

Spring 1998
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

NEW
Instant Qualitative
Profile inside!

Radio Market Report

Philadelphia

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media
Rating Council®

Winter 1998
January 8 - April 1

64 Philadelphia
Winner 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.

* Sample target increases based on Fall 1993 sample targets.

**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

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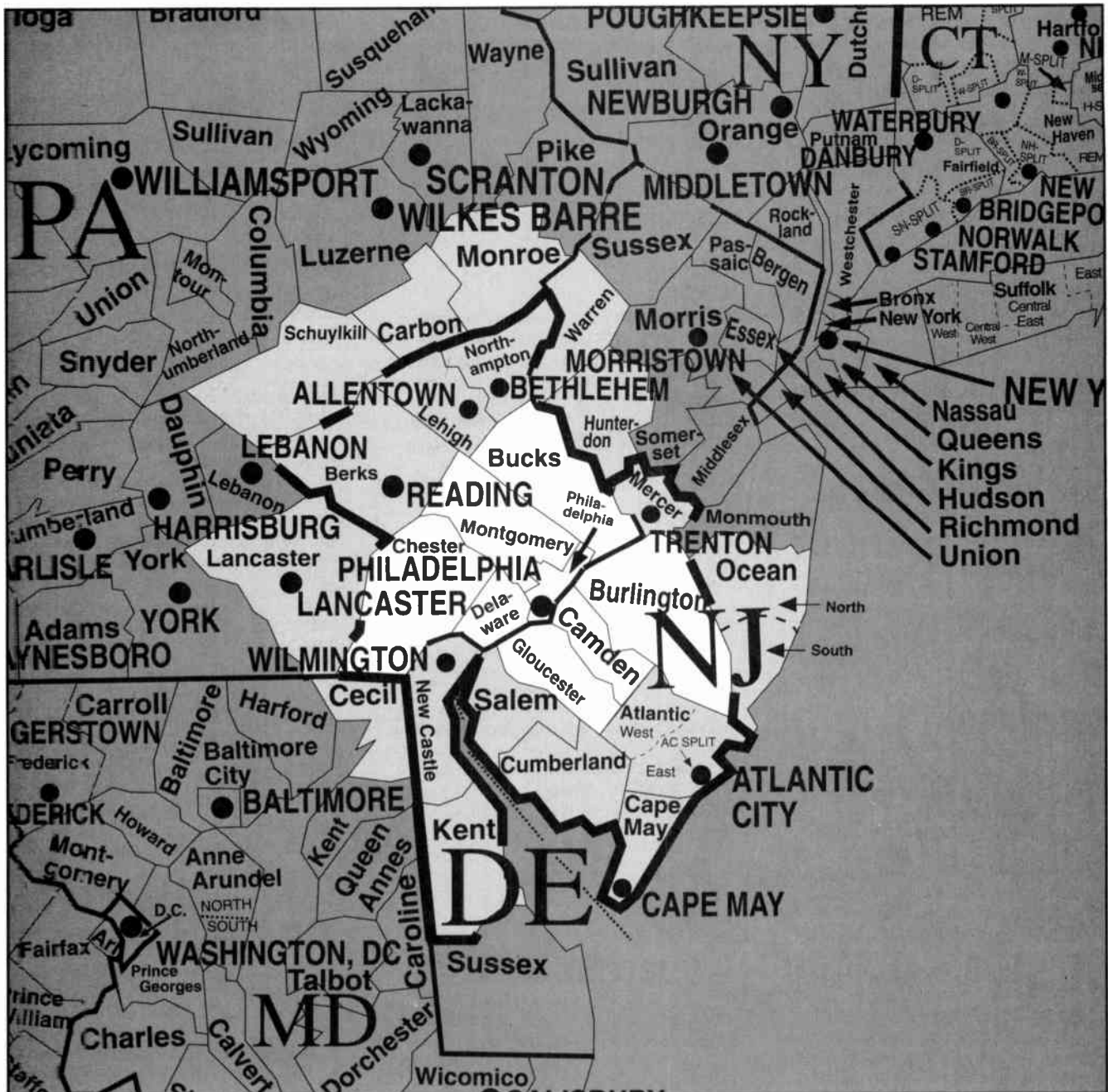
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

Philadelphia



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Metro
 TSA
 DMA[®]

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

Metro Rank: 5

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WIOQ-FM	WIP-AM
WJZ-FM	WMGK-FM	WMMR-FM	WOGL-FM	WPEN-AM	WPHI-FM
WPHT-AM	WPLY-FM	WUSL-FM	WWDB-FM	WXTU-FM	WXXM-FM
WYSP-FM					

* Station subscribers as of release to print.

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

Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HOA Blk. / Hisp.	Estimated P12+ Population	In-Tab	Area	County/ Split County	ST	HOA Blk. / Hisp.
344,700	370	M	BURLINGTON	NJ	B	347,600	420	M	CHESTER	PA	
412,800	533	M	CAMDEN	NJ	B H	456,300	498	M	DELAWARE	PA	B
204,100	227	M	GLOUCESTER	NJ		604,100	728	M	MONTGOMERY	PA	
484,100	492	M	BUCKS	PA		1,219,400	1,435	M	PHILADELPHIA	PA	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	926	712,600	667	523,700
HDHA	69	56,800	41	31,800

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 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	408,600	10.0	519	11.0	10.0
18-24	212,700	5.2	266	5.7	5.2
25-34	362,500	8.9	412	8.8	8.9
35-44	384,500	9.4	439	9.3	9.4
45-49	168,600	4.1	206	4.4	4.1
50-54	138,900	3.4	167	3.6	3.4
55-64	207,800	5.1	193	4.1	5.1
65+	259,800	6.4	243	5.2	6.4
18+	1,734,800	42.6	1,926	41.0	42.6
Women					
12-24	400,000	9.8	512	10.9	9.8
18-24	212,900	5.2	220	4.7	5.2
25-34	365,800	9.0	458	9.7	9.0
35-44	407,000	10.0	480	10.2	10.0
45-49	182,700	4.5	262	5.6	4.5
50-54	150,900	3.7	183	3.9	3.7
55-64	232,600	5.7	268	5.7	5.7
65+	403,400	9.9	361	7.7	9.9
18+	1,955,300	48.0	2,232	47.5	48.0
P18+	3,690,100	90.6	4,158	88.4	90.6
Teens 12-17	383,000	9.4	545	11.6	9.4
Black P12+	769,700	18.9	961	20.4	18.9
Hispanic P12+	162,500	4.0	152	3.2	4.0
Total P12+	4,073,100		4,703		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	2,606
UNL - Est. Usable Households in Sample	2,782
TOT - Est. Usable Households in Sample	5,388
LST - Est. Persons in Usable Households	5,729
UNL - Est. Persons in Usable Households	6,664
TOT - Est. Persons in Usable Households	12,393
LST - Contacted Households	2,496
UNL - Contacted Households	2,551
TOT - Contacted Households	5,047
LST - Households Accepting Diaries	1,997
UNL - Households Accepting Diaries	1,890
TOT - Households Accepting Diaries	3,887
LST - Persons Sent Diaries	4,416
UNL - Persons Sent Diaries	4,573
TOT - Persons Sent Diaries	8,989
LST - Diaries In-Tab	2,429
UNL - Diaries In-Tab	2,274
TOT - Diaries In-Tab	4,703
Sample Target	4,630
Metro In-Tab/Target Index	102

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

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For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 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) **KYW-AM 1060**
Independence Mall E
Philadelphia, PA 19106
(215) 238-4971 Fax: (215) 238-4545
Format: All News
Sales Rep: Group W Radio Sales
Network: WESTWD, ABC, CNN
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000
- (s) **WBEB-FM 101.1**
10 Presidential Blvd
Bala Cynwyd, PA 19004
(610) 667-8400 Fax: (610) 667-6795
Format: Adult Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 14,000/287
- (s) **WDAS-AM 1480**
23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Religious
Sales Rep: Eastman Radio, Inc
Network: AURN
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000
- (s) **WDAS-FM 105.3**
23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Urban Adult Contemporary
Sales Rep: Eastman Radio, Inc
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266
- (s) **WIP-AM 610**
441 N 5th St
Philadelphia, PA 19123
(215) 922-5000 Fax: (215) 922-2364
Format: All Sports
Sales Rep: Interep
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WJZZ-FM 106.1**
One Bala Plz Ste 243
Bala Cynwyd, PA 19004
(610) 667-3939 Fax: (610) 664-2931
Format: New AC (NAC)/Smooth Jazz
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226
- (s) **WMGK-FM 102.9**
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Oldies
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 8,500/360
- (s) **WMMR-FM 93.3**
One Bala Plaza #424
Bala Cynwyd, PA 19004
(610) 771-0933 Fax: (610) 771-9710
Format: Album Oriented Rock
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/252
- (s) **WOGI-FM 98.1**
City Line + Monument Aves
Philadelphia, PA 19131
(610) 668-5940 Fax: (610) 667-1904
Format: Oldies
Sales Rep: CBS Radio Representatives
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 12,500/305
- (s) **WPEN-AM 950**
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: McGavren Guild
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **WPHI-FM 103.9**
100 Old York Rd Ste A-1
Jenkintown, PA 19046
(215) 884-9400 Fax: (215) 884-2608
Format: Urban Contemporary
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Jenkintown/Phila, PA
County/Spilt Co.: Montgomery, PA
ERP (watts) / HAAT (meters): 340/305
- (s) **WPHT-AM 1210**
City Line And Monument Rd
Philadelphia, PA 19131
(610) 668-5881 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: Interep
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000
- (s) **WPLY-FM 100.3**
1003 Baltimore Pike
Media, PA 19063
(610) 565-8900 Fax: (610) 565-7823
Format: Alternative
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Media/Philadelphia, PA
County/Spilt Co.: Delaware, PA
ERP (watts) / HAAT (meters): 35,000/183

continued...

- (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)*

WURD-AM 900

333 Sylvan Ave #304
Englewood Cliffs, NJ 07632
(215) 238-1010 Fax: (215) 829-9991
Format: Spanish Language
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/NA

WWJZ-AM 640

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

(s) WYSP-FM 94.1

101 S Independence Mall East
Philadelphia, PA 19106
(215) 625-9460 Fax: (215) 625-6555
Format: Album Oriented Rock
Sales Rep: Interep
Network: SOURCE, WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/274

Outside Arbitron Radio Metro Area

WJBR-FM 99.5

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

WDR-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

(s) WUSL-FM 98.9

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

(s) WXTU-FM 92.5

555 City Line Ave Ste 330
Bala Cynwyd, PA 19004
(610) 667-9000 Fax: (610) 617-1607
Format: Country
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 15,500/274

WYXR-FM 104.5

One Bala Plz
Bala Cynwyd, PA 19004
(610) 668-0750 Fax: (610) 668-8253
Format: Hot Adult Contemporary
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/266

WKXW-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

WPST-FM 97.5

221 Witherspoon St
Princeton, NJ 08542
(609) 924-3600 Fax: (609) 924-1725
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/131

(s) WWDB-FM 96.5

166 E Levering Mill Rd
Bala Cynwyd, PA 19004
(610) 668-4400 Fax: (610) 668-4418
Format: News Talk Information
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 17,000/264

(s) WXXM-FM 95.7

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

WLEV-FM 100.7

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

WRDR-FM 104.9

P O Box 295
Egg Harbor City, NJ 08215
(609) 965-1055 Fax: (609) 965-3026
Format: Nostalgia
Sales Rep: In House
Network: APNET
City of Lic./Alt City ID: Egg Harbor, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 10,000/155

(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

Outside Arbitron Radio Metro Area *(continued)*

WSTW-FM 93.7

P O Box 7492

Wilmington, DE 19803

(302) 478-2700 Fax: (302) 478-0100

Format: Contemporary Hit Radio

Sales Rep: Eastman Radio, Inc

Network: IND

City of Lic./Alt City ID: Wilmington, DE

County/Split Co.: New Castle, DE

ERP (watts) / HAAT (meters): 50,000/149

(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

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ESPN: ESPN Radio Network

JRN: Jones Radio Network

SBUSA: Sports Byline USA

SOURCE: Westwood One Source Radio Network

SRN: Salem Radio Network

TALKNT: Talknet

TARN: Talk America Radio Network

UBN: United Broadcasting Network

UNICA: Radio Unica Network

UPI: United Press International Radio Network

USA: USA Radio Network

WESTWD: Westwood One Radio Network

1-ON-1: One-on-One Sports Radio Network

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

Metro Market Profile



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

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,802,200	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	147,407	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	187,874	10.4	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,560	9.9	High school grad	1,042,876	32.9
\$30,000-39,999	180,987	10.0	College 1-3 yrs	641,096	20.2
\$40,000-49,999	170,065	9.4	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,237	20.2	Colleges & Universities		
\$75,000-99,999	247,980	13.8	Total enrollment	250,865	100.0
\$100,000+	327,090	18.1	Full-time enrollment	139,174	55.5
Median income: \$52,240			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population		
Median value: \$100,800				10,441	
Monthly Gross Rent			Transportation to Work		
Less than \$200	36,209	2.0	Public	265,207	11.6
\$200-349	60,202	3.4	Driving to work	1,545,143	67.8
\$350-499	143,904	8.1	Carpool	271,619	11.9
\$500-649	144,950	8.2	Other	198,590	8.7
\$650-749	55,375	3.1	Average Travel Time to Work (Min.)		
\$750+	76,408	4.3		25	
Median rent: \$516			Car Ownership by Household		
Household Size			0 Cars	337,300	18.7
1 Person	461,200	25.6	1 Car	648,300	36.0
2 Persons	555,800	30.8	2 Cars	598,200	33.2
3-4 Persons	572,200	31.8	3+ Cars	218,400	12.1
5+ Persons	213,000	11.8			

Group Quarters Population Estimates

Group Quarters Populations are included in the universe estimates. Additionally, Group Quarters Populations are included in the sample frame if the individual living quarters (room, suite or apartment) has a private residential telephone number that serves fewer than 10 residents. 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+	1,500	.0	33,800	.8	85,000	2.1
Teens 12-17	0	.0	1,100	.3	3,100	.8
Men						
18-24	600	.3	13,100	6.2	9,100	4.3
25-34	500	.1	1,700	.5	9,100	2.5
35-44	100	.0	400	.1	6,600	1.7
45-49	0	.0	0	.0	2,000	1.2
50-54	0	.0	0	.0	1,500	1.1
55-64	0	.0	0	.0	2,400	1.2
65+	0	.0	0	.0	10,000	3.8
Women						
18-24	200	.1	16,000	7.5	2,600	1.2
25-34	100	.0	600	.2	1,800	.5
35-44	0	.0	100	.0	1,700	.4
45-49	0	.0	100	.1	1,000	.5
50-54	0	.0	100	.1	900	.6
55-64	0	.0	100	.0	2,000	.9
65+	0	.0	500	.1	31,200	7.7

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on 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+	769,700	100.0	18.9	162,500	100.0	4.0
Teens 12-17	84,300	11.0	22.0	22,800	14.0	6.0
Men						
18-24	48,800	6.3	22.9	11,700	7.2	5.5
25-34	68,900	9.0	19.0	19,900	12.2	5.5
35-44	66,400	8.6	17.3	17,700	10.9	4.6
45-49	28,000	3.6	16.6	6,500	4.0	3.9
50-54	23,000	3.0	16.6	4,200	2.6	3.0
55-64	34,900	4.5	16.8	5,600	3.4	2.7
65+	37,400	4.9	14.4	4,400	2.7	1.7
Women						
18-24	48,400	6.3	22.7	12,000	7.4	5.6
25-34	76,000	9.9	20.8	18,400	11.3	5.0
35-44	81,500	10.6	20.0	17,000	10.5	4.2
45-49	35,600	4.6	19.5	6,100	3.8	3.3
50-54	28,700	3.7	19.0	4,300	2.6	2.8
55-64	45,000	5.8	19.3	5,800	3.6	2.5
65+	62,800	8.2	15.6	6,100	3.8	1.5

Area Lifestyle Profile

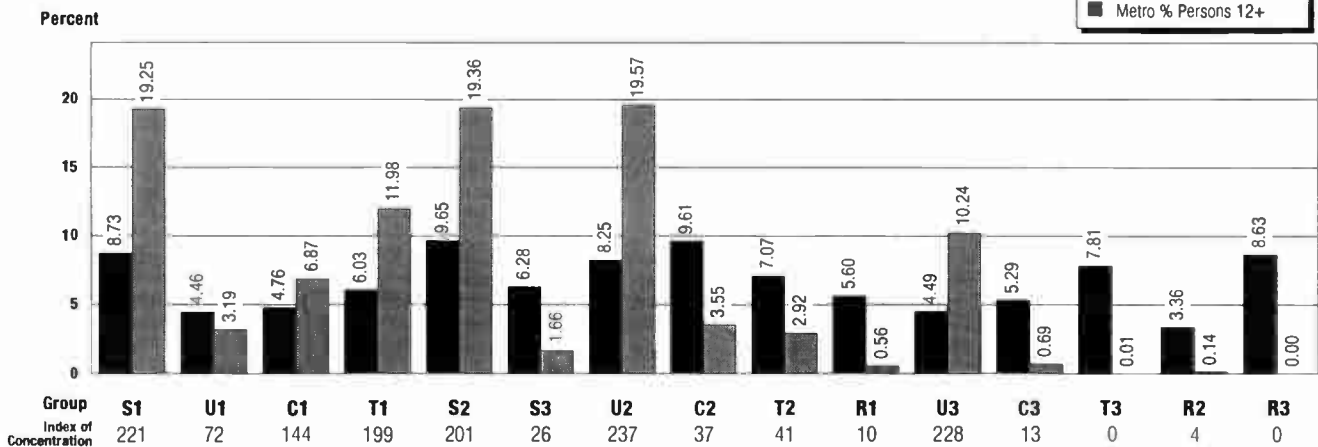
by PRIZM® Groups

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

The 15 PRIZM social groups are identified by codes that are listed below 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*

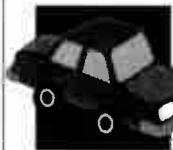
Total Income (\$000)	\$121,790,939
Median Household Income	\$52,240
Income per Household	\$67,579

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

Metro Retail Sales Data (\$000)

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

Car Registrations



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

Manufacturer	%
Chrysler Corporation	9.4
Ford Motor Company	14.3
General Motors Corporation	26.7
Honda	11.4
Mazda	2.6
Mitsubishi	2.6
Nissan	6.9
Toyota	10.3
Other	15.8

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

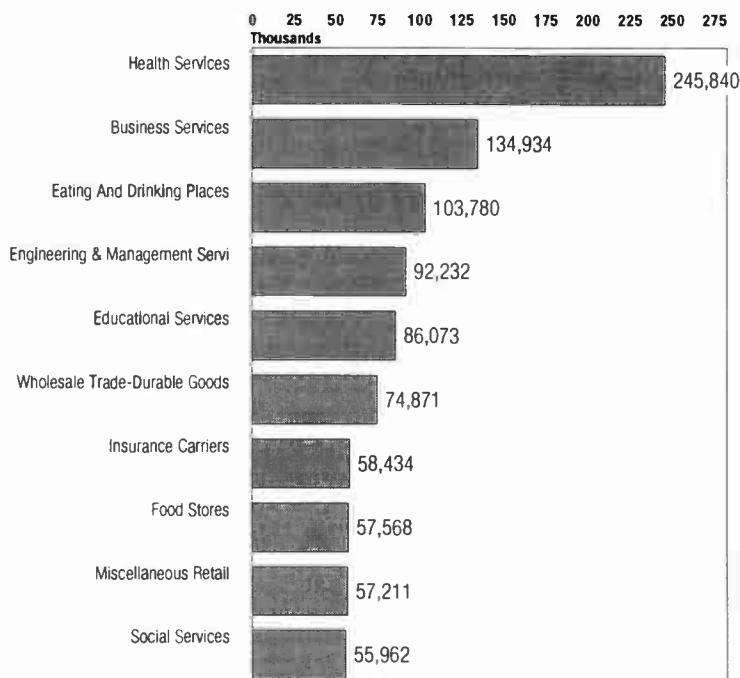
Top Ten Employer Industries

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
1,855,552

Top 10 Total Employees
966,905
52.1% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	454,092	25.3	NATL ENOR	42,109	2.3
TV GUIDE	282,174	15.7	US NWS&WR	41,886	2.3
RDRS DIGST	248,497	13.8	YM	41,669	2.3
BTR HOME	128,840	7.2	PARENTS	36,290	2.0
NAT GEO	118,807	6.6	COOKING LT	31,353	1.7
FAMLY CRCL	100,481	5.6	MENS HLTH	30,850	1.7
TIME	100,131	5.6	SP OP DGST	30,811	1.7
GD HSEKPNG	91,492	5.1	LIFE	30,799	1.7
LS HOME JN	86,792	4.8	GOLF DIGST	30,790	1.7
WOMANS DAY	81,986	4.6	ROLLNG STN	30,728	1.7
MCCALLS	78,943	4.4	CTRY LVNG	30,392	1.7
NEWSWEEK	71,397	4.0	POP SCIENC	29,208	1.6
SPORTS ILS	70,219	3.9	TEEN	28,393	1.6
PREVENTION	67,320	3.7	ENTERTNMNT	28,066	1.6
PEOPLE	63,132	3.5	KIPLINGERS	25,324	1.4
COSMOPLTAN	61,152	3.4	MADEMOSELL	24,575	1.4
EBONY	60,865	3.4	BOYS LIFE	24,096	1.3
PLAYBOY	52,835	2.9	SELF	24,026	1.3
REDBOOK	52,049	2.9	GOLF MGZNE	23,903	1.3
STAR	50,090	2.8	POP MECHAN	22,426	1.2
MONEY	49,029	2.7	NEW WOMAN	22,087	1.2
SMTHSONIAN	48,050	2.7	FIELD STRM	19,599	1.1
GLAMOUR	47,942	2.7	OUTDR LIFE	14,555	0.8
MARTHA STW	45,581	2.5	SOU LIVING	-	-
SEVENTEEN	44,094	2.5	SUNSET	-	-

Newspapers

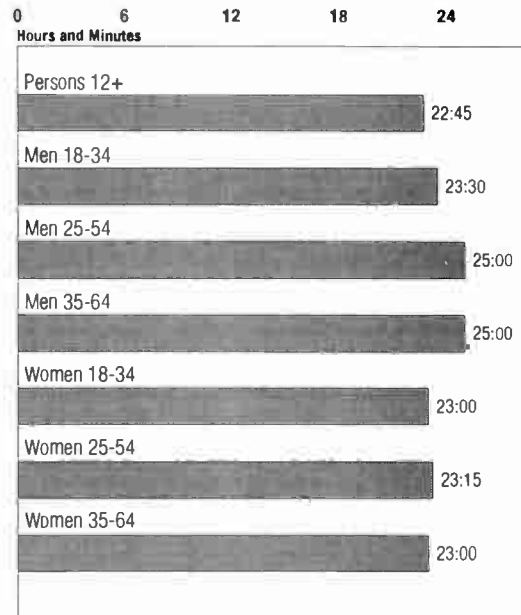
Paper	Circulation	%
PHILADELPHIA INQUIRER	392,585	22
PHILADELPHIA DAILY NEWS	163,374	9
CAMDEN COURIER PDST	88,742	5
BUCKS COUNTY COURIER TIMES	69,895	4
DELAWARE COUNTY TIMES	52,169	3
DOYLESTOWN INTELLIGENCER	45,273	3
BURLINGTON COUNTY TIMES	40,224	2
WEST CHESTER DAILY LOCAL NEWS	34,174	2
GLOUCESTER COUNTY TIMES	27,736	2
USA TODAY	27,049	2
NDRRISTOWN TIMES HERALD	25,245	1
POTTSTOWN MERCURY	22,327	1
LANSDALE REPORTER	19,640	1
TRENTONIAN	13,666	1
TRENTON TIMES	12,114	1
ALLENTOWN MORNING CALL	7,996	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,251	-
PRESS OF ATLANTIC CITY	1,014	-
VINELAND DAILY JOURNAL	987	-
LANCASTER INTELLIGENCER-JRNL	967	-
SALEM, TODAY'S SUNBEAM	203	-

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

Radio Time Spent Listening*

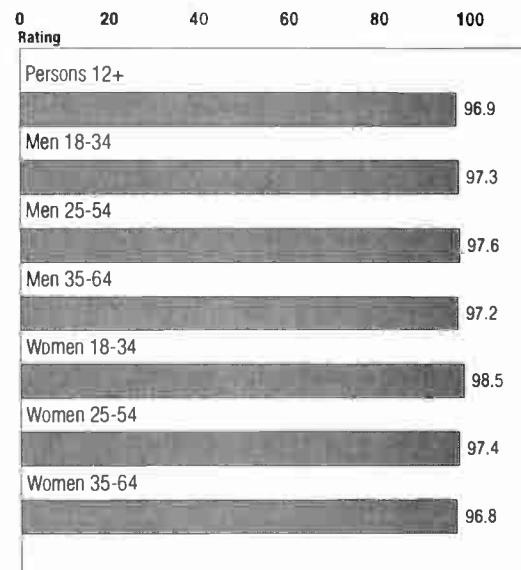
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



* Based on Arbitron's Winter 1998 radio survey.

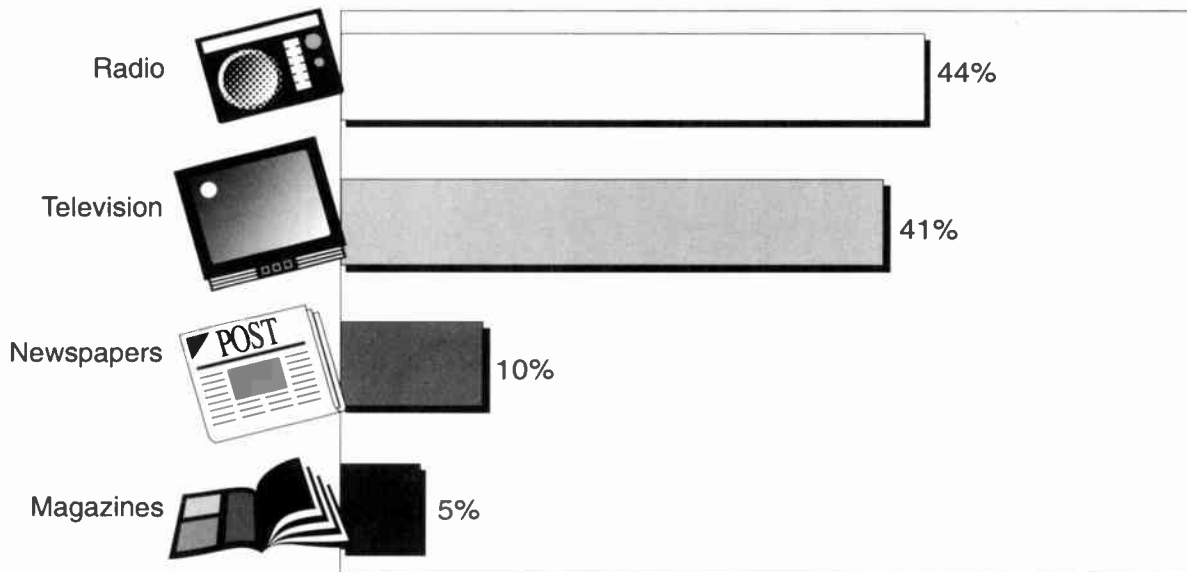
Media Targeting 2000SM

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.

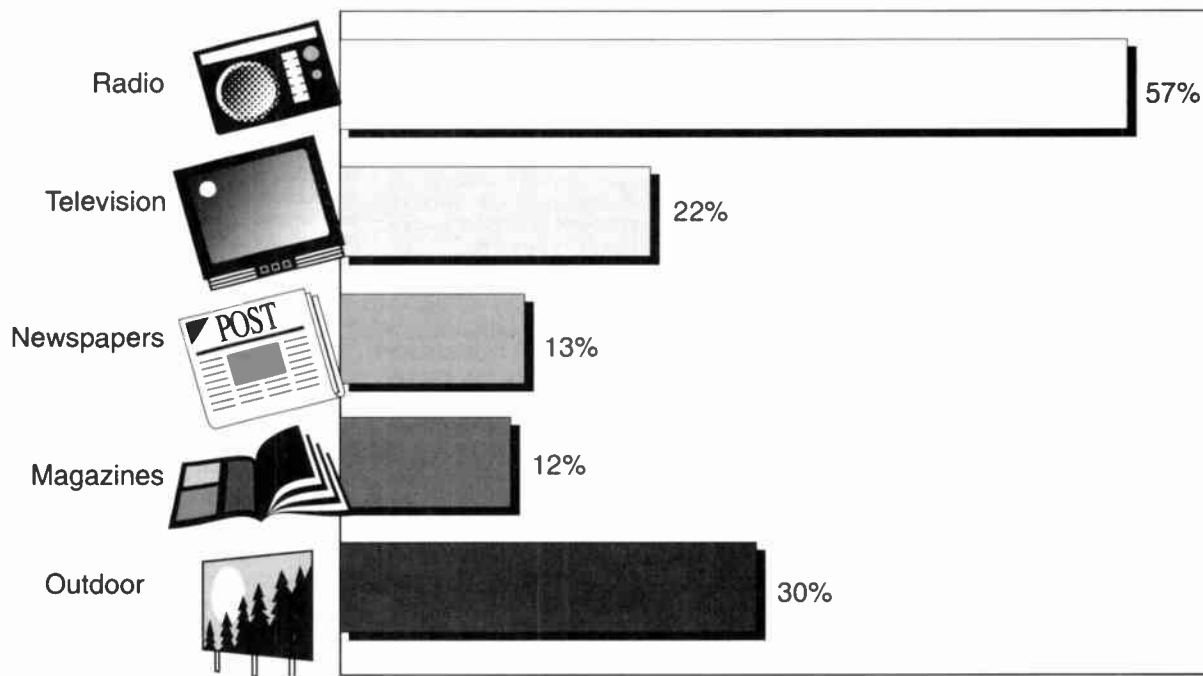
Media Targeting 2000SM

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 listening 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 "hyponing." Rating Distortion involves station activities that may prompt diarykeepers to report listening which differs from their actual listening. Hyponing 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; hyponing 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.

Metro Ethnic Controls/ Effective with the Spring 1997 survey, Hispanic ethnic controls were implemented for the first time. Ethnic control procedures in this market include:

- Differential Survey Treatment for all households identifying themselves as Hispanic in the Metro placement interview.
- Bilingual diaries for Hispanic respondents.
- Hispanic/Non-Hispanic stratification of returned diaries for sample balancing.

Please refer to Page 4 for estimates of Hispanic population in the Metro and total in-tab.

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

High Density Area/ Effective with the Spring 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
Spring 1997	Philadelphia, PA	(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	Camden, NJ	(none)

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
WLEV-FM	WFMZ-FM	SU97 SP97 WI97	09/15/97
WPHI-FM	WDRE-FM	WI97	04/18/97
WXXM-FM	WFLN-FM	SU97 SP97 WI97	10/02/97

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

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

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
WKXW-FM																				
WI '98	72	1499	.2	1.0	86	657	.2	.8	81	559	.2	.9	129	824	.3	1.5	41	405	.1	1.2
FA '97	68	1367	.2	.9	101	616	.2	.9	93	605	.2	.9	122	854	.3	1.4	37	372	.1	1.0
SU '97	60	1392	.1	.8	85	569	.2	.8	103	660	.3	1.0	80	739	.2	1.0	16	321	.1	.4
SP '97	41	1223	.1	.6	52	485	.1	.5	64	529	.2	.6	60	599	.1	.7	14	222	.1	.4
4-Book	60	1370	.2	.8	81	582	.2	.8	85	588	.2	.9	98	754	.2	1.2	27	330	.1	.8
WI '97	63	1411	.2	.9	99	570	.2	.9	90	582	.2	.9	85	754	.2	1.0	15	200	.1	.4
+WLEF-FM																				
WI '98	37	444	.1	.5	38	235	.1	.4	55	192	.1	.6	44	209	.1	.5	24	214	.1	.7
FA '97	41	591	.1	.6	38	211	.1	.4	84	285	.2	.9	56	288	.1	.7	17	201	.1	.5
SU '97	36	649	.1	.5	49	281	.1	.5	66	305	.2	.6	32	332	.1	.4	7	144	.1	.2
SP '97	38	503	.1	.5	47	254	.1	.4	61	224	.2	.6	47	276	.1	.5	11	129	.1	.3
4-Book	38	547	.1	.5	43	245	.1	.4	67	252	.2	.7	45	276	.1	.5	15	172	.1	.4
WI '97	64	859	.2	.9	68	394	.2	.6	122	423	.3	1.3	69	482	.2	.8	24	232	.1	.7
WOR -AM																				
WI '98	21	374	.1	.3	37	125	.1	.3	26	155	.1	.3	23	117	.1	.3	10	48	.1	.3
FA '97	24	306	.1	.3	26	107	.1	.2	40	163	.1	.4	22	119	.1	.3	14	78	.1	.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	23	432	.1	.3	36	175	.1	.3	27	192	.1	.3	33	91	.1	.4	4	31	.1	.1
WPST-FM																				
WI '98	89	3035	.2	1.3	106	1259	.3	1.0	99	1025	.2	1.0	124	1550	.3	1.5	64	1065	.2	1.8
FA '97	83	2843	.2	1.1	95	1197	.2	.9	103	1051	.3	1.0	105	1531	.3	1.2	61	1223	.1	1.7
SU '97	113	3459	.3	1.5	95	1157	.2	.9	163	1541	.4	1.6	152	1899	.4	1.8	61	1217	.2	1.7
SP '97	91	2910	.2	1.2	108	1215	.3	1.0	117	1318	.3	1.2	128	1677	.3	1.5	66	1028	.2	1.8
4-Book	94	3062	.2	1.3	101	1207	.3	1.0	121	1234	.3	1.2	127	1664	.3	1.5	63	1133	.2	1.8
WI '97	97	2834	.2	1.4	120	1123	.3	1.1	123	1016	.3	1.3	142	1682	.3	1.7	63	984	.2	1.8
WRDR-FM																				
WI '98	47	912	.1	.7	36	372	.1	.3	66	533	.2	.7	68	509	.2	.8	23	241	.1	.7
FA '97	55	891	.1	.8	65	374	.2	.6	92	558	.2	.9	79	540	.2	.9	9	207	.1	.3
SU '97	32	564	.1	.4	42	245	.1	.4	54	315	.1	.5	27	291	.1	.3	10	95	.1	.3
SP '97	53	760	.1	.7	57	407	.1	.5	102	490	.3	1.0	58	429	.1	.7	12	177	.1	.3
4-Book	47	782	.1	.7	50	350	.1	.5	79	474	.2	.8	58	442	.2	.7	14	180	.1	.4
WI '97	29	503	.1	.4	43	232	.1	.4	35	261	.1	.4	30	351	.1	.4	16	143	.1	.5
WSTV-FM																				
WI '98	24	927	.1	.3	29	323	.1	.3	42	362	.1	.4	27	427	.1	.3	13	225	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	24	1116	.1	.3	26	302	.1	.3	33	411	.1	.3	36	482	.1	.4	12	300	.1	.3
SP '97	25	896	.1	.3	27	318	.1	.2	40	301	.1	.4	38	490	.1	.4	9	235	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	37	963	.1	.5	57	396	.1	.5	77	343	.2	.8	40	431	.1	.5	8	236	.1	.2
TOTALS																				
WI '98	7109	39445	17.5	10843	34934	26.6	9431	29645	23.2	8363	33431	20.5	3518	22964	8.6					
FA '97	7231	39206	17.8	10789	34875	26.5	9811	29912	24.1	8471	33235	20.8	3541	23122	8.7					
SU '97	7295	39318	17.9	10310	33823	25.4	10279	31869	25.3	8396	33917	20.7	3685	23822	9.1					
SP '97	7299	39409	18.0	10888	34899	26.8	9892	30393	24.3	8560	33581	21.1	3596	23799	8.8					
4-Book	7234	39345	17.8	10708	34633	26.3	9853	30455	24.2	8448	33541	20.8	3585	23427	8.8					
WI '97	7161	39169	17.6	10817	34589	26.6	9591	29498	23.6	8458	33703	20.8	3454	22959	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

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	732	11123	1.8	7.7	379	6274	.9	7.3	847	3228	2.1	14.7	405	1821	1.0	4.8	287	1317	.7	4.8
4-Book	679	10695	1.7	7.0	356	6420	.9	6.7	848	3352	2.1	14.6	385	1856	1.0	4.5	247	1168	.6	4.0
WBEB-FM																				
WI '98	625	5358	1.5	6.6	221	3248	.5	4.3	216	756	.5	3.7	426	1546	1.0	5.0	321	1149	.8	5.4
4-Book	632	5177	1.6	6.6	251	3190	.6	4.8	254	843	.6	4.4	488	1451	1.2	5.6	326	1029	.8	5.4
WDAS-AM																				
WI '98	106	792	.3	1.1	101	947	.2	1.9	78	189	.2	1.4	73	211	.2	.9	23	63	.1	.4
4-Book	101	723	.3	1.1	98	864	.2	1.8	67	147	.2	1.1	81	177	.2	1.0	32	81	.1	.5
WDAS-FM																				
WI '98	552	3681	1.4	5.8	336	2693	.8	6.5	296	788	.7	5.1	486	1110	1.2	5.7	327	897	.8	5.5
4-Book	500	3429	1.2	5.2	298	2484	.7	5.6	245	665	.6	4.2	464	1045	1.2	5.4	357	865	.9	5.9
WHAT-AM																				
WI '98	101	706	.2	1.1	66	532	.2	1.3	72	168	.2	1.2	116	226	.3	1.4	47	126	.1	.8
4-Book	106	719	.3	1.1	74	579	.2	1.4	79	198	.2	1.4	107	213	.3	1.2	54	125	.1	.9
WIOQ-FM																				
WI '98	335	5154	.8	3.5	203	3338	.5	3.9	204	719	.5	3.5	409	1513	1.0	4.8	254	1029	.6	4.2
4-Book	330	5025	.8	3.4	213	3349	.5	4.0	162	639	.4	2.8	385	1470	1.0	4.5	285	1050	.7	4.6
WIP -AM																				
WI '98	364	3840	.9	3.8	127	2025	.3	2.4	145	569	.4	2.5	202	782	.5	2.4	163	634	.4	2.7
4-Book	380	3887	.9	3.9	139	2134	.4	2.6	190	662	.5	3.3	201	771	.5	2.3	137	517	.3	2.3
WJJZ-FM																				
WI '98	473	3767	1.2	5.0	275	2856	.7	5.3	258	788	.6	4.5	439	1173	1.1	5.2	345	1040	.8	5.8
4-Book	421	3495	1.0	4.4	219	2434	.6	4.1	178	585	.5	3.1	368	1020	.9	4.3	294	837	.7	4.8
WMGK-FM																				
WI '98	385	4344	.9	4.0	195	2823	.5	3.8	201	711	.5	3.5	418	1289	1.0	4.9	275	1102	.7	4.6
4-Book	438	4794	1.1	4.5	220	3094	.5	4.2	192	696	.5	3.3	467	1449	1.2	5.4	320	1102	.8	5.2
WMMR-FM																				
WI '98	310	3779	.8	3.3	153	2553	.4	2.9	152	551	.4	2.6	268	1111	.7	3.1	185	785	.5	3.1
4-Book	386	4200	1.0	4.0	163	2587	.4	3.1	175	619	.5	3.0	310	1105	.8	3.6	201	778	.5	3.3
WGL-FM																				
WI '98	428	4602	1.1	4.5	291	3270	.7	5.6	266	951	.7	4.6	501	1368	1.2	5.9	330	1176	.8	5.5
4-Book	488	5046	1.2	5.0	318	3637	.8	6.0	292	963	.7	5.1	569	1593	1.4	6.6	371	1183	.9	6.1
WPEN-AM																				
WI '98	375	2927	.9	3.9	208	2194	.5	4.0	302	867	.7	5.2	408	1097	1.0	4.8	290	823	.7	4.8
4-Book	402	2831	1.0	4.2	234	2221	.6	4.4	372	967	.9	6.4	457	1177	1.1	5.3	297	810	.7	4.8
+WPHI-FM																				
WI '98	275	3979	.7	2.9	213	2794	.5	4.1	157	445	.4	2.7	356	1255	.9	4.2	320	986	.8	5.3
4-Book	296	3851	.7	3.1	231	2696	.6	4.3	156	510	.4	2.7	378	1218	.9	4.4	334	989	.8	5.4
WPHT-AM																				
WI '98	112	1450	.3	1.2	44	691	.1	.8	49	183	.1	.8	60	218	.1	.7	57	159	.1	1.0
4-Book	75	1259	.2	.8	44	737	.1	.8	53	156	.1	.9	50	198	.1	.6	36	116	.1	.6
WPLY-FM																				
WI '98	199	3994	.5	2.1	121	2659	.3	2.3	97	447	.2	1.7	218	1142	.5	2.6	150	832	.4	2.5
4-Book	246	4284	.6	2.5	148	2768	.4	2.8	96	488	.2	1.7	255	1134	.6	3.0	206	861	.5	3.4
WURD-AM																				
WI '98	42	401	.1	.4	31	230	.1	.6	31	67	.1	.5	74	186	.2	.9	13	48	.2	.2
4-Book	45	374	.1	.5	32	251	.1	.6	37	94	.1	.6	68	157	.2	.8	26	73	.1	.4
WUSL-FM																				
WI '98	342	4481	.8	3.6	265	3306	.7	5.1	174	562	.4	3.0	393	1308	1.0	4.6	339	1081	.8	5.7
4-Book	377	4578	.9	3.9	285	3236	.7	5.4	194	627	.5	3.4	432	1395	1.1	5.0	366	1089	.9	6.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

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	
WWDB-FM																				
WI '98	479	3800	1.2	5.0	279	2658	.7	5.4	429	1168	1.1	7.4	317	937	.8	3.7	224	525	.5	3.7
4-Book	471	3773	1.2	4.9	259	2693	.7	4.9	405	1052	1.0	7.0	299	851	.7	3.4	181	497	.5	2.9
WWJZ-AM																				
WI '98	36	366	.1	.4	18	239	.3	.3	25	84	.1	.4	24	104	.1	.3	11	31	.3	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	408	3465	1.0	4.3	234	2427	.6	4.5	282	819	.7	4.9	459	1313	1.1	5.4	296	926	.7	4.9
4-Book	397	3443	1.0	4.1	233	2385	.6	4.4	261	812	.7	4.5	449	1231	1.1	5.2	280	857	.7	4.6
+WXXM-FM																				
WI '98	198	3412	.5	2.1	132	2469	.3	2.5	101	394	.2	1.8	204	961	.5	2.4	220	997	.5	3.7
4-Book	207	2656	.5	2.2	128	1821	.3	2.4	99	387	.3	1.7	224	785	.6	2.6	160	629	.4	2.6
WYSP-FM																				
WI '98	639	5979	1.6	6.7	117	2290	.3	2.3	107	417	.3	1.9	229	940	.6	2.7	156	627	.4	2.6
4-Book	679	6147	1.7	7.0	174	2901	.4	3.3	137	465	.4	2.4	252	947	.6	2.9	191	751	.5	3.1
WYXR-FM																				
WI '98	287	3878	.7	3.0	163	2723	.4	3.1	148	559	.4	2.6	320	1175	.8	3.8	192	759	.5	3.2
4-Book	319	4100	.8	3.3	162	2723	.4	3.1	145	563	.4	2.6	297	1059	.7	3.4	209	811	.5	3.4
WJBR-FM																				
WI '98	42	602	.1	.4	17	350	.3	.3	17	59	.1	.3	26	115	.1	.3	17	111	.1	.3
4-Book	48	599	.1	.5	21	388	.4	.4	23	78	.1	.4	36	137	.1	.4	26	102	.1	.5
WKXW-FM																				
WI '98	98	1232	.2	1.0	46	618	.1	.9	41	193	.1	.7	82	242	.2	1.0	51	178	.1	.9
4-Book	88	1143	.2	.9	33	518	.1	.6	36	127	.1	.6	63	190	.2	.8	47	150	.1	.8
+WLEV-FM																				
WI '98	46	332	.1	.5	30	224	.1	.6	27	102	.1	.5	45	108	.1	.5	36	90	.1	.6
4-Book	53	405	.1	.5	28	304	.1	.6	31	88	.1	.6	43	125	.1	.5	33	91	.1	.5
WOR -AM																				
WI '98	28	265	.1	.3	17	264	.3	.3	36	77	.1	.6	18	65	.2	.2	5	21	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	109	2421	.3	1.1	71	1549	.2	1.4	50	222	.1	.9	107	553	.3	1.3	90	453	.2	1.5
4-Book	117	2494	.3	1.2	75	1547	.2	1.4	46	224	.1	.8	133	604	.3	1.6	103	521	.2	1.7
WRDR-FM																				
WI '98	57	758	.1	.6	46	593	.1	.9	33	136	.1	.6	113	267	.3	1.3	80	231	.2	1.3
4-Book	64	647	.2	.7	40	488	.1	.8	39	123	.1	.7	77	207	.2	.9	57	174	.1	.9
WSTV-FM																				
WI '98	33	754	.1	.3	16	340	.3	.3	17	70	.3	.3	35	127	.1	.4	29	176	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	9536	38805	23.4		5200	33525	12.8		5767	15957	14.2		8519	21724	20.9		5989	16382	14.7	
4-Book	9685	38707	23.8		5312	33459	13.1		5790	15861	14.3		8668	21259	21.3		6117	16010	15.0	

** 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+																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																						
WI '98		133	691	.3	3.9	760	2849	1.9	16.2	325	1481	.8	5.5	245	955	.6	5.7	152	774	.4	5.3	
4-Book		138	766	.4	3.9	721	2866	1.8	15.9	291	1442	.7	4.8	197	880	.5	4.3	135	778	.4	4.6	
WBEB-FM																						
WI '98		124	627	.3	3.6	141	570	.3	3.0	255	976	.6	4.3	166	634	.4	3.8	113	441	.3	3.9	
4-Book		144	607	.4	4.0	169	598	.4	3.7	298	1018	.7	4.9	227	726	.6	4.8	101	481	.3	3.5	
WDAS-AM																						
WI '98		21	59	.1	.6	333	681	.8	7.1	202	532	.5	3.4	72	156	.2	1.7	24	73	.1	.8	
4-Book		17	43	.1	.5	307	623	.7	6.8	203	508	.5	3.3	66	153	.2	1.4	30	80	.1	1.0	
WDAS-FM																						
WI '98		285	700	.7	8.4	252	549	.6	5.4	236	773	.6	4.0	295	611	.7	6.8	478	893	1.2	16.5	
4-Book		248	668	.6	7.0	171	417	.4	3.8	204	602	.5	3.3	233	516	.6	5.0	424	812	1.1	14.5	
WHAT-AM																						
WI '98		27	63	.1	.8	129	269	.3	2.8	81	225	.2	1.4	47	122	.1	1.1	13	43		.4	
4-Book		27	80	.1	.8	142	284	.4	3.1	97	281	.3	1.6	71	133	.2	1.5	24	69	.1	.8	
WIOQ-FM																						
WI '98		176	903	.4	5.2	82	393	.2	1.8	203	981	.5	3.4	164	724	.4	3.8	109	560	.3	3.8	
4-Book		211	844	.5	6.0	76	333	.2	1.7	232	1007	.6	3.8	186	736	.5	4.0	139	564	.4	4.8	
WIP -AM																						
WI '98		49	234	.1	1.4	131	399	.3	2.8	152	526	.4	2.6	117	367	.3	2.7	65	263	.2	2.2	
4-Book		82	311	.2	2.3	125	457	.3	2.8	162	649	.4	2.7	148	496	.4	3.2	74	335	.2	2.5	
WJJZ-FM																						
WI '98		221	687	.5	6.5	160	542	.4	3.4	340	1090	.8	5.8	241	676	.6	5.6	178	581	.4	6.2	
4-Book		179	560	.5	5.1	120	433	.3	2.6	263	813	.6	4.3	201	559	.5	4.3	132	433	.3	4.5	
WMGK-FM																						
WI '98		112	458	.3	3.3	67	273	.2	1.4	188	814	.5	3.2	191	672	.5	4.4	102	434	.3	3.5	
4-Book		135	535	.3	3.8	74	334	.2	1.6	240	958	.6	3.9	219	783	.5	4.7	102	441	.3	3.5	
WMMR-FM																						
WI '98		107	401	.3	3.1	87	357	.2	1.9	203	857	.5	3.4	143	463	.4	3.3	73	283	.2	2.5	
4-Book		92	412	.2	2.6	110	398	.3	2.5	205	804	.5	3.3	133	507	.4	2.9	69	314	.2	2.4	
WUGL-FM																						
WI '98		166	599	.4	4.9	335	909	.8	7.2	329	1123	.8	5.6	251	765	.6	5.8	154	515	.4	5.3	
4-Book		194	680	.5	5.4	315	891	.8	7.0	358	1181	.9	5.9	278	824	.7	6.0	164	533	.4	5.6	
WPEN-AM																						
WI '98		58	259	.1	1.7	115	419	.3	2.5	229	790	.6	3.9	182	513	.4	4.2	90	302	.2	3.1	
4-Book		86	336	.2	2.4	124	441	.3	2.8	233	733	.6	3.8	231	553	.6	4.9	87	295	.2	3.0	
+WPHI-FM																						
WI '98		299	1052	.7	8.8	83	300	.2	1.8	159	689	.4	2.7	173	594	.4	4.0	133	519	.3	4.6	
4-Book		295	908	.7	8.3	86	309	.2	1.9	198	736	.5	3.2	229	700	.6	4.9	147	531	.4	5.1	
WPHT-AM																						
WI '98		12	59		.4	31	114	.1	.7	74	283	.2	1.3	31	84	.1	.7	33	112	.1	1.1	
4-Book		31	117	.1	.9	46	147	.1	1.1	70	262	.2	1.2	46	167	.1	1.0	17	60		.6	
WPLY-FM																						
WI '98		88	480	.2	2.6	63	358	.2	1.3	142	864	.3	2.4	133	619	.3	3.1	71	490	.2	2.5	
4-Book		109	568	.3	3.1	67	348	.2	1.5	184	882	.5	3.0	161	711	.4	3.5	90	503	.2	3.1	
WURD-AM																						
WI '98						11	33		.2	70	150	.2	1.2	34	85	.1	.8	5	21		.2	
4-Book		6	22		.2	26	58	.1	.6	48	123	.1	.8	27	73	.1	.6	10	29		.4	
WUSL-FM																						
WI '98		314	997	.8	9.2	211	678	.5	4.5	290	1030	.7	4.9	205	626	.5	4.7	167	586	.4	5.8	
4-Book		320	980	.8	9.0	194	613	.5	4.3	294	973	.7	4.8	244	684	.6	5.2	207	633	.5	7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WWDB-FM																				
WI '98	168	501	.4	4.9	288	880	.7	6.1	520	1027	1.3	8.8	123	345	.3	2.8	155	479	.4	5.4
4-Book	172	575	.4	4.8	310	944	.8	6.8	432	988	1.1	7.1	117	343	.3	2.5	151	513	.4	5.2
WWJZ-AM																				
WI '98	2	5	.1	.1	22	49	.1	.5	43	130	.1	.7	14	34	.1	.3	6	33	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	104	507	.3	3.1	143	588	.4	3.1	268	875	.7	4.5	203	656	.5	4.7	112	438	.3	3.9
4-Book	92	425	.2	2.6	187	623	.5	4.1	305	916	.8	5.0	201	644	.5	4.3	88	368	.2	3.0
+WXXM-FM																				
WI '98	105	541	.3	3.1	58	259	.1	1.2	152	765	.4	2.6	145	614	.4	3.4	72	380	.2	2.5
4-Book	81	386	.2	2.3	70	292	.2	1.6	164	659	.4	2.7	158	499	.4	3.4	64	306	.2	2.2
WYSP-FM																				
WI '98	78	387	.2	2.3	57	230	.1	1.2	125	702	.3	2.1	123	567	.3	2.8	55	234	.1	1.9
4-Book	106	440	.3	3.0	63	232	.2	1.4	301	1166	.7	4.8	257	922	.6	5.4	76	366	.2	2.6
WYXR-FM																				
WI '98	116	535	.3	3.4	88	365	.2	1.9	195	824	.5	3.3	140	568	.3	3.2	91	429	.2	3.1
4-Book	117	534	.3	3.3	85	350	.2	1.9	173	767	.4	2.8	140	598	.3	3.0	116	514	.3	4.0
WJBR-FM																				
WI '98	14	78	.4	.4	14	69	.3	.3	17	76	.1	.3	11	86	.1	.3	15	62	.1	.5
4-Book	11	66	.3	.3	14	60	.3	.3	23	104	.1	.4	17	74	.1	.4	16	73	.1	.6
WKXV-FM																				
WI '98	30	131	.1	.9	52	184	.1	1.1	52	198	.1	.9	47	153	.1	1.1	13	67	.1	.4
4-Book	17	75	.1	.5	33	127	.1	.7	37	155	.1	.6	26	94	.1	.6	9	47	.1	.3
+WLEV-FM																				
WI '98	41	106	.1	1.2	20	78	.1	.4	25	86	.1	.4	39	114	.1	.9	8	35	.1	.3
4-Book	19	72	.1	.6	29	100	.1	.6	37	102	.1	.6	27	100	.1	.6	10	43	.1	.4
WOR -AM																				
WI '98	12	38	.4	.4	32	66	.1	.7	7	40	.1	.1	16	31	.1	.4	16	49	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	60	366	.1	1.8	37	179	.1	.8	106	483	.3	1.8	73	336	.2	1.7	36	275	.1	1.2
4-Book	57	351	.1	1.6	32	182	.1	.7	92	459	.3	1.5	84	376	.2	1.8	43	248	.1	1.4
WRDR-FM																				
WI '98	43	110	.1	1.3	9	60	.1	.2	47	183	.1	.8	26	94	.1	.6	6	25	.1	.2
4-Book	24	95	.1	.7	20	80	.1	.5	47	162	.1	.8	40	125	.1	.8	11	43	.1	.4
WSTV-FM																				
WI '98	6	65	.2	.2	7	46	.1	.1	15	67	.1	.3	15	68	.1	.3	6	47	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	3406	10826	8.4		4684	13359	11.5		5909	16963	14.5		4321	12028	10.6		2893	9110	7.1	
4-Book	3549	11056	8.7		4539	13027	11.2		6130	17030	15.1		4677	12394	11.5		2918	9121	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	16	761	.2	1.4	49	555	.6	3.5	6	127	.1	.6	14	247	.2	.9	9	88	.1	.9
FA '97	15	884	.2	1.3	49	521	.6	3.6	7	177	.1	.6	18	230	.2	1.2	3	82	.1	.3
SU '97	12	623	.1	.9	29	343	.4	2.2	17	155	.2	1.0	11	178	.1	.7	4	83	.1	.4
SP '97	13	632	.2	1.1	38	394	.5	2.8	12	124	.1	1.0	9	159	.1	.6	4	89	.1	.4
4-Book	14	725	.2	1.2	41	453	.5	3.0	11	146	.1	.8	13	204	.2	.9	5	86	.1	.5
WI '97	18	999	.2	1.6	47	619	.6	3.6	21	261	.3	1.9	17	273	.2	1.2	7	200	.1	.7
WBEB-FM																				
WI '98	50	1125	.6	4.4	54	400	.7	3.9	74	338	.9	6.9	60	518	.7	4.0	37	441	.5	3.6
FA '97	53	1114	.7	4.4	53	426	.7	3.9	81	456	1.0	7.1	70	563	.9	4.6	38	421	.5	3.4
SU '97	46	1178	.6	3.6	39	427	.5	3.0	57	442	.7	3.5	52	479	.6	3.3	33	429	.4	3.1
SP '97	52	1184	.6	4.4	46	458	.6	3.4	79	369	1.0	6.5	71	514	.9	4.5	35	499	.4	3.3
4-Book	50	1150	.6	4.2	48	428	.6	3.6	73	401	.9	6.0	63	519	.8	4.1	36	448	.5	3.4
WI '97	55	1234	.7	4.9	46	432	.6	3.5	56	377	.7	5.0	77	519	.9	5.2	60	569	.7	5.7
WDAS-AM																				
WI '98	7	132	.1	.6	12	50	.1	.9	3	28	.3	.3	3	22	.2	.2	2	12	.1	.2
FA '97	7	82	.1	.6	9	26	.1	.7	9	20	.1	.8	7	30	.1	.5	2	17	.1	.2
SU '97	6	93	.1	.5	13	52	.2	1.0	9	46	.1	.6	6	54	.1	.4	1	28	.1	.1
SP '97	2	93	.2	.2	2	30	.1	.1	2	8	.2	.2	1	6	.1	.1		8		
4-Book	6	100	.1	.5	9	40	.1	.7	6	26	.1	.5	4	28	.1	.3	1	16		.1
WI '97	3	94	.3	.3	4	29	.3	.3	3	17	.3	.3	1	15	.1	.1				
WDAS-FM																				
WI '98	50	768	.6	4.4	64	323	.8	4.6	56	243	.7	5.2	58	343	.7	3.9	52	416	.6	5.1
FA '97	43	777	.5	3.6	36	283	.4	2.7	43	235	.5	3.8	44	299	.5	2.9	42	369	.5	3.7
SU '97	38	647	.5	3.0	42	301	.5	3.2	53	270	.7	3.2	49	313	.6	3.1	29	314	.4	2.7
SP '97	33	620	.4	2.8	40	246	.5	3.0	41	266	.5	3.4	36	297	.4	2.3	30	248	.4	2.8
4-Book	41	703	.5	3.5	46	288	.6	3.4	48	254	.6	3.9	47	313	.6	3.1	38	337	.5	3.6
WI '97	32	768	.4	2.8	41	290	.5	3.2	41	249	.5	3.7	36	327	.4	2.5	19	271	.2	1.8
WHAT-AM																				
WI '98		8																		
FA '97	1	42	.1	.1						8			1	10	.1	.1	1	34	.1	.1
SU '97	2	30	.2	.2	6	25	.1	.5	1	12	.1	.1	1	13	.1	.1		6		
SP '97	1	37	.1	.1		8				10				5						
4-Book	1	29	.1	.1	2	8	.1	.1	6	8	.1	.1	1	7	.1	.1		10		
WI '97	1	40	.1	.1	3	31	.2	.2		7										
WIOQ-FM																				
WI '98	96	2645	1.2	8.4	113	1226	1.4	8.1	72	1040	.9	6.7	138	1660	1.7	9.2	89	1173	1.1	8.7
FA '97	108	2649	1.3	9.1	101	1045	1.2	7.5	87	1062	1.1	7.6	150	1561	1.9	9.8	113	1225	1.4	10.0
SU '97	136	2950	1.7	10.6	91	1147	1.1	6.9	170	1653	2.1	10.4	175	1898	2.2	11.1	127	1478	1.6	12.0
SP '97	124	2844	1.5	10.4	105	1248	1.3	7.8	113	1314	1.4	9.3	193	1860	2.4	12.2	123	1318	1.5	11.6
4-Book	116	2772	1.4	9.6	103	1167	1.3	7.6	111	1267	1.4	8.5	164	1745	2.1	10.6	113	1299	1.4	10.6
WI '97	155	3141	1.9	13.8	157	1422	1.9	12.1	118	1294	1.5	10.6	225	2068	2.8	15.3	155	1711	1.9	14.7
WIP -AM																				
WI '98	17	402	.2	1.5	34	229	.4	2.4	9	118	.1	.8	24	171	.3	1.6	10	162	.1	1.0
FA '97	26	603	.3	2.2	37	363	.5	2.7	25	187	.3	2.2	40	367	.5	2.6	13	210	.2	1.2
SU '97	30	590	.4	2.3	63	350	.8	4.8	40	302	.5	2.5	35	282	.4	2.2	10	150	.1	.9
SP '97	19	673	.2	1.6	26	206	.3	1.9	15	129	.2	1.2	17	181	.2	1.1	25	282	.3	2.4
4-Book	23	567	.3	1.9	40	287	.5	3.0	22	184	.3	1.7	29	250	.4	1.9	15	201	.2	1.4
WI '97	20	535	.2	1.8	37	290	.5	2.8	20	150	.2	1.8	23	196	.3	1.6	19	181	.2	1.8
WJJZ-FM																				
WI '98	23	414	.3	2.0	15	117	.2	1.1	43	164	.5	4.0	34	194	.4	2.3	12	114	.1	1.2
FA '97	10	305	.1	.8	12	119	.1	.9	13	140	.2	1.1	11	140	.1	.7	13	103	.2	1.2
SU '97	8	253	.1	.6	4	91	.1	.3	12	122	.1	.7	10	115	.1	.6	5	104	.1	.5
SP '97	14	305	.2	1.2	19	100	.2	1.4	14	92	.2	1.2	15	124	.2	1.0	6	82	.1	.6
4-Book	14	319	.2	1.2	13	107	.1	.9	21	130	.3	1.8	18	143	.2	1.2	9	101	.1	.9
WI '97	15	360	.2	1.3	8	78	.1	.6	19	96	.2	1.7	27	133	.3	1.8	17	147	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM																				
WI '98	152	2843	1.9	13.3	178	1418	2.2	12.7	106	1120	1.3	9.9	194	1782	2.4	12.9	165	1504	2.0	16.1
FA '97	185	2974	2.3	15.5	176	1541	2.2	13.0	132	1210	1.6	11.6	255	1784	3.2	16.6	227	1712	2.8	20.2
SU '97	185	2752	2.3	14.4	171	1244	2.1	13.0	210	1490	2.6	12.9	216	1653	2.7	13.6	182	1421	2.2	17.2
SP '97	180	2876	2.2	15.1	162	1512	2.0	12.0	148	1405	1.8	12.2	261	1895	3.2	16.5	203	1603	2.5	19.2
4-Book	176	2861	2.2	14.6	172	1429	2.1	12.7	149	1306	1.8	11.7	232	1779	2.9	14.9	194	1560	2.4	18.2
WI '97	232	2935	2.9	20.6	237	1675	2.9	18.2	187	1316	2.3	16.8	306	2007	3.8	20.8	272	1807	3.3	25.9
WVDB-FM																				
WI '98	9	149	.1	.8	6	64	.1	.4	18	66	.2	1.7	15	53	.2	1.0	3	37		.3
FA '97	2	96		.2	3	14		.2	1	17		.1	1	25		.1		18		
SU '97	4	162		.3	2	14		.2	9	60	.1	.6	3	57		.2	4	55		.4
SP '97	7	252	.1	.6	3	52	.2	.8	8	87	.1	.7	17	87	.2	1.1	2	17		.2
4-Book	6	165	.1	.5	4	36	.3	.9	9	58	.1	.8	9	56	.1	.6	2	32		.2
WI '97	7	213	.1	.6	1	27		.1	12	50	.1	1.1	11	93	.1	.7	7	56	.1	.7
WWJZ-AM																				
WI '98		5							1	5		.1	1	5		.1				
FA '97																				
SU '97	2	7		.2					2	7		.1	4	7		.3	1	7		.1
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97																				
WXTU-FM																				
WI '98	27	456	.3	2.4	32	232	.4	2.3	26	246	.3	2.4	31	306	.4	2.1	21	266	.3	2.1
FA '97	13	342	.2	1.1	20	149	.2	1.5	18	139	.2	1.6	16	196	.2	1.0	7	156	.1	.6
SU '97	30	583	.4	2.3	31	274	.4	2.4	45	399	.6	2.8	39	318	.5	2.5	17	207	.2	1.6
SP '97	23	495	.3	1.9	25	199	.3	1.9	23	186	.3	1.9	22	281	.3	1.4	21	200	.3	2.0
4-Book	23	469	.3	1.9	27	214	.3	2.0	28	243	.4	2.2	27	275	.4	1.8	17	207	.2	1.6
WI '97	27	346	.3	2.4	26	197	.3	2.0	30	198	.4	2.7	27	194	.3	1.8	25	215	.3	2.4
+WXM-FM																				
WI '98	70	1863	.9	6.1	79	850	1.0	5.6	72	780	.9	6.7	102	1132	1.3	6.8	54	830	.7	5.3
FA '97	48	1379	.6	4.0	45	605	.6	3.3	43	503	.5	3.8	67	908	.8	4.4	46	689	.6	4.1
SU '97	6	211	.1	.5	8	101	.1	.6	5	56	.1	.3	8	127	.1	.5	3	76		.3
SP '97	3	129		.3	1	30		.1	2	41		.2	3	45		.2	3	53		.3
4-Book	32	896	.4	2.7	33	397	.4	2.4	31	345	.4	2.8	45	553	.6	3.0	27	412	.3	2.5
WI '97	8	211	.1	.7	8	86	.1	.6	10	74	.1	.9	8	82	.1	.5	7	73	.1	.7
WYSP-FM																				
WI '98	87	1818	1.1	7.6	212	1105	2.6	15.1	101	802	1.2	9.4	85	794	1.1	5.7	40	704	.5	3.9
FA '97	109	1932	1.3	9.1	251	1202	3.1	18.6	129	811	1.6	11.3	94	824	1.2	6.1	43	454	.5	3.8
SU '97	103	2021	1.3	8.0	262	1151	3.2	20.0	127	912	1.6	7.8	89	952	1.1	5.6	41	639	.5	3.9
SP '97	113	2080	1.4	9.5	276	1282	3.4	20.5	133	924	1.6	11.0	120	1090	1.5	7.6	47	684	.6	4.4
4-Book	103	1963	1.3	8.6	250	1185	3.1	18.6	123	862	1.5	9.9	97	915	1.2	6.3	43	620	.5	4.0
WI '97	101	1747	1.2	9.0	235	1124	2.9	18.1	110	774	1.4	9.9	86	799	1.1	5.9	50	577	.6	4.8
WYXR-FM																				
WI '98	33	1377	.4	2.9	18	313	.2	1.3	22	335	.3	2.1	32	495	.4	2.1	66	645	.8	6.4
FA '97	48	1425	.6	4.0	50	504	.6	3.7	58	399	.7	5.1	44	564	.5	2.9	58	730	.7	5.2
SU '97	74	1779	.9	5.8	43	492	.5	3.3	93	798	1.1	5.7	88	811	1.1	5.6	85	881	1.0	8.0
SP '97	53	1557	.7	4.4	40	471	.5	3.0	67	620	.8	5.5	66	765	.8	4.2	59	737	.7	5.6
4-Book	52	1535	.7	4.3	38	445	.5	2.8	60	538	.7	4.6	58	659	.7	3.7	67	748	.8	6.3
WI '97	35	1552	.4	3.1	27	434	.3	2.1	34	497	.4	3.0	41	587	.5	2.8	53	775	.7	5.0
WJBR-FM																				
WI '98	3	194		.3	1	44		.1	2	58		.2	3	63		.2	4	86		.4
FA '97	3	161		.3	1	23		.1	1	24		.1	5	84		.1	4	54		.4
SU '97	4	173		.3	4	41		.3	4	47		.2	4	42		.3	7	42		.7
SP '97	7	234	.1	.6	4	81		.3	12	98	.1	1.0	5	74	.1	.3	9	138	.1	.8
4-Book	4	191	.1	.4	3	47	.2	.2	5	57	.4	.4	4	66	.1	.3	6	80	.1	.6
WI '97	5	158	.1	.4	5	42	.1	.4	8	49	.1	.7	7	96	.1	.5	3	69		.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 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98	3	101	.1	.3	2	34	.1	.1	3	45	.1	.3	4	43	.1	.3	4	51	.1	.4
FA '97	6	176	.1	.5	5	57	.1	.4	11	71	.1	1.0	17	127	.2	1.1	2	54	.2	.2
SU '97	4	98		.3	1	18		.1	12	48	.1	.7	6	60	.1	.4	2	30	.1	.2
SP '97	2	132		.2	3	41		.2	3	47		.2	2	41		.1	1	25		.1
4-Book	4	127		.3	3	38		.2	7	53		.6	7	68		.5	2	40		.2
WI '97	2	109		.2		9			4	19		.4	4	51		.3		19		
+WLEV-FM																				
WI '98	6	42	.1	.5	8	17	.1	.6	14	23	.2	1.3	7	30	.1	.5	1	13		.1
FA '97	1	62		.1	1	18		.1		19			1	26		.1	1	33		.1
SU '97		37							1	15		.1	1	15		.1				
SP '97	2	28		.2	2	19		.1	4	9		.3	3	18		.2				
4-Book	2	42		.2	3	14		.2	5	17		.4	3	22		.2	1	12		.1
WI '97	1	29		.1	1	29		.1						12			1	9		.1
WOR -AM																				
WI '98																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		16																9		.1
WPST-FM																				
WI '98	44	1497	.5	3.8	47	655	.6	3.4	32	475	.4	3.0	63	852	.8	4.2	48	678	.6	4.7
FA '97	38	1262	.5	3.2	42	555	.5	3.1	31	412	.4	2.7	42	738	.5	2.7	42	698	.5	3.7
SU '97	59	1623	.7	4.6	32	484	.4	2.4	80	787	1.0	4.9	82	927	1.0	5.2	44	779	.5	4.2
SP '97	46	1526	.6	3.9	50	662	.6	3.7	42	666	.5	3.5	61	880	.8	3.9	45	682	.6	4.2
4-Book	47	1477	.6	3.9	43	589	.5	3.2	46	585	.6	3.5	62	849	.8	4.0	45	709	.6	4.2
WI '97	47	1582	.6	4.2	48	573	.6	3.7	32	498	.4	2.9	72	931	.9	4.9	49	689	.6	4.7
WRDR-FM																				
WI '98		25							8				1	10		.1	1	16		.1
FA '97		21																		
SU '97																				
SP '97																				
4-Book		12							2				3				4			
WI '97		26				9							2	26		.1				
WSTW-FM																				
WI '98	8	287	.1	.7	7	64	.1	.5	12	91	.1	1.1	6	127	.1	.4	8	131	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	4	315		.3	2	58		.2	5	110	.1	.3	8	110	.1	.5	5	136	.1	.5
SP '97	2	204		.2	1	33		.1	1	49		.1	4	135		.3	2	52		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	252		.2	3	71		.2	2	65		.2	2	73		.1	3	84		.3
TOTALS																				
WI '98	1143	7804	14.1		1402	6449	17.3		1070	4751	13.2		1500	6718	18.6		1024	5924	12.7	
FA '97	1193	7797	14.8		1349	6344	16.7		1140	5011	14.1		1538	6656	19.0		1125	5913	13.9	
SU '97	1282	7872	15.8		1312	5958	16.1		1632	6255	20.1		1583	6784	19.5		1056	5945	13.0	
SP '97	1192	7836	14.7		1349	6315	16.6		1212	5290	14.9		1578	6745	19.4		1059	5915	13.0	
4-Book	1203	7827	14.9		1353	6267	16.7		1264	5327	15.6		1550	6726	19.1		1066	5924	13.2	
WI '97	1126	7796	13.9		1300	6236	16.0		1116	4848	13.7		1469	6686	18.1		1051	5888	12.9	

