

Spring 1999
Delivery Schedule
Inside!

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Radio Market Report

Philadelphia

Includes Instant Qualitative Profile with
Scarborough qualitative information



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Media
Rating Council®

64 Philadelphia
Winter 1999

ARBITRON

Winter 1999
January 7 - March 31

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Radio Market Report

**Spring '99
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1999-2000 Survey Schedule

Winter 1999
January 7 - March 31

Spring 1999
April 1 - June 23

Summer 1999
July 1 - September 22

Fall 1999
September 23 - December 15

Winter 2000
January 6 - March 29



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 1999 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

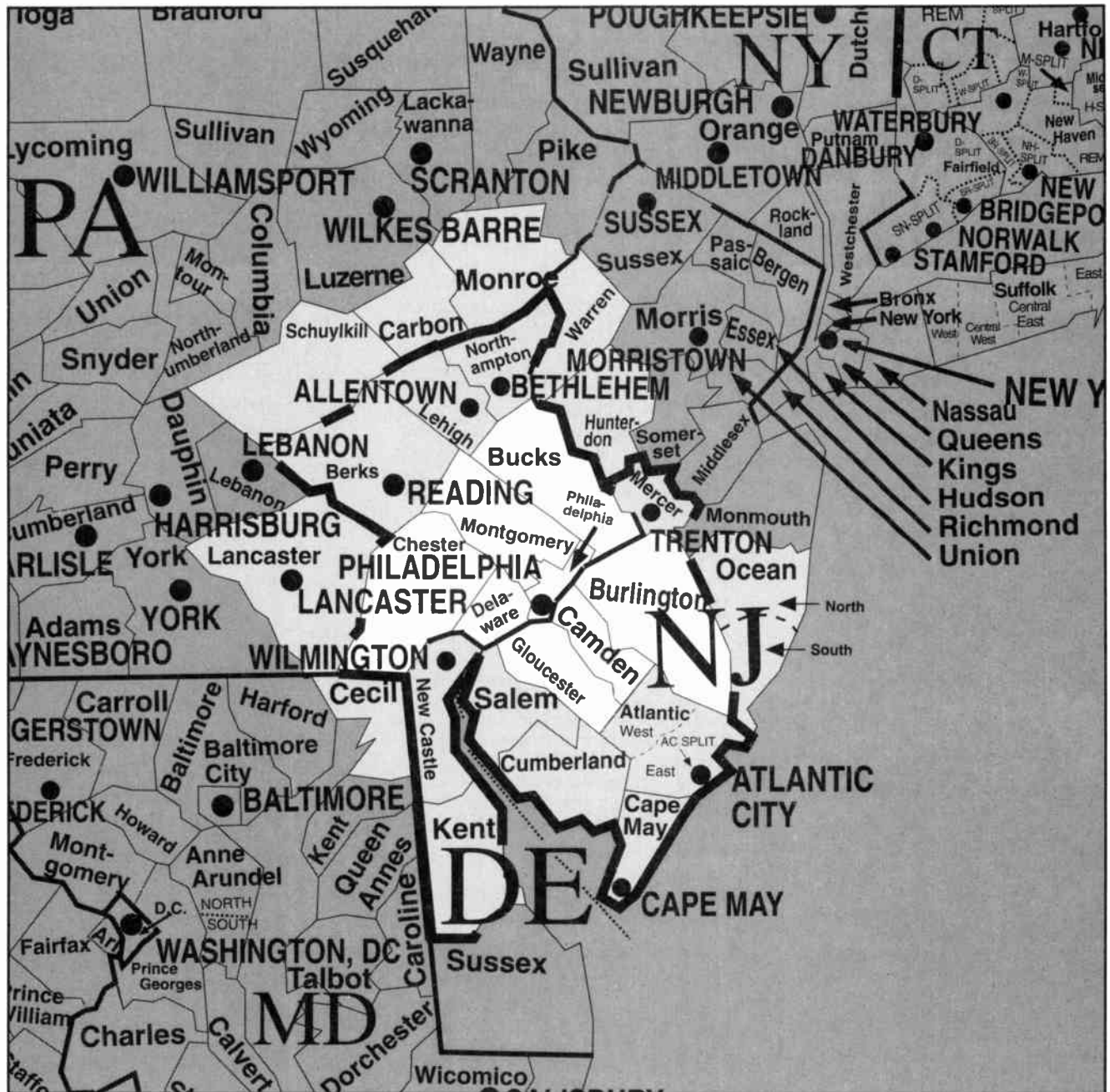
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

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 |
| WJZJ-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 | WYXR-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 | HDA | | Estimated P12+ Population | In-Tab | Area | County/ Split County | HDA | |
|------------------------------|--------|------|-------------------------|-----|--------------|------------------------------|--------|------|-------------------------|-----|--------------|
| | | | | ST | Blk. / Hisp. | | | | | ST | Blk. / Hisp. |
| 345,700 | 406 | M | BURLINGTON | NJ | B | 353,000 | 429 | M | CHESTER | PA | |
| 412,800 | 454 | M | CAMDEN | NJ | B H | 455,700 | 541 | M | DELAWARE | PA | B |
| 204,600 | 275 | M | GLOUCESTER | NJ | | 607,900 | 700 | M | MONTGOMERY | PA | |
| 488,100 | 577 | M | BUCKS | PA | | 1,198,100 | 1,293 | 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 | 740 | 706,000 | 529 | 516,100 |
| HDHA | 89 | 59,000 | 31 | 32,500 |

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1998 survey, population estimates for this report are based on Market Statistics 1/1/99 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/99 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/98 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 | 407,300 | 10.0 | 470 | 10.1 | 10.0 |
| 18-24 | 213,100 | 5.2 | 240 | 5.1 | 5.2 |
| 25-34 | 351,900 | 8.7 | 346 | 7.4 | 8.7 |
| 35-44 | 383,100 | 9.4 | 442 | 9.5 | 9.4 |
| 45-49 | 170,200 | 4.2 | 214 | 4.6 | 4.2 |
| 50-54 | 144,500 | 3.6 | 171 | 3.7 | 3.6 |
| 55-64 | 212,700 | 5.2 | 203 | 4.3 | 5.2 |
| 65+ | 258,300 | 6.4 | 274 | 5.9 | 6.4 |
| 18+ | 1,733,800 | 42.6 | 1,890 | 40.4 | 42.6 |
| Women | | | | | |
| 12-24 | 399,000 | 9.8 | 507 | 10.8 | 9.8 |
| 18-24 | 213,300 | 5.2 | 250 | 5.3 | 5.2 |
| 25-34 | 354,400 | 8.7 | 390 | 8.3 | 8.7 |
| 35-44 | 404,900 | 10.0 | 564 | 12.1 | 10.0 |
| 45-49 | 184,400 | 4.5 | 247 | 5.3 | 4.5 |
| 50-54 | 156,700 | 3.9 | 197 | 4.2 | 3.9 |
| 55-64 | 237,900 | 5.9 | 269 | 5.8 | 5.9 |
| 65+ | 400,600 | 9.9 | 381 | 8.1 | 9.9 |
| 18+ | 1,952,200 | 48.0 | 2,298 | 49.2 | 48.0 |
| P18+ | 3,686,000 | 90.7 | 4,188 | 89.6 | 90.7 |
| Teens 12-17 | 379,900 | 9.3 | 487 | 10.4 | 9.3 |
| Black P12+ | 766,600 | 18.9 | 971 | 20.8 | 18.9 |
| Hispanic P12+ | 167,900 | 4.1 | 217 | 4.6 | 4.1 |
| Total P12+ | 4,065,900 | | 4,675 | | |

Diary Placement/Return

| Metro | |
|---|--------------|
| LST - Est. Usable Households in Sample | 2,853 |
| UNL - Est. Usable Households in Sample | 2,874 |
| TOT - Est. Usable Households in Sample | 5,727 |
| LST - Est. Persons in Usable Households | 6,415 |
| UNL - Est. Persons in Usable Households | 6,825 |
| TOT - Est. Persons in Usable Households | 13,240 |
| LST - Contacted Households | 2,731 |
| UNL - Contacted Households | 2,616 |
| TOT - Contacted Households | 5,347 |
| LST - Households Accepting Diaries | 2,035 |
| UNL - Households Accepting Diaries | 1,988 |
| TOT - Households Accepting Diaries | 4,023 |
| LST - Persons Sent Diaries | 4,603 |
| UNL - Persons Sent Diaries | 4,772 |
| TOT - Persons Sent Diaries | 9,375 |
| LST - Diaries In-Tab | 2,400 |
| UNL - Diaries In-Tab | 2,275 |
| TOT - Diaries In-Tab | 4,675 |
| Metro Sample Target | 4,630 |
| Metro In-Tab/Target Index | 101 |
| Metro Response Rate | 35 |

LST - Listed UNL - Unlisted TOT - Total

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

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1998 survey, population estimates for this report are based on Market Statistics 1/1/99 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/99 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/98 zip code population estimates (1990 Census-based).

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

(s) KYW-AM 1060

Independence Mall E
Philadelphia, PA 19106
(215) 238-4971 Fax: (215) 238-4545
Format: All News
Sales Rep: CBS RADIO SALES
Network: CBS, ABC, CNN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

(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/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266

(s) WIOQ-FM 102.1

1 Bala Plz 2nd Fl Ste 243 W
Bala Cynwyd, PA 19004
(610) 667-8102 Fax: (610) 668-4657
Format: Contemporary Hit Radio
Sales Rep: EASTMAN RADIO, INC
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 27,000/204

(s) WMGK-FM 102.9

3rd Fl W 1 Bala Cynwyd Ptz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: 70's Oldies/Classic Hits
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 8,500/360

(s) WOGL-FM 98.1

City Line + Monument Aves
Philadelphia, PA 19131
(610) 668-5940 Fax: (610) 667-1904
Format: Oldies
Sales Rep: CBS RADIO SALES
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 12,500/305

(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/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 14,000/287

WFIL-AM 560

117 Ridge Pike
Lafayette Hill, PA 19444
(610) 828-6965 Fax: (610) 828-8879
Format: Religious
Sales Rep: SALEM RADIO REPRESENTATIVES
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(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, CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(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/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/252

(s) WPEN-AM 950

3rd Fl W 1 Bala Cynwyd Ptz
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/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(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/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000

WHAT-AM 1340

2471 N 54th St
Philadelphia, PA 19131
(215) 581-5161 Fax: (215) 581-5185
Format: News Talk Information
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/1,000

(s) WJZZ-FM 106.1

440 Domino Ln
Philadelphia, PA 19128
(215) 508-1200 Fax: (215) 508-4444
Format: New AC (NAC)/Smooth Jazz
Sales Rep: CRISTAL RADIO
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226

WNAP-AM 1110

2311 Old Arch Rd
Norristown, PA 19401
(610) 272-7600 Fax: (610) 272-5793
Format: Religious
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Norristown/Philadel, PA
County/Split Co.: Montgomery, PA
Power Day/Night (watts): 4,800/NA

(s) WPHI-FM 103.9

100 Old York Rd Ste A-1
Jenkintown, PA 19046
(215) 884-9400 Fax: (215) 884-1707
Format: Urban Contemporary
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Jenkintown/Phila, PA
County/Split Co.: Montgomery, PA
ERP (watts) / HAAT (meters): 340/305

(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 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. Commercial 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). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). 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 of this report for additional station information.

Network Affiliation Abbreviations

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

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

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

continued..

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) WPHT-AM 1210

10 Monument Rd
Bala Cynwyd, PA 19004
(610) 668-5984 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: INTEREP
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

WURD-AM 900

8121 Georgia Ave 10th Fl
Silver Spring, MD 20910
(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

(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

(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/Split Co.: Delaware, PA
ERP (watts) / HAAT (meters): 35,000/183

(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: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/253

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

WSSJ-AM 1310

1080 N Delaware Ave Ste 500
Philadelphia, PA 19125
(215) 426-1900 Fax: (215) 426-1550
Format: Spanish Contemporary
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: WESTWD
City of Lic./Alt City ID: Camden/Philadelphia, NJ
County/Split Co.: Camden, NJ
Power Day/Night (watts): 1,000/250

WWDB-AM 860

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
Power Day/Night (watts): 10,000/NA

(s) WXTU-FM 92.5

555 City Line Ave Ste 330
Bala Cynwyd, PA 19004
(610) 667-9000 Fax: (610) 667-5978
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

(s) WYXR-FM 104.5

One Bala Pkz
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

Outside Arbitron Radio Metro Area and the DMA

WBYN-FM 107.5

280 Mill St
Boyetown, PA 19512
(610) 369-7777 Fax: (610) 369-7780
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Boyetown, PA
County/Split Co.: Berks, PA
ERP (watts) / HAAT (meters): 30,000/186

WJBR-FM 99.5

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

WKXW-FM 101.5

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

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.

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ABC: ABC Radio Networks
AMFM: AMFM Radio Network
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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

[Stations listed alphabetically left to right.]

Outside Arbitron Radio Metro Area and the DMA *(continued)*

WNJO-FM 94.5

619 Alexander Rd
Princeton, NJ 08540
(609) 419-0300 Fax: (609) 419-0143
Format: Oldies
Sales Rep: KATZ RADIO
Network: INO
City of Lic./Alt City ID: Trenton, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/150

WPST-FM 97.5

619 Alexander Rd 3rd Fl
Princeton, NJ 08540
(609) 924-3600 Fax: (609) 924-1725
Format: Contemporary Hit Radio
Sales Rep: KATZ RADIO
Network: INO
City of Lic./Alt City ID: Trenton/Philadelphia, NJ
County/Split Co.: Mercer, NJ
ERP (watts) / HAAT (meters): 50,000/131

WRDR-FM 104.9

P O Box 295
Egg Harbor City, NJ 08215
(609) 965-1055 Fax: (609) 965-3026
Format: Soft Adult Contemporary
Sales Rep: KATZ RADIO
Network: INO
City of Lic./Alt City ID: Egg Harbor, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 10,000/55

(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. Commercial 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). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). 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 of this report 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.

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 | 1,802,800 | 100.0 | Seasonal Housing Units | 3,453 | .2 |
| Households by Income | | | Education: Persons 25+ | | |
| Under \$10,000 | 148,551 | 8.2 | Elementary 0-8 grade | 245,079 | 7.7 |
| \$10,000-19,999 | 184,668 | 10.3 | High school 1-3 yrs | 516,807 | 16.4 |
| \$20,000-29,999 | 177,437 | 9.8 | High school grad | 1,042,876 | 32.9 |
| \$30,000-39,999 | 169,645 | 9.4 | College 1-3 yrs | 641,096 | 20.2 |
| \$40,000-49,999 | 163,686 | 9.1 | College 4+ yrs | 720,494 | 22.8 |
| \$50,000-74,999 | 363,946 | 20.2 | Colleges & Universities | | |
| \$75,000-99,999 | 246,602 | 13.7 | Total enrollment | 247,454 | 100.0 |
| \$100,000+ | 348,265 | 19.3 | Full-time enrollment | 138,901 | 56.1 |
| Median income: \$53,572 | | | 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 | Farm worker | 23,038 | 1.0 |
| \$150,000-249,999 | 206,424 | 11.6 | Precision production | 237,616 | 10.3 |
| \$250,000+ | 72,872 | 4.1 | Operator | 283,042 | 12.3 |
| Median value: \$100,800 | | | Farm Population | | |
| Monthly Gross Rent | | | | 10,441 | |
| Less than \$200 | 36,209 | 2.0 | Transportation to Work | | |
| \$200-349 | 60,202 | 3.4 | Public | 265,207 | 11.6 |
| \$350-499 | 143,904 | 8.1 | Driving to work | 1,545,143 | 67.8 |
| \$500-649 | 144,950 | 8.2 | Carpool | 271,619 | 11.9 |
| \$650-749 | 55,375 | 3.1 | Other | 198,590 | 8.7 |
| \$750+ | 76,408 | 4.3 | Average Travel Time to Work (Min.) | | |
| Median rent: \$516 | | | | 25 | |
| Household Size | | | Car Ownership by Household | | |
| 1 Person | 465,800 | 25.8 | 0 Cars | 350,900 | 19.5 |
| 2 Persons | 539,900 | 30.0 | 1 Car | 666,900 | 37.0 |
| 3-4 Persons | 588,100 | 32.6 | 2 Cars | 567,500 | 31.4 |
| 5+ Persons | 209,000 | 11.6 | 3+ Cars | 217,500 | 12.1 |

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+ | 1,400 | .0 | 34,600 | .9 | 83,900 | 2.1 |
| Teens 12-17 | 0 | .0 | 1,100 | .3 | 3,000 | .8 |
| Men | 18-24 | .600 | 13,400 | 6.3 | 9,000 | 4.2 |
| | 25-34 | .400 | 1,600 | .5 | 8,700 | 2.5 |
| | 35-44 | .100 | 400 | .1 | 6,400 | 1.7 |
| | 45-49 | 0 | 0 | .0 | 2,000 | 1.2 |
| | 50-54 | 0 | 0 | .0 | 1,500 | 1.0 |
| | 55-64 | 0 | 0 | .0 | 2,400 | 1.1 |
| | 65+ | 0 | 0 | 0 | 9,900 | 3.8 |
| Women | 18-24 | .200 | 16,600 | 7.8 | 2,600 | 1.2 |
| | 25-34 | .100 | 600 | .2 | 1,800 | .5 |
| | 35-44 | 0 | 100 | .0 | 1,700 | .4 |
| | 45-49 | 0 | 100 | .1 | 1,000 | .5 |
| | 50-54 | 0 | 100 | .1 | 900 | .6 |
| | 55-64 | 0 | 100 | .0 | 1,900 | .8 |
| | 65+ | 0 | 0 | 500 | .1 | 31,100 |

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 1990 Census data, updated and projected to 1/1/99 by Market Statistics.

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+ | 766,600 | 100.0 | 18.9 | 167,900 | 100.0 | 4.1 |
| Teens 12-17 | 82,700 | 10.8 | 21.8 | 23,900 | 14.2 | 6.3 |
| Men | | | | | | |
| 18-24 | 49,000 | 6.4 | 23.0 | 11,700 | 7.0 | 5.5 |
| 25-34 | 67,300 | 8.8 | 19.1 | 20,300 | 12.1 | 5.8 |
| 35-44 | 66,000 | 8.6 | 17.2 | 18,100 | 10.8 | 4.7 |
| 45-49 | 28,600 | 3.7 | 16.8 | 6,900 | 4.1 | 4.1 |
| 50-54 | 23,500 | 3.1 | 16.3 | 4,900 | 2.9 | 3.4 |
| 55-64 | 35,800 | 4.7 | 16.8 | 6,000 | 3.6 | 2.8 |
| 65+ | 37,100 | 4.8 | 14.4 | 4,300 | 2.6 | 1.7 |
| Women | | | | | | |
| 18-24 | 48,200 | 6.3 | 22.6 | 12,200 | 7.3 | 5.7 |
| 25-34 | 73,700 | 9.6 | 20.8 | 18,400 | 11.0 | 5.2 |
| 35-44 | 80,900 | 10.6 | 20.0 | 17,800 | 10.6 | 4.4 |
| 45-49 | 36,000 | 4.7 | 19.5 | 6,300 | 3.8 | 3.4 |
| 50-54 | 29,800 | 3.9 | 19.0 | 4,800 | 2.9 | 3.1 |
| 55-64 | 45,500 | 5.9 | 19.1 | 5,900 | 3.5 | 2.5 |
| 65+ | 62,500 | 8.2 | 15.6 | 6,400 | 3.8 | 1.6 |

Area Lifestyle Profile

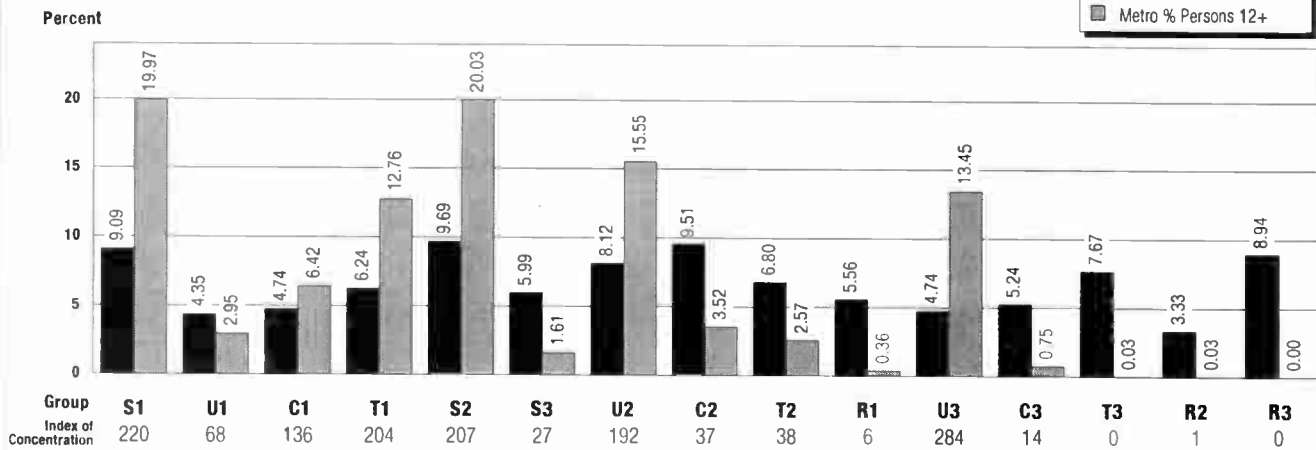
by PRIZM® Groups

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 the graph.

In this graph, 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 Metro 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 1998 publication of *Survey of Buying Power* (1/1/98 estimates) for the Metro.

Metro Income*

| | |
|-------------------------|---------------|
| Total Income (\$000) | \$128,111,606 |
| Median Household Income | \$53,572 |
| Income per Household | \$71,063 |

* 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 | \$47,779,250 |
| Retail Expenditures per Household (\$) | \$26,503 |
| Food Stores | \$7,689,506 |
| Supermarkets | \$6,997,156 |
| Eating & Drinking Places | \$3,805,530 |
| General Merchandise Stores | \$4,462,079 |
| Department Stores | \$3,649,449 |
| Apparel and Accessories Stores | \$2,760,150 |
| Automotive Dealers | \$12,548,954 |
| Building Materials & Hardware Stores | \$2,115,270 |
| Drugstores | \$2,508,865 |
| Furniture and Appliance Stores | \$751,535 |
| Radio, TV & Music Stores | \$1,048,287 |

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 | 9.8 |
| Ford Motor Company | 14.1 |
| General Motors Corporation | 25.8 |
| Honda | 11.7 |
| Mazda | 2.2 |
| Nissan | 6.9 |
| Toyota | 10.6 |
| Volkswagen/Audi | 5.1 |
| Other | 13.8 |

* Note: Figures are shown for January through June of the 1998 model year.

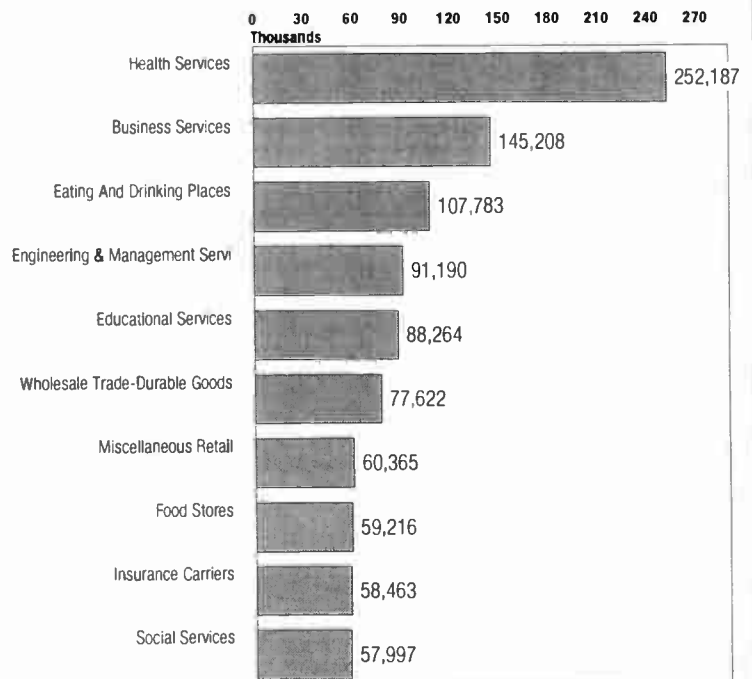
Top Ten Employer Industries

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
1,905,964

Top 10 Total Employees
998,295
52.4% of Total



Magazines

| Magazine | Circulation | % | Magazine | Circulation | % |
|-------------|-------------|------|-------------|-------------|-----|
| MODR MATUR | 446,927 | 24.9 | YM | 39,315 | 2.2 |
| TV GUIDE | 333,362 | 18.5 | GLAMOUR | 39,114 | 2.2 |
| RDRS DIGST | 241,387 | 13.4 | TEEN | 36,615 | 2.0 |
| BTR HOME | 124,470 | 6.9 | PARENTS | 36,290 | 2.0 |
| NAT GEO | 116,224 | 6.5 | SP OP DGST | 34,906 | 1.9 |
| FAMILY CRCL | 98,257 | 5.5 | ROLLING STN | 33,805 | 1.9 |
| TIME | 98,063 | 5.5 | NATL ENGR | 32,983 | 1.8 |
| WOMANS DAY | 89,426 | 5.0 | MENS HLTH | 31,557 | 1.8 |
| GD HSEKPNG | 85,128 | 4.7 | COOKING LT | 31,353 | 1.7 |
| LS HOME JN | 85,110 | 4.7 | GOLF DIGST | 30,790 | 1.7 |
| MCCALLS | 78,943 | 4.4 | LIFE | 29,317 | 1.6 |
| PEOPLE | 70,371 | 3.9 | CTRY LVNG | 29,218 | 1.6 |
| NEWSWEEK | 69,466 | 3.9 | ENTERTNMNT | 28,066 | 1.6 |
| SPORTS ILS | 67,601 | 3.8 | MADEMOSELL | 26,062 | 1.4 |
| PREVENTION | 65,302 | 3.6 | KIPLINGERS | 25,324 | 1.4 |
| EBONY | 57,022 | 3.2 | POP SCIENC | 25,230 | 1.4 |
| PLAYBOY | 52,835 | 2.9 | BOYS LIFE | 25,083 | 1.4 |
| REDBOOK | 50,924 | 2.8 | SELF | 23,974 | 1.3 |
| SEVENTEEN | 50,375 | 2.8 | VDGUE | 23,921 | 1.3 |
| MONEY | 49,088 | 2.7 | GOLF MGZNE | 23,387 | 1.3 |
| COSMOPLTAN | 48,539 | 2.7 | POP MECHAN | 22,638 | 1.3 |
| STAR | 48,028 | 2.7 | FIELD STRM | 18,983 | 1.1 |
| SMTHSONIAN | 47,249 | 2.6 | OUTDR LIFE | 14,555 | 0.8 |
| MARTHA STW | 45,581 | 2.5 | SOU LIVING | - | - |
| US NWS&WR | 41,886 | 2.3 | SUNSET | - | - |

Newspapers

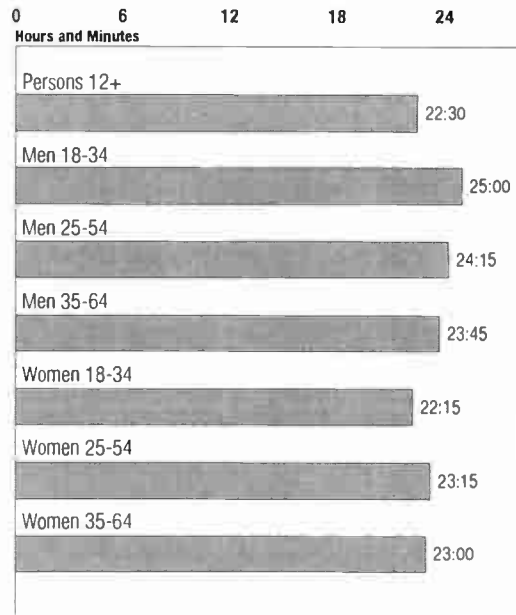
| Paper | Circulation | % |
|-------------------------------|-------------|----|
| PHILADELPHIA INQUIRER | 398,373 | 22 |
| PHILADELPHIA DAILY NEWS | 165,026 | 9 |
| CAMDEN COURIER POST | 84,163 | 5 |
| BUCKS COUNTY COURIER TIMES | 69,269 | 4 |
| DELAWARE COUNTY TIMES | 50,035 | 3 |
| INTELLIGENCER RECORD | 44,016 | 2 |
| BURLINGTON COUNTY TIMES | 39,398 | 2 |
| WEST CHESTER DAILY LOCAL NEWS | 33,841 | 2 |
| USA TODAY | 30,569 | 2 |
| GLOUCESTER COUNTY TIMES | 27,778 | 2 |
| NORRISTOWN TIMES HERALD | 23,040 | 1 |
| POTTSTOWN MERCURY | 21,993 | 1 |
| LANSDALE REPORTER | 19,706 | 1 |
| TRENTONIAN | 13,437 | 1 |
| TRENTON TIMES | 11,251 | 1 |
| ALLENTOWN MORNING CALL | 8,129 | - |
| PHOENIXVILLE, THE PHOENIX | 4,637 | - |
| WILMINGTON NEWS JOURNAL | 4,288 | - |
| PRESS OF ATLANTIC CITY | 1,065 | - |
| LANCASTER INTELLIGENCER-JRNL | 927 | - |
| VINELAND DAILY JOURNAL | 865 | - |
| SALEM, TODAY'S SUNBEAM | 213 | - |

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

Radio Time Spent Listening*

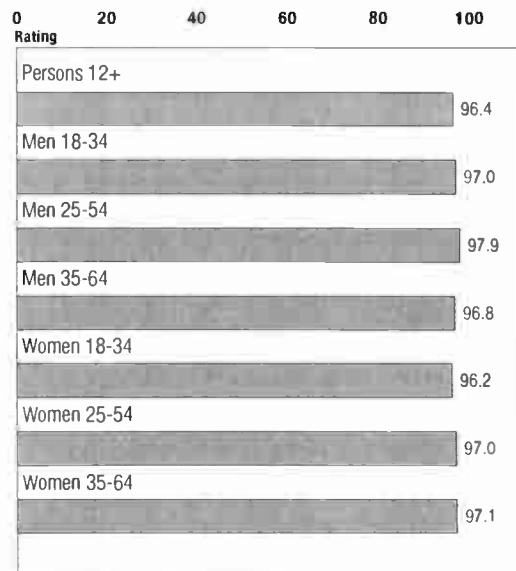
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



* Based on Arbitron's Winter 1999 radio survey.

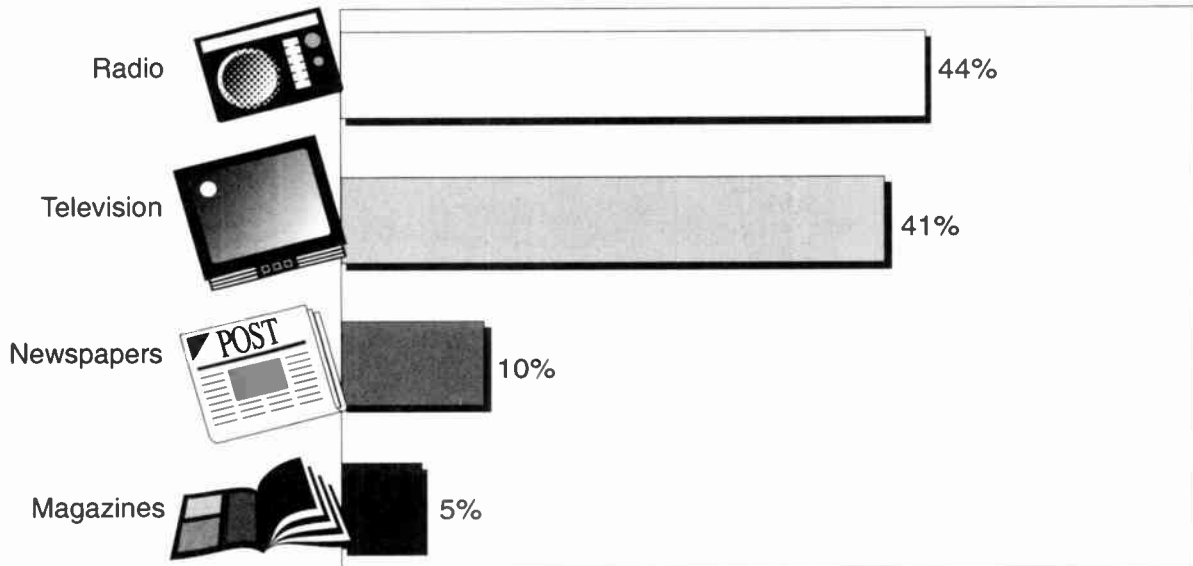
Media Targeting 2000SM

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.

* For the 48 contiguous states of the United 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.

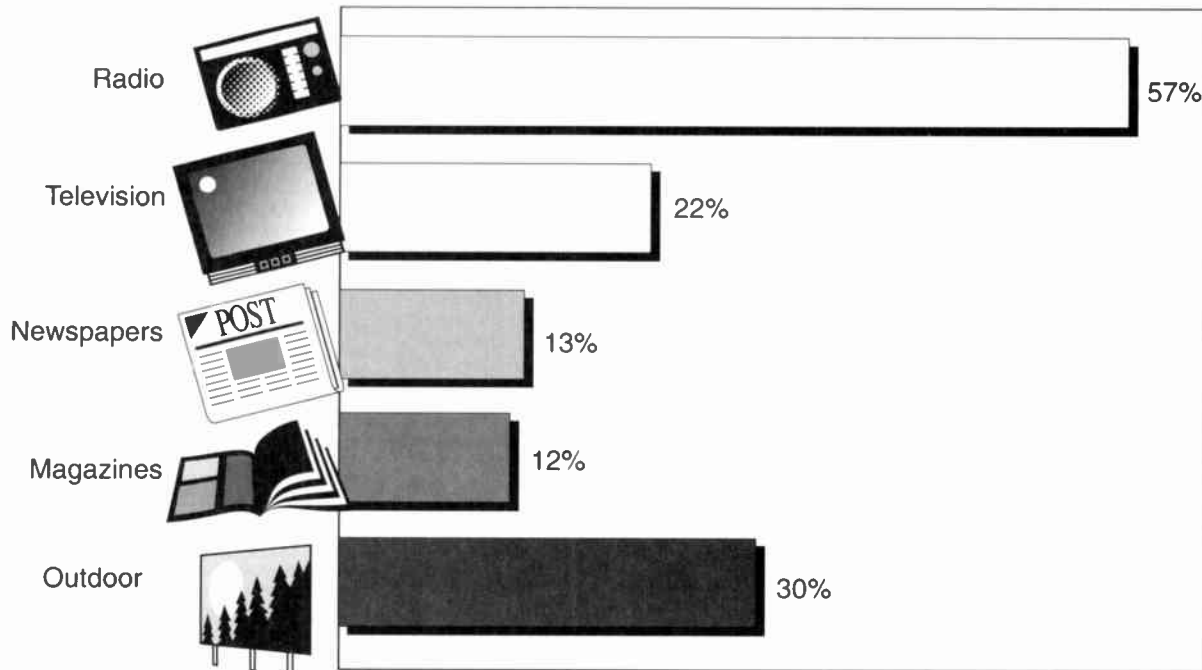
Media Targeting 2000SM

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.

* For the 48 contiguous states of the United States.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

Diarykeeper Solicitation is any attempt by, or on behalf of, a station that 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 that may not directly appeal to diarykeepers, but that nevertheless cause diarykeepers to misreport their actual listening. Improper Promotional Activities include, but are not limited to, contests that 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 that might cause a diarykeeper to surrender a diary.

Rating Distortion is sometimes confused with "hyoping." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hyoping 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; hyoping 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 that 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 that could alert, sensitize or remind diarykeepers or potential diarykeepers about past, current or future surveys in any way that 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 that alert listeners that a survey is, or soon will be, in progress or that 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 that 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, that mentions or alludes to a past, current, or future Arbitron survey, diary (ies) or radio ratings in any way that might sensitize diarykeepers to a current or future survey, or that may affect the way 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 that 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 air-check 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 that, 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) used in this Metro Survey Area. All Metro counties, including HDBA and/or HDHA splits, receive the same ethnic sampling procedures.

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

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

Radio Diary Expanded to Include Four New Questions/ Effective with the Fall 1998 survey, Arbitron has expanded the radio diary used in this market (in both the Metro and non-Metro areas) to include four new questions that will provide new socioeconomic and work-related information about diarykeepers and their households. In addition to the existing questions on age, sex, place of residence and employment status, the four new questions cover: respondent education level; household income; number of children under age 12 in the household; and workplace zip code for employed persons.

The added questions are printed at the back of the diary on the existing "Quick Questions" page; no new pages were added to the diary. In addition, there are no changes to the section of the diary that captures daily listening activity. The other existing components of Arbitron's standard survey methods for this market (e.g., sample selection, telephone placement and follow-up calls, respondent incentives, etc.) are also unaffected by this change.

In 1990, Arbitron conducted a large-scale research test of similar diary questions in 15 diverse Metros. Results from that test indicated that the addition of the five questions at the back of the standard radio diary caused no statistically significant changes in diary return rates or overall Average Quarter Hour Persons Using Radio ratings (AQH PUR). Overall Cume ratings for Persons 12+, Monday-Sunday, 6AM-Midnight showed a statistically significant increase of 0.1 rating point. In addition, the test results did suggest that ratings for two specific radio formats could possibly be affected. Statistically significant differences were noted for the Oldies format (+0.2 P12+ AQH rating point overall) and the Classical format (-0.1 P12+ AQH rating point overall). No other significant ratings effects were detected in the 1990 research test for any of the remaining 16 station format groupings examined.

The 1990 test of a five-question diary did not include the question about workplace zip code. This question was tested separately in 1997 in five diverse Metros. Results from that test indicate that the added question did not affect diary return rates. But the results did indicate that the test group with the Workplace Zip Code question printed in the diary had an overall Average Quarter Hour Persons Using Radio (AQH PUR) rating 1.0 point (6.5 percent) higher than the standard diary group. The higher AQH PUR rating appeared to be driven by an increase in reported "at work" radio listening.

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 |
|----------------------|---------------------|------------------|----------------------------|
| WWDB-AM | WTEL-AM | | 10/06/98 |

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+ | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|--------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|------------|
| 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 '99 | 545 | 11790 | 1.3 | 7.8 | 1372 | 8451 | 3.4 | 13.0 | 500 | 5142 | 1.2 | 5.0 | 516 | 5603 | 1.3 | 6.3 | 165 | 2469 | .4 | 5.1 |
| FA '98 | 444 | 10420 | 1.1 | 6.4 | 1054 | 7222 | 2.6 | 10.4 | 419 | 4202 | 1.0 | 4.4 | 466 | 4963 | 1.1 | 5.7 | 156 | 2314 | .4 | 4.5 |
| SU '98 | 466 | 11395 | 1.1 | 6.4 | 1157 | 7873 | 2.8 | 11.2 | 393 | 4599 | 1.0 | 3.8 | 455 | 5206 | 1.1 | 5.5 | 181 | 2574 | .4 | 4.8 |
| SP '98 | 520 | 11797 | 1.3 | 7.2 | 1289 | 8111 | 3.2 | 12.2 | 470 | 4914 | 1.2 | 4.7 | 509 | 5491 | 1.2 | 6.0 | 188 | 2663 | .5 | 5.1 |
| 4-Book | 494 | 11351 | 1.2 | 7.0 | 1218 | 7914 | 3.0 | 11.7 | 446 | 4714 | 1.1 | 4.5 | 487 | 5316 | 1.2 | 5.9 | 173 | 2505 | .4 | 4.9 |
| WI '98 | 527 | 11919 | 1.3 | 7.4 | 1332 | 8487 | 3.3 | 12.3 | 450 | 4570 | 1.1 | 4.8 | 485 | 5231 | 1.2 | 5.8 | 205 | 2511 | .5 | 5.8 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 444 | 6502 | 1.1 | 6.3 | 563 | 3288 | 1.4 | 5.3 | 769 | 3305 | 1.9 | 7.8 | 520 | 3406 | 1.3 | 6.3 | 197 | 2022 | .5 | 6.0 |
| FA '98 | 408 | 6243 | 1.0 | 5.9 | 534 | 3351 | 1.3 | 5.3 | 750 | 3202 | 1.8 | 7.9 | 491 | 3446 | 1.2 | 6.0 | 154 | 1854 | .4 | 4.4 |
| SU '98 | 451 | 6390 | 1.1 | 6.2 | 569 | 3347 | 1.4 | 5.5 | 837 | 3586 | 2.1 | 8.2 | 536 | 3530 | 1.3 | 6.5 | 194 | 2067 | .5 | 5.2 |
| SP '98 | 520 | 6934 | 1.3 | 7.2 | 671 | 3695 | 1.6 | 6.4 | 965 | 3642 | 2.4 | 9.7 | 633 | 4185 | 1.6 | 7.5 | 198 | 2221 | .5 | 5.4 |
| 4-Book | 456 | 6517 | 1.1 | 6.4 | 584 | 3420 | 1.4 | 5.6 | 830 | 3434 | 2.1 | 8.4 | 545 | 3642 | 1.4 | 6.6 | 186 | 2041 | .5 | 5.3 |
| WI '98 | 413 | 6603 | 1.0 | 5.8 | 585 | 3327 | 1.4 | 5.4 | 772 | 3275 | 1.9 | 8.2 | 482 | 3471 | 1.2 | 5.8 | 138 | 1747 | .3 | 3.9 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 76 | 1099 | .2 | 1.1 | 127 | 537 | .3 | 1.2 | 69 | 385 | .2 | .7 | 70 | 314 | .2 | .9 | 25 | 236 | .1 | .8 |
| FA '98 | 80 | 1055 | .2 | 1.2 | 150 | 545 | .4 | 1.5 | 72 | 415 | .2 | .8 | 53 | 345 | .1 | .6 | 21 | 149 | .1 | .6 |
| SU '98 | 73 | 944 | .2 | 1.0 | 142 | 528 | .3 | 1.4 | 78 | 404 | .2 | .8 | 44 | 242 | .1 | .5 | 18 | 179 | .1 | .5 |
| SP '98 | 85 | 1254 | .2 | 1.2 | 162 | 595 | .4 | 1.5 | 69 | 380 | .2 | .7 | 60 | 397 | .1 | .7 | 17 | 186 | .1 | .5 |
| 4-Book | 79 | 1088 | .2 | 1.1 | 145 | 551 | .4 | 1.4 | 72 | 396 | .2 | .8 | 57 | 325 | .1 | .7 | 20 | 188 | .1 | .6 |
| WI '98 | 91 | 1225 | .2 | 1.3 | 161 | 587 | .4 | 1.5 | 87 | 450 | .2 | .9 | 75 | 370 | .2 | .9 | 36 | 272 | .1 | 1.0 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 410 | 4122 | 1.0 | 5.8 | 561 | 2356 | 1.4 | 5.3 | 518 | 2139 | 1.3 | 5.2 | 448 | 2370 | 1.1 | 5.5 | 304 | 1762 | .7 | 9.3 |
| FA '98 | 411 | 4336 | 1.0 | 5.9 | 562 | 2590 | 1.4 | 5.6 | 478 | 2122 | 1.2 | 5.0 | 455 | 2394 | 1.1 | 5.5 | 307 | 1967 | .8 | 8.9 |
| SU '98 | 422 | 4465 | 1.0 | 5.8 | 565 | 2397 | 1.4 | 5.5 | 533 | 2331 | 1.3 | 5.2 | 458 | 2408 | 1.1 | 5.5 | 321 | 1928 | .8 | 8.6 |
| SP '98 | 445 | 4537 | 1.1 | 6.2 | 607 | 2502 | 1.5 | 5.8 | 513 | 2296 | 1.3 | 5.2 | 469 | 2567 | 1.2 | 5.6 | 355 | 2164 | .9 | 9.7 |
| 4-Book | 422 | 4365 | 1.0 | 5.9 | 574 | 2461 | 1.4 | 5.6 | 511 | 2222 | 1.3 | 5.2 | 458 | 2435 | 1.1 | 5.5 | 322 | 1955 | .8 | 9.1 |
| WI '98 | 454 | 4360 | 1.1 | 6.4 | 636 | 2630 | 1.6 | 5.9 | 539 | 2155 | 1.3 | 5.7 | 485 | 2491 | 1.2 | 5.8 | 370 | 2052 | .9 | 10.5 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 592 | .1 | .3 | 50 | 300 | .1 | .5 | 25 | 236 | .1 | .3 | 26 | 224 | .1 | .3 | 14 | 172 | .1 | .4 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 28 | 606 | .1 | .4 | 69 | 334 | .2 | .7 | 17 | 185 | .1 | .2 | 45 | 249 | .1 | .5 | 13 | 143 | .1 | .3 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 109 | 981 | .3 | 1.6 | 162 | 522 | .4 | 1.5 | 165 | 599 | .4 | 1.7 | 94 | 425 | .2 | 1.1 | 51 | 221 | .1 | 1.6 |
| FA '98 | 54 | 703 | .1 | .8 | 89 | 343 | .2 | .9 | 63 | 295 | .2 | .7 | 53 | 229 | .1 | .6 | 18 | 105 | .1 | .5 |
| SU '98 | 90 | 884 | .2 | 1.2 | 150 | 501 | .4 | 1.5 | 135 | 535 | .3 | 1.3 | 76 | 327 | .2 | .9 | 42 | 185 | .1 | 1.1 |
| SP '98 | 80 | 921 | .2 | 1.1 | 125 | 446 | .3 | 1.2 | 114 | 472 | .3 | 1.2 | 61 | 244 | .1 | .7 | 24 | 160 | .1 | .7 |
| 4-Book | 83 | 872 | .2 | 1.2 | 132 | 453 | .3 | 1.3 | 119 | 475 | .3 | 1.2 | 71 | 306 | .2 | .8 | 34 | 168 | .1 | 1.0 |
| WI '98 | 75 | 907 | .2 | 1.1 | 97 | 463 | .2 | .9 | 125 | 469 | .3 | 1.3 | 76 | 353 | .2 | .9 | 21 | 167 | .1 | .6 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 263 | 6064 | .6 | 3.7 | 320 | 2701 | .8 | 3.0 | 357 | 2933 | .9 | 3.6 | 359 | 3375 | .9 | 4.4 | 157 | 2346 | .4 | 4.8 |
| FA '98 | 287 | 5998 | .7 | 4.1 | 354 | 2818 | .9 | 3.5 | 397 | 2848 | 1.0 | 4.2 | 394 | 3529 | 1.0 | 4.8 | 166 | 2181 | .4 | 4.8 |
| SU '98 | 288 | 6133 | .7 | 4.0 | 309 | 2492 | .8 | 3.0 | 424 | 3336 | 1.0 | 4.1 | 363 | 3520 | .9 | 4.4 | 172 | 2236 | .4 | 4.6 |
| SP '98 | 280 | 5992 | .7 | 3.9 | 272 | 2617 | .7 | 2.6 | 393 | 2831 | 1.0 | 4.0 | 353 | 3275 | .9 | 4.2 | 187 | 2102 | .5 | 5.1 |
| 4-Book | 280 | 6047 | .7 | 3.9 | 314 | 2657 | .8 | 3.0 | 393 | 2987 | 1.0 | 4.0 | 367 | 3425 | .9 | 4.5 | 171 | 2216 | .4 | 4.8 |
| WI '98 | 264 | 6008 | .6 | 3.7 | 341 | 2900 | .8 | 3.1 | 305 | 2658 | .7 | 3.2 | 366 | 3643 | .9 | 4.4 | 165 | 2333 | .4 | 4.7 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 248 | 4520 | .6 | 3.5 | 391 | 2271 | 1.0 | 3.7 | 361 | 2115 | .9 | 3.6 | 330 | 2530 | .8 | 4.0 | 115 | 1393 | .3 | 3.5 |
| FA '98 | 204 | 3875 | .5 | 2.9 | 352 | 2125 | .9 | 3.5 | 270 | 1623 | .7 | 2.8 | 293 | 2252 | .7 | 3.6 | 89 | 1253 | .2 | 2.6 |
| SU '98 | 194 | 3232 | .5 | 2.7 | 378 | 1847 | .9 | 3.7 | 263 | 1537 | .6 | 2.6 | 271 | 1899 | .7 | 3.3 | 70 | 935 | .2 | 1.9 |
| SP '98 | 187 | 3540 | .5 | 2.6 | 384 | 2133 | .9 | 3.6 | 244 | 1551 | .6 | 2.5 | 242 | 1913 | .6 | 2.9 | 82 | 1073 | .2 | 2.2 |
| 4-Book | 208 | 3792 | .5 | 2.9 | 376 | 2094 | .9 | 3.6 | 285 | 1707 | .7 | 2.9 | 284 | 2149 | .7 | 3.5 | 89 | 1164 | .2 | 2.6 |
| WI '98 | 245 | 4461 | .6 | 3.4 | 455 | 2507 | 1.1 | 4.2 | 303 | 2061 | .7 | 3.2 | 349 | 2496 | .9 | 4.2 | 106 | 1391 | .3 | 3.0 |

