	79	1235	.2
4-Book	210	6050	.6	2.9	562	4022	1.5	5.1	183	1836	.5	1.9	209	2104	.6	2.4	85	1291	.2
WI '97	230	6478	.6	3.0	540	4276	1.4	4.7	233	1948	.6	2.2	215	2273	.6	2.4	97	1397	.3
WKJY-FM																			
WI '98	30	420	.1	.4	49	181	.1	.4	55	195	.1	.6	36	215	.1	.4	11	117	.3
FA '97	29	479	.1	.4	26	190	.1	.2	53	223	.1	.5	39	263	.1	.4	9	101	.3
SU '97	26	462	.1	.4	30	224	.1	.3	62	316	.2	.6	33	218	.1	.4	5	80	.1
SP '97	24	427	.1	.3	23	148	.1	.2	45	218	.1	.4	34	235	.1	.4	11	127	.3
4-Book	27	447	.1	.4	32	186	.1	.3	54	238	.1	.5	36	233	.1	.4	9	106	.3
WI '97	31	415	.1	.4	42	193	.1	.4	62	216	.2	.6	43	246	.1	.5	6	82	.2
WKTU-FM																			
WI '98	287	5097	.8	4.0	234	2079	.6	2.1	394	2528	1.0	4.1	414	2858	1.1	4.8	198	1774	.5
FA '97	303	5189	.8	4.1	275	1774	.7	2.4	421	2591	1.1	4.2	394	2880	1.0	4.5	219	2141	.6
SU '97	362	6046	1.0	5.0	406	2661	1.1	3.8	476	2596	1.3	4.9	459	3221	1.2	5.5	255	2371	.7
SP '97	354	5498	.9	4.7	377	2117	1.0	3.4	537	2799	1.4	5.3	412	2856	1.1	4.7	185	2084	.5
4-Book	327	5458	.9	4.5	323	2158	.9	2.9	457	2629	1.2	4.6	420	2954	1.1	4.9	214	2093	.6
WI '97	329	5437	.9	4.3	374	2551	1.0	3.3	457	2424	1.2	4.3	431	2904	1.2	4.7	204	1869	.5
WLIB-AM																			
WI '98	* 125	845	.3	1.7	* 126	368	.3	1.1	130	428	.3	1.4	* 126	368	.3	1.5			
FA '97	110	836	.3	1.5	82	269	.2	.7	117	390	.3	1.2	81	300	.2	.9	**	**	**
SU '97	122	933	.3	1.7	118	429	.3	1.1	131	403	.4	1.4	109	473	.3	1.3	**	**	**
SP '97	81	1179	.2	1.1	101	524	.3	.9	75	623	.2	.7	69	430	.2	.8	**	**	**
4-Book	110	948	.3	1.5	107	398	.3	1.0	113	461	.3	1.2	96	393	.3	1.1	**	**	**
WI '97	102	830	.3	1.3	106	354	.3	.9	90	372	.2	.8	67	226	.2	.7	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTV-FM																				
WI '98	360	5597	1.0	5.0	366	2452	1.0	3.3	606	2578	1.6	6.3	459	2901	1.2	5.4	170	1713	.5	4.9
FA '97	410	5384	1.1	5.5	528	2595	1.4	4.6	665	2579	1.8	6.7	527	2988	1.4	6.0	209	2011	.6	5.9
SU '97	396	5291	1.1	5.5	420	2563	1.1	3.9	711	2529	1.9	7.3	537	2870	1.4	6.4	202	1897	.5	5.5
SP '97	399	5364	1.1	5.3	429	2721	1.2	3.8	740	2500	2.0	7.3	541	2857	1.5	6.1	158	1707	.4	4.3
4-Book	391	5409	1.1	5.3	436	2583	1.2	3.9	681	2547	1.8	6.9	516	2904	1.4	6.0	185	1832	.5	5.2
WI '97	322	4882	.9	4.2	386	2191	1.0	3.4	549	2176	1.5	5.1	399	2611	1.1	4.4	145	1662	.4	4.1
WMCA-AM																				
WI '98	35	305	.1	.5	64	142	.2	.6	46	157	.1	.5	24	66	.1	.3	20	114	.1	.6
FA '97	12	397	.2	.2	19	153	.1	.2	5	46	.1	.1	26	148	.1	.3	12	134	.3	.3
SU '97	18	364	.3	.3	33	140	.1	.3	28	92	.1	.3	13	90	.2	.2	11	110	.3	.3
SP '97	24	348	.1	.3	50	223	.1	.4	35	148	.1	.3	20	141	.1	.2	10	112	.3	.3
4-Book	22	354	.1	.3	42	165	.1	.4	29	111	.1	.3	21	111	.1	.3	13	118	.4	.4
WI '97	15	300	.2	.2	34	146	.1	.3	24	66	.1	.2	14	162	.2	.2	9	107	.3	.3
WMJC-FM																				
WI '98	16	217	.2	.2	22	96	.1	.2	22	137	.1	.2	20	148	.1	.2	6	68	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	22	255	.1	.3	26	149	.1	.2	34	128	.1	.4	30	194	.1	.4	9	115	.2	.2
SP '97	20	284	.1	.3	26	146	.1	.2	24	126	.1	.2	19	121	.1	.2	9	96	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	3	32	**	**	8	32	**	.1	1	14	**	**	3	14	**	**		14	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	5	67	.1	.1	4	33	**	**	15	30	.1	.1	9	40	.1	.1	1	12	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	5	95	.1	.1	19	95	.1	.2	2	45	**	**	3	42	**	**			**	**
WNEV-FM																				
WI '98	207	4186	.6	2.9	239	1575	.5	2.4	331	1839	.9	3.5	273	2362	.7	3.2	115	1358	.3	3.3
FA '97	258	4847	.7	3.5	326	1779	.5	3.0	466	2267	1.2	4.7	332	2454	.9	3.8	66	1159	.2	1.9
SU '97	262	4552	.7	3.6	329	1796	.5	3.0	411	2016	1.1	4.2	330	2500	.9	4.0	108	1523	.3	2.9
SP '97	226	4215	.6	3.0	272	1692	.7	2.4	363	2064	1.0	3.6	299	2401	.8	3.4	74	1316	.2	2.0
4-Book	238	4450	.7	3.3	292	1711	.8	2.6	393	2047	1.1	4.0	309	2429	.8	3.6	91	1339	.3	2.5
WI '97	310	4706	.8	4.1	376	2100	1.0	3.3	595	2486	1.6	5.5	384	2807	1.0	4.2	87	1368	.2	2.5
+WNSR-FM																				
WI '98	142	2975	.4	2.0	181	1200	.5	1.6	253	1254	.7	2.6	179	1371	.5	2.1	38	855	.1	1.1
FA '97	122	2919	.3	1.6	115	940	.3	1.0	208	1354	.6	2.1	178	1394	.5	2.0	44	877	.1	1.2
SU '97	147	3227	.4	2.0	108	960	.3	1.0	250	1375	.7	2.6	216	1556	.6	2.6	82	1042	.2	2.2
SP '97	125	2725	.3	1.7	89	1013	.2	.8	197	1122	.5	1.9	214	1499	.6	2.4	63	1002	.2	1.7
4-Book	134	2962	.4	1.8	123	1028	.3	1.1	227	1276	.6	2.3	197	1455	.6	2.3	57	944	.2	1.6
WI '97	121	2672	.3	1.6	111	951	.3	1.0	190	1102	.5	1.8	152	1342	.4	1.7	55	758	.1	1.6
WNWK-FM																				
WI '98	57	1063	.2	.8	23	152	.1	.2	19	170	.1	.2	40	342	.1	.5	71	354	.2	2.0
FA '97	70	1083	.2	.9	11	116	.1	.1	24	206	.1	.2	86	389	.2	1.0	89	447	.2	2.5
SU '97	51	1013	.1	.7	33	251	.1	.3	32	249	.1	.3	38	295	.1	.5	83	425	.2	2.2
SP '97	71	1263	.2	1.0	30	299	.1	.3	36	320	.1	.4	59	377	.2	.7	83	591	.2	2.2
4-Book	62	1106	.2	.9	24	205	.1	.2	28	236	.1	.3	56	351	.2	.7	82	454	.2	2.2
WI '97	58	1090	.2	.8	22	209	.1	.2	35	253	.1	.3	42	289	.1	.5	59	417	.2	1.7
WOR -AM																				
WI '98	63	1566	.2	.9	73	498	.2	.7	63	438	.2	.7	142	794	.4	1.7	29	373	.1	.8
FA '97	96	1856	.3	1.3	101	651	.3	.9	74	539	.2	.7	268	1081	.7	3.0	63	639	.2	1.8
SU '97	100	1813	.3	1.4	128	637	.3	1.2	81	559	.2	.8	280	889	.8	3.4	42	336	.1	1.1
SP '97	82	1509	.2	1.1	91	495	.2	.8	45	364	.1	.4	259	918	.7	2.9	46	431	.1	1.2
4-Book	85	1686	.3	1.2	98	570	.3	.9	66	475	.2	.7	237	921	.7	2.8	45	445	.1	1.2
WI '97	92	1711	.2	1.2	103	624	.3	.9	86	480	.2	.8	251	936	.7	2.7	44	426	.1	1.2

Target Listener Trends - Men 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	227	2964	.6	3.2	201	1415	.5	1.8	240	1392	.6	2.5	253	1536	.7	3.0	161	1126	.4	4.6
FA '97	226	2964	.6	3.1	251	1332	.7	2.2	236	1306	.6	2.4	197	1291	.5	2.2	193	1383	.5	5.4
SU '97	194	2601	.5	2.7	184	1334	.5	1.7	246	1355	.7	2.5	205	1433	.5	2.5	156	1028	.4	4.2
SP '97	262	2852	.7	3.5	286	1449	.8	2.5	298	1399	.8	2.9	313	1765	.8	3.5	186	1177	.5	5.0
4-Book	227	2845	.6	3.1	231	1383	.6	2.1	255	1363	.7	2.6	242	1506	.6	2.8	174	1179	.5	4.8
WI '97	271	3000	.7	3.6	270	1504	.7	2.4	377	1594	1.0	3.5	295	1493	.8	3.2	182	1179	.5	5.2
WPLJ-FM																				
WI '98	234	4467	.6	3.3	348	2052	.9	3.1	296	1529	.8	3.1	372	2628	1.0	4.3	94	1513	.3	2.7
FA '97	268	4739	.7	3.6	421	2251	1.1	3.7	340	1859	.9	3.4	456	2775	1.2	5.2	99	1463	.3	2.8
SU '97	238	4839	.6	3.3	352	2397	.9	3.3	310	2052	.8	3.2	355	2720	1.0	4.3	107	1570	.3	2.9
SP '97	253	4472	.7	3.4	415	2232	1.1	3.7	318	1624	.9	3.1	435	2628	1.2	4.9	74	1081	.2	2.0
4-Book	248	4629	.7	3.4	384	2233	1.0	3.5	316	1766	.9	3.2	405	2688	1.1	4.7	94	1407	.3	2.6
WI '97	300	5115	.8	3.9	532	2569	1.4	4.7	399	2018	1.1	3.7	474	3176	1.3	5.2	88	1478	.2	2.5
WQCD-FM																				
WI '98	314	4612	.8	4.4	312	1987	.8	2.8	459	2160	1.2	4.8	402	2360	1.1	4.7	219	1889	.6	6.3
FA '97	240	4022	.6	3.2	246	1771	.7	2.1	320	1913	.9	3.2	296	2180	.8	3.4	155	1695	.4	4.4
SU '97	268	4075	.7	3.7	284	1761	.8	2.6	404	1970	1.1	4.2	310	2244	.8	3.7	191	1712	.5	5.2
SP '97	308	4523	.8	4.1	324	1968	.9	2.9	420	2125	1.1	4.1	381	2491	1.0	4.3	206	1687	.6	5.5
4-Book	283	4308	.7	3.9	292	1872	.8	2.6	401	2042	1.1	4.1	347	2319	.9	4.0	193	1746	.5	5.4
WI '97	350	4627	.9	4.6	354	2037	.9	3.1	587	2352	1.6	5.5	404	2569	1.1	4.4	223	2013	.6	6.3
WQEV-AM																				
WI '98	25	514	.1	.3	29	129	.1	.3	33	183	.1	.3	27	225	.1	.3	13	110		.4
FA '97	21	571	.1	.3	35	188	.1	.3	26	187	.1	.3	25	240	.1	.3	8	178		.2
SU '97	20	378	.1	.3	18	99		.2	22	127	.1	.2	21	158	.1	.3	9	68		.2
SP '97	43	549	.1	.6	57	226	.2	.5	67	246	.2	.7	52	206	.1	.6	19	224	.1	.5
4-Book	27	503	.1	.4	35	161	.1	.3	37	186	.1	.4	31	207	.1	.4	12	145		.3
WI '97	37	549	.1	.5	47	330	.1	.4	51	248	.1	.5	37	242	.1	.4	11	144		.3
WQHT-FM																				
WI '98	276	3790	.7	3.8	335	1846	.9	3.0	429	2064	1.1	4.5	313	2276	.8	3.7	169	1450	.5	4.9
FA '97	289	3769	.8	3.9	383	1909	1.0	3.3	400	2078	1.1	4.0	345	1968	.9	3.9	161	1444	.4	4.5
SU '97	286	3587	.8	4.0	364	1933	1.0	3.4	388	1925	1.0	4.0	369	2294	1.0	4.4	181	1289	.5	4.9
SP '97	309	3778	.8	4.1	363	1893	1.0	3.2	376	1909	1.0	3.7	402	2045	1.1	4.6	239	1634	.6	6.4
4-Book	290	3731	.8	4.0	361	1895	1.0	3.2	398	1994	1.1	4.1	357	2146	1.0	4.2	188	1454	.5	5.2
WI '97	273	3311	.7	3.6	340	1895	.9	3.0	386	1939	1.0	3.6	356	1895	1.0	3.9	150	1221	.4	4.3
WQXR-FM																				
WI '98	114	1818	.3	1.6	131	786	.3	1.2	193	664	.5	2.0	144	930	.4	1.7	32	495	.1	.9
FA '97	103	1859	.3	1.4	137	779	.4	1.2	141	733	.4	1.4	107	868	.3	1.2	77	750	.2	2.2
SU '97	104	1691	.3	1.4	106	782	.3	1.0	141	668	.4	1.5	132	763	.4	1.6	81	810	.2	2.2
SP '97	122	1957	.3	1.6	129	749	.3	1.1	193	813	.5	1.9	145	958	.4	1.6	75	597	.2	2.0
4-Book	111	1831	.3	1.5	126	774	.3	1.1	167	720	.5	1.7	132	880	.4	1.5	66	663	.2	1.8
WI '97	134	1983	.4	1.8	116	774	.3	1.0	186	859	.5	1.7	163	929	.4	1.8	111	845	.3	3.1
WRKS-FM																				
WI '98	306	4170	.8	4.3	444	2428	1.2	4.0	373	2022	1.0	3.9	363	2379	1.0	4.2	206	1694	.5	5.9
FA '97	335	4362	.9	4.5	479	2390	1.3	4.2	451	2422	1.2	4.5	374	2088	1.0	4.2	210	1523	.6	5.9
SU '97	313	4350	.8	4.4	406	2193	1.1	3.8	383	1989	1.0	4.0	321	2231	.9	3.8	228	1604	.6	6.2
SP '97	318	4475	.9	4.3	452	2369	1.2	4.0	397	2042	1.1	3.9	339	2173	.9	3.8	231	1760	.6	6.2
4-Book	318	4339	.9	4.4	445	2345	1.2	4.0	401	2119	1.1	4.1	349	2218	1.0	4.0	219	1645	.6	6.1
WI '97	305	4092	.8	4.0	396	2153	1.1	3.5	399	2257	1.1	3.7	335	2062	.9	3.7	181	1526	.5	5.1
WSQJ-FM																				
WI '98	482	4171	1.3	6.7	889	2835	2.4	8.0	543	2143	1.4	5.7	443	2249	1.2	5.2	186	1409	.5	5.4
FA '97	444	3994	1.2	6.0	804	2759	2.1	7.0	557	2170	1.5	5.6	444	2103	1.2	5.0	183	1547	.5	5.1
SU '97	370	3797	1.0	5.1	647	2229	1.7	6.0	387	1713	1.0	4.0	328	2117	.9	3.9	186	1303	.5	5.0
SP '97	359	3680	1.0	4.8	588	2362	1.6	5.2	443	1969	1.2	4.4	337	1936	.9	3.8	179	1287	.5	4.8
4-Book	414	3911	1.1	5.7	732	2546	2.0	6.6	483	1999	1.3	4.9	388	2101	1.1	4.5	184	1387	.5	5.1
WI '97	375	3790	1.0	4.9	582	2412	1.6	5.1	475	2079	1.3	4.4	401	2153	1.1	4.4	168	1197	.5	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	16	122		.2	29	40	.1	.3	17	35		.2	18	68		.2	11	68		.3
FA '97	12	242		.2	25	147	.1	.2	15	98		.2	4	44		.2	9	41		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	43	424	.1	.6	58	174	.2	.5	61	216	.2	.6	49	247	.1	.6	32	166	.1	.9
FA '97	19	398	.1	.3	18	85		.2	35	159	.1	.4	20	182	.1	.2	8	88		.2
SU '97	15	383		.2	17	120		.2	17	116		.2	18	123		.2	3	51		.1
SP '97	24	438	.1	.3	27	98	.1	.2	17	106		.2	14	94		.2	21	151	.1	.6
4-Book	25	411	.1	.4	30	119	.1	.3	33	149	.1	.4	25	162	.1	.3	16	114	.1	.5
WI '97	18	359		.2	20	137	.1	.2	13	79		.1	9	96		.1	20	148	.1	.6
+WWVY-FM																				
WI '98	5	37		.1	7	31		.1	8	25		.1	10	31		.1	2	6		.1
FA '97	3	38			2	17			1	18			4	14			8	26		.2
SU '97	4	27		.1	4	14			5	14		.1	4	21			2	13		.1
SP '97	1	13				7				13				7			1	6		
4-Book	3	29		.1	3	17			4	18		.1	5	18			3	13		.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WWXY-FM																				
WI '98	31	492	.1	.4	54	267	.1	.5	48	264	.1	.5	39	300	.1	.5	11	148		.3
FA '97	31	521	.1	.4	38	265	.1	.3	43	287	.1	.4	40	310	.1	.5	19	194	.1	.5
SU '97	62	755	.2	.9	68	358	.2	.6	85	361	.2	.9	96	525	.3	1.2	19	228	.1	.5
SP '97	43	663	.1	.6	33	372	.1	.3	52	344	.1	.5	63	481	.2	.7	30	223	.1	.8
4-Book	42	608	.1	.6	48	316	.1	.4	57	314	.1	.6	60	404	.2	.7	20	198	.1	.5
WI '97	24	610	.1	.3	22	177	.1	.2	35	288	.1	.3	36	423	.1	.4	11	196		.3
+WWZY-FM																				
WI '98	35	349	.1	.5	53	159	.1	.5	50	220	.1	.5	48	266	.1	.6	22	180	.1	.6
FA '97	30	416	.1	.4	30	164	.1	.3	35	207	.1	.4	47	287	.1	.5	15	199		.4
SU '97	41	412	.1	.6	35	170	.1	.3	40	155	.1	.4	58	315	.2	.7	26	204	.1	.7
SP '97	36	426	.1	.5	69	248	.2	.6	65	243	.2	.6	35	284	.1	.4	12	136		.3
4-Book	36	401	.1	.5	47	185	.1	.4	48	206	.1	.5	47	288	.1	.6	19	180	.1	.5
WI '97	38	400	.1	.5	31	144	.1	.3	57	201	.2	.5	61	296	.2	.7	17	164		.5
WXRK-FM																				
WI '98	591	7342	1.6	8.2	2117	6173	5.6	19.1	669	3724	1.8	7.0	329	2057	.9	3.8	141	1365	.4	4.1
FA '97	549	6916	1.5	7.4	2160	6113	5.8	18.9	602	3573	1.6	6.0	258	1740	.7	2.9	78	928	.2	2.2
SU '97	421	6667	1.1	5.9	1762	5468	4.7	16.3	414	3143	1.1	4.3	172	1653	.5	2.1	53	941	.1	1.4
SP '97	464	6617	1.2	6.2	1805	5604	4.8	16.1	453	2912	1.2	4.5	245	1658	.7	2.8	66	1046	.2	1.8
4-Book	506	6886	1.4	6.9	1961	5840	5.2	17.6	535	3338	1.4	5.5	251	1777	.7	2.9	85	1070	.2	2.4
WI '97	502	6758	1.3	6.6	1900	5717	5.1	16.6	548	2948	1.5	5.1	259	1756	.7	2.8	101	1075	.3	2.9
WKXV-FM																				
WI '98	69	1481	.2	1.0	129	863	.3	1.2	52	538	.1	.5	106	854	.3	1.2	30	472	.1	.9
FA '97	53	1273	.1	.7	115	748	.3	1.0	60	488	.2	.6	73	669	.2	.8	14	300		.4
SU '97	49	1122	.1	.7	107	583	.3	1.0	65	378	.2	.7	51	563	.1	.6	17	221		.5
SP '97	51	1153	.1	.7	82	652	.2	.7	73	498	.2	.7	69	556	.2	.8	17	289		.5
4-Book	56	1257	.1	.8	108	712	.3	1.0	63	476	.2	.6	75	661	.2	.9	20	321		.6
WI '97	52	1190	.1	.7	107	530	.3	.9	57	492	.2	.5	70	618	.2	.8	22	338	.1	.6
TOTALS																				
WI '98	7169	35655	19.1		11078	31397	29.5		9558	25793	25.5		8569	29373	22.8		3473	20887	9.3	
FA '97	7402	36145	19.7		11442	32289	30.5		9991	26588	26.6		8818	29547	23.5		3558	22129	9.5	
SU '97	7186	35890	19.3		10791	32020	28.9		9680	26265	26.0		8338	29569	22.4		3695	21847	9.9	
SP '97	7464	35697	20.0		11246	31846	30.2		10163	25978	27.2		8832	29391	23.7		3715	21271	10.0	
4-Book	7305	35847	19.5		11139	31888	29.8		9848	26156	26.3		8639	29470	23.1		3610	21534	9.7	
WI '97	7619	36055	20.4		11434	32151	30.7		10743	27048	28.8		9132	30061	24.5		3524	20890	9.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																					
WI '98	241	2161	.6	2.5	80	1155	.2	1.6	105	294	.3	1.9	118	355	.3	1.4	88	284	.2	1.5	
4-Book	226	2227	.6	2.3	85	1223	.2	1.7	85	270	.2	1.5	104	359	.3	1.2	109	328	.3	1.8	
WADO-AM																					
WI '98	209	1358	.6	2.1	69	720	.2	1.4	186	442	.5	3.4	74	177	.2	.9	71	155	.2	1.2	
4-Book	174	1156	.5	1.8	50	578	.1	1.0	146	339	.4	2.6	62	177	.2	.8	42	109	.1	.7	
WALK-FM																					
WI '98	54	602	.1	.6	16	262	.1	.3	12	58	.1	.2	16	79	.1	.2	19	67	.1	.3	
4-Book	77	648	.2	.8	30	359	.1	.6	39	124	.1	.7	57	160	.1	.7	32	101	.1	.5	
WAXQ-FM																					
WI '98	266	3190	.7	2.7	161	2146	.4	3.2	147	595	.4	2.7	312	900	.8	3.8	196	753	.5	3.3	
4-Book	335	3453	.9	3.4	187	2342	.5	3.6	164	594	.4	2.9	362	1051	1.0	4.3	272	858	.7	4.5	
WBAB-FM																					
WI '98	100	909	.3	1.0	43	567	.1	.9	45	180	.1	.8	85	259	.2	1.0	58	198	.2	1.0	
4-Book	96	877	.3	1.0	39	530	.1	.8	42	151	.1	.7	86	257	.2	1.0	55	181	.2	.9	
WHFM-FM																					
WI '98	1	20			1	20							1	13			1	13			
4-Book	1	21				9							1	5			1	5			
WBBR-AM																					
WI '98	60	897	.2	.6	7	270	.1		24	148	.1	.4	11	92	.1		6	41	.1		
4-Book	56	869	.2	.6	12	300	.2		14	87	.1	.3	21	97	.1	.2	8	51	.1		
WBLI-FM																					
WI '98	59	624	.2	.6	25	353	.1	.5	31	125	.1	.6	36	120	.1	.4	30	117	.1	.5	
4-Book	64	587	.2	.7	28	342	.1	.6	34	117	.1	.6	46	152	.1	.6	35	126	.1	.6	
WBLS-FM																					
WI '98	210	2424	.6	2.2	170	1880	.5	3.4	122	321	.3	2.2	206	570	.5	2.5	197	561	.5	3.3	
4-Book	217	2519	.6	2.2	182	1882	.5	3.5	132	347	.4	2.3	210	586	.6	2.5	161	488	.4	2.7	
WBZO-FM																					
WI '98	43	451	.1	.4	21	356	.1	.4	37	122	.1	.7	45	135	.1	.5	11	65	.2		
4-Book	53	524	.2	.6	29	358	.1	.6	34	111	.1	.6	60	165	.2	.7	36	109	.1	.6	
WCBS-AM																					
WI '98	233	3953	.6	2.4	93	2243	.2	1.8	212	1002	.6	3.8	100	591	.3	1.2	63	349	.2	1.1	
4-Book	253	4105	.7	2.6	104	2323	.3	2.0	246	1054	.7	4.3	108	540	.3	1.3	77	333	.2	1.3	
WCBS-FM																					
WI '98	544	4514	1.4	5.6	290	2992	.8	5.8	339	1019	.9	6.1	473	1250	1.3	5.7	293	874	.8	4.9	
4-Book	609	4690	1.6	6.2	331	3342	.9	6.4	370	1071	1.0	6.4	548	1457	1.5	6.5	423	1079	1.1	7.0	
+WDRE-FM																					
WI '98	3	69			3	57			1	10			7	29			11	25		.2	
4-Book	2	52			3	46			1	8			8	23			9	24		.1	
WLIR-FM																					
WI '98	34	648	.1	.3	24	497	.1	.5	12	81	.1	.2	81	270	.2	1.0	21	119	.1	.4	
4-Book	48	813	.2	.5	38	590	.1	.7	26	114	.1	.4	79	293	.2	1.0	57	216	.2	1.0	
WFAN-AM																					
WI '98	446	4678	1.2	4.6	149	2317	.4	3.0	223	850	.6	4.0	175	769	.5	2.1	113	466	.3	1.9	
4-Book	537	5109	1.4	5.4	195	2878	.5	3.8	246	842	.7	4.3	233	923	.7	2.8	160	571	.4	2.7	
WFAS-FM																					
WI '98	36	254	.1	.4	7	125	.1		12	39			14	14			14	28		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																					
WI '98	24	296	.1	.2	22	251	.1	.4	35	69	.1	.6	24	72	.1	.3	8	39		.1	
4-Book	31	357	.1	.3	31	351	.1	.6	33	110	.1	.6	27	99	.1	.3	23	68	.1	.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

	Men 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	* 2 5	45 53		.1	* 3	7 37		.1	* 2	7		.1	6	20		.1	* 1 2	7 7		
WHTZ-FM WI '98 4-Book	276 250	3269 3333	.7 .7	2.8 2.5	136 141	2235 2339	.4 .4	2.7 2.8	110 122	477 464	.3 .3	2.0 2.2	250 268	978 963	.7 .7	3.0 3.2	165 182	581 653	.4 .5	2.8 3.0
WHUD-FM WI '98 4-Book	29 28	479 351	.1 .1	.3 .3	27 20	312 250	.1 .1	.5 .4	54 44	130 119	.1 .1	1.0 .8	77 41	159 101	.2 .1	.9 .5	20 17	66 47	.1 .1	.3 .3
WINS-AM WI '98 4-Book	299 307	5090 5322	.8 .8	3.1 3.1	107 120	2713 2837	.3 .3	2.1 2.3	277 300	1273 1315	.7 .8	5.0 5.2	116 136	693 717	.3 .4	1.4 1.6	77 80	431 389	.2 .2	1.3 1.3
WKJY-FM WI '98 4-Book	47 42	345 371	.1 .1	.5 .4	14 14	180 192		.3 .3	22 19	76 54	.1 .1	.4 .4	23 27	92 89	.1 .1	.3 .4	14 18	43 56		.2 .3
WKTU-FM WI '98 4-Book	351 404	4104 4331	.9 1.1	3.6 4.1	232 264	3045 3127	.6 .7	4.6 5.1	178 199	716 706	.5 .6	3.2 3.5	419 453	1331 1362	1.1 1.2	5.0 5.4	375 354	1202 1118	1.0 1.0	6.3 5.9
WL1B-AM WI '98 4-Book	* 128 107	625 683	.3 .3	1.3 1.1	* 118 122	520 601	.3 .4	2.3 2.4	* 144 157	241 275	.4 .4	2.6 2.7	177 192	266 318	.5 .5	2.1 2.3	* 140 141	197 195	.4 .4	2.4 2.4
WLTW-FM WI '98 4-Book	487 555	4435 4372	1.3 1.5	5.0 5.6	262 240	3199 2751	.7 .6	5.2 4.7	269 246	749 705	.7 .7	4.9 4.3	464 413	1297 1049	1.2 1.1	5.6 4.9	380 310	1135 887	1.0 .8	6.4 5.2
WMCA-AM WI '98 4-Book	45 30	223 237	.1 .1	.5 .3	27 14	141 173	.1 .3	.5 .3	28 15	36 41	.1 .1	.5 .3	33 12	43 20	.1 .1	.4 .1	12 6	21 17		.2 .1
WMJC-FM WI '98 4-Book	21 **	197 **	.1 **	.2 **	14 **	141 **		.3 **	14 **	49 **		.3 **	18 **	43 **		.2 **	24 **	77 **	.1 **	.4 **
WMTR-AM WI '98 4-Book	3 **	32 **		**	2 **	14 **		**	2 **	14 **		**	12 **	14 **		.1 **	3 **	14 **		.1 **
WNEV-FM WI '98 4-Book	285 336	3411 3465	.8 .9	2.9 3.4	132 166	2299 2497	.4 .5	2.6 3.2	118 148	558 581	.3 .4	2.1 2.6	220 321	931 1084	.6 .9	2.6 3.8	150 205	696 756	.4 .6	2.5 3.4
+VNSR-FM WI '98 4-Book	208 186	2215 2232	.6 .5	2.1 1.9	94 95	1496 1478	.3 .3	1.9 1.9	86 79	429 321	.2 .2	1.6 1.4	188 205	578 623	.5 .6	2.3 2.5	93 105	426 392	.2 .3	1.6 1.8
WNVK-FM WI '98 4-Book	27 35	504 557	.1 .1	.3 .4	101 98	801 758	.3 .3	2.0 1.9	80 108	128 222	.2 .3	1.4 1.9	133 170	253 330	.4 .5	1.6 2.0	170 173	376 323	.5 .5	2.9 2.9
WOR -AM WI '98 4-Book	91 129	1255 1428	.2 .3	.9 1.3	38 35	583 538	.1 .1	.8 .7	63 62	173 187	.2 .2	1.1 1.1	58 50	175 145	.2 .1	.7 .6	25 25	91 86	.1 .1	.4 .4
WPAT-FM WI '98 4-Book	232 244	2449 2340	.6 .7	2.4 2.5	263 235	2067 1944	.7 .6	5.2 4.5	159 186	473 506	.4 .5	2.9 3.3	345 334	831 845	.9 .9	4.2 4.0	427 270	776 591	1.1 .7	7.2 4.5
WPLJ-FM WI '98 4-Book	336 364	3631 3891	.9 1.0	3.5 3.7	147 146	2258 2208	.4 .4	2.9 2.8	108 142	420 546	.3 .4	2.0 2.5	293 263	1034 931	.8 .7	3.5 3.1	232 209	821 764	.6 .5	3.9 3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																				
WI '98	396	3671	1.1	4.1	231	2467	.6	4.6	231	682	.6	4.2	361	963	1.0	4.3	236	767	.6	4.0
4-Book	351	3475	1.0	3.6	222	2332	.6	4.3	190	576	.5	3.4	367	994	1.0	4.4	267	738	.7	4.5
WQEV-AM																				
WI '98	30	315	.1	.3	24	322	.1	.5	8	25	.1	.5	64	136	.2	.8	29	45	.1	.5
4-Book	34	327	.1	.4	24	267	.1	.5	26	60	.1	.5	51	125	.1	.6	18	53	.1	.3
WQHT-FM																				
WI '98	364	3241	1.0	3.7	191	2199	.5	3.8	172	470	.5	3.1	329	1032	.9	4.0	322	819	.9	5.4
4-Book	374	3138	1.0	3.8	209	2112	.6	4.1	176	536	.5	3.1	358	955	1.0	4.3	283	730	.8	4.7
WQXR-FM																				
WI '98	159	1362	.4	1.6	89	1024	.2	1.8	70	265	.2	1.3	193	471	.5	2.3	111	344	.3	1.9
4-Book	144	1341	.4	1.5	82	1089	.2	1.6	82	267	.3	1.5	135	390	.4	1.6	82	250	.2	1.4
WRKS-FM																				
WI '98	392	3663	1.0	4.0	221	2023	.6	4.4	233	607	.6	4.2	274	651	.7	3.3	206	493	.5	3.5
4-Book	399	3626	1.1	4.0	242	2339	.6	4.7	231	579	.6	4.0	331	833	.9	4.0	259	664	.7	4.3
WSKQ-FM																				
WI '98	619	3603	1.6	6.4	442	3217	1.2	8.8	490	1235	1.3	8.9	847	1855	2.3	10.2	429	951	1.1	7.2
4-Book	530	3384	1.4	5.4	364	2792	1.0	7.1	432	1079	1.2	7.6	610	1427	1.6	7.3	395	863	1.1	6.6
WVDJ-AM																				
WI '98	21	68	.1	.2	11	64	.2	.2	21	28	.1	.4								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	57	298	.2	.6	24	201	.1	.5	18	31	.1	.3	25	46	.1	.3	21	24	.1	.4
4-Book	30	227	.1	.3	23	251	.1	.5	27	60	.1	.5	26	61	.1	.3	12	25	.1	.2
+WVY-FM																				
WI '98	8	37	.1	.1	1	11	.1	.1	5	11	.1	.1								
4-Book	4	27			2	12	.1	.1	3	6	.1	.1	4	8	.1	.1	4	5	.1	.1
+WVXY-FM																				
WI '98	47	436	.1	.5	18	277	.4	.4	23	95	.1	.4	30	114	.1	.4	22	106	.1	.4
4-Book	55	525	.1	.6	34	329	.1	.7	37	115	.1	.6	60	166	.2	.7	47	122	.1	.8
+WVZY-FM																				
WI '98	50	317	.1	.5	18	149	.4	.4	30	98	.1	.5	33	97	.1	.4	29	83	.1	.5
4-Book	47	344	.1	.5	27	246	.1	.5	31	93	.1	.5	41	123	.1	.5	34	99	.1	.6
WVRK-FM																				
WI '98	1010	6949	2.7	10.4	146	1849	.4	2.9	206	566	.5	3.7	262	813	.7	3.2	164	595	.4	2.8
4-Book	886	6547	2.4	9.0	113	1758	.3	2.2	152	486	.4	2.7	203	720	.6	2.4	145	511	.4	2.4
WKXV-FM																				
WI '98	92	1332	.2	.9	56	775	.1	1.1	47	216	.1	.9	141	450	.4	1.7	67	200	.2	1.1
4-Book	81	1071	.2	.8	37	547	.1	.7	48	189	.1	.9	75	268	.2	.9	46	174	.1	.8
TOTALS																				
WI '98	9725	34894	25.9		5028	29910	13.4		5518	14477	14.7		8304	18613	22.1		5942	14238	15.8	
4-Book	9879	35043	26.4		5161	30120	13.8		5722	14864	15.3		8400	18697	22.5		6012	14179	16.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	44	225	.1	1.3	66	225	.2	1.8	98	403	.3	1.6	67	261	.2	1.6	55	212	.1	2.2
4-Book	54	219	.2	1.5	69	221	.2	1.8	92	332	.3	1.5	107	354	.3	2.3	67	236	.2	2.5
WADO-AM																				
WI '98	60	85	.2	1.8	69	210	.2	1.9	30	54	.1	.5	52	83	.1	1.2	29	54	.1	1.2
4-Book	28	69	.1	.8	57	168	.2	1.5	31	90	.1	.5	24	58	.1	.5	23	62	.1	.9
WALK-FM																				
WI '98	20	50	.1	.6	16	53	.4		15	66	.2		29	80	.1	.7	5	34		.2
4-Book	22	67	.1	.6	17	72	.5		34	115	.1	.5	30	76	.1	.7	9	44		.4
WAXQ-FM																				
WI '98	82	399	.2	2.4	66	256	.2	1.8	250	869	.7	4.0	145	476	.4	3.4	70	260	.2	2.8
4-Book	105	498	.3	3.0	77	275	.2	2.0	247	855	.7	3.9	161	542	.4	3.5	95	361	.3	3.6
WBAB-FM																				
WI '98	31	112	.1	.9	22	95	.1	.6	50	204	.1	.8	33	152	.1	.8	17	57		.7
4-Book	22	90	.1	.6	18	69	.1	.5	42	152	.1	.7	32	134	.1	.7	13	71		.5
WHFM-FM																				
WI '98		7											3	13		.1				
4-Book		2			2				2				1	3						
WBRR-AM																				
WI '98					12	55	.3		4	20	.1						1	16		
4-Book	3	25		.1	16	64	.1	.4	12	69	.2		10	42		.2	11	38		.4
WBLI-FM																				
WI '98	13	49		.4	23	80	.1	.6	23	88	.1	.4	31	89	.1	.7	17	55		.7
4-Book	15	49	.1	.5	20	67	.1	.5	36	112	.1	.6	29	92	.1	.6	10	34		.4
WBLS-FM																				
WI '98	181	458	.5	5.4	181	375	.5	4.9	191	481	.5	3.1	142	389	.4	3.3	134	341	.4	5.4
4-Book	159	469	.4	4.6	213	486	.6	5.6	311	687	.8	4.9	150	421	.4	3.3	105	269	.3	4.0
WBZO-FM																				
WI '98	6	31		.2	16	39	.4		22	104	.1	.4	21	93	.1	.5	10	44		.4
4-Book	9	42		.3	20	75	.1	.5	38	121	.1	.6	27	81	.1	.6	8	37		.3
WCBS-AM																				
WI '98	52	317	.1	1.5	131	612	.3	3.6	116	541	.3	1.9	49	292	.1	1.1	41	211	.1	1.6
4-Book	52	302	.1	1.5	161	770	.4	4.2	103	587	.3	1.7	61	282	.2	1.3	50	306	.1	1.9
WCBS-FM																				
WI '98	227	704	.6	6.7	240	798	.6	6.5	359	1086	1.0	5.8	208	659	.6	4.8	166	437	.4	6.7
4-Book	234	719	.6	6.7	231	733	.6	6.1	391	1182	1.1	6.2	272	756	.8	5.9	174	522	.5	6.7
+WDRE-FM																				
WI '98	1	6			2	13		.1					1	6			3	7		.1
4-Book	1	6			1	5			3	12		.1	4	7		.1	2	8		.1
WLIR-FM																				
WI '98	7	42		.2	17	57		.5	20	129	.1	.3	26	148	.1	.6	5	27		.2
4-Book	28	106	.1	.8	22	85	.1	.6	42	180	.1	.7	41	177	.1	.9	11	71		.4
WFAN-AM																				
WI '98	107	428	.3	3.2	130	558	.3	3.5	196	770	.5	3.2	129	415	.3	3.0	116	395	.3	4.7
4-Book	109	436	.3	3.1	185	716	.5	4.9	300	1121	.8	4.7	205	723	.5	4.5	122	491	.3	4.6
WFAS-FM																				
WI '98					11	32		.3	4	38		.1					2	20		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	13	54		.4	73	163	.2	2.0	18	64		.3	2	12			12	57		.5
4-Book	31	88	.1	.9	71	187	.2	1.9	27	97	.1	.5	17	55		.4	24	90	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*								*								
4-Book	**	**	**	**	2	7	.1	4	11			3	6	.1	**	**	**	**		
WHTZ-FM																				
WI '98	87	382	.2	2.6	62	295	.2	1.7	166	633	.4	2.7	160	453	.4	3.7	76	285	.2	3.1
4-Book	88	394	.2	2.5	67	305	.2	1.8	174	672	.4	2.8	138	479	.4	3.0	76	355	.2	2.9
WHUD-FM																				
WI '98	7	19	.2		22	38	.1	.6	14	65	.2		19	76	.1	.4	2	20		.1
4-Book	5	22	.1		25	71	.1	.7	16	59	.3		14	42	.3		4	22		.1
WINS-AM																				
WI '98	53	322	.1	1.6	179	840	.5	4.9	83	595	.2	1.3	42	261	.1	1.0	56	300	.1	2.2
4-Book	58	356	.2	1.7	193	874	.5	5.1	102	589	.3	1.6	63	330	.2	1.4	60	355	.2	2.3
WKJY-FM																				
WI '98	3	14	.1		10	29	.3		21	73	.1	.3	13	38	.3		3	19		.1
4-Book	11	30	.3		9	23	.3		14	51	.2		13	43	.3		5	21		.2
WKTU-FM																				
WI '98	196	866	.5	5.8	81	312	.2	2.2	304	1027	.8	4.9	182	607	.5	4.2	99	420	.3	4.0
4-Book	289	888	.8	8.2	95	370	.3	2.5	282	961	.8	4.4	252	757	.7	5.5	155	587	.4	5.9
WLIB-AM																				
WI '98				*	33	62	.1	.9	114	209	.3	1.8	* 51	98	.1	1.2				
4-Book	**	**	**	**	49	92	.1	1.3	123	222	.3	1.9	60	129	.2	1.3	**	**	**	**
WLTW-FM																				
WI '98	172	684	.5	5.1	132	510	.4	3.6	334	1048	.9	5.4	214	675	.6	5.0	121	482	.3	4.9
4-Book	172	622	.5	4.9	133	460	.4	3.5	290	876	.8	4.6	209	640	.6	4.5	133	482	.4	5.1
WMCA-AM																				
WI '98	20	45	.1	.6	29	70	.1	.8	42	49	.1	.7	35	62	.1	.8	17	61		.7
4-Book	16	47	.1	.5	24	69	.1	.7	17	46	.3		14	29	.3		13	43		.5
WMJC-FM																				
WI '98	4	17	.1		9	27	.2		30	79	.1	.5	14	40	.3		3	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	96	443	.3	2.8	56	254	.1	1.5	163	744	.4	2.6	166	583	.4	3.9	76	283	.2	3.1
4-Book	85	404	.3	2.4	75	282	.2	2.0	209	838	.6	3.3	184	639	.5	4.0	88	320	.2	3.4
+WNSR-FM																				
WI '98	43	244	.1	1.3	66	181	.2	1.8	134	426	.4	2.2	96	348	.3	2.2	42	224	.1	1.7
4-Book	40	237	.1	1.1	36	144	.1	1.0	121	459	.3	1.9	107	383	.3	2.3	56	236	.1	2.1
WNWK-FM																				
WI '98	148	314	.4	4.4	29	68	.1	.8	69	158	.2	1.1	77	156	.2	1.8	94	175	.3	3.8
4-Book	124	272	.3	3.6	27	72	.1	.7	63	151	.2	1.0	58	139	.2	1.3	53	105	.2	2.1
WOR -AM																				
WI '98	33	124	.1	1.0	54	123	.1	1.5	43	183	.1	.7	35	92	.1	.8	1	20		
4-Book	21	73	.1	.6	45	140	.1	1.2	46	166	.1	.7	29	80	.1	.6	10	48		.4
WPAT-FM																				
WI '98	172	406	.5	5.1	156	396	.4	4.2	452	936	1.2	7.3	256	575	.7	6.0	128	414	.3	5.1
4-Book	161	422	.5	4.6	166	497	.5	4.4	382	863	1.0	6.1	212	475	.6	4.7	147	400	.4	5.6
WPLJ-FM																				
WI '98	97	477	.3	2.9	80	340	.2	2.2	195	705	.5	3.1	101	406	.3	2.3	56	224	.1	2.2
4-Book	75	348	.2	2.2	78	326	.2	2.1	200	818	.5	3.1	144	532	.4	3.1	53	292	.1	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WOCD-FM																				
WI '98	146	471	.4	4.3	109	343	.3	3.0	323	809	.9	5.2	265	583	.7	6.2	158	414	.4	6.3
4-Book	154	502	.4	4.4	118	364	.3	3.1	303	827	.8	4.8	242	636	.6	5.3	117	386	.3	4.5
WOEV-AM																				
WI '98	10	24		.3	1	6			27	89	.1	.4	34	114	.1	.8	15	106		.6
4-Book	7	30		.2	14	48		.4	33	107	.1	.5	32	80	.1	.7	11	56		.5
WOHT-FM																				
WI '98	187	572	.5	5.5	55	135	.1	1.5	117	385	.3	1.9	171	462	.5	4.0	163	521	.4	6.5
4-Book	217	596	.6	6.2	75	226	.2	2.0	179	491	.5	2.8	234	582	.7	5.1	136	413	.4	5.2
WOXR-FM																				
WI '98	35	190	.1	1.0	66	175	.2	1.8	101	286	.3	1.6	100	219	.3	2.3	33	111	.1	1.3
4-Book	53	217	.1	1.5	57	216	.2	1.5	109	342	.3	1.7	87	243	.3	1.9	48	196	.1	1.8
WRKS-FM																				
WI '98	263	624	.7	7.8	205	463	.5	5.6	252	615	.7	4.1	139	377	.4	3.2	172	481	.5	6.9
4-Book	225	595	.6	6.4	261	618	.7	6.9	244	614	.7	3.9	188	497	.5	4.1	186	541	.5	7.1
WSKQ-FM																				
WI '98	228	629	.6	6.8	327	826	.9	8.9	624	1328	1.7	10.0	447	941	1.2	10.4	129	515	.3	5.2
4-Book	222	591	.6	6.4	279	696	.8	7.4	492	1133	1.3	7.8	356	788	1.0	7.8	123	433	.3	4.7
WVDJ-AM																				
WI '98	1	28			46	46	.1	1.3	17	28		.3					6	19		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	20	24	.1	.6	75	157	.2	2.0	19	29	.1	.3	12	12		.3	10	12		.4
4-Book	10	20		.3	48	112	.1	1.3	30	87	.1	.5	18	36	.1	.4	14	30		.5
+WVYV-FM																				
WI '98					1	4			1	6			3	6		.1	1	6		
4-Book	2	5		.1	2	4			2	5			2	5			1	3		
+WVXY-FM																				
WI '98	6	44		.2	5	30		.1	31	119	.1	.5	24	110	.1	.6	3	20		.1
4-Book	20	65		.5	21	61	.1	.5	49	141	.2	.8	31	107	.1	.7	11	47		.4
+WVZY-FM																				
WI '98					24	65	.1	.7	21	52	.1	.3	9	18		.2	1	15		
4-Book	6	28		.2	24	72	.1	.7	37	112	.1	.6	25	66	.1	.6	14	57	.1	.5
WXRK-FM																				
WI '98	128	411	.3	3.8	73	286	.2	2.0	180	597	.5	2.9	86	347	.2	2.0	56	238	.1	2.2
4-Book	81	314	.2	2.3	72	244	.2	1.9	110	437	.3	1.7	83	336	.2	1.8	55	248	.1	2.1
WKXV-FM																				
WI '98	25	91	.1	.7	51	196	.1	1.4	79	263	.2	1.3	25	127	.1	.6	4	21		.2
4-Book	18	74	.1	.5	24	93	.1	.7	50	179	.2	.8	25	96	.1	.6	6	44		.2
TOTALS																				
WI '98	3376	9811	9.0		3671	10104	9.8		6214	14941	16.6		4299	10442	11.5		2489	7316	6.6	
4-Book	3515	9988	9.4		3782	10616	10.1		6350	15560	17.0		4606	11112	12.3		2623	7882	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-54

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	226	3096	.7	3.6	267	1461	.8	2.7	464	1967	1.5	5.7	289	1592	.9	4.0	65	802	.2	2.3
FA '97	251	3324	.8	4.0	244	1308	.8	2.5	490	1870	1.5	5.9	366	1641	1.1	5.0	130	944	.4	4.8
SU '97	229	3845	.7	3.9	210	1246	.7	2.3	445	1780	1.4	5.6	187	1553	.6	2.8	180	1436	.6	6.1
SP '97	152	3103	.5	2.4	139	851	.4	1.4	349	1679	1.1	4.1	186	1220	.6	2.5	74	956	.2	2.7
4-Book	215	3342	.7	3.5	215	1217	.7	2.2	437	1824	1.4	5.3	257	1502	.8	3.6	112	1035	.4	4.0
WI '97	243	3205	.8	3.8	296	1375	.9	3.0	473	1876	1.5	5.3	245	1374	.8	3.2	124	952	.4	4.4
WADO-AM																				
WI '98	171	1516	.5	2.7	354	1200	1.1	3.6	246	899	.8	3.0	182	609	.6	2.5	60	310	.2	2.1
FA '97	128	1181	.4	2.1	283	887	.9	2.9	212	684	.7	2.5	151	520	.5	2.0	27	191	.1	1.0
SU '97	99	979	.3	1.7	211	721	.7	2.3	125	587	.4	1.6	80	363	.3	1.2	48	229	.2	1.6
SP '97	148	1549	.5	2.4	353	1073	1.1	3.7	228	856	.7	2.7	159	640	.5	2.2	12	104	.4	.4
4-Book	137	1306	.4	2.2	300	970	1.0	3.1	203	757	.7	2.5	143	533	.5	2.0	37	209	.1	1.3
WI '97	109	1170	.3	1.7	308	904	1.0	3.1	153	614	.5	1.7	67	381	.2	.9	25	234	.1	.9
WALK-FM																				
WI '98	41	627	.1	.7	76	399	.2	.8	47	252	.1	.6	49	314	.2	.7	22	155	.1	.8
FA '97	58	817	.2	.9	107	478	.3	1.1	88	381	.3	1.1	66	413	.2	.9	12	195	.4	.4
SU '97	55	762	.2	.9	98	449	.3	1.1	87	315	.3	1.1	57	294	.2	.8	11	139	.4	.4
SP '97	58	886	.2	.9	91	546	.3	.9	83	392	.3	1.0	65	448	.2	.9	19	203	.1	.7
4-Book	53	773	.2	.9	93	468	.3	1.0	76	335	.3	1.0	59	367	.2	.8	16	173	.1	.6
WI '97	51	814	.2	.8	87	475	.3	.9	72	317	.2	.8	57	382	.2	.8	14	217	.5	.5
WAXQ-FM																				
WI '98	141	2646	.4	2.3	115	946	.4	1.2	212	1184	.7	2.6	212	1511	.7	2.9	61	820	.2	2.2
FA '97	152	2754	.5	2.4	180	1053	.6	1.8	242	1447	.8	2.9	233	1750	.7	3.2	54	829	.2	2.0
SU '97	206	2752	.7	3.5	228	1185	.7	2.5	325	1543	1.0	4.1	300	1765	1.0	4.4	88	923	.3	3.0
SP '97	172	2535	.6	2.8	199	1180	.6	2.1	250	1308	.8	2.9	226	1719	.7	3.1	76	1122	.2	2.8
4-Book	168	2672	.6	2.8	181	1091	.6	1.9	257	1371	.8	3.1	243	1686	.8	3.4	70	924	.2	2.5
WI '97	205	2963	.7	3.2	234	1557	.7	2.4	330	1377	1.1	3.7	281	1993	.9	3.7	83	883	.3	2.9
WBAB-FM																				
WI '98	41	633	.1	.7	53	251	.2	.5	77	343	.2	.9	48	333	.2	.7	13	149	.5	.5
FA '97	42	721	.1	.7	54	391	.2	.6	69	356	.2	.8	62	377	.2	.8	21	177	.1	.8
SU '97	39	621	.1	.7	52	272	.2	.6	67	279	.2	.8	48	298	.2	.7	10	143	.3	.3
SP '97	30	515	.1	.5	28	274	.1	.3	45	297	.1	.5	38	314	.1	.5	18	131	.1	.7
4-Book	38	623	.1	.7	47	297	.2	.5	65	319	.2	.8	49	331	.2	.7	16	150	.1	.6
WI '97	35	517	.1	.5	44	241	.1	.4	60	227	.2	.7	51	310	.2	.7	18	203	.1	.6
WHFM-FM																				
WI '98		14			1	6			2	6				6						
FA '97																				
SU '97		43			1	14			1	36										
SP '97		9			1	9														
4-Book		17			1	7			1	11				2						
WI '97		8								8									8	
WBRR-AM																				
WI '98	33	1089	.1	.5	69	716	.2	.7	46	473	.1	.6	45	640	.1	.6	15	315	.5	.5
FA '97	53	1297	.2	.9	101	712	.3	1.0	52	513	.2	.6	103	803	.3	1.4	18	317	.1	.7
SU '97	41	1187	.1	.7	78	651	.2	.9	73	600	.2	.9	54	628	.2	.8	14	274	.5	.5
SP '97	34	976	.1	.5	47	534	.2	.5	51	368	.2	.6	45	513	.1	.6	22	294	.1	.8
4-Book	40	1137	.1	.7	74	653	.2	.8	56	489	.2	.7	62	646	.2	.9	17	300	.1	.6
WI '97	47	1200	.2	.7	90	750	.3	.9	68	486	.2	.8	63	595	.2	.8	16	300	.1	.6
WBLI-FM																				
WI '98	31	561	.1	.5	45	300	.1	.5	43	229	.1	.5	47	326	.1	.6	12	110	.4	.4
FA '97	28	458	.1	.5	35	223	.1	.4	54	271	.2	.6	25	171	.1	.3	10	108	.4	.4
SU '97	29	460	.1	.5	38	239	.1	.4	51	244	.2	.6	31	240	.1	.5	5	56	.2	.2
SP '97	30	445	.1	.5	38	222	.1	.4	32	190	.1	.4	36	265	.1	.5	23	143	.1	.8
4-Book	30	481	.1	.5	39	246	.1	.4	45	234	.2	.5	35	251	.1	.5	13	104	.5	.5
WI '97	24	452	.1	.4	32	205	.1	.3	38	171	.1	.4	32	262	.1	.4	5	127	.2	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

	Men 35-64																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	115	2161	.4	1.8	115	797	.4	1.2	145	865	.5	1.8	124	881	.4	1.7	78	764	.2	2.8
FA '97	128	2255	.4	2.1	135	865	.4	1.4	136	911	.4	1.6	135	902	.4	1.8	100	730	.3	3.7
SU '97	125	2033	.4	2.1	154	942	.5	1.7	129	805	.4	1.6	121	1052	.4	1.8	108	745	.3	3.7
SP '97	183	2657	.6	2.9	247	1153	.8	2.6	196	1041	.6	2.3	181	1200	.6	2.5	144	1012	.5	5.3
4-Book	138	2277	.5	2.2	163	939	.5	1.7	152	906	.5	1.8	140	1009	.5	2.0	108	813	.3	3.9
WI '97	179	2470	.6	2.8	239	1128	.8	2.4	237	1079	.8	2.6	185	1047	.6	2.4	83	787	.3	2.9
WBZO-FM																				
WI '98	31	651	.1	.5	46	276	.1	.5	40	249	.1	.5	32	260	.1	.4	9	172		.3
FA '97	51	709	.2	.8	45	335	.1	.5	83	402	.3	1.0	81	472	.3	1.1	16	204	.1	.6
SU '97	34	593	.1	.6	43	307	.1	.5	57	296	.2	.7	39	273	.1	.6	6	143		.2
SP '97	63	750	.2	1.0	96	444	.3	1.0	128	456	.4	1.5	66	458	.2	.9	12	189		.4
4-Book	45	676	.2	.7	58	341	.2	.6	77	351	.3	.9	55	366	.2	.8	11	177		.4
WI '97	53	628	.2	.8	55	291	.2	.6	90	348	.3	1.0	64	389	.2	.8	24	207	.1	.8
WCBS-AM																				
WI '98	209	5339	.7	3.4	508	3574	1.6	5.2	179	1847	.6	2.2	226	2466	.7	3.1	102	1445	.3	3.6
FA '97	247	5812	.8	4.0	566	3741	1.8	5.8	221	2207	.7	2.7	289	2996	.9	3.9	99	1590	.3	3.7
SU '97	216	5654	.7	3.6	495	3679	1.6	5.5	195	1969	.6	2.5	267	2586	.9	3.9	91	1459	.3	3.1
SP '97	196	4735	.6	3.1	468	3211	1.5	4.9	173	1601	.6	2.0	214	2242	.7	2.9	87	1370	.3	3.2
4-Book	217	5385	.7	3.5	509	3551	1.6	5.4	192	1906	.6	2.4	249	2573	.8	3.5	95	1466	.3	3.4
WI '97	247	5694	.8	3.8	620	3710	2.0	6.3	182	2190	.6	2.0	264	2741	.8	3.5	101	1613	.3	3.6
WCBS-FM																				
WI '98	512	6265	1.6	8.2	668	3336	2.1	6.8	811	3089	2.5	10.0	604	3524	1.9	8.3	200	1766	.6	7.1
FA '97	462	6100	1.4	7.4	557	3105	1.7	5.7	727	3123	2.3	8.7	596	3175	1.9	8.1	166	1776	.5	6.2
SU '97	500	6186	1.6	8.4	663	3078	2.1	7.3	812	3363	2.6	10.2	542	3247	1.7	8.0	152	1603	.5	5.2
SP '97	524	5898	1.7	8.4	713	3260	2.3	7.4	859	3229	2.7	10.0	633	3165	2.0	8.6	191	1658	.6	7.0
4-Book	500	6112	1.6	8.1	650	3195	2.1	6.8	802	3201	2.5	9.7	594	3278	1.9	8.3	177	1701	.6	6.4
WI '97	483	5795	1.5	7.5	618	2877	2.0	6.3	757	2843	2.4	8.5	585	3293	1.9	7.7	211	1746	.7	7.4
+WDRE-FM																				
WI '98	2	30			1	13			4	17			3	23			1	13		
FA '97		29				12			1	12				6						
SU '97	2	83				7				18			3	10			7	30		.2
SP '97	1	9			1	9							1	9						
4-Book	1	38			1	10			1	12			2	12			2	11		.1
WI '97	1	21			1	8			2	14			1	14						
WLIR-FM																				
WI '98	12	376		.2	20	119	.1	.2	19	167	.1	.2	14	200		.2	5	115		.2
FA '97	13	486		.2	10	166		.1	20	193	.1	.2	21	237	.1	.3	4	92		.1
SU '97	16	504	.1	.3	15	191		.2	19	158	.1	.2	20	224	.1	.3	9	139		.3
SP '97	14	373		.2	20	105	.1	.2	16	147	.1	.2	17	160	.1	.2	4	117		.1
4-Book	14	435		.2	16	145	.1	.2	19	166	.1	.2	18	205	.1	.3	6	116		.2
WI '97	12	302		.2	11	86		.1	26	119	.1	.3	18	206	.1	.2	4	56		.1
WFAN-AM																				
WI '98	320	5055	1.0	5.1	709	2971	2.2	7.2	334	2060	1.0	4.1	419	2592	1.3	5.8	179	1531	.6	6.3
FA '97	369	5796	1.2	5.9	704	3190	2.2	7.2	419	2379	1.3	5.0	512	3085	1.6	6.9	155	1634	.5	5.8
SU '97	361	5493	1.2	6.1	706	3026	2.3	7.8	418	2590	1.3	5.3	477	2886	1.5	7.0	167	1746	.5	5.7
SP '97	351	5416	1.1	5.6	682	3109	2.2	7.1	474	2406	1.5	5.5	487	3122	1.6	6.6	124	1538	.4	4.5
4-Book	350	5440	1.1	5.7	700	3074	2.2	7.3	411	2359	1.3	5.0	474	2921	1.5	6.6	156	1612	.5	5.6
WI '97	298	4860	1.0	4.6	609	2857	1.9	6.2	320	1929	1.0	3.6	463	2695	1.5	6.1	128	1226	.4	4.5
WFAS-FM																				
WI '98	15	243		.2	28	141	.1	.3	30	115	.1	.4	11	98		.2	6	100		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	
WFME-FM																				
WI '98	27	507	.1	.4	46	263	.1	.5	29	182	.1	.4	12	107	.2	.2	20	187	.1	.7
FA '97	39	581	.1	.6	73	307	.2	.7	44	251	.1	.5	20	181	.1	.3	34	258	.1	1.3
SU '97	22	373	.1	.4	28	175	.1	.3	24	81	.1	.3	24	128	.1	.4	18	100	.1	.6
SP '97	35	594	.1	.6	36	272	.1	.4	31	198	.1	.4	22	181	.1	.3	37	211	.1	1.3
4-Book	31	514	.1	.5	46	254	.1	.5	32	178	.1	.4	20	149	.1	.3	27	189	.1	1.0
WI '97	25	454	.1	.4	47	207	.2	.5	23	179	.1	.3	17	100	.1	.2	6	139		.2
WHLI-AM																				
WI '98	* 9	130		.1	* 9	58		.1	8	90		.1	* 10	44		.1	**	**	**	**
FA '97	14	117		.2	14	52		.1	18	66		.1	21	48		.1	**	**	**	**
SU '97	11	167		.2	11	92		.1	17	99		.1	9	72		.1	**	**	**	**
SP '97	12	146		.2	10	34		.1	15	94		.2	7	68		.1	**	**	**	**
4-Book	12	140		.2	11	59		.1	15	87		.1	12	58		.2	**	**	**	**
WI '97	23	151		.1	20	57		.1	32	89		.1	20	68		.1	**	**	**	**
WHTZ-FM																				
WI '98	102	2309	.3	1.6	122	802	.4	1.2	142	825	.4	1.7	148	1123	.5	2.0	61	740	.2	2.2
FA '97	84	2068	.3	1.4	118	835	.4	1.2	139	830	.4	1.7	85	797	.3	1.2	29	487	.1	1.1
SU '97	98	2338	.3	1.6	141	1008	.5	1.6	160	918	.5	2.0	111	1006	.4	1.6	46	718	.1	1.6
SP '97	66	1794	.2	1.1	76	639	.2	.8	82	571	.3	1.0	75	650	.2	1.0	35	463	.1	1.3
4-Book	88	2127	.3	1.4	114	821	.4	1.2	131	786	.4	1.6	105	894	.4	1.5	43	602	.1	1.6
WI '97	70	1780	.2	1.1	116	764	.4	1.2	89	668	.3	1.0	84	813	.3	1.1	19	385	.1	.7
WHUD-FM																				
WI '98	29	518	.1	.5	52	292	.2	.5	19	167	.1	.2	38	270	.1	.5	17	178	.1	.6
FA '97	39	476	.1	.6	58	271	.2	.6	53	202	.2	.6	52	254	.2	.7	10	109		.4
SU '97	20	407	.1	.3	35	196	.1	.4	25	151	.1	.3	16	152	.1	.2	6	102		.2
SP '97	22	537	.1	.4	52	271	.2	.5	12	161		.1	18	244	.1	.2	12	183		.4
4-Book	28	485	.1	.5	49	258	.2	.5	27	170	.1	.3	31	230	.1	.4	11	143		.4
WI '97	34	689	.1	.5	75	385	.2	.8	41	297	.1	.5	52	472	.2	.7	5	110		.2
WINS-AM																				
WI '98	251	6161	.8	4.0	658	4093	2.1	6.7	189	1895	.6	2.3	275	2462	.9	3.8	108	1477	.3	3.8
FA '97	239	6239	.7	3.8	686	4290	2.1	7.0	205	2109	.6	2.5	224	2171	.7	3.0	82	1268	.3	3.1
SU '97	247	6062	.8	4.2	682	4314	2.2	7.5	230	2028	.7	2.9	214	2186	.7	3.2	86	1116	.3	2.9
SP '97	212	5715	.7	3.4	506	3671	1.6	5.3	202	1947	.6	2.4	199	2118	.6	2.7	84	1282	.3	3.1
4-Book	237	6044	.8	3.9	633	4092	2.0	6.6	207	1995	.6	2.5	228	2234	.7	3.2	90	1286	.3	3.2
WI '97	262	6219	.8	4.1	616	4299	2.0	6.3	275	2124	.9	3.1	254	2335	.8	3.3	109	1330	.3	3.8
WKJY-FM																				
WI '98	25	346	.1	.4	41	134	.1	.4	36	146	.1	.4	31	167	.1	.4	10	113		.4
FA '97	25	380	.1	.4	27	184	.1	.3	42	199	.1	.5	31	192	.1	.4	8	78		.3
SU '97	28	445	.1	.5	42	238	.1	.5	56	294	.2	.7	28	182	.1	.4	6	85		.2
SP '97	19	376	.1	.3	23	154	.1	.2	32	162	.1	.4	26	194	.1	.4	5	71		.2
4-Book	24	387	.1	.4	33	178	.1	.4	42	200	.1	.5	29	184	.1	.4	7	87		.3
WI '97	28	350	.1	.4	37	151	.1	.4	55	158	.2	.6	40	190	.1	.5	7	72		.2
WKTU-FM																				
WI '98	121	2863	.4	1.9	113	1176	.4	1.2	161	1266	.5	2.0	181	1501	.6	2.5	75	794	.2	2.7
FA '97	152	2569	.5	2.4	160	1056	.5	1.6	203	1246	.6	2.4	193	1385	.6	2.6	112	949	.4	4.2
SU '97	198	3023	.6	3.3	224	1290	.7	2.5	246	1189	.8	3.1	267	1742	.9	3.9	126	966	.4	4.3
SP '97	180	2911	.6	2.9	209	1099	.7	2.2	298	1559	1.0	3.5	188	1484	.6	2.6	81	858	.3	3.0
4-Book	163	2842	.5	2.6	177	1155	.6	1.9	227	1315	.7	2.8	207	1528	.7	2.9	99	892	.3	3.6
WI '97	180	2976	.6	2.8	203	1391	.6	2.1	258	1378	.8	2.9	245	1635	.8	3.2	94	826	.3	3.3
WLIB-AM																				
WI '98	* 132	824	.4	2.1	* 135	359	.4	1.4	137	418	.4	1.7	* 131	337	.4	1.8	**	**	**	**
FA '97	120	908	.4	1.9	72	282	.2	.7	137	467	.4	1.6	111	378	.3	1.5	**	**	**	**
SU '97	103	916	.3	1.7	105	447	.3	1.2	106	434	.3	1.3	82	427	.3	1.2	**	**	**	**
SP '97	88	1270	.3	1.4	85	478	.3	.9	101	604	.3	1.2	76	471	.2	1.0	**	**	**	**
4-Book	111	980	.4	1.8	99	392	.3	1.1	120	481	.4	1.5	100	403	.3	1.4	**	**	**	**
WI '97	68	636	.2	1.1	79	274	.3	.8	61	302	.2	.7	48	200	.2	.6	**	**	**	**