** 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 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	22	720	.3	1.7	9	205	.1	1.0	18	66	.2	2.9	3	33	.2		1	15	.1	
4-Book	21	636	.3	1.5	8	243	.1	.9	18	88	.2	2.8	6	48	.1	.4	2	22	.2	
WBEB-FM																				
WI '98	64	827	.8	4.9	35	480	.4	3.7	14	56	.2	2.3	56	197	.7	3.9	53	144	.7	4.4
4-Book	62	852	.8	4.6	39	529	.5	3.9	27	97	.4	4.3	68	203	.8	4.5	53	133	.7	4.0
WDAS-AM																				
WI '98	6	66	.1	.5	12	95	.1	1.3	6	15	.1	1.0	4	7	.3					
4-Book	6	57	.1	.5	7	62	.1	.7	4	7	.1	.6	3	8	.2		1	4	.1	
WDAS-FM																				
WI '98	59	524	.7	4.5	33	422	.4	3.5	30	99	.4	4.9	49	118	.6	3.4	31	93	.4	2.6
4-Book	47	490	.6	3.4	33	357	.4	3.4	27	69	.4	4.3	45	110	.6	3.0	30	79	.4	2.3
WHAT-AM																				
WI '98					2	8		.2												
4-Book	1	18			2	18		.2	1	3		.1	1	1		.1	2	4	.2	
WIOQ-FM																				
WI '98	105	2297	1.3	8.1	83	1555	1.0	8.9	51	249	.6	8.3	148	637	1.8	10.3	109	513	1.3	9.1
4-Book	125	2333	1.6	9.0	102	1690	1.3	10.4	60	271	.7	9.5	168	711	2.1	11.0	135	540	1.7	10.3
WIP -AM																				
WI '98	21	294	.3	1.6	13	172	.2	1.4	10	39	.1	1.6	9	45	.1	.6	16	51	.2	1.3
4-Book	30	438	.4	2.1	17	243	.2	1.7	14	49	.2	2.3	22	72	.3	1.5	16	46	.2	1.2
WJJZ-FM																				
WI '98	32	265	.4	2.5	15	218	.2	1.6	7	28	.1	1.1	19	39	.2	1.3	22	69	.3	1.8
4-Book	17	223	.2	1.3	11	151	.2	1.2	6	25	.1	.9	21	43	.2	1.4	12	37	.2	.9
WMGK-FM																				
WI '98	40	682	.5	3.1	30	443	.4	3.2	14	81	.2	2.3	50	175	.6	3.5	44	180	.5	3.7
4-Book	61	873	.8	4.4	39	605	.5	4.0	19	88	.3	2.9	75	251	.9	5.0	58	206	.7	4.4
WMMR-FM																				
WI '98	47	1020	.6	3.6	39	666	.5	4.2	26	82	.3	4.2	73	278	.9	5.1	51	188	.6	4.2
4-Book	52	957	.7	3.7	29	577	.4	3.0	28	107	.4	4.5	52	211	.6	3.4	45	178	.6	3.5
WGL-FM																				
WI '98	21	454	.3	1.6	18	305	.2	1.9	8	36	.1	1.3	17	54	.2	1.2	28	104	.3	2.3
4-Book	25	521	.3	1.8	20	341	.3	2.1	14	54	.2	2.3	37	111	.5	2.5	24	89	.3	1.9
WPEN-AM																				
WI '98	11	54	.1	.8	3	12		.3	11	12	.1	1.8	6	12	.1	.4	5	12	.1	.4
4-Book	5	32		.4	3	24		.3	3	5		.5	4	9	.1	.3	4	9	.1	.3
+WPHI-FM																				
WI '98	168	2500	2.1	12.9	143	1838	1.8	15.3	104	285	1.3	17.0	241	817	3.0	16.8	205	663	2.5	17.1
4-Book	184	2448	2.3	13.3	157	1789	2.0	16.2	97	323	1.2	15.2	245	819	3.0	16.2	231	691	2.9	17.7
WPHT-AM																				
WI '98	1	27		.1	1	9		.1												
4-Book	2	35		.1	1	17		.1					1	4		.1	2	4		.1
WPLY-FM																				
WI '98	104	2147	1.3	8.0	63	1401	.8	6.7	34	182	.4	5.5	99	578	1.2	6.9	79	381	1.0	6.6
4-Book	119	2149	1.5	8.6	82	1475	1.0	8.4	40	223	.5	6.3	127	586	1.6	8.4	121	471	1.5	9.2
WURD-AM																				
WI '98	13	145	.2	1.0	11	84	.1	1.2	13	37	.2	2.1	20	47	.2	1.4	4	19		.3
4-Book	8	96	.1	.6	8	62	.1	.8	6	23	.1	1.0	17	36	.2	1.1	5	19		.4
WUSL-FM																				
WI '98	155	2443	1.9	11.9	137	1792	1.7	14.7	95	298	1.2	15.5	197	687	2.4	13.7	173	653	2.1	14.4
4-Book	181	2477	2.3	13.2	152	1766	1.9	15.6	99	323	1.2	15.5	230	772	2.8	15.2	215	678	2.6	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 12-24

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	
WVDB-FM																				
WI '98	13	124	.2	1.0	4	64	.4		10	17	.1	1.6	5	25	.1	.3	6	11	.1	.5
4-Book	7	119	.1	.5	5	71	.5		4	11	.1	.6	2	9		.2	3	11		.3
WVJZ-AM																				
WI '98	1	5		.1		5														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	30	391	.4	2.3	26	293	.3	2.8	6	42	.1	1.0	34	124	.4	2.4	39	145	.5	3.2
4-Book	28	396	.4	2.0	20	242	.3	2.1	12	56	.2	1.9	32	102	.4	2.1	29	81	.4	2.2
+WXXM-FM																				
WI '98	83	1591	1.0	6.4	59	1160	.7	6.3	32	138	.4	5.2	80	382	1.0	5.6	77	397	1.0	6.4
4-Book	36	755	.4	2.7	29	543	.4	3.0	16	77	.2	2.5	46	194	.6	3.1	42	198	.6	3.4
WYSP-FM																				
WI '98	130	1551	1.6	10.0	40	874	.5	4.3	12	81	.1	2.0	69	302	.9	4.8	65	267	.8	5.4
4-Book	154	1707	1.9	11.2	53	893	.7	5.4	34	118	.4	5.3	74	279	1.0	4.9	64	273	.8	4.9
WYXR-FM																				
WI '98	24	827	.3	1.8	27	614	.3	2.9	12	46	.1	2.0	40	173	.5	2.8	31	170	.4	2.6
4-Book	52	1029	.6	3.7	41	783	.5	4.1	21	94	.3	3.4	53	232	.7	3.5	49	194	.6	3.7
WJBR-FM																				
WI '98	2	104		.2	3	88		.3						7			2	25		.2
4-Book	4	110		.3	3	89		.3	2	11		.2	2	20		.1	6	23		.5
WKXV-FM																				
WI '98	3	79		.2	3	42		.3	1	7		.2	5	25	.1	.3	7	20	.1	.6
4-Book	6	105	.1	.4	1	41		.1	2	10		.3	2	10		.1	3	10		.2
+WLEV-FM																				
WI '98	10	36	.1	.8		7								5				7		
4-Book	4	32		.3		17												9		.1
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	46	1253	.6	3.5	38	801	.5	4.1	20	99	.2	3.3	58	321	.7	4.0	46	223	.6	3.8
4-Book	50	1210	.6	3.6	43	807	.5	4.4	26	113	.3	4.0	70	319	.9	4.6	58	271	.7	4.4
WRDR-FM																				
WI '98		18																		
4-Book		5				5														
WSTV-FM																				
WI '98	9	199	.1	.7	7	104	.1	.7	7	18	.1	1.1	17	49	.2	1.2	15	58	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	1304	7626	16.1		934	6630	11.6		613	1821	7.6		1438	4028	17.8		1202	3278	14.9	
4-Book	1380	7646	17.0		973	6581	12.0		634	1926	7.8		1515	3989	18.7		1305	3292	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 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
WI '98	6	9	.1	.6	25	97	.3	5.0	5	38	.1	.5	4	25	.5	.5	14	52	.2	1.8	
4-Book	2	4	.1	.2	19	85	.2	4.0	8	57	.1	.8	7	32	.1	.7	7	38	.1	.9	
WBEB-FM																					
WI '98	19	100	.2	1.8	24	58	.3	4.8	40	132	.5	4.2	40	119	.5	4.7	29	126	.4	3.8	
4-Book	33	142	.4	3.3	23	60	.3	4.7	39	129	.5	3.9	38	115	.5	3.9	24	127	.3	3.3	
WDAS-AM																					
WI '98	6	7	.1	.6	41	61	.5	8.2	29	66	.4	3.1	7	13	.1	.8	1	5	.1	.1	
4-Book	2	2	.1	.2	24	43	.3	4.9	14	41	.2	1.5	6	10	.1	.6	2	8	.1	.3	
WDAS-FM																					
WI '98	26	102	.3	2.5	9	31	.1	1.8	19	69	.2	2.0	21	33	.3	2.5	71	170	.9	9.3	
4-Book	34	104	.4	3.4	14	28	.2	2.8	26	74	.3	2.5	31	66	.4	3.1	49	110	.6	6.6	
WHAT-AM																					
WI '98					2	8		.4	8	8	.1	.8	2	8		.2					
4-Book	1	2		.1	4	13	.1	.8	4	8		.4	2	4		.2	1	2		.1	
WIOQ-FM																					
WI '98	108	536	1.3	10.5	31	210	.4	6.2	80	449	1.0	8.4	78	374	1.0	9.2	49	244	.6	6.4	
4-Book	125	488	1.5	12.4	32	170	.4	6.8	108	501	1.4	10.5	101	399	1.3	10.2	69	291	.9	9.3	
WIP -AM																					
WI '98	9	50	.1	.9	18	38	.2	3.6	7	15	.1	.7	20	41	.2	2.3	18	61	.2	2.4	
4-Book	15	57	.2	1.5	11	36	.1	2.3	21	68	.3	2.0	21	54	.3	2.1	14	54	.2	2.0	
WJJZ-FM																					
WI '98	6	18	.1	.6	4	24		.8	27	77	.3	2.9	27	46	.3	3.2	11	33	.1	1.4	
4-Book	6	16	.1	.6	5	18		1.1	19	52	.2	1.9	11	23	.1	1.2	7	24	.1	1.0	
WMGK-FM																					
WI '98	31	97	.4	3.0	10	36	.1	2.0	30	115	.4	3.2	30	132	.4	3.5	27	111	.3	3.6	
4-Book	29	120	.4	2.9	11	58	.1	2.2	41	163	.5	4.1	47	163	.6	4.7	26	104	.3	3.6	
WMMR-FM																					
WI '98	29	132	.4	2.8	16	60	.2	3.2	47	220	.6	5.0	37	84	.5	4.3	28	62	.3	3.7	
4-Book	21	121	.3	2.1	12	49	.2	2.5	33	139	.4	3.3	26	98	.3	2.7	15	69	.2	2.0	
WGL-FM																					
WI '98	29	107	.4	2.8	8	36	.1	1.6	10	56	.1	1.1	22	61	.3	2.6	23	70	.3	3.0	
4-Book	20	87	.3	2.0	13	42	.2	2.9	20	86	.3	2.0	18	57	.2	1.9	14	55	.2	1.8	
WPEN-AM																					
WI '98													6	12	.1	.7					
4-Book	2	5		.2	1	3		.1	4	9	.1	.4	7	12	.1	.7	1	2		.1	
+WPHI-FM																					
WI '98	216	776	2.7	21.0	58	197	.7	11.6	95	439	1.2	10.0	112	369	1.4	13.1	96	401	1.2	12.6	
4-Book	205	654	2.6	20.3	60	223	.8	12.8	134	501	1.7	13.1	161	501	2.0	16.1	110	398	1.4	14.9	
WPHT-AM																					
WI '98	4	9		.4														6	9	.1	.8
4-Book	4	9		.4					2	9		.2	1	7		.1	2	2		.2	
WPLY-FM																					
WI '98	58	289	.7	5.6	30	198	.4	6.0	76	493	.9	8.0	65	329	.8	7.6	55	350	.7	7.2	
4-Book	75	376	.9	7.4	35	196	.5	7.5	101	480	1.2	9.8	87	389	1.1	8.7	61	338	.8	8.2	
WURD-AM																					
WI '98					8	21	.1	1.6	26	69	.3	2.7	13	38	.2	1.5	5	21	.1	.7	
4-Book	2	9		.2	6	13	.1	1.4	13	32	.1	1.3	8	22	.1	.8	3	10	.1	.5	
WUSL-FM																					
WI '98	187	649	2.3	18.2	86	254	1.1	17.2	128	467	1.6	13.5	115	387	1.4	13.5	102	403	1.3	13.4	
4-Book	173	608	2.2	17.2	82	265	1.0	17.2	133	477	1.7	13.1	140	421	1.7	14.1	127	429	1.6	17.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWDB-FM																				
WI '98	2	14	.2		1	6	.2		11	19	.1	1.2								
4-Book	2	8	.2		3	22	.7		15	37	.2	1.5		4	15	.4		2	10	.2
WWJZ-AM																				
WI '98	2	5	.2																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	24	89	.3	2.3	19	76	.2	3.8	31	122	.4	3.3	24	94	.3	2.8	28	112	.3	3.7
4-Book	15	63	.2	1.5	16	67	.2	3.5	24	94	.3	2.4	20	67	.3	2.1	15	59	.2	2.0
+WXXM-FM																				
WI '98	67	306	.8	6.5	22	92	.3	4.4	72	370	.9	7.6	70	297	.9	8.2	45	216	.6	5.9
4-Book	26	143	.3	2.5	12	54	.2	2.4	32	172	.4	3.3	36	149	.5	3.9	21	112	.3	2.8
WYSP-FM																				
WI '98	39	223	.5	3.8	14	80	.2	2.8	63	315	.8	6.7	36	208	.4	4.2	18	90	.2	2.4
4-Book	52	202	.7	5.2	20	78	.3	4.2	75	309	.9	7.4	67	256	.8	6.6	33	149	.4	4.4
WYXR-FM																				
WI '98	36	166	.4	3.5	5	26	.1	1.0	25	107	.3	2.6	14	94	.2	1.6	42	180	.5	5.5
4-Book	47	193	.6	4.6	16	69	.2	3.3	34	160	.4	3.3	34	165	.5	3.4	62	242	.8	8.3
WJBR-FM																				
WI '98	6	33	.1	.6	4	15	.8		6	31	.1	.6	1	17	.1		4	25	.5	
4-Book	4	24	.4		2	8	.4		4	21	.1	.4	3	18	.3		5	25	.6	
WKXW-FM																				
WI '98	2	20	.2						1	10	.1		9	18	.1	1.1	1	10	.1	
4-Book	1	5	.1			4			1	16	.1		4	8	.4		1	4	.1	
+WLEV-FM																				
WI '98													2	7	.2					
4-Book		3			1	7	.2		1	5	.1		1	4	.1			2		
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	50	280	.6	4.9	17	104	.2	3.4	43	236	.5	4.5	41	203	.5	4.8	26	197	.3	3.4
4-Book	42	246	.5	4.2	17	97	.2	3.7	45	232	.6	4.4	52	220	.7	5.2	31	174	.4	4.2
WRDR-FM																				
WI '98					1	2	.2			2				3						
4-Book																				
WSTW-FM																				
WI '98	2	17	.2			7			4	26	.4		6	34	.1	.7	3	15	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	1030	3085	12.7		501	1577	6.2		947	3050	11.7		852	2504	10.5		760	2441	9.4	
4-Book	1010	2953	12.5		476	1548	5.9		1014	3102	12.5		990	2634	12.2		740	2309	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 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
WKXV-FM																				
WI '98	18	436	.2	.9	20	200	.2	.7	25	224	.2	.9	36	285	.3	1.4	10	101	.1	.9
FA '97	18	409	.2	.8	16	99	.1	.5	24	148	.2	.8	43	281	.4	1.6	9	122	.1	.7
SU '97	14	391	.1	.6	7	85	.1	.2	26	157	.2	.8	25	208	.2	.9	5	123		.4
SP '97	12	392	.1	.5	11	117	.1	.4	17	163	.1	.5	23	190	.2	.8	3	68		.2
4-Book	16	407	.2	.7	14	125	.1	.5	23	173	.2	.8	32	241	.3	1.2	7	104	.1	.6
WI '97	12	367	.1	.6	21	67	.2	.7	23	135	.2	.7	16	184	.1	.6	2	58		.2
+WLEV-FM																				
WI '98	8	128	.1	.4	10	50	.1	.3	16	60	.1	.6	12	66	.1	.5	4	42		.4
FA '97	4	92		.2	4	18		.1	9	28	.1	.3	7	46	.1	.3		17		
SU '97	4	130		.2	4	30		.1	7	32	.1	.2	5	70		.2	2	48		.2
SP '97	3	62		.1	4	36		.1	6	26	.1	.2	3	18		.1				
4-Book	5	103		.2	6	34		.2	10	37	.1	.3	7	50	.1	.3	2	27		.2
WI '97	8	132	.1	.4	5	43		.2	12	48	.1	.4	12	92	.1	.4	7	59	.1	.6
WOR -AM																				
WI '98																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		9															1	9		.1
WPST-FM																				
WI '98	47	1534	.4	2.3	58	707	.5	1.9	70	575	.6	2.4	57	770	.5	2.2	30	587	.3	2.6
FA '97	37	1298	.3	1.7	46	555	.4	1.5	67	559	.6	2.1	41	628	.4	1.5	19	462	.2	1.6
SU '97	68	1946	.6	3.0	63	725	.5	2.1	101	803	.9	3.0	97	1160	.8	3.5	37	712	.3	2.9
SP '97	63	1659	.5	2.7	68	710	.6	2.2	93	863	.8	2.8	88	980	.7	3.1	42	611	.4	3.2
4-Book	54	1609	.5	2.4	59	674	.5	1.9	83	700	.7	2.6	71	885	.6	2.6	32	593	.3	2.6
WI '97	57	1485	.5	2.6	71	540	.6	2.4	88	668	.7	2.8	83	948	.7	3.1	26	421	.2	2.2
WRDR-FM																				
WI '98	1	38			1	7				8			1	7			1	8		.1
FA '97	1	36							2	17		.1	2	18		.1				
SU '97		32				17				9										
SP '97	3	40		.1	5	30		.2	10	24	.1	.3	3	33		.1				
4-Book	1	37			2	14		.1	3	15		.1	2	15		.1		2		
WI '97		29											1	20				20		
WSTV-FM																				
WI '98	11	461	.1	.5	9	117	.1	.3	17	181	.1	.6	10	215	.1	.4	8	133	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	12	673	.1	.5	5	149		.2	15	259	.1	.4	20	302	.2	.7	6	155	.1	.5
SP '97	16	532	.1	.7	17	204	.1	.6	27	156	.2	.8	23	295	.2	.8	5	137		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	27	545	.2	1.3	40	223	.3	1.3	60	192	.5	1.9	30	251	.3	1.1	4	121		.3
TOTALS																				
WI '98	2088	11282	18.1	3070	9889	26.6	2864	8711	24.8	2549	9822	22.1	1138	7328	9.9					
FA '97	2181	11356	18.9	3001	9942	26.0	3156	9074	27.4	2700	9946	23.4	1207	7449	10.5					
SU '97	2302	11508	19.6	3069	9982	26.1	3398	9332	28.9	2789	10347	23.7	1265	7666	10.8					
SP '97	2294	11493	19.5	3069	9999	26.1	3296	9166	28.0	2798	10113	23.8	1308	7776	11.1					
4-Book	2216	11410	19.0	3052	9953	26.2	3179	9071	27.3	2709	10057	23.3	1230	7555	10.6					
WI '97	2151	11425	18.3	2963	9839	25.2	3110	9057	26.4	2699	10007	22.9	1203	7483	10.2					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	93	2185	.8	3.3	25	728	.2	1.8	58	294	.5	5.2	17	140	.1	.7	6	47	.1	.3
4-Book	73	1808	.6	2.5	26	697	.2	1.8	66	313	.6	5.3	21	133	.2	.8	14	73	.1	.7
WBEB-FM																				
WI '98	194	1485	1.7	6.9	58	814	.5	4.1	64	213	.6	5.7	93	348	.8	3.9	75	251	.6	4.2
4-Book	165	1491	1.4	5.6	62	812	.6	4.2	62	210	.6	5.0	117	343	1.0	4.6	85	234	.7	4.5
WDAS-AM																				
WI '98	22	165	.2	.8	22	218	.2	1.6	16	41	.1	1.4	9	23	.1	.4	6	8	.1	.3
4-Book	16	123	.1	.5	15	148	.1	1.1	11	20	.1	.9	12	23	.1	.5	5	13	.1	.3
WDAS-FM																				
WI '98	218	1429	1.9	7.7	108	933	.9	7.7	86	258	.7	7.7	184	354	1.6	7.8	91	283	.8	5.1
4-Book	179	1297	1.5	6.0	92	866	.8	6.2	71	203	.6	5.8	149	332	1.3	5.9	98	265	.8	5.2
WHAT-AM																				
WI '98	6	61	.1	.2	8	61	.1	.6	7	15	.1	.6	11	28	.1	.5	9	31	.1	.5
4-Book	7	58	.1	.3	5	44	.1	.4	3	9	.1	.3	10	18	.1	.4	6	16	.1	.3
WIDQ-FM																				
WI '98	169	2524	1.5	6.0	101	1747	.9	7.2	68	321	.6	6.1	200	730	1.7	8.5	135	593	1.2	7.5
4-Book	181	2488	1.6	6.0	112	1710	1.0	7.5	78	334	.7	6.2	199	750	1.7	7.8	147	524	1.3	7.7
WIP -AM																				
WI '98	109	1065	.9	3.9	29	503	.3	2.1	19	113	.2	1.7	39	172	.3	1.6	46	138	.4	2.6
4-Book	114	1142	1.0	3.8	37	580	.4	2.5	37	143	.3	3.0	59	211	.5	2.3	41	135	.4	2.2
WJZZ-FM																				
WI '98	80	725	.7	2.8	41	543	.4	2.9	25	109	.2	2.2	52	162	.5	2.2	57	175	.5	3.2
4-Book	82	710	.7	2.8	39	491	.3	2.7	28	116	.3	2.3	73	184	.6	2.9	51	146	.5	2.7
WMGK-FM																				
WI '98	156	1829	1.4	5.5	71	1125	.6	5.1	70	269	.6	6.3	137	452	1.2	5.8	109	451	.9	6.1
4-Book	204	2192	1.8	6.8	93	1340	.8	6.2	66	280	.6	5.4	186	611	1.6	7.3	147	496	1.3	7.7
WMMR-FM																				
WI '98	132	1821	1.1	4.7	81	1307	.7	5.8	76	254	.7	6.8	147	544	1.3	6.2	103	444	.9	5.7
4-Book	188	2164	1.6	6.3	84	1334	.7	5.7	89	310	.8	7.2	165	600	1.4	6.5	109	437	.9	5.7
WGL-FM																				
WI '98	47	772	.4	1.7	27	369	.2	1.9	21	88	.2	1.9	44	125	.4	1.9	35	145	.3	1.9
4-Book	67	885	.6	2.2	39	505	.3	2.6	34	117	.3	2.7	72	192	.6	2.8	47	150	.4	2.4
WPEN-AM																				
WI '98	14	92	.1	.5	5	57	.1	.4	13	21	.1	1.2	8	21	.1	.3	5	12	.1	.3
4-Book	8	71	.1	.3	4	48	.1	.3	4	9	.1	.4	6	14	.1	.2	4	9	.1	.2
+WPHI-FM																				
WI '98	148	2043	1.3	5.2	115	1410	1.0	8.2	74	209	.6	6.6	187	642	1.6	7.9	189	585	1.6	10.5
4-Book	164	2010	1.4	5.5	119	1379	1.0	8.0	82	252	.7	6.7	186	602	1.6	7.3	173	508	1.5	9.1
WPHT-AM																				
WI '98	5	168	.2	.2	4	46	.1	.3	1	3	.1	.1	2	7	.1	.1	5	11	.1	.2
4-Book	5	143	.2	.2	4	64	.1	.3	1	3	.1	.1	2	7	.1	.1	5	11	.1	.2
WPLY-FM																				
WI '98	116	2260	1.0	4.1	66	1477	.6	4.7	40	200	.3	3.6	125	616	1.1	5.3	95	523	.8	5.3
4-Book	154	2479	1.3	5.1	82	1539	.7	5.5	55	277	.5	4.4	154	664	1.3	6.1	119	503	1.0	6.3
WURD-AM																				
WI '98	19	223	.2	.7	12	79	.1	.9	6	19	.1	.5	32	68	.3	1.4	6	26	.1	.3
4-Book	23	187	.2	.8	16	105	.1	1.1	18	42	.2	1.4	33	73	.3	1.3	10	31	.1	.5
WUSL-FM																				
WI '98	182	2133	1.6	6.4	137	1616	1.2	9.8	82	274	.7	7.3	206	648	1.8	8.7	175	560	1.5	9.7
4-Book	206	2183	1.8	6.9	153	1634	1.3	10.3	107	328	.9	8.6	234	704	2.0	9.2	198	583	1.7	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

Target Listener Estimates - Persons 18-34

		Persons 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVDB-FM																						
WI '98		49	387	.4	1.7	18	252	.2	1.3	36	89	.3	3.2	8	33	.1	.3	11	30	.1	.6	
4-Book		36	405	.3	1.2	16	219	.2	1.1	13	40	.1	1.1	4	17	.1	.1	6	18	.1	.4	
WVJZ-AM																						
WI '98		1	5				5															
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																						
WI '98		88	919	.8	3.1	48	624	.4	3.4	21	124	.2	1.9	91	293	.8	3.8	72	267	.6	4.0	
4-Book		90	901	.8	3.0	51	616	.5	3.4	50	185	.5	4.0	90	298	.8	3.6	69	233	.6	3.6	
+WXXM-FM																						
WI '98		112	1990	1.0	4.0	73	1430	.6	5.2	48	200	.4	4.3	104	528	.9	4.4	120	627	1.0	6.7	
4-Book		63	1008	.6	2.2	40	694	.4	2.8	37	138	.3	3.0	76	288	.7	3.2	53	265	.5	3.0	
WYSP-FM																						
WI '98		363	3205	3.1	12.8	67	1352	.6	4.8	49	186	.4	4.4	142	594	1.2	6.0	95	409	.8	5.3	
4-Book		416	3485	3.6	13.9	102	1599	.9	6.8	81	262	.7	6.4	159	600	1.4	6.2	120	458	1.0	6.3	
WYXR-FM																						
WI '98		122	1761	1.1	4.3	79	1361	.7	5.6	52	236	.5	4.7	163	622	1.4	6.9	96	388	.8	5.3	
4-Book		141	1827	1.2	4.7	70	1216	.6	4.7	56	219	.5	4.5	129	489	1.1	5.1	94	353	.8	4.9	
WJBR-FM																						
WI '98		7	179	.1	.2	5	103	.1	.4	5	17	.1	.4	7	35	.1	.4	4	35	.1	.2	
4-Book		10	180	.1	.3	6	114	.1	.4	4	17	.1	.4	9	30	.1	.4	9	33	.1	.4	
WKXV-FM																						
WI '98		27	394	.2	1.0	9	136	.1	.6	12	48	.1	1.1	7	34	.1	.3	13	51	.1	.7	
4-Book		23	335	.2	.8	9	147	.1	.6	11	37	.1	.9	15	51	.1	.6	19	51	.2	1.0	
+WLEV-FM																						
WI '98		13	93	.1	.5	3	37	.1	.2	1	2	.1	.1	1	8	.1	.1	1	10	.1	.1	
4-Book		7	70	.1	.3	3	53	.1	.2	1	2	.1	.1	1	8	.1	.1	3	12	.1	.1	
WOR-AM																						
WI '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																						
WI '98		63	1254	.5	2.2	30	746	.3	2.1	20	119	.2	1.8	53	241	.5	2.2	43	240	.4	2.4	
4-Book		72	1337	.6	2.4	36	793	.3	2.4	24	135	.2	1.9	71	314	.6	2.8	51	275	.5	2.7	
WRDR-FM																						
WI '98		1	15			1	23		.1					3	16		.1					
4-Book		2	24		.1	1	16		.1					2	9		.1	1	2			
WSTV-FM																						
WI '98		13	370	.1	.5	11	159	.1	.8	10	25	.1	.9	22	75	.2	.9	21	107	.2	1.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
WI '98		2830	11082	24.5	1399	9468	12.1	1118	3197	9.7	2364	6046	20.5	1797	4947	15.6						
4-Book		2996	11263	25.7	1483	9547	12.7	1242	3483	10.7	2534	6122	21.7	1899	4785	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

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	10	53	.1	.9	63	293	.5	7.5	19	160	.2	1.2	24	83	.2	1.8	17	106	.1	1.8
4-Book	10	61	.1	.8	58	253	.5	7.1	17	120	.2	1.0	19	80	.2	1.3	16	99	.1	1.7
WBEB-FM																				
WI '98	37	174	.3	3.2	46	133	.4	5.4	58	229	.5	3.7	44	169	.4	3.4	47	170	.4	5.1
4-Book	45	190	.4	3.5	36	113	.3	4.4	64	226	.6	3.8	55	182	.5	4.0	31	147	.3	3.4
WDAS-AM																				
WI '98	12	27	.1	1.0	71	138	.6	8.4	46	145	.4	3.0	19	41	.2	1.5	3	13		.3
4-Book	4	9		.4	44	101	.4	5.3	30	91	.3	1.9	13	30	.1	.9	5	11	.1	.6
WDAS-FM																				
WI '98	72	247	.6	6.3	65	196	.6	7.7	79	222	.7	5.1	107	187	.9	8.2	166	361	1.4	18.0
4-Book	82	259	.7	6.5	52	136	.5	6.3	65	194	.6	3.9	77	176	.7	5.6	129	279	1.1	14.2
WHAT-AM																				
WI '98	5	14		.4	6	8	.1	.7	11	14	.1	.7	13	21	.1	1.0				
4-Book	1	5		.1	7	15	.1	.8	7	16	.1	.4	6	13	.1	.5	1	2		.1
WIOQ-FM																				
WI '98	103	548	.9	9.0	32	143	.3	3.8	111	520	1.0	7.1	93	381	.8	7.1	51	284	.4	5.5
4-Book	130	493	1.1	10.2	29	116	.3	3.5	119	496	1.1	7.1	98	371	.9	7.1	75	314	.6	8.3
WIP -AM																				
WI '98	9	57	.1	.8	28	79	.2	3.3	24	93	.2	1.5	45	116	.4	3.5	30	100	.3	3.3
4-Book	23	87	.2	1.8	24	87	.2	3.0	47	179	.4	2.8	41	129	.4	3.0	26	102	.2	2.8
WJZZ-FM																				
WI '98	34	115	.3	3.0	11	39	.1	1.3	57	214	.5	3.7	51	108	.4	3.9	35	116	.3	3.8
4-Book	28	105	.3	2.2	15	52	.1	1.8	54	161	.5	3.2	38	109	.3	2.8	20	70	.2	2.2
WMGK-FM																				
WI '98	34	163	.3	3.0	27	121	.2	3.2	67	286	.6	4.3	75	289	.6	5.8	49	221	.4	5.3
4-Book	62	229	.5	4.8	23	117	.2	2.8	107	414	.9	6.3	93	338	.8	6.7	48	203	.4	5.2
WMMR-FM																				
WI '98	56	169	.5	4.9	36	147	.3	4.3	112	425	1.0	7.2	74	234	.6	5.7	34	123	.3	3.7
4-Book	55	234	.5	4.3	40	163	.3	4.9	107	399	.9	6.4	65	241	.6	4.7	38	159	.3	4.1
WOGL-FM																				
WI '98	29	100	.3	2.5	12	43	.1	1.4	19	84	.2	1.2	26	66	.2	2.0	24	74	.2	2.6
4-Book	30	94	.3	2.4	32	81	.3	4.0	37	143	.3	2.2	32	92	.3	2.3	24	78	.2	2.6
WPEN-AM																				
WI '98					5	17		.6	6	18		.4	6	12		.5				
4-Book	2	4		.1	3	9		.3	8	19		.5	9	18		.7	2	2		.3
+WPHI-FM																				
WI '98	177	557	1.5	15.4	40	143	.3	4.7	85	353	.7	5.5	96	335	.8	7.4	60	245	.5	6.5
4-Book	159	471	1.3	12.7	39	143	.3	4.7	105	385	.9	6.3	128	388	1.1	9.2	70	262	.6	7.7
WPHT-AM																				
WI '98	4	9		.3	10	26	.1	1.2	4	36		.3					12	19	.1	1.3
4-Book	5	14		.4	5	14	.1	.5	6	30		.4	5	24		.3	3	5		.3
WPLY-FM																				
WI '98	47	264	.4	4.1	23	145	.2	2.7	79	435	.7	5.1	69	329	.6	5.3	42	315	.4	4.6
4-Book	65	323	.6	5.1	27	149	.2	3.3	97	448	.9	5.8	84	370	.7	6.1	45	265	.4	4.8
WURD-AM																				
WI '98					4	11		.5	25	60		1.6	15	30		1.2	3	11		.3
4-Book	2	6		.2	17	32	.2	2.0	24	59	.2	1.5	14	34	.1	1.0	5	10		.6
WUSL-FM																				
WI '98	179	585	1.6	15.6	98	293	.8	11.6	162	540	1.4	10.4	95	296	.8	7.3	80	244	.7	8.7
4-Book	187	560	1.6	14.8	99	298	.8	12.0	157	497	1.4	9.3	121	314	1.0	8.8	104	294	.9	11.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WWDB-FM																				
WI '98	11	27	.1	1.0	12	45	.1	1.4	44	102	.4	2.8	8	26	.1	.6	13	49	.1	1.4
4-Book	9	25	.1	.7	16	75	.1	1.9	49	116	.4	2.9	11	34	.1	.8	14	43	.1	1.5
WWJZ-AM																				
WI '98	2	5	.2	.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	28	151	.2	2.4	24	120	.2	2.8	52	203	.5	3.3	58	159	.5	4.5	36	137	.3	3.9
4-Book	26	131	.2	2.1	38	141	.3	4.8	60	211	.5	3.6	48	150	.4	3.5	24	98	.2	2.6
+WXXM-FM																				
WI '98	59	315	.5	5.1	40	148	.3	4.7	79	402	.7	5.1	79	356	.7	6.1	51	278	.4	5.5
4-Book	31	157	.3	2.6	18	77	.2	2.2	41	201	.4	2.5	41	161	.4	3.0	20	114	.2	2.2
WYSP-FM																				
WI '98	48	251	.4	4.2	23	93	.2	2.7	78	438	.7	5.0	60	324	.5	4.6	31	145	.3	3.4
4-Book	74	291	.6	5.8	35	121	.3	4.3	152	620	1.3	8.9	139	480	1.2	10.0	49	222	.4	5.4
WYXR-FM																				
WI '98	56	283	.5	4.9	38	169	.3	4.5	118	437	1.0	7.6	67	304	.6	5.1	30	162	.3	3.3
4-Book	58	254	.5	4.5	28	124	.2	3.3	76	322	.7	4.6	62	263	.5	4.5	54	234	.5	6.0
WJBR-FM																				
WI '98	6	41	.1	.5	8	33	.1	.9	8	30	.1	.5	3	15	.2	.2	4	22	.4	.4
4-Book	5	30	.1	.4	5	23	.1	.6	8	33	.1	.5	4	23	.3	.3	4	21	.5	.5
WKXV-FM																				
WI '98	5	46	.4	.4	13	34	.1	1.5	9	42	.1	.6	10	25	.1	.8	3	28	.3	.3
4-Book	5	20	.4	.4	8	27	.1	.9	10	42	.1	.6	6	22	.1	.5	1	12	.1	.1
+WLEV-FM																				
WI '98	16	28	.1	1.4	3	16	.3	.3	2	18	.1	.2	1	10	.1	.1	2	7	.2	.2
4-Book	6	16	.1	.5	3	16	.3	.3	4	18	.2	.2	2	12	.1	.1	2	7	.2	.2
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	19	150	.2	1.7	14	71	.1	1.7	45	204	.4	2.9	32	182	.3	2.5	14	124	.1	1.5
4-Book	26	179	.2	2.0	15	87	.1	1.9	40	200	.4	2.4	37	165	.3	2.7	19	122	.2	2.1
WRDR-FM																				
WI '98					1	2	.1	.1	1	7	.1	.1	1	5	.1	.1	2	8	.2	.2
4-Book		2			1	2	.1	.1	1	6	.1	.1	1	5	.1	.1	1	2	.1	.1
WSTW-FM																				
WI '98	3	34	.3	.3	4	14	.5	.5	12	43	.1	.8	10	34	.1	.8	2	7	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	1150	3617	10.0		845	2475	7.3		1557	4605	13.5		1301	3556	11.3		922	2831	8.0	
4-Book	1269	3661	10.9		819	2464	7.0		1680	4652	14.4		1376	3586	11.8		912	2744	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98	46	1014	.2	1.1	52	422	.2	.8	55	428	.2	1.0	89	607	.4	1.8	33	276	.1	1.6
FA '97	49	950	.2	1.1	67	399	.3	1.0	66	391	.3	1.0	94	618	.4	1.8	25	261	.1	1.3
SU '97	36	884	.2	.8	37	332	.2	.6	63	385	.3	1.0	61	480	.3	1.2	12	250	.1	.5
SP '97	27	905	.1	.6	34	350	.1	.5	41	369	.2	.6	44	441	.2	.8	8	176		.4
4-Book	40	938	.2	.9	48	376	.2	.7	56	393	.3	.9	72	537	.3	1.4	20	241	.1	1.0
WI '97	29	866	.1	.7	46	298	.2	.7	52	329	.2	.9	41	426	.2	.8	4	109		.2
+WLEV-FM																				
WI '98	20	255	.1	.5	17	114	.1	.3	40	128	.2	.7	28	115	.1	.6	9	91		.4
FA '97	20	346	.1	.5	15	102	.1	.2	45	148	.2	.7	31	138	.1	.6	7	112		.4
SU '97	12	300	.1	.3	13	105	.1	.2	24	142	.1	.4	15	210	.1	.3	4	86		.2
SP '97	12	190	.1	.3	18	95	.1	.3	29	81	.1	.4	12	89	.1	.2	1	34		
4-Book	16	273	.1	.4	16	104	.1	.3	35	125	.2	.6	22	138	.1	.4	5	81		.3
WI '97	21	354	.1	.5	20	155	.1	.3	38	150	.2	.6	26	207	.1	.5	10	117		.5
WOR -AM																				
WI '98	1	15			4	15		.1	1	8				7						
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	3	66		.1	4	33		.1	4	33		.1	8	9		.2	1	9		.1
WPST-FM																				
WI '98	63	2170	.3	1.5	77	909	.3	1.2	89	774	.4	1.5	81	1062	.4	1.6	37	694	.2	1.8
FA '97	57	1962	.2	1.3	68	829	.3	1.1	96	869	.4	1.5	71	1003	.3	1.3	29	724	.1	1.5
SU '97	84	2537	.4	1.9	74	884	.3	1.2	125	1076	.5	1.9	112	1449	.5	2.1	42	822	.2	1.9
SP '97	72	2115	.3	1.6	87	884	.4	1.3	107	1053	.5	1.7	101	1232	.4	1.9	47	726	.2	2.2
4-Book	69	2196	.3	1.6	77	877	.3	1.2	104	943	.5	1.7	91	1187	.4	1.7	39	742	.2	1.9
WI '97	67	1950	.3	1.6	84	743	.4	1.3	102	826	.4	1.7	99	1209	.4	1.9	30	547	.1	1.5
WRDR-FM																				
WI '98	12	180	.1	.3	8	118		.1	21	133	.1	.4	19	115	.1	.4	3	41		.1
FA '97	9	151		.2	13	70		.2	19	86	.1	.3	8	57		.2	1	34		.1
SU '97	2	75			2	32			3	24			1	24			1	4		
SP '97	6	130		.1	7	64		.1	15	55	.1	.2	6	64		.1	1	33		
4-Book	7	134		.2	8	71		.1	15	75	.1	.2	9	65		.2	2	28		.1
WI '97	3	109		.1	3	49			7	7			7	67		.1	3	45		.2
WSTV-FM																				
WI '98	22	791	.1	.5	24	273	.1	.4	39	309	.2	.7	26	362	.1	.5	11	187		.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	22	987	.1	.5	21	267	.1	.3	32	380	.1	.5	33	434	.1	.6	10	230		.5
SP '97	23	792	.1	.5	27	309	.1	.4	38	261	.2	.6	34	419	.1	.6	7	188		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	35	775	.2	.8	53	344	.2	.8	75	295	.3	1.2	38	362	.2	.7	6	183		.3
TOTALS																				
WI '98	4196	22399	18.3		6489	20090	28.3		5775	17042	25.1		5072	19500	22.1		2020	13611	8.8	
FA '97	4295	22430	18.7		6384	20301	27.8		6293	17720	27.4		5260	19796	22.9		1990	13599	8.7	
SU '97	4430	22679	19.1		6245	19992	27.0		6432	18264	27.8		5292	20338	22.9		2199	14260	9.5	
SP '97	4466	22649	19.3		6552	20273	28.3		6460	17903	27.9		5358	19991	23.1		2153	14316	9.3	
4-Book	4347	22539	18.9		6418	20164	27.9		6240	17732	27.1		5246	19906	22.8		2091	13947	9.1	
WI '97	4216	22470	18.2		6301	19926	27.2		6017	17452	26.0		5231	19827	22.6		1987	13819	8.6	

** 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				
AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	
KYW -AM																				
WI '98	301	5374	1.3	5.2	108	2401	.5	3.8	240	1055	1.0	8.7	95	534	.4	2.0	61	284	.3	1.8
4-Book	255	5103	1.1	4.3	100	2506	.4	3.4	245	1119	1.1	8.8	104	598	.5	2.1	67	367	.3	1.9
WBEB-FM																				
WI '98	399	3345	1.7	6.9	119	1903	.5	4.2	125	485	.5	4.6	226	871	1.0	4.8	160	605	.7	4.7
4-Book	397	3278	1.7	6.6	144	1894	.6	4.9	141	497	.6	5.1	284	846	1.2	5.8	187	596	.8	5.2
VDAS-AM																				
WI '98	48	353	.2	.8	48	470	.2	1.7	38	99	.2	1.4	30	68	.1	.6	8	15	.1	.2
4-Book	38	292	.2	.6	40	387	.2	1.4	26	58	.1	1.0	30	63	.1	.6	12	30	.1	.3
VDAS-FM																				
WI '98	428	2782	1.9	7.4	233	1920	1.0	8.2	187	544	.8	6.8	352	793	1.5	7.5	247	726	1.1	7.2
4-Book	394	2618	1.7	6.6	217	1850	1.0	7.4	165	461	.7	5.9	341	768	1.5	6.9	268	670	1.2	7.5
WHAT-AM																				
WI '98	33	277	.1	.6	22	184	.1	.8	28	50	.1	1.0	46	94	.2	1.0	18	65	.1	.5
4-Book	34	251	.2	.6	22	198	.1	.8	20	53	.1	.7	39	83	.2	.8	20	58	.1	.6
WIOQ-FM																				
WI '98	269	3811	1.2	4.7	155	2490	.7	5.5	154	552	.7	5.6	307	1082	1.3	6.5	202	783	.9	5.9
4-Book	267	3670	1.2	4.5	159	2403	.7	5.4	122	479	.5	4.4	291	1066	1.3	5.9	217	757	1.0	6.0
WIP -AM																				
WI '98	255	2510	1.1	4.4	72	1202	.3	2.5	61	288	.3	2.2	112	431	.5	2.4	101	375	.4	3.0
4-Book	257	2481	1.1	4.3	83	1300	.4	2.8	91	343	.4	3.3	119	442	.5	2.5	91	321	.4	2.6
WJJZ-FM																				
WI '98	264	2184	1.1	4.6	150	1746	.7	5.3	138	449	.6	5.0	226	667	1.0	4.8	183	568	.8	5.4
4-Book	278	2236	1.2	4.7	135	1573	.6	4.6	109	373	.5	3.9	223	647	1.0	4.5	175	510	.8	4.9
WMGK-FM																				
WI '98	326	3774	1.4	5.6	157	2374	.7	5.5	149	571	.6	5.4	335	1035	1.5	7.1	228	921	1.0	6.7
4-Book	393	4204	1.7	6.6	185	2628	.8	6.3	157	587	.7	5.6	392	1231	1.7	8.0	280	967	1.2	7.8
WMMR-FM																				
WI '98	276	3263	1.2	4.8	134	2267	.6	4.7	134	484	.6	4.9	229	945	1.0	4.9	166	707	.7	4.9
4-Book	358	3734	1.6	6.0	148	2289	.6	5.0	158	554	.7	5.6	286	1002	1.3	5.8	187	712	.8	5.2
WVGL-FM																				
WI '98	231	2639	1.0	4.0	147	1680	.6	5.2	133	500	.6	4.8	240	680	1.0	5.1	167	616	.7	4.9
4-Book	263	2956	1.1	4.4	163	1970	.7	5.6	146	517	.6	5.2	283	816	1.2	5.7	193	618	.8	5.4
WPEN-AM																				
WI '98	27	294	.1	.5	11	207	.1	.4	21	63	.1	.8	10	44	.1	.2	10	39	.1	.3
4-Book	22	254	.1	.4	14	169	.1	.5	11	36	.1	.4	18	44	.1	.4	16	37	.1	.5
+WPHI-FM																				
WI '98	177	2489	.8	3.1	129	1661	.6	4.5	81	228	.4	3.0	214	736	.9	4.5	213	643	.9	6.2
4-Book	193	2436	.8	3.3	139	1643	.6	4.7	96	293	.4	3.5	225	713	1.0	4.5	198	578	.9	5.5
WPHT-AM																				
WI '98	31	495	.1	.5	14	242	.1	.5	12	54	.1	.4	16	50	.1	.3	9	35	.1	.3
4-Book	21	430	.1	.4	13	254	.1	.4	12	41	.1	.4	12	46	.1	.2	12	37	.1	.4
WPLY-FM																				
WI '98	160	2991	.7	2.8	88	1958	.4	3.1	72	332	.3	2.6	178	852	.8	3.8	115	670	.5	3.4
4-Book	197	3200	.9	3.3	104	2009	.5	3.5	75	372	.3	2.7	198	839	.9	4.0	146	628	.6	4.1
WURD-AM																				
WI '98	32	306	.1	.6	20	153	.1	.7	21	41	.1	.8	56	136	.2	1.2	9	37	.1	.3
4-Book	36	282	.2	.6	22	174	.1	.8	25	59	.1	.9	49	111	.2	1.0	17	49	.1	.5
WUSL-FM																				
WI '98	240	2842	1.0	4.2	173	2153	.8	6.1	116	370	.5	4.2	250	830	1.1	5.3	205	664	.9	6.0
4-Book	270	2942	1.2	4.5	192	2142	.9	6.5	137	433	.6	4.9	296	911	1.3	6.0	240	705	1.0	6.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WWDB-FM																				
WI '98	140	1347	.6	2.4	93	838	.4	3.3	119	284	.5	4.3	73	231	.3	1.5	87	169	.4	2.5
4-Book	129	1349	.6	2.1	65	764	.3	2.2	78	216	.3	2.8	52	162	.2	1.0	47	110	.2	1.3
WWJZ-AM																				
WI '98	1	12			1	11														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	207	1890	.9	3.6	111	1324	.5	3.9	115	335	.5	4.2	186	592	.8	3.9	149	472	.6	4.4
4-Book	215	1917	.9	3.6	122	1344	.5	4.2	131	418	.6	4.6	223	660	1.0	4.5	155	485	.7	4.3
+WXMM-FM																				
WI '98	169	2707	.7	2.9	107	1901	.5	3.8	88	317	.4	3.2	169	746	.7	3.6	186	844	.8	5.4
4-Book	115	1646	.5	1.9	66	1077	.3	2.3	63	239	.3	2.3	119	439	.5	2.5	88	400	.4	2.6
WYSP-FM																				
WI '98	579	5087	2.5	10.0	103	1986	.4	3.6	104	387	.5	3.8	214	850	.9	4.5	131	544	.6	3.8
4-Book	622	5266	2.7	10.4	151	2429	.6	5.2	126	426	.6	4.5	230	843	1.0	4.6	169	655	.8	4.7
WYXR-FM																				
WI '98	243	3249	1.1	4.2	130	2300	.6	4.6	91	429	.4	3.3	273	1064	1.2	5.8	164	669	.7	4.8
4-Book	275	3289	1.2	4.6	128	2142	.6	4.4	113	449	.5	4.0	245	879	1.1	4.9	176	675	.8	4.8
WJBR-FM																				
WI '98	31	378	.1	.5	10	202		.4	11	41		.4	15	54	.1	.3	12	69	.1	.4
4-Book	34	401	.1	.6	12	237	.1	.4	10	41		.4	21	82	.1	.4	17	64	.1	.5
WKXW-FM																				
WI '98	65	831	.3	1.1	23	407	.1	.8	28	133	.1	1.0	33	122	.1	.7	25	98	.1	.7
4-Book	59	765	.3	1.0	20	350	.1	.7	24	87	.1	.9	37	121	.2	.8	31	93	.1	.9
+WLEV-FM																				
WI '98	30	184	.1	.5	12	95	.1	.4	4	16		.1	28	41	.1	.6	16	33	.1	.5
4-Book	25	204	.1	.4	8	115		.3	7	13		.2	14	38	.1	.3	10	35	.1	.3
WOR -AM																				
WI '98	1	15			1	15			2	8		.1	1	7						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	83	1703	.4	1.4	45	1067	.2	1.6	36	157	.2	1.3	76	366	.3	1.6	62	328	.3	1.8
4-Book	92	1798	.4	1.5	49	1074	.2	1.7	31	159	.1	1.1	95	423	.4	1.9	69	366	.3	1.9
WRDR-FM																				
WI '98	17	157	.1	.3	11	101		.4	6	22		.2	30	61	.1	.6	13	45	.1	.4
4-Book	11	107	.1	.2	6	66		.2	4	12		.2	13	34		.3	7	27		.2
WSTW-FM																				
WI '98	30	640	.1	.5	15	296	.1	.5	12	47	.1	.4	34	121	.1	.7	28	168	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	5777	22099	25.2		2838	18811	12.4		2743	7720	11.9		4715	12060	20.5		3419	9377	14.9	
4-Book	5989	22259	26.0		2933	18924	12.7		2788	7868	12.1		4935	11992	21.4		3597	9282	15.6	

** Station(s) not reported for this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KYW -AM																				
WI '98	39	268	.2	1.9	232	1031	1.0	10.6	101	557	.4	3.1	80	270	.3	3.2	56	310	.2	3.4
4-Book	38	266	.2	1.7	206	958	.9	10.1	74	466	.3	2.2	60	302	.3	2.3	45	300	.2	2.7
WBEB-FM																				
WI '98	62	355	.3	3.0	84	313	.4	3.9	123	539	.5	3.7	94	389	.4	3.7	77	295	.3	4.7
4-Book	81	369	.4	3.7	100	362	.5	4.9	160	563	.7	4.6	128	438	.6	4.8	66	301	.3	4.0
WDAS-AM																				
WI '98	15	35	.1	.7	152	316	.7	7.0	99	295	.4	3.0	38	89	.2	1.5	10	42		.6
4-Book	9	21	.1	.4	116	259	.5	5.6	82	220	.4	2.4	33	80	.2	1.2	14	32	.1	.9
WDAS-FM																				
WI '98	194	515	.8	9.5	135	336	.6	6.2	147	468	.6	4.5	229	448	1.0	9.1	349	667	1.5	21.2
4-Book	187	514	.8	8.6	110	278	.5	5.4	137	420	.6	4.0	176	396	.8	6.7	327	638	1.4	19.6
WHAT-AM																				
WI '98	13	38	.1	.6	29	66	.1	1.3	25	64	.1	.8	21	34	.1	.8				
4-Book	8	25	.1	.4	37	81	.2	1.8	31	97	.1	.9	19	42	.1	.7	5	15		.3
WIOQ-FM																				
WI '98	129	681	.6	6.3	63	257	.3	2.9	164	774	.7	5.0	123	514	.5	4.9	82	422	.4	5.0
4-Book	158	618	.7	7.3	54	216	.2	2.6	171	726	.8	5.0	135	523	.6	5.0	101	410	.4	6.0
WIP -AM																				
WI '98	28	128	.1	1.4	75	200	.3	3.4	83	299	.4	2.5	81	245	.4	3.2	38	155	.2	2.3
4-Book	54	191	.2	2.5	61	208	.3	3.0	103	406	.5	3.0	101	332	.5	3.8	45	208	.2	2.7
WJJZ-FM																				
WI '98	150	450	.7	7.4	92	287	.4	4.2	178	585	.8	5.4	134	398	.6	5.3	90	309	.4	5.5
4-Book	122	381	.6	5.6	70	244	.3	3.4	163	507	.7	4.8	128	369	.6	4.8	80	263	.4	4.8
WMGK-FM																				
WI '98	89	395	.4	4.4	54	240	.2	2.5	159	692	.7	4.8	150	529	.7	6.0	85	369	.4	5.2
4-Book	118	470	.5	5.4	62	289	.3	3.1	206	827	.9	6.0	175	638	.8	6.6	80	361	.4	4.8
WMMR-FM																				
WI '98	101	341	.4	5.0	82	312	.4	3.8	188	754	.8	5.7	118	408	.5	4.7	50	211	.2	3.0
4-Book	84	364	.4	3.9	96	347	.4	4.7	186	720	.8	5.4	116	449	.5	4.4	62	273	.3	3.7
WGL-FM																				
WI '98	93	342	.4	4.6	165	440	.7	7.6	169	559	.7	5.1	129	386	.6	5.1	79	247	.3	4.8
4-Book	119	389	.5	5.5	144	416	.7	7.0	185	629	.8	5.4	145	442	.6	5.4	84	269	.4	5.0
WPEN-AM																				
WI '98					9	50		.4	15	50	.1	.5	7	22		.3	15	41	.1	.9
4-Book	8	27		.3	10	44	.1	.5	17	48	.1	.5	17	43	.1	.6	11	29	.1	.7
+WPHI-FM																				
WI '98	187	606	.8	9.2	47	174	.2	2.2	105	420	.5	3.2	107	380	.5	4.2	62	268	.3	3.8
4-Book	181	529	.8	8.4	47	168	.2	2.3	126	454	.6	3.7	144	437	.6	5.4	77	286	.4	4.6
WPHT-AM																				
WI '98	7	16		.3	19	52	.1	.9	24	115	.1	.7	5	26		.2	19	58	.1	1.2
4-Book	11	43		.5	15	54	.1	.8	21	93	.1	.6	11	55	.1	.4	7	23		.4
WPLY-FM																				
WI '98	53	308	.2	2.6	40	226	.2	1.8	104	606	.5	3.1	86	426	.4	3.4	45	347	.2	2.7
4-Book	71	372	.3	3.2	40	218	.2	1.9	127	618	.6	3.7	111	496	.5	4.1	54	320	.3	3.2
WURD-AM																				
WI '98					7	23		.3	41	89	.2	1.2	23	48	.1	.9	3	11		.2
4-Book	2	6		.1	20	43	.1	1.0	36	88	.2	1.0	21	52	.1	.8	8	18		.5
WUSL-FM																				
WI '98	202	648	.9	9.9	142	470	.6	6.5	220	745	1.0	6.7	128	411	.6	5.1	99	311	.4	6.0
4-Book	221	653	1.0	10.2	134	424	.6	6.5	208	663	.9	6.1	156	410	.7	5.8	126	362	.5	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WWDB-FM																				
WI '98	74	151	.3	3.6	65	182	.3	3.0	215	436	.9	6.5	51	136	.2	2.0	47	151	.2	2.9
4-Book	47	128	.2	2.2	60	233	.3	2.9	157	365	.7	4.6	34	99	.2	1.3	35	120	.2	2.1
WWJZ-AM																				
WI '98	2	5	**	.1	**	**	**	**	**	**	**	**	4	6	**	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	52	268	.2	2.5	72	331	.3	3.3	133	502	.6	4.0	120	358	.5	4.8	63	260	.3	3.8
4-Book	52	253	.2	2.4	94	336	.4	4.6	156	488	.7	4.6	116	363	.5	4.4	52	218	.3	3.1
+WXXM-FM																				
WI '98	71	385	.3	3.5	48	204	.2	2.2	122	581	.5	3.7	111	477	.5	4.4	61	315	.3	3.7
4-Book	42	212	.2	2.0	34	145	.2	1.6	81	361	.4	2.4	73	268	.3	2.8	30	158	.1	1.8
WYSP-FM																				
WI '98	60	304	.3	2.9	47	189	.2	2.2	105	625	.5	3.2	112	505	.5	4.4	48	182	.2	2.9
4-Book	90	368	.4	4.1	54	197	.2	2.7	254	963	1.1	7.3	220	776	1.0	8.3	60	288	.3	3.6
WYXR-FM																				
WI '98	95	455	.4	4.7	54	263	.2	2.5	169	718	.7	5.1	119	508	.5	4.7	53	267	.2	3.2
4-Book	93	418	.4	4.2	61	267	.2	3.0	138	604	.6	4.0	113	485	.5	4.3	76	355	.3	4.6
WJBR-FM																				
WI '98	7	45	.3	.4	11	52	.5	.4	13	45	.1	.4	7	45	.3	.4	6	44	.4	.4
4-Book	8	46	.4	.4	9	46	.4	.4	15	66	.1	.5	9	45	.1	.4	7	40	.4	.4
WKXV-FM																				
WI '98	19	103	.1	.9	24	99	.1	1.1	24	121	.1	.7	29	91	.1	1.2	7	44	.4	.4
4-Book	11	50	.1	.5	18	80	.1	.9	24	102	.1	.7	15	63	.1	.6	3	25	.2	.2
+WLEV-FM																				
WI '98	27	53	.1	1.3	8	17	.4	.4	3	36	.1	.4	7	35	.3	.4	2	16	.1	.1
4-Book	9	32	.1	.4	5	25	.3	.3	7	35	.2	.2	7	41	.3	.3	4	18	.3	.3
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	1	7	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	25	193	.1	1.2	22	96	.1	1.0	77	344	.3	2.3	42	218	.2	1.7	17	139	.1	1.0
4-Book	32	215	.1	1.5	22	128	.1	1.1	64	311	.3	1.9	51	232	.2	1.9	22	143	.1	1.3
WRDR-FM																				
WI '98	15	36	.1	.7	1	9	.1	.1	9	30	.3	.3	12	36	.1	.5	2	8	.1	.1
4-Book	5	13	.1	.2	2	8	.1	.1	7	22	.2	.2	4	17	.2	.2	2	6	.2	.2
WSTW-FM																				
WI '98	5	57	.2	.2	6	38	.3	.3	15	67	.1	.5	14	60	.1	.6	4	32	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2040	6353	8.9		2179	6447	9.5		3303	9698	14.4		2518	6988	11.0		1644	5084	7.2	
4-Book	2170	6471	9.4		2052	6186	8.9		3427	9526	14.9		2660	7153	11.6		1675	5088	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98	44	927	.2	1.3	51	395	.3	.9	52	390	.3	1.1	87	571	.5	2.1	29	232	.2	1.9
FA '97	44	819	.2	1.2	65	371	.3	1.2	55	327	.3	1.0	78	513	.4	1.8	23	214	.1	1.6
SU '97	33	836	.2	.9	37	332	.2	.7	52	352	.3	1.0	56	456	.3	1.3	10	227	.1	.6
SP '97	26	815	.1	.7	32	323	.2	.6	38	328	.2	.7	43	422	.2	1.0	7	158	.4	.4
4-Book	37	849	.2	1.0	46	355	.3	.9	49	349	.3	1.0	66	491	.4	1.6	17	208	.1	1.1
WI '97	27	782	.1	.8	46	298	.2	.8	48	310	.3	1.0	38	391	.2	.9	3	90		.2
+WLEV-FM																				
WI '98	15	238	.1	.4	9	97		.2	26	111	.1	.5	21	97	.1	.5	9	91		.6
FA '97	19	317	.1	.5	14	93	.1	.3	45	129	.2	.8	30	119	.2	.7	7	103		.5
SU '97	12	270	.1	.3	13	105	.1	.2	24	134	.1	.5	14	195	.1	.3	4	86		.3
SP '97	10	162	.1	.3	16	76	.1	.3	26	72	.1	.5	10	71	.1	.2	1	34		.1
4-Book	14	247	.1	.4	13	93	.1	.3	30	112	.1	.6	19	121	.1	.4	5	79		.4
WI '97	20	333	.1	.6	19	135	.1	.3	38	150	.2	.8	26	196	.1	.6	9	108		.6
WOR -AM																				
WI '98	1	15			4	15		.1	1	8				7						
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	3	57		.1	4	33		.1	4	33		.1	8	9		.2				
WPST-FM																				
WI '98	43	1427	.2	1.2	55	577	.3	1.0	65	528	.3	1.3	60	686	.3	1.4	16	363	.1	1.1
FA '97	41	1472	.2	1.2	48	616	.3	.9	72	620	.4	1.4	58	736	.3	1.3	19	499	.1	1.3
SU '97	51	1672	.3	1.4	55	619	.3	1.0	80	688	.4	1.5	66	928	.4	1.5	16	398	.1	1.0
SP '97	42	1220	.2	1.1	56	519	.3	1.0	71	586	.4	1.3	63	721	.3	1.4	19	323	.1	1.2
4-Book	44	1448	.2	1.2	54	583	.3	1.0	72	606	.4	1.4	62	768	.3	1.4	18	396	.1	1.2
WI '97	42	1161	.2	1.2	55	507	.3	1.0	74	490	.4	1.5	62	705	.3	1.4	14	278	.1	1.0
WRDR-FM																				
WI '98	12	172	.1	.3	8	118		.1	21	125	.1	.4	19	115	.1	.5	2	33		.1
FA '97	9	138		.3	13	70	.1	.2	19	86	.1	.4	8	57		.2	1	34		.1
SU '97	2	75		.1	2	32			3	24		.1	1	24			1	4		.1
SP '97	6	130	.2	.2	7	64		.1	15	55	.1	.3	6	64		.1	1	33		.1
4-Book	7	129	.2	.2	8	71	.1	.1	15	73	.1	.3	9	65	.2	.2	1	26	.1	.1
WI '97	3	109		.1	3	49		.1	7	7			7	67		.2	3	45		.2
WSTW-FM																				
WI '98	15	562	.1	.4	18	218	.1	.3	28	233	.1	.6	20	265	.1	.5	4	78		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	18	744	.1	.5	20	229	.1	.4	27	284	.1	.5	26	347	.1	.6	6	146		.4
SP '97	22	664	.1	.6	26	276	.1	.5	37	243	.2	.7	31	337	.2	.7	7	174		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	33	639	.2	.9	52	310	.3	1.0	74	259	.4	1.5	37	323	.2	.9	3	136		.2
TOTALS																				
WI '98	3485	18263	18.6		5583	16681	29.8		4870	13874	26.0		4209	15850	22.5		1502	10509	8.0	
FA '97	3541	18260	18.9		5491	16880	29.3		5328	14372	28.5		4341	16128	23.2		1414	10569	7.6	
SU '97	3612	18486	19.2		5302	16506	28.1		5329	14896	28.3		4302	16631	22.8		1575	11063	8.4	
SP '97	3709	18482	19.7		5666	16883	30.1		5477	14594	29.1		4404	16310	23.4		1587	11243	8.4	
4-Book	3587	18373	19.1		5511	16738	29.3		5251	14434	28.0		4314	16230	23.0		1520	10846	8.1	
WI '97	3486	18374	18.5		5469	16651	29.0		5042	14122	26.7		4323	16253	22.9		1433	10856	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	284	4846	1.5	5.8	101	2262	.5	4.3	226	1020	1.2	9.4	92	501	.5	2.4	60	276	.3	2.2
4-Book	240	4673	1.3	4.8	94	2351	.5	3.9	231	1057	1.2	9.6	100	569	.5	2.5	65	349	.3	2.3
WBEB-FM																				
WI '98	344	2872	1.8	7.0	98	1624	.5	4.2	112	448	.6	4.7	191	747	1.0	4.9	117	518	.6	4.3
4-Book	345	2784	1.8	6.9	118	1605	.6	5.0	120	435	.7	5.1	236	717	1.2	5.9	147	513	.8	5.2
WDAS-AM																				
WI '98	44	315	.2	.9	41	414	.2	1.8	32	84	.2	1.3	26	61	.1	.7	8	15	.1	.3
4-Book	33	257	.2	.7	35	350	.2	1.5	22	52	.1	1.0	28	55	.2	.7	11	27	.1	.4
WDAS-FM																				
WI '98	379	2399	2.0	7.8	213	1642	1.1	9.2	171	487	.9	7.1	322	739	1.7	8.3	238	670	1.3	8.8
4-Book	355	2263	1.9	7.1	195	1594	1.1	8.2	145	416	.8	6.1	312	697	1.7	7.7	249	619	1.3	8.8
WHAT-AM																				
WI '98	33	277	.2	.7	22	184	.1	.9	28	50	.1	1.2	46	94	.2	1.2	18	65	.1	.7
4-Book	34	239	.2	.7	21	190	.1	.9	19	52	.1	.8	38	81	.2	1.0	19	55	.1	.7
WIOQ-FM																				
WI '98	211	2566	1.1	4.3	113	1680	.6	4.9	136	422	.7	5.7	243	815	1.3	6.2	144	509	.8	5.3
4-Book	191	2435	1.0	3.8	103	1536	.6	4.3	89	325	.5	3.7	198	692	1.1	4.9	142	479	.8	4.9
WIP -AM																				
WI '98	237	2295	1.3	4.9	64	1105	.3	2.8	58	271	.3	2.4	106	409	.6	2.7	90	346	.5	3.3
4-Book	233	2178	1.3	4.6	72	1140	.4	3.0	82	312	.4	3.5	102	392	.6	2.5	80	288	.4	2.8
WJZ-FM																				
WI '98	241	2008	1.3	4.9	140	1576	.7	6.0	132	431	.7	5.5	208	637	1.1	5.3	162	508	.9	6.0
4-Book	264	2091	1.4	5.2	128	1472	.7	5.4	106	362	.6	4.4	204	613	1.1	5.0	165	481	.9	5.8
VMGK-FM																				
WI '98	296	3268	1.6	6.1	143	2086	.8	6.2	141	530	.8	5.9	312	932	1.7	8.0	204	811	1.1	7.5
4-Book	343	3579	1.8	6.8	162	2257	.9	6.8	145	537	.8	6.1	346	1078	1.8	8.5	241	832	1.3	8.4
VMMR-FM																				
WI '98	237	2537	1.3	4.9	106	1777	.6	4.6	110	417	.6	4.6	169	752	.9	4.3	125	565	.7	4.6
4-Book	313	3026	1.7	6.2	126	1871	.7	5.3	134	470	.7	5.5	244	835	1.3	6.0	152	582	.8	5.3
VOGL-FM																				
WI '98	216	2356	1.2	4.4	135	1503	.7	5.8	126	480	.7	5.3	225	639	1.2	5.8	144	539	.8	5.3
4-Book	244	2653	1.3	4.8	150	1772	.8	6.2	135	480	.8	5.6	258	747	1.4	6.4	176	563	1.0	6.1
WPEN-AM																				
WI '98	16	261	.1	.3	7	195	.3	.3	10	51	.1	.4	4	32	.1	.1	5	27	.1	.2
4-Book	17	233	.1	.4	11	150	.5	.5	9	31	.1	.4	14	38	.1	.4	12	30	.1	.4
+WPHI-FM																				
WI '98	95	1312	.5	1.9	63	863	.3	2.7	37	135	.2	1.5	101	383	.5	2.6	107	301	.6	3.9
4-Book	103	1266	.5	2.0	68	838	.3	2.9	50	162	.3	2.1	120	364	.6	2.9	94	277	.5	3.3
WPHT-AM																				
WI '98	31	469	.2	.6	13	232	.1	.6	12	54	.1	.5	16	50	.1	.4	9	35	.1	.3
4-Book	20	397	.1	.4	12	243	.1	.5	12	41	.1	.5	11	44	.1	.3	10	33	.1	.4
WPLY-FM																				
WI '98	90	1743	.5	1.8	55	1184	.3	2.4	62	247	.3	2.6	117	537	.6	3.0	66	422	.4	2.4
4-Book	122	1994	.7	2.4	63	1226	.3	2.6	55	257	.3	2.3	125	529	.7	3.1	82	369	.5	2.9
WURD-AM																				
WI '98	22	206	.1	.5	15	114	.1	.6	14	23	.1	.6	44	107	.2	1.1	5	19	.1	.2
4-Book	31	224	.2	.6	18	141	.1	.8	21	48	.1	.9	37	88	.2	.9	15	39	.1	.5
WUSL-FM																				
WI '98	158	1708	.8	3.2	109	1309	.6	4.7	65	219	.3	2.7	169	542	.9	4.3	130	375	.7	4.8
4-Book	172	1775	.9	3.4	119	1289	.6	5.0	86	268	.5	3.6	183	557	1.0	4.5	136	375	.7	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVDB-FM																				
WI '98	128	1288	.7	2.6	89	794	.5	3.8	109	267	.6	4.6	71	214	.4	1.8	81	157	.4	3.0
4-Book	123	1278	.7	2.4	62	724	.3	2.6	75	211	.4	3.2	52	157	.3	1.3	44	103	.2	1.6
WVJZ-AM																				
WI '98	**	7	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	185	1605	1.0	3.8	95	1104	.5	4.1	111	300	.6	4.6	167	511	.9	4.3	120	372	.6	4.4
4-Book	196	1657	1.1	3.9	109	1177	.6	4.6	121	377	.6	5.0	203	589	1.1	5.0	134	428	.7	4.7
+WXXM-FM																				
WI '98	112	1738	.6	2.3	72	1232	.4	3.1	68	246	.4	2.8	122	540	.7	3.1	140	576	.7	5.2
4-Book	90	1179	.5	1.8	48	754	.3	2.1	52	193	.3	2.2	88	325	.5	2.2	62	271	.3	2.3
WYSP-FM																				
WI '98	469	3969	2.5	9.6	75	1362	.4	3.2	93	315	.5	3.9	159	629	.8	4.1	89	351	.5	3.3
4-Book	489	4026	2.6	9.7	112	1815	.6	4.7	98	329	.5	4.1	177	655	.9	4.4	125	464	.7	4.3
WYXR-FM																				
WI '98	225	2718	1.2	4.6	113	1908	.6	4.9	88	411	.5	3.7	242	940	1.3	6.2	140	542	.7	5.2
4-Book	236	2670	1.3	4.7	105	1696	.6	4.4	104	409	.6	4.3	209	738	1.1	5.2	143	561	.8	5.0
WJBR-FM																				
WI '98	29	315	.2	.6	8	155	.3	.3	11	41	.1	.5	15	54	.1	.4	12	58	.1	.4
4-Book	32	337	.2	.6	10	197	.1	.4	10	37	.1	.4	20	73	.1	.5	13	50	.1	.4
WKXV-FM																				
WI '98	62	766	.3	1.3	20	372	.1	.9	28	126	.1	1.2	30	104	.2	.8	18	78	.1	.7
4-Book	54	693	.3	1.1	19	326	.1	.8	22	81	.1	1.0	36	117	.2	.9	29	86	.2	1.1
+WLEV-FM																				
WI '98	19	167	.1	.4	12	95	.1	.5	4	16	.2	.2	28	41	.1	.7	16	33	.1	.6
4-Book	21	183	.1	.4	7	104	.3	.3	7	13	.3	.3	14	36	.1	.4	9	30	.1	.3
WOR -AM																				
WI '98	1	15	**	**	1	15	**	**	2	8	**	.1	1	7	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	60	1119	.3	1.2	32	702	.2	1.4	29	116	.2	1.2	48	223	.3	1.2	44	230	.2	1.6
4-Book	63	1189	.3	1.3	29	681	.2	1.2	19	100	.1	.8	57	263	.3	1.4	43	239	.2	1.5
WRDR-FM																				
WI '98	17	149	.1	.3	11	101	.1	.5	6	22	.3	.3	30	61	.2	.8	13	45	.1	.5
4-Book	11	105	.1	.2	6	63	.3	.3	4	12	.2	.2	13	34	.1	.3	7	27	.1	.3
WSTV-FM																				
WI '98	22	486	.1	.5	8	205	.3	.3	5	30	.2	.2	19	79	.1	.5	13	110	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	4885	18046	26.1		2323	15244	12.4		2394	6774	12.8		3891	9899	20.8		2709	7521	14.5	
4-Book	5042	18153	26.8		2382	15391	12.7		2398	6806	12.8		4044	9812	21.5		2852	7496	15.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	33	259	.2	2.2	216	965	1.2	11.2	97	527	.5	3.5	77	252	.4	3.7	44	263	.2	3.5
4-Book	36	261	.2	2.2	192	898	1.0	10.7	69	437	.4	2.4	55	282	.3	2.6	40	275	.2	3.0
WBEB-FM																				
WI '98	51	292	.3	3.4	64	267	.3	3.3	107	476	.6	3.9	78	342	.4	3.8	60	213	.3	4.8
4-Book	62	289	.4	3.9	85	325	.5	4.8	137	485	.7	4.8	105	368	.6	5.0	52	231	.3	4.0
WDAS-AM																				
WI '98	9	27	.6		137	294	.7	7.1	82	254	.4	3.0	36	81	.2	1.7	10	42	.1	.8
4-Book	8	19	.5		102	233	.6	5.7	73	195	.4	2.6	31	74	.2	1.5	13	30	.1	1.0
WDAS-FM																				
WI '98	177	437	.9	11.8	128	310	.7	6.7	133	419	.7	4.8	213	425	1.1	10.3	305	548	1.6	24.3
4-Book	160	434	.9	10.0	99	257	.5	5.5	120	372	.6	4.2	155	352	.8	7.4	293	558	1.6	22.7
WHAT-AM																				
WI '98	13	38	.1	.9	29	66	.2	1.5	25	64	.1	.9	21	34	.1	1.0				
4-Book	8	25	.1	.5	36	78	.2	2.0	31	94	.2	1.1	17	40	.1	.8	5	13		.4
WIOQ-FM																				
WI '98	66	350	.4	4.4	51	183	.3	2.7	119	517	.6	4.3	81	332	.4	3.9	53	302	.3	4.2
4-Book	81	333	.5	5.1	41	154	.2	2.3	111	471	.6	3.9	80	313	.4	3.7	66	266	.4	5.0
WIP -AM																				
WI '98	24	102	.1	1.6	66	176	.4	3.4	80	291	.4	2.9	62	211	.3	3.0	27	115	.1	2.2
4-Book	42	154	.2	2.6	55	191	.3	3.1	89	360	.5	3.1	87	296	.5	4.2	36	177	.2	2.8
WJZ-FM																				
WI '98	144	435	.8	9.6	91	276	.5	4.7	168	538	.9	6.1	120	373	.6	5.8	85	295	.5	6.8
4-Book	118	370	.7	7.4	68	234	.4	3.7	152	472	.8	5.4	124	357	.7	5.8	79	260	.4	6.0
WMGK-FM																				
WI '98	78	344	.4	5.2	48	220	.3	2.5	141	614	.8	5.1	139	455	.7	6.7	72	304	.4	5.7
4-Book	99	392	.5	6.1	58	261	.3	3.3	181	728	1.0	6.4	146	541	.8	6.9	66	306	.4	5.1
WMMR-FM																				
WI '98	78	256	.4	5.2	67	264	.4	3.5	151	597	.8	5.4	97	348	.5	4.7	42	196	.2	3.4
4-Book	68	272	.4	4.2	87	317	.5	4.9	162	619	.8	5.7	101	389	.5	4.7	53	231	.3	4.0
VOGL-FM																				
WI '98	82	294	.4	5.5	158	412	.8	8.2	165	534	.9	5.9	116	353	.6	5.6	63	197	.3	5.0
4-Book	108	345	.6	6.7	134	387	.7	7.5	170	566	.9	6.0	135	409	.7	6.3	75	232	.4	5.8
WPEN-AM																				
WI '98					9	50	.5		15	50	.1	.5	1	10			15	41	.1	1.2
4-Book	7	25	.1	.4	10	44	.1	.6	13	41	.1	.5	10	32	.1	.5	11	29	.1	.9
+WPH1-FM																				
WI '98	81	256	.4	5.4	22	94	.1	1.1	63	236	.3	2.3	52	198	.3	2.5	37	118	.2	3.0
4-Book	87	241	.5	5.4	25	81	.2	1.4	61	223	.3	2.1	62	187	.3	3.0	36	128	.2	2.9
WPHT-AM																				
WI '98	3	7	.2		19	52	.1	1.0	24	115	.1	.9	5	26	.2		13	49	.1	1.0
4-Book	8	39	.5		15	54	.1	.8	20	89	.1	.7	11	53	.1	.5	6	20		.4
WPLY-FM																				
WI '98	30	181	.2	2.0	32	150	.2	1.7	61	341	.3	2.2	53	270	.3	2.6	15	130	.1	1.2
4-Book	33	186	.2	2.1	28	138	.2	1.6	77	382	.4	2.7	68	307	.4	3.2	28	153	.2	2.1
WURD-AM																				
WI '98					3	12	.2		32	57	.2	1.2	18	37	.1	.9				
4-Book	2	4	.1		16	35	.1	.9	28	72	.2	1.0	16	44	.1	.8	5	12		.4
WUSL-FM																				
WI '98	103	305	.6	6.9	101	358	.5	5.2	151	510	.8	5.4	80	230	.4	3.9	62	169	.3	4.9
4-Book	134	346	.7	8.4	92	298	.5	5.1	142	435	.8	5.0	94	236	.5	4.4	70	182	.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 Estimates