** 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

Target Listener Trends - Persons 12+

| | Persons 12+ | | | | | | | | | | | | | | | | | | | |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 342 | 4504 | .8 | 4.9 | 352 | 2020 | .9 | 3.3 | 558 | 2325 | 1.4 | 5.6 | 458 | 2596 | 1.1 | 5.6 | 163 | 1437 | .4 | 5.0 |
| FA '98 | 295 | 4502 | .7 | 4.2 | 289 | 1907 | .7 | 2.9 | 473 | 2162 | 1.2 | 5.0 | 401 | 2462 | 1.0 | 4.9 | 149 | 1434 | .4 | 4.3 |
| SU '98 | 300 | 4419 | .7 | 4.1 | 270 | 1913 | .7 | 2.6 | 485 | 2227 | 1.2 | 4.7 | 381 | 2591 | .9 | 4.6 | 172 | 1436 | .4 | 4.6 |
| SP '98 | 326 | 4655 | .8 | 4.5 | 320 | 1960 | .8 | 3.0 | 519 | 2202 | 1.3 | 5.2 | 404 | 2601 | 1.0 | 4.8 | 174 | 1783 | .4 | 4.7 |
| 4-Book | 316 | 4523 | .8 | 4.4 | 308 | 1950 | .8 | 3.0 | 509 | 2229 | 1.3 | 5.1 | 411 | 2563 | 1.0 | 5.0 | 165 | 1523 | .4 | 4.7 |
| WI '98 | 359 | 4725 | .9 | 5.0 | 385 | 2197 | .9 | 3.6 | 529 | 2222 | 1.3 | 5.6 | 489 | 2797 | 1.2 | 5.8 | 186 | 1722 | .5 | 5.3 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 227 | 4638 | .6 | 3.2 | 247 | 2059 | .6 | 2.3 | 416 | 2335 | 1.0 | 4.2 | 308 | 2850 | .8 | 3.8 | 75 | 1220 | .2 | 2.3 |
| FA '98 | 273 | 4757 | .7 | 3.9 | 325 | 2288 | .8 | 3.2 | 504 | 2353 | 1.2 | 5.3 | 384 | 2860 | .9 | 4.7 | 92 | 1219 | .2 | 2.7 |
| SU '98 | 298 | 4922 | .7 | 4.1 | 302 | 2204 | .7 | 2.9 | 557 | 2688 | 1.4 | 5.4 | 382 | 3085 | .9 | 4.6 | 120 | 1387 | .3 | 3.2 |
| SP '98 | 299 | 5006 | .7 | 4.1 | 331 | 2240 | .8 | 3.1 | 526 | 2512 | 1.3 | 5.3 | 391 | 2961 | 1.0 | 4.6 | 120 | 1386 | .3 | 3.3 |
| 4-Book | 274 | 4831 | .7 | 3.8 | 301 | 2198 | .7 | 2.9 | 501 | 2472 | 1.2 | 5.1 | 366 | 2939 | .9 | 4.4 | 102 | 1303 | .3 | 2.9 |
| WI '98 | 278 | 5262 | .7 | 3.9 | 321 | 2233 | .8 | 3.0 | 450 | 2516 | 1.1 | 4.8 | 367 | 3209 | .9 | 4.4 | 119 | 1642 | .3 | 3.4 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 209 | 4260 | .5 | 3.0 | 310 | 1949 | .8 | 2.9 | 346 | 1959 | .9 | 3.5 | 262 | 2292 | .6 | 3.2 | 72 | 1071 | .2 | 2.2 |
| FA '98 | 248 | 4592 | .6 | 3.6 | 316 | 2023 | .8 | 3.1 | 460 | 2134 | 1.1 | 4.8 | 333 | 2792 | .8 | 4.1 | 85 | 1174 | .2 | 2.5 |
| SU '98 | 258 | 4991 | .6 | 3.6 | 306 | 2016 | .8 | 3.0 | 441 | 2325 | 1.1 | 4.3 | 326 | 2732 | .8 | 3.9 | 120 | 1675 | .3 | 3.2 |
| SP '98 | 216 | 4624 | .5 | 3.0 | 318 | 1930 | .8 | 3.0 | 328 | 2044 | .8 | 3.3 | 259 | 2612 | .6 | 3.1 | 85 | 1163 | .2 | 2.3 |
| 4-Book | 233 | 4617 | .6 | 3.3 | 313 | 1980 | .8 | 3.0 | 394 | 2116 | 1.0 | 4.0 | 295 | 2607 | .7 | 3.6 | 91 | 1271 | .2 | 2.6 |
| WI '98 | 220 | 4598 | .5 | 3.1 | 301 | 1921 | .7 | 2.8 | 355 | 1976 | .9 | 3.8 | 262 | 2586 | .6 | 3.1 | 83 | 1246 | .2 | 2.4 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 29 | 328 | .1 | .4 | * 26 | 129 | .1 | .2 | 37 | 228 | .1 | .4 | * 25 | 110 | .1 | .3 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 40 | 476 | .1 | .6 | 41 | 199 | .1 | .4 | 54 | 298 | .1 | .5 | 25 | 179 | .1 | .3 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 331 | 5580 | .8 | 4.7 | 408 | 2570 | 1.0 | 3.9 | 512 | 2478 | 1.3 | 5.2 | 390 | 2967 | 1.0 | 4.8 | 123 | 1386 | .3 | 3.8 |
| FA '98 | 382 | 6442 | .9 | 5.5 | 460 | 2974 | 1.1 | 4.6 | 602 | 3172 | 1.5 | 6.3 | 403 | 3391 | 1.0 | 4.9 | 153 | 1748 | .4 | 4.4 |
| SU '98 | 355 | 6270 | .9 | 4.9 | 466 | 2830 | 1.1 | 4.5 | 529 | 3035 | 1.3 | 5.2 | 417 | 3216 | 1.0 | 5.0 | 122 | 1658 | .3 | 3.3 |
| SP '98 | 356 | 6040 | .9 | 4.9 | 455 | 2807 | 1.1 | 4.3 | 572 | 2856 | 1.4 | 5.8 | 438 | 3261 | 1.1 | 5.2 | 134 | 1703 | .3 | 3.6 |
| 4-Book | 356 | 6083 | .9 | 5.0 | 447 | 2795 | 1.1 | 4.3 | 554 | 2885 | 1.4 | 5.6 | 412 | 3209 | 1.0 | 5.0 | 133 | 1624 | .3 | 3.8 |
| WI '98 | 324 | 5806 | .8 | 4.6 | 442 | 2725 | 1.1 | 4.1 | 465 | 2573 | 1.1 | 4.9 | 369 | 3105 | .9 | 4.4 | 98 | 1488 | .2 | 2.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 251 | 2915 | .6 | 3.6 | 349 | 1518 | .9 | 3.3 | 409 | 1941 | 1.0 | 4.1 | 295 | 1635 | .7 | 3.6 | 57 | 668 | .1 | 1.7 |
| FA '98 | 280 | 2810 | .7 | 4.0 | 410 | 1688 | 1.0 | 4.1 | 421 | 1886 | 1.0 | 4.4 | 301 | 1712 | .7 | 3.7 | 92 | 686 | .2 | 2.7 |
| SU '98 | 242 | 2864 | .6 | 3.3 | 371 | 1586 | .9 | 3.6 | 373 | 1866 | .9 | 3.6 | 244 | 1514 | .6 | 2.9 | 95 | 761 | .2 | 2.5 |
| SP '98 | 295 | 3213 | .7 | 4.1 | 420 | 1749 | 1.0 | 4.0 | 437 | 2206 | 1.1 | 4.4 | 334 | 2010 | .8 | 4.0 | 111 | 897 | .3 | 3.0 |
| 4-Book | 267 | 2951 | .7 | 3.8 | 388 | 1635 | 1.0 | 3.8 | 410 | 1975 | 1.0 | 4.1 | 294 | 1718 | .7 | 3.6 | 89 | 753 | .2 | 2.5 |
| WI '98 | 270 | 3281 | .7 | 3.8 | 431 | 1838 | 1.1 | 4.0 | 395 | 2133 | 1.0 | 4.2 | 294 | 1690 | .7 | 3.5 | 88 | 839 | .2 | 2.5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 210 | 4064 | .5 | 3.0 | 214 | 1870 | .5 | 2.0 | 197 | 1814 | .5 | 2.0 | 281 | 2420 | .7 | 3.4 | 212 | 2034 | .5 | 6.5 |
| FA '98 | 228 | 4035 | .6 | 3.3 | 225 | 1808 | .6 | 2.2 | 198 | 1848 | .5 | 2.1 | 325 | 2495 | .8 | 4.0 | 230 | 1972 | .6 | 6.6 |
| SU '98 | 225 | 3963 | .6 | 3.1 | 186 | 1647 | .5 | 1.8 | 274 | 2325 | .7 | 2.7 | 306 | 2546 | .8 | 3.7 | 218 | 2016 | .5 | 5.8 |
| SP '98 | 246 | 4154 | .6 | 3.4 | 246 | 1955 | .6 | 2.3 | 229 | 2174 | .6 | 2.3 | 327 | 2794 | .8 | 3.9 | 257 | 2089 | .6 | 7.0 |
| 4-Book | 227 | 4054 | .6 | 3.2 | 218 | 1820 | .6 | 2.1 | 225 | 2040 | .6 | 2.3 | 310 | 2564 | .8 | 3.8 | 229 | 2028 | .6 | 6.5 |
| WI '98 | 250 | 4623 | .6 | 3.5 | 267 | 2137 | .7 | 2.5 | 202 | 1963 | .5 | 2.1 | 375 | 2922 | .9 | 4.5 | 236 | 2124 | .6 | 6.7 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 76 | 1745 | .2 | 1.1 | 145 | 773 | .4 | 1.4 | 105 | 701 | .3 | 1.1 | 85 | 603 | .2 | 1.0 | 44 | 316 | .1 | 1.3 |
| FA '98 | 70 | 1485 | .2 | 1.0 | 129 | 575 | .3 | 1.3 | 76 | 482 | .2 | .8 | 68 | 501 | .2 | .8 | 32 | 287 | .1 | .9 |
| SU '98 | 95 | 2268 | .2 | 1.3 | 163 | 727 | .4 | 1.6 | 72 | 604 | .2 | .7 | 95 | 749 | .2 | 1.1 | 93 | 876 | .2 | 2.5 |
| SP '98 | 86 | 2266 | .2 | 1.2 | 116 | 630 | .3 | 1.1 | 70 | 603 | .2 | .7 | 66 | 596 | .2 | .8 | 138 | 1018 | .3 | 3.8 |
| 4-Book | 82 | 1941 | .2 | 1.2 | 138 | 676 | .4 | 1.4 | 81 | 598 | .2 | .8 | 79 | 612 | .2 | .9 | 77 | 624 | .2 | 2.1 |
| WI '98 | 76 | 1811 | .2 | 1.1 | 168 | 714 | .4 | 1.5 | 86 | 818 | .2 | .9 | 89 | 759 | .2 | 1.1 | 27 | 360 | .1 | .8 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| | Persons 12+ | | | | | | | | | | | | | | | | | | | |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 176 | 4490 | .4 | 2.5 | 212 | 2078 | .5 | 2.0 | 237 | 1925 | .6 | 2.4 | 262 | 2817 | .6 | 3.2 | 93 | 1617 | .2 | 2.8 |
| FA '98 | 143 | 4441 | .4 | 2.1 | 158 | 1925 | .4 | 1.6 | 160 | 1708 | .4 | 1.7 | 227 | 2734 | .6 | 2.8 | 87 | 1657 | .2 | 2.5 |
| SU '98 | 164 | 4806 | .4 | 2.3 | 181 | 1970 | .4 | 1.8 | 202 | 2199 | .5 | 2.0 | 223 | 2548 | .5 | 2.7 | 105 | 1590 | .3 | 2.8 |
| SP '98 | 164 | 4965 | .4 | 2.3 | 216 | 2241 | .5 | 2.0 | 219 | 2169 | .5 | 2.2 | 240 | 2829 | .6 | 2.9 | 89 | 1628 | .2 | 2.4 |
| 4-Book | 162 | 4676 | .4 | 2.3 | 192 | 2054 | .5 | 1.9 | 205 | 2000 | .5 | 2.1 | 238 | 2732 | .6 | 2.9 | 94 | 1623 | .2 | 2.6 |
| WI '98 | 159 | 4846 | .4 | 2.2 | 240 | 2233 | .6 | 2.2 | 153 | 1721 | .4 | 1.6 | 216 | 2624 | .5 | 2.6 | 108 | 1857 | .3 | 3.1 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 205 | .1 | .4 | 20 | 104 | .2 | .2 | 26 | 104 | .1 | .3 | 35 | 110 | .1 | .4 | 11 | 48 | .1 | .3 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 242 | .1 | .3 | 34 | 131 | .1 | .3 | 34 | 108 | .1 | .3 | 32 | 158 | .1 | .4 | 10 | 94 | .1 | .3 |
| FA '98 | 35 | 333 | .1 | .5 | 37 | 200 | .1 | .4 | 53 | 180 | .1 | .6 | 45 | 219 | .1 | .5 | 14 | 86 | .1 | .4 |
| SU '98 | 34 | 378 | .1 | .5 | 33 | 204 | .1 | .3 | 37 | 225 | .1 | .4 | 43 | 232 | .1 | .5 | 15 | 104 | .1 | .4 |
| SP '98 | 45 | 436 | .1 | .6 | 56 | 251 | .1 | .5 | 81 | 289 | .2 | .8 | 47 | 292 | .1 | .6 | 8 | 117 | .1 | .2 |
| 4-Book | 35 | 347 | .1 | .5 | 40 | 197 | .1 | .4 | 51 | 201 | .1 | .5 | 42 | 225 | .1 | .5 | 12 | 100 | .1 | .3 |
| WI '98 | 32 | 431 | .1 | .5 | 36 | 216 | .1 | .3 | 50 | 294 | .1 | .5 | 39 | 267 | .1 | .5 | 7 | 72 | .1 | .2 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 353 | 5657 | .9 | 5.0 | 454 | 2812 | 1.1 | 4.3 | 336 | 2622 | .8 | 3.4 | 427 | 3169 | 1.1 | 5.2 | 313 | 2454 | .8 | 9.6 |
| FA '98 | 369 | 5941 | .9 | 5.3 | 440 | 2915 | 1.1 | 4.4 | 366 | 2653 | .9 | 3.9 | 472 | 3271 | 1.2 | 5.7 | 334 | 2659 | .8 | 9.6 |
| SU '98 | 338 | 5641 | .8 | 4.7 | 343 | 2501 | .8 | 3.3 | 391 | 2960 | 1.0 | 3.8 | 401 | 3179 | 1.0 | 4.8 | 294 | 2598 | .7 | 7.9 |
| SP '98 | 367 | 5705 | .9 | 5.1 | 426 | 2837 | 1.0 | 4.0 | 377 | 2756 | .9 | 3.8 | 449 | 3372 | 1.1 | 5.3 | 294 | 2308 | .7 | 8.0 |
| 4-Book | 357 | 5736 | .9 | 5.0 | 416 | 2766 | 1.0 | 4.0 | 368 | 2748 | .9 | 3.7 | 437 | 3248 | 1.1 | 5.3 | 309 | 2505 | .8 | 8.8 |
| WI '98 | 303 | 5466 | .7 | 4.3 | 382 | 2637 | .9 | 3.5 | 287 | 2302 | .7 | 3.0 | 369 | 3037 | .9 | 4.4 | 257 | 2290 | .6 | 7.3 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 43 | 607 | .1 | .6 | * 45 | 249 | .1 | .4 | 76 | 450 | .2 | .8 | * 17 | 116 | .1 | .2 | | | | |
| FA '98 | 39 | 492 | .1 | .6 | 35 | 182 | .1 | .3 | 59 | 287 | .1 | .6 | 34 | 126 | .1 | .4 | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 326 | 4310 | .8 | 4.6 | 412 | 1949 | 1.0 | 3.9 | 559 | 2467 | 1.4 | 5.6 | 242 | 1577 | .6 | 3.0 | 203 | 1206 | .5 | 6.2 |
| FA '98 | 309 | 4379 | .8 | 4.4 | 417 | 2096 | 1.0 | 4.1 | 503 | 2319 | 1.2 | 5.3 | 229 | 1721 | .6 | 2.8 | 221 | 1235 | .5 | 6.4 |
| SU '98 | 365 | 4683 | .9 | 5.0 | 433 | 2189 | 1.1 | 4.2 | 617 | 2518 | 1.5 | 6.0 | 347 | 1952 | .9 | 4.2 | 209 | 1350 | .5 | 5.6 |
| SP '98 | 286 | 4012 | .7 | 4.0 | 330 | 1622 | .8 | 3.1 | 484 | 2225 | 1.2 | 4.9 | 284 | 1635 | .7 | 3.4 | 155 | 1050 | .4 | 4.2 |
| 4-Book | 322 | 4346 | .8 | 4.5 | 398 | 1964 | 1.0 | 3.8 | 541 | 2382 | 1.3 | 5.5 | 276 | 1721 | .7 | 3.4 | 197 | 1210 | .5 | 5.6 |
| WI '98 | 363 | 4722 | .9 | 5.1 | 394 | 2056 | 1.0 | 3.6 | 650 | 2726 | 1.6 | 6.9 | 350 | 2031 | .9 | 4.2 | 180 | 1255 | .4 | 5.1 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 524 | .1 | .4 | 24 | 193 | .1 | .2 | 46 | 273 | .1 | .5 | 26 | 234 | .1 | .3 | 6 | 52 | .1 | .2 |
| FA '98 | 25 | 469 | .1 | .4 | 25 | 226 | .1 | .2 | 43 | 319 | .1 | .5 | 23 | 203 | .1 | .3 | 7 | 56 | .1 | .2 |
| SU '98 | 48 | 593 | .1 | .7 | 49 | 247 | .1 | .5 | 64 | 360 | .2 | .6 | 49 | 262 | .1 | .6 | 32 | 213 | .1 | .9 |
| SP '98 | 25 | 351 | .1 | .3 | 32 | 156 | .1 | .3 | 36 | 237 | .1 | .4 | 29 | 220 | .1 | .3 | 3 | 55 | .1 | .1 |
| 4-Book | 31 | 484 | .1 | .5 | 33 | 206 | .1 | .3 | 47 | 297 | .1 | .5 | 32 | 230 | .1 | .4 | 12 | 94 | .1 | .4 |
| WI '98 | 24 | 416 | .1 | .3 | 37 | 226 | .1 | .3 | 35 | 245 | .1 | .4 | 35 | 240 | .1 | .4 | 1 | 20 | .1 | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 241 | 3265 | .6 | 3.4 | 314 | 1729 | .8 | 3.0 | 363 | 1667 | .9 | 3.7 | 301 | 2029 | .7 | 3.7 | 90 | 1076 | .2 | 2.8 |
| FA '98 | 295 | 3984 | .7 | 4.2 | 425 | 2378 | 1.0 | 4.2 | 389 | 2123 | 1.0 | 4.1 | 358 | 2517 | .9 | 4.4 | 124 | 1224 | .3 | 3.6 |
| SU '98 | 340 | 4319 | .8 | 4.7 | 444 | 2555 | 1.1 | 4.3 | 503 | 2561 | 1.2 | 4.9 | 393 | 2755 | 1.0 | 4.8 | 136 | 1502 | .3 | 3.6 |
| SP '98 | 311 | 3839 | .8 | 4.3 | 397 | 2196 | 1.0 | 3.8 | 464 | 2222 | 1.1 | 4.7 | 418 | 2422 | 1.0 | 5.0 | 109 | 1199 | .3 | 3.0 |
| 4-Book | 297 | 3852 | .7 | 4.2 | 395 | 2215 | 1.0 | 3.8 | 430 | 2143 | 1.1 | 4.4 | 368 | 2431 | .9 | 4.5 | 115 | 1250 | .3 | 3.3 |
| WI '98 | 302 | 3977 | .7 | 4.2 | 391 | 2243 | 1.0 | 3.6 | 435 | 2368 | 1.1 | 4.6 | 392 | 2663 | 1.0 | 4.7 | 125 | 1319 | .3 | 3.6 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 157 | 4427 | .4 | 2.2 | 230 | 2133 | .6 | 2.2 | 213 | 1706 | .5 | 2.1 | 217 | 2632 | .5 | 2.6 | 69 | 1524 | .2 | 2.1 |
| FA '98 | 145 | 4011 | .4 | 2.1 | 169 | 1931 | .4 | 1.7 | 193 | 1655 | .5 | 2.0 | 224 | 2456 | .6 | 2.7 | 85 | 1433 | .2 | 2.5 |
| SU '98 | 169 | 4468 | .4 | 2.3 | 179 | 1923 | .4 | 1.7 | 226 | 2008 | .6 | 2.2 | 236 | 2635 | .6 | 2.9 | 102 | 1599 | .3 | 2.7 |
| SP '98 | 157 | 4285 | .4 | 2.2 | 202 | 1966 | .5 | 1.9 | 217 | 1914 | .5 | 2.2 | 195 | 2430 | .5 | 2.3 | 71 | 1449 | .2 | 1.9 |
| 4-Book | 157 | 4298 | .4 | 2.2 | 195 | 1988 | .5 | 1.9 | 212 | 1821 | .5 | 2.1 | 218 | 2538 | .6 | 2.6 | 82 | 1501 | .2 | 2.3 |
| WI '98 | 158 | 4082 | .4 | 2.2 | 181 | 1854 | .4 | 1.7 | 193 | 1707 | .5 | 2.0 | 219 | 2473 | .5 | 2.6 | 93 | 1527 | .2 | 2.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 412 | 6416 | 1.0 | 5.9 | 1288 | 4612 | 3.2 | 12.2 | 493 | 3197 | 1.2 | 5.0 | 322 | 2661 | .8 | 3.9 | 101 | 1182 | .2 | 3.1 |
| FA '98 | 392 | 6926 | 1.0 | 5.6 | 1162 | 4379 | 2.9 | 11.5 | 460 | 2817 | 1.1 | 4.8 | 268 | 2194 | .7 | 3.3 | 99 | 1233 | .2 | 2.9 |
| SU '98 | 393 | 6814 | 1.0 | 5.4 | 1235 | 4670 | 3.0 | 12.0 | 455 | 3097 | 1.1 | 4.4 | 265 | 2373 | .7 | 3.2 | 125 | 1532 | .3 | 3.3 |
| SP '98 | 369 | 6666 | .9 | 5.1 | 1081 | 4376 | 2.7 | 10.2 | 488 | 3179 | 1.2 | 4.9 | 281 | 2621 | .7 | 3.3 | 89 | 1362 | .2 | 2.4 |
| 4-Book | 392 | 6706 | 1.0 | 5.5 | 1192 | 4509 | 3.0 | 11.5 | 474 | 3073 | 1.2 | 4.8 | 284 | 2462 | .7 | 3.4 | 104 | 1327 | .2 | 2.9 |
| WI '98 | 382 | 6637 | .9 | 5.4 | 1245 | 4722 | 3.1 | 11.5 | 453 | 3026 | 1.1 | 4.8 | 267 | 2337 | .7 | 3.2 | 92 | 1405 | .2 | 2.6 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 221 | 4816 | .5 | 3.1 | 315 | 2280 | .8 | 3.0 | 356 | 2042 | .9 | 3.6 | 259 | 2387 | .6 | 3.2 | 104 | 1318 | .3 | 3.2 |
| FA '98 | 217 | 4846 | .5 | 3.1 | 302 | 2378 | .7 | 3.0 | 294 | 2052 | .7 | 3.1 | 248 | 2443 | .6 | 3.0 | 140 | 1609 | .3 | 4.0 |
| SU '98 | 223 | 4583 | .5 | 3.1 | 274 | 1952 | .7 | 2.7 | 353 | 2011 | .9 | 3.4 | 272 | 2374 | .7 | 3.3 | 109 | 1577 | .3 | 2.9 |
| SP '98 | 237 | 5028 | .6 | 3.3 | 260 | 2045 | .6 | 2.5 | 324 | 1980 | .8 | 3.3 | 315 | 2788 | .8 | 3.7 | 162 | 1791 | .4 | 4.4 |
| 4-Book | 225 | 4818 | .5 | 3.2 | 288 | 2164 | .7 | 2.8 | 332 | 2021 | .8 | 3.4 | 274 | 2498 | .7 | 3.3 | 129 | 1574 | .3 | 3.6 |
| WI '98 | 224 | 5061 | .5 | 3.2 | 278 | 2162 | .7 | 2.6 | 307 | 2103 | .8 | 3.3 | 269 | 2459 | .7 | 3.2 | 150 | 1737 | .4 | 4.3 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 433 | .1 | .3 | 42 | 258 | .1 | .4 | 21 | 186 | .1 | .2 | 20 | 188 | .1 | .2 | 12 | 127 | .1 | .4 |
| FA '98 | 22 | 387 | .1 | .3 | 31 | 192 | .1 | .3 | 23 | 142 | .1 | .2 | 27 | 212 | .1 | .3 | 16 | 150 | .1 | .5 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 927 | .1 | .6 | 61 | 376 | .2 | .6 | 76 | 364 | .2 | .8 | 43 | 411 | .1 | .5 | 12 | 204 | .1 | .4 |
| FA '98 | 41 | 995 | .1 | .6 | 45 | 401 | .1 | .4 | 75 | 450 | .2 | .8 | 62 | 564 | .2 | .8 | 15 | 269 | .1 | .4 |
| SU '98 | 39 | 713 | .1 | .5 | 44 | 297 | .1 | .4 | 74 | 308 | .2 | .7 | 50 | 302 | .1 | .6 | 27 | 214 | .1 | .7 |
| SP '98 | 37 | 750 | .1 | .5 | 54 | 295 | .1 | .5 | 55 | 291 | .1 | .6 | 39 | 363 | .1 | .5 | 23 | 248 | .1 | .6 |
| 4-Book | 39 | 846 | .1 | .6 | 51 | 342 | .1 | .5 | 70 | 353 | .2 | .7 | 49 | 410 | .1 | .6 | 19 | 234 | .1 | .5 |
| WI '98 | 29 | 838 | .1 | .4 | 36 | 332 | .1 | .3 | 54 | 339 | .1 | .6 | 32 | 347 | .1 | .4 | 13 | 261 | .1 | .4 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 78 | 1536 | .2 | 1.1 | 139 | 856 | .3 | 1.3 | 128 | 718 | .3 | 1.3 | 113 | 979 | .3 | 1.4 | 19 | 377 | .1 | .6 |
| FA '98 | 89 | 1707 | .2 | 1.3 | 106 | 667 | .3 | 1.0 | 162 | 858 | .4 | 1.7 | 133 | 865 | .3 | 1.6 | 43 | 464 | .1 | 1.2 |
| SU '98 | 65 | 1507 | .2 | .9 | 85 | 686 | .2 | .8 | 113 | 696 | .3 | 1.1 | 105 | 910 | .3 | 1.3 | 25 | 328 | .1 | .7 |
| SP '98 | 67 | 1302 | .2 | .9 | 106 | 648 | .3 | 1.0 | 119 | 578 | .3 | 1.2 | 105 | 721 | .3 | 1.2 | 17 | 269 | .1 | .5 |
| 4-Book | 75 | 1513 | .2 | 1.1 | 109 | 714 | .3 | 1.0 | 131 | 713 | .3 | 1.3 | 114 | 869 | .3 | 1.4 | 26 | 360 | .1 | .8 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 64 | 1184 | .2 | .9 | 61 | 460 | .2 | .6 | 113 | 596 | .3 | 1.1 | 76 | 618 | .2 | .9 | 21 | 289 | .1 | .6 |
| FA '98 | 45 | 989 | .1 | .6 | 44 | 449 | .1 | .4 | 87 | 449 | .2 | .9 | 60 | 470 | .1 | .7 | 14 | 225 | .1 | .4 |
| SU '98 | 75 | 1138 | .2 | 1.0 | 99 | 504 | .2 | 1.0 | 121 | 558 | .3 | 1.2 | 79 | 596 | .2 | 1.0 | 36 | 347 | .1 | 1.0 |
| SP '98 | 50 | 1144 | .1 | .7 | 50 | 444 | .1 | .5 | 72 | 564 | .2 | .7 | 56 | 574 | .1 | .7 | 24 | 341 | .1 | .7 |
| 4-Book | 59 | 1114 | .2 | .8 | 64 | 464 | .2 | .6 | 98 | 542 | .3 | 1.0 | 68 | 565 | .2 | .8 | 24 | 301 | .1 | .7 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 88 | 3295 | .2 | 1.3 | 105 | 1380 | .3 | 1.0 | 109 | 1192 | .3 | 1.1 | 123 | 1883 | .3 | 1.5 | 59 | 1088 | .1 | 1.8 |
| FA '98 | 95 | 3109 | .2 | 1.4 | 116 | 1294 | .3 | 1.1 | 100 | 1141 | .2 | 1.1 | 134 | 1633 | .3 | 1.6 | 59 | 926 | .1 | 1.7 |
| SU '98 | 106 | 3323 | .3 | 1.5 | 115 | 1191 | .3 | 1.1 | 140 | 1489 | .3 | 1.4 | 144 | 1861 | .4 | 1.7 | 76 | 1221 | .2 | 2.0 |
| SP '98 | 95 | 3004 | .2 | 1.3 | 122 | 1321 | .3 | 1.2 | 117 | 1240 | .3 | 1.2 | 137 | 1510 | .3 | 1.6 | 63 | 1087 | .2 | 1.7 |
| 4-Book | 96 | 3183 | .2 | 1.4 | 115 | 1297 | .3 | 1.1 | 117 | 1266 | .3 | 1.2 | 135 | 1722 | .3 | 1.6 | 64 | 1081 | .2 | 1.8 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Persons 12+ | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|--------------|-------------|---------------------------|--------------|--------------|-------------|---------------------------|--------------|--------------|-------------|--------------------------|--------------|--------------|-------------|--------------------------|--------------|--------------|------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 615 | .1 | .3 | 22 | 141 | .1 | .2 | 38 | 274 | .1 | .4 | 29 | 332 | .1 | .4 | 5 | 102 | .2 |
| FA '98 | 31 | 700 | .1 | .4 | 39 | 315 | .1 | .4 | 38 | 304 | .1 | .4 | 39 | 364 | .1 | .5 | 9 | 223 | .3 |
| SU '98 | 25 | 626 | .1 | .3 | 21 | 253 | .1 | .2 | 35 | 327 | .1 | .3 | 24 | 292 | .1 | .3 | 13 | 156 | .3 |
| SP '98 | 51 | 872 | .1 | .7 | 30 | 324 | .1 | .3 | 86 | 442 | .2 | .9 | 73 | 530 | .2 | .9 | 26 | 292 | .1 |
| 4-Book | 32 | 703 | .1 | .4 | 28 | 258 | .1 | .3 | 49 | 337 | .1 | .5 | 41 | 380 | .1 | .5 | 13 | 193 | .4 |
| WI '98 | 47 | 912 | .1 | .7 | 36 | 372 | .1 | .3 | 66 | 533 | .2 | .7 | 68 | 509 | .2 | .8 | 23 | 241 | .1 |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7020 | 39162 | 17.3 | | 10564 | 34351 | 26.0 | | 9920 | 30066 | 24.4 | | 8196 | 32892 | 20.2 | | 3267 | 22210 | 8.0 |
| FA '98 | 6945 | 39022 | 17.1 | | 10109 | 34087 | 24.9 | | 9493 | 29653 | 23.3 | | 8220 | 32770 | 20.2 | | 3466 | 22301 | 8.5 |
| SU '98 | 7244 | 39194 | 17.8 | | 10316 | 33798 | 25.3 | | 10234 | 31398 | 25.1 | | 8273 | 33257 | 20.3 | | 3738 | 23780 | 9.2 |
| SP '98 | 7219 | 39136 | 17.7 | | 10556 | 34241 | 25.9 | | 9912 | 30305 | 24.3 | | 8415 | 33429 | 20.7 | | 3676 | 23413 | 9.0 |
| 4-Book | 7107 | 39129 | 17.5 | | 10386 | 34119 | 25.5 | | 9890 | 30356 | 24.3 | | 8276 | 33087 | 20.4 | | 3537 | 22926 | 8.7 |
| WI '98 | 7109 | 39445 | 17.5 | | 10843 | 34934 | 26.6 | | 9431 | 29645 | 23.2 | | 8363 | 33431 | 20.5 | | 3518 | 22964 | 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 12+

Target Listener Estimates - Persons 12+

| | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | |
|---------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 774 | 11008 | 1.9 | 8.1 | 395 | 6573 | 1.0 | 8.1 | 863 | 3397 | 2.1 | 16.5 | 500 | 2156 | 1.2 | 6.2 | 265 | 1213 | .7 | 4.7 |
| 4-Book | 696 | 10373 | 1.7 | 7.3 | 352 | 6222 | .9 | 6.9 | 816 | 3248 | 2.0 | 14.9 | 387 | 1815 | .9 | 4.7 | 246 | 1154 | .6 | 4.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 629 | 5385 | 1.5 | 6.6 | 281 | 3179 | .7 | 5.7 | 298 | 884 | .7 | 5.7 | 479 | 1361 | 1.2 | 6.0 | 332 | 1042 | .8 | 5.8 |
| 4-Book | 667 | 5476 | 1.6 | 7.0 | 262 | 3149 | .7 | 5.1 | 273 | 903 | .7 | 5.0 | 493 | 1389 | 1.2 | 5.9 | 298 | 946 | .7 | 5.1 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 747 | .2 | .9 | 91 | 842 | .2 | 1.9 | 50 | 122 | .1 | 1.0 | 53 | 94 | .1 | .7 | 50 | 77 | .1 | .9 |
| 4-Book | 90 | 722 | .2 | 1.0 | 98 | 844 | .3 | 1.9 | 70 | 153 | .2 | 1.3 | 63 | 150 | .2 | .8 | 49 | 102 | .1 | .9 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 510 | 3437 | 1.3 | 5.3 | 303 | 2564 | .7 | 6.2 | 251 | 706 | .6 | 4.8 | 401 | 1048 | 1.0 | 5.0 | 371 | 841 | .9 | 6.5 |
| 4-Book | 514 | 3660 | 1.3 | 5.4 | 325 | 2694 | .8 | 6.4 | 287 | 746 | .7 | 5.3 | 450 | 1132 | 1.1 | 5.4 | 386 | 905 | 1.0 | 6.6 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 33 | 480 | .1 | .3 | 14 | 250 | .3 | .3 | 26 | 78 | .1 | .5 | 8 | 16 | .1 | .1 | 12 | 45 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 142 | 780 | .3 | 1.5 | 91 | 674 | .2 | 1.9 | 94 | 236 | .2 | 1.8 | 139 | 250 | .3 | 1.7 | 117 | 178 | .3 | 2.1 |
| 4-Book | 108 | 665 | .3 | 1.1 | 73 | 582 | .2 | 1.4 | 78 | 182 | .2 | 1.4 | 106 | 208 | .3 | 1.3 | 59 | 121 | .2 | 1.0 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 346 | 5169 | .9 | 3.6 | 186 | 3509 | .5 | 3.8 | 140 | 673 | .3 | 2.7 | 375 | 1652 | .9 | 4.7 | 212 | 1038 | .5 | 3.7 |
| 4-Book | 361 | 5118 | .9 | 3.8 | 209 | 3331 | .5 | 4.1 | 148 | 624 | .3 | 2.7 | 375 | 1494 | .9 | 4.5 | 283 | 1088 | .7 | 4.8 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 361 | 3706 | .9 | 3.8 | 137 | 2380 | .3 | 2.8 | 176 | 610 | .4 | 3.4 | 236 | 939 | .6 | 2.9 | 176 | 661 | .4 | 3.1 |
| 4-Book | 313 | 3256 | .8 | 3.3 | 103 | 1698 | .3 | 2.1 | 136 | 486 | .3 | 2.5 | 182 | 690 | .5 | 2.2 | 104 | 414 | .2 | 1.8 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 464 | 3654 | 1.1 | 4.8 | 246 | 2675 | .6 | 5.0 | 201 | 637 | .5 | 3.8 | 426 | 1105 | 1.0 | 5.3 | 399 | 1059 | 1.0 | 7.0 |
| 4-Book | 417 | 3608 | 1.0 | 4.4 | 239 | 2573 | .6 | 4.7 | 193 | 605 | .5 | 3.5 | 402 | 1015 | 1.0 | 4.8 | 349 | 943 | .9 | 6.0 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 331 | 3916 | .8 | 3.4 | 145 | 2395 | .4 | 3.0 | 104 | 498 | .3 | 2.0 | 319 | 1190 | .8 | 4.0 | 227 | 884 | .6 | 4.0 |
| 4-Book | 398 | 4118 | 1.0 | 4.2 | 171 | 2401 | .5 | 3.3 | 146 | 531 | .4 | 2.7 | 351 | 1131 | .9 | 4.2 | 258 | 850 | .6 | 4.4 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 309 | 3531 | .8 | 3.2 | 124 | 2088 | .3 | 2.5 | 141 | 579 | .3 | 2.7 | 245 | 851 | .6 | 3.0 | 183 | 641 | .5 | 3.2 |
| 4-Book | 339 | 3799 | .8 | 3.6 | 140 | 2256 | .4 | 2.7 | 141 | 559 | .4 | 2.6 | 289 | 1019 | .7 | 3.5 | 184 | 699 | .5 | 3.1 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 31 | 282 | .1 | .3 | * 25 | 166 | .1 | .5 | * 21 | 39 | .1 | .4 | 30 | 53 | .1 | .4 | * 22 | 30 | .1 | .4 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 442 | 4315 | 1.1 | 4.6 | 273 | 3374 | .7 | 5.6 | 208 | 752 | .5 | 4.0 | 490 | 1443 | 1.2 | 6.1 | 338 | 1059 | .8 | 5.9 |
| 4-Book | 477 | 4794 | 1.2 | 5.0 | 291 | 3455 | .7 | 5.7 | 239 | 789 | .6 | 4.4 | 484 | 1450 | 1.2 | 5.8 | 349 | 1070 | .9 | 5.9 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 355 | 2559 | .9 | 3.7 | 197 | 1910 | .5 | 4.0 | 274 | 803 | .7 | 5.2 | 447 | 1000 | 1.1 | 5.6 | 253 | 649 | .6 | 4.4 |
| 4-Book | 367 | 2582 | .9 | 3.8 | 210 | 1975 | .5 | 4.1 | 328 | 891 | .8 | 6.0 | 446 | 1089 | 1.1 | 5.4 | 242 | 663 | .6 | 4.1 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 228 | 3399 | .6 | 2.4 | 175 | 2448 | .4 | 3.6 | 89 | 416 | .2 | 1.7 | 293 | 1081 | .7 | 3.6 | 223 | 761 | .5 | 3.9 |
| 4-Book | 249 | 3501 | .6 | 2.6 | 187 | 2351 | .5 | 3.7 | 113 | 423 | .3 | 2.1 | 305 | 1039 | .8 | 3.6 | 263 | 860 | .6 | 4.5 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 111 | 1355 | .3 | 1.2 | 37 | 648 | .1 | .8 | 40 | 168 | .1 | .8 | 43 | 124 | .1 | .5 | 14 | 63 | .2 | .2 |
| 4-Book | 98 | 1276 | .3 | 1.1 | 57 | 863 | .2 | 1.1 | 39 | 126 | .1 | .7 | 58 | 167 | .2 | .7 | 33 | 113 | .1 | .6 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 237 | 3810 | .6 | 2.5 | 122 | 2427 | .3 | 2.5 | 80 | 313 | .2 | 1.5 | 223 | 1001 | .5 | 2.8 | 150 | 743 | .4 | 2.6 |
| 4-Book | 211 | 3905 | .5 | 2.2 | 120 | 2468 | .3 | 2.4 | 83 | 391 | .2 | 1.5 | 229 | 1081 | .6 | 2.8 | 159 | 761 | .4 | 2.7 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| | | Persons 12+ | | | | | | | | | | | | | | | | | | | | |
|-----------------|---|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|--|
| | | 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 27 | 166 | .1 | .3 | 36 | 132 | .1 | .7 | 32 | 77 | .1 | .6 | 82 | 97 | .2 | 1.0 | 41 | 64 | .1 | .7 | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 34 | 217 | .1 | .4 | 17 | 153 | .3 | .3 | 34 | 84 | .1 | .7 | 21 | 53 | .1 | .3 | 31 | 70 | .1 | .5 | |
| 4-Book | | 45 | 306 | .1 | .5 | 32 | 248 | .1 | .6 | 35 | 92 | .1 | .6 | 65 | 150 | .2 | .8 | 46 | 101 | .1 | .8 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 400 | 4729 | 1.0 | 4.2 | 295 | 3374 | .7 | 6.0 | 205 | 705 | .5 | 3.9 | 399 | 1292 | 1.0 | 5.0 | 419 | 1181 | 1.0 | 7.4 | |
| 4-Book | | 404 | 4757 | 1.0 | 4.2 | 305 | 3490 | .7 | 5.9 | 226 | 725 | .6 | 4.1 | 440 | 1377 | 1.1 | 5.3 | 407 | 1151 | 1.0 | 6.9 | |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 55 | 525 | .1 | .6 | 14 | 172 | .3 | .3 | 19 | 50 | .4 | .4 | 18 | 70 | .2 | .2 | 8 | 11 | .1 | .1 | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 416 | 3404 | 1.0 | 4.3 | 247 | 2395 | .6 | 5.0 | 397 | 1008 | 1.0 | 7.6 | 281 | 793 | .7 | 3.5 | 121 | 340 | .3 | 2.1 | |
| 4-Book | | 415 | 3417 | 1.0 | 4.3 | 238 | 2415 | .6 | 4.7 | 343 | 891 | .9 | 6.3 | 278 | 794 | .7 | 3.4 | 136 | 363 | .4 | 2.3 | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 33 | 397 | .1 | .3 | 27 | 342 | .1 | .6 | 18 | 60 | .3 | .3 | 51 | 157 | .1 | .6 | 18 | 84 | .3 | .3 | |
| 4-Book | | 38 | 384 | .1 | .4 | 32 | 321 | .1 | .6 | 38 | 112 | .1 | .7 | 57 | 149 | .2 | .7 | 26 | 82 | .1 | .4 | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 329 | 2748 | .8 | 3.4 | 188 | 1954 | .5 | 3.8 | 241 | 662 | .6 | 4.6 | 333 | 1065 | .8 | 4.1 | 193 | 663 | .5 | 3.4 | |
| 4-Book | | 400 | 3344 | 1.0 | 4.2 | 238 | 2482 | .6 | 4.6 | 265 | 840 | .7 | 4.9 | 423 | 1255 | 1.0 | 5.1 | 283 | 887 | .7 | 4.8 | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 219 | 3683 | .5 | 2.3 | 107 | 2290 | .3 | 2.2 | 87 | 418 | .2 | 1.7 | 211 | 1009 | .5 | 2.6 | 151 | 714 | .4 | 2.7 | |
| 4-Book | | 209 | 3593 | .5 | 2.2 | 116 | 2240 | .3 | 2.3 | 72 | 351 | .2 | 1.3 | 226 | 988 | .6 | 2.7 | 159 | 684 | .4 | 2.7 | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 685 | 6095 | 1.7 | 7.1 | 134 | 2155 | .3 | 2.7 | 138 | 486 | .3 | 2.6 | 268 | 974 | .7 | 3.3 | 163 | 668 | .4 | 2.9 | |
| 4-Book | | 636 | 5927 | 1.6 | 6.7 | 150 | 2438 | .4 | 2.9 | 139 | 497 | .3 | 2.5 | 270 | 996 | .7 | 3.3 | 176 | 662 | .4 | 3.0 | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 314 | 3853 | .8 | 3.3 | 133 | 2224 | .3 | 2.7 | 123 | 475 | .3 | 2.4 | 244 | 857 | .6 | 3.0 | 159 | 615 | .4 | 2.8 | |
| 4-Book | | 300 | 3754 | .7 | 3.1 | 154 | 2407 | .4 | 3.0 | 136 | 501 | .3 | 2.5 | 293 | 996 | .7 | 3.5 | 210 | 687 | .5 | 3.6 | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 27 | 376 | .1 | .3 | 19 | 247 | .4 | .4 | 20 | 67 | .4 | .4 | 29 | 84 | .1 | .4 | 33 | 98 | .1 | .6 | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 61 | 736 | .2 | .6 | 20 | 411 | .4 | .4 | 17 | 82 | .3 | .3 | 47 | 173 | .1 | .6 | 52 | 163 | .1 | .9 | |
| 4-Book | | 58 | 656 | .2 | .6 | 20 | 368 | .1 | .4 | 20 | 77 | .1 | .4 | 38 | 139 | .1 | .5 | 29 | 101 | .1 | .5 | |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 127 | 1383 | .3 | 1.3 | 30 | 459 | .1 | .6 | 52 | 166 | .1 | 1.0 | 48 | 192 | .1 | .6 | 22 | 92 | .1 | .4 | |
| 4-Book | | 119 | 1314 | .3 | 1.3 | 28 | 490 | .1 | .6 | 39 | 139 | .1 | .7 | 42 | 181 | .1 | .5 | 23 | 100 | .1 | .4 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 86 | 933 | .2 | .9 | 54 | 566 | .1 | 1.1 | 31 | 98 | .1 | .6 | 124 | 337 | .3 | 1.5 | 58 | 200 | .1 | 1.0 | |
| 4-Book | | 78 | 873 | .2 | .8 | 47 | 595 | .1 | .9 | 42 | 123 | .1 | .8 | 95 | 294 | .3 | 1.1 | 57 | 200 | .1 | 1.0 | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 112 | 2813 | .3 | 1.2 | 63 | 1575 | .2 | 1.3 | 38 | 276 | .1 | .7 | 111 | 588 | .3 | 1.4 | 92 | 504 | .2 | 1.6 | |
| 4-Book | | 121 | 2560 | .3 | 1.3 | 72 | 1614 | .2 | 1.4 | 50 | 267 | .1 | .9 | 129 | 607 | .3 | 1.6 | 112 | 501 | .3 | 1.9 | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 30 | 447 | .1 | .3 | 17 | 366 | .3 | .3 | 12 | 52 | .2 | .2 | 21 | 130 | .1 | .3 | 18 | 104 | .1 | .3 | |
| 4-Book | | 40 | 552 | .1 | .4 | 31 | 414 | .1 | .6 | 22 | 82 | .1 | .4 | 55 | 176 | .2 | .7 | 44 | 152 | .1 | .8 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9595 | 38536 | 23.6 | | 4896 | 32769 | 12.0 | | 5230 | 15009 | 12.9 | | 8047 | 20824 | 19.8 | | 5689 | 15209 | 14.0 | | |
| 4-Book | | 9549 | 38499 | 23.5 | | 5126 | 32905 | 12.6 | | 5467 | 15182 | 13.5 | | 8340 | 20613 | 20.5 | | 5884 | 15303 | 14.5 | | |

** 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

Target Listener Estimates - Persons 12+

| | Persons 12+ | | | | | | | | | | | | | | | | | | | |
|----------------|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|
| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
| | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 114 | 711 | .3 | 3.5 | 769 | 2932 | 1.9 | 17.8 | 376 | 1818 | .9 | 6.4 | 241 | 1047 | .6 | 5.8 | 142 | 839 | .3 | 5.7 |
| 4-Book | 124 | 707 | .3 | 3.6 | 696 | 2710 | 1.7 | 15.8 | 318 | 1599 | .8 | 5.3 | 205 | 918 | .5 | 4.7 | 134 | 791 | .3 | 4.8 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 152 | 664 | .4 | 4.7 | 210 | 642 | .5 | 4.9 | 368 | 1091 | .9 | 6.3 | 236 | 753 | .6 | 5.7 | 162 | 589 | .4 | 6.5 |
| 4-Book | 161 | 650 | .4 | 4.6 | 182 | 646 | .5 | 4.2 | 309 | 1053 | .8 | 5.1 | 227 | 717 | .6 | 5.2 | 141 | 563 | .4 | 5.0 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 57 | .1 | 1.0 | 234 | 551 | .6 | 5.4 | 192 | 526 | .5 | 3.3 | 98 | 210 | .2 | 2.4 | 30 | 66 | .1 | 1.2 |
| 4-Book | 28 | 60 | .1 | .9 | 291 | 607 | .7 | 6.6 | 194 | 512 | .5 | 3.2 | 76 | 179 | .2 | 1.8 | 30 | 85 | .1 | 1.1 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 240 | 614 | .6 | 7.5 | 204 | 580 | .5 | 4.7 | 262 | 731 | .6 | 4.5 | 285 | 674 | .7 | 6.9 | 392 | 692 | 1.0 | 15.7 |
| 4-Book | 259 | 671 | .7 | 7.5 | 193 | 486 | .5 | 4.4 | 268 | 740 | .7 | 4.4 | 263 | 610 | .7 | 6.0 | 464 | 844 | 1.2 | 16.5 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 21 | .2 | .2 | 25 | 56 | .1 | .6 | 14 | 56 | .2 | .2 | 10 | 43 | .2 | .2 | 14 | 68 | .6 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 51 | 117 | .1 | 1.6 | 130 | 297 | .3 | 3.0 | 101 | 297 | .2 | 1.7 | 69 | 136 | .2 | 1.7 | 34 | 91 | .1 | 1.4 |
| 4-Book | 38 | 93 | .1 | 1.1 | 141 | 292 | .4 | 3.2 | 93 | 263 | .2 | 1.6 | 49 | 120 | .1 | 1.2 | 25 | 58 | .1 | .9 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 208 | 945 | .5 | 6.5 | 86 | 386 | .2 | 2.0 | 175 | 979 | .4 | 3.0 | 150 | 805 | .4 | 3.6 | 108 | 437 | .3 | 4.3 |
| 4-Book | 194 | 825 | .5 | 5.6 | 94 | 406 | .2 | 2.1 | 244 | 1053 | .6 | 4.0 | 191 | 772 | .5 | 4.3 | 116 | 445 | .3 | 4.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 320 | .2 | 2.0 | 80 | 318 | .2 | 1.9 | 119 | 564 | .3 | 2.0 | 168 | 574 | .4 | 4.0 | 86 | 391 | .2 | 3.4 |
| 4-Book | 49 | 239 | .2 | 1.5 | 79 | 314 | .2 | 1.8 | 110 | 442 | .3 | 1.8 | 108 | 399 | .3 | 2.5 | 58 | 270 | .2 | 2.1 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 224 | 740 | .6 | 7.0 | 138 | 486 | .3 | 3.2 | 255 | 723 | .6 | 4.3 | 217 | 606 | .5 | 5.2 | 100 | 429 | .2 | 4.0 |
| 4-Book | 208 | 672 | .5 | 6.0 | 146 | 490 | .3 | 3.3 | 245 | 739 | .6 | 4.0 | 231 | 592 | .6 | 5.3 | 129 | 426 | .3 | 4.6 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 89 | 448 | .2 | 2.8 | 53 | 277 | .1 | 1.2 | 188 | 799 | .5 | 3.2 | 127 | 505 | .3 | 3.1 | 40 | 214 | .1 | 1.6 |
| 4-Book | 110 | 486 | .3 | 3.2 | 59 | 291 | .1 | 1.3 | 196 | 755 | .5 | 3.2 | 168 | 535 | .4 | 3.8 | 66 | 295 | .2 | 2.3 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 75 | 384 | .2 | 2.3 | 80 | 322 | .2 | 1.9 | 122 | 525 | .3 | 2.1 | 126 | 442 | .3 | 3.0 | 23 | 131 | .1 | .9 |
| 4-Book | 87 | 417 | .2 | 2.5 | 69 | 262 | .2 | 1.6 | 155 | 625 | .4 | 2.6 | 134 | 499 | .3 | 3.0 | 56 | 272 | .2 | 2.0 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 32 | 70 | .1 | .7 | 23 | 83 | .1 | .4 | * 16 | 24 | .4 | .4 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 177 | 649 | .4 | 5.5 | 247 | 737 | .6 | 5.7 | 320 | 1054 | .8 | 5.4 | 282 | 786 | .7 | 6.8 | 121 | 445 | .3 | 4.8 |
| 4-Book | 185 | 671 | .5 | 5.3 | 304 | 850 | .8 | 6.9 | 337 | 1132 | .8 | 5.5 | 274 | 777 | .7 | 6.3 | 160 | 522 | .4 | 5.7 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 56 | 293 | .1 | 1.7 | 123 | 408 | .3 | 2.9 | 239 | 687 | .6 | 4.1 | 142 | 389 | .3 | 3.4 | 45 | 155 | .1 | 1.8 |
| 4-Book | 74 | 303 | .2 | 2.1 | 136 | 484 | .3 | 3.1 | 232 | 722 | .6 | 3.8 | 147 | 402 | .4 | 3.3 | 78 | 255 | .2 | 2.8 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 196 | 818 | .5 | 6.1 | 78 | 279 | .2 | 1.8 | 176 | 660 | .4 | 3.0 | 178 | 659 | .4 | 4.3 | 142 | 484 | .3 | 5.7 |
| 4-Book | 222 | 772 | .6 | 6.4 | 74 | 272 | .2 | 1.7 | 169 | 638 | .4 | 2.8 | 187 | 591 | .5 | 4.3 | 142 | 490 | .3 | 5.1 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 76 | .1 | .6 | 61 | 214 | .2 | 1.4 | 42 | 115 | .1 | .7 | 40 | 122 | .1 | 1.0 | 36 | 101 | .1 | 1.4 |
| 4-Book | 49 | 175 | .1 | 1.4 | 89 | 253 | .2 | 2.0 | 90 | 323 | .2 | 1.5 | 64 | 225 | .2 | 1.4 | 36 | 125 | .1 | 1.3 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 95 | 602 | .2 | 3.0 | 53 | 301 | .1 | 1.2 | 174 | 833 | .4 | 3.0 | 118 | 563 | .3 | 2.8 | 67 | 318 | .2 | 2.7 |
| 4-Book | 103 | 553 | .3 | 3.0 | 53 | 300 | .1 | 1.2 | 145 | 736 | .4 | 2.4 | 115 | 539 | .3 | 2.6 | 58 | 352 | .2 | 2.1 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 20 | .3 | 20 | 58 | .5 | | 46 | 64 | .1 | .8 | 38 | 46 | .1 | .9 | 13 | 27 | .5 | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 20 | .3 | 17 | 57 | .4 | | 17 | 53 | .1 | .3 | 7 | 22 | .2 | | 1 | 2 | | | |
| 4-Book | 14 | 44 | .4 | 17 | 53 | .4 | | 40 | 102 | .1 | .7 | 31 | 73 | .1 | .7 | 9 | 22 | .3 | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 326 | 945 | .8 | 10.1 | 242 | 778 | .6 | 5.6 | 316 | 1154 | .8 | 5.4 | 238 | 776 | .6 | 5.7 | 198 | 634 | .5 | 7.9 |
| 4-Book | 330 | 967 | .8 | 9.5 | 248 | 781 | .6 | 5.6 | 357 | 1171 | .9 | 5.9 | 238 | 770 | .6 | 5.4 | 174 | 579 | .4 | 6.3 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | * 5 | 21 | .1 | | 18 | 61 | .3 | | * 7 | 22 | .2 | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 132 | 431 | .3 | 4.1 | 266 | 891 | .7 | 6.2 | 524 | 1158 | 1.3 | 8.9 | 118 | 291 | .3 | 2.8 | 123 | 342 | .3 | 4.9 |
| 4-Book | 151 | 517 | .4 | 4.3 | 258 | 815 | .7 | 5.9 | 497 | 1027 | 1.2 | 8.2 | 93 | 266 | .2 | 2.1 | 125 | 395 | .3 | 4.5 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 11 | .1 | | 47 | 183 | .1 | 1.1 | 60 | 185 | .1 | 1.0 | 20 | 60 | .5 | | | | | |
| 4-Book | 9 | 43 | .3 | | 47 | 136 | .1 | 1.1 | 48 | 156 | .1 | .8 | 21 | 67 | .5 | | 13 | 37 | .4 | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 335 | .2 | 2.7 | 150 | 380 | .4 | 3.5 | 290 | 894 | .7 | 4.9 | 174 | 607 | .4 | 4.2 | 41 | 192 | .1 | 1.6 |
| 4-Book | 124 | 468 | .3 | 3.6 | 184 | 566 | .5 | 4.2 | 329 | 1017 | .8 | 5.4 | 221 | 726 | .5 | 5.0 | 77 | 313 | .2 | 2.7 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 83 | 491 | .2 | 2.6 | 41 | 228 | .1 | 1.0 | 112 | 686 | .3 | 1.9 | 107 | 615 | .3 | 2.6 | 56 | 329 | .1 | 2.2 |
| 4-Book | 84 | 463 | .2 | 2.4 | 46 | 249 | .1 | 1.1 | 148 | 706 | .4 | 2.4 | 111 | 532 | .3 | 2.5 | 68 | 379 | .2 | 2.4 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 98 | 477 | .2 | 3.1 | 45 | 191 | .1 | 1.0 | 148 | 676 | .4 | 2.5 | 118 | 406 | .3 | 2.8 | 80 | 284 | .2 | 3.2 |
| 4-Book | 97 | 400 | .2 | 2.8 | 47 | 184 | .1 | 1.1 | 213 | 854 | .5 | 3.5 | 172 | 633 | .5 | 3.9 | 70 | 309 | .2 | 2.5 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 124 | 437 | .3 | 3.9 | 86 | 325 | .2 | 2.0 | 166 | 654 | .4 | 2.8 | 85 | 502 | .2 | 2.0 | 61 | 199 | .2 | 2.4 |
| 4-Book | 107 | 471 | .3 | 3.2 | 87 | 349 | .2 | 2.0 | 177 | 683 | .4 | 2.9 | 125 | 499 | .3 | 2.8 | 87 | 350 | .2 | 3.1 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 27 | .3 | | 16 | 99 | .4 | | 15 | 92 | .3 | | 23 | 77 | .1 | .6 | 8 | 47 | .3 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 51 | .2 | | 9 | 57 | .2 | | 23 | 106 | .1 | .4 | 4 | 33 | .1 | | 3 | 23 | .1 | |
| 4-Book | 13 | 65 | .4 | | 10 | 56 | .2 | | 26 | 106 | .1 | .4 | 15 | 59 | .3 | | 6 | 34 | .2 | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 83 | .5 | | 20 | 87 | .5 | | 52 | 163 | .1 | .9 | 28 | 71 | .1 | .7 | 5 | 25 | .2 | |
| 4-Book | 16 | 69 | .5 | | 25 | 88 | .1 | .6 | 36 | 131 | .1 | .6 | 25 | 77 | .1 | .6 | 20 | 71 | .1 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 101 | .6 | | 36 | 93 | .1 | .8 | 101 | 211 | .2 | 1.7 | 50 | 180 | .1 | 1.2 | 7 | 56 | .3 | |
| 4-Book | 24 | 108 | .1 | .7 | 30 | 92 | .1 | .7 | 63 | 194 | .2 | 1.1 | 50 | 148 | .1 | 1.1 | 15 | 70 | .5 | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 60 | 341 | .1 | 1.9 | 31 | 198 | .1 | .7 | 69 | 456 | .2 | 1.2 | 56 | 337 | .1 | 1.3 | 36 | 193 | .1 | 1.4 |
| 4-Book | 54 | 333 | .1 | 1.6 | 28 | 176 | .1 | .6 | 82 | 476 | .2 | 1.4 | 75 | 328 | .2 | 1.7 | 43 | 231 | .1 | 1.5 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 47 | .3 | | 11 | 25 | .3 | | 40 | 148 | .1 | .7 | 19 | 72 | .5 | | 3 | 23 | .1 | |
| 4-Book | 21 | 78 | .1 | .6 | 14 | 50 | .3 | | 47 | 136 | .1 | .8 | 30 | 110 | .1 | .7 | 11 | 50 | .4 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3212 | 10599 | 7.9 | | 4309 | 12713 | 10.6 | | 5877 | 16504 | 14.5 | | 4153 | 11750 | 10.2 | | 2498 | 7733 | 6.1 | |
| 4-Book | 3464 | 10679 | 8.5 | | 4404 | 12640 | 10.8 | | 6077 | 16790 | 14.9 | | 4407 | 11920 | 10.8 | | 2793 | 8497 | 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

Target Listener Trends - Persons 12-24

| 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 '99 | 15 | 679 | .2 | 1.3 | 38 | 416 | .5 | 2.8 | 13 | 142 | .2 | 1.1 | 15 | 176 | .2 | 1.0 | 8 | 127 | .1 | .8 |
| FA '98 | 9 | 562 | .1 | .8 | 37 | 381 | .5 | 2.7 | 4 | 88 | .4 | | 3 | 90 | .2 | | 1 | 35 | .1 | .1 |
| SU '98 | 13 | 687 | .2 | 1.0 | 33 | 332 | .4 | 2.6 | 7 | 122 | .1 | .4 | 10 | 148 | .1 | .6 | 7 | 122 | .1 | .7 |
| SP '98 | 16 | 773 | .2 | 1.3 | 43 | 510 | .5 | 3.2 | 9 | 179 | .1 | .7 | 14 | 237 | .2 | .9 | 4 | 138 | .1 | .4 |
| 4-Book | 13 | 675 | .2 | 1.1 | 38 | 410 | .5 | 2.8 | 8 | 133 | .1 | .7 | 11 | 163 | .1 | .7 | 5 | 106 | .1 | .5 |
| WI '98 | 16 | 761 | .2 | 1.4 | 49 | 555 | .6 | 3.5 | 6 | 127 | .1 | .6 | 14 | 247 | .2 | .9 | 9 | 88 | .1 | .9 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 1043 | .6 | 4.3 | 43 | 387 | .5 | 3.1 | 75 | 355 | .9 | 6.5 | 54 | 418 | .7 | 3.7 | 36 | 417 | .4 | 3.7 |
| FA '98 | 42 | 965 | .5 | 3.7 | 43 | 393 | .5 | 3.2 | 61 | 393 | .8 | 5.4 | 55 | 402 | .7 | 3.5 | 37 | 448 | .5 | 3.5 |
| SU '98 | 43 | 986 | .5 | 3.4 | 36 | 343 | .4 | 2.8 | 76 | 415 | .9 | 4.6 | 45 | 442 | .6 | 2.9 | 35 | 390 | .4 | 3.5 |
| SP '98 | 71 | 1364 | .9 | 5.9 | 79 | 574 | 1.0 | 5.8 | 102 | 551 | 1.3 | 7.9 | 81 | 706 | 1.0 | 5.4 | 49 | 535 | .6 | 4.8 |
| 4-Book | 51 | 1090 | .6 | 4.3 | 50 | 424 | .6 | 3.7 | 79 | 429 | 1.0 | 6.1 | 59 | 492 | .8 | 3.9 | 39 | 448 | .5 | 3.9 |
| WI '98 | 50 | 125 | .6 | 4.4 | 54 | 400 | .7 | 3.9 | 74 | 338 | .9 | 6.9 | 60 | 518 | .7 | 4.0 | 37 | 441 | .5 | 3.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 40 | | 4 | 6 | 80 | .1 | .4 | 3 | 27 | .3 | | 3 | 29 | | .2 | 6 | 52 | .1 | .6 |
| FA '98 | 5 | 28 | .1 | .4 | 12 | 59 | .1 | .9 | 4 | 27 | .4 | | 4 | 33 | | .3 | | | | |
| SU '98 | 1 | 40 | | 1 | 1 | 28 | | 1 | | 5 | | | | | | | | 5 | | |
| SP '98 | 4 | 168 | | .3 | 5 | 55 | .1 | .4 | 3 | 37 | .2 | | 5 | 65 | .1 | .3 | 2 | 19 | | .2 |
| 4-Book | 4 | 119 | | .3 | 6 | 56 | | .5 | 3 | 24 | | | 3 | 32 | | .2 | 2 | 19 | | .2 |
| WI '98 | 7 | 132 | .1 | .6 | 12 | 50 | .1 | .9 | 3 | 28 | .3 | | 3 | 22 | | .2 | 2 | 12 | | .2 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 710 | .4 | 2.9 | 33 | 279 | .4 | 2.4 | 26 | 223 | .3 | 2.3 | 36 | 264 | .4 | 2.5 | 38 | 373 | .5 | 3.9 |
| FA '98 | 53 | 871 | .7 | 4.6 | 55 | 401 | .7 | 4.1 | 52 | 327 | .6 | 4.6 | 58 | 364 | .7 | 3.7 | 59 | 436 | .7 | 5.6 |
| SU '98 | 35 | 687 | .4 | 2.8 | 36 | 237 | .4 | 2.8 | 47 | 285 | .6 | 2.8 | 41 | 278 | .5 | 2.6 | 43 | 287 | .5 | 4.3 |
| SP '98 | 39 | 782 | .5 | 3.3 | 54 | 326 | .7 | 4.0 | 40 | 296 | .5 | 3.1 | 33 | 323 | .4 | 2.2 | 40 | 351 | .5 | 3.9 |
| 4-Book | 40 | 763 | .5 | 3.4 | 45 | 311 | .6 | 3.3 | 41 | 283 | .5 | 3.2 | 42 | 307 | .5 | 2.8 | 45 | 362 | .6 | 4.4 |
| 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 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | 9 | | | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | | 18 | | | | | | | | 14 | | | 1 | 5 | | .1 | | 5 | | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 13 | | | | | | | | 6 | | | | 7 | | | | | | |
| FA '98 | | 4 | | | | 4 | | | | | | | | | | | | | | |
| SU '98 | 1 | 55 | | .1 | | 11 | | | | 11 | | | | | | | | | | |
| SP '98 | | 14 | | | | 11 | | | | | | | | 6 | | | | | | |
| 4-Book | | 22 | | | | 7 | | | | 4 | | | | 3 | | | | | | |
| WI '98 | | 8 | | | | | | | | | | | | | | | | | | |
| WIOO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 130 | 2788 | 1.6 | 11.7 | 150 | 1348 | 1.9 | 10.9 | 117 | 1098 | 1.5 | 10.2 | 187 | 1687 | 2.3 | 12.9 | 118 | 1442 | 1.5 | 12.2 |
| FA '98 | 97 | 2495 | 1.2 | 8.4 | 95 | 1233 | 1.2 | 7.1 | 70 | 1015 | .9 | 6.2 | 148 | 1514 | 1.8 | 9.5 | 95 | 1248 | 1.2 | 9.1 |
| SU '98 | 140 | 2853 | 1.7 | 11.2 | 128 | 1159 | 1.6 | 9.9 | 198 | 1670 | 2.4 | 11.9 | 198 | 1688 | 2.4 | 12.7 | 100 | 1238 | 1.2 | 9.9 |
| SP '98 | 120 | 2636 | 1.5 | 10.0 | 103 | 1163 | 1.3 | 7.6 | 143 | 1294 | 1.8 | 11.1 | 157 | 1470 | 1.9 | 10.5 | 101 | 1139 | 1.2 | 9.8 |
| 4-Book | 122 | 2693 | 1.5 | 10.3 | 119 | 1226 | 1.5 | 8.9 | 132 | 1269 | 1.7 | 9.9 | 173 | 1590 | 2.1 | 11.4 | 104 | 1267 | 1.3 | 10.3 |
| 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 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 485 | .2 | 1.6 | 23 | 210 | .3 | 1.7 | 21 | 133 | .3 | 1.8 | 19 | 194 | .2 | 1.3 | 21 | 202 | .3 | 2.2 |
| FA '98 | 15 | 412 | .2 | 1.3 | 21 | 189 | .3 | 1.6 | 18 | 126 | .2 | 1.6 | 22 | 165 | .3 | 1.4 | 11 | 137 | .1 | 1.0 |
| SU '98 | 11 | 287 | .1 | .9 | 19 | 124 | .2 | 1.5 | 15 | 127 | .2 | .9 | 18 | 145 | .2 | 1.2 | 8 | 106 | .1 | .8 |
| SP '98 | 20 | 445 | .2 | 1.7 | 34 | 221 | .4 | 2.5 | 15 | 134 | .2 | 1.2 | 27 | 211 | .3 | 1.8 | 20 | 189 | .2 | 1.9 |
| 4-Book | 16 | 407 | .2 | 1.4 | 24 | 186 | .3 | 1.8 | 17 | 130 | .2 | 1.4 | 22 | 179 | .3 | 1.4 | 15 | 159 | .2 | 1.5 |
| 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 |