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

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WLTW-FM																				
WI '98	375	5169	1.2	6.0	423	2385	1.3	4.3	610	2393	1.9	7.5	465	2659	1.5	6.4	158	1339	.5	5.6
FA '97	359	4994	1.1	5.8	466	2529	1.5	4.8	604	2288	1.9	7.3	465	2792	1.5	6.3	149	1715	.5	5.5
SU '97	377	4665	1.2	6.3	425	2180	1.4	4.7	663	2268	2.1	8.4	494	2599	1.6	7.3	186	1631	.6	6.4
SP '97	347	4824	1.1	5.6	390	2344	1.2	4.1	642	2365	2.1	7.5	456	2577	1.5	6.2	131	1588	.4	4.8
4-Book	365	4913	1.2	5.9	426	2360	1.4	4.5	630	2329	2.0	7.7	470	2657	1.5	6.6	156	1568	.5	5.6
WI '97	326	4675	1.0	5.1	394	2249	1.3	4.0	570	2167	1.8	6.4	433	2674	1.4	5.7	127	1298	.4	4.5
WMCA-AM																				
WI '98	36	355	.1	.6	63	177	.2	.6	47	155	.1	.6	26	89	.1	.4	19	91	.1	.7
FA '97	14	353	.2	.2	36	129	.1	.4	8	71	.1	.1	20	124	.1	.3	11	131	.1	.4
SU '97	16	297	.1	.3	30	115	.1	.3	27	81	.1	.3	11	79	.1	.2	7	78	.1	.2
SP '97	11	322	.2	.2	37	198	.1	.4	10	102	.1	.1	7	111	.1	.1	4	84	.1	.1
4-Book	19	332	.1	.3	42	155	.1	.4	23	102	.1	.3	16	101	.1	.3	10	96	.4	.4
WI '97	24	319	.1	.4	35	128	.1	.4	43	114	.1	.5	30	158	.1	.4	16	88	.1	.6
WMJC-FM																				
WI '98	19	238	.1	.3	24	98	.1	.2	26	132	.1	.3	22	141	.1	.3	6	56	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	20	277	.1	.3	20	139	.1	.2	20	140	.1	.3	31	199	.1	.5	16	120	.1	.5
SP '97	15	261	.2	.2	23	137	.1	.2	20	104	.1	.2	19	148	.1	.3	7	73	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	15	113	.2	.2	29	95	.1	.3	20	59	.1	.2	20	67	.1	.3	2	49	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	12	124	.2	.2	13	68	.1	.1	24	57	.1	.3	17	61	.1	.2	2	33	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	14	255	.2	.2	26	179	.1	.3	23	172	.1	.3	21	151	.1	.3	2	49	.1	.1
WNEW-FM																				
WI '98	62	2951	.5	2.6	205	1232	.6	2.1	255	1427	.8	3.1	204	1614	.6	2.8	91	964	.3	3.2
FA '97	84	3198	.6	3.0	249	1180	.8	2.6	327	1500	1.0	3.9	239	1741	.7	3.2	40	755	.1	1.5
SU '97	93	3047	.6	3.2	259	1261	.8	2.9	304	1441	1.0	3.8	243	1714	.8	3.6	75	973	.2	2.6
SP '97	65	2625	.5	2.6	190	1020	.6	2.0	266	1359	.9	3.1	228	1594	.7	3.1	50	835	.2	1.8
4-Book	176	2955	.6	2.9	226	1173	.7	2.4	288	1432	.9	3.5	229	1666	.7	3.2	64	882	.2	2.3
WI '97	223	3112	.7	3.5	289	1515	.9	2.9	441	1735	1.4	4.9	266	1878	.9	3.5	49	796	.2	1.7
+WNSR-FM																				
WI '98	93	1672	.3	1.5	129	660	.4	1.3	179	831	.6	2.2	102	775	.3	1.4	17	394	.1	.6
FA '97	75	1705	.2	1.2	85	607	.3	.9	127	754	.4	1.5	83	809	.3	1.1	18	420	.1	.7
SU '97	70	1622	.2	1.2	50	463	.2	.6	109	602	.3	1.4	95	696	.3	1.4	36	458	.1	1.2
SP '97	66	1448	.2	1.1	44	476	.1	.5	112	545	.4	1.3	109	732	.3	1.5	30	514	.1	1.1
4-Book	76	1612	.2	1.3	77	552	.3	.8	132	683	.4	1.6	97	753	.3	1.4	25	447	.1	.9
WI '97	67	1323	.2	1.0	76	501	.2	.8	119	605	.4	1.3	78	673	.2	1.0	28	287	.1	1.0
WNWK-FM																				
WI '98	45	778	.1	.7	29	146	.1	.3	12	118	.1	.1	15	160	.1	.2	49	239	.2	1.7
FA '97	52	867	.2	.8	16	120	.1	.2	23	197	.1	.3	53	227	.2	.7	53	334	.2	2.0
SU '97	40	654	.1	.7	30	188	.1	.3	25	156	.1	.3	29	190	.1	.4	63	235	.2	2.2
SP '97	42	835	.1	.7	15	141	.1	.2	19	179	.1	.2	24	191	.1	.3	34	315	.1	1.2
4-Book	45	784	.1	.7	23	149	.1	.3	20	163	.1	.2	30	192	.1	.4	50	281	.2	1.8
WI '97	37	621	.1	.6	16	87	.1	.2	23	131	.1	.3	25	160	.1	.3	36	274	.1	1.3
WOR -AM																				
WI '98	115	2183	.4	1.8	141	849	.4	1.4	119	719	.4	1.5	255	1086	.8	3.5	45	495	.1	1.6
FA '97	116	2448	.4	1.9	149	978	.5	1.5	83	640	.3	1.0	285	1340	.9	3.9	65	681	.2	2.4
SU '97	129	2377	.4	2.2	187	1005	.6	2.1	105	712	.3	1.3	345	1236	1.1	5.1	47	438	.2	1.6
SP '97	131	1882	.4	2.1	199	852	.6	2.1	88	575	.3	1.0	340	1145	1.1	4.6	55	520	.2	2.0
4-Book	123	2223	.4	2.0	169	921	.5	1.8	99	662	.3	1.2	306	1202	1.0	4.3	53	534	.2	1.9
WI '97	146	2667	.5	2.3	238	1205	.8	2.4	119	775	.4	1.3	348	1401	1.1	4.6	60	487	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	195	2200	.6	3.1	186	1017	.6	1.9	196	1052	.6	2.4	229	1099	.7	3.2	115	822	.4	4.1
FA '97	154	2104	.5	2.5	164	900	.5	1.7	166	1021	.5	2.0	124	1001	.4	1.7	130	922	.4	4.8
SU '97	143	2093	.5	2.4	142	998	.5	1.6	168	1060	.5	2.1	141	1048	.5	2.1	148	863	.5	5.1
SP '97	212	2279	.7	3.4	213	1128	.7	2.2	239	1006	.8	2.8	264	1327	.8	3.6	156	849	.5	5.7
4-Book	176	2169	.6	2.9	176	1011	.6	1.9	192	1035	.6	2.3	190	1119	.6	2.7	137	864	.5	4.9
WI '97	202	2251	.6	3.1	193	1061	.6	2.0	285	1091	.9	3.2	213	1127	.7	2.8	131	817	.4	4.6
WPLJ-FM																				
WI '98	128	2569	.4	2.1	216	1242	.7	2.2	162	872	.5	2.0	190	1402	.6	2.6	46	774	.1	1.6
FA '97	139	2650	.4	2.2	243	1304	.8	2.5	184	1070	.6	2.2	207	1473	.6	2.8	38	697	.1	1.4
SU '97	116	2529	.4	2.0	167	1128	.5	1.8	166	1116	.5	2.1	178	1490	.6	2.6	45	719	.1	1.5
SP '97	154	2522	.5	2.5	274	1275	.9	2.9	224	973	.7	2.6	242	1329	.8	3.3	30	566	.1	1.1
4-Book	134	2568	.4	2.2	225	1237	.7	2.4	184	1008	.6	2.2	204	1424	.7	2.8	40	689	.1	1.4
WI '97	165	2865	.5	2.6	347	1544	1.1	3.5	227	1098	.7	2.5	238	1782	.8	3.1	42	749	.1	1.5
WQCD-FM																				
WI '98	278	4132	.9	4.5	269	1738	.8	2.7	401	2067	1.3	4.9	367	2298	1.1	5.1	192	1743	.6	6.8
FA '97	263	3721	.8	4.2	249	1766	.8	2.6	371	1923	1.2	4.5	345	2089	1.1	4.7	153	1553	.5	5.7
SU '97	251	3682	.8	4.2	266	1578	.9	2.9	351	1751	1.1	4.4	297	2047	1.0	4.4	186	1498	.6	6.4
SP '97	309	4020	1.0	5.0	372	1990	1.2	3.9	430	1995	1.4	5.0	368	2334	1.2	5.0	199	1562	.6	7.3
4-Book	275	3889	.9	4.5	289	1768	.9	3.0	388	1934	1.3	4.7	344	2192	1.1	4.8	183	1589	.6	6.6
WI '97	363	4388	1.2	5.7	358	1922	1.1	3.6	615	2429	2.0	6.9	439	2610	1.4	5.8	217	1867	.7	7.6
WQEV-AM																				
WI '98	59	1034	.2	.9	64	376	.2	.7	85	358	.3	1.0	65	493	.2	.9	21	202	.1	.7
FA '97	81	1016	.3	1.3	100	445	.3	1.0	153	482	.5	1.8	86	520	.3	1.2	24	344	.1	.9
SU '97	53	854	.2	.9	74	340	.2	.8	72	341	.2	.9	47	365	.2	.7	23	232	.1	.8
SP '97	80	1049	.3	1.3	105	543	.3	1.1	122	477	.4	1.4	98	441	.3	1.3	22	320	.1	.8
4-Book	68	988	.3	1.1	86	426	.3	.9	108	415	.4	1.3	74	455	.3	1.0	23	275	.1	.8
WI '97	114	1240	.4	1.8	120	604	.4	1.2	185	658	.6	2.1	141	621	.5	1.9	40	327	.1	1.4
WQHT-FM																				
WI '98	71	1482	.2	1.1	83	576	.3	.8	106	637	.3	1.3	82	854	.3	1.1	43	507	.1	1.5
FA '97	95	1517	.3	1.5	124	747	.4	1.3	145	759	.5	1.7	90	627	.3	1.2	37	449	.1	1.4
SU '97	84	1530	.3	1.4	101	656	.3	1.1	107	583	.3	1.4	123	843	.4	1.8	50	478	.2	1.7
SP '97	114	1601	.4	1.8	131	721	.4	1.4	163	671	.5	1.9	165	775	.5	2.2	67	518	.2	2.4
4-Book	91	1533	.3	1.5	110	675	.4	1.2	130	663	.4	1.6	115	775	.4	1.6	49	488	.2	1.8
WI '97	62	1200	.2	1.0	91	538	.3	.9	61	624	.2	.7	77	529	.2	1.0	37	388	.1	1.3
WQXR-FM																				
WI '98	166	2303	.5	2.7	208	1248	.7	2.1	269	962	.8	3.3	175	1234	.5	2.4	57	793	.2	2.0
FA '97	162	2469	.5	2.6	228	1112	.7	2.3	226	1166	.7	2.7	157	1260	.5	2.1	96	1008	.3	3.6
SU '97	145	2210	.5	2.4	154	1000	.5	1.7	191	878	.6	2.4	168	1110	.5	2.5	97	949	.3	3.3
SP '97	180	2305	.6	2.9	191	956	.6	2.0	280	1053	.9	3.3	216	1250	.7	2.9	111	826	.4	4.0
4-Book	163	2322	.5	2.7	195	1079	.6	2.0	242	1015	.8	2.9	179	1214	.6	2.5	90	894	.3	3.2
WI '97	214	2725	.7	3.3	216	1201	.7	2.2	324	1356	1.0	3.6	239	1477	.8	3.2	154	1149	.5	5.4
WRKS-FM																				
WI '98	253	3028	.8	4.1	379	1847	1.2	3.9	294	1464	.9	3.6	280	1681	.9	3.9	177	1243	.6	6.3
FA '97	254	3047	.8	4.1	381	1728	1.2	3.9	346	1778	1.1	4.2	287	1576	.9	3.9	139	1019	.4	5.2
SU '97	282	3400	.9	4.7	382	1780	1.2	4.2	361	1558	1.2	4.6	280	1832	.9	4.1	167	1184	.5	5.7
SP '97	263	3337	.8	4.2	446	1969	1.4	4.7	313	1544	1.0	3.7	272	1657	.9	3.7	165	1238	.5	6.0
4-Book	263	3203	.8	4.3	397	1831	1.3	4.2	329	1586	1.1	4.0	280	1687	.9	3.9	162	1171	.5	5.8
WI '97	261	3085	.8	4.1	325	1672	1.0	3.3	357	1780	1.1	4.0	277	1627	.9	3.7	166	1173	.5	5.8
WSKQ-FM																				
WI '98	371	2821	1.2	6.0	587	1836	1.8	6.0	450	1547	1.4	5.5	352	1628	1.1	4.8	136	984	.4	4.8
FA '97	296	2900	.9	4.8	506	1792	1.6	5.2	368	1432	1.2	4.4	303	1454	.9	4.1	108	961	.3	4.0
SU '97	250	2571	.8	4.2	451	1573	1.4	5.0	229	1089	.7	2.9	214	1445	.7	3.2	123	777	.4	4.2
SP '97	258	2783	.8	4.1	383	1661	1.2	4.0	326	1475	1.0	3.8	266	1506	.9	3.6	95	858	.3	3.5
4-Book	294	2769	.9	4.8	482	1716	1.5	5.1	343	1386	1.1	4.2	284	1508	.9	3.9	116	895	.4	4.1
WI '97	262	2550	.8	4.1	437	1552	1.4	4.4	321	1410	1.0	3.6	286	1387	.9	3.8	98	777	.3	3.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	16	165	.1	.3	29	40	.1	.3	17	79	.1	.2	18	68	.1	.2	11	68		.4
FA '97	16	299	.1	.3	31	153	.1	.3	27	98	.1	.3	4	44		.1	9	41		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	35	445	.1	.6	52	194	.2	.5	59	248	.2	.7	40	252	.1	.6	23	148	.1	.8
FA '97	29	472	.1	.5	24	88	.1	.2	53	200	.2	.6	32	210	.1	.4	19	125	.1	.7
SU '97	15	378		.3	11	97		.1	22	147	.1	.3	17	109	.1	.3	3	40		.1
SP '97	11	337		.2	13	39		.1	8	44		.1	1	17			8	114		.3
4-Book	23	408	.1	.4	25	105	.1	.2	36	160	.1	.4	23	147	.1	.3	13	107	.1	.5
WI '97	27	349	.1	.4	19	132	.1	.2	29	162	.1	.3	13	119		.2	36	170	.1	1.3
+WVY-FM																				
WI '98	6	60		.1	8	38		.1	9	25		.1	11	39		.2	2	14		.1
FA '97	8	46		.1	3	23		.1	6	20		.1	10	28		.1	12	34		.4
SU '97	3	35		.1	3	14		.1	4	22		.1	3	21			2	13		.1
SP '97	1	37			1	23			1	29			7	7			1	6		
4-Book	5	45		.1	4	25		.1	5	24		.1	6	24		.1	4	17		.2
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	41	588	.1	.7	54	336	.2	.6	65	356	.2	.8	50	304	.2	.7	15	144		.5
FA '97	28	409	.1	.5	25	175	.1	.3	45	242	.1	.5	41	234	.1	.6	17	204	.1	.6
SU '97	38	657	.1	.6	47	311	.2	.5	63	282	.2	.8	50	394	.2	.7	17	208	.1	.6
SP '97	56	648	.2	.9	51	376	.2	.5	77	337	.2	.9	91	494	.3	1.2	22	173	.1	.8
4-Book	41	576	.1	.7	44	300	.2	.5	63	304	.2	.8	58	357	.2	.8	18	182	.1	.6
WI '97	25	549	.1	.4	15	173		.2	29	254	.1	.3	44	378	.1	.6	13	154		.5
+WZY-FM																				
WI '98	32	383	.1	.5	52	202	.2	.5	29	183	.1	.4	51	287	.2	.7	17	158	.1	.6
FA '97	26	377	.1	.4	21	159	.1	.2	35	195	.1	.4	40	232	.1	.5	12	154		.4
SU '97	34	360	.1	.6	43	198	.1	.5	34	174	.1	.4	41	297	.1	.6	12	123		.4
SP '97	45	526	.1	.7	72	290	.2	.8	81	290	.3	.9	49	363	.2	.7	17	208	.1	.6
4-Book	34	412	.1	.6	47	212	.2	.5	45	211	.2	.5	45	295	.2	.6	15	161	.1	.5
WI '97	32	376	.1	.5	20	134	.1	.2	53	207	.2	.6	40	264	.1	.5	15	156		.5
WXRK-FM																				
WI '98	280	3758	.9	4.5	1173	3218	3.7	12.0	293	2003	.9	3.6	97	643	.3	1.3	37	387	.1	1.3
FA '97	267	3758	.8	4.3	1125	3390	3.5	11.5	272	1913	.9	3.3	96	696	.3	1.3	28	343	.1	1.0
SU '97	197	3105	.6	3.3	854	2611	2.7	9.4	176	1396	.6	2.2	67	682	.2	1.0	25	391	.1	.9
SP '97	227	3429	.7	3.6	1004	2953	3.2	10.5	189	1484	.6	2.2	78	600	.2	1.1	24	362	.1	.9
4-Book	243	3513	.8	3.9	1039	3043	3.3	10.9	233	1699	.8	2.8	85	655	.3	1.2	29	371	.1	1.0
WI '97	215	3416	.7	3.3	923	2789	3.0	9.4	195	1277	.6	2.2	97	590	.3	1.3	38	354	.1	1.3
WXW-FM																				
WI '98	77	1534	.2	1.2	133	912	.4	1.4	61	532	.2	.7	116	853	.4	1.6	41	493	.1	1.5
FA '97	68	1422	.2	1.1	141	844	.4	1.4	79	550	.2	.9	92	768	.3	1.2	20	332	.1	.7
SU '97	45	1116	.1	.8	107	643	.3	1.2	56	379	.2	.7	56	552	.2	.8	13	229		.4
SP '97	62	1234	.2	1.0	109	739	.3	1.1	83	507	.3	1.0	88	630	.3	1.2	15	259		.5
4-Book	63	1327	.2	1.0	123	785	.4	1.3	70	492	.2	.8	88	701	.3	1.2	22	328	.1	.8
WI '97	59	1379	.2	.9	117	721	.4	1.2	60	572	.2	.7	79	729	.3	1.0	19	345	.1	.7
TOTALS																				
WI '98	6226	30435	19.5		9814	27341	30.7		8140	21983	25.5		7261	24858	22.7		2823	16996	8.8	
FA '97	6222	30682	19.5		9760	27471	30.6		8330	22405	26.1		7375	25163	23.1		2685	17595	8.4	
SU '97	5941	29983	19.0		9052	26722	29.0		7922	21862	25.3		6788	24760	21.7		2929	17054	9.4	
SP '97	6229	29856	19.9		9588	26960	30.7		8564	21931	27.4		7340	24647	23.5		2742	16904	8.8	
4-Book	6155	30239	19.5		9554	27124	30.3		8239	22045	26.1		7191	24857	22.8		2795	17137	8.9	
WI '97	6420	30277	20.5		9836	27191	31.5		8956	22827	28.7		7584	25421	24.3		2845	16844	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	349	2676	1.1	4.2	114	1452	.4	2.5	181	504	.6	3.2	170	553	.5	2.3	100	370	.3	1.9
4-Book	313	2607	1.0	3.8	107	1467	.4	2.4	126	400	.4	2.3	139	461	.4	2.0	136	390	.4	2.7
WADO-AM																				
WI '98	259	1458	.8	3.1	90	777	.3	2.0	230	523	.7	4.1	113	287	.4	1.5	98	213	.3	1.9
4-Book	214	1226	.7	2.6	66	669	.2	1.5	195	438	.6	3.6	78	227	.3	1.1	56	132	.2	1.1
WALK-FM																				
WI '98	57	530	.2	.7	25	274	.1	.5	43	116	.1	.8	44	129	.1	.6	28	106	.1	.5
4-Book	76	645	.3	.9	36	390	.1	.8	52	160	.2	1.0	69	179	.2	1.0	39	116	.2	.8
WAXQ-FM																				
WI '98	182	2109	.6	2.2	123	1553	.4	2.7	110	395	.3	1.9	226	639	.7	3.1	141	575	.4	2.7
4-Book	229	2212	.7	2.8	126	1530	.4	2.8	117	400	.4	2.1	248	704	.8	3.5	178	587	.6	3.6
WBAB-FM																				
WI '98	61	521	.2	.7	26	353	.1	.6	32	119	.1	.6	48	162	.2	.7	31	110	.1	.6
4-Book	55	523	.2	.6	24	324	.1	.5	27	98	.1	.5	49	156	.2	.7	33	101	.1	.7
WHFM-FM																				
WI '98	1	6				7			1	7										
4-Book	1	13				5				2				2				2		
WBRR-AM																				
WI '98	53	993	.2	.6	10	326		.2	32	133	.1	.6	14	96		.2	1	21		
4-Book	63	1006	.2	.8	15	361	.1	.3	21	111	.1	.4	23	117	.1	.3	8	48		.2
WBLI-FM																				
WI '98	45	461	.1	.5	21	280	.1	.5	25	98	.1	.4	35	113	.1	.5	26	98	.1	.5
4-Book	40	399	.1	.5	24	257	.1	.6	26	90	.1	.5	37	116	.1	.5	29	98	.1	.6
WBLS-FM																				
WI '98	129	1500	.4	1.5	114	1183	.4	2.5	98	253	.3	1.7	126	340	.4	1.7	99	315	.3	1.9
4-Book	151	1668	.5	1.8	135	1274	.4	3.0	87	246	.3	1.6	141	363	.5	2.0	104	305	.3	2.1
WBZO-FM																				
WI '98	40	468	.1	.5	31	399	.1	.7	56	151	.2	1.0	59	173	.2	.8	20	80	.1	.4
4-Book	64	555	.2	.8	33	383	.1	.8	41	134	.2	.7	63	177	.2	.9	40	121	.1	.8
WCBS-AM																				
WI '98	294	4760	.9	3.5	129	2870	.4	2.8	295	1317	.9	5.2	152	753	.5	2.1	92	478	.3	1.8
4-Book	307	4743	1.0	3.7	139	2919	.4	3.1	330	1408	1.0	6.0	152	700	.5	2.1	109	445	.4	2.2
WCBS-FM																				
WI '98	703	5374	2.2	8.4	384	3789	1.2	8.4	471	1437	1.5	8.3	667	1680	2.1	9.1	415	1152	1.3	8.1
4-Book	691	5116	2.2	8.3	377	3712	1.2	8.4	430	1275	1.4	7.9	654	1689	2.1	9.2	473	1261	1.5	9.4
+WDRE-FM																				
WI '98	3	30			2	17			1	10			6	11		.1	8	11		.2
4-Book	1	25			1	17			1	4			4	7		.1	3	8		.1
WLIR-FM																				
WI '98	18	299	.1	.2	8	167		.2	4	20		.1	10	50		.1	5	30		.1
4-Book	18	319	.1	.2	13	232		.3	11	48		.2	20	90	.1	.3	14	68		.3
WFAN-AM																				
WI '98	475	4533	1.5	5.7	137	2015	.4	3.0	234	789	.7	4.1	180	774	.6	2.4	98	361	.3	1.9
4-Book	519	4804	1.7	6.3	179	2593	.6	4.0	257	818	.8	4.7	225	863	.7	3.2	165	557	.5	3.3
WFAS-FM																				
WI '98	23	193	.1	.3	7	118		.2	11	32		.2	14	14		.2	14	28		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	29	392	.1	.3	29	327	.1	.6	42	82	.1	.7	35	81	.1	.5	12	61		.2
4-Book	33	367	.1	.4	30	349	.1	.7	32	98	.1	.6	31	87	.1	.4	31	89	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM																				
WI '98	* 8	106	.1		* 11	67	.2		* 4	4	.1		20	29	.1	.3	* 9	15	.2	
4-Book	13	108	.2		10	87	.2		6	20	.1		17	43	.1	.2	7	20	.1	
WHTZ-FM																				
WI '98	138	1635	.4	1.6	65	1151	.2	1.4	39	205	.1	.7	132	496	.4	1.8	68	318	.2	1.3
4-Book	118	1528	.4	1.4	64	1031	.2	1.4	43	187	.1	.8	126	413	.4	1.8	86	315	.3	1.7
WHUD-FM																				
WI '98	35	455	.1	.4	26	279	.1	.6	49	93	.2	.9	62	140	.2	.8	24	96	.1	.5
4-Book	35	396	.1	.4	25	282	.1	.6	44	122	.2	.8	46	126	.1	.6	22	65	.1	.5
WINS-AM																				
WI '98	360	5379	1.1	4.3	153	3171	.5	3.3	359	1488	1.1	6.3	155	816	.5	2.1	95	490	.3	1.8
4-Book	345	5354	1.1	4.2	146	3065	.5	3.2	364	1461	1.2	6.7	161	793	.5	2.3	98	447	.3	2.0
WKJY-FM																				
WI '98	36	271	.1	.4	14	173	.3		21	69	.1	.4	28	72	.1	.4	18	63	.1	.3
4-Book	35	325	.1	.4	17	179	.1	.4	20	57	.1	.4	34	84	.1	.5	19	61	.1	.4
WKTU-FM																				
WI '98	152	2236	.5	1.8	97	1502	.3	2.1	98	335	.3	1.7	177	573	.6	2.4	193	669	.6	3.8
4-Book	206	2271	.7	2.5	131	1541	.4	2.9	112	347	.4	2.0	232	673	.8	3.3	183	530	.6	3.7
WLIB-AM																				
WI '98	* 135	610	.4	1.6	* 126	506	.4	2.8	* 158	265	.5	2.8	201	266	.6	2.7	* 155	203	.5	3.0
4-Book	109	706	.4	1.3	124	584	.4	2.8	144	253	.5	2.6	185	297	.6	2.6	141	196	.5	2.8
WLTW-FM																				
WI '98	508	4102	1.6	6.1	284	3085	.9	6.2	307	864	1.0	5.4	529	1391	1.7	7.2	371	1086	1.2	7.2
4-Book	518	3977	1.6	6.3	232	2609	.8	5.2	238	716	.8	4.4	415	1081	1.3	5.8	292	836	.9	5.8
WMCA-AM																				
WI '98	46	266	.1	.5	29	182	.1	.6	37	56	.1	.7	33	43	.1	.4	14	30		.3
4-Book	27	231	.1	.3	11	158		.3	18	49	.1	.4	9	14		.1	7	19		.2
WMJC-FM																				
WI '98	24	193	.1	.3	18	158	.1	.4	20	80	.1	.4	29	74	.1	.4	29	86	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	23	113	.1	.3	10	94		.2	10	32		.2	30	32	.1	.4	21	59	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	224	2389	.7	2.7	98	1639	.3	2.1	100	391	.3	1.8	171	650	.5	2.3	120	539	.4	2.3
4-Book	251	2327	.8	3.0	119	1682	.4	2.7	105	396	.3	2.0	227	719	.7	3.2	150	527	.5	3.0
+WNSR-FM																				
WI '98	140	1311	.4	1.7	62	844	.2	1.4	65	319	.2	1.1	120	280	.4	1.6	51	197	.2	1.0
4-Book	105	1184	.3	1.3	61	818	.2	1.4	47	191	.2	.9	129	329	.4	1.8	67	194	.2	1.4
WNWK-FM																				
WI '98	18	306	.1	.2	90	574	.3	2.0	114	156	.4	2.0	142	289	.4	1.9	135	270	.4	2.6
4-Book	24	356	.1	.3	79	565	.3	1.8	103	187	.4	1.9	151	291	.5	2.1	129	234	.4	2.5
VOR-AM																				
WI '98	168	1814	.5	2.0	67	942	.2	1.5	128	357	.4	2.3	111	305	.3	1.5	57	179	.2	1.1
4-Book	185	1933	.6	2.3	58	823	.2	1.3	125	348	.4	2.3	78	222	.3	1.1	42	137	.2	.8
WPAT-FM																				
WI '98	203	1725	.6	2.4	235	1680	.7	5.1	176	491	.6	3.1	293	679	.9	4.0	365	627	1.1	7.1
4-Book	187	1734	.6	2.2	184	1508	.6	4.1	139	394	.5	2.5	260	677	.8	3.6	211	448	.7	4.2
WPLJ-FM																				
WI '98	187	2063	.6	2.2	77	1173	.2	1.7	51	216	.2	.9	138	510	.4	1.9	136	417	.4	2.6
4-Book	203	2155	.7	2.4	76	1142	.2	1.7	71	275	.2	1.3	129	449	.4	1.8	112	387	.4	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 35-64																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																						
WI '98		350	3338	1.1	4.2	207	2266	.6	4.5	186	598	.6	3.3	360	967	1.1	4.9	253	803	.8	4.9	
4-Book		344	3174	1.1	4.1	215	2206	.7	4.8	189	573	.6	3.5	388	1003	1.2	5.5	286	748	.9	5.7	
WQEW-AM																						
WI '98		72	736	.2	.9	60	688	.2	1.3	40	152	.1	.7	135	317	.4	1.8	70	216	.2	1.4	
4-Book		91	734	.3	1.1	59	630	.2	1.3	66	195	.2	1.2	119	268	.4	1.7	59	160	.2	1.2	
WQHT-FM																						
WI '98		91	1224	.3	1.1	55	767	.2	1.2	41	123	.1	.7	89	333	.3	1.2	109	263	.3	2.1	
4-Book		119	1246	.4	1.4	70	782	.2	1.6	63	185	.2	1.2	130	352	.4	1.8	78	212	.3	1.6	
WQXR-FM																						
WI '98		221	1855	.7	2.6	141	1321	.4	3.1	123	434	.4	2.2	280	694	.9	3.8	158	449	.5	3.1	
4-Book		208	1784	.7	2.5	133	1447	.4	2.9	137	430	.4	2.5	217	608	.7	3.0	131	395	.4	2.6	
WRKS-FM																						
WI '98		316	2630	1.0	3.8	194	1647	.6	4.2	190	531	.6	3.4	253	626	.8	3.4	168	374	.5	3.3	
4-Book		335	2726	1.1	4.0	204	1774	.7	4.5	207	485	.7	3.8	279	666	.9	3.9	229	552	.7	4.6	
WSKQ-FM																						
WI '98		462	2452	1.4	5.5	370	2216	1.2	8.1	389	906	1.2	6.9	630	1380	2.0	8.6	384	827	1.2	7.5	
4-Book		368	2361	1.1	4.4	284	2025	.9	6.3	318	751	1.0	5.8	437	1022	1.4	6.1	291	667	.9	5.8	
WVDJ-AM																						
WI '98		21	111	.1	.3	11	64	.2	.2	21	28	.1	.4									
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																						
WI '98		51	314	.2	.6	15	204	.3	.3	12	43	.2	.2	18	47	.1	.2	14	22	.3	.3	
4-Book		28	228	.1	.3	18	234	.1	.4	17	52	.1	.3	27	66	.1	.4	8	22	.2	.2	
+WVYV-FM																						
WI '98		9	53	.1	.1	3	33	.1	.1	9	26	.2	.2	3	15							
4-Book		5	40	.1	.1	5	24	.1	.1	5	11	.1	.1	8	16	.1	.1	5	9	.1	.1	
+WVXY-FM																						
WI '98		57	518	.2	.7	28	297	.1	.6	14	69	.2	.7	49	121	.2	.7	32	106	.1	.6	
4-Book		56	497	.2	.7	31	294	.1	.7	34	94	.1	.6	61	154	.2	.9	40	113	.1	.8	
+WVZY-FM																						
WI '98		43	338	.1	.5	24	167	.1	.5	40	104	.1	.7	39	78	.1	.5	32	83	.1	.6	
4-Book		46	361	.1	.6	27	262	.1	.6	35	98	.1	.7	47	127	.2	.7	35	108	.1	.7	
WXRK-FM																						
WI '98		504	3587	1.6	6.0	46	674	.1	1.0	96	272	.3	1.7	82	296	.3	1.1	69	213	.2	1.3	
4-Book		435	3343	1.4	5.2	45	693	.1	1.0	79	233	.3	1.4	65	242	.2	.9	57	192	.2	1.1	
WXXW-FM																						
WI '98		100	1323	.3	1.2	60	803	.2	1.3	62	226	.2	1.1	133	415	.4	1.8	69	194	.2	1.3	
4-Book		92	1138	.3	1.1	39	577	.1	.9	57	213	.2	1.1	74	259	.2	1.0	46	174	.1	.9	
TOTALS																						
WI '98		8389	29855	26.3		4579	25783	14.3		5665	14445	17.7		7363	16419	23.1		5144	12112	16.1		
4-Book		8325	29616	26.4		4499	25565	14.2		5472	14026	17.3		7158	15910	22.7		5019	11785	15.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	46	244	.1	1.7	150	399	.5	3.9	102	397	.3	1.8	93	311	.3	2.4	83	287	.3	3.9
4-Book	55	244	.2	2.1	121	342	.4	3.1	101	376	.3	1.8	124	376	.4	3.1	66	248	.2	3.1
WADO-AM																				
WI '98	74	145	.2	2.7	111	262	.3	2.9	39	104	.1	.7	52	83	.2	1.3	29	54	.1	1.4
4-Book	34	86	.1	1.3	77	204	.2	2.1	34	102	.1	.6	41	78	.2	1.0	32	75	.1	1.5
WALK-FM																				
WI '98	22	60	.1	.8	26	70	.1	.7	17	64	.1	.3	17	52	.1	.4	6	31		.3
4-Book	21	72	.1	.8	30	106	.1	.8	41	130	.1	.8	30	78	.1	.8	9	45		.4
WAXQ-FM																				
WI '98	72	326	.2	2.7	40	138	.1	1.0	194	666	.6	3.5	125	417	.4	3.2	62	189	.2	2.9
4-Book	71	323	.2	2.6	49	174	.2	1.3	169	600	.5	3.0	109	363	.3	2.8	60	209	.2	2.8
WBAB-FM																				
WI '98	19	60	.1	.7	15	47		.4	28	110	.1	.5	25	102	.1	.6	13	36		.6
4-Book	14	53	.1	.5	13	41		.4	24	87	.1	.4	21	79	.1	.5	10	45		.4
WHFM-FM																				
WI '98																				
4-Book						2				2										
WBRR-AM																				
WI '98	3	38		.1	27	103	.1	.7	8	48		.1					1	8		
4-Book	6	41		.2	19	81	.1	.5	18	98	.1	.3	11	42	.1	.3	11	37		.5
WBLI-FM																				
WI '98	9	42		.3	19	67	.1	.5	18	70	.1	.3	21	55	.1	.5	14	27		.7
4-Book	14	44	.1	.5	16	59	.1	.4	34	90	.1	.6	24	70	.1	.6	9	22		.4
WBLS-FM																				
WI '98	82	189	.3	3.0	136	314	.4	3.5	161	372	.5	2.9	113	346	.4	2.9	96	214	.3	4.5
4-Book	97	260	.3	3.6	178	419	.6	4.7	264	540	.8	4.7	115	341	.4	2.9	81	198	.3	3.8
WBZ0-FM																				
WI '98	12	38		.4	33	85	.1	.9	37	145	.1	.7	29	125	.1	.7	5	34		.2
4-Book	14	59		.5	28	93	.1	.7	45	146	.1	.8	28	89	.1	.7	8	36		.4
WCBS-AM																				
WI '98	82	430	.3	3.0	184	898	.6	4.8	134	649	.4	2.4	60	341	.2	1.5	59	290	.2	2.8
4-Book	69	334	.2	2.5	227	1079	.7	5.9	127	713	.4	2.3	78	370	.3	2.0	60	369	.2	2.8
WCBS-FM																				
WI '98	265	807	.8	9.8	285	969	.9	7.4	447	1384	1.4	8.0	297	930	.9	7.6	213	571	.7	10.0
4-Book	252	813	.8	9.3	265	839	.8	7.0	423	1316	1.4	7.6	313	872	1.0	7.9	203	610	.7	9.6
+WDRE-FM																				
WI '98	1	6			2	13		.1					1	6						
4-Book	1	4			1	5			1	4			3	5		.1				2
WLIR-FM																				
WI '98	3	14		.1	4	13		.1	14	71		.3	22	71	.1	.6	4	20		.2
4-Book	6	36		.2	11	40		.3	18	87	.1	.3	21	84	.1	.6	4	23		.2
WFAN-AM																				
WI '98	70	299	.2	2.6	123	506	.4	3.2	172	707	.5	3.1	98	362	.3	2.5	123	343	.4	5.7
4-Book	97	351	.3	3.6	167	660	.5	4.4	252	942	.8	4.5	165	585	.5	4.2	116	426	.4	5.4
WFAS-FM																				
WI '98					11	32		.3	4	38		.1					2	20		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	14	66		.5	83	193	.3	2.1	23	130	.1	.4	4	35		.1	26	92	.1	1.2
4-Book	28	84	.1	1.1	62	180	.2	1.6	20	92	.1	.4	17	57	.1	.5	26	89	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				* 6	16		.2	13	40		2	* 2	16		.1					
4-Book	**	**	**	7	20		.2	14	42		.3	5	17		.1	**	**	**	**	
WHTZ-FM																				
WI '98	43	214	.1	1.6	32	192	.1	.8	76	303	.2	1.4	82	182	.3	2.1	39	157	.1	1.8
4-Book	43	195	.1	1.6	34	154	.1	.9	82	288	.3	1.5	59	181	.2	1.5	34	144	.1	1.6
WHUD-FM																				
WI '98	10	30		.4	26	55	.1	.7	20	92	.1	.4	19	76	.1	.5	3	31		.1
4-Book	7	27		.3	32	88	.1	.8	24	89	.1	.4	20	63	.1	.5	7	31		.3
WINS-AM																				
WI '98	64	354	.2	2.4	269	1138	.8	7.0	153	715	.5	2.7	110	454	.3	2.8	63	331	.2	2.9
4-Book	64	365	.2	2.4	249	1075	.8	6.5	132	707	.5	2.4	77	383	.3	2.0	62	378	.2	2.9
WKJY-FM																				
WI '98	6	25		.2	9	22		.2	19	54	.1	.3	10	33		.3	1	3		
4-Book	13	36	.1	.5	12	28		.3	16	49	.1	.3	16	47	.1	.4	5	21		.2
WKTU-FM																				
WI '98	75	287	.2	2.8	40	175	.1	1.0	102	440	.3	1.8	56	269	.2	1.4	37	154	.1	1.7
4-Book	134	376	.4	4.9	46	183	.2	1.2	124	471	.4	2.2	128	381	.4	3.2	81	290	.2	3.8
WLIB-AM																				
WI '98				* 35	66	.1	.9	102	185	.3	1.8	* 57	97	.2	1.5					
4-Book	**	**	**	55	98	.2	1.5	131	215	.4	2.4	71	140	.2	1.8	**	**	**	**	
WLTW-FM																				
WI '98	170	633	.5	6.3	159	521	.5	4.1	394	1086	1.2	7.0	205	686	.6	5.3	117	376	.4	5.5
4-Book	131	502	.4	4.9	137	471	.4	3.6	315	903	1.0	5.6	210	668	.7	5.3	104	399	.3	4.9
WMCA-AM																				
WI '98	20	45	.1	.7	37	101	.1	1.0	43	57	.1	.8	30	53	.1	.8	17	61	.1	.8
4-Book	11	35		.4	18	66	.1	.5	14	33		.3	8	13		.2	7	26		.3
WMJC-FM																				
WI '98	5	24		.2	7	20		.2	28	58	.1	.5	23	53	.1	.6	7	19		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98				1	18			20	36	.1	.4									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	72	304	.2	2.7	37	187	.1	1.0	107	532	.3	1.9	105	425	.3	2.7	63	218	.2	2.9
4-Book	60	279	.2	2.2	47	185	.2	1.2	154	605	.5	2.8	138	464	.5	3.5	66	216	.2	3.1
+WNSR-FM																				
WI '98	28	131	.1	1.0	61	181	.2	1.6	99	309	.3	1.8	50	221	.2	1.3	19	116	.1	.9
4-Book	26	117	.1	1.0	32	113	.1	.8	84	276	.3	1.5	67	216	.2	1.7	33	111	.1	1.5
WNWK-FM																				
WI '98	122	247	.4	4.5	21	50	.1	.5	56	105	.2	1.0	41	69	.1	1.1	76	116	.2	3.6
4-Book	86	181	.3	3.2	25	53	.1	.7	55	120	.2	1.0	41	93	.1	1.0	40	75	.1	1.9
WOR -AM																				
WI '98	35	133	.1	1.3	89	206	.3	2.3	74	284	.2	1.3	52	115	.2	1.3	4	32		.2
4-Book	28	99	.1	1.0	85	257	.3	2.2	68	242	.2	1.2	38	97	.1	1.0	16	70	.1	.8
WPAT-FM																				
WI '98	108	297	.3	4.0	168	435	.5	4.3	424	760	1.3	7.6	250	528	.8	6.4	102	330	.3	4.8
4-Book	123	310	.4	4.6	153	457	.5	4.0	316	694	1.0	5.6	159	341	.5	4.0	100	288	.3	4.7
WPLJ-FM																				
WI '98	47	220	.1	1.7	46	168	.1	1.2	105	334	.3	1.9	66	248	.2	1.7	29	74	.1	1.4
4-Book	40	174	.1	1.5	48	172	.2	1.2	114	407	.4	2.1	72	254	.2	1.8	26	124	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	125	409	.4	4.6	99	350	.3	2.6	252	676	.8	4.5	215	534	.7	5.5	153	416	.5	7.1
4-Book	135	439	.5	5.0	111	354	.4	2.9	272	758	.9	4.9	231	625	.7	5.8	103	355	.3	4.9
WQEV-AM																				
WI '98	21	96	.1	.8	9	67		.2	83	207	.3	1.5	79	233	.2	2.0	32	186	.1	1.5
4-Book	30	109	.1	1.2	32	136	.1	.8	74	226	.2	1.3	58	160	.2	1.5	32	128	.1	1.5
WQHT-FM																				
WI '98	45	142	.1	1.7	9	32		.2	37	200	.1	.7	54	171	.2	1.4	52	189	.2	2.4
4-Book	57	156	.2	2.1	38	100	.1	1.0	68	193	.2	1.2	72	192	.3	1.9	46	140	.2	2.2
WQXR-FM																				
WI '98	64	287	.2	2.4	127	347	.4	3.3	161	397	.5	2.9	138	362	.4	3.5	72	217	.2	3.4
4-Book	80	317	.3	3.0	101	353	.3	2.6	179	481	.6	3.2	142	378	.4	3.6	71	272	.2	3.4
WRKS-FM																				
WI '98	219	534	.7	8.1	202	423	.6	5.2	240	516	.8	4.3	152	389	.5	3.9	113	359	.4	5.3
4-Book	175	465	.6	6.5	245	535	.8	6.4	212	471	.7	3.8	151	379	.5	3.8	139	413	.5	6.5
WSKQ-FM																				
WI '98	198	497	.6	7.4	225	589	.7	5.8	512	1045	1.6	9.2	483	906	1.5	12.4	142	474	.4	6.6
4-Book	142	378	.5	5.3	221	564	.7	5.8	421	943	1.3	7.6	344	711	1.1	8.7	107	351	.3	5.0
WVDJ-AM																				
WI '98	1	28			46	46	.1	1.2	17	28	.1	.3					6	19		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	17	22	.1	.6	56	111	.2	1.4	7	17		.1					7	20		.3
4-Book	6	14		.2	39	90	.1	1.0	25	73	.1	.4	18	29	.1	.5	7	20		.3
+WWVY-FM																				
WI '98					6	19		.2	5	21		.1	4	14		.1	1	6		.1
4-Book	3	7		.1	4	9		.1	6	14		.1	3	9		.1	2	5		.1
+WWXY-FM																				
WI '98	34	97	.1	1.3	4	23		.1	41	133	.1	.7	31	100	.1	.8	16	16	.1	.7
4-Book	19	65	.1	.7	14	43		.4	41	129	.1	.7	24	89	.1	.6	10	44		.5
+WVZY-FM																				
WI '98	1	13			35	88	.1	.9	23	75	.1	.4	18	18	.1	.5	11	33		.5
4-Book	7	30		.3	26	71	.1	.7	33	106	.1	.6	24	61	.1	.6	14	62		.7
WXRK-FM																				
WI '98	30	131	.1	1.1	17	108	.1	.4	43	203	.1	.8	29	141	.1	.7	9	55		.4
4-Book	32	106	.1	1.2	39	129	.2	1.0	43	191	.1	.8	37	138	.1	.9	16	76		.8
WKXW-FM																				
WI '98	30	115	.1	1.1	59	220	.2	1.5	91	327	.3	1.6	25	127	.1	.6	4	21		.2
4-Book	18	71	.1	.7	30	113	.1	.8	52	194	.2	.9	27	94	.1	.7	7	50		.4
TOTALS																				
WI '98	2692	7996	8.4		3866	10525	12.1		5593	13388	17.5		3899	9545	12.2		2140	6123	6.7	
4-Book	2697	7919	8.5		3828	10602	12.1		5596	13539	17.7		3955	9590	12.5		2129	6539	6.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																			
WI '98	3	130	.1	3	38	.1	2	26	.1	5	47	.2	2	60	.1	3	199	.1	1
FA '97	3	199	.1	3	35	.1	8	68	.1	1	26	.1	2	61	.1	3	247	.1	4
SU '97	9	247	.4	4	64	.2	12	105	.4	7	50	.3	11	29	.1	6	174	.3	9
SP '97	6	174	.3	9	65	.1	7	62	.1	8	79	.3	5	93	.3	5	188	.2	5
4-Book	5	188	.2	5	51	.2	7	65	.1	5	51	.1	5	61	.3	5	167	.2	3
WI '97	5	167	.2	3	72	.1	5	41	.3	4	62	.1	7	65	.1	4			
WADO-AM																			
WI '98	10	202	.1	24	131	.2	13	81	.1	11	53	.1	1	24	.1	6	154	.3	24
FA '97	4	159	.2	7	51	.1	3	67	.2	4	31	.1	1	24	.1	6	195	.1	7
SU '97	6	154	.3	24	114	.2	4	70	.1	2	52	.1	3	39	.2	7	178	.1	16
SP '97	9	195	.4	32	128	.2	11	69	.1	5	22	.2	1	18	.1	6	164	.3	16
4-Book	7	178	.1	22	106	.2	8	72	.1	6	40	.2	2	26	.1	7			
WI '97	6	164	.3	16	79	.1	7	57	.1	3	38	.1	3	22	.2	6			
WALK-FM																			
WI '98	14	224	.1	19	121	.1	26	106	.2	17	133	.1	3	45	.2	12	312	.1	12
FA '97	12	312	.1	12	117	.1	19	130	.1	19	152	.1	3	63	.1	12	269	.1	12
SU '97	12	269	.1	13	83	.1	24	111	.2	9	101	.1	5	57	.3	12	323	.1	12
SP '97	12	323	.1	13	116	.1	15	82	.1	16	110	.1	6	119	.3	13	282	.1	13
4-Book	13	282	.1	14	109	.1	21	107	.2	15	124	.1	4	71	.2	12	341	.1	12
WI '97	12	341	.1	16	153	.1	18	120	.1	19	199	.1	6	90	.3	14			
WAXQ-FM																			
WI '98	14	697	.1	5	106	.2	17	264	.1	23	370	.2	10	229	.1	19	623	.1	19
FA '97	19	623	.1	22	178	.2	26	239	.2	22	303	.2	15	222	.1	17	778	.1	17
SU '97	17	778	.1	12	176	.1	22	287	.2	29	429	.2	14	299	.1	22	844	.2	22
SP '97	22	844	.2	20	224	.1	21	321	.2	28	370	.2	17	304	.1	21	736	.1	21
4-Book	18	736	.1	15	171	.1	22	278	.2	26	368	.2	14	264	.1	25	893	.2	25
WI '97	30	893	.2	21	254	.2	25	306	.2	51	530	.4	34	407	.2	17			
WBAB-FM																			
WI '98	6	179	.3	3	58	.1	10	79	.1	11	94	.1	3	58	.2	6	199	.3	6
FA '97	6	199	.3	7	69	.1	8	76	.1	8	63	.1	2	39	.1	11	244	.1	11
SU '97	11	244	.1	9	90	.1	24	109	.2	13	126	.1	3	47	.2	6	216	.3	6
SP '97	6	216	.3	4	50	.2	9	92	.1	5	87	.2	4	73	.2	7	210	.4	7
4-Book	7	210	.4	6	67	.1	13	89	.1	9	93	.1	3	54	.2	6	183	.3	6
WI '97	6	183	.3	13	57	.1	10	56	.1	7	57	.1	3	56	.2	13			
WHFM-FM																			
WI '98		7												7					
FA '97	2	11	.1	4	5	.2	2	5	.1										
SU '97		6																	
SP '97		6																	
4-Book	1	6		1	1	.1	1	3						2					
WI '97		22						7											
WBBR-AM																			
WI '98																			
FA '97		29			22			18											
SU '97	2	107	.1	7	81	.1	3	14		2	59	.1		11					
SP '97		15						9											
4-Book	1	38		2	26	.1		10		1	15			3					
WI '97		13		2	13	.1													
WBL1-FM																			
WI '98	38	681	.3	36	294	.3	49	302	.4	51	391	.4	33	343	.2	42	631	.3	42
FA '97	42	631	.3	46	368	.3	59	324	.4	58	433	.4	29	270	.2	37	698	.3	37
SU '97	37	698	.3	22	260	.2	63	431	.5	43	368	.3	27	236	.2	40	561	.3	40
SP '97	40	561	.3	39	277	.3	54	288	.4	56	374	.4	26	278	.2	39	477	.2	39
4-Book	39	643	.3	36	300	.3	56	336	.4	52	392	.4	29	282	.2	40			
WI '97	22	477	.2	28	252	.2	25	183	.2	24	220	.2	17	147	.1	22			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	117	2637	.9	5.4	112	1019	.8	4.5	91	947	.7	4.8	149	1431	1.1	5.1	127	1245	.9	6.8
FA '97	94	2439	.7	4.2	99	969	.7	4.1	73	857	.5	3.7	107	1168	.8	3.6	105	1149	.8	5.2
SU '97	64	1882	.5	2.8	53	571	.4	2.3	62	650	.5	2.3	60	734	.4	2.2	78	710	.6	4.0
SP '97	39	1426	.3	1.8	42	463	.3	1.7	44	527	.3	2.1	47	530	.3	1.7	39	525	.3	2.1
4-Book	79	2096	.6	3.6	77	756	.6	3.2	68	745	.5	3.2	91	966	.7	3.2	87	907	.7	4.5
WI '97	48	1579	.4	2.2	36	372	.3	1.5	48	420	.4	2.4	54	731	.4	2.0	55	650	.4	2.8
WBZO-FM																				
WI '98	4	181		.2	4	60		.2	2	44		.1	4	69		.1	2	46		.1
FA '97	4	163		.2	8	44	.1	.3	3	39		.2	8	75	.1	.3	2	46		.1
SU '97	3	146		.1	2	34		.1	4	67		.1	4	62		.1	2	34		.1
SP '97	6	206		.3	4	59		.2	9	91	.1	.4	8	72	.1	.3	3	38		.2
4-Book	4	174		.2	5	49		.2	5	60		.2	6	70	.1	.2	2	41		.1
WI '97	7	134	.1	.3	6	42		.2	12	56	.1	.6	6	35		.2	2	29		.1
WCBS-AM																				
WI '98	8	331	.1	.4	16	228	.1	.6	7	132	.1	.4	8	107	.1	.3	5	68		.3
FA '97	9	361	.1	.4	20	215	.1	.8	6	112		.3	12	161	.1	.4	7	122	.1	.3
SU '97	7	301	.1	.3	27	196	.2	1.2	2	23		.1	5	97		.2	2	92		.1
SP '97	7	298	.1	.3	18	190	.1	.7	7	93	.1	.3	3	52		.1	2	61		.1
4-Book	8	323	.1	.4	20	207	.1	.8	6	90	.1	.3	7	104	.1	.3	4	86		.2
WI '97	10	389	.1	.5	25	262	.2	1.0	9	113	.1	.5	7	82	.1	.3	6	92		.3
WCBS-FM																				
WI '98	29	801	.2	1.3	48	286	.4	1.9	41	292	.3	2.2	25	391	.2	.9	11	145	.1	.6
FA '97	34	873	.2	1.5	39	362	.3	1.6	53	249	.4	2.7	34	365	.2	1.1	19	297	.1	.9
SU '97	12	661	.1	.5	14	127	.1	.6	20	317	.1	.7	6	170		.2	6	155		.3
SP '97	25	621	.2	1.2	15	212	.1	.6	29	153	.2	1.4	35	272	.3	1.2	16	155	.1	.9
4-Book	25	739	.2	1.1	29	247	.2	1.2	36	253	.3	1.8	25	300	.2	.9	13	188	.1	.7
WI '97	21	801	.2	1.0	25	231	.2	1.0	34	300	.2	1.7	24	290	.2	.9	9	201	.1	.5
+WDRE-FM																				
WI '98	2	83		.1	2	22		.1	4	29		.2	4	40		.1	1	40		.1
FA '97	2	79		.1	3	31		.1	2	12		.1	3	31		.1	3	34		.1
SU '97	2	67		.1	4	23		.2	2	29		.1	2	35		.1	3	29		.2
SP '97	2	59		.1	1	19		.1	3	26		.1	2	27		.1	1	19		.1
4-Book	2	72		.1	3	24		.1	2	24		.1	3	33		.1	2	31		.1
WI '97	1	52		.1	3	15		.1	1	30		.1	1	22		.1	1	15		.1
WLIR-FM																				
WI '98	12	383	.1	.6	12	122	.1	.5	10	137	.1	.5	27	213	.2	.9	7	114	.1	.4
FA '97	10	367	.1	.5	12	133	.1	.5	19	139	.1	1.0	17	180	.1	.6	3	96		.1
SU '97	11	595	.1	.5	9	170	.1	.4	10	281	.1	.4	11	237	.1	.4	15	284	.1	.8
SP '97	11	516	.1	.5	12	174	.1	.5	12	213	.1	.6	14	230	.1	.5	11	197	.1	.6
4-Book	11	465	.1	.5	11	150	.1	.5	13	193	.1	.6	17	215	.1	.6	9	173	.1	.5
WI '97	6	314		.3	6	101		.2	10	132	.1	.5	5	92		.2	6	101		.3
WFAN-AM																				
WI '98	1	80				4			2	60		.1	1	14			2	27		.1
FA '97	3	208		.1					16	104	.1	.6	19	82	.1	.7	6	51		.3
SU '97	10	253		.4	3	50		.1	2	37		.1	3	73		.1	4	47		.2
SP '97	4	197		.2	6	77		.2	5	58		.2	6	50		.2	4	50		.2
4-Book	5	185		.2	2	33		.1	4	38		.2	4	46		.1	6	61		.3
WI '97	4	208		.2	5	74		.2	4	38		.2	4	46		.1	6	61		.3
WFAS-FM																				
WI '98	18	158	.1	.8	14	98	.1	.6	41	85	.3	2.2	21	71	.2	.7	5	54		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WFME-FM																					
WI '98		25																			
FA '97	10	127	.1	.5	16	58	.1	.7	7	11	.1	.4	8	37	.1	.3	8	38	.1	.4	
SU '97	4	158		.2	5	63		.2	3	71		.1	2	24		.1	4	48		.2	
SP '97	9	129	.1	.4	5	60		.2	7	60	.1	.3	6	35		.2	6	46		.3	
4-Book	6	110	.1	.3	7	45		.3	4	36	.1	.2	4	24		.2	5	33		.2	
WI '97	10	151	.1	.5	25	92	.2	1.0	2	38		.1	2	29		.1	15	32	.1	.8	
WHLI-AM																					
WI '98	*	15							8					8				**	**	**	**
FA '97																		**	**	**	**
SU '97																		**	**	**	**
SP '97		6				6			6					6				**	**	**	**
4-Book		5				2			4					4				**	**	**	**
WI '97																		**	**	**	**
WHTZ-FM																					
WI '98	467	6506	3.4	21.7	570	4151	4.2	22.7	324	3100	2.4	17.1	683	4679	5.0	23.5	468	3870	3.4	25.2	
FA '97	392	6346	2.9	17.6	460	3517	3.4	19.2	259	2916	1.9	13.3	543	4434	4.0	18.1	387	3766	2.8	19.2	
SU '97	369	6181	2.7	16.1	364	3239	2.7	15.6	425	3805	3.1	15.7	448	3806	3.3	16.8	328	3300	2.4	17.0	
SP '97	296	5964	2.2	13.7	354	3287	2.6	14.6	207	2634	1.5	10.0	391	3549	2.9	13.7	301	3197	2.2	16.1	
4-Book	381	6249	2.8	17.3	437	3549	3.2	18.0	304	3114	2.2	14.0	516	4117	3.8	18.0	371	3533	2.7	19.4	
WI '97	269	5420	2.0	12.4	333	2888	2.4	13.6	233	2355	1.7	11.7	347	3135	2.5	12.7	257	2881	1.9	12.9	
WHUD-FM																					
WI '98	4	61		.2	3	37		.1	10	36	.1	.5	9	48	.1	.3					
FA '97	2	97		.1	4	35		.2	2	51		.1	1	35		.1	1	59			
SU '97	7	121	.1	.3	10	48	.1	.4	11	41	.1	.4	8	69	.1	.3	5	54		.3	
SP '97	2	75		.1	3	49		.1	4	22		.2	3	37		.1	1	26		.1	
4-Book	4	89		.2	5	42		.2	7	38	.1	.3	5	47	.1	.2	2	35		.1	
WI '97	5	152		.2	6	64		.2	4	76		.2	11	37	.1	.4	2	35		.1	
WINS-AM																					
WI '98	14	647	.1	.6	37	389	.3	1.5	13	186	.1	.7	11	144	.1	.4	8	101	.1	.4	
FA '97	16	938	.1	.7	44	647	.3	1.8	10	138	.1	.5	16	170	.1	.5	6	125		.3	
SU '97	25	843	.2	1.1	52	586	.4	2.2	34	298	.2	1.3	29	181	.2	1.1	9	132	.1	.5	
SP '97	17	924	.1	.8	67	676	.5	2.8	10	184	.1	.5	8	158	.1	.3	4	94		.2	
4-Book	18	838	.1	.8	50	575	.4	2.1	17	202	.1	.8	16	163	.1	.6	7	113	.1	.4	
WI '97	18	753	.1	.8	55	506	.4	2.2	17	141	.1	.9	11	175	.1	.4	3	131		.2	
WKJY-FM																					
WI '98	7	190	.1	.3	4	58		.2	10	44	.1	.5	14	67	.1	.5	3	60		.2	
FA '97	11	238	.1	.5	10	69	.1	.4	17	97	.1	.9	14	111	.1	.5	17	118	.1	.8	
SU '97	16	255	.1	.7	14	125	.1	.6	30	140	.2	1.1	19	127	.1	.7	7	76	.1	.4	
SP '97	8	208	.1	.4	12	77	.1	.5	8	74	.1	.4	6	73		.2	8	121	.1	.4	
4-Book	11	223	.1	.5	10	82	.1	.4	16	89	.1	.7	13	95	.1	.5	9	94	.1	.5	
WI '97	8	185	.1	.4	5	70		.2	10	60	.1	.5	13	78	.1	.5	6	62		.3	
WKTU-FM																					
WI '98	183	4119	1.3	8.5	159	1542	1.2	6.3	188	1590	1.4	9.9	262	2444	1.9	9.0	154	1998	1.1	8.3	
FA '97	218	4686	1.6	9.8	194	2001	1.4	8.1	204	1922	1.5	10.5	324	2817	2.4	10.8	213	2295	1.6	10.6	
SU '97	223	5074	1.6	9.7	208	2114	1.5	8.9	261	2877	1.9	9.6	299	2983	2.2	11.2	193	2469	1.4	10.0	
SP '97	271	5029	2.0	12.6	256	2389	1.9	10.6	278	2174	2.0	13.5	416	3057	3.0	14.6	228	2516	1.7	12.2	
4-Book	224	4727	1.6	10.2	204	2012	1.5	8.5	233	2141	1.7	10.9	325	2825	2.4	11.4	197	2320	1.5	10.3	
WI '97	262	4908	1.9	12.1	279	2496	2.0	11.4	250	2284	1.8	12.6	338	3188	2.5	12.4	231	2663	1.7	11.6	
WLIB-AM																					
WI '98	*	5		.2	3	24		.1	1	18		.1	*	2		.1		**	**	**	**
FA '97		13		.6	5	52		.2	13	55	.1	.7	6	53		.2		**	**	**	**
SU '97		21		.9	16	96	.1	.7	19	89	.1	.7	19	73	.1	.7		**	**	**	**
SP '97		14		.6	7	116	.1	.3	10	92	.1	.5	10	84	.1	.4		**	**	**	**
4-Book		13		.6	8	72	.1	.3	11	64	.1	.5	9	58	.1	.4		**	**	**	**
WI '97		9		.4	8	34	.1	.3	9	62	.1	.5	8	74	.1	.3		**	**	**	**

** Station(s) not reported this survey.

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

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

Target Listener Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	85	1931	.6	3.9	65	695	.5	2.6	90	722	.7	4.8	102	909	.7	3.5	98	1032	.7	5.3
FA '97	137	2131	1.0	6.2	118	843	.9	4.9	189	973	1.4	9.7	185	1001	1.4	6.2	126	1061	.9	6.2
SU '97	123	2114	.9	5.4	86	733	.6	3.7	186	1039	1.4	6.9	153	993	1.1	5.7	94	1034	.7	4.9
SP '97	96	1743	.7	4.5	66	587	.5	2.7	134	773	1.0	6.5	129	858	.9	4.5	81	696	.6	4.3
4-Book	110	1980	.8	5.0	84	715	.6	3.5	150	877	1.1	7.0	142	940	1.0	5.0	100	956	.7	5.2
WI '97	108	1973	.8	5.0	73	702	.5	3.0	108	675	.8	5.4	156	913	1.1	5.7	123	1088	.9	6.2
WMCA-AM																				
WI '98		15				8				7				8						
FA '97	3	74	.1		6	30	.3		1	17	.1		4	17	.1			10		
SU '97																				
SP '97	2	38	.1		3	25	.1		1	16			5	38	.2		2	25		.1
4-Book	1	32	.1		2	16	.1		1	10			2	16	.1		1	9		
WI '97		40								13										
WMJC-FM																				
WI '98	2	43	.1		1	21				7			4	33	.1		2	26		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	3	84	.1		2	18	.1		3	42	.1		7	50	.1		3	45		.2
SP '97	2	65	.1		1	16			1	24			4	53	.1		1	34		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNTR-AM																				
WI '98																				
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	10	433	.1	.5	19	146	.1	.8	8	152	.1	.4	9	145	.1	.3	10	190	.1	.5
FA '97	13	482	.1	.6	14	194	.1	.6	23	160	.2	1.2	18	244	.1	.6	5	132		.2
SU '97	18	650	.1	.8	13	147	.1	.6	26	264	.2	1.0	30	413	.2	1.1	15	206	.1	.8
SP '97	16	556	.1	.7	15	208	.1	.6	21	232	.2	1.0	26	304	.2	.9	10	135	.1	.5
4-Book	14	530	.1	.7	15	174	.1	.7	20	202	.2	.9	21	277	.2	.7	10	166	.1	.5
WI '97	15	608	.1	.7	12	245	.1	.5	25	193	.2	1.3	19	279	.1	.7	8	198	.1	.4
+WNSR-FM																				
WI '98	53	1638	.4	2.5	51	544	.4	2.0	75	718	.5	4.0	65	754	.5	2.2	47	749	.3	2.5
FA '97	45	1599	.3	2.0	40	447	.3	1.7	61	581	.4	3.1	58	772	.4	1.9	37	617	.3	1.8
SU '97	59	1915	.4	2.6	43	584	.3	1.8	99	892	.7	3.7	80	809	.6	3.0	39	725	.3	2.0
SP '97	52	1657	.4	2.4	42	527	.3	1.7	53	622	.4	2.6	81	932	.6	2.8	42	586	.3	2.2
4-Book	52	1702	.4	2.4	44	526	.3	1.8	72	703	.5	3.4	71	817	.5	2.5	41	669	.3	2.1
WI '97	64	1712	.5	3.0	69	710	.5	2.8	88	637	.6	4.4	75	744	.5	2.8	43	648	.3	2.2
WNWK-FM																				
WI '98	23	612	.2	1.1	1	11			6	87		.3	22	166	.2	.8	31	233	.2	1.7
FA '97	25	513	.2	1.1	13	59	.1	.5	22	105	.2	1.1	28	163	.2	.9	24	188	.2	1.2
SU '97	30	530	.2	1.3	8	112	.1	.3	16	144	.1	.6	35	237	.3	1.3	53	275	.4	2.7
SP '97	28	579	.2	1.3	7	49	.1	.3	15	103	.1	.7	30	197	.2	1.1	35	248	.3	1.9
4-Book	27	559	.2	1.2	7	58	.1	.3	15	110	.1	.7	29	191	.2	1.0	36	236	.3	1.9
WI '97	26	506	.2	1.2	9	63	.1	.4	15	101	.1	.8	18	154	.1	.7	43	284	.3	2.2
WOR -AM																				
WI '98	4	113	.2		3	24	.1		1	42	.1		1	28			7	42	.1	.4
FA '97	5	198	.2		7	47	.1	.3	3	82	.2		9	74	.1	.3	3	40		.1
SU '97	3	85	.1		4	58	.2		2	41	.1		5	27	.2		4	71		.2
SP '97	9	166	.1		25	113	.2	1.0	9	56	.1	.4	4	38	.1		2	23		.1
4-Book	5	141	.2		10	61	.1	.4	4	55	.2		5	42	.2		4	44	.2	
WI '97	2	53	.1		3	13	.1						1	14			6	39		.3

Target Listener Trends - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	60	960	.4	2.8	67	363	.5	2.7	55	373	.4	2.9	72	574	.5	2.5	60	492	.4	3.2
FA '97	45	803	.3	2.0	33	268	.2	1.4	27	288	.2	1.4	57	386	.4	1.9	51	403	.4	2.5
SU '97	54	930	.4	2.3	40	346	.3	1.7	66	504	.5	2.4	59	356	.4	2.2	55	453	.4	2.8
SP '97	53	968	.4	2.5	51	404	.4	2.1	55	454	.4	2.7	54	391	.4	1.9	44	402	.3	2.4
4-Book	53	915	.4	2.4	48	345	.4	2.0	51	405	.4	2.4	61	427	.4	2.1	53	438	.4	2.7
WI '97	74	851	.5	3.4	68	466	.5	2.8	57	409	.4	2.9	74	390	.5	2.7	88	485	.6	4.4
WPLJ-FM																				
WI '98	43	1669	.3	2.0	63	789	.5	2.5	47	590	.3	2.5	61	846	.4	2.1	18	546	.1	1.0
FA '97	43	1718	.3	1.9	45	611	.3	1.9	45	567	.3	2.3	65	941	.5	2.2	26	542	.2	1.3
SU '97	65	1905	.5	2.8	86	715	.6	3.7	71	828	.5	2.6	87	899	.6	3.3	30	641	.2	1.6
SP '97	73	1920	.5	3.4	100	856	.7	4.1	113	853	.8	5.5	103	969	.8	3.6	24	476	.2	1.3
4-Book	56	1803	.4	2.5	74	743	.5	3.1	69	710	.5	3.2	79	914	.6	2.8	25	551	.2	1.3
WI '97	48	1514	.4	2.2	46	528	.3	1.9	70	573	.5	3.5	76	719	.6	2.8	24	472	.2	1.2
WQCD-FM																				
WI '98	25	538	.2	1.2	25	178	.2	1.0	30	197	.2	1.6	27	219	.2	.9	21	195	.2	1.1
FA '97	12	374	.1	.5	5	101	.1	.2	11	98	.1	.6	16	152	.1	.5	15	189	.1	.7
SU '97	29	638	.2	1.3	24	239	.2	1.0	47	339	.3	1.7	35	249	.3	1.3	28	291	.2	1.5
SP '97	26	520	.2	1.2	21	151	.2	.9	38	223	.3	1.8	36	228	.3	1.3	23	198	.2	1.2
4-Book	23	518	.2	1.1	19	167	.2	.8	32	214	.2	1.4	29	212	.2	1.0	22	218	.2	1.1
WI '97	9	402	.1	.4	3	66	.1	.1	10	89	.1	.5	10	168	.1	.4	10	152	.1	.5
WQEV-AM																				
WI '98	3	39	.1	.1	1	11	.1	.1	3	28	.2	.2	6	28	.2	.2	1	14	.1	.1
FA '97	4	46	.1	.2													14	35	.1	.7
SU '97		26				11			1	14										
SP '97	2	47	.1	.1					1	13			8	30	.1	.3		6		
4-Book	2	40	.1	.1		6			1	14			4	15		.1	4	14		.2
WI '97		12								12			1	12						
WOHT-FM																				
WI '98	387	4997	2.8	18.0	420	2936	3.1	16.7	269	2435	2.0	14.2	554	3446	4.1	19.1	347	2833	2.5	18.7
FA '97	457	5991	3.3	20.6	494	3400	3.6	20.6	331	3190	2.4	17.0	674	4314	4.9	22.5	433	3526	3.2	21.5
SU '97	494	5747	3.6	21.5	506	3023	3.7	21.7	550	3594	4.0	20.3	575	3829	4.2	21.5	425	3384	3.1	22.0
SP '97	494	5946	3.6	22.9	576	3400	4.2	23.8	391	3261	2.9	19.0	715	4093	5.2	25.1	479	3551	3.5	25.6
4-Book	458	5670	3.3	20.8	499	3190	3.7	20.7	385	3120	2.8	17.6	630	3921	4.6	22.1	421	3324	3.1	22.0
WI '97	526	5737	3.9	24.3	587	3496	4.3	24.0	394	3015	2.9	19.8	749	4236	5.5	27.5	496	3645	3.6	24.9
WQXR-FM																				
WI '98	11	296	.1	.5	8	74	.1	.3	14	88	.1	.7	12	117	.1	.4	4	50	.2	.2
FA '97	2	128	.1	.1		11			1	14	.1	.1	4	72	.1	.1	2	40	.1	.1
SU '97	15	191	.1	.7	6	53	.3	.3	23	90	.2	.8	12	81	.1	.4	13	106	.1	.7
SP '97	5	196	.2	.2	1	22	.1	.1	11	92	.1	.5	8	91	.1	.3	3	60	.2	.2
4-Book	8	203	.1	.4	4	40	.2	.2	12	71	.1	.5	9	90	.1	.3	6	64	.3	.3
WI '97	5	232	.2	.2	5	81	.2	.2	2	47	.1	.1	3	60	.1	.1	3	70	.2	.2
WRKS-FM																				
WI '98	75	1764	.5	3.5	98	737	.7	3.9	67	537	.5	3.5	96	829	.7	3.3	72	659	.5	3.9
FA '97	88	1777	.6	4.0	105	872	.8	4.4	77	716	.6	4.0	113	873	.8	3.8	72	819	.5	3.6
SU '97	105	1917	.8	4.6	94	656	.7	4.0	101	843	.7	3.7	98	834	.7	3.7	122	939	.9	6.3
SP '97	83	2042	.6	3.9	102	869	.7	4.2	98	811	.7	4.8	80	895	.6	2.8	77	727	.6	4.1
4-Book	88	1875	.6	4.0	100	784	.7	4.1	86	727	.6	4.0	97	858	.7	3.4	86	786	.6	4.5
WI '97	96	2272	.7	4.4	111	915	.8	4.5	82	875	.6	4.1	98	868	.7	3.6	113	1038	.8	5.7
WSKQ-FM																				
WI '98	184	1969	1.3	8.5	300	1256	2.2	12.0	159	1039	1.2	8.4	197	1139	1.4	6.8	111	858	.8	6.0
FA '97	170	2083	1.2	7.7	226	1207	1.7	9.4	135	1008	1.0	6.9	190	1334	1.4	6.3	131	1098	1.0	6.5
SU '97	159	1949	1.2	6.9	179	1152	1.3	7.7	186	1153	1.4	6.9	162	1145	1.2	6.1	105	933	.8	5.4
SP '97	128	1937	.9	5.9	165	933	1.2	6.8	104	747	.8	5.0	126	951	.9	4.4	119	952	.9	6.4
4-Book	160	1985	1.2	7.3	218	1137	1.6	9.0	146	987	1.1	6.8	169	1142	1.2	5.9	117	960	.9	6.1
WI '97	127	1706	.9	5.9	185	963	1.4	7.6	91	781	.7	4.6	124	901	.9	4.5	89	847	.7	4.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWDJ-AM																				
WI '98	1	36		1	14			3	14		.2	1	14			1	22		.1	
FA '97	3	63	.1	1	22							11	41	.1	.4	2	41		.1	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WWRL-AM																				
WI '98	2	80	.1	1	15							6	25		.2	11	56	.1	.5	
FA '97	6	125	.3		3			1	23		.1	1	14							
SU '97	4	42	.2	10	14	.1	.4	6	28		.2	4	9		.1	9	34	.1	.5	
SP '97	5	58	.2	7	21	.1	.3	5	34		.2	3	12		.1	5	23	.1	.3	
4-Book	4	76	.2	5	13	.1	.2	3	21		.1	3	12		.1	5	23	.1	.3	
WI '97	2	65	.1	1	23			2	28		.1	1	12			1	12		.1	
+WWVY-FM																				
WI '98					6				6				6							
FA '97		12			12				6				12				6			
SU '97		12		1	12				6				12				6			
SP '97		7			7				7				7				7			
4-Book		8			5				5				5				2			
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WWXY-FM																				
WI '98	4	87	.2	2	33		.1	1	23		.1		7			7	25	.1	.4	
FA '97	4	130	.2	3	36		.1	1	19		.1	5	88		.2	4	51		.2	
SU '97	3	89	.1	2	23		.1	2	26		.1	6	40		.2	3	56		.2	
SP '97	9	217	.1	11	129	.1	.5	2	81		.1	14	155	.1	.5	10	90	.1	.5	
4-Book	5	131	.2	5	55		.2	2	37		.1	6	73		.2	6	56	.1	.3	
WI '97	6	170	.3	2	46		.1	11	84	.1	.6	7	96	.1	.3	7	52	.1	.4	
+WWZY-FM																				
WI '98	1	59			23			1	19		.1	2	39		.1	1	29		.1	
FA '97	1	45			23			2	20		.1	1	13			1	10			
SU '97	5	97	.2	3	26			12	85	.1	.4	8	62	.1	.3	3	37		.2	
SP '97	3	56	.1	2	44		.1	3	44		.1	7	46	.1	.2	2	24		.1	
4-Book	3	64	.1	1	23		.1	5	42		.2	5	40	.1	.2	2	25		.1	
WI '97	4	67	.2	5	55		.2	8	54	.1	.4	6	40		.2		6			
WXRK-FM																				
WI '98	89	1699	.7	4.1	176	1012	1.3	7.0	100	777	.7	5.3	111	958	.8	3.8	52	666	.4	2.8
FA '97	86	1801	.6	3.9	120	930	.9	5.0	62	681	.5	3.2	102	985	.7	3.4	100	718	.7	5.0
SU '97	114	2245	.8	5.0	218	1075	1.6	9.3	108	1147	.8	4.0	99	1176	.7	3.7	92	981	.7	4.8
SP '97	88	2065	.6	4.1	142	1064	1.0	5.9	68	970	.5	3.3	102	963	.7	3.6	85	882	.6	4.5
4-Book	94	1953	.7	4.3	164	1020	1.2	6.8	85	894	.6	4.0	104	1021	.7	3.6	82	812	.6	4.3
WI '97	94	1861	.7	4.3	165	1069	1.2	6.7	67	829	.5	3.4	110	1062	.8	4.0	81	880	.6	4.1
WKXV-FM																				
WI '98	2	150	.1	7	80	.1	.3					5	93		.2	1	51		.1	
FA '97	4	226	.2	7	97	.1	.3	5	51		.3	3	74		.1	2	29		.1	
SU '97	3	153	.1	6	52		.3	3	75		.1	4	40		.1	2	25		.1	
SP '97	4	174	.2	3	51		.1	3	75		.1	10	102	.1	.4	4	51		.2	
4-Book	3	176	.2	6	70	.1	.3	3	50		.1	6	77		.2	2	39		.1	
WI '97	3	140	.1	1	63			4	61		.2	3	44		.1	3	76		.2	
TOTALS																				
WI '98	2154	13208	15.7		2510	11096	18.4		1890	8783	13.8		2907	11435	21.3		1857	10081	13.6	
FA '97	2222	13364	16.2		2394	11135	17.5		1948	9016	14.2		2993	11711	21.9		2018	10504	14.8	
SU '97	2298	13276	16.8		2332	10589	17.1		2709	10716	19.8		2672	11413	19.6		1931	10515	14.1	
SP '97	2154	13226	15.8		2422	11370	17.7		2063	9258	15.1		2845	11373	20.8		1872	10453	13.7	
4-Book	2207	13269	16.1		2415	11048	17.7		2153	9443	15.7		2854	11483	20.9		1920	10388	14.1	
WI '97	2166	13222	15.9		2449	11220	17.9		1986	8997	14.6		2726	11167	20.0		1989	10520	14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	3	71	.1	.1	3	89	.2	.2	3	13	.3									
4-Book	6	117	.1	.2	4	94	.2	.2	1	7	.1	4	10	.1	.1	10	20	.1	.4	
WADO-AM																				
WI '98	16	191	.1	.7	6	88	.3	.3	18	68	.1	1.5	10	28	.1	.3	4	8	.2	
4-Book	12	159	.1	.5	4	55	.2	.2	16	40	.1	1.2	6	14	.1	.2	2	6	.1	
WALK-FM																				
WI '98	21	188	.2	.9	8	109	.1	.4	1	7	.1	.1	17	36	.1	.6	17	43	.1	
4-Book	17	207	.1	.7	10	138	.1	.5	5	19	.1	.3	21	48	.2	.7	15	40	.1	
WAXQ-FM																				
WI '98	15	491	.1	.6	15	417	.1	.8	8	37	.1	.7	28	85	.2	.9	20	124	.1	
4-Book	21	546	.2	.9	16	392	.1	.8	5	33	.1	.4	22	101	.2	.7	21	101	.1	
WBAB-FM																				
WI '98	8	144	.1	.3	4	87	.2	.2	1	7	.1	.1	18	44	.1	.6	2	22	.1	
4-Book	10	160	.1	.4	5	93	.3	.3	1	8	.1	.1	11	34	.1	.4	8	29	.1	
WHFM-FM																				
WI '98																				
4-Book	1	3			1	3			2	3	.1	.1	1	3						
WBRR-AM																				
WI '98																				
4-Book	1	33				2														
WBLI-FM																				
WI '98	46	574	.3	1.9	28	415	.2	1.5	20	97	.1	1.7	55	165	.4	1.8	27	128	.2	
4-Book	49	557	.4	2.0	30	378	.2	1.6	22	82	.2	1.6	57	166	.4	1.8	40	140	.3	
WBLS-FM																				
WI '98	115	2028	.8	4.8	114	1584	.8	5.9	47	152	.3	4.0	165	511	1.2	5.4	178	533	1.3	
4-Book	77	1537	.6	3.2	75	1146	.6	3.8	51	160	.4	3.7	108	343	.8	3.5	90	328	.7	
WBZO-FM																				
WI '98	3	110	.1	.1	6	111	.3	.3	5	37	.4	.4	8	50	.1	.3	2	18	.1	
4-Book	5	114	.2	.2	5	95	.3	.3	3	12	.2	.2	6	26	.1	.2	5	25	.2	
WCBS-AM																				
WI '98	10	290	.1	.4	6	131	.3	.3	3	29	.3	.3	6	26	.2	.2	9	11	.1	
4-Book	11	276	.1	.4	6	142	.3	.3	8	22	.1	.6	6	29	.2	.2	3	4	.1	
WCBS-FM																				
WI '98	38	563	.3	1.6	27	377	.2	1.4	23	69	.2	1.9	38	125	.3	1.2	35	73	.3	
4-Book	31	521	.2	1.3	24	346	.2	1.2	17	51	.1	1.3	40	109	.3	1.3	30	90	.2	
+WDRE-FM																				
WI '98	3	53	.1	.1	1	25	.1	.1					1	4			1	4		
4-Book	2	48	.1	.1	2	43	.1	.1	2	12	.1	.1	3	16	.1	.1	1	12		
WLIR-FM																				
WI '98	16	339	.1	.7	8	139	.1	.4	1	16	.1	.1	14	60	.1	.5	21	67	.2	
4-Book	14	364	.1	.6	7	193	.1	.4	2	24	.2	.2	10	63	.1	.3	13	59	.1	
WFAN-AM																				
WI '98		46			3	49	.2	.2									1	7		
4-Book	4	114		.2	5	86	.3	.3	4	18	.2	.2	6	19	.1	.2	4	16	.2	
WFAS-FM																				
WI '98	26	126	.2	1.1	11	83	.1	.6	5	10	.4	.4	10	10	.1	.3	23	40	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98					1	25	.1	.1												
4-Book	5	67		.2	9	84	.1	.5	12	21	.1	.8	6	22	.2	.2	4	9	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98	*	8		*	7			*								*				
4-Book		4			2															
WHTZ-FM																				
WI '98	510	5873	3.7	21.3	390	4718	2.9	20.2	187	864	1.4	15.8	627	2293	4.6	20.5	501	1764	3.7	20.7
4-Book	410	5503	3.0	16.8	335	4306	2.5	17.0	215	857	1.6	15.5	491	1890	3.6	16.0	432	1451	3.2	17.0
WHUD-FM																				
WI '98	8	61	.1	.3																
4-Book	6	72	.1	.2	1	35		.1	1	9		.1	1	5			3	15		.1
WINS-AM																				
WI '98	20	548	.1	.8	9	240	.1	.5	29	85	.2	2.4	17	74	.1	.6	2	16		.1
4-Book	27	736	.2	1.1	11	279	.1	.5	24	108	.2	1.8	18	68	.1	.6	6	41		.3
WKJY-FM																				
WI '98	9	102	.1	.4	7	115	.1	.4	3	11		.3	19	65	.1	.6	7	37		.3
4-Book	14	162	.1	.6	7	105	.1	.4	5	18		.4	13	38	.1	.4	10	32		.4
WKTU-FM																				
WI '98	202	3290	1.5	8.4	171	2290	1.3	8.9	126	473	.9	10.6	306	957	2.2	10.0	225	734	1.6	9.3
4-Book	253	3936	1.9	10.3	192	2747	1.4	9.8	125	465	.9	9.1	322	1118	2.3	10.5	272	871	2.0	10.7
WLIB-AM																				
WI '98	* 2	52		.1	* 13	142		.7	* 21	65		1.8	27	90		.9	* 1	11		
4-Book	10	123		.4	21	168		1.1	19	48		1.4	42	106		1.4	28	50		1.1
WLTW-FM																				
WI '98	86	1464	.6	3.6	72	1093	.5	3.7	37	184	.3	3.1	119	356	.9	3.9	83	235	.6	3.4
4-Book	127	1457	.9	5.2	87	1056	.6	4.4	72	214	.5	5.1	166	380	1.2	5.4	114	300	.9	4.4
WMCA-AM																				
WI '98		15			1	18			1	6			2	6			1	4		
4-Book	2	26			1	18			1	6			2	6			1	4		
WMJC-FM																				
WI '98	2	40		.1	4	24		.2	2	6		.2	8	17		.3	7	14		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	12	340	.1	.5	8	173	.1	.4	8	30	.1	.7	6	23		.2	14	50		.6
4-Book	19	428	.2	.8	9	242	.1	.5	7	33	.1	.5	17	74	.1	.6	18	89	.2	.7
+WNSR-FM																				
WI '98	65	1157	.5	2.7	35	878	.3	1.8	27	187	.2	2.3	52	220	.4	1.7	40	208	.3	1.7
4-Book	63	1268	.5	2.6	40	858	.3	2.0	24	118	.2	1.8	73	265	.5	2.4	43	201	.3	1.7
WNWK-FM																				
WI '98	10	228	.1	.4	42	357	.3	2.2	16	43	.1	1.4	53	118	.4	1.7	73	115	.5	3.0
4-Book	17	252	.1	.7	38	362	.3	1.9	28	61	.2	2.0	63	136	.5	2.0	63	122	.5	2.5
WOR-AM																				
WI '98	2	94		.1	4	27		.2	6	27		.5	8	19		.3				
4-Book	6	121		.3	5	46		.2	9	19		.6	6	18		.2				
WPAT-FM																				
WI '98	64	721	.5	2.7	53	640	.4	2.7	31	74	.2	2.6	64	142	.5	2.1	53	152	.4	2.2
4-Book	53	665	.4	2.2	54	617	.4	2.8	39	112	.3	2.8	77	196	.6	2.5	50	122	.4	2.0
WPLJ-FM																				
WI '98	56	1395	.4	2.3	35	821	.3	1.8	23	118	.2	1.9	66	298	.5	2.2	59	276	.4	2.4
4-Book	74	1464	.6	3.0	46	867	.4	2.3	22	93	.2	1.6	82	330	.6	2.7	62	249	.5	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM	WI '98	27	359	.2	1.1	23	292	.2	1.2	15	54	.1	1.3	44	107	.3	1.4	12	31	.1	.5	
	4-Book	27	357	.2	1.1	17	226	.1	.9	16	42	.1	1.2	29	64	.2	.9	13	40	.1	.5	
WQEW-AM	WI '98	3	39		.1	5	28		.3					6	14		.2	7	14	.1	.3	
	4-Book	2	24		.1	3	20		.1					2	4		.1	3	8		.1	
WQHT-FM	WI '98	403	4627	2.9	16.9	385	3673	2.8	19.9	190	684	1.4	16.0	573	1673	4.2	18.8	525	1527	3.8	21.7	
	4-Book	495	5109	3.6	20.2	416	3981	3.1	21.2	280	867	2.1	20.0	624	1876	4.6	20.3	574	1597	4.2	22.5	
WQXR-FM	WI '98	11	214	.1	.5	15	125	.1	.8	34	62	.2	2.9	26	49	.2	.9	7	11	.1	.3	
	4-Book	9	143	.1	.4	9	81	.1	.5	10	25	.1	.9	15	30	.1	.5	8	24	.1	.3	
WRKS-FM	WI '98	86	1381	.6	3.6	57	808	.4	3.0	53	129	.4	4.5	81	214	.6	2.7	50	131	.4	2.1	
	4-Book	94	1453	.7	3.8	80	982	.6	4.1	65	162	.5	4.7	105	310	.8	3.4	105	275	.8	4.1	
WSKO-FM	WI '98	214	1738	1.6	9.0	179	1415	1.3	9.3	155	419	1.1	13.1	279	734	2.0	9.1	166	425	1.2	6.9	
	4-Book	175	1713	1.3	7.2	165	1392	1.2	8.4	121	355	.9	9.0	300	750	2.2	9.7	196	463	1.5	7.7	
WWDJ-AM	WI '98	2	14		.1	1	14		.1													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM	WI '98		15			7	65	.1	.4													
	4-Book	3	32		.1	6	66	.1	.3	1	3			5	9		.2	2	9		.1	
+WVYV-FM	WI '98																					
	4-Book		8				3															
+WVXY-FM	WI '98	1	56			6	64		.3					20	49	.1	.7	12	25	.1	.5	
	4-Book	4	102		.2	6	83	.1	.3	4	19		.3	11	41	.1	.4	9	27	.1	.4	
+WVZY-FM	WI '98	1	39				30															
	4-Book	4	53		.1	2	37		.1					5	13	.1	.2	3	16		.1	
WXRK-FM	WI '98	127	1563	.9	5.3	48	836	.4	2.5	27	125	.2	2.3	51	223	.4	1.7	67	323	.5	2.8	
	4-Book	115	1718	.8	4.7	66	1023	.5	3.4	47	191	.4	3.4	87	356	.6	2.8	92	346	.7	3.6	
WKXV-FM	WI '98	4	131		.2	1	19		.1	6	19		.5									
	4-Book	5	139		.2	2	74		.1	4	14		.3	3	28		.1	5	28	.1	.2	
TOTALS	WI '98	2391	12928	17.5		1930	11878	14.1		1184	3755	8.7		3053	7490	22.3		2417	6046	17.7		
	4-Book	2449	13020	17.9		1966	11856	14.4		1385	4004	10.1		3078	7460	22.5		2549	6079	18.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM WI '98 4-Book	7 3	30 17	.1 .2	.4 .2	3	11	.3	.3	4	14	.2	.2	4	14	.2	.2	11	46	.1	.8
WADO-AM WI '98 4-Book					8	24	.1	.9	3	8	.1	.1	6	8	.3	.3	2	12	.1	.1
WALK-FM WI '98 4-Book	7 8	15 25	.1 .1	.4 .4	6 4	23 19	.7 .4	.7 .4	11 12	21 26	.1 .1	.5 .6	9 13	21 40	.1 .1	.5 .7		8 21		.2
WAXQ-FM WI '98 4-Book	6 16	49 79	.1 .1	.3 .9	9 7	28 34	.1 .1	1.0 .7	22 18	81 88	.2 .2	1.0 .8	24 24	124 104	.2 .2	1.2 1.2	6 14	71 68	.1	1.1
WBAB-FM WI '98 4-Book	4	14		.2	3	8		.3	5 7	14 23		.2 .1	.3	7 6	.1 .1	.4 .4	1 3	7 11		.1 .2
WHFM-FM WI '98 4-Book									1	1				1						
WBRR-AM WI '98 4-Book																		2		
WBLI-FM WI '98 4-Book	21 25	106 108	.2 .2	1.1 1.3	15 14	54 49	.1 .1	1.6 1.4	30 35	88 120	.2 .2	1.4 1.6	24 28	154 115	.2 .2	1.2 1.4	28 20	121 90	.2 .2	1.9 1.5
WBLS-FM WI '98 4-Book	159 91	526 353	1.2 .7	8.2 4.7	41 44	136 154	.3 .3	4.4 4.3	52 58	246 210	.4 .4	2.3 2.6	111 69	375 220	.8 .5	5.6 3.5	144 79	522 292	1.1 .6	10.0 5.5
WBZO-FM WI '98 4-Book	4	4 11		.2	4 4	30 17	.4 .4	.4	22 9	50 29	.2 .1	1.0 .4	8 7	19 19	.1 .1	.4 .3	1 5	7 16		.1 .4
WCBS-AM WI '98 4-Book	10 3	48 18	.1 .2	.5 .2	3 7	25 42	.3 .1	.7	8 7	49 32	.1 .1	.4 .4	4 7	18 29	.2 .1	.2 .4	3 5	12 30		.2 .4
WCBS-FM WI '98 4-Book	19 11	53 42	.1 .1	1.0 .6	15 17	57 53	.1 .1	1.6 1.7	40 37	155 136	.3 .3	1.8 1.7	38 27	105 87	.3 .2	1.9 1.4	6 11	29 43	.1	.4 .8
+WDRE-FM WI '98 4-Book	2 1	14 6		.1 .1		8 5			2 1	4 8		.1 .1	1 5	4 17		.1 .3	3	9		.2
WLIR-FM WI '98 4-Book	3 4	40 38		.2 .2		4 13		.4	11 10	61 69	.1 .1	.5 .4	5 9	32 46		.3 .5	7 6	46 43	.1	.5 .5
WFAN-AM WI '98 4-Book	4	16		.2	7	12	.1	.6	5 7	13 22	.2 .1	.3	7 5	35 27	.1 .1	.4 .3	9 5	22 15	.1	.6 .3
WFAS-FM WI '98 4-Book	**	**	**	**	**	**	**	**	**	21 38	.2 .2	.9 .9	12 12	44 44	.1 .1	.6 .6	17 17	30 30	.1 .1	1.2 1.2
WFME-FM WI '98 4-Book	5	16		.3	3 19	11 51	.2	.3 1.9	1 12	14 30	.1	.6	8	15	.1	.4	8	17	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM WI '98 4-Book				*				1	7			*	1	7	.1	**	**	**	**	
WHTZ-FM WI '98 4-Book				158	671	1.2	17.1	440	1828	3.2	19.9	363	1385	2.7	18.2	373	1477	2.7	25.8	
WHUD-FM WI '98 4-Book				2	12		.2		3			2	9		.1	1	6		.1	
WINS-AM WI '98 4-Book				5	28		.5	11	76	.1	.5	3	16		.2	2	15		.2	
WKJY-FM WI '98 4-Book				4	12		.3	5	27		.2	9	11	.1	.5	10	16	.1	.7	
WKTU-FM WI '98 4-Book				179	197	.4	6.4	217	753	1.6	9.8	154	530	1.1	7.7	74	386	.5	5.1	
WLIB-AM WI '98 4-Book				**	24	.1	1.2	17	39	.1	.7	* 2	11		.1	**	**	**	**	
WLTW-FM WI '98 4-Book				67	106	.1	1.5	97	313	.7	4.4	77	197	.6	3.9	70	261	.5	4.8	
WMCA-AM WI '98 4-Book				1	5		.2	1	4		.1	1	3		.1	2	7		.1	
WMJC-FM WI '98 4-Book				**	14		.2	7	13	.1	.3	5	6		.3	**	7		**	
WMTR-AM WI '98 4-Book				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM WI '98 4-Book				3	14	.1	1.0	4	38		.2	4	24		.2	19	38	.1	1.3	
+WNSR-FM WI '98 4-Book				22	74	.1	1.1	39	202	.3	1.8	59	219	.4	3.0	32	237	.2	2.2	
WNWK-FM WI '98 4-Book				106	20	.1	.6	16	48	.2	.7	22	46	.2	1.1	22	66	.2	1.6	
WOR -AM WI '98 4-Book					11	.1	1.2	4	19		.2	5	19		.3	4	19		.3	
WPAT-FM WI '98 4-Book				35	52	.1	1.4	88	218	.6	4.0	69	162	.5	3.5	64	204	.5	4.4	
WPLJ-FM WI '98 4-Book				17	57	.1	1.0	67	265	.5	3.0	32	126	.2	1.6	5	65		.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	24	78	.2	1.2	9	48	.1	1.0	35	120	.3	1.6	26	96	.2	1.3	13	28	.1	.9
4-Book	15	57	.1	.8	6	26	.1	.6	23	72	.2	1.1	19	56	.2	1.0	12	34	.1	.9
WQEV-AM																				
WI '98													17	28	.1	.9	11	14	.1	.8
4-Book	2	3		.1					1	3		.1	6	11	.1	.3	6	10	.1	.4
WQHT-FM																				
WI '98	462	1440	3.4	23.9	159	484	1.2	17.2	383	1320	2.8	17.3	479	1214	3.5	24.1	270	846	2.0	18.7
4-Book	469	1447	3.5	24.4	189	557	1.4	18.7	418	1380	3.1	18.9	485	1258	3.6	24.8	263	883	1.9	18.7
WQXR-FM																				
WI '98	6	25	.3	.3	15	24	.1	1.6	16	33	.1	.7	13	64	.1	.7	3	25		.2
4-Book	8	30	.1	.4	6	18	.1	.6	13	27	.1	.5	9	34	.1	.5	5	19		.4
WRKS-FM																				
WI '98	63	220	.5	3.3	86	194	.6	9.3	63	198	.5	2.8	43	150	.3	2.2	22	92	.2	1.5
4-Book	81	237	.6	4.2	74	189	.6	7.4	73	248	.6	3.3	78	190	.6	4.0	59	200	.5	4.2
WSKQ-FM																				
WI '98	160	462	1.2	8.3	134	374	1.0	14.5	279	754	2.0	12.6	139	381	1.0	7.0	98	321	.7	6.8
4-Book	137	401	1.0	7.1	116	316	.8	11.6	210	557	1.5	9.5	112	281	.8	5.7	103	312	.7	7.3
WVDJ-AM																				
WI '98													5	14		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98					29	51	.2	3.1	22	40	.2	1.0	3	12		.2				
4-Book	3	8		.1	19	34	.1	1.9	11	28	.1	.5	5	15		.3	4	9		.2
+WVYV-FM																				
WI '98																				
4-Book																				
+WVXY-FM																				
WI '98	6	25	.3	.3	2	7		.2									7	25	.1	.5
4-Book	7	29	.1	.3	3	18		.3	5	26	.1	.2	3	14		.1	7	20	.1	.5
+WVZY-FM																				
WI '98		10			1	10		.1	1	20										
4-Book	1	9		.1		3			2	15		.1	2	9		.1				
WXRK-FM																				
WI '98	48	202	.4	2.5	28	113	.2	3.0	64	295	.5	2.9	62	195	.5	3.1	37	181	.3	2.6
4-Book	73	301	.5	3.8	27	102	.2	2.7	73	313	.6	3.3	66	246	.5	3.4	56	243	.4	4.1
WKKW-FM																				
WI '98	1	19		.1	5	19		.5												
4-Book	2	12		.1	1	5		.1	2	16		.1	4	12		.2	1	5		.1
TOTALS																				
WI '98	1934	5597	14.1		923	2986	6.7		2215	6220	16.2		1990	5040	14.5		1447	4471	10.6	
4-Book	1925	5486	14.1		1004	3034	7.4		2216	6055	16.2		1957	4887	14.3		1401	4267	10.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Women 18-34																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																					
WI '98	7	263		.2	12	107	.1	.2	9	115		.2	9	101		.2	3	55		.2	
FA '97	16	398	.1	.4	20	163	.1	.4	22	156	.1	.5	25	119	.1	.6	5	62		.2	
SU '97	14	422	.1	.4	9	94		.2	17	133	.1	.3	10	92		.2	17	77	.1	.7	
SP '97	13	445	.1	.4	16	117	.1	.3	13	123	.1	.3	27	159	.1	.6	10	160		.4	
4-Book	13	382	.1	.4	14	120	.1	.3	15	132	.1	.3	18	118	.1	.4	9	89		.4	
WI '97	8	382		.2	11	206	.1	.2	12	110	.1	.2	12	93	.1	.3	3	65		.1	
WADO-AM																					
WI '98	46	565	.2	1.3	127	442	.6	2.6	46	239	.2	.9	50	225	.2	1.1	2	41		.1	
FA '97	31	476	.2	.8	75	264	.4	1.5	47	311	.2	1.0	31	211	.2	.7	3	49		.1	
SU '97	24	364	.1	.6	64	254	.3	1.4	38	200	.2	.7	23	128	.1	.5	1	14			
SP '97	13	344	.1	.4	29	152	.1	.6	32	174	.2	.6	4	86		.1					
4-Book	29	437	.2	.8	74	278	.4	1.5	41	231	.2	.8	27	163	.1	.6	2	26		.1	
WI '97	20	422	.1	.5	69	284	.3	1.4	20	172	.1	.4	5	54		.1	4	47		.2	
WALK-FM																					
WI '98	31	544	.2	.8	48	292	.2	1.0	54	252	.3	1.1	39	313	.2	.9	10	140		.5	
FA '97	37	645	.2	1.0	46	300	.2	.9	64	268	.3	1.3	46	372	.2	1.0	10	182		.4	
SU '97	30	477	.1	.8	35	234	.2	.7	56	263	.3	1.0	28	229	.1	.6	12	124	.1	.5	
SP '97	35	596	.2	.9	45	268	.2	.9	73	325	.4	1.5	45	283	.2	1.0	10	155		.4	
4-Book	33	566	.2	.9	44	274	.2	.9	62	277	.3	1.2	40	299	.2	.9	11	150		.5	
WI '97	38	569	.2	1.0	51	334	.2	1.0	77	297	.4	1.5	46	314	.2	1.0	10	148		.5	
WAXQ-FM																					
WI '98	57	1639	.3	1.6	53	553	.3	1.1	98	722	.5	1.9	89	840	.4	2.0	16	425	.1	.8	
FA '97	55	1625	.3	1.5	49	445	.2	1.0	89	660	.4	1.8	80	952	.4	1.8	33	631	.2	1.5	
SU '97	73	2026	.4	1.9	74	684	.4	1.6	107	888	.5	2.0	102	1049	.5	2.3	31	631	.2	1.4	
SP '97	79	1972	.4	2.1	69	653	.3	1.4	130	928	.6	2.6	107	1133	.5	2.5	35	709	.2	1.6	
4-Book	66	1816	.4	1.8	61	584	.3	1.3	106	800	.5	2.1	95	994	.5	2.2	29	599	.2	1.3	
WI '97	81	1911	.4	2.1	72	690	.4	1.5	110	817	.5	2.2	136	1162	.7	3.0	41	705	.2	1.9	
WBAB-FM																					
WI '98	25	448	.1	.7	22	128	.1	.4	46	253	.2	.9	41	212	.2	.9	6	116		.3	
FA '97	21	546	.1	.6	30	242	.1	.6	31	255	.2	.6	30	264	.1	.7	10	124		.4	
SU '97	24	553	.1	.6	25	215	.1	.5	40	264	.2	.7	29	280	.1	.6	8	150		.4	
SP '97	15	506	.1	.4	22	197	.1	.5	21	236	.1	.4	19	276	.1	.4	7	142		.3	
4-Book	21	513	.1	.6	25	196	.1	.5	35	252	.2	.7	30	258	.1	.7	8	133		.4	
WI '97	16	429	.1	.4	23	140	.1	.5	29	192	.1	.6	19	219	.1	.4	5	116		.2	
WHFM-FM																					
WI '98		12								6				6							
FA '97	2	10		.1	4	10		.1	2	5											
SU '97	1	38				10			1	16				10			1	10			
SP '97		14				7				7				14				7			
4-Book	1	19			1	7			1	9				8				4			
WI '97		28								7											
WBRR-AM																					
WI '98	1	114			2	53												1	20		.1
FA '97	1	152			5	84		.1		18			1	13					9		
SU '97	4	209		.1	11	154	.1	.2	5	61		.1	4	79		.1	1	40			
SP '97	6	173		.2	8	51		.2	13	92	.1	.3	2	43							
4-Book	3	162		.1	7	86		.1	5	43		.1	2	34				1	17		
WI '97	6	145		.2	24	102	.1	.5	1	28			4	52		.1	3	14		.1	
WBLL-FM																					
WI '98	56	830	.3	1.5	56	448	.3	1.1	97	494	.5	1.9	69	494	.3	1.5	28	329	.1	1.4	
FA '97	54	764	.3	1.5	68	439	.3	1.4	105	490	.5	2.1	64	493	.3	1.4	17	248	.1	.8	
SU '97	45	698	.2	1.2	36	354	.2	.8	88	379	.4	1.6	60	376	.3	1.3	23	213	.1	1.0	
SP '97	54	794	.3	1.5	61	435	.3	1.3	92	484	.4	1.8	64	482	.3	1.5	18	267	.1	.8	
4-Book	52	772	.3	1.4	55	419	.3	1.2	96	462	.5	1.9	64	461	.3	1.4	22	264	.1	1.0	
WI '97	57	719	.3	1.5	67	364	.3	1.4	115	449	.6	2.3	67	410	.3	1.5	25	242	.1	1.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	158	2972	.8	4.3	157	1313	.8	3.2	204	1502	1.0	4.0	172	1491	.8	3.8	111	1211	.5	5.6
FA '97	145	3064	.7	3.9	156	1234	.8	3.2	168	1262	.8	3.4	188	1559	.9	4.2	119	1305	.6	5.3
SU '97	141	2834	.7	3.7	162	1044	.8	3.4	157	1237	.8	2.9	145	1332	.7	3.2	127	1212	.6	5.6
SP '97	140	2737	.7	3.8	160	1147	.8	3.3	231	1409	1.1	4.6	152	1151	.7	3.5	86	1082	.4	3.9
4-Book	146	2902	.7	3.9	159	1185	.8	3.3	190	1353	.9	3.7	164	1383	.8	3.7	111	1203	.5	5.1
WI '97	164	2682	.8	4.4	195	1160	1.0	4.0	248	1158	1.2	4.9	176	1321	.9	3.9	126	1155	.6	5.8
WBZO-FM																				
WI '98	9	266		.2	10	114		.2	15	127	.1	.3	12	87	.1	.3	2	39		.1
FA '97	8	182		.2	10	64		.2	14	55	.1	.3	12	99	.1	.3	2	40		.1
SU '97	7	171		.2	8	59		.2	12	50	.1	.2	8	76		.2	6	51		.3
SP '97	8	227		.2	7	95		.1	14	132	.1	.3	14	123	.1	.3	2	32		.1
4-Book	8	212		.2	9	83		.2	14	91	.1	.3	12	96	.1	.3	3	41		.2
WI '97	9	209		.2	9	87		.2	18	85	.1	.4	11	83	.1	.2		28		
WCBS-AM																				
WI '98	19	748	.1	.5	48	485	.2	1.0	18	254	.1	.4	16	267	.1	.4	10	123		.5
FA '97	18	843	.1	.5	41	455	.2	.8	15	299	.1	.3	20	346	.1	.4	8	231		.4
SU '97	29	1015	.1	.8	86	606	.4	1.8	29	280	.1	.5	25	287	.1	.6	9	213		.4
SP '97	22	901	.1	.6	66	598	.3	1.4	19	297	.1	.4	14	263	.1	.3	7	189		.3
4-Book	22	877	.1	.6	60	536	.3	1.3	20	283	.1	.4	19	291	.1	.4	9	189		.4
WI '97	28	958	.1	.7	97	660	.5	2.0	15	304	.1	.3	11	275	.1	.2	12	239	.1	.6
WCBS-FM																				
WI '98	64	1250	.3	1.8	83	513	.4	1.7	134	593	.7	2.6	77	585	.4	1.7	14	165	.1	.7
FA '97	87	1389	.4	2.3	101	647	.5	2.1	180	645	.9	3.7	104	753	.5	2.3	25	412	.1	1.1
SU '97	64	1507	.3	1.7	56	464	.3	1.2	120	656	.6	2.2	76	645	.4	1.7	21	431	.1	.9
SP '97	69	1387	.3	1.9	79	583	.4	1.6	107	551	.5	2.1	77	561	.4	1.8	33	338	.2	1.5
4-Book	71	1383	.3	1.9	80	552	.4	1.7	135	611	.7	2.7	84	636	.4	1.9	23	337	.1	1.1
WI '97	72	1674	.4	1.9	86	737	.4	1.7	136	840	.7	2.7	106	770	.5	2.3	19	449	.1	.9
+WDRE-FM																				
WI '98	3	90		.1	3	46		.1	5	50		.1	5	66		.1		17		
FA '97	3	66		.1	6	29		.1	5	28		.1	2	16				6		
SU '97	4	79		.1	7	45		.1	5	48		.1	4	54		.1	3	34		.1
SP '97	4	131		.1	3	69		.1	4	51		.1	4	55		.1	1	33		
4-Book	4	92		.1	5	47		.1	5	44		.1	4	48		.1	1	23		
WI '97	1	57			1	14			2	36			1	28			1	27		
WLIR-FM																				
WI '98	23	787	.1	.6	36	345	.2	.7	23	272	.1	.5	35	442	.2	.8	7	183		.4
FA '97	26	813	.1	.7	18	232	.1	.4	49	395	.2	1.0	42	469	.2	.9	11	245	.1	.5
SU '97	35	1008	.2	.9	33	416	.2	.7	38	514	.2	.7	39	462	.2	.9	18	378	.1	.8
SP '97	24	924	.1	.6	21	318	.1	.4	35	418	.2	.7	30	381	.1	.7	15	313	.1	.7
4-Book	27	883	.1	.7	27	328	.2	.6	36	400	.2	.7	37	439	.2	.8	13	280	.1	.6
WI '97	24	728	.1	.6	30	297	.1	.6	35	299	.2	.7	24	299	.1	.5	19	253	.1	.9
WFAN-AM																				
WI '98	6	285		.2	11	61	.1	.2	2	59			6	110		.1	3	68		.2
FA '97	10	528		.3	17	99	.1	.3	7	132		.1	9	132		.2	5	118		.2
SU '97	17	586	.1	.4	19	130	.1	.4	19	131	.1	.4	24	137	.1	.5	8	140		.4
SP '97	8	431		.2	12	138	.1	.2	1	33			6	109		.1	9	133		.4
4-Book	10	458	.3	.3	15	107	.1	.3	7	89	.1	.1	11	122	.2	.2	6	115	.3	.3
WI '97	8	341		.2	15	98	.1	.3	8	105	.2	.2	5	64		.1	10	94		.5
WFAS-FM																				
WI '98	29	362	.1	.8	27	188	.1	.6	58	163	.3	1.1	39	233	.2	.9	12	127	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WFME-FM																				
WI '98	20	222	.1	.5	27	130	.1	.6	50	153	.2	1.0	22	92	.1	.5	2	52		.1
FA '97	19	280	.1	.5	23	104	.1	.5	23	101	.1	.5	14	89	.1	.3	8	78		.4
SU '97	11	328	.1	.3	12	148	.1	.3	8	104	.1	.1	6	84	.1	.1	11	140	.1	.5
SP '97	11	217	.1	.3	8	86	.2	.2	8	99	.2	.2	8	61	.2	.2	5	25		.2
4-Book	15	262	.1	.4	18	117	.1	.4	22	114	.1	.5	13	82	.1	.3	7	74		.3
WI '97	19	259	.1	.5	33	125	.2	.7	5	49	.1	.1	8	105	.2	.2	26	104	.1	1.2
WHLI-AM																				
WI '98	*	15			*				8				*	8					**	**
FA '97																	**	**	**	**
SU '97		6															**	**	**	**
SP '97		12				6				12				6			**	**	**	**
4-Book		8				2				5				4			**	**	**	**
WI '97		6															**	**	**	**
WHTZ-FM																				
WI '98	359	6118	1.8	9.8	511	3682	2.5	10.4	484	3092	2.4	9.5	473	3739	2.3	10.5	194	2307	1.0	9.8
FA '97	307	6153	1.5	8.3	423	3074	2.1	8.6	375	2957	1.9	7.7	397	3644	2.0	8.9	180	2502	.9	8.0
SU '97	305	6249	1.5	8.0	397	3105	1.9	8.4	414	3311	2.0	7.7	379	3631	1.8	8.4	184	2483	.9	8.1
SP '97	215	5632	1.0	5.8	327	2833	1.6	6.7	260	2742	1.3	5.2	258	3017	1.3	5.9	126	2050	.6	5.7
4-Book	297	6038	1.5	8.0	415	3174	2.0	8.5	383	3026	1.9	7.5	377	3508	1.9	8.4	171	2336	.9	7.9
WI '97	250	5418	1.2	6.6	320	2687	1.6	6.5	370	2795	1.8	7.3	318	2942	1.6	7.0	133	2017	.6	6.1
WHUD-FM																				
WI '98	20	191	.1	.5	23	152	.1	.5	41	125	.2	.8	32	153	.2	.7	6	69		.3
FA '97	3	190		.1	6	87		.1	4	98		.1	2	78		.1	1	60		.1
SU '97	12	238	.1	.3	25	124	.1	.5	19	110	.1	.4	13	112	.1	.3	4	76		.2
SP '97	6	261	.2	.2	14	136	.1	.3	6	97	.1	.1	7	107	.2	.2	3	111		.1
4-Book	10	220	.1	.3	17	125	.1	.4	18	108	.1	.4	14	113	.1	.3	4	79		.2
WI '97	10	200		.3	17	97	.1	.3	21	120	.1	.4	6	70		.1	1	26		.1
WINS-AM																				
WI '98	49	1770	.2	1.3	147	1155	.7	3.0	41	503	.2	.8	40	433	.2	.9	16	235	.1	.8
FA '97	46	1945	.2	1.2	142	1241	.7	2.9	27	501	.1	.6	50	635	.2	1.1	14	291	.1	.6
SU '97	57	1941	.3	1.5	157	1316	.8	3.3	65	575	.3	1.2	56	464	.3	1.2	10	254		.4
SP '97	50	1990	.2	1.4	170	1292	.8	3.5	38	638	.2	.8	28	522	.1	.6	13	265	.1	.6
4-Book	51	1912	.2	1.4	154	1251	.8	3.2	43	554	.2	.9	44	514	.2	1.0	13	261	.1	.6
WI '97	48	1940	.2	1.3	159	1288	.8	3.2	36	543	.2	.7	29	441	.1	.6	15	358	.1	.7
WKJY-FM																				
WI '98	17	302	.1	.5	15	113	.1	.3	38	190	.2	.7	30	187	.1	.7	4	74		.2
FA '97	24	450	.1	.6	29	204	.1	.6	45	232	.2	.9	25	221	.1	.6	22	167	.1	1.0
SU '97	40	467	.2	1.0	42	259	.2	.9	90	260	.4	1.7	58	310	.3	1.3	9	127		.4
SP '97	19	338	.1	.5	24	170	.1	.5	32	157	.2	.6	18	145	.1	.4	11	137	.1	.5
4-Book	25	389	.1	.7	28	187	.1	.6	51	210	.3	1.0	33	216	.2	.8	12	126	.1	.5
WI '97	24	359	.1	.6	22	157	.1	.4	51	166	.2	1.0	39	184	.2	.9	10	101		.5
WKTU-FM																				
WI '98	313	5855	1.5	8.6	336	2708	1.7	6.9	403	2668	2.0	7.9	463	3638	2.3	10.2	173	2173	.9	8.8
FA '97	394	6048	1.9	10.6	448	3044	2.2	9.1	507	3249	2.5	10.4	525	3797	2.6	11.7	268	2822	1.3	12.0
SU '97	342	6419	1.7	8.9	345	3049	1.7	7.3	434	3621	2.1	8.1	433	3838	2.1	9.6	265	2706	1.3	11.6
SP '97	371	6028	1.8	10.0	402	2871	2.0	8.3	510	3257	2.5	10.2	495	3665	2.4	11.3	217	2502	1.1	9.7
4-Book	355	6088	1.7	9.5	383	2918	1.9	7.9	464	3199	2.3	9.2	479	3735	2.4	10.7	231	2551	1.2	10.5
WI '97	382	6507	1.9	10.1	454	3310	2.2	9.2	476	3517	2.3	9.3	501	4207	2.4	11.1	240	2873	1.2	11.0
WLIB-AM																				
WI '98	*	20	.1	.5	*	16	.1	.3	14	39	.1	.3	*	10	.1	.2			**	**
FA '97		22	.1	.6		14	.1	.3	15	88	.1	.3		11	.1	.2	**	**	**	**
SU '97		32	.2	.8		18	.1	.4	27	109	.1	.5		29	.1	.6	**	**	**	**
SP '97		25	.1	.7		10	.1	.2	20	173	.1	.4		17	.1	.4	**	**	**	**
4-Book	25	348	.1	.7	15	98	.1	.3	19	102	.1	.4	17	85	.1	.4	**	**	**	**
WI '97		30	.1	.8		22	.1	.4		22	.1	.4		35	.2	.8	**	**	**	**