Target Listener Estimates - Persons 25-49

		Persons 25-49																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM	WI '98	73	144	.4	4.9	65	182	.3	3.4	204	417	1.1	7.4	51	136	.3	2.5	47	151	.3	3.8
	4-Book	45	122	.3	2.8	59	218	.3	3.3	147	342	.8	5.2	32	90	.2	1.5	34	116	.2	2.6
WWJZ-AM	WI '98	**	**	**	**	**	**	**	**	**	**	**	**	4	6		.2	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM	WI '98	40	210	.2	2.7	59	270	.3	3.1	120	431	.6	4.3	103	295	.6	5.0	43	180	.2	3.4
	4-Book	43	210	.2	2.7	82	286	.4	4.7	143	430	.8	5.0	103	320	.6	4.9	42	177	.2	3.2
+WXXM-FM	WI '98	36	218	.2	2.4	32	146	.2	1.7	78	378	.4	2.8	75	310	.4	3.6	27	155	.1	2.2
	4-Book	27	131	.2	1.8	26	111	.1	1.4	62	266	.3	2.2	52	178	.3	2.5	16	87	.1	1.2
WYSP-FM	WI '98	39	164	.2	2.6	41	141	.2	2.1	59	378	.3	2.1	85	351	.5	4.1	36	137	.2	2.9
	4-Book	54	232	.3	3.3	39	143	.2	2.1	197	735	1.1	6.8	168	586	.9	8.1	37	195	.2	2.8
WYXR-FM	WI '98	71	329	.4	4.7	54	256	.3	2.8	147	639	.8	5.3	110	442	.6	5.3	38	192	.2	3.0
	4-Book	64	308	.4	4.0	53	226	.3	3.0	117	517	.7	4.1	93	392	.5	4.4	47	234	.3	3.7
WJBR-FM	WI '98	2	19		.1	8	44		.4	9	34		.3	6	34		.3	3	27		.2
	4-Book	5	31		.3	7	39		.4	12	51		.4	8	33		.4	6	34		.5
WKXV-FM	WI '98	17	83	.1	1.1	24	99	.1	1.2	23	111	.1	.8	20	73	.1	1.0	6	34		.5
	4-Book	11	45	.1	.7	18	80	.1	1.0	23	92	.1	.8	13	56	.1	.6	3	22		.2
+WLEV-FM	WI '98	27	53	.1	1.8	8	17		.4	3	36		.1	7	35		.3	2	16		.2
	4-Book	9	29		.6	4	18		.2	6	30		.2	7	41		.3	4	18		.4
VOR -AM	WI '98	**	**	**	**	**	**	**	**	1	7			**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM	WI '98	10	80	.1	.7	20	75	.1	1.0	62	239	.3	2.2	30	125	.2	1.4	9	69		.7
	4-Book	15	98	.1	.9	14	82	.1	.8	44	204	.2	1.6	29	144	.2	1.4	12	72		.9
WRDR-FM	WI '98	15	36	.1	1.0	1	9		.1	9	30		.3	12	36		.1	2	8		.2
	4-Book	5	13		.3	2	8		.1	7	22		.2	4	14		.2	2	6		.2
WSTV-FM	WI '98	3	40		.2	6	31		.3	11	41		.4	8	34		.4	2	25		.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	WI '98	1495	4685	8.0		1924	5703	10.3		2775	7995	14.8		2072	5642	11.1		1253	3878	6.7	
	4-Book	1601	4909	8.5		1792	5402	9.6		2848	7837	15.2		2117	5742	11.3		1301	3954	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

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-1DAM				Monday-Friday 1DAM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98	47	1044	.2	1.2	57	469	.3	.9	54	416	.2	1.0	93	628	.4	1.9	29	249	.1	1.7
FA '97	53	943	.2	1.3	84	462	.4	1.3	66	380	.3	1.1	88	595	.4	1.7	29	257	.1	1.7
SU '97	38	926	.2	.9	43	369	.2	.7	60	428	.3	1.0	60	518	.3	1.2	11	234	.1	.6
SP '97	35	934	.2	.8	46	377	.2	.7	56	391	.3	.9	53	505	.2	1.1	12	182	.1	.7
4-Book	43	962	.2	1.1	58	419	.3	.9	59	404	.3	1.0	74	562	.3	1.5	20	231	.1	1.2
WI '97	37	966	.2	.9	55	361	.3	.9	59	374	.3	1.0	47	480	.2	1.0	9	144		.6
+WLEV-FM																				
WI '98	20	324	.1	.5	13	140	.1	.2	30	127	.1	.5	27	125	.1	.6	13	136	.1	.8
FA '97	31	402	.1	.8	24	121	.1	.4	64	195	.3	1.0	46	194	.2	.9	15	149	.1	.9
SU '97	14	346	.1	.3	16	137	.1	.3	30	173	.1	.5	15	217	.1	.3	4	93		.2
SP '97	13	214	.1	.3	20	95	.1	.3	29	85	.1	.5	13	110	.1	.3	2	46		.1
4-Book	20	322	.1	.5	18	123	.1	.3	38	145	.2	.6	25	162	.1	.5	9	106	.1	.5
WI '97	26	426	.1	.6	26	181	.1	.4	48	189	.2	.8	36	250	.2	.7	10	133		.6
WOR -AM																				
WI '98	2	51			4	24		.1	3	34		.1	3	25		.1		9		
FA '97	2	34							4	25		.1	1	8			2	9		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	5	95		.1	4	39		.1	7	46		.1	15	30		.3				
WPST-FM																				
WI '98	45	1502	.2	1.1	59	596	.3	.9	67	539	.3	1.2	60	686	.3	1.2	16	380	.1	.9
FA '97	44	1543	.2	1.1	52	633	.2	.8	72	629	.3	1.2	60	773	.3	1.2	19	516	.1	1.1
SU '97	53	1762	.2	1.3	56	626	.3	.9	82	710	.4	1.4	69	953	.3	1.4	18	429	.1	1.0
SP '97	43	1272	.2	1.0	57	538	.3	.9	73	608	.3	1.2	66	748	.3	1.3	21	336	.1	1.2
4-Book	46	1520	.2	1.1	56	598	.3	.9	74	622	.3	1.3	64	790	.3	1.3	19	415	.1	1.1
WI '97	45	1199	.2	1.1	62	529	.3	1.0	80	497	.4	1.4	65	720	.3	1.3	14	295	.1	.9
WRDR-FM																				
WI '98	17	260	.1	.4	13	148	.1	.2	27	146	.1	.5	25	169	.1	.5	5	51		.3
FA '97	12	205	.1	.3	16	96	.1	.3	24	127	.1	.4	13	97	.1	.3	2	48		.1
SU '97	6	129		.1	6	61		.1	10	56		.2	5	64		.1	1	12		.1
SP '97	9	183		.2	8	107		.1	21	83		.3	10	105		.2	3	55		.2
4-Book	11	194	.1	.3	11	103	.1	.2	21	103	.1	.4	13	109	.1	.3	3	42	.1	.2
WI '97	4	158		.1	5	64		.1		19			12	103		.2	6	55		.4
WSTV-FM																				
WI '98	15	593	.1	.4	20	241	.1	.3	28	233	.1	.5	21	281	.1	.4	4	78		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	19	774	.1	.5	24	244	.1	.4	27	291	.1	.4	28	362	.1	.6	6	154		.3
SP '97	23	673	.1	.5	26	276	.1	.4	39	252	.2	.6	34	347	.2	.7	7	183		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	34	662	.2	.8	53	317	.2	.8	74	259	.3	1.3	37	337	.2	.7	4	152		.2
TOTALS																				
WI '98	4027	21060	18.6		6489	19260	30.0		5619	15927	26.0		4826	18178	22.3		1705	12008	7.9	
FA '97	4128	21084	19.1		6389	19433	29.6		6101	16382	28.2		5040	18632	23.3		1675	12186	7.8	
SU '97	4099	21154	19.0		6051	18935	28.0		6042	16975	28.0		4840	18915	22.4		1778	12606	8.2	
SP '97	4223	21180	19.5		6525	19387	30.2		6168	16578	28.5		5011	18703	23.2		1791	12781	8.3	
4-Book	4119	21120	19.1		6364	19254	29.5		5983	16466	27.7		4929	18607	22.8		1737	12395	8.1	
WI '97	4010	21079	18.6		6332	19162	29.3		5759	16165	26.6		4939	18565	22.9		1603	12191	7.4	

Target Listener Trends - Persons 25-54

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

Target Listener 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	
KYV -AM																				
WI '98	337	5789	1.6	6.0	125	2717	.6	4.6	301	1251	1.4	10.4	111	629	.5	2.5	69	353	.3	2.2
4-Book	301	5644	1.4	5.3	123	2905	.6	4.4	304	1355	1.4	10.7	133	737	.6	2.9	82	454	.4	2.5
VBEB-FM																				
WI '98	415	3379	1.9	7.4	126	1984	.6	4.6	133	502	.6	4.6	256	974	1.2	5.7	178	696	.8	5.6
4-Book	421	3271	2.0	7.3	142	1915	.7	5.1	145	508	.7	5.1	278	874	1.3	6.0	183	627	.8	5.7
VDAS-AM																				
WI '98	59	385	.3	1.0	51	476	.2	1.9	34	91	.2	1.2	32	74	.1	.7	15	29	.1	.5
4-Book	49	330	.2	.8	47	425	.2	1.7	30	72	.1	1.1	37	75	.2	.8	17	40	.1	.6
VOAS-FM																				
WI '98	423	2677	2.0	7.5	251	1885	1.2	9.3	210	581	1.0	7.2	367	814	1.7	8.1	260	719	1.2	8.3
4-Book	399	2520	1.9	6.9	223	1793	1.0	8.1	171	487	.8	6.0	355	781	1.6	7.6	284	681	1.3	8.7
VHAT-AM																				
WI '98	40	330	.2	.7	27	233	.1	1.0	31	56	.1	1.1	49	107	.2	1.1	22	71	.1	.7
4-Book	42	287	.2	.7	29	238	.1	1.0	29	72	.1	1.1	47	100	.2	1.0	25	65	.1	.8
VIOQ-FM																				
WI '98	226	2731	1.0	4.0	117	1747	.5	4.3	149	458	.7	5.1	258	865	1.2	5.7	145	515	.7	4.6
4-Book	199	2552	.9	3.5	107	1593	.5	3.9	95	348	.5	3.3	211	730	1.0	4.5	147	496	.7	4.5
VIP -AM																				
WI '98	275	2682	1.3	4.9	77	1301	.4	2.8	89	349	.4	3.1	130	492	.6	2.9	99	403	.5	3.1
4-Book	265	2517	1.2	4.6	83	1316	.4	3.0	104	382	.5	3.7	121	467	.6	2.6	90	337	.4	2.8
VJJZ-FM																				
WI '98	314	2461	1.5	5.6	174	1904	.8	6.4	168	536	.8	5.8	270	792	1.2	6.0	202	622	.9	6.4
4-Book	313	2455	1.5	5.4	152	1712	.7	5.5	127	427	.6	4.5	243	714	1.1	5.2	196	565	.9	6.0
VMGK-FM																				
WI '98	321	3497	1.5	5.7	152	2248	.7	5.6	164	580	.8	5.7	334	1026	1.5	7.4	209	843	1.0	6.6
4-Book	361	3749	1.7	6.3	172	2377	.8	6.2	160	574	.7	5.6	368	1139	1.7	7.9	251	862	1.2	7.7
VMMR-FM																				
WI '98	248	2630	1.1	4.4	110	1835	.5	4.1	116	437	.5	4.0	182	781	.8	4.0	131	585	.6	4.2
4-Book	323	3131	1.5	5.6	129	1942	.6	4.7	140	489	.7	4.9	252	868	1.2	5.4	154	592	.7	4.7
VOGL-FM																				
WI '98	299	3113	1.4	5.3	188	2064	.9	6.9	174	655	.8	6.0	313	868	1.4	6.9	223	770	1.0	7.1
4-Book	336	3471	1.6	5.8	211	2402	1.0	7.6	181	644	.9	6.3	372	1056	1.7	8.0	248	794	1.1	7.6
VPEN-AM																				
WI '98	29	359	.1	.5	9	232	.1	.3	16	74	.1	.6	6	47	.1	.1	6	35	.1	.2
4-Book	32	365	.1	.5	21	247	.1	.7	22	70	.1	.8	24	70	.1	.5	23	58	.1	.7
+WPHI-FM																				
WI '98	105	1428	.5	1.9	68	914	.3	2.5	53	160	.2	1.8	109	408	.5	2.4	109	312	.5	3.5
4-Book	108	1326	.5	1.9	70	865	.3	2.6	56	174	.2	2.0	126	379	.6	2.7	96	282	.5	3.0
WPHT-AM																				
WI '98	43	652	.2	.8	17	299	.1	.6	25	88	.1	.9	20	77	.1	.4	14	52	.1	.4
4-Book	28	537	.1	.5	15	320	.1	.6	16	56	.1	.6	13	55	.1	.3	12	43	.1	.4
WPLY-FM																				
WI '98	91	1775	.4	1.6	55	1209	.3	2.0	62	255	.3	2.1	118	545	.5	2.6	66	422	.3	2.1
4-Book	125	2060	.6	2.2	64	1248	.3	2.3	55	261	.3	1.9	127	536	.6	2.7	82	373	.4	2.5
WURD-AM																				
WI '98	24	224	.1	.4	18	132	.1	.7	18	30	.1	.6	51	126	.2	1.1	9	29	.1	.3
4-Book	34	245	.2	.6	21	158	.1	.8	24	57	.1	.9	43	100	.2	.9	18	45	.1	.5
WUSL-FM																				
WI '98	167	1813	.8	3.0	117	1388	.5	4.3	72	233	.3	2.5	174	566	.8	3.8	153	401	.7	4.9
4-Book	179	1869	.9	3.1	124	1354	.6	4.5	90	281	.4	3.2	189	582	.9	4.0	144	390	.7	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 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
WVDB-FM																				
WI '98	172	1611	.8	3.0	106	993	.5	3.9	131	347	.6	4.5	99	284	.5	2.2	93	169	.4	3.0
4-Book	160	1619	.8	2.8	83	956	.4	3.0	103	289	.5	3.6	80	229	.4	1.7	57	140	.3	1.8
WVJZ-AM																				
WI '98	1	25				6														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	235	2001	1.1	4.2	124	1376	.6	4.6	142	405	.7	4.9	239	659	1.1	5.3	157	456	.7	5.0
4-Book	244	2036	1.1	4.3	134	1419	.6	4.8	154	478	.7	5.4	260	730	1.2	5.6	164	506	.8	5.0
+WXXM-FM																				
WI '98	114	1801	.5	2.0	73	1265	.3	2.7	68	246	.3	2.3	122	555	.6	2.7	140	576	.6	4.4
4-Book	108	1330	.5	1.9	53	842	.2	2.0	54	206	.3	1.9	96	358	.5	2.1	70	303	.3	2.2
WYSP-FM																				
WI '98	492	4163	2.3	8.7	76	1379	.4	2.8	93	315	.4	3.2	159	629	.7	3.5	89	351	.4	2.8
4-Book	508	4220	2.4	8.8	116	1888	.6	4.2	100	337	.5	3.5	178	659	.8	3.8	127	473	.6	3.8
WYXR-FM																				
WI '98	238	2886	1.1	4.2	118	1993	.5	4.4	101	438	.5	3.5	260	974	1.2	5.7	145	559	.7	4.6
4-Book	252	2843	1.2	4.4	110	1791	.5	4.0	111	432	.5	3.9	222	774	1.0	4.7	148	581	.7	4.5
WJBR-FM																				
WI '98	34	391	.2	.6	9	204		.3	11	41	.1	.4	16	70	.1	.4	14	76	.1	.4
4-Book	36	393	.2	.6	13	243	.1	.5	13	49	.1	.5	25	88	.1	.6	17	66	.1	.5
WKXW-FM																				
WI '98	67	875	.3	1.2	24	416	.1	.9	32	143	.1	1.1	34	121	.2	.8	22	94	.1	.7
4-Book	63	795	.3	1.1	24	370	.1	.9	27	96	.1	1.0	45	136	.2	1.0	34	104	.2	1.0
+WLEV-FM																				
WI '98	24	218	.1	.4	18	140	.1	.7	5	34		.2	37	50	.2	.8	22	51	.1	.7
4-Book	28	236	.1	.5	12	148	.1	.4	10	25	.1	.3	19	51	.1	.4	14	43	.1	.4
WOR -AM																				
WI '98	3	51		.1	2	41		.1	2	8		.1	3	15		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	62	1138	.3	1.1	32	742	.1	1.2	29	123	.1	1.0	49	231	.2	1.1	44	230	.2	1.4
4-Book	65	1229	.3	1.1	31	719	.1	1.1	21	111	.1	.7	61	275	.3	1.3	44	245	.2	1.4
WRDR-FM																				
WI '98	22	203	.1	.4	15	163	.1	.6	8	40		.3	44	87	.2	1.0	25	73	.1	.8
4-Book	15	155	.1	.3	9	102		.3	8	23		.3	21	50	.1	.4	12	44	.1	.4
WSTW-FM																				
WI '98	23	516	.1	.4	9	228		.3	7	45		.2	19	79	.1	.4	14	118	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	5641	20784	26.1		2710	17633	12.5		2898	8109	13.4		4525	11465	20.9		3151	8650	14.6	
4-Book	5775	20852	26.7		2769	17720	12.8		2850	8048	13.2		4677	11326	21.7		3267	8575	15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	40	289	.2	2.3	285	1177	1.3	12.1	106	590	.5	3.3	89	315	.4	3.8	48	295	.2	3.3
4-Book	49	341	.2	2.7	257	1146	1.2	11.7	87	529	.4	2.6	66	346	.3	2.7	52	335	.3	3.4
WBEB-FM																				
WI '98	71	390	.3	4.1	73	325	.3	3.1	137	602	.6	4.3	89	391	.4	3.8	63	240	.3	4.3
4-Book	79	349	.4	4.4	97	377	.5	4.5	168	595	.8	5.1	118	407	.6	4.8	61	264	.3	4.0
WDAS-AM																				
WI '98	10	34	.6		162	329	.7	6.9	102	295	.5	3.2	46	101	.2	2.0	15	49	.1	1.0
4-Book	9	24	.5		136	291	.6	6.2	95	246	.5	2.9	42	93	.2	1.8	16	39	.1	1.1
WDAS-FM																				
WI '98	206	516	1.0	11.9	177	401	.8	7.5	165	530	.8	5.2	233	481	1.1	10.0	367	659	1.7	25.3
4-Book	178	485	.8	9.8	119	302	.6	5.4	138	421	.7	4.2	174	385	.8	7.3	339	627	1.6	22.4
WHAT-AM																				
WI '98	13	38	.1	.8	46	88	.2	2.0	31	82	.1	1.0	26	41	.1	1.1	3	7		.2
4-Book	11	32	.1	.7	48	100	.2	2.2	40	113	.2	1.2	26	52	.1	1.1	8	18		.5
WIOQ-FM																				
WI '98	68	366	.3	3.9	51	183	.2	2.2	123	532	.6	3.9	83	340	.4	3.6	53	302	.2	3.7
4-Book	83	345	.4	4.5	42	155	.2	1.9	116	485	.6	3.5	82	322	.4	3.4	68	267	.3	4.4
WIP -AM																				
WI '98	27	110	.1	1.6	84	257	.4	3.6	97	337	.4	3.0	65	217	.3	2.8	28	124	.1	1.9
4-Book	49	176	.2	2.7	66	242	.3	3.0	105	418	.5	3.2	93	319	.4	3.9	38	190	.2	2.5
WJJZ-FM																				
WI '98	171	533	.8	9.9	109	355	.5	4.6	208	659	1.0	6.5	142	459	.7	6.1	104	371	.5	7.2
4-Book	142	440	.7	7.8	83	287	.4	3.8	179	549	.9	5.4	142	415	.7	5.9	92	307	.4	6.0
WMGK-FM																				
WI '98	80	361	.4	4.6	50	227	.2	2.1	152	682	.7	4.8	150	510	.7	6.4	73	312	.3	5.0
4-Book	103	408	.5	5.6	61	271	.3	2.8	194	775	.9	5.9	160	587	.7	6.6	69	320	.3	4.5
WMMR-FM																				
WI '98	78	256	.4	4.5	70	286	.3	3.0	153	613	.7	4.8	103	367	.5	4.4	44	209	.2	3.0
4-Book	68	277	.4	3.8	92	335	.4	4.3	165	635	.8	5.0	105	404	.5	4.3	54	241	.3	3.5
WGL-FM																				
WI '98	119	402	.6	6.9	210	553	1.0	8.9	204	693	.9	6.4	158	495	.7	6.8	103	301	.5	7.1
4-Book	140	468	.7	7.7	192	551	.9	8.7	239	779	1.1	7.2	190	572	.9	7.8	120	349	.6	7.9
WPEN-AM																				
WI '98					9	50	.4		15	57	.1	.5	1	10			15	41	.1	1.0
4-Book	13	45	.1	.7	15	62	.1	.7	26	79	.2	.8	21	52	.1	.8	18	51	.1	1.2
+WPHI-FM																				
WI '98	83	276	.4	4.8	26	102	.1	1.1	65	250	.3	2.0	55	213	.3	2.4	37	118	.2	2.6
4-Book	89	250	.4	4.9	26	84	.1	1.2	62	229	.3	1.9	63	192	.3	2.6	37	130	.2	2.5
WPHT-AM																				
WI '98	4	16	.2		22	67	.1	.9	30	125	.1	.9	5	26	.2		18	59	.1	1.2
4-Book	11	49	.1	.6	21	76	.1	1.0	28	114	.1	.9	14	62	.1	.6	9	27		.6
WPLY-FM																				
WI '98	31	191	.1	1.8	33	160	.2	1.4	61	341	.3	1.9	53	270	.2	2.3	16	139	.1	1.1
4-Book	34	191	.2	1.9	30	147	.2	1.4	80	387	.4	2.4	69	310	.3	2.8	29	160	.1	1.9
WURD-AM																				
WI '98					3	12	.1		38	68	.2	1.2	22	47	.1	.9				
4-Book	3	7	.2		18	41	.1	.8	33	85	.2	1.0	20	50	.1	.8	6	16		.4
WUSL-FM																				
WI '98	120	340	.6	6.9	107	376	.5	4.6	153	525	.7	4.8	80	230	.4	3.4	65	184	.3	4.5
4-Book	140	360	.7	7.7	97	312	.5	4.5	147	455	.7	4.5	96	240	.5	4.0	73	190	.4	4.8

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

Persons 25-54																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr		
WWDB-FM																					
WI '98	74	151	.3	4.3	87	243	.4	3.7	245	504	1.1	7.7	60	171	.3	2.6	50	161	.2	3.4	
4-Book	55	153	.2	3.0	85	289	.4	3.9	192	444	.9	5.9	43	129	.2	1.8	45	149	.2	3.0	
WWJZ-AM																					
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	4	6	.2		**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																					
WI '98	50	271	.2	2.9	70	323	.3	3.0	159	546	.7	5.0	126	343	.6	5.4	50	203	.2	3.4	
4-Book	52	255	.2	2.9	100	339	.5	4.7	172	523	.8	5.3	121	378	.6	5.0	47	201	.2	3.1	
+WXXM-FM																					
WI '98	38	235	.2	2.2	34	156	.2	1.4	81	395	.4	2.5	75	318	.3	3.2	27	164	.1	1.9	
4-Book	31	151	.2	1.7	29	126	.2	1.3	68	301	.3	2.1	60	215	.3	2.5	18	98	.1	1.2	
WYSP-FM																					
WI '98	39	164	.2	2.3	44	150	.2	1.9	63	387	.3	2.0	85	351	.4	3.7	37	145	.2	2.6	
4-Book	55	238	.3	3.0	40	149	.2	1.9	208	781	1.0	6.2	177	620	.8	7.3	38	200	.2	2.5	
WYXR-FM																					
WI '98	75	347	.3	4.3	57	285	.3	2.4	150	664	.7	4.7	110	442	.5	4.7	38	192	.2	2.6	
4-Book	67	325	.3	3.7	58	251	.3	2.6	122	548	.6	3.7	97	413	.5	4.0	49	246	.3	3.3	
WJBR-FM																					
WI '98	7	45	.4		8	44	.3		9	34	.3		7	40	.3		3	27	.2		
4-Book	7	42	.4		8	45	.3		15	67	.1	.5	9	40	.4		9	42	.5		
WKXV-FM																					
WI '98	21	91	.1	1.2	31	126	.1	1.3	23	111	.1	.7	23	90	.1	1.0	6	44	.4		
4-Book	12	54	.1	.7	23	94	.1	1.0	25	106	.1	.8	17	70	.1	.7	5	33	.4		
+WLEV-FM																					
WI '98	31	62	.1	1.8	10	43	.4		16	55	.1	.5	10	54	.4		4	25	.3		
4-Book	13	39	.8		8	34	.4		11	41	.1	.3	10	54	.1	.4	6	24	.4		
WOR -AM																					
WI '98	4	9	.2		**	**	**	**	1	7	**	**	**	**	**	**	**	5	18	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																					
WI '98	10	80	.6		20	75	.1	.9	63	247	.3	2.0	32	132	.1	1.4	10	78	.7		
4-Book	15	104	.1	.9	15	85	.1	.7	46	217	.2	1.4	31	151	.1	1.3	12	74	.8		
WRDR-FM																					
WI '98	18	45	.1	1.0	2	18	.1		10	38	.3		13	45	.1	.6	2	8	.1		
4-Book	6	19	.4		3	16	.2		8	27	.3		5	21	.2		4	10	.3		
WSTW-FM																					
WI '98	3	40	.2		7	39	.3		11	41	.1	.3	8	34	.3		2	25	.1		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																					
WI '98	1733	5502	8.0		2347	6825	10.9		3187	9114	14.7		2327	6396	10.8		1450	4420	6.7		
4-Book	1821	5639	8.4		2190	6479	10.2		3298	9046	15.3		2425	6561	11.3		1515	4558	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 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	
WKXW-FM																					
WI '98	39	854	.2	1.1	49	344	.3	.9	42	280	.2	.9	73	475	.4	1.8	26	240	.1	1.8	
FA '97	47	818	.3	1.3	80	471	.4	1.4	64	388	.3	1.3	73	499	.4	1.8	25	215	.1	1.9	
SU '97	41	865	.2	1.2	62	409	.3	1.2	67	445	.4	1.4	52	477	.3	1.3	11	192	.1	.7	
SP '97	27	742	.1	.8	40	327	.2	.7	46	322	.2	.9	36	388	.2	.9	10	147	.1	.7	
4-Book	39	820	.2	1.1	58	388	.3	1.1	55	359	.3	1.1	59	460	.3	1.5	18	199	.1	1.3	
WI '97	43	858	.2	1.3	69	428	.4	1.3	61	361	.3	1.3	54	434	.3	1.3	8	124		.6	
+WLEV-FM																					
WI '98	22	245	.1	.6	16	138	.1	.3	36	116	.2	.7	28	107	.1	.7	12	113	.1	.9	
FA '97	32	437	.2	.9	25	163	.1	.4	67	237	.4	1.4	48	206	.3	1.2	16	160	.1	1.2	
SU '97	23	437	.1	.7	29	194	.2	.6	44	227	.2	.9	23	234	.1	.6	4	75		.3	
SP '97	22	322	.1	.6	27	148	.1	.5	39	131	.2	.8	27	180	.1	.7	7	100		.5	
4-Book	25	360	.1	.7	24	161	.1	.5	47	178	.3	1.0	32	182	.2	.8	10	112	.1	.7	
WI '97	35	460	.2	1.0	39	247	.2	.7	72	229	.4	1.5	42	257	.2	1.0	8	121		.6	
WOR -AM																					
WI '98	7	149		.2	7	43		.1	7	62		.1	13	46	.1	.3	1	17		.1	
FA '97	11	115	.1	.3	17	28	.1	.3	16	80	.1	.3	8	53		.2	12	58	.1	.9	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	10	221	.1	.3	16	79	.1	.3	10	86	.1	.2	16	40	.1	.4					
WPST-FM																					
WI '98	17	718	.1	.5	23	220	.1	.4	20	210	.1	.4	24	292	.1	.6	7	131		.5	
FA '97	23	764	.1	.7	26	301	.1	.5	29	319	.2	.6	33	423	.2	.8	11	279	.1	.8	
SU '97	19	736	.1	.6	19	204	.1	.4	26	321	.1	.5	19	323	.1	.5	6	142		.4	
SP '97	12	562	.1	.3	20	200	.1	.4	18	237	.1	.4	16	308	.1	.4	6	128		.4	
4-Book	18	695	.1	.5	22	231	.1	.4	23	272	.1	.5	23	337	.1	.6	8	170		.5	
WI '97	17	522	.1	.5	29	234	.2	.5	30	175	.2	.6	24	296	.1	.6	4	142		.3	
WRDR-FM																					
WI '98	27	437	.1	.8	18	234	.1	.3	37	220	.2	.8	43	299	.2	1.1	8	95		.6	
FA '97	23	381	.1	.7	31	210	.2	.6	37	196	.2	.7	30	200	.2	.7	3	78		.2	
SU '97	14	250	.1	.4	14	108	.1	.3	22	126	.1	.4	14	148	.1	.4	6	56		.4	
SP '97	29	392	.2	.8	29	197	.2	.5	47	211	.3	1.0	31	218	.2	.8	9	109		.7	
4-Book	23	365	.1	.7	23	187	.2	.4	36	188	.2	.7	30	216	.2	.8	7	85		.5	
WI '97	14	227	.1	.4	20	102	.1	.4	8	76		.2	19	151	.1	.5	10	56	.1	.8	
WSTW-FM																					
WI '98	12	371	.1	.3	17	190	.1	.3	23	138	.1	.5	16	172	.1	.4	3	54		.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	11	361	.1	.3	20	134	.1	.4	18	138	.1	.4	15	158	.1	.4	5	93		.3	
SP '97	8	278		.2	10	105	.1	.2	13	115	.1	.3	13	142	.1	.3	2	60		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '97	9	302		.3	16	137	.1	.3	16	122	.1	.3	10	146	.1	.2	3	78		.2	
TOTALS																					
WI '98	3448	18163	18.4		5523	16522	29.5		4836	13842	25.8		4022	15563	21.5		1411	9972	7.5		
FA '97	3485	18104	18.6		5570	16683	29.7		4954	13936	26.4		4107	15827	21.9		1322	9867	7.1		
SU '97	3442	18005	18.7		5160	16272	28.0		4920	14472	26.7		3974	15861	21.5		1469	10356	8.0		
SP '97	3487	18087	18.9		5640	16625	30.6		4932	13994	26.7		4038	15868	21.9		1366	10347	7.4		
4-Book	3466	18090	18.7		5473	16526	29.5		4911	14061	26.4		4035	15780	21.7		1392	10136	7.5		
WI '97	3404	17896	18.5		5507	16360	29.9		4759	13582	25.8		4026	15640	21.8		1263	9627	6.8		

** Station(s) not reported for this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	377	5750	2.0	7.9	181	3255	1.0	7.5	425	1607	2.3	14.3	185	859	1.0	4.6	129	628	.7	4.8
4-Book	370	5971	2.0	7.7	173	3520	1.0	7.0	431	1766	2.3	15.1	185	953	1.0	4.6	120	621	.7	4.4
WBEB-FM																				
WI '98	392	3128	2.1	8.2	124	1858	.7	5.1	112	411	.6	3.8	281	967	1.5	7.0	208	727	1.1	7.8
4-Book	404	2917	2.2	8.4	142	1806	.8	5.8	143	483	.8	5.0	292	871	1.6	7.3	187	623	1.0	6.8
WDAS-AM																				
WI '98	54	378	.3	1.1	54	466	.3	2.2	46	114	.2	1.5	46	113	.2	1.1	10	29	.1	.4
4-Book	57	380	.3	1.2	55	465	.3	2.3	38	84	.2	1.3	43	97	.2	1.1	19	49	.1	.7
WDAS-FM																				
WI '98	308	1907	1.6	6.4	192	1424	1.0	7.9	184	459	1.0	6.2	266	640	1.4	6.6	195	535	1.0	7.3
4-Book	298	1839	1.6	6.2	181	1384	1.0	7.4	150	401	.8	5.2	280	618	1.5	7.0	234	538	1.3	8.5
WHAT-AM																				
WI '98	43	362	.2	.9	25	241	.1	1.0	32	67	.2	1.1	41	101	.2	1.0	20	53	.1	.7
4-Book	56	372	.3	1.2	42	313	.2	1.7	51	116	.3	1.8	59	121	.3	1.5	31	76	.2	1.1
WIOQ-FM																				
WI '98	117	1513	.6	2.4	59	824	.3	2.4	99	267	.5	3.3	122	401	.7	3.0	68	195	.4	2.5
4-Book	99	1386	.6	2.1	55	793	.3	2.2	55	180	.3	1.9	109	368	.6	2.7	77	262	.4	2.8
WIP -AM																				
WI '98	223	2285	1.2	4.6	73	1164	.4	3.0	94	347	.5	3.2	120	462	.6	3.0	96	398	.5	3.6
4-Book	221	2152	1.2	4.6	74	1177	.4	3.0	108	387	.6	3.8	101	408	.5	2.5	76	300	.4	2.8
WJZ-FM																				
WI '98	322	2458	1.7	6.7	191	1923	1.0	7.9	183	559	1.0	6.2	309	836	1.6	7.7	231	710	1.2	8.6
4-Book	300	2378	1.6	6.2	154	1651	.8	6.3	129	407	.7	4.5	253	716	1.4	6.3	200	585	1.1	7.3
WMGK-FM																				
WI '98	213	2291	1.1	4.4	103	1485	.5	4.3	116	381	.6	3.9	247	742	1.3	6.2	136	548	.7	5.1
4-Book	218	2298	1.2	4.5	110	1476	.6	4.5	114	358	.6	4.0	244	720	1.3	6.1	151	524	.8	5.6
WMMR-FM																				
WI '98	165	1585	.9	3.4	60	1039	.3	2.5	70	271	.4	2.4	100	451	.5	2.5	69	284	.4	2.6
4-Book	187	1739	1.0	3.9	69	1058	.4	2.9	80	277	.5	2.8	133	450	.7	3.3	81	288	.5	2.9
WGL-FM																				
WI '98	329	3215	1.8	6.9	222	2361	1.2	9.2	208	751	1.1	7.0	393	1030	2.1	9.8	246	865	1.3	9.2
4-Book	376	3559	2.0	7.9	243	2648	1.3	9.9	224	745	1.2	7.8	431	1195	2.3	10.7	275	892	1.5	10.1
WPEN-AM																				
WI '98	107	912	.6	2.2	50	636	.3	2.1	102	276	.5	3.4	113	309	.6	2.8	59	209	.3	2.2
4-Book	109	898	.6	2.3	64	648	.4	2.6	103	271	.5	3.6	123	327	.7	3.0	83	223	.5	3.0
+WPHI-FM																				
WI '98	40	569	.2	.8	18	309	.1	.7	22	44	.1	.7	38	126	.2	.9	27	70	.1	1.0
4-Book	36	520	.2	.7	23	317	.1	.9	21	63	.1	.8	49	135	.3	1.2	31	86	.2	1.1
WPHT-AM																				
WI '98	73	863	.4	1.5	21	403	.1	.9	28	106	.1	.9	28	112	.1	.7	24	83	.1	.9
4-Book	45	668	.3	.9	20	395	.1	.8	26	82	.1	.9	21	90	.1	.5	16	59	.1	.6
WPLY-FM																				
WI '98	46	801	.2	1.0	24	524	.1	1.0	33	139	.2	1.1	54	252	.3	1.3	21	155	.1	.8
4-Book	46	823	.3	1.0	24	513	.1	1.0	21	98	.1	.7	45	185	.2	1.1	30	140	.2	1.1
WURD-AM																				
WI '98	17	120	.1	.4	12	92	.1	.5	18	30	.1	.6	31	86	.2	.8	7	22	.3	.3
4-Book	18	134	.1	.4	12	103	.1	.5	15	39	.1	.5	28	61	.2	.7	11	30	.3	.4
WUSL-FM																				
WI '98	83	920	.4	1.7	52	677	.3	2.2	45	118	.2	1.5	68	236	.4	1.7	61	146	.3	2.3
4-Book	82	977	.4	1.7	52	647	.3	2.1	37	130	.2	1.3	77	253	.4	1.9	55	153	.3	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

		Persons 35-64																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVDB-FM																						
WI '98		227	1990	1.2	4.7	135	1313	.7	5.6	174	496	.9	5.9	133	389	.7	3.3	101	226	.5	3.8	
4-Book		221	1958	1.2	4.6	117	1321	.7	4.8	164	457	.9	5.7	139	401	.8	3.5	80	216	.4	2.9	
WVJZ-AM																						
WI '98		9	112	.2	.2	2	47	.1	.1	1	11	.1	.1	5	31	.1	.1	4	10	.1	.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																						
WI '98		256	1945	1.4	5.3	137	1360	.7	5.7	200	517	1.1	6.7	259	724	1.4	6.5	171	473	.9	6.4	
4-Book		255	1966	1.4	5.3	144	1367	.8	5.9	175	504	1.0	6.0	281	728	1.5	7.0	171	499	.9	6.2	
+WXM-FM																						
WI '98		60	800	.3	1.3	36	524	.2	1.5	41	127	.2	1.4	66	233	.4	1.6	66	217	.4	2.5	
4-Book		96	1026	.5	2.0	48	628	.3	2.0	40	145	.2	1.4	79	268	.4	1.9	59	213	.4	2.1	
WYSP-FM																						
WI '98		249	2255	1.3	5.2	38	677	.2	1.6	55	210	.3	1.9	73	264	.4	1.8	38	143	.2	1.4	
4-Book		236	2121	1.3	4.9	57	974	.3	2.3	49	177	.3	1.7	73	256	.4	1.8	52	210	.3	1.9	
WYXR-FM																						
WI '98		149	1739	.8	3.1	68	1085	.4	2.8	67	250	.4	2.3	147	503	.8	3.7	84	317	.4	3.1	
4-Book		161	1783	.9	3.4	70	1112	.4	2.9	72	274	.4	2.6	141	458	.8	3.5	93	366	.5	3.4	
WJBR-FM																						
WI '98		34	365	.2	.7	11	196	.1	.5	12	42	.1	.4	25	90	.1	.6	12	63	.1	.4	
4-Book		32	344	.2	.7	11	205	.1	.5	13	46	.1	.5	20	80	.1	.5	13	57	.1	.5	
WKXV-FM																						
WI '98		54	672	.3	1.1	23	417	.1	1.0	23	121	.1	.8	48	165	.3	1.2	24	94	.1	.9	
4-Book		57	686	.3	1.2	19	324	.1	.8	23	79	.1	.8	38	114	.2	.9	22	81	.1	.8	
+WLEV-FM																						
WI '98		28	173	.1	.6	20	134	.1	.8	11	56	.1	.4	41	72	.2	1.0	32	63	.2	1.2	
4-Book		35	262	.2	.8	18	196	.1	.7	18	52	.1	.6	29	84	.2	.7	24	62	.1	.9	
WOR -AM																						
WI '98		9	107	.2	.2	7	111	.3	.3	5	20	.2	.2	11	43	.1	.3	5	21	.2	.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																						
WI '98		22	468	.1	.5	15	368	.1	.6	16	46	.1	.5	23	133	.1	.6	19	88	.1	.7	
4-Book		23	532	.1	.5	15	328	.1	.6	9	35	.1	.3	28	123	.2	.7	20	97	.1	.7	
WROR-FM																						
WI '98		33	382	.2	.7	29	294	.2	1.2	20	103	.1	.7	69	132	.4	1.7	56	144	.3	2.1	
4-Book		30	299	.2	.7	23	233	.2	.9	22	73	.1	.8	43	101	.3	1.1	36	102	.2	1.3	
WSTV-FM																						
WI '98		19	311	.1	.4	5	161	.2	.2	4	38	.1	.1	12	46	.1	.3	8	69	.1	.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
WI '98		4797	17906	25.6		2418	15349	12.9		2968	8136	15.8		4008	10050	21.4		2683	7324	14.3		
4-Book		4815	17839	25.9		2455	15351	13.2		2873	7860	15.5		4026	9745	21.7		2743	7293	14.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	65	369	.3	4.7	362	1403	1.9	15.5	143	731	.8	5.0	125	468	.7	6.5	77	406	.4	6.4
4-Book	70	427	.4	5.0	351	1495	1.9	15.2	125	676	.7	4.3	96	455	.5	4.6	66	422	.4	5.3
WBEB-FM																				
WI '98	52	326	.3	3.7	60	308	.3	2.6	149	587	.8	5.2	85	358	.5	4.4	38	170	.2	3.2
4-Book	66	295	.4	4.7	91	355	.5	4.0	178	617	1.0	6.0	124	410	.7	5.8	53	245	.3	4.2
WDAS-AM																				
WI '98	8	32		.6	165	328	.9	7.1	106	267	.6	3.7	41	91	.2	2.1	21	55	.1	1.7
4-Book	10	29		.7	166	331	.9	7.2	115	273	.6	4.0	38	90	.2	1.9	18	46	.1	1.5
WDAS-FM																				
WI '98	182	390	1.0	13.1	142	282	.8	6.1	125	421	.7	4.4	162	363	.9	8.4	267	461	1.4	22.2
4-Book	149	360	.8	10.6	95	234	.5	4.1	115	335	.6	3.9	136	292	.8	6.5	270	484	1.4	21.7
WHAT-AM																				
WI '98	11	29	.1	.8	52	119	.3	2.2	25	92	.1	.9	16	36	.1	.8	7	23		.6
4-Book	14	41	.1	1.1	74	150	.4	3.2	54	160	.3	1.8	43	74	.3	2.0	15	38	.1	1.2
WIOQ-FM																				
WI '98	28	149	.1	2.0	31	114	.2	1.3	57	269	.3	2.0	31	141	.2	1.6	37	153	.2	3.1
4-Book	33	146	.2	2.3	29	107	.2	1.2	64	261	.4	2.2	40	169	.2	1.9	30	103	.2	2.4
WIP -AM																				
WI '98	30	113	.2	2.2	72	230	.4	3.1	96	334	.5	3.4	58	195	.3	3.0	23	113	.1	1.9
4-Book	47	165	.3	3.4	72	259	.4	3.1	86	349	.5	2.9	84	296	.5	4.0	31	161	.2	2.5
WJZZ-FM																				
WI '98	174	539	.9	12.5	129	426	.7	5.5	220	662	1.2	7.7	146	485	.8	7.6	121	385	.6	10.1
4-Book	133	406	.7	9.4	89	322	.5	3.9	181	547	1.0	6.1	142	403	.8	6.8	96	307	.5	7.7
WMGK-FM																				
WI '98	57	249	.3	4.1	28	126	.1	1.2	105	481	.6	3.7	90	315	.5	4.7	37	155	.2	3.1
4-Book	62	262	.3	4.5	43	184	.3	1.9	116	473	.6	4.0	103	369	.6	4.9	40	182	.2	3.3
WMMR-FM																				
WI '98	46	183	.2	3.3	50	198	.3	2.1	78	356	.4	2.7	49	193	.3	2.5	19	113	.1	1.6
4-Book	31	142	.2	2.2	63	207	.4	2.7	84	349	.5	2.8	57	225	.3	2.7	26	127	.1	2.1
WGL-FM																				
WI '98	112	408	.6	8.1	257	678	1.4	11.0	261	875	1.4	9.2	191	597	1.0	9.9	115	391	.6	9.6
4-Book	146	509	.8	10.4	242	688	1.3	10.4	279	906	1.5	9.5	214	636	1.2	10.2	129	399	.7	10.4
WPEN-AM																				
WI '98	5	28		.4	30	137	.2	1.3	44	184	.2	1.5	17	71	.1	.9	31	111	.2	2.6
4-Book	24	94	.1	1.7	33	122	.2	1.4	65	204	.4	2.2	53	134	.3	2.5	31	111	.2	2.5
+WPHI-FM																				
WI '98	12	69	.1	.9	10	39	.1	.4	22	83	.1	.8	13	59	.1	.7	2	23		.2
4-Book	25	71	.2	1.8	9	31	.1	.4	24	77	.1	.8	17	53	.1	.8	8	30	.1	.6
WPHT-AM																				
WI '98	5	39		.4	15	62	.1	.6	35	129	.2	1.2	8	34		.4	19	71	.1	1.6
4-Book	13	57	.1	.9	28	89	.2	1.2	33	126	.2	1.1	15	59	.1	.7	9	35		.8
WPLY-FM																				
WI '98	7	54		.5	18	90	.1	.8	27	181	.1	.9	27	107	.1	1.4	4	41		.3
4-Book	7	54		.5	15	78	.1	.7	33	176	.2	1.1	32	136	.2	1.5	11	64	.1	.9
WURD-AM																				
WI '98					3	12		.1	22	39	.1	.8	11	28	.1	.6				
4-Book	2	6		.2	9	22		.4	18	44	.1	.6	10	25	.1	.5	4	11		.3
WUSL-FM																				
WI '98	47	105	.3	3.4	63	225	.3	2.7	65	240	.3	2.3	43	126	.2	2.2	22	81	.1	1.8
4-Book	48	118	.3	3.4	50	161	.3	2.1	66	212	.3	2.3	44	121	.2	2.1	30	85	.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