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. 1-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 | |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 303 | .2 | 1.4 | 19 | 138 | .2 | 1.4 | 23 | 139 | .3 | 2.0 | 20 | 100 | .2 | 1.4 | 9 | 114 | .1 | .9 |
| FA '98 | 20 | 380 | .2 | 1.7 | 18 | 132 | .2 | 1.3 | 29 | 134 | .4 | 2.6 | 33 | 164 | .4 | 2.1 | 14 | 111 | .2 | 1.3 |
| SU '98 | 12 | 219 | .1 | 1.0 | 5 | 61 | .1 | .4 | 25 | 92 | .3 | 1.5 | 12 | 83 | .1 | .8 | 2 | 46 | | .2 |
| SP '98 | 14 | 312 | .2 | 1.2 | 11 | 105 | .1 | .8 | 15 | 86 | .2 | 1.2 | 24 | 131 | .3 | 1.6 | 10 | 121 | .1 | 1.0 |
| 4-Book | 16 | 304 | .2 | 1.3 | 13 | 109 | .2 | 1.0 | 23 | 113 | .3 | 1.8 | 22 | 120 | .3 | 1.5 | 9 | 98 | .1 | .9 |
| 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 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 753 | .3 | 2.0 | 20 | 297 | .2 | 1.5 | 38 | 291 | .5 | 3.3 | 36 | 434 | .4 | 2.5 | 13 | 228 | .2 | 1.3 |
| FA '98 | 39 | 895 | .5 | 3.4 | 40 | 398 | .5 | 3.0 | 66 | 361 | .8 | 5.8 | 63 | 434 | .8 | 4.0 | 19 | 290 | .2 | 1.8 |
| SU '98 | 43 | 942 | .5 | 3.4 | 30 | 279 | .4 | 2.3 | 75 | 478 | .9 | 4.5 | 55 | 494 | .7 | 3.5 | 23 | 340 | .3 | 2.3 |
| SP '98 | 50 | 1052 | .6 | 4.2 | 48 | 347 | .6 | 3.5 | 85 | 508 | 1.1 | 6.6 | 62 | 545 | .8 | 4.2 | 24 | 234 | .3 | 2.3 |
| 4-Book | 39 | 911 | .5 | 3.3 | 35 | 330 | .4 | 2.6 | 66 | 410 | .8 | 5.1 | 54 | 477 | .7 | 3.6 | 20 | 273 | .3 | 1.9 |
| WI '98 | 35 | 858 | .4 | 3.1 | 31 | 305 | .4 | 2.2 | 42 | 319 | .5 | 3.9 | 46 | 463 | .6 | 3.1 | 28 | 320 | .3 | 2.7 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 1078 | .4 | 3.1 | 48 | 393 | .6 | 3.5 | 51 | 377 | .6 | 4.4 | 46 | 548 | .6 | 3.2 | 17 | 338 | .2 | 1.8 |
| FA '98 | 40 | 948 | .5 | 3.5 | 31 | 284 | .4 | 2.3 | 68 | 363 | .8 | 6.0 | 67 | 586 | .8 | 4.3 | 24 | 316 | .3 | 2.3 |
| SU '98 | 58 | 1309 | .7 | 4.6 | 52 | 366 | .6 | 4.0 | 110 | 665 | 1.4 | 6.6 | 77 | 733 | 1.0 | 5.0 | 34 | 554 | .4 | 3.4 |
| SP '98 | 36 | 1272 | .4 | 3.0 | 44 | 521 | .5 | 3.2 | 39 | 426 | .5 | 3.0 | 46 | 645 | .6 | 3.1 | 21 | 395 | .3 | 2.0 |
| 4-Book | 42 | 1152 | .5 | 3.6 | 44 | 391 | .5 | 3.3 | 67 | 458 | .8 | 5.0 | 59 | 628 | .8 | 3.9 | 24 | 401 | .3 | 2.4 |
| WI '98 | 41 | 1254 | .5 | 3.6 | 34 | 450 | .4 | 2.4 | 52 | 468 | .6 | 4.9 | 52 | 641 | .6 | 3.5 | 30 | 454 | .4 | 2.9 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 14 | | | * | 3 | | | | 7 | | | * | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 3 | 46 | | .2 | 3 | 14 | | .2 | 3 | 30 | | .2 | 1 | 7 | | .1 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WQGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 445 | .3 | 2.0 | 34 | 172 | .4 | 2.5 | 45 | 150 | .6 | 3.9 | 27 | 174 | .3 | 1.9 | 7 | 140 | .1 | .7 |
| FA '98 | 24 | 702 | .3 | 2.1 | 20 | 289 | .2 | 1.5 | 29 | 245 | .4 | 2.6 | 34 | 316 | .4 | 2.2 | 17 | 137 | .2 | 1.6 |
| SU '98 | 32 | 753 | .4 | 2.6 | 24 | 213 | .3 | 1.9 | 57 | 368 | .7 | 3.4 | 50 | 371 | .6 | 3.2 | 13 | 206 | .2 | 1.3 |
| SP '98 | 22 | 652 | .3 | 1.8 | 19 | 222 | .2 | 1.4 | 36 | 248 | .4 | 2.8 | 28 | 273 | .3 | 1.9 | 9 | 171 | .1 | .9 |
| 4-Book | 25 | 638 | .3 | 2.1 | 24 | 224 | .3 | 1.8 | 42 | 253 | .5 | 3.2 | 35 | 284 | .4 | 2.3 | 12 | 164 | .2 | 1.1 |
| WI '98 | 19 | 640 | .2 | 1.7 | 20 | 164 | .2 | 1.4 | 19 | 201 | .2 | 1.8 | 24 | 272 | .3 | 1.6 | 13 | 194 | .2 | 1.3 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 21 | | .2 | 2 | 21 | | .1 | 4 | 9 | | .3 | 3 | 9 | | .2 | | 5 | | |
| FA '98 | | 37 | | | | 9 | | | | | | | | | | | | | | |
| SU '98 | | 26 | | | | | | | | 9 | | | | | | | | | | |
| SP '98 | | 21 | | | | | | | | | | | | 11 | | | | 11 | | |
| 4-Book | 1 | 26 | | .1 | 1 | 8 | | | 1 | 5 | | .1 | 1 | 5 | | .1 | | 4 | | |
| WI '98 | 7 | 54 | .1 | .6 | 10 | 19 | .1 | .7 | 12 | 40 | .1 | 1.1 | 12 | 37 | .1 | .8 | | 6 | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 135 | 2601 | 1.7 | 12.1 | 130 | 1267 | 1.6 | 9.5 | 104 | 1134 | 1.3 | 9.1 | 184 | 1626 | 2.3 | 12.7 | 147 | 1461 | 1.8 | 15.2 |
| FA '98 | 150 | 2477 | 1.9 | 13.1 | 139 | 1213 | 1.7 | 10.3 | 102 | 1183 | 1.3 | 9.0 | 226 | 1629 | 2.8 | 14.5 | 172 | 1366 | 2.1 | 16.4 |
| SU '98 | 153 | 2642 | 1.9 | 12.2 | 125 | 1134 | 1.5 | 9.7 | 179 | 1637 | 2.2 | 10.7 | 213 | 1754 | 2.6 | 13.7 | 157 | 1477 | 1.9 | 15.6 |
| SP '98 | 166 | 2665 | 2.1 | 13.9 | 170 | 1381 | 2.1 | 12.5 | 146 | 1363 | 1.8 | 11.4 | 206 | 1863 | 2.5 | 13.8 | 181 | 1476 | 2.2 | 17.6 |
| 4-Book | 151 | 2596 | 1.9 | 12.8 | 141 | 1249 | 1.7 | 10.5 | 133 | 1334 | 1.7 | 10.1 | 207 | 1718 | 2.6 | 13.7 | 164 | 1445 | 2.0 | 16.2 |
| WI '98 | 163 | 2871 | 2.0 | 14.3 | 159 | 1338 | 2.0 | 11.3 | 116 | 1216 | 1.4 | 10.8 | 244 | 1924 | 3.0 | 16.3 | 177 | 1566 | 2.2 | 17.3 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 19 | | .1 | 3 | 10 | | .2 | 4 | 10 | | .3 | | 9 | | | | | | |
| FA '98 | 4 | 57 | | .3 | 11 | 32 | | .8 | | | | | 1 | 14 | | .1 | 7 | 11 | | .7 |
| SU '98 | 2 | 64 | | .2 | | | | | 4 | 6 | | .2 | 2 | 20 | | .1 | 3 | 43 | | .3 |
| SP '98 | 1 | 89 | | .1 | 1 | 23 | | .1 | | 9 | | | | 8 | | | 3 | 42 | | .3 |
| 4-Book | 2 | 57 | | .2 | 4 | 16 | | .3 | 2 | 6 | | .1 | 1 | 13 | | .1 | 3 | 24 | | .3 |
| WI '98 | 1 | 36 | | .1 | 1 | 5 | | .1 | | 13 | | | | 14 | | | | 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 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 | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 53 | 1705 | .7 | 4.8 | 77 | 781 | 1.0 | 5.6 | 61 | 548 | .8 | 5.3 | 72 | 969 | .9 | 5.0 | 31 | 807 | .4 | 3.2 |
| FA '98 | 62 | 1781 | .8 | 5.4 | 74 | 839 | .9 | 5.5 | 69 | 673 | .9 | 6.1 | 93 | 1073 | 1.2 | 6.0 | 49 | 746 | .6 | 4.7 |
| SU '98 | 65 | 1818 | .8 | 5.2 | 45 | 629 | .6 | 3.5 | 90 | 992 | 1.1 | 5.4 | 92 | 1105 | 1.1 | 5.9 | 46 | 758 | .6 | 4.6 |
| SP '98 | 60 | 1895 | .7 | 5.0 | 74 | 837 | .9 | 5.4 | 67 | 844 | .8 | 5.2 | 63 | 1065 | .8 | 4.2 | 43 | 769 | .5 | 4.2 |
| 4-Book | 60 | 1800 | .8 | 5.1 | 68 | 772 | .9 | 5.0 | 72 | 764 | .9 | 5.5 | 80 | 1053 | 1.0 | 5.3 | 42 | 770 | .5 | 4.2 |
| 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 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 121 | 1871 | 1.5 | 10.9 | 252 | 1194 | 3.1 | 18.4 | 135 | 923 | 1.7 | 11.8 | 132 | 1015 | 1.6 | 9.1 | 71 | 639 | .9 | 7.3 |
| FA '98 | 103 | 1704 | 1.3 | 9.0 | 262 | 1109 | 3.2 | 19.5 | 121 | 731 | 1.5 | 10.7 | 96 | 708 | 1.2 | 6.2 | 47 | 556 | .6 | 4.5 |
| SU '98 | 115 | 1977 | 1.4 | 9.2 | 277 | 1245 | 3.4 | 21.5 | 130 | 994 | 1.6 | 7.8 | 101 | 853 | 1.2 | 6.5 | 61 | 561 | .8 | 6.1 |
| SP '98 | 83 | 1890 | 1.0 | 6.9 | 172 | 1027 | 2.1 | 12.6 | 121 | 921 | 1.5 | 9.4 | 84 | 886 | 1.0 | 5.6 | 34 | 576 | .4 | 3.3 |
| 4-Book | 106 | 1861 | 1.3 | 9.0 | 241 | 1144 | 3.0 | 18.0 | 127 | 892 | 1.6 | 9.9 | 103 | 866 | 1.3 | 6.9 | 53 | 583 | .7 | 5.3 |
| 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 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 44 | 1206 | .5 | 4.0 | 46 | 478 | .6 | 3.4 | 57 | 327 | .7 | 5.0 | 46 | 478 | .6 | 3.2 | 44 | 454 | .5 | 4.5 |
| FA '98 | 42 | 1281 | .5 | 3.7 | 37 | 415 | .5 | 2.7 | 30 | 303 | .4 | 2.7 | 42 | 507 | .5 | 2.7 | 71 | 658 | .9 | 6.8 |
| SU '98 | 46 | 1200 | .6 | 3.7 | 35 | 369 | .4 | 2.7 | 68 | 470 | .8 | 4.1 | 45 | 483 | .6 | 2.9 | 48 | 531 | .6 | 4.8 |
| SP '98 | 58 | 1500 | .7 | 4.8 | 38 | 463 | .5 | 2.8 | 48 | 409 | .6 | 3.7 | 72 | 598 | .9 | 4.8 | 95 | 718 | 1.2 | 9.3 |
| 4-Book | 48 | 1297 | .6 | 4.1 | 39 | 431 | .5 | 2.9 | 51 | 377 | .6 | 3.9 | 51 | 517 | .7 | 3.4 | 65 | 590 | .8 | 6.4 |
| 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 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 30 | | | 1 | 22 | | .1 | | 9 | | | | 9 | | | | | | |
| FA '98 | | 28 | | | | | | | | | | | | | | | | | | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 110 | | .3 | 3 | 27 | | .2 | 3 | 38 | | .3 | 2 | 43 | | .1 | 2 | 38 | | .2 |
| FA '98 | 3 | 182 | | .3 | 3 | 61 | | .2 | 5 | 76 | | .4 | 3 | 93 | | .2 | 3 | 57 | | .3 |
| SU '98 | 2 | 94 | | .2 | 2 | 36 | | .2 | 2 | 18 | | .1 | 1 | 18 | | .1 | 3 | 43 | | .3 |
| SP '98 | 4 | 171 | | .3 | 2 | 76 | | .1 | 5 | 86 | | .1 | 5 | 86 | | .1 | 8 | 78 | | .8 |
| 4-Book | 3 | 139 | | .3 | 3 | 50 | | .2 | 3 | 37 | | .2 | 3 | 60 | | .2 | 4 | 54 | | .4 |
| WI '98 | 3 | 194 | | .3 | 1 | 44 | | .1 | 2 | 58 | | .2 | 3 | 63 | | .2 | 4 | 86 | | .4 |
| WXXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 167 | | .3 | 6 | 52 | | .1 | 1 | 42 | | .1 | 4 | 92 | | .3 | 2 | 33 | | .2 |
| FA '98 | 7 | 154 | | .6 | 5 | 21 | | .1 | 7 | 70 | | .6 | 14 | 66 | | .2 | 4 | 27 | | .4 |
| SU '98 | 5 | 172 | | .4 | 4 | 54 | | .3 | 11 | 78 | | .7 | 8 | 115 | | .5 | 3 | 61 | | .3 |
| SP '98 | 4 | 102 | | .3 | 1 | 27 | | .1 | 6 | 20 | | .1 | 6 | 52 | | .1 | 5 | 42 | | .5 |
| 4-Book | 5 | 149 | | .4 | 4 | 39 | | .3 | 6 | 53 | | .5 | 8 | 81 | | .5 | 4 | 41 | | .4 |
| WI '98 | 3 | 101 | | .3 | 2 | 34 | | .1 | 3 | 45 | | .3 | 4 | 43 | | .3 | 4 | 51 | | .4 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 188 | | .4 | 4 | 56 | | .3 | 5 | 82 | | .4 | 5 | 94 | | .3 | 2 | 51 | | .2 |
| FA '98 | 4 | 119 | | .3 | 2 | 64 | | .1 | 4 | 39 | | .4 | 9 | 35 | | .6 | 3 | 35 | | .3 |
| SU '98 | 2 | 80 | | .2 | 1 | 8 | | .1 | 2 | 45 | | .1 | 1 | 24 | | .1 | 4 | 16 | | .4 |
| SP '98 | 5 | 167 | | .4 | 3 | 41 | | .2 | 7 | 70 | | .5 | 5 | 82 | | .3 | 4 | 44 | | .4 |
| 4-Book | 4 | 139 | | .3 | 3 | 42 | | .2 | 5 | 59 | | .4 | 5 | 59 | | .3 | 3 | 37 | | .3 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 47 | 1554 | .6 | 4.2 | 50 | 707 | .6 | 3.6 | 41 | 501 | .5 | 3.6 | 68 | 909 | .8 | 4.7 | 49 | 705 | .6 | 5.1 |
| FA '98 | 51 | 1492 | .6 | 4.4 | 49 | 614 | .6 | 3.6 | 48 | 515 | .6 | 4.2 | 77 | 781 | 1.0 | 4.9 | 49 | 642 | .6 | 4.7 |
| SU '98 | 51 | 1716 | .6 | 4.1 | 45 | 571 | .6 | 3.5 | 56 | 774 | .7 | 3.4 | 64 | 986 | .8 | 4.1 | 50 | 725 | .6 | 5.0 |
| SP '98 | 43 | 1429 | .5 | 3.6 | 45 | 622 | .6 | 3.3 | 49 | 561 | .6 | 3.8 | 53 | 681 | .7 | 3.5 | 42 | 620 | .5 | 4.1 |
| 4-Book | 48 | 1548 | .6 | 4.1 | 47 | 629 | .6 | 3.5 | 49 | 588 | .6 | 3.8 | 66 | 839 | .8 | 4.3 | 48 | 673 | .6 | 4.7 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12-24

| | 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 19 | | | 1 | 10 | .1 | | | | | | | | | | | 9 | | |
| FA '98 | | 16 | | | | | | 1 | 6 | .1 | | | 10 | | | | | | | |
| SU '98 | | 35 | | | | | | 1 | 9 | .1 | | | 18 | | | | | | | |
| SP '98 | | 20 | | | | 4 | | | | | | | 8 | | | | | 8 | | |
| 4-Book | | 23 | | | | 4 | | | 1 | 4 | .1 | | 9 | | | | 4 | | | |
| WI '98 | | 25 | | | | | | | 8 | | | | 10 | | .1 | | 1 | 16 | | .1 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1113 | 7740 | 13.8 | | 1370 | 6355 | 17.0 | | 1148 | 4926 | 14.2 | | 1452 | 6513 | 18.0 | | 969 | 5764 | 12.0 | |
| FA '98 | 1148 | 7726 | 14.2 | | 1346 | 6252 | 16.7 | | 1130 | 4924 | 14.0 | | 1558 | 6379 | 19.3 | | 1049 | 5785 | 13.0 | |
| SU '98 | 1253 | 7714 | 15.5 | | 1289 | 5781 | 15.9 | | 1670 | 6259 | 20.7 | | 1553 | 6600 | 19.2 | | 1006 | 5770 | 12.4 | |
| SP '98 | 1198 | 7793 | 14.8 | | 1360 | 6309 | 16.8 | | 1286 | 5393 | 15.9 | | 1493 | 6660 | 18.5 | | 1027 | 5833 | 12.7 | |
| 4-Book | 1178 | 7743 | 14.6 | | 1341 | 6174 | 16.6 | | 1309 | 5376 | 16.2 | | 1514 | 6538 | 18.8 | | 1013 | 5788 | 12.5 | |
| WI '98 | 1143 | 7804 | 14.1 | | 1402 | 6449 | 17.3 | | 1070 | 4751 | 13.2 | | 1500 | 6718 | 18.6 | | 1024 | 5924 | 12.7 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| Persons 12-24 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| 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 '99 | 22 | 572 | .3 | 1.7 | 7 | 242 | .1 | .8 | 14 | 71 | .2 | 2.3 | 10 | 56 | .1 | .7 | 3 | 18 | .3 | |
| 4-Book | 18 | 553 | .3 | 1.4 | 10 | 260 | .1 | 1.1 | 25 | 93 | .3 | 3.7 | 9 | 50 | .1 | .6 | 10 | 41 | .8 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 59 | 723 | .7 | 4.5 | 38 | 484 | .5 | 4.5 | 42 | 119 | .5 | 7.0 | 58 | 152 | .7 | 4.2 | 46 | 128 | .6 | 4.1 |
| 4-Book | 64 | 811 | .8 | 4.7 | 37 | 511 | .5 | 4.0 | 32 | 103 | .4 | 4.8 | 59 | 181 | .7 | 4.0 | 42 | 123 | .5 | 3.5 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 95 | .3 | | 5 | 65 | .1 | .6 | 2 | 5 | .3 | | 1 | 3 | .1 | | 2 | 3 | .2 | |
| 4-Book | 4 | 76 | .3 | | 4 | 68 | .1 | .5 | 2 | 3 | .3 | | 2 | 7 | .1 | | 1 | 3 | .1 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 474 | .4 | 2.4 | 29 | 344 | .4 | 3.4 | 10 | 45 | .1 | 1.7 | 53 | 138 | .7 | 3.8 | 58 | 117 | .7 | 5.2 |
| 4-Book | 43 | 538 | .5 | 3.1 | 31 | 366 | .4 | 3.4 | 24 | 63 | .3 | 3.7 | 37 | 106 | .5 | 2.6 | 32 | 94 | .4 | 2.8 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 13 | | | 1 | 13 | | .1 | | | | | | | | | 4 | 8 | .1 | .3 |
| 4-Book | | 10 | | | | | | | | | | | | | | | | | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 148 | 2437 | 1.8 | 11.3 | 104 | 1739 | 1.3 | 12.2 | 90 | 385 | 1.1 | 15.0 | 187 | 755 | 2.3 | 13.5 | 133 | 580 | 1.6 | 11.9 |
| 4-Book | 140 | 2319 | 1.8 | 10.1 | 101 | 1606 | 1.2 | 11.0 | 65 | 277 | .8 | 10.0 | 168 | 692 | 2.1 | 11.5 | 143 | 563 | 1.8 | 11.8 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 363 | .3 | 1.6 | 10 | 223 | .1 | 1.2 | 4 | 15 | .7 | | 10 | 63 | .1 | .7 | 17 | 53 | .2 | 1.5 |
| 4-Book | 21 | 306 | .3 | 1.5 | 9 | 166 | .1 | 1.0 | 3 | 18 | .5 | | 10 | 52 | .1 | .7 | 9 | 35 | .1 | .7 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 235 | .3 | 1.6 | 11 | 136 | .1 | 1.3 | 17 | 37 | .2 | 2.8 | 20 | 30 | .2 | 1.4 | 18 | 49 | .2 | 1.6 |
| 4-Book | 20 | 208 | .3 | 1.5 | 12 | 161 | .1 | 1.3 | 13 | 36 | .2 | 1.9 | 20 | 40 | .2 | 1.3 | 15 | 44 | .2 | 1.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 630 | .4 | 2.4 | 10 | 317 | .1 | 1.2 | 5 | 34 | .1 | .8 | 8 | 70 | .1 | .6 | 17 | 94 | .2 | 1.5 |
| 4-Book | 53 | 744 | .7 | 3.8 | 25 | 401 | .3 | 2.7 | 15 | 57 | .2 | 2.3 | 47 | 138 | .6 | 3.1 | 46 | 152 | .6 | 3.7 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 49 | 870 | .6 | 3.7 | 24 | 503 | .3 | 2.8 | 14 | 55 | .2 | 2.3 | 60 | 203 | .7 | 4.3 | 42 | 132 | .5 | 3.7 |
| 4-Book | 58 | 929 | .7 | 4.1 | 28 | 534 | .4 | 3.0 | 23 | 82 | .3 | 3.3 | 59 | 226 | .7 | 4.0 | 43 | 173 | .5 | 3.6 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 10 | * | * | * | 4 | * | * | * | * | * | * | * | * | * | * | * | * | * | * |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 297 | .4 | 2.7 | 8 | 219 | .1 | .9 | 3 | 26 | .5 | | 21 | 63 | .3 | 1.5 | 7 | 48 | .1 | .6 |
| 4-Book | 34 | 462 | .4 | 2.5 | 18 | 287 | .2 | 1.9 | 8 | 33 | .1 | 1.2 | 38 | 112 | .5 | 2.6 | 24 | 85 | .3 | 2.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 21 | .2 | | 2 | 21 | .2 | | 5 | 12 | .1 | .8 | | 5 | | | 2 | 9 | .2 | |
| 4-Book | 1 | 13 | .1 | | 1 | 16 | .1 | | 2 | 7 | .3 | | 1 | 6 | .1 | | 1 | 4 | .1 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 136 | 2238 | 1.7 | 10.4 | 124 | 1654 | 1.5 | 14.5 | 58 | 274 | .7 | 9.7 | 205 | 709 | 2.5 | 14.8 | 155 | 481 | 1.9 | 13.8 |
| 4-Book | 158 | 2292 | 2.0 | 11.4 | 129 | 1606 | 1.6 | 14.0 | 77 | 285 | 1.0 | 11.6 | 208 | 708 | 2.6 | 14.2 | 177 | 587 | 2.2 | 14.6 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 19 | .2 | | 1 | 12 | .1 | | | | | | | | | | 1 | 4 | .1 | |
| 4-Book | 2 | 29 | .2 | | | | | | | | | | | | | | | | | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 93 | 1787 | 1.2 | 7.1 | 58 | 1166 | .7 | 6.8 | 41 | 164 | .5 | 6.8 | 98 | 483 | 1.2 | 7.1 | 64 | 348 | .8 | 5.7 |
| 4-Book | 94 | 1959 | 1.2 | 6.8 | 63 | 1282 | .8 | 6.8 | 40 | 202 | .5 | 6.1 | 109 | 540 | 1.4 | 7.5 | 80 | 421 | 1.0 | 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

Persons 12-24

Target Listener Estimates - Persons 12-24

| | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | |
|------------------------------|--------------------------|--------------|--------------|--------------|--------------------|--------------|--------------|--------------|----------------------|--------------|------------|--------------|----------------------|--------------|--------------|--------------|---------------------|--------------|--------------|--------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM WI '99 4-Book | 1 ** | 18 ** | .1 ** | .1 ** | 1 ** | 21 ** | .1 ** | .1 ** | 5 ** | 21 ** | .1 ** | .8 ** | 5 ** | 9 ** | .1 ** | .4 ** | | | | |
| WURD-AM WI '99 4-Book | 6 7 | 46 56 | .1 .1 | .5 .6 | 2 4 | 32 43 | .2 .4 | | 4 | 12 | | .6 | 8 | 23 | .1 | .6 | 8 | 11 | .1 | .6 |
| WUSL-FM WI '99 4-Book | 186 194 | 2654 2663 | 2.3 2.4 | 14.2 14.0 | 158 161 | 1849 1907 | 2.0 2.0 | 18.5 17.5 | 97 114 | 389 401 | 1.2 1.4 | 16.2 17.5 | 221 244 | 728 813 | 2.7 3.0 | 15.9 16.8 | 223 219 | 641 672 | 2.8 2.8 | 19.9 18.0 |
| +WVDB-AM WI '99 4-Book | * ** | 6 ** | | | * ** | | | | * ** | | | | | | | | * ** | | | |
| WVDB-FM WI '99 4-Book | 6 4 | 87 75 | .1 .1 | .5 .3 | 3 3 | 27 39 | .4 .1 | .4 .4 | 8 4 | 11 7 | .1 .1 | 1.3 .6 | 2 3 | 11 10 | | .1 .2 | | | | |
| WVJZ-AM WI '99 4-Book | | 3 | | | | 3 | | | 1 | 3 | | .1 | | | | | | | | |
| WXTU-FM WI '99 4-Book | 26 39 | 294 339 | .3 .5 | 2.0 2.8 | 16 20 | 221 266 | .2 .3 | 1.9 2.2 | 8 18 | 58 72 | .1 .2 | 1.3 2.8 | 29 26 | 101 104 | .4 .3 | 2.1 1.8 | 20 26 | 67 78 | .2 .3 | 1.8 2.1 |
| WXXM-FM WI '99 4-Book | 69 73 | 1350 1500 | .9 .9 | 5.3 5.3 | 40 49 | 908 978 | .5 .6 | 4.7 5.3 | 33 25 | 170 131 | .4 .3 | 5.5 3.9 | 95 95 | 328 390 | 1.2 1.2 | 6.8 6.5 | 62 67 | 302 301 | .8 .9 | 5.5 5.5 |
| WYSP-FM WI '99 4-Book | 170 155 | 1772 1670 | 2.1 1.9 | 13.0 11.2 | 66 53 | 922 793 | .8 .7 | 7.7 5.8 | 52 47 | 180 168 | .6 .6 | 8.7 7.4 | 108 92 | 394 352 | 1.3 1.2 | 7.8 6.4 | 64 62 | 261 234 | .8 .8 | 5.7 5.1 |
| WYXR-FM WI '99 4-Book | 50 47 | 844 860 | .6 .6 | 3.8 3.4 | 32 37 | 575 652 | .4 .4 | 3.8 4.0 | 28 24 | 85 84 | .3 .3 | 4.7 3.7 | 25 51 | 87 193 | .3 .6 | 1.8 3.4 | 40 43 | 120 140 | .5 .5 | 3.6 3.5 |
| WBYN-FM WI '99 4-Book | ** | 30 ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM WI '99 4-Book | 3 3 | 80 107 | .2 .2 | | 3 2 | 47 58 | .4 .3 | | 1 | 2 | | .1 | 7 3 | 19 14 | .1 .2 | .5 .2 | 6 2 | 20 7 | .1 .1 | .5 .2 |
| WKXW-FM WI '99 4-Book | 4 7 | 131 113 | .3 .1 | .5 .5 | 2 3 | 47 50 | .2 .3 | | 3 3 | 10 15 | .5 .1 | .5 .5 | 9 2 | 9 11 | | | 1 1 | 8 6 | .1 .1 | .1 .1 |
| WNJO-FM WI '99 4-Book | 5 4 | 141 103 | .1 .1 | .4 .3 | 5 3 | 84 69 | .1 .4 | .6 .4 | 2 | 4 | | .3 | 9 8 | 64 36 | .1 .1 | .6 .6 | 1 4 | 10 17 | .1 .1 | .3 .3 |
| WPST-FM WI '99 4-Book | 52 53 | 1330 1238 | .6 .7 | 4.0 3.9 | 35 39 | 825 870 | .4 .5 | 4.1 4.2 | 18 25 | 153 133 | .2 .3 | 3.0 3.7 | 55 60 | 300 295 | .7 .7 | 4.0 4.1 | 51 60 | 243 257 | .6 .7 | 4.5 5.0 |
| WRDR-FM WI '99 4-Book | | 10 16 | | | | 10 9 | | | | | | | 1 | 10 3 | | .1 | | 2 | 6 | .1 |
| TOTALS WI '99 4-Book | 1310 1382 | 7571 7549 | 16.2 17.1 | | 853 920 | 6471 6469 | 10.6 11.4 | | 600 654 | 1922 1954 | 7.4 8.1 | | 1388 1460 | 3854 3853 | 17.2 18.1 | | 1121 1216 | 3010 3188 | 13.9 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 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 '99 | 2 | 26 | .2 | .2 | 14 | 71 | .2 | 3.1 | 8 | 54 | .1 | 1.0 | 3 | 28 | .4 | | 3 | 26 | .5 | |
| 4-Book | 5 | 19 | .1 | .5 | 17 | 80 | .2 | 3.6 | 9 | 61 | .1 | 1.0 | 5 | 25 | .1 | .6 | 5 | 30 | .1 | .7 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 101 | .4 | 3.5 | 23 | 47 | .3 | 5.0 | 30 | 109 | .4 | 3.6 | 46 | 113 | .6 | 5.7 | 34 | 133 | .4 | 5.5 |
| 4-Book | 34 | 129 | .4 | 3.6 | 23 | 68 | .3 | 4.8 | 30 | 121 | .4 | 3.2 | 40 | 114 | .5 | 4.5 | 36 | 147 | .5 | 5.0 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 12 | 46 | .1 | 2.6 | 18 | 49 | .2 | 2.2 | | | | | 1 | 7 | .2 | |
| 4-Book | 1 | 1 | | .1 | 16 | 48 | .2 | 3.4 | 11 | 41 | .1 | 1.2 | 1 | 9 | | .1 | 1 | 5 | .2 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 72 | .3 | 3.1 | 17 | 51 | .2 | 3.7 | 10 | 36 | .1 | 1.2 | 29 | 80 | .4 | 3.6 | 25 | 54 | .3 | 4.0 |
| 4-Book | 25 | 72 | .3 | 2.6 | 21 | 45 | .2 | 4.6 | 25 | 73 | .3 | 2.7 | 32 | 82 | .4 | 3.5 | 51 | 107 | .6 | 7.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | 1 | 2 | | .1 | 2 | 4 | | .3 | | | | | | | | | 1 | 2 | .1 | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 123 | 572 | 1.5 | 13.7 | 52 | 194 | .6 | 11.4 | 89 | 512 | 1.1 | 10.7 | 90 | 443 | 1.1 | 11.1 | 58 | 265 | .7 | 9.4 |
| 4-Book | 103 | 471 | 1.3 | 11.1 | 44 | 196 | .6 | 9.7 | 118 | 549 | 1.5 | 12.4 | 97 | 401 | 1.2 | 10.8 | 57 | 248 | .7 | 8.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 60 | .1 | 1.0 | 5 | 18 | .1 | 1.1 | 10 | 64 | .1 | 1.2 | 11 | 35 | .1 | 1.4 | 12 | 76 | .1 | 1.9 |
| 4-Book | 7 | 30 | .1 | .7 | 5 | 18 | .1 | 1.0 | 13 | 53 | .1 | 1.3 | 11 | 37 | .1 | 1.3 | 10 | 57 | .1 | 1.4 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 59 | .2 | 1.7 | 8 | 29 | .1 | 1.8 | 4 | 16 | | .5 | 4 | 16 | | .5 | 2 | 17 | .3 | |
| 4-Book | 10 | 34 | .1 | 1.1 | 7 | 28 | .1 | 1.6 | 12 | 28 | .1 | 1.2 | 11 | 32 | .1 | 1.2 | 11 | 36 | .1 | 1.5 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 54 | .1 | .7 | 4 | 23 | | .9 | 20 | 87 | .2 | 2.4 | 15 | 67 | .2 | 1.9 | 3 | 39 | .5 | |
| 4-Book | 23 | 102 | .3 | 2.5 | 4 | 25 | | .9 | 23 | 112 | .3 | 2.5 | 22 | 86 | .3 | 2.5 | 14 | 73 | .2 | 2.0 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 143 | .3 | 2.4 | 11 | 39 | .1 | 2.4 | 15 | 106 | .2 | 1.8 | 23 | 77 | .3 | 2.8 | 2 | 24 | .3 | |
| 4-Book | 25 | 124 | .3 | 2.7 | 6 | 19 | .1 | 1.3 | 27 | 115 | .3 | 2.8 | 25 | 109 | .3 | 2.7 | 14 | 80 | .2 | 1.9 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 2 | 4 | | .4 | | | | | * | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 37 | | .4 | 9 | 27 | .1 | 2.0 | 3 | 27 | | .4 | 6 | 29 | .1 | .7 | 9 | 42 | .1 | 1.5 |
| 4-Book | 9 | 48 | .1 | .9 | 13 | 39 | .2 | 2.8 | 16 | 70 | .2 | 1.6 | 22 | 71 | .3 | 2.3 | 12 | 44 | .2 | 1.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 5 | | .4 | | 5 | | | 4 | 14 | | .5 | | | | |
| 4-Book | | 3 | | | 1 | 1 | | .1 | | 1 | | | 1 | 6 | | .2 | | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 143 | 622 | 1.8 | 15.9 | 46 | 189 | .6 | 10.1 | 122 | 433 | 1.5 | 14.6 | 135 | 452 | 1.7 | 16.7 | 108 | 371 | 1.3 | 17.4 |
| 4-Book | 161 | 565 | 2.0 | 17.1 | 47 | 179 | .6 | 10.1 | 109 | 437 | 1.4 | 11.6 | 129 | 409 | 1.6 | 14.3 | 106 | 375 | 1.3 | 15.4 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 2 | | | | | | | 1 | 4 | | .1 | 2 | 5 | | .3 | | | | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 435 | .9 | 8.0 | 10 | 69 | .1 | 2.2 | 67 | 347 | .8 | 8.0 | 55 | 271 | .7 | 6.8 | 44 | 197 | .5 | 7.1 |
| 4-Book | 67 | 371 | .8 | 7.2 | 24 | 148 | .3 | 5.4 | 69 | 378 | .8 | 7.3 | 64 | 312 | .8 | 7.1 | 40 | 220 | .5 | 5.8 |

** 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 12-24

Target Listener Estimates - Persons 12-24

| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
|------------------------------|---------------------|--------------|--------------|--------------|--------------------|--------------|------------|--------------|--------------------|--------------|--------------|--------------|-------------------|--------------|--------------|--------------|-------------------|--------------|------------|--------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM WI '99 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM WI '99 4-Book | 3 2 | 8 9 | .3 .2 | | 1 | 5 6 | .3 | | 8 5 | 19 15 | .1 .1 | 1.0 .6 | 5 | 11 | .1 | .5 | | | | |
| WUSL-FM WI '99 4-Book | 177 192 | 582 600 | 2.2 2.4 | 19.7 20.7 | 108 94 | 366 315 | 1.3 1.2 | 23.7 20.3 | 161 169 | 582 606 | 2.0 2.1 | 19.3 17.9 | 143 138 | 457 484 | 1.8 1.7 | 17.7 15.4 | 120 105 | 424 389 | 1.5 1.3 | 19.4 15.2 |
| +WVDB-AM WI '99 4-Book | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM WI '99 4-Book | 3 3 | 9 8 | .3 .3 | | 2 1 | 8 4 | .4 .2 | | 2 8 | 8 15 | .1 .1 | .2 .9 | 5 | 9 | .1 | .5 | 3 2 | 9 10 | | .5 .2 |
| WWJZ-AM WI '99 4-Book | 1 | 3 | | .1 | | | | | | | | | | | | | | | | |
| WXTU-FM WI '99 4-Book | 19 19 | 34 51 | .2 .2 | 2.1 2.1 | 3 11 | 23 50 | .7 .1 | 2.5 | 24 25 | 138 104 | .3 .3 | 2.9 2.7 | 15 20 | 56 75 | .2 .3 | 1.9 2.2 | 8 15 | 30 50 | .1 .2 | 1.3 2.2 |
| WXXM-FM WI '99 4-Book | 38 42 | 235 234 | .5 .5 | 4.2 4.5 | 15 16 | 57 80 | .2 .2 | 3.3 3.4 | 27 58 | 195 278 | .3 .7 | 3.2 6.0 | 30 45 | 262 260 | .4 .6 | 3.7 4.9 | 19 38 | 125 201 | .2 .5 | 3.1 5.4 |
| WYSP-FM WI '99 4-Book | 49 47 | 240 178 | .6 .6 | 5.5 5.0 | 26 19 | 101 75 | .3 .2 | 5.7 4.0 | 79 57 | 321 244 | 1.0 .7 | 9.5 6.3 | 69 56 | 205 181 | .9 .7 | 8.5 6.3 | 67 38 | 213 141 | .8 .5 | 10.8 5.7 |
| WYXR-FM WI '99 4-Book | 31 34 | 159 151 | .4 .5 | 3.5 3.6 | 30 22 | 93 83 | .4 .3 | 6.6 4.8 | 51 41 | 226 190 | .6 .5 | 6.1 4.4 | 24 32 | 130 124 | .3 .4 | 3.0 3.6 | 27 42 | 78 172 | .3 .5 | 4.4 6.0 |
| WBYN-FM WI '99 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM WI '99 4-Book | 3 5 | 18 21 | .3 .1 | .5 | 5 2 | 18 7 | .1 .3 | 1.1 | 10 7 | | | | 1 2 | 9 17 | .1 .2 | | 2 | 9 | | .2 |
| WKXW-FM WI '99 4-Book | 6 5 | 38 17 | .1 .1 | .7 .6 | 1 | 4 | | .3 | 1 3 | 9 14 | | .1 .3 | 3 | 7 | | .3 | 1 | 4 | | .2 |
| WNJO-FM WI '99 4-Book | 1 2 | 9 2 | | .1 | 6 3 | 18 7 | .1 .6 | 1.3 | 5 3 | 9 17 | .1 .3 | .6 | 11 4 | 47 16 | .1 .4 | 1.4 | 4 2 | 18 11 | | .6 .3 |
| WPST-FM WI '99 4-Book | 51 38 | 277 226 | .6 .5 | 5.7 4.2 | 9 14 | 80 86 | .1 .2 | 2.0 3.1 | 34 38 | 214 240 | .4 .5 | 4.1 4.0 | 26 39 | 178 185 | .3 .5 | 3.2 4.2 | 27 32 | 147 169 | .3 .4 | 4.4 4.7 |
| WRDR-FM WI '99 4-Book | 1 | 2 | | .1 | | | | | | | | | 2 1 | 10 3 | | .2 .1 | | | | |
| TOTALS WI '99 4-Book | 898 931 | 3016 2735 | 11.1 11.5 | | 456 459 | 1480 1497 | 5.7 5.7 | | 834 949 | 2720 2878 | 10.3 11.8 | | 810 901 | 2371 2429 | 10.0 11.2 | | 619 692 | 1949 2139 | 7.7 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 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 29 | | | | | | 1 | 10 | | | 1 | 20 | | | 1 | 9 | | .1 |
| FA '98 | 2 | 63 | .1 | | 9 | | | 5 | 18 | .2 | | 1 | 19 | | | 1 | 26 | | .1 |
| SU '98 | 1 | 55 | | | | | | | 9 | | | 1 | 37 | | | 2 | 9 | | .2 |
| SP '98 | 1 | 57 | | 2 | 25 | | .1 | 1 | 8 | | | 1 | 30 | | | | | | |
| 4-Book | 1 | 51 | | 1 | 9 | | | 2 | 11 | .1 | | 1 | 27 | | | 1 | 11 | | .1 |
| WI '98 | 1 | 38 | | 1 | 7 | | | | 8 | | | 1 | 7 | | | 1 | 8 | | .1 |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2047 | 10927 | 18.1 | 2966 | 9682 | 26.2 | | 2981 | 8720 | 26.3 | | 2563 | 9563 | 22.6 | | 1076 | 7077 | 9.5 | |
| FA '98 | 2093 | 10923 | 18.5 | 2952 | 9544 | 26.1 | | 2981 | 8446 | 26.3 | | 2648 | 9436 | 23.4 | | 1155 | 6928 | 10.2 | |
| SU '98 | 2096 | 11186 | 18.2 | 2799 | 9440 | 24.3 | | 3114 | 9012 | 27.0 | | 2587 | 9759 | 22.4 | | 1199 | 7457 | 10.4 | |
| SP '98 | 2185 | 11148 | 18.9 | 3001 | 9810 | 26.0 | | 3141 | 8977 | 27.2 | | 2675 | 9725 | 23.2 | | 1265 | 7460 | 11.0 | |
| 4-Book | 2105 | 11046 | 18.4 | 2930 | 9619 | 25.7 | | 3054 | 8789 | 26.7 | | 2618 | 9621 | 22.9 | | 1174 | 7231 | 10.3 | |
| WI '98 | 2088 | 11282 | 18.1 | 3070 | 9889 | 26.6 | | 2864 | 8711 | 24.8 | | 2549 | 9822 | 22.1 | | 1138 | 7328 | 9.9 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

| | 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 '99 | 65 | 1530 | .6 | 2.3 | 18 | 602 | .2 | 1.4 | 39 | 238 | .3 | 3.8 | 18 | 131 | .2 | .8 | 8 | 66 | .1 | .5 |
| 4-Book | 59 | 1447 | .5 | 2.1 | 20 | 610 | .2 | 1.5 | 45 | 234 | .4 | 4.1 | 24 | 127 | .2 | 1.0 | 15 | 81 | .2 | .8 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 156 | 1235 | 1.4 | 5.5 | 78 | 747 | .7 | 6.2 | 66 | 150 | .6 | 6.4 | 123 | 222 | 1.1 | 5.8 | 85 | 248 | .8 | 5.0 |
| 4-Book | 178 | 1461 | 1.6 | 6.2 | 69 | 758 | .6 | 5.2 | 60 | 202 | .5 | 5.4 | 129 | 313 | 1.1 | 5.7 | 75 | 220 | .7 | 4.3 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 174 | .2 | .7 | 16 | 171 | .1 | 1.3 | 14 | 32 | .1 | 1.3 | 5 | 11 | .1 | .2 | 19 | 23 | .2 | 1.1 |
| 4-Book | 15 | 135 | .1 | .6 | 13 | 146 | .1 | 1.0 | 6 | 15 | .1 | .6 | 7 | 18 | .1 | .3 | 6 | 11 | .1 | .4 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 165 | 1234 | 1.5 | 5.8 | 86 | 863 | .8 | 6.8 | 44 | 120 | .4 | 4.2 | 107 | 252 | .9 | 5.0 | 142 | 307 | 1.3 | 8.4 |
| 4-Book | 172 | 1358 | 1.5 | 6.0 | 95 | 912 | .9 | 7.1 | 72 | 186 | .6 | 6.5 | 126 | 336 | 1.1 | 5.5 | 116 | 292 | 1.0 | 6.7 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 62 | .1 | .1 | | 13 | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 46 | | | 3 | 36 | | .2 | | | | | 8 | 13 | .1 | .4 | | | | |
| 4-Book | 6 | 52 | .1 | .2 | 4 | 45 | | .3 | 5 | 10 | .1 | .5 | 4 | 10 | .1 | .2 | 4 | 9 | | .2 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 175 | 2456 | 1.5 | 6.1 | 84 | 1439 | .7 | 6.7 | 72 | 295 | .6 | 6.9 | 184 | 695 | 1.6 | 8.6 | 114 | 473 | 1.0 | 6.7 |
| 4-Book | 182 | 2439 | 1.6 | 6.3 | 91 | 1508 | .8 | 6.8 | 68 | 278 | .6 | 6.2 | 163 | 650 | 1.4 | 7.2 | 133 | 487 | 1.2 | 7.6 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 101 | 1120 | .9 | 3.5 | 37 | 621 | .3 | 2.9 | 38 | 149 | .3 | 3.7 | 60 | 260 | .5 | 2.8 | 40 | 167 | .4 | 2.4 |
| 4-Book | 92 | 989 | .8 | 3.2 | 30 | 488 | .3 | 2.2 | 38 | 143 | .3 | 3.6 | 53 | 190 | .5 | 2.4 | 30 | 125 | .3 | 1.7 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 673 | .6 | 2.4 | 35 | 431 | .3 | 2.8 | 40 | 107 | .4 | 3.9 | 58 | 139 | .5 | 2.7 | 57 | 157 | .5 | 3.4 |
| 4-Book | 66 | 641 | .6 | 2.3 | 37 | 430 | .3 | 2.8 | 31 | 83 | .3 | 2.9 | 53 | 133 | .5 | 2.3 | 56 | 128 | .5 | 3.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 99 | 1521 | .9 | 3.5 | 37 | 832 | .3 | 2.9 | 27 | 120 | .2 | 2.6 | 63 | 319 | .6 | 3.0 | 76 | 294 | .7 | 4.5 |
| 4-Book | 164 | 1650 | 1.4 | 5.7 | 67 | 923 | .6 | 5.0 | 61 | 185 | .5 | 5.5 | 144 | 449 | 1.3 | 6.2 | 117 | 348 | 1.0 | 6.8 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 141 | 1795 | 1.2 | 5.0 | 56 | 1002 | .5 | 4.4 | 41 | 176 | .4 | 3.9 | 126 | 406 | 1.1 | 5.9 | 100 | 283 | .9 | 5.9 |
| 4-Book | 172 | 1900 | 1.5 | 6.0 | 65 | 1060 | .6 | 4.8 | 50 | 202 | .5 | 4.5 | 133 | 462 | 1.2 | 5.9 | 91 | 314 | .8 | 5.2 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 7 | 78 | .1 | .2 | * 2 | 52 | | .2 | * ** | ** | ** | ** | 1 | 10 | | | * | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 716 | .6 | 2.4 | 31 | 457 | .3 | 2.5 | 25 | 102 | .2 | 2.4 | 48 | 161 | .4 | 2.3 | 52 | 207 | .5 | 3.1 |
| 4-Book | 69 | 829 | .6 | 2.4 | 34 | 514 | .3 | 2.5 | 24 | 97 | .2 | 2.2 | 55 | 176 | .5 | 2.4 | 50 | 170 | .5 | 2.9 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 81 | .1 | .3 | 5 | 64 | | .4 | 6 | 10 | .1 | .6 | 17 | 35 | .2 | .8 | 2 | 9 | | .1 |
| 4-Book | 4 | 58 | | .2 | 2 | 37 | | .2 | 2 | 3 | | .2 | 5 | 11 | .1 | .3 | 1 | 7 | | .1 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 132 | 1759 | 1.2 | 4.6 | 96 | 1253 | .8 | 7.6 | 47 | 183 | .4 | 4.5 | 169 | 537 | 1.5 | 7.9 | 112 | 374 | 1.0 | 6.6 |
| 4-Book | 142 | 1805 | 1.3 | 4.9 | 91 | 1180 | .8 | 6.8 | 49 | 183 | .4 | 4.4 | 146 | 498 | 1.3 | 6.4 | 135 | 432 | 1.2 | 7.8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 158 | .1 | .5 | 2 | 71 | | .2 | 2 | 19 | | .2 | 1 | 9 | | | 1 | 9 | | .1 |
| 4-Book | 8 | 109 | .1 | .3 | 3 | 91 | | .3 | 2 | 7 | | .2 | 2 | 9 | | .1 | 3 | 13 | | .2 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 149 | 2184 | 1.3 | 5.2 | 70 | 1368 | .6 | 5.6 | 36 | 172 | .3 | 3.5 | 123 | 565 | 1.1 | 5.8 | 88 | 414 | .8 | 5.2 |
| 4-Book | 123 | 2203 | 1.1 | 4.3 | 62 | 1293 | .5 | 4.7 | 38 | 200 | .3 | 3.5 | 119 | 566 | 1.1 | 5.3 | 80 | 401 | .7 | 4.6 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 18-34

Target Listener Estimates

Persons 18-34

| | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 58 | .1 | .1 | 6 | 30 | .1 | .5 | 8 | 30 | .1 | .8 | 14 | 18 | .1 | .7 | 7 | 9 | .1 | .4 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 95 | .2 | .7 | 4 | 28 | .1 | .3 | 8 | 10 | .1 | .8 | 4 | 10 | .2 | .2 | 9 | 15 | .1 | .5 |
| 4-Book | 19 | 120 | .2 | .7 | 9 | 84 | .1 | .7 | 11 | 27 | .1 | 1.0 | 22 | 58 | .2 | .9 | 12 | 28 | .1 | .7 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 227 | 2326 | 2.0 | 8.0 | 146 | 1585 | 1.3 | 11.6 | 99 | 321 | .9 | 9.5 | 192 | 592 | 1.7 | 9.0 | 218 | 591 | 1.9 | 12.9 |
| 4-Book | 231 | 2403 | 2.0 | 8.0 | 158 | 1720 | 1.4 | 11.8 | 118 | 370 | 1.1 | 10.8 | 239 | 698 | 2.1 | 10.5 | 206 | 584 | 1.8 | 11.9 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 6 | | | * | | | | * | | | | * | | | | * | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 319 | .3 | 1.2 | 14 | 175 | .1 | 1.1 | 14 | 29 | .1 | 1.3 | 3 | 20 | .1 | .1 | | | | |
| 4-Book | 30 | 361 | .3 | 1.1 | 17 | 215 | .2 | 1.3 | 12 | 33 | .1 | 1.1 | 10 | 35 | .1 | .4 | 4 | 9 | | .2 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | 5 | | | | 1 | | .1 | | | | | | | | |
| 4-Book | | 11 | | | | 4 | | | | 1 | | | | 3 | | .1 | | 3 | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 91 | 732 | .8 | 3.2 | 37 | 486 | .3 | 2.9 | 50 | 187 | .4 | 4.8 | 64 | 280 | .6 | 3.0 | 42 | 191 | .4 | 2.5 |
| 4-Book | 98 | 843 | .9 | 3.4 | 43 | 576 | .4 | 3.2 | 43 | 184 | .4 | 4.0 | 76 | 288 | .7 | 3.3 | 49 | 205 | .5 | 2.8 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 147 | 2114 | 1.3 | 5.2 | 69 | 1334 | .6 | 5.5 | 62 | 261 | .5 | 6.0 | 143 | 559 | 1.3 | 6.7 | 82 | 418 | .7 | 4.8 |
| 4-Book | 133 | 2019 | 1.2 | 4.6 | 67 | 1227 | .6 | 5.0 | 39 | 183 | .4 | 3.7 | 136 | 555 | 1.2 | 6.0 | 84 | 383 | .7 | 4.8 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 432 | 3461 | 3.8 | 15.2 | 91 | 1375 | .8 | 7.2 | 91 | 311 | .8 | 8.8 | 191 | 625 | 1.7 | 9.0 | 120 | 454 | 1.1 | 7.1 |
| 4-Book | 398 | 3316 | 3.5 | 13.8 | 88 | 1344 | .8 | 6.6 | 85 | 287 | .8 | 7.7 | 177 | 615 | 1.6 | 7.8 | 120 | 416 | 1.1 | 6.9 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 147 | 1777 | 1.3 | 5.2 | 61 | 990 | .5 | 4.8 | 60 | 203 | .5 | 5.8 | 103 | 358 | .9 | 4.8 | 73 | 245 | .6 | 4.3 |
| 4-Book | 146 | 1777 | 1.3 | 5.1 | 71 | 1132 | .6 | 5.2 | 64 | 238 | .6 | 5.8 | 128 | 483 | 1.1 | 5.6 | 95 | 306 | .8 | 5.5 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 30 | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 277 | .2 | .7 | 8 | 116 | .1 | .6 | 8 | 18 | .1 | .8 | 17 | 45 | .2 | .8 | 18 | 45 | .2 | 1.1 |
| 4-Book | 15 | 208 | .1 | .5 | 4 | 114 | | .3 | 3 | 9 | | .3 | 8 | 35 | .1 | .4 | 7 | 23 | .1 | .4 |
| WKKX-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 415 | .2 | .8 | 1 | 57 | | .1 | | | | | | 9 | | | 2 | 19 | | .1 |
| 4-Book | 30 | 371 | .3 | 1.0 | 5 | 101 | | .4 | 3 | 14 | | .3 | 3 | 21 | | .1 | 3 | 16 | | .2 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 181 | .1 | .4 | 9 | 106 | .1 | .7 | 2 | 13 | | .2 | 16 | 55 | .1 | .8 | 7 | 10 | .1 | .4 |
| 4-Book | 13 | 146 | .1 | .4 | 5 | 90 | | .4 | 2 | 9 | | .2 | 10 | 32 | .1 | .5 | 7 | 26 | .1 | .4 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 60 | 1383 | .5 | 2.1 | 25 | 669 | .2 | 2.0 | 17 | 90 | .2 | 1.6 | 44 | 246 | .4 | 2.1 | 54 | 272 | .5 | 3.2 |
| 4-Book | 68 | 1300 | .6 | 2.4 | 32 | 725 | .3 | 2.4 | 23 | 121 | .2 | 2.1 | 63 | 286 | .6 | 2.7 | 56 | 249 | .5 | 3.2 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 20 | | | | 19 | | | | | | | | | | | 1 | 9 | | .1 |
| 4-Book | 1 | 36 | | | 1 | 16 | | .1 | 1 | 2 | | .1 | 4 | 5 | | .2 | 3 | 9 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2848 | 10842 | 25.1 | | 1261 | 9050 | 11.1 | | 1038 | 3112 | 9.2 | | 2130 | 5378 | 18.8 | | 1692 | 4499 | 14.9 | |
| 4-Book | 2882 | 10915 | 25.2 | | 1340 | 9040 | 11.7 | | 1097 | 3185 | 9.6 | | 2277 | 5532 | 19.9 | | 1732 | 4363 | 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