** Station(s) not reported this survey.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	286	3747	1.4	7.8	250	1728	1.2	5.1	575	2080	2.8	11.3	379	2027	1.9	8.4	152	1501	.8	7.7
FA '97	265	3796	1.3	7.1	242	1613	1.2	4.9	490	1932	2.4	10.0	324	1822	1.6	7.2	173	1580	.9	7.7
SU '97	315	4167	1.5	8.2	263	1604	1.3	5.6	588	2147	2.9	11.0	419	2256	2.0	9.3	166	1464	.8	7.3
SP '97	267	3548	1.3	7.2	277	1760	1.4	5.7	475	1903	2.3	9.5	330	1954	1.6	7.6	169	1388	.8	7.6
4-Book	283	3815	1.4	7.6	258	1676	1.3	5.3	532	2016	2.6	10.5	363	2015	1.8	8.1	165	1483	.8	7.6
WI '97	266	3776	1.3	7.1	247	1775	1.2	5.0	476	2002	2.3	9.3	387	2080	1.9	8.6	130	1345	.6	6.0
WMCA-AM																				
WI '98	6	68	.2		14	37	.1	.3	6	29	.1		5	20	.1		5	23	.3	
FA '97	4	103	.1		9	69	.2		3	48	.1		8	52	.2		4	59	.2	
SU '97	3	134	.1		5	54	.1		5	31	.1		3	37	.1		2	32	.1	
SP '97	12	126	.1	.3	23	82	.1	.5	9	69	.2		13	58	.1	.3	8	64	.4	
4-Book	6	108	.2		13	61	.1	.3	6	44	.1		7	42	.2		5	45	.3	
WI '97	4	109	.1		15	70	.1	.3		13				14			5	24	.2	
WMJC-FM																				
WI '98	13	160	.1	.4	9	63	.2		21	69	.1	.4	19	105	.1	.4	7	79	.4	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	12	152	.1	.3	15	84	.1	.3	14	67	.1	.3	17	91	.1	.4	7	78	.3	
SP '97	9	182	.2		9	90	.2		15	98	.1	.3	12	115	.1	.3	3	88	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98		17			2	17														
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97		20								5				3		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	47	1448	.2	1.3	59	496	.3	1.2	72	601	.4	1.4	66	755	.3	1.5	18	444	.1	.9
FA '97	56	1566	.3	1.5	63	671	.3	1.3	111	702	.5	2.3	67	769	.3	1.5	25	451	.1	1.1
SU '97	67	1831	.3	1.8	62	550	.3	1.3	128	814	.6	2.4	91	1058	.4	2.0	30	485	.1	1.3
SP '97	55	1524	.3	1.5	62	660	.3	1.3	83	672	.4	1.7	85	851	.4	1.9	24	429	.1	1.1
4-Book	56	1592	.3	1.5	62	594	.3	1.3	99	697	.5	2.0	77	858	.4	1.7	24	452	.1	1.1
WI '97	50	1509	.2	1.3	58	631	.3	1.2	60	594	.3	1.2	71	764	.3	1.6	31	490	.2	1.4
+WNSR-FM																				
WI '98	110	3024	.5	3.0	120	1349	.6	2.5	182	1367	.9	3.6	154	1632	.8	3.4	57	998	.3	2.9
FA '97	115	2905	.6	3.1	122	1051	.6	2.5	211	1367	1.0	4.3	154	1463	.8	3.4	54	819	.3	2.4
SU '97	123	3325	.6	3.2	104	1249	.5	2.2	211	1616	1.0	3.9	190	1676	.9	4.2	52	966	.3	2.3
SP '97	124	2847	.6	3.4	103	1002	.5	2.1	221	1527	1.1	4.4	178	1605	.9	4.1	62	882	.3	2.8
4-Book	118	3025	.6	3.2	112	1163	.6	2.3	206	1469	1.0	4.1	169	1594	.9	3.8	56	916	.3	2.6
WI '97	151	3103	.7	4.0	151	1364	.7	3.1	263	1334	1.3	5.2	205	1404	1.0	4.5	62	924	.3	2.8
WNWK-FM																				
WI '98	37	905	.2	1.0	7	83	.1		16	168	.1	.3	32	251	.2	.7	45	309	.2	2.3
FA '97	37	748	.2	1.0	19	131	.1	.4	37	192	.2	.8	34	253	.2	.8	36	239	.2	1.6
SU '97	43	730	.2	1.1	13	159	.1	.3	27	183	.1	.5	42	314	.2	.9	75	386	.4	3.3
SP '97	45	837	.2	1.2	11	91	.1	.2	19	181	.1	.4	42	332	.2	1.0	67	467	.3	3.0
4-Book	41	805	.2	1.1	13	116	.1	.3	25	181	.1	.5	38	288	.2	.9	56	350	.3	2.6
WI '97	45	703	.2	1.2	20	145	.1	.4	24	180	.1	.5	37	332	.2	.8	62	322	.3	2.8
WOR -AM																				
WI '98	12	217	.1	.3	6	47	.1		16	129	.1	.3	19	85	.1	.4	5	68	.3	
FA '97	10	310	.3		18	135	.1	.4	14	159	.1	.3	10	89	.2		2	59	.1	
SU '97	11	237	.1	.3	11	148	.1	.2	20	143	.1	.4	11	71	.1	.2	12	91	.1	.5
SP '97	11	220	.1	.3	17	87	.1	.3	17	105	.1	.3	12	98	.1	.3	4	70	.2	
4-Book	11	246	.1	.3	13	104	.1	.3	17	134	.1	.3	13	86	.1	.3	6	72	.3	
WI '97	11	260	.1	.3	24	117	.1	.5	5	46	.1		11	117	.1	.2	12	91	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	8	116	.2	.2	9	82	.2	.2	18	45	.1	.4	4	54	.1	.1	4	48	.2	.2
FA '97	18	120	.1	.5	24	68	.1	.5	18	55	.1	.4	21	54	.1	.5	21	63	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	5	156	.1	.1	3	31	.1	.1	5	40	.1	.1	3	17	.1	.1	2	17	.1	.1
FA '97	6	135	.2	.2	3	20	.1	.1	3	30	.1	.1		14			8	21	.4	.4
SU '97	3	103	.1	.1	5	36	.1	.1					3	22	.1	.1	2	48	.1	.1
SP '97	14	171	.1	.4	8	41	.2	.2	10	92	.2	.2	10	38	.2	.2	12	61	.1	.5
4-Book	7	141	.2	.2	5	32	.1	.1	5	41	.1	.1	4	23	.1	.1	6	37	.3	.3
WI '97	12	217	.1	.3	9	77	.2	.2	14	122	.1	.3	9	73	.2	.2	4	72	.2	.2
+WVYV-FM																				
WI '98	1	26			1	13			1	6				6			1	13	.1	.1
FA '97	1	22			1	16			1	16				6				5		
SU '97		24			1	12				12			1	24				12		
SP '97																				
4-Book	1	18			1	10			1	9				9				8		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	17	308	.1	.5	19	163	.1	.4	22	176	.1	.4	17	147	.1	.4	13	150	.1	.7
FA '97	11	236	.1	.3	17	96	.1	.3	18	82	.1	.4	17	143	.1	.4	2	50	.1	.1
SU '97	15	296	.1	.4	13	127	.1	.3	15	142	.1	.3	19	147	.1	.4	5	89	.2	.2
SP '97	17	377	.1	.5	14	182	.1	.3	20	196	.1	.4	22	247	.1	.5	12	186	.1	.5
4-Book	15	304	.1	.4	16	142	.1	.3	19	149	.1	.4	19	171	.1	.4	8	119	.1	.4
WI '97	19	414	.1	.5	20	195	.1	.4	22	139	.1	.4	30	264	.1	.7	22	157	.1	1.0
+WVZY-FM																				
WI '98	16	241	.1	.4	18	190	.1	.4	19	134	.1	.4	22	206	.1	.5	5	103	.3	.3
FA '97	15	180	.1	.4	13	78	.1	.3	24	110	.1	.5	21	113	.1	.5	7	69	.3	.3
SU '97	17	257	.1	.4	14	122	.1	.3	29	213	.1	.5	23	202	.1	.5	6	85	.3	.3
SP '97	10	186	.3	.3	10	112	.2	.2	9	92	.2	.2	13	147	.1	.3	7	90	.3	.3
4-Book	15	216	.1	.4	14	126	.1	.3	20	137	.1	.4	20	167	.1	.5	6	87	.3	.3
WI '97	20	184	.1	.5	12	80	.1	.2	20	105	.1	.4	34	153	.2	.8	18	67	.1	.8
WVXR-FM																				
WI '98	152	2592	.8	4.2	491	1989	2.4	10.0	208	1202	1.0	4.1	111	918	.5	2.5	20	487	.1	1.0
FA '97	153	3010	.8	4.1	470	1993	2.3	9.6	161	1324	.8	3.3	119	1120	.6	2.7	53	677	.3	2.4
SU '97	177	3478	.9	4.6	556	2249	2.7	11.8	175	1635	.9	3.3	110	1234	.5	2.4	62	868	.3	2.7
SP '97	144	3288	.7	3.9	422	2241	2.1	8.7	165	1411	.8	3.3	108	1004	.5	2.5	53	834	.3	2.4
4-Book	157	3092	.8	4.2	485	2118	2.4	10.0	177	1393	.9	3.5	112	1069	.5	2.5	47	717	.3	2.1
WI '97	139	2852	.7	3.7	381	1837	1.9	7.7	157	1145	.8	3.1	110	1231	.5	2.4	45	741	.2	2.1
WVXW-FM																				
WI '98	7	441	.2	.2	12	192	.1	.2	5	89	.1	.1	17	273	.1	.4	2	82	.1	.1
FA '97	12	479	.1	.3	19	181	.1	.4	9	158	.2	.2	20	214	.1	.4	6	140	.3	.3
SU '97	8	257	.2	.2	8	103	.2	.2	8	90	.1	.1	8	147	.2	.2	9	110	.4	.4
SP '97	10	362	.3	.3	17	171	.1	.3	11	147	.1	.2	20	223	.1	.5	3	79	.1	.1
4-Book	9	385	.3	.3	14	162	.1	.3	8	121	.2	.2	16	214	.1	.4	5	103	.2	.2
WI '97	11	341	.1	.3	11	126	.1	.2	20	133	.1	.4	14	93	.1	.3	5	77	.2	.2
TOTALS																				
WI '98	3656	19524	18.1		4894	17234	24.2		5072	15156	25.0		4525	16215	22.3		1970	12057	9.7	
FA '97	3717	19621	18.4		4905	17080	24.2		4888	15176	24.1		4469	16751	22.1		2239	13410	11.1	
SU '97	3822	19711	18.6		4727	17120	23.1		5368	16179	26.2		4497	16570	21.9		2282	13516	11.1	
SP '97	3695	19798	18.0		4870	17593	23.8		4979	15812	24.3		4365	16714	21.3		2226	13372	10.9	
4-Book	3723	19664	18.3		4849	17257	23.8		5077	15581	24.9		4464	16563	21.9		2179	13089	10.7	
WI '97	3769	19866	18.4		4925	17349	24.0		5097	15348	24.9		4526	16215	22.1		2177	12745	10.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																			
WI '98	10	200	.2	3	86	.1	.1	3	13	.2	.2	2	20	.1	.1	11	27	.1	.3
4-Book	16	248	.1	9	147	.1	.3	11	24	.1	.5	12	31	.1	.3	11	27	.1	.3
WADO-AM																			
WI '98	72	538	.4	28	290	.1	1.0	84	230	.4	4.3	41	79	.2	.9	23	59	.1	.7
4-Book	47	417	.3	14	179	.1	.5	38	101	.2	1.8	17	43	.1	.4	14	35	.1	.4
WALK-FM																			
WI '98	48	457	.2	16	248	.1	.6	8	37	.4	.4	36	93	.2	.8	23	77	.1	.7
4-Book	50	475	.3	21	263	.1	.7	19	66	.1	.9	44	111	.2	.9	22	76	.1	.6
WAXQ-FM																			
WI '98	81	1230	.4	42	726	.2	1.6	22	95	.1	1.1	70	254	.3	1.5	68	219	.3	2.1
4-Book	89	1400	.5	51	947	.3	1.8	27	141	.1	1.2	87	342	.4	1.8	73	267	.4	2.1
WBAB-FM																			
WI '98	37	354	.2	15	221	.1	.6	8	38	.4	.4	38	130	.2	.8	16	77	.1	.5
4-Book	30	417	.2	15	235	.1	.5	8	39	.4	.4	28	105	.2	.6	20	72	.1	.5
WHFM-FM																			
WI '98	1	6		1	12			2	6			2	12			3	6		
4-Book	1	12		1	14			2	5		.1	2	9			3	10		.1
WBRR-AM																			
WI '98	1	53		1	40			1	29			1	29			1	29		
4-Book	5	118	.1	2	53		.1	2	4		.1	5	31		.1	5	31		.1
WBLI-FM																			
WI '98	76	734	.4	39	495	.2	1.5	41	110	.2	2.1	90	225	.4	1.9	53	155	.3	1.7
4-Book	74	674	.4	35	431	.2	1.3	31	96	.2	1.4	78	208	.4	1.6	52	174	.3	1.5
WBLS-FM																			
WI '98	180	2336	.9	150	1663	.7	5.6	70	164	.3	3.6	187	508	.9	3.9	219	552	1.1	6.9
4-Book	173	2212	.9	123	1554	.6	4.4	82	247	.4	3.7	172	496	.8	3.6	151	422	.8	4.4
WBZO-FM																			
WI '98	13	203	.1	7	149		.3	3	35		.2	5	51		.1	4	35		.1
4-Book	12	164	.1	6	94		.2	3	14		.2	7	34		.1	7	24		.2
WCBS-AM																			
WI '98	27	659	.1	12	276	.1	.4	9	44	.5	.5	8	60		.2	8	11		.3
4-Book	32	743	.2	14	371	.1	.5	22	86	.1	1.0	15	91	.1	.4	8	28	.1	.3
WCBS-FM																			
WI '98	101	948	.5	31	453	.2	1.2	13	53	.1	.7	75	224	.4	1.6	34	89	.2	1.1
4-Book	102	1034	.5	47	606	.3	1.7	33	101	.2	1.5	87	230	.4	1.8	65	174	.3	1.8
+WDRE-FM																			
WI '98	4	90	.1	2	64		.1	1	9		.1	4	32		.1	4	38		.1
4-Book	4	79	.1	3	56		.1	1	9		.1	6	26		.1	4	25		.1
WLIR-FM																			
WI '98	31	665	.2	20	397	.1	.7	7	70	.4	.4	35	139	.2	.7	42	159	.2	1.3
4-Book	34	712	.2	25	452	.1	.9	22	91	.1	1.0	39	154	.2	.8	34	136	.2	1.0
WFAN-AM																			
WI '98	6	185	.1	9	130		.3	6	13		.3	19	29	.1	.4	5	31		.2
4-Book	11	253	.1	13	272	.1	.4	9	38	.4	.4	18	46	.1	.4	10	44		.3
WFAS-FM																			
WI '98	43	271	.2	17	168	.1	.6	23	48	.1	1.2	21	47	.1	.4	28	60	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																			
WI '98	34	191	.2	6	88		.2	9	10		.5	6	29		.1	4	10		.1
4-Book	18	173	.1	17	162	.1	.6	20	40	.1	.9	16	46	.1	.3	11	18		.3

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	*	8 5			*	7 3			*								*			
WHTZ-FM WI '98 4-Book	489 391	5356 5205	2.4 1.9	10.1 8.1	241 214	3793 3384	1.2 1.1	9.0 7.6	151 143	682 592	.7 .7	7.7 6.5	490 365	1793 1445	2.4 1.8	10.3 7.6	292 264	1207 1005	1.4 1.3	9.2 7.6
WHUD-FM WI '98 4-Book	33 16	179 177	.2 .1	.7 .4	5 5	62 77		.2 .2	1 5	16 25	.1 .3		12 6	31 25	.1 .1	.3 .1	7 5	31 25		.2 .2
WINS-AM WI '98 4-Book	73 77	1524 1682	.4 .4	1.5 1.6	27 28	770 692	.1 .1	1.0 1.0	82 72	309 266	.4 .4	4.2 3.3	53 44	251 206	.3 .2	1.1 .9	12 17	72 100	.1 .1	.4 .5
WKJY-FM WI '98 4-Book	28 38	245 319	.1 .2	.6 .8	8 11	120 150		.3 .4	7 9	27 30	.4 .1		13 21	42 48	.1 .1	.3 .4	12 15	56 47	.1 .1	.4 .4
WKTU-FM WI '98 4-Book	401 443	4979 5243	2.0 2.2	8.3 9.2	251 281	3236 3554	1.2 1.4	9.4 10.0	154 184	636 691	.8 .9	7.9 8.2	467 520	1483 1633	2.3 2.6	9.8 10.8	303 369	1071 1178	1.5 1.8	9.6 10.5
WL1B-AM WI '98 4-Book	* 13 17	71 175	.1 .1	.3 .4	* 37 44	237 260	.2 .2	1.4 1.6	* 43 56	90 110	.2 .3	2.2 2.5	80 88	171 177	.4 .4	1.7 1.8	* 38 57	65 92	.2 .3	1.2 1.6
WLTW-FM WI '98 4-Book	415 396	3036 2977	2.0 1.9	8.6 8.2	146 162	1881 1902	.7 .8	5.5 5.7	116 138	480 423	.6 .7	5.9 6.1	246 291	774 696	1.2 1.4	5.2 6.0	180 178	501 476	.9 .9	5.7 5.1
WMCA-AM WI '98 4-Book	8 9	47 81		.2 .2	3 4	34 47		.1 .1	10 6	23 17		.5 .3	1 9				2	10		.1
WMJC-FM WI '98 4-Book	17 **	118 **	.1 **	.4 **	11 **	93 **	.1 **	.4 **	3 **	19 **	**	.2 **	24 **	48 **	.1 **	.5 **	9 **	19 **	**	.3 **
WMTR-AM WI '98 4-Book	1 **	17 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM WI '98 4-Book	66 81	1133 1284	.3 .4	1.4 1.7	32 34	726 747	.2 .2	1.2 1.2	13 25	54 98	.1 .2	.7 1.1	43 60	274 284	.2 .3	.9 1.3	85 65	262 252	.4 .3	2.7 1.9
+WNSR-FM WI '98 4-Book	155 166	2405 2455	.8 .8	3.2 3.5	66 75	1477 1473	.3 .4	2.5 2.7	55 44	288 214	.3 .2	2.8 2.0	118 146	516 563	.6 .7	2.5 3.1	77 93	376 389	.4 .5	2.4 2.7
WNWK-FM WI '98 4-Book	18 25	403 412	.1 .1	.4 .6	67 58	550 502	.3 .3	2.5 2.1	57 55	90 120	.3 .3	2.9 2.5	80 112	200 236	.4 .6	1.7 2.3	86 85	175 164	.4 .4	2.7 2.5
WOR -AM WI '98 4-Book	14 15	181 209	.1 .1	.3 .3	13 8	127 104	.1 .3	.5 .3	11 11	44 30	.1 .1	.6 .5	27 21	92 68	.1 .1	.6 .4	5 5	22 21		.2 .2
WPAT-FM WI '98 4-Book	173 173	1407 1419	.9 .9	3.6 3.6	145 138	1368 1235	.7 .7	5.4 4.9	70 82	188 259	.3 .4	3.6 3.7	234 237	608 545	1.2 1.2	4.9 5.0	143 155	420 384	.7 .8	4.5 4.5
WPLJ-FM WI '98 4-Book	289 300	3756 3757	1.4 1.5	6.0 6.2	92 120	1741 1942	.5 .6	3.4 4.2	63 84	253 352	.3 .4	3.2 3.7	188 216	726 835	.9 1.1	3.9 4.5	118 158	550 629	.6 .8	3.7 4.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																				
WI '98	107	1271	.5	2.2	84	919	.4	3.1	72	231	.4	3.7	174	391	.9	3.6	80	203	.4	2.5
4-Book	117	1278	.6	2.4	74	825	.4	2.6	61	189	.3	2.8	119	288	.6	2.5	83	215	.4	2.4
WQEV-AM																				
WI '98	6	74	.1		7	63	.3		1	10	.1		6	14	.1		7	14	.2	
4-Book	6	62	.1		8	72	.3		2	10	.1		12	27	.1	.2	8	19	.2	
WQHT-FM																				
WI '98	394	4159	1.9	8.1	271	2857	1.3	10.2	176	576	.9	9.0	446	1341	2.2	9.4	363	1067	1.8	11.5
4-Book	478	4340	2.3	10.0	322	3184	1.6	11.4	233	691	1.2	10.4	504	1456	2.5	10.5	462	1220	2.3	13.3
WQXR-FM																				
WI '98	43	437	.2	.9	21	254	.1	.8	13	26	.1	.7	31	72	.2	.7	25	62	.1	.8
4-Book	32	366	.2	.7	18	220	.1	.7	11	38	.1	.5	29	75	.2	.6	17	52	.1	.5
WRKS-FM																				
WI '98	214	2722	1.1	4.4	144	1482	.7	5.4	113	290	.6	5.8	235	630	1.2	4.9	144	432	.7	4.5
4-Book	247	2786	1.2	5.1	162	1736	.8	5.7	130	345	.6	5.9	228	621	1.1	4.7	195	531	1.0	5.5
WSKQ-FM																				
WI '98	427	2667	2.1	8.8	276	2173	1.4	10.3	264	687	1.3	13.5	526	1259	2.6	11.0	279	685	1.4	8.8
4-Book	357	2447	1.8	7.4	265	1967	1.3	9.4	258	670	1.3	11.6	505	1134	2.5	10.5	303	709	1.5	8.6
WVDJ-AM																				
WI '98	11	116	.1	.2	6	100	.2		6	28	.3		3	14	.1		7	14	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRRL-AM																				
WI '98	4	53	.1		8	116	.3		4	11	.2		4	13	.1		1	10		
4-Book	5	60	.1		12	117	.4		4	11	.2		6	20	.1		5	15	.2	
+WVYV-FM																				
WI '98	1	19				13				6										
4-Book	1	16				9				2				2						
+WVXY-FM																				
WI '98	20	261	.1	.4	14	159	.1	.5	12	44	.1	.6	35	70	.2	.7	23	49	.1	.7
4-Book	18	255	.1	.4	15	176	.1	.5	10	42	.1	.5	27	86	.2	.6	21	63	.1	.6
+WVZY-FM																				
WI '98	19	241	.1	.4	16	206	.1	.6	8	34	.4		36	82	.2	.8	14	83	.1	.4
4-Book	18	202	.1	.4	12	158	.1	.4	7	31	.3		26	73	.1	.6	16	65	.1	.5
WXRK-FM																				
WI '98	265	2388	1.3	5.5	40	826	.2	1.5	24	128	.1	1.2	60	297	.3	1.3	39	231	.2	1.2
4-Book	252	2773	1.2	5.2	60	1127	.3	2.1	60	243	.3	2.7	103	423	.5	2.2	73	322	.4	2.0
WXXV-FM																				
WI '98	11	355	.1	.2	4	84	.1		4	15	.2		8	35	.2		4	37	.1	
4-Book	12	299	.1	.3	6	148	.2		9	39	.1	.4	10	55	.2		8	49	.2	
TOTALS																				
WI '98	4847	19234	23.9		2668	16430	13.2		1954	5655	9.6		4768	10768	23.5		3165	7987	15.6	
4-Book	4818	19364	23.6		2813	16688	13.8		2240	6236	11.0		4818	10850	23.6		3504	8221	17.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	6	39		.3					1	6							9	38		.6
4-Book	9	33		.4	11	29	.1	.7	6	31		.2	9	36		.4	5	25		.3
WADO-AM																				
WI '98	3	16		.1	28	105	.1	2.0	20	42	.1	.6	14	25	.1	.5	15	68	.1	.9
4-Book	1	4			16	56	.1	1.1	14	41	.1	.4	8	20	.1	.3	5	26		.3
WALK-FM																				
WI '98	7	15		.3	11	46	.1	.8	23	62	.1	.7	20	61	.1	.8	2	38		.1
4-Book	11	43		.5	14	45	.1	.9	28	71	.2	.8	19	60	.1	.7	6	36		.4
WAXQ-FM																				
WI '98	25	120	.1	1.1	10	37		.7	72	244	.4	2.2	46	235	.2	1.8	18	79	.1	1.1
4-Book	40	178	.2	1.7	13	77		.8	73	313	.4	2.2	58	274	.3	2.2	29	125	.2	1.7
WBAB-FM																				
WI '98	3	24		.1	4	18		.3	30	75	.1	.9	15	49	.1	.6	4	18		.2
4-Book	7	40		.3	6	25		.4	26	88	.1	.8	15	50	.1	.6	6	28		.4
WHFM-FM																				
WI '98									1	3										
4-Book		2				2				3				1				4		
WBBR-AM																				
WI '98									1	12			4	28		.2				
4-Book		3			1	4			3	10		.1	2	10		.1		6		
WBL1-FM																				
WI '98	30	102	.1	1.4	18	52	.1	1.3	25	73	.1	.8	30	156	.1	1.2	25	100	.1	1.6
4-Book	27	87	.1	1.2	14	45	.1	.9	33	125	.2	1.0	30	115	.2	1.2	15	70	.1	.9
WBLS-FM																				
WI '98	190	539	.9	8.6	80	250	.4	5.7	145	381	.7	4.5	160	410	.8	6.2	136	549	.7	8.5
4-Book	131	417	.7	5.6	85	245	.4	5.3	138	362	.7	4.1	115	313	.6	4.4	95	353	.5	5.8
WBZO-FM																				
WI '98	8	32		.4	2	16		.1	18	39	.1	.6	14	35	.1	.5	1	13		.1
4-Book	6	14		.3	4	10		.2	9	27		.3	9	20		.3	5	17		.3
WCBS-AM																				
WI '98	15	74	.1	.7	5	35		.4	28	122	.1	.9	7	53		.3	12	56	.1	.7
4-Book	8	47		.3	17	94	.1	1.1	18	102	.1	.6	14	68	.1	.6	13	74	.1	.8
WCBS-FM																				
WI '98	36	84	.2	1.6	9	69		.6	45	189	.2	1.4	26	65	.1	1.0	1	11		.1
4-Book	30	95	.2	1.3	31	115	.1	1.8	66	216	.3	2.0	39	103	.2	1.5	21	87	.1	1.3
+WDRE-FM																				
WI '98	1	7			3	20		.2	3	16		.1	1	4						
4-Book	1	8		.1	1	8		.1	2	13		.1	7	19	.1	.2	2	8		.2
WLIR-FM																				
WI '98	9	62		.4	8	32		.6	33	164	.2	1.0	18	107	.1	.7	7	63		.4
4-Book	19	83	.1	.8	14	48	.1	.9	33	150	.2	1.0	24	105	.1	.9	10	77	.1	.6
WFAN-AM																				
WI '98	2	15		.1	6	13		.4	17	53	.1	.5	13	42	.1	.5	4	42		.2
4-Book	4	24		.2	9	27	.1	.6	23	103	.1	.7	18	90	.1	.7	10	47	.1	.6
WFAS-FM																				
WI '98					1	16		.1	17	38	.1	.5	13	44	.1	.5	33	45	.2	2.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98					12	55	.1	.8	5	47		.2	7	27		.3	3	9		.2
4-Book	10	18	.1	.4	40	87	.2	2.4	19	59	.1	.6	11	24	.1	.4	10	27		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*				1	7			*	1	7						
4-Book	**	**	**	**	2			2	2			2	2			**	**	**	**	
WHTZ-FM																				
WI '98	229	990	1.1	10.3	94	384	.5	6.7	262	1130	1.3	8.1	219	808	1.1	8.5	146	652	.7	9.1
4-Book	177	782	.9	7.5	103	427	.5	6.4	296	1167	1.5	8.8	197	772	1.0	7.5	136	642	.7	8.2
WHUD-FM																				
WI '98	5	31		.2	5	31		.4	9	16		.3	2	16		.1	2	16		.1
4-Book	2	12		.1	7	28		.5	5	19		.2	6	20		.2	1	10		.1
WINS-AM																				
WI '98	7	52		.3	42	171	.2	3.0	11	111	.1	.3	3	38		.1	9	38		.6
4-Book	9	55		.4	45	200	.2	2.8	23	147	.1	.7	7	44		.3	8	53		.5
WKJY-FM																				
WI '98	1	9			4	29		.3	4	21		.1	11	21		.1	10	16		.6
4-Book	5	27		.2	8	27		.5	10	38		.3	10	32		.1	8	22		.5
WKTU-FM																				
WI '98	258	1028	1.3	11.7	66	297	.3	4.7	364	1209	1.8	11.2	213	716	1.1	8.3	127	555	.6	7.9
4-Book	269	1009	1.3	11.3	86	317	.4	5.4	372	1269	1.8	11.0	259	837	1.3	9.9	144	606	.7	8.7
WLIB-AM																				
WI '98					* 6	16		.4	21	56		.6	* 5	27		.2				
4-Book	**	**	**	**	29	48		1.7	19	41		.6	8	27		.3	**	**	**	**
WLTW-FM																				
WI '98	94	360	.5	4.2	101	369	.5	7.1	203	599	1.0	6.2	109	328	.5	4.3	100	359	.5	6.2
4-Book	113	386	.6	4.7	94	308	.5	5.9	209	612	1.0	6.2	133	395	.7	5.1	116	411	.6	7.1
WMCA-AM																				
WI '98					12	34		.8	1	13										
4-Book	1	4		.1	9	27		.5	4	20		.1	3	5		.1	5	5		.3
WMJC-FM																				
WI '98	4	26		.2	3	13		.2	20	44		.6	13	35		.5	6	33		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	7	73		.3	18	53		1.3	51	244		1.6	20	50		.8	18	79		1.1
4-Book	22	121		.9	12	53		.8	40	198		1.2	28	133		1.1	18	80		1.1
+WNSR-FM																				
WI '98	37	212		1.7	33	163		2.3	77	386		2.4	82	274		3.2	48	316		3.0
4-Book	40	243		1.7	31	149		1.9	106	449		3.2	88	327		3.4	40	270		2.5
WNWK-FM																				
WI '98	144	252	.7	6.5	15	41	.1	1.1	38	116	.2	1.2	71	169	.4	2.8	39	117	.2	2.4
4-Book	103	204	.5	4.4	11	33	.1	.7	26	69	.2	.8	32	80	.2	1.2	33	102	.2	2.0
WOR -AM																				
WI '98	2	22		.1	16	37	.1	1.1	20	57	.1	.6	11	36	.1	.4	8	41		.5
4-Book	1	8		.1	7	22		.5	11	36		.3	5	16		.2	3	17		.2
WPAT-FM																				
WI '98	128	430	.6	5.8	79	245	.4	5.6	194	548	1.0	6.0	170	454	.8	6.6	121	380	.6	7.5
4-Book	138	373	.7	5.8	77	244	.4	4.9	171	474	.9	5.1	123	322	.6	4.7	99	297	.5	6.0
WPLJ-FM																				
WI '98	48	308	.2	2.2	32	161	.2	2.3	138	606	.7	4.2	95	365	.5	3.7	39	221	.2	2.4
4-Book	80	351	.4	3.3	50	220	.3	3.1	169	738	.9	5.0	138	554	.7	5.3	52	317	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	64	211	.3	2.9	34	151	.2	2.4	82	321	.4	2.5	108	261	.5	4.2	51	113	.3	3.2
4-Book	64	201	.3	2.7	34	111	.2	2.1	86	254	.4	2.6	87	186	.4	3.3	50	143	.3	3.0
WQEW-AM																				
WI '98	2	10		.1					10	22		.3	18	40	.1	.7	11	14	.1	.7
4-Book	3	6		.1	6	18	.1	.4	14	36	.1	.4	10	30	.1	.4	7	19	.1	.5
WQHT-FM																				
WI '98	325	1013	1.6	14.7	109	342	.5	7.7	236	785	1.2	7.3	309	765	1.5	12.1	177	548	.9	11.0
4-Book	370	1087	1.8	15.6	130	380	.6	8.1	287	880	1.4	8.5	386	959	1.9	14.7	189	584	1.0	11.5
WQXR-FM																				
WI '98	12	49	.1	.5	14	24	.1	1.0	21	73	.1	.6	20	76	.1	.8	29	59	.1	1.8
4-Book	15	53	.1	.6	11	48	.1	.7	26	72	.2	.8	17	58	.1	.7	15	40	.1	.9
WRKS-FM																				
WI '98	133	379	.7	6.0	166	345	.8	11.7	161	425	.8	4.9	98	307	.5	3.8	94	223	.5	5.9
4-Book	139	415	.7	5.9	157	398	.8	9.9	177	501	.9	5.3	151	364	.8	5.8	114	357	.6	6.9
WSKO-FM																				
WI '98	164	451	.8	7.4	210	580	1.0	14.9	395	1005	2.0	12.1	219	600	1.1	8.5	127	408	.6	7.9
4-Book	189	489	.9	7.9	182	466	.9	11.5	344	803	1.7	10.2	187	456	.9	7.1	123	357	.6	7.4
WVDJ-AM																				
WI '98									12	35	.1	.4	21	51	.1	.8	4	11		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98					27	67	.1	1.9	27	72	.1	.8	7	24		.3				
4-Book	7	15		.3	26	59	.2	1.6	21	56	.1	.6	18	33	.1	.7	13	16	.1	.8
+WVYV-FM																				
WI '98									3	6		.1								
4-Book									1	5				3						
+WVXY-FM																				
WI '98	6	34		.3	1	16		.1	20	53	.1	.6	3	20		.1	8	49		.5
4-Book	17	44	.1	.7	7	36		.4	20	69	.1	.6	6	36		.2	6	30		.4
+WVZY-FM																				
WI '98	3	34		.1	10	55		.7	39	107	.2	1.2	9	52		.4	5	35		.3
4-Book	6	45		.2	6	37		.4	26	74	.2	.8	7	33		.3	3	23		.2
WXRK-FM																				
WI '98	42	175	.2	1.9	20	65	.1	1.4	62	225	.3	1.9	42	153	.2	1.6	24	116	.1	1.5
4-Book	57	243	.3	2.4	20	69	.1	1.3	73	323	.4	2.2	56	234	.3	2.1	35	173	.2	2.1
WKXV-FM																				
WI '98	6	37		.3	2	14		.1	7	35		.2					3	17		.2
4-Book	5	18		.2	4	13		.2	6	29		.2	9	33	.1	.3	2	8		.1
TOTALS																				
WI '98	2213	6206	10.9		1413	4274	7.0		3254	8465	16.1		2564	6197	12.7		1604	4698	7.9	
4-Book	2386	6487	11.7		1603	4593	7.9		3376	8541	16.6		2625	6376	12.9		1651	4865	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	60	1221	.1	.8	86	513	.2	.8	111	715	.3	1.1	82	519	.2	.9	20	219		.6
FA '97	81	1386	.2	1.1	127	823	.3	1.1	80	527	.2	.8	131	623	.3	1.5	42	316	.1	1.0
SU '97	77	1697	.2	1.0	100	623	.2	1.0	111	636	.3	1.0	65	534	.2	.7	56	451	.1	1.3
SP '97	58	1434	.1	.8	101	577	.2	.9	73	510	.2	.7	74	472	.2	.9	36	448	.1	.9
4-Book	69	1435	.2	.9	104	634	.2	1.0	94	597	.3	.9	88	537	.2	1.0	39	359	.1	1.0
WI '97	46	1413	.1	.6	55	626	.1	.5	79	509	.2	.8	64	484	.2	.7	20	299		.5
WADO-AM																				
WI '98	133	1428	.3	1.7	368	1120	.9	3.3	169	668	.4	1.6	136	608	.3	1.5	17	223		.5
FA '97	127	1385	.3	1.7	310	1018	.7	2.8	214	835	.5	2.1	92	606	.2	1.0	12	132		.3
SU '97	82	1015	.2	1.1	194	719	.5	1.9	129	572	.3	1.2	81	335	.2	.9	11	104		.3
SP '97	105	1249	.3	1.4	270	866	.6	2.5	160	750	.4	1.5	96	475	.2	1.1	17	166		.4
4-Book	112	1269	.3	1.5	286	931	.7	2.6	168	706	.4	1.6	101	506	.2	1.1	14	156		.4
WI '97	92	1180	.2	1.2	265	880	.6	2.5	112	597	.3	1.1	58	357	.1	.7	22	150	.1	.6
WALK-FM																				
WI '98	109	1268	.3	1.4	161	804	.4	1.5	184	631	.4	1.8	128	743	.3	1.4	50	364	.1	1.4
FA '97	91	1431	.2	1.2	127	835	.3	1.1	146	722	.4	1.4	115	929	.3	1.3	28	428	.1	.7
SU '97	105	1258	.3	1.4	158	774	.4	1.6	187	728	.4	1.7	112	695	.3	1.3	33	355	.1	.8
SP '97	95	1429	.2	1.3	145	794	.3	1.3	178	857	.4	1.7	114	773	.3	1.3	24	363	.1	.6
4-Book	100	1347	.3	1.3	148	802	.4	1.4	174	735	.4	1.7	117	785	.3	1.3	34	378	.1	.9
WI '97	114	1488	.3	1.5	172	949	.4	1.6	188	828	.5	1.9	141	911	.3	1.6	40	395	.1	1.0
WAXQ-FM																				
WI '98	128	3277	.3	1.7	157	1371	.4	1.4	205	1510	.5	2.0	179	1683	.4	2.0	41	816	.1	1.1
FA '97	103	2886	.2	1.3	106	1096	.3	1.0	156	1279	.4	1.5	138	1676	.3	1.6	59	883	.1	1.5
SU '97	125	3698	.3	1.6	122	1247	.3	1.2	187	1752	.4	1.7	171	1863	.4	1.9	52	1088	.1	1.2
SP '97	156	3909	.4	2.1	139	1490	.3	1.3	254	1885	.6	2.4	198	2199	.5	2.3	63	1246	.2	1.7
4-Book	128	3443	.3	1.7	131	1301	.3	1.2	201	1607	.5	1.9	172	1855	.4	2.0	54	1008	.1	1.4
WI '97	150	3534	.4	2.0	124	1349	.3	1.2	210	1619	.5	2.1	226	2078	.5	2.6	84	1137	.2	2.1
WBAB-FM																				
WI '98	40	864	.1	.5	51	328	.1	.5	61	444	.1	.6	59	428	.1	.7	14	194		.4
FA '97	43	928	.1	.6	61	462	.1	.6	71	464	.2	.7	62	500	.1	.7	13	224		.3
SU '97	41	993	.1	.5	42	364	.1	.4	65	503	.2	.6	49	524	.1	.6	17	274		.4
SP '97	36	898	.1	.5	40	385	.1	.4	52	434	.1	.5	47	467	.1	.5	18	257		.5
4-Book	40	921	.1	.5	49	385	.1	.5	62	461	.2	.6	54	480	.1	.6	16	237		.4
WI '97	32	844	.1	.4	44	354	.1	.4	58	414	.1	.6	38	464	.1	.4	8	191		.2
WHFM-FM																				
WI '98		39								6				6						
FA '97	2	25			5	21			2	10				5						
SU '97	1	53			2	25			1	16				10			1	10		
SP '97	1	28				7			2	21			1	14				7		
4-Book	1	36			2	13			1	13				9				4		
WI '97	1	42				7				20				7						
WBRR-AM																				
WI '98	10	423			25	283	.1	.2	4	105			12	183			7	59		.2
FA '97	8	421			20	258		.2	4	102			13	156			4	78		.1
SU '97	10	503			28	338	.1	.3	11	174		.1	15	234		.2	4	111		.1
SP '97	15	483			31	268	.1	.3	19	205		.2	15	199		.2	7	115		.2
4-Book	11	458			26	287	.1	.3	10	147		.1	14	193		.2	6	91		.2
WI '97	22	515	.1	.3	53	351	.1	.5	36	173	.1	.4	19	209		.2	6	104		.2
WBLI-FM																				
WI '98	87	1386	.2	1.1	98	752	.2	.9	132	754	.3	1.3	113	840	.3	1.2	47	507	.1	1.3
FA '97	90	1334	.2	1.2	112	804	.3	1.0	164	848	.4	1.6	120	905	.3	1.4	31	479	.1	.8
SU '97	69	1227	.2	.9	61	556	.1	.6	121	693	.3	1.1	79	629	.2	.9	33	327	.1	.8
SP '97	84	1364	.2	1.1	89	739	.2	.8	135	813	.3	1.3	107	766	.3	1.2	31	427	.1	.8
4-Book	83	1328	.2	1.1	90	713	.2	.8	138	777	.3	1.3	105	785	.3	1.2	36	435	.1	.9
WI '97	91	1135	.2	1.2	108	566	.3	1.0	185	712	.4	1.9	112	659	.3	1.3	33	369	.1	.8