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
WWDB-FM																				
WI '98	81	212	.4	5.8	122	385	.7	5.2	340	657	1.8	11.9	72	213	.4	3.7	45	147	.2	3.7
4-Book	73	237	.4	5.2	121	409	.7	5.2	252	562	1.4	8.6	50	154	.3	2.4	47	175	.3	3.8
WWJZ-AM																				
WI '98									3	22		.1	4	6		.2	2	11		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	64	315	.3	4.6	83	383	.4	3.6	157	525	.8	5.5	107	344	.6	5.6	59	247	.3	4.9
4-Book	50	236	.3	3.6	114	375	.6	4.9	193	547	1.0	6.5	118	372	.7	5.6	50	212	.3	4.0
+WXXM-FM																				
WI '98	14	88	.1	1.0	12	77	.1	.5	45	196	.2	1.6	32	129	.2	1.7	10	46	.1	.8
4-Book	22	102	.2	1.6	32	123	.2	1.4	69	261	.4	2.4	61	189	.3	2.9	22	96	.1	1.7
WYSP-FM																				
WI '98	12	53	.1	.9	26	106	.1	1.1	31	197	.2	1.1	53	189	.3	2.8	17	45	.1	1.4
4-Book	17	84	.1	1.2	21	86	.1	.9	125	432	.7	4.1	97	357	.5	4.7	16	83	.1	1.4
WYXR-FM																				
WI '98	48	211	.3	3.5	30	142	.2	1.3	67	325	.4	2.4	64	225	.3	3.3	31	138	.2	2.6
4-Book	40	194	.2	2.9	45	183	.3	2.0	78	350	.4	2.7	62	259	.3	2.9	29	152	.2	2.3
WJBR-FM																				
WI '98	6	31		.4	5	29		.2	7	25		.2	8	64		.4	11	32		.9
4-Book	5	27		.4	5	31		.2	12	56		.4	11	43		.5	9	34		.7
WKXW-FM																				
WI '98	20	74	.1	1.4	22	103	.1	.9	21	109	.1	.7	27	104	.1	1.4	4	25		.3
4-Book	10	48		.7	18	82	.1	.8	22	96	.1	.7	16	64	.1	.8	6	29		.5
+WLEV-FM																				
WI '98	19	44	.1	1.4	10	43	.1	.4	17	46	.1	.6	24	75	.1	1.2	4	25		.3
4-Book	11	40		.8	16	59	.1	.7	20	54	.1	.7	17	64	.1	.8	6	27		.5
WOR-AM																				
WI '98	12	38	.1	.9	4	10		.2	3	15		.1	8	10		.4	7	29		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	6	49		.4	9	26		.4	33	147	.2	1.2	13	43	.1	.7	4	25		.3
4-Book	7	44		.5	8	44		.3	27	128	.1	.9	17	79	.1	.8	4	23		.3
WRDR-FM																				
WI '98	25	56	.1	1.8	2	18		.1	30	91	.2	1.1	22	76	.1	1.1	3	9		.2
4-Book	16	57	.1	1.2	9	37		.4	25	67	.1	.9	21	59	.1	1.0	8	28	.1	.6
WSTW-FM																				
WI '98	2	23		.1	3	32		.1	2	23		.1	4	27		.2	2	25		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	1389	4480	7.4		2338	6769	12.5		2847	8094	15.2		1923	5473	10.3		1203	3720	6.4	
4-Book	1404	4534	7.6		2312	6664	12.5		2952	8050	15.9		2092	5692	11.3		1244	3885	6.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	8	407	.2	1.5	23	290	.6	3.6	3	79	.1	.6	7	121	.2	.9	6	18	.1	1.2
FA '97	7	434	.2	1.3	23	244	.6	3.7	4	94	.1	.7	7	124	.2	1.0	2	68	.1	.4
SU '97	6	328	.1	1.0	16	184	.4	2.3	7	82	.2	.9	4	78	.1	.5	2	43	.1	.4
SP '97	4	291	.1	.7	13	184	.3	2.0	1	43	.2	.2	2	64	.1	.3	1	16	.1	.2
4-Book	6	365	.2	1.1	19	226	.5	2.9	4	75	.1	.6	5	97	.1	.7	3	36	.1	.6
WI '97	10	494	.2	1.8	22	290	.5	3.3	13	142	.3	2.2	12	165	.3	1.7	4	112	.1	.8
WBEB-FM																				
WI '98	15	320	.4	2.7	13	102	.3	2.0	28	109	.7	5.3	18	170	.4	2.4	8	112	.2	1.6
FA '97	13	351	.3	2.3	16	163	.4	2.6	18	151	.4	3.4	16	157	.4	2.2	5	112	.1	1.0
SU '97	13	373	.3	2.1	14	172	.3	2.0	20	136	.5	2.5	8	109	.2	1.1	8	134	.2	1.7
SP '97	8	303	.2	1.4	11	133	.3	1.7	13	52	.3	2.2	9	97	.2	1.2	3	55	.1	.6
4-Book	12	337	.3	2.1	14	143	.3	2.1	20	112	.5	3.4	13	133	.3	1.7	6	103	.2	1.2
WI '97	13	375	.3	2.4	19	144	.5	2.8	17	113	.4	2.9	11	146	.3	1.6	8	104	.2	1.7
WDAS-AM																				
WI '98	1	44	.2	.2	2	8	.3	.3	1	9	.2	.2	1	9	.1	.1				
FA '97	1	28	.2	.2		10								10						
SU '97																				
SP '97	1	25	.2	.2		8														
4-Book	1	24	.2	.2	1	7	.1	.1	2	9	.1	.1	5	24	.1	.1				
WI '97		24				8														
WDAS-FM																				
WI '98	20	293	.5	3.7	24	132	.6	3.7	29	133	.7	5.5	20	141	.5	2.7	13	111	.3	2.6
FA '97	19	278	.5	3.4	18	111	.4	2.9	24	104	.6	4.5	23	117	.6	3.1	14	134	.3	2.7
SU '97	11	266	.3	1.8	12	103	.3	1.7	14	96	.3	1.7	14	108	.3	1.9	13	141	.3	2.7
SP '97	16	244	.4	2.8	19	123	.5	2.9	18	97	.4	3.1	14	95	.3	1.8	14	85	.3	2.8
4-Book	17	270	.4	2.9	18	117	.5	2.8	21	108	.5	3.7	18	115	.4	2.4	14	118	.3	2.7
WI '97	10	330	.2	1.8	14	128	.3	2.1	6	76	.1	1.0	13	149	.3	1.9	7	93	.2	1.5
WHAT-AM																				
WI '98		8																		
FA '97		9																		
SU '97		5			3	5	.1	.4												
SP '97		5												5						
4-Book	7	17			1	1	.1	.1	9	17	.1	.1	1	17	.1	.1				
WI '97		17			1	9	.1	.1												
W100-FM																				
WI '98	32	950	.8	5.9	30	350	.7	4.7	22	344	.5	4.2	48	565	1.2	6.5	34	369	.8	6.9
FA '97	48	1013	1.2	8.6	33	377	.8	5.3	42	397	1.0	7.9	66	584	1.6	9.0	57	508	1.4	10.9
SU '97	49	1222	1.2	8.0	31	377	.8	4.4	64	644	1.6	7.9	59	709	1.4	8.0	47	523	1.1	9.8
SP '97	57	1107	1.4	10.1	37	396	.9	5.6	56	448	1.4	9.6	94	728	2.3	12.3	57	495	1.4	11.6
4-Book	47	1073	1.2	8.2	33	375	.8	5.0	46	458	1.1	7.4	67	647	1.6	9.0	49	474	1.2	9.8
WI '97	52	1252	1.3	9.6	54	536	1.3	8.0	45	465	1.1	7.7	76	785	1.8	11.0	53	663	1.3	11.1
WIP -AM																				
WI '98	15	308	.4	2.7	28	179	.7	4.3	9	92	.2	1.7	23	144	.6	3.1	9	138	.2	1.8
FA '97	23	497	.6	4.1	31	324	.8	5.0	25	187	.6	4.7	38	319	.9	5.2	9	170	.2	1.7
SU '97	28	495	.7	4.6	57	303	1.4	8.1	39	275	.9	4.8	32	249	.8	4.3	9	122	.2	1.9
SP '97	17	526	.4	3.0	22	177	.5	3.3	13	111	.3	2.2	15	150	.4	2.0	23	234	.6	4.7
4-Book	21	457	.5	3.6	35	246	.9	5.2	22	166	.5	3.4	27	216	.7	3.7	13	166	.3	2.5
WI '97	18	451	.4	3.3	33	242	.8	4.9	18	133	.4	3.1	21	171	.5	3.0	18	174	.4	3.8
WJZ-FM																				
WI '98	11	235	.3	2.0	5	43	.1	.8	18	86	.4	3.4	18	105	.4	2.4	9	66	.2	1.8
FA '97	7	181	.2	1.3	4	67	.1	.6	10	91	.2	1.9	10	105	.2	1.4	9	61	.2	1.7
SU '97	3	75	.1	.5	1	27	.1	.1	4	35	.1	.5	2	27	.1	.3	2	34	.1	.4
SP '97	7	105	.2	1.2	11	49	.3	1.7	5	39	.1	.9	6	36	.1	.8	2	31	.1	.4
4-Book	7	149	.2	1.3	5	47	.1	.8	9	63	.2	1.7	9	68	.2	1.2	6	48	.1	1.1
WI '97	4	143	.1	.7	1	17	.1	.1	3	34	.1	.5	5	38	.1	.7	6	39	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WUSL-FM																				
WI '98	66	1339	1.6	12.1	65	604	1.6	10.1	45	545	1.1	8.5	94	837	2.3	12.6	80	705	2.0	16.2
FA '97	102	1453	2.5	18.3	82	729	2.0	13.1	67	585	1.6	12.5	148	872	3.6	20.2	138	919	3.4	26.5
SU '97	110	1381	2.7	18.1	101	671	2.5	14.3	132	751	3.2	16.3	140	863	3.4	18.9	98	744	2.4	20.5
SP '97	69	1293	1.7	12.3	55	550	1.3	8.4	56	591	1.4	9.6	108	852	2.6	14.2	85	698	2.1	17.3
4-Book	87	1367	2.1	15.2	76	639	1.9	11.5	75	618	1.8	11.7	123	856	3.0	16.5	100	767	2.5	20.1
WI '97	109	1469	2.7	20.1	117	801	2.8	17.4	100	707	2.4	17.0	148	990	3.6	21.3	126	855	3.1	26.4
WWDB-FM																				
WI '98	4	79	.1	.7	3	40	.1	.5	8	26	.2	1.5	8	24	.2	1.1	1	9		.2
FA '97	1	41		.2	1	7		.2		9				7						
SU '97	2	73		.3					4	33	.1	.5	2	16		.3	3	41	.1	.6
SP '97	3	127	.1	.5	3	42	.1	.5	6	41	.1	1.0	5	25	.1	.7				
4-Book	3	80	.1	.4	2	22	.1	.3	5	27	.1	.8	4	18	.1	.5	1	13		.2
WI '97	5	131	.1	.9					10	30	.2	1.7	7	67	.2	1.0	6	48	.1	1.3
WWJZ-AM																				
WI '98		5							1	5		.2	1	5		.1				
FA '97																				
SU '97																				
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97																				
WXTU-FM																				
WI '98	13	211	.3	2.4	12	68	.3	1.9	14	121	.3	2.7	15	145	.4	2.0	13	114	.3	2.6
FA '97	5	140	.1	.9	9	77	.2	1.4	9	53	.2	1.7	4	60	.1	.5	4	78	.1	.8
SU '97	15	305	.4	2.5	16	141	.4	2.3	27	202	.7	3.3	19	168	.5	2.6	7	94	.2	1.5
SP '97	9	201	.2	1.6	9	96	.2	1.4	9	49	.2	1.5	7	85	.2	.9	9	77	.2	1.8
4-Book	11	214	.3	1.9	12	96	.3	1.8	15	106	.4	2.3	11	115	.3	1.5	8	91	.2	1.7
WI '97	10	155	.2	1.8	7	77	.2	1.0	10	73	.2	1.7	13	93	.3	1.9	9	97	.2	1.9
+WXXM-FM																				
WI '98	30	710	.7	5.5	26	290	.6	4.0	27	287	.7	5.1	51	393	1.2	6.9	26	292	.6	5.3
FA '97	11	484	.3	2.0	11	139	.3	1.8	14	171	.3	2.6	15	307	.4	2.0	10	181	.2	1.9
SU '97	3	73	.1	.5	4	26	.1	.6	4	34	.1	.5	2	34		.3	1	15		.2
SP '97	2	69		.4	1	17		.2	1	17		.2	1	9		.1	2	24		.4
4-Book	12	334	.3	2.1	11	118	.3	1.7	12	127	.3	2.1	17	186	.4	2.3	10	128	.2	2.0
WI '97	4	102	.1	.7	3	45	.1	.4	3	35	.1	.5	2	25		.3	4	27	.1	.8
WYSP-FM																				
WI '98	65	1226	1.6	11.9	158	732	3.9	24.5	74	572	1.8	14.0	66	541	1.6	8.9	31	469	.8	6.3
FA '97	76	1181	1.9	13.6	175	783	4.3	28.0	93	460	2.3	17.4	62	470	1.5	8.4	30	281	.7	5.8
SU '97	78	1334	1.9	12.8	200	782	4.9	28.4	106	660	2.6	13.1	67	667	1.6	9.1	29	442	.7	6.1
SP '97	84	1343	2.0	14.9	185	920	4.5	28.2	112	644	2.7	19.3	93	713	2.3	12.2	34	452	.8	6.9
4-Book	76	1271	1.9	13.3	180	804	4.4	27.3	96	584	2.4	16.0	72	598	1.8	9.7	31	411	.8	6.3
WI '97	86	1183	2.1	15.8	192	828	4.7	28.5	100	583	2.4	17.0	74	563	1.8	10.7	43	427	1.0	9.0
WYXR-FM																				
WI '98	9	389	.2	1.6	4	62	.1	.6	6	139	.1	1.1	6	93	.1	.8	18	175	.4	3.6
FA '97	9	503	.2	1.6	6	146	.1	1.0	6	106	.1	1.1	9	157	.2	1.2	14	227	.3	2.7
SU '97	15	508	.4	2.5	8	108	.2	1.1	18	221	.4	2.2	23	209	.6	3.1	14	159	.3	2.9
SP '97	13	346	.3	2.3	10	82	.2	1.5	17	126	.4	2.9	17	143	.4	2.2	8	165	.2	1.6
4-Book	12	437	.3	2.0	7	100	.2	1.1	12	148	.3	1.8	14	151	.3	1.8	14	182	.3	2.7
WI '97	9	516	.2	1.7	7	132	.2	1.0	12	182	.3	2.0	10	130	.2	1.4	11	230	.3	2.3
WJBR-FM																				
WI '98	1	55		.2		17			2	32		.4	2	40		.3	1	22		.2
FA '97	2	42		.4		9			1	17		.2	3	34	.1	.4	3	17	.1	.6
SU '97		41			1	17		.1		7										
SP '97	2	53		.4	1	28		.2	4	28		.1	1	24		.1	2	26		.4
4-Book	1	48		.3	1	18		.1	2	21		.3	2	25		.2	2	16		.3
WI '97		46				9				7			1	22		.1		8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WKXV-FM																					
WI '98	2	45		.4	1	16		.2	1	17		.2	2	17		.3	3	31		.1	.6
FA '97	1	64		.2	2	22		.3	1	26		.2	4	34		.1		8			
SU '97	3	62	.1	.5	1	11		.1	12	32	.3	1.5	5	38	.1	.7		16			
SP '97	1	61		.2		7			2	28		.3	1	21		.1		7			
4-Book	2	58		.3	1	14		.2	4	26		.1	3	28		.1	1	16			.2
WI '97	1	38		.2		9			1	9		.2	1	9		.1		9			
+WLEV-FM																					
WI '98	2	7		.4	3	7	.1	.5	4	7	.1	.8	3	7	.1	.4					
FA '97		8																8			
SU '97		23							1	8		.1	1	8		.1					
SP '97																					
4-Book	1	10		.1	1	2		.1	1	4		.2	1	4		.1		2			
WI '97	1	21		.2	1	21		.1					12				1	9			.2
WOR -AM																					
WI '98																					
FA '97																					
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		9															1	9			.2
WPST-FM																					
WI '98	11	454	.3	2.0	12	192	.3	1.9	8	159	.2	1.5	19	239	.5	2.6	10	151	.2	2.0	
FA '97	9	396	.2	1.6	6	124	.1	1.0	8	138	.2	1.5	12	223	.3	1.6	12	198	.3	2.3	
SU '97	28	635	.7	4.6	12	143	.3	1.7	40	273	1.0	4.9	37	333	.9	5.0	17	289	.4	3.6	
SP '97	21	606	.5	3.7	26	252	.6	4.0	22	254	.5	3.8	28	319	.7	3.7	19	267	.5	3.9	
4-Book	17	523	.4	3.0	14	178	.3	2.2	20	206	.5	2.9	24	279	.6	3.2	15	226	.4	3.0	
WI '97	20	658	.5	3.7	19	213	.5	2.8	9	202	.2	1.5	35	359	.9	5.0	20	274	.5	4.2	
WRDR-FM																					
WI '98		17											1	10		.1		8			
FA '97		9																			
SU '97																					
SP '97																					
4-Book	7												3					2			
WI '97	19				9								1	19		.1					
WSTV-FM																					
WI '98	2	145		.4		15			2	61		.4	1	53		.1	4	61		.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	119		.3		15			1	37		.1	2	26		.3	3	50		.1	.6
SP '97	1	64		.2	1	5		.2	1	13		.2	1	55		.1		9			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	92		.2	1	36		.1		20				21			1	24			.2
TOTALS																					
WI '98	547	3895	13.4		644	3104	15.8		528	2315	12.9		744	3283	18.2		495	2757	12.1		
FA '97	558	3885	13.7		625	3089	15.3		534	2413	13.1		734	3310	18.0		521	2756	12.8		
SU '97	609	3930	14.8		705	2980	17.1		812	3040	19.7		740	3212	18.0		478	2768	11.6		
SP '97	562	3928	13.7		657	2999	16.0		581	2433	14.1		762	3197	18.5		492	2776	12.0		
4-Book	569	3910	13.9		658	3043	16.1		614	2550	15.0		745	3251	18.2		497	2764	12.1		
WI '97	543	3866	13.2		673	3028	16.4		588	2300	14.3		694	3240	16.9		478	2767	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 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	11	391	.3	1.7	4	90	.1	.9	6	41	.1	2.3	1	13	.2					
4-Book	9	324	.2	1.4	4	114	.1	.9	7	49	.2	2.6	2	18	.4	2	13	.1	.3	
WBEB-FM																				
WI '98	20	221	.5	3.2	9	135	.2	2.1		7			11	58	.3	1.7	17	37	.4	3.2
4-Book	16	251	.4	2.4	10	137	.2	2.3	8	26	.2	2.8	16	55	.4	2.4	9	24	.2	1.7
WDAS-AM																				
WI '98	1	18		.2	2	35		.5												
4-Book		9		.1	2	18		.4												
WDAS-FM																				
WI '98	25	204	.6	4.0	15	190	.4	3.5	11	26	.3	4.2	19	55	.5	3.0	11	27	.3	2.0
4-Book	20	186	.5	3.0	14	141	.3	3.1	13	27	.3	4.5	17	44	.4	2.5	15	36	.4	2.5
WHAT-AM																				
WI '98					2	8		.5												
4-Book		3			1	7		.2		1		.1	1	1		.1				
WIOQ-FM																				
WI '98	32	785	.8	5.1	29	551	.7	6.7	17	97	.4	6.5	51	220	1.2	8.1	34	160	.8	6.3
4-Book	48	873	1.2	7.2	42	637	1.0	9.4	19	89	.5	7.1	69	257	1.7	9.9	61	195	1.5	10.6
WIP -AM																				
WI '98	19	228	.5	3.0	12	144	.3	2.8	10	39	.2	3.8	9	45	.2	1.4	13	32	.3	2.4
4-Book	27	365	.7	4.0	15	205	.4	3.4	13	46	.3	4.7	20	66	.5	2.9	15	42	.4	2.6
WJZZ-FM																				
WI '98	14	146	.3	2.2	8	110	.2	1.9	4	10	.1	1.5	6	9	.1	.9	11	27	.3	2.0
4-Book	8	101	.2	1.2	7	73	.2	1.5	5	13	.1	1.5	13	25	.3	1.8	6	16	.2	1.1
WMGK-FM																				
WI '98	24	359	.6	3.8	17	231	.4	3.9	8	45	.2	3.1	28	105	.7	4.4	23	94	.6	4.3
4-Book	29	431	.7	4.4	19	291	.5	4.2	11	56	.3	3.7	33	113	.8	4.8	25	81	.6	4.4
WMMR-FM																				
WI '98	35	644	.9	5.6	29	422	.7	6.7	15	40	.4	5.7	49	188	1.2	7.8	35	133	.9	6.5
4-Book	38	566	.9	5.5	18	334	.4	4.1	18	68	.5	6.7	30	131	.8	4.5	27	91	.7	4.8
WGL-FM																				
WI '98	14	217	.3	2.2	8	112	.2	1.9	8	29	.2	3.1	15	37	.4	2.4	14	45	.3	2.6
4-Book	15	250	.4	2.1	9	144	.2	2.1	9	32	.2	3.2	23	54	.6	3.4	9	31	.2	1.6
WPEN-AM																				
WI '98		21																		
4-Book	2	14	.1	.3	1	9		.1												
+WPHI-FM																				
WI '98	80	1215	2.0	12.7	69	819	1.7	16.0	51	142	1.2	19.5	116	363	2.8	18.4	95	282	2.3	17.6
4-Book	83	1125	2.0	12.5	68	795	1.7	15.4	43	134	1.0	15.4	108	353	2.6	15.7	101	292	2.5	17.6
WPHT-AM																				
WI '98		18			1	9		.2												
4-Book	1	22		.1	1	17		.3					1	4		.2	2	4	.1	.3
WPLY-FM																				
WI '98	51	1038	1.2	8.1	30	609	.7	6.9	21	90	.5	8.0	49	223	1.2	7.8	30	119	.7	5.6
4-Book	57	1052	1.4	8.6	37	671	.9	8.3	18	101	.4	6.5	58	241	1.4	8.4	49	168	1.2	8.6
WURD-AM																				
WI '98	8	72	.2	1.3	5	47	.1	1.2	7	18	.2	2.7	7	18	.2	1.1	1	8		.2
4-Book	3	40	.1	.5	2	20		.4	2	7	.1	.8	2	8	.1	.3	1	6		.2
WUSL-FM																				
WI '98	66	1174	1.6	10.5	57	766	1.4	13.2	39	133	1.0	14.9	69	256	1.7	10.9	73	250	1.8	13.5
4-Book	90	1183	2.2	13.3	72	826	1.8	16.4	44	153	1.1	15.6	120	369	2.9	17.3	94	290	2.3	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

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			
	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
WWDB-FM																				
WI '98	6	64	.1	1.0	3	40	.1	.7	10	17	.2	3.8	5	25	.1	.8				
4-Book	4	55	.1	.6	2	35		.5	4	11	.1	1.5	2	9	.1	.3	2	6		.3
WJZ-AM																				
WI '98	1	5		.2		5														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	14	178	.3	2.2	12	125	.3	2.8	3	21	.1	1.1	8	32	.2	1.3	11	39	.3	2.0
4-Book	13	172	.3	1.9	8	103	.2	1.9	3	21	.1	1.2	10	31	.3	1.4	11	28	.3	2.0
+WXXM-FM																				
WI '98	34	593	.8	5.4	26	404	.6	6.0	6	22	.1	2.3	40	129	1.0	6.3	43	148	1.1	8.0
4-Book	13	272	.3	2.1	11	174	.3	2.4	4	19	.1	1.5	17	59	.4	2.5	16	58	.4	3.0
WYSP-FM																				
WI '98	97	1047	2.4	15.4	31	576	.8	7.2	10	56	.2	3.8	50	194	1.2	7.9	54	208	1.3	10.0
4-Book	115	1118	2.8	17.1	38	579	.9	8.6	21	72	.5	8.0	55	198	1.3	7.9	47	183	1.1	8.2
WYXR-FM																				
WI '98	6	219	.1	1.0	8	187	.2	1.9	3	18	.1	1.1	14	63	.3	2.2	13	58	.3	2.4
4-Book	11	269	.3	1.7	11	202	.3	2.5	6	30	.1	2.0	14	55	.3	2.0	13	51	.3	2.3
WJBR-FM																				
WI '98	1	48		.2	1	30		.2										7		
4-Book	1	36		.2	1	25		.2	1	6		.4	1	4		.1	2	8		.3
WKXV-FM																				
WI '98	1	33		.2	1	23		.2	1	7		.4	4	16	.1	.6				
4-Book	3	47		.4	1	22		.1	1	6		.2	1	4		.2		2		.1
+WLEV-FM																				
WI '98	4	7	.1	.6		4														
4-Book	1	6		.2																
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	13	371	.3	2.1	10	205	.2	2.3	5	24	.1	1.9	14	69	.3	2.2	10	39	.2	1.9
4-Book	19	412	.5	2.8	16	247	.4	3.7	8	27	.2	3.0	25	90	.6	3.7	21	78	.5	3.8
WRDR-FM																				
WI '98		10						.1												
4-Book		3				2		.1												
WSTV-FM																				
WI '98	1	98		.2	2	34		.5	1	7		.4	1	13		.2	2	20		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	630	3784	15.4		432	3181	10.6		261	849	6.4		632	1809	15.5		539	1425	13.2	
4-Book	668	3799	16.3		440	3139	10.7		275	834	6.7		690	1807	16.8		565	1400	13.8	

** 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 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
WI '98	6	9	.1	1.2	7	32	.2	3.5	1	11	.2	1	5	.2	11	33	.3	2.9	
4-Book	2	2		.3	9	37	.2	4.4	4	24	.1	3	11	.1	.6	5	21	.1	1.3
WBEB-FM																			
WI '98	6	15	.1	1.2	4	16	.1	2.0	11	45	.3	9	24	.2	2.1	12	35	.3	3.1
4-Book	7	29	.2	1.6	9	20	.2	3.8	15	36	.4	10	31	.2	2.1	5	27	.2	1.5
WDAS-AM																			
WI '98					14	24	.3	7.0	6	26	.1	6	26	.1	1.3				
4-Book					6	11	.1	3.0	3	11	.1	4	5	.1	.7	2	5		.5
WDAS-FM																			
WI '98	9	38	.2	1.8	4	18	.1	2.0	10	37	.2	12	16	.3	2.9	37	82	.9	9.7
4-Book	15	39	.4	3.1	6	11	.1	3.1	12	33	.3	13	27	.3	2.9	18	41	.4	5.0
WHAT-AM																			
WI '98					2	8		1.0	8	8	.2	2	8		.5				
4-Book					2	7		1.0	2	3	.1	1	2		.1				
WIOQ-FM																			
WI '98	41	198	1.0	8.2	15	104	.4	7.5	28	164	.7	20	108	.5	4.8	17	74	.4	4.4
4-Book	56	189	1.4	12.1	12	57	.3	5.8	42	152	1.0	38	131	1.0	8.1	30	97	.7	8.5
WIP -AM																			
WI '98	8	39	.2	1.6	18	38	.4	9.0	7	15	.2	17	31	.4	4.0	17	44	.4	4.4
4-Book	12	40	.3	2.6	11	34	.3	5.2	19	62	.5	20	49	.5	4.2	13	43	.3	3.8
WJJZ-FM																			
WI '98					2	19		1.0	17	45	.4	16	26	.4	3.8	7	18	.2	1.8
4-Book	2	5		.4	3	12	.1	1.4	13	26	.3	6	12	.2	1.4	4	9	.1	1.0
WMGK-FM																			
WI '98	16	39	.4	3.2	4	18	.1	2.0	18	59	.4	23	84	.6	5.5	17	60	.4	4.4
4-Book	13	59	.3	2.8	7	31	.2	3.2	21	72	.5	28	91	.7	5.9	13	60	.3	4.0
WMMR-FM																			
WI '98	23	94	.6	4.6	10	26	.2	5.0	38	162	.9	35	67	.9	8.3	27	56	.7	7.0
4-Book	14	72	.3	2.9	7	30	.2	3.9	21	88	.5	17	57	.4	3.7	12	47	.3	3.2
WGL-FM																			
WI '98	15	53	.4	3.0	7	24	.2	3.5	2	23		4				3	9	.1	.8
4-Book	9	42	.2	1.8	5	17	.1	2.2	7	33	.1	4	15	.1	.9	5	23	.1	1.5
WPEN-AM																			
WI '98									1	4		3	5	.1	.7				
4-Book																			
+WPHI-FM																			
WI '98	100	373	2.4	20.0	29	93	.7	14.6	51	203	1.2	61	154	1.5	14.5	41	179	1.0	10.7
4-Book	88	298	2.1	18.9	24	91	.6	11.9	52	192	1.3	77	225	1.9	16.5	46	169	1.1	13.7
WPHT-AM																			
WI '98	4	9	.1	.8					2	9		1	7		.3	6	9	.1	1.6
4-Book	4	9	.1	.9												2	2		.4
WPLY-FM																			
WI '98	26	112	.6	5.2	15	92	.4	7.5	42	219	1.0	34	143	.8	8.1	20	150	.5	5.2
4-Book	37	161	.9	8.0	17	82	.4	8.7	43	199	1.0	42	166	1.0	9.1	28	148	.7	8.1
WURD-AM																			
WI '98					4	10	.1	2.0	12	39	.3	7	19	.2	1.7	2	10		.5
4-Book	1	2		.1	1	3		.5	4	15	.1	2	8	.1	.5	1	3		.1
WUSL-FM																			
WI '98	94	290	2.3	18.8	18	73	.4	9.0	44	197	1.1	58	204	1.4	13.8	52	186	1.3	13.6
4-Book	86	295	2.1	18.7	34	110	.8	16.5	59	203	1.5	68	213	1.7	14.7	64	209	1.6	18.5

** 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
WWDB-FM																				
WI '98	2	8	.4					6	8	.1	1.3									
4-Book	1	2	.1		1	4	.4		3	11	.1	.7		1	4	.2		2	6	.4
WWJZ-AM																				
WI '98	2	5	.4																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	13	52	.3	2.6	5	17	.1	2.5	14	51	.3	3.1	13	37	.3	3.1	22	71	.5	5.7
4-Book	7	28	.2	1.4	7	30	.1	3.6	10	36	.2	2.1	7	23	.2	1.6	9	32	.2	2.5
+WXXM-FM																				
WI '98	30	156	.7	6.0	12	31	.3	6.0	30	126	.7	6.6	23	94	.6	5.5	23	90	.6	6.0
4-Book	9	49	.2	1.7	5	16	.1	2.8	13	61	.3	2.9	13	43	.3	2.9	7	35	.2	1.9
WYSP-FM																				
WI '98	31	163	.8	6.2	10	52	.2	5.0	45	221	1.1	9.9	26	149	.6	6.2	16	77	.4	4.2
4-Book	38	125	1.0	8.3	12	44	.3	6.6	55	222	1.4	11.7	46	175	1.1	9.7	25	119	.6	7.3
WYXR-FM																				
WI '98	8	43	.2	1.6	1	13	.5		9	32	.2	2.0	1	9	.2		9	43	.2	2.3
4-Book	14	53	.3	3.1	5	21	.1	2.3	11	37	.3	2.2	8	32	.2	1.7	15	48	.4	4.4
WJBR-FM																				
WI '98	5	16	.1	1.0	4	15	.1	2.0	1	8	.2						2	15	.5	
4-Book	2	6	.4		2	6	.7		1	4	.2		1	4	.2		1	9	.4	
WKXW-FM																				
WI '98													4	9	.1	1.0				
4-Book						2			1	7	.1		2	6	.1	.5		2	.1	
+WLEV-FM																				
WI '98																		2	.1	
4-Book						2	.1													
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	9	54	.2	1.8	1	8	.5		18	101	.4	4.0	17	82	.4	4.0	3	48	.1	.8
4-Book	11	66	.3	2.4	5	23	.1	2.9	21	80	.5	4.5	20	81	.5	4.4	14	64	.4	4.0
WRDR-FM																				
WI '98					1	2	.4			2	.1									
4-Book																				
WSTV-FM																				
WI '98	**	**	**	**	**	7	**	**	1	7	.2	**	6	27	.1	1.4	2	7	.5	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	499	1465	12.2		199	642	4.9		455	1447	11.1		420	1183	10.3		383	1132	9.4	
4-Book	463	1344	11.3		199	640	4.9		466	1376	11.4		464	1197	11.3		344	1048	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

Target Listener Trends - Men 18-34

	Men 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98	6	132	.1	.6	5	37	.1	.3	7	84	.1	.5	13	88	.2	1.0	5	42	.1	.8
FA '97	11	136	.2	1.0	12	39	.2	.8	10	37	.2	.6	24	98	.4	1.7	6	33	.1	1.0
SU '97	9	187	.2	.8	1	18	.1	.1	23	79	.4	1.3	17	109	.3	1.2	3	62	.1	.5
SP '97	3	152	.1	.3	2	39	.1	.1	5	49	.1	.3	2	48	.1	.1	1	18	.1	.2
4-Book	7	152	.2	.7	5	33	.1	.3	11	62	.2	.7	14	86	.2	1.0	4	39	.1	.6
WI '97	7	138	.1	.6	16	39	.3	1.0	12	60	.2	.7	4	57	.1	.3	1	21	.1	.2
+WLEV-FM																				
WI '98	4	52	.1	.4	4	24	.1	.2	5	16	.1	.4	8	34	.1	.6	3	19	.1	.5
FA '97		21											1	10		.1				
SU '97	1	63		.1	2	13		.1	1	8		.1	1	21		.1	1	22		.2
SP '97																				
4-Book	1	34		.1	2	9		.1	2	6		.1	3	16		.2	1	10		.2
WI '97	2	65		.2	1	33		.1	1	11		.1	2	34		.1	3	31		.5
WOR -AM																				
WI '98																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		9															1	9		.2
WPST-FM																				
WI '98	15	513	.3	1.4	15	230	.3	.9	28	205	.5	2.0	24	244	.4	1.9	7	172	.1	1.2
FA '97	10	546	.2	.9	14	238	.2	.9	11	191	.2	.7	14	277	.2	1.0	8	149	.1	1.3
SU '97	29	749	.5	2.5	24	209	.4	1.4	51	259	.9	2.9	40	419	.7	2.9	14	230	.2	2.3
SP '97	32	747	.5	2.7	37	307	.6	2.2	49	349	.8	2.8	48	477	.8	3.3	19	279	.3	3.0
4-Book	22	639	.4	1.9	23	246	.4	1.4	35	251	.6	2.1	32	354	.5	2.3	12	208	.2	2.0
WI '97	26	631	.4	2.3	34	199	.6	2.1	36	263	.6	2.2	42	379	.7	3.0	13	183	.2	2.0
WRDR-FM																				
WI '98		22			1	7		.1					1	7		.1				
FA '97	1	17		.1					2	17		.1	2	11		.1				
SU '97		9				9				9										
SP '97	2	25		.2	3	15		.1	6	10		.3	2	25		.1				
4-Book	1	18		.1	1	8		.1	2	9		.1	1	11		.1				
WI '97																				
WSTV-FM																				
WI '98	4	239	.1	.4	1	33		.1	6	103	.1	.4	4	105	.1	.3	4	76	.1	.7
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	295	.1	.5	3	59	.1	.2	6	108	.1	.3	9	129	.2	.6	3	53	.1	.5
SP '97	4	189	.1	.3	5	73	.1	.3	4	71	.1	.2	3	91	.1	.2	3	72	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	12	187	.2	1.1	15	54	.3	.9	27	90	.5	1.6	11	98	.2	.8	1	34		.2
TOTALS																				
WI '98	1045	5585	18.2	1614	4913	28.1	1387	4266	24.1	1252	4797	21.8	605	3554	10.5					
FA '97	1141	5637	19.8	1593	4952	27.7	1631	4437	28.4	1417	5010	24.6	625	3506	10.9					
SU '97	1182	5739	20.1	1703	5027	29.0	1774	4520	30.2	1395	5111	23.8	618	3647	10.5					
SP '97	1188	5701	20.2	1645	4948	28.0	1769	4504	30.1	1473	4968	25.1	644	3756	11.0					
4-Book	1139	5666	19.6	1639	4960	28.2	1640	4432	28.2	1384	4972	23.8	623	3616	10.7					
WI '97	1132	5657	19.3	1617	4925	27.6	1648	4381	28.1	1397	4972	23.8	654	3786	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

Men 18-34																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
WI '98	52	1156	.9	3.7	12	388	.2	1.8	27	167	.5	5.2	7	72	.1	.6	1	15	.1
4-Book	39	958	.7	2.5	13	356	.2	1.8	34	172	.6	5.4	10	66	.2	.8	6	35	.1
WBEB-FM																			
WI '98	42	446	.7	3.0	18	214	.3	2.6	26	51	.5	5.0	32	121	.6	2.8	20	60	.3
4-Book	36	428	.6	2.3	20	257	.4	2.7	21	56	.4	3.4	34	109	.6	2.7	20	53	.3
WDAS-AM																			
WI '98	3	40	.1	.2	2	46	.1	.3	3	11	.1	.6							
4-Book	2	28	.1	.2	3	37	.1	.4	1	4		.2		2					
WDAS-FM																			
WI '98	87	638	1.5	6.1	35	418	.6	5.1	10	51	.2	1.9	52	167	.9	4.5	33	82	.6
4-Book	68	520	1.2	4.4	35	362	.6	4.7	25	71	.5	3.8	55	144	1.0	4.3	42	109	.7
WHAT-AM																			
WI '98	4	31	.1	.3	3	24	.1	.4					5	7	.1	.4	6	17	.1
4-Book	3	21	.1	.2	2	16		.2	1	3		.1	6	7	.1	.5	2	7	.1
WIOQ-FM																			
WI '98	49	908	.9	3.5	36	677	.6	5.3	26	134	.5	5.0	71	296	1.2	6.2	59	238	1.0
4-Book	72	932	1.3	4.6	50	684	.9	6.8	30	132	.6	4.8	88	311	1.5	6.8	78	230	1.3
WIP -AM																			
WI '98	101	916	1.8	7.1	26	403	.5	3.8	16	92	.3	3.1	35	147	.6	3.0	43	119	.7
4-Book	105	989	1.8	6.7	33	473	.6	4.6	34	129	.6	5.3	54	189	.9	4.3	39	119	.7
WJZZ-FM																			
WI '98	27	273	.5	1.9	17	242	.3	2.5	7	37	.1	1.4	17	50	.3	1.5	24	59	.4
4-Book	30	293	.5	2.0	20	226	.4	2.7	17	66	.3	2.7	42	92	.7	3.3	24	66	.4
WNGK-FM																			
WI '98	83	952	1.4	5.9	45	566	.8	6.6	39	144	.7	7.5	95	275	1.7	8.3	75	240	1.3
4-Book	107	1039	1.9	6.9	47	587	.8	6.4	37	149	.7	6.0	94	276	1.6	7.5	74	210	1.3
WMMR-FM																			
WI '98	99	1216	1.7	7.0	62	824	1.1	9.1	50	165	.9	9.7	108	372	1.9	9.4	72	292	1.3
4-Book	133	1330	2.3	8.5	56	789	1.0	7.7	57	189	1.0	9.2	114	380	2.0	9.0	69	243	1.2
WOGL-FM																			
WI '98	29	334	.5	2.0	15	173	.3	2.2	21	88	.4	4.1	33	65	.6	2.9	13	48	.2
4-Book	34	399	.6	2.2	17	223	.3	2.3	20	73	.3	3.2	36	81	.6	2.8	16	53	.3
WPEN-AM																			
WI '98	2	36		.1	2	45		.3	2	9		.4	2	9		.2			
4-Book	3	34	.1	.2	2	31		.3	1	5		.2	2	7		.2			
+WPHI-FM																			
WI '98	65	997	1.1	4.6	51	666	.9	7.5	28	106	.5	5.4	90	291	1.6	7.8	74	229	1.3
4-Book	87	960	1.5	5.5	57	653	1.0	7.8	38	112	.7	6.1	96	292	1.7	7.6	81	227	1.4
WPHT-AM																			
WI '98	4	122	.1	.3	4	38	.1	.6											
4-Book	3	99	.1	.2	3	52	.1	.4					1	4		.1	3	7	.1
WPLY-FM																			
WI '98	54	1061	.9	3.8	33	649	.6	4.8	19	78	.3	3.7	58	231	1.0	5.0	38	176	.7
4-Book	78	1226	1.3	4.9	42	749	.7	5.7	29	145	.5	4.6	76	304	1.3	6.0	54	207	.9
WURD-AM																			
WI '98	10	127	.2	.7	4	51	.1	.6	3	8	.1	.6	15	40	.3	1.3	1	8	.1
4-Book	7	83	.1	.4	4	38	.1	.5	7	14	.1	1.1	6	23	.1	.5	2	7	.2
WUSL-FM																			
WI '98	82	1029	1.4	5.8	64	735	1.1	9.4	42	146	.7	8.1	75	268	1.3	6.5	93	241	1.6
4-Book	105	1034	1.8	6.7	72	743	1.3	9.9	50	161	.8	7.9	115	330	2.0	9.0	90	254	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 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
WVDB-FM																				
WI '98	35	251	.6	2.5	13	183	.2	1.9	35	81	.6	6.8	7	26	.1	.6	6	18	.1	.7
4-Book	24	228	.4	1.6	10	140	.2	1.4	11	32	.2	2.0	4	16	.1	.3	4	13	.1	.5
WVJZ-AM																				
WI '98	1	5	.1	.1	**	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	50	437	.9	3.5	29	313	.5	4.3	9	63	.2	1.7	51	135	.9	4.4	39	115	.7	4.5
4-Book	42	374	.7	2.7	24	255	.4	3.3	24	77	.4	3.7	40	112	.7	3.2	29	88	.5	3.2
+WXXM-FM																				
WI '98	50	864	.9	3.5	34	576	.6	5.0	10	51	.2	1.9	51	217	.9	4.4	64	271	1.1	7.3
4-Book	28	453	.5	1.9	18	277	.3	2.5	17	56	.3	2.8	38	125	.7	3.2	22	97	.4	2.5
WYSP-FM																				
WI '98	270	2146	4.7	19.1	50	918	.9	7.3	44	131	.8	8.5	106	410	1.8	9.2	73	299	1.3	8.4
4-Book	322	2296	5.5	20.6	75	1042	1.3	10.3	61	178	1.1	9.6	121	418	2.1	9.4	86	305	1.5	9.4
WYXR-FM																				
WI '98	24	504	.4	1.7	35	501	.6	5.1	25	106	.4	4.8	71	243	1.2	6.2	37	129	.6	4.2
4-Book	27	449	.5	1.8	23	355	.4	3.2	21	67	.4	3.4	38	139	.6	3.1	27	102	.5	3.0
WJBR-FM																				
WI '98	2	91	.1	.1	2	26	.1	.3	2	7	.1	.3	5	16	.1	.4	3	10	.1	.3
4-Book	3	59	.1	.1	3	37	.1	.4	2	7	.1	.3	5	16	.1	.4	3	10	.1	.3
WKXV-FM																				
WI '98	8	120	.1	.6	2	39	.1	.3	3	16	.1	.6	3	9	.1	.3				
4-Book	10	116	.2	.7	4	61	.1	.6	4	16	.1	.7	7	22	.1	.5	10	19	.2	1.1
+WLEV-FM																				
WI '98	6	42	.1	.4	2	28	.1	.3									1	10	.1	.1
4-Book	2	20	.1	.1	1	22	.1	.1					3	3	.1	.1	3	3	.1	.1
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	23	410	.4	1.6	7	241	.1	1.0	2	17	.1	.4	6	55	.1	.5	16	61	.3	1.8
4-Book	30	521	.5	1.9	13	284	.2	1.7	6	32	.1	.9	20	98	.4	1.6	22	101	.4	2.4
WRDR-FM																				
WI '98	1	7	.1	.1		15	.1	.1					1	8	.1	.1				
4-Book	2	15	.1	.1		5	.1	.1					1	4	.1	.1				
WSTV-FM																				
WI '98	4	184	.1	.3	2	69	.1	.3	1	7	.1	.2	4	21	.1	.3	3	36	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	1415	5485	24.6		681	4672	11.8		518	1537	9.0		1149	2923	20.0		872	2281	15.2	
4-Book	1561	5588	26.9		730	4628	12.6		625	1698	10.8		1266	2970	21.8		908	2197	15.6	

** 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																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	9	36	.2	1.5	22	130	.4	6.5	12	86	.2	1.7	10	29	.2	1.5	13	71	.2	2.5
4-Book	6	34	.1	1.0	26	121	.5	7.1	8	61	.1	1.1	8	37	.1	1.1	9	57	.2	2.0
WBEB-FM																				
WI '98	10	43	.2	1.6	14	33	.2	4.2	17	54	.3	2.4	7	25	.1	1.1	19	56	.3	3.7
4-Book	11	55	.2	1.7	17	43	.3	4.3	28	71	.5	3.3	19	56	.3	2.6	10	48	.2	2.2
WDAS-AM																				
WI '98					1	11		.3	2	22		.3	9	17	.2	1.4	1	7		.2
4-Book					7	21	.1	1.9	7	24	.1	.8	4	9	.1	.6	4	6	.1	.8
WDAS-FM																				
WI '98	25	90	.4	4.1	23	67	.4	6.8	20	92	.3	2.8	41	67	.7	6.3	68	158	1.2	13.2
4-Book	36	102	.6	5.4	22	53	.4	6.0	25	81	.4	3.1	28	64	.5	4.2	39	92	.7	8.7
WHAT-AM																				
WI '98	1	7		.2					6	7	.1	.8	5	7	.1	.8				
4-Book		2		.1	1	3		.4	2	5		.2	2	4		.3				
WIOQ-FM																				
WI '98	38	212	.7	6.3	12	55	.2	3.6	28	150	.5	3.9	24	118	.4	3.7	25	150	.4	4.8
4-Book	65	217	1.1	10.0	13	49	.2	3.5	45	159	.8	5.5	36	128	.6	5.2	38	131	.7	8.6
WIP -AM																				
WI '98	7	45	.1	1.2	24	71	.4	7.1	19	68	.3	2.7	35	74	.6	5.3	28	83	.5	5.4
4-Book	19	63	.3	2.8	22	74	.4	5.8	42	147	.7	5.0	35	108	.6	5.0	21	79	.4	4.4
WJJZ-FM																				
WI '98	8	41	.1	1.3	1	11		.3	25	111	.4	3.5	27	55	.5	4.1	22	76	.4	4.3
4-Book	11	45	.2	1.7	7	27	.1	1.8	28	76	.5	3.5	17	42	.3	2.5	10	34	.2	2.2
WMGK-FM																				
WI '98	24	92	.4	4.0	11	44	.2	3.3	37	121	.6	5.2	52	175	.9	7.9	26	107	.5	5.0
4-Book	33	106	.6	5.0	9	38	.2	2.6	53	168	.9	6.5	47	165	.8	7.0	23	93	.4	5.0
WMMR-FM																				
WI '98	48	124	.8	7.9	28	112	.5	8.3	90	309	1.6	12.6	64	170	1.1	9.8	32	107	.6	6.2
4-Book	38	143	.7	5.9	29	116	.5	8.1	66	243	1.2	8.4	43	150	.7	6.4	26	106	.5	5.7
WOGL-FM																				
WI '98	20	56	.3	3.3	9	24	.2	2.7	6	34	.1	.8	7	16	.1	1.1	7	25	.1	1.4
4-Book	13	43	.2	2.0	15	32	.3	4.2	15	62	.3	1.8	13	33	.2	1.9	8	27	.1	1.7
WPEN-AM																				
WI '98					5	17	.1	1.5	6	18	.1	.8								
4-Book					2	7	.1	.6	4	11	.1	.4	5	9	.1	.7	2	2		.5
+WPHI-FM																				
WI '98	91	282	1.6	15.0	17	59	.3	5.0	40	186	.7	5.6	40	140	.7	6.1	21	105	.4	4.1
4-Book	79	232	1.4	12.2	15	60	.3	4.0	45	167	.8	5.5	65	199	1.1	9.4	33	120	.6	7.7
WPHT-AM																				
WI '98	4	9	.1	.7	7	18	.1	2.1	4	29	.1	.6					12	19	.2	2.3
4-Book	5	11	.1	.7	3	10	.1	.8	4	22	.1	.6	3	15	.1	.4	3	5	.1	.6
WPLY-FM																				
WI '98	31	131	.5	5.1	15	61	.3	4.5	44	184	.8	6.1	37	141	.6	5.6	18	124	.3	3.5
4-Book	40	163	.7	6.2	16	70	.3	4.2	46	201	.8	5.6	44	175	.7	6.4	25	133	.4	5.5
WURD-AM																				
WI '98									9	32	.2	1.3	3	12	.1	.5				
4-Book	1	3		.1	4	10	.1	1.1	6	22	.1	.8	4	12	.1	.6				
WUSL-FM																				
WI '98	101	301	1.8	16.6	34	103	.6	10.1	52	208	.9	7.3	55	155	1.0	8.4	54	121	.9	10.4
4-Book	93	270	1.6	14.4	39	110	.7	10.7	68	208	1.2	8.2	63	158	1.1	9.2	53	130	.9	11.8

** 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 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	5	18	.1	.8	7	19	.1	2.1	24	50	.4	3.4	8	26	.1	1.2	11	39	.2	2.1
4-Book	3	12	.1	.5	7	29	.1	1.8	27	61	.5	3.4	8	20	.1	1.2	12	32	.2	2.7
WVJZ-AM																				
WI '98	2	5		.3																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	19	98	.3	3.1	9	35	.2	2.7	35	107	.6	4.9	39	85	.7	5.9	29	90	.5	5.6
4-Book	11	52	.2	1.8	20	55	.4	5.4	32	84	.5	4.0	23	62	.4	3.4	13	43	.2	2.6
+WXXM-FM																				
WI '98	32	163	.6	5.3	17	39	.3	5.0	30	115	.5	4.2	33	136	.6	5.0	30	142	.5	5.8
4-Book	14	65	.3	2.2	7	21	.1	2.0	16	65	.3	2.1	16	57	.3	2.4	10	53	.2	2.0
WYSP-FM																				
WI '98	34	175	.6	5.6	16	62	.3	4.7	54	300	.9	7.5	42	221	.7	6.4	27	107	.5	5.2
4-Book	56	194	1.0	8.5	24	79	.4	6.6	109	419	1.9	12.7	102	331	1.7	14.4	39	164	.7	8.8
WYXR-FM																				
WI '98	21	108	.4	3.5	26	77	.5	7.7	55	155	1.0	7.7	26	81	.5	4.0	15	64	.3	2.9
4-Book	22	95	.4	3.3	11	45	.2	3.1	29	85	.5	3.7	18	66	.3	2.6	14	57	.3	3.2
WJBR-FM																				
WI '98	5	16	.1	.8	7	19	.1	2.1									1	7		.2
4-Book	2	8		.3	3	13	.1	.9	3	11	.1	.3	1	7		.1	1	6		.3
WKXV-FM																				
WI '98	2	9		.3					3	14	.1	.4	4	9	.1	.6				
4-Book	4	8	.1	.6	1	7		.2	4	14	.1	.5	4	11	.1	.5		5		.1
+WLEV-FM																				
WI '98	9	20	.2	1.5					2	18		.3	1	10		.2				
4-Book	2	5	.1	.4	1	7		.2	2	9		.3	1	7		.1	1	3		.2
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	6	43	.1	1.0					9	63	.2	1.3	15	82	.3	2.3	3	33	.1	.6
4-Book	9	64	.2	1.4	5	26	.1	1.4	15	71	.3	1.9	16	71	.3	2.5	9	54	.2	2.1
WRDR-FM																				
WI '98										7										
4-Book		2		.1						2										
WSTW-FM																				
WI '98	1	8		.2		7			3	17	.1	.4	6	27	.1	.9	2	7		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	607	1811	10.6		337	1022	5.9		716	2090	12.4		656	1701	11.4		517	1493	9.0	
4-Book	649	1783	11.2		370	1084	6.4		820	2152	14.1		686	1714	11.8		448	1299	7.7	

** 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

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
WI '98	165	2917	1.5	5.6	52	1225	.5	3.7	113	509	1.0	8.0	48	295	.4	2.1	27	131	.2	1.7
4-Book	135	2651	1.2	4.4	49	1272	.4	3.4	120	563	1.1	8.3	46	285	.4	1.9	33	188	.3	1.9
WBEB-FM																				
WI '98	80	981	.7	2.7	36	561	.3	2.6	42	142	.4	3.0	73	307	.6	3.1	42	137	.4	2.6
4-Book	89	944	.8	2.9	48	628	.4	3.3	50	162	.5	3.4	91	269	.8	3.8	54	174	.5	3.2
WDAS-AM																				
WI '98	9	101	.1	.3	12	144	.1	.9	15	34	.1	1.1	8	16	.1	.3				
4-Book	7	76	.1	.2	10	101	.1	.7	5	15	.1	.4	7	17	.1	.3	1	3		
WDAS-FM																				
WI '98	167	1191	1.5	5.7	91	824	.8	6.5	51	162	.5	3.6	103	284	.9	4.4	87	247	.8	5.3
4-Book	147	1051	1.3	4.8	85	748	.8	5.8	59	157	.5	4.0	119	290	1.0	4.8	97	242	.9	5.5
WHAT-AM																				
WI '98	23	155	.2	.8	14	98	.1	1.0	11	20	.1	.8	34	44	.3	1.5	11	37	.1	.7
4-Book	18	122	.2	.6	9	80	.1	.6	9	24	.1	.6	27	47	.2	1.2	11	33	.1	.7
WIOQ-FM																				
WI '98	83	1326	.7	2.8	60	976	.5	4.3	64	216	.6	4.5	118	437	1.0	5.1	93	316	.8	5.7
4-Book	102	1341	.9	3.3	70	958	.6	4.8	48	183	.4	3.3	123	431	1.1	5.0	111	321	1.0	6.4
WIP -AM																				
WI '98	228	2148	2.0	7.8	63	1024	.6	4.5	56	258	.5	4.0	96	385	.9	4.1	89	324	.8	5.4
4-Book	227	2116	2.0	7.4	72	1095	.7	5.0	83	311	.7	5.7	105	391	1.0	4.3	75	266	.7	4.4
WJJZ-FM																				
WI '98	120	943	1.1	4.1	65	774	.6	4.6	53	186	.5	3.8	88	219	.8	3.8	80	236	.7	4.9
4-Book	129	1019	1.2	4.2	70	769	.6	4.7	54	188	.5	3.7	117	312	1.1	4.8	93	276	.8	5.3
WMGK-FM																				
WI '98	187	1912	1.7	6.4	93	1244	.8	6.6	103	351	.9	7.3	202	579	1.8	8.7	121	449	1.1	7.4
4-Book	221	2052	2.0	7.2	101	1281	.9	6.9	104	350	.9	7.2	210	593	1.9	8.5	150	459	1.3	8.5
WMMR-FM																				
WI '98	186	2077	1.6	6.3	94	1386	.8	6.7	91	318	.8	6.4	153	606	1.4	6.6	111	469	1.0	6.8
4-Book	246	2281	2.2	7.9	101	1395	.9	6.9	111	362	1.0	7.5	200	641	1.8	8.1	127	428	1.1	7.2
WOGL-FM																				
WI '98	111	1146	1.0	3.8	63	675	.6	4.5	77	287	.7	5.5	120	262	1.1	5.2	51	224	.5	3.1
4-Book	127	1288	1.1	4.1	76	869	.7	5.2	79	267	.7	5.4	134	352	1.2	5.4	78	244	.7	4.4
WPEN-AM																				
WI '98	8	152	.1	.3	4	126	.1	.3	4	28	.1	.3	2	18	.1	.3	2	19	.1	.3
4-Book	9	115	.1	.3	7	94	.1	.5	5	22	.1	.4	8	23	.1	.3	5	16	.1	.3
+WPHI-FM																				
WI '98	77	1147	.7	2.6	56	747	.5	4.0	28	106	.2	2.0	108	332	1.0	4.6	76	237	.7	4.6
4-Book	101	1130	.9	3.3	65	758	.6	4.4	45	131	.4	3.1	115	337	1.0	4.7	90	255	.8	5.1
WPHT-AM																				
WI '98	20	322	.2	.7	13	186	.1	.9	10	45	.1	.7	15	41	.1	.6	7	27	.1	.4
4-Book	14	296	.1	.5	10	196	.1	.7	8	32	.1	.6	9	33	.1	.4	9	27	.1	.5
WPLY-FM																				
WI '98	80	1425	.7	2.7	45	925	.4	3.2	47	186	.4	3.3	89	362	.8	3.8	45	247	.4	2.8
4-Book	103	1592	.9	3.3	55	999	.5	3.7	45	208	.4	3.1	102	397	.9	4.1	71	274	.6	4.0
WURD-AM																				
WI '98	17	170	.2	.6	9	85	.1	.6	12	19	.1	.8	33	75	.3	1.4	4	19	.2	.6
4-Book	12	125	.1	.4	6	69	.1	.5	10	19	.1	.7	15	41	.2	.6	4	15	.2	.6
WUSL-FM																				
WI '98	99	1289	.9	3.4	78	951	.7	5.5	54	183	.5	3.8	88	338	.8	3.8	107	283	.9	6.5
4-Book	128	1333	1.1	4.1	88	928	.8	6.0	61	198	.6	4.2	140	405	1.2	5.7	105	292	.9	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

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
WWDB-FM																				
WI '98	87	816	.8	3.0	55	506	.5	3.9	83	195	.7	5.9	44	131	.4	1.9	53	103	.5	3.2
4-Book	78	748	.7	2.6	37	437	.3	2.6	53	140	.5	3.7	33	98	.3	1.3	26	59	.2	1.5
WWJZ-AM																				
WI '98	1	5			1	11		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	104	830	.9	3.5	57	627	.5	4.1	53	172	.5	3.8	107	275	.9	4.6	85	217	.8	5.2
4-Book	105	853	.9	3.4	58	596	.5	4.0	65	198	.6	4.4	107	278	.9	4.3	73	203	.7	4.2
+WXXM-FM																				
WI '98	83	1192	.7	2.8	50	799	.4	3.6	33	132	.3	2.3	80	316	.7	3.4	95	387	.8	5.8
4-Book	54	747	.5	1.8	31	467	.3	2.2	30	106	.3	2.1	57	193	.5	2.4	39	169	.4	2.3
WYSP-FM																				
WI '98	434	3427	3.8	14.8	77	1388	.7	5.5	84	269	.7	5.9	161	587	1.4	6.9	103	397	.9	6.3
4-Book	478	3470	4.2	15.5	114	1638	1.0	7.8	95	297	.8	6.5	175	589	1.6	7.1	119	438	1.1	6.7
WYXR-FM																				
WI '98	72	1033	.6	2.5	57	902	.5	4.1	38	163	.3	2.7	130	438	1.2	5.6	59	233	.5	3.6
4-Book	72	918	.7	2.4	44	695	.4	3.0	44	137	.4	3.0	77	276	.7	3.2	54	211	.5	3.1
WJBR-FM																				
WI '98	11	150	.1	.4	5	51		.4	3	16		.2	11	16	.1	.5	8	25	.1	.5
4-Book	12	133	.1	.4	5	74		.3	4	20		.3	11	34	.1	.5	8	23	.1	.5
WKXV-FM																				
WI '98	29	314	.3	1.0	9	166	.1	.6	8	79	.1	.6	19	38	.2	.8	6	24	.1	.4
4-Book	26	289	.3	.9	9	142	.1	.6	8	40	.1	.6	17	49	.2	.7	13	31	.1	.8
+WLEV-FM																				
WI '98	8	69	.1	.3	7	53	.1	.5	2	8		.1	12	17	.1	.5	6	17	.1	.4
4-Book	7	69	.1	.2	4	53		.3	5	7	.1	.3	6	17	.1	.3	3	14		.2
WOR -AM																				
WI '98																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	31	615	.3	1.1	16	398	.1	1.1	12	38	.1	.8	20	142	.2	.9	29	108	.3	1.8
4-Book	39	719	.4	1.3	19	406	.2	1.3	10	43	.1	.7	33	151	.3	1.3	31	141	.3	1.8
WRDR-FM																				
WI '98	10	96	.1	.3	8	70	.1	.6	1	9		.1	16	36	.1	.7	11	27	.1	.7
4-Book	5	51		.1	3	27		.2		2			6	15		.2	3	9		.2
WSTW-FM																				
WI '98	11	305	.1	.4	5	158		.4	3	22		.2	11	51	.1	.5	10	88	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2937	10826	26.0	1406	9204	12.5	1412	3884	12.5	2327	5796	20.6	1635	4387	14.5					
4-Book	3089	10904	27.3	1466	9161	13.0	1460	3939	12.9	2460	5785	21.7	1745	4339	15.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	21	144	.2	1.9	98	472	.9	9.5	47	274	.4	3.0	42	135	.4	3.3	32	171	.3	3.8
4-Book	22	146	.2	1.9	99	471	.9	10.1	33	222	.3	2.0	29	158	.3	2.2	25	161	.2	2.9
WBEB-FM																				
WI '98	21	113	.2	1.9	25	70	.2	2.4	33	169	.3	2.1	22	107	.2	1.7	26	94	.2	3.1
4-Book	25	119	.2	2.2	37	116	.3	3.7	57	177	.5	3.3	43	151	.4	3.1	23	107	.2	2.8
WDAS-AM																				
WI '98					43	96	.4	4.2	20	75	.2	1.3	14	37	.1	1.1	3	14		.4
4-Book		2			29	66	.3	3.0	21	53	.2	1.2	8	18	.1	.6	6	10		.7
WDAS-FM																				
WI '98	98	230	.9	8.9	71	154	.6	6.9	57	202	.5	3.7	107	200	.9	8.3	146	279	1.3	17.5
4-Book	76	190	.7	6.7	47	115	.4	4.7	66	189	.6	3.9	74	159	.7	5.6	128	239	1.1	15.4
WHAT-AM																				
WI '98	8	23	.1	.7	14	36	.1	1.4	17	50	.2	1.1	13	20	.1	1.0				
4-Book	3	8		.2	11	26	.1	1.1	8	32	.1	.5	4	9		.3				
WIOQ-FM																				
WI '98	56	268	.5	5.1	25	92	.2	2.4	50	266	.4	3.2	31	164	.3	2.4	38	188	.3	4.6
4-Book	80	273	.7	7.1	24	89	.2	2.4	66	242	.6	3.9	48	178	.4	3.5	53	176	.5	6.4
WIP -AM																				
WI '98	27	117	.2	2.4	63	167	.6	6.1	74	257	.7	4.8	70	198	.6	5.4	32	128	.3	3.8
4-Book	47	156	.4	4.2	56	181	.5	5.7	90	340	.8	5.3	88	284	.8	6.5	37	167	.3	4.4
WJJZ-FM																				
WI '98	65	200	.6	5.9	31	134	.3	3.0	79	289	.7	5.1	61	164	.5	4.7	57	184	.5	6.8
4-Book	61	189	.6	5.3	31	124	.3	3.2	80	256	.7	4.8	62	165	.6	4.6	50	145	.5	5.9
WMGK-FM																				
WI '98	59	238	.5	5.3	29	97	.3	2.8	85	350	.8	5.5	98	301	.9	7.6	45	199	.4	5.4
4-Book	68	252	.6	6.0	32	124	.3	3.4	108	378	1.0	6.4	92	309	.8	6.9	39	171	.4	4.7
WMMR-FM																				
WI '98	73	228	.6	6.6	56	205	.5	5.4	136	493	1.2	8.8	92	263	.8	7.1	38	151	.3	4.6
4-Book	59	232	.5	5.2	66	233	.6	6.7	122	449	1.1	7.4	79	282	.7	5.9	43	181	.4	5.2
WUGL-FM																				
WI '98	47	155	.4	4.3	87	231	.8	8.4	57	192	.5	3.7	41	143	.4	3.2	26	75	.2	3.1
4-Book	55	168	.5	4.8	83	213	.7	8.4	81	256	.7	4.8	67	183	.6	5.0	35	110	.3	4.2
WPEN-AM																				
WI '98					7	43	.1	.7	8	36	.1	.5	1	10		.1	5	16		.6
4-Book	5	16	.1	.4	5	27	.1	.5	8	25	.1	.5	9	25	.1	.6	8	20	.1	.9
+WPHI-FM																				
WI '98	92	291	.8	8.3	19	66	.2	1.8	44	210	.4	2.8	46	165	.4	3.6	21	105	.2	2.5
4-Book	91	257	.8	8.0	19	71	.2	1.9	51	187	.5	3.0	69	215	.6	5.1	34	124	.3	4.3
WPHT-AM																				
WI '98	7	16	.1	.6	17	45	.2	1.6	23	100	.2	1.5	3	10		.2	17	44	.2	2.0
4-Book	10	35	.1	.8	13	47	.2	1.3	17	77	.1	1.0	8	41	.1	.6	6	16	.1	.7
WPLY-FM																				
WI '98	36	166	.3	3.3	23	105	.2	2.2	53	267	.5	3.4	48	203	.4	3.7	18	131	.2	2.2
4-Book	45	194	.4	3.9	22	102	.2	2.2	59	280	.5	3.5	61	246	.5	4.5	29	161	.3	3.5
WURD-AM																				
WI '98					3	12		.3	13	43	.1	.8	7	23	.1	.5				
4-Book	1	3		.1	7	17	.1	.7	9	34	.1	.5	6	18	.1	.4				
WUSL-FM																				
WI '98	112	320	1.0	10.2	54	170	.5	5.2	75	292	.7	4.8	68	194	.6	5.3	62	148	.5	7.4
4-Book	114	309	1.0	10.1	55	158	.5	5.7	85	269	.8	5.0	70	175	.6	5.2	62	155	.6	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WVDB-FM																				
WI '98	45	98	.4	4.1	36	91	.3	3.5	111	237	1.0	7.1	40	101	.4	3.1	26	97	.2	3.1
4-Book	26	64	.2	2.3	29	105	.2	2.9	82	193	.7	4.9	22	50	.2	1.7	23	71	.2	2.8
WVJZ-AM																				
WI '98	2	5		.2									4	6		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	26	153	.2	2.4	21	100	.2	2.0	69	218	.6	4.4	61	138	.5	4.7	36	121	.3	4.3
4-Book	22	115	.2	2.0	40	132	.4	4.2	82	208	.7	4.9	56	155	.5	4.1	23	90	.2	2.7
+VXXM-FM																				
WI '98	41	209	.4	3.7	20	54	.2	1.9	41	181	.4	2.6	50	205	.4	3.9	38	171	.3	4.6
4-Book	20	96	.2	1.8	16	57	.2	1.6	36	143	.3	2.1	32	113	.3	2.5	17	85	.2	2.0
WYSP-FM																				
WI '98	39	202	.3	3.5	34	124	.3	3.3	75	454	.7	4.8	85	341	.8	6.6	35	136	.3	4.2
4-Book	65	241	.6	5.7	38	131	.3	3.9	193	698	1.7	11.0	170	567	1.5	12.3	46	204	.4	5.6
WYXR-FM																				
WI '98	39	183	.3	3.5	29	95	.3	2.8	78	254	.7	5.0	50	157	.4	3.9	23	106	.2	2.8
4-Book	38	164	.3	3.3	26	92	.3	2.6	46	171	.4	2.8	38	144	.3	2.8	22	100	.2	2.7
WJBR-FM																				
WI '98	5	16		.5	8	26	.1	.8	3	7		.2	2	7		.2	1	7		.1
4-Book	3	12		.3	4	17	.1	.4	4	17		.2	2	13		.1	2	11		.2
WKXV-FM																				
WI '98	4	18		.4	4	25		.4	14	66	.1	.9	14	46	.1	1.1				
4-Book	6	17		.5	6	27		.6	11	46	.1	.7	8	30	.1	.6	1	8		.1
+VLEV-FM																				
WI '98	19	35	.2	1.7	8	17	.1	.8	2	18		.1	4	17		.3	1	8		.1
4-Book	5	11	.1	.5	3	13		.3	4	13		.2	4	25		.3	3	12		.4
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	9	61	.1	.8	7	10	.1	.7	27	138	.2	1.7	22	107	.2	1.7	6	49	.1	.7
4-Book	11	75	.1	.9	8	40	.1	.8	25	114	.2	1.5	24	103	.2	1.8	12	69	.1	1.4
WRDR-FM																				
WI '98	15	36	.1	1.4	1	9		.1	7	24	.1	.5	12	36	.1	.9				
4-Book	4	11		.4		2			3	8		.2	3	11		.3	2	4		.2
VSTV-FM																				
WI '98	1	17		.1	2	23		.2	3	25		.2	8	45	.1	.6	3	16		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	1103	3228	9.8		1036	2948	9.2		1553	4590	13.8		1292	3472	11.5		834	2459	7.4	
4-Book	1137	3207	10.0		982	2887	8.7		1689	4515	14.9		1351	3500	11.9		829	2435	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WKXV-FM																				
WI '98	20	340	.2	1.1	18	124	.2	.6	26	129	.3	1.1	43	216	.5	2.0	14	96	.2	1.7
FA '97	24	351	.3	1.3	33	163	.4	1.1	31	130	.3	1.1	42	226	.5	1.8	11	76	.1	1.5
SU '97	15	322	.2	.8	11	107	.1	.4	28	145	.3	1.0	32	196	.3	1.4	5	78	.1	.6
SP '97	7	321	.1	.4	9	117	.1	.3	7	90	.1	.2	11	140	.1	.5	3	61	.1	.4
4-Book	17	334	.2	.9	18	128	.2	.6	23	124	.3	.9	32	195	.4	1.4	8	78	.1	1.1
WI '97	16	377	.2	.9	32	158	.3	1.1	33	158	.4	1.3	18	166	.2	.8	1	34		.1
+WLEV-FM																				
WI '98	5	89	.1	.3	3	34		.1	4	28		.2	8	36	.1	.4	5	43	.1	.6
FA '97	3	139		.2	2	35		.1	4	26		.1	5	39	.1	.2	3	35		.4
SU '97	6	98	.1	.3	9	30	.1	.3	9	33	.1	.3	6	71	.1	.3	1	22		.1
SP '97	4	55	.2	.2	7	19	.1	.2	8	10	.1	.3	4	28		.2	1	19		.1
4-Book	5	95	.1	.3	5	30	.1	.2	6	24	.1	.2	6	44	.1	.3	3	30		.3
WI '97	5	132	.1	.3	5	63	.1	.2	8	60	.1	.3	5	72	.1	.2	4	44		.5
WOR -AM																				
WI '98																				
FA '97		17							1	9			1	8						
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	34		.1	1	19				10			8	9	.1	.4				
WPST-FM																				
WI '98	19	565	.2	1.1	17	225	.2	.6	29	237	.3	1.2	31	262	.3	1.4	8	134	.1	1.0
FA '97	15	618	.2	.8	21	287	.2	.7	20	231	.2	.7	23	305	.3	1.0	8	171	.1	1.1
SU '97	18	637	.2	1.0	23	188	.2	.8	27	180	.3	1.0	28	364	.3	1.3	6	122	.1	.7
SP '97	20	592	.2	1.0	27	218	.3	.9	36	232	.4	1.3	32	376	.3	1.4	7	153	.1	.9
4-Book	18	603	.2	1.0	22	230	.2	.8	28	220	.3	1.1	29	327	.3	1.3	7	145	.1	.9
WI '97	21	487	.2	1.2	26	169	.3	.9	35	170	.4	1.3	30	295	.3	1.3	10	149	.1	1.3
WRDR-FM																				
WI '98	8	111	.1	.5	4	70		.1	13	72	.1	.5	10	70	.1	.5	2	27		.2
FA '97	2	46		.1	2	23		.1	4	23		.1	4	27		.2	1	17		.1
SU '97		17			1	17				9			1	8						
SP '97	2	60		.1	3	25		.1	6	10	.1	.2	3	33		.1	1	17		.1
4-Book	3	59		.2	3	34		.1	6	29	.1	.2	5	35		.2	1	15		.1
WI '97	1	34		.1	1	17				5			5	25	.1	.2	2	17		.3
WSTV-FM																				
WI '98	7	282	.1	.4	5	94	.1	.2	13	102	.1	.5	12	143	.1	.6	2	40		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	314	.1	.5	9	83	.1	.3	12	110	.1	.4	15	168	.2	.7	3	69		.4
SP '97	9	307	.1	.5	13	149	.1	.4	12	124	.1	.4	10	136	.1	.4	4	90		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	15	290	.2	.8	22	124	.2	.8	33	125	.4	1.3	16	151	.2	.7	1	53		.1
TOTALS																				
WI '98	1775	8958	19.4		2956	8186	32.3		2397	6557	26.2		2143	7765	23.4		802	5289	8.8	
FA '97	1853	8925	20.2		2943	8340	32.1		2739	6898	29.9		2294	7975	25.1		756	5150	8.3	
SU '97	1866	9068	20.2		2825	8155	30.6		2690	7042	29.2		2240	8165	24.3		816	5195	8.8	
SP '97	1918	9038	20.8		3019	8345	32.7		2835	7134	30.7		2277	8022	24.7		798	5518	8.7	
4-Book	1853	8997	20.2		2936	8257	31.9		2665	6908	29.0		2239	7982	24.4		793	5288	8.7	
WI '97	1816	9013	19.7		2910	8265	31.5		2619	6827	28.4		2245	8066	24.3		795	5518	8.6	

** 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 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDB-FM																				
WI '98	81	790	.9	3.3	53	474	.6	4.6	73	178	.8	5.8	42	114	.5	2.2	53	103	.6	4.1
4-Book	75	719	.8	2.9	36	419	.4	3.0	51	135	.6	3.9	32	93	.4	1.6	25	55	.3	1.8
WVJZ-AM						6														
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	94	699	1.0	3.8	50	525	.5	4.3	51	158	.6	4.0	100	257	1.1	5.1	78	194	.9	6.0
4-Book	96	749	1.1	3.7	55	532	.6	4.5	63	186	.7	4.9	103	262	1.2	5.0	68	189	.7	4.8
+WXXM-FM																				
WI '98	58	810	.6	2.3	33	558	.4	2.9	33	132	.4	2.6	53	231	.6	2.7	65	284	.7	5.0
4-Book	44	554	.5	1.7	24	357	.3	2.0	27	93	.3	2.2	46	151	.5	2.4	29	131	.3	2.2
WYSP-FM																				
WI '98	354	2697	3.9	14.2	55	973	.6	4.8	75	223	.8	5.9	117	440	1.3	6.0	67	245	.7	5.1
4-Book	381	2689	4.2	14.6	86	1248	.9	7.1	78	241	.9	6.0	135	456	1.5	6.5	89	312	1.0	6.2
WYXR-FM																				
WI '98	68	890	.7	2.7	52	790	.6	4.5	35	145	.4	2.8	121	399	1.3	6.2	50	205	.5	3.8
4-Book	64	771	.7	2.5	37	580	.4	3.0	41	124	.5	3.1	67	243	.7	3.3	44	183	.5	3.2
WJBR-FM																				
WI '98	10	116	.1	.4	4	35	.3	.4	3	16	.2	.3	11	16	.1	.6	8	25	.1	.6
4-Book	11	113	.1	.4	4	64	.4	.4	4	18	.3	.3	11	30	.1	.5	6	21	.1	.5
WKXV-FM																				
WI '98	29	295	.3	1.2	8	151	.1	.7	7	72	.1	.6	16	29	.2	.8	6	24	.1	.5
4-Book	24	269	.3	.9	9	131	.1	.7	8	38	.1	.7	16	47	.2	.8	13	31	.2	1.0
+WLEV-FM																				
WI '98	5	62	.1	.2	7	53	.1	.6	2	8	.2	.2	12	17	.1	.6	6	17	.1	.5
4-Book	6	63	.1	.3	4	51	.1	.4	5	7	.1	.4	6	17	.1	.3	3	14	.1	.2
WOR-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	26	455	.3	1.0	14	294	.2	1.2	11	30	.1	.9	17	120	.2	.9	22	83	.2	1.7
4-Book	26	487	.3	1.0	10	255	.1	.8	6	25	.1	.4	17	92	.2	.9	18	89	.2	1.3
WRDR-FM																				
WI '98	10	96	.1	.4	8	70	.1	.7	1	9	.1	.1	16	36	.2	.8	11	27	.1	.8
4-Book	5	51	.2	.2	3	27	.3	.3	2	2	.1	.1	6	15	.1	.3	3	9	.1	.2
WSTW-FM																				
WI '98	10	229	.1	.4	4	124	.3	.3	2	14	.2	.2	10	38	.1	.5	8	68	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2491	8834	27.2		1155	7434	12.6		1267	3429	13.8		1950	4761	21.3		1308	3565	14.3	
4-Book	2617	8873	28.5		1204	7463	13.1		1288	3474	14.0		2036	4740	22.2		1411	3539	15.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	15	134	.2	1.8	96	456	1.0	10.2	46	263	.5	3.6	41	130	.4	3.8	22	144	.2	3.6
4-Book	20	143	.2	2.4	93	444	1.0	10.7	31	210	.3	2.3	28	153	.3	2.6	22	150	.2	3.3
WBEB-FM																				
WI '98	18	106	.2	2.2	25	61	.3	2.7	27	146	.3	2.1	18	98	.2	1.7	19	74	.2	3.1
4-Book	22	105	.2	2.6	30	102	.4	3.4	45	152	.5	3.2	37	134	.4	3.3	20	95	.2	3.2
WDAS-AM																				
WI '98					43	96	.5	4.6	19	64	.2	1.5	14	37	.2	1.3	3	14		.5
4-Book	2				27	62	.3	3.1	19	48	.2	1.4	6	16	.1	.6	5	8	.1	.7
WDAS-FM																				
WI '98	89	192	1.0	10.8	67	136	.7	7.1	47	165	.5	3.7	95	184	1.0	8.9	108	197	1.2	17.8
4-Book	63	157	.7	7.3	42	106	.5	4.8	57	162	.6	4.1	63	139	.7	5.9	111	199	1.2	17.4
WHAT-AM																				
WI '98	8	23	.1	1.0	14	36	.2	1.5	17	50	.2	1.3	13	20	.1	1.2				
4-Book	3	8		.3	10	25	.1	1.2	8	30	.1	.6	4	9		.4				
WIOQ-FM																				
WI '98	33	151	.4	4.0	19	55	.2	2.0	33	175	.4	2.6	19	102	.2	1.8	28	143	.3	4.6
4-Book	42	150	.5	5.0	17	61	.2	1.9	36	151	.4	2.7	24	103	.3	2.2	37	126	.4	5.6
WIP -AM																				
WI '98	24	102	.3	2.9	54	143	.6	5.8	70	249	.8	5.5	53	174	.6	5.0	22	99	.2	3.6
4-Book	38	135	.4	4.5	49	165	.6	5.7	77	299	.9	5.5	75	252	.8	6.9	30	144	.3	4.6
WJZZ-FM																				
WI '98	65	200	.7	7.9	30	123	.3	3.2	70	252	.8	5.5	52	147	.6	4.9	54	174	.6	8.9
4-Book	59	184	.7	6.9	30	116	.3	3.4	72	234	.8	5.2	59	158	.7	5.4	49	142	.6	7.7
WMGK-FM																				
WI '98	54	223	.6	6.6	26	88	.3	2.8	78	321	.9	6.1	88	248	1.0	8.3	39	170	.4	6.4
4-Book	59	214	.7	6.9	31	115	.4	3.6	97	341	1.1	6.9	78	255	.9	7.2	36	148	.4	5.6
WMMR-FM																				
WI '98	54	168	.6	6.6	46	179	.5	4.9	105	369	1.1	8.3	73	213	.8	6.8	30	136	.3	4.9
4-Book	48	179	.6	5.6	61	213	.7	7.1	108	386	1.2	7.9	70	242	.8	6.4	37	153	.4	5.7
WOGL-FM																				
WI '98	42	133	.5	5.1	81	215	.9	8.6	56	177	.6	4.4	41	143	.4	3.8	22	66	.2	3.6
4-Book	52	151	.6	6.0	81	205	.9	9.3	75	227	.8	5.4	64	173	.7	5.9	30	93	.3	4.7
WPEN-AM																				
WI '98					7	43	.1	.7	8	36	.1	.6	1	10		.1	5	16	.1	.8
4-Book	5	16	.1	.5	5	27	.1	.5	7	22	.1	.5	5	20	.1	.5	8	20	.1	1.2
+WPHI-FM																				
WI '98	44	124	.5	5.4	8	27	.1	.9	21	119	.2	1.7	24	96	.3	2.3	11	26	.1	1.8
4-Book	44	115	.5	5.2	10	31	.1	1.2	23	96	.3	1.6	31	96	.4	2.8	17	52	.2	2.7
WPHT-AM																				
WI '98	3	7		.4	17	45	.2	1.8	23	100	.3	1.8	3	10		.3	11	35	.1	1.8
4-Book	7	31	.1	.8	13	47	.2	1.5	16	73	.2	1.2	8	39	.1	.7	4	13		.7
WPLY-FM																				
WI '98	20	99	.2	2.4	19	74	.2	2.0	25	141	.3	2.0	33	142	.4	3.1	4	40		.7
4-Book	22	104	.2	2.6	16	69	.2	1.9	36	181	.4	2.6	42	166	.5	3.8	16	87	.2	2.3
WURD-AM																				
WI '98					3	12		.3	7	23	.1	.6	7	23	.1	.7				
4-Book	2				7	17	.1	.8	7	29	.1	.5	6	18	.1	.6				
WUSL-FM																				
WI '98	51	139	.6	6.2	45	126	.5	4.8	50	191	.5	3.9	42	96	.5	3.9	36	70	.4	5.9
4-Book	68	157	.8	8.1	37	104	.4	4.3	52	166	.6	3.8	38	81	.4	3.6	30	70	.3	4.7