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 |
| KYW -AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 112 | .1 | 1.0 | 44 | 214 | .4 | 5.6 | 10 | 78 | .1 | .7 | 2 | 19 | .2 | 12 | 105 | .1 | 1.6 |
| 4-Book | 9 | 63 | .1 | .8 | 41 | 182 | .4 | 5.2 | 15 | 106 | .2 | 1.0 | 8 | 44 | .1 | 11 | 90 | .1 | 1.3 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 136 | .3 | 3.3 | 55 | 122 | .5 | 7.0 | 100 | 245 | .9 | 7.4 | 85 | 177 | .8 | 69 | 155 | .6 | 9.3 |
| 4-Book | 47 | 167 | .4 | 4.1 | 44 | 128 | .4 | 5.4 | 69 | 223 | .6 | 4.7 | 68 | 170 | .6 | 56 | 179 | .5 | 6.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | .1 | .6 | 35 | 92 | .3 | 4.5 | 42 | 108 | .4 | 3.1 | 3 | 13 | .3 | 1 | 7 | .1 | |
| 4-Book | 3 | 5 | .3 | | 43 | 95 | .4 | 5.3 | 31 | 91 | .3 | 2.1 | 9 | 23 | .1 | 3 | 14 | .3 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 96 | 244 | .8 | 8.6 | 44 | 107 | .4 | 5.6 | 49 | 180 | .4 | 3.6 | 90 | 221 | .8 | 114 | 254 | 1.0 | 15.3 |
| 4-Book | 82 | 216 | .7 | 7.2 | 57 | 131 | .5 | 7.1 | 73 | 236 | .6 | 4.8 | 78 | 188 | .7 | 144 | 287 | 1.3 | 17.3 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | 3 | 13 | .2 | | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 10 | 11 | .1 | 1.3 | 3 | 23 | .2 | | | | | | | | |
| 4-Book | 2 | 4 | .2 | | 12 | 20 | .1 | 1.5 | 3 | 14 | .2 | | 3 | 8 | .2 | 3 | 7 | .4 | |
| W100-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 104 | 362 | .9 | 9.3 | 29 | 133 | .3 | 3.7 | 53 | 338 | .5 | 3.9 | 45 | 270 | .4 | 53 | 183 | .5 | 7.1 |
| 4-Book | 97 | 379 | .9 | 8.6 | 38 | 164 | .3 | 4.7 | 88 | 419 | .8 | 5.8 | 74 | 315 | .7 | 56 | 195 | .5 | 6.6 |
| WIP -AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 71 | .1 | 1.2 | 25 | 85 | .2 | 3.2 | 39 | 118 | .3 | 2.9 | 54 | 197 | .5 | 32 | 110 | .3 | 4.3 |
| 4-Book | 9 | 50 | .1 | .8 | 20 | 80 | .2 | 2.5 | 37 | 143 | .3 | 2.5 | 35 | 130 | .3 | 17 | 71 | .2 | 2.2 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 51 | 175 | .5 | 4.6 | 16 | 48 | .1 | 2.0 | 24 | 73 | .2 | 1.8 | 15 | 78 | .1 | 18 | 70 | .2 | 2.4 |
| 4-Book | 38 | 118 | .4 | 3.4 | 26 | 71 | .2 | 3.1 | 36 | 99 | .3 | 2.4 | 28 | 79 | .2 | 27 | 99 | .3 | 3.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 171 | .3 | 2.9 | 6 | 38 | .1 | .8 | 47 | 265 | .4 | 3.5 | 28 | 144 | .2 | 10 | 93 | .1 | 1.3 |
| 4-Book | 44 | 180 | .4 | 3.9 | 16 | 78 | .2 | 2.0 | 62 | 267 | .5 | 4.1 | 61 | 193 | .5 | 29 | 138 | .3 | 3.3 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 177 | .3 | 2.7 | 30 | 103 | .3 | 3.8 | 56 | 258 | .5 | 4.1 | 60 | 197 | .5 | 10 | 45 | .1 | 1.3 |
| 4-Book | 41 | 211 | .4 | 3.7 | 23 | 93 | .2 | 2.9 | 74 | 301 | .6 | 4.8 | 73 | 258 | .7 | 29 | 132 | .3 | 3.4 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * 11 | 15 | .1 | 1.4 | 2 | 22 | .1 | | * 1 | 5 | .1 | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WUGL-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 127 | .3 | 2.6 | 22 | 62 | .2 | 2.8 | 27 | 109 | .2 | 2.0 | 43 | 99 | .4 | 3 | 18 | .4 | |
| 4-Book | 28 | 107 | .3 | 2.5 | 31 | 105 | .3 | 3.8 | 29 | 128 | .3 | 1.9 | 40 | 109 | .4 | 18 | 54 | .2 | 2.1 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 11 | .1 | | 2 | 9 | .3 | | 5 | 15 | .4 | | 3 | 9 | .3 | | | | |
| 4-Book | | 5 | | | 2 | 7 | .2 | | 3 | 11 | .2 | | 1 | 5 | .1 | 2 | 2 | .2 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 116 | 433 | 1.0 | 10.4 | 40 | 119 | .4 | 5.1 | 99 | 354 | .9 | 7.3 | 97 | 356 | .9 | 72 | 205 | .6 | 9.7 |
| 4-Book | 119 | 383 | 1.1 | 10.5 | 31 | 114 | .3 | 3.9 | 84 | 310 | .8 | 5.6 | 83 | 285 | .7 | 65 | 226 | .6 | 7.9 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 6 | 41 | .1 | .8 | | 9 | | | | | | | | | |
| 4-Book | 5 | 18 | .4 | | 5 | 20 | .1 | .6 | 4 | 24 | .1 | .2 | 5 | 22 | .1 | 3 | 10 | .7 | .4 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 346 | .5 | 5.1 | 26 | 168 | .2 | 3.3 | 108 | 485 | 1.0 | 8.0 | 71 | 326 | .6 | 41 | 178 | .4 | 5.5 |
| 4-Book | 57 | 296 | .5 | 5.1 | 25 | 143 | .2 | 3.1 | 79 | 389 | .7 | 5.4 | 57 | 274 | .5 | 29 | 189 | .3 | 3.6 |

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

Target Listener Estimates

| | | Persons 18-34 | | | | | | | | | | | | | | | | | | | |
|----------|--------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
| | | 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 |
| VSSJ-AM | WI '99 | | | | | 2 | 9 | | .3 | 9 | 9 | .1 | .7 | 7 | 9 | .1 | .6 | | | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | WI '99 | 5 | 13 | | .4 | 1 | 5 | | .1 | 3 | 10 | | .2 | 1 | 5 | | .1 | | | | |
| 4-Book | | 4 | 15 | | .3 | 3 | 14 | | .4 | 12 | 32 | | .7 | 8 | 22 | | .7 | 1 | 4 | | .1 |
| WUSL-FM | WI '99 | 150 | 452 | 1.3 | 13.4 | 117 | 357 | 1.0 | 14.9 | 144 | 496 | 1.3 | 10.6 | 141 | 404 | 1.2 | 12.5 | 105 | 300 | .9 | 14.1 |
| 4-Book | | 178 | 505 | 1.5 | 15.7 | 122 | 371 | 1.1 | 15.1 | 178 | 577 | 1.6 | 11.7 | 124 | 399 | 1.1 | 10.3 | 89 | 269 | .8 | 10.9 |
| +WVDB-AM | WI '99 | | | | | * | | | | | | | | * | | | | | | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | WI '99 | 13 | 43 | .1 | 1.2 | 11 | 55 | .1 | 1.4 | 55 | 128 | .5 | 4.1 | 8 | 17 | .1 | .7 | 3 | 9 | | .4 |
| 4-Book | | 13 | 40 | .1 | 1.2 | 15 | 57 | .1 | 1.8 | 65 | 128 | .6 | 4.3 | 10 | 23 | .1 | .8 | 2 | 13 | | .3 |
| WWJZ-AM | WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | WI '99 | 22 | 59 | .2 | 2.0 | 27 | 81 | .2 | 3.4 | 45 | 246 | .4 | 3.3 | 37 | 174 | .3 | 3.3 | 13 | 75 | .1 | 1.7 |
| 4-Book | | 25 | 97 | .2 | 2.2 | 29 | 110 | .2 | 3.6 | 55 | 211 | .5 | 3.6 | 45 | 165 | .4 | 3.8 | 21 | 95 | .2 | 2.6 |
| WXXM-FM | WI '99 | 48 | 267 | .4 | 4.3 | 22 | 131 | .2 | 2.8 | 79 | 392 | .7 | 5.8 | 76 | 429 | .7 | 6.7 | 31 | 177 | .3 | 4.2 |
| 4-Book | | 51 | 250 | .4 | 4.5 | 24 | 128 | .2 | 3.0 | 86 | 364 | .8 | 5.7 | 64 | 305 | .6 | 5.2 | 39 | 196 | .3 | 4.6 |
| WYSP-FM | WI '99 | 70 | 313 | .6 | 6.3 | 28 | 117 | .2 | 3.6 | 93 | 441 | .8 | 6.9 | 75 | 245 | .7 | 6.6 | 48 | 176 | .4 | 6.5 |
| 4-Book | | 59 | 242 | .5 | 5.2 | 27 | 105 | .2 | 3.3 | 108 | 453 | 1.0 | 7.1 | 85 | 296 | .8 | 7.0 | 39 | 183 | .4 | 4.8 |
| WYXR-FM | WI '99 | 83 | 246 | .7 | 7.4 | 26 | 119 | .2 | 3.3 | 59 | 240 | .5 | 4.4 | 37 | 225 | .3 | 3.3 | 40 | 93 | .4 | 5.4 |
| 4-Book | | 58 | 254 | .5 | 5.1 | 34 | 147 | .3 | 4.2 | 79 | 310 | .7 | 5.2 | 61 | 233 | .5 | 5.0 | 44 | 181 | .4 | 5.4 |
| WBYN-FM | WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | WI '99 | 5 | 27 | | .4 | 5 | 28 | | .6 | 7 | 18 | | .5 | 3 | 27 | | .3 | | | | |
| 4-Book | | 5 | 28 | | .4 | 3 | 17 | | .4 | 4 | 19 | | .3 | 2 | 21 | | .2 | 1 | 11 | | .1 |
| WKXW-FM | WI '99 | 2 | 20 | | .2 | | | | | 5 | 28 | | .4 | | | | | | | | |
| 4-Book | | 9 | 28 | .1 | .7 | 5 | 12 | .1 | .6 | 7 | 36 | .1 | .5 | 5 | 16 | .1 | .4 | 6 | 18 | | .8 |
| WNJO-FM | WI '99 | 1 | 9 | | .1 | 12 | 26 | .1 | 1.5 | 13 | 18 | .1 | 1.0 | 15 | 65 | .1 | 1.3 | 4 | 27 | | .5 |
| 4-Book | | 3 | 12 | | .3 | 3 | 7 | | .4 | 7 | 18 | .1 | .5 | 9 | 25 | .1 | .7 | 3 | 16 | | .4 |
| WPST-FM | WI '99 | 25 | 142 | .2 | 2.2 | 8 | 66 | .1 | 1.0 | 17 | 173 | .2 | 1.3 | 14 | 133 | .1 | 1.2 | 16 | 79 | .1 | 2.2 |
| 4-Book | | 24 | 144 | .2 | 2.2 | 9 | 65 | .1 | 1.2 | 32 | 209 | .3 | 2.1 | 30 | 137 | .3 | 2.5 | 17 | 90 | .2 | 2.0 |
| WRDR-FM | WI '99 | | | | | | | | | 2 | 9 | | .1 | | | | | | | | |
| 4-Book | | | 2 | | | | | | | 2 | 7 | | .1 | | | | | | | | |
| TOTALS | WI '99 | 1116 | 3402 | 9.9 | | 785 | 2396 | 6.9 | | 1356 | 4075 | 12.0 | | 1131 | 3269 | 10.0 | | 743 | 2141 | 6.6 | |
| 4-Book | | 1132 | 3293 | 9.9 | | 804 | 2410 | 7.0 | | 1509 | 4283 | 13.2 | | 1220 | 3303 | 10.7 | | 826 | 2465 | 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 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 | |
| WJZJ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 179 | 2652 | .8 | 4.4 | 177 | 1174 | .8 | 2.8 | 310 | 1212 | 1.4 | 5.1 | 237 | 1390 | 1.0 | 4.8 | 97 | 840 | .4 | 5.2 |
| FA '98 | 183 | 2799 | .8 | 4.4 | 202 | 1290 | .9 | 3.3 | 309 | 1354 | 1.4 | 5.2 | 249 | 1551 | 1.1 | 4.8 | 92 | 963 | .4 | 4.5 |
| SU '98 | 173 | 2620 | .8 | 4.1 | 157 | 1137 | .7 | 2.6 | 273 | 1173 | 1.2 | 4.5 | 224 | 1555 | 1.0 | 4.5 | 115 | 830 | .5 | 5.4 |
| SP '98 | 206 | 3051 | .9 | 4.8 | 194 | 1307 | .8 | 3.1 | 335 | 1346 | 1.5 | 5.4 | 252 | 1678 | 1.1 | 4.9 | 125 | 1294 | .5 | 6.0 |
| 4-Book | 185 | 2781 | .8 | 4.4 | 183 | 1227 | .8 | 3.0 | 307 | 1271 | 1.4 | 5.1 | 241 | 1544 | 1.1 | 4.8 | 107 | 982 | .5 | 5.3 |
| WI '98 | 201 | 2910 | .9 | 4.8 | 212 | 1279 | .9 | 3.3 | 295 | 1239 | 1.3 | 5.1 | 278 | 1644 | 1.2 | 5.5 | 109 | 1066 | .5 | 5.4 |
| WVGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 206 | 3979 | .9 | 5.0 | 228 | 1783 | 1.0 | 3.6 | 388 | 2046 | 1.7 | 6.4 | 275 | 2498 | 1.2 | 5.5 | 63 | 1048 | .3 | 3.4 |
| FA '98 | 249 | 4067 | 1.1 | 6.0 | 295 | 1975 | 1.3 | 4.8 | 467 | 2058 | 2.1 | 7.9 | 349 | 2541 | 1.5 | 6.8 | 79 | 1057 | .3 | 3.9 |
| SU '98 | 258 | 4134 | 1.1 | 6.2 | 253 | 1845 | 1.1 | 4.2 | 475 | 2263 | 2.1 | 7.8 | 340 | 2678 | 1.5 | 6.8 | 108 | 1200 | .5 | 5.0 |
| SP '98 | 273 | 4302 | 1.2 | 6.4 | 301 | 1991 | 1.3 | 4.9 | 480 | 2234 | 2.1 | 7.7 | 357 | 2614 | 1.6 | 7.0 | 109 | 1216 | .5 | 5.2 |
| 4-Book | 247 | 4121 | 1.1 | 5.9 | 269 | 1899 | 1.2 | 4.4 | 453 | 2150 | 2.0 | 7.5 | 330 | 2583 | 1.5 | 6.5 | 90 | 1130 | .4 | 4.4 |
| WI '98 | 234 | 4540 | 1.0 | 5.6 | 268 | 1948 | 1.2 | 4.1 | 382 | 2214 | 1.7 | 6.6 | 314 | 2798 | 1.4 | 6.2 | 102 | 1460 | .4 | 5.0 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 193 | 3714 | .8 | 4.7 | 282 | 1747 | 1.2 | 4.5 | 321 | 1827 | 1.4 | 5.3 | 241 | 1998 | 1.1 | 4.8 | 66 | 956 | .3 | 3.6 |
| FA '98 | 219 | 3854 | 1.0 | 5.3 | 269 | 1682 | 1.2 | 4.4 | 421 | 1864 | 1.9 | 7.1 | 305 | 2477 | 1.3 | 5.9 | 66 | 997 | .3 | 3.2 |
| SU '98 | 226 | 4303 | 1.0 | 5.4 | 276 | 1811 | 1.2 | 4.6 | 389 | 2027 | 1.7 | 6.4 | 289 | 2395 | 1.3 | 5.7 | 100 | 1413 | .4 | 4.7 |
| SP '98 | 197 | 4040 | .9 | 4.6 | 293 | 1655 | 1.3 | 4.7 | 309 | 1907 | 1.3 | 5.0 | 232 | 2307 | 1.0 | 4.5 | 72 | 962 | .3 | 3.4 |
| 4-Book | 209 | 3978 | .9 | 5.0 | 280 | 1724 | 1.2 | 4.6 | 360 | 1906 | 1.6 | 6.0 | 267 | 2294 | 1.2 | 5.2 | 76 | 1082 | .3 | 3.7 |
| WI '98 | 194 | 3985 | .8 | 4.6 | 262 | 1648 | 1.1 | 4.0 | 324 | 1751 | 1.4 | 5.6 | 229 | 2247 | 1.0 | 4.5 | 66 | 1073 | .3 | 3.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 10 | 160 | | .2 | * 11 | 54 | | .2 | 13 | 98 | .1 | .2 | * 8 | 56 | | .2 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 13 | 188 | .1 | .3 | 13 | 87 | .1 | .2 | 20 | 100 | .1 | .3 | 8 | 52 | .1 | .2 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WUGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 159 | 2999 | .7 | 3.9 | 204 | 1374 | .9 | 3.2 | 252 | 1256 | 1.1 | 4.1 | 207 | 1601 | .9 | 4.2 | 65 | 751 | .3 | 3.5 |
| FA '98 | 202 | 3581 | .9 | 4.8 | 245 | 1634 | 1.1 | 4.0 | 320 | 1648 | 1.4 | 5.4 | 213 | 1762 | .9 | 4.1 | 90 | 945 | .4 | 4.4 |
| SU '98 | 176 | 3472 | .8 | 4.2 | 242 | 1552 | 1.1 | 4.0 | 265 | 1567 | 1.2 | 4.4 | 216 | 1764 | .9 | 4.3 | 67 | 956 | .3 | 3.1 |
| SP '98 | 200 | 3540 | .9 | 4.7 | 239 | 1610 | 1.0 | 3.9 | 339 | 1607 | 1.5 | 5.5 | 251 | 2002 | 1.1 | 4.9 | 72 | 1003 | .3 | 3.4 |
| 4-Book | 184 | 3398 | .8 | 4.4 | 233 | 1543 | 1.0 | 3.8 | 294 | 1520 | 1.3 | 4.9 | 222 | 1782 | 1.0 | 4.4 | 74 | 914 | .3 | 3.6 |
| WI '98 | 173 | 3314 | .8 | 4.1 | 234 | 1472 | 1.0 | 3.6 | 256 | 1417 | 1.1 | 4.4 | 199 | 1811 | .9 | 3.9 | 59 | 881 | .3 | 2.9 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 137 | 2486 | .6 | 3.3 | 134 | 1098 | .6 | 2.1 | 157 | 1301 | .7 | 2.6 | 172 | 1473 | .8 | 3.5 | 135 | 1259 | .6 | 7.3 |
| FA '98 | 152 | 2651 | .7 | 3.6 | 167 | 1180 | .7 | 2.7 | 160 | 1309 | .7 | 2.7 | 216 | 1627 | .9 | 4.2 | 136 | 1180 | .6 | 6.7 |
| SU '98 | 144 | 2542 | .6 | 3.4 | 136 | 1119 | .6 | 2.3 | 179 | 1464 | .8 | 2.9 | 202 | 1752 | .9 | 4.0 | 132 | 1237 | .6 | 6.2 |
| SP '98 | 147 | 2495 | .6 | 3.5 | 147 | 1063 | .6 | 2.4 | 165 | 1439 | .7 | 2.7 | 194 | 1596 | .8 | 3.8 | 144 | 1189 | .6 | 6.9 |
| 4-Book | 145 | 2544 | .6 | 3.5 | 146 | 1115 | .6 | 2.4 | 165 | 1378 | .7 | 2.7 | 196 | 1612 | .9 | 3.9 | 137 | 1216 | .6 | 6.8 |
| WI '98 | 154 | 2932 | .7 | 3.7 | 159 | 1268 | .7 | 2.5 | 157 | 1485 | .7 | 2.7 | 218 | 1785 | .9 | 4.3 | 132 | 1239 | .6 | 6.5 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 655 | .1 | .7 | 52 | 237 | .2 | .8 | 43 | 262 | .2 | .7 | 41 | 245 | .2 | .8 | 11 | 100 | | .6 |
| FA '98 | 26 | 522 | .1 | .6 | 47 | 210 | .2 | .8 | 32 | 171 | .1 | .5 | 31 | 171 | .1 | .6 | 17 | 103 | .1 | .8 |
| SU '98 | 33 | 874 | .1 | .8 | 51 | 225 | .2 | .9 | 33 | 211 | .1 | .5 | 37 | 302 | .2 | .7 | 26 | 413 | .1 | 1.2 |
| SP '98 | 25 | 885 | .1 | .6 | 34 | 226 | .1 | .5 | 20 | 234 | .1 | .3 | 22 | 276 | .1 | .4 | 39 | 427 | .2 | 1.9 |
| 4-Book | 28 | 734 | .1 | .7 | 46 | 225 | .2 | .8 | 32 | 220 | .1 | .5 | 33 | 249 | .2 | .6 | 23 | 261 | .1 | 1.1 |
| WI '98 | 23 | 651 | .1 | .5 | 51 | 262 | .2 | .8 | 22 | 248 | .1 | .4 | 23 | 284 | .1 | .5 | 14 | 129 | .1 | .7 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 136 | 3293 | .6 | 3.3 | 173 | 1528 | .8 | 2.7 | 203 | 1549 | .9 | 3.3 | 193 | 2052 | .8 | 3.9 | 57 | 1115 | .3 | 3.1 |
| FA '98 | 109 | 3309 | .5 | 2.6 | 125 | 1442 | .5 | 2.0 | 144 | 1407 | .6 | 2.4 | 171 | 2061 | .8 | 3.3 | 51 | 1067 | .2 | 2.5 |
| SU '98 | 113 | 3497 | .5 | 2.7 | 126 | 1384 | .5 | 2.1 | 150 | 1486 | .7 | 2.5 | 161 | 1880 | .7 | 3.2 | 57 | 1108 | .2 | 2.7 |
| SP '98 | 125 | 3673 | .5 | 2.9 | 169 | 1658 | .7 | 2.7 | 196 | 1718 | .9 | 3.2 | 181 | 2043 | .8 | 3.5 | 53 | 1060 | .2 | 2.5 |
| 4-Book | 121 | 3443 | .5 | 2.9 | 148 | 1503 | .6 | 2.4 | 173 | 1540 | .8 | 2.9 | 177 | 2009 | .8 | 3.5 | 55 | 1088 | .2 | 2.7 |
| WI '98 | 120 | 3646 | .5 | 2.9 | 185 | 1663 | .8 | 2.9 | 139 | 1408 | .6 | 2.4 | 161 | 1915 | .7 | 3.2 | 62 | 1266 | .3 | 3.1 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 137 | .1 | .3 | 16 | 81 | .1 | .3 | 9 | 51 | .1 | .1 | 9 | 57 | .2 | .2 | 4 | 37 | .1 | .2 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 145 | .1 | .4 | 24 | 83 | .1 | .4 | 29 | 77 | .1 | .5 | 25 | 110 | .1 | .5 | 9 | 63 | .1 | .5 |
| FA '98 | 27 | 251 | .1 | .6 | 27 | 161 | .1 | .4 | 37 | 135 | .2 | .6 | 34 | 156 | .1 | .7 | 14 | 78 | .1 | .7 |
| SU '98 | 24 | 222 | .1 | .6 | 23 | 150 | .1 | .4 | 34 | 175 | .1 | .6 | 31 | 153 | .1 | .6 | 10 | 68 | .1 | .5 |
| SP '98 | 38 | 326 | .2 | .9 | 51 | 215 | .2 | .8 | 69 | 243 | .3 | 1.1 | 40 | 220 | .2 | .8 | 5 | 95 | .1 | .2 |
| 4-Book | 27 | 236 | .1 | .6 | 31 | 152 | .1 | .5 | 42 | 158 | .2 | .7 | 33 | 160 | .1 | .7 | 10 | 76 | .1 | .5 |
| WI '98 | 23 | 316 | .1 | .5 | 30 | 182 | .1 | .5 | 34 | 234 | .1 | .6 | 30 | 196 | .1 | .6 | 5 | 35 | .1 | .2 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 248 | 3619 | 1.1 | 6.0 | 326 | 1778 | 1.4 | 5.2 | 284 | 1911 | 1.2 | 4.7 | 275 | 1942 | 1.2 | 5.5 | 196 | 1491 | .9 | 10.6 |
| FA '98 | 262 | 3906 | 1.2 | 6.3 | 317 | 1932 | 1.4 | 5.2 | 292 | 1879 | 1.3 | 4.9 | 321 | 2161 | 1.4 | 6.2 | 218 | 1662 | 1.0 | 10.7 |
| SU '98 | 238 | 3792 | 1.0 | 5.7 | 257 | 1744 | 1.1 | 4.3 | 285 | 1947 | 1.2 | 4.7 | 271 | 2146 | 1.2 | 5.4 | 201 | 1727 | .9 | 9.4 |
| SP '98 | 250 | 3653 | 1.1 | 5.9 | 304 | 1867 | 1.3 | 4.9 | 286 | 1814 | 1.2 | 4.6 | 286 | 2131 | 1.2 | 5.6 | 173 | 1282 | .8 | 8.3 |
| 4-Book | 250 | 3743 | 1.1 | 6.0 | 301 | 1830 | 1.3 | 4.9 | 287 | 1888 | 1.2 | 4.7 | 288 | 2095 | 1.3 | 5.7 | 197 | 1541 | .9 | 9.8 |
| WI '98 | 203 | 3555 | .9 | 4.8 | 254 | 1603 | 1.1 | 3.9 | 231 | 1728 | 1.0 | 4.0 | 239 | 1890 | 1.0 | 4.7 | 150 | 1405 | .7 | 7.4 |
| +WDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 5 | 96 | .1 | .1 | * 2 | 22 | .1 | .1 | 11 | 81 | .2 | .2 | * 3 | 32 | .1 | .1 | | | | |
| FA '98 | 9 | 105 | .2 | .2 | 1 | 18 | .1 | .1 | 19 | 61 | .1 | .3 | 3 | 23 | .1 | .1 | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 94 | 1605 | .4 | 2.3 | 95 | 640 | .4 | 1.5 | 224 | 952 | 1.0 | 3.7 | 90 | 583 | .4 | 1.8 | 31 | 315 | .1 | 1.7 |
| FA '98 | 88 | 1658 | .4 | 2.1 | 114 | 655 | .5 | 1.9 | 158 | 758 | .7 | 2.7 | 77 | 625 | .3 | 1.5 | 43 | 426 | .2 | 2.1 |
| SU '98 | 84 | 1809 | .4 | 2.0 | 77 | 596 | .3 | 1.3 | 143 | 859 | .6 | 2.4 | 107 | 765 | .5 | 2.1 | 39 | 366 | .2 | 1.8 |
| SP '98 | 75 | 1501 | .3 | 1.8 | 78 | 528 | .3 | 1.3 | 138 | 740 | .6 | 2.2 | 75 | 593 | .3 | 1.5 | 42 | 337 | .2 | 2.0 |
| 4-Book | 85 | 1643 | .4 | 2.1 | 91 | 605 | .4 | 1.5 | 166 | 827 | .7 | 2.8 | 87 | 642 | .4 | 1.7 | 39 | 361 | .2 | 1.9 |
| WI '98 | 108 | 1772 | .5 | 2.6 | 91 | 603 | .4 | 1.4 | 201 | 899 | .9 | 3.5 | 113 | 696 | .5 | 2.2 | 49 | 375 | .2 | 2.4 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 36 | | | 1 | 8 | | | 7 | 8 | | | 8 | 8 | | | 8 | 8 | | |
| FA '98 | 1 | 35 | | | | | | | 8 | 8 | | | 18 | 18 | | | 8 | 8 | | |
| SU '98 | 4 | 86 | | .1 | 7 | 8 | | .1 | 2 | 26 | | | 2 | 26 | | | 4 | 52 | | .2 |
| SP '98 | 1 | 47 | | | 2 | 10 | | | 1 | 28 | | | | | | | 1 | 15 | | .1 |
| 4-Book | 2 | 51 | | | 3 | 7 | | | 1 | 17 | | | 1 | 13 | | | 1 | 15 | | .1 |
| WI '98 | 1 | 18 | | | | | | | 1 | 5 | | | 2 | 12 | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 132 | 1730 | .6 | 3.2 | 183 | 973 | .8 | 2.9 | 211 | 871 | .9 | 3.5 | 168 | 1076 | .7 | 3.4 | 38 | 570 | .2 | 2.1 |
| FA '98 | 163 | 2198 | .7 | 3.9 | 238 | 1331 | 1.0 | 3.9 | 215 | 1163 | .9 | 3.6 | 228 | 1525 | 1.0 | 4.4 | 63 | 805 | .3 | 3.1 |
| SU '98 | 164 | 2262 | .7 | 3.9 | 215 | 1319 | .9 | 3.6 | 242 | 1248 | 1.1 | 4.0 | 207 | 1480 | .9 | 4.1 | 57 | 904 | .2 | 2.7 |
| SP '98 | 157 | 2127 | .7 | 3.7 | 191 | 1222 | .8 | 3.1 | 268 | 1191 | 1.2 | 4.3 | 204 | 1284 | .9 | 4.0 | 60 | 742 | .3 | 2.9 |
| 4-Book | 154 | 2079 | .7 | 3.7 | 207 | 1211 | .9 | 3.4 | 234 | 1118 | 1.0 | 3.9 | 202 | 1341 | .9 | 4.0 | 55 | 755 | .3 | 2.7 |
| WI '98 | 151 | 2187 | .7 | 3.6 | 201 | 1253 | .9 | 3.1 | 205 | 1222 | .9 | 3.5 | 214 | 1524 | .9 | 4.2 | 64 | 764 | .3 | 3.2 |

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Persons 18-49 | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------------|-------------|------------|------------------------|-------------|-------------|------------|------------------------|------------|-------------|------------|-----------------------|------------|-------------|------------|-----------------------|-----------|-------------|-----------|------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 138 | 3489 | .6 | 3.4 | 200 | 1721 | .9 | 3.2 | 199 | 1499 | .9 | 3.3 | 190 | 2127 | .8 | 3.8 | 53 | 1096 | .2 | 2.9 |
| FA '98 | 117 | 2953 | .5 | 2.8 | 131 | 1460 | .6 | 2.1 | 178 | 1409 | .8 | 3.0 | 183 | 1909 | .8 | 3.6 | 54 | 1016 | .2 | 2.6 |
| SU '98 | 141 | 3516 | .6 | 3.4 | 154 | 1610 | .7 | 2.6 | 197 | 1560 | .9 | 3.2 | 199 | 2107 | .9 | 4.0 | 82 | 1320 | .4 | 3.8 |
| SP '98 | 130 | 3349 | .6 | 3.1 | 176 | 1591 | .8 | 2.8 | 194 | 1547 | .8 | 3.1 | 166 | 1921 | .7 | 3.2 | 47 | 1036 | .2 | 2.3 |
| 4-Book | 132 | 3327 | .6 | 3.2 | 165 | 1596 | .8 | 2.7 | 192 | 1504 | .9 | 3.2 | 185 | 2016 | .8 | 3.7 | 59 | 1117 | .3 | 2.9 |
| WI '98 | 130 | 3168 | .6 | 3.1 | 144 | 1414 | .6 | 2.2 | 180 | 1442 | .8 | 3.1 | 179 | 1981 | .8 | 3.5 | 65 | 1157 | .3 | 3.2 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 373 | 5526 | 1.6 | 9.1 | 1182 | 4094 | 5.2 | 18.8 | 470 | 2833 | 2.1 | 7.7 | 288 | 2244 | 1.3 | 5.8 | 74 | 935 | .3 | 4.0 |
| FA '98 | 354 | 5820 | 1.6 | 8.5 | 1069 | 3874 | 4.7 | 17.5 | 432 | 2528 | 1.9 | 7.3 | 247 | 1924 | 1.1 | 4.8 | 75 | 987 | .3 | 3.7 |
| SU '98 | 345 | 5624 | 1.5 | 8.2 | 1101 | 3966 | 4.8 | 18.4 | 405 | 2675 | 1.8 | 6.7 | 236 | 2042 | 1.0 | 4.7 | 99 | 1253 | .4 | 4.6 |
| SP '98 | 331 | 5630 | 1.4 | 7.8 | 972 | 3806 | 4.2 | 15.7 | 453 | 2777 | 2.0 | 7.3 | 254 | 2231 | 1.1 | 5.0 | 69 | 1055 | .3 | 3.3 |
| 4-Book | 351 | 5650 | 1.5 | 8.4 | 1081 | 3935 | 4.7 | 17.6 | 440 | 2703 | 2.0 | 7.3 | 256 | 2110 | 1.1 | 5.1 | 79 | 1058 | .3 | 3.9 |
| WI '98 | 343 | 5608 | 1.5 | 8.2 | 1109 | 4042 | 4.8 | 17.1 | 430 | 2712 | 1.9 | 7.4 | 235 | 2084 | 1.0 | 4.6 | 75 | 1152 | .3 | 3.7 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 185 | 3794 | .8 | 4.5 | 265 | 1860 | 1.2 | 4.2 | 320 | 1714 | 1.4 | 5.3 | 227 | 2000 | 1.0 | 4.6 | 79 | 1035 | .3 | 4.3 |
| FA '98 | 175 | 3740 | .8 | 4.2 | 243 | 1969 | 1.1 | 4.0 | 238 | 1682 | 1.0 | 4.0 | 206 | 1982 | .9 | 4.0 | 105 | 1208 | .5 | 5.1 |
| SU '98 | 181 | 3620 | .8 | 4.3 | 235 | 1638 | 1.0 | 3.9 | 287 | 1596 | 1.2 | 4.7 | 222 | 1981 | 1.0 | 4.4 | 76 | 1227 | .3 | 3.5 |
| SP '98 | 203 | 3992 | .9 | 4.8 | 227 | 1764 | 1.0 | 3.7 | 288 | 1688 | 1.3 | 4.6 | 277 | 2289 | 1.2 | 5.4 | 122 | 1449 | .5 | 5.8 |
| 4-Book | 186 | 3787 | .8 | 4.5 | 243 | 1808 | 1.1 | 4.0 | 283 | 1670 | 1.2 | 4.7 | 233 | 2063 | 1.0 | 4.6 | 96 | 1230 | .4 | 4.7 |
| WI '98 | 182 | 4120 | .8 | 4.3 | 215 | 1834 | .9 | 3.3 | 274 | 1833 | 1.2 | 4.7 | 232 | 2093 | 1.0 | 4.6 | 101 | 1357 | .4 | 5.0 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 180 | .2 | .2 | 12 | 100 | .1 | .2 | 6 | 54 | .1 | .2 | 10 | 96 | .2 | .2 | 3 | 71 | .2 | .2 |
| FA '98 | 6 | 190 | .1 | .1 | 15 | 113 | .1 | .2 | 3 | 28 | .1 | .1 | 10 | 106 | .2 | .2 | 2 | 51 | .1 | .1 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 576 | .1 | .6 | 40 | 240 | .2 | .6 | 38 | 205 | .2 | .6 | 23 | 276 | .1 | .5 | 10 | 152 | .5 | .5 |
| FA '98 | 26 | 597 | .1 | .6 | 31 | 241 | .1 | .5 | 46 | 269 | .2 | .8 | 34 | 341 | .1 | .7 | 8 | 173 | .4 | .4 |
| SU '98 | 21 | 419 | .1 | .5 | 21 | 157 | .1 | .4 | 43 | 151 | .2 | .7 | 37 | 202 | .2 | .7 | 9 | 137 | .4 | .4 |
| SP '98 | 21 | 478 | .1 | .5 | 25 | 181 | .1 | .4 | 37 | 166 | .2 | .6 | 26 | 250 | .1 | .5 | 15 | 180 | .1 | .7 |
| 4-Book | 23 | 518 | .1 | .6 | 29 | 205 | .1 | .5 | 41 | 198 | .2 | .7 | 30 | 267 | .1 | .6 | 11 | 161 | .5 | .5 |
| WI '98 | 20 | 543 | .1 | .5 | 27 | 211 | .1 | .4 | 39 | 203 | .2 | .7 | 24 | 220 | .1 | .5 | 8 | 197 | .4 | .4 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 909 | .2 | .9 | 60 | 432 | .3 | 1.0 | 60 | 382 | .3 | 1.0 | 62 | 570 | .3 | 1.2 | 9 | 219 | .5 | .5 |
| FA '98 | 57 | 1010 | .3 | 1.4 | 60 | 370 | .3 | 1.0 | 100 | 501 | .4 | 1.7 | 98 | 582 | .4 | 1.9 | 30 | 310 | .1 | 1.5 |
| SU '98 | 48 | 1068 | .2 | 1.1 | 60 | 462 | .3 | 1.0 | 83 | 468 | .4 | 1.4 | 82 | 673 | .4 | 1.6 | 19 | 240 | .1 | .9 |
| SP '98 | 43 | 911 | .2 | 1.0 | 67 | 454 | .3 | 1.1 | 76 | 443 | .3 | 1.2 | 69 | 548 | .3 | 1.3 | 10 | 196 | .5 | .5 |
| 4-Book | 46 | 975 | .2 | 1.1 | 62 | 430 | .3 | 1.0 | 80 | 449 | .4 | 1.3 | 78 | 593 | .4 | 1.5 | 17 | 241 | .1 | .9 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 644 | .1 | .7 | 31 | 271 | .1 | .5 | 50 | 306 | .2 | .8 | 39 | 324 | .2 | .8 | 9 | 180 | .5 | .5 |
| FA '98 | 25 | 597 | .1 | .6 | 22 | 290 | .1 | .4 | 41 | 261 | .2 | .7 | 40 | 299 | .2 | .8 | 10 | 161 | .5 | .5 |
| SU '98 | 46 | 672 | .2 | 1.1 | 66 | 327 | .3 | 1.1 | 78 | 357 | .3 | 1.3 | 49 | 375 | .2 | 1.0 | 24 | 178 | .1 | 1.1 |
| SP '98 | 25 | 695 | .1 | .6 | 23 | 310 | .1 | .4 | 44 | 336 | .2 | .7 | 33 | 340 | .1 | .6 | 10 | 199 | .5 | .5 |
| 4-Book | 32 | 652 | .1 | .8 | 36 | 300 | .2 | .6 | 53 | 315 | .2 | .9 | 40 | 335 | .2 | .8 | 13 | 180 | .7 | .7 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 2279 | .3 | 1.5 | 76 | 947 | .3 | 1.2 | 100 | 953 | .4 | 1.6 | 87 | 1284 | .4 | 1.7 | 22 | 581 | .1 | 1.2 |
| FA '98 | 68 | 2275 | .3 | 1.6 | 88 | 924 | .4 | 1.4 | 89 | 913 | .4 | 1.5 | 99 | 1198 | .4 | 1.9 | 25 | 517 | .1 | 1.2 |
| SU '98 | 76 | 2367 | .3 | 1.8 | 90 | 875 | .4 | 1.5 | 106 | 1057 | .5 | 1.7 | 109 | 1391 | .5 | 2.2 | 44 | 753 | .2 | 2.1 |
| SP '98 | 74 | 2167 | .3 | 1.7 | 100 | 947 | .4 | 1.6 | 102 | 1004 | .4 | 1.6 | 112 | 1150 | .5 | 2.2 | 36 | 717 | .2 | 1.7 |
| 4-Book | 70 | 2272 | .3 | 1.7 | 89 | 923 | .4 | 1.4 | 99 | 982 | .4 | 1.6 | 102 | 1256 | .5 | 2.0 | 32 | 642 | .2 | 1.6 |
| 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 |

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 102 | .1 | | 7 | 32 | .1 | | 6 | 49 | .1 | | 8 | 79 | .2 | | 1 | 24 | .1 | |
| FA '98 | 3 | 97 | .1 | | | 18 | | | 6 | 26 | .1 | | 4 | 45 | .1 | | 2 | 44 | .1 | |
| SU '98 | 1 | 105 | | | | 8 | | | 1 | 26 | | | 2 | 79 | | | 2 | 9 | | |
| SP '98 | 8 | 172 | .2 | | 4 | 90 | .1 | | 11 | 62 | .2 | | 12 | 94 | .1 | .2 | 3 | 32 | .1 | |
| 4-Book | 4 | 119 | .1 | | 3 | 37 | .1 | | 6 | 41 | .1 | | 7 | 74 | .1 | | 2 | 27 | .1 | |
| WI '98 | 12 | 180 | .1 | .3 | 8 | 118 | .1 | | 21 | 133 | .1 | .4 | 19 | 115 | .1 | .4 | 3 | 41 | .1 | .1 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4102 | 22086 | 18.0 | | 6296 | 19835 | 27.7 | | 6075 | 17286 | 26.7 | | 4975 | 19126 | 21.9 | | 1851 | 13019 | 8.1 | |
| FA '98 | 4169 | 22075 | 18.3 | | 6123 | 19627 | 26.9 | | 5930 | 17010 | 26.1 | | 5152 | 19231 | 22.6 | | 2040 | 13295 | 9.0 | |
| SU '98 | 4184 | 22324 | 18.2 | | 5983 | 19275 | 26.1 | | 6083 | 17621 | 26.5 | | 5027 | 19428 | 21.9 | | 2142 | 14055 | 9.3 | |
| SP '98 | 4258 | 22226 | 18.5 | | 6205 | 19796 | 27.0 | | 6209 | 17408 | 27.0 | | 5112 | 19481 | 22.3 | | 2088 | 13718 | 9.1 | |
| 4-Book | 4178 | 22178 | 18.3 | | 6152 | 19633 | 26.9 | | 6074 | 17331 | 26.6 | | 5067 | 19317 | 22.2 | | 2030 | 13522 | 8.9 | |
| WI '98 | 4196 | 22399 | 18.3 | | 6489 | 20090 | 28.3 | | 5775 | 17042 | 25.1 | | 5072 | 19500 | 22.1 | | 2020 | 13611 | 8.8 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| Persons 18-49 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|-----|
| 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 '99 | 255 | 5040 | 1.1 | 4.4 | 91 | 2416 | .4 | 3.5 | 204 | 1087 | .9 | 8.5 | 107 | 584 | .5 | 2.5 | 67 | 400 | .3 | 2.1 |
| 4-Book | 235 | 4700 | 1.0 | 4.1 | 86 | 2294 | .4 | 3.2 | 204 | 1061 | .9 | 8.1 | 93 | 525 | .4 | 2.1 | 70 | 370 | .3 | 2.1 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 410 | 3317 | 1.8 | 7.1 | 169 | 1872 | .7 | 6.6 | 193 | 566 | .8 | 8.0 | 251 | 710 | 1.1 | 5.9 | 191 | 616 | .8 | 6.0 |
| 4-Book | 431 | 3424 | 1.9 | 7.5 | 150 | 1796 | .6 | 5.5 | 159 | 536 | .7 | 6.3 | 279 | 771 | 1.2 | 6.1 | 171 | 545 | .7 | 5.1 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 356 | .2 | .7 | 41 | 375 | .2 | 1.6 | 26 | 59 | .1 | 1.1 | 23 | 39 | .1 | .5 | 19 | 23 | .1 | .6 |
| 4-Book | 36 | 314 | .2 | .6 | 37 | 354 | .2 | 1.4 | 18 | 46 | .1 | .7 | 20 | 55 | .1 | .4 | 13 | 25 | .1 | .4 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 404 | 2638 | 1.8 | 7.0 | 236 | 1914 | 1.0 | 9.2 | 169 | 463 | .7 | 7.0 | 300 | 751 | 1.3 | 7.0 | 297 | 665 | 1.3 | 9.3 |
| 4-Book | 401 | 2776 | 1.8 | 6.9 | 247 | 1997 | 1.1 | 9.0 | 208 | 526 | .9 | 8.2 | 328 | 833 | 1.4 | 7.1 | 300 | 703 | 1.3 | 8.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 227 | .1 | .2 | 6 | 94 | .2 | .2 | 5 | 15 | .2 | .2 | 8 | 16 | .2 | .2 | 7 | 23 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 212 | .1 | .3 | 16 | 154 | .1 | .6 | 19 | 35 | .1 | .8 | 32 | 41 | .1 | .8 | 21 | 36 | .1 | .7 |
| 4-Book | 25 | 204 | .1 | .4 | 19 | 175 | .1 | .7 | 16 | 34 | .1 | .6 | 21 | 44 | .1 | .5 | 20 | 39 | .1 | .6 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 260 | 3634 | 1.1 | 4.5 | 119 | 2275 | .5 | 4.6 | 92 | 437 | .4 | 3.8 | 262 | 1097 | 1.2 | 6.2 | 143 | 669 | .6 | 4.5 |
| 4-Book | 274 | 3636 | 1.2 | 4.7 | 139 | 2269 | .6 | 5.0 | 102 | 429 | .5 | 4.0 | 253 | 1012 | 1.1 | 5.6 | 196 | 733 | .9 | 5.8 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 246 | 2450 | 1.1 | 4.2 | 92 | 1515 | .4 | 3.6 | 130 | 412 | .6 | 5.4 | 137 | 582 | .6 | 3.2 | 111 | 412 | .5 | 3.5 |
| 4-Book | 205 | 2099 | .9 | 3.6 | 64 | 1045 | .3 | 2.4 | 88 | 314 | .4 | 3.5 | 105 | 399 | .5 | 2.3 | 66 | 264 | .3 | 2.0 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 246 | 2025 | 1.1 | 4.2 | 116 | 1493 | .5 | 4.5 | 83 | 315 | .4 | 3.5 | 183 | 470 | .8 | 4.3 | 214 | 586 | .9 | 6.7 |
| 4-Book | 248 | 2173 | 1.1 | 4.3 | 127 | 1494 | .6 | 4.6 | 96 | 319 | .4 | 3.8 | 204 | 531 | .9 | 4.4 | 189 | 518 | .8 | 5.6 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 304 | 3347 | 1.3 | 5.2 | 128 | 2148 | .6 | 5.0 | 97 | 457 | .4 | 4.0 | 281 | 1075 | 1.2 | 6.6 | 193 | 769 | .8 | 6.0 |
| 4-Book | 359 | 3528 | 1.6 | 6.2 | 152 | 2092 | .7 | 5.5 | 131 | 468 | .6 | 5.1 | 316 | 1015 | 1.4 | 6.9 | 230 | 745 | 1.0 | 6.8 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 284 | 3113 | 1.2 | 4.9 | 117 | 1862 | .5 | 4.6 | 138 | 551 | .6 | 5.7 | 240 | 799 | 1.1 | 5.6 | 179 | 614 | .8 | 5.6 |
| 4-Book | 306 | 3312 | 1.3 | 5.3 | 125 | 1961 | .6 | 4.6 | 131 | 509 | .6 | 5.1 | 262 | 913 | 1.2 | 5.7 | 158 | 603 | .7 | 4.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 11 | 128 | .2 | .2 | * 7 | 85 | .3 | .3 | * 5 | 17 | .1 | .1 | * 3 | 7 | .1 | .1 | * 3 | 7 | .1 | .1 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WQGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 223 | 2345 | 1.0 | 3.8 | 110 | 1631 | .5 | 4.3 | 91 | 358 | .4 | 3.8 | 192 | 660 | .8 | 4.5 | 145 | 527 | .6 | 4.5 |
| 4-Book | 253 | 2692 | 1.1 | 4.4 | 138 | 1786 | .6 | 5.0 | 111 | 384 | .5 | 4.4 | 227 | 712 | 1.0 | 5.0 | 177 | 539 | .8 | 5.2 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 303 | .1 | .6 | 16 | 183 | .1 | .6 | 14 | 48 | .1 | .6 | 33 | 85 | .1 | .8 | 13 | 34 | .1 | .4 |
| 4-Book | 19 | 209 | .1 | .4 | 11 | 144 | .4 | .4 | 14 | 38 | .1 | .6 | 21 | 54 | .1 | .5 | 9 | 35 | .1 | .3 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 154 | 2106 | .7 | 2.7 | 108 | 1441 | .5 | 4.2 | 56 | 223 | .2 | 2.3 | 191 | 617 | .8 | 4.5 | 129 | 437 | .6 | 4.0 |
| 4-Book | 169 | 2209 | .8 | 2.9 | 109 | 1404 | .5 | 4.0 | 61 | 235 | .3 | 2.4 | 176 | 593 | .8 | 3.9 | 162 | 512 | .7 | 4.8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 45 | 503 | .2 | .8 | 13 | 226 | .1 | .5 | 7 | 36 | .3 | .3 | 18 | 48 | .1 | .4 | 1 | 9 | .1 | .3 |
| 4-Book | 36 | 458 | .2 | .6 | 18 | 292 | .1 | .6 | 10 | 35 | .4 | .4 | 21 | 58 | .1 | .5 | 11 | 38 | .3 | .3 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 191 | 2767 | .8 | 3.3 | 91 | 1781 | .4 | 3.5 | 48 | 213 | .2 | 2.0 | 171 | 752 | .8 | 4.0 | 110 | 544 | .5 | 3.4 |
| 4-Book | 167 | 2885 | .7 | 2.9 | 85 | 1748 | .4 | 3.1 | 54 | 272 | .2 | 2.1 | 173 | 785 | .8 | 3.8 | 111 | 527 | .5 | 3.3 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-49