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	275	5096	.7	3.6	283	2190	.7	2.6	287	2233	.7	2.7	314	2474	.8	3.5	214	1933	.5	5.9
FA '97	248	4897	.6	3.2	290	2071	.7	2.6	280	2021	.7	2.7	296	2406	.7	3.3	192	1878	.5	4.8
SU '97	299	5370	.7	3.9	326	2198	.8	3.3	365	2405	.9	3.4	301	2661	.7	3.4	235	2104	.6	5.6
SP '97	288	4969	.7	3.8	346	2358	.8	3.2	418	2360	1.0	4.0	315	2200	.8	3.7	166	1945	.4	4.4
4-Book	278	5083	.7	3.6	311	2204	.8	2.9	338	2255	.8	3.2	307	2435	.8	3.5	202	1965	.5	5.2
WI '97	353	5129	.8	4.7	493	2515	1.2	4.7	450	2292	1.1	4.5	356	2629	.9	4.0	256	2064	.6	6.4
WBZ-FM																				
WI '98	35	761	.1	.5	39	399	.1	.4	58	373	.1	.6	46	386	.1	.5	9	178		.2
FA '97	34	687	.1	.4	40	304	.1	.4	50	311	.1	.5	40	407	.1	.5	14	177		.3
SU '97	35	656	.1	.5	39	260	.1	.4	52	308	.1	.5	37	297	.1	.4	16	158		.4
SP '97	31	714	.1	.4	28	334	.1	.3	57	404	.1	.5	48	411	.1	.6	6	151		.2
4-Book	34	705	.1	.5	37	324	.1	.4	54	349	.1	.5	43	375	.1	.5	11	166		.3
WI '97	29	611	.1	.4	31	258	.1	.3	49	272	.1	.5	38	324	.1	.4	4	127		.1
WCBS-AM																				
WI '98	94	2785	.2	1.2	254	1870	.6	2.3	77	1038	.2	.7	92	1130	.2	1.0	29	551	.1	.8
FA '97	101	2814	.2	1.3	260	1754	.6	2.4	63	947	.2	.6	115	1233	.3	1.3	34	674	.1	.8
SU '97	121	3038	.3	1.6	318	2024	.8	3.2	94	1127	.2	.9	112	1211	.3	1.3	56	742	.1	1.3
SP '97	89	3000	.2	1.2	247	2026	.6	2.3	63	921	.2	.6	70	1049	.2	.8	35	700	.1	.9
4-Book	101	2909	.2	1.3	270	1919	.7	2.6	74	1008	.2	.7	97	1156	.3	1.1	39	667	.1	1.0
WI '97	124	3577	.3	1.6	373	2508	.9	3.5	81	1318	.2	.8	96	1421	.2	1.1	51	860	.1	1.3
WCBS-FM																				
WI '98	279	4649	.7	3.7	401	2458	1.0	3.6	448	2253	1.1	4.3	342	2487	.8	3.8	79	987	.2	2.2
FA '97	327	5077	.8	4.3	457	2594	1.1	4.1	580	2497	1.4	5.7	358	2779	.9	4.0	94	1331	.2	2.3
SU '97	250	5265	.6	3.3	287	2147	.7	2.9	383	2551	.9	3.6	290	2431	.7	3.3	86	1452	.2	2.0
SP '97	260	4759	.6	3.4	373	2317	.9	3.4	412	2202	1.0	4.0	297	2150	.7	3.5	97	1125	.2	2.6
4-Book	279	4938	.7	3.7	380	2379	.9	3.5	456	2376	1.1	4.4	322	2462	.8	3.7	89	1224	.2	2.3
WI '97	291	5253	.7	3.9	375	2463	.9	3.6	455	2483	1.1	4.6	377	2687	.9	4.3	107	1366	.3	2.7
+WDRE-FM																				
WI '98	3	102			3	52			6	56		.1	6	77		.1		17		
FA '97	4	113		.1	8	71		.1	7	56		.1	4	39			1	16		
SU '97	5	114		.1	9	63		.1	6	65		.1	5	66		.1	3	46		.1
SP '97	5	186		.1	4	82		.1	6	84		.1	6	97		.1	1	39		
4-Book	4	129		.1	6	67		.1	6	65		.1	5	70		.1	1	30		
WI '97	3	102			7	27		.1	2	50			2	35			1	39		
WLIR-FM																				
WI '98	33	1093	.1	.4	49	513	.1	.4	43	411	.1	.4	50	612	.1	.6	8	214		.2
FA '97	36	1162	.1	.5	31	383	.1	.3	61	541	.1	.6	62	658	.1	.7	15	335		.4
SU '97	43	1420	.1	.6	41	574	.1	.4	46	694	.1	.4	51	646	.1	.6	22	487		.5
SP '97	44	1286	.1	.6	42	492	.1	.4	68	650	.2	.7	61	557	.1	.7	24	427		.6
4-Book	39	1240	.1	.5	41	491	.1	.4	55	574	.1	.5	56	618	.1	.7	17	366	.1	.4
WI '97	30	1047	.1	.4	41	457	.1	.4	40	393	.1	.4	34	459	.1	.4	22	314	.1	.6
WFAN-AM																				
WI '98	29	963	.1	.4	107	488	.3	1.0	8	163		.1	26	253	.1	.3	9	132		.2
FA '97	35	1346	.1	.5	87	498	.2	.8	25	276	.1	.2	34	325	.1	.4	12	293		.3
SU '97	44	1536	.1	.6	93	599	.2	.9	37	342	.1	.3	36	295	.1	.4	26	347	.1	.6
SP '97	40	1412	.1	.5	144	810	.3	1.3	11	170		.1	24	296	.1	.3	17	297		.4
4-Book	37	1314	.1	.5	108	599	.3	1.0	20	238	.1	.2	30	292	.1	.4	16	267	.1	.4
WI '97	41	1174	.1	.5	114	539	.3	1.1	31	260	.1	.3	43	292	.1	.5	14	197		.4
WFAS-FM																				
WI '98	45	695	.1	.6	62	375	.1	.6	88	416	.2	.8	51	437	.1	.6	14	202		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	54	703	.1	.7	89	391	.2	.8	81	354	.2	.8	47	282	.1	.5	28	244	.1	.8
FA '97	60	831	.1	.8	97	448	.2	.9	49	287	.1	.5	39	249	.1	.4	50	298	.1	1.2
SU '97	27	770	.1	.4	23	313	.1	.2	23	235	.1	.2	25	246	.1	.3	27	290	.1	.6
SP '97	60	719	.1	.8	54	325	.1	.5	90	377	.2	.9	46	260	.1	.5	44	249	.1	1.2
4-Book	50	756	.1	.7	66	369	.2	.6	61	313	.2	.6	39	259	.1	.4	37	270	.1	1.0
WI '97	48	651	.1	.6	78	378	.2	.7	45	237	.1	.5	27	231	.1	.3	43	265	.1	1.1
WHLI-AM																				
WI '98	* 1	35			* 1	6			1	17			* 2	17						
FA '97	3	41			5	26			4	19			3	15			**	**	**	**
SU '97	3	29			5	12			2	12			3	18			**	**	**	**
SP '97	5	51		.1	8	39		.1	6	24		.1	2	27			**	**	**	**
4-Book	3	39			5	21			3	18			3	19			**	**	**	**
WI '97	9	58		.1	7	26		.1	13	32		.1	9	26		.1	**	**	**	**
WHTZ-FM																				
WI '98	497	9476	1.2	6.5	709	5344	1.7	6.4	601	4498	1.4	5.7	674	5608	1.6	7.4	275	3426	.7	7.6
FA '97	417	8775	1.0	5.5	573	4377	1.4	5.2	519	4016	1.3	5.1	565	5262	1.4	6.4	220	3178	.5	5.5
SU '97	436	9509	1.0	5.7	574	4483	1.4	5.7	614	4938	1.5	5.7	554	5148	1.3	6.3	249	3459	.6	5.9
SP '97	315	8191	.8	4.2	494	4148	1.2	4.6	391	3981	.9	3.8	381	4433	.9	4.4	160	2775	.4	4.2
4-Book	416	8988	1.0	5.5	588	4588	1.4	5.5	531	4358	1.3	5.1	544	5113	1.3	6.1	226	3210	.6	5.8
WI '97	324	7601	.8	4.3	427	3665	1.0	4.1	473	3654	1.1	4.7	429	4112	1.0	4.9	158	2494	.4	4.0
WHUD-FM																				
WI '98	65	565	.2	.9	98	427	.2	.9	132	389	.3	1.3	88	353	.2	1.0	8	115		.2
FA '97	21	515	.1	.3	41	320	.1	.4	43	229	.1	.4	18	209		.2	4	125		.1
SU '97	46	714	.1	.6	86	370	.2	.9	74	265	.2	.7	45	315	.1	.5	12	246		.3
SP '97	37	686	.1	.5	62	398	.1	.6	48	321	.1	.5	53	380	.1	.6	13	297		.3
4-Book	42	620	.1	.6	72	379	.2	.7	74	301	.2	.7	51	314	.1	.6	9	196		.2
WI '97	55	594	.1	.7	104	370	.3	1.0	85	331	.2	.9	57	295	.1	.6	14	187		.4
WINS-AM																				
WI '98	160	4953	.4	2.1	455	3462	1.1	4.1	111	1256	.3	1.1	161	1536	.4	1.8	67	832	.2	1.8
FA '97	145	4921	.3	1.9	413	3133	1.0	3.7	89	1295	.2	.9	137	1748	.3	1.5	58	921	.1	1.4
SU '97	183	5035	.4	2.4	507	3543	1.2	5.1	166	1580	.4	1.5	163	1585	.4	1.9	69	1025	.2	1.6
SP '97	149	4720	.4	2.0	481	3159	1.2	4.4	91	1348	.2	.9	95	1407	.2	1.1	51	715	.1	1.3
4-Book	159	4907	.4	2.1	464	3324	1.1	4.3	114	1370	.3	1.1	139	1569	.3	1.6	61	873	.2	1.5
WI '97	159	4981	.4	2.1	494	3423	1.2	4.7	127	1512	.3	1.3	116	1482	.3	1.3	52	837	.1	1.3
WKJY-FM																				
WI '98	82	909	.2	1.1	110	490	.3	1.0	169	551	.4	1.6	106	557	.3	1.2	11	187		.3
FA '97	48	847	.1	.6	61	420	.1	.6	92	456	.2	.9	55	430	.1	.6	26	243	.1	.6
SU '97	72	865	.2	.9	81	524	.2	.8	158	516	.4	1.5	101	537	.2	1.1	16	248		.4
SP '97	51	760	.1	.7	68	388	.2	.6	107	405	.3	1.0	55	381	.1	.6	17	216		.4
4-Book	63	845	.2	.8	80	456	.2	.8	132	482	.3	1.3	79	476	.2	.9	18	224		.4
WI '97	67	809	.2	.9	71	405	.2	.7	149	442	.4	1.5	97	493	.2	1.1	21	230	.1	.5
WKTU-FM																				
WI '98	480	8997	1.2	6.3	560	4378	1.3	5.1	643	4128	1.5	6.1	634	5305	1.5	7.0	247	3051	.6	6.8
FA '97	575	9101	1.4	7.5	667	4729	1.6	6.0	790	4957	1.9	7.8	794	5593	1.9	8.9	344	3729	.8	8.6
SU '97	539	9624	1.3	7.0	558	4543	1.3	5.6	724	5389	1.7	6.7	686	5565	1.7	7.8	364	3714	.9	8.6
SP '97	561	9346	1.3	7.4	634	4641	1.5	5.9	818	5057	2.0	7.9	748	5597	1.8	8.7	298	3619	.7	7.8
4-Book	539	9267	1.3	7.1	605	4573	1.4	5.7	744	4883	1.8	7.1	716	5515	1.7	8.1	313	3528	.8	8.0
WI '97	545	9487	1.3	7.2	637	4786	1.5	6.1	725	5140	1.7	7.3	724	5936	1.7	8.2	298	3689	.7	7.5
WLIB-AM																				
WI '98	* 63	721	.2	.8	* 52	174	.1	.5	53	241	.1	.5	* 37	118	.1	.4				
FA '97	49	694	.1	.6	34	172	.1	.3	39	310	.1	.4	26	181	.1	.3	**	**	**	**
SU '97	106	967	.3	1.4	97	391	.2	1.0	93	335	.2	.9	98	539	.2	1.1	**	**	**	**
SP '97	74	1002	.2	1.0	43	354	.1	.4	71	435	.2	.7	66	329	.2	.8				
4-Book	73	846	.2	1.0	57	273	.1	.6	64	330	.2	.6	57	292	.2	.7	**	**	**	**
WI '97	82	870	.2	1.1	49	194	.1	.5	56	265	.1	.6	87	344	.2	1.0	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTV-FM																				
WI '98	677	8452	1.6	8.9	686	4276	1.7	6.2	1343	4751	3.2	12.8	903	4885	2.2	10.0	302	2991	.7	8.3
FA '97	673	8514	1.6	8.8	729	4249	1.8	6.6	1232	4731	3.0	12.1	831	4756	2.0	9.4	329	3297	.8	8.2
SU '97	712	8764	1.7	9.3	687	4113	1.7	6.9	1350	4910	3.2	12.6	886	4934	2.1	10.1	348	3021	.8	8.2
SP '97	642	7956	1.5	8.5	703	4076	1.7	6.5	1176	4508	2.8	11.3	805	4559	1.9	9.4	322	2908	.8	8.5
4-Book	676	8422	1.6	8.9	701	4179	1.7	6.6	1275	4725	3.1	12.2	856	4784	2.1	9.7	325	3054	.8	8.3
WI '97	602	7949	1.4	8.0	568	3874	1.4	5.4	1103	4532	2.7	11.1	859	4460	2.1	9.7	275	2634	.7	6.9
WMCA-AM																				
WI '98	18	328	.1	.2	50	201	.1	.5	14	131	.1	.1	12	92	.1	.1	13	102	.1	.4
FA '97	29	385	.1	.4	75	296	.2	.7	22	114	.1	.2	24	143	.1	.3	17	150	.1	.4
SU '97	12	367	.1	.2	27	193	.1	.3	11	108	.1	.1	10	95	.1	.1	6	99	.1	.1
SP '97	43	397	.1	.6	93	261	.2	.9	44	186	.1	.4	43	184	.1	.5	28	151	.1	.7
4-Book	26	369	.1	.4	61	238	.2	.6	23	135	.1	.2	22	129	.1	.3	16	126	.1	.4
WI '97	22	392	.1	.3	51	263	.1	.5	16	120	.1	.2	11	105	.1	.1	12	124	.1	.3
WMJC-FM																				
WI '98	26	324	.1	.3	23	155	.1	.2	47	164	.1	.4	43	219	.1	.5	9	134	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	26	317	.1	.3	29	158	.1	.3	44	181	.1	.4	37	218	.1	.4	11	180	.1	.3
SP '97	19	345	.1	.3	23	221	.1	.2	23	188	.1	.2	24	236	.1	.3	7	150	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	10	94	.1	.1	16	64	.1	.1	31	43	.1	.3	10	60	.1	.1	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	66	.1	.1	1	18	.1	.1	2	27	.1	.1	3	15	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	30	30	.1	.1	2	30	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	118	3007	.3	1.5	160	1240	.4	1.4	155	1256	.4	1.5	128	1459	.3	1.4	75	946	.2	2.1
FA '97	119	3079	.3	1.6	143	1388	.3	1.3	195	1431	.5	1.9	143	1564	.3	1.6	56	870	.1	1.4
SU '97	129	3514	.3	1.7	120	1195	.3	1.2	229	1738	.6	2.1	170	1925	.4	1.9	62	907	.1	1.5
SP '97	137	3233	.3	1.8	173	1396	.4	1.6	228	1587	.5	2.2	167	1645	.4	1.9	39	786	.1	1.0
4-Book	126	3208	.3	1.7	149	1305	.4	1.4	202	1503	.5	1.9	152	1648	.4	1.7	58	877	.1	1.5
WI '97	116	3075	.3	1.5	159	1360	.4	1.5	131	1293	.3	1.3	144	1520	.3	1.6	70	945	.2	1.8
+NSR-FM																				
WI '98	165	4965	.4	2.2	177	2228	.4	1.6	269	2221	.6	2.6	228	2581	.5	2.5	81	1409	.2	2.2
FA '97	189	4509	.5	2.5	224	2010	.5	2.0	337	2218	.8	3.3	257	2365	.6	2.9	76	1250	.2	1.9
SU '97	186	4899	.4	2.4	174	1967	.4	1.7	313	2413	.8	2.9	287	2651	.7	3.3	70	1368	.2	1.7
SP '97	198	4491	.5	2.6	172	1760	.4	1.6	375	2293	.9	3.6	278	2430	.7	3.2	81	1239	.2	2.1
4-Book	185	4716	.5	2.4	187	1991	.4	1.7	324	2286	.8	3.1	263	2507	.6	3.0	77	1317	.2	2.0
WI '97	202	4426	.5	2.7	207	1955	.5	2.0	334	1881	.8	3.4	269	1982	.6	3.0	83	1235	.2	2.1
WNWK-FM																				
WI '98	64	1353	.2	.8	15	155	.1	.1	18	203	.1	.2	48	424	.1	.5	88	528	.2	2.4
FA '97	71	1266	.2	.9	33	192	.1	.3	44	280	.1	.4	51	437	.1	.6	65	453	.2	1.6
SU '97	79	1279	.2	1.0	35	279	.1	.3	45	299	.1	.4	67	540	.2	.8	105	616	.3	2.5
SP '97	74	1372	.2	1.0	21	194	.1	.2	32	342	.1	.3	51	442	.1	.6	101	628	.2	2.7
4-Book	72	1318	.2	.9	26	205	.1	.2	35	281	.1	.3	54	461	.1	.6	90	556	.2	2.3
WI '97	85	1332	.2	1.1	35	278	.1	.3	59	331	.1	.6	63	473	.2	.7	86	506	.2	2.2
WOR -AM																				
WI '98	67	1099	.2	.9	119	518	.3	1.1	89	523	.2	.8	65	385	.2	.7	38	335	.1	1.0
FA '97	62	1147	.1	.8	113	622	.3	1.0	76	530	.2	.7	59	344	.1	.7	55	371	.1	1.4
SU '97	64	1209	.2	.8	91	592	.2	.9	88	576	.2	.8	93	434	.2	1.1	47	439	.1	1.1
SP '97	67	1144	.2	.9	163	642	.4	1.5	74	547	.2	.7	65	328	.2	.8	16	227	.1	.4
4-Book	65	1150	.2	.9	122	594	.3	1.1	82	544	.2	.8	71	373	.2	.8	39	343	.1	1.0
WI '97	81	1338	.2	1.1	143	771	.3	1.4	89	564	.2	.9	110	543	.3	1.2	54	483	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	329	3630	.8	4.3	323	1541	.8	2.9	402	1844	1.0	3.8	386	2111	.9	4.3	196	1406	.5	5.4
FA '97	343	3527	.8	4.5	356	1737	.9	3.2	395	1919	1.0	3.9	347	1889	.8	3.9	279	1534	.7	7.0
SU '97	302	3208	.7	3.9	282	1461	.7	2.8	440	1989	1.1	4.1	321	1660	.8	3.6	241	1405	.6	5.7
SP '97	327	3389	.8	4.3	364	1781	.9	3.4	501	2055	1.2	4.8	312	1825	.8	3.6	178	1374	.4	4.7
4-Book	325	3439	.8	4.3	331	1630	.8	3.1	435	1952	1.1	4.2	342	1871	.8	3.9	224	1430	.6	5.7
WI '97	359	3326	.9	4.8	357	1867	.9	3.4	478	1947	1.1	4.8	420	1906	1.0	4.8	208	1296	.5	5.2
WPLJ-FM																				
WI '98	340	6856	.8	4.5	638	4111	1.5	5.8	510	2936	1.2	4.9	474	3890	1.1	5.2	76	1781	.2	2.1
FA '97	349	6694	.8	4.6	598	3615	1.4	5.4	461	3197	1.1	4.5	487	4166	1.2	5.5	117	1879	.3	2.9
SU '97	356	7459	.9	4.6	598	3769	1.4	6.0	523	3854	1.3	4.9	490	4219	1.2	5.6	106	2015	.3	2.5
SP '97	331	6853	.8	4.4	581	3829	1.4	5.4	438	3176	1.1	4.2	486	3841	1.2	5.6	89	1672	.2	2.3
4-Book	344	6966	.8	4.5	604	3831	1.4	5.7	483	3291	1.2	4.6	484	4029	1.2	5.5	97	1837	.3	2.5
WI '97	306	6279	.7	4.1	520	3155	1.3	4.9	461	2662	1.1	4.6	420	3391	1.0	4.8	75	1530	.2	1.9
WQCD-FM																				
WI '98	311	4643	.7	4.1	294	2045	.7	2.7	500	2162	1.2	4.8	408	2444	1.0	4.5	159	1595	.4	4.4
FA '97	260	4010	.6	3.4	256	1651	.6	2.3	356	1901	.9	3.5	324	2156	.8	3.7	192	1533	.5	4.8
SU '97	307	4745	.7	4.0	286	2024	.7	2.9	474	2463	1.1	4.4	420	2657	1.0	4.8	194	1894	.5	4.6
SP '97	300	4472	.7	4.0	277	1879	.7	2.6	406	2084	1.0	3.9	369	2380	.9	4.3	213	1706	.5	5.6
4-Book	295	4468	.7	3.9	278	1900	.7	2.6	434	2153	1.1	4.2	380	2409	.9	4.3	190	1682	.5	4.9
WI '97	251	4206	.6	3.3	290	1897	.7	2.8	325	1760	.8	3.3	267	1971	.6	3.0	184	1506	.4	4.6
WQEW-AM																				
WI '98	11	242	.1	.3	13	82	.1	.1	13	97	.1	.1	10	84	.1	.1	4	44	.1	.1
FA '97	22	334	.1	.3	20	145	.2	.2	38	125	.1	.4	24	149	.1	.3	8	44	.2	.2
SU '97	14	303	.2	.2	19	143	.2	.2	21	98	.1	.2	16	115	.2	.2	7	88	.2	.2
SP '97	20	381	.3	.3	14	109	.1	.1	20	141	.2	.2	17	147	.2	.2	12	139	.3	.3
4-Book	17	315	.2	.2	17	120	.2	.2	23	115	.1	.2	17	124	.2	.2	8	79	.2	.2
WI '97	7	241	.1	.1	12	130	.1	.1	7	65	.1	.1	7	86	.1	.1	2	12	.1	.1
WQHT-FM																				
WI '98	399	6151	1.0	5.2	524	3205	1.3	4.7	461	3208	1.1	4.4	464	3512	1.1	5.1	302	2539	.7	8.3
FA '97	482	6656	1.2	6.3	603	3473	1.5	5.5	548	3543	1.3	5.4	598	4115	1.4	6.7	349	3125	.8	8.7
SU '97	455	6478	1.1	5.9	570	3316	1.4	5.7	565	3538	1.4	5.3	544	3700	1.3	6.2	306	2929	.7	7.3
SP '97	541	6869	1.3	7.2	665	3524	1.6	6.2	575	3894	1.4	5.5	686	4091	1.7	8.0	440	3143	1.1	11.6
4-Book	469	6539	1.2	6.2	591	3380	1.5	5.5	537	3546	1.3	5.2	573	3855	1.4	6.5	349	2934	.8	9.0
WI '97	535	6384	1.3	7.1	620	3457	1.5	5.9	574	3560	1.4	5.8	680	4069	1.6	7.7	423	2942	1.0	10.7
WQXR-FM																				
WI '98	91	1837	.2	1.2	83	847	.2	.8	168	955	.4	1.6	113	819	.3	1.2	44	550	.1	1.2
FA '97	77	1471	.2	1.0	110	720	.3	1.0	92	558	.2	.9	71	639	.2	.8	74	489	.2	1.8
SU '97	77	1299	.2	1.0	60	448	.1	.6	119	638	.3	1.1	79	634	.2	.9	55	563	.1	1.3
SP '97	101	1648	.2	1.3	105	732	.3	1.0	159	791	.4	1.5	110	615	.3	1.3	60	571	.1	1.6
4-Book	87	1564	.2	1.1	90	687	.2	.9	135	736	.3	1.3	93	677	.3	1.1	58	543	.1	1.5
WI '97	93	1962	.2	1.2	106	842	.3	1.0	103	625	.2	1.0	120	973	.3	1.4	68	621	.2	1.7
WRKS-FM																				
WI '98	473	6227	1.1	6.2	656	3420	1.6	5.9	552	2832	1.3	5.3	527	3671	1.3	5.8	359	2699	.9	9.9
FA '97	468	6624	1.1	6.1	748	3775	1.8	6.8	579	3292	1.4	5.7	491	3302	1.2	5.5	292	2549	.7	7.3
SU '97	552	6924	1.3	7.2	638	3530	1.5	6.4	742	3767	1.8	6.9	627	3757	1.5	7.1	409	2852	1.0	9.7
SP '97	502	6795	1.2	6.7	737	3884	1.8	6.8	694	3611	1.7	6.7	517	3451	1.2	6.0	322	2574	.8	8.5
4-Book	499	6643	1.2	6.6	695	3652	1.7	6.5	642	3376	1.6	6.2	541	3545	1.3	6.1	346	2669	.9	8.9
WI '97	484	6481	1.2	6.4	663	3494	1.6	6.3	590	3104	1.4	5.9	536	3274	1.3	6.1	370	2657	.9	9.3
WSKQ-FM																				
WI '98	641	5295	1.5	8.4	1115	3653	2.7	10.1	790	3051	1.9	7.5	586	3113	1.4	6.5	256	1947	.6	7.1
FA '97	610	5112	1.5	8.0	991	3580	2.4	9.0	728	3147	1.8	7.1	547	2843	1.3	6.2	313	1912	.8	7.8
SU '97	551	4902	1.3	7.2	772	3203	1.9	7.7	709	3023	1.7	6.6	507	2721	1.2	5.8	234	1816	.6	5.5
SP '97	461	4486	1.1	6.1	785	2797	1.9	7.3	542	2391	1.3	5.2	433	2375	1.0	5.0	232	1656	.6	6.1
4-Book	566	4949	1.4	7.4	916	3308	2.2	8.5	692	2903	1.7	6.6	518	2763	1.2	5.9	259	1833	.7	6.6
WI '97	424	4326	1.0	5.6	660	2600	1.6	6.3	451	2285	1.1	4.5	379	2051	.9	4.3	209	1622	.5	5.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDJ-AM																				
WI '98	32	324	.1	.4	54	232	.1	.5	31	119	.1	.3	19	123	.2	.2	22	175	.1	.6
FA '97	30	393	.1	.4	43	245	.1	.4	25	152	.1	.2	47	217	.1	.5	27	93	.1	.7
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	20	501	.1	.3	19	131	.1	.2	24	154	.1	.2	19	153	.2	.2	7	99	.1	.2
FA '97	21	432	.1	.3	13	130	.1	.1	24	115	.1	.2	26	104	.1	.3	14	79	.1	.3
SU '97	13	310	.1	.2	23	108	.1	.2	2	27	.1	.1	8	74	.1	.1	11	121	.1	.3
SP '97	43	554	.1	.6	44	223	.1	.4	54	232	.1	.5	38	224	.1	.4	18	120	.1	.5
4-Book	24	449	.1	.4	25	148	.1	.2	26	132	.1	.2	23	139	.1	.3	13	105	.1	.3
WI '97	48	622	.1	.6	42	245	.1	.4	46	311	.1	.5	36	229	.1	.4	34	193	.1	.9
+WVY-FM																				
WI '98	1	35	.1	.1	1	17	.1	.1	1	6	.1	.1	1	12	.1	.1	1	13	.1	.1
FA '97	3	58	.1	.1	8	46	.1	.1	7	42	.1	.1	2	27	.1	.1	1	11	.1	.1
SU '97	1	45	.1	.1	2	17	.1	.1		12	.1	.1	1	39	.1	.1	1	21	.1	.1
SP '97		12	.1	.1			.1	.1			.1	.1			.1	.1		12	.1	.1
4-Book	1	38	.1	.1	3	20	.1	.1	2	15	.1	.1	1	20	.1	.1	1	14	.1	.1
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WXY-FM																				
WI '98	45	638	.1	.6	59	344	.1	.5	71	370	.2	.7	57	302	.1	.6	19	228	.1	.5
FA '97	44	713	.1	.6	62	336	.1	.6	53	345	.1	.5	46	436	.1	.5	22	261	.1	.5
SU '97	37	678	.1	.5	28	239	.1	.3	44	324	.1	.4	52	377	.1	.6	17	323	.1	.4
SP '97	31	735	.1	.4	27	350	.1	.2	47	368	.1	.5	39	487	.1	.5	16	274	.1	.4
4-Book	39	691	.1	.5	44	317	.1	.4	54	352	.1	.5	49	401	.1	.6	19	272	.1	.5
WI '97	41	788	.1	.5	46	436	.1	.4	53	309	.1	.5	64	505	.2	.7	31	267	.1	.8
+WZY-FM																				
WI '98	30	476	.1	.4	34	343	.1	.3	34	304	.1	.3	39	363	.1	.4	14	250	.1	.4
FA '97	30	339	.1	.4	35	170	.1	.3	45	187	.1	.4	45	233	.1	.5	13	126	.1	.3
SU '97	37	528	.1	.5	39	274	.1	.4	54	341	.1	.5	47	355	.1	.5	16	192	.1	.4
SP '97	28	512	.1	.4	27	230	.1	.2	32	277	.1	.3	35	334	.1	.4	14	188	.1	.4
4-Book	31	464	.1	.4	34	254	.1	.3	41	277	.1	.4	42	321	.1	.5	14	189	.1	.4
WI '97	36	432	.1	.5	29	205	.1	.3	46	235	.1	.5	57	313	.1	.6	20	103	.1	.5
WXRK-FM																				
WI '98	237	4440	.6	3.1	847	3430	2.0	7.7	274	1869	.7	2.6	146	1291	.4	1.6	30	724	.1	.8
FA '97	224	4514	.5	2.9	794	3196	1.9	7.2	217	1898	.5	2.1	137	1441	.3	1.5	58	822	.1	1.4
SU '97	231	4921	.6	3.0	795	3378	1.9	7.9	220	2174	.5	2.0	127	1445	.3	1.4	70	1033	.2	1.7
SP '97	230	5160	.6	3.0	788	3661	1.9	7.3	243	2209	.6	2.3	147	1379	.4	1.7	61	1019	.1	1.6
4-Book	231	4759	.6	3.0	806	3416	1.9	7.5	239	2038	.6	2.3	139	1389	.4	1.6	55	900	.1	1.4
WI '97	197	4383	.5	2.6	589	2914	1.4	5.6	219	1777	.5	2.2	148	1660	.4	1.7	58	1002	.1	1.5
WKXV-FM																				
WI '98	61	1534	.1	.8	97	771	.2	.9	70	657	.2	.7	107	923	.3	1.2	10	265	.1	.3
FA '97	41	1329	.1	.5	79	615	.2	.7	41	602	.1	.4	67	697	.2	.8	13	309	.1	.3
SU '97	33	1127	.1	.4	44	438	.1	.4	38	419	.1	.4	44	575	.1	.5	16	258	.1	.4
SP '97	40	1137	.1	.5	79	656	.2	.7	38	404	.1	.4	69	684	.2	.8	11	262	.1	.3
4-Book	44	1282	.1	.6	75	620	.2	.7	47	521	.1	.5	72	720	.2	.8	13	274	.1	.3
WI '97	47	1213	.1	.6	94	737	.2	.9	43	526	.1	.4	61	558	.1	.7	20	369	.1	.5
TOTALS																				
WI '98	7621	40064	18.4		11039	35808	26.6		10507	30693	25.3		9065	33251	21.8		3628	23020	8.7	
FA '97	7632	40288	18.4		11055	35981	26.6		10190	31088	24.5		8873	33847	21.4		4005	24709	9.6	
SU '97	7669	40042	18.4		10027	34952	24.1		10749	32320	25.9		8805	33269	21.2		4220	25553	10.2	
SP '97	7547	40111	18.2		10813	35907	26.0		10404	31615	25.0		8606	33304	20.7		3799	24534	9.1	
4-Book	7617	40126	18.4		10734	35662	25.8		10463	31429	25.2		8837	33418	21.3		3913	24454	9.4	
WI '97	7539	40138	18.1		10515	35606	25.3		9965	30670	24.0		8834	32957	21.2		3971	23876	9.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	94	1004	.2	.9	27	447	.1	.5	31	112	.1	.6	25	109	.1	.3	24	79	.1	.4
4-Book	95	1053	.2	.9	43	625	.1	.7	64	156	.2	1.2	42	160	.1	.4	42	127	.1	.6
WADO-AM																				
WI '98	220	1385	.5	2.2	56	679	.1	1.0	198	535	.5	3.8	73	205	.2	.7	36	90	.1	.5
4-Book	184	1213	.4	1.8	48	613	.1	.9	152	406	.4	2.8	64	182	.2	.7	24	61	.1	.3
WALK-FM																				
WI '98	160	1087	.4	1.6	60	625	.1	1.1	70	196	.2	1.3	133	314	.3	1.3	70	226	.2	1.0
4-Book	149	1180	.4	1.5	60	665	.2	1.0	69	225	.2	1.2	113	316	.3	1.1	61	204	.2	.9
WAXQ-FM																				
WI '98	182	2568	.4	1.8	90	1604	.2	1.6	62	260	.1	1.2	188	667	.5	1.9	151	608	.4	2.2
4-Book	170	2748	.4	1.7	104	1797	.3	1.8	70	310	.2	1.3	207	747	.5	2.1	158	582	.4	2.3
WBAB-FM																				
WI '98	57	726	.1	.6	26	414	.1	.5	13	66	.2	.3	61	222	.1	.6	31	119	.1	.5
4-Book	56	771	.1	.6	29	421	.1	.5	18	81	.2	.3	55	191	.1	.6	39	133	.1	.6
WHFM-FM																				
WI '98		6			1	39				6			5	39		.1	1	12		
4-Book	1	22			1	23			2	8			3	17			3	11		
WBRR-AM																				
WI '98	13	348		.1	8	189		.1	18	115		.3	11	89		.1				
4-Book	16	403		.2	6	157		.1	12	58		.2	9	55		.1	2	9		
WBLI-FM																				
WI '98	115	1204	.3	1.1	64	837	.2	1.1	72	235	.2	1.4	136	389	.3	1.4	78	266	.2	1.2
4-Book	113	1156	.3	1.1	60	736	.2	1.0	59	189	.1	1.1	129	377	.3	1.3	83	271	.2	1.2
WBLS-FM																				
WI '98	294	3873	.7	2.9	285	2882	.7	5.0	167	486	.4	3.2	389	953	.9	3.9	405	974	1.0	6.0
4-Book	320	3851	.8	3.2	254	2834	.6	4.4	164	510	.4	3.0	338	911	.8	3.4	275	735	.7	4.0
WBZO-FM																				
WI '98	49	639	.1	.5	28	435	.1	.5	18	118		.3	58	201	.1	.6	23	95	.1	.3
4-Book	45	581	.1	.5	28	371	.1	.5	19	80	.1	.3	56	172	.1	.6	33	109	.1	.5
WCBS-AM																				
WI '98	136	2543	.3	1.3	61	1162	.1	1.1	93	429	.2	1.8	46	292	.1	.5	35	115	.1	.5
4-Book	142	2567	.3	1.4	72	1473	.2	1.3	132	544	.3	2.4	73	404	.2	.8	53	223	.1	.8
WCBS-FM																				
WI '98	401	3952	1.0	3.9	199	2235	.5	3.5	190	607	.5	3.7	398	1074	1.0	4.0	214	656	.5	3.2
4-Book	391	4030	1.0	3.9	209	2530	.5	3.6	206	623	.5	3.8	379	1052	.9	3.9	252	757	.6	3.6
+WDRE-FM																				
WI '98	5	102			2	70							4	32			5	44		.1
4-Book	6	112		.1	4	77		.1	2	14			7	32		.1	5	31		.1
WLIR-FM																				
WI '98	47	935	.1	.5	26	484	.1	.5	10	89		.2	48	165	.1	.5	48	190	.1	.7
4-Book	51	1007	.1	.5	33	609	.1	.6	30	125	.1	.5	59	222	.2	.6	48	190	.1	.7
WFAN-AM																				
WI '98	44	753	.1	.4	17	319		.3	14	68		.3	26	50	.1	.3	6	37		.1
4-Book	50	913	.1	.5	28	569	.1	.5	24	90	.1	.4	36	108	.1	.4	27	106	.1	.4
WFAS-FM																				
WI '98	69	603	.2	.7	23	269	.1	.4	39	102	.1	.7	29	101	.1	.3	31	93	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	73	541	.2	.7	39	415	.1	.7	73	143	.2	1.4	30	107	.1	.3	16	64		.2
4-Book	56	542	.2	.6	51	494	.2	.9	66	149	.2	1.2	52	134	.2	.5	32	83	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																					
WI '98	* 1	23			*	19			*				1	12			*				
4-Book	3	32			1	18			1	3			1	7			2	3			
WHTZ-FM																					
WI '98	656	8162	1.6	6.4	365	5644	.9	6.5	242	1062	.6	4.7	736	2662	1.8	7.4	432	1867	1.0	6.4	
4-Book	552	7651	1.3	5.5	304	4873	.8	5.3	213	891	.5	3.9	540	2121	1.3	5.5	375	1476	.9	5.4	
WHUD-FM																					
WI '98	108	534	.3	1.1	29	236	.1	.5	7	53		.1	79	167	.2	.8	41	116	.1	.6	
4-Book	67	519	.2	.7	22	278	.1	.4	20	85	.1	.4	41	129	.1	.4	34	117	.1	.5	
WINS-AM																					
WI '98	232	4361	.6	2.3	94	2080	.2	1.7	226	894	.5	4.3	117	526	.3	1.2	51	264	.1	.8	
4-Book	230	4367	.6	2.3	100	2081	.2	1.8	256	954	.6	4.7	119	567	.3	1.2	61	314	.2	.9	
WKJY-FM																					
WI '98	132	752	.3	1.3	42	436	.1	.7	43	131	.1	.8	93	243	.2	.9	54	176	.1	.8	
4-Book	100	704	.3	1.0	30	361	.1	.5	31	106	.1	.6	63	162	.2	.6	39	127	.1	.6	
WKTU-FM																					
WI '98	615	7569	1.5	6.0	398	5094	1.0	7.0	272	1108	.7	5.2	790	2315	1.9	7.9	541	1742	1.3	8.0	
4-Book	692	7938	1.7	6.9	418	5267	1.0	7.2	287	1094	.7	5.2	813	2464	2.0	8.3	588	1791	1.4	8.5	
WLIB-AM																					
WI '98	* 49	309	.1	.5	* 98	517	.2	1.7	* 116	245	.3	2.2	189	397	.5	1.9	* 125	195	.3	1.9	
4-Book	60	506	.1	.6	108	583	.3	1.9	118	239	.3	2.2	205	377	.5	2.1	158	247	.4	2.3	
WLTW-FM																					
WI '98	1005	7147	2.4	9.8	345	4332	.8	6.1	333	1191	.8	6.4	632	1914	1.5	6.3	408	1136	1.0	6.0	
4-Book	969	6960	2.3	9.7	389	4341	1.0	6.7	358	1101	.9	6.6	710	1875	1.7	7.2	427	1213	1.0	6.1	
WMCA-AM																					
WI '98	24	258	.1	.2	11	159		.2	28	84	.1	.5	16	27		.2	2	16			
4-Book	35	296	.1	.4	16	182		.3	20	58	.1	.4	14	35		.2	8	24		.1	
WMJC-FM																					
WI '98	38	259	.1	.4	17	194		.3	10	48		.2	41	120	.1	.4	15	42		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																					
WI '98	20	94		.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																					
WI '98	148	2332	.4	1.4	93	1636	.2	1.6	78	265	.2	1.5	150	628	.4	1.5	148	536	.4	2.2	
4-Book	170	2596	.4	1.7	92	1603	.2	1.6	79	284	.2	1.5	165	651	.4	1.7	132	514	.3	1.9	
+WNSR-FM																					
WI '98	228	3998	.5	2.2	109	2395	.3	1.9	86	468	.2	1.7	178	773	.4	1.8	127	609	.3	1.9	
4-Book	263	3870	.6	2.6	119	2309	.3	2.1	80	382	.2	1.5	227	885	.6	2.3	153	620	.4	2.2	
WNWK-FM																					
WI '98	26	620	.1	.3	115	910	.3	2.0	151	219	.4	2.9	167	387	.4	1.7	175	342	.4	2.6	
4-Book	38	686	.1	.4	120	876	.3	2.1	160	291	.4	2.9	246	459	.6	2.5	204	370	.5	2.9	
WOR-AM																					
WI '98	91	931	.2	.9	46	470	.1	.8	75	156	.2	1.4	57	176	.1	.6	24	80	.1	.4	
4-Book	91	964	.2	.9	38	503	.1	.7	75	205	.2	1.4	69	203	.2	.7	26	78	.1	.4	
WPAT-FM																					
WI '98	373	2829	.9	3.6	344	2732	.8	6.1	204	531	.5	3.9	503	1159	1.2	5.0	431	992	1.0	6.4	
4-Book	374	2786	.9	3.7	309	2409	.7	5.4	212	580	.5	3.9	479	1078	1.2	4.9	343	761	.8	5.0	
WPLJ-FM																					
WI '98	538	6183	1.3	5.3	165	2978	.4	2.9	158	604	.4	3.0	369	1290	.9	3.7	199	953	.5	2.9	
4-Book	521	6129	1.3	5.2	196	3201	.5	3.4	159	638	.4	2.9	366	1402	.9	3.7	267	1054	.7	3.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCO-FM																						
WI '98		408	3613	1.0	4.0	240	2633	.6	4.2	205	613	.5	3.9	403	1014	1.0	4.0	299	872	.7	4.4	
4-Book		369	3535	.9	3.7	232	2422	.6	4.0	199	579	.5	3.7	376	943	.9	3.8	300	772	.7	4.3	
WQEW-AM																						
WI '98		12	147		.1	15	141		.3	3	15		.1	25	45	.1	.3	7	14		.1	
4-Book		19	201		.2	19	187	.1	.4	8	35		.2	39	78	.1	.4	19	51		.3	
WQHT-FM																						
WI '98		481	5419	1.2	4.7	319	3521	.8	5.6	211	681	.5	4.1	540	1666	1.3	5.4	434	1288	1.0	6.4	
4-Book		565	5550	1.4	5.6	380	3917	.9	6.6	283	867	.7	5.2	591	1768	1.4	6.0	538	1428	1.3	7.8	
WQXR-FM																						
WI '98		125	1492	.3	1.2	64	859	.2	1.1	48	162	.1	.9	90	320	.2	.9	70	230	.2	1.0	
4-Book		108	1194	.3	1.1	68	830	.2	1.2	55	170	.1	1.0	93	304	.2	1.0	66	207	.2	1.0	
WRKS-FM																						
WI '98		576	5368	1.4	5.6	364	3281	.9	6.4	283	767	.7	5.4	588	1339	1.4	5.9	445	1045	1.1	6.6	
4-Book		627	5641	1.5	6.2	374	3606	.9	6.5	326	861	.8	6.0	581	1436	1.4	5.9	480	1200	1.2	6.9	
WSKQ-FM																						
WI '98		827	4749	2.0	8.1	571	3848	1.4	10.1	602	1382	1.5	11.6	1039	2439	2.5	10.4	669	1513	1.6	9.9	
4-Book		707	4418	1.7	7.0	523	3529	1.3	9.1	542	1319	1.3	9.9	942	2107	2.3	9.6	612	1359	1.5	8.8	
WVDJ-AM																						
WI '98		34	281	.1	.3	36	264	.1	.6	32	115	.1	.6	15	59		.2	32	65	.1	.5	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVRL-AM																						
WI '98		21	232	.1	.2	29	335	.1	.5	18	29		.3	25	68	.1	.3	16	39		.2	
4-Book		25	244	.1	.3	32	302	.1	.6	14	34		.2	28	62	.1	.3	18	37		.3	
+WWVY-FM																						
WI '98		1	29			1	17			1	10											
4-Book		2	33			1	15			1	4			1	3				2			
+WWXY-FM																						
WI '98		63	547	.2	.6	29	313	.1	.5	27	106	.1	.5	59	174	.1	.6	48	125	.1	.7	
4-Book		49	556	.1	.5	35	411	.1	.6	36	124	.1	.7	58	191	.1	.6	42	134	.1	.6	
+WWZY-FM																						
WI '98		36	428	.1	.4	31	380	.1	.5	25	102	.1	.5	62	224	.1	.6	30	160	.1	.4	
4-Book		39	400	.1	.4	30	331	.1	.5	30	99	.1	.5	57	166	.1	.6	41	135	.1	.6	
WXRK-FM																						
WI '98		411	4067	1.0	4.0	67	1210	.2	1.2	53	227	.1	1.0	110	411	.3	1.1	79	339	.2	1.2	
4-Book		383	4316	.9	3.8	78	1456	.2	1.4	84	315	.2	1.5	133	533	.3	1.4	90	386	.2	1.3	
WXXW-FM																						
WI '98		90	1313	.2	.9	44	619	.1	.8	28	164	.1	.5	86	293	.2	.9	63	199	.2	.9	
4-Book		63	1069	.1	.6	30	561	.1	.5	33	148	.1	.6	47	216	.1	.5	39	159	.1	.6	
TOTALS																						
WI '98		10226	39392	24.6		5655	33615	13.6		5203	14162	12.5		9985	22315	24.1		6754	16581	16.3		
4-Book		10047	39423	24.2		5780	33972	13.9		5463	14692	13.2		9842	22079	23.7		6956	16413	16.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	42	177	.1	1.0	26	74	.1	.7	9	33	.1	.4	7	38	.1	.1	50	181	.1	1.7
4-Book	42	154	.1	1.0	52	151	.2	1.3	28	117	.1	.4	32	114	.1	.6	50	160	.1	1.6
WADO-AM																				
WI '98	8	29		.2	75	227	.2	2.0	44	128	.1	.6	14	25		.3	19	98		.7
4-Book	7	28		.2	70	212	.2	1.8	56	155	.2	.8	19	55		.4	10	43		.4
WALK-FM																				
WI '98	17	67		.4	41	158	.1	1.1	65	197	.2	1.0	55	136	.1	1.0	26	102	.1	.9
4-Book	29	113	.1	.7	44	154	.1	1.1	81	230	.2	1.2	52	161	.1	1.0	24	108	.1	.8
WAXQ-FM																				
WI '98	38	243	.1	.9	35	123	.1	.9	130	493	.3	1.9	88	431	.2	1.7	26	134	.1	.9
4-Book	63	323	.2	1.5	37	171	.1	.9	138	575	.3	2.0	107	456	.3	2.0	45	195	.1	1.5
WBAB-FM																				
WI '98	11	54		.3	12	47		.3	36	122	.1	.5	28	87	.1	.5	10	59		.3
4-Book	16	70		.4	12	50		.3	47	151	.1	.6	25	79	.1	.5	14	51		.4
WHFM-FM																				
WI '98																				
4-Book		2				2				3				1				4		
WBBR-AM																				
WI '98					16	59		.4	13	64		.2	7	48		.1				
4-Book	1	13			8	40		.2	9	39		.1	5	29		.1	1	9		
WBLI-FM																				
WI '98	35	127	.1	.9	31	74	.1	.8	65	206	.2	1.0	49	240	.1	.9	39	157	.1	1.3
4-Book	34	120	.1	.9	25	80	.1	.6	71	246	.2	1.0	52	191	.1	1.0	24	107	.1	.8
WBLS-FM																				
WI '98	309	889	.7	7.7	163	441	.4	4.4	320	745	.8	4.7	304	708	.7	5.7	199	696	.5	6.9
4-Book	231	719	.6	5.5	203	571	.5	5.2	371	851	.9	5.3	263	662	.6	5.0	168	559	.4	5.5
WBZO-FM																				
WI '98	12	55		.3	9	46		.2	49	167	.1	.7	45	120	.1	.8	7	37		.2
4-Book	14	49		.3	14	52		.3	43	149	.1	.6	31	85	.1	.6	13	47		.4
WCBS-AM																				
WI '98	19	127		.5	97	393	.2	2.6	99	423	.2	1.5	62	257	.1	1.2	47	209	.1	1.6
4-Book	25	147	.1	.6	124	545	.3	3.2	90	442	.2	1.3	54	228	.1	1.1	39	232	.1	1.3
WCBS-FM																				
WI '98	178	491	.4	4.4	134	413	.3	3.6	216	734	.5	3.2	173	507	.4	3.3	74	255	.2	2.6
4-Book	137	453	.3	3.2	155	503	.4	4.0	271	891	.7	3.9	180	515	.4	3.4	84	330	.2	2.8
+WORE-FM																				
WI '98	1	7			3	20		.1	3	16			1	4						
4-Book	1	10			2	11		.1	3	18			8	23		.1	3	9		.1
WLIR-FM																				
WI '98	10	81		.2	9	38		.2	47	208	.1	.7	28	132	.1	.5	9	76		.3
4-Book	24	111	.1	.6	15	60		.4	44	205	.1	.6	32	139	.1	.6	12	90		.4
WFAN-AM																				
WI '98	10	45		.2	20	76		.5	24	103	.1	.4	17	64		.3	14	83		.5
4-Book	15	70		.3	24	72	.1	.6	40	193	.1	.6	38	180	.1	.7	23	91	.1	.8
WFAS-FM																				
WI '98	5	17		.1	10	35		.3	21	66	.1	.3	13	44		.2	33	45	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	28	85	.1	.7	87	210	.2	2.3	37	194	.1	.5	24	102	.1	.5	26	73	.1	.9
4-Book	38	104	.1	.9	99	224	.2	2.5	52	157	.1	.7	35	84	.1	.7	40	109	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM	WI '98					*				1	7			* 1	7							
4-Book		**	**	**	**		2	9	.1	3	9			1	3			**	**	**	**	
WHTZ-FM	WI '98	292	1265	.7	7.3	154	629	.4	4.2	446	1899	1.1	6.5	380	1295	.9	7.2	187	866	.5	6.5	
4-Book		230	1026	.5	5.5	148	639	.4	3.8	418	1749	1.0	5.9	304	1136	.8	5.8	167	809	.4	5.5	
WHUD-FM	WI '98	9	69		.2	18	90		.5	42	82		.6	25	53		.5	6	35		.2	
4-Book		10	42		.2	21	80		.6	32	98		.5	20	58		.4	2	15		.1	
WINS-AM	WI '98	49	299	.1	1.2	178	576	.4	4.8	76	386	.2	1.1	69	310	.2	1.3	19	164		.7	
4-Book		41	223	.1	1.0	179	691	.4	4.6	85	456	.2	1.2	53	226	.1	1.0	37	227	.1	1.2	
WKJY-FM	WI '98	15	71		.4	29	126		.8	56	144		.8	31	70		.6	14	35		.5	
4-Book		12	58		.3	20	74		.5	36	106		.5	24	72		.5	11	40		.4	
WKTU-FM	WI '98	390	1387	.9	9.7	107	485	.3	2.9	535	1838	1.3	7.8	303	1065	.7	5.7	175	747	.4	6.1	
4-Book		365	1328	.9	8.6	136	543	.4	3.5	526	1851	1.3	7.5	369	1205	.9	7.0	203	794	.5	6.6	
WLIB-AM	WI '98					*	25	38	.1	.7	65	112	.2	1.0	* 17	52	.3					
4-Book		**	**	**	**		72	117	.2	1.9	58	102	.2	.8	29	73	.1	.5	**	**	**	**
WLTW-FM	WI '98	238	827	.6	5.9	252	857	.6	6.8	422	1317	1.0	6.2	270	879	.7	5.1	181	683	.4	6.3	
4-Book		262	862	.6	6.2	236	766	.6	6.1	490	1387	1.2	7.0	351	1023	.9	6.6	237	808	.6	7.7	
WNCA-AM	WI '98	2	23			31	92	.1	.8	6	46		.1	1	20			6	31		.2	
4-Book		12	39		.3	38	89	.1	.9	16	65		.2	10	23		.2	13	42		.4	
WMJC-FM	WI '98	4	26		.1	4	19		.1	26	79		.4	23	59		.4	9	39		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM	WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM	WI '98	49	241	.1	1.2	72	215	.2	1.9	109	493	.3	1.6	97	338	.2	1.8	49	183	.1	1.7	
4-Book		57	280	.2	1.3	54	210	.2	1.4	116	480	.3	1.7	86	341	.2	1.6	47	175	.1	1.5	
+WNSR-FM	WI '98	61	306	.1	1.5	63	293	.2	1.7	126	623	.3	1.8	149	495	.4	2.8	81	444	.2	2.8	
4-Book		62	376	.1	1.5	51	254	.1	1.3	163	684	.4	2.3	140	519	.4	2.6	62	378	.2	2.0	
WNVK-FM	WI '98	196	395	.5	4.9	22	73	.1	.6	59	156	.1	.9	88	223	.2	1.7	54	161	.1	1.9	
4-Book		167	351	.4	4.0	15	50	.1	.4	56	122	.1	.8	50	132	.1	1.0	51	144	.1	1.7	
WOR-AM	WI '98	14	69		.3	82	187	.2	2.2	72	186	.2	1.1	23	86	.1	.4	22	77	.1	.8	
4-Book		11	42		.3	53	158	.1	1.3	44	156	.1	.6	17	54	.1	.3	13	60		.5	
WPAT-FM	WI '98	228	742	.5	5.7	208	659	.5	5.6	541	1288	1.3	7.9	386	869	.9	7.3	219	633	.5	7.6	
4-Book		268	694	.6	6.4	191	586	.5	4.9	424	1031	1.0	6.1	295	636	.7	5.6	216	598	.5	7.1	
WPLJ-FM	WI '98	75	425	.2	1.9	88	361	.2	2.4	231	1044	.6	3.4	137	653	.3	2.6	47	289	.1	1.6	
4-Book		112	524	.3	2.6	96	399	.2	2.5	270	1172	.7	3.8	212	858	.5	4.0	77	458	.2	2.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	143	534	.3	3.6	140	419	.3	3.8	311	914	.7	4.6	289	738	.7	5.4	124	345	.3	4.3
4-Book	179	597	.4	4.3	115	395	.3	3.0	289	806	.7	4.1	243	625	.6	4.6	138	414	.4	4.5
WQEV-AM																				
WI '98	4	27	.1	.1	6	24	.2	.2	34	58	.1	.5	19	46	.4	.4	17	33	.6	.6
4-Book	6	23	.2	.2	12	43	.3	.3	36	84	.1	.5	21	62	.4	.4	11	27	.4	.4
WQHT-FM																				
WI '98	380	1137	.9	9.5	136	428	.3	3.7	255	894	.6	3.7	360	905	.9	6.8	208	625	.5	7.2
4-Book	429	1244	1.0	10.3	161	464	.4	4.1	347	1082	.8	4.9	449	1113	1.1	8.5	221	671	.6	7.2
WQXR-FM																				
WI '98	38	180	.1	.9	47	162	.1	1.3	83	318	.2	1.2	82	221	.2	1.5	49	127	.1	1.7
4-Book	49	188	.1	1.1	39	160	.1	1.0	98	337	.3	1.4	87	220	.2	1.6	50	149	.1	1.7
WRKS-FM																				
WI '98	299	837	.7	7.5	345	831	.8	9.3	380	916	.9	5.6	316	770	.8	6.0	246	631	.6	8.5
4-Book	304	843	.7	7.2	385	971	.9	9.9	357	980	.9	5.1	323	767	.8	6.1	238	689	.6	7.8
WSKO-FM																				
WI '98	286	801	.7	7.1	408	1044	1.0	11.0	796	1836	1.9	11.7	505	1064	1.2	9.5	241	692	.6	8.3
4-Book	330	827	.8	7.8	363	923	.9	9.3	690	1544	1.7	9.8	449	964	1.1	8.5	230	666	.6	7.5
WWDJ-AM																				
WI '98	39	59	.1	1.0	18	41	.5	.5	37	103	.1	.5	81	149	.2	1.5	35	54	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	6	16	.1	.1	63	180	.2	1.7	62	141	.1	.9	29	64	.1	.5	11	38	.4	.4
4-Book	14	38	.1	.4	79	164	.2	2.0	54	121	.1	.8	32	60	.1	.6	20	47	.1	.7
+WVYV-FM																				
WI '98						4			3	6										
4-Book		2				1			2	6				3						
+WVXY-FM																				
WI '98	22	81	.1	.5	7	47	.2	.2	35	123	.1	.5	13	50	.2	.2	19	87	.7	.7
4-Book	29	102	.1	.7	25	102	.1	.6	48	183	.1	.7	30	119	.1	.6	14	76	.5	.5
+WVZY-FM																				
WI '98	15	101	.4	.4	21	121	.1	.6	57	188	.1	.8	22	125	.1	.4	9	68	.3	.3
4-Book	15	83	.4	.4	11	64	.3	.3	49	154	.1	.7	22	103	.1	.4	8	47	.3	.3
WXRK-FM																				
WI '98	55	264	.1	1.4	24	88	.1	.6	106	346	.3	1.6	69	259	.2	1.3	33	154	.1	1.1
4-Book	69	303	.2	1.6	23	85	.1	.6	101	431	.3	1.5	76	316	.2	1.4	43	211	.1	1.4
WKXV-FM																				
WI '98	20	139	.5	.5	25	97	.1	.7	78	358	.2	1.1	44	160	.1	.8	6	36	.2	.2
4-Book	13	72	.3	.3	12	51	.4	.4	47	213	.1	.7	45	167	.1	.8	8	37	.2	.2
TOTALS																				
WI '98	4005	11461	9.6	9.6	3706	10535	8.9	8.9	6822	17449	16.4	16.4	5306	12867	12.8	12.8	2891	8669	7.0	7.0
4-Book	4236	11801	10.2	10.2	3898	11021	9.4	9.4	7042	17723	17.0	17.0	5311	12871	12.8	12.8	3065	9051	7.4	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	59	1138	.2	.9	83	489	.2	.9	110	703	.3	1.2	82	507	.2	1.1	18	187	.1	.7
FA '97	79	1322	.2	1.3	124	803	.4	1.3	73	482	.2	.8	131	623	.4	1.8	42	310	.1	1.4
SU '97	70	1526	.2	1.1	99	578	.3	1.2	102	567	.3	1.1	58	484	.2	.8	47	429	.1	1.5
SP '97	54	1302	.2	.9	93	519	.3	1.0	68	477	.2	.8	67	417	.2	1.0	32	377	.1	1.1
4-Book	66	1322	.2	1.1	100	597	.3	1.1	88	557	.3	1.0	85	508	.3	1.2	35	326	.1	1.2
WI '97	44	1313	.1	.7	52	554	.2	.6	77	494	.2	.9	61	449	.2	.8	18	273	.1	.6
WADO-AM																				
WI '98	123	1267	.4	1.9	346	1018	1.0	3.7	157	601	.5	1.8	125	569	.4	1.7	16	200	.1	.6
FA '97	125	1290	.4	2.0	309	997	.9	3.2	210	769	.6	2.4	88	575	.3	1.2	12	124	.1	.4
SU '97	76	909	.2	1.2	172	619	.5	2.0	125	512	.4	1.4	80	308	.2	1.1	10	90	.1	.3
SP '97	100	1144	.3	1.6	254	811	.7	2.7	151	713	.4	1.7	95	462	.3	1.4	17	166	.1	.6
4-Book	106	1153	.3	1.7	270	861	.8	2.9	161	649	.5	1.8	97	479	.3	1.4	14	145	.1	.5
WI '97	88	1088	.3	1.4	261	831	.8	2.9	106	565	.3	1.3	57	334	.2	.8	19	139	.1	.7
WALK-FM																				
WI '98	96	1094	.3	1.5	144	704	.4	1.5	158	547	.5	1.8	112	639	.3	1.5	48	326	.1	1.8
FA '97	82	1248	.2	1.3	119	770	.3	1.2	128	622	.4	1.5	103	812	.3	1.4	26	378	.1	.9
SU '97	95	1065	.3	1.5	147	705	.4	1.7	165	639	.5	1.8	103	608	.3	1.4	29	318	.1	.9
SP '97	87	1231	.3	1.4	137	725	.4	1.5	164	788	.5	1.9	103	710	.3	1.5	20	314	.1	.7
4-Book	90	1160	.3	1.4	137	726	.4	1.5	154	649	.5	1.8	105	692	.3	1.5	31	334	.1	1.1
WI '97	104	1297	.3	1.7	163	870	.5	1.8	171	738	.5	2.0	124	784	.4	1.7	36	339	.1	1.2
WAXQ-FM																				
WI '98	119	2884	.3	1.9	153	1282	.4	1.6	190	1344	.6	2.1	165	1453	.5	2.2	38	738	.1	1.4
FA '97	88	2450	.3	1.4	89	981	.3	.9	131	1120	.4	1.5	121	1450	.4	1.7	46	708	.1	1.6
SU '97	115	3251	.3	1.8	115	1133	.3	1.3	170	1583	.5	1.9	151	1577	.4	2.1	44	892	.1	1.4
SP '97	143	3412	.4	2.3	130	1387	.4	1.4	238	1646	.7	2.7	183	1950	.5	2.6	56	1081	.2	2.0
4-Book	116	2999	.3	1.9	122	1196	.4	1.3	182	1423	.6	2.1	155	1608	.5	2.2	46	855	.1	1.6
WI '97	129	3001	.4	2.1	109	1189	.3	1.2	188	1426	.5	2.2	188	1734	.5	2.6	62	877	.2	2.1
WBAB-FM																				
WI '98	35	763	.1	.6	50	304	.1	.5	52	386	.2	.6	49	376	.1	.7	12	158	.1	.4
FA '97	38	771	.1	.6	54	405	.2	.6	63	395	.2	.7	54	448	.2	.7	11	191	.1	.4
SU '97	32	826	.1	.5	34	296	.1	.4	43	422	.1	.5	37	433	.1	.5	14	227	.1	.4
SP '97	31	735	.1	.5	37	348	.1	.4	43	356	.1	.5	43	394	.1	.6	15	197	.1	.5
4-Book	34	774	.1	.6	44	338	.1	.5	50	390	.2	.6	46	413	.1	.6	13	193	.1	.4
WI '97	26	710	.1	.4	31	305	.1	.3	49	372	.1	.6	32	414	.1	.4	6	142	.1	.2
WHFM-FM																				
WI '98		39								6				6						
FA '97		20			1	15				5				5						
SU '97	1	47			2	25			1	10				10			1	10		
SP '97	1	28				7			2	21			1	14				7		
4-Book	1	34			1	12			1	11				9				4		
WI '97	1	20				7				13				7						
WBBR-AM																				
WI '98	10	423	.2		25	283	.1	.3	4	105			12	183		.2	7	59		.3
FA '97	8	392	.1		20	236	.1	.2	4	84			13	156		.2	4	78		.1
SU '97	9	411	.1		22	257	.1	.3	11	160		.1	14	189		.2	4	100		.1
SP '97	15	467	.2		31	268	.1	.3	19	196		.1	15	199		.2	7	115		.3
4-Book	11	423	.2		25	261	.1	.3	10	136			14	182		.2	6	88		.2
WI '97	22	515	.1	.4	53	351	.2	.6	36	173	.1	.4	19	209	.1	.3	6	104		.2
WBLI-FM																				
WI '98	63	1035	.2	1.0	76	583	.2	.8	88	542	.3	1.0	83	637	.2	1.1	33	337	.1	1.2
FA '97	64	1022	.2	1.0	82	617	.2	.9	114	626	.3	1.3	85	697	.2	1.2	20	373	.1	.7
SU '97	47	903	.1	.7	48	408	.1	.6	76	491	.2	.8	53	454	.2	.7	19	214	.1	.6
SP '97	58	1053	.2	.9	63	586	.2	.7	88	604	.3	1.0	73	559	.2	1.1	21	311	.1	.8
4-Book	58	1003	.2	.9	67	549	.2	.8	92	566	.3	1.0	74	587	.2	1.0	23	309	.1	.8
WI '97	76	852	.2	1.2	87	403	.3	1.0	163	575	.5	1.9	96	506	.3	1.3	25	288	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	214	3741	.6	3.4	224	1655	.7	2.4	210	1579	.6	2.3	248	1849	.7	3.3	169	1391	.5	6.2
FA '97	190	3464	.6	3.0	240	1522	.7	2.5	218	1390	.6	2.5	229	1747	.7	3.2	136	1245	.4	4.6
SU '97	256	4322	.7	4.0	290	1874	.8	3.4	324	2058	.9	3.6	262	2212	.8	3.6	179	1653	.5	5.6
SP '97	261	4084	.8	4.2	320	2110	.9	3.4	379	1937	1.1	4.3	287	1859	.8	4.1	136	1594	.4	4.9
4-Book	230	3903	.7	3.7	269	1790	.8	2.9	283	1741	.8	3.2	257	1917	.8	3.6	155	1471	.5	5.3
WI '97	316	4112	.9	5.1	466	2287	1.4	5.2	405	1977	1.2	4.8	319	2195	.9	4.3	209	1613	.6	7.2
WBZO-FM																				
WI '98	33	659	.1	.5	36	349	.1	.4	56	342	.2	.6	43	348	.1	.6	8	152		.3
FA '97	31	624	.1	.5	33	290	.1	.3	48	289	.1	.6	36	379	.1	.5	13	163		.4
SU '97	34	598	.1	.5	38	245	.1	.4	51	296	.1	.6	36	276	.1	.5	15	149		.5
SP '97	28	630	.1	.5	26	309	.1	.3	52	355	.2	.6	42	365	.1	.6	5	133		.2
4-Book	32	628	.1	.5	33	298	.1	.4	52	321	.2	.6	39	342	.1	.6	10	149		.4
WI '97	23	535	.1	.4	26	229	.1	.3	37	229	.1	.4	34	310	.1	.5	4	127		.1
WCBS-AM																				
WI '98	90	2621	.3	1.4	249	1751	.7	2.6	72	938	.2	.8	88	1061	.3	1.2	29	551	.1	1.1
FA '97	95	2613	.3	1.5	249	1642	.7	2.6	58	860	.2	.7	108	1149	.3	1.5	31	615	.1	1.1
SU '97	117	2829	.3	1.8	303	1899	.9	3.6	92	1104	.3	1.0	109	1133	.3	1.5	55	677	.2	1.7
SP '97	83	2817	.2	1.3	233	1910	.7	2.5	56	846	.2	.6	68	1012	.2	1.0	33	663	.1	1.2
4-Book	96	2720	.3	1.5	259	1801	.8	2.8	70	937	.2	.8	93	1089	.3	1.3	37	627	.1	1.3
WI '97	117	3318	.3	1.9	352	2312	1.0	3.9	74	1238	.2	.9	92	1361	.3	1.3	48	792	.1	1.6
WCBS-FM																				
WI '98	260	4198	.8	4.1	372	2311	1.1	3.9	412	2019	1.2	4.6	327	2225	1.0	4.3	74	925	.2	2.7
FA '97	303	4608	.9	4.8	426	2363	1.2	4.5	532	2316	1.6	6.2	337	2555	1.0	4.7	88	1180	.3	3.0
SU '97	241	4857	.7	3.8	274	2061	.8	3.2	369	2367	1.1	4.1	286	2334	.8	3.9	82	1348	.2	2.5
SP '97	242	4434	.7	3.9	361	2208	1.1	3.9	384	2092	1.1	4.4	272	2002	.8	3.9	86	1035	.3	3.1
4-Book	262	4524	.8	4.2	358	2236	1.1	3.9	424	2199	1.3	4.8	306	2279	.9	4.2	83	1122	.3	2.8
WI '97	274	4794	.8	4.4	352	2303	1.0	3.9	422	2218	1.2	5.0	359	2508	1.0	4.9	103	1261	.3	3.5
+WDRE-FM																				
WI '98	1	69			1	30			3	34			3	52				6		
FA '97	4	93		.1	8	71		.1	7	49		.1	4	39		.1		10		
SU '97	3	68			5	39		.1	5	36		.1	3	30				24		
SP '97	3	141			3	63			3	65			4	77		.1	1	20		
4-Book	3	93			4	51		.1	5	46		.1	4	50		.1		15		
WI '97	2	57			6	20		.1		20			1	12				25		
WLIR-FM																				
WI '98	26	840	.1	.4	38	414	.1	.4	34	324	.1	.4	35	459	.1	.5	6	159		.2
FA '97	28	970	.1	.4	23	311	.1	.2	43	439	.1	.5	48	545	.1	.7	14	306		.5
SU '97	34	1011	.1	.5	33	431	.1	.4	38	495	.1	.4	44	480	.1	.6	12	293		.4
SP '97	37	927	.1	.6	32	357	.1	.3	59	493	.2	.7	53	388	.2	.8	19	293	.1	.7
4-Book	31	937	.1	.5	32	378	.1	.3	44	438	.1	.5	45	468	.1	.7	13	263		.5
WI '97	25	818	.1	.4	36	388	.1	.4	31	280	.1	.4	31	395	.1	.4	17	233		.6
WFAN-AM																				
WI '98	28	924	.1	.4	107	488	.3	1.1	8	144		.1	26	253	.1	.3	7	119		.3
FA '97	33	1229	.1	.5	87	498	.3	.9	24	241	.1	.3	34	311	.1	.5	10	254		.3
SU '97	36	1371	.1	.6	91	564	.3	1.1	22	260	.1	.2	17	234		.2	23	322	.1	.7
SP '97	38	1323	.1	.6	141	769	.4	1.5	10	151		.1	22	273	.1	.3	16	279		.6
4-Book	34	1212	.1	.5	107	580	.3	1.2	16	199	.1	.2	25	268	.1	.3	14	244		.5
WI '97	38	1076	.1	.6	112	513	.3	1.2	27	222	.1	.3	40	267	.1	.5	9	171		.3
WFAS-FM																				
WI '98	27	568	.1	.4	49	294	.1	.5	47	331	.1	.5	30	366	.1	.4	10	165		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	54	703	.2	.9	89	391	.3	.9	81	354	.2	.9	47	282	.1	.6	28	244	.1	1.0
FA '97	53	748	.2	.8	84	404	.2	.9	42	276	.1	.5	34	227	.1	.5	49	287	.1	1.7
SU '97	24	669	.1	.4	19	264	.1	.2	21	192	.1	.2	23	236	.1	.3	23	242	.1	.7
SP '97	53	633	.2	.9	49	265	.1	.5	83	317	.2	.9	41	225	.1	.6	38	224	.1	1.4
4-Book	46	688	.2	.8	60	331	.2	.6	57	285	.2	.6	36	243	.1	.5	35	249	.1	1.2
WI '97	40	561	.1	.6	59	327	.2	.7	43	213	.1	.5	26	202	.1	.4	31	245	.1	1.1
WHLI-AM																				
WI '98	*	1			*	1														
FA '97	3	41			5	26		.1	4	19			3	15			**	**	**	**
SU '97	3	29			5	12		.1	2	12			3	18			**	**	**	**
SP '97	4	45		.1	8	33		.1	6	18		.1	2	21			**	**	**	**
4-Book	3	34			5	19		.1	3	15			3	16			**	**	**	**
WI '97	9	58		.1	7	26		.1	13	32		.2	9	26		.1	**	**	**	**
WHTZ-FM																				
WI '98	302	6420	.9	4.8	460	3513	1.3	4.9	362	2734	1.1	4.0	416	3557	1.2	5.5	143	1993	.4	5.3
FA '97	240	5766	.7	3.8	343	2826	1.0	3.6	338	2449	1.0	3.9	342	3279	1.0	4.7	93	1620	.3	3.2
SU '97	265	6492	.8	4.2	363	2768	1.1	4.3	389	3172	1.1	4.3	356	3430	1.0	4.9	133	1991	.4	4.1
SP '97	196	5288	.6	3.2	333	2709	1.0	3.6	255	2520	.7	2.9	243	2893	.7	3.5	76	1594	.2	2.7
4-Book	251	5992	.8	4.0	375	2954	1.1	4.1	336	2719	1.0	3.8	339	3290	1.0	4.7	111	1800	.3	3.8
WI '97	198	4904	.6	3.2	266	2316	.8	3.0	296	2178	.9	3.5	284	2759	.8	3.9	73	1259	.2	2.5
WHUD-FM																				
WI '98	62	536	.2	1.0	95	410	.3	1.0	121	360	.4	1.4	80	325	.2	1.1	8	115		.3
FA '97	20	442	.1	.3	39	299	.1	.4	42	177	.1	.5	17	173		.2	3	80		.1
SU '97	41	634	.1	.6	77	336	.2	.9	63	231	.2	.7	42	280	.1	.6	11	213		.3
SP '97	36	633	.1	.6	60	360	.2	.6	45	310	.1	.5	50	354	.1	.7	12	271		.4
4-Book	40	561	.1	.6	68	351	.2	.7	68	270	.2	.8	47	283	.1	.7	9	170		.3
WI '97	53	530	.2	.8	100	357	.3	1.1	84	293	.2	1.0	57	295	.2	.8	14	176		.5
WINS-AM																				
WI '98	148	4572	.4	2.3	425	3223	1.2	4.5	100	1116	.3	1.1	154	1438	.5	2.0	60	765	.2	2.2
FA '97	133	4336	.4	2.1	380	2746	1.1	4.0	79	1182	.2	.9	123	1604	.4	1.7	55	855	.2	1.9
SU '97	163	4441	.5	2.6	469	3135	1.4	5.5	137	1373	.4	1.5	137	1437	.4	1.9	66	939	.2	2.0
SP '97	136	4150	.4	2.2	438	2758	1.3	4.7	82	1198	.2	.9	89	1307	.3	1.3	48	658	.1	1.7
4-Book	145	4375	.4	2.3	428	2966	1.3	4.7	100	1217	.3	1.1	126	1447	.4	1.7	57	804	.2	2.0
WI '97	148	4518	.4	2.4	460	3146	1.3	5.1	114	1405	.3	1.4	110	1379	.3	1.5	50	762	.1	1.7
WKJY-FM																				
WI '98	76	804	.2	1.2	107	459	.3	1.1	160	507	.5	1.8	93	497	.3	1.2	8	142		.3
FA '97	38	636	.1	.6	52	358	.2	.5	75	361	.2	.9	44	340	.1	.6	9	136		.3
SU '97	59	696	.2	.9	68	426	.2	.8	131	418	.4	1.5	87	453	.3	1.2	10	199		.3
SP '97	45	620	.1	.7	58	328	.2	.6	100	350	.3	1.1	52	339	.2	.8	11	118		.4
4-Book	55	689	.2	.9	71	393	.2	.8	117	409	.4	1.3	69	407	.2	1.0	10	149		.3
WI '97	61	682	.2	1.0	68	356	.2	.8	139	397	.4	1.7	86	430	.3	1.2	17	183		.6
WKTU-FM																				
WI '98	351	6559	1.0	5.5	445	3428	1.3	4.7	476	2953	1.4	5.3	451	3841	1.3	6.0	153	1918	.4	5.6
FA '97	421	6404	1.2	6.7	542	3490	1.6	5.7	614	3577	1.8	7.1	567	3921	1.7	7.8	198	2337	.6	6.7
SU '97	416	6973	1.2	6.6	432	3301	1.3	5.1	576	3814	1.7	6.4	526	4036	1.5	7.2	263	2494	.8	8.2
SP '97	380	6655	1.1	6.1	468	3427	1.4	5.0	589	3636	1.7	6.7	491	3990	1.4	7.1	155	2263	.5	5.6
4-Book	392	6648	1.1	6.2	472	3412	1.4	5.1	564	3495	1.7	6.4	509	3947	1.5	7.0	192	2253	.6	6.5
WI '97	376	6750	1.1	6.0	442	3366	1.3	4.9	524	3577	1.5	6.3	521	4215	1.5	7.1	170	2315	.5	5.8
WLIB-AM																				
WI '98	*	59		.9	*	49		.5	52	234		.6	*	37		.5				
FA '97	39	595	.1	.6	30	152	.1	.3	31	266	.1	.4	23	170	.1	.3	**	**	**	**
SU '97	95	862	.3	1.5	90	346	.3	1.1	79	296	.2	.9	89	517	.3	1.2	**	**	**	**
SP '97	65	796	.2	1.0	36	251	.1	.4	62	352	.2	.7	57	257	.2	.8	**	**	**	**
4-Book	65	707	.2	1.0	51	225	.2	.6	56	287	.2	.7	52	266	.2	.7	**	**	**	**
WI '97	76	791	.2	1.2	41	160	.1	.5	48	219	.1	.6	84	310	.2	1.1	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	612	7195	1.8	9.6	633	3800	1.9	6.7	1263	4208	3.7	14.1	826	4296	2.4	11.0	233	2343	.7	8.6
FA '97	573	7207	1.7	9.1	630	3615	1.8	6.6	1059	3991	3.1	12.3	710	4165	2.1	9.8	253	2659	.7	8.6
SU '97	616	7341	1.8	9.7	626	3603	1.8	7.3	1195	4170	3.5	13.2	756	4245	2.2	10.4	282	2432	.8	8.8
SP '97	557	6726	1.6	9.0	640	3576	1.9	6.9	1048	3825	3.1	12.0	689	3905	2.0	9.9	256	2372	.7	9.2
4-Book	590	7117	1.7	9.4	632	3649	1.9	6.9	1141	4049	3.4	12.9	745	4153	2.2	10.3	256	2452	.7	8.8
WI '97	522	6638	1.5	8.4	509	3315	1.5	5.7	1002	3956	2.9	12.0	743	3851	2.2	10.1	203	1983	.6	6.9
WMCA-AM																				
WI '98	18	321	.1	.3	50	193	.1	.5	14	131	.1	.2	12	85	.1	.2	13	102	.1	.5
FA '97	28	377	.1	.4	74	288	.2	.8	22	109	.1	.3	24	143	.1	.3	16	147	.1	.5
SU '97	12	367	.1	.2	27	193	.1	.3	11	108	.1	.1	10	95	.1	.1	6	99	.1	.2
SP '97	43	383	.1	.7	93	261	.3	1.0	44	186	.1	.5	41	170	.1	.6	28	151	.1	1.0
4-Book	25	362	.1	.4	61	234	.2	.7	23	134	.1	.3	22	123	.1	.3	16	125	.1	.6
WI '97	22	367	.1	.4	51	263	.1	.6	16	108	.1	.2	11	105	.1	.1	12	124	.1	.4
WMJC-FM																				
WI '98	24	299	.1	.4	22	148	.1	.2	47	164	.1	.5	39	193	.1	.5	8	115	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	23	249	.1	.4	27	140	.1	.3	41	139	.1	.5	30	175	.1	.4	8	144	.1	.2
SP '97	17	292	.1	.3	22	205	.1	.2	22	170	.1	.3	22	195	.1	.3	6	115	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	10	94	.2	.2	16	64	.2	.2	31	43	.1	.3	10	60	.1	.1	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	1	66	.1	.1	1	18	.1	.1	2	27	.1	.1	3	15	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	111	2714	.3	1.7	146	1156	.4	1.5	148	1149	.4	1.7	122	1361	.4	1.6	69	802	.2	2.5
FA '97	107	2739	.3	1.7	131	1257	.4	1.4	173	1300	.5	2.0	128	1377	.4	1.8	53	768	.2	1.8
SU '97	117	3033	.3	1.8	109	1073	.3	1.3	209	1546	.6	2.3	152	1626	.4	2.1	51	762	.1	1.6
SP '97	125	2907	.4	2.0	167	1278	.5	1.8	210	1416	.6	2.4	146	1443	.4	2.1	30	676	.1	1.1
4-Book	115	2848	.3	1.8	138	1191	.4	1.5	185	1353	.5	2.1	137	1452	.4	1.9	51	752	.2	1.8
WI '97	104	2710	.3	1.7	150	1224	.4	1.7	108	1159	.3	1.3	129	1347	.4	1.8	63	803	.2	2.2
+WNSR-FM																				
WI '98	126	3854	.4	2.0	145	1818	.4	1.5	206	1670	.6	2.3	177	1987	.5	2.4	50	947	.1	1.8
FA '97	154	3428	.5	2.4	191	1705	.6	2.0	277	1685	.8	3.2	214	1833	.6	3.0	52	884	.2	1.8
SU '97	142	3620	.4	2.2	145	1564	.4	1.7	234	1762	.7	2.6	219	2034	.6	3.0	44	913	.1	1.4
SP '97	162	3437	.5	2.6	141	1436	.4	1.5	332	1855	1.0	3.8	223	1823	.7	3.2	52	865	.2	1.9
4-Book	146	3585	.5	2.3	156	1631	.5	1.7	262	1743	.8	3.0	208	1919	.6	2.9	50	902	.2	1.7
WI '97	146	3147	.4	2.3	148	1407	.4	1.6	250	1362	.7	3.0	206	1448	.6	2.8	51	766	.1	1.7
WNWK-FM																				
WI '98	47	923	.1	.7	14	145	.1	.1	13	142	.1	.1	41	357	.1	.5	61	330	.2	2.2
FA '97	53	973	.2	.8	20	132	.1	.2	24	204	.1	.3	32	352	.1	.4	47	345	.1	1.6
SU '97	65	951	.2	1.0	32	205	.1	.4	37	233	.1	.4	52	395	.2	.7	79	469	.2	2.5
SP '97	52	953	.2	.8	15	157	.1	.2	22	271	.1	.3	27	288	.1	.4	73	453	.2	2.6
4-Book	54	950	.2	.8	20	160	.1	.2	24	213	.1	.3	38	348	.1	.5	65	399	.2	2.2
WI '97	68	1038	.2	1.1	26	215	.1	.3	46	275	.1	.5	49	361	.1	.7	62	348	.2	2.1
WOR -AM																				
WI '98	66	1031	.2	1.0	118	511	.3	1.2	87	481	.3	1.0	65	385	.2	.9	38	323	.1	1.4
FA '97	60	1053	.2	1.0	107	594	.3	1.1	74	483	.2	.9	52	304	.2	.7	55	358	.2	1.9
SU '97	63	1165	.2	1.0	89	548	.3	1.0	86	550	.3	1.0	92	422	.3	1.3	45	409	.1	1.4
SP '97	61	1091	.2	1.0	150	615	.4	1.6	66	511	.2	.8	61	301	.2	.9	15	212	.1	.5
4-Book	63	1085	.2	1.0	116	567	.3	1.2	78	506	.3	.9	68	353	.2	1.0	38	326	.1	1.3
WI '97	79	1285	.2	1.3	140	758	.4	1.6	89	564	.3	1.1	109	529	.3	1.5	47	444	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 25-49