** 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 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	43	90	.5	5.2	36	91	.4	3.8	105	229	1.1	8.3	40	101	.4	3.8	26	97	.3	4.3
4-Book	25	62	.3	2.9	28	103	.3	3.2	80	189	.9	5.9	21	48	.2	2.0	22	67	.3	3.4
WWJZ-AM																				
WI '98													4	6		.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	20	118	.2	2.4	15	84	.2	1.6	61	180	.7	4.8	54	117	.6	5.1	22	73	.2	3.6
4-Book	19	98	.2	2.2	35	113	.4	4.1	78	189	.9	5.6	52	142	.6	4.8	18	72	.2	2.7
+WXXM-FM																				
WI '98	26	121	.3	3.2	11	36	.1	1.2	18	109	.2	1.4	38	142	.4	3.6	22	103	.2	3.6
4-Book	16	67	.2	1.9	12	48	.1	1.4	26	107	.3	1.9	25	85	.3	2.3	12	57	.1	1.8
WYSP-FM																				
WI '98	24	105	.3	2.9	30	97	.3	3.2	41	277	.4	3.2	66	227	.7	6.2	25	99	.3	4.1
4-Book	39	162	.4	4.4	29	103	.3	3.4	151	535	1.6	10.3	134	440	1.5	12.1	29	130	.3	4.4
WYXR-FM																				
WI '98	35	149	.4	4.3	29	88	.3	3.1	70	236	.8	5.5	49	148	.5	4.6	18	87	.2	3.0
4-Book	30	132	.3	3.5	24	79	.2	2.7	38	147	.4	2.8	34	121	.4	3.1	15	76	.2	2.3
WJBR-FM																				
WI '98					5	17	.1	.5	3	7		.2	2	7		.2				
4-Book	1	6		.1	3	13		.3	4	15		.2	2	11		.2	2	9		.2
WKXW-FM																				
WI '98	4	18		.5	4	25		.4	14	66	.2	1.1	10	38	.1	.9				
4-Book	6	17	.1	.7	6	27		.6	11	41	.1	.8	6	26	.1	.6	1	8		.1
+WLEV-FM																				
WI '98	19	35	.2	2.3	8	17	.1	.9	2	18		.2	4	17		.4	1	8		.2
4-Book	5	11	.1	.6	3	11		.3	4	13		.3	4	25	.1	.4	3	12		.6
WOR -AM																				
WI '98																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	6	38	.1	.7	7	10	.1	.7	23	100	.3	1.8	17	66	.2	1.6	6	33	.1	1.0
4-Book	4	32		.5	4	23	.1	.5	14	72	.2	1.0	12	59	.1	1.1	6	34	.1	.8
WRDR-FM																				
WI '98	15	36	.2	1.8	1	9		.1	7	24	.1	.6	12	36	.1	1.1				
4-Book	4	11	.1	.5		2			3	8	.1	.2	3	11		.3	2	4		.3
WSTW-FM																				
WI '98	1	17		.1	1	16		.1	2	18		.2	2	19		.2	1	8		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	822	2418	9.0		938	2635	10.2		1271	3729	13.9		1066	2815	11.6		607	1857	6.6	
4-Book	856	2458	9.3		873	2559	9.5		1395	3723	15.2		1090	2842	11.9		644	1913	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																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	188	3155	1.8	6.6	60	1403	.6	4.5	146	599	1.4	9.7	58	363	.6	2.6	32	161	.3	2.1
4-Book	185	2959	1.6	5.6	62	1502	.6	4.5	156	692	1.5	10.4	67	364	.6	2.9	43	239	.4	2.7
WBEB-FM																				
WI '98	79	1016	.7	2.8	38	587	.4	2.8	48	172	.5	3.2	86	338	.8	3.9	44	165	.4	2.9
4-Book	94	955	.9	3.2	49	659	.5	3.5	52	176	.5	3.5	94	282	.9	4.1	59	200	.6	3.7
WDAS-AM																				
WI '98	8	99	.1	.3	12	133	.1	.9	15	34	.1	1.0	8	16	.1	.4				
4-Book	8	78	.1	.3	9	102	.1	.7	5	15	.1	.3	8	19	.1	.3	1	3		
WDAS-FM																				
WI '98	165	1135	1.6	5.8	94	756	.9	7.0	65	203	.6	4.3	111	278	1.1	5.0	84	228	.8	5.6
4-Book	150	1037	1.5	5.1	86	723	.8	6.2	63	173	.6	4.1	120	288	1.2	5.1	98	239	.9	6.1
WHAT-AM																				
WI '98	25	188	.2	.9	16	121	.2	1.2	11	20	.1	.7	34	44	.3	1.5	11	37	.1	.7
4-Book	19	139	.2	.6	10	97	.1	.8	10	28	.1	.7	28	51	.3	1.2	12	38	.1	.8
WIOQ-FM																				
WI '98	74	984	.7	2.6	48	733	.5	3.6	58	170	.6	3.9	112	384	1.1	5.0	74	218	.7	4.9
4-Book	72	909	.7	2.4	45	627	.4	3.2	39	136	.4	2.6	85	296	.8	3.7	71	203	.7	4.4
WIP -AM																				
WI '98	245	2286	2.3	8.6	67	1091	.6	5.0	80	301	.8	5.3	114	436	1.1	5.1	84	336	.8	5.6
4-Book	234	2137	2.2	7.9	71	1092	.7	5.2	93	336	.9	6.2	107	412	1.0	4.6	72	274	.7	4.5
WJJZ-FM																				
WI '98	143	1043	1.4	5.0	67	811	.6	5.0	53	217	.5	3.5	101	280	1.0	4.5	81	254	.8	5.4
4-Book	144	1112	1.4	4.9	74	821	.7	5.4	61	214	.6	4.1	122	337	1.2	5.3	98	299	.9	6.1
WMGK-FM																				
WI '98	189	1812	1.8	6.6	92	1219	.9	6.9	122	380	1.2	8.1	199	555	1.9	8.9	109	410	1.0	7.3
4-Book	210	1853	2.0	7.1	96	1186	.9	7.0	109	347	1.1	7.3	201	555	1.9	8.6	138	422	1.3	8.6
WMMR-FM																				
WI '98	165	1677	1.6	5.8	77	1117	.7	5.8	80	299	.8	5.3	125	492	1.2	5.6	93	401	.9	6.2
4-Book	222	1940	2.1	7.5	91	1198	.9	6.6	99	323	1.0	6.6	181	558	1.7	7.7	109	370	1.1	6.7
WOGL-FM																				
WI '98	131	1332	1.2	4.6	80	862	.8	6.0	97	371	.9	6.4	123	313	1.2	5.5	70	294	.7	4.7
4-Book	157	1509	1.5	5.3	100	1092	1.0	7.2	97	337	.9	6.4	171	473	1.6	7.3	103	332	1.0	6.3
WPEN-AM																				
WI '98	17	202	.2	.6	5	149	.1	.4	9	43	.1	.6	3	26	.1	.1	3	27	.1	.2
4-Book	17	175	.2	.6	10	125	.1	.8	9	31	.1	.6	13	35	.1	.5	10	25	.1	.6
+WPHI-FM																				
WI '98	43	638	.4	1.5	28	386	.3	2.1	15	64	.1	1.0	59	192	.6	2.7	35	106	.3	2.3
4-Book	57	606	.5	1.9	33	388	.3	2.4	24	78	.2	1.6	64	177	.6	2.8	45	120	.4	2.8
WPHT-AM																				
WI '98	28	430	.3	1.0	14	217	.1	1.0	17	70	.2	1.1	18	59	.2	.8	7	27	.1	.5
4-Book	20	376	.2	.7	12	232	.1	.8	10	38	.1	.7	10	39	.1	.4	8	29	.1	.5
WPLY-FM																				
WI '98	46	855	.4	1.6	29	599	.3	2.2	43	157	.4	2.9	62	268	.6	2.8	27	174	.3	1.8
4-Book	68	1028	.6	2.3	36	650	.4	2.6	36	154	.3	2.4	67	271	.7	2.9	47	186	.5	2.9
WURD-AM																				
WI '98	12	108	.1	.4	7	58	.1	.5	9	12	.1	.6	26	58	.2	1.2	3	12	.1	.2
4-Book	11	103	.1	.4	6	65	.1	.4	9	19	.1	.6	14	38	.1	.6	3	12	.1	.2
WUSL-FM																				
WI '98	63	811	.6	2.2	50	604	.5	3.7	25	93	.2	1.7	59	227	.6	2.7	78	174	.7	5.2
4-Book	82	817	.8	2.8	53	551	.5	3.8	35	116	.3	2.4	83	241	.8	3.6	63	151	.6	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

Men 25-54

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
WVDB-FM																				
WI '98	110	968	1.0	3.8	65	582	.6	4.9	82	233	.8	5.4	63	158	.6	2.8	65	115	.6	4.3
4-Book	95	895	.9	3.2	49	540	.5	3.5	63	178	.6	4.2	46	129	.4	2.0	32	71	.3	2.1
WVJZ-AM																				
WI '98	1	18				6														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	118	890	1.1	4.1	65	681	.6	4.9	66	221	.6	4.4	134	326	1.3	6.0	100	252	.9	6.7
4-Book	118	914	1.1	4.0	66	646	.6	4.8	77	239	.8	5.1	127	319	1.2	5.5	83	230	.8	5.2
+WXXM-FM																				
WI '98	59	858	.6	2.1	33	558	.3	2.5	33	132	.3	2.2	53	231	.5	2.4	65	284	.6	4.3
4-Book	54	636	.5	1.8	26	395	.3	1.9	28	98	.3	2.0	50	167	.5	2.2	33	146	.3	2.1
WYSP-FM																				
WI '98	369	2822	3.5	12.9	56	990	.5	4.2	75	223	.7	5.0	117	440	1.1	5.3	67	245	.6	4.5
4-Book	394	2810	3.7	13.3	88	1303	.8	6.4	79	245	.8	5.3	135	458	1.3	5.7	91	320	.9	5.6
WYXR-FM																				
WI '98	70	929	.7	2.4	52	815	.5	3.9	35	145	.3	2.3	121	399	1.1	5.4	51	214	.5	3.4
4-Book	69	835	.7	2.3	39	629	.4	2.8	44	133	.4	2.9	74	260	.7	3.2	47	195	.5	3.0
WJBR-FM																				
WI '98	11	153	.1	.4	5	60		.4	3	16		.2	11	16	.1	.5	10	35	.1	.7
4-Book	13	135	.1	.5	6	89	.1	.4	5	23	.1	.3	13	34	.1	.5	9	31	.1	.6
WKXV-FM																				
WI '98	32	365	.3	1.1	11	177	.1	.8	11	89	.1	.7	21	46	.2	.9	9	32	.1	.6
4-Book	28	322	.3	1.0	10	149	.1	.8	10	46	.1	.7	22	56	.2	.9	16	39	.2	1.0
+WLEV-FM																				
WI '98	5	79		.2	8	71	.1	.6	2	17		.1	12	17	.1	.5	7	27	.1	.5
4-Book	7	82	.1	.2	6	75	.1	.4	6	11	.1	.4	7	24	.1	.3	6	23	.1	.4
WOR -AM																				
WI '98	2	18		.1		9														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	26	455	.2	.9	14	302	.1	1.0	11	38	.1	.7	17	120	.2	.8	22	83	.2	1.5
4-Book	27	498	.2	.9	11	269	.1	.8	7	32	.1	.5	19	97	.2	.9	19	92	.2	1.2
WRDR-FM																				
WI '98	10	122	.1	.3	9	88	.1	.7	2	18		.1	16	36	.2	.7	12	37	.1	.8
4-Book	6	74	.1	.2	4	45		.3	3	9		.2	10	22	.1	.4	6	19	.1	.4
WSTV-FM																				
WI '98	10	237	.1	.3	4	131		.3	3	22		.2	10	38	.1	.4	8	68	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2861	10143	27.1		1336	8614	12.7		1505	4144	14.3		2225	5528	21.1		1495	4051	14.2	
4-Book	2963	10152	28.1		1384	8610	13.1		1500	4100	14.2		2329	5479	22.1		1604	4048	15.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	17	142	.2	1.8	125	550	1.2	10.9	54	302	.5	3.6	47	158	.4	4.0	22	152	.2	3.1
4-Book	26	191	.3	2.7	123	569	1.2	11.7	40	254	.4	2.5	35	189	.3	2.8	28	183	.3	3.7
VBEB-FM																				
WI '98	23	142	.2	2.5	26	76	.2	2.3	37	191	.4	2.5	19	106	.2	1.6	20	83	.2	2.8
4-Book	27	124	.3	2.8	35	126	.3	3.3	55	190	.6	3.4	41	146	.4	3.3	24	109	.2	3.2
WDAS-AM																				
WI '98					43	96	.4	3.8	19	64	.2	1.3	14	37	.1	1.2	3	14		.4
4-Book	2				31	67	.3	2.9	21	52	.2	1.3	6	16	.1	.5	5	8		.6
WDAS-FM																				
WI '98	102	230	1.0	10.9	84	178	.8	7.3	66	224	.6	4.4	98	199	.9	8.3	135	252	1.3	19.1
4-Book	73	185	.7	7.5	50	129	.5	4.7	67	187	.6	4.2	70	151	.7	5.8	131	230	1.3	17.6
WHAT-AM																				
WI '98	8	23	.1	.9	26	48	.2	2.3	21	62	.2	1.4	13	20	.1	1.1				
4-Book	3	10		.3	14	31	.1	1.3	10	37	.1	.6	4	9		.3				
WIOQ-FM																				
WI '98	34	167	.3	3.6	19	55	.2	1.7	37	190	.4	2.5	20	110	.2	1.7	28	143	.3	4.0
4-Book	42	154	.4	4.4	18	63	.2	1.7	37	155	.4	2.4	24	105	.2	2.0	37	126	.4	4.8
WIP -AM																				
WI '98	27	110	.3	2.9	70	206	.7	6.1	84	286	.8	5.6	56	180	.5	4.7	24	108	.2	3.4
4-Book	43	153	.4	4.6	58	202	.6	5.5	89	343	.9	5.5	80	272	.8	6.5	32	154	.3	4.2
WJJZ-FM																				
WI '98	72	255	.7	7.7	37	174	.4	3.2	76	292	.7	5.1	55	174	.5	4.7	55	197	.5	7.8
4-Book	71	220	.7	7.4	36	144	.3	3.4	81	266	.8	5.0	67	185	.7	5.4	52	163	.5	7.0
WMGK-FM																				
WI '98	56	232	.5	6.0	28	95	.3	2.4	86	366	.8	5.8	94	278	.9	8.0	39	170	.4	5.5
4-Book	61	222	.6	6.3	32	121	.3	3.1	106	374	1.0	6.6	84	277	.8	6.9	36	153	.4	4.8
WMMR-FM																				
WI '98	54	168	.5	5.8	47	192	.4	4.1	105	377	1.0	7.0	77	225	.7	6.5	32	141	.3	4.5
4-Book	48	181	.5	5.0	64	225	.6	6.2	110	394	1.1	7.0	73	250	.7	6.0	38	160	.4	5.2
WVGL-FM																				
WI '98	58	179	.6	6.2	107	286	1.0	9.3	74	246	.7	5.0	57	198	.5	4.8	54	136	.5	7.6
4-Book	67	210	.7	7.0	108	289	1.0	10.2	107	320	1.0	6.7	91	250	.9	7.4	58	156	.5	7.8
WPEN-AM																				
WI '98					7	43	.1	.6	8	36	.1	.5	1	10		.1	5	16		.7
4-Book	8	22	.1	.8	7	36	.1	.7	13	40	.1	.8	10	28	.1	.8	11	27	.1	1.4
+WPHI-FM																				
WI '98	44	124	.4	4.7	8	27	.1	.7	22	134	.2	1.5	27	111	.3	2.3	11	26	.1	1.6
4-Book	46	117	.4	4.7	10	31	.1	1.0	23	102	.2	1.5	31	99	.3	2.5	17	52	.2	2.3
WPHT-AM																				
WI '98	3	7		.3	20	60	.2	1.7	29	109	.3	1.9	3	10		.3	11	35	.1	1.6
4-Book	9	35	.1	.9	19	64	.2	1.7	24	92	.3	1.5	9	40	.1	.7	6	16		.8
WPLY-FM																				
WI '98	20	99	.2	2.1	19	74	.2	1.7	25	141	.2	1.7	33	142	.3	2.8	4	40		.6
4-Book	22	106	.2	2.3	16	71	.2	1.6	37	183	.3	2.3	42	168	.4	3.4	16	89	.2	2.1
WURD-AM																				
WI '98					3	12		.3	7	23	.1	.5	7	23	.1	.6				
4-Book	2				7	17	.1	.6	8	31	.1	.5	7	20	.1	.6				
WUSL-FM																				
WI '98	58	151	.6	6.2	48	138	.5	4.2	51	206	.5	3.4	42	96	.4	3.6	39	85	.4	5.5
4-Book	70	160	.7	7.3	38	109	.4	3.7	54	176	.5	3.3	38	81	.4	3.2	31	74	.3	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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	
WWDB-FM																				
WI '98	45	97	.4	4.8	51	127	.5	4.5	131	282	1.2	8.8	47	120	.4	4.0	30	106	.3	4.2
4-Book	30	80	.3	3.1	44	146	.4	4.1	108	245	1.0	6.8	29	72	.3	2.5	27	83	.3	3.7
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	4	6		.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	26	162	.2	2.8	22	121	.2	1.9	83	247	.8	5.6	63	140	.6	5.3	23	80	.2	3.3
4-Book	25	129	.2	2.7	42	139	.4	4.1	92	231	.9	5.8	59	167	.6	4.9	19	82	.2	2.6
+WXXM-FM																				
WI '98	26	121	.2	2.8	11	36	.1	1.0	18	109	.2	1.2	38	142	.4	3.2	22	103	.2	3.1
4-Book	16	73	.2	1.7	12	52	.1	1.1	27	118	.3	1.7	29	96	.3	2.4	13	61	.1	1.7
WYSP-FM																				
WI '98	24	105	.2	2.6	33	107	.3	2.9	45	286	.4	3.0	66	227	.6	5.6	26	106	.2	3.7
4-Book	40	168	.4	4.1	31	110	.3	3.0	160	571	1.5	9.4	141	467	1.3	11.1	29	132	.3	3.8
WYXR-FM																				
WI '98	35	149	.3	3.8	30	98	.3	2.6	73	252	.7	4.9	49	148	.5	4.2	18	87	.2	2.5
4-Book	31	141	.3	3.2	27	95	.3	2.5	41	163	.4	2.6	37	135	.4	3.0	15	80	.2	2.0
WJBR-FM																				
WI '98	4	9		.4	5	17		.4	3	7		.2	2	13		.2				
4-Book	3	11		.3	3	16		.3	6	23		.1	3	14		.2	3	14		.4
WKXW-FM																				
WI '98	7	26	.1	.8	12	51	.1	1.0	14	66	.1	.9	12	46	.1	1.0				
4-Book	7	19	.1	.7	8	35	.1	.7	11	43	.1	.7	7	30	.1	.6	1	8		.1
+WLEV-FM																				
WI '98	19	35	.2	2.0	9	26	.1	.8	5	27		.3	5	27		.4	3	17		.4
4-Book	8	19	.1	.8	4	15		.3	5	18		.3	5	29	.1	.4	4	16		.5
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	6	38	.1	.6	7	10	.1	.6	23	100	.2	1.5	17	66	.2	1.4	6	33	.1	.8
4-Book	4	34		.4	5	26		.5	15	75	.2	.9	13	62	.1	1.0	6	34	.1	.7
WRDR-FM																				
WI '98	18	45	.2	1.9	2	18		.2	7	24	.1	.5	13	45	.1	1.1				
4-Book	5	15	.1	.6	1	8		.1	3	8		.2	4	13		.3	2	5		.3
WSTW-FM																				
WI '98	1	17		.1	2	24		.2	2	18		.1	2	19		.2	1	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	932	2823	8.8	1146	3250	10.9	1491	4313	14.1	1179	3163	11.2	707	2141	6.7					
4-Book	962	2835	9.1	1052	3104	10.0	1610	4308	15.3	1233	3232	11.7	744	2214	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 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	
WKXW-FM																					
WI '98	20	353	.2	1.2	19	159	.2	.7	26	94	.3	1.1	37	187	.4	1.8	12	97	.1	1.7	
FA '97	23	377	.3	1.3	37	201	.4	1.3	35	172	.4	1.4	31	209	.3	1.5	13	105	.1	2.0	
SU '97	17	333	.2	1.0	26	164	.3	1.0	30	196	.3	1.2	25	179	.3	1.2	5	58	.1	.6	
SP '97	8	290	.1	.5	9	114	.1	.3	14	112	.2	.6	14	133	.2	.7	3	48		.4	
4-Book	17	338	.2	1.0	23	160	.3	.8	26	144	.3	1.1	27	177	.3	1.3	8	77	.1	1.2	
WI '97	20	414	.2	1.2	32	206	.4	1.1	33	158	.4	1.4	26	164	.3	1.2	3	56		.5	
+WLEV-FM																					
WI '98	5	82	.1	.3	3	38		.1	4	39		.2	4	30		.2	3	41		.4	
FA '97	10	194	.1	.6	4	65		.1	15	74	.2	.6	18	75	.2	.9	10	61	.1	1.5	
SU '97	8	188	.1	.5	9	47		.3	11	63	.1	.5	6	78	.1	.3	2	38		.3	
SP '97	7	140	.1	.4	9	45		.3	9	47	.1	.4	10	78	.1	.5	3	48		.4	
4-Book	8	151	.1	.5	6	49	.1	.2	10	56	.1	.4	10	65	.1	.5	5	47		.7	
WI '97	11	200	.1	.6	10	117	.1	.3	18	86	.2	.7	14	104	.2	.7	4	59		.6	
WOR -AM																					
WI '98	4	81		.2	1	19			2	9		.1	13	39	.1	.6					
FA '97	6	54	.1	.3	10	11	.1	.4	7	29	.1	.3	6	35	.1	.3	6	29	.1	.9	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	116		.2	2	34		.1	1	35			12	32	.1	.6					
WPST-FM																					
WI '98	8	291	.1	.5	7	92	.1	.2	7	100	.1	.3	13	126	.1	.6	4	47		.6	
FA '97	13	329	.1	.7	14	144	.2	.5	16	142	.2	.6	18	205	.2	.9	7	131	.1	1.1	
SU '97	7	285	.1	.4	9	77	.1	.3	4	71	.1	.2	7	144	.1	.3	3	75		.4	
SP '97	5	259	.1	.3	9	70	.1	.3	7	99	.1	.3	7	152	.1	.3	3	62		.4	
4-Book	8	291	.1	.5	10	96	.1	.3	9	103	.1	.4	11	157	.1	.5	4	79		.6	
WI '97	9	235	.1	.5	16	82	.2	.6	16	43	.2	.7	12	135	.1	.6	2	70		.3	
WRDR-FM																					
WI '98	12	205	.1	.7	5	96	.1	.2	14	95	.2	.6	18	148	.2	.9	4	62		.6	
FA '97	11	153	.1	.6	15	97	.2	.5	12	50	.1	.5	17	87	.2	.8	2	47		.3	
SU '97	7	124	.1	.4	7	59	.1	.3	11	50	.1	.5	9	80	.1	.4	2	16		.3	
SP '97	14	176	.2	.8	12	84	.1	.4	24	75	.3	1.0	14	84	.2	.7	5	59	.1	.7	
4-Book	11	165	.1	.6	10	84	.1	.4	15	68	.2	.7	15	100	.2	.7	3	46		.5	
WI '97	6	109	.1	.3	6	44	.1	.2	2	42		.1	11	75	.1	.5	5	29	.1	.8	
WSTW-FM																					
WI '98	5	184	.1	.3	7	94	.1	.2	9	54	.1	.4	9	86	.1	.4	1	26		.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	139	.1	.3	11	47	.1	.4	7	49	.1	.3	10	73	.1	.5	3	58		.4	
SP '97	5	166	.1	.3	9	81	.1	.3	9	66	.1	.4	7	85	.1	.3	1	27		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	4	138		.2	7	79	.1	.2	6	46	.1	.2	6	52	.1	.3	1	27		.2	
TOTALS																					
WI '98	1731	8750	19.2		2826	7956	31.4		2388	6419	26.5		2074	7609	23.0		710	4951	7.9		
FA '97	1742	8715	19.4		2826	8051	31.4		2463	6618	27.4		2093	7751	23.3		658	4805	7.3		
SU '97	1720	8662	19.4		2610	7854	29.5		2411	6749	27.2		2006	7659	22.7		787	4952	8.9		
SP '97	1747	8669	19.7		2867	8033	32.4		2432	6630	27.5		2039	7695	23.0		693	4983	7.8		
4-Book	1735	8699	19.4		2782	7974	31.2		2424	6604	27.2		2053	7679	23.0		712	4923	8.0		
WI '97	1733	8614	19.6		2869	7956	32.4		2419	6525	27.3		2097	7653	23.7		665	4736	7.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	193	3105	2.1	8.0	81	1672	.9	6.9	203	791	2.3	13.4	85	458	.9	4.4	53	291	.6	4.2
4-Book	198	3077	2.2	8.2	85	1785	1.0	7.1	207	879	2.3	14.4	94	473	1.0	4.9	59	318	.7	4.5
WBEB-FM																				
WI '98	96	1014	1.1	4.0	42	684	.5	3.6	35	163	.4	2.3	97	392	1.1	5.0	67	249	.7	5.3
4-Book	106	936	1.2	4.4	51	670	.6	4.3	53	187	.6	3.7	102	316	1.2	5.2	66	239	.7	5.0
WDAS-AM																				
WI '98	9	98	.1	.4	16	137	.2	1.4	18	33	.2	1.2	8	16	.1	.4				
4-Book	8	84	.1	.4	11	103	.2	1.0	7	16	.1	.5	10	22	.1	.5	3	9		.2
WDAS-FM																				
WI '98	124	773	1.4	5.1	82	551	.9	6.9	76	184	.8	5.0	91	179	1.0	4.7	59	185	.7	4.7
4-Book	117	758	1.3	4.8	73	544	.8	6.0	59	145	.7	4.1	95	215	1.1	4.9	80	186	.9	5.9
WHAT-AM																				
WI '98	25	176	.3	1.0	13	107	.1	1.1	16	30	.2	1.1	30	47	.3	1.6	6	20	.1	.5
4-Book	21	154	.3	.9	12	105	.1	1.0	13	35	.1	.9	27	53	.3	1.4	13	40	.2	1.0
WIOQ-FM																				
WI '98	44	521	.5	1.8	27	345	.3	2.3	40	97	.4	2.6	56	179	.6	2.9	35	84	.4	2.8
4-Book	36	511	.4	1.5	23	319	.3	1.9	20	63	.2	1.4	42	148	.5	2.2	36	105	.4	2.7
WIP -AM																				
WI '98	194	1894	2.2	8.0	62	967	.7	5.3	81	297	.9	5.3	98	389	1.1	5.1	75	312	.8	6.0
4-Book	187	1740	2.1	7.7	62	954	.7	5.1	88	329	1.0	6.1	82	342	.9	4.3	57	234	.6	4.3
WJZZ-FM																				
WI '98	168	1179	1.9	6.9	91	905	1.0	7.7	63	246	.7	4.2	138	343	1.5	7.1	109	351	1.2	8.7
4-Book	151	1140	1.7	6.3	79	832	.9	6.5	57	193	.7	4.0	127	344	1.4	6.5	102	318	1.1	7.7
WMGK-FM																				
WI '98	141	1206	1.6	5.8	61	839	.7	5.2	101	286	1.1	6.7	145	389	1.6	7.5	59	265	.7	4.7
4-Book	131	1179	1.5	5.4	64	796	.7	5.3	86	240	1.0	5.9	139	368	1.6	7.1	88	282	1.0	6.5
WMMR-FM																				
WI '98	98	961	1.1	4.0	37	618	.4	3.1	48	178	.5	3.2	59	268	.7	3.1	45	197	.5	3.6
4-Book	124	1075	1.4	5.1	49	672	.5	4.1	59	192	.7	4.1	95	294	1.1	4.9	60	195	.7	4.4
WOGL-FM																				
WI '98	138	1403	1.5	5.7	97	1009	1.1	8.2	101	362	1.1	6.7	169	414	1.9	8.7	95	366	1.1	7.6
4-Book	184	1614	2.1	7.6	122	1257	1.4	10.1	118	373	1.3	8.2	210	568	2.4	10.8	129	410	1.5	9.6
WPEN-AM																				
WI '98	43	420	.5	1.8	20	300	.2	1.7	42	111	.5	2.8	48	149	.5	2.5	20	95	.2	1.6
4-Book	49	380	.6	2.0	28	285	.3	2.3	40	101	.5	2.8	52	144	.6	2.7	31	86	.4	2.3
+WPHI-FM																				
WI '98	17	213	.2	.7	5	96	.1	.4					18	41	.2	.9	2	8		.2
4-Book	16	204	.2	.7	9	122	.1	.8	8	24	.1	.5	20	48	.2	1.1	12	33	.2	.8
WPHT-AM																				
WI '98	51	548	.6	2.1	14	285	.2	1.2	20	88	.2	1.3	18	59	.2	.9	16	49	.2	1.3
4-Book	33	459	.4	1.4	14	268	.2	1.2	17	59	.2	1.2	15	55	.2	.8	11	39	.1	.9
WPLY-FM																				
WI '98	27	401	.3	1.1	13	292	.1	1.1	28	117	.3	1.8	31	139	.3	1.6	9	80	.1	.7
4-Book	27	403	.3	1.1	14	270	.2	1.1	16	67	.2	1.1	26	96	.3	1.4	18	77	.2	1.3
WURD-AM																				
WI '98	8	43	.1	.3	5	35	.1	.4	9	12	.1	.6	18	35	.2	.9	3	12		.2
4-Book	7	55	.1	.3	4	45		.3	6	14	.1	.4	11	24	.1	.6	3	12		.2
WUSL-FM																				
WI '98	27	378	.3	1.1	19	295	.2	1.6	12	37	.1	.8	19	89	.2	1.0	23	54	.3	1.8
4-Book	30	405	.4	1.2	19	244	.2	1.6	13	46	.1	.9	30	93	.3	1.5	20	50	.3	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 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
WVDB-FM																				
WI '98	124	1086	1.4	5.1	68	650	.8	5.8	75	233	.8	4.9	69	182	.8	3.6	61	109	.7	4.9
4-Book	122	1030	1.4	5.0	58	655	.7	4.8	83	237	.9	5.8	67	193	.8	3.5	39	95	.5	3.0
WVJZ-AM																				
WI '98	5	68	.1	.2	1	18		.1					4	12		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	136	878	1.5	5.6	68	664	.8	5.8	108	303	1.2	7.1	144	352	1.6	7.5	97	250	1.1	7.7
4-Book	132	946	1.5	5.5	71	660	.8	5.9	93	271	1.1	6.4	143	340	1.6	7.4	92	245	1.1	6.9
+WXXM-FM																				
WI '98	34	395	.4	1.4	17	244	.2	1.4	24	91	.3	1.6	30	99	.3	1.6	30	116	.3	2.4
4-Book	50	478	.6	2.1	24	301	.3	2.0	20	70	.2	1.4	37	117	.4	1.9	28	110	.3	2.1
WYSP-FM																				
WI '98	186	1534	2.1	7.7	28	504	.3	2.4	40	138	.4	2.6	56	186	.6	2.9	33	106	.4	2.6
4-Book	178	1395	2.0	7.4	44	698	.5	3.6	36	127	.4	2.5	56	179	.6	2.9	37	145	.4	2.7
WYXR-FM																				
WI '98	51	587	.6	2.1	23	456	.3	1.9	13	67	.1	.9	59	203	.7	3.1	23	121	.3	1.8
4-Book	51	582	.6	2.1	25	430	.3	2.1	26	82	.3	1.8	48	168	.6	2.5	31	129	.4	2.3
WJBR-FM																				
WI '98	13	145	.1	.5	7	81	.1	.6	4	26	.3		13	26	.1	.7	11	44	.1	.9
4-Book	12	116	.1	.5	4	74	.1	.4	3	21	.3		9	25	.1	.5	8	28	.1	.6
WKXV-FM																				
WI '98	27	297	.3	1.1	11	198	.1	.9	9	79	.1	.6	24	69	.3	1.2	12	55	.1	1.0
4-Book	25	286	.3	1.1	8	133	.1	.7	9	39	.1	.7	18	46	.2	.9	8	32	.1	.6
+WLEV-FM																				
WI '98	4	55	.1	.2	8	55	.1	.7	4	29	.3		15	29	.2	.8	10	29	.1	.8
4-Book	9	95	.1	.4	7	95	.1	.6	8	21	.1	.6	8	29	.1	.5	9	31	.1	.7
WOR-AM																				
WI '98	5	39	.1	.2	4	62		.3	3	12		.2	4	20		.2	5	21	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	9	205	.1	.4	10	164	.1	.8	11	29	.1	.7	14	88	.2	.7	13	47	.1	1.0
4-Book	10	223	.1	.4	8	142	.1	.6	6	19	.1	.4	16	60	.2	.8	11	43	.1	.8
WRDR-FM																				
WI '98	13	194	.1	.5	15	142	.2	1.3	11	63	.1	.7	24	50	.3	1.2	24	49	.3	1.9
4-Book	14	132	.2	.6	12	111	.2	1.0	12	36	.1	.8	20	47	.2	1.0	17	48	.2	1.3
WSTV-FM																				
WI '98	8	139	.1	.3	3	97		.3	3	22		.2	7	30	.1	.4	7	51	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2427	8609	27.0		1180	7445	13.1		1516	4140	16.8		1932	4797	21.5		1257	3498	14.0	
4-Book	2420	8558	27.1		1203	7393	13.5		1444	3903	16.2		1939	4662	21.7		1334	3497	15.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	24	175	.3	3.3	148	635	1.6	13.1	66	367	.7	4.9	64	234	.7	6.6	33	208	.4	5.7
4-Book	35	232	.4	4.8	165	722	1.9	15.1	62	332	.7	4.4	51	247	.6	4.9	33	229	.4	5.2
WBEB-FM																				
WI '98	20	136	.2	2.8	17	84	.2	1.5	53	244	.6	3.9	31	152	.3	3.2	10	57	.1	1.7
4-Book	26	116	.3	3.5	29	121	.3	2.7	62	225	.7	4.3	47	166	.5	4.4	21	101	.3	3.3
WDAS-AM																				
WI '98	2	10		.3	66	124	.7	5.8	22	63	.2	1.6	5	20	.1	.5	9	27	.1	1.6
4-Book	1	7		.2	39	72	.4	3.5	23	50	.3	1.6	4	14	.1	.4	5	11	.1	.8
WDAS-FM																				
WI '98	95	190	1.1	13.2	64	129	.7	5.7	68	191	.8	5.0	83	170	.9	8.5	107	188	1.2	18.5
4-Book	57	136	.7	7.7	37	97	.4	3.3	63	155	.7	4.4	61	123	.7	5.9	119	203	1.3	19.0
WHAT-AM																				
WI '98	7	16	.1	1.0	26	48	.3	2.3	15	55	.2	1.1	8	13	.1	.8				
4-Book	3	10		.4	20	40	.2	1.8	14	50	.2	1.0	5	9	.1	.5	1	2		.1
W10Q-FM																				
WI '98	19	72	.2	2.6	13	38	.1	1.1	26	131	.3	1.9	9	54	.1	.9	13	38	.1	2.2
4-Book	18	68	.2	2.4	12	43	.1	1.1	24	92	.3	1.7	13	57	.2	1.2	15	48	.2	2.4
WIP -AM																				
WI '98	30	113	.3	4.2	61	181	.7	5.4	82	290	.9	6.1	54	176	.6	5.5	19	97	.2	3.3
4-Book	40	142	.4	5.7	63	215	.7	5.8	70	281	.8	4.9	72	245	.8	6.9	26	131	.3	4.2
WJJZ-FM																				
WI '98	85	287	.9	11.8	65	266	.7	5.7	105	339	1.2	7.8	74	207	.8	7.6	81	221	.9	14.0
4-Book	70	216	.8	9.6	44	177	.5	3.9	92	290	1.0	6.5	73	202	.8	7.0	59	168	.7	9.5
WMGK-FM																				
WI '98	36	155	.4	5.0	20	60	.2	1.8	56	274	.6	4.1	52	155	.6	5.3	19	92	.2	3.3
4-Book	37	155	.4	5.2	25	92	.3	2.3	64	243	.7	4.5	54	173	.6	5.1	20	86	.2	3.2
WMMR-FM																				
WI '98	26	117	.3	3.6	30	118	.3	2.7	48	204	.5	3.6	32	105	.4	3.3	8	61	.1	1.4
4-Book	22	96	.3	3.0	40	132	.5	3.7	59	221	.7	4.2	40	142	.5	3.8	18	86	.2	2.9
WUGL-FM																				
WI '98	53	177	.6	7.3	131	364	1.5	11.6	107	348	1.2	7.9	65	235	.7	6.7	59	181	.7	10.2
4-Book	77	244	.9	10.4	135	378	1.5	12.3	134	405	1.5	9.4	104	290	1.2	10.0	71	200	.8	11.3
WPEN-AM																				
WI '98					12	80	.1	1.1	18	84	.2	1.3	3	21		.3	14	59	.2	2.4
4-Book	12	43	.1	1.6	16	65	.2	1.5	30	94	.3	2.1	21	51	.2	1.9	18	62	.2	2.9
+WPHI-FM																				
WI '98	1	8		.1	2	7		.2	5	39	.1	.4	9	40	.1	.9				
4-Book	14	28	.2	1.9	4	12		.3	7	27	.1	.5	6	20	.1	.5	2	5		.3
WPHT-AM																				
WI '98	4	29		.6	14	53	.2	1.2	27	104	.3	2.0	3	10		.3	12	47	.1	2.1
4-Book	8	38	.1	1.1	23	73	.3	2.1	25	96	.3	1.8	9	36	.1	.9	6	21	.1	1.0
WPLY-FM																				
WI '98	5	36	.1	.7	8	44	.1	.7	10	83	.1	.7	12	62	.1	1.2	1	7		.2
4-Book	5	33	.1	.7	7	33	.1	.6	14	81	.2	1.0	18	76	.2	1.6	6	33	.1	.9
WURD-AM																				
WI '98					3	12		.3	3	12		.2	4	12		.4				
4-Book	1	3		.1	3	7		.3	3	14		.2	3	8		.3				
WUSL-FM																				
WI '98	18	30	.2	2.5	33	100	.4	2.9	26	110	.3	1.9	12	39	.1	1.2	11	42	.1	1.9
4-Book	23	44	.3	3.1	22	65	.3	2.0	26	90	.3	1.8	10	30	.1	1.0	11	36	.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

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	43	97	.5	6.0	56	162	.6	5.0	161	340	1.8	11.9	49	127	.5	5.0	21	77	.2	3.6
4-Book	37	108	.4	5.0	57	195	.6	5.2	125	282	1.4	8.8	29	76	.3	2.8	21	78	.2	3.3
WVJZ-AM																				
WI '98									1	12		.1	4	6		.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	31	166	.3	4.3	36	187	.4	3.2	66	213	.7	4.9	44	122	.5	4.5	23	97	.3	4.0
4-Book	26	129	.3	3.7	48	169	.5	4.4	90	240	1.0	6.3	58	170	.7	5.6	21	93	.3	3.3
+WXM-FM																				
WI '98	9	46	.1	1.2	5	26	.1	.4	11	66	.1	.8	17	70	.2	1.7	9	29	.1	1.6
4-Book	12	51	.1	1.6	16	54	.2	1.4	34	122	.4	2.4	33	93	.4	3.2	16	61	.2	2.5
WYSP-FM																				
WI '98	6	27	.1	.8	20	71	.2	1.8	24	163	.3	1.8	45	128	.5	4.6	9	37	.1	1.6
4-Book	11	54	.1	1.5	16	61	.2	1.5	102	346	1.2	6.8	80	279	.9	7.4	11	49	.1	1.7
WYXR-FM																				
WI '98	18	75	.2	2.5	4	27		.4	25	114	.3	1.8	25	86	.3	2.6	11	54	.1	1.9
4-Book	18	80	.2	2.5	19	64	.2	1.8	22	111	.3	1.6	27	102	.3	2.6	11	56	.1	1.8
WJBR-FM																				
WI '98	4	9		.6	4	17		.4	4	17		.3	5	34	.1	.5	8	10	.1	1.4
4-Book	3	9		.4	2	11		.2	4	19		.3	3	14		.3	4	12		.6
WKXW-FM																				
WI '98	6	16	.1	.8	12	51	.1	1.1	14	74	.2	1.0	15	57	.2	1.5				
4-Book	3	12	.1	.4	9	37	.1	.8	11	47	.2	.8	6	25	.1	.6	1	7		.2
+WLEV-FM																				
WI '98	11	15	.1	1.5	9	26	.1	.8	3	9		.2	8	29	.1	.8	3	17		.5
4-Book	7	21	.1	1.0	7	28	.1	.7	6	16	.1	.4	7	30	.1	.6	5	23		.8
WOR-AM																				
WI '98	4	21		.6	4	10		.4					8	10	.1	.8	4	20		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	3	19		.4	7	10	.1	.6	18	75	.2	1.3	7	25	.1	.7	3	16		.5
4-Book	2	13		.3	4	16		.3	12	48	.1	.8	9	37	.1	.8	3	15		.4
WRDR-FM																				
WI '98	25	56	.3	3.5	2	18		.2	10	39	.1	.7	20	67	.2	2.1				
4-Book	12	43	.2	1.7	4	20		.4	11	27	.1	.8	13	35	.1	1.3	4	14	.1	.7
WSTW-FM																				
WI '98		8			2	24		.2		8			2	19		.2	1	8		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	722	2264	8.0		1131	3242	12.6		1352	3935	15.0		973	2744	10.8		579	1775	6.4	
4-Book	730	2302	8.2		1095	3197	12.3		1428	3851	16.0		1045	2805	11.7		624	1928	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

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
WKXV-FM																				
WI '98	2	56	.1	.3	1	18	.1	.1	3	28	.1	.6	2	25	.1	.3	1	20	.1	.2
FA '97	5	111	.1	.8	3	35	.1	.4	10	45	.3	1.7	13	93	.3	1.6	2	46	.1	.3
SU '97	1	36	.1	.1		7				16			1	21	.1	.1	1	14		.2
SP '97	1	71	.2	.2	2	34	.3	.3	1	19	.2	.2	1	19	.1	.1	1	18		.2
4-Book	2	69	.1	.4	2	24	.2	.2	4	27	.1	.6	4	40	.1	.5	1	25		.2
WI '97	1	70	.2	.2					3	10	.1	.6	3	42	.1	.4		10		
+WLEV-FM																				
WI '98	4	35	.1	.7	5	10	.1	.7	10	16	.3	1.8	4	23	.1	.5	1	13		.2
FA '97	1	54	.2	.2	1	18	.1	.1		19			1	26	.1	.1		25		
SU '97		14								7				7						
SP '97	2	28	.3	.3	2	19	.3	.3	4	9	.1	.6	3	18	.1	.4				
4-Book	2	33	.3	.3	2	12	.3	.3	4	13	.1	.6	2	19	.1	.3		10		.1
WI '97		8				8														
WOR -AM																				
WI '98																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7																		
WPST-FM																				
WI '98	33	1043	.8	5.5	35	464	.9	4.6	25	316	.6	4.6	44	614	1.1	5.8	37	527	.9	7.0
FA '97	29	865	.7	4.6	36	431	.9	5.0	23	274	.6	3.8	30	515	.8	3.7	29	500	.7	4.8
SU '97	31	988	.8	4.6	19	342	.5	3.1	40	514	1.0	4.9	45	594	1.1	5.3	27	489	.7	4.7
SP '97	25	920	.6	4.0	24	410	.6	3.5	20	412	.5	3.2	32	561	.8	3.9	26	415	.6	4.6
4-Book	30	954	.7	4.7	29	412	.7	4.1	27	379	.7	4.1	38	571	1.0	4.7	30	483	.7	5.3
WI '97	28	924	.7	4.8	30	360	.7	4.8	24	297	.6	4.6	37	572	.9	4.8	29	415	.7	5.1
WRDR-FM																				
WI '98		8								8							1	8		.2
FA '97		12																		
SU '97																				
SP '97																				
4-Book		5								2								2		.1
WI '97		8												8						
WSTV-FM																				
WI '98	6	142	.2	1.0	6	49	.2	.8	10	30	.3	1.8	5	73	.1	.7	4	70	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	3	196	.1	.4	1	43	.2	.2	4	73	.1	.5	5	83	.1	.6	2	85		.3
SP '97	1	140	.2	.2		28				35			3	79	.1	.4	2	43		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	160	.3	.3	1	34	.2	.2	1	45	.2	.2	2	52	.3	.3	3	60	.1	.5
TOTALS																				
WI '98	596	3909	14.9		758	3345	19.0		542	2437	13.6		756	3436	18.9		530	3167	13.3	
FA '97	634	3912	15.9		724	3254	18.1		606	2597	15.2		804	3346	20.1		604	3157	15.1	
SU '97	673	3941	16.8		607	2978	15.1		820	3215	20.4		842	3571	21.0		577	3177	14.4	
SP '97	631	3908	15.7		691	3316	17.2		631	2857	15.7		816	3548	20.3		566	3139	14.1	
4-Book	634	3918	15.8		695	3223	17.4		650	2777	16.2		805	3475	20.1		569	3160	14.2	
WI '97	583	3929	14.5		627	3208	15.6		527	2548	13.1		775	3446	19.3		573	3121	14.3	

** 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																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	11	329	.3	1.6	5	115	.1	1.0	13	26	.3	3.7	1	20	.1	1	15		.2	
4-Book	12	313	.3	1.7	4	130	.1	.8	11	40	.3	3.0	3	31	.1	3	9		.1	
WBEB-FM																				
WI '98	43	606	1.1	6.4	26	345	.7	5.2	14	50	.4	4.0	45	139	1.1	5.6	36	107	.9	5.4
4-Book	46	601	1.2	6.6	29	392	.7	5.4	19	72	.5	5.4	52	148	1.3	6.3	44	110	1.1	5.9
WDAS-AM																				
WI '98	4	48	.1	.6	9	60	.2	1.8	6	15	.2	1.7	4	7	.1	.5				
4-Book	6	48	.1	.8	5	44	.1	1.0	4	7	.1	1.1	3	8	.1	.4	1	4		.1
WDAS-FM																				
WI '98	34	319	.9	5.0	18	232	.5	3.6	18	73	.5	5.1	29	64	.7	3.6	20	66	.5	3.0
4-Book	28	304	.7	3.9	19	216	.5	3.6	15	42	.4	4.1	28	66	.7	3.4	16	43	.4	2.1
WHAT-AM																				
WI '98																				
4-Book		15			1	11		.3	1	2		.2					2	4		.3
WIOQ-FM																				
WI '98	72	1512	1.8	10.7	55	1004	1.4	11.0	34	152	.9	9.7	97	417	2.4	12.0	75	354	1.9	11.3
4-Book	76	1460	1.9	10.7	60	1053	1.5	11.3	41	182	1.0	11.4	99	454	2.5	11.9	75	345	1.9	10.0
WIP -AM																				
WI '98	2	66	.1	.3	1	28		.2									3	18	.1	.5
4-Book	2	73	.1	.3	2	38		.3	2	4		.4	3	7	.1	.3	1	5		.1
WJZZ-FM																				
WI '98	18	119	.5	2.7	7	108	.2	1.4	2	18	.1	.6	13	31	.3	1.6	11	42	.3	1.7
4-Book	10	122	.3	1.4	4	79	.1	.8	2	11	.1	.5	8	18	.2	1.0	5	21	.2	.7
WMGK-FM																				
WI '98	16	323	.4	2.4	13	212	.3	2.6	6	35	.2	1.7	23	70	.6	2.9	21	86	.5	3.2
4-Book	31	442	.8	4.4	20	314	.5	3.7	8	32	.2	2.3	42	138	1.1	5.2	33	126	.8	4.4
WMMR-FM																				
WI '98	11	376	.3	1.6	10	244	.3	2.0	12	42	.3	3.4	25	90	.6	3.1	16	55	.4	2.4
4-Book	14	391	.4	2.0	11	243	.3	2.1	11	40	.3	3.0	22	80	.5	2.6	19	87	.5	2.6
WOGL-FM																				
WI '98	7	237	.2	1.0	10	193	.3	2.0		7			2	17	.1	.2	13	59	.3	2.0
4-Book	11	271	.3	1.4	11	197	.3	2.1	6	23	.2	1.6	14	58	.4	1.7	15	58	.4	2.1
WPEN-AM																				
WI '98	11	33	.3	1.6	3	12	.1	.6	11	12	.3	3.1	6	12	.2	.7	5	12	.1	.8
4-Book	3	18	.1	.5	2	15	.1	.4	3	5	.1	.9	4	9	.1	.5	4	9	.1	.5
+WPHI-FM																				
WI '98	88	1285	2.2	13.1	74	1018	1.9	14.7	53	144	1.3	15.1	125	454	3.1	15.5	110	381	2.8	16.6
4-Book	101	1324	2.5	14.1	90	994	2.3	16.7	54	189	1.4	14.9	137	466	3.4	16.5	131	399	3.3	17.6
WPHT-AM																				
WI '98		8																		
4-Book	1	13		.1																
WPLY-FM																				
WI '98	52	1108	1.3	7.7	33	792	.8	6.6	13	92	.3	3.7	50	355	1.3	6.2	49	261	1.2	7.4
4-Book	61	1097	1.5	8.6	45	805	1.1	8.4	23	123	.6	6.2	68	345	1.7	8.2	73	303	1.8	9.7
WURD-AM																				
WI '98	5	73	.1	.7	6	37	.2	1.2	6	19	.2	1.7	13	29	.3	1.6	3	11	.1	.5
4-Book	6	56	.1	.8	6	42	.2	1.1	4	17	.1	1.2	15	28	.4	1.8	4	13	.1	.6
WUSL-FM																				
WI '98	89	1269	2.2	13.2	80	1026	2.0	15.9	56	165	1.4	15.9	127	432	3.2	15.7	100	403	2.5	15.1
4-Book	92	1294	2.3	12.9	79	940	2.0	14.9	55	170	1.4	15.2	110	404	2.8	13.5	121	388	3.0	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

Women 12-24

Target Listener Estimates - Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	7	60	.2	1.0	1	24	.2										6	11	.2	.9
4-Book	4	64	.1	.5	3	35	.1	.5									2	5	.1	.3
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	16	214	.4	2.4	14	168	.4	2.8	3	21	.1	.9	26	92	.7	3.2	27	106	.7	4.1
4-Book	15	224	.4	2.0	12	139	.3	2.3	9	35	.2	2.4	22	71	.6	2.7	17	54	.4	2.3
+WXXM-FM																				
WI '98	49	998	1.2	7.3	32	756	.8	6.4	26	117	.7	7.4	40	253	1.0	5.0	34	250	.9	5.1
4-Book	23	484	.6	3.3	19	369	.5	3.6	12	58	.3	3.2	29	136	.7	3.8	27	140	.7	3.8
WYSP-FM																				
WI '98	33	503	.8	4.9	10	299	.3	2.0	2	26	.1	.6	19	108	.5	2.4	11	59	.3	1.7
4-Book	40	590	1.0	5.6	15	314	.4	2.8	12	46	.3	3.2	19	81	.5	2.3	17	90	.4	2.3
WYXR-FM																				
WI '98	18	608	.5	2.7	19	427	.5	3.8	9	28	.2	2.6	26	110	.7	3.2	18	112	.5	2.7
4-Book	41	761	1.1	5.7	30	582	.8	5.5	15	64	.4	4.4	40	177	1.0	4.7	36	143	.9	4.7
WJBR-FM																				
WI '98	1	56	.1	.1	2	58	.1	.4						7			2	18	.1	.3
4-Book	3	74	.1	.4	2	63	.1	.5	1	5	.2		1	15	.1	.2	4	15	.1	.5
WKXV-FM																				
WI '98	2	46	.1	.3	2	20	.1	.4					1	10	.1		7	20	.2	1.1
4-Book	3	58	.1	.4	1	19	.1		1	4	.3		1	6	.1		2	9	.1	.3
+WLEV-FM																				
WI '98	7	29	.2	1.0	7												7			
4-Book	3	27	.1	.4	14			.1					5				9		.1	.2
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	34	882	.9	5.0	29	596	.7	5.8	15	75	.4	4.3	44	253	1.1	5.5	37	184	.9	5.6
4-Book	31	798	.8	4.3	27	560	.7	5.2	18	86	.5	5.0	45	229	1.1	5.5	37	192	.9	5.0
WRDR-FM																				
WI '98		8																		
4-Book		2				3														
WSTW-FM																				
WI '98	7	102	.2	1.0	5	71	.1	1.0	6	10	.2	1.7	16	36	.4	2.0	13	38	.3	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	674	3842	16.9		502	3449	12.6		352	972	8.8		807	2219	20.2		663	1853	16.6	
4-Book	712	3848	17.8		534	3442	13.4		359	1092	9.0		825	2182	20.6		740	1891	18.5	

** 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																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
WI '98																			
4-Book																			
	2		.1	18	65	.5	5.9	4	27	.1	.8	3	19	.1	.7	3	20	.1	.8
				11	49	.3	3.8	4	33	.1	.8	4	21	.1	.8	2	17	.1	.6
WBEB-FM																			
WI '98																			
4-Book																			
14	85	.4	2.6	20	42	.5	6.6	29	87	.7	5.9	30	95	.8	6.9	16	91	.4	4.2
26	114	.7	4.7	15	41	.4	5.2	25	93	.6	4.5	28	84	.7	5.4	19	101	.5	4.6
WDAS-AM																			
WI '98																			
4-Book																			
6	7	.2	1.1	27	37	.7	8.9	24	40	.6	4.9	7	13	.2	1.6	1	5		.3
2	2	.1	.3	18	33	.5	6.3	11	30	.3	2.2	2	5	.1	.5	1	3		.2
WDAS-FM																			
WI '98																			
4-Book																			
17	64	.4	3.2	5	12	.1	1.7	9	32	.2	1.8	9	17	.2	2.1	34	88	.9	9.0
19	65	.5	3.5	8	17	.2	3.0	13	41	.3	2.5	18	40	.4	3.3	32	69	.8	8.0
WHAT-AM																			
WI '98																			
4-Book																			
1	2		.1	2	7	.1	.9	1	5		.2	2	2		.3	1	2		.1
WIOQ-FM																			
WI '98																			
4-Book																			
67	338	1.7	12.6	16	106	.4	5.3	52	285	1.3	10.6	59	266	1.5	13.6	32	169	.8	8.5
70	298	1.8	12.7	21	114	.5	7.5	66	349	1.7	12.1	63	268	1.6	12.1	40	194	1.0	9.9
WIP -AM																			
WI '98																			
4-Book																			
1	11		.2									3	10	.1	.7	1	17		.3
3	18	.1	.6	1	2		.2	1	6		.2	1	6		.3	1	10		.3
WJZ-FM																			
WI '98																			
4-Book																			
6	18	.2	1.1	1	5		.3	10	32	.3	2.0	11	20	.3	2.5	3	15	.1	.8
4	11	.1	.7	2	6	.1	.7	6	26	.2	1.1	5	11	.1	1.1	4	14	.1	.9
WMGK-FM																			
WI '98																			
4-Book																			
15	58	.4	2.8	6	18	.2	2.0	12	56	.3	2.4	7	48	.2	1.6	10	50	.3	2.7
17	61	.4	3.0	4	28	.1	1.4	20	91	.5	3.7	19	72	.5	3.6	13	45	.4	3.3
WMMR-FM																			
WI '98																			
4-Book																			
6	38	.2	1.1	6	34	.2	2.0	9	58	.2	1.8	2	17	.1	.5	1	6		.3
8	50	.2	1.5	5	19	.1	1.7	13	51	.3	2.3	9	41	.3	1.7	4	22	.1	.9
WGL-FM																			
WI '98																			
4-Book																			
15	53	.4	2.8	1	11		.3	7	33	.2	1.4	22	61	.6	5.1	20	61	.5	5.3
11	45	.3	2.1	8	25	.2	2.9	13	54	.3	2.4	14	41	.4	2.7	8	32	.2	2.1
WPEN-AM																			
WI '98																			
4-Book																			
2	5		.3	1	3		.2	3	6	.1	.6	6	12	.2	1.4	1	2		.1
												3	7	.1	.7				
+WPHI-FM																			
WI '98																			
4-Book																			
117	403	2.9	22.0	28	105	.7	9.2	44	236	1.1	8.9	51	216	1.3	11.8	55	221	1.4	14.6
118	356	3.0	21.5	36	132	.9	13.0	82	309	2.0	14.7	84	276	2.1	15.8	64	229	1.6	16.1
WPHT-AM																			
WI '98																			
4-Book																			
WPLY-FM																			
WI '98																			
4-Book																			
32	176	.8	6.0	14	106	.4	4.6	35	274	.9	7.1	32	186	.8	7.4	35	200	.9	9.3
38	214	1.0	7.0	18	114	.5	6.6	58	282	1.5	10.5	45	223	1.1	8.5	33	191	.8	8.4
WURD-AM																			
WI '98																			
4-Book																			
1	8		.2	4	11	.1	1.3	14	29	.4	2.8	6	19	.2	1.4	3	11	.1	.8
				5	10	.1	1.8	9	18	.3	1.7	6	15	.2	1.1	3	8	.1	.7
WUSL-FM																			
WI '98																			
4-Book																			
93	359	2.3	17.5	68	181	1.7	22.4	84	270	2.1	17.1	56	182	1.4	12.9	50	217	1.3	13.3
87	314	2.1	15.9	48	156	1.2	17.2	74	275	1.9	13.7	72	207	1.8	13.6	63	220	1.6	16.0

** 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 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
WWDB-FM																				
WI '98		7			1	6	.3		5	11	.1	1.0								
4-Book	1	6	.2		2	18	.1	.8	12	26	.3	2.1	3	11	.1	.6			4	
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	11	37	.3	2.1	13	59	.3	4.3	17	71	.4	3.5	11	57	.3	2.5	6	41	.2	1.6
4-Book	9	35	.2	1.6	9	37	.2	3.2	14	58	.4	2.6	13	44	.3	2.4	6	27	.2	1.4
+WXXM-FM																				
WI '98	37	150	.9	7.0	10	61	.3	3.3	41	244	1.0	8.3	47	203	1.2	10.9	21	126	.5	5.6
4-Book	18	94	.4	3.3	7	37	.2	2.5	19	111	.5	3.6	23	106	.6	4.8	14	76	.3	3.5
WYSP-FM																				
WI '98	8	60	.2	1.5	4	28	.1	1.3	18	94	.5	3.7	10	59	.3	2.3	2	13	.1	.5
4-Book	14	78	.3	2.5	8	34	.2	2.9	20	88	.5	3.8	22	81	.6	4.0	8	30	.2	1.9
WYXR-FM																				
WI '98	28	124	.7	5.3	4	13	.1	1.3	16	75	.4	3.3	13	85	.3	3.0	32	137	.8	8.5
4-Book	33	140	.8	5.9	11	49	.3	4.0	23	123	.6	4.2	26	133	.7	4.9	47	195	1.2	11.7
WJBR-FM																				
WI '98	2	17	.1	.4					5	23	.1	1.0	1	17	.2		2	10	.1	.5
4-Book	3	18	.1	.5	1	2	.2		3	17	.1	.6	2	15	.1	.4	3	16	.1	.8
WKXV-FM																				
WI '98	2	20	.1	.4					1	10	.2		5	10	.1	1.2	1	10		.3
4-Book	1	5	.1	.1		2			1	9	.1		1	3	.3		3			.1
+WLEV-FM																				
WI '98					1	5	.3		1	5	.2		2	7	.1	.5				
4-Book		3	.1		1	5	.3		1	5	.2		1	4	.2					
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	41	226	1.0	7.7	17	96	.4	5.6	25	135	.6	5.1	24	121	.6	5.5	23	149	.6	6.1
4-Book	31	180	.8	5.6	13	74	.3	4.6	24	152	.6	4.5	31	139	.8	5.9	17	111	.4	4.4
WRDR-FM																				
WI '98														3	.1					
4-Book																				
WSTV-FM																				
WI '98	2	17	.1	.4					2	19	.1	.4	1	7	.2			7		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	532	1621	13.3		303	936	7.6		492	1603	12.3		433	1320	10.8		377	1309	9.4	
4-Book	547	1610	13.7		278	909	7.0		548	1726	13.7		526	1437	13.1		396	1262	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 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
WKXV-FM																				
WI '98	12	303	.2	1.2	15	162	.3	1.0	18	139	.3	1.2	23	197	.4	1.8	5	59	.1	.9
FA '97	8	273	.1	.8	4	60	.1	.3	13	111	.2	.9	19	183	.3	1.5	4	89	.1	.7
SU '97	5	204	.1	.4	6	67	.1	.4	3	78	.1	.2	8	100	.1	.6	2	61		.3
SP '97	9	240	.2	.8	9	78	.2	.6	12	115	.2	.8	20	142	.3	1.5	2	50		.3
4-Book	9	255	.2	.8	9	92	.2	.6	12	111	.2	.8	18	156	.3	1.4	3	65	.1	.6
WI '97	6	230	.1	.6	4	28	.1	.3	11	75	.2	.8	12	127	.2	.9	1	37		.2
+WLEV-FM																				
WI '98	4	76	.1	.4	5	26	.1	.3	11	44	.2	.7	5	32	.1	.4	1	23		.2
FA '97	4	71	.1	.4	4	18	.1	.3	9	28	.2	.6	6	36	.1	.5		17		.7
SU '97	3	67	.1	.3	1	17		.1	7	25	.1	.4	4	49	.1	.3	1	26		.2
SP '97	3	62	.1	.3	4	36	.1	.3	6	26	.1	.4	3	18	.1	.2				
4-Book	4	69	.1	.4	4	24	.1	.3	8	31	.2	.5	5	34	.1	.4	1	17		.1
WI '97	6	68	.1	.6	4	10	.1	.3	11	37	.2	.8	10	57	.2	.8	4	28	.1	.7
WOR -AM																				
WI '98																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97																				
WPST-FM																				
WI '98	32	1022	.6	3.1	43	477	.7	3.0	42	370	.7	2.8	33	526	.6	2.5	23	415	.4	4.3
FA '97	27	752	.5	2.6	33	317	.6	2.3	56	368	1.0	3.7	27	350	.5	2.1	11	312	.2	1.9
SU '97	39	1197	.7	3.5	39	515	.7	2.9	50	545	.8	3.1	57	741	1.0	4.1	24	482	.4	3.7
SP '97	31	912	.5	2.8	30	403	.5	2.1	44	514	.7	2.9	40	502	.7	3.0	23	332	.4	3.5
4-Book	32	971	.6	3.0	36	428	.6	2.6	48	449	.8	3.1	39	530	.7	2.9	20	385	.4	3.4
WI '97	31	855	.5	3.0	37	342	.6	2.7	52	405	.9	3.6	42	569	.7	3.2	13	238	.2	2.4
WRDR-FM																				
WI '98		16								8							1	8		.2
FA '97		19												7						
SU '97		23				8														
SP '97	1	15		.1	2	15		.1	5	15	.1	.3	1	7		.1				
4-Book		18			1	6			1	6		.1		4				2		.1
WI '97		29											1	20		.1		20		
WSTV-FM																				
WI '98	8	221	.1	.8	9	84	.2	.6	11	78	.2	.7	6	110	.1	.5	4	57	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	379	.1	.5	3	90	.1	.2	8	151	.1	.5	11	173	.2	.8	3	102	.1	.5
SP '97	12	343	.2	1.1	13	131	.2	.9	24	85	.4	1.6	20	204	.3	1.5	2	65		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	15	358	.3	1.5	24	169	.4	1.8	33	102	.6	2.3	19	153	.3	1.5	3	86	.1	.5
TOTALS																				
WI '98	1043	5698	18.0	1457	4976	25.2	1477	4444	25.5	1297	5026	22.4	533	3774	9.2					
FA '97	1040	5719	18.0	1408	4989	24.3	1524	4636	26.3	1282	4936	22.2	581	3943	10.0					
SU '97	1120	5769	19.0	1366	4955	23.2	1624	4812	27.5	1394	5236	23.6	647	4019	11.0					
SP '97	1106	5792	18.8	1424	5051	24.2	1527	4663	25.9	1325	5145	22.5	663	4020	11.2					
4-Book	1077	5745	18.5	1414	4993	24.2	1538	4639	26.3	1325	5086	22.7	606	3939	10.4					
WI '97	1019	5768	17.3	1346	4915	22.8	1462	4676	24.8	1302	5036	22.1	548	3697	9.3					