| 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 98 | .2 | 19 | 100 | .1 | .7 | 13 | 52 | .1 | .5 | 55 | 65 | .2 | 1.3 | 19 | 40 | .1 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 134 | .1 | 10 | 78 | .4 | .4 | 23 | 48 | .1 | 1.0 | 16 | 38 | .1 | .4 | 24 | 48 | .1 | .7 |
| 4-Book | 36 | 212 | .1 | 23 | 176 | .1 | .8 | 24 | 65 | .1 | 1.0 | 49 | 118 | .2 | 1.1 | 32 | 71 | .1 | .9 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 294 | 3045 | 1.3 | 201 | 2177 | .9 | 7.8 | 135 | 441 | .6 | 5.6 | 267 | 806 | 1.2 | 6.3 | 282 | 756 | 1.2 | 8.8 |
| 4-Book | 292 | 3106 | 1.3 | 210 | 2304 | .9 | 7.7 | 146 | 457 | .6 | 5.7 | 306 | 894 | 1.4 | 6.7 | 271 | 738 | 1.2 | 8.0 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 6 | 88 | .1 | * | 16 | | | * 1 | 8 | | | 1 | 8 | | | * | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 143 | 1236 | .6 | 50 | 666 | .2 | 2.0 | 42 | 137 | .2 | 1.7 | 31 | 138 | .1 | .7 | 12 | 67 | .1 | .4 |
| 4-Book | 119 | 1243 | .5 | 57 | 683 | .3 | 2.1 | 51 | 144 | .2 | 2.0 | 43 | 140 | .2 | 1.0 | 18 | 57 | .1 | .5 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 15 | | 2 | 21 | | .1 | 1 | 5 | | | | | | | | | | |
| 4-Book | 1 | 26 | | 2 | 24 | | .1 | 2 | 8 | | .1 | 3 | 8 | | .1 | 1 | 4 | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 189 | 1456 | .8 | 93 | 1026 | .4 | 3.6 | 131 | 361 | .6 | 5.5 | 158 | 544 | .7 | 3.7 | 99 | 349 | .4 | 3.1 |
| 4-Book | 216 | 1782 | 1.0 | 112 | 1291 | .5 | 4.1 | 121 | 418 | .5 | 4.8 | 199 | 666 | .9 | 4.3 | 136 | 448 | .6 | 4.0 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 196 | 2978 | .9 | 90 | 1831 | .4 | 3.5 | 79 | 344 | .3 | 3.3 | 183 | 827 | .8 | 4.3 | 120 | 580 | .5 | 3.7 |
| 4-Book | 181 | 2829 | .8 | 91 | 1706 | .4 | 3.3 | 58 | 285 | .3 | 2.3 | 182 | 779 | .8 | 4.0 | 126 | 539 | .6 | 3.7 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 633 | 5264 | 2.8 | 111 | 1809 | .5 | 4.3 | 111 | 375 | .5 | 4.6 | 227 | 790 | 1.0 | 5.3 | 155 | 610 | .7 | 4.8 |
| 4-Book | 581 | 5078 | 2.6 | 124 | 2000 | .6 | 4.5 | 115 | 406 | .5 | 4.5 | 234 | 845 | 1.0 | 5.1 | 161 | 580 | .7 | 4.7 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 275 | 3104 | 1.2 | 98 | 1726 | .4 | 3.8 | 91 | 347 | .4 | 3.8 | 185 | 685 | .8 | 4.3 | 125 | 505 | .5 | 3.9 |
| 4-Book | 256 | 3016 | 1.1 | 124 | 1915 | .5 | 4.5 | 117 | 426 | .5 | 4.6 | 240 | 824 | 1.1 | 5.2 | 174 | 561 | .8 | 5.1 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 163 | .2 | 10 | 95 | | .4 | 12 | 46 | .1 | .5 | 18 | 55 | .1 | .4 | 19 | 40 | .1 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 484 | .1 | 12 | 217 | .1 | .5 | 16 | 56 | .1 | .7 | 22 | 82 | .1 | .5 | 28 | 75 | .1 | .9 |
| 4-Book | 34 | 399 | .2 | 11 | 222 | .1 | .4 | 10 | 46 | .1 | .4 | 21 | 78 | .1 | .5 | 14 | 53 | .1 | .5 |
| WXXW-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 808 | .3 | 11 | 215 | | .4 | 11 | 33 | | .5 | 11 | 74 | | .3 | 4 | 36 | | .1 |
| 4-Book | 74 | 852 | .3 | 16 | 291 | .1 | .6 | 15 | 60 | .1 | .6 | 19 | 95 | .1 | .4 | 12 | 61 | .1 | .3 |
| WNJD-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 41 | 518 | .2 | 24 | 268 | .1 | .9 | 26 | 72 | .1 | 1.1 | 64 | 169 | .3 | 1.5 | 20 | 57 | .1 | .6 |
| 4-Book | 44 | 527 | .2 | 22 | 313 | .1 | .8 | 18 | 67 | .1 | .7 | 46 | 146 | .2 | 1.0 | 29 | 105 | .1 | .9 |
| WPST-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 89 | 1967 | .4 | 38 | 993 | .2 | 1.5 | 21 | 137 | .1 | .9 | 72 | 382 | .3 | 1.7 | 67 | 353 | .3 | 2.1 |
| 4-Book | 97 | 1858 | .4 | 48 | 1064 | .2 | 1.8 | 33 | 179 | .2 | 1.3 | 97 | 438 | .4 | 2.1 | 78 | 343 | .3 | 2.3 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 85 | .1 | 1 | 51 | | | | 8 | | | 2 | 24 | | | 1 | 9 | | |
| 4-Book | 5 | 94 | .1 | 4 | 48 | | .1 | 2 | 7 | | .1 | 9 | 22 | .1 | .2 | 9 | 26 | .1 | .3 |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5806 | 21817 | 25.5 | 2564 | 18223 | 11.3 | | 2402 | 7353 | 10.6 | | 4260 | 11189 | 18.7 | | 3208 | 8685 | 14.1 | |
| 4-Book | 5789 | 21882 | 25.3 | 2744 | 18261 | 12.0 | | 2542 | 7481 | 11.1 | | 4585 | 11364 | 20.1 | | 3384 | 8694 | 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 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 '99 | 28 | 247 | .1 | 1.4 | 200 | 917 | .9 | 10.7 | 68 | 467 | .3 | 2.3 | 46 | 237 | .2 | 2.0 | 40 | 329 | .2 | 2.9 |
| 4-Book | 29 | 219 | .1 | 1.4 | 167 | 772 | .7 | 8.8 | 79 | 514 | .3 | 2.4 | 44 | 245 | .2 | 1.8 | 35 | 285 | .2 | 2.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 93 | 412 | .4 | 4.8 | 113 | 335 | .5 | 6.0 | 235 | 663 | 1.0 | 7.8 | 165 | 471 | .7 | 7.2 | 108 | 316 | .5 | 7.7 |
| 4-Book | 93 | 378 | .4 | 4.6 | 95 | 339 | .4 | 5.0 | 172 | 578 | .7 | 5.3 | 135 | 421 | .6 | 5.5 | 90 | 340 | .4 | 5.7 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 24 | .1 | .7 | 93 | 245 | .4 | 5.0 | 105 | 257 | .5 | 3.5 | 30 | 58 | .1 | 1.3 | 20 | 27 | .1 | 1.4 |
| 4-Book | 10 | 24 | .1 | .5 | 116 | 254 | .5 | 6.1 | 84 | 220 | .4 | 2.6 | 27 | 58 | .1 | 1.1 | 13 | 34 | .1 | .8 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 209 | 520 | .9 | 10.7 | 122 | 337 | .5 | 6.5 | 194 | 535 | .9 | 6.4 | 233 | 530 | 1.0 | 10.2 | 340 | 604 | 1.5 | 24.4 |
| 4-Book | 210 | 530 | .9 | 10.2 | 128 | 316 | .6 | 6.7 | 191 | 533 | .9 | 5.9 | 196 | 454 | .8 | 8.1 | 381 | 678 | 1.7 | 24.1 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | .2 | .2 | 6 | 18 | .3 | .3 | 7 | 24 | .2 | .2 | 2 | 16 | .1 | .1 | 7 | 39 | .5 | .5 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 19 | .1 | .7 | 22 | 50 | .1 | 1.2 | 16 | 63 | .1 | .5 | | | | | 2 | 8 | .1 | .1 |
| 4-Book | 11 | 23 | .1 | .6 | 35 | 76 | .2 | 1.8 | 25 | 66 | .1 | .8 | 11 | 25 | .1 | .5 | 9 | 19 | .1 | .5 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 130 | 507 | .6 | 6.7 | 51 | 240 | .2 | 2.7 | 93 | 538 | .4 | 3.1 | 84 | 483 | .4 | 3.7 | 74 | 252 | .3 | 5.3 |
| 4-Book | 132 | 529 | .6 | 6.4 | 59 | 256 | .3 | 3.1 | 149 | 652 | .6 | 4.6 | 119 | 497 | .5 | 4.8 | 81 | 285 | .4 | 5.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 45 | 201 | .2 | 2.3 | 63 | 238 | .3 | 3.4 | 83 | 342 | .4 | 2.8 | 121 | 378 | .5 | 5.3 | 58 | 256 | .3 | 4.2 |
| 4-Book | 30 | 146 | .2 | 1.5 | 46 | 190 | .2 | 2.4 | 69 | 280 | .3 | 2.1 | 72 | 255 | .3 | 3.0 | 38 | 162 | .2 | 2.5 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 140 | 446 | .6 | 7.2 | 53 | 212 | .2 | 2.8 | 121 | 378 | .5 | 4.0 | 94 | 339 | .4 | 4.1 | 33 | 157 | .1 | 2.4 |
| 4-Book | 121 | 393 | .5 | 5.9 | 82 | 261 | .4 | 4.3 | 133 | 402 | .6 | 4.1 | 115 | 319 | .5 | 4.7 | 68 | 242 | .3 | 4.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 71 | 396 | .3 | 3.6 | 46 | 237 | .2 | 2.5 | 173 | 719 | .8 | 5.7 | 116 | 473 | .5 | 5.1 | 34 | 185 | .1 | 2.4 |
| 4-Book | 95 | 415 | .4 | 4.6 | 52 | 249 | .2 | 2.7 | 175 | 665 | .8 | 5.4 | 153 | 477 | .7 | 6.2 | 60 | 256 | .3 | 3.7 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 71 | 349 | .3 | 3.6 | 70 | 288 | .3 | 3.7 | 112 | 458 | .5 | 3.7 | 111 | 372 | .5 | 4.8 | 22 | 114 | .1 | 1.6 |
| 4-Book | 75 | 367 | .3 | 3.7 | 63 | 241 | .3 | 3.3 | 136 | 540 | .6 | 4.2 | 121 | 436 | .6 | 4.9 | 49 | 227 | .2 | 3.1 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 17 | 29 | .1 | .9 | 7 | 41 | .2 | .2 | * 10 | 19 | .4 | .4 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 91 | 394 | .4 | 4.7 | 85 | 312 | .4 | 4.6 | 110 | 444 | .5 | 3.6 | 132 | 384 | .6 | 5.8 | 37 | 156 | .2 | 2.7 |
| 4-Book | 102 | 371 | .5 | 4.9 | 131 | 406 | .6 | 6.8 | 151 | 531 | .7 | 4.6 | 141 | 397 | .6 | 5.8 | 66 | 226 | .3 | 4.2 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 41 | .4 | .4 | 4 | 27 | .2 | .2 | 32 | 80 | .1 | 1.1 | 13 | 37 | .1 | .6 | 6 | 10 | .4 | .4 |
| 4-Book | 5 | 26 | .3 | .3 | 9 | 39 | .5 | .5 | 17 | 49 | .1 | .5 | 9 | 20 | .1 | .4 | 6 | 16 | .4 | .4 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 123 | 460 | .5 | 6.3 | 47 | 147 | .2 | 2.5 | 110 | 402 | .5 | 3.6 | 102 | 386 | .4 | 4.5 | 84 | 240 | .4 | 6.0 |
| 4-Book | 136 | 446 | .6 | 6.6 | 42 | 145 | .2 | 2.2 | 105 | 381 | .5 | 3.2 | 101 | 333 | .4 | 4.2 | 74 | 251 | .3 | 4.8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | .1 | .1 | 26 | 107 | .1 | 1.4 | 18 | 45 | .1 | .6 | 16 | 34 | .1 | .7 | 14 | 43 | .1 | 1.0 |
| 4-Book | 14 | 63 | .1 | .7 | 20 | 66 | .1 | 1.1 | 25 | 92 | .1 | .8 | 21 | 76 | .1 | .8 | 16 | 54 | .1 | 1.0 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 389 | .3 | 3.1 | 45 | 257 | .2 | 2.4 | 140 | 622 | .6 | 4.6 | 93 | 423 | .4 | 4.1 | 46 | 218 | .2 | 3.3 |
| 4-Book | 67 | 359 | .3 | 3.2 | 37 | 204 | .2 | 1.9 | 109 | 526 | .5 | 3.4 | 79 | 363 | .4 | 3.3 | 35 | 230 | .2 | 2.3 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
|------------------------------|---------------------|--------------|------------|--------------|--------------------|--------------|------------|------------|--------------------|--------------|--------------|------------|-------------------|--------------|--------------|------------|-------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM WI '99 4-Book | 3 ** | 6 ** | .2 ** | .2 ** | 8 ** | 34 ** | .4 ** | .4 ** | 31 ** | 40 ** | .1 ** | 1.0 ** | 16 ** | 22 ** | .1 ** | .7 ** | 4 ** | 13 ** | .3 ** | .3 ** |
| WURD-AM WI '99 4-Book | 10 12 | 20 36 | .5 .1 | .5 .6 | 4 7 | 15 25 | .2 .4 | .2 .4 | 4 29 | 20 76 | .1 .1 | .1 .9 | 3 19 | 11 44 | .1 .1 | .1 .8 | 6 15 | 15 15 | .4 .4 | .4 .4 |
| WUSL-FM WI '99 4-Book | 225 227 | 607 630 | 1.0 1.0 | 11.6 11.1 | 173 182 | 519 560 | .8 .8 | 9.3 9.5 | 221 262 | 762 823 | 1.0 1.2 | 7.3 8.0 | 166 153 | 493 479 | .7 .7 | 7.2 6.3 | 128 113 | 379 342 | .6 .5 | 9.2 7.3 |
| +WVDB-AM WI '99 4-Book | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM WI '99 4-Book | 38 39 | 112 113 | .2 .2 | 2.0 1.9 | 39 54 | 196 215 | .2 .3 | 2.1 2.8 | 185 201 | 388 382 | .8 .9 | 6.1 6.1 | 26 20 | 78 60 | .1 .1 | 1.1 .8 | 13 13 | 55 59 | .1 .1 | .9 .8 |
| WWJZ-AM WI '99 4-Book | | | | | 5 3 | 17 8 | .3 .2 | .3 .2 | 6 2 | 17 9 | .2 .1 | .2 .1 | | | | | 1 1 | 4 4 | .1 .1 | .1 .1 |
| WXTU-FM WI '99 4-Book | 49 64 | 156 256 | .2 .3 | 2.5 3.1 | 88 80 | 204 266 | .4 .4 | 4.7 4.2 | 125 144 | 460 483 | .5 .6 | 4.1 4.4 | 78 108 | 326 372 | .3 .5 | 3.4 4.4 | 22 41 | 121 186 | .1 .2 | 1.6 2.6 |
| WXXM-FM WI '99 4-Book | 58 62 | 340 336 | .3 .3 | 3.0 3.0 | 31 36 | 196 198 | .1 .1 | 1.7 1.9 | 98 116 | 526 512 | .4 .5 | 3.3 3.6 | 97 88 | 529 407 | .4 .4 | 4.2 3.6 | 48 50 | 246 262 | .2 .2 | 3.4 3.1 |
| WYSP-FM WI '99 4-Book | 82 78 | 386 324 | .4 .4 | 4.2 3.8 | 32 35 | 147 140 | .1 .1 | 1.7 1.8 | 125 178 | 575 703 | .5 .8 | 4.1 5.4 | 94 132 | 320 478 | .4 .6 | 4.1 5.4 | 52 51 | 201 234 | .2 .2 | 3.7 3.2 |
| WYXR-FM WI '99 4-Book | 105 90 | 345 390 | .5 .4 | 5.4 4.4 | 54 66 | 220 263 | .2 .3 | 2.9 3.5 | 106 138 | 470 539 | .5 .6 | 3.5 4.2 | 57 99 | 356 383 | .3 .4 | 2.5 4.0 | 48 65 | 156 259 | .2 .3 | 3.4 4.1 |
| WBYN-FM WI '99 4-Book | 7 ** | 16 ** | .4 ** | .4 ** | 4 ** | 32 ** | .2 ** | .2 ** | 9 ** | 48 ** | .3 ** | .3 ** | 11 ** | 32 ** | .5 ** | .5 ** | 8 ** | 8 ** | .8 ** | .8 ** |
| WJBR-FM WI '99 4-Book | 6 9 | 35 40 | .3 .4 | .3 .4 | 9 6 | 49 36 | .5 .4 | .5 .4 | 10 13 | 42 52 | .3 .1 | .3 .4 | 4 6 | 33 35 | .2 .3 | .2 .3 | 1 2 | 15 21 | .1 .1 | .1 .1 |
| WKXW-FM WI '99 4-Book | 9 12 | 41 48 | .5 .6 | .5 .6 | 10 15 | 41 47 | .5 .1 | .5 .8 | 27 21 | 92 88 | .1 .1 | .9 .7 | 15 19 | 40 58 | .1 .1 | .7 .8 | 3 15 | 15 44 | .2 .1 | .2 .9 |
| WNJO-FM WI '99 4-Book | 2 10 | 24 54 | .1 .5 | .1 .5 | 20 13 | 57 47 | .1 .1 | 1.1 .7 | 30 22 | 64 86 | .1 .1 | 1.0 .7 | 27 26 | 124 86 | .1 .1 | 1.2 1.1 | 4 9 | 27 37 | .3 .1 | .3 .6 |
| WPST-FM WI '99 4-Book | 27 30 | 154 191 | .1 .1 | 1.4 1.5 | 23 16 | 128 105 | .1 .1 | 1.2 .8 | 39 54 | 285 318 | .2 .3 | 1.3 1.6 | 35 51 | 214 216 | .2 .2 | 1.5 2.1 | 17 21 | 87 119 | .1 .1 | 1.2 1.3 |
| WRDR-FM WI '99 4-Book | 3 | 11 | .1 | .1 | | | | | 2 6 | 9 16 | .1 .2 | .1 .2 | 2 2 | 9 9 | .1 .1 | .1 .1 | 1 1 | 4 4 | .1 .1 | .1 .1 |
| TOTALS WI '99 4-Book | 1947 2055 | 6076 6114 | 8.6 9.0 | | 1868 1918 | 5852 5821 | 8.2 8.4 | | 3014 3265 | 8683 9066 | 13.2 14.3 | | 2292 2455 | 6607 6682 | 10.1 10.8 | | 1394 1576 | 4170 4673 | 6.1 6.9 | |

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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 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 89 | 2183 | .5 | 2.6 | 117 | 961 | .6 | 2.2 | 134 | 922 | .7 | 2.6 | 130 | 1371 | .7 | 3.2 | 29 | 584 | .2 | 2.1 | |
| FA '98 | 71 | 2119 | .4 | 2.1 | 79 | 952 | .4 | 1.5 | 97 | 849 | .5 | 1.9 | 114 | 1375 | .6 | 2.7 | 27 | 599 | .1 | 1.8 | |
| SU '98 | 76 | 2293 | .4 | 2.2 | 94 | 947 | .5 | 1.8 | 97 | 822 | .5 | 2.0 | 113 | 1233 | .6 | 2.8 | 32 | 622 | .2 | 2.0 | |
| SP '98 | 72 | 2291 | .4 | 2.1 | 104 | 1005 | .6 | 2.0 | 125 | 986 | .7 | 2.4 | 101 | 1148 | .5 | 2.4 | 20 | 595 | .1 | 1.3 | |
| 4-Book | 77 | 2222 | .4 | 2.3 | 99 | 966 | .5 | 1.9 | 113 | 895 | .6 | 2.2 | 115 | 1282 | .6 | 2.8 | 27 | 600 | .2 | 1.8 | |
| WI '98 | 67 | 2226 | .4 | 1.9 | 119 | 1043 | .6 | 2.1 | 68 | 698 | .4 | 1.4 | 89 | 1032 | .5 | 2.1 | 27 | 642 | .1 | 1.8 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 115 | .1 | .3 | 13 | 69 | .1 | .2 | 8 | 38 | | .2 | 9 | 57 | | .2 | 4 | 37 | | .3 | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 128 | .1 | .4 | 17 | 66 | .1 | .3 | 23 | 68 | .1 | .4 | 22 | 93 | .1 | .5 | 8 | 55 | | .6 | |
| FA '98 | 17 | 174 | .1 | .5 | 18 | 122 | .1 | .3 | 25 | 83 | .1 | .5 | 16 | 114 | .1 | .4 | 9 | 47 | | .6 | |
| SU '98 | 22 | 192 | .1 | .6 | 20 | 126 | .1 | .4 | 31 | 150 | .2 | .6 | 30 | 136 | .2 | .7 | 10 | 68 | .1 | .6 | |
| SP '98 | 36 | 281 | .2 | 1.0 | 47 | 198 | .3 | .9 | 66 | 215 | .4 | 1.3 | 36 | 192 | .2 | .9 | 4 | 77 | | .3 | |
| 4-Book | 23 | 194 | .1 | .6 | 26 | 128 | .2 | .5 | 36 | 129 | .2 | .7 | 26 | 134 | .2 | .6 | 8 | 62 | | .5 | |
| WI '98 | 16 | 215 | .1 | .5 | 21 | 115 | .1 | .4 | 26 | 167 | .1 | .5 | 18 | 113 | .1 | .4 | 1 | 8 | | .1 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 158 | 2199 | .9 | 4.6 | 226 | 1114 | 1.2 | 4.2 | 200 | 1208 | 1.1 | 3.9 | 171 | 1111 | .9 | 4.2 | 102 | 761 | .6 | 7.5 | |
| FA '98 | 162 | 2273 | .9 | 4.7 | 207 | 1135 | 1.1 | 4.0 | 203 | 1011 | 1.1 | 4.1 | 199 | 1177 | 1.1 | 4.8 | 110 | 803 | .6 | 7.4 | |
| SU '98 | 132 | 2296 | .7 | 3.9 | 168 | 1051 | .9 | 3.3 | 169 | 1101 | .9 | 3.4 | 137 | 1147 | .7 | 3.4 | 91 | 892 | .5 | 5.6 | |
| SP '98 | 154 | 2122 | .8 | 4.4 | 193 | 1032 | 1.0 | 3.6 | 191 | 1023 | 1.0 | 3.7 | 167 | 1147 | .9 | 4.0 | 95 | 581 | .5 | 6.2 | |
| 4-Book | 152 | 2223 | .8 | 4.4 | 199 | 1083 | 1.1 | 3.8 | 191 | 1086 | 1.0 | 3.8 | 169 | 1146 | .9 | 4.1 | 100 | 759 | .6 | 6.7 | |
| WI '98 | 129 | 2214 | .7 | 3.7 | 171 | 1043 | .9 | 3.1 | 155 | 1045 | .8 | 3.2 | 148 | 1081 | .8 | 3.5 | 81 | 702 | .4 | 5.4 | |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 4 | 90 | | .1 | * 2 | 22 | | | 10 | 75 | .1 | .2 | * 2 | 26 | | | | | | | |
| FA '98 | 7 | 95 | | .2 | 1 | 18 | | | 15 | 50 | .1 | .3 | 3 | 23 | | .1 | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 90 | 1522 | .5 | 2.6 | 93 | 618 | .5 | 1.7 | 215 | 897 | 1.2 | 4.2 | 85 | 543 | .5 | 2.1 | 28 | 295 | .2 | 2.1 | |
| FA '98 | 85 | 1571 | .5 | 2.5 | 114 | 645 | .6 | 2.2 | 156 | 719 | .8 | 3.1 | 75 | 615 | .4 | 1.8 | 40 | 396 | .2 | 2.7 | |
| SU '98 | 77 | 1710 | .4 | 2.3 | 68 | 563 | .4 | 1.3 | 137 | 809 | .7 | 2.8 | 103 | 726 | .6 | 2.5 | 29 | 335 | .2 | 1.8 | |
| SP '98 | 74 | 1466 | .4 | 2.1 | 78 | 519 | .4 | 1.5 | 135 | 714 | .7 | 2.6 | 75 | 593 | .4 | 1.8 | 42 | 337 | .2 | 2.7 | |
| 4-Book | 82 | 1567 | .5 | 2.4 | 88 | 586 | .5 | 1.7 | 161 | 785 | .9 | 3.2 | 85 | 619 | .5 | 2.1 | 35 | 341 | .2 | 2.3 | |
| WI '98 | 101 | 1687 | .5 | 2.9 | 88 | 574 | .5 | 1.6 | 184 | 848 | 1.0 | 3.8 | 99 | 655 | .5 | 2.4 | 47 | 345 | .3 | 3.1 | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 36 | | | 1 | 8 | | | | 7 | | | | 8 | | | | | | | |
| FA '98 | 1 | 35 | | | | | | | | 8 | | | | 18 | | | | | | 8 | |
| SU '98 | 4 | 86 | | .1 | 7 | 8 | | .1 | 2 | 26 | | | 2 | 26 | | | 4 | 52 | | .2 | |
| SP '98 | 1 | 47 | | | 2 | 10 | | | 1 | 28 | | | | | | | | | | | |
| 4-Book | 2 | 51 | | | 3 | 7 | | | 1 | 17 | | | 1 | 13 | | | 1 | 15 | | .1 | |
| WI '98 | | 13 | | | | | | | | | | | | 7 | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 118 | 1485 | .6 | 3.5 | 171 | 876 | .9 | 3.2 | 191 | 751 | 1.0 | 3.7 | 148 | 926 | .8 | 3.6 | 29 | 469 | .2 | 2.1 | |
| FA '98 | 139 | 1899 | .8 | 4.1 | 211 | 1176 | 1.1 | 4.1 | 170 | 952 | .9 | 3.4 | 190 | 1294 | 1.0 | 4.5 | 55 | 698 | .3 | 3.7 | |
| SU '98 | 140 | 1994 | .7 | 4.1 | 186 | 1159 | 1.0 | 3.6 | 196 | 1061 | 1.0 | 4.0 | 174 | 1287 | .9 | 4.3 | 48 | 805 | .3 | 3.0 | |
| SP '98 | 141 | 1898 | .8 | 4.0 | 169 | 1075 | .9 | 3.2 | 238 | 1037 | 1.3 | 4.6 | 180 | 1133 | 1.0 | 4.3 | 56 | 695 | .3 | 3.6 | |
| 4-Book | 135 | 1819 | .7 | 3.9 | 184 | 1072 | 1.0 | 3.5 | 199 | 950 | 1.1 | 3.9 | 173 | 1160 | .9 | 4.2 | 47 | 667 | .3 | 3.1 | |
| WI '98 | 133 | 1860 | .7 | 3.8 | 179 | 1099 | 1.0 | 3.2 | 183 | 1008 | 1.0 | 3.8 | 194 | 1306 | 1.0 | 4.6 | 53 | 566 | .3 | 3.5 | |

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Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

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|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 100 | 2528 | .5 | 2.9 | 148 | 1270 | .8 | 2.7 | 144 | 1094 | .8 | 2.8 | 137 | 1560 | .7 | 3.3 | 38 | 685 | .2 | 2.8 |
| FA '98 | 79 | 2088 | .4 | 2.3 | 88 | 1036 | .5 | 1.7 | 116 | 913 | .6 | 2.3 | 126 | 1321 | .7 | 3.0 | 36 | 667 | .2 | 2.4 |
| SU '98 | 98 | 2493 | .5 | 2.9 | 125 | 1246 | .7 | 2.5 | 129 | 940 | .7 | 2.6 | 137 | 1455 | .7 | 3.4 | 52 | 817 | .3 | 3.2 |
| SP '98 | 95 | 2276 | .5 | 2.7 | 128 | 1123 | .7 | 2.4 | 148 | 1030 | .8 | 2.8 | 129 | 1318 | .7 | 3.1 | 27 | 661 | .1 | 1.7 |
| 4-Book | 93 | 2346 | .5 | 2.7 | 122 | 1169 | .7 | 2.3 | 134 | 994 | .7 | 2.6 | 132 | 1414 | .7 | 3.2 | 38 | 708 | .2 | 2.5 |
| WI '98 | 86 | 2076 | .5 | 2.5 | 99 | 961 | .5 | 1.8 | 120 | 885 | .6 | 2.5 | 114 | 1295 | .6 | 2.7 | 39 | 679 | .2 | 2.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 276 | 4195 | 1.5 | 8.1 | 962 | 3149 | 5.2 | 17.8 | 346 | 2099 | 1.9 | 6.8 | 186 | 1560 | 1.0 | 4.5 | 29 | 528 | .2 | 2.1 |
| FA '98 | 262 | 4530 | 1.4 | 7.6 | 825 | 2975 | 4.5 | 15.9 | 317 | 1883 | 1.7 | 6.4 | 162 | 1369 | .9 | 3.9 | 42 | 597 | .2 | 2.8 |
| SU '98 | 255 | 4236 | 1.4 | 7.5 | 867 | 3003 | 4.6 | 17.0 | 301 | 1952 | 1.6 | 6.1 | 158 | 1418 | .8 | 3.9 | 60 | 911 | .3 | 3.7 |
| SP '98 | 266 | 4373 | 1.4 | 7.6 | 833 | 3092 | 4.5 | 15.7 | 345 | 2071 | 1.8 | 6.6 | 192 | 1663 | 1.0 | 4.6 | 52 | 730 | .3 | 3.4 |
| 4-Book | 265 | 4334 | 1.4 | 7.7 | 872 | 3055 | 4.7 | 16.6 | 327 | 2001 | 1.8 | 6.5 | 175 | 1503 | .9 | 4.2 | 46 | 692 | .3 | 3.0 |
| WI '98 | 274 | 4326 | 1.5 | 7.9 | 924 | 3207 | 4.9 | 16.6 | 336 | 2027 | 1.8 | 6.9 | 180 | 1508 | 1.0 | 4.3 | 52 | 682 | .3 | 3.5 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 155 | 3099 | .8 | 4.6 | 234 | 1583 | 1.3 | 4.3 | 269 | 1490 | 1.5 | 5.3 | 192 | 1729 | 1.0 | 4.7 | 54 | 761 | .3 | 4.0 |
| FA '98 | 146 | 2974 | .8 | 4.3 | 214 | 1682 | 1.2 | 4.1 | 211 | 1434 | 1.1 | 4.2 | 179 | 1661 | 1.0 | 4.3 | 61 | 798 | .3 | 4.1 |
| SU '98 | 151 | 2862 | .8 | 4.4 | 207 | 1362 | 1.1 | 4.1 | 237 | 1285 | 1.3 | 4.8 | 195 | 1672 | 1.0 | 4.8 | 50 | 914 | .3 | 3.1 |
| SP '98 | 159 | 3022 | .8 | 4.5 | 195 | 1399 | 1.0 | 3.7 | 244 | 1346 | 1.3 | 4.7 | 219 | 1908 | 1.2 | 5.2 | 59 | 981 | .3 | 3.8 |
| 4-Book | 153 | 2989 | .8 | 4.5 | 213 | 1507 | 1.2 | 4.1 | 240 | 1389 | 1.3 | 4.8 | 196 | 1743 | 1.1 | 4.8 | 56 | 864 | .3 | 3.8 |
| WI '98 | 163 | 3255 | .9 | 4.7 | 206 | 1660 | 1.1 | 3.7 | 254 | 1555 | 1.4 | 5.2 | 208 | 1787 | 1.1 | 4.9 | 74 | 975 | .4 | 4.9 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 158 | .2 | .2 | 12 | 87 | .1 | .2 | 6 | 46 | .1 | .2 | 10 | 87 | .1 | .2 | 3 | 71 | .2 | .2 |
| FA '98 | 6 | 162 | .2 | .2 | 15 | 113 | .1 | .3 | 3 | 28 | .1 | .1 | 10 | 106 | .1 | .2 | 2 | 51 | .1 | .1 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 513 | .1 | .6 | 37 | 222 | .2 | .7 | 36 | 188 | .2 | .7 | 22 | 251 | .1 | .5 | 9 | 122 | .7 | .7 |
| FA '98 | 24 | 479 | .1 | .7 | 29 | 200 | .2 | .6 | 42 | 207 | .2 | .8 | 33 | 289 | .2 | .8 | 7 | 142 | .5 | .5 |
| SU '98 | 21 | 356 | .1 | .6 | 21 | 147 | .1 | .4 | 42 | 141 | .2 | .8 | 37 | 192 | .2 | .9 | 8 | 108 | .5 | .5 |
| SP '98 | 17 | 357 | .1 | .5 | 23 | 130 | .1 | .4 | 37 | 156 | .2 | .7 | 22 | 189 | .1 | .5 | 7 | 110 | .5 | .5 |
| 4-Book | 21 | 426 | .1 | .6 | 28 | 175 | .2 | .5 | 39 | 173 | .2 | .8 | 29 | 230 | .2 | .7 | 8 | 121 | .6 | .6 |
| WI '98 | 18 | 409 | .1 | .5 | 26 | 184 | .1 | .5 | 37 | 168 | .2 | .8 | 22 | 175 | .1 | .5 | 5 | 138 | .3 | .3 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 795 | .2 | 1.0 | 55 | 385 | .3 | 1.0 | 59 | 345 | .3 | 1.2 | 59 | 513 | .3 | 1.4 | 8 | 201 | .6 | .6 |
| FA '98 | 51 | 883 | .3 | 1.5 | 57 | 360 | .3 | 1.1 | 93 | 431 | .5 | 1.9 | 83 | 525 | .4 | 2.0 | 27 | 290 | .1 | 1.8 |
| SU '98 | 43 | 957 | .2 | 1.3 | 57 | 436 | .3 | 1.1 | 73 | 408 | .4 | 1.5 | 75 | 578 | .4 | 1.8 | 16 | 188 | .1 | 1.0 |
| SP '98 | 40 | 872 | .2 | 1.1 | 67 | 444 | .4 | 1.3 | 70 | 422 | .4 | 1.3 | 64 | 519 | .3 | 1.5 | 9 | 178 | .6 | .6 |
| 4-Book | 42 | 877 | .2 | 1.2 | 59 | 406 | .3 | 1.1 | 74 | 402 | .4 | 1.5 | 70 | 534 | .4 | 1.7 | 15 | 214 | .1 | 1.0 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 514 | .1 | .8 | 27 | 225 | .1 | .5 | 46 | 242 | .2 | .9 | 34 | 268 | .2 | .8 | 7 | 143 | .5 | .5 |
| FA '98 | 23 | 538 | .1 | .7 | 20 | 251 | .1 | .4 | 37 | 222 | .2 | .7 | 37 | 280 | .2 | .9 | 10 | 151 | .1 | .7 |
| SU '98 | 44 | 638 | .2 | 1.3 | 64 | 319 | .3 | 1.3 | 78 | 349 | .4 | 1.6 | 49 | 358 | .3 | 1.2 | 21 | 169 | .1 | 1.3 |
| SP '98 | 23 | 617 | .1 | .7 | 21 | 276 | .1 | .4 | 40 | 294 | .2 | .8 | 32 | 323 | .2 | .8 | 10 | 190 | .1 | .6 |
| 4-Book | 29 | 577 | .1 | .9 | 33 | 268 | .2 | .7 | 50 | 277 | .3 | 1.0 | 38 | 307 | .2 | .9 | 12 | 163 | .1 | .8 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 1569 | .2 | 1.1 | 54 | 621 | .3 | 1.0 | 65 | 629 | .4 | 1.3 | 52 | 880 | .3 | 1.3 | 10 | 360 | .1 | .7 |
| FA '98 | 41 | 1504 | .2 | 1.2 | 59 | 636 | .3 | 1.1 | 49 | 585 | .3 | 1.0 | 56 | 822 | .3 | 1.3 | 10 | 284 | .1 | .7 |
| SU '98 | 51 | 1499 | .3 | 1.5 | 64 | 576 | .3 | 1.3 | 78 | 670 | .4 | 1.6 | 74 | 829 | .4 | 1.8 | 26 | 469 | .1 | 1.6 |
| SP '98 | 50 | 1465 | .3 | 1.4 | 75 | 659 | .4 | 1.4 | 66 | 649 | .4 | 1.3 | 82 | 783 | .4 | 1.9 | 19 | 424 | .1 | 1.2 |
| 4-Book | 45 | 1509 | .3 | 1.3 | 63 | 623 | .3 | 1.2 | 65 | 633 | .4 | 1.3 | 66 | 829 | .4 | 1.6 | 16 | 384 | .1 | 1.1 |
| 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 |

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|----------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 102 | .1 | | 7 | 32 | .1 | | 6 | 49 | .1 | | 8 | 79 | .2 | | 1 | 24 | .1 | |
| FA '98 | 3 | 88 | .1 | | | 18 | | | 6 | 26 | .1 | | 3 | 35 | .1 | | 2 | 44 | .1 | |
| SU '98 | 1 | 87 | | | | 8 | | | 1 | 26 | | | 2 | 61 | | | 2 | 9 | | |
| SP '98 | 8 | 172 | .2 | | 4 | 90 | .1 | | 11 | 62 | .1 | .2 | 12 | 94 | .1 | .3 | 3 | 32 | .2 | |
| 4-Book | 4 | 112 | .1 | | 3 | 37 | .1 | | 6 | 41 | .1 | | 6 | 67 | .2 | | 2 | 27 | .1 | |
| WI '98 | 12 | 172 | .1 | .3 | 8 | 118 | .1 | | 21 | 125 | .1 | .4 | 19 | 115 | .1 | .5 | 2 | 33 | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3401 | 18001 | 18.4 | | 5401 | 16360 | 29.2 | | 5113 | 14055 | 27.7 | | 4113 | 15675 | 22.2 | | 1352 | 10075 | 7.3 | |
| FA '98 | 3426 | 17979 | 18.5 | | 5194 | 16195 | 28.1 | | 4976 | 13831 | 26.9 | | 4189 | 15750 | 22.7 | | 1481 | 10342 | 8.0 | |
| SU '98 | 3420 | 18191 | 18.3 | | 5100 | 15936 | 27.3 | | 4953 | 14169 | 26.5 | | 4058 | 15771 | 21.7 | | 1618 | 10971 | 8.6 | |
| SP '98 | 3509 | 18113 | 18.8 | | 5316 | 16341 | 28.4 | | 5204 | 14064 | 27.8 | | 4208 | 15933 | 22.5 | | 1543 | 10699 | 8.2 | |
| 4-Book | 3439 | 18071 | 18.5 | | 5253 | 16208 | 28.3 | | 5062 | 14030 | 27.2 | | 4142 | 15782 | 22.3 | | 1499 | 10522 | 8.0 | |
| WI '98 | 3485 | 18263 | 18.6 | | 5583 | 16681 | 29.8 | | 4870 | 13874 | 26.0 | | 4209 | 15850 | 22.5 | | 1502 | 10509 | 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

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 '99 | 237 | 4682 | 1.3 | 4.8 | 87 | 2280 | .5 | 4.1 | 191 | 1025 | 1.0 | 9.1 | 106 | 575 | .6 | 3.0 | 64 | 382 | .3 | 2.5 |
| 4-Book | 224 | 4384 | 1.2 | 4.6 | 81 | 2156 | .5 | 3.6 | 192 | 1008 | 1.0 | 8.8 | 88 | 501 | .5 | 2.4 | 64 | 347 | .4 | 2.4 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 358 | 2896 | 1.9 | 7.3 | 142 | 1593 | .8 | 6.7 | 164 | 484 | .9 | 7.8 | 213 | 630 | 1.2 | 6.1 | 162 | 539 | .9 | 6.3 |
| 4-Book | 377 | 2924 | 2.0 | 7.8 | 125 | 1517 | .7 | 5.6 | 137 | 471 | .7 | 6.2 | 239 | 662 | 1.3 | 6.3 | 143 | 470 | .8 | 5.3 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 41 | 318 | .2 | .8 | 39 | 344 | .2 | 1.9 | 26 | 59 | .1 | 1.2 | 23 | 39 | .1 | .7 | 19 | 23 | .1 | .7 |
| 4-Book | 34 | 275 | .2 | .7 | 36 | 328 | .2 | 1.6 | 18 | 46 | .1 | .8 | 18 | 48 | .1 | .5 | 13 | 24 | .1 | .5 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 377 | 2300 | 2.0 | 7.7 | 215 | 1684 | 1.2 | 10.2 | 162 | 433 | .9 | 7.7 | 263 | 663 | 1.4 | 7.6 | 250 | 580 | 1.4 | 9.8 |
| 4-Book | 366 | 2415 | 2.0 | 7.6 | 223 | 1759 | 1.2 | 10.0 | 190 | 483 | 1.0 | 8.6 | 300 | 758 | 1.6 | 8.0 | 276 | 639 | 1.5 | 10.2 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 218 | .1 | .2 | 6 | 94 | .1 | .3 | 5 | 15 | .1 | .2 | 8 | 16 | .1 | .2 | 7 | 23 | .1 | .3 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 199 | .1 | .4 | 16 | 154 | .1 | .8 | 19 | 35 | .1 | .9 | 32 | 41 | .2 | .9 | 21 | 36 | .1 | .8 |
| 4-Book | 25 | 199 | .2 | .5 | 18 | 164 | .1 | .8 | 16 | 34 | .1 | .7 | 21 | 44 | .1 | .6 | 17 | 32 | .1 | .7 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 175 | 2420 | .9 | 3.6 | 72 | 1590 | .4 | 3.4 | 49 | 272 | .3 | 2.3 | 168 | 792 | .9 | 4.8 | 76 | 425 | .4 | 3.0 |
| 4-Book | 195 | 2480 | 1.0 | 4.0 | 96 | 1545 | .5 | 4.3 | 72 | 306 | .4 | 3.3 | 181 | 725 | 1.0 | 4.8 | 127 | 478 | .7 | 4.6 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 227 | 2193 | 1.2 | 4.6 | 85 | 1405 | .5 | 4.0 | 127 | 403 | .7 | 6.1 | 128 | 537 | .7 | 3.7 | 99 | 384 | .5 | 3.9 |
| 4-Book | 189 | 1898 | 1.0 | 3.9 | 58 | 956 | .3 | 2.6 | 85 | 302 | .5 | 4.0 | 98 | 370 | .5 | 2.7 | 61 | 246 | .3 | 2.3 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 233 | 1890 | 1.3 | 4.8 | 113 | 1443 | .6 | 5.4 | 81 | 308 | .4 | 3.9 | 180 | 463 | 1.0 | 5.2 | 208 | 559 | 1.1 | 8.2 |
| 4-Book | 233 | 2052 | 1.3 | 4.9 | 121 | 1412 | .7 | 5.4 | 92 | 303 | .5 | 4.2 | 194 | 510 | 1.1 | 5.2 | 182 | 494 | 1.0 | 6.8 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 277 | 2897 | 1.5 | 5.7 | 120 | 1905 | .6 | 5.7 | 92 | 428 | .5 | 4.4 | 273 | 1015 | 1.5 | 7.8 | 179 | 695 | 1.0 | 7.0 |
| 4-Book | 314 | 3020 | 1.7 | 6.5 | 134 | 1832 | .7 | 6.0 | 120 | 432 | .7 | 5.4 | 279 | 915 | 1.5 | 7.4 | 194 | 634 | 1.1 | 7.2 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 243 | 2477 | 1.3 | 5.0 | 96 | 1489 | .5 | 4.6 | 124 | 496 | .7 | 5.9 | 184 | 640 | 1.0 | 5.3 | 138 | 491 | .7 | 5.4 |
| 4-Book | 258 | 2644 | 1.4 | 5.3 | 104 | 1598 | .6 | 4.6 | 113 | 449 | .6 | 5.2 | 214 | 747 | 1.2 | 5.7 | 127 | 483 | .7 | 4.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 11 | 125 | .1 | .2 | * 7 | 81 | .1 | .3 | * ** | ** | ** | ** | 5 | 17 | .1 | .1 | * 3 | 7 | .1 | .1 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 192 | 2177 | 1.0 | 3.9 | 105 | 1527 | .6 | 5.0 | 90 | 346 | .5 | 4.3 | 175 | 615 | .9 | 5.0 | 139 | 487 | .8 | 5.4 |
| 4-Book | 225 | 2407 | 1.2 | 4.6 | 129 | 1635 | .7 | 5.7 | 107 | 368 | .6 | 4.9 | 206 | 650 | 1.1 | 5.5 | 163 | 487 | .9 | 6.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 294 | .2 | .6 | 15 | 174 | .1 | .7 | 14 | 48 | .1 | .7 | 33 | 85 | .2 | .9 | 11 | 25 | .1 | .4 |
| 4-Book | 19 | 200 | .1 | .4 | 11 | 137 | .1 | .5 | 14 | 38 | .1 | .7 | 21 | 54 | .1 | .6 | 8 | 33 | .1 | .3 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 79 | 1035 | .4 | 1.6 | 48 | 703 | .3 | 2.3 | 27 | 121 | .1 | 1.3 | 78 | 302 | .4 | 2.2 | 58 | 244 | .3 | 2.3 |
| 4-Book | 83 | 1099 | .5 | 1.7 | 54 | 681 | .3 | 2.4 | 31 | 125 | .1 | 1.4 | 85 | 285 | .5 | 2.3 | 81 | 250 | .4 | 3.0 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 493 | .2 | .9 | 13 | 226 | .1 | .6 | 7 | 36 | .1 | .3 | 18 | 48 | .1 | .5 | 1 | 9 | .1 | .4 |
| 4-Book | 35 | 442 | .2 | .7 | 17 | 285 | .1 | .8 | 10 | 35 | .1 | .5 | 21 | 58 | .1 | .6 | 11 | 36 | .1 | .4 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 127 | 1817 | .7 | 2.6 | 61 | 1208 | .3 | 2.9 | 36 | 138 | .2 | 1.7 | 122 | 494 | .7 | 3.5 | 76 | 378 | .4 | 3.0 |
| 4-Book | 109 | 1815 | .6 | 2.3 | 54 | 1100 | .3 | 2.4 | 36 | 165 | .2 | 1.7 | 115 | 515 | .6 | 3.1 | 72 | 307 | .4 | 2.7 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-49

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 |
| WSSJ-AM | WI '99 | 10 | 85 | .1 | .2 | 18 | 79 | .1 | .9 | 8 | 31 | .4 | | 50 | 56 | .3 | 1.4 | 19 | 40 | .1 | .7 |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | WI '99 | 21 | 118 | .1 | .4 | 10 | 69 | .1 | .5 | 23 | 48 | .1 | 1.1 | 16 | 38 | .1 | .5 | 24 | 48 | .1 | .9 |
| | 4-Book | 30 | 179 | .2 | .6 | 20 | 147 | .1 | .9 | 21 | 56 | .1 | 1.0 | 43 | 99 | .2 | 1.2 | 27 | 63 | .2 | 1.0 |
| WUSL-FM | WI '99 | 199 | 1792 | 1.1 | 4.1 | 125 | 1335 | .7 | 5.9 | 93 | 281 | .5 | 4.4 | 161 | 499 | .9 | 4.6 | 175 | 471 | .9 | 6.9 |
| | 4-Book | 186 | 1764 | 1.0 | 3.9 | 125 | 1340 | .7 | 5.6 | 92 | 264 | .5 | 4.2 | 174 | 488 | 1.0 | 4.6 | 163 | 413 | .9 | 6.0 |
| +WWDB-AM | WI '99 | * 6 | 82 | | .1 | * | 16 | | | * 1 | 8 | | | 1 | 8 | | | * | | | |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | WI '99 | 138 | 1162 | .7 | 2.8 | 48 | 647 | .3 | 2.3 | 33 | 126 | .2 | 1.6 | 29 | 127 | .2 | .8 | 12 | 67 | .1 | .5 |
| | 4-Book | 115 | 1189 | .6 | 2.4 | 54 | 653 | .3 | 2.4 | 47 | 140 | .3 | 2.2 | 41 | 132 | .2 | 1.1 | 18 | 57 | .1 | .7 |
| WWJZ-AM | WI '99 | | 15 | | | 2 | 21 | | .1 | 1 | 5 | | | | | | | | | | |
| | 4-Book | 1 | 26 | | | 2 | 24 | | .1 | 2 | 8 | | .1 | 3 | 8 | | .1 | 1 | 4 | | |
| WXTU-FM | WI '99 | 172 | 1257 | .9 | 3.5 | 82 | 874 | .4 | 3.9 | 125 | 319 | .7 | 6.0 | 147 | 487 | .8 | 4.2 | 79 | 291 | .4 | 3.1 |
| | 4-Book | 187 | 1551 | 1.0 | 3.8 | 101 | 1129 | .5 | 4.5 | 112 | 372 | .6 | 5.1 | 185 | 599 | 1.0 | 4.9 | 123 | 398 | .7 | 4.5 |
| WXXM-FM | WI '99 | 3 | 2166 | .8 | 2.9 | 66 | 1331 | .4 | 3.1 | 53 | 240 | .3 | 2.5 | 113 | 649 | .6 | 3.2 | 89 | 413 | .5 | 3.5 |
| | 4-Book | ... | 1974 | .7 | 2.7 | 65 | 1210 | .4 | 2.9 | 44 | 215 | .3 | 2.0 | 126 | 573 | .7 | 3.3 | 90 | 371 | .5 | 3.3 |
| WYSP-FM | WI '99 | 486 | 3979 | 2.6 | 9.9 | 67 | 1181 | .4 | 3.2 | 84 | 287 | .5 | 4.0 | 155 | 555 | .8 | 4.5 | 98 | 399 | .5 | 3.8 |
| | 4-Book | 448 | 3864 | 2.4 | 9.3 | 87 | 1465 | .5 | 3.9 | 81 | 300 | .5 | 3.7 | 170 | 609 | .9 | 4.5 | 111 | 411 | .6 | 4.1 |
| WYXR-FM | WI '99 | 235 | 2641 | 1.3 | 4.8 | 83 | 1414 | .4 | 3.9 | 81 | 315 | .4 | 3.9 | 174 | 648 | .9 | 5.0 | 98 | 433 | .5 | 3.8 |
| | 4-Book | 218 | 2475 | 1.2 | 4.5 | 103 | 1521 | .6 | 4.5 | 103 | 373 | .6 | 4.7 | 207 | 693 | 1.1 | 5.5 | 146 | 472 | .8 | 5.3 |
| WBYN-FM | WI '99 | 9 | 142 | | .2 | 10 | 95 | .1 | .5 | 12 | 46 | .1 | .6 | 18 | 55 | .1 | .5 | 19 | 40 | .1 | .7 |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | WI '99 | 32 | 441 | .2 | .7 | 10 | 190 | .1 | .5 | 16 | 56 | .1 | .8 | 21 | 73 | .1 | .6 | 27 | 65 | .1 | 1.1 |
| | 4-Book | 32 | 332 | .2 | .7 | 9 | 180 | .1 | .5 | 10 | 46 | .1 | .5 | 20 | 68 | .1 | .6 | 14 | 50 | .1 | .5 |
| WKXV-FM | WI '99 | 58 | 713 | .3 | 1.2 | 11 | 186 | .1 | .5 | 11 | 33 | .1 | .5 | 10 | 65 | .1 | .3 | 4 | 36 | | .2 |
| | 4-Book | 68 | 772 | .4 | 1.4 | 14 | 261 | .1 | .6 | 13 | 54 | .1 | .6 | 18 | 90 | .1 | .5 | 11 | 59 | .1 | .4 |
| WNJO-FM | WI '99 | 36 | 426 | .2 | .7 | 20 | 203 | .1 | 1.0 | 26 | 72 | .1 | 1.2 | 58 | 124 | .3 | 1.7 | 20 | 57 | .1 | .8 |
| | 4-Book | 41 | 471 | .2 | .9 | 20 | 277 | .1 | .9 | 18 | 67 | .1 | .8 | 42 | 129 | .2 | 1.2 | 28 | 98 | .2 | 1.0 |
| WPST-FM | WI '99 | 58 | 1327 | .3 | 1.2 | 27 | 703 | .1 | 1.3 | 19 | 106 | .1 | .9 | 54 | 265 | .3 | 1.6 | 40 | 245 | .2 | 1.6 |
| | 4-Book | 65 | 1226 | .4 | 1.3 | 32 | 690 | .2 | 1.4 | 22 | 121 | .1 | 1.0 | 66 | 294 | .4 | 1.8 | 49 | 225 | .3 | 1.8 |
| WRDR-FM | WI '99 | 7 | 85 | | .1 | 1 | 51 | | | | 8 | | | 2 | 24 | | .1 | 1 | 9 | | |
| | 4-Book | 5 | 87 | | .1 | 4 | 46 | | .2 | 2 | 7 | | .1 | 9 | 22 | .1 | .3 | 7 | 23 | | .3 |
| TOTALS | WI '99 | 4895 | 17773 | 26.5 | | 2105 | 14809 | 11.4 | | 2095 | 6406 | 11.3 | | 3482 | 9254 | 18.8 | | 2552 | 7010 | 13.8 | |
| | 4-Book | 4838 | 17833 | 26.0 | | 2246 | 14874 | 12.1 | | 2192 | 6460 | 11.8 | | 3762 | 9335 | 20.2 | | 2710 | 6995 | 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

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 '99 | 26 | 229 | .1 | 1.8 | 187 | 863 | 1.0 | 11.4 | 63 | 439 | .3 | 2.4 | 45 | 227 | .2 | 2.4 | 39 | 319 | .2 | 3.6 |
| 4-Book | 25 | 205 | .1 | 1.6 | 158 | 730 | .9 | 9.4 | 73 | 480 | .4 | 2.7 | 41 | 235 | .2 | 2.1 | 33 | 264 | .2 | 2.7 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 355 | .4 | 4.9 | 92 | 301 | .5 | 5.6 | 215 | 606 | 1.2 | 8.3 | 129 | 412 | .7 | 6.9 | 83 | 246 | .4 | 7.7 |
| 4-Book | 73 | 313 | .4 | 4.8 | 78 | 292 | .4 | 4.6 | 155 | 517 | .8 | 5.7 | 107 | 354 | .6 | 5.4 | 65 | 252 | .4 | 5.3 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 24 | .1 | .9 | 90 | 231 | .5 | 5.5 | 93 | 233 | .5 | 3.6 | 30 | 58 | .2 | 1.6 | 18 | 19 | .1 | 1.7 |
| 4-Book | 10 | 24 | .1 | .7 | 113 | 242 | .6 | 6.7 | 80 | 203 | .4 | 3.0 | 26 | 52 | .2 | 1.3 | 12 | 32 | .1 | 1.0 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 192 | 475 | 1.0 | 13.2 | 110 | 310 | .6 | 6.7 | 185 | 505 | 1.0 | 7.1 | 211 | 475 | 1.1 | 11.4 | 320 | 561 | 1.7 | 29.7 |
| 4-Book | 193 | 489 | 1.0 | 12.5 | 113 | 287 | .6 | 6.7 | 174 | 486 | 1.0 | 6.3 | 174 | 405 | .9 | 8.8 | 338 | 593 | 1.8 | 27.7 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | .3 | .3 | 6 | 18 | .4 | .4 | 7 | 24 | .3 | .3 | 2 | 16 | .1 | .1 | 7 | 39 | .6 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 19 | .1 | .9 | 22 | 50 | .1 | 1.3 | 16 | 63 | .1 | .6 | | | | | 2 | 8 | .2 | .2 |
| 4-Book | 11 | 21 | .1 | .7 | 34 | 72 | .2 | 2.0 | 25 | 66 | .1 | .9 | 11 | 25 | .1 | .6 | 8 | 16 | .1 | .7 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 70 | 308 | .4 | 4.8 | 33 | 176 | .2 | 2.0 | 64 | 375 | .3 | 2.5 | 54 | 342 | .3 | 2.9 | 49 | 172 | .3 | 4.5 |
| 4-Book | 84 | 323 | .5 | 5.4 | 44 | 184 | .3 | 2.6 | 106 | 430 | .6 | 3.8 | 84 | 332 | .5 | 4.2 | 57 | 187 | .3 | 4.6 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 173 | .2 | 2.6 | 58 | 220 | .3 | 3.5 | 75 | 303 | .4 | 2.9 | 110 | 343 | .6 | 5.9 | 53 | 229 | .3 | 4.9 |
| 4-Book | 26 | 133 | .1 | 1.8 | 42 | 176 | .2 | 2.5 | 61 | 244 | .3 | 2.2 | 62 | 227 | .4 | 3.2 | 33 | 139 | .2 | 2.8 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 132 | 419 | .7 | 9.1 | 53 | 212 | .3 | 3.2 | 121 | 378 | .7 | 4.7 | 90 | 322 | .5 | 4.8 | 33 | 157 | .2 | 3.1 |
| 4-Book | 117 | 376 | .6 | 7.5 | 79 | 252 | .4 | 4.7 | 127 | 388 | .7 | 4.7 | 109 | 300 | .6 | 5.5 | 64 | 225 | .4 | 5.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 359 | .4 | 4.6 | 43 | 228 | .2 | 2.6 | 155 | 655 | .8 | 6.0 | 104 | 422 | .6 | 5.6 | 31 | 158 | .2 | 2.9 |
| 4-Book | 77 | 348 | .4 | 5.0 | 50 | 238 | .3 | 3.0 | 158 | 590 | .8 | 5.7 | 137 | 421 | .8 | 6.9 | 49 | 204 | .3 | 3.9 |
| WMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 53 | 241 | .3 | 3.6 | 59 | 249 | .3 | 3.6 | 101 | 395 | .5 | 3.9 | 95 | 314 | .5 | 5.1 | 21 | 107 | .1 | 1.9 |
| 4-Book | 58 | 277 | .3 | 3.8 | 58 | 224 | .3 | 3.5 | 116 | 462 | .6 | 4.2 | 103 | 355 | .6 | 5.1 | 40 | 173 | .2 | 3.2 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 14 | 25 | .1 | .9 | 7 | 41 | .3 | .3 | * 10 | 19 | .1 | .5 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 88 | 367 | .5 | 6.0 | 78 | 302 | .4 | 4.7 | 108 | 426 | .6 | 4.2 | 128 | 365 | .7 | 6.9 | 36 | 148 | .2 | 3.3 |
| 4-Book | 98 | 344 | .5 | 6.3 | 123 | 383 | .7 | 7.3 | 145 | 494 | .8 | 5.3 | 130 | 360 | .7 | 6.6 | 59 | 203 | .3 | 4.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 41 | .5 | .5 | 4 | 27 | .2 | .2 | 32 | 80 | .2 | 1.2 | 9 | 28 | .5 | .5 | 6 | 10 | .6 | .6 |
| 4-Book | 5 | 23 | .4 | .4 | 9 | 39 | .1 | .5 | 17 | 49 | .1 | .6 | 8 | 16 | .4 | .4 | 6 | 16 | .5 | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 190 | .3 | 3.6 | 32 | 90 | .2 | 1.9 | 54 | 226 | .3 | 2.1 | 42 | 186 | .2 | 2.3 | 33 | 101 | .2 | 3.1 |
| 4-Book | 59 | 194 | .3 | 3.8 | 26 | 86 | .2 | 1.6 | 59 | 192 | .3 | 2.2 | 55 | 166 | .3 | 2.8 | 33 | 98 | .2 | 2.7 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | .1 | .8 | 26 | 107 | .1 | 1.6 | 18 | 45 | .1 | .7 | 16 | 34 | .1 | .9 | 14 | 43 | .1 | 1.3 |
| 4-Book | 14 | 63 | .1 | .8 | 20 | 66 | .1 | 1.2 | 25 | 92 | .2 | .9 | 18 | 71 | .1 | .9 | 16 | 54 | .1 | 1.4 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 147 | .1 | 1.4 | 41 | 222 | .2 | 2.5 | 100 | 460 | .5 | 3.8 | 62 | 282 | .3 | 3.3 | 23 | 120 | .1 | 2.1 |
| 4-Book | 34 | 162 | .2 | 2.2 | 26 | 138 | .1 | 1.6 | 71 | 335 | .4 | 2.6 | 50 | 216 | .3 | 2.5 | 18 | 125 | .1 | 1.5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-49