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	290	3050	.8	4.6	278	1334	.8	2.9	366	1601	1.1	4.1	342	1747	1.0	4.5	161	1119	.5	5.9
FA '97	307	2962	.9	4.9	332	1553	1.0	3.5	373	1685	1.1	4.3	305	1622	.9	4.2	236	1223	.7	8.0
SU '97	268	2604	.8	4.2	259	1241	.8	3.0	396	1677	1.2	4.4	285	1463	.8	3.9	203	1109	.6	6.3
SP '97	290	2835	.8	4.7	330	1523	1.0	3.5	461	1790	1.3	5.3	274	1582	.8	4.0	144	1124	.4	5.2
4-Book	289	2863	.8	4.6	300	1413	.9	3.2	399	1688	1.2	4.5	302	1604	.9	4.2	186	1144	.6	6.4
WI '97	319	2846	.9	5.1	318	1618	.9	3.5	438	1703	1.3	5.2	384	1729	1.1	5.2	161	1041	.5	5.5
WPLJ-FM																				
WI '98	307	5813	.9	4.8	581	3522	1.7	6.1	464	2461	1.4	5.2	435	3316	1.3	5.8	65	1444	.2	2.4
FA '97	316	5566	.9	5.0	561	3163	1.6	5.9	427	2768	1.3	5.0	438	3469	1.3	6.1	99	1521	.3	3.4
SU '97	307	6096	.9	4.8	517	3163	1.5	6.1	472	3248	1.4	5.2	421	3572	1.2	5.8	84	1567	.2	2.6
SP '97	268	5475	.8	4.3	500	3189	1.5	5.4	334	2477	1.0	3.8	396	3075	1.2	5.7	69	1328	.2	2.5
4-Book	300	5738	.9	4.7	540	3259	1.6	5.9	424	2739	1.3	4.8	423	3358	1.3	5.9	79	1465	.2	2.7
WI '97	268	5339	.8	4.3	481	2786	1.4	5.3	396	2214	1.2	4.7	362	2928	1.1	4.9	59	1219	.2	2.0
WQCD-FM																				
WI '98	290	4282	.8	4.6	274	1912	.8	2.9	476	2020	1.4	5.3	389	2333	1.1	5.2	140	1454	.4	5.1
FA '97	252	3788	.7	4.0	252	1574	.7	2.6	346	1833	1.0	4.0	311	2056	.9	4.3	185	1429	.5	6.3
SU '97	283	4282	.8	4.5	264	1807	.8	3.1	439	2220	1.3	4.9	391	2480	1.1	5.4	168	1640	.5	5.2
SP '97	276	4091	.8	4.4	259	1766	.8	2.8	370	1906	1.1	4.2	336	2204	1.0	4.8	196	1560	.6	7.0
4-Book	275	4111	.8	4.4	262	1765	.8	2.9	408	1995	1.2	4.6	357	2268	1.0	4.9	172	1521	.5	5.9
WI '97	245	3965	.7	3.9	288	1865	.8	3.2	318	1684	.9	3.8	261	1878	.8	3.5	178	1402	.5	6.1
WQEW-AM																				
WI '98	8	203	.1	.3	12	70	.1	.1	10	69	.1	.1	4	57	.1	.1	3	30	.1	.1
FA '97	20	310	.1	.3	20	145	.1	.2	38	125	.1	.4	24	149	.1	.3	4	32	.1	.1
SU '97	14	291	.1	.2	18	131	.1	.2	21	98	.1	.2	16	115	.1	.2	7	88	.2	.2
SP '97	18	368	.1	.3	14	109	.1	.2	20	128	.1	.2	11	134	.1	.2	12	139	.4	.4
4-Book	15	293	.1	.2	16	114	.1	.2	22	105	.1	.2	14	114	.1	.2	7	72	.2	.2
WI '97	7	241	.1	.1	12	130	.1	.1	7	65	.1	.1	7	86	.1	.1	2	12	.1	.1
WQHT-FM																				
WI '98	230	3708	.7	3.6	330	1774	1.0	3.5	276	1766	.8	3.1	277	1978	.8	3.7	147	1316	.4	5.4
FA '97	256	3713	.7	4.1	364	1886	1.1	3.8	323	1861	.9	3.8	298	2112	.9	4.1	141	1485	.4	4.8
SU '97	247	3768	.7	3.9	315	1796	.9	3.7	322	1941	.9	3.6	321	2107	.9	4.4	161	1472	.5	5.0
SP '97	272	3860	.8	4.4	350	1932	1.0	3.8	287	1954	.8	3.3	334	2072	1.0	4.8	201	1456	.6	7.2
4-Book	251	3762	.7	4.0	340	1847	1.0	3.7	302	1881	.9	3.5	308	2067	.9	4.3	163	1432	.5	5.6
WI '97	287	3654	.8	4.6	348	1922	1.0	3.9	315	1917	.9	3.8	372	2183	1.1	5.1	207	1285	.6	7.1
WQXR-FM																				
WI '98	84	1613	.2	1.3	76	781	.2	.8	155	874	.5	1.7	105	745	.3	1.4	42	519	.1	1.5
FA '97	76	1402	.2	1.2	110	720	.3	1.2	92	544	.3	1.1	67	597	.2	.9	73	461	.2	2.5
SU '97	64	1196	.2	1.0	55	409	.2	.6	99	585	.3	1.1	70	590	.2	1.0	44	499	.1	1.4
SP '97	96	1501	.3	1.5	104	715	.3	1.1	148	718	.4	1.7	103	554	.3	1.5	58	517	.2	2.1
4-Book	80	1428	.2	1.3	86	656	.3	.9	124	680	.4	1.4	86	622	.3	1.2	54	499	.2	1.9
WI '97	91	1852	.3	1.5	105	818	.3	1.2	103	612	.3	1.2	119	945	.3	1.6	66	576	.2	2.3
WRKS-FM																				
WI '98	425	5079	1.2	6.7	595	2937	1.7	6.3	495	2440	1.4	5.5	470	3150	1.4	6.3	313	2277	.9	11.5
FA '97	400	5474	1.2	6.4	666	3199	2.0	7.0	511	2685	1.5	5.9	411	2700	1.2	5.7	235	2000	.7	8.0
SU '97	482	5744	1.4	7.6	581	3118	1.7	6.8	671	3205	2.0	7.4	567	3251	1.7	7.8	329	2292	1.0	10.2
SP '97	443	5524	1.3	7.1	661	3333	1.9	7.1	607	3024	1.8	6.9	470	2909	1.4	6.8	270	2075	.8	9.7
4-Book	438	5455	1.3	7.0	626	3147	1.8	6.8	571	2839	1.7	6.4	480	3003	1.4	6.7	287	2161	.9	9.9
WI '97	424	5124	1.2	6.8	590	2960	1.7	6.6	529	2509	1.5	6.3	481	2832	1.4	6.5	288	2030	.8	9.9
WSKQ-FM																				
WI '98	505	4082	1.5	8.0	879	2811	2.6	9.3	654	2316	1.9	7.3	454	2407	1.3	6.0	175	1416	.5	6.4
FA '97	500	3911	1.5	8.0	830	2863	2.4	8.7	627	2514	1.8	7.3	449	2178	1.3	6.2	230	1343	.7	7.8
SU '97	442	3772	1.3	7.0	662	2477	1.9	7.8	556	2288	1.6	6.2	402	2104	1.2	5.5	171	1264	.5	5.3
SP '97	379	3428	1.1	6.1	677	2263	2.0	7.3	460	1912	1.3	5.3	353	1819	1.0	5.1	166	1181	.5	6.0
4-Book	457	3798	1.4	7.3	762	2604	2.2	8.3	574	2258	1.7	6.5	415	2127	1.2	5.7	186	1301	.6	6.4
WI '97	341	3292	1.0	5.5	542	2004	1.6	6.0	378	1736	1.1	4.5	307	1543	.9	4.2	155	1139	.5	5.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDJ-AM																				
WI '98	31	310	.1	.5	53	218	.2	.6	27	105	.1	.3	18	109	.1	.2	22	175	.1	.8
FA '97	30	375	.1	.5	43	245	.1	.4	25	152	.1	.3	44	199	.1	.6	26	75	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	19	451	.1	.3	19	131	.1	.2	24	154	.1	.3	19	153	.1	.3	7	99	.1	.3
FA '97	19	397	.1	.3	13	127	.1	.1	23	102	.1	.3	26	104	.1	.4	6	58	.1	.2
SU '97	13	310	.1	.2	23	108	.1	.3	2	27	.1	.1	8	74	.1	.1	11	121	.1	.3
SP '97	38	520	.1	.6	37	202	.1	.4	49	199	.1	.6	34	215	.1	.5	10	86	.1	.4
4-Book	22	420	.1	.4	23	142	.1	.3	25	121	.1	.3	22	137	.1	.3	9	91	.1	.3
WI '97	48	596	.1	.8	42	245	.1	.5	45	295	.1	.5	36	229	.1	.5	34	193	.1	1.2
+WVVY-FM																				
WI '98	1	35			1	17			1	6			1	12			1	13		
FA '97	3	46			7	40		.1	6	36		.1	2	21			1	11		
SU '97	1	33			1	6			6	6			1	28			1	15		
SP '97	1	12			2	16			2	12			1	15			1	13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	42	582	.1	.7	58	326	.2	.6	70	347	.2	.8	57	302	.2	.8	13	210	.1	.5
FA '97	42	662	.1	.7	62	328	.2	.6	52	338	.2	.6	44	394	.1	.6	22	250	.1	.7
SU '97	35	637	.1	.6	28	230	.1	.3	42	299	.1	.5	48	352	.1	.7	17	314	.1	.5
SP '97	26	563	.1	.4	20	243	.1	.2	45	298	.1	.5	29	365	.1	.4	12	205	.1	.4
4-Book	36	611	.1	.6	42	282	.2	.4	52	321	.2	.6	45	353	.1	.6	16	245	.1	.5
WI '97	35	656	.1	.6	44	390	.1	.5	42	225	.1	.5	57	420	.2	.8	23	215	.1	.8
+WVZY-FM																				
WI '98	30	476	.1	.5	34	343	.1	.4	34	304	.1	.4	39	363	.1	.5	14	250	.1	.5
FA '97	29	319	.1	.5	35	156	.1	.4	43	167	.1	.5	43	220	.1	.6	13	126	.1	.4
SU '97	31	443	.1	.5	37	249	.1	.4	42	256	.1	.5	39	293	.1	.5	12	155	.1	.4
SP '97	25	479	.1	.4	26	209	.1	.3	30	255	.1	.3	28	301	.1	.4	11	177	.1	.4
4-Book	29	429	.1	.5	33	239	.1	.4	37	246	.1	.4	37	294	.1	.5	13	177	.1	.4
WI '97	32	379	.1	.5	25	164	.1	.3	38	195	.1	.5	52	272	.2	.7	20	97	.1	.7
WVRK-FM																				
WI '98	176	3453	.5	2.8	686	2683	2.0	7.2	190	1356	.6	2.1	78	830	.2	1.0	18	452	.1	.7
FA '97	181	3474	.5	2.9	705	2609	2.1	7.4	167	1394	.5	1.9	92	938	.3	1.3	27	488	.1	.9
SU '97	154	3479	.5	2.4	608	2568	1.8	7.1	142	1443	.4	1.6	73	784	.2	1.0	22	452	.1	.7
SP '97	180	3930	.5	2.9	677	2930	2.0	7.3	190	1592	.6	2.2	104	889	.3	1.5	28	612	.1	1.0
4-Book	173	3584	.5	2.8	669	2698	2.0	7.3	172	1446	.5	2.0	87	860	.3	1.2	24	501	.1	.8
WI '97	141	3334	.4	2.3	464	2249	1.4	5.2	167	1239	.5	2.0	101	1148	.3	1.4	26	608	.1	.9
WKXW-FM																				
WI '98	59	1440	.2	.9	92	728	.3	1.0	70	657	.2	.8	102	867	.3	1.4	9	214	.1	.3
FA '97	37	1179	.1	.6	73	554	.2	.8	38	567	.1	.4	64	648	.2	.9	12	279	.1	.4
SU '97	31	1050	.1	.5	40	412	.1	.5	38	406	.1	.4	41	548	.1	.6	14	232	.1	.4
SP '97	37	1051	.1	.6	78	620	.2	.8	36	352	.1	.4	61	619	.2	.9	8	218	.1	.3
4-Book	41	1180	.1	.7	71	579	.2	.8	46	496	.1	.5	67	671	.2	1.0	11	236	.1	.4
WI '97	45	1126	.1	.7	93	712	.3	1.0	39	477	.1	.5	58	526	.2	.8	18	320	.1	.6
TOTALS																				
WI '98	6348	32918	18.6		9475	29625	27.7		8961	25102	26.2		7520	27240	22.0		2722	18031	8.0	
FA '97	6289	33113	18.4		9564	29875	28.0		8613	25479	25.2		7227	27627	21.2		2951	19277	8.6	
SU '97	6335	32883	18.5		8533	28764	24.9		9019	26321	26.4		7296	27287	21.3		3221	20061	9.4	
SP '97	6203	33032	18.1		9296	29716	27.2		8746	25837	25.6		6930	27239	20.3		2787	19129	8.1	
4-Book	6294	32987	18.4		9217	29495	27.0		8835	25685	25.9		7243	27348	21.2		2920	19125	8.5	
WI '97	6236	33049	18.2		9006	29609	26.3		8373	25002	24.5		7355	27091	21.5		2923	18416	8.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																					
WI '98	93	968	.3	1.1	26	400	.1	.6	31	112	.1	.7	25	109	.1	.3	24	79	.1	.4	
4-Book	91	979	.3	1.1	41	583	.2	.9	64	156	.2	1.4	38	153	.1	.5	37	119	.1	.7	
WADO-AM																					
WI '98	205	1235	.6	2.4	50	591	.1	1.1	180	467	.5	4.0	62	177	.2	.7	32	82	.1	.6	
4-Book	175	1102	.5	2.1	46	576	.1	1.0	141	377	.4	3.0	61	175	.2	.8	23	59	.1	.4	
WALK-FM																					
WI '98	140	941	.4	1.6	52	544	.2	1.1	69	189	.2	1.5	119	293	.3	1.4	54	190	.2	1.0	
4-Book	134	1030	.4	1.6	53	586	.2	1.1	67	215	.2	1.4	97	287	.3	1.2	50	178	.2	.9	
WAXQ-FM																					
WI '98	171	2258	.5	2.0	81	1424	.2	1.8	54	223	.2	1.2	166	626	.5	2.0	143	575	.4	2.6	
4-Book	156	2405	.4	1.9	94	1565	.3	2.0	65	286	.2	1.4	192	690	.6	2.4	148	530	.5	2.6	
WBAB-FM																					
WI '98	50	646	.1	.6	22	341	.1	.5	12	59	.1	.3	44	178	.1	.5	29	97	.1	.5	
4-Book	47	657	.1	.6	24	350	.1	.6	17	73	.1	.4	46	162	.1	.6	34	112	.1	.6	
WHFM-FM																					
WI '98		6			1	39				6			5	39		.1	1	12			
4-Book	1	19			1	22			1	6			2	15			3	11		.1	
WBRR-AM																					
WI '98	13	348		.1	8	189		.2	18	115	.1	.4	11	89		.1					
4-Book	15	374		.2	6	155		.1	12	58	.1	.3	9	55		.1	2	9		.1	
WBLI-FM																					
WI '98	83	896	.2	1.0	48	609	.1	1.0	59	194	.2	1.3	101	303	.3	1.2	59	186	.2	1.1	
4-Book	79	876	.2	.9	44	541	.1	.9	46	152	.1	1.0	97	297	.3	1.2	60	188	.2	1.1	
WBLS-FM																					
WI '98	226	2851	.7	2.6	222	2105	.7	4.8	132	392	.4	2.9	289	736	.8	3.5	315	734	.9	5.7	
4-Book	270	2996	.8	3.2	211	2222	.6	4.5	134	418	.4	2.9	274	745	.8	3.4	226	582	.7	4.0	
WBZO-FM																					
WI '98	46	566	.1	.5	25	375	.1	.5	16	102		.4	56	189	.2	.7	21	84	.1	.4	
4-Book	42	528	.1	.5	26	333	.1	.5	19	76	.1	.4	54	163	.2	.7	32	101	.1	.6	
WCBS-AM																					
WI '98	131	2379	.4	1.5	58	1123	.2	1.3	93	429	.3	2.1	44	284	.1	.5	28	107	.1	.5	
4-Book	135	2401	.4	1.6	68	1397	.2	1.5	126	534	.4	2.7	69	383	.2	.9	51	220	.2	.9	
WCBS-FM																					
WI '98	373	3608	1.1	4.3	183	2048	.5	4.0	182	582	.5	4.0	370	1002	1.1	4.4	187	603	.5	3.4	
4-Book	367	3734	1.1	4.4	194	2338	.6	4.1	196	596	.6	4.2	351	982	1.1	4.3	231	707	.7	4.2	
+WDRE-FM																					
WI '98	2	69			1	52							3	28			4	40		.1	
4-Book	4	84			2	49			1	6			5	23		.1	4	22		.1	
WLIR-FM																					
WI '98	36	689	.1	.4	23	401	.1	.5	9	73		.2	44	146	.1	.5	40	157	.1	.7	
4-Book	41	757	.1	.5	29	483	.1	.6	28	105	.1	.6	54	185	.2	.7	41	149	.1	.7	
WFAN-AM																					
WI '98	44	734	.1	.5	15	299		.3	14	68		.3	26	50	.1	.3	6	37		.1	
4-Book	47	851	.1	.5	25	522	.1	.5	22	81	.1	.5	32	95	.1	.4	26	101	.1	.5	
WFAS-FM																					
WI '98	42	494	.1	.5	12	201		.3	34	92	.1	.8	20	91	.1	.2	8	53		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																					
WI '98	73	541	.2	.8	39	415	.1	.8	73	143	.2	1.6	30	107	.1	.4	16	64		.3	
4-Book	52	492	.2	.6	44	443	.1	.9	56	135	.2	1.2	48	118	.1	.6	30	77	.1	.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM WI '98 4-Book	* 1 3	15 28			* 1 1	12 16			* 1 1	3 3			1 1	12 7			* 2 2	3 3		.1 .1
WHTZ-FM WI '98 4-Book	409 349	5463 5054	1.2 1.0	4.7 4.1	221 171	3535 2993	.6 .5	4.8 3.7	158 122	705 549	.5 .4	3.5 2.6	484 334	1700 1337	1.4 1.0	5.8 4.1	260 216	1196 914	.8 .7	4.7 3.9
WHUD-FM WI '98 4-Book	101 62	505 472	.3 .2	1.2 .7	29 22	236 258	.1 .1	.6 .5	7 20	53 80	.2 .1	.2 .4	79 40	167 126	.2 .1	.9 .5	41 33	116 109	.1 .1	.7 .6
WINS-AM WI '98 4-Book	217 209	4036 3895	.6 .6	2.5 2.5	87 92	1902 1894	.3 .3	1.9 2.0	197 238	809 877	.6 .7	4.4 5.1	100 103	451 507	.3 .3	1.2 1.3	49 55	248 283	.1 .2	.9 1.0
WKJY-FM WI '98 4-Book	123 88	684 587	.4 .3	1.4 1.1	38 25	377 296	.1 .1	.8 .5	41 27	124 96	.1 .1	.9 .6	86 57	217 145	.3 .2	1.0 .7	50 34	142 105	.1 .1	.9 .6
WKTU-FM WI '98 4-Book	459 519	5572 5720	1.3 1.5	5.3 6.1	292 302	3766 3721	.9 .9	6.3 6.4	208 215	849 822	.6 .6	4.6 4.6	579 601	1707 1799	1.7 1.8	7.0 7.5	425 430	1331 1283	1.2 1.2	7.7 7.7
WLIB-AM WI '98 4-Book	* 48 54	279 434	.1 .2	.6 .6	* 89 94	402 481	.3 .3	1.9 2.0	* 100 102	195 200	.3 .3	2.2 2.2	171 177	334 307	.5 .5	2.1 2.2	* 125 146	195 224	.4 .4	2.3 2.6
WLTW-FM WI '98 4-Book	935 863	6153 5968	2.7 2.5	10.8 10.2	294 329	3599 3617	.9 1.0	6.4 7.0	307 313	1058 964	.9 .9	6.8 6.7	559 591	1688 1617	1.6 1.7	6.7 7.3	350 343	970 1008	1.0 1.0	6.3 6.2
WMCA-AM WI '98 4-Book	24 34	251 289	.1 .1	.3 .4	11 16	159 181	.2 .1	.2 .4	28 20	84 57	.1 .1	.6 .4	16 14	27 35	.2 .2		2 8	16 24		.2 .2
WMJC-FM WI '98 4-Book	37 **	233 **	.1 **	.4 **	13 **	181 **	.3 **	.3 **	8 **	41 **	.2 **	.2 **	34 **	107 **	.1 **	.4 **	11 **	36 **	.2 **	.2 **
WMTR-AM WI '98 4-Book	20 **	94 **	.1 **	.2 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WNEV-FM WI '98 4-Book	139 156	2118 2307	.4 .5	1.6 1.8	88 86	1529 1449	.3 .3	1.9 1.8	71 75	251 266	.2 .2	1.6 1.6	143 152	605 601	.4 .5	1.7 1.9	136 118	506 457	.4 .3	2.5 2.1
+WNSR-FM WI '98 4-Book	178 213	3129 2977	.5 .6	2.1 2.5	85 92	1820 1733	.2 .3	1.8 2.0	64 61	309 291	.2 .2	1.4 1.3	146 173	639 694	.4 .5	1.8 2.2	101 121	496 480	.3 .4	1.8 2.2
WNWK-FM WI '98 4-Book	22 27	503 529	.1 .1	.3 .4	83 96	609 639	.2 .3	1.8 2.1	149 144	206 259	.4 .4	3.3 3.1	137 204	300 362	.4 .6	1.6 2.5	132 168	257 293	.4 .5	2.4 3.0
WOR -AM WI '98 4-Book	90 87	881 907	.3 .3	1.0 1.0	41 35	444 481	.1 .1	.9 .8	69 69	130 192	.2 .2	1.5 1.5	49 63	157 188	.1 .2	.6 .8	24 26	80 78	.1 .1	.4 .4
WPAT-FM WI '98 4-Book	332 339	2415 2382	1.0 1.0	3.8 4.0	303 270	2315 2018	.9 .8	6.6 5.8	174 189	476 511	.5 .6	3.9 4.1	460 425	1065 956	1.3 1.2	5.5 5.3	389 305	888 676	1.1 .9	7.0 5.5
WPLJ-FM WI '98 4-Book	491 459	5224 5069	1.4 1.4	5.7 5.4	142 164	2496 2621	.4 .5	3.1 3.5	145 145	531 584	.4 .4	3.2 3.1	313 309	1071 1172	.9 .9	3.8 3.9	174 223	863 892	.5 .7	3.1 4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	387	3404	1.1	4.5	219	2414	.6	4.7	190	559	.6	4.2	361	921	1.1	4.3	287	841	.8	5.2
4-Book	347	3279	1.0	4.1	218	2261	.6	4.6	185	541	.6	4.0	352	896	1.1	4.4	290	744	.8	5.2
WQEW-AM																				
WI '98	9	108	.1	.1	10	113	.1	.2	3	15	.1	.1	19	31	.1	.2				
4-Book	18	185	.1	.2	17	171	.1	.4	8	35	.2	.2	38	74	.2	.5	16	45		.3
WQHT-FM																				
WI '98	293	3142	.9	3.4	174	1804	.5	3.8	129	403	.4	2.9	359	1013	1.1	4.3	232	649	.7	4.2
4-Book	315	3097	.9	3.7	197	2034	.6	4.2	160	490	.5	3.4	325	957	1.0	4.0	286	711	.9	5.1
WQXR-FM																				
WI '98	115	1322	.3	1.3	58	788	.2	1.3	35	135	.1	.8	82	307	.2	1.0	70	230	.2	1.3
4-Book	101	1100	.3	1.2	62	785	.2	1.4	50	157	.2	1.1	86	292	.3	1.1	62	192	.2	1.1
WRKS-FM																				
WI '98	518	4421	1.5	6.0	334	2844	1.0	7.2	252	682	.7	5.6	551	1215	1.6	6.6	432	990	1.3	7.8
4-Book	560	4688	1.6	6.6	321	2987	.9	6.8	284	752	.8	6.1	519	1252	1.5	6.4	418	1027	1.3	7.5
WSKQ-FM																				
WI '98	662	3673	1.9	7.6	450	2952	1.3	9.7	478	1048	1.4	10.6	862	2023	2.5	10.4	552	1243	1.6	9.9
4-Book	583	3419	1.7	6.9	417	2717	1.2	8.9	452	1079	1.3	9.7	754	1681	2.2	9.3	482	1078	1.4	8.6
WVDJ-AM																				
WI '98	33	267	.1	.4	35	250	.1	.8	32	115	.1	.7	15	59	.2	.2	32	65	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	21	232	.1	.2	23	285	.1	.5	18	29	.1	.4	25	68	.1	.3	16	39		.3
4-Book	23	231	.1	.3	29	276	.1	.6	14	34	.1	.3	26	59	.1	.3	18	37		.4
+WVYV-FM																				
WI '98	1	29			1	17			1	10										
4-Book	2	27			1	12			1	4			1	3				2		
+WVXY-FM																				
WI '98	62	507	.2	.7	25	280	.1	.5	27	106	.1	.6	47	141	.1	.6	36	107	.1	.6
4-Book	47	485	.2	.6	32	362	.1	.7	35	112	.1	.8	51	163	.1	.7	34	115	.1	.6
+WVZY-FM																				
WI '98	36	428	.1	.4	31	380	.1	.7	25	102	.1	.6	62	224	.2	.7	30	160	.1	.5
4-Book	36	365	.1	.4	28	312	.1	.6	30	99	.1	.7	52	154	.1	.6	39	125	.1	.7
WXRK-FM																				
WI '98	308	3107	.9	3.5	49	823	.1	1.1	44	150	.1	1.0	83	326	.2	1.0	57	239	.2	1.0
4-Book	299	3256	.9	3.6	48	927	.1	1.0	59	200	.2	1.3	91	359	.3	1.2	51	221	.2	.9
WXVY-FM																				
WI '98	87	1238	.3	1.0	44	619	.1	1.0	28	164	.1	.6	86	293	.3	1.0	63	199	.2	1.1
4-Book	60	995	.2	.7	29	514	.1	.6	31	142	.1	.7	45	198	.2	.6	36	139	.1	.6
TOTALS																				
WI '98	8678	32363	25.4	4624	27332	13.5	4510	12044	13.2	8318	18439	24.4	5548	13598	16.2					
4-Book	8464	32402	24.8	4696	27694	13.7	4681	12502	13.7	8080	18095	23.7	5578	13252	16.3					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	39	161	.1	1.3	26	74	.1	.8	9	33	.1	.2	7	38	.1	.2	42	150	.1	1.9
4-Book	41	147	.1	1.3	50	140	.2	1.5	25	106	.1	.5	28	103	.1	.7	48	153	.1	2.0
WADD-AM																				
WI '98	8	29		.3	68	202	.2	2.1	41	120	.1	.7	8	17		.2	17	86		.8
4-Book	7	28		.2	65	201	.2	1.9	56	153	.2	1.0	18	53	.1	.4	9	37		.4
WALK-FM																				
WI '98	11	52		.4	36	142	.1	1.1	55	183	.2	1.0	48	121	.1	1.1	26	95	.1	1.2
4-Book	23	95	.1	.7	40	141	.1	1.2	74	217	.2	1.3	45	139	.1	1.0	23	101	.1	1.0
WAXQ-FM																				
WI '98	36	222	.1	1.2	32	111	.1	1.0	111	438	.3	2.0	74	381	.2	1.7	24	106	.1	1.1
4-Book	54	278	.2	1.7	35	156	.1	1.0	123	512	.4	2.1	90	390	.3	2.1	36	161	.1	1.6
WBAB-FM																				
WI '98	11	54		.4	12	47		.4	31	108	.1	.6	28	87	.1	.7	10	59		.5
4-Book	13	58		.4	10	42		.3	42	136	.1	.7	21	69	.1	.5	12	46		.5
WHFM-FM																				
WI '98		2				2				2								4		
4-Book																				
WBBR-AM																				
WI '98					16	59		.5	13	64		.2	7	48		.2				
4-Book	1	13			8	40		.2	9	39		.1	5	29		.1	1	8		
WBLI-FM																				
WI '98	27	73	.1	.9	27	52	.1	.8	50	176	.1	.9	36	147	.1	.9	23	92	.1	1.1
4-Book	23	71	.1	.8	20	63	.1	.6	54	189	.2	.9	38	138	.1	.9	16	68		.7
WBLS-FM																				
WI '98	237	633	.7	8.0	139	365	.4	4.3	296	669	.9	5.3	252	560	.7	6.0	105	363	.3	4.8
4-Book	180	528	.5	5.7	185	505	.5	5.5	336	745	1.0	5.8	222	553	.6	5.3	112	362	.3	4.8
WBZD-FM																				
WI '98	12	51		.4	7	30		.2	41	144	.1	.7	37	102	.1	.9	6	30		.3
4-Book	13	46		.4	12	45		.4	39	136	.1	.7	26	74	.1	.6	9	36		.4
WCBS-AM																				
WI '98	11	107		.4	97	393	.3	3.0	94	392	.3	1.7	62	257	.2	1.5	47	209	.1	2.2
4-Book	23	140	.1	.7	121	529	.4	3.6	85	424	.3	1.5	49	209	.2	1.2	37	220	.1	1.6
WCBS-FM																				
WI '98	160	445	.5	5.4	131	385	.4	4.1	196	663	.6	3.5	152	470	.4	3.6	73	243	.2	3.4
4-Book	128	424	.4	4.0	143	463	.5	4.3	248	816	.8	4.3	171	483	.5	4.0	76	300	.2	3.3
+WDRE-FM																				
WI '98		7			3	12		.1	1	12				4		.1	1	3		
4-Book	1				2	8		.1	2	12										
WLIR-FM																				
WI '98	8	56		.3	9	38		.3	43	173	.1	.8	23	113	.1	.5	5	37		.2
4-Book	20	83	.1	.6	12	50		.4	38	168	.1	.7	27	116	.1	.6	7	56		.3
WFAN-AM																				
WI '98	10	45		.3	20	76	.1	.6	19	91	.1	.3	11	44		.3	14	83		.6
4-Book	14	63		.4	20	64	.1	.6	35	180	.1	.6	34	163	.1	.8	21	81	.1	.9
WFAS-FM																				
WI '98	5	17		.2	10	35		.3	6	43		.1	2	16			16	16		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	28	85	.1	.9	87	210	.3	2.7	37	194	.1	.7	24	102	.1	.6	26	73	.1	1.2
4-Book	34	97	.1	1.1	82	189	.3	2.5	42	139	.1	.8	30	78	.1	.8	34	95	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*								*								
4-Book	**	**	**	**	2	9	.1	2	7			1	2			**	**	**	**	
WHTZ-FM																				
WI '98	155	672	.5	5.2	92	390	.3	2.9	280	1285	.8	5.0	231	773	.7	5.5	78	379	.2	3.6
4-Book	113	522	.3	3.6	86	386	.3	2.6	235	1052	.7	4.1	174	658	.5	4.1	72	400	.2	3.1
WHUD-FM																				
WI '98	9	69	.3		18	90	.1	.6	42	82	.1	.7	25	53	.1	.6	6	35	.3	
4-Book	10	39	.3		21	75	.1	.6	31	95	.1	.5	18	49	.1	.4	2	10	.1	
WINS-AM																				
WI '98	44	263	.1	1.5	174	562	.5	5.4	72	359	.2	1.3	69	310	.2	1.6	19	164	.1	.9
4-Book	37	202	.1	1.2	167	629	.5	5.0	77	413	.2	1.3	52	219	.2	1.2	35	214	.1	1.5
WKJY-FM																				
WI '98	15	71	.5		29	126	.1	.9	55	136	.2	1.0	23	63	.1	.5	4	20	.2	
4-Book	10	46	.3		18	68	.1	.6	31	92	.1	.6	19	60	.1	.5	7	30	.3	
WKTU-FM																				
WI '98	271	945	.8	9.1	68	371	.2	2.1	384	1360	1.1	6.8	223	767	.7	5.3	133	515	.4	6.1
4-Book	245	839	.7	7.7	93	415	.3	2.8	378	1306	1.1	6.5	267	831	.8	6.3	148	533	.5	6.2
WLIB-AM																				
WI '98				*	25	38	.1	.8	54	84	.2	1.0	* 15	42	.4					
4-Book	**	**	**	**	65	105	.2	1.9	49	83	.2	.9	27	64	.1	.7	**	**	**	**
WLTW-FM																				
WI '98	189	647	.6	6.4	240	780	.7	7.5	350	1129	1.0	6.2	212	733	.6	5.0	130	488	.4	6.0
4-Book	211	692	.6	6.7	219	696	.6	6.6	437	1222	1.3	7.5	297	868	.9	7.0	189	629	.6	8.0
WMCA-AM																				
WI '98	2	23	.1		31	92	.1	1.0	6	46	.1		1	20			6	31	.3	
4-Book	12	39	.4		38	89	.1	1.1	15	64	.1	.3	10	23	.2		13	42	.6	
WMJC-FM																				
WI '98	4	26	.1		2	13	.1		19	66	.1	.3	18	53	.1	.4	8	32	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	47	226	.1	1.6	63	201	.2	2.0	105	455	.3	1.9	97	338	.3	2.3	44	159	.1	2.0
4-Book	53	253	.2	1.7	51	203	.2	1.6	111	445	.3	1.9	81	318	.2	1.9	44	156	.1	1.9
+WNSR-FM																				
WI '98	48	219	.1	1.6	53	229	.2	1.6	98	494	.3	1.7	109	353	.3	2.6	62	268	.2	2.9
4-Book	46	271	.1	1.5	45	215	.1	1.3	130	519	.4	2.2	106	385	.3	2.5	47	261	.2	2.0
WNWK-FM																				
WI '98	110	260	.3	3.7	22	73	.1	.7	50	102	.1	.9	39	117	.1	.9	30	106	.1	1.4
4-Book	115	241	.4	3.6	11	41	.1	.4	52	101	.2	.9	35	96	.1	.8	35	97	.1	1.5
WOR-AM																				
WI '98	14	69	.5		71	160	.2	2.2	68	167	.2	1.2	18	66	.1	.4	19	57	.1	.9
4-Book	11	42	.4		50	151	.2	1.5	41	146	.1	.7	15	46	.1	.4	12	55	.5	
WPAT-FM																				
WI '98	199	633	.6	6.7	201	631	.6	6.3	480	1140	1.4	8.6	326	730	1.0	7.7	170	457	.5	7.8
4-Book	223	567	.7	7.1	181	549	.6	5.4	375	913	1.1	6.5	251	539	.8	6.0	178	474	.5	7.6
WPLJ-FM																				
WI '98	63	335	.2	2.1	85	335	.2	2.6	187	872	.5	3.3	118	565	.3	2.8	44	256	.1	2.0
4-Book	84	401	.3	2.7	86	351	.3	2.6	218	953	.6	3.8	174	696	.5	4.1	64	380	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WOCD-FM																				
WI '98	120	471	.4	4.0	134	390	.4	4.2	284	835	.8	5.1	263	642	.8	6.2	111	317	.3	5.1
4-Book	167	554	.5	5.3	111	378	.4	3.3	271	754	.8	4.7	228	583	.7	5.4	127	381	.4	5.4
WQEW-AM																				
WI '98	4	27		.1	6	24		.2	34	58	.1	.6	2	18			6	20		.3
4-Book	4	20		.1	12	43	.1	.4	35	81	.1	.6	17	55		.4	6	21		.3
WOHT-FM																				
WI '98	194	457	.6	6.5	73	261	.2	2.3	104	369	.3	1.9	175	389	.5	4.1	109	312	.3	5.0
4-Book	208	526	.6	6.7	81	252	.2	2.4	174	532	.5	3.0	219	517	.7	5.2	117	343	.3	5.0
WQXR-FM																				
WI '98	34	162	.1	1.1	35	150	.1	1.1	82	304	.2	1.5	78	194	.2	1.8	47	109	.1	2.2
4-Book	43	171	.1	1.4	34	151	.1	1.0	92	325	.3	1.6	80	200	.2	1.9	46	134	.1	2.0
WRKS-FM																				
WI '98	260	714	.8	8.7	292	728	.9	9.1	340	804	1.0	6.1	294	701	.9	6.9	235	584	.7	10.8
4-Book	249	696	.7	7.9	329	846	1.0	9.8	306	820	.9	5.3	264	637	.8	6.2	197	552	.6	8.5
WSKO-FM																				
WI '98	170	527	.5	5.7	309	794	.9	9.6	624	1384	1.8	11.1	413	805	1.2	9.8	181	501	.5	8.4
4-Book	245	602	.7	7.7	288	730	.9	8.6	556	1225	1.6	9.6	381	803	1.1	9.0	164	486	.5	7.0
WVDJ-AM																				
WI '98	39	59	.1	1.3	18	41	.1	.6	37	103	.1	.7	75	135	.2	1.8	35	54	.1	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	6	16		.2	44	144	.1	1.4	40	101	.1	.7	26	52	.1	.6	11	38		.5
4-Book	12	36		.4	72	149	.2	2.1	46	108	.1	.8	30	55	.1	.7	18	45		.8
+WWVY-FM																				
WI '98						4			3	6		.1								
4-Book		2				1			1	4				2						
+WWXY-FM																				
WI '98	17	62		.6	7	47		.2	35	123	.1	.6	13	50		.3	14	69		.6
4-Book	26	88	.1	.8	24	98	.1	.7	44	164	.1	.8	29	110	.1	.7	12	69		.5
+WWZY-FM																				
WI '98	15	101		.5	21	121	.1	.7	57	188	.2	1.0	22	125	.1	.5	9	68		.4
4-Book	15	77		.5	11	64		.3	47	145	.2	.8	21	96	.1	.5	8	47		.3
WXRK-FM																				
WI '98	25	161	.1	.8	17	54		.5	87	249	.3	1.6	54	210	.2	1.3	16	75		.7
4-Book	31	149	.1	1.0	12	40		.3	68	281	.2	1.2	48	207	.2	1.1	21	117	.1	.9
WKXW-FM																				
WI '98	20	139	.1	.7	25	97	.1	.8	78	358	.2	1.4	44	160	.1	1.0	6	36		.3
4-Book	12	68		.4	12	51		.4	46	203	.1	.8	42	159	.1	1.0	8	37		.4
TOTALS																				
WI '98	2975	8721	8.7		3214	9137	9.4		5611	14314	16.4		4235	10372	12.4		2167	6510	6.3	
4-Book	3171	8922	9.3		3357	9504	9.8		5812	14590	17.0		4236	10368	12.4		2350	6997	6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	77	1590	.2	1.0	115	722	.3	1.0	132	921	.3	1.3	108	742	.3	1.2	27	301	.1	.8
FA '97	115	1840	.3	1.6	175	1103	.4	1.5	128	701	.3	1.3	160	876	.4	1.9	54	451	.1	1.6
SU '97	93	1943	.2	1.3	138	794	.3	1.4	128	730	.3	1.2	81	707	.2	1.0	57	523	.1	1.6
SP '97	70	1696	.2	1.0	124	621	.3	1.1	84	653	.2	.8	89	568	.2	1.1	35	442	.1	1.1
4-Book	89	1767	.2	1.2	138	810	.3	1.3	118	751	.3	1.2	110	723	.3	1.3	43	429	.1	1.3
WI '97	79	1838	.2	1.1	101	833	.3	.9	140	708	.4	1.4	93	725	.2	1.1	38	445	.1	1.1
WADO-AM																				
WI '98	167	1561	.4	2.2	420	1271	1.1	3.7	225	771	.6	2.1	169	720	.4	1.9	37	261	.1	1.2
FA '97	169	1626	.4	2.3	408	1300	1.0	3.6	283	1007	.7	2.8	128	691	.3	1.5	15	153		.4
SU '97	104	1156	.3	1.4	243	847	.6	2.4	166	719	.4	1.6	107	429	.3	1.3	12	129		.3
SP '97	164	1528	.4	2.3	412	1144	1.0	3.8	248	1002	.6	2.5	166	617	.4	2.1	21	190	.1	.6
4-Book	151	1468	.4	2.1	371	1141	.9	3.4	231	875	.6	2.3	143	614	.4	1.7	21	183	.1	.6
WI '97	116	1311	.3	1.6	308	999	.8	2.9	149	748	.4	1.5	86	457	.2	1.0	30	196	.1	.9
WALK-FM																				
WI '98	122	1377	.3	1.6	193	929	.5	1.7	210	729	.5	2.0	138	824	.3	1.6	51	390	.1	1.6
FA '97	100	1428	.3	1.4	146	912	.4	1.3	163	752	.4	1.6	119	929	.3	1.4	29	416	.1	.9
SU '97	109	1292	.3	1.5	173	851	.4	1.7	191	736	.5	1.8	120	715	.3	1.4	32	362	.1	.9
SP '97	112	1443	.3	1.5	184	874	.5	1.7	194	914	.5	1.9	126	836	.3	1.6	28	353	.1	.9
4-Book	111	1385	.3	1.5	174	892	.5	1.6	190	783	.5	1.8	126	826	.3	1.5	35	380	.1	1.1
WI '97	118	1478	.3	1.6	185	991	.5	1.7	195	831	.5	2.0	140	892	.4	1.7	37	375	.1	1.1
WAXQ-FM																				
WI '98	127	3037	.3	1.7	163	1322	.4	1.4	194	1403	.5	1.9	172	1543	.4	2.0	43	774	.1	1.4
FA '97	96	2563	.2	1.3	93	1044	.2	.8	145	1140	.4	1.4	136	1485	.3	1.6	46	748	.1	1.4
SU '97	118	3394	.3	1.6	120	1186	.3	1.2	174	1628	.4	1.7	157	1666	.4	1.9	45	939	.1	1.2
SP '97	153	3538	.4	2.1	135	1431	.3	1.2	248	1700	.6	2.5	200	2036	.5	2.5	66	1133	.2	2.0
4-Book	124	3133	.3	1.7	128	1246	.3	1.2	190	1468	.5	1.9	166	1683	.4	2.0	50	899	.1	1.5
WI '97	134	3127	.3	1.9	113	1228	.3	1.1	195	1482	.5	2.0	197	1802	.5	2.3	62	891	.2	1.8
WBAB-FM																				
WI '98	37	804	.1	.5	52	316	.1	.5	53	397	.1	.5	55	399	.1	.6	14	175		.4
FA '97	38	783	.1	.5	54	405	.1	.5	63	401	.2	.6	55	461	.1	.7	11	197		.3
SU '97	35	845	.1	.5	38	314	.1	.4	47	434	.1	.5	42	451	.1	.5	14	227		.4
SP '97	31	757	.1	.4	37	354	.1	.3	46	367	.1	.5	44	411	.1	.5	15	197		.5
4-Book	35	797	.1	.5	45	347	.1	.4	52	400	.1	.5	49	431	.1	.6	14	199		.4
WI '97	28	743	.1	.4	32	321	.1	.3	51	384	.1	.5	33	430	.1	.4	7	148		.2
WHFM-FM																				
WI '98	1	50							6				1	11			1	6		
FA '97		20			1	15			5					5						
SU '97	1	47			2	25			1	10				10			1	10		
SP '97	1	28				7			2	21			1	14				7		
4-Book	1	36			1	12			1	11			1	10			1	6		
WI '97	1	20				7				13				7						
WBRR-AM																				
WI '98	11	461		.1	27	298	.1	.2	7	143		.1	14	221		.2	7	59		.2
FA '97	10	478		.1	22	267	.1	.2	4	95			16	194		.2	6	96		.2
SU '97	17	535		.2	35	310	.1	.3	30	249	.1	.3	21	258	.1	.3	5	115		.1
SP '97	19	620		.3	37	357	.1	.3	25	257	.1	.2	16	238		.2	7	115		.2
4-Book	14	524		.2	30	308	.1	.3	17	186	.1	.2	17	228		.2	6	96		.2
WI '97	25	635	.1	.3	62	444	.2	.6	38	192	.1	.4	24	269	.1	.3	7	120		.2
WBLI-FM																				
WI '98	73	1178	.2	1.0	92	659	.2	.8	104	600	.3	1.0	93	702	.2	1.1	34	349	.1	1.1
FA '97	72	1164	.2	1.0	97	680	.2	.9	126	704	.3	1.3	99	771	.2	1.2	21	385	.1	.6
SU '97	52	981	.1	.7	57	454	.1	.6	78	522	.2	.8	59	499	.1	.7	23	233	.1	.6
SP '97	71	1171	.2	1.0	86	666	.2	.8	110	665	.3	1.1	83	628	.2	1.0	24	351	.1	.7
4-Book	67	1124	.2	.9	83	615	.2	.8	105	623	.3	1.1	84	650	.2	1.0	26	330	.1	.8
WI '97	84	965	.2	1.2	100	476	.3	.9	179	638	.5	1.8	104	585	.3	1.2	25	328	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	226	4013	.6	3.0	237	1716	.6	2.1	220	1724	.6	2.1	256	1953	.6	2.9	175	1436	.4	5.5
FA '97	217	3827	.5	2.9	286	1696	.7	2.5	236	1560	.6	2.3	252	1891	.6	3.0	155	1379	.4	4.6
SU '97	271	4659	.7	3.7	309	2027	.8	3.1	342	2221	.9	3.3	273	2341	.7	3.3	187	1747	.5	5.1
SP '97	284	4448	.7	3.9	346	2343	.9	3.2	406	2128	1.0	4.0	318	2064	.8	3.9	149	1702	.4	4.6
4-Book	250	4237	.6	3.4	295	1946	.8	2.7	301	1908	.8	2.9	275	2062	.7	3.3	167	1566	.4	5.0
WI '97	342	4595	.9	4.7	519	2491	1.3	4.9	429	2116	1.1	4.4	342	2457	.9	4.1	217	1720	.5	6.4
WBZO-FM																				
WI '98	39	778	.1	.5	47	435	.1	.4	67	393	.2	.6	49	417	.1	.6	9	164		.3
FA '97	43	775	.1	.6	45	359	.1	.4	74	397	.2	.7	53	488	.1	.6	16	201		.5
SU '97	48	732	.1	.7	54	328	.1	.5	68	377	.2	.7	55	372	.1	.7	23	219	.1	.6
SP '97	38	798	.1	.5	36	372	.1	.3	72	437	.2	.7	57	490	.1	.7	7	179		.2
4-Book	42	771	.1	.6	46	374	.1	.4	70	401	.2	.7	54	442	.1	.7	14	191		.4
WI '97	38	694	.1	.5	50	349	.1	.5	66	332	.2	.7	47	419	.1	.6	10	206		.3
WCBS-AM																				
WI '98	113	3402	.3	1.5	314	2209	.8	2.8	85	1152	.2	.8	111	1431	.3	1.3	35	684	.1	1.1
FA '97	129	3402	.3	1.8	357	2222	.9	3.2	71	1111	.2	.7	142	1579	.4	1.7	42	849	.1	1.3
SU '97	161	3558	.4	2.2	397	2409	1.0	3.9	145	1457	.4	1.4	155	1493	.4	1.9	73	882	.2	2.0
SP '97	112	3395	.3	1.5	293	2227	.7	2.7	95	1131	.2	.9	94	1327	.2	1.2	46	787	.1	1.4
4-Book	129	3439	.3	1.8	340	2267	.9	3.2	99	1213	.3	1.0	126	1458	.3	1.5	49	801	.1	1.5
WI '97	155	4099	.4	2.1	454	2910	1.1	4.3	98	1575	.2	1.0	124	1779	.3	1.5	72	1016	.2	2.1
WCBS-FM																				
WI '98	351	5642	.9	4.7	487	2986	1.2	4.3	537	2775	1.3	5.1	417	3047	1.0	4.8	122	1194	.3	3.8
FA '97	407	5950	1.0	5.5	559	3007	1.4	4.9	687	3137	1.7	6.8	452	3317	1.1	5.4	134	1608	.3	4.0
SU '97	342	6126	.9	4.7	403	2814	1.0	4.0	506	2998	1.3	4.9	403	3067	1.0	4.8	128	1768	.3	3.5
SP '97	346	5721	.9	4.8	477	2939	1.2	4.4	530	2760	1.3	5.2	414	2841	1.0	5.1	135	1413	.3	4.1
4-Book	362	5860	.9	4.9	482	2937	1.2	4.4	565	2918	1.4	5.5	422	3068	1.0	5.0	130	1496	.3	3.9
WI '97	361	6098	.9	5.0	477	2938	1.2	4.5	532	2901	1.3	5.5	456	3302	1.2	5.4	145	1659	.4	4.3
+WDRE-FM																				
WI '98	2	75			1	36			3	34			3	52				6		
FA '97	4	93		.1	8	71		.1	7	49		.1	4	39				10		
SU '97	3	81			5	39			5	36			3	37				24		
SP '97	3	163			4	85			3	65			4	77			1	20		
4-Book	3	103			5	58			5	46			4	51				15		
WI '97	2	57			6	20		.1		20			1	12				25		
WLIR-FM																				
WI '98	26	887	.1	.3	38	420	.1	.3	35	371	.1	.3	35	465	.1	.4	6	159		.2
FA '97	29	1010	.1	.4	25	336	.1	.2	43	439	.1	.4	48	545	.1	.6	14	306		.4
SU '97	35	1049	.1	.5	34	443	.1	.3	38	507	.1	.4	45	505	.1	.5	12	293		.3
SP '97	37	965	.1	.5	32	361	.1	.3	59	504	.1	.6	53	394	.1	.7	19	293		.6
4-Book	32	978	.1	.4	32	390	.1	.3	44	455	.1	.4	45	477	.1	.6	13	263		.4
WI '97	25	829	.1	.3	36	388	.1	.3	31	286	.1	.3	33	401	.1	.4	17	233		.5
WFAN-AM																				
WI '98	42	1200	.1	.6	164	716	.4	1.5	18	183		.2	31	303	.1	.4	8	135		.3
FA '97	40	1541	.1	.5	118	633	.3	1.0	26	260	.1	.3	35	334	.1	.4	12	305		.4
SU '97	47	1663	.1	.6	133	774	.3	1.3	26	340	.1	.3	23	302	.1	.3	25	375	.1	.7
SP '97	50	1623	.1	.7	177	918	.4	1.6	13	215		.1	35	371	.1	.4	22	354	.1	.7
4-Book	45	1507	.1	.6	148	760	.4	1.4	21	250	.1	.2	31	328	.1	.4	17	292	.1	.5
WI '97	51	1392	.1	.7	178	778	.4	1.7	29	247	.1	.3	41	304	.1	.5	13	218		.4
WFAS-FM																				
WI '98	29	632	.1	.4	51	331	.1	.5	51	364	.1	.5	32	429	.1	.4	10	184		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WFME-FM																					
WI '98	68	827	.2	.9	106	481	.3	.9	97	451	.2	.9	59	345	.1	.7	32	261	.1	1.0	
FA '97	70	909	.2	1.0	96	452	.2	.8	44	314	.1	.4	48	270	.1	.6	76	392	.2	2.3	
SU '97	38	871	.1	.5	42	399	.1	.4	30	270	.1	.3	39	293	.1	.5	39	350	.1	1.1	
SP '97	87	777	.2	1.2	100	371	.3	.9	101	376	.3	1.0	64	333	.2	.8	82	317	.2	2.5	
4-Book	66	846	.2	.9	86	426	.2	.8	68	353	.2	.7	53	310	.1	.7	57	330	.2	1.7	
WI '97	47	708	.1	.6	63	392	.2	.6	46	256	.1	.5	33	246	.1	.4	39	282	.1	1.2	
WHLI-AM																					
WI '98	*	2	50		*	3	18		1	28			*	3	33						
FA '97	4	47		.1	5	32			5	25			3	15			**	**	**	**	
SU '97	3	42			5	12			2	19			3	18			**	**	**	**	
SP '97	8	67		.1	10	50		.1	13	35		.1	5	37		.1	**	**	**	**	
4-Book	4	52		.1	6	28			5	27			4	26			**	**	**	**	
WI '97	11	80		.2	8	37		.1	15	49		.2	11	37		.1	**	**	**	**	
WHTZ-FM																					
WI '98	318	6848	.8	4.3	483	3717	1.2	4.3	383	2969	1.0	3.7	437	3841	1.1	5.0	149	2107	.4	4.7	
FA '97	254	6120	.6	3.4	383	3046	1.0	3.4	349	2553	.9	3.5	351	3419	.9	4.2	99	1709	.2	3.0	
SU '97	275	6822	.7	3.8	382	2867	1.0	3.8	401	3338	1.0	3.9	368	3559	.9	4.4	135	2045	.3	3.7	
SP '97	212	5652	.5	2.9	366	2878	.9	3.3	276	2668	.7	2.7	265	3036	.7	3.3	84	1645	.2	2.6	
4-Book	265	6361	.7	3.6	404	3127	1.0	3.7	352	2882	.9	3.5	355	3464	.9	4.2	117	1877	.3	3.5	
WI '97	209	5123	.5	2.9	287	2385	.7	2.7	311	2266	.8	3.2	292	2856	.7	3.5	77	1313	.2	2.3	
WHUD-FM																					
WI '98	71	649	.2	1.0	115	497	.3	1.0	134	432	.3	1.3	94	390	.2	1.1	9	130		.3	
FA '97	36	530	.1	.5	65	365	.2	.6	75	266	.2	.7	34	255	.1	.4	4	95		.1	
SU '97	44	703	.1	.6	83	380	.2	.8	66	256	.2	.6	46	321	.1	.6	12	254		.3	
SP '97	42	736	.1	.6	77	434	.2	.7	50	359	.1	.5	56	406	.1	.7	14	288		.4	
4-Book	48	655	.1	.7	85	419	.2	.8	81	328	.2	.8	58	343	.1	.7	10	192		.3	
WI '97	68	675	.2	.9	126	445	.3	1.2	104	367	.3	1.1	74	392	.2	.9	18	218		.5	
WINS-AM																					
WI '98	181	5341	.5	2.4	530	3781	1.3	4.7	114	1350	.3	1.1	175	1696	.4	2.0	73	942	.2	2.3	
FA '97	161	5119	.4	2.2	465	3305	1.2	4.1	102	1497	.3	1.0	143	1918	.4	1.7	69	1066	.2	2.1	
SU '97	199	5492	.5	2.7	545	3757	1.4	5.4	168	1755	.4	1.6	164	1851	.4	2.0	89	1152	.2	2.4	
SP '97	186	5158	.5	2.6	596	3505	1.5	5.4	122	1524	.3	1.2	118	1606	.3	1.5	58	829	.1	1.8	
4-Book	182	5278	.5	2.5	534	3587	1.4	4.9	127	1532	.3	1.2	150	1768	.4	1.8	72	997	.2	2.2	
WI '97	177	5313	.4	2.4	532	3690	1.3	5.0	132	1710	.3	1.4	137	1719	.3	1.6	57	878	.1	1.7	
WKJY-FM																					
WI '98	89	931	.2	1.2	130	555	.3	1.2	190	593	.5	1.8	111	579	.3	1.3	10	172		.3	
FA '97	40	670	.1	.5	57	385	.1	.5	81	382	.2	.8	47	374	.1	.6	9	143		.3	
SU '97	65	773	.2	.9	79	458	.2	.8	141	469	.4	1.4	93	485	.2	1.1	11	211		.3	
SP '97	54	714	.1	.7	75	405	.2	.7	115	395	.3	1.1	60	394	.2	.7	12	140		.4	
4-Book	62	772	.2	.8	85	451	.2	.8	132	460	.4	1.3	78	458	.2	.9	11	167		.3	
WI '97	69	789	.2	1.0	78	436	.2	.7	159	471	.4	1.6	102	515	.3	1.2	18	204		.5	
WKTU-FM																					
WI '98	374	6939	.9	5.0	480	3605	1.2	4.3	503	3132	1.3	4.8	478	4099	1.2	5.5	174	2059	.4	5.5	
FA '97	462	6912	1.2	6.3	589	3746	1.5	5.2	684	3899	1.7	6.8	630	4257	1.6	7.5	208	2498	.5	6.2	
SU '97	436	7333	1.1	6.0	463	3464	1.2	4.6	602	3995	1.5	5.8	549	4192	1.4	6.6	271	2600	.7	7.4	
SP '97	389	6910	1.0	5.4	480	3561	1.2	4.4	604	3754	1.5	6.0	505	4113	1.3	6.2	156	2280	.4	4.8	
4-Book	415	7024	1.1	5.7	503	3594	1.3	4.6	598	3695	1.5	5.9	541	4165	1.4	6.5	202	2359	.5	6.0	
WI '97	392	7044	1.0	5.4	479	3557	1.2	4.5	550	3740	1.4	5.7	538	4401	1.4	6.4	171	2337	.4	5.1	
WLIB-AM																					
WI '98	*	64	622	.2	.9	*	49	150	.1	.4			*	45	149	.1	.5				
FA '97	57	717	.1	.8	37	177	.1	.3	54	344	.1	.5	43	217	.1	.5	**	**	**	**	
SU '97	118	1017	.3	1.6	109	425	.3	1.1	116	389	.3	1.1	96	577	.2	1.1	**	**	**	**	
SP '97	72	931	.2	1.0	37	294	.1	.3	75	375	.2	.7	59	283	.1	.7	**	**	**	**	
4-Book	78	822	.2	1.1	58	262	.2	.5	76	347	.2	.7	61	307	.1	.7	**	**	**	**	
WI '97	81	857	.2	1.1	43	194	.1	.4	56	243	.1	.6	90	342	.2	1.1	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	738	8462	1.9	9.9	817	4551	2.0	7.3	1498	5012	3.8	14.3	999	5279	2.5	11.5	253	2712	.6	8.0
FA '97	671	8401	1.7	9.1	741	4179	1.9	6.6	1226	4798	3.1	12.2	843	4881	2.1	10.0	275	2960	.7	8.2
SU '97	731	8436	1.8	10.0	755	4105	1.9	7.5	1390	4850	3.5	13.4	899	4818	2.3	10.8	316	2768	.8	8.7
SP '97	648	7817	1.6	8.9	755	4208	1.9	6.9	1217	4381	3.1	12.0	795	4519	2.0	9.8	291	2719	.7	8.9
4-Book	697	8279	1.8	9.5	767	4261	1.9	7.1	1333	4760	3.4	13.0	884	4874	2.2	10.5	284	2790	.7	8.5
WI '97	627	7870	1.6	8.7	648	4012	1.6	6.1	1195	4643	3.0	12.3	856	4644	2.2	10.2	231	2324	.6	6.9
WMCA-AM																				
WI '98	36	474	.1	.5	94	328	.2	.8	20	163	.1	.2	33	186	.1	.4	23	155	.1	.7
FA '97	31	481	.1	.4	78	325	.2	.7	22	118	.1	.2	26	165	.1	.3	19	178	.1	.6
SU '97	14	451	.1	.2	35	257	.1	.3	12	126	.1	.1	10	95	.1	.1	6	99	.1	.2
SP '97	49	459	.1	.7	110	311	.3	1.0	48	216	.1	.5	46	197	.1	.6	32	191	.1	1.0
4-Book	33	466	.1	.5	79	305	.2	.7	26	156	.1	.3	29	161	.1	.4	20	156	.1	.6
WI '97	28	481	.1	.4	78	347	.2	.7	20	144	.1	.2	15	151	.1	.2	14	170	.1	.4
WMJC-FM																				
WI '98	27	356	.1	.4	28	182	.1	.2	48	186	.1	.5	43	227	.1	.5	9	132	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	27	320	.1	.4	31	178	.1	.3	47	171	.1	.5	36	220	.1	.4	11	176	.1	.3
SP '97	18	328	.1	.2	23	225	.1	.2	24	196	.1	.2	24	221	.1	.3	7	126	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	16	172	.1	.2	39	125	.1	.3	38	110	.1	.4	12	88	.1	.1	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	4	93	.1	.1	6	34	.1	.1	9	43	.1	.1	6	31	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	87	.1	.1	10	87	.1	.1	10	14	.1	.1	3	28	.1	.1	**	**	**	**
WNEW-FM																				
WI '98	120	2935	.3	1.6	159	1237	.4	1.4	165	1258	.4	1.6	129	1497	.3	1.5	71	870	.2	2.2
FA '97	110	2864	.3	1.5	133	1294	.3	1.2	176	1338	.4	1.7	131	1439	.3	1.6	55	813	.1	1.6
SU '97	126	3163	.3	1.7	115	1102	.3	1.1	226	1615	.6	2.2	166	1670	.4	2.0	54	805	.1	1.5
SP '97	137	3037	.3	1.9	185	1387	.5	1.7	228	1472	.6	2.3	159	1551	.4	2.0	35	736	.1	1.1
4-Book	123	3000	.3	1.7	148	1255	.4	1.4	199	1421	.5	2.0	146	1539	.4	1.8	54	806	.1	1.6
WI '97	109	2824	.3	1.5	165	1278	.4	1.6	112	1240	.3	1.2	133	1379	.3	1.6	64	852	.2	1.9
+WNSR-FM																				
WI '98	139	4161	.3	1.9	152	1927	.4	1.4	224	1825	.6	2.1	197	2166	.5	2.3	58	1053	.1	1.8
FA '97	168	3652	.4	2.3	202	1797	.5	1.8	319	1803	.8	3.2	237	1974	.6	2.8	53	902	.1	1.6
SU '97	144	3749	.4	2.0	148	1611	.4	1.5	238	1825	.6	2.3	221	2093	.6	2.6	44	939	.1	1.2
SP '97	168	3597	.4	2.3	145	1489	.4	1.3	350	1915	.9	3.5	234	1925	.6	2.9	54	884	.1	1.7
4-Book	155	3790	.4	2.1	162	1706	.4	1.5	283	1842	.7	2.8	222	2040	.6	2.7	52	945	.1	1.6
WI '97	151	3366	.4	2.1	154	1517	.4	1.4	257	1453	.6	2.6	211	1531	.5	2.5	52	813	.1	1.5
WNWK-FM																				
WI '98	49	958	.1	.7	14	145	.1	.1	13	142	.1	.1	41	357	.1	.5	61	330	.2	1.9
FA '97	56	1046	.1	.8	20	138	.1	.2	26	217	.1	.3	33	379	.1	.4	48	357	.1	1.4
SU '97	68	1025	.2	.9	36	219	.1	.4	37	247	.1	.4	54	413	.1	.6	81	515	.2	2.2
SP '97	57	1025	.1	.8	17	182	.1	.2	25	289	.1	.2	33	306	.1	.4	77	489	.2	2.4
4-Book	58	1014	.1	.8	22	171	.1	.2	25	224	.1	.3	40	364	.1	.5	67	423	.2	2.0
WI '97	68	1066	.2	.9	26	215	.1	.2	46	275	.1	.5	49	361	.1	.6	62	366	.2	1.8
WOR -AM																				
WI '98	86	1498	.2	1.2	140	658	.4	1.2	110	646	.3	1.0	101	508	.3	1.2	49	435	.1	1.5
FA '97	101	1594	.3	1.4	202	978	.5	1.8	124	765	.3	1.2	93	518	.2	1.1	76	559	.2	2.3
SU '97	96	1755	.2	1.3	142	840	.4	1.4	116	755	.3	1.1	135	691	.3	1.6	78	618	.2	2.1
SP '97	102	1531	.3	1.4	226	881	.6	2.1	119	710	.3	1.2	98	466	.2	1.2	40	417	.1	1.2
4-Book	96	1595	.3	1.3	178	839	.5	1.6	117	719	.3	1.1	107	546	.3	1.3	61	507	.2	1.8
WI '97	118	1857	.3	1.6	213	1069	.5	2.0	130	825	.3	1.3	161	762	.4	1.9	70	597	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	324	3488	.8	4.3	305	1486	.8	2.7	433	1830	1.1	4.1	368	1923	.9	4.2	181	1299	.5	5.7
FA '97	366	3409	.9	5.0	401	1747	1.0	3.5	457	1914	1.1	4.5	363	1897	.9	4.3	272	1343	.7	8.1
SU '97	298	2989	.8	4.1	283	1450	.7	2.8	449	1945	1.1	4.3	323	1657	.8	3.9	219	1243	.6	6.0
SP '97	326	3221	.8	4.5	356	1687	.9	3.3	509	2047	1.3	5.0	310	1798	.8	3.8	166	1211	.4	5.1
4-Book	329	3277	.8	4.5	336	1593	.9	3.1	462	1934	1.2	4.5	341	1819	.9	4.1	210	1274	.6	6.2
WI '97	346	3159	.9	4.8	344	1738	.9	3.2	473	1860	1.2	4.9	405	1856	1.0	4.8	184	1150	.5	5.5
WPLJ-FM																				
WI '98	322	6122	.8	4.3	611	3701	1.5	5.4	473	2593	1.2	4.5	453	3477	1.1	5.2	75	1529	.2	2.4
FA '97	343	6044	.9	4.7	622	3437	1.6	5.5	465	2972	1.2	4.6	472	3723	1.2	5.6	102	1568	.3	3.0
SU '97	326	6429	.8	4.5	568	3397	1.4	5.6	494	3411	1.2	4.8	441	3760	1.1	5.3	86	1645	.2	2.4
SP '97	292	5867	.7	4.0	533	3447	1.3	4.9	380	2704	1.0	3.8	433	3265	1.1	5.4	74	1387	.2	2.3
4-Book	321	6116	.8	4.4	584	3496	1.5	5.4	453	2920	1.2	4.4	450	3556	1.1	5.4	84	1532	.2	2.5
WI '97	277	5643	.7	3.8	502	2974	1.3	4.7	408	2308	1.0	4.2	374	3069	.9	4.4	63	1265	.2	1.9
WQCD-FM																				
WI '98	347	4788	.9	4.7	314	2143	.8	2.8	573	2402	1.4	5.5	480	2722	1.2	5.5	165	1633	.4	5.2
FA '97	288	4318	.7	3.9	297	1792	.7	2.6	385	2049	1.0	3.8	347	2348	.9	4.1	208	1647	.5	6.2
SU '97	319	4780	.8	4.4	313	2048	.8	3.1	509	2506	1.3	4.9	435	2731	1.1	5.2	178	1793	.4	4.9
SP '97	321	4474	.8	4.4	328	1985	.8	3.0	436	2082	1.1	4.3	396	2488	1.0	4.9	211	1707	.5	6.5
4-Book	319	4590	.8	4.4	313	1992	.8	2.9	476	2260	1.2	4.6	415	2572	1.1	4.9	191	1695	.5	5.7
WI '97	290	4619	.7	4.0	335	2158	.8	3.2	389	2016	1.0	4.0	324	2294	.8	3.8	197	1643	.5	5.8
WQEW-AM																				
WI '98	22	422	.1	.3	30	146	.1	.3	20	170	.1	.2	14	135	.2	.2	6	101	.2	.2
FA '97	47	545	.1	.6	44	263	.1	.4	106	295	.3	1.1	51	309	.1	.6	4	32	.1	.1
SU '97	39	630	.1	.5	47	294	.1	.5	63	236	.2	.6	41	276	.1	.5	14	191	.4	.4
SP '97	37	663	.1	.5	37	296	.1	.3	42	284	.1	.4	27	299	.1	.3	19	236	.6	.6
4-Book	36	565	.1	.5	40	250	.1	.4	58	246	.2	.6	33	255	.1	.4	11	140	.3	.3
WI '97	16	460	.2	.2	24	218	.1	.2	16	134	.2	.2	22	237	.1	.3	3	48	.1	.1
WQHT-FM																				
WI '98	237	3953	.6	3.2	344	1850	.9	3.1	283	1839	.7	2.7	293	2127	.7	3.4	150	1347	.4	4.7
FA '97	262	3861	.7	3.6	369	1946	.9	3.3	329	1938	.8	3.3	309	2214	.8	3.7	143	1525	.4	4.3
SU '97	255	3909	.6	3.5	330	1860	.8	3.3	336	1982	.8	3.3	327	2160	.8	3.9	163	1515	.4	4.5
SP '97	276	3962	.7	3.8	351	1955	.9	3.2	290	1977	.7	2.9	341	2123	.9	4.2	210	1485	.5	6.4
4-Book	258	3921	.7	3.5	349	1903	.9	3.2	310	1934	.8	3.1	318	2156	.8	3.8	167	1468	.4	5.0
WI '97	297	3936	.7	4.1	359	2038	.9	3.4	336	2024	.8	3.5	387	2333	1.0	4.6	210	1358	.5	6.2
WQXR-FM																				
WI '98	149	2182	.4	2.0	148	1116	.4	1.3	237	1172	.6	2.3	178	1107	.4	2.0	76	786	.2	2.4
FA '97	103	1999	.3	1.4	149	1028	.4	1.3	123	769	.3	1.2	93	876	.2	1.1	83	632	.2	2.5
SU '97	92	1671	.2	1.3	86	592	.2	.9	127	801	.3	1.2	92	829	.2	1.1	68	717	.2	1.9
SP '97	126	1812	.3	1.7	129	869	.3	1.2	173	882	.4	1.7	151	736	.4	1.9	86	684	.2	2.6
4-Book	118	1916	.3	1.6	128	901	.3	1.2	165	906	.4	1.6	129	887	.3	1.5	78	705	.2	2.4
WI '97	123	2258	.3	1.7	139	1055	.4	1.3	155	848	.4	1.6	147	1185	.4	1.7	88	719	.2	2.6
WRKS-FM																				
WI '98	490	5709	1.2	6.6	693	3325	1.7	6.2	581	2809	1.5	5.5	540	3541	1.4	6.2	343	2528	.9	10.8
FA '97	472	6115	1.2	6.4	770	3593	1.9	6.8	580	3037	1.5	5.8	498	3094	1.2	5.9	282	2269	.7	8.4
SU '97	534	6146	1.3	7.3	666	3352	1.7	6.6	736	3406	1.9	7.1	628	3462	1.6	7.5	342	2405	.9	9.4
SP '97	486	6041	1.2	6.7	730	3629	1.8	6.7	668	3299	1.7	6.6	512	3207	1.3	6.3	288	2257	.7	8.8
4-Book	496	6003	1.2	6.8	715	3475	1.8	6.6	641	3138	1.7	6.3	545	3326	1.4	6.5	314	2365	.8	9.4
WI '97	485	5790	1.2	6.7	683	3326	1.7	6.4	591	2897	1.5	6.1	560	3198	1.4	6.6	338	2245	.9	10.0
WSKQ-FM																				
WI '98	562	4501	1.4	7.5	1007	3068	2.5	9.0	732	2556	1.8	7.0	481	2603	1.2	5.5	220	1648	.6	6.9
FA '97	546	4340	1.4	7.4	928	3126	2.3	8.2	679	2664	1.7	6.7	476	2330	1.2	5.7	237	1463	.6	7.1
SU '97	497	4206	1.3	6.8	749	2731	1.9	7.4	654	2553	1.7	6.3	444	2349	1.1	5.3	196	1391	.5	5.4
SP '97	424	3817	1.1	5.8	757	2480	1.9	6.9	511	2109	1.3	5.0	398	2026	1.0	4.9	176	1273	.4	5.4
4-Book	507	4216	1.3	6.9	860	2851	2.2	7.9	644	2471	1.6	6.3	450	2327	1.1	5.4	207	1444	.5	6.2
WI '97	384	3673	1.0	5.3	591	2188	1.5	5.6	424	1907	1.1	4.4	365	1773	.9	4.3	187	1346	.5	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	*AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	35	413	.1	.5	64	308	.2	.6	34	119	.1	.3	23	139	.1	.3	22	175	.1	.7
FA '97	32	439	.1	.4	48	296	.1	.4	26	186	.1	.3	46	219	.1	.5	28	95	.1	.8
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	27	572	.1	.4	29	177	.1	.3	34	195	.1	.3	24	194	.1	.3	16	162		.5
FA '97	24	468	.1	.3	22	149	.1	.2	33	153	.1	.3	29	140	.1	.3	12	99		.4
SU '97	17	418		.2	38	179	.1	.4	6	90		.1	10	109		.1	11	121		.3
SP '97	46	651	.1	.6	43	239	.1	.4	52	259	.1	.5	39	238	.1	.5	20	145	.1	.6
4-Book	29	527	.1	.4	33	186	.1	.3	31	174	.1	.3	26	170	.1	.3	15	132		.5
WI '97	62	719	.2	.9	55	300	.1	.5	69	364	.2	.7	51	271	.1	.6	45	224	.1	1.3
+WVYV-FM																				
WI '98	3	46			5	22			7	18		.1	3	18			1	13		
FA '97	3	46			7	40		.1	6	36		.1	2	21			1	11		
SU '97	1	33			1	6				6			1	28			1	15		
SP '97		12																12		
4-Book	2	34			3	17			3	15		.1	2	17			1	13		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	49	684	.1	.7	68	401	.2	.6	76	436	.2	.7	67	355	.2	.8	16	251		.5
FA '97	51	751	.1	.7	76	381	.2	.7	59	411	.1	.6	53	474	.1	.6	30	308	.1	.9
SU '97	39	734	.1	.5	31	270	.1	.3	46	357	.1	.4	53	405	.1	.6	21	367	.1	.6
SP '97	48	693	.1	.7	35	358	.1	.3	64	372	.2	.6	58	473	.1	.7	36	265	.1	1.1
4-Book	47	716	.1	.7	53	353	.2	.5	61	394	.2	.6	58	427	.1	.7	26	298	.1	.8
WI '97	48	762	.1	.7	56	443	.1	.5	72	317	.2	.7	74	484	.2	.9	27	251	.1	.8
+WVZY-FM																				
WI '98	50	686	.1	.7	63	450	.2	.6	79	447	.2	.8	63	450	.2	.7	16	284		.5
FA '97	32	381	.1	.4	41	185	.1	.4	45	191	.1	.4	45	239	.1	.5	13	131		.4
SU '97	44	570	.1	.6	55	322	.1	.5	50	343	.1	.5	57	420	.1	.7	15	212		.4
SP '97	32	594	.1	.4	36	296	.1	.3	38	326	.1	.4	34	388	.1	.4	14	235		.4
4-Book	40	558	.1	.5	49	313	.1	.5	53	327	.1	.5	50	374	.1	.6	15	216		.4
WI '97	36	492	.1	.5	27	203	.1	.3	41	237	.1	.4	56	324	.1	.7	20	97	.1	.6
WXRK-FM																				
WI '98	185	3657	.5	2.5	729	2857	1.8	6.5	193	1415	.5	1.8	80	873	.2	.9	18	469		.6
FA '97	191	3625	.5	2.6	751	2745	1.9	6.6	171	1429	.4	1.7	101	955	.3	1.2	27	488	.1	.8
SU '97	163	3665	.4	2.2	655	2725	1.7	6.5	147	1517	.4	1.4	77	836	.2	.9	22	476	.1	.6
SP '97	185	4074	.5	2.6	701	3036	1.8	6.4	195	1641	.5	1.9	105	909	.3	1.3	28	626	.1	.9
4-Book	181	3755	.5	2.5	709	2841	1.8	6.5	177	1501	.5	1.7	91	893	.3	1.1	24	515	.1	.7
WI '97	149	3560	.4	2.1	504	2464	1.3	4.7	170	1305	.4	1.8	102	1165	.3	1.2	26	614	.1	.8
WKXW-FM																				
WI '98	70	1683	.2	.9	111	802	.3	1.0	76	767	.2	.7	112	990	.3	1.3	10	267		.3
FA '97	44	1343	.1	.6	85	628	.2	.8	41	633	.1	.4	76	765	.2	.9	15	307		.4
SU '97	39	1292	.1	.5	49	510	.1	.5	53	521	.1	.5	50	630	.1	.6	17	287		.5
SP '97	45	1239	.1	.6	92	713	.2	.8	48	401	.1	.5	67	707	.2	.8	12	265		.4
4-Book	50	1389	.1	.7	84	663	.2	.8	55	581	.1	.5	76	773	.2	.9	14	282		.4
WI '97	58	1320	.1	.8	128	873	.3	1.2	49	588	.1	.5	81	677	.2	1.0	19	333		.6
TOTALS																				
WI '98	7451	38383	18.7		11246	34482	28.2		10480	29181	26.3		8702	31801	21.8		3179	20945	8.0	
FA '97	7368	38515	18.5		11296	34740	28.3		10068	29759	25.3		8393	31902	21.1		3350	22056	8.4	
SU '97	7317	38083	18.5		10069	33523	25.4		10335	30299	26.1		8352	31535	21.1		3642	22839	9.2	
SP '97	7254	38149	18.3		10937	34286	27.6		10119	29472	25.6		8086	31275	20.4		3264	21788	8.2	
4-Book	7348	38283	18.5		10887	34258	27.4		10251	29678	25.8		8383	31628	21.1		3359	21907	8.5	
WI '97	7240	38214	18.3		10632	34386	26.8		9714	28892	24.5		8426	31427	21.3		3372	21139	8.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WABC-AM																					
WI '98	119	1327	.3	1.2	35	594	.1	.6	40	138	.1	.7	30	127	.1	.3	28	99	.1	.4	
4-Book	122	1334	.3	1.2	60	843	.2	1.1	96	234	.2	1.7	63	228	.2	.7	44	150	.1	.7	
WADO-AM																					
WI '98	268	1528	.7	2.6	77	843	.2	1.4	261	631	.7	4.8	91	280	.2	.9	58	143	.1	.9	
4-Book	247	1410	.6	2.5	70	773	.2	1.3	213	523	.5	3.8	100	278	.3	1.1	38	95	.1	.6	
WALK-FM																					
WI '98	183	1207	.5	1.8	63	670	.2	1.2	88	238	.2	1.6	141	352	.4	1.4	69	248	.2	1.1	
4-Book	165	1231	.4	1.7	66	705	.2	1.2	84	259	.2	1.5	123	345	.3	1.3	66	229	.2	1.1	
WAXQ-FM																					
WI '98	178	2359	.4	1.8	94	1499	.2	1.7	74	255	.2	1.4	184	670	.5	1.9	154	622	.4	2.4	
4-Book	164	2506	.4	1.7	102	1621	.3	1.8	73	301	.2	1.3	205	721	.5	2.2	158	563	.4	2.5	
WBAB-FM																					
WI '98	53	669	.1	.5	25	376	.1	.5	15	71	.3	.3	49	190	.1	.5	33	109	.1	.5	
4-Book	49	675	.1	.5	26	366	.1	.5	18	78	.3	.3	48	170	.1	.5	36	121	.1	.6	
WHFM-FM																					
WI '98		11			2	50			1	11			7	44		.1	3	17			
4-Book	1	20			1	25			1	8			3	17			4	13			
WBBR-AM																					
WI '98	15	387		.1	8	189		.1	18	115		.3	11	89		.1					
4-Book	21	458	.1	.2	7	197		.1	15	73		.3	12	68		.1	3	17		.1	
WBLI-FM																					
WI '98	97	996	.2	1.0	56	700	.1	1.0	68	216	.2	1.2	120	377	.3	1.2	67	204	.2	1.0	
4-Book	92	975	.2	1.0	52	619	.1	.9	55	180	.1	1.0	113	346	.3	1.2	65	208	.2	1.0	
WBLS-FM																					
WI '98	236	3036	.6	2.3	243	2291	.6	4.4	147	457	.4	2.7	321	827	.8	3.3	348	803	.9	5.4	
4-Book	291	3262	.7	3.0	233	2416	.6	4.2	150	458	.4	2.7	299	815	.8	3.2	246	631	.6	3.8	
WBZO-FM																					
WI '98	55	675	.1	.5	31	431	.1	.6	21	108	.1	.4	71	227	.2	.7	28	107	.1	.4	
4-Book	57	658	.1	.6	34	409	.1	.6	27	103	.1	.5	70	202	.2	.7	42	132	.1	.6	
WCBS-AM																					
WI '98	164	3088	.4	1.6	76	1487	.2	1.4	130	610	.3	2.4	71	395	.2	.7	45	207	.1	.7	
4-Book	182	3040	.5	1.8	89	1792	.2	1.6	165	710	.4	2.9	102	518	.3	1.1	71	316	.2	1.1	
WCBS-FM																					
WI '98	485	4770	1.2	4.8	269	2895	.7	4.9	252	815	.6	4.6	545	1454	1.4	5.6	294	965	.7	4.6	
4-Book	495	4868	1.2	5.0	282	3169	.7	5.1	275	836	.7	4.9	503	1384	1.3	5.3	329	1003	.8	5.1	
+WDRE-FM																					
WI '98	2	75			1	52							3	28			4	40		.1	
4-Book	4	93			2	51			1	6			5	23		.1	4	22		.1	
WLIR-FM																					
WI '98	36	736	.1	.4	23	407	.1	.4	9	73		.2	44	146	.1	.4	40	157	.1	.6	
4-Book	41	788	.1	.4	29	496	.1	.5	28	108	.1	.5	54	186	.2	.6	41	149	.1	.6	
WFAN-AM																					
WI '98	67	986	.2	.7	22	363	.1	.4	33	107	.1	.6	32	86	.1	.3	6	37		.1	
4-Book	63	1065	.2	.7	32	624	.1	.6	34	109	.1	.6	37	121	.1	.4	28	110	.1	.5	
WFAS-FM																					
WI '98	45	557	.1	.4	13	220		.2	34	92	.1	.6	20	91	.1	.2	8	53		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																					
WI '98	88	659	.2	.9	55	498	.1	1.0	75	155	.2	1.4	64	177	.2	.7	35	107	.1	.5	
4-Book	69	619	.2	.7	66	555	.2	1.2	81	186	.2	1.4	76	168	.2	.8	49	117	.1	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																					
WI '98	* 2	45			* 1	24			* 1	3			3	18			* 2	4		.1	
4-Book	5	45			2	24			1	3			3	11			2	4		.1	
WHTZ-FM																					
WI '98	430	5801	1.1	4.2	233	3739	.6	4.3	161	725	.4	2.9	492	1739	1.2	5.0	276	1291	.7	4.3	
4-Book	369	5343	1.0	3.7	180	3173	.5	3.3	127	565	.3	2.3	346	1394	.9	3.6	228	967	.6	3.5	
WHUD-FM																					
WI '98	116	617	.3	1.1	32	296	.1	.6	19	82		.3	79	167	.2	.8	41	116	.1	.6	
4-Book	75	564	.2	.8	26	312	.1	.5	31	106	.1	.6	50	153	.1	.5	36	117	.1	.6	
WINS-AM																					
WI '98	261	4717	.7	2.6	113	2318	.3	2.1	263	1012	.7	4.8	150	583	.4	1.5	58	296	.1	.9	
4-Book	259	4693	.7	2.6	119	2349	.3	2.2	296	1056	.8	5.3	144	648	.4	1.5	71	347	.2	1.1	
WKJY-FM																					
WI '98	147	812	.4	1.4	39	394	.1	.7	42	134	.1	.8	88	229	.2	.9	50	142	.1	.8	
4-Book	101	666	.3	1.0	28	328	.1	.5	30	106	.1	.6	61	162	.2	.7	35	110	.1	.6	
WKTU-FM																					
WI '98	489	5916	1.2	4.8	306	3909	.8	5.6	227	928	.6	4.2	594	1784	1.5	6.1	434	1371	1.1	6.7	
4-Book	551	6056	1.4	5.6	318	3902	.8	5.8	230	875	.6	4.1	631	1901	1.6	6.7	454	1355	1.2	7.1	
WLIB-AM																					
WI '98	* 53	325	.1	.5	* 89	402	.2	1.6	* 100	195	.3	1.8	171	334	.4	1.7	* 125	195	.3	1.9	
4-Book	67	518	.2	.7	108	536	.3	1.9	113	221	.3	2.0	202	347	.5	2.1	161	254	.4	2.5	
WLTW-FM																					
WI '98	1135	7360	2.8	11.2	357	4339	.9	6.5	388	1317	1.0	7.1	675	1955	1.7	6.9	437	1243	1.1	6.8	
4-Book	1021	6982	2.6	10.4	400	4310	1.0	7.2	376	1165	1.0	6.7	731	1962	1.9	7.7	459	1307	1.2	7.1	
WMCA-AM																					
WI '98	47	391	.1	.5	25	233	.1	.5	61	157	.2	1.1	23	59	.1	.2	10	47		.2	
4-Book	43	369	.1	.5	21	234	.1	.4	30	86	.1	.5	18	50	.1	.2	12	34		.2	
WMJC-FM																					
WI '98	41	285	.1	.4	16	221		.3	16	76		.3	43	135	.1	.4	16	54		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WMTR-AM																					
WI '98	31	172	.1	.3	1	22												7	22		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNEV-FM																					
WI '98	152	2306	.4	1.5	98	1656	.2	1.8	83	287	.2	1.5	159	654	.4	1.6	145	553	.4	2.2	
4-Book	167	2422	.4	1.7	93	1535	.2	1.7	81	286	.2	1.4	168	645	.4	1.8	127	488	.3	2.0	
+WNSR-FM																					
WI '98	194	3387	.5	1.9	97	2008	.2	1.8	69	352	.2	1.3	193	739	.5	2.0	107	534	.3	1.7	
4-Book	227	3145	.6	2.3	96	1820	.2	1.8	63	303	.2	1.1	187	734	.5	2.0	124	500	.3	1.9	
WNWK-FM																					
WI '98	22	503	.1	.2	89	644	.2	1.6	149	206	.4	2.7	145	317	.4	1.5	150	274	.4	2.3	
4-Book	29	558	.1	.3	102	681	.3	1.9	151	271	.4	2.7	216	390	.6	2.3	180	307	.5	2.8	
VOR -AM																					
WI '98	116	1189	.3	1.1	57	673	.1	1.0	92	226	.2	1.7	83	270	.2	.8	31	102	.1	.5	
4-Book	132	1302	.3	1.3	56	764	.1	1.0	106	323	.3	1.9	102	307	.3	1.1	39	113	.1	.6	
WPAT-FM																					
WI '98	374	2685	.9	3.7	335	2611	.8	6.1	179	497	.4	3.3	535	1186	1.3	5.5	405	933	1.0	6.3	
4-Book	386	2693	1.0	3.9	307	2295	.8	5.6	215	577	.5	3.8	482	1096	1.2	5.1	327	734	.8	5.1	
WPLJ-FM																					
WI '98	509	5494	1.3	5.0	154	2669	.4	2.8	148	564	.4	2.7	334	1161	.8	3.4	196	888	.5	3.0	
4-Book	492	5408	1.3	5.0	175	2792	.4	3.2	160	635	.4	2.8	327	1258	.8	3.5	234	921	.6	3.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	464	3871	1.2	4.6	262	2718	.7	4.8	201	580	.5	3.7	437	1101	1.1	4.5	338	975	.8	5.2
4-Book	407	3673	1.1	4.1	249	2541	.7	4.5	212	610	.5	3.8	399	1006	1.0	4.2	323	843	.8	5.0
WQEW-AM																				
WI '98	21	252	.1	.2	34	286	.1	.6	20	73	.1	.4	58	107	.1	.6	26	103	.1	.4
4-Book	45	391	.1	.5	38	363	.1	.7	22	88	.1	.4	83	171	.2	.9	39	125	.1	.6
WQHT-FM																				
WI '98	305	3364	.8	3.0	177	1878	.4	3.2	132	409	.3	2.4	359	1013	.9	3.7	246	678	.6	3.8
4-Book	324	3227	.8	3.3	202	2103	.5	3.7	163	500	.4	2.9	328	972	.8	3.5	296	739	.8	4.6
WQXR-FM																				
WI '98	192	1806	.5	1.9	122	1245	.3	2.2	87	296	.2	1.6	190	572	.5	1.9	124	407	.3	1.9
4-Book	143	1491	.4	1.5	100	1096	.3	1.8	79	246	.2	1.4	143	449	.4	1.5	100	303	.3	1.6
WRKS-FM																				
WI '98	603	4957	1.5	5.9	390	3259	1.0	7.1	293	786	.7	5.4	659	1428	1.7	6.7	518	1129	1.3	8.0
4-Book	634	5142	1.6	6.5	371	3317	1.0	6.7	330	868	.8	5.9	603	1422	1.6	6.4	493	1164	1.2	7.6
WSKQ-FM																				
WI '98	739	4042	1.9	7.3	480	3202	1.2	8.8	518	1119	1.3	9.5	929	2175	2.3	9.5	591	1313	1.5	9.2
4-Book	651	3757	1.7	6.6	456	2975	1.1	8.3	498	1180	1.3	8.8	821	1821	2.1	8.7	521	1150	1.3	8.1
WWDJ-AM																				
WI '98	40	357	.1	.4	36	264	.1	.7	32	115	.1	.6	15	59	.2	.2	32	65	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	29	278	.1	.3	30	362	.1	.5	22	42	.1	.4	25	68	.1	.3	21	56	.1	.3
4-Book	30	292	.1	.3	35	339	.1	.7	17	46	.1	.3	32	73	.1	.3	23	46	.1	.4
+WVYV-FM																				
WI '98	5	40			1	17			1	10										
4-Book	3	30			1	12			1	4			1	3				2		
+WVXY-FM																				
WI '98	71	609	.2	.7	32	354	.1	.6	33	147	.1	.6	53	167	.1	.5	45	148	.1	.7
4-Book	58	585	.2	.6	42	426	.1	.8	42	143	.1	.7	68	207	.2	.7	44	140	.1	.7
+WVZY-FM																				
WI '98	69	602	.2	.7	39	456	.1	.7	34	121	.1	.6	84	280	.2	.9	41	198	.1	.6
4-Book	51	476	.1	.5	36	392	.1	.7	41	132	.1	.7	70	196	.2	.8	45	157	.1	.7
WXRK-FM																				
WI '98	323	3296	.8	3.2	52	861	.1	1.0	60	188	.2	1.1	95	357	.2	1.0	59	254	.1	.9
4-Book	314	3412	.8	3.2	50	958	.1	.9	65	214	.2	1.2	94	370	.2	1.0	54	236	.1	.8
WKXW-FM																				
WI '98	98	1399	.2	1.0	61	808	.2	1.1	54	264	.1	1.0	123	438	.3	1.3	65	218	.2	1.0
4-Book	70	1164	.2	.7	37	628	.1	.7	43	183	.1	.8	62	259	.2	.7	43	158	.1	.7
TOTALS																				
WI '98	10171	37740	25.5		5466	31932	13.7		5465	14539	13.7		9786	21502	24.6		6457	15770	16.2	
4-Book	9873	37599	24.8		5528	32141	13.9		5649	14896	14.2		9460	21047	23.8		6463	15306	16.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	50	198	.1	1.4	40	144	.1	1.0	20	108	.1	.3	15	71	.1	.3	52	192	.1	2.1
4-Book	51	196	.2	1.4	80	230	.2	1.9	47	190	.1	.7	43	146	.1	.9	59	203	.2	2.2
WADO-AM																				
WI '98	16	49		.5	101	270	.3	2.5	53	180	.1	.8	37	77	.1	.7	25	106	.1	1.0
4-Book	12	44		.3	104	278	.3	2.5	66	193	.2	1.0	29	83	.1	.5	14	51		.5
WALK-FM																				
WI '98	12	64		.3	48	183	.1	1.2	66	213	.2	1.0	50	133	.1	1.0	27	109	.1	1.1
4-Book	28	114	.1	.8	51	173	.1	1.2	88	247	.2	1.3	57	169	.2	1.1	27	117	.1	1.0
WAXO-FM																				
WI '98	44	254	.1	1.3	47	128	.1	1.2	131	469	.3	2.0	91	398	.2	1.8	27	123	.1	1.1
4-Book	61	297	.1	1.7	40	165	.1	1.0	134	533	.3	2.0	98	403	.3	2.0	41	171	.1	1.5
WBAB-FM																				
WI '98	13	65		.4	12	47		.3	31	108	.1	.5	30	93	.1	.6	12	70		.5
4-Book	14	62		.4	10	44		.2	43	137	.1	.6	22	72	.1	.5	12	48		.4
WHFM-FM																				
WI '98	2	6		.1									1	6			2	6		.1
4-Book	1	3			2				2				2	2			1	6		
WBBR-AM																				
WI '98					16	59		.4	13	64		.2	7	48		.1				
4-Book	1	14			9	47		.2	11	54		.2	8	40		.2	1	11		
WBLI-FM																				
WI '98	29	79	.1	.8	31	58	.1	.8	61	192	.2	.9	42	158	.1	.8	27	104	.1	1.1
4-Book	25	83	.1	.7	24	78	.1	.6	66	213	.2	1.0	46	157	.1	.9	17	73		.6
WBLS-FM																				
WI '98	261	701	.7	7.5	159	432	.4	3.9	326	753	.8	4.9	255	583	.6	5.2	114	390	.3	4.6
4-Book	193	574	.5	5.3	213	579	.6	5.2	378	845	1.0	5.5	239	594	.6	4.8	127	406	.3	4.7
WBZO-FM																				
WI '98	18	57		.5	12	47		.3	49	167	.1	.7	41	120	.1	.8	6	30		.2
4-Book	16	59		.4	18	66	.1	.4	52	173	.1	.8	35	106	.1	.7	12	50		.4
WCBS-AM																				
WI '98	15	126		.4	127	504	.3	3.1	104	458	.3	1.6	74	324	.2	1.5	53	243	.1	2.1
4-Book	29	181	.1	.8	160	666	.4	3.8	98	513	.3	1.5	59	264	.2	1.2	44	274	.1	1.6
WCBS-FM																				
WI '98	207	620	.5	6.0	198	575	.5	4.9	314	1000	.8	4.7	230	692	.6	4.6	90	292	.2	3.6
4-Book	181	610	.5	5.0	221	673	.6	5.4	378	1157	1.0	5.5	242	701	.6	4.8	112	413	.3	4.1
+WDRE-FM																				
WI '98					3	12		.1	1	12							1	3		
4-Book	1	7			2	8		.1	2	14			4	13			1	3		
WLIR-FM																				
WI '98	8	56		.2	9	38		.2	43	173	.1	.6	24	119	.1	.5	5	37		.2
4-Book	20	83	.1	.5	12	50		.3	39	173	.1	.6	27	118	.1	.5	7	56		.3
WFAN-AM																				
WI '98	15	62		.4	42	134	.1	1.0	23	116	.1	.3	13	50		.3	17	98		.7
4-Book	19	81		.5	31	89	.1	.8	43	219	.1	.6	42	197	.1	.8	22	90	.1	.8
WFAS-FM																				
WI '98	5	17		.1	10	35		.2	7	62		.1	2	16			16	16		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	48	127	.1	1.4	107	268	.3	2.6	52	231	.1	.8	25	108	.1	.5	38	116	.1	1.5
4-Book	59	143	.2	1.7	108	254	.3	2.6	58	191	.1	.9	48	111	.2	1.0	53	129	.1	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*				2	6			*	3	6	.1					
4-Book	**	**	**	**	2	10		4	13			2	5	.1		**	**	**	**	
WHTZ-FM																				
WI '98	171	736	.4	4.9	96	405	.2	2.4	305	1397	.8	4.6	250	843	.6	5.1	81	401	.2	3.3
4-Book	120	561	.3	3.4	91	405	.2	2.2	248	1118	.6	3.6	184	703	.5	3.7	78	427	.2	2.9
WHUD-FM																				
WI '98	9	69	.3		23	109	.1	.6	50	113	.1	.7	25	53	.1	.5	6	35	.2	
4-Book	10	39	.3		25	91	.1	.6	39	120	.1	.6	21	61	.1	.4	2	10	.1	
WINS-AM																				
WI '98	48	316	.1	1.4	205	719	.5	5.1	93	452	.2	1.4	99	409	.2	2.0	22	202	.1	.9
4-Book	44	247	.1	1.2	205	773	.5	5.0	99	517	.3	1.4	77	309	.2	1.5	51	288	.1	1.9
WKJY-FM																				
WI '98	15	71	.4		29	126	.1	.7	55	136	.1	.8	23	63	.1	.5	4	20	.2	
4-Book	11	49	.3		20	75	.1	.5	33	104	.1	.5	21	68	.1	.4	8	35	.3	
WKTU-FM																				
WI '98	293	1000	.7	8.4	71	394	.2	1.8	396	1379	1.0	5.9	237	814	.6	4.8	143	551	.4	5.8
4-Book	260	883	.7	7.1	98	440	.3	2.4	391	1358	1.0	5.7	283	874	.7	5.6	153	553	.4	5.6
WLIB-AM																				
WI '98					*	25	.38	.1	.6	54	.84	.1	.8	*	15	.42	.3			
4-Book	**	**	**	**	75	127	.2	1.8	58	99	.1	.8	34	81	.1	.7	**	**	**	**
WLTW-FM																				
WI '98	231	809	.6	6.7	280	930	.7	6.9	415	1394	1.0	6.2	269	968	.7	5.4	148	560	.4	6.0
4-Book	246	827	.6	6.8	258	831	.6	6.3	521	1489	1.3	7.6	366	1075	.9	7.3	214	713	.6	7.8
WMCA-AM																				
WI '98	10	41	.3		70	166	.2	1.7	19	96	.3		9	51	.2		6	31	.2	
4-Book	18	50	.1	.5	48	111	.1	1.2	19	80	.1	.3	12	31	.3		14	46	.5	
WMJC-FM																				
WI '98	4	26	.1		3	19	.1		19	71	.3		19	59	.4		8	32	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	47	232	.1	1.4	72	217	.2	1.8	124	482	.3	1.9	111	376	.3	2.2	46	176	.1	1.9
4-Book	54	261	.1	1.5	56	217	.2	1.4	123	473	.3	1.8	89	338	.2	1.7	45	166	.1	1.7
+WNSR-FM																				
WI '98	50	236	.1	1.4	57	250	.1	1.4	111	549	.3	1.7	114	390	.3	2.3	67	286	.2	2.7
4-Book	47	276	.1	1.3	47	229	.1	1.2	136	548	.4	2.0	111	404	.3	2.2	48	267	.1	1.8
WNWK-FM																				
WI '98	127	295	.3	3.7	22	73	.1	.5	50	102	.1	.7	39	117	.1	.8	30	106	.1	1.2
4-Book	124	255	.3	3.4	13	45	.1	.3	53	108	.1	.8	37	100	.1	.8	35	97	.1	1.3
WOR -AM																				
WI '98	14	69	.4		97	223	.2	2.4	90	242	.2	1.3	40	107	.1	.8	19	57	.8	
4-Book	17	70	.5		79	236	.2	1.9	68	235	.2	1.0	29	84	.1	.6	17	79	.6	
WPAT-FM																				
WI '98	211	704	.5	6.1	253	778	.6	6.2	551	1284	1.4	8.3	329	750	.8	6.6	183	522	.5	7.4
4-Book	241	612	.6	6.7	222	655	.6	5.3	440	1070	1.1	6.4	289	627	.7	5.8	206	542	.5	7.7
WPLJ-FM																				
WI '98	83	355	.2	2.4	89	351	.2	2.2	202	931	.5	3.0	125	611	.3	2.5	44	256	.1	1.8
4-Book	93	431	.2	2.6	99	387	.3	2.4	235	1013	.6	3.4	182	733	.5	3.6	65	390	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQCD-FM																				
WI '98	131	531	.3	3.8	150	464	.4	3.7	349	942	.9	5.2	334	762	.8	6.8	150	416	.4	6.1
4-Book	179	607	.4	5.0	133	450	.4	3.2	311	860	.8	4.5	280	691	.7	5.6	150	455	.4	5.6
WQEV-AM																				
WI '98	16	54		.5	11	53		.3	73	131	.2	1.1	37	90	.1	.7	22	71	.1	.9
4-Book	13	61		.4	19	83	.1	.5	70	161	.2	1.0	38	100	.1	.7	13	46		.5
WQHT-FM																				
WI '98	196	471	.5	5.6	73	261	.2	1.8	105	382	.3	1.6	178	402	.4	3.6	109	312	.3	4.4
4-Book	211	541	.6	6.0	82	256	.2	2.0	179	547	.5	2.6	225	529	.6	4.5	118	346	.3	4.4
WQXR-FM																				
WI '98	46	211	.1	1.3	103	320	.3	2.5	189	595	.5	2.8	156	336	.4	3.2	79	188	.2	3.2
4-Book	64	226	.2	1.8	59	226	.2	1.4	146	478	.4	2.1	130	301	.3	2.6	70	203	.2	2.6
WRKS-FM																				
WI '98	318	897	.8	9.2	345	831	.9	8.5	401	900	1.0	6.0	320	809	.8	6.5	252	671	.6	10.2
4-Book	288	800	.7	8.0	368	948	.9	8.9	355	913	.9	5.2	312	738	.8	6.2	224	644	.6	8.4
VSKQ-FM																				
WI '98	198	617	.5	5.7	332	835	.8	8.2	658	1434	1.7	9.9	418	830	1.0	8.4	183	512	.5	7.4
4-Book	273	674	.7	7.5	312	783	.8	7.5	612	1344	1.6	9.0	423	882	1.1	8.5	173	516	.5	6.4
WVDJ-AM																				
WI '98	39	59	.1	1.1	28	54	.1	.7	37	103	.1	.6	75	135	.2	1.5	35	54	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	17	33		.5	63	190	.2	1.6	60	132	.2	.9	26	52	.1	.5	11	38		.4
4-Book	15	40		.5	88	186	.3	2.1	61	139	.2	.9	32	59	.1	.6	20	53		.7
+WVYV-FM																				
WI '98						4				3										
4-Book		2				1				4				2						
+WVXY-FM																				
WI '98	20	84	.1	.6	11	75		.3	56	176	.1	.8	20	76	.1	.4	14	82		.6
4-Book	29	110	.1	.8	29	124	.1	.7	61	204	.2	.9	40	141	.1	.8	20	95		.7
+WVZY-FM																				
WI '98	15	101		.4	27	140	.1	.7	68	226	.2	1.0	31	144	.1	.6	9	68		.4
4-Book	19	95	.1	.5	16	80	.1	.4	57	178	.2	.8	28	122	.1	.6	11	66		.4
WXRK-FM																				
WI '98	25	161	.1	.7	17	54		.4	87	249	.2	1.3	54	210	.1	1.1	16	75		.6
4-Book	31	149	.1	.9	12	40		.3	69	288	.2	1.0	51	216	.1	1.0	23	120	.1	.8
WKXW-FM																				
WI '98	25	173	.1	.7	55	208	.1	1.4	98	429	.2	1.5	57	193	.1	1.2	6	36		.2
4-Book	13	77		.4	21	81		.5	57	254	.1	.9	50	183	.1	1.0	8	37		.3
TOTALS																				
WI '98	3471	10205	8.7		4056	11246	10.2		6671	16852	16.7		4948	12048	12.4		2466	7510	6.2	
4-Book	3615	10266	9.1		4145	11584	10.4		6864	17133	17.3		5011	12142	12.6		2699	8074	6.8	