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

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

Target Listener 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	
KYV -AM																				
WI '98	41	1029	.7	2.9	13	340	.2	1.8	31	127	.5	5.2	10	68	.2	.8	4	32	.1	.4
4-Book	35	851	.6	2.4	14	341	.3	1.8	33	141	.5	5.3	12	67	.2	.9	8	38	.2	.8
WBEB-FM																				
WI '98	152	1039	2.6	10.7	40	600	.7	5.6	38	162	.7	6.3	60	227	1.0	4.9	55	191	1.0	5.9
4-Book	129	1063	2.2	9.0	42	555	.7	5.6	41	154	.7	6.6	84	234	1.4	6.6	64	181	1.1	6.5
VDAS-AM																				
WI '98	19	125	.3	1.3	20	172	.3	2.8	13	30	.2	2.2	9	23	.2	.7	6	8	.1	.6
4-Book	13	96	.2	.9	13	112	.2	1.7	10	16	.2	1.7	12	22	.2	1.0	5	13	.1	.5
VDAS-FM																				
WI '98	131	790	2.3	9.3	73	515	1.3	10.2	76	207	1.3	12.7	132	187	2.3	10.9	58	201	1.0	6.3
4-Book	112	777	1.9	7.8	57	504	1.0	7.7	47	133	.8	7.6	94	189	1.6	7.5	56	156	1.0	5.8
WHAT-AM																				
WI '98	3	30	.1	.2	5	36	.1	.7	7	15	.1	1.2	6	21	.1	.5	4	13	.1	.4
4-Book	4	37	.1	.2	3	28	.1	.4	3	5	.1	.4	4	11	.1	.3	4	9	.1	.4
WIDQ-FM																				
WI '98	121	1616	2.1	8.6	65	1070	1.1	9.1	42	187	.7	7.0	129	434	2.2	10.6	76	356	1.3	8.2
4-Book	109	1557	1.9	7.6	62	1026	1.1	8.2	48	203	.8	7.8	112	439	1.9	8.7	69	294	1.2	6.9
WIP -AM																				
WI '98	8	149	.1	.6	4	100	.1	.6	3	22	.1	.5	4	25	.1	.3	3	20	.1	.3
4-Book	9	153	.2	.6	4	107	.1	.6	3	15	.1	.5	5	22	.1	.3	3	17	.1	.3
WJJZ-FM																				
WI '98	53	452	.9	3.7	24	301	.4	3.3	17	72	.3	2.8	36	111	.6	3.0	32	116	.6	3.5
4-Book	52	416	.9	3.6	19	266	.3	2.5	11	50	.2	1.7	32	92	.5	2.5	26	79	.5	2.7
WMGK-FM																				
WI '98	72	877	1.2	5.1	26	559	.4	3.6	31	125	.5	5.2	43	178	.7	3.5	34	211	.6	3.7
4-Book	96	1154	1.6	6.7	46	752	.8	6.1	29	131	.5	4.7	93	335	1.6	7.3	74	287	1.3	7.4
WMMR-FM																				
WI '98	33	605	.6	2.3	19	483	.3	2.6	26	89	.4	4.3	40	172	.7	3.3	31	151	.5	3.4
4-Book	55	834	1.0	3.8	29	546	.5	3.8	33	121	.6	5.2	52	220	.9	4.1	39	194	.7	3.9
WUGL-FM																				
WI '98	18	439	.3	1.3	12	195	.2	1.7					11	60	.2	.9	22	97	.4	2.4
4-Book	33	486	.6	2.3	22	282	.4	2.8	15	45	.3	2.4	36	111	.6	2.7	32	98	.5	3.2
WPEN-AM																				
WI '98	12	56	.2	.8	3	12	.1	.4	11	12	.2	1.8	6	12	.1	.5	5	12	.1	.5
4-Book	5	36	.1	.3	3	17	.1	.3	3	5	.1	.5	4	7	.1	.3	4	9	.1	.4
+WPHI-FM																				
WI '98	82	1045	1.4	5.8	64	744	1.1	8.9	46	103	.8	7.7	97	351	1.7	8.0	115	356	2.0	12.4
4-Book	78	1050	1.3	5.4	62	725	1.1	8.2	45	140	.8	7.2	90	309	1.5	7.1	92	281	1.6	9.2
WPHT-AM																				
WI '98	1	45	.1		7															
4-Book	2	44	.2		1	12	.1		1	3	.2		1	2	.1		2	4	.2	
WPLY-FM																				
WI '98	62	1199	1.1	4.4	33	828	.6	4.6	21	123	.4	3.5	67	385	1.2	5.5	57	348	1.0	6.2
4-Book	76	1252	1.3	5.3	40	790	.7	5.3	26	132	.5	4.2	78	360	1.4	6.1	65	296	1.1	6.7
WURD-AM																				
WI '98	9	97	.2	.6	8	28	.1	1.1	3	11	.1	.5	18	28	.3	1.5	5	18	.1	.5
4-Book	17	105	.3	1.2	12	68	.2	1.6	12	28	.2	1.9	27	50	.5	2.1	8	24	.2	.9
WUSL-FM																				
WI '98	100	1104	1.7	7.1	73	882	1.3	10.2	40	128	.7	6.7	131	379	2.3	10.8	83	318	1.4	9.0
4-Book	101	1149	1.7	7.1	80	891	1.4	10.6	58	166	1.0	9.3	119	375	2.1	9.4	108	328	1.8	10.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-34

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WVDB-FM																				
WI '98	14	135	.2	1.0	5	69	.1	.7	1	7	.2		1	7	.1		6	11	.1	.6
4-Book	12	176	.2	.9	6	79	.1	.7	2	8	.4		2	2			2	5		.2
WVJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	39	482	.7	2.8	19	311	.3	2.6	11	61	.2	1.8	41	158	.7	3.4	33	152	.6	3.6
4-Book	48	528	.8	3.4	27	361	.5	3.5	26	108	.5	4.2	51	186	.9	4.0	41	146	.7	4.0
+WXXM-FM																				
WI '98	61	1126	1.1	4.3	39	855	.7	5.4	38	149	.7	6.3	53	311	.9	4.4	56	356	1.0	6.1
4-Book	35	556	.6	2.5	23	416	.4	3.2	20	82	.4	3.3	38	163	.7	3.3	32	168	.6	3.5
WYSP-FM																				
WI '98	93	1059	1.6	6.6	17	434	.3	2.4	5	56	.1	.8	36	185	.6	3.0	23	110	.4	2.5
4-Book	95	1188	1.6	6.6	27	556	.5	3.6	20	84	.4	3.3	39	183	.7	3.0	35	154	.6	3.5
WYXR-FM																				
WI '98	99	1258	1.7	7.0	44	860	.8	6.1	27	130	.5	4.5	92	378	1.6	7.6	59	259	1.0	6.4
4-Book	114	1379	2.0	7.9	48	862	.8	6.3	34	153	.6	5.6	92	350	1.6	7.2	67	251	1.2	6.7
WJBR-FM																				
WI '98	5	88	.1	.4	3	77	.1	.4	5	17	.1	.8		7			4	35	.1	.4
4-Book	7	121	.1	.5	4	76	.1	.5	2	9		.4	4	14	.1	.4	5	23	.1	.5
WKXW-FM																				
WI '98	19	274	.3	1.3	7	98	.1	1.0	9	32	.2	1.5	4	25	.1	.3	13	51	.2	1.4
4-Book	13	219	.2	.9	5	86	.1	.7	6	22	.2	1.0	9	29	.2	.7	10	32	.2	1.0
+WLEV-FM																				
WI '98	7	51	.1	.5	1	9		.1					1	5		.1	2	9		.2
4-Book	5	50	.1	.4	2	31		.2	1	2		.1	1	5		.1	2	9		.2
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	40	844	.7	2.8	24	504	.4	3.3	18	102	.3	3.0	47	187	.8	3.9	27	179	.5	2.9
4-Book	42	816	.7	2.9	23	509	.4	3.1	18	103	.3	2.9	51	216	.9	4.0	30	174	.5	2.9
WRDR-FM																				
WI '98		8				8							2	8		.2				
4-Book	1	10		.1		11							1	5		.1	1	2		.1
WSTW-FM																				
WI '98	9	186	.2	.6	8	90	.1	1.1	9	17	.2	1.5	18	54	.3	1.5	18	70	.3	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDALS																				
WI '98	1414	5597	24.4		718	4796	12.4		600	1660	10.4		1215	3122	21.0		925	2666	16.0	
4-Book	1434	5676	24.6		753	4920	12.9		617	1785	10.6		1269	3152	21.7		990	2588	16.9	

** 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

Women 18-34																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																			
WI '98	1	17	.2	41	163	.7	8.1	7	74	.1	.8	14	54	.2	2.2	4	35	.1	1.0
4-Book	3	26	.1	31	132	.6	6.9	9	60	.2	1.0	11	43	.2	1.6	7	42	.1	1.4
WBEB-FM																			
WI '98	27	131	.5	32	100	.6	6.3	41	174	.7	4.9	37	144	.6	5.7	28	114	.5	6.9
4-Book	34	134	.6	19	70	.4	4.2	36	155	.6	4.3	37	127	.6	5.4	22	98	.4	4.7
WDAS-AM																			
WI '98	12	27	.2	70	127	1.2	13.8	44	123	.8	5.2	10	23	.2	1.5	1	6		.2
4-Book	4	9	.1	37	81	.6	8.0	23	68	.4	2.7	9	22	.2	1.3	2	5		.3
WDAS-FM																			
WI '98	47	158	.8	42	129	.7	8.3	59	130	1.0	7.0	66	120	1.1	10.2	98	203	1.7	24.3
4-Book	46	157	.8	30	83	.5	6.6	40	114	.7	4.7	48	113	.8	7.2	90	188	1.5	19.6
WHAT-AM																			
WI '98	4	7	.1	6	8	.1	1.2	5	7	.1	.6	8	14	.1	1.2				
4-Book	1	4		5	12	.1	1.2	5	12	.1	.6	5	9	.1	.7	1	2		.1
WIOO-FM																			
WI '98	64	336	1.1	20	89	.3	3.9	82	370	1.4	9.8	69	264	1.2	10.7	27	134	.5	6.7
4-Book	65	277	1.1	16	67	.3	3.5	74	337	1.3	8.6	62	243	1.1	9.0	37	183	.7	8.0
WIP -AM																			
WI '98	1	11	.2	3	8	.1	.6	5	25	.1	.6	10	42	.2	1.5	2	17		.5
4-Book	4	24	.1	3	13	.1	.6	6	32	.1	.6	7	21	.1	.9	5	24	.1	1.0
WJZ-FM																			
WI '98	26	75	.4	10	28	.2	2.0	31	104	.5	3.7	25	54	.4	3.9	13	41	.2	3.2
4-Book	17	61	.3	8	25	.2	1.7	25	85	.4	2.9	21	68	.4	3.0	9	36	.2	2.0
WMGK-FM																			
WI '98	10	71	.2	17	77	.3	3.3	30	165	.5	3.6	23	113	.4	3.6	23	115	.4	5.7
4-Book	30	124	.5	14	80	.3	3.1	54	246	.9	6.3	46	173	.8	6.7	25	111	.5	5.4
WMMR-FM																			
WI '98	9	46	.2	8	36	.1	1.6	22	116	.4	2.6	11	63	.2	1.7	2	16		.5
4-Book	17	91	.3	11	47	.2	2.5	41	156	.7	4.8	22	91	.4	3.2	12	53	.2	2.5
WGL-FM																			
WI '98	9	44	.2	2	19		.4	13	51	.2	1.5	19	50	.3	2.9	17	49	.3	4.2
4-Book	17	50	.3	17	49	.3	3.9	22	82	.4	2.5	19	59	.3	2.7	17	51	.3	3.5
WPEN-AM																			
WI '98												6	12	.1	.9				
4-Book	2	4	.1	1	2		.1	4	8	.1	.5	5	9	.1	.7				
+WPHI-FM																			
WI '98	85	275	1.5	23	84	.4	4.5	45	166	.8	5.4	56	196	1.0	8.7	39	141	.7	9.7
4-Book	81	239	1.4	24	83	.4	5.3	60	218	1.1	7.0	63	190	1.1	9.1	37	142	.6	8.1
WPHT-AM																			
WI '98				2	7		.4	1	7		.1								
4-Book		3		1	4		.2	2	8		.2	2	8	.1	.3				
WPLY-FM																			
WI '98	16	133	.3	9	84	.2	1.8	35	251	.6	4.2	32	188	.6	5.0	24	191	.4	5.9
4-Book	25	160	.4	12	79	.2	2.6	51	248	.9	6.0	40	195	.7	5.7	20	133	.4	4.4
WURD-AM																			
WI '98				4	11	.1	.8	16	28	.3	1.9	12	18	.2	1.9	3	11	.1	.7
4-Book	1	2		13	22	.2	2.9	18	37	.3	2.0	10	21	.2	1.5	5	10	.1	1.1
WUSL-FM																			
WI '98	78	284	1.3	64	190	1.1	12.6	110	333	1.9	13.1	40	141	.7	6.2	26	124	.4	6.4
4-Book	94	291	1.6	59	188	1.0	13.3	89	290	1.5	10.3	59	155	1.0	8.3	51	165	.9	10.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WVDB-FM																				
WI '98	7	8	.1	1.3	5	26	.1	1.0	20	51	.3	2.4					2	10		.5
4-Book	6	13	.1	.9	9	46	.2	2.0	21	55	.4	2.5	3	14	.1	.5	2	11	.1	.5
WVJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	9	53	.2	1.7	14	85	.2	2.8	17	96	.3	2.0	18	74	.3	2.8	7	47	.1	1.7
4-Book	15	79	.3	2.5	18	86	.3	4.2	28	127	.5	3.2	25	89	.4	3.7	11	55	.2	2.3
+WXXM-FM																				
WI '98	27	152	.5	5.0	22	109	.4	4.3	49	287	.8	5.8	47	220	.8	7.3	21	136	.4	5.2
4-Book	17	92	.3	3.0	11	56	.2	2.4	25	136	.4	3.0	25	105	.4	3.8	10	61	.2	2.4
WYSP-FM																				
WI '98	14	75	.2	2.6	7	31	.1	1.4	24	138	.4	2.9	18	103	.3	2.8	4	38	.1	1.0
4-Book	18	96	.3	3.0	11	42	.2	2.5	43	202	.7	5.1	37	149	.6	5.5	10	57	.2	2.1
WYXR-FM																				
WI '98	35	175	.6	6.4	12	92	.2	2.4	62	282	1.1	7.4	40	223	.7	6.2	15	98	.3	3.7
4-Book	36	159	.6	5.8	16	79	.3	3.7	47	237	.8	5.5	44	197	.8	6.5	40	178	.7	8.4
WJBR-FM																				
WI '98	2	25	.1	.4	1	15	.1	.2	8	30	.1	1.0	3	15	.1	.5	3	15	.1	.7
4-Book	4	22	.1	.6	2	10	.1	.4	5	22	.1	.6	4	16	.1	.6	3	15	.1	.7
WKXV-FM																				
WI '98	3	36	.1	.6	13	34	.2	2.6	5	29	.1	.6	6	17	.1	.9	3	28	.1	.7
4-Book	2	11	.1	.3	7	20	.1	1.5	6	29	.1	.7	3	11	.1	.4	1	7		.2
+WLEV-FM																				
WI '98	7	9	.1	1.3					2	9	.1	.2	1	4		.1	1	4		.2
4-Book	4	11	.1	.6	2	10		.4	2	9	.1	.2	1	4		.1	1	4		.2
WOR-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	13	108	.2	2.4	14	71	.2	2.8	37	141	.6	4.4	17	100	.3	2.6	11	90	.2	2.7
4-Book	17	115	.3	2.7	11	61	.2	2.4	26	128	.5	3.0	21	95	.4	2.9	10	68	.2	2.2
WRDR-FM																				
WI '98					1	2		.1	1	4		.1	1	5		.1	1	2		.1
4-Book					1	2		.1	1	4		.1	1	5		.1	1	2		.1
WSTV-FM																				
WI '98	2	26		.4	4	7	.1	.8	10	27	.2	1.2	5	7	.1	.8	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	544	1806	9.4		509	1453	8.8		841	2515	14.5		646	1854	11.2		404	1338	7.0	
4-Book	619	1878	10.6		449	1380	7.7		861	2499	14.7		690	1872	11.8		465	1445	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-34

Target Listener Trends

Target Listener Trends - Women 18-49

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	
WKXV-FM																				
WI '98	26	643	.2	1.3	34	289	.3	1.1	28	289	.2	1.0	46	381	.4	1.8	16	156	.1	1.7
FA '97	24	572	.2	1.2	34	236	.3	1.1	34	242	.3	1.1	49	373	.4	1.9	14	177	.1	1.5
SU '97	18	529	.2	.8	25	224	.2	.9	24	216	.2	.8	25	268	.2	1.0	6	156	.1	.6
SP '97	20	550	.2	.9	25	233	.2	.8	32	258	.3	1.0	33	301	.3	1.3	5	115		.5
4-Book	22	574	.2	1.1	30	246	.3	1.0	30	251	.3	1.0	38	331	.3	1.5	10	151	.1	1.1
WI '97	12	468	.1	.6	14	140	.1	.5	18	162	.2	.6	22	260	.2	.9	2	65		.2
+WLEV-FM																				
WI '98	13	159	.1	.6	11	73	.1	.4	32	93	.3	1.1	18	72	.2	.7	3	49		.3
FA '97	17	207	.1	.8	13	68	.1	.4	41	122	.4	1.3	26	99	.2	1.0	4	77		.4
SU '97	6	179	.1	.3	4	75		.1	14	101	.1	.4	8	131	.1	.3	3	63		.3
SP '97	8	135	.1	.4	11	76	.1	.4	21	71	.2	.7	8	61	.1	.3		15		
4-Book	11	170	.1	.5	10	73	.1	.3	27	97	.3	.9	15	91	.2	.6	3	51		.3
WI '97	15	201	.1	.7	15	72	.1	.5	30	90	.3	1.0	21	124	.2	.8	5	64		.5
WOR -AM																				
WI '98	1	15			4	15		.1	1	8				7						
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	23		.1	4	15		.1	4	23		.1								
WPST-FM																				
WI '98	40	1391	.3	1.9	55	586	.5	1.8	54	469	.5	1.8	45	692	.4	1.8	27	493	.2	2.8
FA '97	36	1134	.3	1.7	43	457	.4	1.4	69	536	.6	2.2	41	558	.4	1.6	15	453	.1	1.6
SU '97	49	1555	.4	2.3	45	619	.4	1.5	71	754	.6	2.2	65	897	.6	2.5	25	535	.2	2.3
SP '97	36	1138	.3	1.7	41	508	.3	1.3	51	614	.4	1.6	46	622	.4	1.8	25	385	.2	2.3
4-Book	40	1305	.3	1.9	46	543	.4	1.5	61	593	.5	2.0	49	692	.5	1.9	23	467	.2	2.3
WI '97	36	1117	.3	1.8	46	486	.4	1.6	60	530	.5	2.1	51	713	.4	2.0	15	302	.1	1.6
WRDR-FM																				
WI '98	5	69		.2	4	47		.1	8	61	.1	.3	8	45	.1	.3	1	14		.1
FA '97	7	105	.1	.3	11	47	.1	.4	15	64	.1	.5	3	30		.1		16		
SU '97	2	58		.1	1	15			2	15		.1	1	17			1	4		.1
SP '97	4	70		.2	4	39		.1	10	45	.1	.3	3	31		.1	1	16		.1
4-Book	5	76		.2	5	37		.2	9	46	.1	.3	4	31		.1	1	13		.1
WI '97	1	75			2	32		.1		7			2	42		.1	1	29		.1
WSTV-FM																				
WI '98	14	385	.1	.7	18	164	.2	.6	25	162	.2	.9	13	181	.1	.5	6	86	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	11	580	.1	.5	11	170	.1	.4	18	233	.2	.6	16	250	.1	.6	4	137		.4
SP '97	13	437	.1	.6	13	155	.1	.4	25	124	.2	.8	23	243	.2	.9	3	89		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	19	468	.2	.9	32	220	.3	1.1	42	160	.4	1.5	22	211	.2	.9	5	130		.5
TOTALS																				
WI '98	2067	11414	17.7		3091	10241	26.5		2920	8929	25.0		2493	9932	21.3		954	6890	8.2	
FA '97	2082	11444	17.8		3023	10326	25.9		3100	9189	26.5		2532	9982	21.7		965	7076	8.3	
SU '97	2159	11523	18.3		2906	10108	24.7		3158	9579	26.8		2583	10373	21.9		1077	7531	9.1	
SP '97	2170	11538	18.4		3083	10288	26.2		3126	9165	26.6		2597	10195	22.1		1070	7361	9.1	
4-Book	2120	11480	18.1		3026	10241	25.8		3076	9216	26.2		2551	10121	21.8		1017	7215	8.7	
WI '97	2027	11448	17.2		2942	10059	25.0		2873	8992	24.4		2525	10020	21.5		919	6905	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	135	2457	1.2	4.8	57	1176	.5	4.0	127	546	1.1	9.5	47	240	.4	2.0	33	153	.3	1.8
4-Book	121	2451	1.0	4.2	51	1233	.5	3.5	125	556	1.1	9.3	57	313	.5	2.3	34	179	.3	1.9
WBEB-FM																				
WI '98	319	2363	2.7	11.2	83	1343	.7	5.8	83	342	.7	6.2	153	564	1.3	6.4	119	467	1.0	6.7
4-Book	308	2333	2.6	10.6	96	1266	.8	6.6	91	336	.8	6.8	193	577	1.6	7.8	134	422	1.2	7.2
WDAS-AM																				
WI '98	39	252	.3	1.4	35	326	.3	2.4	22	65	.2	1.7	23	52	.2	1.0	8	15	.1	.4
4-Book	31	216	.3	1.1	30	286	.3	2.1	21	44	.2	1.6	23	46	.2	1.0	11	27	.1	.6
WDAS-FM																				
WI '98	261	1591	2.2	9.2	142	1096	1.2	9.9	136	382	1.2	10.2	248	509	2.1	10.4	159	479	1.4	8.9
4-Book	248	1567	2.1	8.6	133	1102	1.1	9.1	106	304	.9	8.0	223	477	1.9	9.1	171	427	1.5	9.3
WHAT-AM																				
WI '98	11	122	.1	.4	9	87	.1	.6	17	30	.1	1.3	12	50	.1	.5	6	28	.1	.3
4-Book	17	129	.1	.6	13	118	.1	.9	11	29	.1	.8	12	35	.1	.5	9	25	.1	.5
WIOQ-FM																				
WI '98	186	2485	1.6	6.5	95	1514	.8	6.6	91	337	.8	6.8	188	645	1.6	7.9	109	467	.9	6.1
4-Book	165	2329	1.4	5.7	88	1446	.7	6.0	75	296	.6	5.6	167	636	1.4	6.7	105	436	.9	5.6
WIP -AM																				
WI '98	27	362	.2	1.0	9	178	.1	.6	5	30	.1	.4	15	46	.1	.6	12	51	.1	.7
4-Book	30	365	.3	1.1	11	206	.1	.7	9	32	.1	.7	14	51	.1	.6	16	55	.1	.9
WJJZ-FM																				
WI '98	144	1241	1.2	5.1	85	971	.7	5.9	85	262	.7	6.4	138	448	1.2	5.8	103	332	.9	5.8
4-Book	149	1217	1.3	5.2	66	804	.6	4.5	55	185	.5	4.1	105	335	.9	4.2	83	234	.7	4.5
WMGK-FM																				
WI '98	139	1862	1.2	4.9	64	1130	.5	4.5	47	220	.4	3.5	133	456	1.1	5.6	107	472	.9	6.0
4-Book	172	2152	1.5	5.9	85	1348	.7	5.8	54	237	.5	4.0	183	638	1.6	7.4	131	508	1.1	7.1
WMMR-FM																				
WI '98	89	1185	.8	3.1	40	881	.3	2.8	43	166	.4	3.2	76	339	.7	3.2	55	239	.5	3.1
4-Book	112	1452	1.0	3.8	47	895	.4	3.2	48	192	.4	3.6	87	362	.8	3.5	60	284	.5	3.2
WOGL-FM																				
WI '98	121	1493	1.0	4.3	83	1005	.7	5.8	56	214	.5	4.2	121	418	1.0	5.1	115	392	1.0	6.4
4-Book	136	1668	1.1	4.7	86	1101	.7	5.9	67	250	.6	5.0	149	464	1.3	6.0	115	375	1.0	6.3
WPEN-AM																				
WI '98	20	142	.2	.7	7	80	.1	.5	17	35	.1	1.3	7	26	.1	.3	8	20	.1	.4
4-Book	13	139	.1	.4	7	74	.1	.5	6	15	.1	.5	9	21	.1	.4	11	22	.1	.6
+WPHI-FM																				
WI '98	100	1341	.9	3.5	73	914	.6	5.1	52	123	.4	3.9	105	403	.9	4.4	137	407	1.2	7.7
4-Book	92	1305	.8	3.2	73	885	.6	5.0	51	162	.5	3.9	109	376	.9	4.4	108	323	.9	5.8
WPHT-AM																				
WI '98	11	174	.1	.4	2	56	.1	.2	2	9	.1	.2	1	9	.1	.2	2	8	.1	.1
4-Book	7	135	.1	.2	3	58	.1	.2	4	9	.1	.3	3	13	.1	.2	3	10	.1	.2
WPLY-FM																				
WI '98	80	1565	.7	2.8	42	1033	.4	2.9	25	145	.2	1.9	89	490	.8	3.7	69	423	.6	3.9
4-Book	94	1608	.8	3.2	49	1010	.5	3.4	31	164	.2	2.3	96	443	.9	3.8	75	354	.7	4.1
WURD-AM																				
WI '98	14	136	.1	.5	11	67	.1	.8	9	22	.1	.7	23	61	.2	1.0	5	18	.1	.3
4-Book	24	157	.2	.8	16	105	.2	1.1	15	41	.1	1.2	34	70	.3	1.4	13	33	.1	.8
WUSL-FM																				
WI '98	142	1554	1.2	5.0	94	1202	.8	6.6	62	187	.5	4.7	161	492	1.4	6.7	98	381	.8	5.5
4-Book	142	1609	1.2	4.9	104	1215	.9	7.1	77	236	.7	5.8	155	507	1.4	6.3	135	413	1.1	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

Women 18-49

Target Listener Estimates - Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	53	531	.5	1.9	37	331	.3	2.6	36	89	.3	2.7	28	100	.2	1.2	34	66	.3	1.9
4-Book	50	601	.4	1.7	28	327	.2	1.9	25	76	.2	1.9	19	64	.2	.8	20	51	.2	1.1
WWJZ-AM																				
WI '98		7																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	103	1059	.9	3.6	53	697	.5	3.7	62	162	.5	4.7	79	317	.7	3.3	64	255	.5	3.6
4-Book	110	1064	1.0	3.8	64	748	.6	4.3	66	220	.6	4.9	117	382	1.0	4.7	82	283	.7	4.4
+WXXM-FM																				
WI '98	86	1515	.7	3.0	57	1102	.5	4.0	55	185	.5	4.1	88	429	.8	3.7	92	457	.8	5.2
4-Book	61	899	.5	2.1	35	609	.3	2.5	34	133	.3	2.6	61	246	.5	2.5	50	231	.4	2.8
WYSP-FM																				
WI '98	145	1660	1.2	5.1	26	598	.2	1.8	20	118	.2	1.5	54	263	.5	2.3	28	146	.2	1.6
4-Book	144	1796	1.2	5.0	38	791	.3	2.6	31	129	.3	2.4	55	254	.5	2.2	49	217	.4	2.7
WYXR-FM																				
WI '98	171	2216	1.5	6.0	73	1399	.6	5.1	53	266	.5	4.0	143	625	1.2	6.0	105	436	.9	5.9
4-Book	203	2372	1.8	7.0	84	1448	.7	5.7	68	312	.6	5.2	168	602	1.4	6.7	122	464	1.0	6.5
WJBR-FM																				
WI '98	20	228	.2	.7	5	151	.1	.3	8	26	.1	.6	4	38	.2	.2	5	45	.1	.3
4-Book	23	268	.2	.8	8	163	.1	.5	6	21	.1	.4	10	47	.1	.4	9	41	.1	.5
WKXV-FM																				
WI '98	35	517	.3	1.2	15	241	.1	1.0	20	55	.2	1.5	14	84	.1	.6	20	74	.2	1.1
4-Book	32	476	.3	1.1	12	209	.1	.8	15	48	.1	1.1	20	73	.2	.8	18	63	.2	1.0
+WLEV-FM																				
WI '98	21	115	.2	.7	5	42	.1	.3	2	8	.1	.2	16	24	.1	.7	11	16	.1	.6
4-Book	18	136	.2	.6	4	62	.1	.3	2	6	.1	.1	8	22	.1	.3	8	21	.1	.5
WOR -AM																				
WI '98	1	15			1	15		.1	2	8		.2	1	7						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	52	1088	.4	1.8	29	670	.2	2.0	24	120	.2	1.8	55	224	.5	2.3	33	221	.3	1.8
4-Book	53	1079	.5	1.8	30	668	.3	2.0	21	115	.2	1.6	62	272	.5	2.5	38	225	.3	2.1
WRDR-FM																				
WI '98	7	61	.1	.2	3	32	.1	.2	5	13	.1	.4	15	26	.1	.6	2	17	.1	.1
4-Book	6	57	.1	.2	3	39	.1	.2	4	10	.1	.3	7	20	.1	.3	4	18	.1	.2
WSTW-FM																				
WI '98	19	335	.2	.7	10	139	.1	.7	10	25	.1	.8	23	70	.2	1.0	19	80	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2840	11273	24.3		1431	9607	12.2		1331	3836	11.4		2387	6264	20.4		1784	4990	15.3	
4-Book	2899	11356	24.7		1467	9763	12.5		1329	3930	11.3		2475	6207	21.1		1852	4943	15.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	18	124	.2	1.9	135	559	1.2	11.8	54	283	.5	3.1	38	135	.3	3.1	25	138	.2	3.1
4-Book	16	120	.2	1.5	107	488	.9	9.9	41	244	.4	2.4	31	143	.3	2.4	20	139	.2	2.4
WBEB-FM																				
WI '98	41	242	.4	4.4	58	242	.5	5.1	90	370	.8	5.1	72	282	.6	5.9	51	200	.4	6.3
4-Book	56	250	.5	5.4	63	246	.5	5.9	103	386	.9	5.9	85	287	.7	6.5	43	193	.4	5.1
WDAS-AM																				
WI '98	15	35	.1	1.6	109	220	.9	9.5	79	221	.7	4.5	23	51	.2	1.9	7	28	.1	.9
4-Book	9	19	.1	.9	87	193	.7	8.1	61	168	.5	3.5	26	61	.2	2.0	8	22	.1	1.0
WDAS-FM																				
WI '98	96	285	.8	10.2	64	182	.5	5.6	90	266	.8	5.1	122	248	1.0	9.9	203	389	1.7	25.1
4-Book	111	324	.9	10.7	64	163	.5	6.0	71	232	.6	4.1	102	237	.9	7.9	200	400	1.7	23.8
WHAT-AM																				
WI '98	5	15		.5	15	30	.1	1.3	8	14	.1	.5	8	14	.1	.7				
4-Book	6	17		.5	27	55	.2	2.5	23	65	.2	1.3	15	33	.1	1.1	5	15	.1	.6
WIOQ-FM																				
WI '98	73	413	.6	7.8	37	165	.3	3.2	114	508	1.0	6.5	91	351	.8	7.4	44	234	.4	5.4
4-Book	78	345	.7	7.5	30	127	.3	2.8	105	485	.9	6.0	87	345	.8	6.6	49	234	.4	5.8
WIP -AM																				
WI '98	1	11		.1	12	33	.1	1.1	10	42	.1	.6	11	47	.1	.9	5	27		.6
4-Book	7	35	.1	.7	6	27		.6	13	66	.1	.8	13	48	.1	1.0	8	41	.1	.9
WJZZ-FM																				
WI '98	85	250	.7	9.1	61	153	.5	5.3	98	296	.8	5.6	73	234	.6	5.9	32	126	.3	4.0
4-Book	61	192	.5	5.9	39	120	.3	3.6	83	252	.7	4.7	66	203	.6	5.0	30	119	.3	3.5
WMGK-FM																				
WI '98	30	158	.3	3.2	25	143	.2	2.2	74	342	.6	4.2	52	228	.4	4.2	41	170	.4	5.1
4-Book	51	218	.4	4.8	30	165	.3	2.8	99	450	.8	5.7	83	328	.7	6.4	41	191	.4	4.9
WMMR-FM																				
WI '98	28	112	.2	3.0	26	107	.2	2.3	52	260	.4	3.0	26	145	.2	2.1	12	60	.1	1.5
4-Book	25	132	.2	2.4	30	114	.3	2.8	64	271	.5	3.7	38	167	.3	2.8	19	92	.2	2.1
WOGL-FM																				
WI '98	46	188	.4	4.9	78	209	.7	6.8	112	367	1.0	6.4	88	242	.8	7.2	53	172	.5	6.5
4-Book	64	222	.6	6.2	61	203	.5	5.6	104	374	.9	6.0	79	259	.7	6.1	49	159	.4	5.8
WPEN-AM																				
WI '98					2	7		.2	6	14		.3	6	12		.5	10	25		1.2
4-Book	3	12		.3	5	17		.5	8	23		.5	8	19		.6	4	10		.4
+WPHI-FM																				
WI '98	95	316	.8	10.1	28	108	.2	2.5	61	210	.5	3.5	60	215	.5	4.9	41	163	.4	5.1
4-Book	90	272	.8	8.7	28	98	.2	2.7	76	267	.7	4.4	74	222	.7	5.7	42	162	.4	5.0
WPHT-AM																				
WI '98					2	7		.2	1	15		.1	3	16		.2	2	14		.2
4-Book	1	8		.1	2	8		.2	4	16		.2	3	14		.3	2	7		.2
WPLY-FM																				
WI '98	17	141	.1	1.8	18	120	.2	1.6	51	340	.4	2.9	38	223	.3	3.1	27	216	.2	3.3
4-Book	27	178	.2	2.5	18	117	.2	1.7	68	338	.6	3.9	51	250	.4	3.8	25	159	.2	2.8
WURD-AM																				
WI '98					4	11		.4	29	45		.2	15	25		1.2	3	11		.4
4-Book	1	2		.1	14	26		1.4	27	54		1.6	15	35		1.1	8	18		.9
WUSL-FM																				
WI '98	90	328	.8	9.6	88	300	.8	7.7	145	453	1.2	8.3	60	217	.5	4.9	37	163	.3	4.6
4-Book	108	344	.9	10.3	78	267	.7	7.3	123	394	1.1	7.1	86	235	.7	6.4	64	207	.5	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WWDB-FM																				
WI '98	30	54	.3	3.2	29	91	.2	2.5	103	199	.9	5.9	11	36	.1	.9	20	55	.2	2.5
4-Book	21	64	.2	2.1	32	128	.3	3.0	75	172	.7	4.4	12	49	.1	.9	12	49	.1	1.5
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	26	115	.2	2.8	51	231	.4	4.5	64	284	.5	3.7	59	220	.5	4.8	27	139	.2	3.3
4-Book	30	138	.3	2.9	54	204	.5	5.1	75	281	.6	4.3	60	208	.5	4.5	30	128	.2	3.5
+WXXM-FM																				
WI '98	30	176	.3	3.2	28	150	.2	2.5	81	400	.7	4.6	61	272	.5	5.0	23	144	.2	2.8
4-Book	23	117	.2	2.3	18	88	.2	1.7	45	218	.4	2.6	41	155	.4	3.2	13	73	.1	1.6
WYSP-FM																				
WI '98	20	102	.2	2.1	13	65	.1	1.1	30	172	.3	1.7	26	164	.2	2.1	12	46	.1	1.5
4-Book	24	127	.2	2.3	16	66	.1	1.5	61	265	.6	3.6	49	209	.4	3.9	14	84	.1	1.7
WYXR-FM																				
WI '98	56	272	.5	6.0	25	168	.2	2.2	92	464	.8	5.3	69	351	.6	5.6	30	161	.3	3.7
4-Book	54	253	.5	5.2	35	175	.3	3.3	92	433	.8	5.3	75	341	.6	5.8	54	255	.5	6.4
WJBR-FM																				
WI '98	3	29	.1	.3	3	26	.1	.3	11	37	.1	.6	5	37	.1	.4	6	37	.1	.7
4-Book	5	34	.1	.5	5	29	.1	.5	12	48	.1	.7	7	31	.1	.6	5	30	.1	.6
WKXV-FM																				
WI '98	15	85	.1	1.6	20	74	.2	1.8	10	55	.1	.6	15	45	.1	1.2	7	44	.1	.9
4-Book	5	33	.1	.5	12	53	.1	1.2	13	57	.1	.7	8	33	.1	.6	3	17	.1	.3
+WLEV-FM																				
WI '98	7	18	.1	.7					1	18	.1	.1	3	18	.2	.2	1	8	.1	.1
4-Book	4	21	.1	.4	2	12	.2	.2	3	21	.2	.2	3	17	.2	.2	1	6	.1	.1
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	16	132	.1	1.7	15	86	.1	1.3	50	205	.4	2.9	20	111	.2	1.6	11	90	.1	1.4
4-Book	22	140	.2	2.1	15	89	.1	1.4	39	197	.4	2.3	27	129	.3	2.0	11	74	.1	1.3
WRDR-FM																				
WI '98									2	6	.1	.1					2	8	.2	.2
4-Book	1	3	.1	.1	1	6	.1	.1	4	15	.2	.2	1	7	.1	.1	1	2	.1	.1
WSTW-FM																				
WI '98	3	41	.3	.3	4	15	.4	.4	12	42	.1	.7	6	15	.1	.5	1	16	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	937	3125	8.0		1142	3499	9.8		1751	5109	15.0		1227	3517	10.5		810	2625	6.9	
4-Book	1033	3264	8.8		1070	3299	9.1		1739	5011	14.8		1309	3654	11.2		846	2653	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-49

	Women 25-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXW-FM																				
WI '98	24	587	.3	1.4	32	271	.3	1.2	26	261	.3	1.1	43	356	.5	2.1	15	136	.2	2.1
FA '97	20	467	.2	1.2	32	208	.3	1.3	24	197	.3	.9	36	287	.4	1.8	12	138	.1	1.8
SU '97	18	513	.2	1.0	25	224	.3	1.0	24	208	.2	.9	25	260	.3	1.2	5	149	.1	.7
SP '97	19	494	.2	1.1	23	206	.2	.9	31	238	.3	1.2	32	281	.3	1.5	4	97	.5	.5
4-Book	20	515	.2	1.2	28	227	.3	1.1	26	226	.3	1.0	34	296	.4	1.7	9	130	.1	1.3
WI '97	11	405	.1	.7	14	140	.1	.5	15	152	.2	.6	20	225	.2	1.0	2	56	.3	.3
+WLEV-FM																				
WI '98	10	149	.1	.6	6	63	.1	.2	22	83	.2	.9	14	61	.1	.7	3	49	.4	.4
FA '97	16	178	.2	.9	12	58	.1	.5	41	103	.4	1.6	25	80	.3	1.2	4	68	.6	.6
SU '97	6	172	.1	.3	4	75	.2	.2	14	101	.1	.5	8	124	.1	.4	3	63	.4	.4
SP '97	6	107	.1	.3	9	58	.1	.3	18	62	.2	.7	5	43	.1	.2		15		
4-Book	10	152	.1	.5	8	64	.1	.3	24	87	.2	.9	13	77	.2	.6	3	49	.4	.4
WI '97	15	201	.2	.9	15	72	.2	.6	30	90	.3	1.2	21	124	.2	1.0	5	64	.1	.8
WOR -AM																				
WI '98	1	15		.1	4	15		.2	1	8				7						
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	2	23		.1	4	15		.2	4	23		.2								
WPST-FM																				
WI '98	24	862	.3	1.4	37	352	.4	1.4	36	291	.4	1.5	29	424	.3	1.4	8	229	.1	1.1
FA '97	27	854	.3	1.6	28	329	.3	1.1	52	389	.5	2.0	35	431	.4	1.7	10	327	.1	1.5
SU '97	33	1035	.3	1.9	33	430	.3	1.3	53	508	.6	2.0	38	564	.4	1.8	10	276	.1	1.3
SP '97	22	628	.2	1.2	28	301	.3	1.1	35	355	.4	1.3	31	345	.3	1.5	12	170	.1	1.5
4-Book	27	845	.3	1.5	32	353	.3	1.2	44	386	.5	1.7	33	441	.4	1.6	10	251	.1	1.4
WI '97	21	675	.2	1.3	29	338	.3	1.1	39	319	.4	1.6	32	409	.3	1.5	4	130		.6
WRDR-FM																				
WI '98	5	61	.1	.3	4	47		.2	8	53	.1	.3	8	45	.1	.4		6		
FA '97	7	92	.1	.4	11	47	.1	.4	15	64	.2	.6	3	30		.1		16		
SU '97	2	58		.1	1	15			2	15		.1	1	17			1	4		.1
SP '97	4	70		.2	4	39		.2	10	45	.1	.4	3	31		.1	1	16		.1
4-Book	5	70	.1	.3	5	37		.2	9	44	.1	.4	4	31		.2	1	11		.1
WI '97	1	75		.1	2	32		.1	7	7			2	42		.1	1	29		.2
WSTW-FM																				
WI '98	8	280	.1	.5	12	125	.1	.5	15	131	.2	.6	9	122	.1	.4	2	37		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	8	430	.1	.5	10	146	.1	.4	15	174	.2	.6	11	179	.1	.5	2	77		.3
SP '97	13	357	.1	.7	13	127	.1	.5	25	118	.3	.9	22	201	.2	1.0	3	83		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	18	349	.2	1.1	30	186	.3	1.2	41	134	.4	1.7	20	172	.2	1.0	2	84		.3
TOTALS																				
WI '98	1711	9305	17.9	2627	8495	27.5			2473	7317	25.9			2066	8085	21.6	700	5221	7.3	
FA '97	1688	9334	17.7	2547	8541	26.7			2589	7474	27.1			2047	8153	21.4	658	5419	6.9	
SU '97	1746	9418	18.1	2477	8351	25.7			2640	7855	27.4			2061	8466	21.4	759	5869	7.9	
SP '97	1791	9443	18.6	2647	8538	27.5			2642	7460	27.4			2127	8289	22.1	789	5725	8.2	
4-Book	1734	9375	18.1	2575	8481	26.9			2586	7527	27.0			2075	8248	21.6	727	5559	7.6	
WI '97	1670	9362	17.3	2559	8385	26.6			2423	7295	25.2			2078	8187	21.6	639	5338	6.6	

** 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																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	126	2216	1.3	5.3	53	1090	.6	4.5	116	526	1.2	10.3	45	219	.5	2.3	32	146	.3	2.3
4-Book	111	2226	1.2	4.6	48	1145	.5	4.1	115	524	1.2	10.3	55	295	.6	2.7	33	172	.3	2.4
WBEB-FM																				
WI '98	282	2018	3.0	11.8	68	1147	.7	5.8	70	305	.7	6.2	129	498	1.4	6.6	90	403	.9	6.4
4-Book	269	1980	2.8	11.1	78	1053	.8	6.6	76	286	.8	6.8	155	488	1.6	7.8	100	355	1.0	7.0
WDAS-AM																				
WI '98	36	224	.4	1.5	29	281	.3	2.5	17	50	.2	1.5	18	45	.2	.9	8	15	.1	.6
4-Book	26	188	.3	1.1	26	256	.3	2.3	17	38	.2	1.6	20	38	.2	1.0	11	23	.1	.8
WDAS-FM																				
WI '98	236	1396	2.5	9.9	134	983	1.4	11.5	124	334	1.3	11.0	227	484	2.4	11.7	154	442	1.6	11.0
4-Book	225	1353	2.4	9.3	121	960	1.3	10.3	96	277	1.0	8.6	205	440	2.2	10.3	163	403	1.7	11.4
WHAT-AM																				
WI '98	11	122	.1	.5	9	87	.1	.8	17	30	.2	1.5	12	50	.1	.6	6	28	.1	.4
4-Book	16	119	.2	.7	13	111	.1	1.1	11	29	.1	1.0	12	35	.1	.6	8	22	.1	.5
WIOQ-FM																				
WI '98	147	1676	1.5	6.1	67	993	.7	5.7	81	268	.8	7.2	140	469	1.5	7.2	72	297	.8	5.1
4-Book	123	1582	1.3	5.1	59	934	.6	5.0	52	199	.6	4.8	117	414	1.2	5.7	72	281	.8	4.9
WIP -AM																				
WI '98	25	303	.3	1.0	8	156	.1	.7	5	30	.1	.4	15	46	.2	.8	10	40	.1	.7
4-Book	28	304	.3	1.1	10	174	.1	.8	8	30	.1	.7	12	44	.1	.6	15	52	.2	1.0
WJZZ-FM																				
WI '98	130	1164	1.4	5.4	81	895	.8	6.9	83	255	.9	7.4	127	427	1.3	6.5	93	299	1.0	6.6
4-Book	142	1139	1.5	5.8	63	758	.7	5.4	54	182	.6	4.8	99	324	1.0	4.9	79	221	.8	5.5
WMGK-FM																				
WI '98	127	1622	1.3	5.3	58	981	.6	5.0	42	201	.4	3.7	127	423	1.3	6.5	98	417	1.0	7.0
4-Book	144	1826	1.5	6.0	71	1142	.8	6.0	47	217	.5	4.2	157	553	1.6	7.8	110	427	1.1	7.6
WMMR-FM																				
WI '98	79	918	.8	3.3	32	703	.3	2.7	33	131	.3	2.9	55	281	.6	2.8	39	184	.4	2.8
4-Book	99	1163	1.1	4.1	38	722	.4	3.2	38	160	.4	3.4	69	301	.7	3.4	45	220	.5	3.1
WOGL-FM																				
WI '98	115	1344	1.2	4.8	78	909	.8	6.7	56	214	.6	5.0	119	407	1.2	6.1	104	345	1.1	7.4
4-Book	128	1511	1.4	5.3	79	990	.8	6.7	62	234	.7	5.6	138	427	1.4	6.9	104	336	1.1	7.2
WPEN-AM																				
WI '98	9	109	.1	.4	4	68	.3	.4	6	23	.1	.5	1	14	.1	.3	3	8	.1	.2
4-Book	10	124	.1	.4	5	64	.4	.4	3	10	.3	.3	5	14	.1	.3	8	15	.1	.5
+WPHI-FM																				
WI '98	57	737	.6	2.4	35	492	.4	3.0	23	71	.2	2.0	42	191	.4	2.2	71	195	.7	5.1
4-Book	48	684	.5	2.0	36	458	.4	3.0	27	86	.3	2.5	58	190	.6	2.9	50	158	.5	3.5
WPHT-AM																				
WI '98	11	165	.1	.5	2	56	.2	.2	2	9	.2	.2	1	9	.1	.1	2	8	.1	.1
4-Book	7	122	.1	.3	3	58	.2	.2	4	9	.4	.4	3	13	.2	.2	3	10	.1	.2
WPLY-FM																				
WI '98	44	895	.5	1.8	26	592	.3	2.2	19	98	.2	1.7	55	269	.6	2.8	39	248	.4	2.8
4-Book	55	989	.6	2.3	27	583	.3	2.3	20	107	.2	1.8	58	259	.6	2.9	35	186	.4	2.5
WURD-AM																				
WI '98	10	98	.1	.4	8	56	.1	.7	6	11	.1	.5	18	50	.2	.9	2	7	.1	.1
4-Book	20	126	.2	.8	12	79	.2	1.0	13	31	.2	1.1	24	53	.3	1.2	12	28	.1	.9
WUSL-FM																				
WI '98	96	966	1.0	4.0	62	753	.6	5.3	40	126	.4	3.5	111	325	1.2	5.7	61	213	.6	4.4
4-Book	92	998	1.0	3.8	68	765	.7	5.7	52	157	.6	4.6	102	329	1.1	5.1	76	228	.8	5.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

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	
WVDB-FM																				
WI '98	47	497	.5	2.0	36	320	.4	3.1	36	89	.4	3.2	28	100	.3	1.4	28	55	.3	2.0
4-Book	47	559	.5	2.0	26	305	.3	2.2	25	76	.3	2.3	19	64	.2	.9	19	48	.2	1.3
WVJZ-AM																				
WI '98	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
WI '98	91	906	1.0	3.8	45	579	.5	3.9	60	142	.6	5.3	67	255	.7	3.5	42	177	.4	3.0
4-Book	100	907	1.1	4.1	55	645	.6	4.6	58	191	.6	5.2	100	327	1.1	5.0	67	239	.7	4.6
+WXXM-FM																				
WI '98	54	928	.6	2.3	39	675	.4	3.3	35	113	.4	3.1	68	309	.7	3.5	76	292	.8	5.4
4-Book	46	625	.5	1.9	24	397	.3	2.0	25	100	.3	2.2	42	174	.4	2.1	33	140	.4	2.4
WYSP-FM																				
WI '98	115	1272	1.2	4.8	19	389	.2	1.6	18	92	.2	1.6	42	190	.4	2.2	21	106	.2	1.5
4-Book	108	1337	1.2	4.4	26	567	.3	2.3	20	88	.2	1.8	43	199	.4	2.1	36	153	.4	2.4
WYXR-FM																				
WI '98	157	1828	1.6	6.6	61	1118	.6	5.2	53	266	.6	4.7	121	541	1.3	6.2	90	337	.9	6.4
4-Book	171	1899	1.8	7.1	68	1117	.7	5.8	63	285	.7	5.7	142	495	1.5	7.0	100	378	1.0	6.8
WJBR-FM																				
WI '98	20	199	.2	.8	4	120	.1	.3	8	26	.1	.7	4	38	.1	.2	4	33	.1	.3
4-Book	22	224	.2	.9	6	133	.1	.5	6	19	.1	.5	9	43	.1	.4	7	29	.1	.4
WKXV-FM																				
WI '98	33	471	.3	1.4	13	221	.1	1.1	20	55	.2	1.8	13	74	.1	.7	12	54	.1	.9
4-Book	29	425	.3	1.2	11	195	.1	.9	14	44	.2	1.3	19	70	.2	1.0	16	56	.2	1.1
+WLEV-FM																				
WI '98	14	105	.1	.6	5	42	.1	.4	2	8	.1	.4	16	24	.2	.8	11	16	.1	.8
4-Book	15	120	.2	.6	3	53	.1	.3	2	6	.1	.2	7	19	.1	.4	7	16	.1	.5
WOR -AM																				
WI '98	1	15	**	**	1	15	**	.1	2	8	**	.2	1	7	**	.1	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																				
WI '98	34	665	.4	1.4	18	408	.2	1.5	18	85	.2	1.6	31	104	.3	1.6	22	146	.2	1.6
4-Book	37	703	.4	1.5	20	425	.2	1.7	13	75	.1	1.2	40	171	.4	2.0	25	149	.3	1.7
WRDR-FM																				
WI '98	7	53	.1	.3	3	32	.1	.3	5	13	.1	.4	15	26	.2	.8	2	17	.1	.3
4-Book	6	55	.1	.2	3	36	.1	.3	4	10	.1	.4	7	20	.1	.4	4	18	.1	.3
WSTV-FM																				
WI '98	12	257	.1	.5	5	82	.1	.4	3	15	.1	.3	8	41	.1	.4	5	43	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
WI '98	2393	9212	25.0		1168	7809	12.2		1127	3345	11.8		1941	5137	20.3		1401	3956	14.7	
4-Book	2425	9281	25.3		1179	7928	12.3		1111	3332	11.6		2008	5072	20.9		1442	3957	15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	18	124	.2	2.7	120	508	1.3	12.2	51	264	.5	3.4	36	123	.4	3.6	22	119	.2	3.4
4-Book	16	118	.2	2.1	99	454	1.1	10.7	39	227	.4	2.7	28	129	.3	2.7	18	126	.2	2.7
WBEB-FM																				
WI '98	33	186	.3	4.9	40	206	.4	4.1	80	330	.8	5.3	60	244	.6	6.0	40	139	.4	6.2
4-Book	41	184	.4	5.4	55	222	.6	6.1	92	334	1.0	6.3	69	235	.7	6.6	32	136	.3	4.9
WOAS-AM																				
WI '98	9	27	.1	1.3	95	198	1.0	9.6	63	190	.7	4.2	22	44	.2	2.2	7	28	.1	1.1
4-Book	7	17	.1	1.0	75	171	.8	8.1	54	147	.6	3.7	25	58	.3	2.4	8	22	.1	1.3
WDAS-FM																				
WI '98	88	245	.9	13.1	62	174	.6	6.3	86	254	.9	5.7	118	241	1.2	11.7	196	352	2.1	30.3
4-Book	97	277	1.0	13.0	58	151	.6	6.3	63	210	.7	4.3	92	213	1.0	9.1	182	359	1.9	27.7
WHAT-AM																				
WI '98	5	15	.1	.7	15	30	.2	1.5	8	14	.1	.5	8	14	.1	.8				
4-Book	6	17	.1	.7	26	53	.3	2.9	22	63	.2	1.6	13	31	.1	1.3	5	13	.1	.7
WIOD-FM																				
WI '98	34	199	.4	5.0	32	128	.3	3.2	86	342	.9	5.7	63	230	.7	6.3	26	159	.3	4.0
4-Book	40	183	.4	5.3	24	93	.3	2.6	75	320	.8	5.1	56	210	.6	5.4	30	140	.3	4.4
WIP -AM																				
WI '98					12	33	.1	1.2	10	42	.1	.7	9	37	.1	.9	5	17	.1	.8
4-Book	4	19	.1	.5	5	26	.1	.6	13	62	.1	.9	13	44	.1	1.2	7	34	.1	1.1
WJZ-FM																				
WI '98	80	235	.8	11.9	61	153	.6	6.2	98	286	1.0	6.5	68	227	.7	6.8	31	121	.3	4.8
4-Book	59	187	.6	7.9	38	118	.4	4.1	80	238	.8	5.5	65	199	.7	6.2	30	118	.3	4.4
WMGK-FM																				
WI '98	24	121	.3	3.6	22	133	.2	2.2	63	293	.7	4.2	50	208	.5	5.0	33	134	.3	5.1
4-Book	40	178	.4	5.2	27	146	.3	3.0	84	387	.9	5.8	68	286	.7	6.7	30	158	.3	4.6
WMMR-FM																				
WI '98	24	89	.3	3.6	21	86	.2	2.1	47	228	.5	3.1	24	135	.3	2.4	12	60	.1	1.9
4-Book	20	94	.2	2.6	26	104	.3	2.9	54	234	.6	3.7	31	147	.3	3.0	16	78	.2	2.4
WOGL-FM																				
WI '98	40	161	.4	5.9	77	198	.8	7.8	109	357	1.1	7.2	75	210	.8	7.5	40	131	.4	6.2
4-Book	56	195	.6	7.4	53	183	.6	5.7	95	339	1.0	6.5	71	235	.8	6.9	45	140	.5	6.8
WPEN-AM																				
WI '98					2	7		.2	6	14	.1	.4					10	25	.1	1.5
4-Book	2	10		.3	5	17	.1	.6	6	19	.1	.4	5	12	.1	.5	4	10		.6
+WPHI-FM																				
WI '98	37	132	.4	5.5	13	67	.1	1.3	42	117	.4	2.8	28	101	.3	2.8	26	92	.3	4.0
4-Book	43	127	.5	5.7	15	50	.2	1.6	38	128	.4	2.6	32	91	.3	3.2	20	76	.2	3.0
WPHT-AM																				
WI '98					2	7		.2	1	15		.1	3	16		.3	2	14		.3
4-Book	1	8		.1	2	8		.3	4	16		.3	3	14		.3	2	7		.3
WPLY-FM																				
WI '98	10	82	.1	1.5	14	76	.1	1.4	35	199	.4	2.3	21	128	.2	2.1	11	90	.1	1.7
4-Book	12	82	.1	1.6	12	69	.1	1.3	40	201	.4	2.8	26	140	.3	2.5	12	66	.1	1.8
WURD-AM																				
WI '98									25	34	.3	1.7	10	14	.1	1.0				
4-Book	1	2		.2	10	19	.1	1.1	20	43	.2	1.4	10	26	.1	1.1	5	12	.1	.8
WUSL-FM																				
WI '98	52	166	.5	7.7	55	231	.6	5.6	101	319	1.1	6.7	38	133	.4	3.8	25	98	.3	3.9
4-Book	66	190	.7	8.8	54	195	.6	5.9	89	269	1.0	6.1	55	155	.6	5.3	40	112	.4	5.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

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	
WWDB-FM																				
WI '98	30	54	.3	4.5	29	91	.3	2.9	99	187	1.0	6.6	11	36	.1	1.1	20	55	.2	3.1
4-Book	20	60	.2	2.8	31	116	.3	3.4	67	152	.7	4.6	10	43	.1	1.0	12	49	.1	1.9
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WXTU-FM																				
WI '98	20	93	.2	3.0	44	186	.5	4.5	60	251	.6	4.0	49	178	.5	4.9	21	106	.2	3.2
4-Book	23	112	.2	3.1	47	174	.5	5.1	66	241	.7	4.5	51	178	.5	5.0	25	106	.3	3.8
+WXXM-FM																				
WI '98	10	97	.1	1.5	22	110	.2	2.2	60	268	.6	4.0	37	168	.4	3.7	5	52	.1	.8
4-Book	12	65	.1	1.6	14	63	.1	1.5	36	158	.4	2.5	27	94	.3	2.6	4	30		.6
WYSP-FM																				
WI '98	14	59	.1	2.1	11	43	.1	1.1	18	101	.2	1.2	19	124	.2	1.9	11	39	.1	1.7
4-Book	14	70	.2	1.9	9	39	.1	1.0	46	200	.5	3.2	34	146	.4	3.4	9	66	.1	1.3
WYXR-FM																				
WI '98	37	180	.4	5.5	25	168	.3	2.5	77	403	.8	5.1	61	294	.6	6.1	20	106	.2	3.1
4-Book	35	176	.4	4.6	30	147	.3	3.3	80	371	.8	5.5	60	271	.6	5.8	33	159	.3	5.1
VJBR-FM																				
WI '98	2	19		.3	3	26		.3	7	27	.1	.5	5	27	.1	.5	3	27		.5
4-Book	4	25		.5	5	26	.1	.5	9	37	.1	.6	6	22	.1	.6	4	25	.1	.7
WKXW-FM																				
WI '98	14	66	.1	2.1	20	74	.2	2.0	9	46	.1	.6	10	35	.1	1.0	6	34	.1	.9
4-Book	5	28		.7	12	53	.1	1.3	12	52	.1	.8	6	30	.1	.6	2	15		.3
+WLEV-FM																				
WI '98	7	18	.1	1.0		7		.1	1	18		.1	3	18		.3	1	8		.2
4-Book	4	18	.1	.5	1	7		.1	2	17		.2	3	17		.3	1	6		.2
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	1	7		.1	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																				
WI '98	4	42		.6	13	65	.1	1.3	40	139	.4	2.7	13	60	.1	1.3	4	36		.6
4-Book	11	66	.1	1.4	10	59	.1	1.1	30	133	.3	2.1	17	85	.2	1.7	7	37	.1	1.0
WRDR-FM																				
WI '98				.1	1	6		.1	2	6		.1				.1	2	8		.3
4-Book	1	3		.1	1	6		.1	4	15	.1	.3	1	4		.1	1	2		.1
WSTV-FM																				
WI '98	2	23		.3	4	15		.4	9	22	.1	.6	6	15	.1	.6	1	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
WI '98	674	2266	7.1		986	3068	10.3		1504	4266	15.7		1006	2827	10.5		647	2021	6.8	
4-Book	746	2450	7.8		919	2843	9.6		1453	4115	15.2		1028	2900	10.7		657	2041	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

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
WKXW-FM																				
WI '98	24	634	.2	1.2	33	281	.3	1.1	26	271	.2	.9	46	385	.4	1.9	15	146	.1	1.9
FA '97	24	523	.2	1.2	39	256	.4	1.3	30	231	.3	1.0	42	324	.4	1.7	14	154	.1	1.8
SU '97	22	558	.2	1.1	32	255	.3	1.1	30	246	.3	1.0	28	305	.3	1.2	5	156	.1	.6
SP '97	25	567	.2	1.2	36	242	.3	1.2	40	268	.4	1.3	37	340	.3	1.5	8	121	.1	.9
4-Book	24	571	.2	1.2	35	259	.3	1.2	32	254	.3	1.1	38	339	.4	1.6	11	144	.1	1.3
WI '97	18	528	.2	.9	19	177	.2	.6	24	205	.2	.9	26	299	.2	1.1	6	86	.1	.8
+WLEV-FM																				
WI '98	14	209	.1	.7	9	97	.1	.3	26	92	.2	.9	19	80	.2	.8	7	76	.1	.9
FA '97	24	237	.2	1.2	23	86	.2	.8	59	151	.5	2.0	34	128	.3	1.4	5	88	.1	.6
SU '97	8	209	.1	.4	7	97	.1	.2	20	130	.2	.7	10	146	.1	.4	3	63	.1	.3
SP '97	8	132	.1	.4	12	69	.1	.4	20	68	.2	.7	7	61	.1	.3	2	27	.1	.2
4-Book	14	197	.1	.7	13	87	.1	.4	31	110	.3	1.1	18	104	.2	.7	4	64	.1	.5
WI '97	20	259	.2	1.0	20	100	.2	.7	40	119	.4	1.4	29	161	.3	1.2	6	71	.1	.8
WOR -AM																				
WI '98	1	32		.1	4	15		.1	1	25				7				9		
FA '97		7								7										
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	3	39		.2	4	15		.1	6	31	.1	.2	4	8		.2				
WPST-FM																				
WI '98	26	912	.2	1.3	41	371	.4	1.3	37	302	.3	1.3	29	424	.3	1.2	8	229	.1	1.0
FA '97	27	888	.2	1.4	30	336	.3	1.0	52	399	.5	1.7	35	442	.3	1.4	10	334	.1	1.3
SU '97	34	1093	.3	1.7	33	438	.3	1.2	55	523	.5	1.8	41	578	.4	1.7	11	290	.1	1.3
SP '97	24	680	.2	1.2	29	320	.3	.9	37	377	.3	1.2	34	372	.3	1.4	14	183	.1	1.5
4-Book	28	893	.2	1.4	33	366	.3	1.1	45	400	.4	1.5	35	454	.3	1.4	11	259	.1	1.3
WI '97	23	690	.2	1.2	33	345	.3	1.1	45	326	.4	1.6	34	416	.3	1.4	4	138	.1	.6
WRDR-FM																				
WI '98	9	123	.1	.5	9	68	.1	.3	13	74	.1	.5	14	73	.1	.6	3	24	.1	.4
FA '97	8	142	.1	.4	12	54	.1	.4	19	95	.2	.6	7	61	.1	.3	1	31	.1	.1
SU '97	2	73		.1	2	22		.1	2	15		.1	1	24		.1	1	12		.1
SP '97	6	104	.1	.3	5	63		.2	15	73	.1	.5	7	60	.1	.3	1	26	.1	.1
4-Book	6	111	.1	.3	7	52	.1	.3	12	64	.1	.4	7	55	.1	.3	2	23	.1	.2
WI '97	3	101		.2	3	40		.1		7			6	60	.1	.3	4	38	.1	.6
WSTV-FM																				
WI '98	8	303	.1	.4	13	140	.1	.4	15	131	.1	.5	9	138	.1	.4	2	37	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	444	.1	.5	11	153	.1	.4	15	181	.1	.5	11	186	.1	.5	2	77	.1	.2
SP '97	14	366	.1	.7	13	127	.1	.4	27	128	.2	.9	24	210	.2	1.0	3	93	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	18	364	.2	.9	32	193	.3	1.1	41	134	.4	1.5	21	187	.2	.9	2	91	.1	.3
TOTALS																				
WI '98	1989	10775	18.0		3082	9815	27.9		2862	8380	25.9		2380	9311	21.5		802	6002	7.2	
FA '97	1991	10811	18.0		3023	9927	27.3		2979	8520	26.9		2417	9445	21.8		789	6241	7.1	
SU '97	2000	10800	18.1		2847	9610	25.7		3012	8987	27.2		2359	9664	21.3		860	6636	7.8	
SP '97	2083	10862	18.8		3102	9850	28.0		3056	8581	27.6		2466	9579	22.3		913	6591	8.2	
4-Book	2016	10812	18.2		3014	9801	27.2		2977	8617	26.9		2406	9500	21.7		841	6368	7.6	
WI '97	1925	10769	17.4		2956	9676	26.7		2781	8362	25.1		2375	9368	21.5		724	6000	6.5	