Target Listener Estimates

| | | Persons 25-49 | | | | | | | | | | | | | | | | | | | | |
|----------|--------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|----|
| | | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | | |
| | | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WSSJ-AM | WI '99 | 3 | 6 | | .2 | 8 | 34 | | .5 | 31 | 40 | .2 | 1.2 | 16 | 22 | .1 | .9 | 4 | 13 | | .4 | |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | WI '99 | 7 | 11 | | .5 | 4 | 15 | | .2 | 4 | 20 | | .2 | 3 | 11 | | .2 | | | | | |
| | 4-Book | 10 | 27 | .1 | .7 | 6 | 22 | .4 | .4 | 27 | 67 | .1 | 1.0 | 15 | 37 | .1 | .7 | 6 | 15 | | .5 | |
| WUSL-FM | WI '99 | 143 | 339 | .8 | 9.8 | 117 | 363 | .6 | 7.1 | 147 | 518 | .8 | 5.7 | 88 | 290 | .5 | 4.7 | 67 | 185 | .4 | 6.2 | |
| | 4-Book | 124 | 328 | .7 | 8.0 | 132 | 399 | .7 | 7.9 | 167 | 496 | .9 | 6.1 | 80 | 236 | .4 | 4.0 | 61 | 161 | .3 | 5.0 | |
| +WVDB-AM | WI '99 | | | | | * | | | | | | | | * | | | | | | | | |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | WI '99 | 35 | 104 | .2 | 2.4 | 39 | 196 | .2 | 2.4 | 185 | 388 | 1.0 | 7.1 | 26 | 78 | .1 | 1.4 | 10 | 46 | .1 | .9 | |
| | 4-Book | 36 | 105 | .2 | 2.3 | 54 | 213 | .3 | 3.2 | 194 | 370 | 1.1 | 7.0 | 15 | 51 | .1 | .8 | 12 | 52 | .1 | 1.0 | |
| WJZ-AM | WI '99 | | | | | 5 | 17 | | .3 | 6 | 17 | | .2 | | | | | | | | | |
| | 4-Book | | | | | 3 | 8 | | .2 | 2 | 9 | | .1 | 3 | 7 | | .1 | 1 | 4 | | .1 | |
| WXTU-FM | WI '99 | 31 | 131 | .2 | 2.1 | 86 | 189 | .5 | 5.2 | 108 | 357 | .6 | 4.2 | 71 | 286 | .4 | 3.8 | 17 | 98 | .1 | 1.6 | |
| | 4-Book | 56 | 235 | .3 | 3.6 | 73 | 233 | .4 | 4.4 | 129 | 416 | .7 | 4.7 | 97 | 326 | .5 | 4.9 | 35 | 163 | .2 | 2.9 | |
| WXXM-FM | WI '99 | 45 | 256 | .2 | 3.1 | 26 | 171 | .1 | 1.6 | 83 | 466 | .4 | 3.2 | 75 | 346 | .4 | 4.0 | 37 | 203 | .2 | 3.4 | |
| | 4-Book | 41 | 227 | .2 | 2.7 | 28 | 157 | .1 | 1.7 | 87 | 399 | .5 | 3.2 | 64 | 262 | .4 | 3.2 | 30 | 176 | .2 | 2.5 | |
| WYSP-FM | WI '99 | 47 | 220 | .3 | 3.2 | 19 | 90 | .1 | 1.2 | 69 | 355 | .4 | 2.7 | 50 | 201 | .3 | 2.7 | 13 | 72 | .1 | 1.2 | |
| | 4-Book | 46 | 206 | .3 | 3.0 | 24 | 96 | .1 | 1.4 | 135 | 522 | .8 | 4.8 | 94 | 363 | .5 | 4.7 | 29 | 148 | .2 | 2.3 | |
| WYXR-FM | WI '99 | 82 | 232 | .4 | 5.6 | 48 | 201 | .3 | 2.9 | 89 | 365 | .5 | 3.4 | 44 | 295 | .2 | 2.4 | 34 | 120 | .2 | 3.2 | |
| | 4-Book | 66 | 279 | .3 | 4.3 | 56 | 226 | .3 | 3.3 | 114 | 421 | .6 | 4.2 | 82 | 316 | .4 | 4.1 | 41 | 162 | .2 | 3.4 | |
| WBYN-FM | WI '99 | 7 | 16 | | .5 | 4 | 32 | | .2 | 9 | 48 | | .3 | 11 | 32 | .1 | .6 | | 8 | | | |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | WI '99 | 3 | 17 | | .2 | 4 | 31 | | .2 | 10 | 42 | .1 | .4 | 3 | 24 | | .2 | 1 | 15 | | .1 | |
| | 4-Book | 5 | 24 | | .4 | 5 | 28 | | .3 | 13 | 49 | .1 | .5 | 5 | 24 | | .3 | 1 | 15 | | .1 | |
| WKXW-FM | WI '99 | 7 | 21 | | .5 | 10 | 41 | .1 | .6 | 26 | 83 | .1 | 1.0 | 15 | 40 | .1 | .8 | 3 | 15 | | .3 | |
| | 4-Book | 8 | 36 | | .5 | 14 | 43 | .1 | .9 | 19 | 76 | .1 | .7 | 16 | 51 | .1 | .8 | 14 | 42 | .1 | 1.1 | |
| WNJO-FM | WI '99 | 2 | 15 | | .1 | 13 | 39 | .1 | .8 | 26 | 54 | .1 | 1.0 | 16 | 77 | .1 | .9 | | 9 | | | |
| | 4-Book | 10 | 52 | .1 | .6 | 11 | 43 | .1 | .7 | 20 | 77 | .1 | .7 | 22 | 72 | .1 | 1.1 | 7 | 28 | .1 | .6 | |
| WPST-FM | WI '99 | 9 | 64 | | .6 | 22 | 118 | .1 | 1.3 | 33 | 227 | .2 | 1.3 | 31 | 159 | .2 | 1.7 | 9 | 46 | | .8 | |
| | 4-Book | 16 | 107 | .1 | 1.0 | 11 | 82 | | .7 | 41 | 220 | .2 | 1.5 | 34 | 136 | .2 | 1.8 | 10 | 59 | | .8 | |
| WRDR-FM | WI '99 | | | | | | | | | 2 | 9 | | .1 | 2 | 9 | | .1 | | | | | |
| | 4-Book | 3 | 11 | | .2 | | | | | 6 | 16 | | .2 | 2 | 9 | | .1 | 1 | 4 | | .1 | |
| TOTALS | WI '99 | 1458 | 4522 | 7.9 | | 1645 | 5185 | 8.9 | | 2600 | 7397 | 14.1 | | 1859 | 5446 | 10.1 | | 1078 | 3260 | 5.8 | | |
| | 4-Book | 1553 | 4677 | 8.4 | | 1682 | 5108 | 9.1 | | 2753 | 7569 | 14.8 | | 1986 | 5437 | 10.7 | | 1217 | 3593 | 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 Trends

Target Listener Trends - Persons 25-54

| | Persons 25-54 | | | | | | | | | | | | | | | | | | | |
|----------------|-----------------------|-------------|------------|------------|------------------------|-------------|------------|------------|------------------------|-------------|------------|------------|-----------------------|-------------|------------|------------|-----------------------|-------------|------------|-------------|
| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 218 | 6322 | 1.0 | 5.5 | 595 | 4489 | 2.8 | 9.5 | 166 | 2165 | .8 | 2.8 | 238 | 3030 | 1.1 | 5.0 | 74 | 1291 | .3 | 4.8 |
| FA '98 | 185 | 5553 | .9 | 4.7 | 479 | 3832 | 2.2 | 8.0 | 149 | 1837 | .7 | 2.6 | 224 | 2725 | 1.0 | 4.6 | 62 | 1147 | .3 | 3.7 |
| SU '98 | 194 | 5885 | .9 | 4.9 | 502 | 3868 | 2.3 | 8.5 | 138 | 1901 | .6 | 2.4 | 233 | 2763 | 1.1 | 5.0 | 79 | 1217 | .4 | 4.3 |
| SP '98 | 201 | 6156 | .9 | 4.9 | 562 | 4230 | 2.6 | 9.0 | 167 | 2010 | .8 | 2.8 | 247 | 2940 | 1.1 | 5.1 | 63 | 1280 | .3 | 3.6 |
| 4-Book | 200 | 5979 | .9 | 5.0 | 535 | 4105 | 2.5 | 8.8 | 155 | 1978 | .7 | 2.7 | 236 | 2865 | 1.1 | 4.9 | 70 | 1234 | .3 | 4.1 |
| WI '98 | 225 | 6263 | 1.0 | 5.6 | 659 | 4485 | 3.0 | 10.2 | 166 | 1911 | .8 | 3.0 | 230 | 2740 | 1.1 | 4.8 | 76 | 1184 | .4 | 4.5 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 298 | 4057 | 1.4 | 7.6 | 400 | 2218 | 1.9 | 6.4 | 548 | 2184 | 2.5 | 9.3 | 353 | 2322 | 1.6 | 7.4 | 113 | 1232 | .5 | 7.3 |
| FA '98 | 289 | 3959 | 1.3 | 7.3 | 388 | 2337 | 1.8 | 6.5 | 545 | 2044 | 2.5 | 9.5 | 350 | 2334 | 1.6 | 7.2 | 98 | 1141 | .5 | 5.9 |
| SU '98 | 290 | 3902 | 1.3 | 7.3 | 376 | 2306 | 1.7 | 6.3 | 574 | 2238 | 2.7 | 10.1 | 352 | 2287 | 1.6 | 7.5 | 110 | 1221 | .5 | 5.9 |
| SP '98 | 331 | 4177 | 1.5 | 8.1 | 446 | 2335 | 2.1 | 7.2 | 649 | 2147 | 3.0 | 10.8 | 424 | 2690 | 2.0 | 8.7 | 99 | 1226 | .5 | 5.7 |
| 4-Book | 302 | 4024 | 1.4 | 7.6 | 403 | 2299 | 1.9 | 6.6 | 579 | 2153 | 2.7 | 9.9 | 370 | 2408 | 1.7 | 7.7 | 105 | 1205 | .5 | 6.2 |
| WI '98 | 264 | 4063 | 1.2 | 6.6 | 399 | 2280 | 1.8 | 6.1 | 515 | 2138 | 2.4 | 9.2 | 306 | 2267 | 1.4 | 6.3 | 72 | 968 | .3 | 4.2 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 51 | 583 | .2 | 1.3 | 78 | 290 | .4 | 1.2 | 59 | 266 | .3 | 1.0 | 46 | 207 | .2 | 1.0 | 16 | 130 | .1 | 1.0 |
| FA '98 | 26 | 441 | .1 | .7 | 42 | 209 | .2 | .7 | 17 | 133 | .1 | .3 | 25 | 166 | .1 | .5 | 5 | 49 | .0 | .3 |
| SU '98 | 28 | 450 | .1 | .7 | 55 | 244 | .3 | .9 | 32 | 173 | .1 | .6 | 18 | 98 | .1 | .4 | 6 | 94 | .0 | .3 |
| SP '98 | 41 | 600 | .2 | 1.0 | 78 | 302 | .4 | 1.3 | 39 | 146 | .2 | .6 | 31 | 183 | .1 | .6 | 4 | 51 | .0 | .2 |
| 4-Book | 37 | 519 | .2 | .9 | 63 | 261 | .3 | 1.0 | 37 | 180 | .2 | .6 | 30 | 164 | .1 | .6 | 8 | 81 | .0 | .5 |
| WI '98 | 50 | 607 | .2 | 1.2 | 76 | 292 | .4 | 1.2 | 45 | 190 | .2 | .8 | 60 | 224 | .3 | 1.2 | 25 | 172 | .1 | 1.5 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 339 | 2928 | 1.6 | 8.6 | 456 | 1786 | 2.1 | 7.3 | 422 | 1642 | 2.0 | 7.2 | 375 | 1827 | 1.7 | 7.9 | 262 | 1332 | 1.2 | 16.9 |
| FA '98 | 320 | 2936 | 1.5 | 8.1 | 456 | 1961 | 2.1 | 7.6 | 375 | 1531 | 1.7 | 6.5 | 363 | 1778 | 1.7 | 7.5 | 228 | 1454 | 1.1 | 13.7 |
| SU '98 | 339 | 3152 | 1.6 | 8.5 | 467 | 1900 | 2.2 | 7.9 | 425 | 1782 | 2.0 | 7.4 | 359 | 1855 | 1.7 | 7.6 | 252 | 1469 | 1.2 | 13.6 |
| SP '98 | 350 | 3206 | 1.6 | 8.6 | 475 | 1874 | 2.2 | 7.6 | 389 | 1683 | 1.8 | 6.5 | 377 | 1896 | 1.7 | 7.7 | 280 | 1584 | 1.3 | 16.0 |
| 4-Book | 337 | 3056 | 1.6 | 8.5 | 464 | 1880 | 2.2 | 7.6 | 403 | 1660 | 1.9 | 6.9 | 369 | 1839 | 1.7 | 7.7 | 256 | 1460 | 1.2 | 15.1 |
| WI '98 | 345 | 3016 | 1.6 | 8.6 | 497 | 2006 | 2.3 | 7.7 | 409 | 1603 | 1.9 | 7.3 | 367 | 1852 | 1.7 | 7.6 | 275 | 1439 | 1.3 | 16.1 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 317 | .1 | .3 | 28 | 200 | .1 | .4 | 5 | 106 | .1 | .4 | 17 | 141 | .1 | .4 | 9 | 97 | .0 | .6 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 17 | 358 | .1 | .4 | 40 | 220 | .2 | .7 | 6 | 87 | .1 | .6 | 33 | 164 | .2 | .7 | 8 | 66 | .0 | .4 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 341 | .1 | .6 | 28 | 151 | .1 | .4 | 29 | 182 | .1 | .5 | 27 | 117 | .1 | .6 | 9 | 62 | .0 | .6 |
| FA '98 | 16 | 265 | .1 | .4 | 27 | 132 | .1 | .4 | 13 | 90 | .1 | .2 | 22 | 85 | .1 | .5 | 7 | 23 | .0 | .4 |
| SU '98 | 28 | 419 | .1 | .7 | 42 | 190 | .2 | .7 | 51 | 246 | .2 | .9 | 19 | 123 | .1 | .4 | 6 | 73 | .0 | .3 |
| SP '98 | 36 | 379 | .2 | .9 | 55 | 186 | .3 | .9 | 53 | 179 | .2 | .9 | 30 | 119 | .1 | .6 | 13 | 77 | .1 | .7 |
| 4-Book | 26 | 351 | .1 | .7 | 38 | 165 | .2 | .6 | 37 | 174 | .2 | .6 | 25 | 111 | .1 | .5 | 9 | 59 | .0 | .5 |
| WI '98 | 30 | 421 | .1 | .7 | 32 | 199 | .1 | .5 | 54 | 200 | .2 | 1.0 | 30 | 158 | .1 | .6 | 6 | 56 | .0 | .4 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 127 | 3072 | .6 | 3.2 | 164 | 1283 | .8 | 2.6 | 225 | 1707 | 1.0 | 3.8 | 168 | 1637 | .8 | 3.5 | 38 | 852 | .2 | 2.4 |
| FA '98 | 174 | 3268 | .8 | 4.4 | 232 | 1483 | 1.1 | 3.9 | 297 | 1694 | 1.4 | 5.2 | 228 | 1872 | 1.1 | 4.7 | 70 | 908 | .3 | 4.2 |
| SU '98 | 141 | 2971 | .7 | 3.5 | 168 | 1199 | .8 | 2.8 | 211 | 1481 | 1.0 | 3.7 | 161 | 1740 | .7 | 3.4 | 70 | 967 | .3 | 3.8 |
| SP '98 | 155 | 3229 | .7 | 3.8 | 164 | 1425 | .8 | 2.6 | 245 | 1518 | 1.1 | 4.1 | 193 | 1758 | .9 | 4.0 | 85 | 944 | .4 | 4.9 |
| 4-Book | 149 | 3135 | .7 | 3.7 | 182 | 1348 | .9 | 3.0 | 245 | 1600 | 1.1 | 4.2 | 188 | 1752 | .9 | 3.9 | 66 | 918 | .3 | 3.8 |
| WI '98 | 164 | 3230 | .8 | 4.1 | 225 | 1633 | 1.0 | 3.5 | 232 | 1587 | 1.1 | 4.1 | 219 | 1890 | 1.0 | 4.5 | 73 | 1129 | .3 | 4.3 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 177 | 3093 | .8 | 4.5 | 287 | 1589 | 1.3 | 4.6 | 238 | 1403 | 1.1 | 4.1 | 266 | 1876 | 1.2 | 5.6 | 73 | 996 | .3 | 4.7 |
| FA '98 | 153 | 2685 | .7 | 3.9 | 264 | 1465 | 1.2 | 4.4 | 204 | 1147 | .9 | 3.5 | 231 | 1714 | 1.1 | 4.8 | 66 | 926 | .3 | 4.0 |
| SU '98 | 122 | 2043 | .6 | 3.1 | 234 | 1204 | 1.1 | 3.9 | 170 | 963 | .8 | 3.0 | 181 | 1297 | .8 | 3.9 | 38 | 523 | .2 | 2.1 |
| SP '98 | 129 | 2282 | .6 | 3.2 | 253 | 1426 | 1.2 | 4.1 | 189 | 1025 | .9 | 3.1 | 175 | 1308 | .8 | 3.6 | 42 | 690 | .2 | 2.4 |
| 4-Book | 145 | 2526 | .7 | 3.7 | 260 | 1421 | 1.2 | 4.3 | 200 | 1135 | .9 | 3.4 | 213 | 1549 | 1.0 | 4.5 | 55 | 784 | .3 | 3.3 |
| WI '98 | 177 | 2996 | .8 | 4.4 | 339 | 1744 | 1.6 | 5.2 | 225 | 1375 | 1.0 | 4.0 | 274 | 1848 | 1.3 | 5.7 | 66 | 893 | .3 | 3.9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 210 | 2987 | 1.0 | 5.3 | 213 | 1348 | 1.0 | 3.4 | 347 | 1340 | 1.6 | 5.9 | 279 | 1641 | 1.3 | 5.9 | 103 | 914 | .5 | 6.6 |
| FA '98 | 198 | 3002 | .9 | 5.0 | 220 | 1390 | 1.0 | 3.7 | 335 | 1461 | 1.6 | 5.8 | 269 | 1696 | 1.3 | 5.6 | 88 | 988 | .4 | 5.3 |
| SU '98 | 209 | 2958 | 1.0 | 5.3 | 205 | 1369 | .9 | 3.5 | 334 | 1431 | 1.5 | 5.8 | 271 | 1801 | 1.3 | 5.8 | 131 | 971 | .6 | 7.1 |
| SP '98 | 234 | 3313 | 1.1 | 5.7 | 234 | 1445 | 1.1 | 3.8 | 392 | 1533 | 1.8 | 6.5 | 286 | 1888 | 1.3 | 5.9 | 129 | 1351 | .6 | 7.4 |
| 4-Book | 213 | 3065 | 1.0 | 5.3 | 218 | 1388 | 1.0 | 3.6 | 352 | 1441 | 1.6 | 6.0 | 276 | 1757 | 1.3 | 5.8 | 113 | 1056 | .5 | 6.6 |
| WI '98 | 236 | 3136 | 1.1 | 5.9 | 267 | 1494 | 1.2 | 4.1 | 347 | 1373 | 1.6 | 6.2 | 321 | 1855 | 1.5 | 6.7 | 124 | 1207 | .6 | 7.3 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 196 | 3694 | .9 | 5.0 | 223 | 1711 | 1.0 | 3.6 | 366 | 1917 | 1.7 | 6.2 | 259 | 2317 | 1.2 | 5.5 | 54 | 942 | .3 | 3.5 |
| FA '98 | 229 | 3714 | 1.1 | 5.8 | 283 | 1864 | 1.3 | 4.7 | 426 | 1919 | 2.0 | 7.4 | 312 | 2357 | 1.5 | 6.4 | 72 | 904 | .3 | 4.3 |
| SU '98 | 240 | 3736 | 1.1 | 6.0 | 247 | 1776 | 1.1 | 4.2 | 439 | 2017 | 2.0 | 7.7 | 314 | 2454 | 1.5 | 6.7 | 95 | 1038 | .4 | 5.1 |
| SP '98 | 241 | 3842 | 1.1 | 5.9 | 274 | 1828 | 1.3 | 4.4 | 423 | 1938 | 2.0 | 7.0 | 320 | 2355 | 1.5 | 6.6 | 94 | 1116 | .4 | 5.4 |
| 4-Book | 227 | 3747 | 1.1 | 5.7 | 257 | 1795 | 1.2 | 4.2 | 414 | 1948 | 1.9 | 7.1 | 301 | 2371 | 1.4 | 6.3 | 79 | 1000 | .4 | 4.6 |
| WI '98 | 227 | 4182 | 1.1 | 5.6 | 268 | 1861 | 1.2 | 4.1 | 376 | 2100 | 1.7 | 6.7 | 304 | 2625 | 1.4 | 6.3 | 89 | 1300 | .4 | 5.2 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 171 | 3085 | .8 | 4.3 | 255 | 1514 | 1.2 | 4.1 | 291 | 1554 | 1.4 | 5.0 | 212 | 1694 | 1.0 | 4.5 | 56 | 723 | .3 | 3.6 |
| FA '98 | 197 | 3433 | .9 | 5.0 | 267 | 1622 | 1.2 | 4.4 | 374 | 1667 | 1.7 | 6.5 | 259 | 2139 | 1.2 | 5.4 | 54 | 807 | .3 | 3.2 |
| SU '98 | 188 | 3518 | .9 | 4.7 | 242 | 1563 | 1.1 | 4.1 | 313 | 1589 | 1.4 | 5.5 | 232 | 1924 | 1.1 | 4.9 | 82 | 1066 | .4 | 4.4 |
| SP '98 | 176 | 3295 | .8 | 4.3 | 270 | 1389 | 1.2 | 4.3 | 285 | 1598 | 1.3 | 4.7 | 206 | 1920 | 1.0 | 4.2 | 60 | 759 | .3 | 3.4 |
| 4-Book | 183 | 3333 | .9 | 4.6 | 259 | 1522 | 1.2 | 4.2 | 316 | 1602 | 1.5 | 5.4 | 227 | 1919 | 1.1 | 4.8 | 63 | 839 | .3 | 3.7 |
| WI '98 | 170 | 3216 | .8 | 4.2 | 254 | 1419 | 1.2 | 3.9 | 283 | 1388 | 1.3 | 5.0 | 200 | 1849 | .9 | 4.1 | 51 | 780 | .2 | 3.0 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 15 | 182 | .1 | .4 | * 16 | 68 | .1 | .3 | 18 | 126 | .1 | .3 | * 16 | 79 | .1 | .3 | ** | ** | ** | ** |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 24 | 263 | .1 | .6 | 23 | 146 | .1 | .4 | 36 | 181 | .2 | .6 | 16 | 96 | .1 | .3 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| VOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 199 | 3685 | .9 | 5.1 | 255 | 1786 | 1.2 | 4.1 | 285 | 1537 | 1.3 | 4.9 | 249 | 2041 | 1.2 | 5.3 | 88 | 919 | .4 | 5.7 |
| FA '98 | 263 | 4084 | 1.2 | 6.6 | 322 | 1931 | 1.5 | 5.4 | 409 | 1973 | 1.9 | 7.1 | 281 | 2162 | 1.3 | 5.8 | 108 | 1193 | .5 | 6.5 |
| SU '98 | 211 | 3852 | 1.0 | 5.3 | 297 | 1828 | 1.4 | 5.0 | 306 | 1743 | 1.4 | 5.4 | 243 | 1999 | 1.1 | 5.2 | 79 | 1060 | .4 | 4.3 |
| SP '98 | 246 | 4105 | 1.1 | 6.0 | 313 | 1928 | 1.4 | 5.0 | 410 | 1829 | 1.9 | 6.8 | 308 | 2307 | 1.4 | 6.3 | 88 | 1135 | .4 | 5.0 |
| 4-Book | 230 | 3932 | 1.1 | 5.8 | 297 | 1868 | 1.4 | 4.9 | 353 | 1771 | 1.6 | 6.1 | 270 | 2127 | 1.3 | 5.7 | 91 | 1077 | .4 | 5.4 |
| WI '98 | 221 | 3827 | 1.0 | 5.5 | 302 | 1879 | 1.4 | 4.7 | 328 | 1711 | 1.5 | 5.8 | 260 | 2109 | 1.2 | 5.4 | 67 | 1020 | .3 | 3.9 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 505 | .1 | .7 | 58 | 301 | .3 | .9 | 46 | 238 | .2 | .8 | 27 | 192 | .1 | .6 | 6 | 76 | .1 | .4 |
| FA '98 | 27 | 330 | .1 | .7 | 40 | 150 | .2 | .7 | 40 | 177 | .2 | .7 | 27 | 139 | .1 | .6 | 15 | 57 | .1 | .9 |
| SU '98 | 21 | 399 | .1 | .5 | 24 | 150 | .1 | .4 | 29 | 170 | .1 | .5 | 27 | 190 | .1 | .6 | 10 | 86 | .1 | .5 |
| SP '98 | 15 | 324 | .1 | .4 | 23 | 145 | .1 | .4 | 25 | 154 | .1 | .4 | 20 | 148 | .1 | .4 | 2 | 42 | .1 | .1 |
| 4-Book | 23 | 390 | .1 | .6 | 36 | 187 | .2 | .6 | 35 | 185 | .2 | .6 | 25 | 167 | .1 | .6 | 8 | 65 | .1 | .5 |
| WI '98 | 19 | 424 | .1 | .5 | 44 | 217 | .2 | .7 | 24 | 209 | .1 | .4 | 19 | 201 | .1 | .4 | 10 | 104 | .1 | .6 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 71 | 1391 | .3 | 1.8 | 77 | 594 | .4 | 1.2 | 84 | 656 | .4 | 1.4 | 94 | 769 | .4 | 2.0 | 66 | 563 | .3 | 4.2 |
| FA '98 | 75 | 1480 | .3 | 1.9 | 85 | 583 | .4 | 1.4 | 91 | 621 | .4 | 1.6 | 98 | 842 | .5 | 2.0 | 53 | 582 | .2 | 3.2 |
| SU '98 | 67 | 1271 | .3 | 1.7 | 58 | 490 | .3 | 1.0 | 87 | 664 | .4 | 1.5 | 90 | 766 | .4 | 1.9 | 58 | 518 | .3 | 3.1 |
| SP '98 | 76 | 1382 | .4 | 1.9 | 72 | 531 | .3 | 1.2 | 79 | 721 | .4 | 1.3 | 114 | 856 | .5 | 2.3 | 72 | 577 | .3 | 4.1 |
| 4-Book | 72 | 1381 | .3 | 1.8 | 73 | 550 | .4 | 1.2 | 85 | 666 | .4 | 1.5 | 99 | 808 | .5 | 2.1 | 62 | 560 | .3 | 3.7 |
| WI '98 | 84 | 1679 | .4 | 2.1 | 107 | 780 | .5 | 1.6 | 86 | 724 | .4 | 1.5 | 129 | 955 | .6 | 2.7 | 54 | 547 | .2 | 3.2 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 800 | .2 | .9 | 53 | 295 | .2 | .8 | 49 | 314 | .2 | .8 | 54 | 294 | .3 | 1.1 | 17 | 123 | .1 | 1.1 |
| FA '98 | 29 | 668 | .1 | .7 | 49 | 256 | .2 | .8 | 41 | 220 | .2 | .7 | 35 | 243 | .2 | .7 | 10 | 110 | .1 | .6 |
| SU '98 | 44 | 1103 | .2 | 1.1 | 80 | 336 | .4 | 1.3 | 30 | 247 | .1 | .5 | 51 | 390 | .2 | 1.1 | 39 | 489 | .2 | 2.1 |
| SP '98 | 30 | 1008 | .1 | .7 | 48 | 287 | .2 | .8 | 23 | 267 | .1 | .4 | 22 | 275 | .1 | .5 | 44 | 469 | .2 | 2.5 |
| 4-Book | 35 | 895 | .2 | .9 | 58 | 294 | .3 | .9 | 36 | 262 | .2 | .6 | 41 | 301 | .2 | .9 | 28 | 298 | .1 | 1.6 |
| WI '98 | 30 | 831 | .1 | .7 | 78 | 367 | .4 | 1.2 | 24 | 295 | .1 | .4 | 32 | 371 | .1 | .7 | 14 | 134 | .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

Persons 25-54

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 91 | 2291 | .4 | 2.3 | 119 | 1000 | .6 | 1.9 | 134 | 922 | .6 | 2.3 | 135 | 1470 | .6 | 2.8 | 29 | 614 | .1 | 1.9 |
| FA '98 | 74 | 2268 | .3 | 1.9 | 83 | 994 | .4 | 1.4 | 99 | 875 | .5 | 1.7 | 117 | 1404 | .5 | 2.4 | 29 | 644 | .1 | 1.7 |
| SU '98 | 77 | 2357 | .4 | 1.9 | 95 | 954 | .4 | 1.6 | 98 | 844 | .5 | 1.7 | 114 | 1247 | .5 | 2.4 | 32 | 622 | .1 | 1.7 |
| SP '98 | 73 | 2374 | .3 | 1.8 | 105 | 1021 | .5 | 1.7 | 127 | 994 | .6 | 2.1 | 103 | 1193 | .5 | 2.1 | 20 | 620 | .1 | 1.1 |
| 4-Book | 79 | 2323 | .4 | 2.0 | 101 | 992 | .5 | 1.7 | 115 | 909 | .6 | 2.0 | 117 | 1329 | .5 | 2.4 | 28 | 625 | .1 | 1.6 |
| WI '98 | 68 | 2275 | .3 | 1.7 | 120 | 1058 | .6 | 1.8 | 68 | 714 | .3 | 1.2 | 89 | 1049 | .4 | 1.8 | 27 | 642 | .1 | 1.6 |
| VSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 115 | .1 | .3 | 13 | 69 | .1 | .2 | 8 | 38 | | .1 | 9 | 57 | | .2 | 4 | 37 | | .3 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 151 | .1 | .5 | 23 | 76 | .1 | .4 | 24 | 82 | .1 | .4 | 25 | 105 | .1 | .5 | 8 | 67 | | .5 |
| FA '98 | 18 | 179 | .1 | .5 | 21 | 126 | .1 | .3 | 27 | 88 | .1 | .5 | 16 | 114 | .1 | .3 | 9 | 47 | | .5 |
| SU '98 | 27 | 252 | .1 | .7 | 22 | 161 | .1 | .4 | 32 | 187 | .1 | .6 | 33 | 145 | .2 | .7 | 15 | 77 | .1 | .8 |
| SP '98 | 40 | 311 | .2 | 1.0 | 49 | 210 | .2 | .8 | 71 | 228 | .3 | 1.2 | 40 | 221 | .2 | .8 | 7 | 91 | | .4 |
| 4-Book | 26 | 223 | .1 | .7 | 29 | 143 | .1 | .5 | 39 | 146 | .2 | .7 | 29 | 146 | .2 | .6 | 10 | 71 | | .6 |
| WI '98 | 18 | 233 | .1 | .4 | 21 | 122 | .1 | .3 | 30 | 178 | .1 | .5 | 20 | 131 | .1 | .4 | 2 | 16 | | .1 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 161 | 2332 | .7 | 4.1 | 228 | 1152 | 1.1 | 3.6 | 202 | 1243 | .9 | 3.4 | 175 | 1174 | .8 | 3.7 | 105 | 811 | .5 | 6.8 |
| FA '98 | 170 | 2463 | .8 | 4.3 | 217 | 1212 | 1.0 | 3.6 | 217 | 1089 | 1.0 | 3.8 | 208 | 1242 | 1.0 | 4.3 | 114 | 855 | .5 | 6.8 |
| SU '98 | 141 | 2428 | .7 | 3.5 | 177 | 1108 | .8 | 3.0 | 176 | 1173 | .8 | 3.1 | 148 | 1199 | .7 | 3.2 | 94 | 925 | .4 | 5.1 |
| SP '98 | 162 | 2231 | .7 | 4.0 | 199 | 1074 | .9 | 3.2 | 204 | 1097 | .9 | 3.4 | 180 | 1199 | .8 | 3.7 | 102 | 615 | .5 | 5.8 |
| 4-Book | 159 | 2364 | .7 | 4.0 | 205 | 1137 | 1.0 | 3.4 | 200 | 1151 | .9 | 3.4 | 178 | 1204 | .8 | 3.7 | 104 | 802 | .5 | 6.1 |
| WI '98 | 137 | 2338 | .6 | 3.4 | 183 | 1114 | .8 | 2.8 | 161 | 1080 | .7 | 2.9 | 160 | 1129 | .7 | 3.3 | 89 | 743 | .4 | 5.2 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 6 | 122 | | .2 | * 2 | 22 | | | 15 | 98 | .1 | .3 | * 2 | 26 | | | | | | |
| FA '98 | 9 | 161 | | .2 | 2 | 34 | | | 16 | 67 | .1 | .3 | 7 | 40 | | | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 116 | 1839 | .5 | 2.9 | 124 | 786 | .6 | 2.0 | 269 | 1082 | 1.3 | 4.6 | 110 | 664 | .5 | 2.3 | 47 | 418 | .2 | 3.0 |
| FA '98 | 104 | 1964 | .5 | 2.6 | 135 | 819 | .6 | 2.2 | 195 | 928 | .9 | 3.4 | 90 | 774 | .4 | 1.9 | 47 | 502 | .2 | 2.8 |
| SU '98 | 107 | 2069 | .5 | 2.7 | 101 | 701 | .5 | 1.7 | 179 | 982 | .8 | 3.1 | 136 | 904 | .6 | 2.9 | 50 | 464 | .2 | 2.7 |
| SP '98 | 91 | 1792 | .4 | 2.2 | 103 | 645 | .5 | 1.7 | 168 | 866 | .8 | 2.8 | 95 | 723 | .4 | 1.9 | 45 | 394 | .2 | 2.6 |
| 4-Book | 105 | 1916 | .5 | 2.6 | 116 | 738 | .6 | 1.9 | 203 | 965 | 1.0 | 3.5 | 108 | 766 | .5 | 2.3 | 47 | 445 | .2 | 2.8 |
| WI '98 | 131 | 2105 | .6 | 3.3 | 115 | 745 | .5 | 1.8 | 256 | 1098 | 1.2 | 4.6 | 126 | 841 | .6 | 2.6 | 58 | 450 | .3 | 3.4 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 76 | | .1 | 1 | 16 | | | 4 | 23 | | .1 | 3 | 31 | | .1 | | 8 | | |
| FA '98 | 1 | 35 | | | | | | | | 8 | | | 1 | 18 | | | | 8 | | |
| SU '98 | 7 | 106 | | .2 | 11 | 28 | | .1 | 5 | 46 | | .1 | 7 | 46 | | .1 | 4 | 65 | | .2 |
| SP '98 | 1 | 64 | | | 2 | 10 | | | 2 | 45 | | | | 9 | | | | | | |
| 4-Book | 3 | 70 | | .1 | 4 | 14 | | .1 | 3 | 31 | | .1 | 3 | 26 | | .1 | 1 | 20 | | .1 |
| WI '98 | 1 | 31 | | | 1 | 9 | | | 2 | 18 | | | 1 | 7 | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 138 | 1829 | .6 | 3.5 | 197 | 1064 | .9 | 3.1 | 223 | 897 | 1.0 | 3.8 | 173 | 1123 | .8 | 3.7 | 40 | 588 | .2 | 2.6 |
| FA '98 | 169 | 2276 | .8 | 4.3 | 262 | 1453 | 1.2 | 4.4 | 206 | 1158 | 1.0 | 3.6 | 226 | 1539 | 1.1 | 4.7 | 65 | 747 | .3 | 3.9 |
| SU '98 | 183 | 2430 | .8 | 4.6 | 244 | 1446 | 1.1 | 4.1 | 263 | 1335 | 1.2 | 4.6 | 222 | 1557 | 1.0 | 4.7 | 63 | 955 | .3 | 3.4 |
| SP '98 | 173 | 2319 | .8 | 4.2 | 226 | 1371 | 1.0 | 3.6 | 274 | 1272 | 1.3 | 4.6 | 228 | 1442 | 1.1 | 4.7 | 67 | 789 | .3 | 3.8 |
| 4-Book | 166 | 2214 | .8 | 4.2 | 232 | 1334 | 1.1 | 3.8 | 242 | 1166 | 1.1 | 4.2 | 212 | 1415 | 1.0 | 4.5 | 59 | 770 | .3 | 3.4 |
| WI '98 | 170 | 2316 | .8 | 4.2 | 218 | 1357 | 1.0 | 3.4 | 238 | 1268 | 1.1 | 4.2 | 249 | 1607 | 1.2 | 5.2 | 65 | 690 | .3 | 3.8 |

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 Trends

Persons 25-54

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 101 | 2616 | .5 | 2.6 | 150 | 1302 | .7 | 2.4 | 145 | 1118 | .7 | 2.5 | 139 | 1615 | .6 | 2.9 | 39 | 718 | .2 | 2.5 |
| FA '98 | 80 | 2131 | .4 | 2.0 | 89 | 1053 | .4 | 1.5 | 119 | 945 | .6 | 2.1 | 128 | 1343 | .6 | 2.6 | 36 | 667 | .2 | 2.2 |
| SU '98 | 102 | 2568 | .5 | 2.6 | 131 | 1267 | .6 | 2.2 | 134 | 982 | .6 | 2.3 | 140 | 1497 | .6 | 3.0 | 52 | 830 | .2 | 2.8 |
| SP '98 | 96 | 2333 | .4 | 2.4 | 128 | 1129 | .6 | 2.1 | 149 | 1051 | .7 | 2.5 | 130 | 1344 | .6 | 2.7 | 27 | 669 | .1 | 1.5 |
| 4-Book | 95 | 2412 | .5 | 2.4 | 125 | 1188 | .6 | 2.1 | 137 | 1024 | .7 | 2.4 | 134 | 1450 | .6 | 2.8 | 39 | 721 | .2 | 2.3 |
| WI '98 | 87 | 2156 | .4 | 2.2 | 100 | 993 | .5 | 1.5 | 121 | 908 | .6 | 2.2 | 118 | 1333 | .5 | 2.4 | 39 | 687 | .2 | 2.3 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 287 | 4397 | 1.3 | 7.3 | 1021 | 3311 | 4.7 | 16.3 | 353 | 2164 | 1.6 | 6.0 | 189 | 1616 | .9 | 4.0 | 30 | 544 | .1 | 1.9 |
| FA '98 | 268 | 4775 | 1.2 | 6.8 | 845 | 3107 | 3.9 | 14.1 | 320 | 1923 | 1.5 | 5.6 | 164 | 1408 | .8 | 3.4 | 43 | 622 | .2 | 2.6 |
| SU '98 | 265 | 4490 | 1.2 | 6.7 | 910 | 3178 | 4.2 | 15.3 | 306 | 2010 | 1.4 | 5.4 | 159 | 1459 | .7 | 3.4 | 62 | 941 | .3 | 3.4 |
| SP '98 | 278 | 4589 | 1.3 | 6.8 | 873 | 3223 | 4.0 | 14.0 | 359 | 2161 | 1.7 | 6.0 | 197 | 1736 | .9 | 4.0 | 54 | 766 | .2 | 3.1 |
| 4-Book | 275 | 4563 | 1.3 | 6.9 | 912 | 3205 | 4.2 | 14.9 | 335 | 2065 | 1.6 | 5.8 | 177 | 1555 | .8 | 3.7 | 47 | 718 | .2 | 2.8 |
| WI '98 | 286 | 4534 | 1.3 | 7.1 | 981 | 3374 | 4.5 | 15.1 | 348 | 2130 | 1.6 | 6.2 | 181 | 1525 | .8 | 3.8 | 52 | 689 | .2 | 3.0 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 166 | 3312 | .8 | 4.2 | 262 | 1720 | 1.2 | 4.2 | 285 | 1600 | 1.3 | 4.9 | 202 | 1798 | .9 | 4.3 | 56 | 808 | .3 | 3.6 |
| FA '98 | 157 | 3168 | .7 | 4.0 | 237 | 1788 | 1.1 | 3.9 | 225 | 1529 | 1.0 | 3.9 | 188 | 1767 | .9 | 3.9 | 66 | 867 | .3 | 4.0 |
| SU '98 | 167 | 3063 | .8 | 4.2 | 225 | 1463 | 1.0 | 3.8 | 270 | 1379 | 1.2 | 4.7 | 217 | 1784 | 1.0 | 4.6 | 55 | 980 | .3 | 3.0 |
| SP '98 | 172 | 3267 | .8 | 4.2 | 219 | 1517 | 1.0 | 3.5 | 265 | 1431 | 1.2 | 4.4 | 231 | 2025 | 1.1 | 4.7 | 62 | 1017 | .3 | 3.5 |
| 4-Book | 166 | 3203 | .8 | 4.2 | 236 | 1622 | 1.1 | 3.9 | 261 | 1485 | 1.2 | 4.5 | 210 | 1844 | 1.0 | 4.4 | 60 | 918 | .3 | 3.5 |
| WI '98 | 172 | 3455 | .8 | 4.3 | 229 | 1746 | 1.1 | 3.5 | 263 | 1631 | 1.2 | 4.7 | 217 | 1879 | 1.0 | 4.5 | 78 | 1018 | .4 | 4.6 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 200 | .1 | .3 | 17 | 120 | .1 | .3 | 11 | 79 | .1 | .2 | 14 | 95 | .1 | .3 | 7 | 79 | | .5 |
| FA '98 | 6 | 180 | | .2 | 16 | 130 | .1 | .3 | 3 | 28 | | .1 | 11 | 114 | .1 | .2 | 2 | 51 | | .1 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 593 | .1 | .7 | 45 | 257 | .2 | .7 | 54 | 246 | .3 | .9 | 32 | 300 | .1 | .7 | 9 | 122 | | .6 |
| FA '98 | 32 | 614 | .1 | .8 | 39 | 282 | .2 | .6 | 60 | 267 | .3 | 1.0 | 45 | 377 | .2 | .9 | 9 | 174 | | .5 |
| SU '98 | 26 | 430 | .1 | .7 | 26 | 172 | .1 | .4 | 51 | 176 | .2 | .9 | 43 | 224 | .2 | .9 | 18 | 143 | .1 | 1.0 |
| SP '98 | 21 | 421 | .1 | .5 | 34 | 161 | .2 | .5 | 39 | 179 | .2 | .6 | 24 | 219 | .1 | .5 | 8 | 133 | | .5 |
| 4-Book | 27 | 515 | .1 | .7 | 36 | 218 | .2 | .6 | 51 | 217 | .3 | .9 | 36 | 280 | .2 | .8 | 11 | 143 | | .7 |
| WI '98 | 21 | 507 | .1 | .5 | 31 | 235 | .1 | .5 | 43 | 218 | .2 | .8 | 26 | 219 | .1 | .5 | 6 | 154 | | .4 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 879 | .2 | 1.0 | 59 | 429 | .3 | .9 | 68 | 383 | .3 | 1.2 | 69 | 566 | .3 | 1.5 | 9 | 231 | | .6 |
| FA '98 | 59 | 1082 | .3 | 1.5 | 63 | 427 | .3 | 1.0 | 104 | 540 | .5 | 1.8 | 103 | 651 | .5 | 2.1 | 29 | 325 | .1 | 1.7 |
| SU '98 | 49 | 1093 | .2 | 1.2 | 69 | 537 | .3 | 1.2 | 82 | 494 | .4 | 1.4 | 82 | 650 | .4 | 1.7 | 20 | 208 | .1 | 1.1 |
| SP '98 | 48 | 1004 | .2 | 1.2 | 81 | 516 | .4 | 1.3 | 84 | 480 | .4 | 1.4 | 73 | 581 | .3 | 1.5 | 11 | 202 | .1 | .6 |
| 4-Book | 49 | 1015 | .2 | 1.2 | 68 | 477 | .3 | 1.1 | 85 | 474 | .4 | 1.5 | 82 | 612 | .4 | 1.7 | 17 | 242 | .1 | 1.0 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 693 | .2 | .9 | 32 | 291 | .1 | .5 | 56 | 310 | .3 | 1.0 | 45 | 350 | .2 | .9 | 10 | 190 | | .6 |
| FA '98 | 35 | 725 | .2 | .9 | 34 | 351 | .2 | .6 | 68 | 336 | .3 | 1.2 | 47 | 401 | .2 | 1.0 | 11 | 182 | .1 | .7 |
| SU '98 | 53 | 784 | .2 | 1.3 | 77 | 389 | .4 | 1.3 | 86 | 393 | .4 | 1.5 | 58 | 430 | .3 | 1.2 | 26 | 254 | .1 | 1.4 |
| SP '98 | 37 | 826 | .2 | .9 | 36 | 352 | .2 | .6 | 59 | 416 | .3 | 1.0 | 44 | 425 | .2 | .9 | 12 | 237 | .1 | .7 |
| 4-Book | 40 | 757 | .2 | 1.0 | 45 | 346 | .2 | .8 | 67 | 364 | .3 | 1.2 | 49 | 402 | .2 | 1.0 | 15 | 216 | .1 | .9 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 41 | 1674 | .2 | 1.0 | 55 | 663 | .3 | .9 | 67 | 669 | .3 | 1.1 | 54 | 935 | .3 | 1.1 | 10 | 383 | | .6 |
| FA '98 | 41 | 1549 | .2 | 1.0 | 59 | 643 | .3 | 1.0 | 49 | 585 | .2 | .9 | 56 | 836 | .3 | 1.2 | 10 | 284 | | .6 |
| SU '98 | 54 | 1567 | .2 | 1.4 | 66 | 602 | .3 | 1.1 | 83 | 697 | .4 | 1.5 | 77 | 857 | .4 | 1.6 | 27 | 496 | .1 | 1.5 |
| SP '98 | 51 | 1535 | .2 | 1.3 | 77 | 690 | .4 | 1.2 | 67 | 658 | .3 | 1.1 | 83 | 800 | .4 | 1.7 | 20 | 448 | .1 | 1.1 |
| 4-Book | 47 | 1581 | .2 | 1.2 | 64 | 650 | .3 | 1.1 | 67 | 652 | .3 | 1.2 | 68 | 857 | .4 | 1.4 | 17 | 403 | .1 | 1.0 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 173 | | .2 | 9 | 47 | | .1 | 12 | 73 | .1 | .2 | 10 | 109 | | .2 | 2 | 41 | | .1 |
| FA '98 | 5 | 109 | | .1 | 3 | 40 | | | 6 | 26 | .1 | .1 | 6 | 57 | | .1 | 2 | 50 | | .1 |
| SU '98 | 3 | 158 | | .1 | 3 | 53 | | .1 | 3 | 77 | | .1 | 5 | 107 | | .1 | 2 | 24 | | .1 |
| SP '98 | 11 | 226 | .1 | .3 | 7 | 122 | | .1 | 18 | 97 | .1 | .3 | 17 | 127 | .1 | .3 | 4 | 44 | | .2 |
| 4-Book | 7 | 167 | | .2 | 6 | 66 | | .1 | 10 | 68 | .1 | .2 | 10 | 100 | | .2 | 3 | 40 | | .1 |
| WI '98 | 17 | 260 | .1 | .4 | 13 | 148 | .1 | .2 | 27 | 146 | .1 | .5 | 25 | 169 | .1 | .5 | 5 | 51 | | .3 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3934 | 20915 | 18.3 | | 6259 | 19021 | 29.1 | | 5875 | 16224 | 27.3 | | 4739 | 18186 | 22.0 | | 1553 | 11632 | 7.2 | |
| FA '98 | 3959 | 20888 | 18.4 | | 6003 | 18895 | 27.9 | | 5753 | 16126 | 26.8 | | 4838 | 18298 | 22.5 | | 1668 | 11743 | 7.8 | |
| SU '98 | 3974 | 21028 | 18.4 | | 5938 | 18492 | 27.5 | | 5711 | 16332 | 26.4 | | 4698 | 18363 | 21.7 | | 1850 | 12589 | 8.6 | |
| SP '98 | 4072 | 20952 | 18.8 | | 6233 | 18903 | 28.8 | | 6005 | 16178 | 27.8 | | 4885 | 18499 | 22.6 | | 1751 | 12164 | 8.1 | |
| 4-Book | 3985 | 20946 | 18.5 | | 6108 | 18828 | 28.3 | | 5836 | 16215 | 27.1 | | 4790 | 18337 | 22.2 | | 1706 | 12032 | 7.9 | |
| WI '98 | 4027 | 21060 | 18.6 | | 6489 | 19260 | 30.0 | | 5619 | 15927 | 26.0 | | 4826 | 18178 | 22.3 | | 1705 | 12008 | 7.9 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 320 | 5865 | 1.5 | 5.7 | 132 | 3038 | .6 | 5.4 | 290 | 1391 | 1.3 | 11.5 | 162 | 856 | .8 | 4.0 | 86 | 502 | .4 | 2.9 |
| 4-Book | 296 | 5427 | 1.4 | 5.3 | 114 | 2789 | .5 | 4.4 | 267 | 1323 | 1.2 | 10.2 | 120 | 665 | .6 | 2.8 | 82 | 442 | .4 | 2.6 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 442 | 3481 | 2.1 | 7.8 | 165 | 1914 | .8 | 6.7 | 202 | 579 | .9 | 8.0 | 264 | 783 | 1.2 | 6.5 | 190 | 636 | .9 | 6.4 |
| 4-Book | 460 | 3490 | 2.2 | 8.2 | 154 | 1846 | .7 | 5.9 | 170 | 579 | .8 | 6.5 | 297 | 821 | 1.4 | 6.8 | 176 | 574 | .8 | 5.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 411 | .3 | 1.1 | 57 | 477 | .3 | 2.3 | 37 | 81 | .2 | 1.5 | 41 | 69 | .2 | 1.0 | 35 | 52 | .2 | 1.2 |
| 4-Book | 43 | 341 | .2 | .8 | 45 | 412 | .2 | 1.7 | 24 | 60 | .1 | .9 | 27 | 68 | .1 | .6 | 19 | 37 | .1 | .6 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 418 | 2553 | 1.9 | 7.4 | 249 | 1940 | 1.2 | 10.1 | 200 | 537 | .9 | 7.9 | 311 | 788 | 1.4 | 7.7 | 291 | 675 | 1.4 | 9.8 |
| 4-Book | 411 | 2677 | 1.9 | 7.3 | 260 | 2009 | 1.2 | 9.9 | 224 | 577 | 1.0 | 8.5 | 355 | 891 | 1.6 | 8.1 | 324 | 738 | 1.6 | 10.3 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 268 | .1 | .3 | 8 | 124 | .3 | .3 | 11 | 28 | .1 | .4 | 8 | 16 | .2 | .2 | 7 | 23 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 249 | .1 | .5 | 22 | 209 | .1 | .9 | 26 | 47 | .1 | 1.0 | 36 | 59 | .2 | .9 | 24 | 43 | .1 | .8 |
| 4-Book | 33 | 255 | .2 | .6 | 24 | 223 | .1 | .9 | 22 | 48 | .1 | .8 | 26 | 57 | .1 | .6 | 19 | 37 | .1 | .6 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 189 | 2555 | .9 | 3.3 | 78 | 1707 | .4 | 3.2 | 50 | 288 | .2 | 2.0 | 181 | 857 | .8 | 4.5 | 79 | 449 | .4 | 2.7 |
| 4-Book | 208 | 2613 | 1.0 | 3.7 | 102 | 1639 | .5 | 3.9 | 75 | 323 | .4 | 2.9 | 194 | 765 | .9 | 4.5 | 136 | 507 | .6 | 4.3 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 262 | 2535 | 1.2 | 4.6 | 95 | 1607 | .4 | 3.9 | 132 | 447 | .6 | 5.2 | 148 | 630 | .7 | 3.6 | 112 | 435 | .5 | 3.8 |
| 4-Book | 223 | 2213 | 1.0 | 4.0 | 69 | 1106 | .3 | 2.6 | 100 | 347 | .5 | 3.8 | 119 | 450 | .6 | 2.7 | 68 | 270 | .3 | 2.2 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 285 | 2297 | 1.3 | 5.0 | 148 | 1761 | .7 | 6.0 | 116 | 391 | .5 | 4.6 | 245 | 640 | 1.1 | 6.0 | 279 | 733 | 1.3 | 9.4 |
| 4-Book | 288 | 2441 | 1.3 | 5.1 | 147 | 1669 | .7 | 5.6 | 116 | 373 | .5 | 4.4 | 247 | 640 | 1.1 | 5.6 | 231 | 634 | 1.1 | 7.4 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 289 | 3117 | 1.3 | 5.1 | 126 | 2000 | .6 | 5.1 | 95 | 444 | .4 | 3.8 | 291 | 1072 | 1.4 | 7.2 | 197 | 727 | .9 | 6.6 |
| 4-Book | 331 | 3226 | 1.5 | 5.9 | 141 | 1928 | .7 | 5.4 | 124 | 451 | .6 | 4.7 | 295 | 961 | 1.4 | 6.7 | 207 | 666 | 1.0 | 6.6 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 256 | 2602 | 1.2 | 4.5 | 98 | 1529 | .5 | 4.0 | 125 | 504 | .6 | 4.9 | 185 | 648 | .9 | 4.6 | 141 | 499 | .7 | 4.7 |
| 4-Book | 271 | 2774 | 1.3 | 4.9 | 107 | 1655 | .5 | 4.1 | 115 | 460 | .6 | 4.3 | 219 | 770 | 1.0 | 5.0 | 135 | 509 | .6 | 4.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 17 | 153 | .1 | .3 | * 8 | 87 | .3 | .3 | * * | ** | ** | ** | 5 | 17 | .1 | .1 | * 3 | 7 | .1 | .1 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WQGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 265 | 2903 | 1.2 | 4.7 | 156 | 2166 | .7 | 6.3 | 128 | 500 | .6 | 5.1 | 262 | 863 | 1.2 | 6.4 | 194 | 639 | .9 | 6.5 |
| 4-Book | 310 | 3128 | 1.4 | 5.6 | 181 | 2201 | .9 | 6.9 | 150 | 511 | .7 | 5.7 | 295 | 910 | 1.4 | 6.7 | 216 | 648 | 1.0 | 6.9 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 44 | 413 | .2 | .8 | 19 | 230 | .1 | .8 | 16 | 61 | .1 | .6 | 40 | 110 | .2 | 1.0 | 20 | 48 | .1 | .7 |
| 4-Book | 32 | 300 | .2 | .6 | 17 | 206 | .1 | .7 | 23 | 63 | .1 | .9 | 35 | 91 | .2 | .8 | 17 | 56 | .1 | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 1121 | .4 | 1.5 | 50 | 756 | .2 | 2.0 | 31 | 142 | .1 | 1.2 | 85 | 355 | .4 | 2.1 | 66 | 263 | .3 | 2.2 |
| 4-Book | 86 | 1154 | .4 | 1.5 | 55 | 705 | .3 | 2.1 | 32 | 130 | .1 | 1.2 | 90 | 306 | .4 | 2.1 | 84 | 260 | .4 | 2.7 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 613 | .2 | .9 | 17 | 269 | .1 | .7 | 12 | 44 | .1 | .5 | 23 | 56 | .1 | .6 | 4 | 26 | .1 | .1 |
| 4-Book | 44 | 576 | .2 | .8 | 22 | 363 | .1 | .9 | 12 | 37 | .1 | .5 | 26 | 73 | .1 | .6 | 15 | 49 | .1 | .5 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 130 | 1925 | .6 | 2.3 | 62 | 1240 | .3 | 2.5 | 36 | 138 | .2 | 1.4 | 125 | 518 | .6 | 3.1 | 80 | 386 | .4 | 2.7 |
| 4-Book | 111 | 1881 | .5 | 2.0 | 55 | 1150 | .3 | 2.1 | 38 | 172 | .2 | 1.4 | 119 | 533 | .6 | 2.7 | 76 | 332 | .4 | 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