Target Listener Estimates - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	159	2326	.5	2.3	260	1264	.7	2.5	276	1465	.8	3.0	173	1118	.5	2.3	46	517	.1	1.7
FA '97	156	2398	.4	2.4	267	1420	.8	2.6	182	921	.5	2.1	194	1106	.6	2.7	78	647	.2	2.8
SU '97	146	2419	.4	2.3	230	1103	.7	2.5	220	1060	.6	2.6	136	907	.4	2.0	69	660	.2	2.3
SP '97	113	2351	.3	1.8	186	956	.5	1.9	167	1056	.5	1.9	118	776	.3	1.7	50	560	.1	1.9
4-Book	144	2374	.4	2.2	236	1186	.7	2.4	211	1126	.6	2.4	155	977	.5	2.2	61	596	.2	2.2
WI '97	137	2476	.4	2.1	204	1150	.6	2.1	209	1115	.6	2.5	168	1157	.5	2.4	59	641	.2	2.1
WADO-AM																				
WI '98	212	1680	.6	3.1	499	1399	1.4	4.7	316	939	.9	3.4	194	750	.6	2.6	49	325	.1	1.8
FA '97	208	1774	.6	3.2	493	1470	1.4	4.7	353	1094	1.0	4.0	154	735	.4	2.1	27	232	.1	1.0
SU '97	156	1299	.5	2.5	373	1095	1.1	4.1	222	897	.6	2.6	140	592	.4	2.0	31	260	.1	1.0
SP '97	194	1601	.6	3.0	493	1315	1.4	5.0	277	1012	.8	3.1	201	679	.6	2.9	27	248	.1	1.0
4-Book	193	1589	.6	3.0	465	1320	1.3	4.6	292	986	.8	3.3	172	689	.5	2.4	34	266	.1	1.2
WI '97	159	1468	.5	2.5	386	1144	1.1	4.0	207	862	.6	2.4	130	637	.4	1.8	49	288	.1	1.7
WALK-FM																				
WI '98	115	1223	.3	1.7	179	857	.5	1.7	197	669	.6	2.1	131	746	.4	1.8	46	311	.1	1.7
FA '97	93	1165	.3	1.4	140	790	.4	1.3	156	696	.4	1.8	114	810	.3	1.6	26	326	.1	.9
SU '97	111	1235	.3	1.8	197	879	.6	2.2	190	669	.6	2.2	119	691	.3	1.7	28	306	.1	.9
SP '97	108	1252	.3	1.7	185	818	.5	1.9	186	801	.5	2.1	120	722	.3	1.7	23	285	.1	.9
4-Book	107	1219	.3	1.7	175	836	.5	1.8	182	709	.5	2.1	121	742	.3	1.7	31	307	.1	1.1
WI '97	121	1345	.4	1.9	185	898	.5	1.9	173	786	.5	2.0	158	851	.5	2.2	45	394	.1	1.6
WAXQ-FM																				
WI '98	81	1896	.2	1.2	115	889	.3	1.1	111	882	.3	1.2	102	980	.3	1.4	30	426	.1	1.1
FA '97	60	1429	.2	.9	63	730	.2	.6	86	671	.2	1.0	76	765	.2	1.1	26	301	.1	.9
SU '97	61	1960	.2	1.0	65	635	.2	.7	89	988	.3	1.0	81	995	.2	1.2	23	529	.1	.8
SP '97	90	2246	.3	1.4	76	905	.2	.8	138	1122	.4	1.5	109	1159	.3	1.5	42	646	.1	1.6
4-Book	73	1883	.2	1.1	80	790	.2	.8	106	916	.3	1.2	92	975	.3	1.3	30	476	.1	1.1
WI '97	76	1889	.2	1.2	59	774	.2	.6	113	916	.3	1.3	101	1034	.3	1.4	44	445	.1	1.5
WBAB-FM																				
WI '98	20	502	.1	.3	33	234	.1	.3	22	231	.1	.2	27	269	.1	.4	10	104	.1	.4
FA '97	26	442	.1	.4	32	233	.1	.3	52	236	.1	.6	38	262	.1	.5	4	107	.1	.1
SU '97	21	491	.1	.3	23	174	.1	.3	30	257	.1	.3	25	289	.1	.4	10	124	.1	.3
SP '97	22	441	.1	.3	21	208	.1	.2	34	215	.1	.4	29	208	.1	.4	11	122	.1	.4
4-Book	22	469	.1	.3	27	212	.1	.3	35	235	.1	.4	30	257	.1	.4	9	114	.1	.3
WI '97	22	510	.1	.3	24	237	.1	.2	33	262	.1	.4	23	288	.1	.3	9	108	.1	.3
WHFM-FM																				
WI '98	1	38											1	6			1	6		
FA '97		15			1	10				5				5						
SU '97		22			2	22				6										
SP '97		29							2	13									16	
4-Book		26			1	8			1	6				3				6		
WI '97	1	20				7			1	20			1	14						
WBRR-AM																				
WI '98	14	527		.2	26	273	.1	.2	14	259		.2	22	350	.1	.3	7	67		.3
FA '97	21	662	.1	.3	36	350	.1	.3	20	194	.1	.2	33	354	.1	.5	11	193		.4
SU '97	21	630	.1	.3	40	343	.1	.4	33	278	.1	.4	26	291	.1	.4	7	129		.2
SP '97	15	648		.2	32	392	.1	.3	17	246		.2	14	206		.2	9	166		.3
4-Book	18	617	.1	.3	34	340	.1	.3	21	244	.1	.3	24	300	.1	.4	9	139		.3
WI '97	30	756	.1	.5	51	488	.1	.5	45	288	.1	.5	25	286	.1	.4	12	193		.4
WBLLI-FM																				
WI '98	48	805	.1	.7	70	443	.2	.7	65	385	.2	.7	63	495	.2	.8	21	206	.1	.8
FA '97	49	815	.1	.7	65	466	.2	.6	78	504	.2	.9	73	539	.2	1.0	14	246		.5
SU '97	33	644	.1	.5	37	261	.1	.4	46	369	.1	.5	30	316	.1	.4	15	133		.5
SP '97	46	760	.1	.7	55	413	.2	.6	75	455	.2	.8	55	398	.2	.8	16	214		.6
4-Book	44	756	.1	.7	57	396	.2	.6	66	428	.2	.7	55	437	.2	.8	17	200		.6
WI '97	48	606	.1	.8	64	317	.2	.7	102	374	.3	1.2	63	363	.2	.9	10	173		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	156	2788	.4	2.3	168	1075	.5	1.6	116	1105	.3	1.3	170	1207	.5	2.3	140	913	.4	5.1
FA '97	150	2699	.4	2.3	197	1136	.6	1.9	158	1131	.4	1.8	157	1176	.4	2.2	104	892	.3	3.7
SU '97	196	3300	.6	3.1	201	1450	.6	2.2	242	1524	.7	2.8	195	1586	.6	2.8	128	1064	.4	4.2
SP '97	220	3052	.6	3.4	279	1764	.8	2.8	263	1464	.8	2.9	235	1504	.7	3.3	123	1145	.4	4.6
4-Book	181	2960	.5	2.8	211	1356	.6	2.1	195	1306	.6	2.2	189	1368	.6	2.7	124	1004	.4	4.4
WI '97	253	3421	.7	4.0	398	1827	1.2	4.1	264	1394	.8	3.1	236	1803	.7	3.3	162	1215	.5	5.7
W8ZO-FM																				
WI '98	45	724	.1	.7	58	433	.2	.5	77	350	.2	.8	56	415	.2	.8	12	181		.4
FA '97	41	754	.1	.6	45	361	.1	.4	73	430	.2	.8	54	476	.2	.7	14	174		.5
SU '97	45	684	.1	.7	49	316	.1	.5	63	379	.2	.7	50	337	.1	.7	19	196	.1	.6
SP '97	47	771	.1	.7	52	396	.2	.5	90	433	.3	1.0	65	501	.2	.9	9	180		.3
4-Book	45	733	.1	.7	51	377	.2	.5	76	398	.2	.8	56	432	.2	.8	14	183		.5
WI '97	44	658	.1	.7	59	346	.2	.6	80	366	.2	.9	49	405	.1	.7	11	186		.4
WCBS-AM																				
WI '98	159	4080	.5	2.3	411	2604	1.2	3.9	128	1532	.4	1.4	156	1820	.4	2.1	50	936	.1	1.8
FA '97	200	4380	.6	3.0	522	3070	1.5	5.0	110	1547	.3	1.3	211	2102	.6	2.9	75	1103	.2	2.7
SU '97	218	4318	.6	3.5	541	3003	1.6	5.9	206	1865	.6	2.4	194	1944	.6	2.8	88	1143	.3	2.9
SP '97	158	4098	.5	2.5	393	2685	1.1	4.0	146	1588	.4	1.6	150	1720	.4	2.1	55	964	.2	2.1
4-Book	184	4219	.6	2.8	467	2841	1.4	4.7	148	1633	.4	1.7	178	1897	.5	2.5	67	1037	.2	2.4
WI '97	222	4905	.6	3.5	608	3566	1.8	6.3	154	1981	.4	1.8	191	2169	.6	2.7	96	1205	.3	3.4
WCBS-FM																				
WI '98	458	6323	1.3	6.8	638	3492	1.8	6.0	689	3312	2.0	7.5	513	3619	1.5	6.9	160	1486	.5	5.9
FA '97	413	5879	1.2	6.3	600	3116	1.7	5.8	662	3177	1.9	7.6	444	3225	1.3	6.2	128	1499	.4	4.5
SU '97	393	6505	1.1	6.2	510	3067	1.5	5.6	574	3348	1.7	6.7	432	3330	1.3	6.3	141	1894	.4	4.7
SP '97	378	5899	1.1	5.9	501	3138	1.5	5.1	614	3035	1.8	6.9	453	3083	1.3	6.4	130	1364	.4	4.9
4-Book	411	6152	1.2	6.3	562	3203	1.6	5.6	635	3218	1.9	7.2	461	3314	1.4	6.5	140	1561	.4	5.0
WI '97	424	6234	1.2	6.6	573	3086	1.7	5.9	617	3090	1.8	7.3	492	3435	1.4	7.0	185	1696	.5	6.5
+WDRE-FM																				
WI '98		18				12			1	6			1	12						
FA '97	1	54			2	42			3	34			1	23				10		
SU '97	1	48			2	18			1	18			1	19				12		
SP '97	1	76			2	36			3	33			2	42				6		
4-Book	1	49			2	27			2	23			1	24				7		
WI '97	2	45			6	14		.1		14			1	6				13		
WLIR-FM																				
WI '98	11	369		.2	13	174		.1	21	194	.1	.2	15	177		.2	1	31		
FA '97	11	408		.2	16	190		.2	12	160		.1	21	203	.1	.3	4	94		.1
SU '97	8	469		.1	10	190		.1	8	192		.1	12	210		.2	4	109		.1
SP '97	22	462	.1	.3	21	193	.1	.2	33	243	.1	.4	35	226	.1	.5	11	132		.4
4-Book	13	427		.2	15	187		.2	19	197		.2	21	204		.3	5	92		.2
WI '97	6	351		.1	11	167		.1	5	100		.1	12	166		.2	3	75		.1
WFAN-AM																				
WI '98	50	1330	.1	.7	205	894	.6	1.9	19	198	.1	.2	28	254	.1	.4	10	124		.4
FA '97	50	1651	.1	.8	165	855	.5	1.6	30	245	.1	.3	47	322	.1	.7	12	264		.4
SU '97	56	1706	.2	.9	180	912	.5	2.0	37	445	.1	.4	24	289	.1	.3	32	367	.1	1.1
SP '97	61	1839	.2	.9	239	1124	.7	2.4	16	301		.2	42	447	.1	.6	18	328	.1	.7
4-Book	54	1632	.2	.8	197	946	.6	2.0	26	297		.3	35	328		.5	18	271		.7
WI '97	58	1584	.2	.9	208	1011	.6	2.2	35	268	.1	.4	49	378	.1	.7	11	225		.4
WFAS-FM																				
WI '98	29	481	.1	.4	60	309	.2	.6	56	318	.2	.6	28	334	.1	.4	7	127		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98	66	732	.2	1.0	104	431	.3	1.0	71	358	.2	.8	46	323	.1	.6	43	276	.1	1.6
FA '97	77	1007	.2	1.2	121	549	.3	1.2	39	328	.1	.4	50	327	.1	.7	88	457	.2	3.1
SU '97	45	805	.1	.7	53	373	.2	.6	30	260	.1	.3	35	245	.1	.5	57	354	.2	1.9
SP '97	118	990	.3	1.8	143	531	.4	1.4	131	569	.4	1.5	94	499	.3	1.3	122	464	.4	4.6
4-Book	77	884	.2	1.2	105	471	.3	1.1	68	379	.2	.8	56	349	.2	.8	78	388	.2	2.8
WI '97	67	873	.2	1.0	108	500	.3	1.1	63	373	.2	.7	41	291	.1	.6	57	332	.2	2.0
WHLI-AM																				
WI '98	* 28	213	.1	.4	* 27	92	.1	.3	22	80	.1	.2	* 31	114	.1	.4	**	**	**	**
FA '97	25	186	.1	.4	26	95	.1	.3	30	96	.1	.3	23	71	.1	.3	**	**	**	**
SU '97	21	204	.1	.3	18	110	.1	.2	22	123	.1	.3	24	118	.1	.3	**	**	**	**
SP '97	23	214	.1	.4	24	113	.1	.2	31	131	.1	.3	16	148	.1	.2	**	**	**	**
4-Book	24	204	.1	.4	24	103	.1	.3	26	108	.1	.3	24	113	.1	.3	**	**	**	**
WI '97	23	219	.1	.4	18	71	.1	.2	28	126	.1	.3	18	93	.1	.3	**	**	**	**
WHTZ-FM																				
WI '98	160	4074	.5	2.4	229	1968	.7	2.2	142	1736	.4	1.5	230	2288	.7	3.1	90	1260	.3	3.3
FA '97	132	3167	.4	2.0	205	1587	.6	2.0	160	1248	.5	1.8	193	1885	.5	2.7	48	837	.1	1.7
SU '97	153	3825	.4	2.4	221	1547	.6	2.4	231	1907	.7	2.7	204	1772	.6	3.0	70	1102	.2	2.3
SP '97	125	3155	.4	1.9	214	1559	.6	2.2	160	1432	.5	1.8	152	1648	.4	2.2	44	858	.1	1.7
4-Book	143	3555	.4	2.2	217	1665	.6	2.2	173	1581	.5	2.0	195	1898	.6	2.8	63	1014	.2	2.3
WI '97	93	2632	.3	1.5	147	1196	.4	1.5	125	1027	.4	1.5	120	1298	.3	1.7	32	537	.1	1.1
WHUD-FM																				
WI '98	60	617	.2	.9	99	393	.3	.9	109	400	.3	1.2	73	305	.2	1.0	3	77	.1	.1
FA '97	42	501	.1	.6	76	374	.2	.7	78	250	.2	.9	42	272	.1	.6	8	141	.1	.3
SU '97	54	801	.2	.9	109	444	.3	1.2	76	291	.2	.9	52	401	.2	.8	19	282	.1	.6
SP '97	69	799	.2	1.1	130	504	.4	1.3	88	384	.3	1.0	82	450	.2	1.2	20	273	.1	.8
4-Book	56	680	.2	.9	104	429	.3	1.0	88	331	.3	1.0	62	357	.2	.9	13	193	.1	.5
WI '97	64	608	.2	1.0	119	400	.3	1.2	87	316	.3	1.0	77	359	.2	1.1	20	218	.1	.7
WINS-AM																				
WI '98	220	5360	.6	3.3	584	3776	1.7	5.5	130	1478	.4	1.4	204	1889	.6	2.7	99	1099	.3	3.6
FA '97	182	5261	.5	2.8	488	3325	1.4	4.7	130	1671	.4	1.5	157	2089	.4	2.2	82	1249	.2	2.9
SU '97	243	5552	.7	3.8	642	3875	1.9	7.0	181	1834	.5	2.1	191	2038	.6	2.8	115	1287	.3	3.8
SP '97	220	5456	.6	3.4	650	3806	1.9	6.6	149	1709	.4	1.7	152	1790	.4	2.2	75	942	.2	2.8
4-Book	216	5407	.6	3.3	591	3696	1.7	6.0	148	1673	.4	1.7	176	1952	.5	2.5	93	1144	.3	3.3
WI '97	235	5588	.7	3.7	617	3827	1.8	6.4	200	2045	.6	2.4	197	2202	.6	2.8	91	999	.3	3.2
WKJY-FM																				
WI '98	88	867	.2	1.3	136	557	.4	1.3	179	505	.5	1.9	110	533	.3	1.5	10	184	.1	.4
FA '97	39	566	.1	.6	56	317	.2	.5	75	331	.2	.9	44	322	.1	.6	10	137	.1	.4
SU '97	51	576	.1	.8	68	361	.2	.7	102	395	.3	1.2	61	317	.2	.9	10	152	.1	.3
SP '97	47	622	.1	.7	70	353	.2	.7	101	321	.3	1.1	60	349	.2	.9	7	115	.1	.3
4-Book	56	658	.1	.9	83	397	.3	.8	114	388	.3	1.3	69	380	.2	1.0	9	147	.1	.4
WI '97	59	681	.2	.9	66	360	.2	.7	130	431	.4	1.5	85	455	.2	1.2	16	178	.1	.6
WKTU-FM																				
WI '98	212	3841	.6	3.1	283	1999	.8	2.7	304	1782	.9	3.3	223	2083	.6	3.0	104	1133	.3	3.8
FA '97	241	3797	.7	3.7	293	2074	.8	2.8	380	2166	1.1	4.4	350	2223	1.0	4.9	90	1137	.3	3.2
SU '97	228	3863	.7	3.6	255	1763	.7	2.8	334	2143	1.0	3.9	287	1989	.8	4.2	109	1156	.3	3.6
SP '97	207	3797	.6	3.2	253	1949	.7	2.6	334	2011	1.0	3.7	280	2192	.8	4.0	82	1138	.2	3.1
4-Book	222	3825	.7	3.4	271	1946	.8	2.7	338	2026	1.0	3.8	285	2122	.8	4.0	96	1141	.3	3.4
WI '97	198	3633	.6	3.1	237	1752	.7	2.5	321	1986	.9	3.8	255	2050	.7	3.6	68	934	.2	2.4
WLIB-AM																				
WI '98	* 55	605	.2	.8	* 42	173	.1	.4	52	313	.1	.6	* 38	160	.1	.5	**	**	**	**
FA '97	65	759	.2	1.0	46	191	.1	.4	76	424	.2	.9	55	283	.2	.8	**	**	**	**
SU '97	120	955	.3	1.9	120	438	.3	1.3	138	463	.4	1.6	101	582	.3	1.5	**	**	**	**
SP '97	64	954	.2	1.0	41	313	.1	.4	67	306	.2	.7	53	270	.2	.8	**	**	**	**
4-Book	76	818	.2	1.2	62	279	.2	.6	83	377	.2	1.0	62	324	.2	.9	**	**	**	**
WI '97	82	891	.2	1.3	46	244	.1	.5	80	363	.2	.9	81	339	.2	1.1	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	715	7608	2.0	10.6	829	4085	2.4	7.8	1337	4524	3.8	14.5	964	5015	2.7	13.0	249	2368	.7	9.1
FA '97	627	7457	1.8	9.6	741	3814	2.1	7.1	1100	4504	3.1	12.6	804	4645	2.3	11.1	209	2391	.6	7.4
SU '97	654	7147	1.9	10.4	708	3789	2.1	7.7	1220	4404	3.5	14.2	810	4256	2.4	11.8	258	2363	.7	8.6
SP '97	605	7010	1.8	9.4	681	3812	2.0	6.9	1162	4147	3.4	13.0	780	4205	2.3	11.1	220	2220	.6	8.3
4-Book	650	7306	1.9	10.0	740	3875	2.2	7.4	1205	4395	3.5	13.6	840	4530	2.4	11.8	234	2336	.7	8.4
WI '97	572	6795	1.7	8.9	594	3544	1.7	6.1	1098	4122	3.2	13.0	762	4147	2.2	10.8	203	1952	.6	7.1
WMCA-AM																				
WI '98	35	546	.1	.5	95	395	.3	.9	17	174	.2	.2	32	204	.1	.4	17	131	.1	.6
FA '97	39	543	.1	.6	108	393	.3	1.0	23	110	.1	.3	21	152	.1	.3	23	190	.1	.8
SU '97	20	438	.1	.3	58	308	.2	.6	20	181	.1	.2	11	113	.1	.2	9	115	.1	.3
SP '97	46	560	.1	.7	104	320	.3	1.0	48	281	.1	.5	42	222	.1	.6	27	180	.1	1.0
4-Book	35	522	.1	.5	91	354	.3	.9	27	187	.1	.3	27	173	.1	.4	19	154	.1	.7
WI '97	27	424	.1	.4	65	283	.2	.7	20	151	.1	.2	15	144	.1	.2	18	159	.1	.6
WMJC-FM																				
WI '98	26	292	.1	.4	33	165	.1	.3	38	149	.1	.4	39	187	.1	.5	8	96	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	21	332	.1	.3	20	147	.1	.2	40	179	.1	.5	29	232	.1	.4	8	161	.1	.3
SP '97	19	309	.1	.3	22	216	.1	.2	27	174	.1	.3	25	226	.1	.4	7	119	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	25	218	.1	.4	47	141	.1	.4	56	160	.2	.6	27	134	.1	.4		12	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	13	162	.1	.2	29	117	.1	.3	26	85	.1	.3	13	88	.1	.2		**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	28	249	.1	.4	29	174	.1	.3	71	145	.2	.8	35	163	.1	.5	2	49	.1	.1
WNEV-FM																				
WI '98	82	1852	.2	1.2	115	841	.3	1.1	101	780	.3	1.1	73	857	.2	1.0	60	571	.2	2.2
FA '97	70	1759	.2	1.1	92	834	.3	.9	93	804	.3	1.1	86	924	.2	1.2	34	471	.1	1.2
SU '97	72	1879	.2	1.1	66	686	.2	.7	117	1010	.3	1.4	94	930	.3	1.4	35	464	.1	1.2
SP '97	101	2065	.3	1.6	133	912	.4	1.3	179	1110	.5	2.0	102	986	.3	1.4	22	465	.1	.8
4-Book	81	1889	.2	1.3	102	818	.3	1.0	123	926	.4	1.4	89	924	.3	1.3	38	493	.1	1.4
WI '97	74	1806	.2	1.2	117	823	.3	1.2	79	803	.2	.9	85	859	.2	1.2	45	537	.1	1.6
+WNSR-FM																				
WI '98	75	2431	.2	1.1	73	1094	.2	.7	118	1144	.3	1.3	99	1223	.3	1.3	33	549	.1	1.2
FA '97	96	2117	.3	1.5	124	1179	.4	1.2	179	1078	.5	2.0	140	1203	.4	1.9	25	487	.1	.9
SU '97	80	1963	.2	1.3	94	850	.3	1.0	128	1049	.4	1.5	117	1165	.3	1.7	22	485	.1	.7
SP '97	87	1970	.3	1.4	75	832	.2	.8	181	864	.5	2.0	121	1004	.4	1.7	24	431	.1	.9
4-Book	85	2120	.3	1.3	92	989	.3	.9	152	1034	.4	1.7	119	1149	.4	1.7	26	488	.1	.9
WI '97	61	1761	.2	1.0	63	734	.2	.7	85	697	.2	1.0	71	689	.2	1.0	25	407	.1	.9
WNWK-FM																				
WI '98	31	547	.1	.5	9	77	.1	.1	3	40	.1	.1	16	172	.1	.2	42	219	.1	1.5
FA '97	38	688	.1	.6	23	82	.1	.2	10	132	.1	.1	19	230	.1	.3	31	252	.1	1.1
SU '97	42	681	.1	.7	28	142	.1	.3	20	156	.1	.2	30	260	.1	.4	42	319	.1	1.4
SP '97	36	694	.1	.6	13	150	.1	.1	16	179	.1	.2	16	149	.1	.2	39	231	.1	1.5
4-Book	37	653	.1	.6	18	113	.1	.2	12	127	.1	.1	20	203	.1	.3	39	255	.1	1.4
WI '97	41	664	.1	.6	17	140	.1	.2	37	158	.1	.4	26	148	.1	.4	24	202	.1	.8
WOR -AM																				
WI '98	174	2207	.5	2.6	331	1245	.9	3.1	216	1021	.6	2.3	167	841	.5	2.2	72	728	.2	2.6
FA '97	208	2678	.6	3.2	428	1792	1.2	4.1	249	1411	.7	2.9	178	951	.5	2.5	130	992	.4	4.6
SU '97	180	2752	.5	2.9	270	1283	.8	2.9	205	1219	.6	2.4	283	1114	.8	4.1	130	1034	.4	4.3
SP '97	219	2680	.6	3.4	435	1603	1.3	4.4	252	1328	.7	2.8	234	916	.7	3.3	122	832	.4	4.6
4-Book	195	2579	.6	3.0	366	1481	1.1	3.6	231	1245	.7	2.6	216	956	.6	3.0	114	897	.4	4.0
WI '97	208	2879	.6	3.3	403	1700	1.2	4.2	276	1503	.8	3.3	238	1089	.7	3.4	89	803	.3	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPAT-FM																				
WI '98	298	2929	.8	4.4	308	1243	.9	2.9	392	1551	1.1	4.3	291	1467	.8	3.9	149	947	.4	5.5
FA '97	318	2679	.9	4.8	351	1342	1.0	3.4	391	1499	1.1	4.5	331	1585	.9	4.6	249	1055	.7	8.8
SU '97	239	2392	.7	3.8	226	1115	.7	2.5	329	1482	1.0	3.8	237	1248	.7	3.4	180	987	.5	6.0
SP '97	281	2564	.8	4.4	305	1316	.9	3.1	417	1648	1.2	4.7	256	1393	.7	3.6	142	797	.4	5.3
4-Book	284	2641	.8	4.4	298	1254	.9	3.0	382	1545	1.1	4.3	279	1423	.8	3.9	180	947	.5	6.4
WI '97	251	2340	.7	3.9	252	1157	.7	2.6	343	1302	1.0	4.0	285	1297	.8	4.0	136	883	.4	4.8
WPLJ-FM																				
WI '98	183	3309	.5	2.7	375	2025	1.1	3.5	264	1513	.7	2.9	224	1789	.6	3.0	50	890	.1	1.8
FA '97	187	3362	.5	2.9	385	2003	1.1	3.7	253	1676	.7	2.9	247	2034	.7	3.4	47	708	.1	1.7
SU '97	159	3421	.5	2.5	286	1659	.8	3.1	239	1655	.7	2.8	194	1880	.6	2.8	40	789	.1	1.3
SP '97	170	3413	.5	2.6	304	1887	.9	3.1	227	1525	.7	2.5	262	1825	.8	3.7	38	637	.1	1.4
4-Book	175	3376	.5	2.7	338	1894	1.0	3.4	246	1592	.7	2.8	232	1882	.7	3.2	44	756	.1	1.6
WI '97	140	3033	.4	2.2	288	1577	.8	3.0	196	1321	.6	2.3	162	1605	.5	2.3	40	677	.1	1.4
WQCD-FM																				
WI '98	304	4131	.9	4.5	275	1802	.8	2.6	511	2055	1.5	5.5	430	2473	1.2	5.8	124	1337	.4	4.6
FA '97	261	3824	.7	4.0	290	1627	.8	2.8	336	1873	1.0	3.8	312	2084	.9	4.3	170	1459	.5	6.0
SU '97	301	4192	.9	4.8	311	1955	.9	3.4	471	2338	1.4	5.5	404	2423	1.2	5.9	160	1481	.5	5.3
SP '97	289	3605	.8	4.5	302	1693	.9	3.0	394	1705	1.1	4.4	357	2261	1.0	5.1	170	1214	.5	6.4
4-Book	289	3938	.8	4.5	295	1769	.9	3.0	428	1993	1.3	4.8	376	2310	1.1	5.3	156	1373	.5	5.6
WI '97	264	3864	.8	4.1	286	1775	.8	3.0	362	1826	1.1	4.3	309	2104	.9	4.4	175	1509	.5	6.1
WQEV-AM																				
WI '98	95	1180	.3	1.4	107	477	.3	1.0	130	550	.4	1.4	127	595	.4	1.7	30	201	.1	1.1
FA '97	89	1226	.3	1.4	114	567	.3	1.1	150	597	.4	1.7	93	678	.3	1.3	16	186		.6
SU '97	72	1269	.2	1.1	78	503	.2	.9	84	481	.2	1.0	74	511	.2	1.1	33	407	.1	1.1
SP '97	95	1225	.3	1.5	104	568	.3	1.0	158	700	.5	1.8	92	680	.3	1.3	41	420	.1	1.5
4-Book	88	1225	.3	1.4	101	529	.3	1.0	131	582	.4	1.5	97	616	.3	1.4	30	304	.1	1.1
WI '97	91	1230	.3	1.4	112	600	.3	1.2	133	631	.4	1.6	101	741	.3	1.4	30	335	.1	1.1
WQHT-FM																				
WI '98	80	1968	.2	1.2	128	704	.4	1.2	98	747	.3	1.1	106	888	.3	1.4	36	501	.1	1.3
FA '97	102	2033	.3	1.6	152	940	.4	1.5	115	972	.3	1.3	117	1062	.3	1.6	65	768	.2	2.3
SU '97	84	1835	.2	1.3	91	660	.3	1.0	116	757	.3	1.3	104	860	.3	1.5	67	635	.2	2.2
SP '97	88	1853	.3	1.4	94	731	.3	.9	79	820	.2	.9	105	846	.3	1.5	74	616	.2	2.8
4-Book	89	1922	.3	1.4	116	759	.4	1.2	102	824	.3	1.2	108	914	.3	1.5	61	630	.2	2.2
WI '97	106	2188	.3	1.7	128	952	.4	1.3	104	897	.3	1.2	123	1015	.4	1.7	92	629	.3	3.2
WQXR-FM																				
WI '98	206	2760	.6	3.0	225	1437	.6	2.1	260	1336	.7	2.8	227	1467	.6	3.1	128	1170	.4	4.7
FA '97	181	2759	.5	2.8	219	1359	.6	2.1	251	1207	.7	2.9	196	1388	.6	2.7	117	944	.3	4.1
SU '97	150	2353	.4	2.4	168	1049	.5	1.8	183	1167	.5	2.1	137	1157	.4	2.0	103	970	.3	3.4
SP '97	178	2185	.5	2.8	181	1032	.5	1.8	218	1126	.6	2.4	215	1171	.6	3.1	129	853	.4	4.9
4-Book	179	2514	.5	2.8	198	1219	.6	2.0	228	1209	.6	2.6	194	1296	.6	2.7	119	984	.4	4.3
WI '97	177	2676	.5	2.8	171	1298	.5	1.8	255	1162	.7	3.0	230	1558	.7	3.3	116	881	.3	4.1
WRKS-FM																				
WI '98	405	4344	1.2	6.0	632	2541	1.8	6.0	502	2191	1.4	5.5	433	2615	1.2	5.8	230	1779	.7	8.4
FA '97	421	4942	1.2	6.4	681	3004	1.9	6.5	531	2472	1.5	6.1	447	2694	1.3	6.2	232	1770	.7	8.2
SU '97	435	4380	1.3	6.9	578	2456	1.7	6.3	578	2388	1.7	6.7	485	2502	1.4	7.1	256	1763	.7	8.5
SP '97	362	4413	1.1	5.6	607	2732	1.8	6.1	502	2370	1.5	5.6	364	2353	1.1	5.2	158	1417	.5	5.9
4-Book	406	4520	1.2	6.2	625	2683	1.8	6.2	528	2355	1.5	6.0	432	2541	1.3	6.1	219	1682	.7	7.8
WI '97	371	4539	1.1	5.8	547	2508	1.6	5.7	444	2247	1.3	5.2	456	2534	1.3	6.5	254	1656	.7	8.9
WSKO-FM																				
WI '98	463	3225	1.3	6.8	813	2248	2.3	7.7	577	1871	1.6	6.3	384	1824	1.1	5.2	195	1086	.6	7.2
FA '97	447	3278	1.3	6.8	739	2272	2.1	7.1	553	2094	1.6	6.3	387	1847	1.1	5.4	200	1128	.6	7.1
SU '97	375	3056	1.1	5.9	562	1922	1.6	6.1	487	1752	1.4	5.7	335	1660	1.0	4.9	136	881	.4	4.5
SP '97	287	2727	.8	4.5	496	1633	1.4	5.0	349	1501	1.0	3.9	264	1296	.8	3.8	107	723	.3	4.0
4-Book	393	3072	1.1	6.0	653	2019	1.9	6.5	492	1805	1.4	5.6	343	1657	1.0	4.8	160	955	.5	5.7
WI '97	313	2756	.9	4.9	445	1613	1.3	4.6	341	1452	1.0	4.0	299	1384	.9	4.2	150	1077	.4	5.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDJ-AM																				
WI '98	42	400	.1	.6	79	310	.2	.7	31	146	.1	.3	32	157	.1	.4	25	157	.1	.9
FA '97	19	414	.1	.3	32	270	.1	.3	12	172	.1	.1	30	222	.1	.4	13	66	.1	.5
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WWRL-AM																				
WI '98	34	697	.1	.5	32	189	.1	.3	44	274	.1	.5	36	296	.1	.5	15	170	.1	.6
FA '97	33	590	.1	.5	28	177	.1	.3	43	227	.1	.5	33	176	.1	.5	23	165	.1	.8
SU '97	40	603	.1	.6	63	263	.2	.7	28	218	.1	.3	35	186	.1	.5	31	202	.1	1.0
SP '97	63	841	.2	1.0	83	386	.2	.8	67	322	.2	.7	44	286	.1	.6	24	191	.1	.9
4-Book	43	683	.1	.7	52	254	.2	.5	46	260	.1	.5	37	236	.1	.5	23	182	.1	.8
WI '97	85	752	.2	1.3	102	360	.3	1.1	90	380	.3	1.1	65	302	.2	.9	60	290	.2	2.1
+WVVY-FM																				
WI '98	2	44			4	9			6	19		.1	2	19						
FA '97	3	36			6	31		.1	6	26		.1	2	21			1	6		
SU '97	2	34			3	12			4	6				15			1	15		
SP '97	1	19			1	7			3	7				7				12		
4-Book	2	33			4	15			5	15		.1	1	16			1	8		
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+WVXY-FM																				
WI '98	39	545	.1	.6	56	306	.2	.5	63	342	.2	.7	54	270	.2	.7	9	126	.1	.3
FA '97	52	759	.1	.8	75	387	.2	.7	53	457	.2	.6	52	526	.1	.7	33	361	.1	1.2
SU '97	28	581	.1	.4	17	152	.1	.2	35	265	.1	.4	43	331	.1	.6	18	348	.1	.6
SP '97	62	701	.2	1.0	55	418	.2	.6	89	345	.3	1.0	95	501	.3	1.4	35	254	.1	1.3
4-Book	45	647	.1	.7	51	316	.2	.5	60	352	.2	.7	61	407	.2	.9	24	272	.1	.9
WI '97	53	618	.2	.8	65	378	.2	.7	83	341	.2	1.0	82	415	.2	1.2	13	179	.1	.5
+WVZY-FM																				
WI '98	36	479	.1	.5	48	294	.1	.5	63	346	.2	.7	42	259	.1	.6	10	182	.1	.4
FA '97	20	272	.1	.3	30	144	.1	.3	25	113	.1	.3	30	190	.1	.4	6	80	.1	.2
SU '97	44	554	.1	.7	63	364	.2	.7	50	319	.1	.6	53	367	.2	.8	17	222	.1	.6
SP '97	31	572	.1	.5	30	272	.1	.3	43	343	.1	.5	34	349	.1	.5	9	156	.1	.3
4-Book	33	469	.1	.5	43	269	.1	.5	45	280	.1	.5	40	291	.1	.6	11	160	.1	.4
WI '97	21	402	.1	.3	20	183	.1	.2	31	212	.1	.4	29	231	.1	.4	3	35	.1	.1
WXRK-FM																				
WI '98	105	2299	.3	1.6	462	1825	1.3	4.4	72	785	.2	.8	38	432	.1	.5	10	253	.1	.4
FA '97	85	1737	.2	1.3	390	1413	1.1	3.8	64	658	.2	.7	27	339	.1	.4	5	160	.1	.2
SU '97	69	1821	.2	1.1	314	1455	.9	3.4	53	679	.2	.6	23	308	.1	.3	9	213	.1	.3
SP '97	107	2292	.3	1.7	455	1761	1.3	4.6	102	950	.3	1.1	40	410	.1	.6	10	217	.1	.4
4-Book	92	2037	.3	1.4	405	1614	1.2	4.1	73	768	.2	.8	32	372	.1	.5	9	211	.1	.3
WI '97	70	1898	.2	1.1	268	1394	.8	2.8	69	762	.2	.8	39	486	.1	.6	13	266	.1	.5
WKXV-FM																				
WI '98	77	1606	.2	1.1	134	841	.4	1.3	84	827	.2	.9	118	931	.3	1.6	12	291	.1	.4
FA '97	61	1296	.2	.9	101	650	.3	1.0	97	642	.3	1.1	90	780	.3	1.2	15	257	.1	.5
SU '97	47	1309	.1	.7	61	501	.2	.7	57	548	.2	.7	63	622	.2	.9	20	253	.1	.7
SP '97	48	1261	.1	.7	98	770	.3	1.0	51	421	.1	.6	69	658	.2	1.0	17	292	.1	.6
4-Book	58	1368	.2	.9	99	691	.3	1.0	72	610	.2	.8	85	748	.3	1.2	16	273	.1	.6
WI '97	68	1279	.2	1.1	146	927	.4	1.5	62	608	.2	.7	100	788	.3	1.4	17	345	.1	.6
TOTALS																				
WI '98	6769	33928	19.2		10580	30313	30.0		9211	25751	26.2		7442	27783	21.1		2724	17514	7.7	
FA '97	6558	33973	18.6		10397	30715	29.5		8733	26094	24.8		7213	27718	20.5		2830	18102	8.0	
SU '97	6315	33003	18.3		9155	29276	26.6		8599	25885	24.9		6872	26547	19.9		3017	18839	8.8	
SP '97	6436	33033	18.7		9907	29798	28.7		8940	25594	25.9		7035	26559	20.4		2656	17388	7.7	
4-Book	6520	33484	18.7		10010	30026	28.7		8871	25831	25.5		7141	27152	20.5		2807	17961	8.1	
WI '97	6393	33046	18.5		9668	29844	28.0		8475	25286	24.6		7047	27373	20.4		2853	17778	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	239	1983	.7	2.6	91	1154	.3	1.7	163	353	.5	2.6	106	331	.3	1.2	59	199	.2	1.0
4-Book	202	1883	.6	2.3	97	1239	.3	1.9	180	407	.5	3.0	111	371	.3	1.3	65	210	.2	1.1
WADO-AM																				
WI '98	335	1626	1.0	3.7	104	1045	.3	2.0	360	811	1.0	5.8	119	428	.3	1.3	46	130	.1	.8
4-Book	308	1528	.9	3.5	93	902	.3	1.8	288	648	.8	4.8	136	378	.4	1.6	42	105	.1	.8
WALK-FM																				
WI '98	171	1086	.5	1.9	61	617	.2	1.1	94	254	.3	1.5	134	325	.4	1.5	61	207	.2	1.0
4-Book	161	1094	.5	1.9	62	638	.2	1.2	82	249	.3	1.4	117	317	.3	1.4	67	205	.2	1.2
WAXQ-FM																				
WI '98	109	1502	.3	1.2	66	1012	.2	1.2	61	213	.2	1.0	139	492	.4	1.5	102	451	.3	1.7
4-Book	94	1539	.3	1.1	66	965	.2	1.3	56	203	.2	1.0	138	456	.4	1.6	99	362	.3	1.8
WBAB-FM																				
WI '98	27	432	.1	.3	13	237	.2		8	40	.1		29	104	.1	.3	19	54	.1	.3
4-Book	31	400	.1	.4	16	217	.3		11	51	.2		30	94	.1	.4	22	71	.1	.4
WHFM-FM																				
WI '98		6			2	38			1	6			5	33	.1		2	12		
4-Book	1	13			1	12			1	4			1	10			1	3		
WBBR-AM																				
WI '98	20	513	.1	.2	9	189	.2		19	123	.1	.3	12	68	.1					
4-Book	26	534	.1	.3	10	227	.2		19	93	.1	.3	11	60	.1		9	27		.2
WBLI-FM																				
WI '98	66	676	.2	.7	34	456	.1	.6	46	163	.1	.7	67	246	.2	.7	38	145	.1	.6
4-Book	60	652	.2	.7	35	410	.1	.7	41	130	.1	.7	72	233	.2	.9	42	131	.1	.7
WBSL-FM																				
WI '98	149	2000	.4	1.6	181	1606	.5	3.4	147	447	.4	2.4	252	591	.7	2.8	258	571	.7	4.3
4-Book	198	2229	.6	2.3	188	1725	.5	3.7	124	360	.4	2.1	232	575	.7	2.8	181	430	.5	3.2
WBZO-FM																				
WI '98	64	622	.2	.7	35	421	.1	.7	32	134	.1	.5	88	243	.2	1.0	36	108	.1	.6
4-Book	62	633	.2	.7	36	402	.1	.7	32	119	.1	.6	74	206	.2	.9	46	135	.2	.8
WCBS-AM																				
WI '98	224	3693	.6	2.5	120	2141	.3	2.3	229	996	.7	3.7	131	596	.4	1.5	69	372	.2	1.2
4-Book	255	3758	.7	3.0	137	2404	.4	2.7	289	1109	.9	4.9	163	728	.5	2.0	97	446	.3	1.7
WCBS-FM																				
WI '98	619	5503	1.8	6.8	376	3602	1.1	7.1	357	1110	1.0	5.8	723	1851	2.1	8.0	456	1357	1.3	7.6
4-Book	559	5220	1.6	6.4	331	3524	1.0	6.5	331	989	1.0	5.6	603	1623	1.8	7.1	393	1156	1.2	6.9
+WDRE-FM																				
WI '98	1	18				6											1	6		
4-Book	2	43			1	22			1	5			1	6			1	6		
WLIR-FM																				
WI '98	17	325	.2		7	101	.1		4	20	.1		13	26	.1		6	31	.1	
4-Book	18	348	.2		10	177	.2		9	38	.2		21	69	.1		14	58	.3	
WFAN-AM																				
WI '98	79	1107	.2	.9	25	408	.1	.5	39	108	.1	.6	20	98	.1	.2	11	48	.2	
4-Book	82	1236	.2	1.0	31	577	.1	.6	42	117	.1	.7	29	117	.1	.4	28	111	.1	.5
WFAS-FM																				
WI '98	48	481	.1	.5	8	153	.2		27	88	.1	.4	9	54	.1		6	47	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	74	564	.2	.8	68	518	.2	1.3	115	226	.3	1.9	80	218	.2	.9	45	122	.1	.8
4-Book	76	666	.2	.9	78	625	.2	1.5	105	245	.3	1.8	83	200	.2	1.0	58	140	.2	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	*AOH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WHLI-AM																				
WI '98	* 25	151	.1	.3	* 36	157	.1	.7	* 19	37	.1	.3	40	70	.1	.4	* 16	32		.3
4-Book	25	164	.1	.3	23	132	.1	.5	14	37		.2	29	63	.1	.3	20	40	.1	.4
WHTZ-FM																				
WI '98	196	3381	.6	2.2	142	2204	.4	2.7	102	418	.3	1.6	269	960	.8	3.0	162	791	.5	2.7
4-Book	194	2914	.6	2.3	105	1786	.3	2.1	85	347	.2	1.4	198	777	.6	2.3	130	553	.4	2.3
WHUD-FM																				
WI '98	95	562	.3	1.0	36	285	.1	.7	21	82	.1	.3	84	155	.2	.9	56	120	.2	.9
4-Book	85	589	.3	1.0	36	371	.1	.7	44	139	.1	.7	64	183	.2	.8	48	148	.2	.8
WINS-AM																				
WI '98	292	4722	.8	3.2	174	2652	.5	3.3	339	1197	1.0	5.5	202	712	.6	2.2	128	485	.4	2.1
4-Book	293	4805	.8	3.4	164	2694	.5	3.2	379	1317	1.1	6.4	184	760	.6	2.2	111	462	.3	1.9
WKJY-FM																				
WI '98	144	752	.4	1.6	39	397	.1	.7	51	146	.1	.8	92	252	.3	1.0	43	129	.1	.7
4-Book	90	566	.3	1.1	27	303	.1	.5	34	111	.1	.6	59	164	.2	.7	35	109	.1	.6
WKTU-FM																				
WI '98	273	3159	.8	3.0	177	2153	.5	3.3	149	586	.4	2.4	365	972	1.0	4.0	286	783	.8	4.8
4-Book	301	3240	.9	3.5	166	2026	.5	3.2	129	488	.4	2.2	348	993	1.0	4.1	263	739	.7	4.7
WLIB-AM																				
WI '98	* 46	366	.1	.5	* 78	353	.2	1.5	* 82	179	.2	1.3	121	250	.3	1.3	* 88	130	.2	1.5
4-Book	71	555	.2	.8	92	484	.3	1.8	80	175	.2	1.4	169	297	.5	2.0	128	197	.4	2.3
WLTW-FM																				
WI '98	1066	6739	3.0	11.7	406	4353	1.2	7.6	415	1305	1.2	6.7	742	1951	2.1	8.2	477	1437	1.4	8.0
4-Book	950	6343	2.7	10.9	400	4055	1.2	7.8	377	1151	1.1	6.4	759	1995	2.2	9.0	475	1378	1.4	8.4
VMCA-AM																				
WI '98	46	449	.1	.5	27	268	.1	.5	55	148	.2	.9	27	81	.1	.3	10	47		.2
4-Book	47	424	.1	.6	25	283	.1	.5	37	98	.1	.6	23	62	.1	.3	13	31		.3
WMJC-FM																				
WI '98	37	239	.1	.4	20	205	.1	.4	26	87	.1	.4	45	132	.1	.5	25	73	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	44	218	.1	.5	5	67	**	.1	2	12	**	**	7	33	**	.1	7	22	**	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	97	1438	.3	1.1	72	1058	.2	1.4	77	247	.2	1.2	126	424	.4	1.4	71	322	.2	1.2
4-Book	106	1519	.3	1.2	68	977	.2	1.4	60	206	.2	1.0	126	423	.4	1.5	77	298	.2	1.4
+WNSR-FM																				
WI '98	98	2036	.3	1.1	62	1178	.2	1.2	42	247	.1	.7	120	415	.3	1.3	71	303	.2	1.2
4-Book	123	1772	.4	1.4	55	1021	.2	1.1	46	199	.1	.8	111	406	.3	1.3	71	275	.2	1.2
WNVK-FM																				
WI '98	9	222	.1		63	454	.2	1.2	118	173	.3	1.9	122	252	.3	1.4	112	201	.3	1.9
4-Book	17	339	.2		73	457	.2	1.4	121	205	.4	2.0	158	276	.4	1.9	134	229	.4	2.4
WOR-AM																				
WI '98	236	1827	.7	2.6	133	1266	.4	2.5	239	604	.7	3.9	228	569	.6	2.5	100	324	.3	1.7
4-Book	268	2145	.8	3.1	121	1381	.4	2.4	252	645	.7	4.2	211	596	.6	2.5	93	269	.3	1.6
WPAT-FM																				
WI '98	335	2228	1.0	3.7	334	2240	.9	6.3	241	599	.7	3.9	422	906	1.2	4.7	386	794	1.1	6.5
4-Book	324	2112	1.0	3.7	283	1884	.8	5.5	214	522	.6	3.6	375	859	1.1	4.4	284	589	.8	5.0
WPLJ-FM																				
WI '98	286	2941	.8	3.1	89	1498	.3	1.7	100	391	.3	1.6	225	732	.6	2.5	103	428	.3	1.7
4-Book	270	2935	.8	3.1	94	1531	.3	1.9	92	346	.3	1.5	185	709	.5	2.2	125	468	.4	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 35-64																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																						
WI '98		414	3312	1.2	4.6	229	2402	.7	4.3	177	511	.5	2.9	377	1014	1.1	4.2	302	871	.9	5.1	
4-Book		371	3197	1.1	4.3	232	2290	.7	4.5	213	569	.6	3.6	390	973	1.1	4.6	308	793	.9	5.4	
WDEW-AM																						
WI '98		122	882	.3	1.3	92	750	.3	1.7	93	256	.3	1.5	202	417	.6	2.2	122	327	.3	2.0	
4-Book		111	927	.3	1.3	87	788	.3	1.7	89	251	.3	1.5	187	376	.6	2.2	114	315	.3	2.0	
WQHT-FM																						
WI '98		110	1610	.3	1.2	57	845	.2	1.1	45	131	.1	.7	105	366	.3	1.2	86	256	.2	1.4	
4-Book		109	1490	.3	1.3	72	909	.2	1.4	60	209	.2	1.0	106	367	.3	1.3	99	269	.3	1.7	
WQXR-FM																						
WI '98		239	2251	.7	2.6	202	1803	.6	3.8	186	626	.5	3.0	309	882	.9	3.4	205	588	.6	3.4	
4-Book		208	1993	.6	2.4	167	1593	.5	3.3	145	472	.4	2.4	252	731	.7	3.0	188	511	.5	3.3	
WRKS-FM																						
WI '98		521	3692	1.5	5.7	319	2570	.9	6.0	263	722	.7	4.2	548	1106	1.6	6.1	441	864	1.3	7.4	
4-Book		529	3874	1.5	6.1	314	2608	.9	6.1	321	792	.9	5.4	523	1178	1.5	6.2	422	940	1.2	7.4	
WSKQ-FM																						
WI '98		590	2901	1.7	6.5	418	2238	1.2	7.8	471	912	1.3	7.6	759	1577	2.2	8.4	545	1091	1.5	9.1	
4-Book		495	2696	1.4	5.7	370	2139	1.1	7.2	388	874	1.1	6.5	621	1314	1.8	7.3	446	880	1.3	7.8	
WWDJ-AM																						
WI '98		46	344	.1	.5	48	255	.1	.9	64	146	.2	1.0	39	75	.1	.4	46	81	.1	.8	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVRL-AM																						
WI '98		38	394	.1	.4	39	414	.1	.7	24	55	.1	.4	23	68	.1	.3	23	60	.1	.4	
4-Book		45	400	.1	.5	52	441	.2	1.0	28	64	.1	.5	54	104	.2	.7	29	58	.1	.5	
+WVYV-FM																						
WI '98		4	29			1	19				4											
4-Book		3	25			1	12				3				3						3	
+WVXY-FM																						
WI '98		58	473	.2	.6	25	276	.1	.5	30	122	.1	.5	29	129	.1	.3	33	117	.1	.6	
4-Book		58	532	.2	.7	38	369	.1	.8	45	136	.1	.8	56	166	.2	.7	43	124	.1	.8	
+WVZY-FM																						
WI '98		52	394	.1	.6	24	267	.1	.5	27	87	.1	.4	51	216	.1	.6	26	115	.1	.4	
4-Book		43	397	.1	.5	31	313	.1	.6	38	117	.1	.7	57	159	.2	.7	40	129	.1	.7	
WXRK-FM																						
WI '98		181	2094	.5	2.0	34	458	.1	.6	58	152	.2	.9	76	166	.2	.8	43	124	.1	.7	
4-Book		162	1891	.5	1.9	21	381	.1	.4	32	90	.1	.5	38	131	.1	.4	21	78	.1	.4	
WXXV-FM																						
WI '98		110	1379	.3	1.2	64	820	.2	1.2	53	262	.2	.9	117	415	.3	1.3	61	181	.2	1.0	
4-Book		84	1171	.3	1.0	41	647	.1	.8	39	168	.1	.7	70	270	.2	.8	44	165	.1	.8	
TOTALS																						
WI '98		9089	33245	25.8		5333	28892	15.1		6189	15563	17.6		9015	19493	25.6		5967	14141	16.9		
4-Book		8690	32799	24.9		5128	28538	14.7		5950	15022	17.1		8487	18642	24.4		5693	13393	16.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	63	274	.2	2.1	172	380	.5	3.6	82	291	.2	1.2	26	136	.1	.6	66	278	.2	3.0
4-Book	63	271	.2	2.2	153	410	.5	3.4	83	297	.2	1.3	53	173	.2	1.2	78	270	.2	3.3
WADO-AM																				
WI '98	23	58	.1	.8	160	370	.5	3.4	100	324	.3	1.5	53	103	.2	1.1	13	50		.6
4-Book	19	59	.1	.6	142	360	.4	3.1	91	262	.3	1.4	34	89	.1	.7	22	61	.1	.9
WALK-FM																				
WI '98	13	73		.4	54	186	.2	1.1	64	203	.2	1.0	39	94	.1	.8	27	86	.1	1.2
4-Book	25	97	.1	.9	55	176	.2	1.2	78	225	.2	1.2	51	147	.2	1.1	23	94	.1	1.0
WAXQ-FM																				
WI '98	21	155	.1	.7	45	121	.1	.9	88	308	.2	1.3	58	212	.2	1.2	12	71		.5
4-Book	35	177	.1	1.2	31	111	.1	.7	81	297	.2	1.3	58	204	.2	1.3	22	79	.1	.9
WBAB-FM																				
WI '98	10	41		.3	8	29		.2	6	47		.1	15	43		.3	9	60		.4
4-Book	9	34		.3	7	26		.2	24	68	.1	.4	13	38		.3	8	28		.3
WHFM-FM																				
WI '98	2	6		.1									1	6			2	6		.1
4-Book	1	2												2			1	2		
WBRR-AM																				
WI '98					16	59		.3	15	69		.2	10	36		.2				
4-Book	3	19		.1	14	67		.3	14	64		.2	10	48		.2	2	15		.1
WBLI-FM																				
WI '98	8	30		.3	17	27		.4	51	158	.1	.8	26	103	.1	.6	18	68	.1	.8
4-Book	10	48		.4	17	57		.4	52	154	.2	.8	29	99	.1	.7	11	43		.5
WBLS-FM																				
WI '98	177	502	.5	5.9	138	324	.4	2.9	226	490	.6	3.4	154	346	.4	3.3	90	204	.3	4.1
4-Book	139	402	.4	4.8	178	468	.5	4.0	330	691	1.0	5.2	201	483	.6	4.4	104	290	.3	4.4
WBZO-FM																				
WI '98	12	36		.4	15	54		.3	46	158	.1	.7	36	111	.1	.8	9	31		.4
4-Book	13	56		.4	18	72		.4	52	172	.1	.8	35	108	.1	.8	12	46		.5
WCBS-AM																				
WI '98	37	216	.1	1.2	213	859	.6	4.5	154	631	.4	2.3	97	377	.3	2.1	54	286	.2	2.5
4-Book	44	263	.1	1.5	254	969	.7	5.6	142	668	.4	2.2	84	339	.2	1.9	54	351	.2	2.3
WCBS-FM																				
WI '98	264	807	.7	8.7	253	747	.7	5.3	454	1201	1.3	6.8	318	879	.9	6.8	157	388	.4	7.1
4-Book	208	715	.6	7.1	252	744	.7	5.6	437	1275	1.3	6.8	273	796	.8	6.0	136	462	.4	5.8
+WDRE-FM																				
WI '98					1	3			1	8			1	4						
4-Book		2																2		
WLIR-FM																				
WI '98	2	19		.1	3	14		.1	14	44		.2	10	32		.2	2	13		.1
4-Book	5	29		.2	2	17			13	65		.2	9	38		.2	2	15		.1
WFAN-AM																				
WI '98	22	76	.1	.7	50	152	.1	1.1	22	116	.1	.3	26	82	.1	.6	13	56		.6
4-Book	23	91	.1	.8	32	98	.1	.7	39	178	.1	.6	41	171	.2	.9	15	61		.6
WFAS-FM																				
WI '98	6	31		.2	10	33		.2	5	46		.1					5	33		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98	59	153	.2	2.0	119	279	.3	2.5	63	223	.2	.9	27	93	.1	.6	44	124	.1	2.0
4-Book	71	176	.2	2.5	116	279	.3	2.6	63	203	.2	1.0	56	132	.2	1.3	74	175	.2	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				* 24	57	.1	.5	61	119	.2	.9	* 32	54	.1	.7					
4-Book	**	**	**	13	40		.3	32	80	.1	.5	17	29		.4	**	**	**	**	
WHTZ-FM																				
WI '98	79	339	.2	2.6	64	260	.2	1.3	223	962	.6	3.4	180	566	.5	3.9	45	254	.1	2.0
4-Book	63	295	.2	2.1	56	246	.2	1.2	143	690	.4	2.2	123	429	.4	2.7	39	202	.1	1.7
WHUD-FM																				
WI '98	24	57	.1	.8	18	78	.1	.4	49	133	.1	.7	24	54	.1	.5	4	19		.2
4-Book	19	55	.1	.6	37	118	.1	.8	40	130	.1	.6	24	79	.1	.5	9	43		.4
WINS-AM																				
WI '98	105	469	.3	3.5	302	986	.9	6.3	150	600	.4	2.3	151	534	.4	3.2	56	331	.2	2.5
4-Book	72	329	.2	2.4	304	1037	.9	6.7	132	613	.4	2.1	106	411	.3	2.3	71	375	.2	3.0
WKJY-FM																				
WI '98	16	70		.5	27	105	.1	.6	52	123	.1	.8	20	50	.1	.4	6	28		.3
4-Book	11	50		.4	20	69	.1	.5	36	100	.1	.6	17	53	.1	.4	5	30		.2
WKTU-FM																				
WI '98	161	446	.5	5.3	52	227	.1	1.1	200	700	.6	3.0	106	404	.3	2.3	77	272	.2	3.5
4-Book	117	382	.4	4.0	64	275	.2	1.4	185	685	.5	2.9	134	439	.4	3.0	72	234	.2	3.0
WLIB-AM																				
WI '98				* 38	48	.1	.8	77	91	.2	1.2	* 21	48	.1	.5					
4-Book	**	**	**	64	112	.2	1.4	69	107	.2	1.1	35	80	.1	.8	**	**	**	**	
WLTU-FM																				
WI '98	251	805	.7	8.3	283	892	.8	6.0	541	1516	1.5	8.2	367	1185	1.0	7.9	158	558	.4	7.2
4-Book	221	766	.6	7.6	254	790	.7	5.6	524	1443	1.5	8.2	390	1112	1.1	8.6	178	616	.5	7.6
WMCA-AM																				
WI '98	11	45		.4	71	162	.2	1.5	25	113	.1	.4	16	83		.3	6	31		.3
4-Book	20	57	.1	.7	58	130	.2	1.3	26	95	.1	.4	13	45		.3	16	63	.1	.7
WMJC-FM																				
WI '98	10	31		.3	10	37		.2	18	80	.1	.3	20	54	.1	.4	6	21		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98				5	12		.1	9	12		.1	9	12		.2	5	21		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	42	174	.1	1.4	63	178	.2	1.3	77	276	.2	1.2	91	327	.3	2.0	33	122	.1	1.5
4-Book	37	170	.1	1.3	47	171	.2	1.0	92	319	.3	1.5	70	235	.2	1.6	33	112	.1	1.4
+WNSR-FM																				
WI '98	26	111	.1	.9	44	175	.1	.9	67	330	.2	1.0	84	296	.2	1.8	37	146	.1	1.7
4-Book	24	155	.1	.9	27	138	.1	.6	70	294	.2	1.1	67	249	.2	1.5	24	118	.1	1.0
WNWK-FM																				
WI '98	84	209	.2	2.8	11	46		.2	29	54	.1	.4	17	53		.4	15	44		.7
4-Book	80	171	.2	2.7	7	28		.1	37	72	.1	.6	21	59	.1	.5	21	45	.1	.9
VOR -AM																				
WI '98	27	127	.1	.9	194	493	.6	4.1	181	534	.5	2.7	93	237	.3	2.0	18	77	.1	.8
4-Book	36	163	.1	1.3	177	509	.5	3.9	135	447	.4	2.1	59	172	.2	1.3	27	124	.1	1.2
WPAT-FM																				
WI '98	161	489	.5	5.3	300	869	.9	6.3	632	1318	1.8	9.5	351	647	1.0	7.6	171	439	.5	7.8
4-Book	182	449	.5	6.4	240	664	.7	5.2	467	1000	1.4	7.3	288	557	.8	6.4	196	459	.6	8.5
WPLJ-FM																				
WI '98	47	137	.1	1.6	60	215	.2	1.3	112	523	.3	1.7	50	334	.1	1.1	8	67		.4
4-Book	42	211	.1	1.5	65	227	.2	1.5	127	517	.4	2.0	88	365	.2	2.0	27	160	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WQCD-FM																				
WI '98	108	423	.3	3.6	140	400	.4	2.9	314	808	.9	4.7	294	702	.8	6.3	123	396	.3	5.6
4-Book	150	510	.4	5.3	125	411	.4	2.7	287	790	.8	4.5	246	628	.7	5.5	132	415	.4	5.6
WQEV-AM																				
WI '98	27	137	.1	.9	51	168	.1	1.1	128	250	.4	1.9	70	165	.2	1.5	38	130	.1	1.7
4-Book	33	145	.1	1.1	62	201	.2	1.4	115	274	.4	1.8	66	188	.2	1.5	25	85	.1	1.0
WQHT-FM																				
WI '98	63	157	.2	2.1	35	106	.1	.7	28	153	.1	.4	54	152	.2	1.2	37	111	.1	1.7
4-Book	70	196	.2	2.5	39	108	.1	.9	76	240	.2	1.2	81	201	.3	1.8	42	117	.1	1.8
WQXR-FM																				
WI '98	128	387	.4	4.2	175	513	.5	3.7	283	909	.8	4.3	238	560	.7	5.1	90	295	.3	4.1
4-Book	103	331	.3	3.5	98	341	.3	2.1	228	704	.7	3.6	208	478	.6	4.6	108	324	.3	4.7
WRKS-FM																				
WI '98	241	687	.7	8.0	301	732	.9	6.3	290	645	.8	4.4	262	610	.7	5.6	207	567	.6	9.4
4-Book	238	620	.7	8.1	334	814	1.0	7.3	264	671	.8	4.2	247	571	.7	5.4	179	502	.5	7.7
WSKQ-FM																				
WI '98	193	518	.5	6.4	295	663	.8	6.2	549	1045	1.6	8.3	379	640	1.1	8.2	158	375	.4	7.2
4-Book	206	481	.6	7.1	245	606	.7	5.4	503	1028	1.5	7.8	399	745	1.2	8.8	154	422	.4	6.6
WWDJ-AM																				
WI '98	54	74	.2	1.8	34	85	.1	.7	28	86	.1	.4	83	130	.2	1.8	45	58	.1	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98	17	33	.1	.6	62	187	.2	1.3	104	190	.3	1.6	30	67	.1	.6	23	52	.1	1.0
4-Book	16	42	.1	.5	134	269	.4	3.0	96	221	.3	1.5	38	89	.1	.8	25	72	.1	1.0
+WVYV-FM																				
WI '98						4			1	7			3	7		.1				
4-Book		2				3			1	5			1	2						
+WVXY-FM																				
WI '98	19	68	.1	.6	14	67	.1	.3	41	152	.1	.6	17	56	.1	.4	12	51	.1	.5
4-Book	18	96	.1	.6	28	105	.1	.6	55	192	.2	.9	44	135	.1	1.0	19	87	.1	.8
+WVZY-FM																				
WI '98	12	67	.4	.5	17	85	.4	.3	29	120	.1	.4	23	93	.1	.5	3	33	.1	.3
4-Book	15	65	.5	.5	15	57	.3	.3	42	138	.1	.7	28	114	.1	.6	8	47	.1	.3
WXRK-FM																				
WI '98	13	88	.4	.4	4	23	.1	.1	44	120	.1	.7	27	107	.1	.6	9	38	.1	.4
4-Book	14	63	.5	.3	3	16	.1	.1	29	114	.1	.5	24	93	.1	.6	10	41	.1	.4
WKXV-FM																				
WI '98	29	146	.1	1.0	76	246	.2	1.6	110	444	.3	1.7	58	206	.2	1.2	4	19	.1	.2
4-Book	18	91	.1	.6	31	104	.1	.7	63	266	.2	1.0	50	191	.2	1.1	10	45	.1	.4
TOTALS																				
WI '98	3020	8721	8.6		4756	12208	13.5		6632	15941	18.8		4647	11100	13.2		2201	6692	6.3	
4-Book	2913	8538	8.4		4547	12069	13.0		6400	15482	18.4		4536	10807	13.0		2345	6983	6.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																			
WI '98	2	69	.1	2	36	.1		1	14	.1		5	35	.2		1	29	.1	
FA '97	4	204	.3	5	34	.3		1	49	.1		6	50	.3		3	92	.2	
SU '97	9	319	.1	2	34	.1		12	105	.1		5	43	.2		11	100	.1	.7
SP '97	6	246	.4	2	16	.1		6	46	.7		6	123	.3		14	145	.1	.9
4-Book	5	210	.3	3	30	.2		5	54	.4		6	63	.3		7	92	.1	.5
WI '97	5	150	.3	1	18	.1		5	65	.7		4	52	.2		8	60	.1	.5
WADO-AM																			
WI '98	3	117	.2	10	67	.1	.6	1	13	.1		4	50	.2					
FA '97	6	147	.4	23	92	.2	1.3					5	42	.2		1	38		.1
SU '97	6	113	.4	11	49	.1	.7	7	35	.1	.4	4	55	.2		8	64	.1	.5
SP '97	6	110	.4	21	93	.2	1.2	1	32	.1		6	30	.3		1	18		.1
4-Book	5	122	.4	16	75	.2	1.0	2	20	.2		5	44	.2		3	30		.2
WI '97	4	151	.3	17	79	.1	1.0	1	25	.1		4	29	.2		1	11		.1
WALK-FM																			
WI '98	2	105	.1	4	40	.2		2	33	.3		2	52	.1		1	20		.1
FA '97	4	200	.3	5	71	.3		1	55	.1		8	60	.1	.3	1	13		.1
SU '97	2	105	.1	1	22	.1		2	36	.1		1	21			1	28		.1
SP '97	9	294	.1	15	158	.1	.9	8	38	.1	1.0	8	113	.1	.4	5	94		.3
4-Book	4	176	.3	6	73	.4		3	41	.4		5	62	.1	.2	2	39		.2
WI '97	6	289	.4	14	175	.1	.8	3	53	.4		3	119	.1		4	58		.2
WAXQ-FM																			
WI '98	15	583	.1	6	132	.3		5	169	.7		30	281	.2	1.3	20	255	.2	1.1
FA '97	12	610	.1	10	127	.1	.6	5	145	.7		23	329	.2	1.0	10	152	.1	.6
SU '97	16	858	.1	13	167	.1	.8	16	343	.1	.9	31	419	.2	1.5	10	203	.1	.6
SP '97	20	844	.2	22	294	.2	1.3	18	217	.1	2.2	33	398	.3	1.5	17	292	.1	1.1
4-Book	16	724	.1	13	180	.1	.8	11	219	.1	1.1	29	357	.2	1.3	14	226	.1	.9
WI '97	26	994	.2	24	254	.2	1.4	13	259	.1	1.8	45	561	.4	1.9	24	364	.2	1.5
WBAB-FM																			
WI '98	3	132	.2	3	47	.2		1	39	.1		3	67	.1		3	46		.2
FA '97	3	129	.2	4	52	.2		2	39	.3		5	24	.2			19		
SU '97	4	176	.2	5	37	.3		3	50	.2		3	73	.1		1	30		.1
SP '97	6	186	.4	6	64	.4		4	72	.5		13	80	.1	.6	6	71		.4
4-Book	4	156	.3	5	50	.3		3	50	.3		6	61	.3		3	42		.2
WI '97	1	71	.1		7			1	22	.1			7			1	29		.1
WHFM-FM																			
WI '98		7															7		
FA '97		5																	
SU '97																			
SP '97																			
4-Book		3															2		
WI '97																			
WBRR-AM																			
WI '98		10														1	10		.1
FA '97		5							5				5				5		
SU '97		34		2	20	.1						1	14						
SP '97	2	36	.1	5	17	.3							19			4	17		.3
4-Book	1	21		2	9	.1			1				10			1	8		.1
WI '97	1	33	.1	2	13	.1						1	20						
WBLL-FM																			
WI '98	18	474	.1	18	198	.1	1.0	8	135	.1	1.1	28	243	.2	1.2	24	240	.2	1.4
FA '97	22	519	.2	24	279	.2	1.4	12	206	.1	1.7	36	353	.3	1.5	25	249	.2	1.4
SU '97	19	526	.1	11	165	.1	.7	25	335	.2	1.4	20	249	.2	1.0	14	154	.1	.8
SP '97	22	438	.2	18	205	.1	1.1	13	165	.1	1.6	29	271	.2	1.3	23	235	.2	1.5
4-Book	20	489	.2	18	212	.1	1.1	15	210	.1	1.5	28	279	.2	1.3	22	220	.2	1.3
WI '97	10	280	.1	11	120	.1	.6	3	76		.4	14	122	.1	.6	11	106	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WBLS-FM																				
WI '98	83	2001	.6	5.1	81	661	.6	4.6	23	524	.2	3.2	101	1083	.8	4.2	108	1050	.8	6.2
FA '97	53	1565	.4	3.4	69	650	.5	4.0	18	351	.1	2.5	63	799	.5	2.7	70	737	.5	4.1
SU '97	43	1557	.3	2.5	35	417	.3	2.2	38	553	.3	2.1	50	667	.4	2.5	38	491	.3	2.3
SP '97	17	808	.1	1.1	30	330	.2	1.8	7	166	.1	.9	22	261	.2	1.0	13	210	.1	.8
4-Book	49	1483	.4	3.0	54	515	.4	3.2	22	399	.2	2.2	59	703	.5	2.6	57	622	.4	3.4
WI '97	20	844	.2	1.3	28	275	.2	1.6	6	150		.8	23	387	.2	1.0	18	314	.1	1.1
WBZO-FM																				
WI '98	3	145		.2	1	24		.1		13			5	70		.2	4	56		.2
FA '97	2	140		.1	3	43		.2	1	24		.1	4	61		.2	2	33		.1
SU '97	3	112		.2	1	18		.1	4	69		.2	4	48		.2	1	34		.1
SP '97	5	221		.3	2	43		.1	4	50		.5	5	75		.2	3	36		.2
4-Book	3	155		.2	2	32		.1	2	39		.2	5	64		.2	3	40		.2
WI '97	2	118		.1	2	44		.1	1	21		.1	4	44		.2	3	44		.2
WCBS-AM																				
WI '98	8	384	.1	.5	17	232	.1	1.0	2	42		.3	7	84	.1	.3	11	180	.1	.6
FA '97	8	287	.1	.5	24	191	.2	1.4	1	38		.1	6	98		.3	6	96		.3
SU '97	5	236		.3	17	116	.1	1.1	1	36		.1	4	63		.2	3	58		.2
SP '97	4	249		.3	6	128		.4	4	42		.5	1	61		.2	3	55		.2
4-Book	6	289		.4	16	167		1.0	2	40		.3	5	77		.2	6	97		.3
WI '97	6	360		.4	9	176	.1	.5	4	66		.6	8	87	.1	.3	4	94		.2
WCBS-FM																				
WI '98	22	634	.2	1.4	23	201	.2	1.3	14	136	.1	2.0	25	214	.2	1.0	16	167	.1	.9
FA '97	17	676	.1	1.1	20	219	.2	1.1	5	78		.7	25	303	.2	1.1	18	203	.1	1.0
SU '97	15	540	.1	.9	4	87		.3	30	221	.2	1.7	26	198	.2	1.3	4	92		.2
SP '97	14	553	.1	.9	18	237	.1	1.1	6	88		.7	12	203	.1	.5	8	128	.1	.5
4-Book	17	601		1.1	16	186		1.0	14	131		1.3	22	230		1.0	12	148		1.7
WI '97	15	605	.1	1.0	21	174	.2	1.2	15	105	.1	2.1	15	209	.1	.6	12	171	.1	.7
+WDRE-FM																				
WI '98	1	63		.1						13			1	26			1	35		.1
FA '97	2	59		.1	3	31		.2		5			3	31		.1	3	28		.2
SU '97		28																6		
SP '97	1	23		.1		9				16			1	16				9		
4-Book	1	43		.1	1	10		.1		9			1	18			1	20		.1
WI '97		16			2	8		.1		8										
WLIR-FM																				
WI '98	7	337	.1	.4	3	68		.2	2	79		.3	15	146	.1	.6	11	178	.1	.6
FA '97	5	279		.3	6	94		.3	4	75		.6	9	131	.1	.4	4	116		.2
SU '97	11	353	.1	.6	7	74	.1	.4	9	120	.1	.5	13	143	.1	.6	14	140	.1	.8
SP '97	5	245		.3	4	54		.2	3	64		.4	10	105	.1	.4	6	78		.4
4-Book	7	304		.4	5	73		.3	5	85		.5	12	131		.5	9	128		.5
WI '97	3	233		.2	1	33		.1	2	52		.3	7	87	.1	.3	2	51		.1
WFAN-AM																				
WI '98	12	393	.1	.7	14	145	.1	.8	3	78		.4	11	111	.1	.5	20	192	.2	1.1
FA '97	20	509	.2	1.3	15	130	.1	.9	13	93	.1	1.8	29	139	.2	1.2	23	197	.2	1.3
SU '97	18	618	.1	1.1	13	178	.1	.8	22	245	.2	1.2	18	269	.1	.9	25	187	.2	1.5
SP '97	19	558	.1	1.2	17	221	.1	1.0	8	93	.1	1.0	19	163	.1	.9	28	248	.2	1.8
4-Book	17	520		1.1	15	169		.9	12	127		1.1	19	171		.9	24	206		1.4
WI '97	11	484	.1	.7	13	119	.1	.7	1	26		.1	5	91	.2	.2	25	297	.2	1.5
WFAS-FM																				
WI '98	1	51		.1	1	36		.1						19			1	36		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WFME-FM																				
WI '98		93			23											1	28		.1	
FA '97	4	93	.3	3	18		.2					5	49		.2	8	38	.1	.5	
SU '97	2	121	.1	3	43		.2	1	29		.1	1	50			3	20		.2	
SP '97	3	107	.2	1	23		.1					1	14				21			
4-Book	2	104	.2	2	27		.1		7			2	28		.1	3	27		.2	
WI '97	4	129	.3	11	75	.1	.6		14							3	21		.2	
WHLI-AM																				
WI '98	*			*								*								
FA '97	5	17	.3					6	17		.8	7	17	.1	.3	**	**	**	**	
SU '97																**	**	**	**	
SP '97																**	**	**	**	
4-Book	1	4	.1					2	4		.2	2	4		.1	**	**	**	**	
WI '97		8														**	**	**	**	
WHTZ-FM																				
WI '98	390	5857	3.0	24.0	449	3495	3.5	25.2	124	2042	1.0	17.3	595	4166	4.6	24.8	473	3696	3.7	27.1
FA '97	286	5264	2.2	18.1	310	2981	2.4	17.8	113	1911	.9	15.8	417	3573	3.2	17.8	349	3164	2.7	20.2
SU '97	289	5198	2.3	16.9	270	2444	2.1	17.0	317	3047	2.5	17.6	352	3306	2.8	17.3	276	2676	2.2	16.6
SP '97	282	5392	2.2	18.5	312	3080	2.4	18.3	141	1944	1.1	17.4	386	3263	3.0	17.4	331	3158	2.6	21.3
4-Book	312	5428	2.4	19.4	335	3000	2.6	19.6	174	2236	1.4	17.0	438	3577	3.4	19.3	357	3174	2.8	21.3
WI '97	205	4566	1.6	13.3	231	2303	1.8	13.3	82	1350	.6	11.3	298	2805	2.3	12.9	241	2604	1.9	14.9
WHUD-FM																				
WI '98	2	84	.1	.1	12	71	.1	.7		7			1	20						
FA '97	2	69	.1	.1	3	38	.2	.2	2	13		.3		7			2	26		.1
SU '97	3	77	.2	.2	1	13	.1	.1	1	26		.1	6	70		.3	4	21		.2
SP '97	1	75	.1	.1		29				11			1	46			1	36		.1
4-Book	2	76	.1	.1	4	38	.3	.3	1	14		.1	2	36		.1	2	21		.1
WI '97	3	125	.2	.2	3	51	.2	.2	2	39		.3	11	37	.1	.5	2	44		.1
WINS-AM																				
WI '98	10	535	.1	.6	24	336	.2	1.3	7	131	.1	1.0	10	97	.1	.4	2	69		.1
FA '97	9	614	.1	.6	22	395	.2	1.3	5	101		.7	7	105	.1	.3	6	122		.3
SU '97	12	660	.1	.7	37	404	.3	2.3	10	237	.1	.6	5	73		.2	6	64		.4
SP '97	8	555	.1	.5	38	430	.3	2.2	1	75		.1	3	98		.1	2	92		.1
4-Book	10	591	.1	.6	30	391	.3	1.8	6	136	.1	.6	6	93	.1	.3	4	87		.2
WI '97	20	794	.2	1.3	68	627	.5	3.9	12	103	.1	1.7	7	146	.1	.3	8	156	.1	.5
WKJY-FM																				
WI '98	2	130	.1	.1	2	53	.1	.1		7			3	40		.1	2	28		.1
FA '97	2	55	.1	.1	3	21	.2	.2		3			5	28		.2	2	19		.1
SU '97	3	108	.2	.2	2	41	.1	.1	3	43		.2	6	43		.3	2	34		.1
SP '97	2	99	.1	.1	2	25	.1	.1	1	19		.1	3	31		.1	2	23		.1
4-Book	2	98	.1	.1	2	35	.1	.1	1	18		.1	4	36		.2	2	26		.1
WI '97	3	81	.2	.2	1	22	.1	.1	1	22		.1	5	23		.2	4	23		.2
WKTU-FM																				
WI '98	101	2980	.8	6.2	79	1092	.6	4.4	43	780	.3	6.0	164	1779	1.3	6.8	99	1424	.8	5.7
FA '97	118	3275	.9	7.5	132	1403	1.0	7.6	62	946	.5	8.7	176	1884	1.4	7.5	122	1503	.9	7.1
SU '97	155	3800	1.2	9.1	125	1396	1.0	7.9	178	1925	1.4	9.9	204	2300	1.6	10.0	157	1931	1.2	9.5
SP '97	155	3969	1.2	10.2	153	1850	1.2	9.0	84	1191	.7	10.4	254	2367	2.0	11.4	136	1831	1.1	8.7
4-Book	132	3506	1.0	8.3	122	1435	1.0	7.2	92	1211	.7	8.8	200	2083	1.6	8.9	129	1672	1.0	7.8
WI '97	142	3654	1.1	9.2	146	1785	1.1	8.4	75	1242	.6	10.3	236	2386	1.8	10.2	139	2009	1.1	8.6
WLIB-AM																				
WI '98	*	1	.1	.1	*					11			*	2	.1	.1				
FA '97	5	168	.3	.3	4	45	.2	.2	6	24		.8	3	43		.1	**	**	**	**
SU '97	13	246	.1	.8	9	51	.1	.6	7	97		.4	11	63		.5	**	**	**	**
SP '97	7	203	.1	.5		14			2	21		.2	2	22		.1	**	**	**	**
4-Book	7	166	.1	.4	3	28	.2	.2	4	38		.4	5	40		.2	**	**	**	**
WI '97	6	186	.4	.4	9	63	.1	.5	3	50		.4	10	56	.1	.4	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WLTW-FM																				
WI '98	27	870	.2	1.7	20	270	.2	1.1	11	192	.1	1.5	27	362	.2	1.1	45	495	.3	2.6
FA '97	48	1215	.4	3.0	24	296	.2	1.4	21	303	.2	2.9	77	542	.6	3.3	71	614	.6	4.1
SU '97	43	1045	.3	2.5	34	375	.3	2.1	58	437	.5	3.2	46	526	.4	2.3	36	582	.3	2.2
SP '97	20	907	.2	1.3	18	216	.1	1.1	10	142	.1	1.2	26	372	.2	1.2	23	285	.2	1.5
4-Book	35	1009	.3	2.1	24	289	.2	1.4	25	269	.2	2.2	44	451	.4	2.0	44	494	.4	2.6
WI '97	34	993	.3	2.2	18	235	.1	1.0	11	183	.1	1.5	50	401	.4	2.2	53	487	.4	3.3
WMCA-AM																				
WI '98	1	36		.1	1	19		.1		7										
FA '97	4	136		.3	7	39	.1	.4	1	12		.1	8	41	.1	.3		7		
SU '97																	2	25		.1
SP '97	4	44		.3	9	44	.1	.5	1	16		.1	3	25		.1				
4-Book	2	54		.2	4	26	.1	.3	1	9		.1	3	17		.1	1	8		
WI '97		33												17			1	17		.1
WMJC-FM																				
WI '98	1	23		.1	1	20		.1		7			1	7			1	7		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		24				7			1	7		.1		15				9		
SP '97	1	35		.1	**	**	**	**	**	6	**	**	**	12	**	.1	**	9	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEW-FM																				
WI '98	13	438	.1	.8	16	191	.1	.9	5	94		.7	16	219	.1	.7	15	182	.1	.9
FA '97	10	313	.1	.6	3	77		.2	1	61		.1	4	104		.2	23	72	.2	1.3
SU '97	11	363	.1	.6	8	82	.1	.5	10	150	.1	.6	17	207	.1	.8	5	88		.3
SP '97	9	485	.1	.6	13	175	.1	.8	4	152		.5	14	215	.1	.6	7	134	.1	.4
4-Book	11	400	.1	.7	10	131	.1	.6	5	114		.5	13	186	.1	.6	13	119	.1	.7
WI '97	12	589	.1	.8	10	194	.1	.6	7	137	.1	1.0	21	311	.2	.9	7	185	.1	.4
+WNSR-FM																				
WI '98	19	830	.1	1.2	21	171	.2	1.2	14	226	.1	2.0	23	333	.2	1.0	21	361	.2	1.2
FA '97	16	841	.1	1.0	12	212	.1	.7	4	103		.6	24	354	.2	1.0	18	332	.1	1.0
SU '97	22	941	.2	1.3	18	251	.1	1.1	35	332	.3	1.9	21	266	.2	1.0	16	391	.1	1.0
SP '97	20	968	.2	1.3	15	313	.1	.9	13	293	.1	1.6	34	465	.3	1.5	19	328	.1	1.2
4-Book	19	895	.2	1.2	17	237	.1	1.0	17	239	.1	1.5	26	355	.2	1.1	19	353	.1	1.1
WI '97	13	792	.1	.8	13	240	.1	.7	5	157		.7	19	370	.1	.8	12	239	.1	.7
WNWK-FM																				
WI '98	9	322	.1	.6					5	50		.7	18	127	.1	.8	6	93		.3
FA '97	12	319	.1	.8	3	23		.2	2	29		.3	20	156	.2	.9	12	144	.1	.7
SU '97	21	357	.2	1.2	5	61		.3	8	100	.1	.4	22	114	.2	1.1	43	209	.3	2.6
SP '97	9	329	.1	.6	1	22		.1	6	62		.7	7	60	.1	.3	12	128	.1	.8
4-Book	13	332	.1	.8	2	27		.2	5	60		.5	17	114	.2	.8	18	144	.1	1.1
WI '97	20	357	.2	1.3					5	107		.7	20	148	.2	.9	45	197	.4	2.8
WOR -AM																				
WI '98	3	143		.2	4	30		.2	1	20		.1	1	48			10	80	.1	.6
FA '97	4	148		.3	1	27		.1	1	46		.1	3	41		.1	9	46	.1	.5
SU '97	3	117		.2	5	50		.3		22			4	34		.2	3	55		.2
SP '97	5	171		.3	15	123	.1	.9	1	20		.1		19			1	44		.1
4-Book	4	145		.3	6	58		.4	1	27		.1	2	36		.1	6	56	.1	.4
WI '97	5	78		.3	2	21		.1					27	35	.2	1.2	3	50		.2

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. 4-Book: Avg. of current and previous 3 surveys. 2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Teens 12-17																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPAT-FM																					
WI '98	29	630	.2	1.8	29	230	.2	1.6	21	161	.2	2.9	37	271	.3	1.5	34	302	.3	2.0	
FA '97	20	478	.2	1.3	22	169	.2	1.3	15	126	.1	2.1	21	210	.2	.9	14	192	.1	.8	
SU '97	25	516	.2	1.5	19	160	.1	1.2	27	268	.2	1.5	28	216	.2	1.4	20	251	.2	1.2	
SP '97	19	627	.1	1.2	20	209	.2	1.2	18	226	.1	2.2	25	257	.2	1.1	12	175	.1	.8	
4-Book	23	563	.2	1.5	23	192	.2	1.3	20	195	.2	2.2	28	239	.2	1.2	20	230	.2	1.2	
WI '97	45	648	.4	2.9	38	317	.3	2.2	26	285	.2	3.6	56	391	.4	2.4	47	291	.4	2.9	
WPLJ-FM																					
WI '98	20	1051	.2	1.2	32	398	.2	1.8	5	203	.7		37	468	.3	1.5	18	389	.1	1.0	
FA '97	23	1004	.2	1.5	35	331	.3	2.0	20	256	.2	2.8	35	457	.3	1.5	19	330	.1	1.1	
SU '97	24	887	.2	1.4	11	163	.1	.7	34	365	.3	1.9	32	464	.3	1.6	15	320	.1	.9	
SP '97	20	1044	.2	1.3	30	382	.2	1.8	14	223	.1	1.7	29	435	.2	1.3	11	250	.1	.7	
4-Book	22	997	.2	1.4	27	319	.2	1.6	18	262	.2	1.8	33	456	.3	1.5	16	322	.1	.9	
WI '97	21	997	.2	1.4	24	357	.2	1.4	13	233	.1	1.8	40	421	.3	1.7	14	252	.1	.9	
WQCD-FM																					
WI '98	5	320		.3	6	101		.3	6	86		.8	9	117	.1	.4	4	104		.2	
FA '97	8	391	.1	.5	6	70		.3	2	51		.3	14	135	.1	.6	13	171	.1	.8	
SU '97	14	404	.1	.8	13	104	.1	.8	25	194	.2	1.4	16	175	.1	.8	9	124	.1	.5	
SP '97	13	356	.1	.9	9	97	.1	.5	16	69	.1	2.0	18	120	.1	.8	15	112	.1	1.0	
4-Book	10	368	.1	.6	9	93	.1	.5	12	100	.1	1.1	14	137	.1	.7	10	128	.1	.6	
WI '97	5	312		.3	5	112		.3	6	57		.8	6	118		.3	6	104		.4	
WQEV-AM																					
WI '98																					
FA '97	2	45		.1					1	15		.1						10	22	.1	.6
SU '97		34							1	14		.1									
SP '97	3	60		.2	2	18		.1	1	18		.1	6	43		.3	2	24		.1	
4-Book	1	35		.1	1	5		.1	1	12		.1	2	11		.1	3	12		.2	
WI '97		12								12			1	12							
WQHT-FM																					
WI '98	496	5597	3.9	30.5	506	3343	3.9	28.4	285	2303	2.2	39.7	800	4113	6.2	33.3	474	3554	3.7	27.2	
FA '97	466	6004	3.6	29.5	508	3554	3.9	29.2	207	2586	1.6	29.0	756	4429	5.9	32.3	500	3725	3.9	29.0	
SU '97	532	6172	4.2	31.1	480	2952	3.8	30.2	571	3854	4.5	31.6	675	4416	5.3	33.1	552	3798	4.3	33.3	
SP '97	455	5814	3.6	29.8	502	3360	3.9	29.4	230	2398	1.8	28.4	751	4256	5.9	33.8	473	3552	3.7	30.4	
4-Book	487	5897	3.8	30.2	499	3302	3.9	29.3	323	2785	2.5	32.2	746	4304	5.8	33.1	500	3657	3.9	30.0	
WI '97	492	5594	3.8	31.9	551	3448	4.3	31.7	234	2322	1.8	32.3	814	4260	6.4	35.2	481	3516	3.8	29.7	
WQXR-FM																					
WI '98	4	129		.2	2	29		.1		7			4	46		.2	2	36		.1	
FA '97	3	139		.2	2	21		.1	2	10		.3	1	60			5	60		.3	
SU '97	4	179		.2	1	30		.1	5	52		.3	2	36		.1	4	96		.2	
SP '97	8	145	.1	.5	3	42		.2	6	75		.7	12	67	.1	.5	10	39	.1	.6	
4-Book	5	148		.3	2	31		.1	3	36		.3	5	52		.2	5	58		.3	
WI '97	9	195	.1	.6	13	110	.1	.7	8	66	.1	1.1	6	66		.3	6	67		.4	
WRKS-FM																					
WI '98	46	1107	.4	2.8	60	468	.5	3.4	22	288	.2	3.1	63	623	.5	2.6	46	416	.4	2.6	
FA '97	44	1210	.3	2.8	48	538	.4	2.8	18	259	.1	2.5	78	592	.6	3.3	41	475	.3	2.4	
SU '97	65	1574	.5	3.8	68	592	.5	4.3	66	652	.5	3.7	67	700	.5	3.3	62	665	.5	3.7	
SP '97	59	1525	.5	3.9	76	692	.6	4.4	27	404	.2	3.3	83	726	.6	3.7	54	526	.4	3.5	
4-Book	54	1354	.4	3.3	63	573	.5	3.7	33	401	.3	3.2	73	660	.6	3.2	51	521	.4	3.1	
WI '97	72	1747	.6	4.7	87	735	.7	5.0	37	491	.3	5.1	94	827	.7	4.1	73	734	.6	4.5	
WSQO-FM																					
WI '98	83	1592	.6	5.1	108	751	.8	6.1	33	504	.3	4.6	114	833	.9	4.8	59	632	.5	3.4	
FA '97	100	1544	.8	6.3	114	805	.9	6.5	56	571	.4	7.8	130	990	1.0	5.6	77	786	.6	4.5	
SU '97	84	1479	.7	4.9	104	723	.8	6.5	56	663	.4	3.1	79	807	.6	3.9	79	773	.6	4.8	
SP '97	73	1418	.6	4.8	90	733	.7	5.3	38	405	.3	4.7	74	647	.6	3.3	89	778	.7	5.7	
4-Book	85	1508	.7	5.3	104	753	.8	6.1	46	536	.4	5.1	99	819	.8	4.4	76	742	.6	4.6	
WI '97	79	1228	.6	5.1	102	584	.8	5.9	39	482	.3	5.4	93	695	.7	4.0	67	623	.5	4.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVDJ-AM																				
WI '98		22														1	22		.1	
FA '97	2	45	.1	1	22		.1					8	22	.1	.3	1	22		.1	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WWRL-AM																				
WI '98	1	40	.1	1	15		.1						10							
FA '97	4	107	.3					1	10		.1	6	25		.3	3	35		.2	
SU '97	6	96	.4	11	26	.1	.7	8	52	.1	.4	1	26			1	29		.1	
SP '97		24																		
4-Book	3	67	.2	3	10		.2	2	16		.1	2	15		.1	1	16		.1	
WI '97	2	65	.1	3	32		.2	2	20		.3	2	29		.1	2	29		.1	
+WVYV-FM																				
WI '98													7			1	7		.1	
FA '97		7																		
SU '97		16							7											
SP '97		6							2											
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+WVXY-FM																				
WI '98	1	98	.1	2	49		.1						27			1	21		.1	
FA '97	3	87	.2	3	28		.2		12			4	53		.2	3	41		.2	
SU '97	3	94	.2	2	15		.1					10	60	.1	.5	2	48		.1	
SP '97	5	91	.3	5	29		.3		11			4	33		.2	6	27		.4	
4-Book	3	93	.2	3	30		.2		6			5	43		.2	3	34		.2	
WI '97	1	85	.1	1	7		.1						31							
+WVZY-FM																				
WI '98	1	76	.1					1	19		.1	2	39		.1	1	47		.1	
FA '97	1	40	.1	2	15		.1					1	10			3	25		.2	
SU '97	1	74	.1														14			
SP '97	2	83	.1	2	47		.1	3	47		.4	2	37		.1	1	20		.1	
4-Book	1	68	.1	1	16		.1	1	17		.1	1	22		.1	1	27		.1	
WI '97		14			14				14											
WVRK-FM																				
WI '98	93	1948	.7	5.7	134	1042	1.0	7.5	38	552	.3	5.3	105	1144	.8	4.4	112	913	.9	6.4
FA '97	116	2183	.9	7.4	172	1142	1.3	9.9	50	603	.4	7.0	135	1219	1.0	5.8	141	922	1.1	8.2
SU '97	91	2062	.7	5.3	109	816	.9	6.9	69	1001	.5	3.8	98	1095	.8	4.8	104	1060	.8	6.3
SP '97	97	2117	.8	6.4	113	968	.9	6.6	39	777	.3	4.8	165	1203	1.3	7.4	105	1052	.8	6.7
4-Book	99	2078	.8	6.2	132	992	1.0	7.7	49	733	.4	5.2	126	1165	1.0	5.6	116	987	.9	6.9
WI '97	98	2081	.8	6.4	120	915	.9	6.9	37	688	.3	5.1	153	1354	1.2	6.6	110	950	.9	6.8
WVXV-FM																				
WI '98	2	177	.1	3	80		.2	1	20		.1	3	79		.1	2	29		.1	
FA '97	1	137	.1	3	62		.2	1	30		.1	2	52		.1					
SU '97	1	103	.1	2	40		.1	2	62		.1	1	13							
SP '97	1	114	.1	1	14		.1	1	23		.1	2	37		.1	1	7		.1	
4-Book	1	133	.1	2	49		.2	1	34		.1	2	45		.1	1	9		.1	
WI '97	1	86	.1	1	38		.1		12				12			1	27		.1	
TOTALS																				
WI '98	1627	12262	12.6	1780	9762	13.8		717	5921	5.6		2400	10409	18.7		1743	9395	13.5		
FA '97	1578	12394	12.3	1741	9723	13.5		714	6217	5.5		2338	10380	18.2		1727	9457	13.4		
SU '97	1712	12238	13.4	1591	8461	12.4		1806	9017	14.1		2040	10346	15.9		1658	9583	13.0		
SP '97	1527	12220	11.9	1709	9928	13.4		810	6387	6.3		2224	10154	17.4		1556	9382	12.2		
4-Book	1611	12279	12.6	1705	9469	13.3		1012	6886	7.9		2251	10322	17.6		1671	9454	13.0		
WI '97	1543	12313	12.1	1738	9783	13.6		725	6115	5.7		2311	10273	18.1		1617	9298	12.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABC-AM																				
WI '98	3	57	.2	2	48	.1		3	13	.3										
4-Book	5	107	.3	5	117	.3		3	12	.3		3	18	.2		10	25	.1	.5	
WADO-AM																				
WI '98	5	117	.3	2	13	.1		6	13	.6		4	13	.2		3	13	.1		
4-Book	8	109	.1	3	42	.2		11	27	.1	1.0	4	10	.2		2	13	.1		
WALK-FM																				
WI '98	3	78	.2	1	47	.1						5	26	.2		1	7			
4-Book	5	119	.3	5	98	.3		4	15	.1	.4	7	30	.1	.3	5	21	.1	.2	
WAXQ-FM																				
WI '98	13	427	.1	8	321	.1	.8					15	65	.1	.6	24	124	.2	1.1	
4-Book	17	539	.2	1.1	15	355	.1	.9	2	14	.2	20	113	.2	.9	26	104	.2	1.3	
WBAB-FM																				
WI '98	2	106	.1	5	37	.3		4	6	.4		8	12	.1	.3	8	17	.1	.4	
4-Book	4	106	.3	5	70	.4		2	8	.2		7	24	.1	.3	7	21	.1	.4	
WHFM-FM																				
WI '98																				
4-Book					1				1				1							
WBRR-AM																				
WI '98																				
4-Book	1	19	.1		6				4	.1							4		.1	
WBLI-FM																				
WI '98	17	392	.1	1.1	15	228	.1	.9	8	68	.1	.8	26	95	.2	1.1	9	61	.1	.4
4-Book	20	424	.2	1.2	20	261	.2	1.3	10	57	.1	.9	37	120	.3	1.6	23	77	.2	1.2
WBLS-FM																				
WI '98	65	1406	.5	4.2	99	1260	.8	6.0	61	144	.5	6.3	107	445	.8	4.4	152	425	1.2	6.9
4-Book	43	1071	.3	2.7	55	860	.4	3.4	40	107	.3	3.8	78	292	.6	3.4	70	249	.6	3.3
WBZO-FM																				
WI '98	2	77	.1	5	86	.3		3	21	.3		8	45	.1	.3		7			
4-Book	3	95	.2	5	94	.3		3	13	.3		10	32	.1	.4	5	24		.3	
WCBS-AM																				
WI '98	8	295	.1	.5	6	185	.4		7	61	.1	.7	4	18	.2		1	3		
4-Book	7	226	.1	.5	5	140	.3		6	29	.1	.5	3	15	.2		2	7	.1	
WCBS-FM																				
WI '98	20	388	.2	1.3	29	375	.2	1.7	16	57	.1	1.7	32	132	.2	1.3	40	83	.3	1.8
4-Book	17	400	.2	1.1	21	322	.2	1.3	13	45	.1	1.3	26	102	.2	1.1	23	81	.2	1.1
+WDRE-FM																				
WI '98		34			13							1	6							
4-Book	1	26	.1		20		.1		6		.1	3	11	.1			5		.1	
WLIR-FM																				
WI '98	7	208	.1	.4	6	148	.4					11	47	.1	.4	18	61	.1	.8	
4-Book	7	205	.1	.4	6	154	.4		1	6	.1	6	38	.1	.3	9	37	.1	.4	
WFAN-AM																				
WI '98	9	249	.1	.6	13	238	.1	.8	2	14	.2		6	24	.2		19	43	.1	.9
4-Book	15	345	.1	.9	17	272	.2	1.1	9	42	.1	.8	9	41	.1	.4	22	58	.2	1.1
WFAS-FM																				
WI '98		36			35		.1						1	19				19		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98		23			42		.1													
4-Book	1	57	.1		63		.3		4	13	.4		1	8	.1		1	4	.1	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHL1-AM WI '98 4-Book	* 1	4	.1	* 2	4	.1	* 1	4	.1	4	4	.2	* 4	4	.2					
WHTZ-FM WI '98 4-Book	369 305	5228 4758	2.9 2.4	23.6 19.0	369 293	4183 3753	2.9 2.3	22.2 18.5	182 195	825 788	1.4 1.5	18.8 17.9	516 412	1955 1606	4.0 3.2	21.0 17.7	451 360	1475 1216	3.5 2.8	20.3 17.6
WHUD-FM WI '98 4-Book	4 2	84 72	.3 .1		19 32	.1	.1			3			2 1	19 7	.1		2	7	.1	
WINS-AM WI '98 4-Book	13 14	463 525	.1 .1	.8 .8	10 7	185 200	.1 .1	.6 .5	15 12	51 61	.1 .1	1.5 1.1	14 7	16 20	.1 .1	.6 .3	11 5	33 28	.1 .2	.5 .2
WKJY-FM WI '98 4-Book	2 3	67 64	.1 .2		4 4	88 61	.2 .2		2 2	10 13	.2 .2		15 9	52 30	.1 .1	.6 .4	3 5	16 16	.1 .2	
WKTU-FM WI '98 4-Book	91 134	2254 2838	.7 1.0	5.8 8.3	121 132	1739 2050	.9 1.0	7.3 8.4	86 89	295 351	.7 .7	8.9 8.1	216 211	682 774	1.7 1.7	8.8 9.1	175 198	474 622	1.4 1.6	7.9 9.8
WLIB-AM WI '98 4-Book	* 1 4	32 80	.1 .3		* 3 13	27 108	.2 .1	.9	* 5 8	15 18	.5 .1	.7	9 21	27 57	.1 .2	.4 .9	* 1 19	11 31	.2	1.0
WLTW-FM WI '98 4-Book	18 30	548 683	.1 .2	1.2 1.9	32 37	474 482	.2 .3	1.9 2.3	13 27	58 88	.1 .2	1.3 2.5	58 61	175 172	.5 .5	2.4 2.6	47 40	110 122	.4 .3	2.1 2.0
WMCA-AM WI '98 4-Book		26 36			1 3	10 38	.1 .2		3	12		.3	2	8		.1	1	4		
WMJC-FM WI '98 4-Book	1 **	20 **	.1 **	.1 **	** **	11 **	** **	** **	** **	** **	** **	** **	1 **	3 **	** **	** **	2 **	7 **	** **	.1 **
WMTR-AM WI '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WNEW-FM WI '98 4-Book	12 9	344 297	.1 .1	.8 .6	13 12	257 229	.1 .1	.8 .8	6 14	47 47	.6 .1	1.2	13 12	64 60	.1 .1	.5 .5	27 16	91 74	.2 .1	1.2 .8
+WNSR-FM WI '98 4-Book	19 19	497 592	.1 .2	1.2 1.2	18 20	477 431	.1 .2	1.1 1.3	5 9	34 40	.5 .1	.9	26 31	151 118	.2 .3	1.1 1.4	28 19	120 84	.2 .2	1.3 .9
WNWK-FM WI '98 4-Book	7 8	161 151	.1 .1	.4 .5	15 18	142 213	.1 .1	.9 1.1	14 15	37 37	.1 .1	1.4 1.4	23 24	30 63	.2 .2	.9 1.0	34 32	44 61	.3 .3	1.5 1.6
WOR -AM WI '98 4-Book	2 3	78 100	.1 .2		3 45	15 45	.2		3	13		.3	1	8		.1	2 1	15 6	.1	
WPAT-FM WI '98 4-Book	28 23	446 399	.2 .2	1.8 1.5	25 25	428 375	.2 .2	1.5 1.6	5 22	35 71	.5 .2	2.0	35 48	112 144	.3 .4	1.4 2.1	18 17	78 62	.1 .1	.8 .8
WPLJ-FM WI '98 4-Book	24 26	782 734	.2 .2	1.5 1.6	17 20	442 409	.1 .2	1.0 1.2	11 12	58 63	.1 .1	1.1 1.1	27 37	134 140	.2 .3	1.1 1.6	36 27	192 118	.3 .2	1.6 1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																				
WI '98	7	227	.1	.4	3	135	.1	.2				3	21	.1	.1	2	15	.1	.1	
4-Book	12	214	.1	.7	7	156	.1	.5	3	8	.3	9	35	.1	.4	5	26	.1	.3	
WQEW-AM																				
WI '98					2	19		.1	2	5		.2	5	13		.2	1	2		
4-Book	1	18																		
WQHT-FM																				
WI '98	511	5103	4.0	32.7	485	4004	3.8	29.2	254	815	2.0	26.2	783	2005	6.1	31.9	688	1819	5.3	31.0
4-Book	507	5371	4.0	31.6	442	4053	3.5	28.1	301	911	2.4	27.4	666	1926	5.2	28.7	619	1652	4.8	30.4
WQXR-FM																				
WI '98	2	68		.1	9	69	.1	.5	21	35	.2	2.2	19	51	.1	.8	7	11	.1	.3
4-Book	4	88		.2	7	73	.1	.4	6	11	.1	.6	8	26	.1	.3	6	20	.1	.3
WRKS-FM																				
WI '98	46	829	.4	2.9	45	612	.3	2.7	28	67	.2	2.9	52	140	.4	2.1	66	169	.5	3.0
4-Book	55	1047	.5	3.4	53	689	.4	3.4	47	122	.4	4.3	91	244	.7	4.0	73	187	.6	3.6
WSKQ-FM																				
WI '98	81	1302	.6	5.2	103	975	.8	6.2	66	245	.5	6.8	184	568	1.4	7.5	109	306	.8	4.9
4-Book	80	1239	.6	5.0	100	997	.8	6.4	62	220	.5	5.7	178	524	1.4	7.6	121	316	.9	5.9
WWDJ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVRL-AM																				
WI '98		25			1	15		.1												.1
4-Book	2	28		.1	4	50		.3	1	3		.1	4	9		.2	2	9		.1
+WVYV-FM																				
WI '98		4				2														
4-Book		4				2														
+WVXY-FM																				
WI '98	1	68		.1	3	83		.2	2	38		.2	11	69	.1	.4	3	40		.1
4-Book	3	58		.2	4	62		.3	4	17		.4	5	29		.2	5	21		.2
+WVZY-FM																				
WI '98	1	39		.1		30														
4-Book	1	27		.1	1	44		.1	1	11		.1		7			1	6		
WXRK-FM																				
WI '98	88	1737	.7	5.6	89	1103	.7	5.4	63	172	.5	6.5	92	403	.7	3.7	102	420	.8	4.6
4-Book	98	1805	.8	6.2	90	1183	.7	5.8	61	224	.5	5.6	109	434	.9	4.7	123	422	1.0	6.1
WXXV-FM																				
WI '98	2	162		.1	1	31		.1	6	19		.6	1	12						
4-Book	2	107		.1	2	51		.1	3	12		.3	3	19		.1	3	11		.1
TOTALS																				
WI '98	1562	11877	12.1		1663	10703	12.9		969	3176	7.5		2458	6516	19.1		2217	5434	17.2	
4-Book	1607	11912	12.5		1575	10642	12.3		1095	3324	8.5		2317	6157	18.1		2036	5094	15.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABC-AM																				
WI '98	4	15	.2		2	7	.2		1	7	.1		4	14	.2		5	21	.4	
4-Book	3	21	.2		1	2	.1		6	17	.1	.4	10	37	.1	.6	7	31	.6	
WADD-AM																				
WI '98					4	18	.5		3	13	.2		3	13	.2					
4-Book									3	13	.2		4	13	.3					
WALK-FM																				
WI '98					1	7	.1		2	14	.1	.1	2	7	.1					
4-Book	3	13	.2		1	12	.1		7	25	.1	.4	6	18	.4		5	22	.4	
WAXQ-FM																				
WI '98	15	42	.1	.9	7	22	.1	.8	9	53	.1	.5	25	114	.2	1.4	19	82	.1	1.4
4-Book	13	64	.1	.8	10	39	.1	1.1	15	74	.1	.9	24	94	.2	1.4	11	59	.1	.9
WBAB-FM																				
WI '98					5	6	.6		7	11	.1	.4	7	13	.1	.4	1	7	.1	
4-Book	6	15	.4		3	5	.3		9	17	.1	.5	6	14	.1	.4	3	15	.3	
WHFM-FM																				
WI '98																				
4-Book																				
WBBR-AM																				
WI '98					1	4	.2						1				1	4	.1	
4-Book																				
WBLI-FM																				
WI '98	13	53	.1	.8	11	32	.1	1.3	22	67	.2	1.2	13	77	.1	.7	12	56	.1	.9
4-Book	16	79	.1	1.0	13	43	.1	1.5	25	91	.2	1.4	18	83	.1	1.2	13	59	.1	1.1
WBLS-FM																				
WI '98	141	446	1.1	8.3	52	158	.4	6.0	69	269	.5	3.9	107	358	.8	6.0	98	324	.8	7.3
4-Book	69	254	.6	4.2	43	147	.3	4.9	42	173	.3	2.5	55	189	.4	3.2	39	150	.3	3.1
WBZD-FM																				
WI '98	5	23	.3		2	22	.2		16	42	.1	.9	1	5	.1		1	7	.1	
4-Book	3	14	.2		3	16	.4		7	24	.4		3	13	.2		3	15	.3	
WCBS-AM																				
WI '98	5	39	.3		6	51	.7		5	39	.3		12	56	.1	.7	10	56	.1	.7
4-Book	2	17	.1		7	48	.1	.8	3	25	.2		8	29	.1	.5	7	36	.1	.6
WCBS-FM																				
WI '98	13	43	.1	.8	12	29	.1	1.4	49	141	.4	2.8	56	144	.4	3.1	17	45	.1	1.3
4-Book	6	32	.4		8	28	.1	.9	38	120	.3	2.2	41	104	.3	2.5	10	37	.1	.8
+WORE-FM																				
WI '98	2	7	.1						1	6	.1		2	6	.1		1	3	.1	
4-Book	1	5	.1						1	7	.1									
WLIR-FM																				
WI '98	5	51	.3						9	45	.1	.5	2	19	.1		4	30	.3	
4-Book	7	36	.1	.4	1	7	.1		12	73	.1	.7	10	43	.1	.6	6	33	.5	
WFAN-AM																				
WI '98	9	48	.1	.5	7	50	.1	.8	23	114	.2	1.3	18	47	.1	1.0	20	69	.2	1.5
4-Book	21	62	.2	1.4	16	58	.1	1.9	20	83	.2	1.2	17	53	.1	1.0	18	56	.2	1.6
WFAS-FM																				
WI '98	**	**	**	**	**	**	**	**	5	15	.3		1	15	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFME-FM																				
WI '98					3	11	.3		3	32	.2									
4-Book	1	10	.1		10	32	.1	1.2	8	26	.1	.5	4	17	.2		2	7	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WHLI-AM																				
WI '98				*								*								
4-Book	**	**	**	**												**	**	**	**	
WHTZ-FM																				
WI '98	396	1444	3.1	23.2	147	704	1.1	16.8	430	1737	3.3	24.2	343	1309	2.7	19.2	420	1467	3.3	31.3
4-Book	304	1213	2.4	18.9	119	551	.9	13.9	341	1420	2.7	19.9	276	1031	2.2	16.7	291	1089	2.3	24.3
WHUD-FM																				
WI '98					2	6		.2	1	5		.1	1	5		.1	1	5		.1
4-Book	3	7		.2																
WINS-AM																				
WI '98	2	16		.1	11	65		1.3	11	75		.1	6	13		.3	9	41		.7
4-Book	4	26		.3	11	57		1.3	8	45		.1	4	25		.1	4	27		.4
WKJY-FM																				
WI '98	4	20		.2	1	12		.1	4	39		.2	3	16		.2				
4-Book	2	13		.1	1	6		.1	5	17		.3	5	16		.4		2		
WKTU-FM																				
WI '98	105	464	.8	6.2	42	161	.3	4.8	122	477	.9	6.9	159	460	1.2	8.9	61	321	.5	4.5
4-Book	148	608	1.2	9.4	56	209	.4	6.4	115	522	.9	6.7	148	491	1.2	9.0	81	416	.7	7.0
WLIB-AM																				
WI '98					*							*								
4-Book	**	**	**	**	8	14		.1	12	29		.1	11	29		.1	11	29		.1
WLTU-FM																				
WI '98	35	119	.3	2.1	8	55	.1	.9	35	138	.3	2.0	24	76	.2	1.3	30	102	.2	2.2
4-Book	39	138	.3	2.4	13	60	.1	1.5	40	154	.3	2.4	35	129	.3	2.2	30	98	.2	2.5
WMCA-AM																				
WI '98	8	10	.1	.5																
4-Book	7	21	.1	.4	6	11	.1	.8	3	12		.2	1	3		.1	2	7		.1
WMJC-FM																				
WI '98					1	7		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WMTR-AM																				
WI '98					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNEV-FM																				
WI '98	9	58	.1	.5					6	32		.3	17	81	.1	1.0	27	64	.2	2.0
4-Book	13	46	.1	.8	5	14		.6	11	43	.1	.6	10	47	.1	.6	16	35	.1	1.3
+WNSR-FM																				
WI '98	27	94	.2	1.6	1	11		.1	13	93	.1	.7	32	104	.2	1.8	14	76	.1	1.0
4-Book	19	99	.1	1.2	14	49	.1	1.6	26	94	.2	1.5	27	120	.2	1.7	15	68	.1	1.3
WNWK-FM																				
WI '98	27	96	.2	1.6					8	20	.1	.4	12	19	.1	.7	1	14		.1
4-Book	31	95	.3	2.0	2	13		.3	17	44	.1	1.0	11	18	.1	.7	6	22		.5
WOR -AM																				
WI '98																				
4-Book		4			4	16		.5	7	15	.1	.4	2	11		.1	5	7	.1	.4
WPAT-FM																				
WI '98	11	70	.1	.6	37	107	.3	4.2	53	161	.4	3.0	18	60	.1	1.0	20	51	.2	1.5
4-Book	12	49	.1	.7	19	76	.2	2.2	42	143	.3	2.5	22	79	.2	1.4	16	51	.1	1.3
WPLJ-FM																				
WI '98	6	61		.4	11	59	.1	1.3	27	113	.2	1.5	15	53	.1	.8	2	33		.1
4-Book	10	62	.1	.7	11	45	.1	1.3	26	111	.2	1.5	20	74	.2	1.2	11	58	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	*AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQCD-FM																				
WI '98	3	34	.1	.2	2	19	.2	10	62	.1	.6	3	21	.1	.2	4	21	.3		
4-Book	6	35	.1	.4	4	15	.4	15	51	.1	.9	13	41	.1	.8	4	21	.3		
WQEV-AM																				
WI '98													2	4	.1	1	5	.1		
4-Book													2	4	.1	1	5	.1		
WQHT-FM																				
WI '98	541	1516	4.2	31.7	226	655	1.8	25.9	448	1418	3.5	25.2	580	1349	4.5	32.4	320	968	2.5	23.8
4-Book	479	1433	3.7	29.8	218	654	1.7	25.4	437	1397	3.4	25.6	497	1248	3.9	30.2	294	1035	2.3	24.8
WQXR-FM																				
WI '98	2	7	.1	.1	3	11	.3	14	19	.1	.8	9	37	.1	.5	1	7	.1	.1	
4-Book	6	24	.1	.4	4	19	.5	9	29	.1	.5	11	28	.1	.7	8	23	.1	.7	
WRKS-FM																				
WI '98	53	184	.4	3.1	67	164	.5	7.7	40	116	.3	2.2	29	112	.2	1.6	25	80	.2	1.9
4-Book	55	174	.4	3.5	38	106	.3	4.4	48	159	.4	2.8	37	107	.3	2.3	31	110	.3	2.7
WSKO-FM																				
WI '98	87	342	.7	5.1	68	262	.5	7.8	150	461	1.2	8.4	83	222	.6	4.6	57	170	.4	4.2
4-Book	85	276	.7	5.3	74	220	.6	8.5	125	387	1.0	7.3	76	184	.6	4.6	68	216	.5	5.7
WWDJ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WVRL-AM																				
WI '98					10	15	.1	1.1												
4-Book	1	9		.1	15	26	.1	1.7	4	20		.2	2	10		.1	4	13	.3	
+WVYV-FM																				
WI '98																				
4-Book		2																		
+WVXY-FM																				
WI '98	1	7	.1	.1	2	7	.2	1	19	.1	.1						1	7	.1	
4-Book	4	15	.3	.3	3	15	.3	2	14	.2	.2	4	10	.2	.2	7	17	.1	.6	
+WVZY-FM																				
WI '98		10			1	10	.1	1	20	.1	.1									
4-Book	1	4			1	6	.1	5	26	.3	.3	2	7	.1	.1					
WXRK-FM																				
WI '98	91	257	.7	5.3	69	192	.5	7.9	95	401	.7	5.3	130	367	1.0	7.3	71	241	.6	5.3
4-Book	95	356	.7	5.9	45	159	.4	5.2	93	358	.7	5.5	110	351	.9	6.7	80	312	.6	6.8
WKXV-FM																				
WI '98	1	19	.1	.1	5	19	.6													
4-Book	1	8	.1	.1	2	11	.3	1	10	.1	.1	1	7	.1	.1	1	5	.1	.1	
TOTALS																				
WI '98	1704	5022	13.2		873	2960	6.8		1780	5313	13.8		1789	4654	13.9		1343	4116	10.4	
4-Book	1600	4732	12.5		859	2760	6.7		1713	5022	13.4		1641	4284	12.8		1187	3832	9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WABC-AM	787	2	390	4	18	50	89	86	141	396	1	5	32	40	87	230
(%)	100		49	1	2	6	11	11	18	50		1	4	5	11	29
Rating	.6		.6	.1	.1	.4	.8	1.2	1.7	.6		.2	.2	.3	1.1	1.7
Share	3.0	.1	3.4	.3	.7	1.9	4.2	5.8	8.4	3.0	.1	.2	1.2	1.6	5.1	8.8
WADD-AM	627	3	272	6	12	48	78	45	82	352	10	36	41	90	81	95
(%)	100		43	1	2	8	12	7	13	56	2	6	7	14	13	15
Rating	.4		.4	.1	.1	.4	.7	.6	1.0	.5	.1	.3	.3	.7	1.0	.7
Share	2.4	.2	2.4	.5	.5	1.8	3.7	3.0	4.9	2.7	.8	1.5	1.6	3.6	4.8	3.6
WALK-FM	229	2	67	5	11	9	16	15	11	160	13	18	53	51	10	14
(%)	100		29	2	5	4	7	7	5	70	6	8	23	23	5	6
Rating	.2		.1	.1	.1	.1	.1	.2	.1	.2	.2	.1	.4	.4	.1	.1
Share	.9	.1	.6	.4	.5	.3	.8	1.0	.7	1.2	1.0	.8	2.1	2.1	.6	.5
WAXQ-FM	399	15	246	34	68	93	43	6	3	139	9	48	55	24	2	1
(%)	100		62	8	17	23	11	1	1	35	2	12	14	6		
Rating	.3	.1	.4	.5	.5	.7	.4	.1		.2	.1	.4	.4	.2		
Share	1.5	.9	2.1	2.8	2.8	3.6	2.0	.4	.2	1.1	.7	2.0	2.1	1.0	.1	
WBAB-FM	124	3	76	5	29	31	9	2		45	5	20	12	5	2	1
(%)	100		61	4	23	25	7	2		37	4	16	10	4	2	1
Rating	.1		.1	.1	.2	.2	.1			.1	.1	.2	.1			
Share	.5	.2	.7	.4	1.2	1.2	.4	.1		.3	.4	.8	.5	.2	.1	
WHFM-FM	2		1							1				1		
(%)	100		47		17		24	2	5	50		9	3	38		
Rating		3														
Share																
WBRR-AM	124		93	1	19	11	5	17	40	31		1	5	4	16	
(%)	100		75	1	15	9	4	14	32	25		1	4	3	13	
Rating	.1		.2		.1	.1		.2	.5						.1	
Share	.5		.8	.1	.8	.4	.2	1.1	2.4	.2			.2	.2	.6	
WBLI-FM	186	18	56	11	14	15	12	5		112	24	32	25	16	7	8
(%)	100		30	6	7	8	6	3		60	13	17	13	9	4	4
Rating	.1	.1	.1	.1	.1	.1	.1	.1		.2	.3	.2	.2	.1	.1	.1
Share	.7	1.1	.5	.9	.6	.6	.6	.3		.9	1.9	1.3	1.0	.6	.4	.3
WBLS-FM	650	83	242	38	86	64	36	15	4	325	62	96	74	56	26	11
(%)	100		37	6	13	10	6	2	1	50	10	15	11	9	4	2
Rating	.5	.6	.4	.5	.7	.5	.3	.2		.5	.8	.7	.5	.4	.3	.1
Share	2.5	5.1	2.1	3.2	3.5	2.4	1.7	1.0	.2	2.5	4.9	4.0	2.9	2.3	1.5	.4
WBZD-FM	109	3	45	5	6	12	11	8	3	61	2	6	16	16	13	7
(%)	100		41	4	6	11	10	7	3	56	2	6	15	15	12	6
Rating	.1		.1	.1	.1	.1	.1	.1		.1			.1	.1	.2	.1
Share	.4	.2	.4	.4	.2	.5	.5	.5	.2	.5	.2	.3	.6	.6	.8	.3
WCBS-AM	730	8	365	1	18	65	80	64	137	357	3	16	44	53	62	178
(%)	100		50		2	9	11	9	19	49		2	6	7	9	24
Rating	.5	.1	.6		.1	.5	.7	.9	1.6	.5		.1	.3	.4	.8	1.3
Share	2.8	.5	3.2	.1	.7	2.5	3.8	4.3	8.2	2.7	.2	.7	1.7	2.1	3.6	6.8
WCBS-FM	1199	22	578	15	23	124	246	142	28	599	20	44	120	187	151	77
(%)	100		48	1	2	10	21	12	2	50	2	4	10	16	13	6
Rating	.8	.2	1.0	.2	.2	.9	2.2	2.0	.3	.9	.3	.3	.8	1.5	1.8	.6
Share	4.6	1.4	5.0	1.2	.9	4.7	11.6	9.6	1.7	4.6	1.6	1.8	4.6	7.5	8.9	3.0
WDRE-FM	8	1	4	1	1	2	1			3	2	1		1		
(%)	100		50	13	7	22	7			43	23	15		4		
Rating																
Share		.1		.1		.1					.2					
WLIR-FM	77	7	33	4	15	11	1	1	1	37	7	16	10			3
(%)	100		42	5	20	14	1	1	1	48	10	21	13	1		4
Rating	.1	.1	.1	.1	.1	.1				.1	.1	.1	.1			.1
Share	.3	.4	.3	.3	.6	.4		.1	.1	.3	.5	.7	.4			.1