** 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	
KYW -AM																						
WI '98		150	2635	1.4	5.4	65	1313	.6	4.7	155	652	1.4	11.1	53	266	.5	2.3	38	192	.3	2.3	
4-Book		137	2685	1.2	4.9	62	1402	.6	4.5	149	664	1.4	11.0	67	374	.6	2.9	40	215	.4	2.4	
WBEB-FM																						
WI '98		336	2363	3.0	12.1	87	1397	.8	6.3	85	330	.8	6.1	170	636	1.5	7.4	134	531	1.2	8.1	
4-Book		327	2316	2.9	11.7	93	1256	.8	6.8	93	332	.8	6.9	185	592	1.7	7.9	124	427	1.1	7.5	
WDAS-AM																						
WI '98		51	286	.5	1.8	39	343	.4	2.8	19	57	.2	1.4	25	58	.2	1.1	15	29	.1	.9	
4-Book		41	251	.4	1.5	38	324	.4	2.7	25	57	.3	1.9	30	56	.3	1.3	16	37	.1	1.0	
WDAS-FM																						
WI '98		258	1542	2.3	9.3	157	1128	1.4	11.4	145	378	1.3	10.4	256	536	2.3	11.1	176	491	1.6	10.6	
4-Book		250	1483	2.3	8.9	138	1070	1.3	10.0	109	315	1.0	8.0	235	493	2.1	10.0	186	442	1.7	11.3	
WHAT-AM																						
WI '98		14	142	.1	.5	12	111	.1	.9	20	36	.2	1.4	16	63	.1	.7	10	34	.1	.6	
4-Book		23	149	.2	.8	19	141	.2	1.4	19	44	.2	1.4	19	49	.2	.8	12	27	.1	.7	
WIOQ-FM																						
WI '98		152	1747	1.4	5.5	69	1014	.6	5.0	91	288	.8	6.5	146	480	1.3	6.3	72	297	.7	4.3	
4-Book		128	1643	1.2	4.5	62	966	.6	4.5	56	212	.5	4.2	127	434	1.1	5.4	77	293	.7	4.6	
WIP -AM																						
WI '98		30	395	.3	1.1	10	210	.1	.7	9	48	.1	.6	16	55	.1	.7	15	67	.1	.9	
4-Book		32	380	.3	1.1	12	224	.1	.9	11	46	.1	.8	14	55	.1	.6	18	64	.2	1.1	
WJJZ-FM																						
WI '98		172	1419	1.6	6.2	106	1093	1.0	7.7	115	319	1.0	8.2	169	512	1.5	7.3	121	368	1.1	7.3	
4-Book		169	1343	1.5	6.0	78	891	.7	5.6	65	214	.6	4.8	121	376	1.1	5.1	98	267	.9	5.9	
WMGK-FM																						
WI '98		132	1686	1.2	4.7	60	1030	.5	4.4	42	201	.4	3.0	135	471	1.2	5.9	100	433	.9	6.0	
4-Book		151	1896	1.4	5.4	76	1191	.7	5.5	51	227	.5	3.7	168	583	1.5	7.1	113	440	1.0	6.8	
WMMR-FM																						
WI '98		84	953	.8	3.0	33	718	.3	2.4	36	138	.3	2.6	58	289	.5	2.5	39	184	.4	2.4	
4-Book		102	1191	.9	3.6	39	743	.4	2.8	41	166	.4	3.0	71	311	.7	3.0	46	222	.5	2.8	
WOGL-FM																						
WI '98		168	1781	1.5	6.0	108	1202	1.0	7.9	78	284	.7	5.6	190	555	1.7	8.3	153	476	1.4	9.2	
4-Book		179	1963	1.6	6.4	111	1311	1.0	8.0	84	307	.8	6.3	201	583	1.8	8.6	145	463	1.3	8.7	
WPEN-AM																						
WI '98		12	156	.1	.4	4	83	.1	.3	7	30	.1	.5	3	21	.1	.3	3	8	.1	.2	
4-Book		15	190	.1	.5	11	123	.1	.8	13	39	.1	1.0	12	35	.1	.5	13	34	.1	.8	
+WPHI-FM																						
WI '98		62	790	.6	2.2	39	528	.4	2.8	38	96	.3	2.7	50	216	.5	2.2	74	206	.7	4.5	
4-Book		50	721	.5	1.8	37	477	.4	2.7	32	97	.3	2.4	62	202	.6	2.7	51	162	.5	3.1	
WPHT-AM																						
WI '98		15	221	.1	.5	4	83	.1	.3	8	18	.1	.6	2	18	.1	.3	6	26	.1	.4	
4-Book		9	161	.1	.3	4	88	.1	.3	6	18	.1	.5	3	17	.1	.3	4	15	.1	.2	
WPLY-FM																						
WI '98		45	919	.4	1.6	26	609	.2	1.9	19	98	.2	1.4	56	277	.5	2.4	39	248	.4	2.4	
4-Book		57	1031	.5	2.1	28	598	.2	2.0	20	107	.2	1.5	59	265	.6	2.5	36	187	.4	2.2	
WURD-AM																						
WI '98		12	116	.1	.4	11	75	.1	.8	9	19	.1	.6	25	68	.2	1.1	6	18	.1	.4	
4-Book		23	142	.2	.8	15	93	.2	1.1	15	38	.1	1.1	29	63	.3	1.2	15	34	.2	.9	
WUSL-FM																						
WI '98		104	1002	.9	3.7	67	783	.6	4.9	47	140	.4	3.4	115	339	1.0	5.0	75	227	.7	4.5	
4-Book		98	1053	.9	3.5	71	803	.7	5.1	54	166	.5	4.0	106	341	1.0	4.5	81	239	.7	4.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WVDB-FM																				
WI '98	62	643	.6	2.2	42	411	.4	3.1	49	114	.4	3.5	36	125	.3	1.6	28	55	.3	1.7
4-Book	64	725	.6	2.3	36	416	.3	2.6	40	112	.4	3.0	34	101	.3	1.4	25	69	.3	1.5
WVJZ-AM																				
WI '98	**	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	117	1111	1.1	4.2	59	695	.5	4.3	76	183	.7	5.5	105	333	.9	4.6	57	203	.5	3.4
4-Book	127	1122	1.2	4.5	68	774	.6	4.9	77	239	.7	5.7	133	411	1.2	5.6	81	276	.7	4.8
+VXXM-FM																				
WI '98	55	943	.5	2.0	40	707	.4	2.9	35	113	.3	2.5	69	324	.6	3.0	76	292	.7	4.6
4-Book	54	694	.5	1.9	28	447	.3	2.0	26	107	.2	1.9	47	192	.4	2.0	38	157	.4	2.3
WYSP-FM																				
WI '98	122	1340	1.1	4.4	19	389	.2	1.4	18	92	.2	1.3	42	190	.4	1.8	21	106	.2	1.3
4-Book	114	1411	1.1	4.0	27	584	.3	2.0	21	91	.2	1.6	43	201	.4	1.8	36	153	.3	2.1
WYXR-FM																				
WI '98	169	1958	1.5	6.1	66	1178	.6	4.8	66	293	.6	4.7	138	575	1.2	6.0	93	345	.8	5.6
4-Book	183	2008	1.7	6.5	71	1161	.7	5.1	67	299	.6	5.1	148	515	1.3	6.3	101	386	.9	6.0
WJBR-FM																				
WI '98	23	238	.2	.8	5	144	.1	.4	8	26	.1	.6	5	54	.1	.2	5	42	.1	.3
4-Book	23	258	.2	.8	8	154	.1	.6	8	26	.1	.6	13	54	.1	.5	8	36	.1	.5
WKXW-FM																				
WI '98	34	511	.3	1.2	13	239	.1	.9	20	55	.2	1.4	13	74	.1	.6	13	62	.1	.8
4-Book	35	473	.3	1.2	13	221	.1	.9	17	50	.2	1.3	24	80	.2	1.0	18	65	.2	1.1
+WLEV-FM																				
WI '98	19	139	.2	.7	10	69	.1	.7	3	18	.2	.7	25	33	.2	1.1	16	25	.1	1.0
4-Book	22	155	.2	.8	6	73	.1	.4	4	14	.3	.7	12	27	.1	.5	9	20	.1	.5
WOR-AM																				
WI '98	2	32	.1	.1	2	32	.1	.1	2	8	.1	.1	3	15	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	36	683	.3	1.3	19	440	.2	1.4	18	85	.2	1.3	32	112	.3	1.4	22	146	.2	1.3
4-Book	39	731	.4	1.4	20	450	.2	1.4	13	78	.1	1.0	42	178	.4	1.8	25	154	.2	1.5
WRDR-FM																				
WI '98	12	81	.1	.4	7	74	.1	.5	6	22	.1	.4	28	52	.3	1.2	12	36	.1	.7
4-Book	9	81	.1	.3	5	57	.1	.3	5	13	.1	.3	11	29	.1	.5	7	25	.1	.4
WSTW-FM																				
WI '98	13	280	.1	.5	5	97	.1	.5	4	23	.1	.3	8	41	.1	.3	6	50	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2780	10641	25.1		1374	9019	12.4		1394	3965	12.6		2300	5937	20.8		1656	4599	15.0	
4-Book	2812	10701	25.4		1385	9110	12.5		1350	3947	12.2		2349	5847	21.2		1664	4527	15.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	23	147	.2	2.9	160	626	1.4	13.3	53	288	.5	3.1	42	157	.4	3.7	26	143	.2	3.5
4-Book	23	150	.2	2.7	134	577	1.2	11.8	48	275	.5	2.8	32	158	.3	2.7	24	152	.2	3.2
WBEB-FM																				
WI '98	47	248	.4	5.9	47	249	.4	3.9	99	411	.9	5.8	70	286	.6	6.1	43	158	.4	5.8
4-Book	53	225	.5	6.2	63	252	.6	5.6	113	405	1.0	6.7	76	261	.7	6.3	36	156	.3	4.7
WDAS-AM																				
WI '98	10	34	.1	1.2	119	233	1.1	9.9	83	231	.8	4.9	31	64	.3	2.7	13	35	.1	1.7
4-Book	8	22	.1	1.0	104	225	1.0	9.2	74	194	.7	4.4	35	78	.3	3.0	12	31	.1	1.5
WDAS-FM																				
WI '98	104	285	.9	13.0	93	223	.8	7.7	100	306	.9	5.9	135	282	1.2	11.8	232	407	2.1	31.2
4-Book	106	300	.9	12.4	69	173	.6	6.0	71	233	.7	4.2	104	234	1.0	8.9	208	397	1.9	27.1
WHAT-AM																				
WI '98	5	15	.1	.6	20	40	.2	1.7	10	20	.1	.6	13	21	.1	1.1	3	7	.1	.4
4-Book	9	22	.1	1.0	34	69	.3	3.0	29	76	.3	1.7	22	43	.2	1.8	8	18	.1	1.0
WIOQ-FM																				
WI '98	34	199	.3	4.2	32	128	.3	2.7	86	342	.8	5.1	63	230	.6	5.5	26	159	.2	3.5
4-Book	41	191	.4	4.8	24	93	.2	2.1	79	331	.7	4.7	58	217	.5	4.9	31	141	.3	4.0
WIP -AM																				
WI '98					14	51	.1	1.2	13	51	.1	.8	9	37	.1	.8	5	17	.1	.7
4-Book	6	23	.1	.6	8	39	.1	.7	16	75	.1	1.0	13	48	.1	1.1	7	37	.1	.9
WJJZ-FM																				
WI '98	99	279	.9	12.4	72	181	.7	6.0	132	367	1.2	7.8	87	285	.8	7.6	49	174	.4	6.6
4-Book	71	220	.7	8.3	47	143	.4	4.1	98	283	.9	5.8	75	230	.7	6.3	40	145	.4	5.1
WMGK-FM																				
WI '98	25	129	.2	3.1	22	133	.2	1.8	67	316	.6	4.0	55	232	.5	4.8	33	141	.3	4.4
4-Book	42	186	.4	4.9	29	151	.3	2.6	88	401	.8	5.2	76	310	.7	6.4	33	167	.3	4.3
WMMR-FM																				
WI '98	24	89	.2	3.0	23	93	.2	1.9	47	236	.4	2.8	26	142	.2	2.3	13	68	.1	1.7
4-Book	20	97	.2	2.3	28	110	.3	2.5	55	241	.5	3.3	33	154	.3	2.7	16	80	.2	2.0
WVGL-FM																				
WI '98	60	223	.5	7.5	103	267	.9	8.6	130	447	1.2	7.7	102	297	.9	8.9	49	165	.4	6.6
4-Book	74	258	.7	8.5	84	262	.8	7.4	131	459	1.2	7.8	99	323	.9	8.3	62	193	.5	8.0
WPEN-AM																				
WI '98					2	7	.2		7	22	.1	.4					10	25	.1	1.3
4-Book	5	24	.1	.5	9	26	.1	.8	13	40	.1	.8	12	25	.1	1.0	8	24	.1	1.0
+WPHI-FM																				
WI '98	39	152	.4	4.9	17	75	.2	1.4	42	117	.4	2.5	28	101	.3	2.4	26	92	.2	3.5
4-Book	44	133	.4	5.1	16	53	.2	1.4	38	128	.4	2.3	32	92	.3	2.8	20	79	.2	2.7
WPHT-AM																				
WI '98	1	9	.1		2	7	.2		1	15	.1		3	16	.1		7	24	.1	.9
4-Book	2	14	.2		3	12	.3		5	22	.1		6	23	.1		3	11	.1	.4
WPLY-FM																				
WI '98	11	92	.1	1.4	15	86	.1	1.2	35	199	.3	2.1	21	128	.2	1.8	12	100	.1	1.6
4-Book	12	85	.1	1.4	14	77	.1	1.2	43	204	.4	2.6	27	142	.3	2.3	12	71	.1	1.6
WURD-AM																				
WI '98									31	45	.3	1.8	14	24	.1	1.2				
4-Book	3	6	.3		11	24	.1	1.0	25	53	.2	1.5	13	31	.1	1.1	6	16	.1	.8
WUSL-FM																				
WI '98	62	189	.6	7.7	59	238	.5	4.9	101	319	.9	6.0	38	133	.3	3.3	25	98	.2	3.4
4-Book	70	200	.7	8.1	59	203	.5	5.2	93	279	.9	5.6	58	159	.5	4.8	42	115	.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 Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	30	54	.3	3.7	36	117	.3	3.0	114	221	1.0	6.7	13	51	.1	1.1	20	55	.2	2.7
4-Book	25	74	.3	2.9	41	144	.4	3.7	84	198	.8	5.0	14	57	.1	1.1	18	66	.2	2.3
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	24	109	.2	3.0	49	203	.4	4.1	75	300	.7	4.4	63	203	.6	5.5	27	123	.2	3.6
4-Book	27	127	.3	3.1	58	201	.5	5.2	80	292	.7	4.7	61	211	.6	5.1	28	119	.3	3.6
+WXXM-FM																				
WI '98	12	114	.1	1.5	23	119	.2	1.9	62	286	.6	3.7	37	175	.3	3.2	5	61	.1	.7
4-Book	14	78	.1	1.7	16	74	.1	1.4	41	183	.4	2.5	31	119	.3	2.6	5	38	.1	.6
WYSP-FM																				
WI '98	14	59	.1	1.7	11	43	.1	.9	18	101	.2	1.1	19	124	.2	1.7	11	39	.1	1.5
4-Book	14	70	.2	1.7	9	39	.1	.8	48	210	.4	2.9	36	153	.3	3.1	9	68	.1	1.2
WYXR-FM																				
WI '98	40	198	.4	5.0	27	188	.2	2.2	78	412	.7	4.6	61	294	.6	5.3	20	106	.2	2.7
4-Book	37	184	.4	4.3	31	156	.3	2.7	82	385	.7	4.8	61	278	.6	5.1	34	166	.3	4.5
WJBR-FM																				
WI '98	4	36	.5		3	26	.2		7	27	.1	.4	5	27	.4		3	27	.4	
4-Book	5	31	.6		5	28	.1	.4	10	44	.1	.6	7	26	.1	.6	6	28	.1	.8
WKXV-FM																				
WI '98	14	66	.1	1.7	20	74	.2	1.7	9	46	.1	.5	12	45	.1	1.0	6	44	.1	.8
4-Book	6	35	.1	.7	16	59	.2	1.4	14	64	.1	.9	10	41	.1	.8	5	25	.1	.6
+WLEV-FM																				
WI '98	12	28	.1	1.5	2	17	.2		11	27	.1	.6	6	27	.1	.5	1	8	.1	
4-Book	5	21	.1	.6	5	19	.1	.4	6	23	.1	.4	5	25	.1	.5	2	9	.3	
WOR -AM																				
WI '98	4	9	.5		**	**	**	**	1	7	.1		**	**	**	**	3	9	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	4	42	.5		13	65	.1	1.1	40	146	.4	2.4	15	67	.1	1.3	4	45	.5	
4-Book	11	70	.1	1.3	10	59	.1	.9	31	142	.3	1.8	18	89	.2	1.5	7	39	.1	.9
WRDR-FM																				
WI '98									3	13	.2						2	8	.3	
4-Book	1	4	.1		2	8	.2		5	19	.1	.3	1	8	.1		2	4	.2	
WSTW-FM																				
WI '98	2	23	.2		4	15	.3		9	22	.1	.5	6	15	.1	.5	1	16	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	801	2679	7.2		1201	3575	10.9		1696	4802	15.3		1148	3233	10.4		743	2279	6.7	
4-Book	859	2805	7.8		1137	3375	10.3		1688	4738	15.3		1193	3329	10.8		771	2344	7.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98	20	500	.2	1.2	31	185	.3	1.1	15	186	.2	.6	35	287	.4	1.8	14	143	.1	2.0
FA '97	24	442	.2	1.4	43	270	.4	1.6	29	216	.3	1.2	42	291	.4	2.1	12	111	.1	1.8
SU '97	23	531	.2	1.3	36	245	.4	1.4	37	250	.4	1.5	27	299	.3	1.4	6	134	.1	.9
SP '97	19	452	.2	1.1	31	213	.3	1.1	32	210	.3	1.3	22	254	.2	1.1	8	99	.1	1.2
4-Book	22	481	.2	1.3	35	228	.4	1.3	28	216	.3	1.2	32	283	.3	1.6	10	122	.1	1.5
WI '97	23	444	.2	1.4	36	222	.4	1.4	28	203	.3	1.2	28	270	.3	1.5	6	68	.1	1.0
+WLEV-FM																				
WI '98	18	163	.2	1.0	14	100	.1	.5	32	77	.3	1.3	24	77	.2	1.2	9	72	.1	1.3
FA '97	22	243	.2	1.3	21	98	.2	.8	51	163	.5	2.0	30	131	.3	1.5	6	99	.1	.9
SU '97	16	249	.2	.9	20	147	.2	.8	33	164	.3	1.3	16	157	.2	.8	2	37	.3	.3
SP '97	15	181	.2	.9	18	103	.2	.6	30	84	.3	1.2	17	102	.2	.9	4	52	.6	.6
4-Book	18	209	.2	1.0	18	112	.2	.7	37	122	.4	1.5	22	117	.2	1.1	5	65	.1	.8
WI '97	24	260	.3	1.4	29	130	.3	1.1	54	142	.6	2.3	27	153	.3	1.4	4	62	.7	.7
WOR -AM																				
WI '98	3	68	.1	.2	6	23	.1	.2	4	53	.1	.2		7			1	17	.1	.1
FA '97	6	61	.1	.3	7	18	.1	.3	10	51	.1	.4	2	18		.1	6	29	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	6	105	.1	.4	14	45	.1	.5	8	51	.1	.3	4	8		.2				
WPST-FM																				
WI '98	9	426	.1	.5	16	128	.2	.6	13	111	.1	.5	11	166	.1	.6	4	84	.6	.6
FA '97	10	434	.1	.6	13	156	.1	.5	13	177	.1	.5	14	218	.1	.7	4	148	.6	.3
SU '97	12	451	.1	.7	10	128	.1	.4	22	250	.2	.9	11	179	.1	.6	2	67	.3	.6
SP '97	7	303	.1	.4	12	131	.1	.4	11	138	.1	.4	10	156	.1	.5	3	66	.4	.4
4-Book	10	404	.1	.6	13	136	.1	.5	15	169	.1	.6	12	180	.1	.6	3	91	.5	.5
WI '97	8	287	.1	.5	12	152	.1	.5	13	132	.1	.6	12	161	.1	.6	2	72	.3	.3
WRDR-FM																				
WI '98	15	232	.2	.9	14	138	.1	.5	23	125	.2	.9	25	151	.3	1.3	3	34	.4	.4
FA '97	12	227	.1	.7	16	114	.2	.6	25	145	.3	1.0	13	113	.1	.6	1	31	.2	.2
SU '97	6	126	.1	.3	7	50	.1	.3	11	76	.1	.4	5	68	.1	.3	3	40	.4	.4
SP '97	15	216	.2	.9	17	113	.2	.6	23	136	.2	.9	16	134	.2	.8	4	49	.6	.6
4-Book	12	200	.2	.7	14	104	.2	.5	21	121	.2	.8	15	117	.2	.8	3	39	.4	.4
WI '97	7	117	.1	.4	13	58	.1	.5	6	34	.1	.3	7	76	.1	.4	5	27	.1	.8
WSTV-FM																				
WI '98	6	187	.1	.3	11	96	.1	.4	14	84	.1	.6	7	86	.1	.4	2	29	.3	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	5	222	.1	.3	8	87	.1	.3	10	89	.1	.4	5	85	.1	.3	1	36	.1	.1
SP '97	2	112	.1	.1	1	24	.1	.1	3	48	.1	.1	6	58	.1	.3	1	33	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	5	163	.1	.3	9	58	.1	.3	10	76	.1	.4	4	93	.2	.2	2	51	.3	.3
TOTALS																				
WI '98	1717	9413	17.6		2697	8566	27.7		2448	7423	25.2		1947	7954	20.0		702	5021	7.2	
FA '97	1743	9389	17.9		2743	8632	28.2		2490	7318	25.6		2014	8075	20.7		664	5062	6.8	
SU '97	1722	9343	18.0		2551	8418	26.6		2510	7723	26.2		1968	8202	20.5		682	5404	7.1	
SP '97	1740	9418	18.1		2773	8592	28.9		2500	7364	26.1		2000	8173	20.9		674	5363	7.0	
4-Book	1731	9391	17.9		2691	8552	27.9		2487	7457	25.8		1982	8101	20.5		681	5213	7.0	
WI '97	1670	9282	17.4		2638	8404	27.5		2340	7056	24.4		1929	7986	20.1		598	4891	6.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	184	2645	1.9	7.8	100	1582	1.0	8.1	222	816	2.3	15.3	100	401	1.0	4.8	76	338	.8	5.3
4-Book	172	2894	1.8	7.2	88	1735	.9	7.0	224	886	2.3	15.7	91	481	.9	4.3	60	303	.6	4.3
WBEB-FM																				
WI '98	296	2113	3.0	12.5	82	1173	.8	6.6	77	248	.8	5.3	184	575	1.9	8.9	141	478	1.4	9.9
4-Book	298	1981	3.1	12.4	92	1136	.9	7.3	90	297	.9	6.3	191	554	2.0	9.2	121	385	1.3	8.6
WDAS-AM																				
WI '98	45	280	.5	1.9	39	329	.4	3.2	29	81	.3	2.0	38	97	.4	1.8	10	29	.1	.7
4-Book	48	297	.5	2.0	44	362	.4	3.5	31	69	.3	2.1	33	74	.3	1.6	17	40	.2	1.2
WDAS-FM																				
WI '98	184	1134	1.9	7.8	111	873	1.1	9.0	108	275	1.1	7.4	175	461	1.8	8.4	135	350	1.4	9.5
4-Book	182	1082	1.9	7.6	109	840	1.1	8.7	91	257	1.0	6.4	185	403	1.9	8.8	154	352	1.6	11.0
WHAT-AM																				
WI '98	18	186	.2	.8	12	134	.1	1.0	16	37	.2	1.1	11	54	.1	.5	14	34	.1	1.0
4-Book	35	218	.4	1.5	30	208	.3	2.4	37	80	.4	2.6	32	68	.3	1.5	18	37	.2	1.3
WIOQ-FM																				
WI '98	73	992	.8	3.1	33	479	.3	2.7	59	170	.6	4.1	66	222	.7	3.2	33	111	.3	2.3
4-Book	63	876	.7	2.7	32	474	.3	2.6	34	117	.4	2.4	67	221	.7	3.2	41	157	.4	2.9
WIP -AM																				
WI '98	29	391	.3	1.2	11	196	.1	.9	13	49	.1	.9	22	72	.2	1.1	21	85	.2	1.5
4-Book	35	412	.4	1.4	13	223	.1	1.1	19	58	.2	1.3	19	66	.2	.9	19	66	.2	1.3
WJJZ-FM																				
WI '98	154	1278	1.6	6.5	100	1018	1.0	8.1	120	313	1.2	8.3	172	493	1.8	8.3	121	359	1.2	8.5
4-Book	149	1238	1.6	6.3	75	819	.8	6.0	72	214	.8	5.0	127	373	1.3	6.1	97	267	1.0	6.9
WMGK-FM																				
WI '98	73	1085	.8	3.1	42	646	.4	3.4	15	95	.2	1.0	101	353	1.0	4.9	76	283	.8	5.3
4-Book	87	1119	.9	3.7	46	680	.5	3.7	29	119	.3	2.0	106	352	1.1	5.1	63	241	.7	4.5
WMMR-FM																				
WI '98	67	624	.7	2.8	23	421	.2	1.9	22	93	.2	1.5	41	183	.4	2.0	23	87	.2	1.6
4-Book	63	665	.7	2.7	20	385	.2	1.6	20	86	.2	1.4	38	156	.4	1.8	21	92	.2	1.5
WGL-FM																				
WI '98	190	1812	2.0	8.0	125	1352	1.3	10.1	107	389	1.1	7.4	224	616	2.3	10.8	151	499	1.6	10.6
4-Book	192	1944	2.0	8.0	121	1390	1.3	9.6	106	371	1.1	7.5	221	628	2.3	10.6	147	482	1.5	10.4
WPEN-AM																				
WI '98	64	492	.7	2.7	30	336	.3	2.4	60	166	.6	4.1	65	160	.7	3.1	39	114	.4	2.7
4-Book	60	519	.6	2.5	36	363	.4	2.9	63	170	.7	4.4	70	184	.7	3.4	52	136	.6	3.7
+WPHI-FM																				
WI '98	23	356	.2	1.0	14	213	.1	1.1	22	44	.2	1.5	20	85	.2	1.0	26	61	.3	1.8
4-Book	19	316	.2	.8	15	196	.1	1.2	14	39	.2	1.0	28	87	.3	1.4	20	53	.2	1.4
WPHT-AM																				
WI '98	22	315	.2	.9	6	119	.1	.5	8	18	.1	.6	10	52	.1	.5	9	34	.1	.6
4-Book	12	210	.1	.5	6	127	.1	.5	9	24	.1	.7	6	35	.1	.3	5	20	.1	.3
WPLY-FM																				
WI '98	18	401	.2	.8	11	232	.1	.9	4	23	.1	.3	23	113	.2	1.1	12	75	.1	.8
4-Book	19	421	.2	.8	11	243	.1	.9	5	31	.1	.4	19	89	.2	.9	12	64	.1	.8
WURD-AM																				
WI '98	9	77	.1	.4	7	58	.1	.6	9	19	.1	.6	13	51	.1	.6	4	10	.1	.3
4-Book	11	79	.1	.5	8	59	.1	.7	9	25	.1	.7	17	37	.2	.8	8	18	.1	.6
WUSL-FM																				
WI '98	56	542	.6	2.4	32	382	.3	2.6	33	81	.3	2.3	49	147	.5	2.4	38	93	.4	2.7
4-Book	52	572	.6	2.2	32	404	.3	2.6	24	84	.2	1.7	48	160	.5	2.3	36	104	.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

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
WVOB-FM																				
WI '98	102	903	1.0	4.3	68	663	.7	5.5	99	264	1.0	6.8	65	207	.7	3.1	40	117	.4	2.8
4-Book	99	928	1.0	4.1	60	666	.6	4.8	81	220	.9	5.7	73	209	.8	3.5	41	121	.4	2.9
WVJZ-AM																				
WI '98	4	45	.2	.2	1	29	.1	.1	1	11	.1	.1	1	20	.1	.1	4	10	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	119	1067	1.2	5.0	69	695	.7	5.6	92	215	.9	6.3	115	373	1.2	5.5	73	223	.8	5.1
4-Book	123	1020	1.3	5.2	73	707	.8	5.8	82	234	.8	5.7	138	388	1.5	6.6	79	254	.8	5.6
+WXXM-FM																				
WI '98	25	405	.3	1.1	19	280	.2	1.5	17	36	.2	1.2	36	134	.4	1.7	36	102	.4	2.5
4-Book	46	548	.5	2.0	24	327	.2	1.9	20	76	.2	1.4	42	151	.5	2.0	31	102	.3	2.2
WYSP-FM																				
WI '98	63	721	.6	2.7	9	173	.1	.7	15	72	.2	1.0	18	78	.2	.9	5	37	.1	.4
4-Book	58	726	.6	2.4	13	276	.1	1.0	13	51	.2	.9	17	77	.2	.8	15	65	.2	1.1
WYXR-FM																				
WI '98	99	1152	1.0	4.2	45	629	.5	3.6	53	183	.5	3.7	88	300	.9	4.2	61	196	.6	4.3
4-Book	110	1200	1.1	4.6	45	683	.5	3.6	46	192	.5	3.3	94	290	1.0	4.5	63	237	.7	4.4
WJBR-FM																				
WI '98	21	220	.2	.9	4	115	.3	.3	8	17	.1	.6	12	64	.1	.6	1	19	.1	.1
4-Book	21	228	.2	.9	7	131	.1	.5	10	26	.1	.7	12	56	.1	.6	5	29	.1	.4
WKXV-FM																				
WI '98	26	376	.3	1.1	12	219	.1	1.0	14	42	.1	1.0	24	96	.2	1.2	12	40	.1	.8
4-Book	31	400	.3	1.3	12	191	.1	.9	14	39	.2	1.0	21	68	.2	1.0	14	49	.2	1.0
+WLEV-FM																				
WI '98	24	117	.2	1.0	12	79	.1	1.0	7	27	.1	.5	26	43	.3	1.3	22	35	.2	1.5
4-Book	26	167	.3	1.1	10	101	.1	.8	11	32	.1	.8	20	55	.2	1.0	15	31	.1	1.1
WOR-AM																				
WI '98	3	68	.1	.1	3	49	.2	.2	2	8	.1	.1	7	23	.1	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	14	263	.1	.6	6	204	.1	.5	6	17	.1	.4	10	45	.1	.5	5	41	.1	.4
4-Book	13	309	.1	.6	8	187	.1	.6	4	16	.1	.3	13	63	.1	.6	8	55	.1	.6
WRDR-FM																				
WI '98	20	188	.2	.8	14	152	.1	1.1	9	40	.1	.6	45	82	.5	2.2	31	96	.3	2.2
4-Book	16	166	.2	.7	11	122	.1	.9	11	37	.1	.7	23	54	.3	1.1	19	55	.2	1.3
WSTW-FM																				
WI '98	11	172	.1	.5	2	64	.2	.2	1	16	.1	.1	5	16	.1	.2	1	17	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	2370	9297	24.4	1238	7904	12.7	1451	3996	14.9	2075	5253	21.3	1426	3826	14.7					
4-Book	2395	9281	24.8	1252	7958	13.0	1428	3957	14.8	2087	5083	21.6	1409	3796	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 35-64

Target Listener Estimates

Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
WI '98	40	193	.4	6.0	214	768	2.2	17.7	77	364	.8	5.2	61	234	.6	6.4	45	199	.5	7.2
4-Book	35	195	.4	5.2	185	773	1.9	15.2	63	344	.7	4.1	45	209	.5	4.4	34	193	.4	5.5
WBEB-FM																				
WI '98	32	190	.3	4.8	43	224	.4	3.6	96	343	1.0	6.4	54	206	.6	5.7	29	112	.3	4.6
4-Book	41	179	.4	6.0	62	235	.6	5.1	116	392	1.2	7.6	77	245	.8	7.3	32	143	.3	5.2
WDAS-AM																				
WI '98	6	22	.1	.9	99	204	1.0	8.2	84	204	.9	5.6	35	71	.4	3.7	11	29	.1	1.8
4-Book	9	22	.1	1.4	128	259	1.3	10.6	93	223	1.0	6.2	34	76	.4	3.3	13	35	.2	2.2
WDAS-FM																				
WI '98	87	200	.9	13.1	77	153	.8	6.4	57	230	.6	3.8	79	193	.8	8.3	159	274	1.6	25.5
4-Book	93	224	1.0	13.7	58	138	.6	4.8	52	180	.6	3.4	75	169	.8	7.2	151	282	1.6	24.4
WHAT-AM																				
WI '98	5	12	.1	.8	27	71	.3	2.2	11	37	.1	.7	8	23	.1	.8	7	23	.1	1.1
4-Book	12	30	.1	1.8	55	111	.6	4.5	40	110	.4	2.6	38	65	.4	3.5	14	36	.2	2.2
WIOQ-FM																				
WI '98	9	77	.1	1.4	18	76	.2	1.5	31	138	.3	2.1	22	87	.2	2.3	24	115	.2	3.8
4-Book	15	79	.2	2.2	16	65	.2	1.3	40	170	.4	2.7	27	113	.3	2.5	15	56	.2	2.4
WIP -AM																				
WI '98					12	49	.1	1.0	14	44	.1	.9	3	19		.3	4	16		.6
4-Book	7	23	.1	1.0	9	44	.1	.8	16	68	.1	1.1	12	52	.1	1.1	5	30	.1	.8
WJZZ-FM																				
WI '98	89	252	.9	13.4	64	161	.7	5.3	116	323	1.2	7.8	72	278	.7	7.6	40	164	.4	6.4
4-Book	62	190	.7	9.2	46	145	.5	3.7	89	257	.9	5.9	68	202	.7	6.5	37	139	.4	5.9
WMGK-FM																				
WI '98	21	94	.2	3.2	8	66	.1	.7	50	207	.5	3.3	38	160	.4	4.0	18	63	.2	2.9
4-Book	25	107	.2	3.7	18	92	.2	1.5	53	230	.6	3.5	50	196	.5	4.8	20	95	.2	3.3
WMMR-FM																				
WI '98	20	67	.2	3.0	20	80	.2	1.7	30	151	.3	2.0	17	88	.2	1.8	11	52	.1	1.8
4-Book	9	47	.1	1.4	23	75	.2	1.9	25	127	.3	1.6	17	84	.2	1.6	7	41	.1	1.1
WGL-FM																				
WI '98	59	231	.6	8.9	126	314	1.3	10.4	154	527	1.6	10.3	126	362	1.3	13.2	57	210	.6	9.1
4-Book	70	265	.7	10.4	107	309	1.1	8.7	145	502	1.5	9.5	110	346	1.2	10.6	58	199	.6	9.4
WPEN-AM																				
WI '98	5	28	.1	.8	17	58	.2	1.4	27	100	.3	1.8	14	51	.1	1.5	17	52	.2	2.7
4-Book	12	51	.2	1.9	17	57	.2	1.4	35	111	.4	2.3	33	83	.4	3.1	13	50	.2	2.0
+WPHI-FM																				
WI '98	12	61	.1	1.8	9	32	.1	.7	17	43	.2	1.1	5	19	.1	.5	2	23		.3
4-Book	12	43	.1	1.7	6	19	.1	.5	17	50	.2	1.2	12	33	.1	1.1	6	25	.1	1.0
WPHT-AM																				
WI '98	1	9		.2	1	9		.1	8	25	.1	.5	6	24	.1	.6	7	24	.1	1.1
4-Book	5	19	.1	.7	4	16	.1	.4	8	30	.1	.5	7	23	.1	.7	3	14		.5
WPLY-FM																				
WI '98	1	18		.2	10	46	.1	.8	17	98	.2	1.1	15	45	.2	1.6	3	34		.5
4-Book	2	21		.3	9	45	.1	.7	19	96	.2	1.3	15	61	.2	1.4	5	32		.8
WURD-AM																				
WI '98									18	28	.2	1.2	7	17	.1	.7				
4-Book	1	4		.2	6	15	.1	.5	14	30	.2	.9	7	18	.1	.7	4	11		.6
WUSL-FM																				
WI '98	29	75	.3	4.4	30	125	.3	2.5	39	131	.4	2.6	31	86	.3	3.3	10	39	.1	1.6
4-Book	25	74	.3	3.8	28	97	.3	2.3	40	122	.4	2.6	34	91	.4	3.3	19	49	.2	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 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
WVDB-FM																				
WI '98	38	116	.4	5.7	66	223	.7	5.5	179	317	1.8	12.0	23	85	.2	2.4	24	70	.2	3.8
4-Book	36	130	.4	5.4	64	214	.7	5.3	128	280	1.3	8.4	22	78	.2	2.1	27	97	.3	4.4
WVJZ-AM																				
WI '98									2	10		.1					2	11		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	34	149	.3	5.1	47	195	.5	3.9	92	312	.9	6.2	64	222	.7	6.7	36	151	.4	5.8
4-Book	24	106	.3	3.6	66	206	.7	5.5	103	307	1.1	6.8	60	203	.6	5.7	29	120	.3	4.7
+WXXM-FM																				
WI '98	4	42		.6	7	51	.1	.6	34	131	.3	2.3	14	59	.1	1.5	2	18		.3
4-Book	10	51	.1	1.5	16	69	.2	1.4	35	140	.3	2.3	28	97	.3	2.6	7	35	.1	1.0
WYSP-FM																				
WI '98	6	27	.1	.9	6	34	.1	.5	6	33	.1	.4	8	61	.1	.8	8	8	.1	1.3
4-Book	6	30	.1	.9	5	25	.1	.4	22	86	.3	1.4	17	78	.2	1.7	6	34	.1	1.0
WYXR-FM																				
WI '98	30	136	.3	4.5	26	115	.3	2.2	41	211	.4	2.7	40	139	.4	4.2	20	84	.2	3.2
4-Book	22	114	.2	3.3	26	119	.3	2.1	56	239	.6	3.7	35	157	.4	3.3	18	96	.2	2.9
WJBR-FM																				
WI '98	3	21		.5	1	12		.1	3	7		.2	3	30		.3	2	22		.3
4-Book	3	18		.4	4	21	.1	.3	8	37	.1	.6	9	29	.1	.8	5	22	.1	.7
WKXV-FM																				
WI '98	14	57	.1	2.1	11	51	.1	.9	7	35	.1	.5	13	46	.1	1.4	4	25		.6
4-Book	7	36	.1	1.0	10	46	.1	.8	11	50	.1	.7	11	38	.1	1.0	5	22		.8
+WLEV-FM																				
WI '98	8	29	.1	1.2	2	17		.2	14	37	.1	.9	17	47	.2	1.8	1	8		.2
4-Book	4	19		.6	10	31	.1	.8	14	38	.1	.9	10	34	.1	1.0	1	5		.2
WOR -AM																				
WI '98	8	17	.1	1.2					3	15		.2					3	9		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	3	31		.5	2	16		.2	14	72	.1	.9	6	17	.1	.6		9		
4-Book	5	31	.1	.7	5	28		.4	15	80	.1	1.0	8	41	.1	.8	1	8		.1
WRDR-FM																				
WI '98									19	51	.2	1.3	2	8		.2	3	9		.5
4-Book	4	14		.6	5	18	.1	.4	13	40	.2	.9	8	25	.1	.7	4	13	.1	.6
WSTW-FM																				
WI '98	1	15		.2	1	8		.1	2	15		.1	2	8		.2	1	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	666	2216	6.8	1208	3527	12.4	1495	4159	15.4	951	2729	9.8	624	1945	6.4					
4-Book	673	2232	7.0	1218	3467	12.6	1523	4199	15.8	1048	2887	10.9	620	1957	6.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WKXV-FM																				
WI '98		14			3	7			7				2	7	.1	.3			7	
FA '97	1	44		.2	1	29	.1	.7	7				2	22	.1	.3			7	
SU '97	1	50		.2	1	18		.3	1	16		.2	2	36	.1	.3			6	
SP '97		43				14				7			1	21		.2			7	
4-Book	1	38		.1	1	17		.3		9		.1	2	22	.1	.3			7	
WI '97		25				9							1	16		.2				
+WLEV-FM																				
WI '98		25							6					13			1	13		.2
FA '97		33			1	9		.2					7					24		
SU '97		7								7										
SP '97																				
4-Book		16				2		.1		3				5				9		.1
WI '97		8				8														
WOR -AM																				
WI '98																				
FA '97																				
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97		7																		
WPST-FM																				
WI '98	25	753	.7	5.8	25	324	.7	5.0	8	229	.2	4.8	42	477	1.1	6.6	27	347	.7	5.3
FA '97	23	772	.6	5.3	22	342	.6	4.8	6	163	.2	3.4	29	471	.8	4.7	31	473	.8	5.6
SU '97	26	758	.7	5.6	13	219	.3	3.5	35	398	.9	6.6	36	406	.9	6.1	18	354	.5	4.2
SP '97	16	630	.4	3.7	19	297	.5	4.1	5	199	.1	2.2	22	370	.6	3.5	18	279	.5	3.7
4-Book	23	728	.6	5.1	20	296	.5	4.4	14	247	.4	4.3	32	431	.9	5.2	24	363	.6	4.7
WI '97	23	793	.6	5.8	20	338	.5	4.3	4	162	.1	2.8	35	427	.9	6.2	33	421	.9	6.6
WRDR-FM																				
WI '98		17											1	10		.2		8		
FA '97		9																		
SU '97																				
SP '97																				
4-Book		7												3		.1		2		
WI '97		26				9							2	26	.1	.4				
WSTV-FM																				
WI '98	1	59		.2		9			1	15		.6	1	30		.2		21		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	1	72		.2	1	20		.3		13			1	22		.2	2	52	.1	.5
SP '97	1	76		.2						30			2	52	.1	.3	2	38	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '97	1	116		.3	1	36		.2		29			1	34		.2	1	38		.2
TOTALS																				
WI '98	433	3667	11.3		496	3040	13.0		165	1583	4.3		636	3068	16.6		507	2822	13.2	
FA '97	438	3627	11.4		456	2923	11.9		176	1663	4.6		619	2988	16.2		549	2883	14.3	
SU '97	464	3679	12.1		370	2473	9.7		529	2887	13.8		592	3077	15.5		432	2748	11.3	
SP '97	435	3669	11.4		462	2925	12.1		229	1982	6.0		624	3064	16.3		493	2842	12.9	
4-Book	443	3661	11.6		446	2840	11.7		275	2029	7.2		618	3049	16.2		495	2824	12.9	
WI '97	396	3700	10.3		467	2961	12.2		141	1518	3.7		561	3112	14.7		497	2926	13.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
WI '98	4	193	.1	1.0	2	66	.1	.5	4	31	.1	1.5						7		
4-Book	5	207	.1	1.1	3	89	.1	.6	4	27	.1	1.8	2	19	.1	.3		4	.1	
WBEB-FM																				
WI '98	9	354	.2	2.2	13	201	.3	3.1	1	20	.4		21	73	.5	3.4	9	57	.2	1.8
4-Book	11	358	.3	2.6	13	241	.3	3.1	6	35	.2	2.5	21	74	.5	3.3	12	50	.3	2.0
WDAS-AM																				
WI '98	2	28	.1	.5	5	39	.1	1.2												
4-Book	2	21	.1	.3	3	25	.1	.6	1	2	.2		1		.1					
WDAS-FM																				
WI '98	10	142	.3	2.4	13	144	.3	3.1	14	42	.4	5.3	19	64	.5	3.1	22	37	.6	4.5
4-Book	8	135	.2	1.8	10	101	.3	2.4	8	24	.2	3.2	16	39	.4	2.5	12	28	.3	2.2
WHAT-AM																				
WI '98					2	8	.1	.5												
4-Book	1	6		.1	1	10	.1	.3	1	2	.2							1	2	.1
W10Q-FM																				
WI '98	47	1052	1.2	11.4	41	746	1.1	9.8	33	119	.9	12.5	84	370	2.2	13.7	51	240	1.3	10.4
4-Book	49	1098	1.3	11.2	45	823	1.2	10.7	27	117	.7	11.3	75	336	2.0	12.0	60	261	1.6	10.8
WIP -AM																				
WI '98	3	78	.1	.7	5	74	.1	1.2	7	22	.2	2.7	3	23	.1	.5	5	22	.1	1.0
4-Book	6	135	.2	1.3	5	82	.2	1.3	5	18	.2	2.2	5	23	.1	.8	5	14	.1	.8
WJJZ-FM																				
WI '98	8	88	.2	1.9	5	48	.1	1.2	1	10	.4		1	10	.2		1	9	.2	
4-Book	4	79	.1	.9	4	50	.1	.9	4	14	.1	1.4	2	9	.1	.4	2	9	.1	.3
WMGK-FM																				
WI '98	9	176	.2	2.2	16	156	.4	3.8	6	39	.2	2.3	27	72	.7	4.4	21	70	.5	4.3
4-Book	11	248	.3	2.6	15	233	.4	3.5	6	39	.2	2.4	29	98	.8	4.6	19	71	.5	3.4
WMMR-FM																				
WI '98	8	294	.2	1.9	10	175	.3	2.4	3	14	.1	1.1	14	85	.4	2.3	10	45	.3	2.0
4-Book	7	248	.2	1.6	7	158	.2	1.7	4	23	.1	1.5	9	44	.3	1.5	11	49	.3	2.0
WVGL-FM																				
WI '98	5	171	.1	1.2	6	128	.2	1.4	1	15	.4		1	14	.2		5	27	.1	1.0
4-Book	6	218	.2	1.3	7	143	.2	1.5	4	17	.1	1.6	12	43	.3	2.0	7	34	.2	1.2
WPEN-AM																				
WI '98		21																		
4-Book	11			.1		5		.1					1	2		.1		1	2	.1
+WPHI-FM																				
WI '98	87	1324	2.3	21.1	78	1040	2.0	18.6	61	192	1.6	23.1	129	465	3.4	21.0	98	321	2.6	19.9
4-Book	95	1279	2.5	21.9	87	983	2.3	20.5	51	192	1.3	20.8	141	470	3.7	22.6	127	390	3.3	22.7
WPHT-AM																				
WI '98																				
4-Book	2				1	7		.1					1	2		.1				
WPLY-FM																				
WI '98	34	899	.9	8.3	30	627	.8	7.2	24	97	.6	9.1	39	263	1.0	6.3	30	133	.8	6.1
4-Book	44	944	1.2	10.1	40	693	1.1	9.5	20	109	.5	8.0	54	276	1.4	8.7	56	213	1.5	9.8
WURD-AM																				
WI '98	3	44	.1	.7	6	45	.2	1.4	7	18	.2	2.7	8	18	.2	1.3				
4-Book	2	38	.1	.6	3	29	.1	.8	3	12	.1	1.2	5	13	.1	.9	3	9	.1	.6
WUSL-FM																				
WI '98	73	1308	1.9	17.7	74	948	1.9	17.7	44	147	1.1	16.7	116	400	3.0	18.9	98	364	2.6	19.9
4-Book	84	1310	2.2	19.5	78	912	2.1	18.5	47	158	1.2	18.9	117	418	3.1	18.9	111	348	2.9	19.9

** 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

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WWDB-FM																				
WI '98	1	64		.2	1	21		.2					3	8	.1	.5				
4-Book	1	47		.3	2	30	.1	.4	1	7		.6	2	4	.1	.3	1	5		.2
WWJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	8	107	.2	1.9	10	73	.3	2.4	2	7	.1	.8	15	43	.4	2.4	10	44	.3	2.0
4-Book	8	136	.2	1.8	7	75	.2	1.8	3	14	.1	1.1	12	31	.3	1.9	8	24	.2	1.5
+WXXM-FM																				
WI '98	26	621	.7	6.3	24	491	.6	5.7	12	67	.3	4.5	33	177	.9	5.4	31	130	.8	6.3
4-Book	11	288	.3	2.7	11	220	.3	2.6	5	30	.1	1.7	15	80	.4	2.5	17	69	.4	3.1
WYSP-FM																				
WI '98	20	432	.5	4.9	12	250	.3	2.9	1	9		.4	14	81	.4	2.3	23	74	.6	4.7
4-Book	21	467	.6	4.9	14	279	.4	3.2	5	21	.1	2.2	20	91	.5	3.3	19	82	.5	3.5
WYXR-FM																				
WI '98	6	297	.2	1.5	10	221	.3	2.4	9	28	.2	3.4	9	50	.2	1.5	8	43	.2	1.6
4-Book	13	410	.3	3.0	17	338	.5	4.1	12	53	.3	4.9	18	91	.5	2.9	17	79	.5	2.9
WJBR-FM																				
WI '98	1	40		.2	1	41		.2						7			1	14		.2
4-Book	2	45	.1	.4	2	48	.1	.4	1	7	.1	.4	1	11		.1	2	9	.1	.4
WKXW-FM																				
WI '98	1	14		.2		7							1	7		.2				
4-Book	1	33		.2		16		.1		4		.1	1	5		.1	1	3		.1
+WLEV-FM																				
WI '98		19				7												7		
4-Book		11				6								2				4		.1
WOR-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	24	669	.6	5.8	25	436	.7	6.0	13	57	.3	4.9	31	178	.8	5.0	29	125	.8	5.9
4-Book	22	601	.6	4.9	23	414	.6	5.5	13	55	.3	5.4	33	159	.9	5.2	31	144	.8	5.5
WRDR-FM																				
WI '98		10																		
4-Book		3				2		.1												
WSTW-FM																				
WI '98	1	45		.2		13							1	6		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	412	3573	10.8		419	3062	10.9		264	875	6.9		615	1867	16.1		492	1421	12.8	
4-Book	433	3540	11.3		423	3048	11.0		244	863	6.4		624	1809	16.3		560	1506	14.6	

Target Listener Estimates - Teens 12-17

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

Target Listener Estimates

Teens 12-17																							
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
KYW -AM																							
WI '98				8 31 .2 3.2				1 7 .2				1 7 .2				1 6 .3							
4-Book				5 25 .1 2.2				4 28 .1 .9				2 12 .1 .5				2 14 .1 .6							
WBEB-FM																							
WI '98				8 37 .2 1.6				5 13 .1 2.0				25 68 .7 6.0				23 72 .6 5.7				11 45 .3 3.0			
4-Book				14 62 .4 3.3				8 23 .2 3.7				16 52 .5 3.8				15 45 .4 3.4				10 58 .3 2.8			
WDAS-AM																							
WI '98				26 39 .7 10.5				13 25 .3 3.1				5 5 .1 1.2				1 5 .3							
4-Book				9 17 .3 4.0				6 15 .2 1.4				4 4 .1 .8				1 5 .3							
WDAS-FM																							
WI '98				9 23 .2 1.9				2 5 .1 .8				4 20 .1 1.0				6 10 .2 1.5				27 51 .7 7.3			
4-Book				7 24 .2 1.7				3 8 .1 1.4				9 26 .3 2.0				11 22 .3 2.4				15 29 .4 4.2			
WHAT-AM																							
WI '98				2 8 .1 .8				8 8 .2 1.9				2 8 .1 .5											
4-Book				1 2 .1				3 10 .1 1.3				3 5 .1 .8				1 2 .1							
WIOQ-FM																							
WI '98				45 205 1.2 9.3				19 135 .5 7.7				35 193 .9 8.4				37 192 1.0 9.1				21 123 .5 5.7			
4-Book				49 202 1.3 11.0				19 107 .5 8.8				48 246 1.3 11.0				46 188 1.2 10.3				34 146 .9 9.4			
WIP -AM																							
WI '98				6 23 .2 1.2				8 14 .2 3.2				4 7 .1 1.0				1 7 .2				7 22 .2 1.9			
4-Book				4 20 .1 .8				4 18 .1 1.8				6 22 .2 1.4				8 18 .2 1.6				6 23 .2 1.7			
WJJZ-FM																							
WI '98				2 3 .1 .4				2 13 .1 .8				17 30 .4 4.1				13 20 .3 3.2				6 19 .2 1.6			
4-Book				2 5 .1 .4				2 9 .1 1.1				8 17 .2 1.8				7 11 .2 1.5				6 20 .2 1.6			
VMGK-FM																							
WI '98				21 46 .5 4.3				4 17 .1 1.6				12 37 .3 2.9				19 58 .5 4.7				14 46 .4 3.8			
4-Book				10 42 .3 2.2				7 31 .2 3.3				16 65 .4 3.7				18 66 .5 4.0				12 48 .3 3.3			
WMMR-FM																							
WI '98				5 48 .1 1.0				1 12 .4				11 63 .3 2.6				17 24 .4 4.2				20 47 .5 5.4			
4-Book				5 29 .1 1.0				4 20 .1 1.8				9 38 .3 2.1				10 38 .3 2.4				6 26 .2 1.7			
WOGL-FM																							
WI '98				19 59 .5 3.9				1 8 .4				6 31 .2 1.4				10 29 .3 2.5				7 20 .2 1.9			
4-Book				9 44 .2 2.0				3 13 .1 1.4				5 24 .2 1.2				8 24 .2 1.7				4 19 .1 1.2			
WPEN-AM																							
WI '98				1 3 .2				1 3 .2				1 2 .2				1 2 .1							
4-Book				1 3 .2				1 3 .2				1 2 .2				1 2 .1							
+WPHI-FM																							
WI '98				110 426 2.9 22.6				32 118 .8 13.0				53 254 1.4 12.7				57 187 1.5 14.0				71 250 1.9 19.2			
4-Book				111 367 2.9 25.1				38 136 1.0 17.8				68 271 1.8 15.5				80 251 2.1 17.6				70 239 1.8 18.9			
WPHT-AM																							
WI '98				2 5 .1 .4								1 5 .1				1 5 .2							
4-Book				2 5 .1 .4								1 5 .1				1 5 .2							
WPLY-FM																							
WI '98				34 163 .9 7.0				22 122 .6 8.9				33 227 .9 7.9				33 173 .9 8.1				25 133 .7 6.8			
4-Book				37 190 1.0 8.3				23 116 .6 10.9				50 245 1.3 11.5				44 200 1.2 9.7				34 171 .9 9.4			
WURD-AM																							
WI '98				4 10 .1 1.6				17 37 .4 4.1				8 27 .2 2.0				2 10 .1 .5							
4-Book				1 8 .1 .3				2 5 .1 .8				5 16 .1 1.3				4 14 .1 .8				1 5 .2			
WUSL-FM																							
WI '98				88 306 2.3 18.1				44 142 1.1 17.8				59 231 1.5 14.1				67 205 1.7 16.5				65 261 1.7 17.6			
4-Book				85 302 2.2 19.3				40 139 1.1 18.8				67 249 1.8 15.5				78 247 2.0 17.4				71 249 1.9 19.4			

** 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

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
WVDB-FM																				
WI '98		7			1	6	.4													
4-Book		2			2	8	.1	.7	4	13	.1	1.0	2	6	.1	.4		6		.1
WVJZ-AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WXTU-FM																				
WI '98	12	31	.3	2.5	5	15	.1	2.0	18	52	.5	4.3	7	31	.2	1.7	9	32	.2	2.4
4-Book	6	21	.2	1.4	4	17	.1	1.6	11	36	.3	2.4	7	24	.2	1.7	5	19	.1	1.3
+WXXM-FM																				
WI '98	32	139	.8	6.6	6	34	.2	2.4	28	167	.7	6.7	34	130	.9	8.4	11	56	.3	3.0
4-Book	11	63	.3	2.3	4	20	.1	1.7	13	76	.3	3.0	15	59	.4	3.6	7	41	.2	1.9
WYSP-FM																				
WI '98	18	83	.5	3.7	8	32	.2	3.2	17	67	.4	4.1	9	54	.2	2.2	6	44	.2	1.6
4-Book	16	66	.4	3.7	4	23	.1	1.9	17	81	.5	4.0	16	66	.4	3.4	10	56	.3	2.7
WYXR-FM																				
WI '98	12	41	.3	2.5	5	20	.1	2.0	3	28	.1	.7	5	28	.1	1.2	27	105	.7	7.3
4-Book	18	84	.5	4.2	8	29	.2	3.6	13	73	.4	3.0	15	72	.4	3.2	33	121	.9	9.1
WJBR-FM																				
WI '98	1	7	.2		7				2	21	.1	.5		7			1	8		.3
4-Book	1	9	.1	.3	2				1	7	.1	.1	1	7		.3	4	19	.1	1.0
WKXW-FM																				
WI '98						4				6	.1		1	2	.2			2		.1
4-Book																				
+WLEV-FM																				
WI '98													2	7	.1	.5				
4-Book													1	4	.2			2		.1
WOR -AM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
WI '98	35	166	.9	7.2	15	82	.4	6.1	28	132	.7	6.7	28	111	.7	6.9	18	127	.5	4.9
4-Book	24	129	.6	5.5	9	51	.2	4.0	25	126	.7	5.8	30	132	.8	6.7	20	103	.6	5.5
WRDR-FM																				
WI '98					1	2	.5			2	.1									
4-Book																				
WSTW-FM																				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	1	7	.2			7		**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '98	486	1417	12.7		247	833	6.4		418	1347	10.9		406	1157	10.6		369	1235	9.6	
4-Book	442	1391	11.5		216	765	5.6		434	1413	11.3		448	1223	11.7		365	1175	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.

Listener AQH Composition

		Monday-Sunday 6AM-MID														
		AQH Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	527	3	247	6	27	45	49	38	81	277	6	20	48	35	53	114
(%)	100	1	47	1	5	9	9	7	15	53	1	4	9	7	10	22
Rating	1.3	.1	1.4	.3	.7	1.2	1.6	1.8	3.1	1.4	.3	.5	1.2	1.0	2.3	2.8
Share	7.4	.7	7.7	1.7	3.9	5.9	8.4	9.9	18.5	8.0	1.7	2.9	7.0	5.7	12.8	16.3
WBEB-FM	413	11	100	12	17	18	21	28	2	303	27	69	55	83	45	24
(%)	100	3	24	3	4	4	5	7	1	73	6	17	13	20	11	6
Rating	1.0	.3	.6	.6	.5	.5	.7	1.3	.1	1.5	1.3	1.9	1.4	2.5	1.9	.6
Share	5.8	2.5	3.1	3.4	2.5	2.4	3.6	7.3	.5	8.8	7.6	10.0	8.0	13.5	10.8	3.4
WDAS-AM	91	2	17		2	4	3	4	4	71	4	14	14	13	10	16
(%)	100	3	18	1	2	4	3	4	4	79	4	16	16	14	11	18
Rating	.2	.1	.1		.1	.1	.1	.2	.2	.4	.2	.4	.3	.4	.4	.4
Share	1.3	.5	.5		.3	.5	.5	1.0	.9	2.1	1.1	2.0	2.0	2.1	2.4	2.3
WDAS-FM	454	13	176	18	46	45	43	18	6	265	19	88	73	49	25	11
(%)	100	3	39	4	10	10	10	4	1	58	4	19	16	11	6	2
Rating	1.1	.3	1.0	.8	1.3	1.2	1.4	.9	.2	1.4	.9	2.4	1.8	1.5	1.1	.3
Share	6.4	3.0	5.5	5.1	6.7	5.9	7.3	4.7	1.4	7.7	5.3	12.8	10.6	8.0	6.0	1.6
WHAT-AM	75		45		3	10	5	2	25	29		3	4	5	5	14
(%)	100	1	60		4	14	7	3	33	39		4	5	6	6	18
Rating	.2		.3		.1	.3	.2	.1	1.0	.1		.1	.1	.1	.2	.3
Share	1.1		1.4		.4	1.3	.9	.5	5.7	.8		.4	.6	.8	1.2	2.0
WIOQ-FM	264	46	75	17	24	21	12			143	33	58	38	11	2	1
(%)	100	17	28	6	9	8	5			54	13	22	14	4	1	1
Rating	.6	1.2	.4	.8	.7	.5	.4			.7	1.6	1.6	.9	.3	.1	.1
Share	3.7	10.6	2.3	4.8	3.5	2.8	2.0			4.1	9.3	8.4	5.5	1.8	.5	.1
WIP -AM	245	4	210	11	55	62	40	24	17	32	1	4	7	9	5	6
(%)	100	2	85	5	22	25	16	10	7	13	1	2	3	4	2	2
Rating	.6	.1	1.2	.5	1.5	1.6	1.3	1.2	.7	.2		.1	.2	.3	.2	.1
Share	3.4	.9	6.5	3.1	8.0	8.1	6.8	6.3	3.9	.9	.3	.6	1.0	1.5	1.2	.9
WJZZ-FM	359	7	176	7	15	44	46	36	29	176	9	28	41	63	17	18
(%)	100	2	49	2	4	12	13	10	8	49	3	8	11	18	5	5
Rating	.9	.2	1.0	.3	.4	1.1	1.5	1.7	1.1	.9	.4	.8	1.0	1.9	.7	.4
Share	5.0	1.6	5.5	2.0	2.2	5.8	7.8	9.4	6.6	5.1	2.5	4.1	6.0	10.3	4.1	2.6
WMGK-FM	278	12	159	14	49	49	36	11		107	9	40	34	19	1	5
(%)	100	4	57	5	18	18	13	4		39	3	14	12	7		2
Rating	.7	.3	.9	.7	1.4	1.3	1.2	.5		.5	.4	1.1	.8	.6		.1
Share	3.9	2.8	4.9	4.0	7.1	6.4	6.1	2.9		3.1	2.5	5.8	4.9	3.1	.2	.7
WMMR-FM	220	10	139	23	50	49	14	3	1	71	9	15	35	6	3	3
(%)	100	4	63	10	23	22	6	1		32	4	7	16	3	1	1
Rating	.5	.3	.8	1.1	1.4	1.3	.5	.1		.4	.4	.4	.9	.2	.1	.1
Share	3.1	2.3	4.3	6.5	7.2	6.4	2.4	.8	.2	2.1	2.5	2.2	5.1	1.0	.7	.4
WOGL-FM	324	5	142	9	13	28	56	22	14	176	5	8	40	75	27	21
(%)	100	2	44	3	4	9	17	7	4	55	1	3	12	23	8	7
Rating	.8	.1	.8	.4	.4	.7	1.8	1.1	.5	.9	.2	.2	1.0	2.2	1.2	.5
Share	4.6	1.2	4.4	2.5	1.9	3.7	9.6	5.7	3.2	5.1	1.4	1.2	5.8	12.2	6.5	3.0
WPEN-AM	270		91		2	3	6	21	59	179	7	1	2	6	37	128
(%)	100		34		1	1	2	8	22	66	2		1	2	14	47
Rating	.7		.5		.1	.1	.2	1.0	2.3	.9	.3		.2	1.6	3.2	3.2
Share	3.8		2.8		.3	.4	1.0	5.5	13.4	5.2	2.0	.1	.3	1.0	8.9	18.3
WPHI-FM	250	85	73	37	24	6	6			92	41	31	12	6		2
(%)	100	34	29	15	10	2	3			37	16	12	5	2		1
Rating	.6	2.2	.4	1.7	.7	.2	.2			.5	1.9	.8	.3	.2		
Share	3.5	19.6	2.3	10.5	3.5	.8	1.0			2.7	11.5	4.5	1.7	1.0		.3
WPHT-AM	76		46	1	3	8	9	15	9	29		1	3	5	5	15
(%)	100		61	1	4	11	12	20	13	39		1	5	7	7	20
Rating	.2		.3		.1	.2	.3	.7	.3	.1		.1	.1	.1	.2	.4
Share	1.1		1.4		.3	1.0	1.5	3.9	2.1	.8		.1	.4	.8	1.2	2.1

* 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+
KYW -AM	11919	213	5996	296	940	1277	1168	910	1405	5710	253	829	1079	969	840	1740
(%)	100	2	50	2	8	11	10	8	12	48	2	7	9	8	7	15
Rating	29.3	5.6	34.6	13.9	25.9	33.2	38.0	43.8	54.1	29.2	11.9	22.7	26.5	29.0	36.1	43.1
WBEB-FM	6603	480	2024	195	382	459	454	362	172	4098	450	810	914	1045	490	390
(%)	100	7	31	3	6	7	7	5	3	62	7	12	14	16	7	6
Rating	16.2	12.5	11.7	9.2	10.5	11.9	14.8	17.4	6.6	21.0	21.1	22.1	22.5	31.3	21.1	9.7
WDAS-AM	1225	53	327	20	55	80	49	49	74	844	59	156	136	130	135	228
(%)	100	4	27	2	5	7	4	4	6	69	5	13	11	11	19	
Rating	3.0	1.4	1.9	.9	1.5	2.1	1.6	2.4	2.8	4.3	2.8	4.3	3.3	3.9	5.8	5.7
WDAS-FM	4360	247	1761	267	495	469	325	98	107	2352	254	655	595	478	226	145
(%)	100	6	40	6	11	11	7	2	2	54	6	15	14	11	5	3
Rating	10.7	6.4	10.2	12.6	13.7	12.2	10.6	4.7	4.1	12.0	11.9	17.9	14.6	14.3	9.7	3.6
WHAT-AM	907	8	383		53	93	86	30	122	515		44	64	81	109	217
(%)	100	1	42		6	10	10	3	13	57		5	7	9	12	24
Rating	2.2	.2	2.2		1.5	2.4	2.8	1.4	4.7	2.6		1.2	1.6	2.4	4.7	5.4
WIOQ-FM	6008	1247	1788	494	610	432	226	8	18	2973	905	928	787	247	59	48
(%)	100	21	30	8	10	7	4			49	15	15	13	4	1	
Rating	14.8	32.6	10.3	23.2	16.8	11.2	7.3	.4	.7	15.2	42.5	25.4	19.3	7.4	2.5	1.2
WIP -AM	4461	132	3432	190	844	938	701	419	340	897	80	146	154	214	111	193
(%)	100	3	77	4	19	21	16	9	8	20	2	3	3	5	2	4
Rating	11.0	3.4	19.8	8.9	23.3	24.4	22.8	20.2	13.1	4.6	3.8	4.0	3.8	6.4	4.8	4.8
WJZZ-FM	4725	103	2106	180	250	571	513	358	235	2516	131	470	643	689	280	302
(%)	100	2	45	4	5	12	11	8	5	53	3	10	14	15	6	6
Rating	11.6	2.7	12.1	8.5	6.9	14.9	16.7	17.2	9.0	12.9	6.2	12.8	15.8	20.7	12.0	7.5
WMGK-FM	5262	248	2646	315	832	914	459	79	47	2368	295	776	843	357	48	48
(%)	100	5	50	6	16	17	9	2	1	45	6	15	16	7	1	
Rating	12.9	6.5	15.3	14.8	23.0	23.8	14.9	3.8	1.8	12.1	13.9	21.2	20.7	10.7	2.1	1.2
WMMR-FM	4598	361	2622	582	892	817	269	42	20	1614	311	487	597	154	8	58
(%)	100	8	57	13	19	18	6	1		35	7	11	13	3	1	
Rating	11.3	9.4	15.1	27.4	24.6	21.2	8.7	2.0	.8	8.3	14.6	13.3	14.7	4.6	.3	1.4
WQGL-FM	5806	279	2408	163	248	534	864	343	257	3119	198	338	793	1051	380	358
(%)	100	5	41	3	4	9	15	6	4	54	3	6	14	18	7	6
Rating	14.3	7.3	13.9	7.7	6.8	13.9	28.1	16.5	9.9	16.0	9.3	9.2	19.5	31.5	16.3	8.9
WPEN-AM	3281	21	1356		55	123	73	296	809	1904	33	23	56	93	385	1313
(%)	100	1	41		2	4	2	9	25	58	1	1	2	3	12	40
Rating	8.1	.5	7.8		1.5	3.2	2.4	14.2	31.1	9.7	1.6	.6	1.4	2.8	16.6	32.5
WPHI-FM	4623	1503	1416	656	505	137	118			1705	713	491	293	135	8	65
(%)	100	33	31	14	11	3	3			37	15	11	6	3	1	
Rating	11.4	39.2	8.2	30.8	13.9	3.6	3.8			8.7	33.5	13.4	7.2	4.0	.3	1.6
WPHT-AM	1811		1135	28	140	188	257	244	278	676	8	44	83	118	156	266
(%)	100		63	2	8	10	14	13	15	37		2	5	7	9	15
Rating	4.4		6.5	1.3	3.9	4.9	8.4	11.7	10.7	3.5	.4	1.2	2.0	3.5	6.7	6.6

* 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+
WPLY-FM	159	35	63	26	17	17	2	1	2	60	27	20	10	3	1		
(%)	100	22	40	16	11	10	1	1	1	38	17	13	6	2			
Rating	.4	.9	.4	1.2	.5	.4	.1	.1	.1	.3	1.3	.5	.2	.1			
Share	2.2	8.1	2.0	7.3	2.5	2.2	.3	.3	.5	1.7	7.6	2.9	1.5	.5	.2		
WURD-AM	32	3	14	4	3	5			2	14	3	4	3	3	1		
(%)	100	11	45	13	9	17			6	44	10	12	8	9	4		
Rating	.1	.1	.1	.2	.1	.1			.1	.1	.1	.1	.1	.1	.1		
Share	.5	.7	.4	1.1	.4	.7			.5	.4	.8	.6	.4	.5	.2		
WUSL-FM	303	78	97	35	38	13	4	5	1	128	39	43	20	19	5	2	
(%)	100	26	32	12	13	4	1	2		42	13	14	7	6	2	1	
Rating	.7	2.0	.6	1.6	1.0	.3	.1	.2		.7	1.8	1.2	.5	.6	.2		
Share	4.3	18.0	3.0	9.9	5.5	1.7	.7	1.3	.2	3.7	11.0	6.3	2.9	3.1	1.2	.3	
WWDB-FM	363	1	172	4	20	32	31	28	58	190	4	5	15	27	36	102	
(%)	100		47	1	6	9	9	8	16	52	1	1	4	7	10	28	
Rating	.9		1.0	.2	.6	.8	1.0	1.3	2.2	1.0	.2	.1	.4	.8	1.5	2.5	
Share	5.1	.2	5.3	1.1	2.9	4.2	5.3	7.3	13.2	5.5	1.1	.7	2.2	4.4	8.7	14.6	
WWJZ-AM	24		10				1	2	7	13					2	11	
(%)	100		44	2			3	8	30	56					10	46	
Rating	.1		.1				.1	.3	.1	.1					.1	.3	
Share	.3		.3				.2	.5	1.6	.4					.5	1.6	
WXTU-FM	302	9	151	9	30	20	37	40	16	142	9	18	33	32	23	27	
(%)	100	3	50	3	10	7	12	13	5	47	3	6	11	11	8	9	
Rating	.7	.2	.9	.4	.8	.5	1.2	1.9	.6	.7	.4	.5	.8	1.0	1.0	.7	
Share	4.2	2.1	4.7	2.5	4.3	2.6	6.3	10.4	3.6	4.1	2.5	2.6	4.8	5.2	5.5	3.9	
WXM-FM	158	26	66	20	21	19	5			67	24	23	16	3			
(%)	100	16	42	13	13	12	3			42	15	14	10	2			
Rating	.4	.7	.4	.9	.6	.5	.2			.3	1.1	.6	.4	.1			
Share	2.2	6.0	2.1	5.6	3.0	2.5	.9			1.9	6.7	3.3	2.3	.5			
WYSP-FM	382	17	269	51	110	85	19	4	1	96	19	38	24	9	1	3	
(%)	100	4	70	13	29	22	5	1		25	5	10	6	2	1		
Rating	.9	.4	1.6	2.4	3.0	2.2	.6	.2		.5	.9	1.0	.6	.3	.1		
Share	5.4	3.9	8.4	14.4	15.9	11.2	3.2	1.0	.2	2.8	5.3	5.5	3.5	1.5	.2	.4	
WYXR-FM	224	14	66	6	21	29	7		1	145	13	56	39	19	12	6	
(%)	100	6	29	3	9	13	3		1	65	6	25	17	9	5	2	
Rating	.5	.4	.4	.3	.6	.8	.2			.7	.6	1.5	1.0	.6	.5	.1	
Share	3.2	3.2	2.1	1.7	3.0	3.8	1.2		.2	4.2	3.7	8.2	5.7	3.1	2.9	.9	
WJBR-FM	29	1	11	1	1	4	3	2		17	1	3	5	5	2		
(%)	100	3	38	3	3	15	9	8		59	4	12	18	17	8	1	
Rating	.1		.1			.1	.1	.1		.1		.1	.1	.1	.1		
Share	.4	.2	.3	.3	.1	.5	.5	.5		.5	.3	.4	.7	.8	.5		
WKXV-FM	72		31	1	5	8	9	2	6	40	2	11	9	5	6	8	
(%)	100	1	44	1	7	12	13	3	8	56	3	15	13	7	8	11	
Rating	.2		.2		.1	.2	.3	.1	.2	.2	.1	.3	.2	.1	.3	.2	
Share	1.0		1.0	.3	.7	1.0	1.5	.5	1.4	1.2	.6	1.6	1.3	.8	1.4	1.1	
WLEV-FM	37		11	2	2		4	1	2	26	3	1	1	12	5	4	
(%)	100	1	30	5	6	1	9	2	7	69	9	2	3	32	12	10	
Rating	.1		.1	.1	.1		.1	.1	.1	.1	.1			.4	.2	.1	
Share	.5		.3	.6	.3		.7	.3	.5	.8	.8	.1	.1	2.0	1.2	.6	
WOR-AM	21		9				1	3	6	12			1	1	1	9	
(%)	100		43				4	13	26	57			3	3	7	43	
Rating	.1		.1				.1	.1	.2	.1					.2	.2	
Share	.3		.3				.2	.8	1.4	.3			.1	.2	.2	1.3	
WPST-FM	89	25	23	4	11	7	1			41	16	16	8	2			
(%)	100	28	26	5	12	8	1			46	18	18	9	2			
Rating	.2	.7	.1	.2	.3	.2				.2	.8	.4	.2	.1			
Share	1.3	5.8	.7	1.1	1.6	.9			.2	1.2	4.5	2.3	1.2	.3			