Target Listener Estimates - Persons 25-54

| | | 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 |
| WSSJ-AM | WI '99 | 10 | 85 | .2 | .2 | 18 | 79 | .1 | .7 | 8 | 31 | .3 | .3 | 50 | 56 | .2 | 1.2 | 19 | 40 | .1 | .6 |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | WI '99 | 24 | 132 | .1 | .4 | 13 | 93 | .1 | .5 | 28 | 55 | .1 | 1.1 | 19 | 47 | .1 | .5 | 30 | 64 | .1 | 1.0 |
| | 4-Book | 33 | 202 | .2 | .6 | 25 | 174 | .1 | .9 | 26 | 66 | .1 | 1.0 | 48 | 112 | .2 | 1.1 | 33 | 75 | .2 | 1.1 |
| WUSL-FM | WI '99 | 202 | 1878 | .9 | 3.6 | 125 | 1364 | .6 | 5.1 | 94 | 289 | .4 | 3.7 | 162 | 512 | .8 | 4.0 | 176 | 477 | .8 | 5.9 |
| | 4-Book | 195 | 1867 | .9 | 3.5 | 132 | 1418 | .6 | 5.0 | 96 | 279 | .5 | 3.6 | 180 | 512 | .8 | 4.1 | 172 | 432 | .8 | 5.5 |
| +WVDB-AM | WI '99 | * 8 | 106 | .1 | .1 | * 1 | 31 | .1 | .1 | * 1 | 8 | .1 | .1 | 3 | 17 | .1 | .1 | * | | | |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | WI '99 | 175 | 1419 | .8 | 3.1 | 57 | 770 | .3 | 2.3 | 53 | 174 | .2 | 2.1 | 36 | 151 | .2 | .9 | 18 | 83 | .1 | .6 |
| | 4-Book | 147 | 1462 | .7 | 2.6 | 69 | 820 | .3 | 2.6 | 71 | 205 | .3 | 2.7 | 57 | 187 | .3 | 1.3 | 29 | 83 | .2 | .9 |
| WWJZ-AM | WI '99 | 3 | 38 | .1 | .1 | 4 | 46 | .1 | .1 | 1 | 5 | .1 | .1 | 5 | 17 | .1 | .1 | 4 | 17 | .1 | .1 |
| | 4-Book | 3 | 41 | .1 | .1 | 3 | 36 | .1 | .1 | 4 | 13 | .1 | .1 | 5 | 16 | .1 | .1 | 3 | 10 | .1 | .1 |
| WXTU-FM | WI '99 | 199 | 1537 | .9 | 3.5 | 97 | 1043 | .5 | 3.9 | 144 | 381 | .7 | 5.7 | 170 | 563 | .8 | 4.2 | 93 | 344 | .4 | 3.1 |
| | 4-Book | 230 | 1907 | 1.1 | 4.1 | 125 | 1367 | .6 | 4.7 | 138 | 462 | .7 | 5.2 | 232 | 717 | 1.1 | 5.3 | 156 | 500 | .7 | 4.9 |
| WXXM-FM | WI '99 | 145 | 2245 | .7 | 2.6 | 66 | 1354 | .3 | 2.7 | 54 | 248 | .3 | 2.1 | 115 | 672 | .5 | 2.8 | 89 | 413 | .4 | 3.0 |
| | 4-Book | 132 | 2027 | .6 | 2.4 | 66 | 1236 | .3 | 2.5 | 47 | 220 | .3 | 1.8 | 130 | 591 | .6 | 3.0 | 90 | 379 | .4 | 2.9 |
| WYSP-FM | WI '99 | 508 | 4174 | 2.4 | 9.0 | 68 | 1205 | .3 | 2.8 | 84 | 287 | .4 | 3.3 | 157 | 562 | .7 | 3.9 | 99 | 407 | .5 | 3.3 |
| | 4-Book | 464 | 4053 | 2.2 | 8.3 | 90 | 1532 | .4 | 3.5 | 85 | 314 | .4 | 3.2 | 174 | 628 | .8 | 4.0 | 114 | 426 | .5 | 3.6 |
| WYXR-FM | WI '99 | 252 | 2822 | 1.2 | 4.5 | 87 | 1501 | .4 | 3.5 | 84 | 329 | .4 | 3.3 | 186 | 687 | .9 | 4.6 | 103 | 458 | .5 | 3.5 |
| | 4-Book | 237 | 2649 | 1.1 | 4.3 | 109 | 1614 | .5 | 4.2 | 107 | 393 | .5 | 4.1 | 222 | 731 | 1.0 | 5.0 | 158 | 512 | .8 | 5.0 |
| WBYN-FM | WI '99 | 14 | 183 | .1 | .2 | 11 | 103 | .1 | .4 | 12 | 46 | .1 | .5 | 18 | 55 | .1 | .4 | 19 | 40 | .1 | .6 |
| | 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | WI '99 | 44 | 506 | .2 | .8 | 11 | 227 | .1 | .4 | 16 | 56 | .1 | .6 | 21 | 80 | .1 | .5 | 30 | 80 | .1 | 1.0 |
| | 4-Book | 42 | 404 | .2 | .8 | 11 | 212 | .1 | .4 | 11 | 51 | .1 | .4 | 21 | 75 | .1 | .5 | 16 | 61 | .1 | .5 |
| WKXV-FM | WI '99 | 65 | 774 | .3 | 1.2 | 11 | 208 | .1 | .4 | 11 | 33 | .1 | .4 | 11 | 72 | .1 | .3 | 4 | 36 | .1 | .1 |
| | 4-Book | 79 | 891 | .4 | 1.4 | 17 | 311 | .1 | .6 | 18 | 72 | .1 | .7 | 21 | 108 | .1 | .5 | 13 | 65 | .1 | .4 |
| WNJO-FM | WI '99 | 46 | 539 | .2 | .8 | 29 | 323 | .1 | 1.2 | 31 | 87 | .1 | 1.2 | 73 | 165 | .3 | 1.8 | 35 | 120 | .2 | 1.2 |
| | 4-Book | 55 | 606 | .2 | 1.0 | 30 | 401 | .2 | 1.2 | 29 | 97 | .2 | 1.1 | 60 | 190 | .3 | 1.4 | 38 | 141 | .2 | 1.3 |
| WPST-FM | WI '99 | 59 | 1423 | .3 | 1.0 | 28 | 742 | .1 | 1.1 | 20 | 122 | .1 | .8 | 56 | 288 | .3 | 1.4 | 41 | 261 | .2 | 1.4 |
| | 4-Book | 66 | 1279 | .3 | 1.2 | 33 | 722 | .2 | 1.2 | 23 | 129 | .1 | .9 | 69 | 309 | .3 | 1.6 | 51 | 239 | .3 | 1.6 |
| WRDR-FM | WI '99 | 10 | 132 | .2 | .2 | 5 | 103 | .2 | .2 | 4 | 16 | .2 | .2 | 12 | 55 | .1 | .3 | 4 | 32 | .1 | .1 |
| | 4-Book | 9 | 133 | .2 | .2 | 6 | 84 | .2 | .2 | 5 | 17 | .2 | .2 | 13 | 41 | .1 | .3 | 11 | 43 | .1 | .3 |
| TOTALS | WI '99 | 5645 | 20663 | 26.3 | | 2465 | 17217 | 11.5 | | 2529 | 7617 | 11.8 | | 4065 | 10820 | 18.9 | | 2969 | 8136 | 13.8 | |
| | 4-Book | 5599 | 20687 | 26.0 | | 2630 | 17263 | 12.2 | | 2636 | 7692 | 12.2 | | 4395 | 10861 | 20.4 | | 3141 | 8121 | 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

| 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 '99 | 45 | 320 | .2 | 2.7 | 261 | 1148 | 1.2 | 13.2 | 120 | 719 | .6 | 4.0 | 76 | 383 | .4 | 3.5 | 54 | 404 | .3 | 4.3 |
| 4-Book | 42 | 285 | .2 | 2.4 | 225 | 993 | 1.0 | 10.9 | 106 | 647 | .5 | 3.3 | 60 | 327 | .3 | 2.7 | 45 | 333 | .2 | 3.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 86 | 430 | .4 | 5.2 | 110 | 373 | .5 | 5.5 | 235 | 684 | 1.1 | 7.7 | 144 | 481 | .7 | 6.7 | 87 | 271 | .4 | 6.9 |
| 4-Book | 87 | 376 | .4 | 4.9 | 102 | 383 | .5 | 4.9 | 188 | 625 | .9 | 5.9 | 130 | 433 | .6 | 5.7 | 70 | 283 | .3 | 5.0 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 35 | .1 | 1.1 | 129 | 306 | .6 | 6.5 | 120 | 326 | .6 | 4.0 | 56 | 117 | .3 | 2.6 | 25 | 37 | .1 | 2.0 |
| 4-Book | 12 | 28 | .1 | .7 | 139 | 299 | .6 | 6.8 | 97 | 263 | .5 | 3.1 | 36 | 76 | .2 | 1.6 | 16 | 43 | .1 | 1.2 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 208 | 526 | 1.0 | 12.7 | 141 | 416 | .7 | 7.1 | 213 | 584 | 1.0 | 7.0 | 244 | 540 | 1.1 | 11.3 | 359 | 628 | 1.7 | 28.4 |
| 4-Book | 214 | 547 | 1.0 | 12.2 | 142 | 357 | .7 | 6.8 | 200 | 560 | 1.0 | 6.3 | 206 | 467 | 1.0 | 9.0 | 382 | 680 | 1.8 | 26.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | .2 | .2 | 9 | 25 | .5 | .5 | 7 | 24 | .2 | .2 | 7 | 33 | .3 | .3 | 8 | 48 | .6 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 33 | .1 | 1.3 | 30 | 73 | .1 | 1.5 | 26 | 93 | .1 | .9 | 3 | 7 | .1 | .1 | 5 | 30 | .4 | .4 |
| 4-Book | 16 | 33 | .1 | .9 | 50 | 106 | .3 | 2.4 | 34 | 99 | .2 | 1.1 | 15 | 33 | .1 | .6 | 10 | 24 | .1 | .7 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 80 | 353 | .4 | 4.9 | 34 | 191 | .2 | 1.7 | 72 | 422 | .3 | 2.4 | 57 | 350 | .3 | 2.6 | 49 | 172 | .2 | 3.9 |
| 4-Book | 88 | 342 | .4 | 5.0 | 46 | 195 | .3 | 2.2 | 115 | 458 | .5 | 3.6 | 91 | 358 | .4 | 3.9 | 60 | 197 | .3 | 4.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 41 | 189 | .2 | 2.5 | 60 | 238 | .3 | 3.0 | 93 | 391 | .4 | 3.1 | 126 | 387 | .6 | 5.8 | 59 | 272 | .3 | 4.7 |
| 4-Book | 28 | 143 | .1 | 1.6 | 53 | 212 | .3 | 2.6 | 73 | 295 | .3 | 2.3 | 74 | 264 | .3 | 3.3 | 39 | 167 | .2 | 2.9 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 155 | 494 | .7 | 9.5 | 60 | 252 | .3 | 3.0 | 151 | 462 | .7 | 5.0 | 124 | 405 | .6 | 5.7 | 54 | 229 | .3 | 4.3 |
| 4-Book | 138 | 448 | .7 | 7.9 | 91 | 300 | .4 | 4.3 | 148 | 455 | .7 | 4.7 | 126 | 348 | .6 | 5.5 | 74 | 262 | .4 | 5.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 69 | 368 | .3 | 4.2 | 45 | 235 | .2 | 2.3 | 163 | 686 | .8 | 5.4 | 104 | 422 | .5 | 4.8 | 31 | 158 | .1 | 2.5 |
| 4-Book | 81 | 362 | .4 | 4.6 | 53 | 250 | .2 | 2.6 | 169 | 627 | .8 | 5.3 | 142 | 434 | .7 | 6.1 | 51 | 215 | .2 | 3.5 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 53 | 241 | .2 | 3.2 | 66 | 264 | .3 | 3.3 | 103 | 402 | .5 | 3.4 | 99 | 338 | .5 | 4.6 | 21 | 107 | .1 | 1.7 |
| 4-Book | 61 | 286 | .3 | 3.4 | 62 | 237 | .3 | 3.0 | 120 | 476 | .6 | 3.8 | 106 | 369 | .5 | 4.6 | 42 | 184 | .2 | 2.9 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 17 | 31 | .1 | .9 | 12 | 47 | .1 | .4 | * 10 | 19 | .5 | .5 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 120 | 473 | .6 | 7.3 | 129 | 451 | .6 | 6.5 | 161 | 637 | .7 | 5.3 | 184 | 521 | .9 | 8.5 | 71 | 281 | .3 | 5.6 |
| 4-Book | 133 | 472 | .6 | 7.5 | 173 | 531 | .8 | 8.3 | 200 | 677 | .9 | 6.2 | 179 | 499 | .9 | 7.8 | 103 | 324 | .5 | 7.3 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 47 | .5 | .5 | 6 | 33 | .3 | .3 | 39 | 114 | .2 | 1.3 | 11 | 43 | .1 | .5 | 8 | 16 | .6 | .6 |
| 4-Book | 7 | 27 | .4 | .4 | 13 | 57 | .1 | .6 | 24 | 73 | .1 | .8 | 12 | 30 | .1 | .5 | 7 | 19 | .5 | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 190 | .2 | 3.2 | 32 | 90 | .1 | 1.6 | 54 | 226 | .3 | 1.8 | 42 | 186 | .2 | 1.9 | 33 | 101 | .2 | 2.6 |
| 4-Book | 60 | 196 | .3 | 3.4 | 26 | 86 | .1 | 1.3 | 59 | 192 | .3 | 1.9 | 56 | 168 | .3 | 2.4 | 33 | 98 | .2 | 2.3 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 33 | .5 | .5 | 26 | 107 | .1 | 1.3 | 18 | 45 | .1 | .6 | 19 | 43 | .1 | .9 | 21 | 61 | .1 | 1.7 |
| 4-Book | 19 | 85 | .1 | 1.1 | 28 | 91 | .1 | 1.3 | 32 | 120 | .2 | 1.0 | 23 | 94 | .1 | 1.0 | 21 | 68 | .1 | 1.6 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 147 | .1 | 1.3 | 41 | 222 | .2 | 2.1 | 103 | 476 | .5 | 3.4 | 62 | 282 | .3 | 2.9 | 23 | 120 | .1 | 1.8 |
| 4-Book | 35 | 171 | .2 | 2.0 | 27 | 147 | .1 | 1.3 | 74 | 353 | .4 | 2.3 | 51 | 222 | .3 | 2.2 | 18 | 132 | .1 | 1.3 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
|-----------------|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|
| | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr | AOH (00) | Cume (00) | AOH Rtg | AOH Shr |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 6 | | .2 | 8 | 34 | | .4 | 31 | 40 | .1 | 1.0 | 16 | 22 | .1 | .7 | 4 | 13 | | .3 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | | .4 | 11 | 30 | .1 | .6 | 9 | 34 | | .3 | 7 | 22 | | .3 | 1 | 2 | | .1 |
| 4-Book | 12 | 32 | .1 | .7 | 13 | 34 | .1 | .6 | 32 | 81 | .2 | 1.0 | 24 | 56 | .1 | 1.0 | 9 | 22 | | .6 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 145 | 348 | .7 | 8.8 | 117 | 363 | .5 | 5.9 | 147 | 518 | .7 | 4.8 | 88 | 290 | .4 | 4.1 | 68 | 193 | .3 | 5.4 |
| 4-Book | 133 | 348 | .6 | 7.6 | 139 | 419 | .6 | 6.7 | 175 | 519 | .8 | 5.5 | 90 | 259 | .4 | 3.9 | 64 | 174 | .3 | 4.6 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * | | | | 3 | 6 | | .1 | * | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 119 | .2 | 2.3 | 48 | 236 | .2 | 2.4 | 206 | 440 | 1.0 | 6.8 | 26 | 78 | .1 | 1.2 | 13 | 61 | .1 | 1.0 |
| 4-Book | 45 | 137 | .2 | 2.5 | 70 | 267 | .3 | 3.3 | 224 | 429 | 1.1 | 7.0 | 21 | 65 | .1 | .9 | 16 | 73 | .1 | 1.1 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 5 | 17 | | .3 | 14 | 32 | .1 | .5 | | | | | 2 | 5 | | .1 |
| 4-Book | | 2 | | | 4 | 10 | | .2 | 5 | 14 | | .2 | 4 | 8 | | .2 | 2 | 5 | | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 174 | .2 | 2.4 | 101 | 240 | .5 | 5.1 | 134 | 464 | .6 | 4.4 | 80 | 335 | .4 | 3.7 | 18 | 106 | .1 | 1.4 |
| 4-Book | 65 | 280 | .3 | 3.6 | 91 | 294 | .4 | 4.4 | 164 | 522 | .8 | 5.1 | 117 | 393 | .6 | 5.1 | 40 | 187 | .2 | 2.8 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 45 | 256 | .2 | 2.7 | 26 | 171 | .1 | 1.3 | 84 | 473 | .4 | 2.8 | 76 | 353 | .4 | 3.5 | 37 | 203 | .2 | 2.9 |
| 4-Book | 42 | 229 | .2 | 2.4 | 30 | 164 | .1 | 1.4 | 89 | 411 | .4 | 2.8 | 65 | 266 | .3 | 2.9 | 30 | 178 | .2 | 2.1 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 228 | .2 | 2.9 | 19 | 90 | .1 | 1.0 | 69 | 355 | .3 | 2.3 | 50 | 201 | .2 | 2.3 | 13 | 72 | .1 | 1.0 |
| 4-Book | 47 | 212 | .2 | 2.7 | 24 | 100 | .1 | 1.2 | 141 | 555 | .7 | 4.3 | 101 | 388 | .5 | 4.4 | 30 | 157 | .2 | 2.1 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 82 | 232 | .4 | 5.0 | 49 | 215 | .2 | 2.5 | 92 | 387 | .4 | 3.0 | 50 | 327 | .2 | 2.3 | 34 | 120 | .2 | 2.7 |
| 4-Book | 70 | 298 | .3 | 4.0 | 60 | 248 | .3 | 2.9 | 123 | 456 | .6 | 3.8 | 85 | 338 | .4 | 3.7 | 42 | 164 | .2 | 3.0 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 16 | | .4 | 4 | 32 | | .2 | 11 | 56 | .1 | .4 | 15 | 40 | .1 | .7 | 2 | 16 | | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 23 | | .2 | 5 | 39 | | .3 | 15 | 58 | .1 | .5 | 3 | 24 | | .1 | 1 | 15 | | .1 |
| 4-Book | 7 | 36 | | .4 | 6 | 36 | | .3 | 16 | 61 | .1 | .5 | 6 | 25 | | .2 | 2 | 17 | | .1 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 21 | | .4 | 10 | 41 | | .5 | 29 | 98 | .1 | 1.0 | 15 | 40 | .1 | .7 | 3 | 15 | | .2 |
| 4-Book | 10 | 41 | .1 | .5 | 18 | 60 | .1 | .9 | 23 | 88 | .1 | .8 | 18 | 56 | .1 | .8 | 15 | 47 | .1 | 1.0 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 64 | | .5 | 18 | 54 | .1 | .9 | 48 | 103 | .2 | 1.6 | 19 | 85 | .1 | .9 | 1 | 17 | | .1 |
| 4-Book | 19 | 91 | .1 | 1.1 | 18 | 65 | .1 | .9 | 39 | 127 | .2 | 1.2 | 31 | 95 | .2 | 1.4 | 9 | 39 | .1 | .6 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 64 | | .5 | 22 | 118 | .1 | 1.1 | 34 | 235 | .2 | 1.1 | 31 | 159 | .1 | 1.4 | 9 | 46 | | .7 |
| 4-Book | 16 | 107 | .1 | .9 | 12 | 85 | | .6 | 43 | 230 | .2 | 1.4 | 35 | 138 | .1 | 1.5 | 10 | 60 | .1 | .7 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 16 | | .2 | 2 | 7 | | .1 | 7 | 24 | | .2 | 7 | 23 | | .3 | 1 | 14 | | .1 |
| 4-Book | 4 | 18 | | .3 | 2 | 5 | | .1 | 8 | 23 | | .2 | 4 | 17 | | .2 | 3 | 11 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1639 | 5221 | 7.6 | | 1983 | 6215 | 9.2 | | 3033 | 8697 | 14.1 | | 2164 | 6294 | 10.1 | | 1265 | 3868 | 5.9 | |
| 4-Book | 1767 | 5408 | 8.2 | | 2078 | 6214 | 9.6 | | 3196 | 8820 | 14.9 | | 2298 | 6298 | 10.7 | | 1417 | 4197 | 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 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 |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 283 | 6979 | 1.5 | 8.3 | 746 | 4986 | 3.9 | 13.7 | 235 | 2814 | 1.2 | 4.6 | 294 | 3480 | 1.6 | 7.4 | 85 | 1453 | .4 | 6.6 |
| FA '98 | 250 | 6054 | 1.3 | 7.3 | 599 | 4295 | 3.2 | 11.5 | 227 | 2231 | 1.2 | 4.6 | 302 | 3178 | 1.6 | 7.5 | 82 | 1351 | .4 | 6.1 |
| SU '98 | 237 | 6335 | 1.3 | 6.9 | 614 | 4462 | 3.3 | 11.7 | 185 | 2289 | 1.0 | 3.8 | 254 | 3029 | 1.4 | 6.5 | 95 | 1453 | .5 | 6.4 |
| SP '98 | 253 | 6572 | 1.4 | 7.4 | 678 | 4630 | 3.6 | 12.8 | 212 | 2271 | 1.1 | 4.3 | 285 | 3197 | 1.5 | 7.2 | 84 | 1392 | .4 | 6.1 |
| 4-Book | 256 | 6485 | 1.4 | 7.5 | 659 | 4593 | 3.5 | 12.4 | 215 | 2401 | 1.1 | 4.3 | 284 | 3221 | 1.5 | 7.2 | 87 | 1412 | .4 | 6.3 |
| WI '98 | 269 | 6244 | 1.4 | 7.8 | 686 | 4422 | 3.7 | 12.4 | 211 | 2173 | 1.1 | 4.4 | 276 | 2916 | 1.5 | 6.9 | 115 | 1412 | .6 | 8.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 296 | 3967 | 1.6 | 8.7 | 393 | 2177 | 2.1 | 7.2 | 532 | 2152 | 2.8 | 10.5 | 349 | 2291 | 1.8 | 8.8 | 121 | 1215 | .6 | 9.4 |
| FA '98 | 263 | 3496 | 1.4 | 7.7 | 360 | 2022 | 1.9 | 6.9 | 507 | 1939 | 2.7 | 10.3 | 305 | 2029 | 1.6 | 7.6 | 86 | 976 | .5 | 6.4 |
| SU '98 | 271 | 3483 | 1.4 | 7.9 | 380 | 2054 | 2.0 | 7.3 | 517 | 1986 | 2.8 | 10.6 | 329 | 2140 | 1.8 | 8.4 | 86 | 1056 | .5 | 5.8 |
| SP '98 | 298 | 3636 | 1.6 | 8.7 | 416 | 2090 | 2.2 | 7.8 | 571 | 1969 | 3.0 | 11.7 | 360 | 2345 | 1.9 | 9.0 | 93 | 1043 | .5 | 6.8 |
| 4-Book | 282 | 3646 | 1.5 | 8.3 | 387 | 2086 | 2.1 | 7.3 | 532 | 2012 | 2.8 | 10.8 | 336 | 2201 | 1.8 | 8.5 | 97 | 1073 | .5 | 7.1 |
| WI '98 | 251 | 3724 | 1.3 | 7.3 | 369 | 2052 | 2.0 | 6.7 | 482 | 2040 | 2.6 | 10.0 | 304 | 2113 | 1.6 | 7.6 | 68 | 863 | .4 | 4.8 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 45 | 531 | .2 | 1.3 | 76 | 268 | .4 | 1.4 | 47 | 254 | .2 | .9 | 35 | 182 | .2 | .9 | 12 | 95 | .1 | .9 |
| FA '98 | 39 | 516 | .2 | 1.1 | 65 | 262 | .3 | 1.2 | 36 | 213 | .2 | .7 | 30 | 201 | .2 | .7 | 8 | 67 | .1 | .6 |
| SU '98 | 28 | 511 | .1 | .8 | 51 | 275 | .3 | 1.0 | 31 | 205 | .2 | .6 | 20 | 126 | .1 | .5 | 8 | 111 | .1 | .5 |
| SP '98 | 52 | 606 | .3 | 1.5 | 94 | 323 | .5 | 1.8 | 46 | 188 | .2 | .9 | 43 | 217 | .2 | 1.1 | 12 | 119 | .1 | .9 |
| 4-Book | 41 | 541 | .2 | 1.2 | 72 | 282 | .4 | 1.4 | 40 | 215 | .2 | .8 | 32 | 182 | .2 | .8 | 10 | 98 | .1 | .7 |
| WI '98 | 48 | 580 | .3 | 1.4 | 85 | 271 | .5 | 1.5 | 37 | 209 | .2 | .8 | 46 | 192 | .2 | 1.1 | 23 | 187 | .1 | 1.6 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 255 | 2260 | 1.3 | 7.5 | 389 | 1407 | 2.1 | 7.2 | 337 | 1262 | 1.8 | 6.7 | 260 | 1373 | 1.4 | 6.5 | 139 | 856 | .7 | 10.8 |
| FA '98 | 224 | 2129 | 1.2 | 6.6 | 311 | 1326 | 1.6 | 6.0 | 259 | 1082 | 1.4 | 5.3 | 251 | 1277 | 1.3 | 6.3 | 145 | 870 | .8 | 10.8 |
| SU '98 | 271 | 2326 | 1.4 | 7.9 | 366 | 1394 | 2.0 | 7.0 | 343 | 1294 | 1.8 | 7.0 | 278 | 1289 | 1.5 | 7.1 | 201 | 1047 | 1.1 | 13.6 |
| SP '98 | 280 | 2408 | 1.5 | 8.2 | 378 | 1495 | 2.0 | 7.1 | 332 | 1286 | 1.8 | 6.8 | 304 | 1525 | 1.6 | 7.6 | 194 | 1153 | 1.0 | 14.2 |
| 4-Book | 258 | 2281 | 1.4 | 7.6 | 361 | 1406 | 1.9 | 6.8 | 318 | 1231 | 1.7 | 6.5 | 273 | 1366 | 1.5 | 6.9 | 170 | 982 | .9 | 12.4 |
| WI '98 | 254 | 2191 | 1.4 | 7.4 | 388 | 1469 | 2.1 | 7.0 | 286 | 1071 | 1.5 | 5.9 | 257 | 1345 | 1.4 | 6.4 | 203 | 1039 | 1.1 | 14.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 309 | .1 | .4 | 30 | 194 | .2 | .6 | 8 | 109 | .1 | .2 | 18 | 131 | .1 | .5 | 9 | 106 | .1 | .7 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 18 | 353 | .1 | .5 | 45 | 233 | .2 | .9 | 9 | 122 | .1 | .2 | 30 | 145 | .2 | .8 | 12 | 101 | .1 | .8 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 45 | 518 | .2 | 1.3 | 57 | 261 | .3 | 1.1 | 61 | 297 | .3 | 1.2 | 53 | 228 | .3 | 1.3 | 20 | 112 | .1 | 1.6 |
| FA '98 | 28 | 395 | .1 | .8 | 39 | 189 | .2 | .7 | 36 | 159 | .2 | .7 | 26 | 125 | .1 | .6 | 10 | 61 | .1 | .7 |
| SU '98 | 39 | 447 | .2 | 1.1 | 64 | 228 | .3 | 1.2 | 73 | 292 | .4 | 1.5 | 26 | 145 | .1 | .7 | 10 | 75 | .1 | .7 |
| SP '98 | 39 | 517 | .2 | 1.1 | 53 | 236 | .3 | 1.0 | 54 | 233 | .3 | 1.1 | 29 | 115 | .2 | .7 | 17 | 114 | .1 | 1.2 |
| 4-Book | 38 | 469 | .2 | 1.1 | 53 | 229 | .3 | 1.0 | 56 | 245 | .3 | 1.1 | 34 | 153 | .2 | .8 | 14 | 91 | .1 | 1.1 |
| WI '98 | 30 | 462 | .2 | .9 | 34 | 205 | .2 | .6 | 57 | 219 | .3 | 1.2 | 34 | 170 | .2 | .8 | 5 | 73 | .1 | .4 |
| W10Q-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 70 | 1795 | .4 | 2.1 | 102 | 772 | .5 | 1.9 | 127 | 884 | .7 | 2.5 | 83 | 832 | .4 | 2.1 | 18 | 433 | .1 | 1.4 |
| FA '98 | 95 | 1773 | .5 | 2.8 | 145 | 787 | .8 | 2.8 | 172 | 851 | .9 | 3.5 | 119 | 952 | .6 | 3.0 | 25 | 413 | .1 | 1.9 |
| SU '98 | 76 | 1749 | .4 | 2.2 | 97 | 701 | .5 | 1.9 | 103 | 789 | .5 | 2.1 | 77 | 977 | .4 | 2.0 | 38 | 504 | .2 | 2.6 |
| SP '98 | 84 | 1764 | .4 | 2.5 | 100 | 773 | .5 | 1.9 | 123 | 761 | .7 | 2.5 | 105 | 950 | .6 | 2.6 | 40 | 452 | .2 | 2.9 |
| 4-Book | 81 | 1770 | .4 | 2.4 | 111 | 758 | .6 | 2.1 | 131 | 821 | .7 | 2.7 | 96 | 928 | .5 | 2.4 | 30 | 451 | .2 | 2.2 |
| WI '98 | 84 | 1760 | .4 | 2.4 | 121 | 927 | .6 | 2.2 | 114 | 840 | .6 | 2.4 | 117 | 1014 | .6 | 2.9 | 34 | 543 | .2 | 2.4 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 147 | 2517 | .8 | 4.3 | 271 | 1365 | 1.4 | 5.0 | 191 | 1214 | 1.0 | 3.8 | 201 | 1429 | 1.1 | 5.1 | 58 | 754 | .3 | 4.5 |
| FA '98 | 119 | 2125 | .6 | 3.5 | 245 | 1320 | 1.3 | 4.7 | 160 | 894 | .8 | 3.2 | 158 | 1250 | .8 | 3.9 | 45 | 656 | .2 | 3.3 |
| SU '98 | 105 | 1610 | .6 | 3.1 | 220 | 960 | 1.2 | 4.2 | 140 | 766 | .7 | 2.9 | 140 | 999 | .7 | 3.6 | 36 | 392 | .2 | 2.4 |
| SP '98 | 102 | 1831 | .5 | 3.0 | 236 | 1246 | 1.3 | 4.4 | 136 | 819 | .7 | 2.8 | 123 | 1006 | .7 | 3.1 | 28 | 491 | .1 | 2.0 |
| 4-Book | 118 | 2021 | .6 | 3.5 | 243 | 1223 | 1.3 | 4.6 | 157 | 923 | .8 | 3.2 | 156 | 1171 | .8 | 3.9 | 42 | 573 | .2 | 3.1 |
| WI '98 | 147 | 2536 | .8 | 4.3 | 288 | 1488 | 1.5 | 5.2 | 177 | 1243 | .9 | 3.7 | 217 | 1592 | 1.2 | 5.4 | 55 | 719 | .3 | 3.9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trend

Persons 35-64

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 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 |
| WPLY-FM | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 919 | .2 | 1.1 | 54 | 407 | .3 | 1.0 | 61 | 345 | .3 | 1.2 | 57 | 587 | .3 | 1.4 |
| FA '98 | 31 | 998 | .2 | .9 | 41 | 438 | .2 | .8 | 35 | 328 | .2 | .7 | 44 | 483 | .2 | 1.1 |
| SU '98 | 44 | 1111 | .2 | 1.3 | 48 | 400 | .3 | .9 | 64 | 446 | .3 | 1.3 | 63 | 573 | .3 | 1.6 |
| SP '98 | 28 | 1081 | .1 | .8 | 46 | 417 | .2 | .9 | 46 | 342 | .2 | .9 | 39 | 524 | .2 | 1.0 |
| 4-Book | 35 | 1027 | .2 | 1.0 | 47 | 416 | .3 | .9 | 52 | 365 | .3 | 1.0 | 51 | 542 | .3 | 1.3 |
| WI '98 | 32 | 1052 | .2 | .9 | 68 | 474 | .4 | 1.2 | 32 | 293 | .2 | .7 | 40 | 467 | .2 | 1.0 |
| WSSJ-AM | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 101 | .1 | .5 | 10 | 48 | .1 | .2 | 21 | 55 | .1 | .4 | 20 | 56 | .1 | .5 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 77 | | .3 | 12 | 33 | .1 | .2 | 10 | 42 | .1 | .2 | 11 | 56 | .1 | .3 |
| FA '98 | 18 | 145 | .1 | .5 | 21 | 121 | .1 | .4 | 29 | 76 | .2 | .6 | 18 | 93 | .1 | .4 |
| SU '98 | 20 | 210 | .1 | .6 | 13 | 122 | .1 | .2 | 17 | 133 | .1 | .3 | 28 | 119 | .1 | .7 |
| SP '98 | 28 | 221 | .1 | .8 | 36 | 135 | .2 | .7 | 48 | 152 | .3 | 1.0 | 26 | 151 | .1 | .7 |
| 4-Book | 19 | 163 | .1 | .6 | 21 | 103 | .1 | .4 | 26 | 101 | .2 | .5 | 21 | 105 | .1 | .5 |
| WI '98 | 12 | 120 | .1 | .3 | 19 | 82 | .1 | .3 | 18 | 90 | .1 | .4 | 15 | 81 | .1 | .4 |
| WUSL-FM | | | | | | | | | | | | | | | | |
| WI '99 | 71 | 1239 | .4 | 2.1 | 75 | 480 | .4 | 1.4 | 79 | 504 | .4 | 1.6 | 81 | 549 | .4 | 2.0 |
| FA '98 | 72 | 1352 | .4 | 2.1 | 86 | 514 | .5 | 1.7 | 88 | 589 | .5 | 1.8 | 83 | 576 | .4 | 2.1 |
| SU '98 | 59 | 1356 | .3 | 1.7 | 74 | 519 | .4 | 1.4 | 78 | 565 | .4 | 1.6 | 56 | 542 | .3 | 1.4 |
| SP '98 | 75 | 1306 | .4 | 2.2 | 93 | 526 | .5 | 1.8 | 86 | 593 | .5 | 1.8 | 77 | 570 | .4 | 1.9 |
| 4-Book | 69 | 1313 | .4 | 2.0 | 82 | 510 | .5 | 1.6 | 83 | 563 | .5 | 1.7 | 74 | 559 | .4 | 1.9 |
| WI '98 | 66 | 1248 | .4 | 1.9 | 98 | 549 | .5 | 1.8 | 82 | 475 | .4 | 1.7 | 69 | 481 | .4 | 1.7 |
| +WDB-AM | | | | | | | | | | | | | | | | |
| WI '99 | * 8 | 208 | | .2 | * 5 | 80 | | .1 | 17 | 156 | .1 | .3 | * 3 | 36 | | .1 |
| FA '98 | 18 | 251 | .1 | .5 | 13 | 89 | .1 | .2 | 32 | 144 | .2 | .6 | 11 | 64 | .1 | .3 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | |
| WI '99 | 152 | 2193 | .8 | 4.5 | 185 | 1007 | 1.0 | 3.4 | 300 | 1285 | 1.6 | 5.9 | 131 | 861 | .7 | 3.3 |
| FA '98 | 149 | 2323 | .8 | 4.4 | 181 | 1107 | 1.0 | 3.5 | 271 | 1196 | 1.4 | 5.5 | 125 | 981 | .7 | 3.1 |
| SU '98 | 137 | 2287 | .7 | 4.0 | 141 | 963 | .8 | 2.7 | 242 | 1201 | 1.3 | 5.0 | 137 | 962 | .7 | 3.5 |
| SP '98 | 130 | 2168 | .7 | 3.8 | 148 | 875 | .8 | 2.8 | 223 | 1109 | 1.2 | 4.6 | 132 | 871 | .7 | 3.3 |
| 4-Book | 142 | 2243 | .8 | 4.2 | 164 | 988 | .9 | 3.1 | 259 | 1198 | 1.4 | 5.3 | 131 | 919 | .7 | 3.3 |
| WI '98 | 169 | 2491 | .9 | 4.9 | 183 | 1179 | 1.0 | 3.3 | 319 | 1358 | 1.7 | 6.6 | 155 | 1038 | .8 | 3.9 |
| WWJZ-AM | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 141 | | .1 | 8 | 77 | | .1 | 7 | 46 | | .1 | 5 | 42 | | .1 |
| FA '98 | 2 | 82 | | .1 | 3 | 38 | | .1 | 4 | 27 | | .1 | | 18 | | |
| SU '98 | 16 | 153 | .1 | .5 | 20 | 44 | .1 | .4 | 14 | 87 | .1 | .3 | 14 | 51 | .1 | .4 |
| SP '98 | 11 | 154 | .1 | .3 | 10 | 58 | .1 | .2 | 21 | 103 | .1 | .4 | 15 | 90 | .1 | .4 |
| 4-Book | 9 | 133 | .1 | .3 | 10 | 54 | .1 | .2 | 12 | 66 | .1 | .2 | 9 | 50 | .1 | .2 |
| WI '98 | 5 | 127 | | .1 | 11 | 78 | | .1 | 12 | 72 | | .1 | 3 | 53 | | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | |
| WI '99 | 133 | 1846 | .7 | 3.9 | 185 | 1046 | 1.0 | 3.4 | 190 | 927 | 1.0 | 3.7 | 171 | 1101 | .9 | 4.3 |
| FA '98 | 180 | 2141 | 1.0 | 5.3 | 278 | 1384 | 1.5 | 5.3 | 240 | 1122 | 1.3 | 4.9 | 214 | 1502 | 1.1 | 5.3 |
| SU '98 | 215 | 2422 | 1.1 | 6.3 | 290 | 1509 | 1.5 | 5.5 | 312 | 1458 | 1.7 | 6.4 | 244 | 1624 | 1.3 | 6.2 |
| SP '98 | 176 | 2162 | .9 | 5.2 | 230 | 1239 | 1.2 | 4.3 | 255 | 1235 | 1.4 | 5.2 | 229 | 1348 | 1.2 | 5.8 |
| 4-Book | 176 | 2143 | .9 | 5.2 | 246 | 1295 | 1.3 | 4.6 | 249 | 1186 | 1.4 | 5.1 | 215 | 1394 | 1.1 | 5.4 |
| WI '98 | 185 | 2205 | 1.0 | 5.4 | 258 | 1318 | 1.4 | 4.7 | 260 | 1250 | 1.4 | 5.4 | 248 | 1545 | 1.3 | 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 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 |
| VXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 1212 | .2 | 1.1 | 53 | 547 | .3 | 1.0 | 61 | 552 | .3 | 1.2 | 53 | 705 | .3 | 1.3 | 9 | 264 | | .7 |
| FA '98 | 35 | 979 | .2 | 1.0 | 45 | 476 | .2 | .9 | 45 | 373 | .2 | .9 | 57 | 584 | .3 | 1.4 | 20 | 268 | .1 | 1.5 |
| SU '98 | 33 | 1182 | .2 | 1.0 | 53 | 510 | .3 | 1.0 | 36 | 418 | .2 | .7 | 45 | 649 | .2 | 1.2 | 13 | 324 | .1 | .9 |
| SP '98 | 46 | 1082 | .2 | 1.3 | 67 | 514 | .4 | 1.3 | 68 | 472 | .4 | 1.4 | 60 | 551 | .3 | 1.5 | 12 | 261 | .1 | .9 |
| 4-Book | 38 | 1114 | .2 | 1.1 | 55 | 512 | .3 | 1.1 | 53 | 454 | .3 | 1.1 | 54 | 622 | .3 | 1.4 | 14 | 279 | .1 | 1.0 |
| WI '98 | 44 | 980 | .2 | 1.3 | 46 | 480 | .2 | .8 | 78 | 496 | .4 | 1.6 | 50 | 531 | .3 | 1.2 | 15 | 229 | .1 | 1.1 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 124 | 2201 | .7 | 3.6 | 508 | 1589 | 2.7 | 9.4 | 142 | 1041 | .7 | 2.8 | 51 | 680 | .3 | 1.3 | 7 | 182 | | .5 |
| FA '98 | 136 | 2834 | .7 | 4.0 | 430 | 1705 | 2.3 | 8.3 | 131 | 1053 | .7 | 2.7 | 76 | 680 | .4 | 1.9 | 30 | 290 | .2 | 2.2 |
| SU '98 | 143 | 2528 | .8 | 4.2 | 499 | 1762 | 2.7 | 9.5 | 174 | 1032 | .9 | 3.6 | 75 | 728 | .4 | 1.9 | 27 | 361 | .1 | 1.8 |
| SP '98 | 99 | 2177 | .5 | 2.9 | 347 | 1405 | 1.9 | 6.5 | 120 | 985 | .6 | 2.5 | 59 | 707 | .3 | 1.5 | 13 | 266 | .1 | 1.0 |
| 4-Book | 126 | 2435 | .7 | 3.7 | 446 | 1615 | 2.4 | 8.4 | 142 | 1028 | .7 | 2.9 | 65 | 699 | .4 | 1.7 | 19 | 275 | .1 | 1.4 |
| WI '98 | 143 | 2410 | .8 | 4.1 | 516 | 1829 | 2.8 | 9.3 | 172 | 1163 | .9 | 3.6 | 77 | 711 | .4 | 1.9 | 18 | 286 | .1 | 1.3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 96 | 1896 | .5 | 2.8 | 173 | 1074 | .9 | 3.2 | 168 | 912 | .9 | 3.3 | 110 | 979 | .6 | 2.8 | 22 | 417 | .1 | 1.7 |
| FA '98 | 100 | 1856 | .5 | 2.9 | 150 | 1027 | .8 | 2.9 | 154 | 835 | .8 | 3.1 | 110 | 963 | .6 | 2.7 | 40 | 449 | .2 | 3.0 |
| SU '98 | 98 | 1952 | .5 | 2.9 | 128 | 872 | .7 | 2.4 | 139 | 842 | .7 | 2.9 | 127 | 1124 | .7 | 3.2 | 40 | 559 | .2 | 2.7 |
| SP '98 | 96 | 1953 | .5 | 2.8 | 130 | 916 | .7 | 2.4 | 154 | 868 | .8 | 3.1 | 124 | 1212 | .7 | 3.1 | 27 | 480 | .1 | 2.0 |
| 4-Book | 98 | 1914 | .5 | 2.9 | 145 | 972 | .8 | 2.7 | 154 | 864 | .8 | 3.1 | 118 | 1070 | .7 | 3.0 | 32 | 476 | .2 | 2.4 |
| WI '98 | 107 | 2074 | .6 | 3.1 | 160 | 1061 | .9 | 2.9 | 157 | 958 | .8 | 3.2 | 130 | 1070 | .7 | 3.2 | 52 | 628 | .3 | 3.7 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 293 | .1 | .5 | 31 | 178 | .2 | .6 | 18 | 158 | .1 | .4 | 19 | 168 | .1 | .5 | 9 | 96 | | .7 |
| FA '98 | 9 | 202 | | .3 | 19 | 142 | .1 | .4 | 5 | 49 | | .1 | 14 | 127 | .1 | .3 | 5 | 70 | | .4 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 466 | .1 | .7 | 38 | 212 | .2 | .7 | 47 | 194 | .2 | .9 | 29 | 237 | .2 | .7 | 8 | 119 | | .6 |
| FA '98 | 29 | 479 | .2 | .8 | 35 | 222 | .2 | .7 | 60 | 251 | .3 | 1.2 | 39 | 311 | .2 | 1.0 | 6 | 150 | | .4 |
| SU '98 | 23 | 358 | .1 | .7 | 25 | 123 | .1 | .5 | 42 | 148 | .2 | .9 | 31 | 157 | .2 | .8 | 21 | 110 | .1 | 1.4 |
| SP '98 | 23 | 398 | .1 | .7 | 41 | 172 | .2 | .8 | 34 | 193 | .2 | .7 | 21 | 193 | .1 | .5 | 12 | 122 | .1 | .9 |
| 4-Book | 25 | 425 | .1 | .7 | 35 | 182 | .2 | .7 | 46 | 197 | .2 | .9 | 30 | 225 | .2 | .8 | 12 | 125 | .1 | .8 |
| WI '98 | 22 | 451 | .1 | .6 | 26 | 224 | .1 | .5 | 47 | 204 | .3 | 1.0 | 25 | 215 | .1 | .6 | 6 | 93 | | .4 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 47 | 797 | .2 | 1.4 | 83 | 488 | .4 | 1.5 | 83 | 394 | .4 | 1.6 | 67 | 506 | .4 | 1.7 | 11 | 200 | .1 | .9 |
| FA '98 | 42 | 925 | .2 | 1.2 | 65 | 438 | .3 | 1.2 | 71 | 427 | .4 | 1.4 | 63 | 517 | .3 | 1.6 | 16 | 244 | .1 | 1.2 |
| SU '98 | 49 | 912 | .3 | 1.4 | 68 | 430 | .4 | 1.3 | 81 | 445 | .4 | 1.7 | 81 | 595 | .4 | 2.1 | 20 | 231 | .1 | 1.3 |
| SP '98 | 45 | 845 | .2 | 1.3 | 76 | 434 | .4 | 1.4 | 76 | 408 | .4 | 1.6 | 71 | 501 | .4 | 1.8 | 12 | 218 | .1 | .9 |
| 4-Book | 46 | 870 | .2 | 1.3 | 73 | 448 | .4 | 1.4 | 78 | 419 | .4 | 1.6 | 71 | 530 | .4 | 1.8 | 15 | 223 | .1 | 1.1 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 744 | .2 | 1.3 | 42 | 326 | .2 | .8 | 76 | 343 | .4 | 1.5 | 56 | 410 | .3 | 1.4 | 16 | 210 | .1 | 1.2 |
| FA '98 | 36 | 756 | .2 | 1.1 | 40 | 358 | .2 | .8 | 75 | 363 | .4 | 1.5 | 40 | 389 | .2 | 1.0 | 9 | 172 | | .7 |
| SU '98 | 60 | 817 | .3 | 1.8 | 73 | 397 | .4 | 1.4 | 92 | 426 | .5 | 1.9 | 65 | 484 | .3 | 1.7 | 31 | 309 | .2 | 2.1 |
| SP '98 | 38 | 765 | .2 | 1.1 | 38 | 333 | .2 | .7 | 55 | 378 | .3 | 1.1 | 45 | 433 | .2 | 1.1 | 17 | 256 | .1 | 1.2 |
| 4-Book | 44 | 771 | .2 | 1.3 | 48 | 354 | .3 | .9 | 75 | 378 | .4 | 1.5 | 52 | 429 | .3 | 1.3 | 18 | 237 | .1 | 1.3 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 829 | .1 | .6 | 32 | 362 | .2 | .6 | 34 | 317 | .2 | .7 | 24 | 456 | .1 | .6 | 3 | 131 | | .2 |
| FA '98 | 19 | 839 | .1 | .6 | 28 | 409 | .1 | .5 | 17 | 288 | .1 | .3 | 27 | 407 | .1 | .7 | 4 | 146 | | .3 |
| SU '98 | 24 | 793 | .1 | .7 | 32 | 291 | .2 | .6 | 29 | 320 | .2 | .6 | 33 | 414 | .2 | .8 | 12 | 269 | .1 | .8 |
| SP '98 | 27 | 777 | .1 | .8 | 48 | 336 | .3 | .9 | 34 | 270 | .2 | .7 | 37 | 370 | .2 | .9 | 10 | 239 | .1 | .7 |
| 4-Book | 23 | 810 | .1 | .7 | 35 | 350 | .2 | .7 | 29 | 299 | .2 | .6 | 30 | 412 | .2 | .8 | 7 | 196 | .1 | .5 |
| WI '98 | 17 | 718 | .1 | .5 | 23 | 220 | .1 | .4 | 20 | 210 | .1 | .4 | 24 | 292 | .1 | .6 | 7 | 131 | | .5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Persons 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 366 | .1 | .4 | 11 | 84 | .1 | .2 | 20 | 187 | .1 | .4 | 16 | 203 | .1 | .4 | 2 | 56 | .2 |
| FA '98 | 13 | 283 | .1 | .4 | 17 | 103 | .1 | .3 | 9 | 103 | .2 | .2 | 20 | 162 | .1 | .5 | 4 | 107 | .3 |
| SU '98 | 10 | 265 | .1 | .3 | 7 | 95 | .1 | .1 | 11 | 130 | .1 | .2 | 12 | 156 | .1 | .3 | 5 | 60 | .3 |
| SP '98 | 28 | 533 | .1 | .8 | 16 | 219 | .1 | .3 | 45 | 260 | .2 | .9 | 40 | 315 | .2 | 1.0 | 16 | 209 | .1 |
| 4-Book | 16 | 362 | .1 | .5 | 13 | 125 | .1 | .2 | 21 | 170 | .1 | .4 | 22 | 209 | .1 | .6 | 7 | 108 | .5 |
| WI '98 | 27 | 437 | .1 | .8 | 18 | 234 | .1 | .3 | 37 | 220 | .2 | .8 | 43 | 299 | .2 | 1.1 | 8 | 95 | .6 |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3410 | 18353 | 18.0 | | 5428 | 16592 | 28.7 | | 5067 | 14307 | 26.7 | | 3971 | 15710 | 21.0 | | 1285 | 9624 | 6.8 |
| FA '98 | 3415 | 18387 | 18.0 | | 5203 | 16649 | 27.5 | | 4927 | 14301 | 26.0 | | 4007 | 15894 | 21.2 | | 1345 | 9832 | 7.1 |
| SU '98 | 3426 | 18209 | 18.3 | | 5226 | 16202 | 27.9 | | 4877 | 14129 | 26.0 | | 3913 | 15736 | 20.9 | | 1483 | 10532 | 7.9 |
| SP '98 | 3409 | 18141 | 18.2 | | 5308 | 16262 | 28.3 | | 4897 | 13890 | 26.1 | | 3978 | 15814 | 21.2 | | 1367 | 9969 | 7.3 |
| 4-Book | 3415 | 18273 | 18.1 | | 5291 | 16426 | 28.1 | | 4942 | 14157 | 26.2 | | 3967 | 15789 | 21.1 | | 1370 | 9989 | 7.3 |
| WI '98 | 3448 | 18163 | 18.4 | | 5523 | 16522 | 29.5 | | 4836 | 13842 | 25.8 | | 4022 | 15563 | 21.5 | | 1411 | 9972 | 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

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 '99 | 410 | 6505 | 2.2 | 8.5 | 190 | 3775 | 1.0 | 8.4 | 446 | 1887 | 2.4 | 17.4 | 214 | 1074 | 1.1 | 5.8 | 128 | 661 | .7 | 5.0 |
| 4-Book | 373 | 5967 | 2.0 | 7.9 | 163 | 3397 | .9 | 6.8 | 400 | 1735 | 2.2 | 15.0 | 169 | 876 | .9 | 4.3 | 117 | 590 | .6 | 4.4 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 433 | 3404 | 2.3 | 8.9 | 171 | 1978 | .9 | 7.5 | 213 | 666 | 1.1 | 8.3 | 295 | 941 | 1.6 | 8.0 | 207 | 658 | 1.1 | 8.1 |
| 4-Book | 427 | 3162 | 2.3 | 9.0 | 149 | 1809 | .8 | 6.2 | 173 | 574 | .9 | 6.5 | 285 | 848 | 1.5 | 7.3 | 177 | 569 | 1.0 | 6.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 358 | .3 | 1.1 | 56 | 448 | .3 | 2.5 | 30 | 60 | .2 | 1.2 | 37 | 69 | .2 | 1.0 | 18 | 41 | .1 | .7 |
| 4-Book | 47 | 364 | .3 | 1.0 | 52 | 424 | .3 | 2.2 | 33 | 74 | .2 | 1.2 | 35 | 87 | .2 | .9 | 24 | 58 | .1 | .9 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 329 | 1940 | 1.7 | 6.8 | 201 | 1492 | 1.1 | 8.9 | 199 | 549 | 1.1 | 7.8 | 279 | 746 | 1.5 | 7.6 | 214 | 482 | 1.1 | 8.3 |
| 4-Book | 317 | 1974 | 1.7 | 6.7 | 211 | 1532 | 1.1 | 8.8 | 202 | 515 | 1.1 | 7.6 | 300 | 720 | 1.6 | 7.6 | 251 | 556 | 1.3 | 9.3 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 262 | .1 | .4 | 8 | 131 | .4 | .4 | 12 | 36 | .1 | .5 | 8 | 16 | .2 | .2 | 7 | 23 | .3 | .3 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 384 | .3 | 1.2 | 39 | 344 | .2 | 1.7 | 33 | 91 | .2 | 1.3 | 50 | 90 | .3 | 1.4 | 50 | 93 | .3 | 1.9 |
| 4-Book | 48 | 337 | .3 | 1.0 | 35 | 324 | .2 | 1.5 | 27 | 67 | .2 | 1.0 | 42 | 92 | .2 | 1.1 | 30 | 59 | .2 | 1.1 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 106 | 1444 | .6 | 2.2 | 43 | 996 | .2 | 1.9 | 21 | 159 | .1 | .8 | 95 | 496 | .5 | 2.6 | 32 | 229 | .2 | 1.2 |
| 4-Book | 114 | 1440 | .6 | 2.4 | 57 | 900 | .3 | 2.4 | 42 | 183 | .2 | 1.5 | 112 | 424 | .6 | 2.9 | 72 | 280 | .4 | 2.7 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 219 | 2084 | 1.2 | 4.5 | 78 | 1316 | .4 | 3.4 | 118 | 401 | .6 | 4.6 | 124 | 497 | .7 | 3.4 | 92 | 336 | .5 | 3.6 |
| 4-Book | 183 | 1786 | 1.0 | 3.8 | 55 | 875 | .3 | 2.3 | 82 | 284 | .4 | 3.1 | 96 | 364 | .5 | 2.5 | 49 | 192 | .3 | 1.9 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 333 | 2415 | 1.8 | 6.9 | 161 | 1799 | .8 | 7.1 | 114 | 405 | .6 | 4.4 | 260 | 719 | 1.4 | 7.1 | 279 | 723 | 1.5 | 10.9 |
| 4-Book | 305 | 2449 | 1.7 | 6.5 | 161 | 1713 | .9 | 6.8 | 124 | 408 | .7 | 4.6 | 267 | 686 | 1.5 | 6.8 | 243 | 673 | 1.3 | 9.1 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 220 | 2137 | 1.2 | 4.5 | 102 | 1435 | .5 | 4.5 | 74 | 362 | .4 | 2.9 | 247 | 839 | 1.3 | 6.7 | 139 | 526 | .7 | 5.4 |
| 4-Book | 221 | 2174 | 1.2 | 4.6 | 96 | 1305 | .5 | 4.0 | 80 | 322 | .4 | 3.0 | 193 | 629 | 1.0 | 5.0 | 128 | 439 | .7 | 4.8 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 160 | 1494 | .8 | 3.3 | 64 | 919 | .3 | 2.8 | 99 | 384 | .5 | 3.9 | 115 | 400 | .6 | 3.1 | 82 | 339 | .4 | 3.2 |
| 4-Book | 156 | 1610 | .8 | 3.3 | 68 | 998 | .4 | 2.8 | 85 | 329 | .5 | 3.2 | 144 | 493 | .8 | 3.7 | 81 | 326 | .4 | 3.0 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 20 | 139 | .1 | .4 | * 12 | 70 | .1 | .5 | * 9 | 20 | .4 | .4 | 16 | 25 | .1 | .4 | * 16 | 24 | .1 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 326 | 3181 | 1.7 | 6.7 | 213 | 2572 | 1.1 | 9.4 | 171 | 618 | .9 | 6.7 | 402 | 1189 | 2.1 | 10.9 | 261 | 782 | 1.4 | 10.2 |
| 4-Book | 357 | 3345 | 1.9 | 7.5 | 217 | 2459 | 1.2 | 9.1 | 181 | 596 | 1.0 | 6.8 | 370 | 1092 | 2.0 | 9.4 | 253 | 748 | 1.4 | 9.4 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 105 | 747 | .6 | 2.2 | 43 | 448 | .2 | 1.9 | 41 | 164 | .2 | 1.6 | 81 | 188 | .4 | 2.2 | 63 | 133 | .3 | 2.5 |
| 4-Book | 96 | 742 | .5 | 2.1 | 53 | 544 | .3 | 2.2 | 74 | 210 | .4 | 2.8 | 104 | 266 | .6 | 2.6 | 64 | 182 | .3 | 2.4 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 463 | .2 | .7 | 15 | 269 | .1 | .7 | 13 | 61 | .1 | .5 | 31 | 150 | .2 | .8 | 28 | 99 | .1 | 1.1 |
| 4-Book | 34 | 492 | .2 | .7 | 21 | 275 | .1 | .9 | 14 | 59 | .1 | .5 | 42 | 136 | .2 | 1.1 | 32 | 100 | .2 | 1.2 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 65 | 838 | .3 | 1.3 | 21 | 354 | .1 | .9 | 18 | 76 | .1 | .7 | 24 | 65 | .1 | .7 | 5 | 35 | .2 | .2 |
| 4-Book | 60 | 744 | .3 | 1.3 | 31 | 435 | .2 | 1.3 | 18 | 60 | .1 | .7 | 40 | 102 | .2 | 1.0 | 23 | 71 | .1 | .9 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 767 | .3 | 1.2 | 24 | 467 | .1 | 1.1 | 15 | 51 | .1 | .6 | 50 | 211 | .3 | 1.4 | 31 | 148 | .2 | 1.2 |
| 4-Book | 50 | 791 | .3 | 1.1 | 26 | 525 | .1 | 1.1 | 22 | 89 | .1 | .8 | 58 | 243 | .3 | 1.5 | 38 | 158 | .2 | 1.4 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