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men * 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WABC-AM (%) Rating	10453 100 7.3	69 1 .5	5463 52 9.0	185 2 2.5	483 5 3.8	1006 10 7.5	1125 11 10.0	966 9 13.3	1699 16 19.9	4921 47 7.2	83 1 1.1	180 2 1.4	525 5 3.6	885 8 7.1	916 9 11.1	2332 22 17.5
WADO-AM (%) Rating	5227 100 3.7	117 2 .9	2344 45 3.9	130 2 1.8	271 5 2.1	570 11 4.2	626 12 5.6	320 6 4.4	427 8 5.0	2766 53 4.0	160 3 2.2	404 8 3.1	442 8 3.1	714 14 5.7	523 10 6.3	522 10 3.9
WALK-FM (%) Rating	3163 100 2.2	105 3 .8	1062 34 1.7	82 3 1.1	239 8 1.9	240 8 1.8	248 8 2.2	139 4 1.9	114 4 1.3	1996 63 2.9	174 5 2.4	370 12 2.9	480 15 3.3	527 17 4.2	217 7 2.6	229 7 1.7
WAXQ-FM (%) Rating	9187 100 6.5	583 6 4.5	4963 54 8.2	790 9 10.7	1399 15 10.9	1652 18 12.3	906 10 8.1	87 1 1.2	129 1 1.5	3640 40 5.3	392 4 5.3	1246 14 9.7	1325 14 9.2	466 5 3.7	105 1 1.3	105 1 .8
WBAB-FM (%) Rating	2368 100 1.7	132 6 1.0	1256 53 2.1	142 6 1.9	460 19 3.6	451 19 3.4	133 6 1.2	48 2 .7	21 1 .2	979 41 1.4	101 4 1.4	347 15 2.7	340 14 2.4	117 5 .9	45 2 .5	29 1 .2
WHFM-FM (%) Rating	97 100 .1	7 7 .1	40 42 .1		20 21 .2		6 7 .1	7 8 .1	7 7 .1	50 51 .1		12 12 .1	6 6 .3	32 33 .3		
WBRR-AM (%) Rating	3536 100 2.5	10 1 .1	2272 64 3.7	45 1 .6	334 9 2.6	433 12 3.2	230 7 2.0	426 12 5.9	804 23 9.4	1255 35 1.8		114 3 .9	175 5 1.2	172 5 1.4	180 5 2.2	614 17 4.6
WBLI-FM (%) Rating	3265 100 2.3	474 15 3.7	1045 32 1.7	199 6 2.7	257 8 2.0	275 8 2.0	206 6 1.8	80 2 1.1	28 1 .3	1746 53 2.5	351 11 4.8	479 15 3.7	435 13 3.0	264 8 2.1	106 3 1.3	110 3 .8
WBLS-FM (%) Rating	12590 100 8.8	2001 16 15.6	4409 35 7.3	767 6 10.4	1364 11 10.6	1210 10 9.0	645 5 5.7	306 2 4.2	117 1 1.4	6181 49 9.0	1355 11 18.4	1617 13 12.5	1505 12 10.4	891 7 7.1	392 3 4.8	421 3 3.2
WBZD-FM (%) Rating	2112 100 1.5	145 7 1.1	880 42 1.4	87 4 1.2	102 5 .8	302 14 2.2	224 11 2.0	124 6 1.7	41 2 .5	1086 51 1.6	102 5 1.4	165 8 1.3	282 13 2.0	331 16 2.6	111 5 1.3	95 5 .7
WCBS-AM (%) Rating	16416 100 11.5	384 2 3.0	8540 52 14.1	99 1 1.3	689 4 5.4	1826 11 13.6	1924 12 17.1	1588 10 21.8	2413 15 28.3	7492 46 10.9	164 1 2.2	584 4 4.5	1273 8 8.8	1545 9 12.4	1262 8 15.3	2664 16 20.0
WCBS-FM (%) Rating	17314 100 12.2	634 4 4.9	7900 46 13.0	345 2 4.7	685 4 5.3	1850 11 13.8	2727 16 24.3	1688 10 23.2	604 3 7.1	8781 51 12.8	451 3 6.1	799 5 6.2	2042 12 14.1	2801 16 22.4	1480 9 18.0	1208 7 9.1
WDRE-FM (%) Rating	290 100 .2	63 22 .5	119 41 .2	28 10 .4	54 19 .4	19 7 .1	11 4 .1		7 3 .1	108 37 .2	32 11 .4	57 20 .4	12 4 .1	6 2 .2		
WLIR-FM (%) Rating	2796 100 2.0	337 12 2.6	1263 45 2.1	195 7 2.6	614 22 4.8	301 11 2.2	59 2 .5	15 1 .2	78 3 .9	1196 43 1.7	254 9 3.4	533 19 4.1	261 9 1.8	93 3 .7	16 1 .2	40 1 .3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WFAN-AM	580	12	484	33	79	110	116	94	51	84	1	6	13	24	13	28
(%)	100	2	83	6	14	19	20	16	9	14		1	2	4	2	5
Rating	.4	.1	.8	.4	.6	.8	1.0	1.3	.6	.1			.1	.2	.2	.2
Share	2.2	.7	4.2	2.7	3.3	4.2	5.5	6.3	3.0	.6	.1	.3	.5	1.0	.8	1.1
WFAS-FM	88	1	25		8	4	10		2	63	17	12	12	5	12	5
(%)	100	1	28		9	5	12		2	71	20	14	14	6	13	5
Rating	.1				.1		.1		.1	.2	.2	.1	.1		.1	
Share	.3	.1	.2		.3	.2	.5		.1	.5	1.3	.5	.5	.2	.7	.2
WFME-FM	159		37		2	13	7	7	8	121		20	17	31	18	36
(%)	100		24		1	8	4	5	5	76		12	11	19	11	22
Rating	.1		.1		.1	.1	.1	.1	.1	.2		.2	.1	.2	.2	.3
Share	.6		.3		.1	.5	.3	.5	.5	.9		.8	.7	1.2	1.1	1.4
*WHLI-AM	149		49				1	8	40	100				2	26	71
(%)	100		33				1	5	27	67				1	18	48
Rating	.1		.1					.1	.5	.1					.3	.5
Share	.6		.4					.5	2.4	.8				.1	1.5	2.7
WHTZ-FM	1238	390	322	105	113	66	26	10	3	526	195	164	101	52	6	7
(%)	100	31	26	8	9	5	2	1		42	16	13	8	4		1
Rating	.9	3.0	.5	1.4	.9	.5	.2	.1		.8	2.6	1.3	.7	.4	.1	.1
Share	4.7	24.0	2.8	8.7	4.7	2.5	1.2	.7	.2	4.0	15.3	6.9	3.9	2.1	.4	.3
WHUD-FM	130	2	41	1	7	7	14	8	4	87	4	16	21	33	5	7
(%)	100	2	32		6	5	11	6	3	67	3	12	16	26	4	6
Rating	.1		.1		.1	.1	.1	.1	.1	.1		.1	.1	.3	.1	.1
Share	.5	.1	.4	.1	.3	.3	.7	.5	.2	.7	.3	.7	.8	1.3	.3	.3
WINS-AM	935	10	436	9	45	76	83	92	132	488	12	37	64	81	75	220
(%)	100	1	47	1	5	8	9	10	14	52	1	4	7	9	8	24
Rating	.7	.1	.7	.1	.3	.6	.7	1.3	1.5	.7	.2	.3	.4	.6	.9	1.7
Share	3.6	.6	3.8	.7	1.9	2.9	3.9	6.2	7.9	3.7	.9	1.6	2.5	3.3	4.4	8.4
WKJY-FM	146	2	37	2	10	14	7	4	1	107	6	11	44	33	10	2
(%)	100	2	25	1	7	10	5	3		73	4	8	30	23	7	1
Rating	.1		.1		.1	.1	.1	.1		.2	.1	.1	.3	.3	.1	.1
Share	.6	.1	.3	.2	.4	.5	.3	.3	.1	.8	.5	.5	1.7	1.3	.6	.1
WKTU-FM	1006	101	376	77	175	88	24	10	3	528	129	184	126	64	22	3
(%)	100	10	37	8	17	9	2	1		52	13	18	13	6	2	
Rating	.7	.8	.6	1.0	1.4	.7	.2	.1		.8	1.8	1.4	.9	.5	.3	
Share	3.8	6.2	3.3	6.4	7.2	3.4	1.1	.7	.2	4.1	10.1	7.7	4.9	2.6	1.3	.1
*WLIB-AM	265	1	162	1	16	54	54	23	13	101	4	16	33	15	8	26
(%)	100		61		6	21	21	9	5	38	1	6	12	5	3	10
Rating	.2		.3		.1	.4	.5	.3	.2	.1	.1	.1	.2	.1	.1	.2
Share	1.0	.1	1.4	.1	.7	2.1	2.5	1.6	.8	.8	.3	.7	1.3	.6	.5	1.0
WLTW-FM	1741	27	593	40	109	134	117	124	69	1121	65	221	256	261	198	120
(%)	100	2	34	2	6	8	7	7	4	64	4	13	15	15	11	7
Rating	1.2	.2	1.0	.5	.8	1.0	1.0	1.7	.8	1.6	.9	1.7	1.8	2.1	2.4	.9
Share	6.6	1.7	5.1	3.3	4.5	5.1	5.5	8.4	4.1	8.6	5.1	9.3	9.9	10.5	11.6	4.6
WMCA-AM	98	1	45	2	3	8	24	4	5	52		6	9	20	5	12
(%)	100	1	46	2	3	8	24	4	5	53		6	9	21	5	12
Rating	.1		.1			.1	.2	.1	.1	.1			.1	.2	.1	.1
Share	.4	.1	.4	.2	.1	.3	1.1	.3	.3	.4		.3	.3	.8	.3	.5
WMJC-FM	74	1	28	5	2	9	5	5	3	45	2	11	11	5	10	6
(%)	100	1	38	6	3	12	7	6	3	61	3	15	15	7	13	9
Rating	.1		.1		.1	.1	.1	.1		.1		.1	.1	.1	.1	.1
Share	.3	.1	.2	.4	.1	.3	.2	.3	.2	.3	.2	.5	.4	.2	.6	.2
WMTR-AM	104		42				2	13	26	63			5	11	9	38
(%)	100		40				2	13	25	60			5	10	8	36
Rating	.1		.1				.2	.2	.3	.1			.1	.1	.1	.3
Share	.4		.4				.1	.9	1.6	.5			.2	.4	.5	1.5

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WFAN-AM	10938	393	8372	791	1491	2059	1800	1196	1035	2173	39	245	393	562	376	558
(%)	100	4	77	7	14	19	16	11	9	20		2	4	5	3	5
Rating	7.7	3.1	13.8	10.7	11.6	15.3	16.0	16.5	12.1	3.2	.5	1.9	2.7	4.5	4.6	4.2
WFAS-FM	1405	51	397	14	107	156	65	22	33	957	126	236	253	143	85	114
(%)	100	4	28	1	8	11	5	2	2	68	9	17	18	10	6	8
Rating	1.0	.4	.7	.2	.8	1.2	.6	.3	.4	1.4	1.7	1.8	1.7	1.1	1.0	.9
WFME-FM	2185	93	746		101	191	76	240	138	1345		222	276	329	126	392
(%)	100	4	34		5	9	3	11	6	62		10	13	15	6	18
Rating	1.5	.7	1.2		.8	1.4	.7	3.3	1.6	2.0		1.7	1.9	2.6	1.5	2.9
*WHLI-AM	1049		466			15	30	85	336	583	15		9	41	163	355
(%)	100		44			1	3	8	32	56	1		1	4	16	34
Rating	.7		.8			.1	.3	1.2	3.9	.8	.2		.1	.3	2.0	2.7
WHTZ-FM	23293	5857	6986	2186	2362	1434	692	184	129	10450	3055	3062	2319	1467	289	259
(%)	100	25	30	9	10	6	3	1	1	45	13	13	10	6	1	1
Rating	16.4	45.5	11.5	29.6	18.3	10.7	6.2	2.5	1.5	15.2	41.5	23.8	16.0	11.7	3.5	1.9
WHUD-FM	1762	84	759	37	129	159	249	110	75	919	29	162	249	238	130	112
(%)	100	5	43	2	7	9	14	6	4	52	2	9	14	13	7	6
Rating	1.2	.7	1.2	.5	1.0	1.2	2.2	1.5	.9	1.3	.4	1.3	1.7	1.9	1.6	.8
WINS-AM	20930	535	10355	494	1519	2118	2232	1811	2181	10040	382	1389	1866	2087	1407	2910
(%)	100	3	49	2	7	10	11	9	10	48	2	7	9	10	7	14
Rating	14.7	4.2	17.1	6.7	11.8	15.8	19.9	24.9	25.6	14.6	5.2	10.8	12.9	16.7	17.1	21.9
WKJY-FM	1945	130	583	68	148	168	104	74	21	1232	105	197	408	327	133	62
(%)	100	7	30	4	8	9	5	4	1	63	5	10	21	17	7	3
Rating	1.4	1.0	1.0	.9	1.1	1.3	.9	1.0	.2	1.8	1.4	1.5	2.8	2.6	1.6	.5
WKTU-FM	20186	2980	7316	1823	2532	1779	786	298	98	9889	2439	3416	2338	1184	318	194
(%)	100	15	36	9	13	9	4	1		49	12	17	12	6	2	1
Rating	14.2	23.2	12.0	24.7	19.7	13.2	7.0	4.1	1.1	14.4	33.1	26.5	16.2	9.5	3.9	1.5
*WLIB-AM	2252	47	1170	27	166	392	287	145	154	1034	146	149	355	117	133	134
(%)	100	2	52	1	7	17	13	6	7	46	6	7	16	5	6	6
Rating	1.6	.4	1.9	.4	1.3	2.9	2.6	2.0	1.8	1.5	2.0	1.2	2.5	.9	1.6	1.0
WLTW-FM	22115	870	8363	669	1810	1969	1818	1382	716	12882	1257	2490	3072	2900	1637	1527
(%)	100	4	38	3	8	9	8	6	3	58	6	11	14	13	7	7
Rating	15.5	6.8	13.8	9.1	14.1	14.7	16.2	19.0	8.4	18.7	17.1	19.3	21.2	23.2	19.9	11.5
WMCA-AM	1595	36	555	38	65	136	105	114	97	1004	8	60	197	217	132	390
(%)	100	2	35	2	4	9	7	7	6	63		4	12	14	8	24
Rating	1.1	.3	.9	.5	.5	1.0	.9	1.6	1.1	1.5	.1	.5	1.4	1.7	1.6	2.9
WMJC-FM	934	23	384	42	63	86	68	84	40	527	26	134	122	100	70	75
(%)	100	3	41	5	7	9	7	9	4	56	3	14	13	11	8	8
Rating	.7	.2	.6	.6	.5	.6	.6	1.2	.5	.8	.4	1.0	.8	.8	.8	.6
WMTR-AM	1121		531	41	18		14	99	359	590		17	30	125	62	355
(%)	100		47	4	2		1	9	32	53		2	3	11	6	32
Rating	.8		.9	.6	.1		.1	1.4	4.2	.9		.1	.2	1.0	.8	2.7

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WNEW-FM	383	13	238	22	49	113	45	4	5	132	8	39	47	35	1	3
(%)	100	3	62	6	13	29	12	1	1	34	2	10	12	9		1
Rating	.3	.1	.4	.3	.4	.8	.4	.1	.1	.2	.1	.3	.3	.3		
Share	1.5	.8	2.1	1.8	2.0	4.3	2.1	.3	.3	1.0	.6	1.6	1.8	1.4	.1	.1
WNSR-FM	386	19	168	21	52	47	43	3	2	199	38	72	41	26	7	14
(%)	100	5	43	5	13	12	11	1	1	52	10	19	11	7	2	4
Rating	.3	.1	.3	.3	.4	.3	.4			.3	.5	.6	.3	.2	.1	.1
Share	1.5	1.2	1.5	1.7	2.1	1.8	2.0	.2	.1	1.5	3.0	3.0	1.6	1.0	.4	.5
WNWK-FM	157	9	73	10	17	27	12	5	1	74	16	21	19	9	3	6
(%)	100	6	47	7	11	17	8	3	1	47	10	13	12	6	2	4
Rating	.1	.1	.1	.1	.1	.2	.1	.1	.1	.1	.2	.2	.1	.1		
Share	.6	.6	.6	.8	.7	1.0	.6	.3	.1	.6	1.3	.9	.7	.4	.2	.2
WOR -AM	803	3	263	2	3	22	39	54	144	537	2	10	20	56	98	351
(%)	100		33			3	5	7	18	67		1	3	7	12	44
Rating	.6		.4			.2	.3	.7	1.7	.8		.1	.1	.4	1.2	2.6
Share	3.1	.2	2.3	.2	.1	.8	1.8	3.6	8.6	4.1	.2	.4	.8	2.3	5.8	13.4
WPAT-FM	911	29	336	40	85	62	80	53	15	546	40	109	102	113	83	99
(%)	100	3	37	4	9	7	9	6	2	60	4	12	11	12	9	11
Rating	.6	.2	.6	.5	.7	.5	.7	.7	.2	.8	.5	.8	.7	.9	1.0	.7
Share	3.5	1.8	2.9	3.3	3.5	2.4	3.8	3.6	.9	4.2	3.1	4.6	4.0	4.5	4.9	3.8
WPLJ-FM	672	20	276	29	117	91	25	11	1	376	33	150	107	65	11	11
(%)	100	3	41	4	17	14	4	2		56	5	22	16	10	2	2
Rating	.5	.2	.5	.4	.9	.7	.2	.2		.5	.4	1.2	.7	.5	.1	.1
Share	2.6	1.2	2.4	2.4	4.8	3.5	1.2	.7	.1	2.9	2.6	6.3	4.1	2.6	.6	.4
WQCD-FM	842	5	388	13	81	124	109	45	16	449	21	73	154	121	29	51
(%)	100	1	46	2	10	15	13	5	2	53	2	9	18	14	3	6
Rating	.6		.6	.2	.6	.9	1.0	.6	.2	.7	.3	.6	1.1	1.0	.4	.4
Share	3.2	.3	3.4	1.1	3.3	4.7	5.1	3.0	1.0	3.4	1.6	3.1	6.0	4.9	1.7	2.0
WQEW-AM	514		223		2	10	13	36	163	291	3	2	3	17	75	190
(%)	100		43			2	3	7	32	57			1	3	15	37
Rating	.4		.4			.1	.1	.5	1.9	.4			.1	.9	1.4	1.4
Share	2.0		1.9		.1	.4	.6	2.4	9.7	2.2	.2	.1	.1	.7	4.4	7.3
WQHT-FM	1432	496	514	234	209	54	13	4	1	422	169	166	46	25	9	7
(%)	100	35	36	16	15	4	1			29	12	12	3	2	1	
Rating	1.0	3.9	.8	3.2	1.6	.4	.1	.1		.6	2.3	1.3	.3	.2	.1	.1
Share	5.5	30.5	4.5	19.5	8.6	2.1	.6	.3	.1	3.2	13.3	7.0	1.8	1.0	.5	.3
WQXR-FM	767	4	349	2	25	48	41	77	156	413	7	24	30	95	81	176
(%)	100	1	46		3	6	5	10	20	54	1	3	4	12	11	23
Rating	.5		.6		.2	.4	.4	1.1	1.8	.6	.1	.2	.2	.8	1.0	1.3
Share	2.9	.2	3.0	.2	1.0	1.8	1.9	5.2	9.3	3.2	.5	1.0	1.2	3.8	4.8	6.7
WRKS-FM	1091	46	406	44	93	115	98	41	15	639	48	141	195	154	56	45
(%)	100	4	37	4	9	11	9	4	1	59	4	13	18	14	5	4
Rating	.8	.4	.7	.6	.7	.9	.9	.6	.2	.9	.7	1.1	1.3	1.2	.7	.3
Share	4.2	2.8	3.5	3.7	3.8	4.4	4.6	2.8	.9	4.9	3.8	5.9	7.6	6.2	3.3	1.7
WSKQ-FM	1588	83	672	85	189	194	100	78	27	833	136	192	211	160	92	42
(%)	100	5	42	5	12	12	6	5	2	52	9	12	13	10	6	3
Rating	1.1	.6	1.1	1.2	1.5	1.4	.9	1.1	.3	1.2	1.8	1.5	1.5	1.3	1.1	.3
Share	6.1	5.1	5.8	7.1	7.8	7.4	4.7	5.3	1.6	6.4	10.7	8.1	8.2	6.4	5.4	1.6
WWDJ-AM	91		23	1		14	2		6	67	1	7	14	14	14	16
(%)	100		26	1		16	2		7	74	1	8	16	15	16	18
Rating	.1					.1			.1	.1		.1	.1	.1	.2	.1
Share	.3		.2	.1		.5	.1		.4	.5	.1	.3	.5	.6	.8	.6
WVRL-AM	118	1	53		12	14	18	4	6	65	2	3	6	17	10	26
(%)	100		45		10	11	15	4	5	55	1	3	5	15	9	22
Rating	.1		.1		.1	.1	.2	.1	.1	.1			.1	.1	.1	.2
Share	.5	.1	.5		.5	.5	.8	.3	.4	.5	.2	.1	.2	.7	.6	1.0

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WNEW-FM	8900	438	5025	567	1329	2089	769	93	179	3437	293	1155	1287	492	73	136
(%)	100	5	56	6	15	23	9	1	2	39	3	13	14	6	1	2
Rating	6.3	3.4	8.3	7.7	10.3	15.5	6.8	1.3	2.1	5.0	4.0	9.0	8.9	3.9	.9	1.0
WNSR-FM	10593	830	3880	731	1407	879	690	104	70	5883	1111	1914	1419	828	184	427
(%)	100	8	37	7	13	8	7	1	1	56	10	18	13	8	2	4
Rating	7.4	6.5	6.4	9.9	10.9	6.5	6.1	1.4	.8	8.6	15.1	14.8	9.8	6.6	2.2	3.2
WNWK-FM	3250	322	1365	168	395	387	280	110	24	1563	430	475	341	141	64	111
(%)	100	10	42	5	12	12	9	3	1	48	13	15	11	4	2	3
Rating	2.3	2.5	2.2	2.3	3.1	2.9	2.5	1.5	.3	2.3	5.8	3.7	2.4	1.1	.8	.8
WOR -AM	9779	143	4043	86	146	691	728	764	1627	5593	68	149	422	927	858	3169
(%)	100	1	41	1	1	7	7	8	17	57	1	2	4	9	9	32
Rating	6.9	1.1	6.7	1.2	1.1	5.1	6.5	10.5	19.1	8.1	.9	1.2	2.9	7.4	10.4	23.8
WPAT-FM	10420	630	4459	534	1325	790	849	561	399	5332	580	1296	1171	1021	738	527
(%)	100	6	43	5	13	8	8	5	4	51	6	12	11	10	7	5
Rating	7.3	4.9	7.3	7.2	10.3	5.9	7.6	7.7	4.7	7.8	7.9	10.1	8.1	8.2	9.0	4.0
WPLJ-FM	14384	1051	5532	794	2090	1883	494	192	78	7802	1043	3104	1952	1066	291	345
(%)	100	7	38	6	15	13	3	1	1	54	7	22	14	7	2	2
Rating	10.1	8.2	9.1	10.8	16.2	14.0	4.4	2.6	.9	11.3	14.2	24.1	13.5	8.5	3.5	2.6
WQCD-FM	12887	320	6030	317	1257	1822	1533	777	323	6537	361	1364	2019	1405	707	681
(%)	100	2	47	2	10	14	12	6	3	51	3	11	16	11	5	5
Rating	9.1	2.5	9.9	4.3	9.8	13.6	13.7	10.7	3.8	9.5	4.9	10.6	14.0	11.2	8.6	5.1
WQEV-AM	5894		2606	14	67	156	291	587	1492	3287	39	48	119	255	806	2020
(%)	100		44		1	3	5	10	25	56	1	1	2	4	14	34
Rating	4.1		4.3	.2	.5	1.2	2.6	8.1	17.5	4.8	.5	.4	.8	2.0	9.8	15.2
WQHT-FM	19197	5597	6807	2842	2480	948	363	171	4	6792	2443	2159	1225	570	173	223
(%)	100	29	35	15	13	5	2	1		35	13	11	6	3	1	1
Rating	13.5	43.5	11.2	38.5	19.3	7.1	3.2	2.4		9.9	33.2	16.7	8.5	4.6	2.1	1.7
WQXR-FM	9495	129	4234	100	372	676	770	857	1459	5132	223	367	749	1066	945	1781
(%)	100	1	45	1	4	7	8	9	15	54	2	4	8	11	10	19
Rating	6.7	1.0	7.0	1.4	2.9	5.0	6.9	11.8	17.1	7.5	3.0	2.8	5.2	8.5	11.5	13.4
WRKS-FM	14701	1107	5671	754	1640	1495	1036	497	248	7923	1149	1982	2129	1598	616	449
(%)	100	8	39	5	11	10	7	3	2	54	8	13	14	11	4	3
Rating	10.3	8.6	9.3	10.2	12.7	11.1	9.2	6.8	2.9	11.5	15.6	15.4	14.7	12.8	7.5	3.4
WSKQ-FM	13827	1592	5794	921	1838	1491	843	487	215	6441	1213	1725	1775	1001	450	278
(%)	100	12	42	7	13	11	6	4	2	47	9	12	13	7	3	2
Rating	9.7	12.4	9.5	12.5	14.3	11.1	7.5	6.7	2.5	9.4	16.5	13.4	12.3	8.0	5.5	2.1
WWDJ-AM	919	22	231	18		47	75	43	48	666	14	102	154	157	89	150
(%)	100	2	25	2		5	8	5	5	72	2	11	17	17	10	16
Rating	.6	.2	.4	.2		.3	.7	.6	.6	1.0	.2	.8	1.1	1.3	1.1	1.1
WWRL-AM	1810	40	651		62	156	206	83	144	1119	50	107	190	275	232	266
(%)	100	2	36		3	9	11	5	8	62	3	6	10	15	13	15
Rating	1.3	.3	1.1		.5	1.2	1.8	1.1	1.7	1.6	.7	.8	1.3	2.2	2.8	2.0

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WVY-FM	10		7			4		1		3			1	2		
(%)	100		70	4	3	46	4	13		30		6	1	21	2	
Rating																
Share			.1			.2		.1						.1		
WXY-FM	131	1	68	9	19	9	4	28		61	3	14	15	20	4	6
(%)	100	1	52	7	14	7	3	21		47	2	11	11	15	3	5
Rating	.1		.1	.1	.1	.1		.4		.1		.1	.1	.2		
Share	.5	.1	.6	.7	.8	.3	.2	1.9		.5	.2	.6	.6	.8	.2	.2
WZY-FM	115	1	61	16	11	11	13	8	1	53		16	9	25	1	2
(%)	100	1	53	14	10	9	11	7	1	46		14	8	22	1	2
Rating	.1		.1	.2	.1	.1	.1	.1		.1		.1	.1	.2		
Share	.4	.1	.5	1.3	.5	.4	.6	.5	.1	.4		.7	.3	1.0	.1	.1
WRK-FM	1122	93	769	158	326	197	68	16	5	260	61	91	62	32	12	2
(%)	100	8	69	14	29	18	6	1		23	5	8	6	3	1	
Rating	.8	.7	1.3	2.1	2.5	1.5	.6	.2	.1	.4	.8	.7	.4	.3	.1	
Share	4.3	5.7	6.7	13.2	13.4	7.5	3.2	1.1	.3	2.0	4.8	3.8	2.4	1.3	.7	.1
WKX-FM	200	2	93	3	9	35	25	17	4	105	2	6	36	28	13	20
(%)	100	1	47	2	5	17	13	8	2	52	1	3	18	14	7	10
Rating	.1		.2		.1	.3	.2	.2		.2			.2	.2	.2	.2
Share	.8	.1	.8	.2	.4	1.3	1.2	1.1	.2	.8	.2	.3	1.4	1.1	.8	.8
TOTALS	26191	1627	11530	1201	2427	2616	2127	1483	1677	13035	1274	2382	2581	2487	1700	2610
(%)	100	6	44	5	9	10	8	6	6	50	5	9	10	9	6	10
Rating	18.4	12.6	19.0	16.3	18.9	19.5	18.9	20.4	19.7	19.0	17.3	18.5	17.9	19.9	20.6	19.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WWVY-FM (%) Rating	150 100 .1		81 54 .1	7 5 .1	7 5 .1	24 16 .2	6 4 .1	30 20 .4	7 4 .1	69 46 .1		26 17 .2	4 3 .1	17 11 .1	23 15 .3	
WWXY-FM (%) Rating	1912 100 1.3	98 5 .8	876 46 1.4	108 6 1.5	173 9 1.3	212 11 1.6	107 6 1.0	268 14 3.7	7 1 .1	937 49 1.4	56 3 .8	252 13 2.0	189 10 1.3	243 13 1.9	113 6 1.4	84 4 .6
WVZY-FM (%) Rating	1480 100 1.0	76 5 .6	613 41 1.0	106 7 1.4	74 5 .6	176 12 1.3	99 7 .9	108 7 1.5	51 3 .6	791 53 1.2		241 16 1.9	173 12 1.2	273 18 2.2	33 2 .4	71 5 .5
WXRK-FM (%) Rating	16735 100 11.8	1948 12 15.1	9775 58 16.1	2121 13 28.7	3799 23 29.5	2702 16 20.1	842 5 7.5	215 1 3.0	97 1 1.1	5012 30 7.3	987 6 13.4	1605 10 12.5	1454 9 10.1	599 4 4.8	246 1 3.0	121 1 .9
WKXW-FM (%) Rating	4708 100 3.3	177 4 1.4	2095 44 3.4	101 2 1.4	319 7 2.5	634 13 4.7	528 11 4.7	372 8 5.1	141 3 1.7	2437 52 3.5	94 2 1.3	347 7 2.7	816 17 5.6	520 11 4.2	270 6 3.3	390 8 2.9
TOTALS (%) Rating	135365 100 95.1	12262 9 95.3	57562 43 94.8	7059 5 95.6	12247 9 95.1	12879 10 95.8	10529 8 93.8	7027 5 96.7	7820 6 91.6	65542 48 95.3	7146 5 97.1	12378 9 96.0	13903 10 96.2	12102 9 96.7	7923 6 96.2	12090 9 90.9

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WABC-AM (%)	658 67	238 24	73 7	17 2	814 56	365 25	243 17	19 1	315 76	71 17	21 5	6 2	524 67	172 22	78 10	11 1
WADO-AM (%)	867 85	58 6	89 9	4	595 67	43 5	248 28	3	208 76	31 11	33 12	1	497 80	39 6	85 14	3
WALK-FM (%)	126 39	77 24	118 37	2 1	58 16	45 13	246 70	4 1	85 54	39 25	26 16	7 4	79 35	44 19	101 45	3 1
WAXQ-FM (%)	107 23	169 36	188 40	11 2	83 15	123 22	350 62	11 2	188 44	157 37	69 16	14 3	105 27	117 30	153 40	9 2
WBAB-FM (%)	34 22	56 36	64 41	1 1	31 15	47 22	130 62	2 1	49 45	32 29	22 20	5 5	30 25	37 30	52 43	2 1
WHFM-FM (%)	22	1 64	14		12	18	69	1	1 19	3 66	1 15		19	1 44	1 37	
WBBR-AM (%)	110 54	64 32	26 13	3 1	65 39	55 33	45 27	1 1	45 67	22 33			66 54	38 31	18 14	1 1
WBLI-FM (%)	67 31	61 28	85 39	5 2	47 18	37 14	164 64	9 4	61 42	44 30	34 23	7 5	52 31	40 24	71 42	5 3
WBLS-FM (%)	257 43	151 26	166 28	19 3	147 24	102 17	345 56	22 4	448 66	118 17	73 11	40 6	284 50	109 19	150 26	24 4
WBZO-FM (%)	47 36	39 30	43 33		37 22	24 14	107 63	3 2	57 46	35 28	31 25	2 1	38 36	25 24	42 39	1 1
WCBS-AM (%)	764 64	377 32	39 3	4	355 54	210 32	88 13	1	319 63	174 35	8 2	2	473 66	214 30	33 5	3
WCBS-FM (%)	592 40	373 25	496 33	23 2	412 23	270 15	1094 60	45 2	646 56	324 28	136 12	49 4	478 41	254 22	416 35	29 2
WDRE-FM (%)	1 14	5 61	2 26		3 30	4 36	4 35		2 20	6 60	2 20		1 21	4 55	2 24	
WLIR-FM (%)	18 20	47 51	24 26	3 3	19 21	24 27	46 51	1 1	40 44	38 42	7 7	5 6	20 28	30 43	18 26	2 3
WFAN-AM (%)	392 41	425 44	142 15	5 1	184 31	198 33	208 35	4 1	173 51	121 36	41 12	2 1	249 44	216 38	99 17	4 1
WFAS-FM (%)	36 30	29 25	52 44	1 1	21 13	20 12	130 76		24 59	13 31	4 10		27 30	17 19	43 50	1 1
WFME-FM (%)	119 68	37 21	18 10	1	125 63	29 15	43 22	1 1	90 68	39 29	4 3		110 69	31 20	17 11	1 1
WHLI-AM (%)	* 94 70	31 23	8 6	2 1	113 71	29 18	14 9	2 1	* 136 79	31 18	4 2		* 110 74	29 19	9 6	1 1
WHTZ-FM (%)	390 34	421 37	277 24	43 4	220 21	203 19	579 54	63 6	402 46	318 36	120 14	38 4	302 36	268 32	237 28	41 5
WHUD-FM (%)	82 44	49 26	52 28	3 2	48 25	39 21	97 52	4 2	63 56	46 41	2 1	1 1	56 44	33 26	37 29	2 2
WINS-AM (%)	1119 70	403 25	70 4	9 1	444 58	201 26	120 16	7 1	433 73	135 23	17 3	7 1	648 70	218 24	52 6	6 1
WKJY-FM (%)	60 30	32 16	106 53	2 1	31 11	25 9	227 79	3 1	45 52	19 22	23 26		37 26	20 14	84 59	2 1
WKTU-FM (%)	343 32	357 33	343 32	36 3	232 19	266 22	673 56	41 3	536 53	253 25	173 17	55 5	321 35	250 28	294 33	39 4
WLIB-AM (%)	* 128 57	58 26	36 16	4 2	145 55	53 20	54 21	9 3	* 265 78	38 11	24 7	12 4	* 169 64	49 19	37 14	8 3

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WLTW-FM (%)	650 32	397 19	985 48	29 1	489 16	405 13	2148 70	45 1	794 54	334 23	315 21	34 2	569 33	295 17	821 48	29 2
WMCA-AM (%)	98 67	26 17	23 16	1 1	41 45	10 11	39 43		31 49	13 20	19 30	1 1	66 67	13 13	18 19	1 1
WMJC-FM (%)	40 42	26 27	29 30	1 1	29 28	26 25	45 44	4 4	38 47	25 30	16 19	3 4	31 43	18 25	22 30	2 3
WMTR-AM (%)	97 68	17 12	27 19	1 1	100 55	27 15	56 31		73 71	22 22	7 7		68 65	15 14	21 21	
WNEV-FM (%)	111 24	176 39	152 33	18 4	90 16	128 23	333 60	8 1	153 44	152 44	26 8	15 4	111 30	120 32	128 34	11 3
WNSR-FM (%)	116 26	145 32	173 39	15 3	115 19	100 16	386 63	15 2	152 44	124 36	52 15	16 5	111 30	99 27	145 40	12 3
WNVK-FM (%)	35 40	19 22	32 37	1 1	16 37	8 19	18 41	1 3	201 69	42 14	41 14	6 2	101 69	22 15	21 14	3 2
WOR-AM (%)	911 81	169 15	44 4	6	741 72	183 18	89 9	13 1	545 83	93 14	10 2	7 1	645 81	113 14	36 4	7 1
WPAT-FM (%)	488 53	185 20	235 25	17 2	507 46	118 11	439 40	31 3	900 71	179 14	164 13	31 2	536 61	130 15	197 22	19 2
WPLJ-FM (%)	285 27	451 43	289 28	16 2	114 12	166 18	622 68	15 2	175 35	228 45	67 13	35 7	162 25	244 37	230 35	16 2
WQCD-FM (%)	358 38	208 22	342 37	27 3	303 24	147 11	797 62	37 3	559 62	195 22	111 12	30 3	365 44	151 18	297 35	24 3
WQEW-AM (%)	386 72	106 20	44 8	2	534 65	142 17	114 14	30 4	692 82	135 16	8 1	8 1	376 73	90 18	39 8	8 2
WQHT-FM (%)	556 49	259 23	253 22	60 5	376 32	207 18	513 43	85 7	487 58	204 25	71 9	71 9	464 50	191 20	216 23	66 7
WQXR-FM (%)	531 64	116 14	173 21	7 1	502 48	124 12	416 39	13 1	810 82	127 13	34 3	13 1	514 67	94 12	145 19	9 1
WRKS-FM (%)	625 47	320 24	321 24	61 5	334 27	177 14	667 54	59 5	640 69	173 19	78 8	31 3	526 50	194 19	278 27	47 5
WSKQ-FM (%)	1021 52	377 19	537 27	40 2	729 41	159 9	826 47	54 3	1387 75	241 13	170 9	53 3	864 57	214 14	384 26	42 3
WVDJ-AM (%)	70 71	15 16	14 14		54 54	20 20	25 25		63 89	4 5	4 6		70 77	10 11	10 11	
WVRL-AM (%)	75 58	25 19	25 19	5 4	78 50	17 11	53 34	8 5	112 81	15 11	5 4	5 3	76 65	16 13	21 18	5 4
WVYV-FM (%)	2 15	7 45	6 40	1	1 3	2 13	13 84		2 32	4 68			2 16	4 36	5 47	1
WVXY-FM (%)	36 22	70 43	55 34		39 19	48 23	118 57	1	65 53	54 43	4 3	1 1	41 32	46 36	42 32	
WVZY-FM (%)	45 30	60 40	42 28	3 2	20 14	34 23	91 62	1 1	58 46	50 40	12 9	7 5	37 33	38 33	35 30	4 4
WXRK-FM (%)	772 36	733 34	575 27	54 3	236 21	229 20	658 58	17 2	136 39	124 35	73 21	18 5	339 33	323 31	339 33	29 3
WKXV-FM (%)	143 43	177 53	14 4	1	54 28	88 46	46 24	2 1	118 58	81 40	5 2		85 43	97 49	16 8	1 1
TOTALS (%)	15714 48	8445 26	7637 24	617 2	11292 34	5600 17	15338 46	760 2	14908 64	5398 23	2417 10	740 3	12408 51	5346 22	6217 25	592 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WABC-AM										
WI '98	9:30	4:00	7:00	9:00	4:15	7:30	9:15	3:15	6:00	8:30
FA '97	9:00	5:15	8:00	9:00	5:30	8:00	9:30	5:15	7:45	8:15
SU '97	8:00	5:00	6:15	7:30	5:15	6:30	7:30	4:15	6:00	7:45
SP '97	7:30	5:30	5:30	6:00	6:00	5:45	6:15	3:45	5:15	6:00
4-Book	8:30	5:00	6:45	8:00	5:15	7:00	8:15	4:15	6:15	7:45
WI '97	8:45	5:00	6:45	8:30	6:00	7:30	9:30	2:45	5:30	7:00
WADO-AM										
WI '98	15:00	8:15	12:45	15:00	5:30	11:45	14:15	10:15	13:30	16:00
FA '97	14:00	7:15	12:30	14:15	6:00	11:45	13:45	8:15	13:00	14:45
SU '97	14:30	8:15	10:45	14:00	8:30	10:15	12:45	8:15	11:15	15:15
SP '97	13:00	5:30	11:45	13:45	6:15	10:00	12:00	4:45	13:30	15:15
4-Book	14:15	7:15	12:00	14:15	6:30	11:00	13:15	8:00	12:45	15:15
WI '97	13:45	6:30	10:45	12:45	7:15	10:15	11:45	6:00	11:15	13:45
WALK-FM										
WI '98	9:00	6:45	9:30	10:30	6:00	6:15	8:15	7:15	11:15	11:45
FA '97	8:45	7:30	8:45	9:30	8:15	8:45	9:00	7:15	8:45	10:00
SU '97	9:30	7:30	10:15	10:30	6:45	9:30	9:00	8:00	10:45	11:15
SP '97	9:15	8:15	9:30	9:45	10:15	8:45	8:15	7:30	9:45	11:00
4-Book	9:15	7:30	9:30	10:00	7:45	8:15	8:45	7:30	10:15	11:00
WI '97	9:15	9:45	9:45	10:00	12:45	9:15	7:45	8:30	10:00	11:15
WAXQ-FM										
WI '98	5:30	5:15	6:00	6:15	5:45	6:30	6:45	4:30	5:15	5:30
FA '97	5:30	5:00	5:45	6:30	5:15	6:15	7:00	4:15	4:45	5:15
SU '97	5:45	5:00	6:30	7:15	5:30	8:15	9:30	4:30	4:30	4:00
SP '97	6:30	6:45	7:15	7:00	8:15	8:30	8:30	5:00	5:30	5:00
4-Book	5:45	5:30	6:30	6:45	6:15	7:30	8:00	4:30	5:00	5:00
WI '97	6:30	6:30	7:30	7:15	7:15	8:45	8:45	5:15	5:30	5:00
WBAB-FM										
WI '98	6:30	7:00	7:15	6:45	7:00	8:15	8:15	7:00	5:45	5:00
FA '97	6:45	6:45	7:15	7:30	8:00	8:15	7:15	4:45	6:00	7:30
SU '97	6:30	6:45	6:45	6:45	8:00	8:15	7:45	5:30	5:15	5:15
SP '97	6:00	5:30	6:30	6:45	7:00	7:30	7:15	3:45	5:15	6:15
4-Book	6:30	6:30	7:00	7:00	7:30	8:00	7:45	5:15	5:30	6:00
WI '97	6:45	6:45	6:30	7:00	8:15	7:45	8:45	4:30	4:45	5:30
WHFM-FM										
WI '98	2:15	1:45	2:30	2:45	1:45	3:30	4:00	1:30	2:15	2:15
FA '97	4:45	13:30	2:00	1:30	4:15	4:15	0:00	19:15	1:30	1:30
SU '97	3:00	4:45	3:15	1:30	8:15	3:45	1:15	2:45	2:45	2:00
SP '97	6:00	2:15	2:30	1:45	1:15	1:30	1:45	3:00	3:00	1:45
4-Book	4:00	5:30	2:30	2:00	4:00	3:15	1:45	6:45	2:30	2:00
WI '97	2:15	2:00	2:30	3:00	2:15	2:00	0:45	1:45	3:30	4:00
WBBR-AM										
WI '98	4:30	5:15	4:00	3:45	6:30	4:30	3:45	1:00	3:15	3:30
FA '97	4:30	3:15	3:45	4:45	4:00	4:30	5:00	1:00	2:30	4:00
SU '97	4:00	3:45	4:15	4:15	6:00	4:30	4:15	2:15	4:00	4:00
SP '97	3:45	3:15	4:15	3:45	2:45	4:30	4:15	4:00	3:45	3:00
4-Book	4:15	4:00	4:00	4:15	4:45	4:30	4:15	2:00	3:30	3:45
WI '97	4:45	4:45	5:00	5:00	4:30	5:15	5:00	5:00	5:00	5:00
WBLI-FM										
WI '98	7:15	8:00	7:30	7:15	6:45	6:45	7:00	8:30	7:45	7:30
FA '97	7:45	9:30	8:00	7:45	10:15	8:30	7:45	8:45	7:45	7:30
SU '97	6:45	7:15	6:45	7:00	6:00	7:00	8:00	8:15	6:45	6:30
SP '97	8:00	8:30	8:15	8:00	8:30	9:15	8:30	8:30	7:45	7:45
4-Book	7:30	8:15	7:45	7:30	8:00	8:00	7:45	8:30	7:30	7:15
WI '97	8:00	9:00	9:00	8:45	7:00	6:00	6:45	10:00	11:00	10:00
WBLS-FM										
WI '98	6:30	7:00	7:15	7:00	7:15	7:15	6:45	6:45	7:00	7:00
FA '97	6:15	6:00	7:00	7:00	6:00	6:45	7:15	6:00	7:15	7:00
SU '97	6:30	6:15	7:15	7:30	6:15	7:00	7:45	6:15	7:15	7:30
SP '97	7:30	6:45	8:00	9:00	7:15	8:15	8:45	6:30	8:00	9:00
4-Book	6:45	6:30	7:30	7:45	6:45	7:15	7:45	6:30	7:30	7:45
WI '97	8:15	7:45	9:15	9:15	8:00	9:15	9:00	7:45	9:30	9:15

** Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WBZO-FM										
WI '98	6:30	5:30	6:00	7:00	7:15	5:45	6:00	4:15	6:15	8:00
FA '97	7:00	6:00	7:15	8:00	6:00	7:45	9:00	5:45	7:00	7:00
SU '97	6:45	5:15	7:45	7:45	4:30	6:45	7:15	5:30	8:15	8:15
SP '97	7:45	5:45	7:00	9:00	7:15	8:15	10:30	4:30	6:00	7:45
4-Book	7:00	5:45	7:00	8:00	6:15	7:15	8:15	5:00	7:00	7:45
WI '97	8:00	4:30	8:15	9:30	3:30	9:45	10:45	5:15	7:00	8:15
WCBS-AM										
WI '98	5:30	3:00	4:30	5:00	3:00	4:30	5:00	3:15	4:15	5:00
FA '97	6:00	3:30	5:00	5:30	4:15	5:15	5:15	2:45	4:45	5:45
SU '97	5:45	3:30	5:00	5:30	3:15	4:30	4:45	3:45	5:45	6:15
SP '97	6:00	3:30	4:30	5:00	3:30	4:45	5:15	3:00	4:15	4:45
4-Book	5:45	3:30	4:45	5:15	3:30	4:45	5:00	3:15	4:45	5:30
WI '97	6:00	3:30	4:45	5:30	3:30	4:45	5:30	3:45	4:45	5:45
WCBS-FM										
WI '98	8:45	5:30	8:30	9:45	4:30	9:30	10:15	6:30	7:45	9:15
FA '97	9:00	8:45	9:00	9:15	9:45	9:15	9:30	7:45	8:30	8:45
SU '97	8:15	6:15	8:30	8:45	7:00	9:45	10:15	5:15	7:00	7:30
SP '97	8:45	7:15	9:00	9:45	8:15	10:30	11:15	6:15	7:30	8:00
4-Book	8:45	7:00	8:45	9:30	7:30	9:45	10:15	6:30	7:45	8:30
WI '97	8:15	6:15	8:45	9:30	6:45	10:00	10:30	5:30	7:30	8:30
+WDRE-FM										
WI '98	3:15	3:15	3:30	6:45	2:30	4:15	9:30	4:15	2:30	2:30
FA '97	3:45	4:15	4:00	2:30	2:15	1:45	1:30	6:00	5:15	3:00
SU '97	3:30	5:00	3:15	3:00	3:45	2:30	3:00	6:15	4:15	2:45
SP '97	3:30	3:30	3:00	3:30	3:30	4:45	15:45	3:30	2:30	2:00
4-Book	3:30	4:00	3:30	4:00	3:00	3:15	7:30	5:00	3:45	2:30
WI '97	3:15	2:15	3:30	5:00	2:15	1:45	4:15	2:00	4:45	5:15
WLIR-FM										
WI '98	3:30	3:15	3:30	4:00	3:00	3:30	4:15	3:45	3:45	3:45
FA '97	3:15	3:30	3:30	3:30	3:00	3:15	3:30	4:00	3:30	3:30
SU '97	4:15	4:45	5:00	3:15	5:15	5:30	4:00	4:15	4:15	2:15
SP '97	4:15	4:15	5:15	5:30	5:30	5:45	4:30	3:15	5:00	6:00
4-Book	3:45	4:00	4:15	4:00	4:15	4:30	4:00	3:45	4:15	4:00
WI '97	3:30	3:45	4:00	3:30	3:30	4:30	5:00	4:15	3:45	2:15
WFAN-AM										
WI '98	6:45	5:45	6:45	7:15	6:15	7:15	8:00	2:45	4:30	4:45
FA '97	7:00	6:45	7:15	7:00	7:30	8:00	8:00	2:30	3:15	3:45
SU '97	7:15	6:45	7:00	7:15	7:30	8:00	8:15	3:45	3:30	4:15
SP '97	6:45	6:00	7:00	7:15	6:45	8:00	8:15	2:15	4:00	4:15
4-Book	7:00	6:15	7:00	7:15	7:00	7:45	8:15	2:45	3:45	4:15
WI '97	7:30	9:00	7:45	7:00	10:00	8:30	7:45	3:00	4:30	4:30
WFAS-FM										
WI '98	8:00	9:45	6:45	7:30	8:15	8:30	7:45	10:15	5:45	7:30
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
WFME-FM										
WI '98	9:15	8:15	9:30	9:30	2:00	7:30	6:45	11:00	10:15	11:30
FA '97	10:45	7:45	9:15	9:15	6:15	8:15	8:30	8:30	9:45	9:30
SU '97	7:45	5:15	6:15	7:15	6:30	7:15	7:30	4:15	5:30	7:00
SP '97	11:30	5:15	10:45	12:15	4:15	6:45	7:15	6:30	14:00	15:00
4-Book	9:45	6:45	9:00	9:30	4:45	7:30	7:30	7:30	10:00	10:45
WI '97	8:15	6:15	7:00	8:45	2:00	4:45	6:45	9:15	8:15	9:45
*WHLI-AM										
WI '98	10:00	1:00	2:15	7:45	0:00	2:00	5:00	1:00	2:45	9:15
FA '97	9:45	1:15	6:30	8:45	1:15	7:15	8:15	0:00	5:30	9:00
SU '97	9:15	1:30	3:30	7:45	1:45	2:15	6:00	0:15	6:00	9:00
SP '97	9:45	1:15	8:15	8:45	2:00	5:45	7:30	1:00	11:15	9:30
4-Book	9:45	1:15	5:15	8:15	1:15	4:15	6:45	0:30	6:30	9:15
WI '97	9:45	24:15	10:30	8:45	40:00	12:15	10:30	5:45	9:15	7:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WHTZ-FM										
WI '98	6:45	6:45	5:45	5:15	6:00	5:45	5:30	7:30	5:45	5:00
FA '97	6:00	6:00	5:00	5:15	5:45	4:45	5:15	6:15	5:15	5:15
SU '97	6:00	6:00	5:15	5:15	6:00	5:30	5:15	6:15	5:00	5:00
SP '97	5:30	5:15	5:00	4:45	6:00	5:15	4:45	4:45	4:45	5:00
4-Book	6:00	6:00	5:15	5:15	6:00	5:15	5:15	6:15	5:15	5:00
WI '97	5:30	5:45	5:15	4:45	5:45	5:30	5:00	5:45	5:15	4:30
WHUD-FM										
WI '98	9:15	9:45	10:30	9:45	6:00	6:45	7:00	13:00	13:45	12:15
FA '97	8:45	3:30	9:30	10:30	6:00	10:30	10:30	2:15	8:45	10:45
SU '97	6:45	5:00	7:00	7:45	2:45	5:45	6:00	6:30	8:00	8:30
SP '97	7:00	3:00	6:00	8:30	3:45	4:15	5:15	2:45	7:15	10:45
4-Book	8:00	5:15	8:15	9:15	4:45	6:45	7:15	6:15	9:30	10:30
WI '97	8:00	4:30	9:00	9:30	2:45	5:30	6:15	6:15	12:45	13:15
WINS-AM										
WI '98	5:45	3:30	4:15	5:15	3:15	4:15	5:15	3:30	4:15	5:15
FA '97	4:45	3:00	4:00	4:30	3:00	4:00	4:45	3:00	4:00	4:15
SU '97	5:30	3:30	4:30	5:15	3:30	4:15	5:15	3:45	4:30	5:30
SP '97	5:30	4:15	4:45	5:00	5:00	4:45	4:45	3:15	4:30	5:00
4-Book	5:30	3:30	4:30	5:00	3:45	4:15	5:00	3:30	4:15	5:00
WI '97	5:30	3:30	4:15	5:15	4:00	4:30	5:15	3:00	4:15	5:15
WKJY-FM										
WI '98	9:30	7:00	11:00	11:45	6:45	9:00	9:00	7:15	12:00	12:45
FA '97	7:30	6:15	7:30	8:45	5:15	7:30	8:30	6:30	7:30	8:45
SU '97	9:00	9:45	9:15	9:45	7:45	7:15	8:00	10:45	10:30	11:00
SP '97	7:30	7:15	8:30	8:15	8:00	7:00	6:15	7:00	9:30	9:30
4-Book	8:30	7:30	9:00	9:45	7:00	7:45	8:00	8:00	10:00	10:30
WI '97	9:00	7:15	10:30	10:45	5:15	9:30	10:00	8:30	11:00	11:00
WKTU-FM										
WI '98	6:15	7:00	7:00	6:15	7:15	7:00	5:15	6:45	6:45	7:00
FA '97	7:15	8:00	8:00	7:45	7:45	7:15	7:30	8:15	8:30	8:00
SU '97	6:45	6:30	7:30	7:45	6:30	7:30	8:15	6:45	7:30	7:30
SP '97	7:00	7:45	7:30	7:15	7:45	8:00	7:45	7:45	7:00	6:45
4-Book	6:45	7:15	7:30	7:15	7:15	7:30	7:15	7:30	7:30	7:15
WI '97	7:15	7:45	7:15	7:15	8:30	7:30	7:30	7:30	7:00	6:45
*WLIB-AM										
WI '98	8:30	5:30	9:15	9:30	6:30	10:30	11:30	4:45	7:15	6:30
FA '97	8:00	6:00	7:30	7:45	6:15	9:15	9:15	5:30	5:30	6:00
SU '97	10:15	8:45	11:45	11:30	10:15	12:30	10:45	7:30	11:15	12:00
SP '97	7:00	7:15	7:45	7:15	8:45	7:15	7:30	6:30	8:15	7:15
4-Book	8:30	7:00	9:00	9:00	8:00	10:00	9:45	6:00	8:00	8:00
WI '97	7:00	8:15	7:45	7:00	9:00	8:45	7:45	7:15	6:45	6:45
WLTW-FM										
WI '98	10:00	8:45	9:45	10:45	7:30	8:00	9:15	9:30	11:00	11:45
FA '97	9:30	9:00	10:00	10:00	9:30	9:30	9:00	8:45	10:00	10:30
SU '97	10:00	9:00	10:15	11:00	8:00	9:30	10:15	9:30	11:00	11:30
SP '97	9:30	9:45	10:00	10:15	10:15	9:15	9:00	9:30	10:30	10:45
4-Book	9:45	9:15	10:00	10:30	8:45	9:00	9:30	9:15	10:45	11:15
WI '97	9:15	8:30	9:15	9:45	8:00	8:15	8:45	9:00	10:00	10:30
WMCA-AM										
WI '98	7:45	8:15	11:30	9:45	6:15	14:30	12:45	11:15	9:30	8:00
FA '97	6:45	4:15	6:00	7:30	3:15	3:45	5:00	5:30	8:00	9:00
SU '97	6:00	3:15	5:00	6:00	3:15	6:15	6:30	3:00	3:45	5:45
SP '97	8:45	13:15	11:15	8:15	14:15	8:45	4:15	11:45	13:15	10:30
4-Book	7:15	7:15	8:30	8:00	6:45	8:15	7:15	8:00	8:45	8:15
WI '97	7:00	4:45	7:00	8:45	4:45	6:15	9:30	4:45	7:30	8:00
WMJC-FM										
WI '98	10:00	9:15	9:30	10:45	8:00	9:30	10:00	10:15	9:45	11:15
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	9:30	13:45	10:45	8:30	21:45	11:00	9:00	9:45	10:30	7:45
SP '97	8:30	7:45	7:45	7:30	9:30	8:45	7:15	6:30	7:00	7:30
4-Book	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WMTR-AM										
WI '98	11:45	1:15	11:30	15:15	1:00	10:00	17:00	2:00	11:45	14:15
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	11:15	3:00	7:30	11:00	0:00	9:45	12:00	3:00	6:00	10:00
4-Book	**	**	**	**	**	**	**	**	**	**
WI '97	10:00	4:15	6:15	10:30	4:15	6:15	7:00	0:00	6:30	14:00
WNEW-FM										
WI '98	5:30	4:30	5:45	6:30	4:45	6:15	7:00	4:00	5:15	5:30
FA '97	5:45	5:00	6:00	6:30	5:15	6:45	7:15	4:30	4:45	5:00
SU '97	6:00	5:15	6:15	6:45	6:00	7:15	8:00	4:30	5:00	4:45
SP '97	6:00	5:00	6:15	7:15	5:15	6:45	8:00	4:30	5:45	6:15
4-Book	5:45	5:00	6:00	6:45	5:15	6:45	7:30	4:30	5:15	5:30
WI '97	6:15	5:30	7:00	7:45	6:15	8:15	9:00	4:15	4:45	5:15
+WNSR-FM										
WI '98	4:30	4:30	5:00	5:15	4:15	6:00	7:00	4:30	4:15	4:00
FA '97	5:00	5:00	5:30	5:45	5:15	5:15	5:30	5:00	5:45	5:45
SU '97	5:00	5:15	5:15	5:15	6:00	5:45	5:30	4:45	4:45	5:00
SP '97	5:15	5:30	5:45	5:45	5:30	5:45	5:45	5:30	6:00	5:30
4-Book	5:00	5:00	5:30	5:30	5:15	5:45	6:00	5:00	5:15	5:00
WI '97	5:15	5:45	5:45	5:15	5:30	5:45	6:15	6:15	5:45	4:15
WNWK-FM										
WI '98	6:00	5:30	6:30	7:15	6:00	6:45	7:15	5:15	6:30	7:15
FA '97	7:00	6:30	7:30	7:15	7:00	8:00	7:30	6:15	6:45	7:00
SU '97	7:30	7:30	7:15	7:45	7:30	6:30	7:45	7:30	8:15	7:45
SP '97	6:30	7:15	7:00	6:30	7:45	7:00	6:15	6:45	7:00	6:30
4-Book	6:45	6:45	7:00	7:15	7:00	7:00	7:15	6:30	7:15	7:15
WI '97	7:30	7:30	7:15	7:45	6:45	6:45	7:30	8:00	8:00	7:45
WOR -AM										
WI '98	10:15	4:30	6:15	8:15	2:30	5:00	6:30	7:00	7:15	10:00
FA '97	9:15	5:15	7:15	8:00	6:15	6:30	6:00	4:00	8:00	9:45
SU '97	9:15	5:30	7:00	7:30	5:00	7:00	6:45	6:00	7:00	8:15
SP '97	11:00	5:30	7:45	9:45	5:15	6:45	8:45	6:00	8:30	10:15
4-Book	10:00	5:15	7:00	8:30	4:45	6:15	7:00	5:45	7:45	9:30
WI '97	9:30	7:00	7:30	8:00	8:15	6:45	7:00	5:00	8:00	9:00
WPAT-FM										
WI '98	11:00	9:15	10:45	12:00	8:30	9:45	11:15	10:00	11:45	12:45
FA '97	11:30	10:00	11:45	12:30	9:15	9:30	9:15	10:45	13:30	15:00
SU '97	10:00	10:15	11:00	10:45	10:00	9:30	8:45	10:30	12:30	12:30
SP '97	11:00	10:30	12:15	12:45	10:00	11:30	11:45	11:15	12:45	13:45
4-Book	11:00	10:00	11:30	12:00	9:30	10:00	10:15	10:45	12:45	13:30
WI '97	11:45	12:00	12:45	12:30	10:15	11:30	11:15	13:30	13:45	13:30
WPLJ-FM										
WI '98	6:00	6:00	6:30	6:45	6:30	6:30	6:15	5:30	6:30	7:00
FA '97	6:15	6:30	7:15	6:45	7:00	7:00	6:45	6:15	7:15	7:00
SU '97	6:00	6:15	6:15	5:45	6:30	6:15	5:45	6:00	6:30	5:45
SP '97	6:00	5:45	6:45	7:00	5:30	7:00	7:45	6:00	6:15	6:15
4-Book	6:00	6:15	6:45	6:30	6:30	6:45	6:45	6:00	6:45	6:30
WI '97	6:00	6:30	6:45	6:30	6:45	7:30	7:15	6:00	6:15	5:45
WQCD-FM										
WI '98	8:15	7:15	8:45	8:45	7:30	8:30	8:30	6:45	9:15	9:15
FA '97	7:45	6:30	8:00	8:45	5:15	7:30	9:00	7:15	8:30	8:30
SU '97	8:15	7:00	8:15	8:45	6:45	8:15	8:30	7:00	8:30	9:00
SP '97	9:00	6:45	8:45	9:45	6:15	8:30	9:45	7:15	9:00	10:00
4-Book	8:15	7:00	8:30	9:00	6:30	8:15	9:00	7:00	8:45	9:15
WI '97	8:15	5:30	8:45	9:30	5:30	9:30	10:30	5:30	8:00	8:30
WQEV-AM										
WI '98	11:00	5:00	6:15	8:45	2:45	6:00	7:15	7:30	6:30	10:15
FA '97	11:30	7:15	7:45	9:30	7:45	4:45	10:00	6:45	11:00	9:15
SU '97	10:00	5:15	7:15	7:30	2:45	6:30	7:45	9:30	7:45	7:15
SP '97	11:30	5:45	8:15	9:45	2:30	9:45	9:45	8:30	7:00	9:45
4-Book	11:00	5:45	7:30	9:00	4:00	6:45	8:45	8:00	8:00	9:15
WI '97	10:15	3:00	6:30	10:30	3:30	8:30	11:30	2:45	4:30	9:15

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WQHT-FM										
WI '98	9:30	9:45	8:15	5:30	10:30	9:15	6:00	9:15	7:30	5:00
FA '97	9:45	10:45	9:00	7:00	11:15	9:45	8:00	10:15	8:30	6:15
SU '97	10:00	10:45	9:00	6:15	12:00	10:00	7:00	9:45	8:15	5:45
SP '97	10:15	11:15	9:30	7:30	11:30	10:15	9:00	11:00	8:45	6:00
4-Book	10:00	10:45	9:00	6:30	11:15	9:45	7:30	10:00	8:15	5:45
WI '97	10:45	12:15	10:00	6:15	12:30	10:30	6:30	12:00	9:30	6:00
WQXR-FM										
WI '98	10:15	7:00	8:15	9:15	7:15	7:45	9:00	6:45	8:30	9:30
FA '97	9:00	4:00	6:45	8:15	4:15	7:00	8:15	3:15	6:30	8:15
SU '97	8:15	8:30	7:15	8:15	7:45	7:45	8:15	9:30	7:00	8:00
SP '97	10:15	4:45	8:15	10:00	3:30	7:45	9:45	6:00	8:45	10:15
4-Book	9:30	6:00	7:45	9:00	5:45	7:30	8:45	6:30	7:45	9:00
WI '97	9:30	4:30	7:45	9:15	5:00	8:30	10:00	3:45	6:45	8:15
WRKS-FM										
WI '98	9:15	7:30	10:15	11:15	7:15	9:15	10:30	7:30	10:45	11:45
FA '97	9:15	8:30	9:45	10:45	9:30	9:45	10:30	7:30	9:45	10:45
SU '97	9:15	7:30	10:15	11:30	6:45	9:00	10:30	8:00	11:00	12:30
SP '97	8:30	7:30	9:45	10:15	6:15	9:00	10:00	8:30	10:15	10:15
4-Book	9:00	7:45	10:00	11:00	7:30	9:15	10:30	8:00	10:30	11:15
WI '97	9:00	8:15	10:00	10:30	7:30	9:30	10:45	8:45	10:30	10:15
WSKQ-FM										
WI '98	14:30	13:15	15:15	17:15	12:30	14:30	16:30	14:00	15:45	18:00
FA '97	13:45	13:15	15:00	15:15	14:00	14:00	12:45	12:45	15:45	17:15
SU '97	12:45	12:45	13:45	14:00	12:00	12:15	12:15	13:30	15:00	15:30
SP '97	11:30	12:45	13:15	12:30	13:00	12:15	11:45	12:45	14:00	13:15
4-Book	13:15	13:00	14:15	14:45	13:00	13:15	13:15	13:15	15:15	16:00
WI '97	12:15	11:15	12:45	13:45	11:45	12:30	13:00	11:00	13:15	14:15
WVDJ-AM										
WI '98	12:30	8:30	12:00	13:00	5:15	16:30	12:15	8:45	10:45	13:15
FA '97	9:00	14:30	8:15	6:15	4:45	6:15	6:30	19:00	9:15	6:00
SU '97	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '97	**	**	**	**	**	**	**	**	**	**
WVRL-AM										
WI '98	8:15	9:30	8:45	7:30	23:30	12:45	10:00	4:00	6:00	6:00
FA '97	7:30	4:00	6:15	7:15	2:30	6:00	7:45	5:45	6:30	7:00
SU '97	6:45	4:00	5:00	7:00	3:45	5:00	5:00	4:15	5:00	8:30
SP '97	9:30	8:45	8:00	8:00	7:45	6:45	4:00	10:15	8:45	9:30
4-Book	8:00	6:30	7:00	7:30	9:30	7:45	6:45	6:00	6:30	7:45
WI '97	10:30	6:00	9:15	12:45	4:30	6:15	9:30	7:00	11:00	14:15
+WVYV-FM										
WI '98	8:15	3:45	12:00	10:30	6:00	17:15	13:00	2:45	7:30	6:45
FA '97	11:45	2:15	9:45	17:00	1:30	11:00	22:30	3:00	8:45	10:00
SU '97	6:45	4:15	9:15	9:30	10:15	17:30	12:15	2:15	2:30	6:15
SP '97	3:15	0:00	3:00	4:00	0:00	5:00	2:45	0:00	1:00	6:30
4-Book	7:30	2:30	8:30	10:15	4:30	12:45	12:45	2:00	5:00	7:30
WI '97	**	**	**	**	**	**	**	**	**	**
+WVXY-FM										
WI '98	8:30	9:30	8:30	8:45	12:15	8:00	8:45	6:45	9:00	9:00
FA '97	8:15	7:15	8:15	8:45	8:15	7:30	8:45	6:00	8:30	8:30
SU '97	8:00	9:30	8:30	6:45	12:30	10:15	7:15	6:15	6:45	6:00
SP '97	9:45	8:15	8:30	11:00	11:30	8:15	11:00	5:45	8:45	11:15
4-Book	8:45	8:45	8:30	8:45	11:15	8:30	9:00	6:15	8:15	8:45
WI '97	7:30	6:00	6:45	8:30	6:30	5:00	5:45	5:45	8:00	10:45
+WVZY-FM										
WI '98	9:45	13:00	10:15	10:00	19:15	12:45	10:30	8:15	9:15	9:15
FA '97	9:45	9:15	9:45	9:00	8:00	9:00	8:30	10:15	10:45	9:30
SU '97	9:45	11:00	10:45	10:45	14:30	12:30	11:45	8:15	9:30	10:00
SP '97	7:45	6:00	8:30	8:45	4:45	10:45	10:45	6:30	6:45	6:45
4-Book	9:15	9:45	9:45	9:45	11:45	11:15	10:30	8:15	9:00	9:00
WI '97	9:30	13:30	10:15	8:30	12:45	11:45	10:30	14:00	9:00	6:45

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WXRK-FM										
WI '98	8:30	9:30	9:00	8:00	10:15	10:15	9:30	7:30	6:30	5:45
FA '97	8:15	9:00	8:45	8:00	10:15	10:00	9:00	6:30	6:45	6:15
SU '97	6:45	7:15	7:00	6:45	7:30	8:00	8:00	6:30	5:30	4:45
SP '97	7:15	7:45	7:45	7:15	9:15	8:45	8:15	5:30	5:45	5:45
4-Book	7:45	8:30	8:15	7:30	9:15	9:15	8:45	6:30	6:15	5:45
WI '97	7:30	8:30	8:00	6:45	10:00	9:15	8:00	6:15	5:15	4:45
WKXV-FM										
WI '98	5:15	3:00	5:30	6:15	3:45	6:00	6:15	2:00	5:15	6:00
FA '97	6:00	4:30	4:45	6:00	7:00	5:15	6:00	3:15	4:00	6:00
SU '97	5:15	6:00	4:45	4:45	8:00	5:30	5:00	3:45	3:45	4:30
SP '97	5:30	3:45	5:00	5:30	4:15	5:30	6:15	3:30	4:30	4:45
4-Book	5:30	4:15	5:00	5:45	5:45	5:30	6:00	3:15	4:30	5:15
WI '97	6:00	6:15	5:30	6:00	9:00	5:30	5:30	4:00	5:30	6:45

Time Spent Listening

** Station(s) not reported this survey.

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& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WABC-AM	WADO-AM	WALK-FM	WAXQ-FM	WBAB-FM	WHFM-FM	WBRR-AM	WBLI-FM	WBLS-FM	WBZO-FM	WCBS-AM	WCBS-FM	WDRE-FM	WLIR-FM	WFAN-AM	WFAS-FM	WFME-FM	WHLI-AM	WHTZ-FM	WHUD-FM	WINS-AM
Cume Pers. (00)	10453	5227	3163	9187	2368	97	3536	3265	12590	2112	16416	17314	290	2796	10938	1405	2185	1049	23293	1762	20930
WABC-AM	100	3	6	6	5		19	3	1	6	21	8	7	5	22	3	7	21	2	8	11
WADO-AM	1	100							1	3	1	1					3		1		2
WALK-FM	2		100	2	20	25	1	27	1	25	2	2	18	7	3	2		8	2		1
WAXQ-FM	5	1	6	100	23		5	6	3	10	6	11	9	20	11	17	2		10	12	6
WBAB-FM	1		15	6	100	59		14		11	1	2	7	14	3			3	2		1
WHFM-FM			1		2	100		1		1			4					1	1		
WBRR-AM	6	1	2	2	1		100	1	1	1	8	3		3	4		3	7	1	4	7
WBLI-FM	1		28	2	19	19	1	100	2	19	1	2	34	7	2		2	1	5		1
WBLS-FM	1	1	3	4	1		3	7	100	3	4	5	5	3	3	4	14	1	8	3	8
WBZO-FM	1	1	17	2	10	16	1	12	1	100	1	3	9	3	2			6	2		1
WCBS-AM	34	2	11	11	9	7	39	7	5	11	100	16	3	11	27	14	20	27	5	17	19
WCBS-FM	14	2	13	20	15	7	13	11	8	27	17	100	5	11	19	16	10	17	12	23	15
WDRE-FM			2		1	13		3		1			100	4							
WLIR-FM	1		7	6	17	2	2	6	1	4	2	2	39	100	3	3	2	1	5	1	2
WFAN-AM	23	1	11	13	12	13	13	7	3	11	18	12	12	10	100	10	2	13	6	14	10
WFAS-FM			1	3							1	1	2	1	1	100	1		1	6	1
WFME-FM	2	1		1			2	1	2		3	1		1		1	100				3
WHLI-AM	2		3		1	7	2	2		3	2	1			1			100			1
WHTZ-FM	5	5	18	24	23	11	7	36	14	18	7	16	33	44	12	23	8	4	100	14	12
WHUD-FM	1			2			2				2	2		1	2	8		1	1	100	
WINS-AM	22	6	9	14	9	16	40	5	14	8	25	18	12	14	20	11	24	24	11	6	100
WKJY-FM	1		6	3	8	13	1	3	1	6	2	2	6	9	1		2	7	2		2
WKTU-FM	5	8	10	21	12	16	5	27	21	15	8	16	12	24	10	31	12	37	8		12
WLIB-AM	2						1	1	6		2	1			2	1	4	1			3
WLTW-FM	12	5	13	22	8	22	19	11	17	12	15	29	10	14	14	28	16	17	18	10	20
WMCA-AM	3	1	1		1		2		1		3	1			2	2	15				3
WMJC-FM	1		6	1	6	13		6		5	1		3	3	1	1		3	1		1
WMTR-AM	2	1		1			3		1		2	1			1		4				1
WNEV-FM	6		7	41	31	6	6	5	3	7	8	11	11	25	13	8		3	8	10	7
WNSR-FM	4	2	9	25	12	22	5	11	6	12	6	10	6	25	9	21	5		19	10	8
WNWK-FM	1	2	1	1			2		10		1	1		1	1	2	3	1	2	1	3
WOR -AM	45	2	3	4	2		22	2	2	4	20	7	4	4	15	3	12	18	2	4	10
VPAT-FM	3	55	1	2	1		3	1	3	4	2	3	8	2	1	3	5	2	5	4	4
WPLJ-FM	5	2	18	28	25	35	6	17	5	10	9	13	11	29	10	22	4	5	24	19	8
WQCD-FM	7	2	7	12	8		8	7	20	8	9	11	7	10	9	14	13	4	7	14	13
WQEW-AM	11	1	2	1	1		11		3	8	8	6			7	3	3	21	1	4	9
WQHT-FM	2	5	6	7	4		2	11	58	7	3	5	18	10	6	7	6		21	6	8
WQXR-FM	11	2	4	6	3		20	1	1	4	14	6	3	4	7	4	11	11	4	15	10
WRKS-FM	3	1	5	5	3		4	4	51	4	5	9	3	3	4	8	14	1	7	6	11
WSKQ-FM	2	51	2	1	1		2	9	8	2	3	4	4	3	3	6	4	1	9	4	6
WVDJ-AM	2										1	1			1	2	4				2
WVRL-AM	1						1	1	7		1	2			1		3	1			3
WVYY-FM			1					2		1											
WVXY-FM	1			3		16	2		1	1	1	2		2	2	4			2	12	1
WVZY-FM	1			2			1		1		1	2			2				1		
WXRK-FM	11	2	9	34	34	5	11	11	6	11	10	11	23	50	22	10	2	2	21	11	10
WKXW-FM	4		5				3		3		3	7		1	5	1	1	3			2

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WKJY-FM 1945	WKTU-FM 20186	WLIB-AM 2252	WLTW-FM 22115	WMCA-AM 1595	WMJC-FM 934	WMTR-AM 1121	WNEW-FM 8900	WNSR-FM 10593	WNWK-FM 3250	WOR-AM 9779	WPAT-FM 10420	WPLJ-FM 14384	WQCD-FM 12887	WQEW-AM 5894	WQHT-FM 19197	WQXR-FM 9495	WRKS-FM 14701	WSKQ-FM 13827	WVDJ-AM 919	WWRL-AM 1810
Cume Pers. (00)	1945	20186	2252	22115	1595	934	1121	8900	10593	3250	9779	10420	14384	12887	5894	19197	9495	14701	13827	919	1810
WABC-AM	5	3	8	6	19	6	20	7	4	4	49	3	4	6	20	1	12	2	2	21	5
WADO-AM	2	1	1	1	3		5		1	3	1	28	1	1	1	1	1	19			
WALK-FM	9	2	2	1	21		2	2	3	1	1		4	2	1	1	1	1	1		
WAXQ-FM	15	9	2	9	2	5	8	43	22	4	4	1	18	9	2	3	6	3	1		1
WBAB-FM	10	1		1	16		8	3		1			4	1			1				
WHFM-FM	1				1																
WBBR-AM	2	1	1	3	3		8	2	2	2	8	1	1	2	7		7	1		2	3
WBLI-FM	6	4	1	2		22	2	2	3		1		4	2		2		1			2
WBLS-FM	6	13	31	10	10	1	8	4	7	38	3	3	5	20	1	38	2	44	8	7	49
WBZO-FM	6	2		1		12		2	2		1	1	2	1	1	1	1	1	1		
WCBS-AM	14	6	13	11	28	15	23	14	9	5	33	3	10	11	23	2	25	6	3	18	13
WCBS-FM	21	13	11	23	12	9	10	21	16	7	12	5	15	15	18	5	11	10	4	12	14
WDRE-FM	1					1															
WLIR-FM	12	3		2	1	8		8	7		1	1	6	2		1	1	1	1		
WFAN-AM	7	5	9	7	12	9	5	16	9	4	17	1	8	8	12	3	8	3	2	9	6
WFAS-FM		2	1	2	2	1		1	3	1			2	1	1	1	1	1	1	3	
WFME-FM	2	1	4	2	21	1	9		1	2	3	1	1	2	1	1	3	2	1	9	4
WHLI-AM	4			1		3					2			4			1				
WHTZ-FM	30	43	3	19	3	15	3	20	41	12	5	11	40	12	2	26	9	11	14	2	6
WHUD-FM		1		1		1		2	2		1	1	2	2	1	1	3	1	1		
WINS-AM	16	13	31	19	40	10	26	16	15	17	21	9	12	21	31	9	21	15	9	38	32
WKJY-FM	100	2	2	3		8		2	4	2	1	1	3	2		1	1	1	1		
WKTU-FM	25	100	6	22	2	6	6	17	34	18	4	16	26	16	2	27	5	17	24	4	7
WLIB-AM	2	1	100	2	5			1	18	1				3	2	3		6	5	12	
WLTW-FM	30	24	23	100	7	10	16	20	38	26	12	12	24	22	14	11	14	17	10	5	10
WMCA-AM			4		100	1					4			1	1	1	2	1	32		7
WMJC-FM	4					100		1	1			1	1	1	3		1				
WMTR-AM				1			100	1	1	1	2					1					
WNEV-FM	10	7	1	8	2	8	5	100	16	3	3	1	16	8	3	3	8	3	2	2	2
WNSR-FM	21	18	6	18	1	10	6	19	100	10	4	7	24	9	2	7	7	5	3	2	1
WNWK-FM	4	3	27	4	1		2	1	3	100	1	2	1	3	1	8	1	9	2	5	5
WOR-AM	4	2	5	5	23	4	20	3	4	4	100	2	3	6	16	1	13	2	7	4	4
WPAT-FM	3	8	1	6	3	1	3	2	7	8	2	100	3	5	3	5	4	3	43		
WPLJ-FM	23	19	1	16	3	18	4	26	33	5	5	4	100	10	2	5	7	5	4	2	2
WQCD-FM	13	10	15	13	12	7	6	12	11	14	8	6	9	100	7	12	11	26	7	9	24
WQEW-AM	1	1	5	4	5	2	15	2	1	1	10	2	1	3	100		12	1	8	6	6
WQHT-FM	6	26	21	10	6		4	7	12	47	3	10	7	18	1	100	3	43	21	6	18
WQXR-FM	5	2	2	6	11	5	9	8	6	2	13	4	5	8	19	1	100	2	1	5	1
WRKS-FM	7	12	39	11	12	1	5	6	7	40	3	4	5	29	2	33	4	100	7	20	52
WSKQ-FM	4	16	2	6	2	1	3	2	4	10		57	3	8	1	15	2	7	100	1	2
WVDJ-AM			2		18						1			1	1	1	1			100	4
WWRL-AM		1	10	1	8					3	1			3	2	2		6	8		100
WVYV-FM						4															
WVXY-FM	3	2	1	3	1	11	4	2	2	2	1		3	1		1	1	1	1		
WVZY-FM	1	1	1	2				2	3		1	1	2	1	2	1		1	3		3
WXRK-FM	14	17	5	9		12		34	20	4	7	3	26	12	3	9	8	5	3		
WXW-FM		3		4	2		4	6	5	2	4	1	6	4	4	2	2	2	1		4

Cume Duplication Percent

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WWVY-FM	WWXY-FM	WWZY-FM	WXRK-FM	WKXW-FM															
Cume Pers. (00)	150	1912	1480	16735	4708															
WABC-AM	5	8	7	7	8															
WADO-AM				1																
WALK-FM	27	1		2																
WAXQ-FM	5	12	12	19	10															
WBAB-FM	5			5																
WHFM-FM		1																		
WBBR-AM		3	2	2	2															
WBLI-FM	34	1		2																
WBLS-FM		7	6	4	8															
WBZO-FM	13	1		1																
WCBS-AM		9	10	9	12															
WCBS-FM	14	22	23	11	25															
WDRE-FM																				
WLIR-FM	4	3		8																
WFAN-AM	5	9	13	14	12															
WFAS-FM		3		1																
WFME-FM																				
WHLI-AM																				
WHTZ-FM	4	19	18	30	13															
WHUD-FM		11		1																
WINS-AM	9	16	4	13	8															
WKJY-FM		4	1	2																
WKTU-FM	5	17	18	20	11															
WLIB-AM		1	2	1																
WLTW-FM	10	32	28	12	20															
WMCA-AM		1			1															
WMJC-FM	23	5		1																
WMTR-AM		3			1															
WNEW-FM	9	10	11	18	12															
WNSR-FM	4	11	19	13	12															
WNWK-FM		4		1	1															
WDR -AM	9	5	5	4	7															
WPAT-FM		2	4	2	3															
WPLJ-FM		20	21	22	18															
WQCD-FM		10	7	9	10															
WQEW-AM		2	6	1	5															
WQHT-FM		8	9	11	7															
WQXR-FM	5	4	1	4	4															
WRKS-FM	4	7	7	4	8															
WSKO-FM		4	3	3	2															
WVDJ-AM																				
WVRL-AM					1															
WVYV-FM	100																			
WVXY-FM		100		1	1															
WVZY-FM			100	1	7															
WXRK-FM		12	11	100	14															
WKXW-FM		3	23	4	100															

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

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

Exclusive & Overnight Listening

Persons 12+																	
Monday-Sunday																	
	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
WABC-AM	464	4	328	2315	10723	WFME-FM	323	15	41	361	2185	WPAT-FM	1032	10	154	1390	10446
WADO-AM	788	15	117	1517	5297	WHLI-AM	128	12			1049	WPLJ-FM	718	5	68	1718	14606
WALK-FM	284	9	29	428	3191	WHTZ-FM	1905	8	146	2915	23359	WQCD-FM	538	4	125	1768	12980
WAXQ-FM	322	4	71	1288	9269	WHUD-FM	180	10	19	296	1778	WQEW-AM	605	10	32	428	5894
WBAB-FM	103	4	7	177	2383	WINS-AM	1603	8	300	4761	21454	WQHT-FM	2203	11	247	4079	19256
WHFM-FM				7	97	WKJY-FM	72	4	11	255	1961	WQXR-FM	728	8*	57	816	9495
WBRR-AM	109	3	46	383	3597	WKTU-FM	862	4	105	2427	20335	WRKS-FM	933	6	300	3478	14915
WBLI-FM	184	6	28	451	3298	WLIB-AM	83	4			2252	WSKQ-FM	1875	14	175	2190	13932
WBLS-FM	400	3	232	2470	12669	WLTW-FM	1752	8	198	2883	22317	WWDJ-AM	108	12	82	281	929
WBZO-FM	168	8	22	275	2137	VMCA-AM	98	6	54	414	1631	WVRL-AM	40	2	6	157	1826
WCBS-AM	1099	7	240	3482	16803	VMJC-FM	60	6	10	139	948	WVVY-FM	9	6	2	40	156
WCBS-FM	1639	9	163	2285	17412	VMTR-AM	178	16	4	85	1135	WVXY-FM	152	8	8	192	1912
WDRE-FM				14	290	WNEW-FM	272	3	76	963	8952	WVZY-FM	163	11	6	163	1480
WLIR-FM	39	1	9	324	2831	WNSR-FM	208	2	28	841	10680	WXRK-FM	1187	7	85	1703	16864
WFAN-AM	487	4	120	1817	11010	WNWK-FM	84	3	45	560	3358						
WFAS-FM	83	6	14	122	1405	WOR -AM	680	7	294	2274	9967	WKXV-FM	393	8	17	490	4740
												TOTALS			4498	43274	135541

* Listener estimates adjusted for reported broadcast schedule.