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPLY-FM	4846	1067	1806	644	606	433	84	29	10	1973	776	656	351	146	10	34
(%)	100	22	37	13	13	9	2	1		41	16	14	7	3		1
Rating	11.9	27.9	10.4	30.3	16.7	11.3	2.7	1.4	.4	10.1	36.4	17.9	8.6	4.4	.4	.8
WURD-AM	431	53	195	62	64	43			25	183	38	68	33	25	19	
(%)	100	12	45	14	15	10			6	42	9	16	8	6	4	
Rating	1.1	1.4	1.1	2.9	1.8	1.1			1.0	.9	1.8	1.9	.8	.7	.8	
WUSL-FM	5466	1503	1791	656	570	291	162	60	52	2172	685	643	464	207	64	109
(%)	100	27	33	12	10	5	3	1	1	40	13	12	8	4	1	2
Rating	13.4	39.2	10.3	30.8	15.7	7.6	5.3	2.9	2.0	11.1	32.2	17.6	11.4	6.2	2.8	2.7
WWDB-FM	4722	64	2397	41	331	478	421	436	691	2260	44	166	339	370	447	894
(%)	100	1	51	1	7	10	9	9	15	48	1	4	7	8	9	19
Rating	11.6	1.7	13.8	1.9	9.1	12.4	13.7	21.0	26.6	11.6	2.1	4.5	8.3	11.1	19.2	22.2
WWJZ-AM	416		231	5		6	18	50	152	185				7	46	132
(%)	100		56	1		1	4	12	37	44				2	11	32
Rating	1.0		1.3	.2		.2	.6	2.4	5.9	.9				.2	2.0	3.3
WXTU-FM	3977	129	1857	165	384	323	405	324	256	1990	162	352	455	396	301	324
(%)	100	3	47	4	10	8	10	8	6	50	4	9	11	10	8	8
Rating	9.8	3.4	10.7	7.8	10.6	8.4	13.2	15.6	9.9	10.2	7.6	9.6	11.2	11.9	12.9	8.0
WXXM-FM	4082	771	1510	416	585	353	105	40	11	1801	677	630	383	100		11
(%)	100	19	37	10	14	9	3	1		44	17	15	9	2		
Rating	10.0	20.1	8.7	19.6	16.1	9.2	3.4	1.9	.4	9.2	31.8	17.2	9.4	3.0		.3
WYSP-FM	6637	536	4053	852	1553	1136	359	136	18	2048	430	759	499	230	52	80
(%)	100	8	61	13	23	17	5	2		31	6	11	8	3	1	1
Rating	16.3	14.0	23.4	40.1	42.8	29.5	11.7	6.5	.7	10.5	20.2	20.7	12.3	6.9	2.2	2.0
WYXR-FM	5061	512	1619	252	556	491	253	41	25	2929	613	939	876	339	74	89
(%)	100	10	32	5	11	10	5	1	1	58	12	19	17	7	1	2
Rating	12.4	13.4	9.3	11.8	15.3	12.8	8.2	2.0	1.0	15.0	28.8	25.7	21.5	10.2	3.2	2.2
WJBR-FM	838	60	295	41	76	35	82	60		483	93	89	120	106	48	28
(%)	100	7	35	5	9	4	10	7		58	11	11	14	13	6	3
Rating	2.1	1.6	1.7	1.9	2.1	.9	2.7	2.9		2.5	4.4	2.4	2.9	3.2	2.1	.7
WKXW-FM	1499	14	537	31	101	142	167	44	51	948	56	247	226	160	114	144
(%)	100	1	36	2	7	9	11	3	3	63	4	17	15	11	8	10
Rating	3.7	.4	3.1	1.5	2.8	3.7	5.4	2.1	2.0	4.8	2.6	6.8	5.6	4.8	4.9	3.6
WLEV-FM	444	25	158	7	45	20	50	12	24	261	10	66	45	98	19	22
(%)	100	6	36	2	10	4	11	3	5	59	2	15	10	22	4	5
Rating	1.1	.7	.9	.3	1.2	.5	1.6	.6	.9	1.3	.5	1.8	1.1	2.9	.8	.5
WOR-AM	374		186				18	63	105	188			8	24	36	120
(%)	100		50				5	17	28	50			2	6	10	32
Rating	.9		1.1				.6	3.0	4.0	1.0			.2	.7	1.5	3.0
WPST-FM	3035	753	804	214	299	212	79			1477	529	492	324	95	6	29
(%)	100	25	26	7	10	7	3			49	17	16	11	3	1	
Rating	7.5	19.7	4.6	10.1	8.2	5.5	2.6			7.6	24.8	13.4	8.0	2.8	.3	.7

* 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+
WRDR-FM	47		23			6	2	4	12	24			1	8	7	8
(%)	100		50		1	12	4	8	24	50			2	16	14	17
Rating	.1		.1			.2	.1	.2	.5	.1				.2	.3	.2
Share	.7		.7			.8	.3	1.0	2.7	.7			.1	1.3	1.7	1.1
WSTV-FM	24	1	9	2	2	5				15	6	2	6			1
(%)	100	2	36	7	7	19	2	1		61	24	8	25	1		3
Rating	.1		.1	.1	.1	.1				.1	.3	.1	.1			
Share	.3	.2	.3	.6	.3	.7				.4	1.7	.3	.9			.1
TOTALS	7109	433	3215	354	690	762	586	383	439	3461	356	687	688	614	415	701
(%)	100	6	45	5	10	11	8	5	6	49	5	10	10	9	6	10
Rating	17.5	11.3	18.5	16.6	19.0	19.8	19.1	18.4	16.9	17.7	16.7	18.8	16.9	18.4	17.8	17.4

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WRDR-FM	912	17	485		22	56	59	90	258	409	8	8	24	91	117	161
(%)	100	2	53		2	6	7	10	28	45	1	1	3	10	13	18
Rating	2.2	.4	2.8		.6	1.5	1.9	4.3	9.9	2.1	.4	.2	.6	2.7	5.0	4.0
WSTW-FM	927	59	423	123	116	153	21	10		445	105	116	155	32		37
(%)	100	6	46	13	13	16	2	1		48	11	13	17	3		4
Rating	2.3	1.5	2.4	5.8	3.2	4.0	.7	.5		2.3	4.9	3.2	3.8	1.0		.9
TOTALS	39445	3667	16872	2027	3557	3763	2965	2022	2537	18906	2109	3588	3923	3263	2227	3796
(%)	100	9	43	5	9	10	8	5	6	48	5	9	10	8	6	10
Rating	96.8	95.7	97.3	95.3	98.1	97.9	96.4	97.3	97.7	96.7	99.1	98.1	96.4	97.8	95.7	94.1

* 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
KYW -AM (%)	590 65	277 31	31 3	3	234 52	156 35	56 12	4 1	197 61	107 33	13 4	4 1	343 66	151 29	25 5	4 1
WBEB-FM (%)	120 23	116 22	280 54	4 1	97 13	68 9	593 77	11 1	113 41	107 39	52 19	6 2	98 24	76 19	224 56	5 1
WDAS-AM (%)	88 76	16 14	10 9	1 1	58 67	10 11	18 21	1 1	71 76	14 15	5 6	3 3	67 76	11 12	9 10	1 1
WDAS-FM (%)	233 43	134 24	170 31	9 2	135 25	62 12	324 60	15 3	198 61	64 20	43 13	21 6	214 48	77 17	139 31	12 3
WHAT-AM (%)	60 70	14 16	10 12	2 2	76 60	15 12	29 23	5 4	61 84	4 6	5 7	2 3	54 72	9 11	10 13	2 3
WIOQ-FM (%)	100 35	116 40	66 23	6 2	46 16	86 30	144 50	11 4	99 47	82 39	20 9	11 5	74 34	78 36	57 26	8 4
WIP -AM (%)	146 37	196 49	55 14	1	89 29	121 40	92 30		77 49	66 42	9 6	5 3	95 39	105 44	40 16	1 1
WJJZ-FM (%)	145 34	113 26	161 38	10 2	110 21	78 15	317 61	17 3	173 51	115 34	45 13	6 2	133 38	82 23	127 36	9 3
WMGK-FM (%)	48 14	131 39	149 45	3 1	47 10	88 20	307 69	4 1	89 35	97 39	58 23	9 3	51 19	86 32	125 47	4 2
WMMR-FM (%)	46 17	98 36	121 45	4 2	33 9	63 18	254 72	2 1	75 39	67 35	41 21	8 4	42 20	63 30	101 48	4 2
WGL-FM (%)	117 29	153 38	126 32	3 1	92 20	91 20	276 59	5 1	161 45	131 37	54 15	9 2	107 34	99 31	109 34	4 1
WPEN-AM (%)	264 73	76 21	18 5	4 1	252 64	102 26	31 8	10 3	207 73	72 26		3 1	194 72	60 22	12 4	5 2
WPHI-FM (%)	83 41	78 38	35 17	9 4	53 33	47 29	56 34	6 4	69 41	65 39	21 13	13 8	71 43	55 33	28 17	11 7
WPHT-AM (%)	76 59	40 31	11 9	1	41 47	27 31	18 21	1 1	45 79	6 11	4 7	2 3	45 60	21 28	8 11	1 1
WPLY-FM (%)	38 21	99 55	40 22	2 1	18 12	55 38	71 49	1	31 24	70 54	22 17	7 5	27 22	61 49	33 27	3 2
WURD-AM (%)	13 38	15 44	5 16	1 2	20 41	16 34	12 24		28 67	11 26	3 6		14 49	10 35	4 15	1
WUSL-FM (%)	118 43	80 29	70 25	9 3	77 30	48 19	122 48	9 4	124 55	59 26	28 12	15 7	104 46	53 24	58 26	9 4
WWDB-FM (%)	238 64	89 24	43 12	1	343 53	162 25	136 21	8 1	243 79	43 14	22 7	1	240 66	73 20	46 13	2 1
WWJZ-AM (%)	23 64	9 26	4 10		21 61	6 17	8 22		20 83	3 13		1 4	16 68	5 20	3 11	1
WXTU-FM (%)	148 39	146 38	84 22	3 1	144 33	130 30	153 36	3 1	158 53	102 34	30 10	10 3	123 42	100 34	66 22	4 1
WXXM-FM (%)	27 17	86 52	49 30	2 1	19 10	39 21	121 67	3 1	55 37	64 43	27 18	3 2	29 22	54 41	47 35	2 2
WYSP-FM (%)	184 25	279 38	253 35	11 2	72 16	108 24	261 58	6 1	49 34	62 43	22 15	11 8	89 24	128 35	140 38	8 2
WYXR-FM (%)	78 30	87 33	99 37	1	54 18	53 17	196 64	3 1	89 42	89 42	22 11	10 5	69 33	60 28	79 37	3 2
WJBR-FM (%)	9 27	10 29	14 42	1	9 17	5 10	38 72	1 1	3 15	9 50	6 34	1	7 25	7 26	14 48	1

* Listener estimates adjusted for reported broadcast schedule.

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

NOTE: Demographic estimates here may not sum to like demographics in other sections of the report due to rounding.

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WKXW-FM (%)	34 32	50 47	21 20	1 1	19 24	25 31	37 46		22 37	27 47	9 15	1 1	23 33	30 42	17 24	1 1
WLEV-FM (%)	12 28	8 20	21 52		4 7	6 10	45 83		13 38	7 19	14 39	2 4	12 31	6 16	19 51	1 1
WOR -AM (%)	25 84	3 12	1 4		18 70	5 19	2 6	1 5	7 58	5 42			17 80	3 15	1 3	1 1
WPST-FM (%)	24 30	35 43	21 26	1 1	10 11	23 25	57 63	1 1	24 36	35 52	6 9	2 3	18 28	25 38	20 31	1 2
WRDR-FM (%)	23 44	21 41	8 15		28 43	25 39	12 18		35 51	27 40	6 9		23 50	18 38	6 12	
WSTW-FM (%)	4 15	11 41	12 43	1 1	4 11	10 25	26 63	1 1	8 35	9 40	6 25		4 19	8 35	11 45	1 1
TOTALS (%)	3667 41	3009 33	2255 25	105 1	2695 29	2043 22	4383 47	146 2	3082 53	1875 32	663 11	199 3	2875 43	1882 28	1794 27	124 2

Listening Locations

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

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

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



Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYW - AM	WBEB - FM	WDAS - AM	WDAS - FM	WHAT - AM	WIOQ - FM	WIP - AM	WJJZ - FM	WMGK - FM	WMMR - FM	WUOL - FM	WPEN - AM	WPHI - FM	WPHT - AM	WPLY - FM	WURD - AM	WUSL - FM	WWDB - FM	WWJZ - AM	WXTU - FM	WXXM - FM
Cume Pers. (00)	11919	6603	1225	4360	907	6008	4461	4725	5262	4598	5806	3281	4623	1811	4846	431	5466	4722	416	3977	4082
KYW -AM	100	31	38	23	48	18	41	35	32	25	31	45	11	54	21	15	13	38	45	25	23
WBEB -FM	17	100	6	11	5	26	15	20	25	16	28	12	12	16	21	21	11	13	6	20	19
WDAS -AM	4	1	100	14	29	1	1	8			2	3	4	1		4	5		4		
WDAS -FM	8	7	50	100	44	7	7	32	3	1	7	2	34	4	2	11	41	3	4	2	1
WHAT -AM	4	1	22	9	100	1	2	7			2	4	3	7			3	2	1		
WIOQ -FM	9	23	3	9	4	100	13	11	19	19	16	3	30	3	30	45	28	7		12	27
WIP -AM	15	10	3	7	10	10	100	9	16	14	11	13	6	29	12	2	6	14	15	9	13
WJJZ -FM	14	14	31	34	38	9	10	100	10	7	12	8	14	9	5	10	16	10	24	7	5
WMGK -FM	14	20	1	4	1	17	18	11	100	36	19	4	7	12	23	2	6	9	8	14	23
WMMR -FM	10	11	1	1	1	14	15	6	31	100	14	3	6	7	32		5	8		12	30
WUOL -FM	15	24	9	9	10	15	14	15	21	18	100	13	7	10	13	5	9	15	8	19	12
WPEN -AM	12	6	9	1	14	1	9	5	2	7		100		22	1		1	19	52	5	3
WPHI -FM	4	8	15	36	16	23	6	14	6	6			100	3	11	42	59	2		1	10
WPHT -AM	8	4	2	2	14	1	12	3	4	3	3	12	1	100	2			15	18	3	3
WPLY -FM	9	15	1	2		24	13	5	21	34	11	2	11	5	100		10	7		10	55
WURD -AM	1	1	1	1		3		1					4			100	3				
WUSL -FM	6	9	23	51	17	25	8	19	6	6	8	2	70	1	11	42	100	3		3	9
WWDB -FM	15	10	1	4	11	6	15	10	8	8	12	27	2	40	7	2	3	100	4	45	9
WWJZ -AM	2		1		1		1	2	1		1	7		4				4	100	1	9
WXTU -FM	8	12	1	2	1	8	8	6	11	10	13	6	1	7	8		2	8	14	100	9
WXXM -FM	8	12	1	1	1	18	12	4	18	27	9	3	9	6	47	2	7	8		10	100
WYSP -FM	14	13	2	5	4	21	26	9	32	58	16	2	11	12	43	4	8	15		18	40
WYXR -FM	10	26	4	10	4	31	12	12	28	18	16	2	15	6	20	18	13	8		14	23
WJBR -FM	2	6	1	1	2	4	2	3	4	4	3	2	1	1	4		1	2		2	3
WKXV -FM	4	8		2		4	4	4	8	4	7	4	2	4	4	3	2	6	8	8	4
WLEV -FM	1	2	1	1		1	1	1	2	1	1				1			1		1	1
WOR -AM	2				1		1					2		6				4	7		
WPST -FM	5	11		2		23	5	3	12	17	7	2	10	5	27	2	7	4		8	34
WRDR -FM	2	3		1		1	2	3	1	1	2	9	1	9		3	1	6	14	3	1
WSTV -FM	2	3		1		5	3	2	5	9	3	1	1		8		2	1	4	4	9

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

NOTE: Read across top then down to find percent of top station's cume duplication with side station.

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WYSP-FM	WYXR-FM	WJBR-FM	WKXW-FM	WLEV-FM	WOR-AM	WPST-FM	WRDR-FM	WSTW-FM											
Cume Pers. (00)	6637	5061	838	1499	444	374	3035	912	927											
KYW -AM	25	23	32	28	21	53	19	30	21											
WBEB-FM	13	33	47	33	35	5	24	22	18											
WDAS-AM		1	2		2															
WDAS-FM	3	9	6	5	6		3	4	4											
WHAT-AM	1	1	2			2														
WIDQ-FM	19	37	30	18	13		45	8	34											
WIP -AM	17	10	8	13	12	11	8	11	15											
WJZJ-FM	6	11	15	12	8		5	13	9											
VMGK-FM	25	29	27	29	22		20	5	30											
VMNR-FM	40	16	20	14	6		26	6	43											
VOGL-FM	14	18	23	26	16	2	14	16	19											
VPEN-AM	1	1	6	8	3	20	2	34	3											
WPHI-FM	8	13	3	5			15	4	7											
WPHT-AM	3	2	1	5	2	30	3	19												
WPLY-FM	31	19	20	12	10		43	1	44											
WURD-AM		2		1				1												
WUSL-FM	7	14	9	8	3		13	3	12											
WWDB-FM	11	8	10	18	9	46	6	32	7											
WWJZ-AM				2		8		6												
WXTU-FM	11	11	12	22	11	5	11	12	16											
WXXM-FM	25	18	14	10	13	3	45	3	41											
WYSP-FM	100	22	19	21	4	14	33	9	42											
WYXR-FM	17	100	38	23	12		30	7	35											
WJBR-FM	2	6	100	4	3		4	5	15											
WKXW-FM	5	7	7	100	4	2	8	10	10											
WLEV-FM		1	2	1	100		1	1	2											
WOR -AM	1			1		100		3												
WPST-FM	15	18	14	15	6		100	2	20											
WRDR-FM	1	1	6	6	2	8	1	100												
WSTW-FM	6	6	16	6	4		6		100											



Cume Duplication Percent

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

NOTE: Read across top then down to find percent of top station's cume duplication with side station.

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
	KYW -AM	862	7	172	2907		12179	WGL-FM	377	6	66		784	5858	WXXM-FM	50	1
WBEB-FM	398	6	83	814	6671	WPEN-AM	338	10	57	479	3333	WYSP-FM	334	5	31	651	6645
WDAS-AM	147	12	23	195	1225	WPHI-FM	247	5	47	882	4668	WYXR-FM	221	4	33	592	5091
WDAS-FM	231	5	121	1386	4417	WPHT-AM			37	285	1837	WJBR-FM	8	1	2	74	872
WHAT-AM	57	6	15	196	907	WPLY-FM	148	3	17	524	4868	WKXW-FM	82	5	9	178	1517
WIOQ-FM	230	4	37	761	6043	WURD-AM	38	9	3	50	438	WLEV-FM	15	3	3	17	444
WIP -AM	238	5	34	654	4497	WUSL-FM	329	6	65	1119	5487	WOR -AM	12	3		10	374
WJJZ-FM	184	4	70	824	4799	WWDB-FM	296	6	159	1106	4774	WPST-FM	86	3	13	312	3060
WMGK-FM	193	4	32	561	5295	WVJZ-AM			4	43	416	WRDR-FM	31	3	12	61	912
WMMR-FM	130	3	29	488	4604	WXTU-FM	585	15	32	488	3994	WSTW-FM	22	2	6	99	954
												TOTALS			1413	13472	39473

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

Exclusive & Overnight Listening

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KYW -AM							WPHT-AM						
Total	527	100	1.3	11919	100	29.3	Total	76	100	.2	1811	100	4.4
Black	120	23	1.6	1972	17	25.6	Black	7	9	.1	174	10	2.3
Hispanic	17	3	1.0	322	3	19.8	Hispanic				38	2	2.3
WBEB-FM							WPLY-FM						
Total	413	100	1.0	6603	100	16.2	Total	159	100	.4	4846	100	11.9
Black	37	9	.5	602	9	7.8	Black	6	4	.1	144	3	1.9
Hispanic	18	4	1.1	271	4	16.7	Hispanic	2	1	.1	78	2	4.8
WDAS-AM							WURD-AM						
Total	91	100	.2	1225	100	3.0	Total	32	100	.1	431	100	1.1
Black	87	96	1.1	1148	94	14.9	Black	1	3		28	7	4
Hispanic	2	2	.1	17	1	1.0	Hispanic	31	97	1.9	403	93	24.8
WDAS-FM							WUSL-FM						
Total	454	100	1.1	4360	100	10.7	Total	303	100	.7	5466	100	13.4
Black	414	91	5.4	3751	86	48.7	Black	234	77	3.0	3295	60	42.8
Hispanic	10	2	.6	156	4	9.6	Hispanic	23	8	1.4	519	9	31.9
WHAT-AM							WWOB-FM						
Total	75	100	.2	907	100	2.2	Total	363	100	.9	4722	100	11.6
Black	62	83	.8	760	84	9.9	Black	39	11	.5	346	7	4.5
Hispanic							Hispanic	2		.1	31	1	1.9
WIOQ-FM							WWJZ-AM						
Total	264	100	.6	6008	100	14.8	Total	24	100	.1	416	100	1.0
Black	23	9	.3	547	9	7.1	Black	1	2		21	5	.3
Hispanic	55	21	3.4	765	13	47.1	Hispanic	2	7	.1	13	3	.8
WIP -AM							WXTU-FM						
Total	245	100	.6	4461	100	11.0	Total	302	100	.7	3977	100	9.8
Black	21	8	.3	453	10	5.9	Black	4	1	.1	74	2	1.0
Hispanic	4	2	.2	78	2	4.8	Hispanic	4	1	.2	68	2	4.2
WJJZ-FM							WXXM-FM						
Total	359	100	.9	4725	100	11.6	Total	158	100	.4	4082	100	10.0
Black	198	55	2.6	2203	47	28.6	Black	4	2	.1	104	3	1.4
Hispanic	9	2	.6	166	4	10.2	Hispanic	1	1	.1	59	1	3.6
WMGK-FM							WYSP-FM						
Total	278	100	.7	5262	100	12.9	Total	382	100	.9	6637	100	16.3
Black	15	6	.2	230	4	3.0	Black	12	3	.2	297	4	3.9
Hispanic	2	1	.1	101	2	6.2	Hispanic	9	2	.6	121	2	7.4
WMMR-FM							WYXR-FM						
Total	220	100	.5	4598	100	11.3	Total	224	100	.5	5061	100	12.4
Black	7	3	.1	109	2	1.4	Black	21	9	.3	490	10	6.4
Hispanic	2	1	.1	67	1	4.1	Hispanic	11	5	.7	346	7	21.3
WQGL-FM							WJBR-FM						
Total	324	100	.8	5806	100	14.3	Total	29	100	.1	838	100	2.1
Black	23	7	.3	572	10	7.4	Black	3	11		80	10	1.0
Hispanic	4	1	.2	122	2	7.5	Hispanic		1		24	3	1.5
WPN-AM							WKXW-FM						
Total	270	100	.7	3281	100	8.1	Total	72	100	.2	1499	100	3.7
Black	8	3	.1	211	6	2.7	Black	2	2		47	3	.6
Hispanic				7		.4	Hispanic	2	3	.1	76	5	4.7
WPHI-FM							WLEV-FM						
Total	250	100	.6	4623	100	11.4	Total	37	100	.1	444	100	1.1
Black	160	64	2.1	2440	53	31.7	Black	2	6		7	2	.1
Hispanic	20	8	1.2	472	10	29.0	Hispanic		1		19	4	1.2

* 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
WOR -AM							WRDR-FM						
Total	21	100	.1	374	100	.9	Total	47	100	.1	912	100	2.2
Black							Black	3	6		42	5	.5
Hispanic							Hispanic	6	12	.4	75	8	4.6
WPST-FM							WSTV-FM						
Total	89	100	.2	3035	100	7.5	Total	24	100	.1	927	100	2.3
Black	3	3		106	3	1.4	Black	1	6		67	7	.9
Hispanic	3	3	.2	108	4	6.6	Hispanic		2		24	3	1.5
							TOTALS						
							Total	7109	100	17.5	39445	100	96.8
							Black	1694	24	22.0	7578	19	98.5
							Hispanic	271	4	16.7	1559	4	95.9

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Notations

Notations

Notations

Notations

Notations

Notations

Arbitron Radio Reliability Tables

Table A																			
RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.78
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.78	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

Instructions

Estimating the Reliability of Audience Ratings Estimates/The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or confidence interval. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M5, Paragraph 14, for further information.)

Confidence intervals can be obtained for any rating in the "Listener Estimates" section in this report in two steps: (1) determine an estimated standard error and (2) use this estimated standard error to construct a confidence interval around the rating.

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 3.7 rating is 18.88. Table A values represent the square root of (the rating x [100 - the rating]); therefore, Table A values are constant across all markets and surveys.

b. For AQH ratings, select the demographic group (down the side) and the day part (across the top) for the corresponding Table B value. For Cume ratings, select the demographic group (down the side) for the corresponding Table B value in the first column.

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 18+, Mon-Fri 6AM-7PM might be 55.00.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $18.88 \div 55.00 = 0.34$.

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

a. The rating +/- one standard error will yield a 68% confidence interval. In the above example, 3.7 ± 0.34 yields a confidence interval of 3.36-4.04. Interpretation: The user can be 68% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.4 and 4.0.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $3.7 \pm (1.64 \times 0.34)$ yields a confidence interval of 3.14-4.26. Interpretation: The user can be 90% confident that a survey of all Men 18+ would yield a Mon-Fri 6AM-7PM AQH rating between 3.1 and 4.3.

c. The rating +/- (1.96 x the standard error) yields a 95% confidence interval (compute as in (b) above), and the rating +/- (2.58 x the standard error) yields a 99% confidence interval (compute as in (b) above).

Estimating Reliability for Projected Numbers of Persons/To estimate standard error (and construct confidence intervals) for Persons estimates rather

than ratings: (1) Convert the Persons estimate into a rating. ([Persons + the population] x 100). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ([Standard error x the population] + 100). (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

Estimating Effective Sample Base (ESB) Sizes/

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M18+, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 55.00 would be 55.00 squared, or 3025. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

Please refer to the *Arbitron Radio Description of Methodology and Arbitron Replication II: A Study of the Reliability of Radio Ratings* for further discussion of the above and a discussion of more complex applications.

Limitations

Although Arbitron believes the above-described procedures provide report users with useful estimates of standard errors, the reader should note the limitations described in Paragraphs 14-16 and 18-21 herein on Pages M5-M6.

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sat 3P-7P		Sun 6A-10A	Sun 10A-3P	Mon-Fri 3P-7P		Mon-Fri 7P-MID	Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Sun 6A-MID
Persons 12+	55.56	83.54	101.83	82.68	103.67	104.65	122.43	122.73	114.00	126.28	131.65
Persons 18+	*****	*****	96.98	*****	*****	96.04	*****	117.13	*****	*****	125.65
Men											
18+	40.69	*****	*****	*****	*****	*****	*****	*****	*****	*****	98.46
18-24	14.91	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.49
25-34	19.27	*****	*****	*****	*****	*****	*****	*****	*****	*****	51.10
35-44	19.97	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.15
45-54	18.48	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.78
55-64	13.67	*****	*****	*****	*****	*****	*****	*****	*****	*****	36.89
65+	15.38	*****	*****	*****	*****	*****	*****	*****	*****	*****	33.53
12-24	21.60	38.04	*****	37.03	47.96	45.17	56.21	*****	50.64	*****	60.56
18-34	24.68	38.72	47.43	37.37	50.52	47.38	57.36	57.29	55.60	*****	64.97
18-49	34.18	53.03	61.89	51.38	67.24	61.66	74.85	74.76	72.55	*****	84.79
25-49	31.24	47.31	*****	46.63	59.61	55.09	70.15	*****	61.13	*****	75.39
25-54	33.45	49.96	61.24	49.65	63.24	58.17	74.06	68.83	64.54	*****	79.60
35-64	30.56	44.67	56.41	45.61	57.94	53.74	68.22	63.40	59.45	*****	73.32
Women											
18+	44.03	*****	*****	*****	*****	*****	*****	*****	*****	*****	101.22
18-24	14.03	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.03
25-34	20.46	*****	*****	*****	*****	*****	*****	*****	*****	*****	52.42
35-44	21.00	*****	*****	*****	*****	*****	*****	*****	*****	*****	54.15
45-54	20.14	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.82
55-64	16.38	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.11
65+	19.38	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.86
12-24	20.95	34.32	*****	33.93	41.98	42.68	51.47	*****	45.76	*****	53.60
18-34	24.94	38.43	47.45	37.11	48.54	47.02	57.62	53.87	51.53	*****	62.52
18-49	34.88	53.49	64.46	52.24	66.68	63.96	78.28	73.18	70.01	*****	84.93
25-49	33.29	49.40	*****	49.29	62.64	59.60	74.05	*****	67.86	*****	79.99
25-54	35.80	52.55	64.65	52.49	66.79	62.86	78.51	75.27	71.96	*****	84.81
35-64	33.72	48.84	59.06	48.90	61.49	58.67	71.73	68.76	65.74	*****	77.48
Persons											
12-24	28.50	46.55	*****	45.91	57.72	56.02	68.15	*****	63.01	*****	73.28
18-34	32.94	50.85	63.21	49.20	64.83	62.65	76.17	76.35	70.42	*****	81.90
18-49	45.35	69.17	84.13	67.32	86.24	81.70	101.38	101.62	93.72	*****	109.01
25-49	41.55	62.28	*****	61.74	78.19	73.87	91.87	*****	84.93	*****	98.79
25-54	44.38	65.74	81.31	65.57	82.91	78.21	97.98	98.21	90.58	*****	105.35
35-64	41.44	59.83	74.72	60.48	76.68	73.02	90.04	90.25	83.24	*****	96.81
Teens 12-17	21.03	34.45	*****	35.10	47.09	52.06	53.52	*****	56.93	*****	62.09
Black P12+	24.74	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.63
Hispanic P12+	9.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	23.51

***** 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 ascription 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 diarykeepers) 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 diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.
- j. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.
- k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.
- l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.
- m. Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.
- n. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.
- o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately 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).

Methodology: Arbitron 1998 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98
224	Abilene, TX		C		C	65	Grand Rapids	■	■	■	■	123	Pensacola		■		■
67	Akron	■	C		C	263	Great Falls, MT		■	■	■	134	Peoria		■		■
246	Albany, GA	■	C		C	182	Green Bay		■	■	■	5	Philadelphia	■	■	■	■
57	Albany-Schenectady-Troy	■	C		C	40	Greensboro-Winston Salem-High Point		■	■	■	17	Phoenix	■	■	■	■
70	Albuquerque	■	C		C				■	■	■	20	Pittsburgh	■	■	■	■
200	Alexandria, LA	■	C		C	80	Greenville-New Bern-Jacksonville		■	■	■	162	Portland, ME		■		■
66	Allentown-Bethlehem	■	C		C	58	Greenville-Spartanburg		■	■	■	24	Portland, OR		■		■
239	Altoona	■	C		C	161	Hagerstown-Chambersburg-Waynesboro, MD-PA		■	■	■	117	Portsmouth-Dover-Rochester		■		■
188	Amarillo, TX	■	C		C	73	Harrisburg-Lebanon-Carlisle		■	■	■	157	Poughkeepsie, NY		■		■
170	Anchorage	■	C		C	252	Harrisonburg, VA		■	■	■	31	Providence-Warwick-Pawtucket		■		■
146	Ann Arbor	■	C		C	42	Hartford-New Britain-Middletown		■	■	■	238	Pueblo		■		■
138	Appleton-Oshkosh	■	C		C	59	Honolulu		■	■	■	132	Quad Cities (Davenport-Rock Island-Moline)		■		■
176	Asheville	■	C		C	9	Houston-Galveston		■	■	■	48	Raleigh-Durham		■		■
12	Atlanta	■	C		C	140	Huntington-Ashland		■	■	■	250	Rapid City, SD		■		■
136	Atlantic City-Cape May	■	C		C	113	Huntsville		■	■	■	131	Reading, PA		■		■
109	Augusta, GA	■	C		C	37	Indianapolis		■	■	■	213	Redding, CA		■		■
245	Augusta-Waterville, ME	■	C		C	255	Ithaca, NY		■	■	■	130	Reno		■		■
50	Austin	■	C		C	118	Jackson, MS		■	■	■	56	Richmond		■		■
84	Bakersfield	■	C		C	259	Jackson, TN		■	■	■	29	Riverside-San Bernardino		■		■
19	Baltimore	■	C		C	51	Jacksonville		■	■	■	104	Roanoke-Lynchburg		■		■
262	Bangor, ME	■	C		C	93	Johnson City-Kingsport-Bristol		■	■	■	47	Rochester, NY		■		■
81	Baton Rouge	■	C		C	168	Johnstown		■	■	■	147	Rockford		■		■
232	Battle Creek, MI	■	C		C	225	Joplin, MO		■	■	■	27	Sacramento		■		■
128	Beaumont-Port Arthur, TX	■	C		C	172	Kalamazoo		■	■	■	124	Saginaw-Bay City-Midland		■		■
261	Beckley, WV	■	C		C	26	Kansas City		■	■	■	214	St. Cloud, MN		■		■
242	Billings, MT	■	C		C	151	Killeen-Temple, TX		■	■	■	18	St. Louis		■		■
137	Biloxi-Gulfport-Pascagoula, MS	■	C		C	68	Knoxville		■	■	■	153	Salisbury-Ocean City		■		■
164	Binghamton	■	C		C	230	Lafayette, IN		■	■	■	35	Salt Lake City-Ogden-Provo		■		■
55	Birmingham	■	C		C	98	Lafayette, LA		■	■	■	253	San Angelo, TX		■		■
258	Bismarck, ND	■	C		C	203	Lake Charles, LA		■	■	■	33	San Antonio		■		■
212	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	C		C	100	Lakeland-Winter Haven		■	■	■	15	San Diego		■		■
228	Bloomington	■	C		C	110	Lancaster		■	■	■	4	San Francisco		■		■
126	Boise	■	C		C	111	Lansing-East Lansing		■	■	■	28	San Jose		■		■
10	Boston	■	C		C	207	Laredo, TX		■	■	■	167	San Luis Obispo, CA		■		■
114	Bridgeport	■	C		C	43	Las Vegas		■	■	■	187	Santa Barbara, CA		■		■
237	Bryan-College Station, TX	■	C		C	205	Laurel-Hattiesburg, MS		■	■	■	233	Santa Fe, NM		■		■
41	Buffalo-Niagara Falls	■	C		C	249	Lawton, OK		■	■	■	196	Santa Maria-Lompoc, CA		■		■
222	Burlington, VT	■	C		C	251	Lewiston-Auburn, ME		■	■	■	115	Santa Rosa		■		■
122	Canton	■	C		C	108	Lexington-Fayette		■	■	■	79	Sarasota-Bradenton		■		■
184	Cape Cod, MA	■	C		C	221	Lima, OH		■	■	■	154	Savannah		■		■
266	Casper, WY	■	C		C	171	Lincoln		■	■	■	13	Seattle-Tacoma		■		■
199	Cedar Rapids	■	C		C	82	Little Rock		■	■	■	129	Shreveport		■		■
207	Champaign, IL	■	C		C	2	Los Angeles		■	■	■	243	Sioux City, IA		■		■
96	Charleston, SC	■	C		C	52	Louisville		■	■	■	211	Sioux Falls		■		■
160	Charleston, WV	■	C		C	173	Lubbock		■	■	■	158	South Bend		■		■
36	Charlotte-Gastonia-Rock Hill	■	C		C	148	Macon		■	■	■	87	Spokane		■		■
223	Charlottesville, VA	■	C		C	120	Madison		■	■	■	190	Springfield, IL		■		■
102	Chattanooga	■	C		C	194	Manchester		■	■	■	77	Springfield, MO		■		■
264	Cheyenne, WY	■	C		C	209	Marion-Carbondale (Southern Illinois)		■	■	■	145	Springfield, MA		■		■
3	Chicago	■	C		C	62	McAllen-Brownsville-Harlingen		■	■	■	133	Stamford-Norwalk, CT		■		■
189	Chico, CA	■	C		C	204	Medford-Ashland, OR		■	■	■	235	State College, PA		■		■
25	Cincinnati	■	C		C	96	Melbourne-Titusville-Cocoa		■	■	■	83	Stockton		■		■
23	Cleveland	■	C		C	45	Memphis		■	■	■	234	Sussex, NJ		■		■
94	Colorado Springs	■	C		C	193	Merced, CA		■	■	■	71	Syracuse		■		■
240	Columbia, MO	■	C		C	265	Meridian, MS		■	■	■	165	Tallahassee		■		■
90	Columbia, SC	■	C		C	11	Miami-Ft. Lauderdale-Hollywood		■	■	■	21	Tampa-St. Petersburg-Clearwater		■		■
166	Columbus, GA	■	C		C	30	Milwaukee-Racine		■	■	■	186	Terre Haute		■		■
32	Columbus, OH	■	C		C	14	Minneapolis-St. Paul		■	■	■	241	Texarkana, TX-AR		■		■
257	Cookeville, TN	■	C		C	86	Mobile		■	■	■	76	Toledo		■		■
127	Corpus Christi	■	C		C	121	Modesto		■	■	■	180	Topeka		■		■
6	Dallas-Ft. Worth	■	C		C	46	Monmouth-Ocean		■	■	■	139	Trenton, NJ		■		■
191	Danbury, CT	■	C		C	229	Monroe, LA		■	■	■	202	Tri-Cities, WA (Richland-Kennewick-Pasco)		■		■
260	Danville, IL	■	C		C	78	Monterey-Salinas-Santa Cruz		■	■	■	61	Tucson		■		■
54	Dayton	■	C		C	143	Montgomery		■	■	■	60	Tulsa		■		■
92	Daytona Beach	■	C		C	182	Morgantown-Clarksburg-Fairmont, WV		■	■	■	176	Tupelo, MS		■		■
22	Denver-Boulder	■	C		C	99	Morristown, NJ		■	■	■	215	Tuscaloosa, AL		■		■
88	Des Moines	■	C		C	175	Myrtle Beach, SC		■	■	■	141	Tyler-Longview, TX		■		■
7	Detroit	■	C		C	44	Nashville		■	■	■	149	Utica-Rome		■		■
181	Dothan, AL	■	C		C	16	Nassau-Suffolk (Long Island)		■	■	■	106	Visalia-Tulare-Hanford		■		■
217	Dubuque, IA	■	C		C	85	New Bedford-Fall River, MA		■	■	■	192	Waco, TX		■		■
216	Duluth-Superior	■	C		C	95	New Haven		■	■	■	8	Washington, DC		■		■
231	Eau Claire, WI	■	C		C	163	New London, CT		■	■	■	179	Waterbury, CT		■		■
197	Elmira-Corning, NY	■	C		C	39	New Orleans		■	■	■	227	Waterloo-Cedar Falls		■		■
69	El Paso	■	C		C	1	New York		■	■	■	248	Watertown, NY		■		■
155	Erie	■	C		C	142	Newburgh-Middletown, NY (Mid-Hudson Valley)		■	■	■	159	Wausau-Stevens Point, WI (Central WI)		■		■
144	Eugene-Springfield	■	C		C	34	Norfolk-Virginia Beach-Newport News		■	■	■	49	West Palm Beach-Boca Raton		■		■
152	Evansville	■	C		C	195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)		■	■	■	218	Wheeling		■		■
208	Fargo-Moorhead	■	C		C	174	Odessa-Midland, TX		■	■	■	89	Wichita		■		■
125	Fayetteville, NC	■	C		C	53	Oklahoma City		■	■	■	236	Wichita Falls, TX		■		■
156	Fayetteville (Northwest Arkansas)	■	C		C	72	Omaha-Council Bluffs		■	■	■	63	Wilkes-Barre-Scranton		■		■
116	Flint	■	C		C	38	Orlando		■	■	■	244	Williamsport, PA		■		■
198	Florence, SC	■	C		C	256	Owensboro, KY		■	■	■	74	Wilmington, DE		■		■
135	Ft. Collins-Greeley, CO	■	C		C	107	Oxnard-Ventura		■	■	■	178	Wilmington, NC		■		■
75	Ft. Myers-Naples-Marco Island	■	C		C	150	Palm Springs, CA		■	■	■	219	Winchester, VA		■		■
119	Ft. Pierce-Stuart-Vero Beach	■	C		C	226	Panama City, FL		■	■	■	112	Worcester		■		■
169	Ft. Smith, AR	■	C		C	220	Parkersburg-Marietta, WV-OH		■	■	■	185	Yakima, WA		■		■
210	Ft. Walton Beach, FL	■	C		C				■	■	■	103	York		■		■
101	Ft. Wayne	■	C		C				■	■	■	91	Youngstown-Warren		■		■
200	Frederick, MD	■	C		C				■	■	■						
64	Fresno	■	C		C				■	■	■						

NOTE/Metro ranks listed above are based on Winter 1998 market definitions. The survey frequency of some markets may change.

■ — denotes Continuous Measurement Markets
 ● — denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report



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.

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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.

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 II 97 (Aug. 96 - Jul. 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.

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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

Burlington, NJ
Camden, NJ
Gloucester, NJ
Bucks, PA
Chester, PA
Delaware, PA
Montgomery, PA
Philadelphia, PA

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

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

The Sample

Sample Size/ The sample for this Metro as defined and surveyed by Scarborough is **2,224**.



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 MaxiSer 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

1 ▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀ 2
YOUR METRO
Scarborough, Oct 96-Sept 97

Gender

3 ▶ **53.3 % Male** **46.7 % Female**

Employment Status

4 ▶

Employed Full-Time	57.5%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	8.8%
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%

Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	9.5%
Farming, Forestry and Fishing	0.0%
Handlers, Eqp Clean Helpers & Lborers	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

5 ▶

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

Demographic Breakout

6 ▶

Household Income

7 ▶

Presence of Children Under 12 in Household

8 ▶

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

Home Ownership

9 ▶

Own	56.9%
Rent	40.1%
Other	3.0%

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: 3,674,490 Target Intab: 2,224
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

47.3	% Male	52.7	% Female
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Employment Status

Employed Full-Time	54.8%
Employed Part-Time	13.6%
Not Employed	
A Homemaker	10.0%
A Student	2.4%
Retired	13.5%
Disabled	3.4%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.7%
Other	0.2%

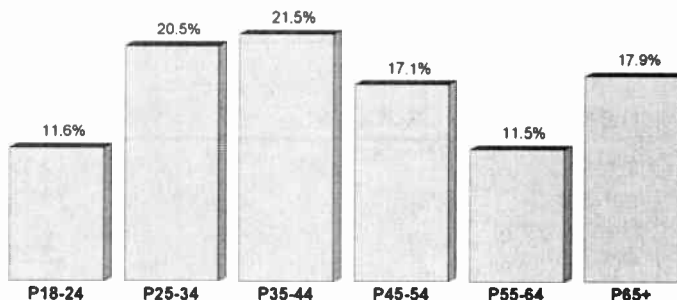
Occupation

Administrative Support	15.5%
Executive, Administrative & Managerial	9.8%
Farming, Forestry & Fishing	0.4%
Handlers, Eqp Clnrs, Helprs & Lborers	2.0%
Machine Operators, Assemblers & Inspctr	2.3%
Precision Production, Craft & Repair	5.7%
Professional Specialty	11.1%
Sales	7.0%
Service	8.5%
Technicians & Related Support	4.0%
Transportation & Material Moving	2.1%

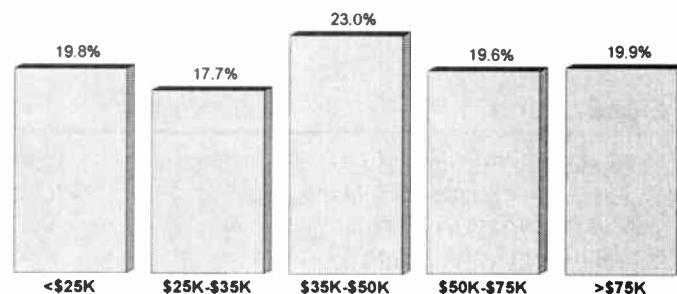
Education

			
10.2%	40.3%	25.2%	24.3%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.9%
One	14.9%
Two	16.5%
Three or More	8.8%

Home Ownership

Own	71.0%
Rent	25.2%
Other	3.7%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 MARKET PROFILE - PERSONS 18+ (Radio Metro Area is Philadelphia Arbitron Metro Area)

Estimates displayed are reported for % Composition.
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DRINK DOMESTIC REGULAR BEER

Target Persons: 545,895 Target Intab: 325
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

75.4	% Male	24.6	% Female
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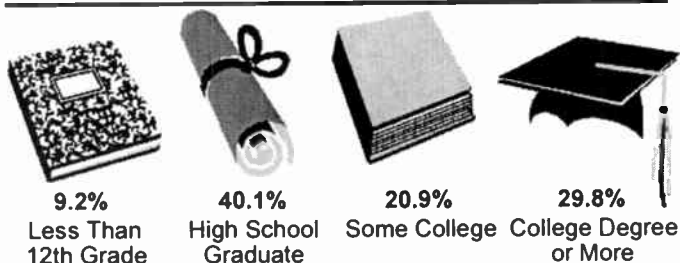
Employment Status

Employed Full-Time	70.1%
Employed Part-Time	14.2%
Not Employed	
A Homemaker	2.3%
A Student	2.6%
Retired	7.1%
Disabled	2.8%
Temporarily Laid-Off	0.0%
Not Employed-Looking for Work	0.8%
Other	0.0%

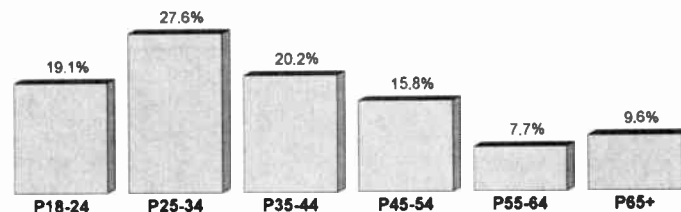
Occupation

Administrative Support	12.6%
Executive, Administrative & Managerial	15.6%
Farming, Forestry & Fishing	0.5%
Handlers, Eqp Clnrs, Helprs & Lborers	4.8%
Machine Operators, Assemblers & Inspctr	4.7%
Precision Production, Craft & Repair	8.7%
Professional Specialty	9.6%
Sales	8.3%
Service	9.8%
Technicians & Related Support	5.7%
Transportation & Material Moving	4.0%

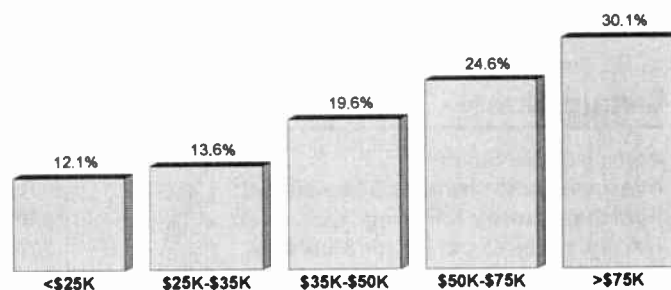
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	64.8%
One	12.8%
Two	15.6%
Three or More	6.8%

Home Ownership

Own	67.7%
Rent	27.8%
Other	4.4%



This report is based on Persons 18+ in SCB Philadelphia 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: 468,395 Target Intab: 286
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

65.6	% Male	34.4	% Female
------	--------	------	----------





Employment Status

Employed Full-Time	71.8%
Employed Part-Time	11.0%
Not Employed	
A Homemaker	3.1%
A Student	4.6%
Retired	6.3%
Disabled	2.0%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	0.9%
Other	0.0%

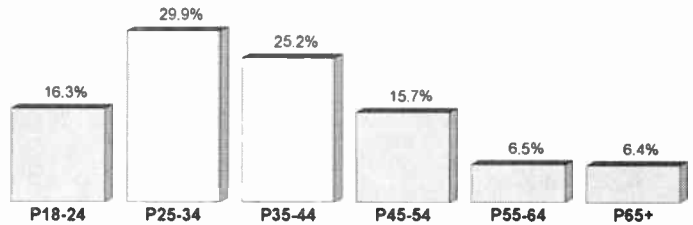
Occupation

Administrative Support	17.1%
Executive, Administrative & Managerial	14.8%
Farming, Forestry & Fishing	0.4%
Handlers, Eq Clnrs, Helprs & Lborers	2.7%
Machine Operators, Assemblers & Inspctr	2.6%
Precision Production, Craft & Repair	8.9%
Professional Specialty	10.5%
Sales	8.3%
Service	10.6%
Technicians & Related Support	4.4%
Transportation & Material Moving	2.6%

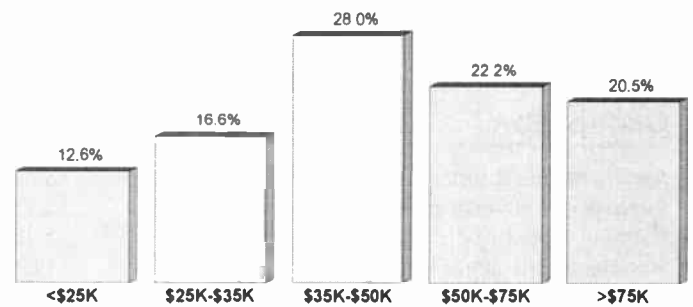
Education

			
8.1%	36.3%	31.3%	24.4%
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	59.9%
One	16.4%
Two	16.2%
Three or More	7.5%

Home Ownership

Own	66.5%
Rent	27.4%
Other	6.1%



This report is based on Persons 18+ in SCB Philadelphia 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 LAWN/GARDEN

Target Persons: 379,485 Target Intab: 263
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

62.9	% Male	37.1	% Female
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Employment Status

Employed Full-Time	66.2%
Employed Part-Time	16.3%
Not Employed	
A Homemaker	5.1%
A Student	0.9%
Retired	7.2%
Disabled	2.9%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	0.8%
Other	0.3%

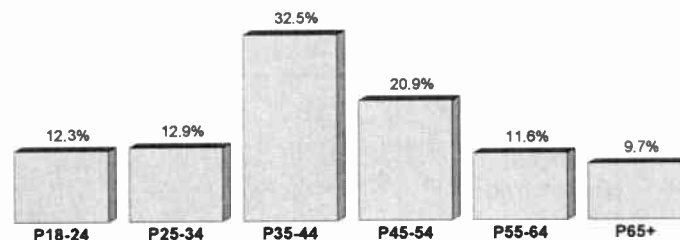
Occupation

Administrative Support	13.6%
Executive, Administrative & Managerial	18.7%
Farming, Forestry & Fishing	2.1%
Handlers, Eqp Clnrs, Helprs & Lborers	1.5%
Machine Operators, Assemblers & Inspctr	2.0%
Precision Production, Craft & Repair	6.7%
Professional Specialty	13.0%
Sales	9.0%
Service	6.4%
Technicians & Related Support	7.5%
Transportation & Material Moving	2.0%

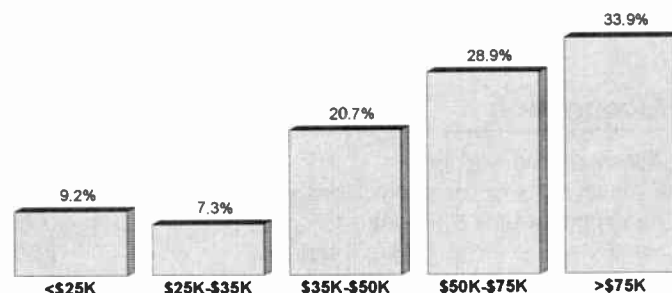
Education

			
3.6%	34.7%	27.6%	34.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	53.1%
One	16.4%
Two	20.3%
Three or More	10.2%

Home Ownership

Own	83.2%
Rent	15.4%
Other	1.4%



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

SPENT \$250+ ON LAWN/GARDEN (Amount Spent on Household Items is \$250 - \$499:Lawn or Garden Items or \$500 - \$999:Lawn or Garden Items or \$1,000 or More:Lawn or Garden Items)

Estimates displayed are reported for % Composition.
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PURCHASED VEHICLE PAST 4 YRS

Target Persons: 1,385,750 Target Intab: 870
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

49.3	% Male	50.7	% Female
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Employment Status

Employed Full-Time	61.2%
Employed Part-Time	15.5%
Not Employed	
A Homemaker	7.1%
A Student	2.2%
Retired	9.7%
Disabled	2.4%
Temporarily Laid-Off	0.2%
Not Employed-Looking for Work	1.6%
Other	0.1%

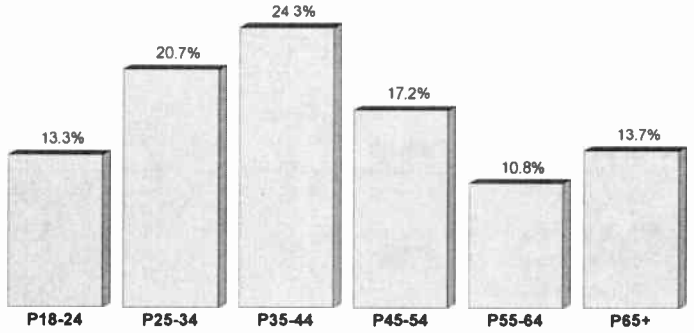
Occupation

Administrative Support	17.1%
Executive, Administrative & Managerial	12.3%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helprs & Lborers	2.3%
Machine Operators, Assemblers & Inspctr	2.5%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.6%
Sales	8.4%
Service	8.1%
Technicians & Related Support	5.2%
Transportation & Material Moving	2.8%

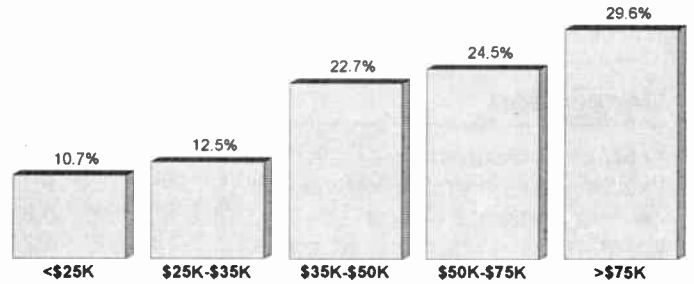
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	60.6%
One	14.4%
Two	16.3%
Three or More	8.7%

Home Ownership

Own	77.3%
Rent	19.2%
Other	3.5%



This report is based on Persons 18+ in SCB Philadelphia 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: 1,944,910 Target Intab: 1,140
 PHILADELPHIA
 Scarborough, Aug96-Jul97

Gender

48.1	% Male	51.9	% Female
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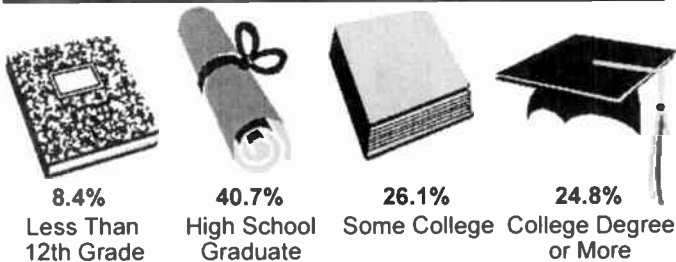
Employment Status

Employed Full-Time	52.6%
Employed Part-Time	14.8%
Not Employed	
A Homemaker	10.1%
A Student	2.5%
Retired	14.7%
Disabled	3.5%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.2%
Other	0.1%

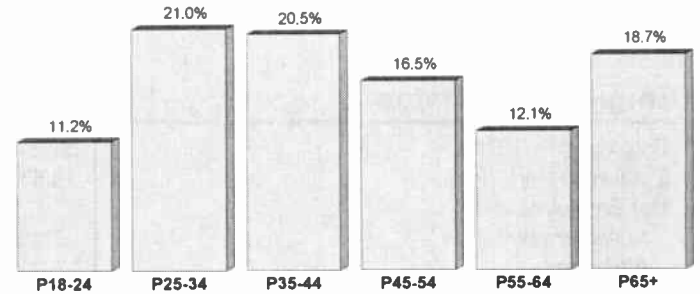
Occupation

Administrative Support	16.4%
Executive, Administrative & Managerial	9.7%
Farming, Forestry & Fishing	0.6%
Handlers, Eq Clnrs, Helprs & Lborers	1.7%
Machine Operators, Assemblers & Inspctr	2.4%
Precision Production, Craft & Repair	6.3%
Professional Specialty	10.2%
Sales	6.3%
Service	8.7%
Technicians & Related Support	3.9%
Transportation & Material Moving	1.5%

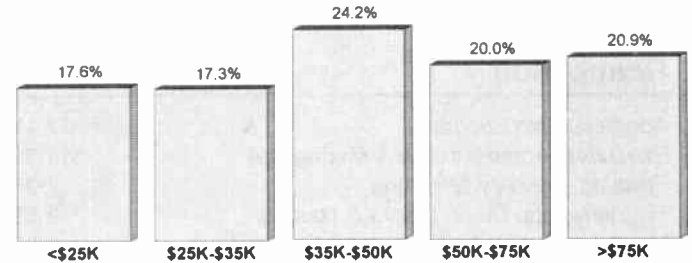
Education



Demographic Breakout



Household Income

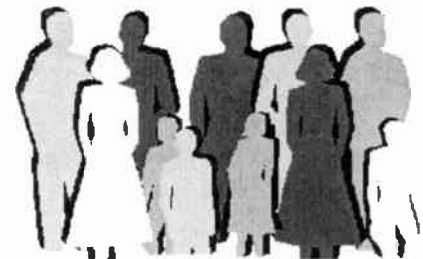


Presence of Children Under 12 in Household

None	59.7%
One	15.0%
Two	16.7%
Three or More	8.6%

Home Ownership

Own	73.8%
Rent	22.6%
Other	3.6%



This report is based on Persons 18+ in SCB Philadelphia 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 MaxiSer 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.

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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.

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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 (Mid-Hudson Valley)
Bismarck, ND	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)
Blacksburg-Christiansburg- Radford-Pulaski, VA	Odessa-Midland, TX
Bloomington	Owensboro, KY
Boise	Oxnard-Ventura
Bryan-College Station, TX	Panama City, FL
Burlington, VT	Parkersburg-Marietta, WV-OH
Canton, OH	Peoria
Cape Cod, MA	Portland, ME
Casper, WY	Portsmouth-Dover-Rochester, NH
Cedar Rapids	Poughkeepsie, NY
Champaign, IL	Pueblo
Charlottesville, VA	Rapid City, SD
Cheyenne, WY	Reading, PA
Chico, CA	Redding, CA
Columbia, MO	Reno
Columbus, GA	St. Cloud, MN
Cookeville, TN	Salisbury-Ocean City
Corpus Christi	San Angelo, TX
Danville, IL	San Luis Obispo, CA
Daytona Beach	Santa Fe, NM
Dothan, AL	Santa Maria-Lompoc
Dubuque, IA	Savannah
Duluth-Superior	Shreveport, LA
Eau Claire, WI	Sioux City, IA
Elmira-Corning, NY	Sioux Falls
Erie	South Bend
Eugene-Springfield	Springfield, IL
Fargo-Moorhead	Springfield, MO
Fayetteville, NC	State College, PA
Fayetteville (Northwest Arkansas)	Stockton
Florence, SC	Sussex, NJ
Ft. Collins-Greeley, CO	Tallahassee
Ft. Smith, AR	Terre Haute
Ft. Walton Beach, FL	Texarkana, TX-AR
Grand Forks, ND-MN	Topeka
Grand Junction, CO	Tri-Cities, WA (Richland-Kennewick-Pasco)
Great Falls, MT	Tupelo, MS
Green Bay	Tuscaloosa, AL
Hagerstown-Chambersburg- Waynesboro, MD-PA	Tyler-Longview, TX
Harrisonburg, VA	Utica-Rome
Huntington-Ashland	Visalia-Tulare-Hanford
Ithaca, NY	Waco, TX
Jackson, TN	Waterloo-Cedar Falls
Johnson City-Kingsport-Bristol	Watertown, NY
Johnstown	Wausau-Stevens Point, WI (Central Wisconsin)
Joplin, MO	Wheeling
Kalamazoo	Wichita Falls, TX
Killeen-Temple, TX	Williamsport, PA
La Crosse, WI	Wilmington, DE
Lake Charles, LA	Wilmington, NC
Lakeland-Winter Haven	Winchester, VA
Lansing-East Lansing, MI	Yakima, WA
Laredo, TX	
Laurel-Hattiesburg, MS	

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		

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

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®/Media Professional™	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							Aug 03	12:30PM-12:45PM	Aug 04	Aug 05		Aug 14
Alexandria, LA	Jun 08	11:00AM MST	Jul 06	11:00AM	Aug 03	9:30AM	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		
Biloxi-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-Chrstnbrg-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		

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ARBITRON

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
Columbia, MO	Jun 08	10:00AM EST	Jul 06	10:00AM	Jul 31	10:00AM	Jul 30	2:30PM-2:45PM	Jul 31	Aug 03	Aug 28	
Columbia, SC							Jul 31	1:00PM-1:15PM	Aug 03			
Columbus, GA	Jun 01	10:00AM EST	Jun 26	10:00AM	Jul 24	11:30AM	Aug 06	11:00AM-11:15AM	Aug 07	Aug 10	Aug 25	
Columbus, OH							Jul 24	2:30PM-2:45PM	Jul 27	Jul 28		
Cookeville, TN	May 27	1:30PM CST	Jun 23	1:30PM	Jul 22	10:30AM	Aug 11	9:00AM-9:15AM	Aug 12	Aug 13	Aug 24	Aug 14
Corpus Christi							Aug 05	11:30AM-11:45AM	Aug 06	Aug 07		
Dallas-Ft. Worth							Jul 22	1:30PM-1:45PM	Jul 23	Jul 24		
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	Jun 10	9:30AM MST	Jul 08	9:30AM	Aug 04	9:30AM	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							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	Jun 01	11:30AM PST	Jun 26	11:30AM	Jul 24	11:30AM	Jul 20	2:00PM-2:15PM	Jul 21	Jul 22	Aug 14	
Fresno							Jul 24	2:30PM-2:45PM	Jul 27	Jul 28		
Fl. Collins-Greeley, CO							Jul 27	1:00PM-1:15PM	Jul 28	Jul 29		
Fl. Myers-Naples-Marco Island							Jul 27	1:30PM-1:45PM	Jul 28	Jul 29		
Fl. 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	Jun 04	1:00PM EST	Jul 01	1:00PM	Jul 30	11:30AM	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							Jul 30	2:30PM-2:45PM	Jul 31	Aug 03		
Great Falls, MT	Jun 05	10:00AM EST	Jul 02	10:00AM	Jul 30	11:30AM	Aug 11	9:30AM-9:45AM	Aug 12	Aug 13	Aug 27	
Green Bay							Aug 10	11:00AM-11:15AM	Aug 11	Aug 12		
Greensboro-Winston Salem-High Point							Jul 30	2:30PM-2:45PM	Jul 31	Aug 03		
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, MD-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	Aug 11	
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	Aug 24	Aug 14
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		
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		
Ithaca, NY							Jul 23	12:30PM-12:45PM	Jul 24	Jul 27		

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Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		MaxiSer®/ MediaProfessional™	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 2:00PM-2:15PM Jul 28 1:00PM-1:15PM Aug 07 12:30PM-12:45PM Jul 23 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 11:00AM-11:15AM Jul 30 2:00PM-2:15PM Jul 27 12:00PM-12:15PM Jul 28 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 1:00PM-1:15PM Jul 29 1:30PM-1:45PM Aug 06 11:30AM-11:45AM Aug 11 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 1:30PM-1:45PM Jul 29 3:30PM-3:45PM Jul 30 4:00PM-4:15PM Jul 30 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 1:00PM-1:15PM Jul 30 12:30PM-12:45PM Aug 03 12:30PM-12:45PM Aug 07 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 10:00AM-10:15AM Aug 07 10:30AM-10:45AM Aug 03 1:00PM-1:15PM Jul 30 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 10:00AM PST Jun 02 11:30AM EST	Jun 17 10:00AM Jun 29 11:30AM	Jul 15 1:00PM Jul 28 10:00AM	Jul 15 4:00PM-4:15PM Jul 28 1:00PM-1:15PM Aug 05 12:30PM-12:45PM Aug 05 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 10:30AM CST Jun 05 12:00PM CST	Jul 06 10:30AM Jul 02 12:00PM	Aug 03 9:00AM Jul 30 1:30PM	Aug 03 12:00PM-12:15PM Jul 20 2:00PM-2:15PM Jul 27 1:00PM-1:15PM Jul 30 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 9:30AM-9:45AM Jul 23 12:30PM-12:45PM Jul 29 1:30PM-1:45PM Jul 20 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-FL Lauderdale-Hollywood Milwaukee-Racine Minneapolis-St. Paul	May 29 1:00PM EST Jun 01 10:30AM CST May 28 12:00PM CST	Jun 25 1:00PM Jun 26 10:30AM Jun 24 12:00PM	Jul 24 10:00AM Jul 24 12:00PM Jul 22 1:30PM	Aug 12 9:30AM-9:45AM Jul 24 1:00PM-1:15PM Jul 24 3:00PM-3:15PM Jul 22 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 12:00PM-12:15PM Jul 17 10:00AM-10:15AM Jul 14 2:00PM-2:15PM Aug 11 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 2:30PM-2:45PM Aug 05 1:30PM-1:45PM Aug 04 12:00PM-12:15PM Jul 14 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 1:30PM CST May 19 11:30AM EST	Jul 01 1:30PM Jun 16 11:30AM	Jul 29 10:30AM Jul 14 11:30AM	Aug 07 4:00PM-4:15PM Jul 29 1:30PM-1:45PM Jul 14 2:30PM-2:45PM Jul 15 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 1:30PM-1:45PM Jul 20 12:30PM-12:45PM	Jul 21 Jul 21	Jul 22 Jul 22						

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Arbitron 1998 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings		Maximiser SM / Media Professional SM	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
Oxnard-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 21	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	
Sloux City, IA							Aug 12 9:00AM-9:15AM		Aug 13	Aug 14		

* 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		MaxiSer®/MediaProfessional™ Mail Date	Market Report Mail Date	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*			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	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 20 Jul 30 Aug 10	Jul 21 Jul 31 Aug 11			
Tampa-St. Petersburg-Clearwater	May 28	11:30AM EST	Jun 24	11:30AM	Jul 23	10:00AM	Jul 23 1:00PM-1:15PM	Jul 24	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 12:00PM CST	Jun 30	11:00AM 12:00PM	Jul 29	11:00AM 1:30PM	Jul 15 3:30PM-3:45PM Aug 12 9:30AM-9:45AM 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 10:00AM EST	Jul 02	12:00PM 10:00AM	Jul 30	1:30PM 1:00PM	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			

* All times are local market times.

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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

Group Services:

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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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311 South Wacker Dr., Suite 1600/60606
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John Basila, Mgr. (312) 913-6235
 Britt Alexander (312) 913-6231
 Bethanie Buckingham (312) 913-6232
 Mark Cody (312) 913-6236
 Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:
 Malou Walterson (312) 913-6233

Training Specialist:

Karen Young (312) 913-6240

Advertiser/Agency Services:

Carol Hanley, Mgr. (312) 913-6226
 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

Advertiser/Agency Services:

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 Bill Bingham (770) 551-1410
 Spencer Wilson (770) 551-1404

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10877 Wilshire Blvd., Suite 1600/90024
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 Paul LeFort (310) 824-6606
 Steven Shrinsky (310) 824-6602
 Richard Tunkel (310) 824-6608
 Rob Winston (310) 824-6604

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

Training Specialist:

Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

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 John Hegelmeyer (310) 824-6621

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Debbie Lahm (310) 824-6622

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 13355 Noel Road, Suite 1120/75240
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Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386
 Jan Bournstein (972) 385-5383
 Jessica Paige (972) 385-5394

Scarborough Training Specialist:

Jennifer Thompson (972) 385-5391

Training Specialist:

Todd Brandon (972) 385-5392

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NOTE/The survey dates are subject to change.

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