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

Exclusive & Overnight Listening

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WABC-AM							WFAS-FM						
Total	787	100	.6	10453	100	7.3	Total	88	100	.1	1405	100	1.0
Black	55	7	.2	825	8	3.5	Black	9	10		138	10	.6
Hispanic	43	5	.2	704	7	2.7	Hispanic	6	7		92	7	.3
WADD-AM							WFME-FM						
Total	627	100	.4	5227	100	3.7	Total	159	100	.1	2185	100	1.5
Black				36	1	.2	Black	86	54	.4	927	42	3.9
Hispanic	626	100	2.4	5155	99	19.4	Hispanic	27	17	.1	265	12	1.0
WALK-FM							*WHLI-AM						
Total	229	100	.2	3163	100	2.2	Total	149	100	.1	1049	100	.7
Black	16	7	.1	205	6	.9	Black	2	1		43	4	.2
Hispanic	11	5		163	5	.6	Hispanic	1	1		18	2	.1
WAXQ-FM							WHTZ-FM						
Total	399	100	.3	9187	100	6.5	Total	1238	100	.9	23293	100	16.4
Black	10	3		391	4	1.7	Black	70	6	.3	365	6	5.8
Hispanic	14	4	.1	427	5	1.6	Hispanic	238	19	.9	3645	16	13.7
WBAB-FM							WHUD-FM						
Total	124	100	.1	2368	100	1.7	Total	130	100	.1	1762	100	1.2
Black				20	1	.1	Black	1	1		45	3	.2
Hispanic	1	1		51	2	.2	Hispanic	7	5		141	8	.5
WHFM-FM							WINS-AM						
Total	2	100		97	100	.1	Total	935	100	.7	20930	100	14.7
Black							Black	203	22	.9	3977	19	16.8
Hispanic							Hispanic	132	14	.5	2452	12	9.2
WBBR-AM							WKJY-FM						
Total	124	100	.1	3536	100	2.5	Total	146	100	.1	1945	100	1.4
Black	6	5		241	7	1.0	Black	13	9	.1	157	8	.7
Hispanic	5	4		103	3	.4	Hispanic	9	6		165	8	.6
WBLI-FM							WKTU-FM						
Total	186	100	.1	3265	100	2.3	Total	1006	100	.7	20186	100	14.2
Black	8	4		183	6	.8	Black	72	7	.3	1895	9	8.0
Hispanic	12	6		201	6	.8	Hispanic	291	29	1.1	5121	25	19.3
WBLS-FM							*WLIB-AM						
Total	650	100	.5	12590	100	8.8	Total	265	100	.2	2252	100	1.6
Black	485	75	2.1	8639	69	36.6	Black	238	90	1.0	2060	91	8.7
Hispanic	80	12	.3	1779	14	6.7	Hispanic	1			27	1	.1
WBZO-FM							WLTW-FM						
Total	109	100	.1	2112	100	1.5	Total	1741	100	1.2	22115	100	15.5
Black	4	3		57	3	.2	Black	233	13	1.0	3020	14	12.8
Hispanic	10	9		320	15	1.2	Hispanic	245	14	.9	2942	13	11.1
WCBS-AM							WMCA-AM						
Total	730	100	.5	16416	100	11.5	Total	98	100	.1	1595	100	1.1
Black	79	11	.3	1655	10	7.0	Black	35	35	.1	573	36	2.4
Hispanic	29	4	.1	743	5	2.8	Hispanic	10	10		167	10	.6
WCBS-FM							WMJC-FM						
Total	1199	100	.8	17314	100	12.2	Total	74	100	.1	934	100	.7
Black	109	9	.5	1657	10	7.0	Black	1			15	2	.1
Hispanic	108	9	.4	1431	8	5.4	Hispanic	11	15		76	8	.3
WORE-FM							WMTR-AM						
Total	8	100		290	100	.2	Total	104	100	.1	1121	100	.8
Black	2	2		29	10	.1	Black				41	4	.2
Hispanic	2	21		27	9	.1	Hispanic	4	4		30	3	.1
WLIR-FM							WNEV-FM						
Total	77	100	.1	2796	100	2.0	Total	383	100	.3	8900	100	6.3
Black	2	3		62	2	.3	Black	8	2		246	3	1.0
Hispanic	2	3		132	5	.5	Hispanic	22	6	.1	443	5	1.7
WFAN-AM							WNSR-FM						
Total	580	100	.4	10938	100	7.7	Total	386	100	.3	10593	100	7.4
Black	88	15	.4	1089	10	4.6	Black	16	4	.1	675	6	2.9
Hispanic	29	5	.1	617	6	2.3	Hispanic	59	15	.2	1128	11	4.2

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
WNWK-FM							WSKO-FM						
Total	157	100	.1	3250	100	2.3	Total	1588	100	1.1	13827	100	9.7
Black	119	76	.5	2130	66	9.0	Black	10	1		302	2	1.3
Hispanic	22	14	.1	551	17	2.1	Hispanic	1560	98	5.9	12979	94	48.9
WOR -AM							WWDJ-AM						
Total	803	100	.6	9779	100	6.9	Total	91	100	.1	919	100	.6
Black	62	8	.3	833	9	3.5	Black	53	59	.2	514	56	2.2
Hispanic	24	3	.1	398	4	1.5	Hispanic	22	24	.1	101	11	.4
WPAT-FM							WWRL-AM						
Total	911	100	.6	10420	100	7.3	Total	118	100	.1	1810	100	1.3
Black	10	1		230	2	1.0	Black	110	93	.5	1587	88	6.7
Hispanic	877	96	3.3	9395	90	35.4	Hispanic	6	5		81	4	.3
WPLJ-FM							WVYV-FM						
Total	672	100	.5	14384	100	10.1	Total	10	100		150	100	.1
Black	26	4	.1	644	4	2.7	Black						
Hispanic	67	10	.3	1118	8	4.2	Hispanic	2	20		8	5	
WQCD-FM							WWXY-FM						
Total	842	100	.6	12887	100	9.1	Total	131	100	.1	1912	100	1.3
Black	346	41	1.5	4551	35	19.3	Black	4	3		102	5	.4
Hispanic	108	13	.4	1658	13	6.2	Hispanic	1	1		60	3	.2
WQEW-AM							WVZY-FM						
Total	514	100	.4	5894	100	4.1	Total	115	100	.1	1480	100	1.0
Black	19	4	.1	327	6	1.4	Black	9	8		73	5	.3
Hispanic	21	4	.1	338	6	1.3	Hispanic				21	1	.1
WQHT-FM							WXRK-FM						
Total	1432	100	1.0	19197	100	13.5	Total	1122	100	.8	16735	100	11.8
Black	851	59	3.6	9310	48	39.4	Black	51	5	.2	762	5	3.2
Hispanic	332	23	1.3	4707	25	17.7	Hispanic	108	10	.4	1456	9	5.5
WQXR-FM							WKXW-FM						
Total	767	100	.5	9495	100	6.7	Total	200	100	.1	4708	100	3.3
Black	15	2	.1	368	4	1.6	Black	14	7	.1	433	9	1.8
Hispanic	54	7	.2	725	8	2.7	Hispanic	3	2		109	2	.4
WRKS-FM							TOTALS						
Total	1091	100	.8	14701	100	10.3	Total	26191	100	18.4	135365	100	95.1
Black	896	82	3.8	10658	72	45.1	Black	4830	18	20.5	22835	17	96.7
Hispanic	80	7	.3	1642	11	6.2	Hispanic	5750	22	21.7	25360	19	95.5

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sat 7P-MID	6A-10A	10A-3P		6A-10A + 3P-7P			
Persons 12+	77.38	116.35	141.82	115.15	144.39	145.75	170.52	170.93	158.78	175.88	183.35
Persons 18+	*****	*****	135.75	*****	*****	*****	*****	163.97	*****	*****	175.88
Men											
18+	56.83	*****	*****	*****	*****	*****	*****	*****	*****	*****	137.52
18-24	20.77	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.57
25-34	26.99	*****	*****	*****	*****	*****	*****	*****	*****	*****	71.58
35-44	27.58	*****	*****	*****	*****	*****	*****	*****	*****	*****	69.25
45-54	25.99	*****	*****	*****	*****	*****	*****	*****	*****	*****	64.38
55-64	20.91	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.43
65+	19.94	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.48
12-24	29.61	52.14	*****	50.75	65.73	61.91	77.03	*****	69.40	*****	83.00
18-34	34.49	54.10	66.27	52.22	70.59	66.20	80.15	80.05	77.68	*****	90.79
18-49	47.58	73.83	86.17	71.54	93.61	85.85	104.21	104.09	101.01	*****	118.04
25-49	43.51	65.89	*****	64.93	83.01	76.72	97.68	*****	85.13	*****	104.98
25-54	46.67	69.72	85.46	69.29	88.25	81.18	103.35	96.05	90.07	*****	111.08
35-64	43.59	63.71	80.46	65.06	82.63	76.66	97.30	90.43	84.80	*****	104.57
Women											
18+	61.76	*****	*****	*****	*****	*****	*****	*****	*****	*****	141.97
18-24	22.23	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.25
25-34	29.39	*****	*****	*****	*****	*****	*****	*****	*****	*****	75.30
35-44	30.59	*****	*****	*****	*****	*****	*****	*****	*****	*****	78.88
45-54	27.19	*****	*****	*****	*****	*****	*****	*****	*****	*****	64.56
55-64	23.23	*****	*****	*****	*****	*****	*****	*****	*****	*****	55.44
65+	24.78	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.09
12-24	30.48	49.95	*****	49.37	61.09	62.10	74.90	*****	66.59	*****	78.00
18-34	37.24	57.38	70.85	55.42	72.48	70.20	86.04	80.43	76.95	*****	93.36
18-49	50.81	77.92	93.90	76.10	97.14	93.17	114.03	106.60	101.98	*****	123.73
25-49	47.50	70.50	*****	70.34	89.39	85.04	105.66	*****	96.84	*****	114.14
25-54	50.69	74.41	91.54	74.32	94.57	89.00	111.16	106.57	101.89	*****	120.09
35-64	47.55	68.86	83.28	68.96	86.70	82.73	101.14	96.96	92.69	*****	109.26
Persons											
12-24	40.23	65.72	*****	64.82	81.48	79.08	96.22	*****	88.95	*****	103.46
18-34	47.54	73.38	91.23	71.00	93.56	90.41	109.92	110.19	101.62	*****	118.20
18-49	64.58	98.50	119.80	95.86	122.80	116.33	144.35	144.70	133.45	*****	155.22
25-49	58.57	87.79	*****	87.02	110.22	104.13	129.50	*****	119.72	*****	139.25
25-54	62.39	92.42	114.32	92.18	116.57	109.95	137.75	138.08	127.35	*****	148.11
35-64	58.79	84.88	106.00	85.80	108.78	103.59	127.73	128.04	118.08	*****	137.34
Teens 12-17	27.80	45.53	*****	46.40	62.25	68.81	70.75	*****	75.26	*****	82.07
Black P12+	31.31	*****	*****	*****	*****	*****	*****	*****	*****	*****	74.19
Hispanic P12+	31.85	*****	*****	*****	*****	*****	*****	*****	*****	*****	75.47

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

Description of Methodology

Introduction

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

The Market

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

a. Metro Survey Area (Metro)

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

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

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

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

b. Total Survey Area (TSA)

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

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

Description of Methodology and in other associated relevant documents.

c. Designated Market Area (DMA®)

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

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

Sampling & Measurement Techniques

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

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

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

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

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

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

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

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

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

Processing Techniques

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

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

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

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

b. Computing Cume Persons Estimates

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

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

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

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

d. Computing 4-Book and 2-Book Averages

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

e. Rounding of Calculations

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

f. Broadcast Hours

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

g. Technical Difficulties

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

Criteria for Reporting Stations

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

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

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

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

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

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

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

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

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

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

Simulcast Reporting

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

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

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

Statistical Reliability

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

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

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

Limitations

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

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; group quarters residences containing ten or more individuals. Additionally, all possible telephone listings may not be included in the directories available to Metromail Corporation when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.

b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call.

c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, as independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits which differ from those of respondents.

e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

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

g. The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

h. Zip code information (including information supplied by diary keepers) used to produce this report is subject to defects and limitations which are inherent in Arbitron estimates based thereon.

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

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

k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.

l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

m. Data analysis, preprocessing preparation, ascription of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

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

o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately pro-

grammed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.

p. Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.

q. Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.

r. Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

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

Special Notices

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

Reservation of Rights

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

Disclaimer of Warranties

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

Restrictions on Use of Report

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

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

Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Winter 1998, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

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

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

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

Metro Market Profile Sources

PRIZM®

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

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

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

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

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Winter 1998 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/98.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/98).

3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/98.

6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the metro (1990 Census).

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

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/98 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 8, 1997, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1997, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (248) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Selected Arbitron Terms

Average Quarter-Hour Persons/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening in the total number of quarter-hours the station was on the air during a reported daypart. This estimate, expressed in hundreds (00), is reported for the Metro, TSA and DMA, where applicable.

Average Quarter-Hour Rating/The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro and, where applicable, the DMA.

Average Quarter-Hour Share/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. This estimate is reported for the Metro only.

Cume Duplication/The percentage of estimated Cume Persons for one station that also listened to a second station. This estimate is reported for the Metro only.

Cume Persons/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.) This estimate, expressed in hundreds (00), is reported for the Metro, TSA and DMA where applicable.

Cume Rating/The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro only.

Daypart/A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 10AM-7PM).

Designated Market Area (DMA[®])/Nielsen Media Research's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county or sampling unit in the United States is assigned exclusively to one DMA[®].

Diary Mentions/The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and who is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab for the Metro.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit which may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 10.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listed Sample/Sample telephone numbers for which names and mailable addresses are known prior to diary placement calling.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals/DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Pars. 8-9.)

Outside Station/A station which is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county, county equivalent, split county, or independent city for which sample is separately selected and monitored.

Share/(See "Average Quarter-Hour Share.")

Simulcast/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

Split County/A portion of a county, consisting of one or more zip codes, which is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties.

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

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

Prior to Purchasing, within one hour prior to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

METHODOLOGY/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

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

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

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

Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 243 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (140* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

* In Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered
RetailDirect® is a registered mark of The Arbitron Company.

ARBITRON

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Instant Qualitative Profile



Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, WAVE I 97 (Sept. 96 - Aug. 97). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Scarborough data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and retail shopping profiles of radio listeners. A description of Scarborough methodology is available to Arbitron subscribers upon request.

Users of this report should note that Scarborough survey periods and methodology differ from Arbitron survey periods and methodology. Therefore, Scarborough data and estimates may differ from Arbitron data and estimates.

Warning

All Scarborough data and estimates are proprietary and confidential.

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

Liabilities and Limitations of Remedies

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

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

Reservation of Rights

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

Disclaimer of Warranties

Arbitron and Scarborough make no warranties, express or implied, concerning: data gathered or obtained by Scarborough; the present or future methodology employed by Scarborough in producing the data or estimates; the data and estimates provided herein. All data and estimates provided herein and all other aspects of the Scarborough service represent only the opinion of Scarborough. Reliance thereon and use thereof shall be at user's own risk.

Restrictions on Use of Report

All Scarborough data and estimates are confidential, proprietary to, and copyrighted by Scarborough. The Scarborough data and estimates provided by way of this Arbitron Radio Market Report may only be used by Arbitron clients who are also subscribers to this Arbitron Radio Market Report and pursuant to the restrictions and limitations on use printed herein. All Scarborough data and estimates provided herein are for the exclusive use of licensed users of this Arbitron Radio Market Report and/or Scarborough clients and their representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertiser accounts and through advertising or promotional literature. Any commercial use of Scarborough data or estimates provided herein for the purpose of selling advertising time or space by or on behalf of broadcast, cable or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For a subscriber to this Arbitron Radio Market Report to divulge any Scarborough data or estimates to a nonsubscriber, unless specifically permitted by Arbitron, or to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a violation of copyright law. Quotations of the Scarborough data and estimates as allowed by this section for purposes of advertising or promotion must identify Scarborough as the source and that the Scarborough data and estimates are copyrighted. Users of the Scarborough data and estimates provided herein should also mention that these data and estimates are subject to all qualifications and limitations stated in Scarborough's description of methodology. Scarborough recommends that the appropriate report title, survey period, market/demographic and kind of estimate and data be stated (e.g., The Instant Qualitative Profile, 1997 Scarborough Report, Persons 18+ Who Own or Lease a Domestic Vehicle in the Baltimore Arbitron Metro Area, Demographic Breakout).

A subscriber to this Arbitron Radio Market Report may not use the Scarborough demographic data or estimates printed in a report to which they do not subscribe. This report may not be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of the Scarborough data and estimates provided herein are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

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This Service Is Not Accredited by the MRC.

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

Special Notices



The Market

Metro Definition/ The geographic area surveyed by Scarborough for this market is defined as follows:

County/State

Fairfield, CT
Bergen, NJ
Essex, NJ
Hudson, NJ
Middlesex, NJ
Monmouth, NJ
Morris, NJ
Passaic, NJ
Somerset, NJ
Union, NJ
Bronx, NY
Kings, NY
Nassau, NY
New York, NY
Putnam, NY
Queens, NY
Richmond, NY
Rockland, NY
Suffolk, NY
Westchester, NY

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

WABC-AM
WADO-AM
WALK-AM
WALK-FM
WAXQ-FM
WBBR-AM
WBGO-FM
WBLI-FM
WBLS-FM
WBUD-AM
WBZO-FM
WCBS-AM
WCBS-FM
WDHA-FM
WDRE-FM
WFAN-AM
WFAS-AM
WFGB-FM
WGBB-AM
WGSM-AM
WHFM-FM
WHLI-AM
WHTZ-FM
WHUD-FM
WINS-AM
WJWR-AM
WKJY-FM
WKTU-FM
WKXW-FM
WLIB-AM
WLIR-FM
WLNA-AM
WLTW-FM
WMJC-FM
WMTR-AM
WMXV-FM
WNEW-FM
WNYC-AM
WNYC-FM
WOR-AM
WPAT-FM
WPLJ-FM
WQCD-FM
WQEW-AM
WQHT-FM
WQXR-FM
WRCN-FM
WRKL-AM
WRKS-FM
WSKQ-FM
WWRL-AM
WWXY-FM
WXRK-FM

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is **8,129**.

Profiling a Consumer Has Never Been Easier



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

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

In this report, we've provided profiles on five important consumer characteristics to get you started toward having a more

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

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀

YOUR METRO
Scarborough, Oct 96-Sept 97

Gender

▶ 53.3 % Male	46.7 % Female
---------------	---------------

Employment Status

Employed Full-Time	57.5%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	8.8%
A Student	3.0%
Retired	7.4%
Disabled	2.2%
Temporarily Laid Off	0.8%
Not Employed-Looking for Work	5.8%
Other	0.5%

Demographic Breakout

Household Income

Occupation

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

Education

▶ 11.8% Less Than 12th Grade	40.1% High School Graduate	23.1% Some College/Trade School	22.1% Completed College or More
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Presence of Children Under 12 in Household

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

Home Ownership

Own	56.9%
Rent	40.1%
Other	3.0%

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

Estimates displayed are reported for % Composition
©1998 The Arbitron Company and Scarborough Research Corp./VNU

1▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.

2▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.

3▶ 53.3 percent of the target consumers are male.

4▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.

5▶ 22.1 percent of the target consumers in this market completed college.

6▶ The predominant age group among the target consumers is 25-34 (28.1%).

7▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.

8▶ 49.2 percent of the households in the target group do not have a child under age 12.

9▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 12,829,040 Target Intab: 8,129
 NEW YORK
 Scarborough, Sep96-Aug97

Gender

46.9	% Male	53.1	% Female
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Employment Status

Employed Full-Time	53.8%
Employed Part-Time	12.8%
Not Employed	
A Homemaker	9.6%
A Student	2.9%
Retired	13.1%
Disabled	3.0%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	3.7%
Other	0.3%

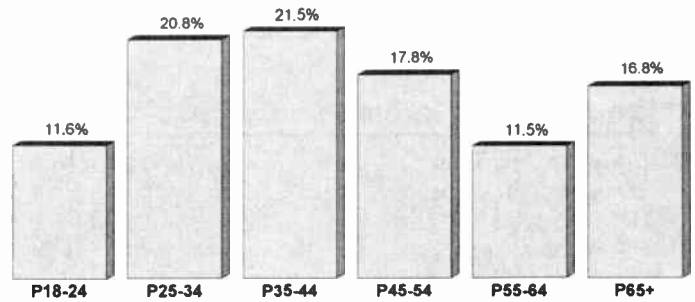
Occupation

Administrative Support	15.0%
Executive, Administrative & Managerial	10.3%
Farming, Forestry & Fishing	0.5%
Handlers, Eqp Clnrs, Helpers & Lborers	1.3%
Machine Operators, Assemblers & Inspctr	2.0%
Precision Production, Craft & Repair	4.2%
Professional Specialty	12.5%
Sales	6.7%
Service	8.6%
Technicians & Related Support	3.4%
Transportation & Material Moving	2.0%

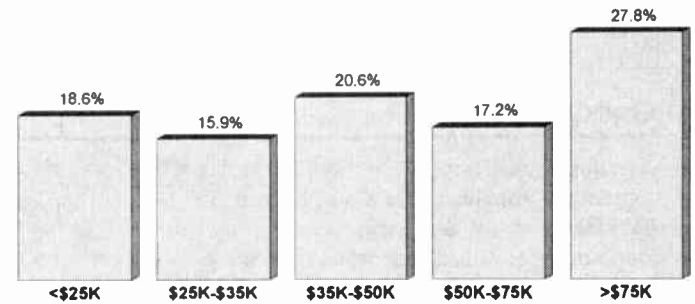
Education

			
11.4%	35.4%	26.0%	27.2%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	60.0%
One	16.7%
Two	15.1%
Three or More	8.2%

Home Ownership

Own	51.4%
Rent	44.5%
Other	4.1%



This report is based on Persons 18+ in SCB New York Radio Metro - Std
 MARKET PROFILE - PERSONS 18+ (Radio Metro Area is New York Arbitron Radio Metro Area)

Estimates displayed are reported for % Composition.
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DRINK DOMESTIC REGULAR BEER

Target Persons: 1,629,225 Target Intab: 1,040
 NEW YORK
 Scarborough, Sep96-Aug97

Gender

73.7	% Male	26.3	% Female
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Employment Status

Employed Full-Time	65.3%
Employed Part-Time	11.0%
Not Employed	
A Homemaker	4.7%
A Student	2.5%
Retired	8.1%
Disabled	2.8%
Temporarily Laid-Off	0.8%
Not Employed-Looking for Work	4.6%
Other	0.2%

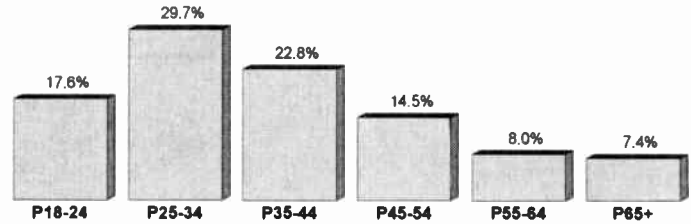
Occupation

Administrative Support	11.4%
Executive, Administrative & Managerial	12.3%
Farming, Forestry & Fishing	1.5%
Handlers, Eq Clnrs, Helpers & Lborers	1.8%
Machine Operators, Assemblers & Inspctr	2.7%
Precision Production, Craft & Repair	8.3%
Professional Specialty	14.4%
Sales	7.0%
Service	10.1%
Technicians & Related Support	3.5%
Transportation & Material Moving	3.1%

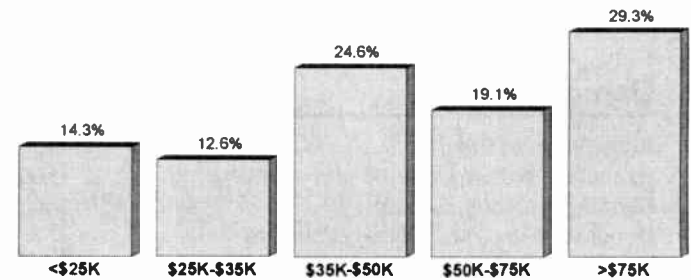
Education

			
10.5%	32.5%	26.4%	30.7%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	56.7%
One	18.5%
Two	15.9%
Three or More	8.8%

Home Ownership

Own	49.9%
Rent	45.6%
Other	4.5%



This report is based on Persons 18+ in SCB New York Radio Metro - Std
 DRINK DOMESTIC REGULAR BEER (Any Beverage is Any Domestic Regular Beer Past Week)

Estimates displayed are reported for % Composition.
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DRINK DOMESTIC LIGHT BEER

Target Persons: 1,352,460 Target Intab: 855
 NEW YORK
 Scarborough, Sep96-Aug97

Gender

65.3	% Male	34.7	% Female
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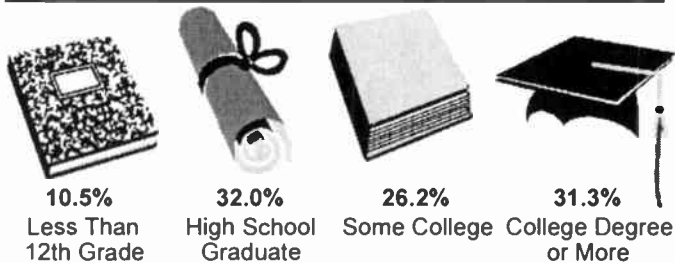
Employment Status

Employed Full-Time	66.9%
Employed Part-Time	10.9%
Not Employed	
A Homemaker	5.4%
A Student	2.3%
Retired	8.7%
Disabled	2.1%
Temporarily Laid-Off	0.8%
Not Employed-Looking for Work	3.0%
Other	0.0%

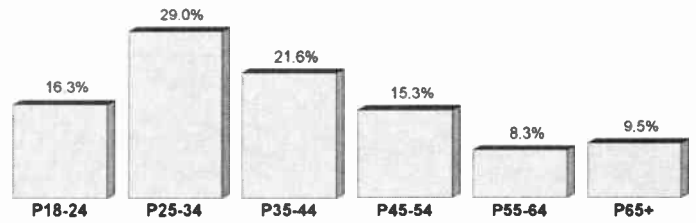
Occupation

Administrative Support	12.9%
Executive, Administrative & Managerial	15.6%
Farming, Forestry & Fishing	1.2%
Handlers, Eq Clnrs, Helprs & Lborers	1.3%
Machine Operators, Assemblers & Inspctr	2.0%
Precision Production, Craft & Repair	7.1%
Professional Specialty	12.7%
Sales	8.9%
Service	10.5%
Technicians & Related Support	2.9%
Transportation & Material Moving	2.4%

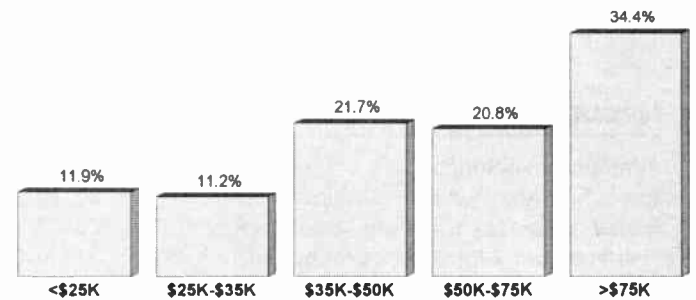
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	56.6%
One	20.1%
Two	15.2%
Three or More	8.2%

Home Ownership

Own	55.6%
Rent	39.8%
Other	4.5%



This report is based on Persons 18+ in SCB New York Radio Metro - Std
 DRINK DOMESTIC LIGHT BEER (Any Beverage is Any Domestic Light Beer Past Week)

Estimates displayed are reported for % Composition.
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SPENT \$250+ ON LANDSCAPING

Target Persons: 725,620 Target Intab: 494
 NEW YORK
 Scarborough, Sep96-Aug97

Gender

48.8	% Male	51.2	% Female
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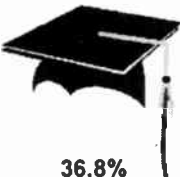
Employment Status

Employed Full-Time	55.5%
Employed Part-Time	14.7%
Not Employed	
A Homemaker	8.5%
A Student	1.3%
Retired	14.7%
Disabled	1.5%
Temporarily Laid-Off	1.3%
Not Employed-Looking for Work	2.5%
Other	0.0%

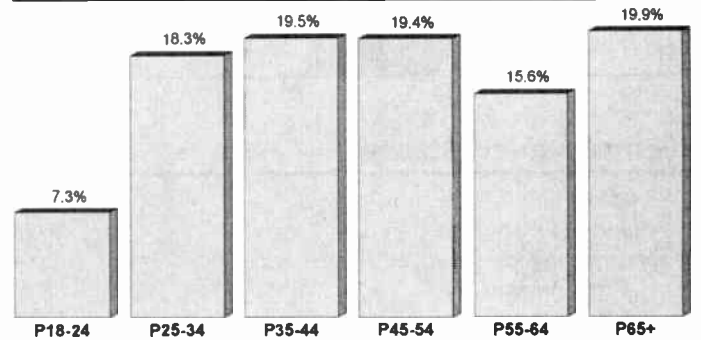
Occupation

Administrative Support	15.7%
Executive, Administrative & Managerial	12.6%
Farming, Forestry & Fishing	0.2%
Handlers, Eq Clnrs, Helprs & Lborers	0.4%
Machine Operators, Assemblers & Inspctr	1.6%
Precision Production, Craft & Repair	3.1%
Professional Specialty	13.9%
Sales	10.2%
Service	6.6%
Technicians & Related Support	3.8%
Transportation & Material Moving	2.1%

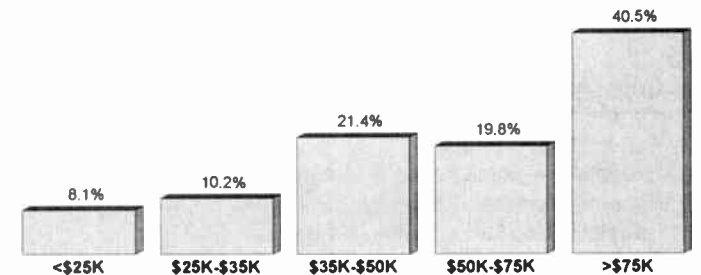
Education

			
6.9%	32.4%	23.9%	36.8%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	64.8%
One	15.0%
Two	13.0%
Three or More	7.1%

Home Ownership

Own	74.8%
Rent	22.0%
Other	3.2%



This report is based on Persons 18+ in SCB New York Radio Metro - Std
 SPENT \$250+ ON LANDSCAPING (Amount Spent on Home Improvements Past 12 Months is \$250 - \$499:Landscaping or \$500 - \$999:Landscaping or \$1,000 - \$2,999:Landscaping or \$3,000 or More:Landscaping)

Estimates displayed are reported for % Composition.
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PURCHASED VEHICLE PAST 4 YRS

Target Persons: 4,565,310 Target Intab: 3,062
 NEW YORK
 Scarborough, Sep96-Aug97

Gender

49.8	% Male	50.2	% Female
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Employment Status

Employed Full-Time	58.6%
Employed Part-Time	13.7%
Not Employed	
A Homemaker	8.7%
A Student	2.5%
Retired	11.1%
Disabled	1.4%
Temporarily Laid-Off	0.9%
Not Employed-Looking for Work	3.0%
Other	0.2%

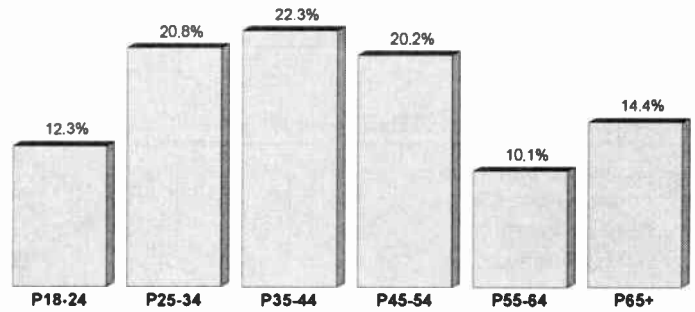
Occupation

Administrative Support	15.8%
Executive, Administrative & Managerial	13.3%
Farming, Forestry & Fishing	0.4%
Handlers, Eqp Clnrs, Helprs & Lborers	1.0%
Machine Operators, Assemblers & Inspctr	2.2%
Precision Production, Craft & Repair	3.7%
Professional Specialty	14.5%
Sales	7.7%
Service	7.9%
Technicians & Related Support	3.8%
Transportation & Material Moving	1.9%

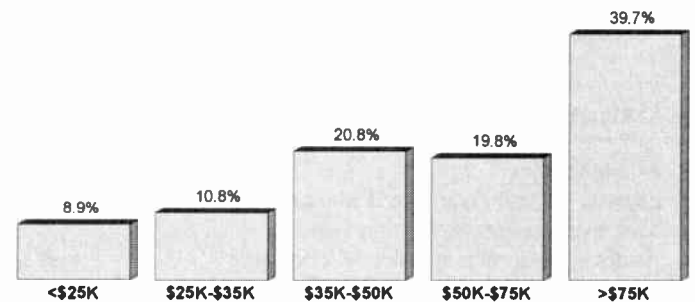
Education

			
6.9%	31.8%	28.9%	32.4%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	58.7%
One	17.9%
Two	16.3%
Three or More	7.0%

Home Ownership

Own	64.1%
Rent	30.5%
Other	5.4%



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

PURCHASED VEHICLE PAST 4 YRS (When Purchased Last New Vehicle is Less Than 1 Year Ago or 1 Year to Less Than 2 Years Ago or 2 Years to Less Than 3 Years Ago or 3 Years to Less Than 4 Years Ago)

Estimates displayed are reported for % Composition.

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2+ VACATION TRIPS PAST 12 MOS

Target Persons: 5,741,355 Target Intab: 3,717
 NEW YORK
 Scarborough, Sep96-Aug97

Gender

42.5	% Male	57.5	% Female
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Employment Status

Employed Full-Time	53.3%
Employed Part-Time	12.3%
Not Employed	
A Homemaker	9.6%
A Student	3.1%
Retired	14.9%
Disabled	2.6%
Temporarily Laid-Off	0.9%
Not Employed-Looking for Work	3.1%
Other	0.3%

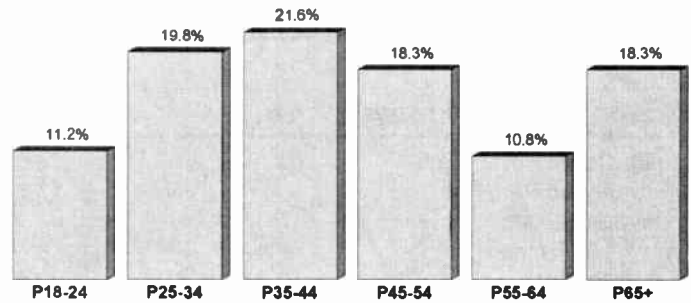
Occupation

Administrative Support	15.2%
Executive, Administrative & Managerial	11.0%
Farming, Forestry & Fishing	0.5%
Handlers, Eq Clnrs, Helpers & Lborers	0.9%
Machine Operators, Assemblers & Inspctr	1.6%
Precision Production, Craft & Repair	4.2%
Professional Specialty	12.8%
Sales	5.8%
Service	8.3%
Technicians & Related Support	3.4%
Transportation & Material Moving	1.8%

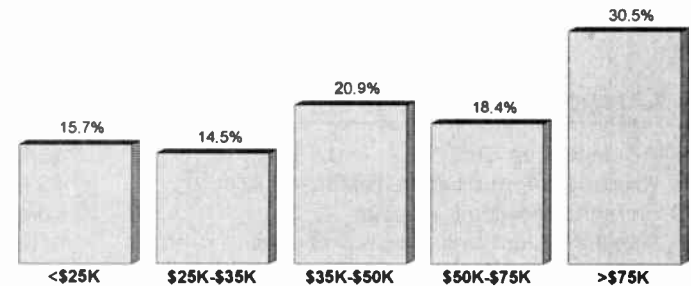
Education

			
8.8%	32.8%	28.6%	29.8%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	62.9%
One	15.8%
Two	14.4%
Three or More	6.9%

Home Ownership

Own	54.5%
Rent	41.4%
Other	4.1%



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

2+ VACATION TRIPS PAST 12 MOS (Trips:Personal/Vacation Only is 2 Trips:Personal/Vacation or 3 Trips:Personal/Vacation or 4 Trips:Personal/Vacation or 5 - 9 Trips:Personal/Vacation or 10 - 14 Trips:Personal/Vacation or 15+ Trips:Personal/Vacation)

Estimates displayed are reported for % Composition.

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Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



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

Automotive

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

Financial

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

Beverages

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

Business Decision

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

Computers

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

Demographics

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

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

Drug/Grocery Store

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

Health Care

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

Home Improvement

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

Household Shopping

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

Lifestyles

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

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

Media

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

Retail Shopping

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

Telephone

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

Travel

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

Voting

Presidential/Statewide/Local
Registered
Political Party

‡ Not all categories are available in all markets.

* Selected markets only.
** Hispanic markets only.

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

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

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

ARBITRON

Q11

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

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

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

ARBITRON

Q12

Qualitative 1998 Survey Schedule

QUALITATIVE DIARY MARKETS

Abilene, TX	Lawton, OK
Albany, GA	Lewiston-Auburn, ME
Alexandria, LA	Lexington-Fayette
Altoona	Lima, OH
Amarillo, TX	Lincoln
Anchorage	Manchester, NH
Ann Arbor	Marion-Carbondale (Southern Illinois)
Appleton-Oshkosh	Medford-Ashland, OR
Augusta, GA	Melbourne-Titusville-Cocoa
Augusta-Waterville, ME	Merced, CA
Bangor, ME	Meridian, MS
Battle Creek, MI	Modesto
Beaumont-Port Arthur, TX	Monroe, LA
Beckley, WV	Morgantown-Clarksburg-Fairmont, WV
Billings, MT	Myrtle Beach, SC
Biloxi-Gulfport-Pascagoula, MS	New London, CT
Binghamton	Newburgh-Middletown, NY
Bismarck, ND	(Mid-Hudson Valley)
Blacksburg-Christiansburg- Radford-Pulaski, VA	Northwest Michigan, MI
Bloomington	(Traverse City-Petoskey-Charlevoix)
Boise	Odessa-Midland, TX
Bryan-College Station, TX	Owensboro, KY
Burlington, VT	Oxnard-Ventura
Canton, OH	Panama City, FL
Cape Cod, MA	Parkersburg-Marietta, WV-OH
Casper, WY	Peoria
Cedar Rapids	Portland, ME
Champaign, IL	Portsmouth-Dover-Rochester, NH
Charlottesville, VA	Poughkeepsie, NY
Cheyenne, WY	Pueblo
Chico, CA	Rapid City, SD
Columbia, MO	Reading, PA
Columbus, GA	Redding, CA
Cookeville, TN	Reno
Corpus Christi	St. Cloud, MN
Danville, IL	Salisbury-Ocean City
Daytona Beach	San Angelo, TX
Dothan, AL	San Luis Obispo, CA
Dubuque, IA	Santa Fe, NM
Duluth-Superior	Santa Maria-Lompoc
Eau Claire, WI	Savannah
Elmira-Corning, NY	Shreveport, LA
Erie	Sioux City, IA
Eugene-Springfield	Sioux Falls
Fargo-Moorhead	South Bend
Fayetteville, NC	Springfield, IL
Fayetteville	Springfield, MO
(Northwest Arkansas)	State College, PA
Florence, SC	Stockton
Ft. Collins-Greeley, CO	Sussex, NJ
Ft. Smith, AR	Tallahassee
Ft. Walton Beach, FL	Terre Haute
Grand Forks, ND-MN	Texarkana, TX-AR
Grand Junction, CO	Topeka
Great Falls, MT	Tri-Cities, WA
Green Bay	(Richland-Kennewick-Pasco)
Hagerstown-Chambersburg- Waynesboro, MD-PA	Tupelo, MS
Harrisonburg, VA	Tuscaloosa, AL
Huntington-Ashland	Tyler-Longview, TX
Ithaca, NY	Utica-Rome
Jackson, TN	Visalia-Tulare-Hanford
Johnson City-Kingsport-Bristol	Waco, TX
Johnstown	Waterloo-Cedar Falls
Joplin, MO	Watertown, NY
Kalamazoo	Wausau-Stevens Point, WI
Killeen-Temple, TX	(Central Wisconsin)
La Crosse, WI	Wheeling
Lake Charles, LA	Wichita Falls, TX
Lakeland-Winter Haven	Williamsport, PA
Lansing-East Lansing, MI	Wilmington, DE
Laredo, TX	Wilmington, NC
Laurel-Hattiesburg, MS	Winchester, VA
	Yakima, WA

WINTER SURVEY

January 8 - April 1, 1998

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

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

NOTE/The survey dates are subject to change.

Notations

Notations

Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		MaximSer®/MediaProfessional™	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Abilene, TX							Aug 10	9:30AM-9:45AM	Aug 11	Aug 12		
Akron	May 26	2:30PM EST	Jun 22	2:30PM	Jul 21	10:00AM	Jul 21	1:00PM-1:15PM	Jul 22	Jul 23		
Albany, GA							Aug 12	11:30AM-11:45AM	Aug 13	Aug 14		
Albany-Schenectady-Troy	Jun 04	10:00AM EST	Jul 01	10:00AM	Jul 29	10:00AM	Jul 29	1:00PM-1:15PM	Jul 30	Jul 31		
Albuquerque	Jun 08	11:00AM MST	Jul 06	11:00AM	Aug 03	9:30AM	Aug 03	12:30PM-12:45PM	Aug 04	Aug 05		Aug 14
Alexandria, LA							Aug 12	9:30AM-9:45AM	Aug 13	Aug 14		
Allentown-Bethlehem	May 21	1:00PM EST	Jun 18	1:00PM	Jul 16	11:30AM	Jul 16	2:30PM-2:45PM	Jul 17	Jul 20		
Altoona							Jul 23	1:30PM-1:45PM	Jul 24	Jul 27		
Amarillo, TX							Aug 10	11:30AM-11:45AM	Aug 11	Aug 12		
Anchorage							Aug 12	9:00AM-9:15AM	Aug 13	Aug 14		
Ann Arbor							Jul 20	12:30PM-12:45PM	Jul 21	Jul 22		
Appleton-Oshkosh							Aug 10	10:30AM-10:45AM	Aug 11	Aug 12		
Asheville							Jul 31	1:30PM-1:45PM	Aug 03	Aug 04		
Atlanta	May 29	10:00AM EST	Jun 25	10:00AM	Jul 23	11:30AM	Jul 23	2:30PM-2:45PM	Jul 24	Jul 27	Aug 25	
Atlantic City-Cape May							Jul 15	1:30PM-1:45PM	Jul 16	Jul 17		
Augusta, GA							Aug 07	1:30PM-1:45PM	Aug 10	Aug 11		
Augusta-Waterville, ME							Aug 10	1:00PM-1:15PM	Aug 11	Aug 12		
Austin	Jun 02	1:30PM CST	Jun 29	1:30PM	Jul 28	10:30AM	Jul 28	1:30PM-1:45PM	Jul 29	Jul 30		Aug 14
Bakersfield	May 21	10:00AM PST	Jun 18	10:00AM	Jul 16	10:00AM	Jul 16	1:00PM-1:15PM	Jul 17	Jul 20		Aug 14
Baltimore	May 26	11:30AM EST	Jun 22	11:30AM	Jul 20	11:30AM	Jul 20	2:30PM-2:45PM	Jul 21	Jul 22	Aug 24	
Bangor, ME							Aug 10	2:00PM-2:15PM	Aug 11	Aug 12		
Baton Rouge	Jun 08	12:00PM CST	Jul 06	12:00PM	Aug 03	10:30AM	Aug 03	1:30PM-1:45PM	Aug 04	Aug 05	Aug 28	
Battle Creek, MI							Jul 31	2:00PM-2:15PM	Aug 03	Aug 04		
Beaumont-Port Arthur, TX							Aug 04	11:30AM-11:45AM	Aug 05	Aug 06		
Beckley, WV							Aug 10	10:00AM-10:15AM	Aug 11	Aug 12		
Billings, MT							Aug 11	9:30AM-9:45AM	Aug 12	Aug 13		
Blkx-Gulfport-Pascagoula, MS							Jul 31	11:00AM-11:15AM	Aug 03	Aug 04		
Binghamton							Aug 06	11:30AM-11:45AM	Aug 07	Aug 10		
Birmingham	Jun 02	12:00PM CST	Jun 29	12:00PM	Jul 27	1:30PM	Jul 27	4:30PM-4:45PM	Jul 28	Jul 29	Aug 26	
Bismarck, ND							Aug 11	9:00AM-9:15AM	Aug 12	Aug 13		
Blksbrg-Chrstnbg-Rdfrd-Ptski, VA							Aug 03	1:30PM-1:45PM	Aug 04	Aug 05		
Bloomington							Jul 17	12:30PM-12:45PM	Jul 20	Jul 21		
Bluefield, WV							Aug 07	10:30AM-10:45AM	Aug 10	Aug 11		
Boise							Aug 07	1:30PM-1:45PM	Aug 10	Aug 11		
Boston	May 22	10:00AM EST	Jun 19	10:00AM	Jul 17	10:00AM	Jul 17	1:00PM-1:15PM	Jul 20	Jul 21	Aug 21	
Bridgeport							Jul 14	1:30PM-1:45PM	Jul 15	Jul 16		
Brunswick, GA							Aug 07	10:00AM-10:15AM	Aug 10	Aug 11		
Bryan-College Station, TX							Jul 24	2:00PM-2:15PM	Jul 27	Jul 28		
Buffalo-Niagara Falls	May 28	10:00AM EST	Jun 24	10:00AM	Jul 22	10:00AM	Jul 22	1:00PM-1:15PM	Jul 23	Jul 24	Aug 25	
Burlington, VT							Aug 07	11:30AM-11:45AM	Aug 10	Aug 11		
Canton							Jul 22	1:30PM-1:45PM	Jul 23	Jul 24		
Cape Cod, MA							Jul 20	1:30PM-1:45PM	Jul 21	Jul 22		
Casper, WY							Aug 11	9:00AM-9:15AM	Aug 12	Aug 13		
Cedar Rapids							Aug 05	11:00AM-11:15AM	Aug 06	Aug 07		
Champaign, IL							Jul 17	1:30PM-1:45PM	Jul 20	Jul 21		
Charleston, SC	Jun 10	10:00AM EST	Jul 08	10:00AM	Aug 04	10:00AM	Aug 04	1:00PM-1:15PM	Aug 05	Aug 06	Aug 28	
Charleston, WV							Aug 05	10:00AM-10:15AM	Aug 06	Aug 07		
Charlotte-Gastonia-Rock Hill	May 28	10:00AM EST	Jun 24	10:00AM	Jul 22	10:00AM	Jul 22	1:00PM-1:15PM	Jul 23	Jul 24	Aug 25	
Charlottesville, VA							Aug 07	10:30AM-10:45AM	Aug 10	Aug 11		
Chattanooga	Jun 05	10:00AM EST	Jul 02	10:00AM	Jul 30	11:30AM	Jul 30	2:30PM-2:45PM	Jul 31	Aug 03	Aug 27	
Cheyenne, WY							Jul 27	1:00PM-1:15PM	Jul 28	Jul 29		
Chicago	May 20	9:00AM CST	Jun 17	9:00AM	Jul 15	9:00AM	Jul 15	12:00PM-12:15PM	Jul 16	Jul 17	Aug 21	Aug 14
Chico, CA							Jul 21	11:00AM-11:15AM	Jul 22	Jul 23		
Cincinnati	May 27	11:30AM EST	Jun 23	11:30AM	Jul 21	11:30AM	Jul 21	2:30PM-2:45PM	Jul 22	Jul 23	Aug 24	
Cleveland	May 26	1:00PM EST	Jun 22	1:00PM	Jul 20	1:00PM	Jul 20	4:00PM-4:15PM	Jul 21	Jul 22	Aug 24	
Colorado Springs	May 29	2:00PM MST	Jun 25	2:00PM	Jul 23	12:30PM	Jul 23	3:30PM-3:45PM	Jul 24	Jul 27		

* All times are local market times.

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ARBITRON

Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		MaxiMeter®/Media Professional™	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Columbia, MO							Jul 30	2:30PM-2:45PM	Jul 31	Aug 03		
Columbia, SC	Jun 08	10:00AM EST	Jul 06	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM-1:15PM	Aug 03	Aug 04	Aug 28	
Columbus, GA							Aug 06	11:00AM-11:15AM	Aug 07	Aug 10		
Columbus, OH	Jun 01	10:00AM EST	Jun 26	10:00AM	Jul 24	11:30AM	Jul 24	2:30PM-2:45PM	Jul 27	Jul 28	Aug 25	
Cookeville, TN							Aug 11	9:00AM-9:15AM	Aug 12	Aug 13		
Corpus Christi							Aug 05	11:30AM-11:45AM	Aug 06	Aug 07		
Dallas-Ft. Worth	May 27	1:30PM CST	Jun 23	1:30PM	Jul 22	10:30AM	Jul 22	1:30PM-1:45PM	Jul 23	Jul 24	Aug 24	Aug 14
Danbury, CT							Jul 15	3:00PM-3:15PM	Jul 16	Jul 17		
Danville, IL							Jul 17	12:30PM-12:45PM	Jul 20	Jul 21		
Dayton	Jun 03	10:00AM EST	Jun 30	10:00AM	Jul 28	1:00PM	Jul 28	4:00PM-4:15PM	Jul 29	Jul 30	Aug 27	
Daytona Beach							Jul 23	2:30PM-2:45PM	Jul 24	Jul 27		
Denver-Boulder	May 29	12:30PM MST	Jun 25	12:30PM	Jul 22	2:00PM	Jul 22	5:00PM-5:15PM	Jul 23	Jul 24		Aug 14
Des Moines	Jun 08	10:30AM CST	Jul 06	10:30AM	Jul 31	10:30AM	Jul 31	1:30PM-1:45PM	Aug 03	Aug 04		
Detroit	May 21	11:30AM EST	Jun 18	11:30AM	Jul 16	10:00AM	Jul 16	1:00PM-1:15PM	Jul 17	Jul 20	Aug 21	
Dothan, AL							Aug 05	1:30PM-1:45PM	Aug 06	Aug 07		
Dubuque, IA							Aug 05	9:00AM-9:15AM	Aug 06	Aug 07		
Duluth-Superior							Aug 07	10:00AM-10:15AM	Aug 10	Aug 11		
Eau Claire, WI							Aug 12	9:00AM-9:15AM	Aug 13	Aug 14		
El Paso	Jun 10	9:30AM MST	Jul 08	9:30AM	Aug 04	9:30AM	Aug 04	12:30PM-12:45PM	Aug 05	Aug 06		
Elmira-Corning, NY							Aug 07	10:00AM-10:15AM	Aug 10	Aug 11		
Erie							Aug 06	10:30AM-10:45AM	Aug 07	Aug 10		
Eugene-Springfield							Jul 31	9:30AM-9:45AM	Aug 03	Aug 04		
Evansville							Aug 05	9:30AM-9:45AM	Aug 06	Aug 07		
Fargo-Moorhead							Aug 10	10:30AM-10:45AM	Aug 11	Aug 12		
Fayetteville (NW Arkansas)							Aug 10	9:00AM-9:15AM	Aug 11	Aug 12		
Fayetteville, NC							Aug 12	11:00AM-11:15AM	Aug 13	Aug 14		
Flint							Jul 21	1:30PM-1:45PM	Jul 22	Jul 23		
Florence, SC							Aug 04	12:00PM-12:15PM	Aug 05	Aug 06		
Frederick, MD							Jul 20	2:00PM-2:15PM	Jul 21	Jul 22		
Fresno	Jun 01	11:30AM PST	Jun 26	11:30AM	Jul 24	11:30AM	Jul 24	2:30PM-2:45PM	Jul 27	Jul 28		Aug 14
Ft. Collins-Greeley, CO							Jul 27	1:00PM-1:15PM	Jul 28	Jul 29		
Ft. Myers-Naples-Marco Island							Jul 27	1:30PM-1:45PM	Jul 28	Jul 29		
Ft. Pierce-Stuart-Vero Beach							Jul 24	2:00PM-2:15PM	Jul 27	Jul 28		
Ft. Smith, AR							Aug 11	9:00AM-9:15AM	Aug 12	Aug 13		
Ft. Walton Beach, FL							Jul 31	1:00PM-1:15PM	Aug 03	Aug 04		
Ft. Wayne							Jul 30	3:00PM-3:15PM	Jul 31	Aug 03		
Gainesville-Ocala							Jul 30	2:00PM-2:15PM	Jul 31	Aug 03		
Grand Forks, ND-MN							Aug 12	9:00AM-9:15AM	Aug 13	Aug 14		
Grand Junction, CO							Aug 11	9:00AM-9:15AM	Aug 12	Aug 13		
Grand Rapids	Jun 04	1:00PM EST	Jul 01	1:00PM	Jul 30	11:30AM	Jul 30	2:30PM-2:45PM	Jul 31	Aug 03		
Great Falls, MT							Aug 11	9:30AM-9:45AM	Aug 12	Aug 13		
Green Bay							Aug 10	11:00AM-11:15AM	Aug 11	Aug 12		
Greensboro-Winston Salem-High Point	Jun 05	10:00AM EST	Jul 02	10:00AM	Jul 30	11:30AM	Jul 30	2:30PM-2:45PM	Jul 31	Aug 03	Aug 27	
Greenville-New Bern-Jacksonville	Jun 11	10:00AM EST	Jul 09	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM-1:15PM	Aug 06	Aug 07	Aug 28	
Greenville-Spartanburg	Jun 08	10:00AM EST	Jul 06	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM-1:15PM	Aug 03	Aug 04	Aug 28	
Hagerstn-Chambrsg-Waynsb, MO-PA							Jul 23	12:30PM-12:45PM	Jul 24	Jul 27		
Harrisburg-Lebanon-Carlisle	Jun 04	1:00PM EST	Jul 01	1:00PM	Jul 29	10:00AM	Jul 29	1:00PM-1:15PM	Jul 30	Jul 31		
Harrisonburg, VA							Aug 07	3:00PM-3:15PM	Aug 10	Aug 11		
Hartford-New Britain-Middletown	May 26	1:00PM EST	Jun 22	1:00PM	Jul 20	1:00PM	Jul 20	4:00PM-4:15PM	Jul 21	Jul 22		
Honolulu	Jun 02	11:00AM HST	Jun 29	11:00AM	Jul 28	11:00AM	Jul 28	2:00PM-2:15PM	Jul 29	Jul 30		
Houston-Galveston	May 27	3:00PM CST	Jun 23	3:00PM	Jul 22	12:00PM	Jul 22	3:00PM-3:15PM	Jul 23	Jul 24	Aug 24	Aug 14
Huntington-Ashland							Aug 05	10:00AM-10:15AM	Aug 06	Aug 07		
Huntsville	Jun 11	9:00AM CST	Jul 09	9:00AM	Aug 05	9:00AM	Aug 05	12:00PM-12:15PM	Aug 06	Aug 07	Aug 31	
Indianapolis	Jun 02	10:00AM EST	Jun 29	10:00AM	Jul 27	11:30AM	Jul 27	2:30PM-2:45PM	Jul 28	Jul 29	Aug 26	
Ithaca, NY							Jul 23	12:30PM-12:45PM	Jul 24	Jul 27		

* All times are local market times.

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Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		Maximiser [®] / Media Professional [™]	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Jackson, MS	Jun 08	10:30AM CST	Jul 06	10:30AM	Aug 03	10:30AM	Aug 03	1:30PM-1:45PM	Aug 04	Aug 05	Aug 28	
Jackson, TN Jacksonville Johnson City-Kingsport-Bristol Johnstown	Jun 02	11:30AM EST	Jun 29	11:30AM	Jul 28	10:00AM	Jul 31 Jul 28 Aug 07 Jul 23	2:00PM-2:15PM 1:00PM-1:15PM 12:30PM-12:45PM 1:30PM-1:45PM	Aug 03 Jul 29 Aug 10 Jul 24	Aug 04 Jul 30 Aug 11 Jul 27	Aug 26	
Joplin, MO Kalamazoo Kansas City Killeen-Temple, TX	Jun 01	12:00PM CST	Jun 26	12:00PM	Jul 27	9:00AM	Aug 07 Jul 30 Jul 27 Jul 28	11:00AM-11:15AM 2:00PM-2:15PM 12:00PM-12:15PM 12:30PM-12:45PM	Aug 10 Jul 31 Jul 28 Jul 29	Aug 11 Aug 03 Jul 29 Jul 30	Aug 26	
Knoxville Lafayette, IN Lafayette, LA Lake Charles, LA	Jun 04	11:30AM EST	Jul 01	11:30AM	Jul 30	10:00AM	Jul 30 Jul 29 Aug 06 Aug 11	1:00PM-1:15PM 1:30PM-1:45PM 11:30AM-11:45AM 9:30AM-9:45AM	Jul 31 Jul 30 Aug 07 Aug 12	Aug 03 Jul 31 Aug 10 Aug 13		
Lakeland-Winter Haven Lancaster Lansing-East Lansing Laredo, TX	Jun 05	11:30AM EST	Jul 02	11:30AM	Jul 30	1:00PM	Jul 24 Jul 29 Jul 30 Jul 30	1:30PM-1:45PM 3:30PM-3:45PM 4:00PM-4:15PM 12:30PM-12:45PM	Jul 27 Jul 30 Jul 31 Jul 31	Jul 28 Jul 31 Aug 03 Aug 03		
Las Vegas Laurel-Hattiesburg, MS Lawton, OK Lewiston-Auburn, ME	Jun 01	1:00PM PST	Jun 26	1:00PM	Jul 27	10:00AM	Jul 27 Jul 30 Aug 03 Aug 07	1:00PM-1:15PM 12:30PM-12:45PM 12:30PM-12:45PM 11:00AM-11:15AM	Jul 28 Jul 31 Aug 04 Aug 10	Jul 29 Aug 03 Aug 05 Aug 11	Aug 14	
Lexington-Fayette Lima, OH Lincoln Little Rock	Jun 05	12:00PM CST	Jul 02	12:00PM	Jul 30	12:00PM	Aug 06 Aug 07 Aug 03 Jul 30	10:00AM-10:15AM 10:30AM-10:45AM 1:00PM-1:15PM 3:00PM-3:15PM	Aug 07 Aug 10 Aug 04 Jul 31	Aug 10 Aug 11 Aug 05 Aug 03	Aug 28	
Los Angeles Louisville Lubbock Macon	May 20 Jun 02	10:00AM PST 11:30AM EST	Jun 17 Jun 29	10:00AM 11:30AM	Jul 15 Jul 28	1:00PM 10:00AM	Jul 15 Jul 28 Aug 05 Aug 05	4:00PM-4:15PM 1:00PM-1:15PM 12:30PM-12:45PM 1:30PM-1:45PM	Jul 16 Jul 29 Aug 06 Aug 06	Jul 17 Jul 30 Aug 07 Aug 07	Aug 21 Aug 26	Aug 14
Madison Manchester Marion-Carbondale (Southern IL) McAllen-Brownsville-Harlingen	Jun 08 Jun 05	10:30AM CST 12:00PM CST	Jul 06 Jul 02	10:30AM 12:00PM	Aug 03 Jul 30	9:00AM 1:30PM	Aug 03 Jul 20 Jul 27 Jul 30	12:00PM-12:15PM 2:00PM-2:15PM 1:00PM-1:15PM 4:30PM-4:45PM	Aug 04 Jul 21 Jul 28 Jul 31	Aug 05 Jul 22 Jul 29 Aug 03		
Medford-Ashland, OR Melbourne-Titusville-Cocoa Memphis Merced, CA	Jun 04	1:30PM CST	Jul 01	1:30PM	Jul 29	10:30AM	Aug 12 Jul 23 Jul 29 Jul 20	9:30AM-9:45AM 12:30PM-12:45PM 1:30PM-1:45PM 12:30PM-12:45PM	Aug 13 Jul 24 Jul 30 Jul 21	Aug 14 Jul 27 Jul 31 Jul 22	Aug 27	
Meridian, MS Miami-Ft. Lauderdale-Hollywood Milwaukee-Racine Minneapolis-St. Paul	May 29 Jun 01 May 28	1:00PM EST 10:30AM CST 12:00PM CST	Jun 25 Jun 26 Jun 24	1:00PM 10:30AM 12:00PM	Jul 24 Jul 24 Jul 22	10:00AM 12:00PM 1:30PM	Aug 12 Jul 24 Jul 24 Jul 22	9:30AM-9:45AM 1:00PM-1:15PM 3:00PM-3:15PM 4:30PM-4:45PM	Aug 13 Jul 27 Jul 27 Jul 23	Aug 14 Jul 28 Jul 28 Jul 24	Aug 25 Aug 26	
Mobile Modesto Monmouth-Ocean Monroe, LA	Jun 03	9:00AM CST	Jun 30	9:00AM	Jul 29	9:00AM	Jul 29 Jul 17 Jul 14 Aug 11	12:00PM-12:15PM 10:00AM-10:15AM 2:00PM-2:15PM 9:30AM-9:45AM	Jul 30 Jul 20 Jul 15 Aug 12	Jul 31 Jul 21 Jul 16 Aug 13	Aug 27	
Monterey-Salinas-Santa Cruz Montgomery Morgantown-Clarks-Fairmont, WV Morristown, NJ	May 22	11:30AM PST	Jun 19	11:30AM	Jul 17	11:30AM	Jul 17 Aug 05 Aug 04 Jul 14	2:30PM-2:45PM 1:30PM-1:45PM 12:00PM-12:15PM 1:30PM-1:45PM	Jul 20 Aug 06 Aug 05 Jul 15	Jul 21 Aug 07 Aug 06 Jul 16		Aug 14
Myrtle Beach, SC Nashville Nassau-Suffolk (Long Island) New Bedford-Fall River, MA	Jun 04 May 19	1:30PM CST 11:30AM EST	Jul 01 Jun 16	1:30PM 11:30AM	Jul 29 Jul 14	10:30AM 11:30AM	Aug 07 Jul 29 Jul 14 Jul 15	4:00PM-4:15PM 1:30PM-1:45PM 2:30PM-2:45PM 2:00PM-2:15PM	Aug 10 Jul 30 Jul 15 Jul 16	Aug 11 Jul 31 Jul 16 Jul 17	Aug 27 Aug 21	
New Haven New London, CT							Jul 20 Jul 20	1:30PM-1:45PM 12:30PM-12:45PM	Jul 21 Jul 21	Jul 22 Jul 22		

* All times are local market times.

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ARBITRON

Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		MaxiSer [®] / Media Professional [™]	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
New Orleans New York	Jun 03 10:30AM CST May 19 10:00AM EST	Jun 30 10:30AM Jun 16 10:00AM	Jul 28 10:30AM Jul 14 10:00AM	Jul 28 1:30PM-1:45PM Jul 14 1:00PM-1:15PM	Jul 29 Jul 15	Jul 30 Jul 16	Aug 27 Aug 21	Aug 14				
Newburgh-Middletown, NY(Md-Hud Vly) Norfolk-Virginia Beach-Newport News Northwest Michigan, MI Odessa-Midland, TX	Jun 02 1:00PM EST	Jun 29 1:00PM	Jul 28 11:30AM	Jul 17 12:00PM-12:15PM Jul 28 2:30PM-2:45PM Aug 10 1:30PM-1:45PM Aug 10 9:30AM-9:45AM	Jul 20 Jul 29 Aug 11 Aug 11	Jul 21 Jul 30 Aug 12 Aug 12	Aug 26					
Oklahoma City Omaha-Council Bluffs Orlando Owensboro, KY	Jun 05 10:30AM CST Jun 05 10:30AM CST May 29 11:30AM EST	Jul 02 10:30AM Jul 02 10:30AM Jun 25 11:30AM	Jul 30 1:30PM Jul 30 1:30PM Jul 23 1:00PM	Jul 30 4:30PM-4:45PM Jul 30 4:30PM-4:45PM Jul 23 4:00PM-4:15PM Aug 05 10:00AM-10:15AM	Jul 31 Jul 31 Jul 24 Aug 06	Aug 03 Aug 03 Jul 27 Aug 07	Aug 25 Aug 14					
Onard-Ventura Palm Springs, CA Panama City, FL Parkersburg-Marietta, WV-OH				Jul 17 9:30AM-9:45AM Jul 16 12:30PM-12:45PM Aug 11 10:30AM-10:45AM Aug 10 10:00AM-10:15AM	Jul 20 Jul 17 Aug 12 Aug 11	Jul 21 Jul 20 Aug 13 Aug 12						
Pensacola Peoria Philadelphia Phoenix	May 21 10:00AM EST Jun 03 12:30PM MST	Jun 18 10:00AM Jun 30 12:30PM	Jul 15 11:30AM Jul 29 12:30PM	Jul 29 2:30PM-2:45PM Jul 17 11:00AM-11:15AM Jul 15 2:30PM-2:45PM Jul 29 3:30PM-3:45PM	Jul 30 Jul 20 Jul 16 Jul 30	Jul 31 Jul 21 Jul 17 Jul 31	Aug 21 Aug 14					
Pittsburgh Portland, ME Portland, OR Portsmouth-Dover-Rochester	May 27 10:00AM EST Jun 01 11:30AM PST	Jun 23 10:00AM Jun 26 11:30AM	Jul 21 10:00AM Jul 24 11:30AM	Jul 21 1:00PM-1:15PM Aug 06 12:00PM-12:15PM Jul 24 2:30PM-2:45PM Jul 23 2:30PM-2:45PM	Jul 22 Aug 07 Jul 27 Jul 24	Jul 23 Aug 10 Jul 28 Jul 27	Aug 24					
Poughkeepsie, NY Providence-Warwick-Pawtucket Pueblo Quad Cities	May 21 1:00PM EST	Jun 18 1:00PM	Jul 15 1:00PM	Jul 16 1:30PM-1:45PM Jul 15 4:00PM-4:15PM Jul 24 12:30PM-12:45PM Jul 15 2:00PM-2:15PM	Jul 17 Jul 16 Jul 27 Jul 16	Jul 20 Jul 17 Jul 28 Jul 17						
Raleigh-Durham Rapid City, SD Reading, PA Redding, CA	Jun 04 11:30AM EST	Jul 01 11:30AM	Jul 30 10:00AM	Jul 30 1:00PM-1:15PM Aug 11 9:00AM-9:15AM Jul 17 1:30PM-1:45PM Jul 21 11:00AM-11:15AM	Jul 31 Aug 12 Jul 20 Jul 22	Aug 03 Aug 13 Jul 21 Jul 23	Aug 27					
Reno Richmond Riverside-San Bernardino Roanoke-Lynchburg	Jun 02 10:00AM EST May 19 10:00AM PST	Jun 29 10:00AM Jun 16 10:00AM	Jul 27 11:30AM Jul 15 10:00AM	Aug 07 11:30AM-11:45AM Jul 27 2:30PM-2:45PM Jul 15 1:00PM-1:15PM Aug 05 2:00PM-2:15PM	Aug 10 Jul 28 Jul 16 Aug 06	Aug 11 Jul 29 Jul 17 Aug 07	Aug 26					
Rochester, NY Rockford Sacramento Saginaw-Bay City-Midland	Jun 04 10:00AM EST May 22 1:00PM PST Jun 08 10:00AM EST	Jul 01 10:00AM Jun 19 1:00PM Jul 06 10:00AM	Jul 30 10:00AM Jul 17 10:00AM Jul 31 10:00AM	Jul 30 1:00PM-1:15PM Jul 15 1:00PM-1:15PM Jul 17 1:00PM-1:15PM Jul 31 1:00PM-1:15PM	Jul 31 Jul 16 Jul 20 Aug 03	Aug 03 Jul 17 Jul 21 Aug 04	Aug 14					
Salisbury-Ocean City Salt Lake City-Ogden-Provo San Angelo, TX San Antonio	Jun 02 12:30PM MST Jun 03 10:30AM CST	Jun 29 12:30PM Jun 30 10:30AM	Jul 28 11:00AM Jul 28 1:30PM	Jul 24 2:00PM-2:15PM Jul 28 2:00PM-2:15PM Aug 10 9:00AM-9:15AM Jul 28 4:30PM-4:45PM	Jul 27 Jul 29 Aug 11 Jul 29	Jul 28 Jul 30 Aug 12 Jul 30	Aug 14					
San Diego San Francisco San Jose San Luis Obispo, CA	May 20 11:30AM PST May 22 10:00AM PST May 22 11:30AM PST	Jun 17 11:30AM Jun 19 10:00AM Jun 19 11:30AM	Jul 15 11:30AM Jul 16 11:30AM Jul 16 10:00AM	Jul 15 2:30PM-2:45PM Jul 16 2:30PM-2:45PM Jul 16 1:00PM-1:15PM Jul 20 12:00PM-12:15PM	Jul 16 Jul 17 Jul 17 Jul 21	Jul 17 Jul 20 Jul 20 Jul 22	Aug 14 Aug 14 Aug 14					
Santa Barbara, CA Santa Fe, NM Santa Maria-Lompoc, CA Santa Rosa				Jul 16 9:30AM-9:45AM Aug 05 9:00AM-9:15AM Jul 20 12:00PM-12:15PM Jul 16 12:00PM-12:15PM	Jul 17 Aug 06 Jul 21 Jul 17	Jul 20 Aug 07 Jul 22 Jul 20						
Sarasota-Bradenton Savannah Seattle-Tacoma Shreveport	May 29 1:00PM PST Jun 05 12:00PM CST	Jun 25 1:00PM Jul 02 12:00PM	Jul 23 11:30AM Jul 30 12:00PM	Jul 23 2:00PM-2:15PM Aug 07 10:00AM-10:15AM Jul 23 2:30PM-2:45PM Jul 30 3:00PM-3:15PM	Jul 24 Aug 10 Jul 24 Jul 31	Jul 27 Aug 11 Jul 27 Aug 03	Aug 28					
Sioux City, IA				Aug 12 9:00AM-9:15AM	Aug 13	Aug 14						

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Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		MaximiSer®/Media Professional™	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Sioux Falls South Bend Spokane	Jun 08	10:00AM PST	Jul 06	10:00AM	Aug 03	10:00AM	Aug 10 10:00AM-10:15AM Jul 17 3:00PM-3:15PM Aug 03 1:00PM-1:15PM		Aug 11 Jul 20 Aug 04	Aug 12 Jul 21 Aug 05		
Springfield, IL Springfield, MA Springfield, MO St. Cloud, MN	May 26	11:30AM EST	Jun 22	11:30AM	Jul 20	11:30AM	Jul 24 1:30PM-1:45PM Jul 20 2:30PM-2:45PM Aug 07 11:30AM-11:45AM Jul 24 11:30AM-11:45AM		Jul 27 Jul 21 Aug 10 Jul 27	Jul 28 Jul 22 Aug 11 Jul 28		
St. Louis Stamford-Norwalk, CT State College, PA Stockton	May 27	12:00PM CST	Jun 23	12:00PM	Jul 21	12:00PM	Jul 21 3:00PM-3:15PM Jul 14 2:00PM-2:15PM Jul 23 2:00PM-2:15PM Jul 17 9:30AM-9:45AM		Jul 22 Jul 15 Jul 24 Jul 20	Jul 23 Jul 16 Jul 27 Jul 21	Aug 24	
Sussex, NJ Syracuse Tallahassee Tampa-St. Petersburg-Clearwater	Jun 04	11:30AM EST	Jul 01	11:30AM	Jul 29	1:00PM	Jul 17 1:30PM-1:45PM Jul 29 4:00PM-4:15PM Aug 07 2:00PM-2:15PM Jul 23 1:00PM-1:15PM		Jul 20 Jul 30 Aug 10 Jul 24	Jul 21 Jul 31 Aug 11 Jul 27	Aug 25	
Terre Haute Texarkana, TX-AR Toledo Topeka	Jun 01	10:00AM EST	Jun 26	10:00AM	Jul 24	11:30AM	Aug 12 10:30AM-10:45AM Aug 04 1:00PM-1:15PM Jul 24 2:30PM-2:45PM Aug 05 10:30AM-10:45AM		Aug 13 Aug 05 Jul 27 Aug 06	Aug 14 Aug 06 Jul 28 Aug 07	Aug 25	
Trenton, NJ Tri-Cities, WA Tucson Tulsa	Jun 03	11:00AM MST	Jun 30	11:00AM	Jul 29	11:00AM	Jul 29 2:00PM-2:15PM Jul 28 4:30PM-4:45PM		Jul 16 Aug 13 Jul 30 Jul 29	Jul 17 Aug 14 Jul 31 Jul 30		
Tupelo, MS Tuscaloosa, AL Tyler-Longview, TX Utica-Rome							Aug 12 9:00AM-9:15AM Jul 27 1:00PM-1:15PM Jul 24 2:30PM-2:45PM Aug 07 1:00PM-1:15PM		Aug 13 Jul 28 Jul 27 Aug 10	Aug 14 Jul 29 Jul 28 Aug 11		
Visalia-Tulare-Hanford Waco, TX Washington, DC Waterbury, CT	May 26	10:00AM EST	Jun 22	10:00AM	Jul 20	10:00AM	Jul 28 10:30AM-10:45AM Jul 24 12:30PM-12:45PM Jul 20 1:00PM-1:15PM Jul 14 1:30PM-1:45PM		Jul 29 Jul 27 Jul 21 Jul 15	Jul 30 Jul 28 Jul 22 Jul 16	Aug 24	
Waterloo-Cedar Falls Watertown, NY Wausau-Stevens Point, WI West Palm Beach-Boca Raton	Jun 01	11:30AM EST	Jun 26	11:30AM	Jul 24	1:00PM	Aug 10 10:00AM-10:15AM Jul 31 1:30PM-1:45PM Aug 04 12:30PM-12:45PM Jul 24 4:00PM-4:15PM		Aug 11 Aug 03 Aug 05 Jul 27	Aug 12 Aug 04 Aug 06 Jul 28		
Wheeling Wichita Wichita Falls, TX Wilkes Barre-Scranton	Jun 05	12:00PM CST	Jul 02	12:00PM	Jul 30	1:30PM	Aug 03 2:30PM-2:45PM Jul 30 4:30PM-4:45PM Aug 03 12:30PM-12:45PM Jul 30 4:00PM-4:15PM		Aug 04 Jul 31 Aug 04 Jul 31	Aug 05 Aug 03 Aug 05 Aug 03		
Williamsport, PA Wilmington, DE Wilmington, NC Winchester, VA							Aug 03 2:00PM-2:15PM Jul 17 2:00PM-2:15PM Aug 07 12:00PM-12:15PM Jul 23 12:30PM-12:45PM		Aug 04 Jul 20 Aug 10 Jul 24	Aug 05 Jul 21 Aug 11 Jul 27		
Worcester Yakima, WA York Youngstown-Warren	Jun 04	10:00AM EST	Jul 01	10:00AM	Jul 29	1:00PM	Jul 16 1:30PM-1:45PM Aug 12 9:00AM-9:15AM Jul 29 4:00PM-4:15PM Jul 29 3:00PM-3:15PM		Jul 17 Aug 13 Jul 30 Jul 30	Jul 20 Aug 14 Jul 31 Jul 31		

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1998 Radio Survey Schedule

Who to Call at Arbitron

WINTER SURVEY

January 8 - April 1, 1998

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

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

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Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Ruth Roman (212) 887-1326

Scarborough Training Specialist:
Debby Goldstein (212) 887-1367

Training Specialist:

Chris Kiske (212) 887-1310

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

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:

Donna Pollifrone (212) 887-1582

Advertiser/Agency Services:

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Jerry Sacchetti, Mgr. (212) 887-1502
Susan Carmichael (212) 887-1398
Kent Stephens (212) 887-1423

Client Service Representative:

Charmaine Eleazar (212) 887-1308

Training Specialist:

Richard Salazar (212) 887-1356

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Britt Alexander (312) 913-6231
Bethanie Buckingham (312) 913-6232
Mark Cody (312) 913-6236
Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:

Malou Watterson (312) 913-6233

Training Specialist:

Karen Young (312) 913-6240

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Margaret Bustell (312) 913-6229
Jacqueline Noel (312) 913-6228
Kirsten Orwick (312) 913-6227

Training Specialist:

Vicki Murphy (312) 913-6241

Atlanta

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Fax: (770) 551-1401

Radio Station Services:

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

Scarborough Training Specialist:

Mike Hoffman (770) 551-1428

Training Specialist:

Felicia Clem (770) 551-1405

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Bill Bingham (770) 551-1410
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Rob Winston (310) 824-6604

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Training Specialist:

Vanessa Ware (310) 824-6609

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John Hegelmeyer (310) 824-6621

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Debbie Lahm (310) 824-6622

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Jessica Paige (972) 385-5394

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Bruce Supovitz, Mgr., National Radio Sales
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Karla Eyerly (410) 312-8539

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

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NOTE/The survey dates are subject to change.

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