Target Listener Estimates

| | | Persons 35-64 | | | | | | | | | | | | | | | | | | | | | |
|----------|---|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|----|----|
| | | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | | | |
| | | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 17 | 72 | .1 | .4 | 24 | 91 | .1 | 1.1 | 16 | 36 | .1 | .6 | 57 | 69 | .3 | 1.5 | 26 | 44 | .1 | 1.0 | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 11 | 58 | .1 | .2 | 10 | 73 | .1 | .4 | 20 | 45 | .1 | .8 | 15 | 38 | .1 | .4 | 21 | 50 | .1 | .8 | | |
| 4-Book | | 23 | 141 | .1 | .5 | 20 | 134 | .1 | .8 | 21 | 51 | .1 | .8 | 36 | 80 | .2 | .9 | 30 | 65 | .2 | 1.1 | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 78 | 911 | .4 | 1.6 | 64 | 700 | .3 | 2.8 | 51 | 155 | .3 | 2.0 | 91 | 271 | .5 | 2.5 | 77 | 204 | .4 | 3.0 | | |
| 4-Book | | 80 | 958 | .5 | 1.7 | 67 | 756 | .3 | 2.8 | 43 | 136 | .3 | 1.6 | 85 | 256 | .5 | 2.2 | 86 | 208 | .5 | 3.2 | | |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 10 | 192 | .1 | .2 | * 2 | 50 | | .1 | * 2 | 16 | | .1 | 3 | 26 | | .1 | * | | | | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 213 | 1767 | 1.1 | 4.4 | 92 | 1102 | .5 | 4.1 | 136 | 411 | .7 | 5.3 | 87 | 323 | .5 | 2.4 | 32 | 144 | .2 | 1.2 | | |
| 4-Book | | 191 | 1756 | 1.0 | 4.0 | 102 | 1120 | .6 | 4.3 | 134 | 377 | .7 | 5.0 | 116 | 351 | .6 | 3.0 | 48 | 152 | .3 | 1.8 | | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 7 | 99 | | .1 | 5 | 73 | | .2 | 1 | 11 | | | 7 | 28 | | .2 | 4 | 17 | | .2 | | |
| 4-Book | | 11 | 95 | .1 | .2 | 9 | 81 | | .4 | 8 | 30 | | .3 | 15 | 33 | .1 | .4 | 9 | 19 | .1 | .3 | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 183 | 1541 | 1.0 | 3.8 | 101 | 1052 | .5 | 4.5 | 141 | 368 | .7 | 5.5 | 164 | 505 | .9 | 4.5 | 116 | 359 | .6 | 4.5 | | |
| 4-Book | | 238 | 1883 | 1.3 | 5.0 | 142 | 1382 | .8 | 5.9 | 164 | 495 | .9 | 6.1 | 262 | 717 | 1.4 | 6.6 | 177 | 509 | 1.0 | 6.6 | | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 56 | 1010 | .3 | 1.2 | 22 | 539 | .1 | 1.0 | 18 | 91 | .1 | .7 | 43 | 299 | .2 | 1.2 | 38 | 162 | .2 | 1.5 | | |
| 4-Book | | 54 | 905 | .3 | 1.1 | 27 | 522 | .1 | 1.1 | 22 | 107 | .1 | .8 | 52 | 246 | .3 | 1.3 | 44 | 166 | .2 | 1.6 | | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 227 | 2093 | 1.2 | 4.7 | 21 | 459 | .1 | .9 | 20 | 64 | .1 | .8 | 38 | 173 | .2 | 1.0 | 35 | 164 | .2 | 1.4 | | |
| 4-Book | | 212 | 2088 | 1.1 | 4.5 | 43 | 780 | .2 | 1.8 | 40 | 142 | .2 | 1.5 | 65 | 259 | .4 | 1.7 | 43 | 182 | .3 | 1.6 | | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 152 | 1628 | .8 | 3.1 | 47 | 925 | .2 | 2.1 | 41 | 192 | .2 | 1.6 | 114 | 422 | .6 | 3.1 | 62 | 303 | .3 | 2.4 | | |
| 4-Book | | 140 | 1579 | .7 | 2.9 | 66 | 976 | .4 | 2.8 | 62 | 225 | .3 | 2.3 | 141 | 433 | .8 | 3.6 | 96 | 314 | .5 | 3.5 | | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 22 | 267 | .1 | .5 | 15 | 185 | .1 | .7 | 12 | 46 | .1 | .5 | 23 | 74 | .1 | .6 | 32 | 87 | .2 | 1.2 | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 38 | 380 | .2 | .8 | 9 | 214 | | .4 | 8 | 55 | | .3 | 16 | 76 | .1 | .4 | 25 | 90 | .1 | 1.0 | | |
| 4-Book | | 38 | 339 | .2 | .8 | 11 | 185 | .1 | .5 | 12 | 50 | .1 | .4 | 23 | 77 | .1 | .6 | 15 | 57 | .1 | .6 | | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 78 | 709 | .4 | 1.6 | 15 | 252 | .1 | .7 | 25 | 78 | .1 | 1.0 | 20 | 103 | .1 | .5 | 5 | 31 | | .2 | | |
| 4-Book | | 74 | 758 | .4 | 1.6 | 16 | 300 | .1 | .7 | 23 | 85 | .1 | .9 | 24 | 113 | .1 | .6 | 13 | 63 | .1 | .5 | | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 59 | 593 | .3 | 1.2 | 32 | 361 | .2 | 1.4 | 29 | 75 | .2 | 1.1 | 77 | 204 | .4 | 2.1 | 37 | 140 | .2 | 1.4 | | |
| 4-Book | | 60 | 623 | .3 | 1.3 | 35 | 425 | .2 | 1.4 | 36 | 103 | .2 | 1.3 | 70 | 214 | .4 | 1.8 | 43 | 151 | .2 | 1.6 | | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 30 | 721 | .2 | .6 | 14 | 364 | .1 | .6 | 5 | 63 | | .2 | 30 | 159 | .2 | .8 | 14 | 97 | .1 | .5 | | |
| 4-Book | | 31 | 636 | .2 | .7 | 18 | 384 | .1 | .7 | 11 | 67 | .1 | .4 | 38 | 172 | .2 | 1.0 | 25 | 110 | .2 | .9 | | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 16 | 288 | .1 | .3 | 11 | 234 | .1 | .5 | 4 | 16 | | .2 | 20 | 120 | .1 | .5 | 8 | 55 | | .3 | | |
| 4-Book | | 19 | 289 | .1 | .4 | 16 | 220 | .1 | .7 | 11 | 42 | | .4 | 29 | 99 | .2 | .7 | 19 | 87 | .1 | .7 | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 4842 | 18107 | 25.6 | | 2267 | 15275 | 12.0 | | 2562 | 7581 | 13.5 | | 3681 | 9862 | 19.4 | | 2567 | 6954 | 13.6 | | | |
| 4-Book | | 4750 | 18027 | 25.2 | | 2398 | 15253 | 12.8 | | 2677 | 7601 | 14.2 | | 3932 | 9714 | 20.9 | | 2690 | 7052 | 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

Persons 35-64

Target Listener Estimates - Persons 35-64

| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
|----------------|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 45 | 330 | .2 | 3.4 | 369 | 1471 | 1.9 | 17.7 | 181 | 1010 | 1.0 | 6.3 | 118 | 557 | .6 | 6.0 | 78 | 460 | .4 | 7.1 |
| 4-Book | 51 | 342 | .3 | 3.6 | 316 | 1338 | 1.7 | 14.6 | 150 | 855 | .8 | 5.1 | 94 | 458 | .5 | 4.7 | 60 | 390 | .3 | 5.0 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 92 | 428 | .5 | 7.0 | 118 | 440 | .6 | 5.7 | 234 | 702 | 1.2 | 8.2 | 132 | 491 | .7 | 6.7 | 74 | 352 | .4 | 6.7 |
| 4-Book | 82 | 350 | .4 | 5.8 | 103 | 413 | .6 | 4.8 | 186 | 625 | 1.0 | 6.3 | 120 | 429 | .7 | 5.9 | 59 | 279 | .3 | 4.8 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 35 | .1 | 1.7 | 142 | 298 | .7 | 6.8 | 111 | 294 | .6 | 3.9 | 70 | 143 | .4 | 3.6 | 25 | 37 | .1 | 2.3 |
| 4-Book | 14 | 36 | .1 | 1.0 | 154 | 314 | .8 | 7.1 | 101 | 265 | .5 | 3.4 | 47 | 98 | .3 | 2.3 | 19 | 44 | .1 | 1.6 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 130 | 336 | .7 | 9.9 | 131 | 409 | .7 | 6.3 | 196 | 502 | 1.0 | 6.9 | 180 | 407 | 1.0 | 9.2 | 265 | 417 | 1.4 | 24.2 |
| 4-Book | 160 | 403 | .9 | 11.1 | 117 | 302 | .6 | 5.4 | 166 | 425 | .9 | 5.6 | 165 | 368 | .9 | 8.1 | 305 | 521 | 1.6 | 24.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 21 | .6 | .6 | 9 | 25 | .4 | .4 | 4 | 11 | .1 | .1 | 7 | 33 | .4 | .4 | 8 | 48 | .7 | .7 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 60 | .2 | 2.4 | 39 | 140 | .2 | 1.9 | 48 | 149 | .3 | 1.7 | 42 | 73 | .2 | 2.1 | 18 | 59 | .1 | 1.6 |
| 4-Book | 21 | 47 | .1 | 1.5 | 68 | 164 | .4 | 3.1 | 55 | 161 | .3 | 1.9 | 29 | 62 | .2 | 1.5 | 12 | 31 | .1 | 1.0 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 190 | .2 | 2.7 | 23 | 122 | .1 | 1.1 | 58 | 281 | .3 | 2.0 | 44 | 233 | .2 | 2.2 | 21 | 69 | .1 | 1.9 |
| 4-Book | 41 | 172 | .2 | 2.8 | 26 | 112 | .1 | 1.2 | 76 | 284 | .4 | 2.5 | 55 | 216 | .3 | 2.7 | 28 | 100 | .2 | 2.3 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 165 | .2 | 2.9 | 55 | 224 | .3 | 2.6 | 71 | 381 | .4 | 2.5 | 102 | 313 | .5 | 5.2 | 39 | 208 | .2 | 3.6 |
| 4-Book | 25 | 122 | .2 | 1.8 | 49 | 193 | .3 | 2.2 | 53 | 229 | .3 | 1.8 | 59 | 206 | .3 | 2.9 | 29 | 136 | .2 | 2.5 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 138 | 446 | .7 | 10.5 | 82 | 314 | .4 | 3.9 | 182 | 533 | 1.0 | 6.4 | 170 | 447 | .9 | 8.7 | 62 | 278 | .3 | 5.7 |
| 4-Book | 145 | 475 | .8 | 10.1 | 100 | 338 | .5 | 4.6 | 167 | 513 | .9 | 5.6 | 158 | 402 | .8 | 7.8 | 81 | 263 | .4 | 6.7 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 243 | .2 | 3.5 | 44 | 215 | .2 | 2.1 | 137 | 501 | .7 | 4.8 | 91 | 336 | .5 | 4.6 | 24 | 91 | .1 | 2.2 |
| 4-Book | 58 | 264 | .3 | 4.0 | 41 | 196 | .2 | 1.9 | 126 | 444 | .7 | 4.3 | 98 | 303 | .5 | 4.9 | 33 | 132 | .2 | 2.7 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 172 | .2 | 3.0 | 48 | 210 | .3 | 2.3 | 62 | 217 | .3 | 2.2 | 59 | 219 | .3 | 3.0 | 12 | 69 | .1 | 1.1 |
| 4-Book | 38 | 170 | .2 | 2.6 | 44 | 166 | .3 | 2.0 | 72 | 275 | .4 | 2.4 | 53 | 206 | .3 | 2.6 | 22 | 109 | .1 | 1.8 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 11 | 28 | .1 | .5 | 10 | 30 | .1 | .3 | * 9 | 14 | .5 | .5 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 139 | 480 | .7 | 10.6 | 203 | 619 | 1.1 | 9.8 | 232 | 808 | 1.2 | 8.1 | 197 | 590 | 1.0 | 10.0 | 94 | 359 | .5 | 8.6 |
| 4-Book | 142 | 497 | .8 | 10.0 | 228 | 641 | 1.2 | 10.5 | 248 | 815 | 1.3 | 8.3 | 190 | 541 | 1.0 | 9.3 | 123 | 396 | .7 | 10.1 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 47 | .1 | 1.0 | 13 | 73 | .1 | .6 | 88 | 220 | .5 | 3.1 | 31 | 79 | .2 | 1.6 | 13 | 46 | .1 | 1.2 |
| 4-Book | 17 | 78 | .1 | 1.2 | 33 | 129 | .2 | 1.5 | 65 | 197 | .4 | 2.2 | 42 | 103 | .2 | 2.0 | 25 | 86 | .2 | 2.0 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 33 | .6 | .6 | 7 | 28 | .3 | .3 | 12 | 48 | .1 | .4 | 7 | 41 | .4 | .4 | 13 | 47 | .1 | 1.2 |
| 4-Book | 18 | 72 | .1 | 1.3 | 11 | 34 | .1 | .5 | 22 | 76 | .1 | .8 | 20 | 55 | .1 | 1.0 | 10 | 32 | .1 | .8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 42 | .7 | .7 | 41 | 114 | .2 | 2.0 | 23 | 56 | .1 | .8 | 21 | 62 | .1 | 1.1 | 23 | 69 | .1 | 2.1 |
| 4-Book | 19 | 83 | .1 | 1.3 | 49 | 135 | .3 | 2.2 | 46 | 147 | .2 | 1.6 | 31 | 112 | .2 | 1.5 | 22 | 70 | .1 | 1.9 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 64 | .4 | .4 | 22 | 99 | .1 | 1.1 | 39 | 164 | .2 | 1.4 | 24 | 107 | .1 | 1.2 | 4 | 40 | .4 | .4 |
| 4-Book | 12 | 81 | .8 | .8 | 14 | 73 | .1 | .7 | 33 | 157 | .2 | 1.1 | 25 | 98 | .1 | 1.2 | 6 | 49 | .5 | .5 |

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

Target Listener Estimates

| Persons 35-64 | | | | | | | | | | | | | | | | | | | | |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|-----|
| 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 20 | .1 | .8 | 13 | 38 | .1 | .6 | 30 | 44 | .2 | 1.0 | 23 | 26 | .1 | 1.2 | 13 | 27 | .1 | 1.2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 6 | .4 | .4 | 9 | 25 | .1 | .4 | 6 | 25 | .1 | .2 | 6 | 17 | .1 | .3 | 1 | 2 | .1 | .1 |
| 4-Book | 10 | 27 | .1 | .7 | 11 | 25 | .1 | .5 | 24 | 61 | .1 | .8 | 21 | 48 | .1 | 1.0 | 8 | 19 | .6 | .6 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 80 | 178 | .4 | 6.1 | 60 | 180 | .3 | 2.9 | 84 | 299 | .4 | 2.9 | 27 | 98 | .1 | 1.4 | 34 | 104 | .2 | 3.1 |
| 4-Book | 61 | 160 | .3 | 4.4 | 75 | 240 | .4 | 3.5 | 102 | 305 | .5 | 3.4 | 44 | 117 | .2 | 2.2 | 32 | 96 | .2 | 2.6 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * | | | | 4 | 17 | | .1 | * | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 58 | 173 | .3 | 4.4 | 86 | 348 | .5 | 4.1 | 226 | 501 | 1.2 | 7.9 | 66 | 148 | .3 | 3.4 | 37 | 117 | .2 | 3.4 |
| 4-Book | 62 | 204 | .3 | 4.3 | 96 | 363 | .5 | 4.4 | 263 | 517 | 1.4 | 8.8 | 38 | 107 | .2 | 1.9 | 41 | 142 | .2 | 3.4 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 11 | .2 | .2 | 6 | 28 | .1 | .3 | 15 | 41 | .1 | .5 | 2 | 9 | .1 | .1 | | | | |
| 4-Book | 3 | 9 | .2 | .2 | 11 | 29 | .1 | .5 | 14 | 35 | .1 | .5 | 8 | 16 | .4 | .4 | 4 | 13 | .3 | .3 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 203 | .3 | 3.8 | 92 | 228 | .5 | 4.4 | 156 | 459 | .8 | 5.5 | 77 | 310 | .4 | 3.9 | 18 | 89 | .1 | 1.6 |
| 4-Book | 68 | 269 | .4 | 4.7 | 111 | 331 | .6 | 5.1 | 196 | 562 | 1.0 | 6.6 | 124 | 417 | .6 | 6.1 | 39 | 162 | .2 | 3.1 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 74 | .1 | .8 | 9 | 64 | .1 | .4 | 21 | 153 | .1 | .7 | 23 | 108 | .1 | 1.2 | 16 | 69 | .1 | 1.5 |
| 4-Book | 12 | 88 | .1 | .8 | 15 | 79 | .1 | .7 | 33 | 173 | .2 | 1.1 | 26 | 113 | .1 | 1.3 | 11 | 68 | .1 | .9 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 81 | .1 | 1.0 | 4 | 30 | .1 | .2 | 32 | 134 | .2 | 1.1 | 19 | 75 | .1 | 1.0 | 4 | 25 | .4 | .4 |
| 4-Book | 21 | 92 | .1 | 1.5 | 12 | 40 | .1 | .5 | 86 | 314 | .5 | 2.8 | 61 | 234 | .3 | 3.0 | 14 | 65 | .1 | 1.1 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 134 | .2 | 2.3 | 32 | 125 | .2 | 1.5 | 56 | 261 | .3 | 2.0 | 31 | 198 | .2 | 1.6 | 8 | 63 | .7 | .7 |
| 4-Book | 39 | 169 | .2 | 2.7 | 41 | 153 | .2 | 1.9 | 74 | 287 | .4 | 2.5 | 47 | 198 | .3 | 2.3 | 23 | 88 | .1 | 1.8 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 16 | .5 | .5 | 11 | 68 | .1 | .5 | 15 | 92 | .1 | .5 | 22 | 67 | .1 | 1.1 | 2 | 16 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 24 | .2 | .2 | 4 | 29 | .1 | .2 | 12 | 61 | .1 | .4 | | 7 | | | 3 | 23 | .3 | .3 |
| 4-Book | 7 | 31 | .5 | .5 | 5 | 29 | .2 | .2 | 17 | 60 | .1 | .6 | 7 | 21 | .1 | .3 | 3 | 18 | .3 | .3 |
| WXXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 25 | .6 | .6 | 13 | 57 | .1 | .6 | 31 | 105 | .2 | 1.1 | 20 | 50 | .1 | 1.0 | 3 | 15 | .3 | .3 |
| 4-Book | 6 | 29 | .5 | .5 | 16 | 61 | .1 | .7 | 22 | 81 | .2 | .8 | 18 | 53 | .1 | .9 | 11 | 39 | .1 | .9 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 83 | .1 | 1.3 | 13 | 56 | .1 | .6 | 58 | 143 | .3 | 2.0 | 22 | 97 | .1 | 1.1 | 2 | 17 | .2 | .2 |
| 4-Book | 20 | 92 | .1 | 1.4 | 21 | 76 | .1 | 1.0 | 46 | 149 | .3 | 1.5 | 32 | 100 | .2 | 1.5 | 9 | 43 | .1 | .7 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 12 | .2 | .2 | 15 | 62 | .1 | .7 | 23 | 120 | .1 | .8 | 22 | 81 | .1 | 1.1 | 1 | 8 | .1 | .1 |
| 4-Book | 5 | 46 | .4 | .4 | 7 | 44 | .3 | .3 | 25 | 124 | .1 | .9 | 23 | 86 | .2 | 1.2 | 5 | 33 | .4 | .4 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 24 | .4 | .4 | 2 | 7 | .1 | .1 | 28 | 100 | .1 | 1.0 | 16 | 62 | .1 | .8 | 3 | 23 | .3 | .3 |
| 4-Book | 10 | 50 | .1 | .7 | 6 | 28 | .3 | .3 | 28 | 73 | .2 | 1.0 | 17 | 61 | .1 | .8 | 7 | 32 | .5 | .5 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1312 | 4326 | 6.9 | | 2080 | 6334 | 11.0 | | 2861 | 8000 | 15.1 | | 1961 | 5486 | 10.4 | | 1097 | 3485 | 5.8 | |
| 4-Book | 1429 | 4535 | 7.6 | | 2176 | 6329 | 11.6 | | 2974 | 8114 | 15.8 | | 2033 | 5492 | 10.8 | | 1220 | 3654 | 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 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 |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 310 | .2 | 1.8 | 25 | 215 | .6 | 3.8 | 11 | 52 | .3 | 1.7 | 12 | 84 | .3 | 1.7 | 5 | 46 | .1 | 1.1 |
| FA '98 | 4 | 291 | .1 | .8 | 15 | 181 | .4 | 2.4 | 2 | 36 | | .4 | 1 | 40 | | .1 | | 29 | | |
| SU '98 | 7 | 362 | .2 | 1.2 | 15 | 161 | .4 | 2.2 | 4 | 96 | .1 | .5 | 4 | 75 | .1 | .5 | 5 | 80 | .1 | 1.2 |
| SP '98 | 11 | 440 | .3 | 1.9 | 28 | 304 | .7 | 4.2 | 7 | 95 | .2 | 1.2 | 9 | 127 | .2 | 1.3 | 3 | 82 | .1 | .6 |
| 4-Book | 8 | 351 | .2 | 1.4 | 21 | 215 | .5 | 3.2 | 6 | 70 | .2 | 1.0 | 7 | 82 | .2 | .9 | 3 | 59 | .1 | .7 |
| 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 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 315 | .3 | 2.0 | 4 | 91 | .1 | .6 | 8 | 85 | .2 | 1.3 | 17 | 131 | .4 | 2.4 | 9 | 110 | .2 | 2.0 |
| FA '98 | 8 | 286 | .2 | 1.5 | 5 | 67 | .1 | .8 | 10 | 102 | .2 | 1.9 | 15 | 117 | .4 | 2.0 | 15 | 91 | .4 | 3.1 |
| SU '98 | 9 | 293 | .2 | 1.5 | 8 | 91 | .2 | 1.2 | 16 | 126 | .4 | 1.9 | 7 | 101 | .2 | 1.0 | 5 | 64 | .1 | 1.2 |
| SP '98 | 30 | 512 | .7 | 5.3 | 32 | 212 | .8 | 4.8 | 47 | 191 | 1.2 | 7.8 | 33 | 263 | .8 | 4.6 | 21 | 190 | .5 | 4.4 |
| 4-Book | 15 | 352 | .4 | 2.6 | 12 | 115 | .3 | 1.9 | 20 | 126 | .5 | 3.2 | 18 | 153 | .5 | 2.5 | 13 | 114 | .3 | 2.7 |
| 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 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 48 | | .2 | 2 | 32 | | .3 | 2 | 17 | | .3 | 2 | 10 | | .3 | | | | |
| FA '98 | 2 | 69 | | .4 | 7 | 37 | | 1.1 | | | | | 2 | 12 | | .3 | | | | 10 |
| SU '98 | | 7 | | | | | | | | | | | | | | | | | | |
| SP '98 | 2 | 83 | | .4 | 4 | 30 | | .6 | 2 | 16 | | .3 | 2 | 33 | | .3 | 1 | 5 | | .2 |
| 4-Book | 1 | 52 | | .3 | 3 | 25 | | .5 | 1 | 8 | | .2 | 2 | 14 | | .2 | | 4 | | .1 |
| WI '98 | 1 | 44 | | .2 | 2 | 8 | | .3 | 1 | 9 | | .2 | 1 | 9 | | .1 | | | | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 266 | .3 | 2.2 | 12 | 107 | .3 | 1.8 | 7 | 41 | .2 | 1.1 | 12 | 68 | .3 | 1.7 | 15 | 86 | .4 | 3.3 |
| FA '98 | 18 | 338 | .4 | 3.4 | 25 | 187 | .6 | 4.0 | 21 | 153 | .5 | 4.0 | 23 | 128 | .6 | 3.0 | 12 | 111 | .3 | 2.5 |
| SU '98 | 10 | 196 | .2 | 1.7 | 8 | 70 | .2 | 1.2 | 17 | 69 | .4 | 2.0 | 18 | 79 | .4 | 2.5 | 10 | 62 | .2 | 2.3 |
| SP '98 | 21 | 329 | .5 | 3.7 | 33 | 169 | .8 | 4.9 | 26 | 123 | .6 | 4.3 | 21 | 154 | .5 | 2.9 | 20 | 150 | .5 | 4.2 |
| 4-Book | 15 | 282 | .4 | 2.8 | 20 | 133 | .5 | 3.0 | 18 | 97 | .4 | 2.9 | 19 | 107 | .5 | 2.5 | 14 | 102 | .4 | 3.1 |
| 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 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | 9 | | | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | | 9 | | | | | | | 1 | 5 | | .1 | | | | | | | | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 4 | | | | 4 | | | | | | | | | | | | | | |
| SU '98 | | 24 | | | | | | | | | | | | | | | | | | |
| SP '98 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 7 | | | | 1 | | | | | | | | | | | | | | |
| WI '98 | | 8 | | | | | | | | | | | | | | | | | | |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 1000 | 1.3 | 9.4 | 50 | 464 | 1.2 | 7.5 | 59 | 411 | 1.4 | 9.4 | 78 | 518 | 1.9 | 10.9 | 50 | 532 | 1.2 | 10.8 |
| FA '98 | 25 | 809 | .6 | 4.7 | 23 | 389 | .6 | 3.7 | 14 | 283 | .3 | 2.7 | 46 | 430 | 1.1 | 6.0 | 24 | 350 | .6 | 4.9 |
| SU '98 | 39 | 916 | 1.0 | 6.6 | 34 | 398 | .8 | 5.1 | 61 | 481 | 1.5 | 7.3 | 57 | 509 | 1.4 | 7.8 | 23 | 329 | .6 | 5.4 |
| SP '98 | 50 | 1063 | 1.2 | 8.8 | 48 | 463 | 1.2 | 7.2 | 57 | 530 | 1.4 | 9.5 | 62 | 538 | 1.5 | 8.7 | 42 | 444 | 1.0 | 8.8 |
| 4-Book | 42 | 947 | 1.0 | 7.4 | 39 | 429 | 1.0 | 5.9 | 48 | 426 | 1.2 | 7.2 | 61 | 499 | 1.5 | 8.4 | 35 | 414 | .9 | 7.5 |
| 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 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 427 | .4 | 3.1 | 21 | 186 | .5 | 3.2 | 21 | 133 | .5 | 3.3 | 19 | 186 | .5 | 2.7 | 18 | 180 | .4 | 3.9 |
| FA '98 | 13 | 337 | .3 | 2.5 | 17 | 168 | .4 | 2.7 | 17 | 110 | .4 | 3.3 | 20 | 143 | .5 | 2.6 | 8 | 93 | .2 | 1.6 |
| SU '98 | 11 | 278 | .3 | 1.9 | 19 | 124 | .5 | 2.8 | 15 | 127 | .4 | 1.8 | 18 | 145 | .4 | 2.5 | 8 | 96 | .2 | 1.9 |
| SP '98 | 19 | 374 | .5 | 3.4 | 34 | 196 | .8 | 5.1 | 15 | 116 | .4 | 2.5 | 27 | 211 | .7 | 3.8 | 18 | 138 | .4 | 3.8 |
| 4-Book | 15 | 354 | .4 | 2.7 | 23 | 169 | .6 | 3.5 | 17 | 122 | .4 | 2.7 | 21 | 171 | .5 | 2.9 | 13 | 127 | .3 | 2.8 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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 | | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 116 | .1 | .9 | 7 | 39 | .2 | 1.1 | 8 | 53 | .2 | 1.3 | 3 | 18 | .1 | .4 | 3 | 32 | .1 | .7 | |
| FA '98 | 7 | 187 | .2 | 1.3 | 6 | 76 | .1 | 1.0 | 9 | 52 | .2 | 1.7 | 11 | 68 | .3 | 1.4 | 6 | 50 | .1 | 1.2 | |
| SU '98 | 5 | 106 | .1 | .8 | 1 | 18 | .1 | .1 | 9 | 27 | .2 | 1.1 | 4 | 38 | .1 | .5 | 1 | 23 | .1 | .2 | |
| SP '98 | 6 | 147 | .1 | 1.1 | 5 | 63 | .1 | .7 | 3 | 27 | .1 | .5 | 10 | 77 | .2 | 1.4 | 4 | 45 | .1 | .8 | |
| 4-Book | 6 | 139 | .1 | 1.0 | 5 | 49 | .1 | .7 | 7 | 40 | .2 | 1.2 | 7 | 50 | .2 | .9 | 4 | 38 | .1 | .7 | |
| 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 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 331 | .3 | 2.0 | 10 | 122 | .2 | 1.5 | 23 | 126 | .6 | 3.7 | 16 | 149 | .4 | 2.2 | 6 | 99 | .1 | 1.3 | |
| FA '98 | 25 | 496 | .6 | 4.7 | 17 | 170 | .4 | 2.7 | 45 | 189 | 1.1 | 8.6 | 45 | 229 | 1.1 | 5.9 | 15 | 188 | .4 | 3.1 | |
| SU '98 | 25 | 474 | .6 | 4.2 | 21 | 157 | .5 | 3.1 | 44 | 238 | 1.1 | 5.3 | 23 | 231 | .6 | 3.1 | 15 | 199 | .4 | 3.5 | |
| SP '98 | 22 | 514 | .5 | 3.9 | 20 | 152 | .5 | 3.0 | 42 | 243 | 1.0 | 7.0 | 25 | 249 | .6 | 3.5 | 11 | 150 | .3 | 2.3 | |
| 4-Book | 21 | 454 | .5 | 3.7 | 17 | 150 | .4 | 2.6 | 39 | 199 | 1.0 | 6.2 | 27 | 215 | .7 | 3.7 | 12 | 159 | .3 | 2.6 | |
| WI '98 | 21 | 447 | .5 | 3.8 | 19 | 170 | .5 | 3.0 | 29 | 195 | .7 | 5.5 | 23 | 223 | .6 | 3.1 | 19 | 144 | .5 | 3.8 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 649 | .6 | 4.5 | 32 | 279 | .8 | 4.8 | 35 | 269 | .9 | 5.6 | 35 | 323 | .9 | 4.9 | 11 | 197 | .3 | 2.4 | |
| FA '98 | 29 | 629 | .7 | 5.5 | 19 | 169 | .5 | 3.1 | 54 | 280 | 1.3 | 10.3 | 51 | 416 | 1.3 | 6.7 | 21 | 224 | .5 | 4.3 | |
| SU '98 | 41 | 785 | 1.0 | 6.9 | 37 | 242 | .9 | 5.5 | 80 | 408 | 2.0 | 9.6 | 58 | 466 | 1.4 | 7.9 | 23 | 312 | .6 | 5.4 | |
| SP '98 | 27 | 792 | .7 | 4.8 | 40 | 393 | 1.0 | 6.0 | 27 | 224 | .7 | 4.5 | 35 | 420 | .9 | 4.9 | 13 | 230 | .3 | 2.7 | |
| 4-Book | 31 | 714 | .8 | 5.4 | 32 | 271 | .8 | 4.9 | 49 | 295 | 1.2 | 7.5 | 45 | 406 | 1.1 | 6.1 | 17 | 241 | .4 | 3.7 | |
| WI '98 | 31 | 806 | .8 | 5.7 | 23 | 291 | .6 | 3.6 | 41 | 346 | 1.0 | 7.8 | 41 | 398 | 1.0 | 5.5 | 21 | 273 | .5 | 4.2 | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 11 | | | * | | | | | 7 | | | * | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| SU '98 | 2 | 30 | | .3 | 3 | 14 | .1 | .4 | 2 | 21 | | .2 | 1 | 7 | | .1 | ** | ** | ** | ** | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 175 | .4 | 3.3 | 27 | 79 | .7 | 4.1 | 39 | 90 | 1.0 | 6.2 | 24 | 93 | .6 | 3.4 | 3 | 67 | .1 | .7 | |
| FA '98 | 12 | 304 | .3 | 2.3 | 14 | 141 | .3 | 2.3 | 15 | 129 | .4 | 2.9 | 18 | 142 | .4 | 2.3 | 12 | 54 | .3 | 2.5 | |
| SU '98 | 16 | 307 | .4 | 2.7 | 14 | 83 | .3 | 2.1 | 36 | 165 | .9 | 4.3 | 24 | 178 | .6 | 3.3 | 4 | 55 | .1 | .9 | |
| SP '98 | 14 | 283 | .3 | 2.5 | 9 | 106 | .2 | 1.3 | 25 | 152 | .6 | 4.2 | 23 | 173 | .6 | 3.2 | 6 | 108 | .1 | 1.3 | |
| 4-Book | 15 | 267 | .4 | 2.7 | 16 | 102 | .4 | 2.5 | 29 | 134 | .7 | 4.4 | 22 | 147 | .6 | 3.1 | 6 | 71 | .2 | 1.4 | |
| WI '98 | 12 | 277 | .3 | 2.2 | 17 | 98 | .4 | 2.6 | 11 | 87 | .3 | 2.1 | 15 | 141 | .4 | 2.0 | 10 | 95 | .2 | 2.0 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | | .2 | | 9 | | | 4 | 9 | .1 | .6 | 3 | 9 | .1 | .4 | | | | | |
| FA '98 | | 19 | | | | 9 | | | | | | | | | | | | | | | |
| SU '98 | | 9 | | | | | | | | 9 | | | | | | | | | | | |
| SP '98 | | 21 | | | | | | | | | | | | 11 | | | | 11 | | | |
| 4-Book | | 15 | | .1 | | 5 | | | 1 | 5 | | .2 | 1 | 5 | | .1 | | 3 | | | |
| WI '98 | | 21 | | | | 7 | | | | 7 | | | | 14 | | | | 6 | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 66 | 1214 | 1.6 | 12.0 | 55 | 508 | 1.4 | 8.3 | 46 | 498 | 1.1 | 7.3 | 89 | 689 | 2.2 | 12.4 | 76 | 674 | 1.9 | 16.5 | |
| FA '98 | 79 | 1160 | 1.9 | 15.0 | 75 | 514 | 1.8 | 12.1 | 39 | 490 | 1.0 | 7.5 | 128 | 778 | 3.1 | 16.7 | 95 | 668 | 2.3 | 19.6 | |
| SU '98 | 68 | 1141 | 1.7 | 11.5 | 54 | 495 | 1.3 | 8.1 | 89 | 737 | 2.2 | 10.6 | 104 | 756 | 2.5 | 14.2 | 68 | 636 | 1.7 | 15.9 | |
| SP '98 | 75 | 1267 | 1.8 | 13.2 | 76 | 632 | 1.9 | 11.3 | 68 | 636 | 1.7 | 11.3 | 100 | 874 | 2.4 | 14.0 | 81 | 713 | 2.0 | 16.9 | |
| 4-Book | 72 | 1196 | 1.8 | 12.9 | 65 | 537 | 1.6 | 10.0 | 61 | 590 | 1.5 | 9.2 | 105 | 774 | 2.6 | 14.3 | 80 | 673 | 2.0 | 17.2 | |
| WI '98 | 79 | 1352 | 1.9 | 14.4 | 67 | 647 | 1.6 | 10.4 | 53 | 563 | 1.3 | 10.0 | 127 | 976 | 3.1 | 17.1 | 90 | 728 | 2.2 | 18.2 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 19 | | .2 | 3 | 10 | .1 | .5 | 4 | 10 | .1 | .6 | | 9 | | | | | | | |
| FA '98 | 3 | 43 | .1 | .6 | 11 | 32 | .3 | 1.8 | | | | | | | | | | 7 | 11 | .2 | 1.4 |
| SU '98 | 1 | 52 | | .2 | | | | | | | | | 1 | 9 | | .1 | | 3 | 43 | .1 | .7 |
| SP '98 | 1 | 75 | | .2 | 1 | 8 | | .1 | | 9 | | | | 8 | | | | 3 | 42 | .1 | .6 |
| 4-Book | 2 | 47 | | .3 | 4 | 13 | .1 | .6 | 1 | 5 | | .2 | | 7 | | | | 3 | 24 | .1 | .7 |
| WI '98 | 1 | 28 | | .2 | 1 | 5 | | .2 | | 13 | | | | 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 Trends

Target Listener Trends - Men 12-24

| | 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 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 997 | .9 | 6.4 | 28 | 356 | .7 | 4.2 | 48 | 431 | 1.2 | 7.6 | 51 | 567 | 1.3 | 7.1 | 28 | 439 | .7 | 6.1 |
| FA '98 | 36 | 1025 | .9 | 6.8 | 41 | 430 | 1.0 | 6.6 | 29 | 385 | .7 | 5.6 | 55 | 579 | 1.4 | 7.2 | 33 | 540 | .8 | 6.8 |
| SU '98 | 40 | 1068 | 1.0 | 6.8 | 34 | 432 | .8 | 5.1 | 56 | 641 | 1.4 | 6.7 | 49 | 547 | 1.2 | 6.7 | 35 | 370 | .9 | 8.2 |
| SP '98 | 38 | 1175 | .9 | 6.7 | 44 | 530 | 1.1 | 6.6 | 37 | 543 | .9 | 6.2 | 54 | 698 | 1.3 | 7.6 | 33 | 416 | .8 | 6.9 |
| 4-Book | 37 | 1066 | .9 | 6.7 | 37 | 437 | .9 | 5.6 | 43 | 500 | 1.1 | 6.5 | 52 | 598 | 1.3 | 7.2 | 32 | 441 | .8 | 7.0 |
| WI '98 | 44 | 1213 | 1.1 | 8.0 | 51 | 533 | 1.2 | 7.9 | 44 | 470 | 1.1 | 8.3 | 62 | 735 | 1.5 | 8.3 | 45 | 582 | 1.1 | 9.1 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | | | | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 19 | .1 | .5 | 6 | 14 | .1 | .9 | 7 | 9 | .2 | 1.1 | 2 | 9 | | .3 | | 6 | | |
| FA '98 | 2 | 38 | | .4 | 3 | 8 | .1 | .5 | 2 | 18 | | .4 | 3 | 16 | .1 | .4 | | | | |
| SU '98 | | 7 | | | 1 | 7 | | .1 | 1 | 7 | | .1 | | | | | | | | |
| SP '98 | 2 | 49 | | .4 | 1 | 7 | | .1 | 4 | 18 | .1 | .7 | 3 | 23 | .1 | .4 | 1 | 9 | | .2 |
| 4-Book | 2 | 28 | | .3 | 3 | 9 | | .4 | 4 | 13 | | .6 | 2 | 12 | | .3 | | 4 | | .1 |
| WI '98 | 6 | 81 | .1 | 1.1 | 8 | 53 | .2 | 1.2 | 5 | 52 | .1 | .9 | 11 | 55 | .3 | 1.5 | 4 | 27 | .1 | .8 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 1446 | 2.1 | 15.4 | 86 | 670 | 2.1 | 12.9 | 59 | 601 | 1.4 | 9.4 | 109 | 802 | 2.7 | 15.2 | 100 | 712 | 2.5 | 21.7 |
| FA '98 | 79 | 1440 | 1.9 | 15.0 | 73 | 662 | 1.8 | 11.8 | 53 | 589 | 1.3 | 10.2 | 118 | 830 | 2.9 | 15.4 | 102 | 778 | 2.5 | 21.0 |
| SU '98 | 83 | 1341 | 2.0 | 14.1 | 63 | 564 | 1.5 | 9.4 | 90 | 767 | 2.2 | 10.8 | 117 | 853 | 2.9 | 16.0 | 87 | 743 | 2.1 | 20.3 |
| SP '98 | 78 | 1493 | 1.9 | 13.8 | 79 | 683 | 1.9 | 11.8 | 54 | 598 | 1.3 | 9.0 | 104 | 915 | 2.5 | 14.6 | 87 | 739 | 2.1 | 18.2 |
| 4-Book | 81 | 1430 | 2.0 | 14.6 | 75 | 645 | 1.8 | 11.5 | 64 | 639 | 1.6 | 9.9 | 112 | 850 | 2.8 | 15.3 | 94 | 743 | 2.3 | 20.3 |
| 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 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | | | * | | | | | | | | * | | | | | | | |
| FA '98 | 2 | 10 | | .4 | | | | | 4 | 10 | .1 | .8 | | | | | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 40 | .1 | .5 | 1 | 10 | | .2 | 5 | 21 | .1 | .8 | 4 | 21 | .1 | .6 | 3 | 9 | .1 | .7 |
| FA '98 | 2 | 80 | | .4 | 1 | 30 | | .2 | 2 | 41 | | .4 | 2 | 10 | | .3 | 3 | 20 | .1 | .6 |
| SU '98 | 6 | 108 | .1 | 1.0 | 6 | 50 | .1 | .9 | 5 | 45 | .1 | .6 | 4 | 39 | .1 | .5 | 11 | 31 | .3 | 2.6 |
| SP '98 | 1 | 26 | | .2 | | | | | 2 | 18 | | .3 | | | | | | | | |
| 4-Book | 3 | 64 | | .5 | 2 | 23 | | .3 | 4 | 31 | | .5 | 3 | 18 | | .4 | 4 | 15 | | 1.0 |
| WI '98 | 4 | 79 | .1 | .7 | 3 | 40 | .1 | .5 | 8 | 26 | .2 | 1.5 | 8 | 24 | .2 | 1.1 | 1 | 9 | | .2 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | | | | | | | | | | | | | | | | | | | |
| SU '98 | | | | | | | | | | | | | | | | | | | | |
| SP '98 | 1 | 10 | | .2 | 2 | 10 | | .3 | | | | | | | | | 2 | 10 | | .4 |
| 4-Book | 3 | 3 | | .1 | 1 | 3 | | .1 | | | | | | | | | 1 | 3 | | .1 |
| WI '98 | | 5 | | | | | | | 1 | 5 | | .2 | 1 | 5 | | .1 | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 177 | .2 | 1.8 | 4 | 60 | .1 | .6 | 15 | 92 | .4 | 2.4 | 13 | 111 | .3 | 1.8 | 9 | 107 | .2 | 2.0 |
| FA '98 | 12 | 200 | .3 | 2.3 | 11 | 83 | .3 | 1.8 | 15 | 91 | .4 | 2.9 | 16 | 92 | .4 | 2.1 | 6 | 79 | .1 | 1.2 |
| SU '98 | 22 | 199 | .5 | 3.7 | 23 | 108 | .6 | 3.4 | 36 | 118 | .9 | 4.3 | 30 | 172 | .7 | 4.1 | 12 | 90 | .3 | 2.8 |
| SP '98 | 5 | 136 | .1 | .9 | 5 | 55 | .1 | .7 | 5 | 50 | .1 | .8 | 7 | 73 | .2 | 1.0 | 2 | 33 | | .4 |
| 4-Book | 12 | 178 | .3 | 2.2 | 11 | 77 | .3 | 1.6 | 18 | 88 | .5 | 2.6 | 17 | 112 | .4 | 2.3 | 7 | 77 | .2 | 1.6 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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 | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 660 | .6 | 4.5 | 34 | 271 | .8 | 5.1 | 46 | 264 | 1.1 | 7.3 | 33 | 343 | .8 | 4.6 | 9 | 274 | .2 | 2.0 |
| FA '98 | 19 | 674 | .5 | 3.6 | 20 | 274 | .5 | 3.2 | 16 | 265 | .4 | 3.1 | 35 | 398 | .9 | 4.6 | 16 | 232 | .4 | 3.3 |
| SU '98 | 23 | 707 | .6 | 3.9 | 15 | 217 | .4 | 2.2 | 36 | 353 | .9 | 4.3 | 33 | 449 | .8 | 4.5 | 13 | 229 | .3 | 3.0 |
| SP '98 | 22 | 732 | .5 | 3.9 | 30 | 314 | .7 | 4.5 | 28 | 328 | .7 | 4.7 | 21 | 364 | .5 | 2.9 | 12 | 262 | .3 | 2.5 |
| 4-Book | 22 | 693 | .6 | 4.0 | 25 | 269 | .6 | 3.8 | 32 | 303 | .8 | 4.9 | 31 | 389 | .8 | 4.2 | 13 | 249 | .3 | 2.7 |
| 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 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 96 | 1249 | 2.4 | 17.4 | 200 | 851 | 4.9 | 30.0 | 124 | 698 | 3.0 | 19.7 | 110 | 747 | 2.7 | 15.4 | 41 | 412 | 1.0 | 8.9 |
| FA '98 | 83 | 1194 | 2.0 | 15.7 | 197 | 820 | 4.8 | 31.7 | 104 | 544 | 2.6 | 19.9 | 81 | 502 | 2.0 | 10.6 | 37 | 382 | .9 | 7.6 |
| SU '98 | 93 | 1319 | 2.3 | 15.8 | 229 | 902 | 5.6 | 34.3 | 111 | 684 | 2.7 | 13.3 | 76 | 592 | 1.9 | 10.4 | 46 | 413 | 1.1 | 10.7 |
| SP '98 | 61 | 1261 | 1.5 | 10.8 | 117 | 730 | 2.9 | 17.4 | 95 | 598 | 2.3 | 15.8 | 58 | 595 | 1.4 | 8.1 | 26 | 406 | .6 | 5.4 |
| 4-Book | 83 | 1256 | 2.1 | 14.9 | 186 | 826 | 4.6 | 28.4 | 109 | 631 | 2.7 | 17.2 | 81 | 609 | 2.0 | 11.1 | 38 | 403 | .9 | 8.2 |
| 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 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 310 | .3 | 2.2 | 17 | 140 | .4 | 2.6 | 7 | 90 | .2 | 1.1 | 11 | 86 | .3 | 1.5 | 14 | 105 | .3 | 3.0 |
| FA '98 | 12 | 364 | .3 | 2.3 | 4 | 49 | .1 | .6 | 5 | 78 | .1 | 1.0 | 13 | 132 | .3 | 1.7 | 23 | 204 | .6 | 4.7 |
| SU '98 | 14 | 375 | .3 | 2.4 | 14 | 98 | .3 | 2.1 | 22 | 147 | .5 | 2.6 | 15 | 143 | .4 | 2.0 | 11 | 147 | .3 | 2.6 |
| SP '98 | 23 | 505 | .6 | 4.1 | 12 | 163 | .3 | 1.8 | 13 | 90 | .3 | 2.2 | 38 | 162 | .9 | 5.3 | 36 | 199 | .9 | 7.5 |
| 4-Book | 15 | 389 | .4 | 2.8 | 12 | 113 | .3 | 1.8 | 12 | 101 | .3 | 1.7 | 19 | 131 | .5 | 2.6 | 21 | 164 | .5 | 4.5 |
| 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 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 28 | | | | | | | | | | | | | | | | | | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 38 | | .4 | 1 | 9 | | .2 | 3 | 29 | .1 | .5 | 1 | 19 | | .1 | 1 | 8 | | .2 |
| FA '98 | | 40 | | | | 9 | | | | | | | 1 | 21 | | .1 | | | | |
| SU '98 | | 13 | | | | 4 | | | | | | | | | | | | 9 | | |
| SP '98 | 2 | 53 | | .4 | | 7 | | | | 7 | | | 3 | 37 | .1 | .4 | 5 | 20 | .1 | 1.0 |
| 4-Book | 1 | 36 | | .2 | | 7 | | .1 | 1 | 9 | | .1 | 1 | 19 | | .2 | 2 | 9 | | .3 |
| WI '98 | 1 | 55 | | .2 | | 17 | | | 2 | 32 | | .4 | 2 | 40 | | .3 | 1 | 22 | | .2 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 67 | | .4 | 4 | 27 | .1 | .6 | 1 | 26 | | .2 | 3 | 49 | .1 | .4 | 1 | 14 | | .2 |
| FA '98 | 3 | 31 | .1 | .6 | | | | | 4 | 21 | .1 | .8 | 11 | 21 | .3 | 1.4 | 1 | 10 | | .2 |
| SU '98 | 2 | 69 | | .3 | | 10 | | | 7 | 34 | .2 | .8 | 5 | 44 | .1 | .7 | 1 | 25 | | .2 |
| SP '98 | 2 | 42 | | .4 | 1 | 27 | | .1 | 2 | 11 | | .3 | 4 | 25 | .1 | .6 | 1 | 7 | | .2 |
| 4-Book | 2 | 52 | | .4 | 1 | 16 | | .2 | 4 | 23 | .1 | .5 | 6 | 35 | .2 | .8 | 1 | 14 | | .2 |
| WI '98 | 2 | 45 | | .4 | 1 | 16 | | .2 | 1 | 17 | | .2 | 2 | 17 | | .3 | 3 | 31 | .1 | .6 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 85 | | .2 | 2 | 37 | | .3 | 2 | 46 | | .3 | 2 | 38 | | .3 | | | | |
| FA '98 | 1 | 49 | | .2 | 1 | 29 | | .2 | 1 | 19 | | .2 | 1 | 9 | | .1 | | 19 | | |
| SU '98 | 1 | 18 | | .2 | | | | | | | | | | 9 | | | | 9 | | .7 |
| SP '98 | 4 | 101 | .1 | .7 | 3 | 25 | .1 | .4 | 5 | 47 | .1 | .8 | 4 | 66 | .1 | .6 | 4 | 44 | .1 | .8 |
| 4-Book | 2 | 63 | | .3 | 2 | 23 | | .2 | 2 | 28 | | .3 | 2 | 31 | | .3 | 2 | 18 | .1 | .4 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 607 | .3 | 2.5 | 13 | 261 | .3 | 2.0 | 7 | 182 | .2 | 1.1 | 22 | 327 | .5 | 3.1 | 19 | 279 | .5 | 4.1 |
| FA '98 | 15 | 502 | .4 | 2.8 | 8 | 177 | .2 | 1.3 | 20 | 218 | .5 | 3.8 | 23 | 245 | .6 | 3.0 | 15 | 218 | .4 | 3.1 |
| SU '98 | 22 | 786 | .5 | 3.7 | 16 | 209 | .4 | 2.4 | 25 | 317 | .6 | 3.0 | 29 | 412 | .7 | 4.0 | 22 | 294 | .5 | 5.1 |
| SP '98 | 14 | 511 | .3 | 2.5 | 18 | 256 | .4 | 2.7 | 15 | 188 | .4 | 2.5 | 18 | 243 | .4 | 2.5 | 10 | 177 | .2 | 2.1 |
| 4-Book | 16 | 602 | .4 | 2.9 | 14 | 226 | .3 | 2.1 | 17 | 226 | .4 | 2.6 | 23 | 307 | .6 | 3.2 | 17 | 242 | .4 | 3.6 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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

WRDR-FM
 WI '99
 FA '98
 SU '98
 SP '98
 4-Book
 WI '98

| | 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 |
| | | 19 | | | 1 | 10 | .2 | | | | | | | | | | | 9 | | |
| | | 18 | | | | | | 1 | 9 | .1 | | | 9 | | | | | | | |
| | | 9 | | | | 3 | .1 | | 2 | | | | 2 | | | | | 2 | | |
| | | 17 | | | | | | | | | | | 1 | 10 | .1 | | | 8 | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 551 | 3860 | 13.5 | | 666 | 3092 | 16.4 | | 629 | 2416 | 15.4 | | 715 | 3118 | 17.6 | | 461 | 2663 | 11.3 | |
| FA '98 | 527 | 3854 | 12.9 | | 621 | 3006 | 15.2 | | 522 | 2361 | 12.8 | | 766 | 3027 | 18.8 | | 485 | 2755 | 11.9 | |
| SU '98 | 590 | 3833 | 14.4 | | 667 | 2784 | 16.3 | | 836 | 3000 | 20.5 | | 733 | 3208 | 17.9 | | 428 | 2599 | 10.5 | |
| SP '98 | 567 | 3927 | 13.9 | | 671 | 3075 | 16.4 | | 601 | 2555 | 14.7 | | 712 | 3188 | 17.4 | | 478 | 2799 | 11.7 | |
| 4-Book | 559 | 3869 | 13.7 | | 656 | 2989 | 16.1 | | 647 | 2583 | 15.9 | | 732 | 3135 | 17.9 | | 463 | 2704 | 11.4 | |
| WI '98 | 547 | 3895 | 13.4 | | 644 | 3104 | 15.8 | | 528 | 2315 | 12.9 | | 744 | 3283 | 18.2 | | 495 | 2757 | 12.1 | |

** 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 12-24

Target Listener Estimates

| Men 12-24 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|
| Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 261 | .4 | 2.2 | 4 | 101 | .1 | 1.0 | 11 | 44 | .3 | 4.1 | 4 | 18 | .1 | .6 | 1 | 9 | .2 | |
| 4-Book | 11 | 287 | .3 | 1.6 | 7 | 134 | .2 | 1.6 | 15 | 50 | .4 | 4.7 | 6 | 27 | .1 | .9 | 7 | 28 | .2 | 1.3 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 228 | .2 | 1.5 | 13 | 127 | .3 | 3.2 | 5 | 15 | .1 | 1.9 | 9 | 24 | .2 | 1.4 | 20 | 49 | .5 | 4.1 |
| 4-Book | 17 | 252 | .4 | 2.6 | 11 | 147 | .3 | 2.6 | 7 | 27 | .2 | 2.2 | 16 | 46 | .4 | 2.3 | 12 | 36 | .3 | 2.2 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 40 | .1 | .3 | 1 | 27 | .1 | .2 | 2 | 5 | .1 | .7 | 2 | 5 | .1 | .7 | 1 | 3 | .1 | .2 |
| 4-Book | 2 | 31 | .1 | .3 | 2 | 34 | .1 | .4 | 1 | 1 | .1 | .2 | 1 | 3 | .1 | .2 | 1 | 3 | .1 | .2 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 152 | .2 | 1.5 | 12 | 139 | .3 | 3.0 | 4 | 15 | .1 | 1.5 | 21 | 48 | .5 | 3.3 | 18 | 21 | .4 | 3.7 |
| 4-Book | 19 | 214 | .5 | 2.8 | 10 | 124 | .3 | 2.5 | 11 | 21 | .3 | 3.9 | 12 | 38 | .3 | 1.8 | 13 | 30 | .3 | 2.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 1 | | | | 6 | | .1 | | | | | | | | | 1 | 2 | | .2 |
| 4-Book | | 1 | | | | 6 | | .1 | | | | | | | | | 1 | 2 | | .2 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 62 | 821 | 1.5 | 9.3 | 36 | 551 | .9 | 8.9 | 35 | 142 | .9 | 13.0 | 75 | 209 | 1.8 | 11.7 | 51 | 206 | 1.3 | 10.4 |
| 4-Book | 49 | 795 | 1.2 | 7.2 | 33 | 498 | .8 | 7.9 | 25 | 90 | .6 | 8.1 | 56 | 193 | 1.4 | 8.7 | 41 | 153 | 1.0 | 7.8 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 330 | .5 | 3.0 | 9 | 199 | .2 | 2.2 | 3 | 9 | .1 | 1.1 | 10 | 63 | .2 | 1.6 | 15 | 43 | .4 | 3.1 |
| 4-Book | 20 | 281 | .5 | 3.0 | 8 | 153 | .2 | 1.9 | 3 | 17 | .1 | .9 | 9 | 49 | .2 | 1.5 | 8 | 30 | .2 | 1.5 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 77 | .1 | .9 | 6 | 59 | .1 | 1.5 | 10 | 15 | .2 | 3.7 | 9 | 15 | .2 | 1.4 | 11 | 24 | .3 | 2.2 |
| 4-Book | 7 | 91 | .1 | 1.0 | 6 | 77 | .2 | 1.4 | 7 | 19 | .2 | 2.4 | 7 | 21 | .2 | 1.1 | 7 | 18 | .2 | 1.3 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 271 | .4 | 2.5 | 5 | 119 | .1 | 1.2 | 2 | 11 | .1 | .7 | 4 | 26 | .1 | .6 | 5 | 17 | .1 | 1.0 |
| 4-Book | 29 | 357 | .7 | 4.2 | 14 | 214 | .3 | 3.4 | 8 | 29 | .2 | 2.7 | 24 | 64 | .6 | 3.8 | 25 | 74 | .6 | 4.5 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 538 | .8 | 5.1 | 19 | 320 | .5 | 4.7 | 13 | 35 | .3 | 4.8 | 50 | 136 | 1.2 | 7.8 | 36 | 87 | .9 | 7.3 |
| 4-Book | 42 | 593 | 1.0 | 6.2 | 19 | 325 | .5 | 4.6 | 16 | 47 | .4 | 4.9 | 42 | 134 | 1.0 | 6.5 | 32 | 106 | .8 | 6.1 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 7 | | | * | 4 | | | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 137 | .8 | 4.6 | 5 | 96 | .1 | 1.2 | 1 | 9 | .1 | .4 | 17 | 39 | .4 | 2.6 | 3 | 19 | .1 | .6 |
| 4-Book | 23 | 216 | .6 | 3.4 | 8 | 102 | .2 | 1.8 | 1 | 6 | .1 | .3 | 13 | 36 | .3 | 1.9 | 9 | 23 | .2 | 1.6 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 9 | .1 | .3 | 1 | 9 | .1 | .2 | | | | | | | | | 2 | 9 | .1 | .4 |
| 4-Book | 1 | 10 | .1 | .3 | 1 | 5 | .1 | .1 | | | | | | | | | 1 | 2 | .1 | .1 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 62 | 1016 | 1.5 | 9.3 | 64 | 751 | 1.6 | 15.9 | 28 | 137 | .7 | 10.4 | 90 | 270 | 2.2 | 14.0 | 72 | 180 | 1.8 | 14.7 |
| 4-Book | 76 | 1041 | 1.9 | 11.2 | 60 | 715 | 1.5 | 14.7 | 36 | 138 | .9 | 11.9 | 89 | 293 | 2.2 | 14.1 | 85 | 264 | 2.1 | 16.1 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 19 | .1 | .3 | | | | | | | | | | | | | 1 | 4 | | .1 |
| 4-Book | 1 | 20 | .1 | .3 | 1 | 12 | .1 | .1 | | | | | | | | | 1 | 4 | | .1 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 803 | 1.1 | 6.4 | 25 | 458 | .6 | 6.2 | 13 | 58 | .3 | 4.8 | 48 | 185 | 1.2 | 7.5 | 20 | 145 | .5 | 4.1 |
| 4-Book | 44 | 897 | 1.1 | 6.5 | 29 | 573 | .7 | 7.0 | 17 | 81 | .4 | 5.6 | 46 | 224 | 1.1 | 7.2 | 35 | 185 | .9 | 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

Men 12-24

Target Listener Estimates - Men 12-24

| | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | |
|----------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 1 | 9 | | .2 | 2 | 9 | | .7 | 5 | 9 | .1 | .8 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 14 | .1 | .7 | | | | | | | | | | | | | | | | |
| 4-Book | 3 | 22 | .1 | .5 | 1 | 13 | | .1 | | 1 | | .1 | 2 | 3 | .1 | .3 | 2 | 4 | | .4 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 83 | 1217 | 2.0 | 12.4 | 78 | 821 | 1.9 | 19.4 | 40 | 142 | 1.0 | 14.8 | 95 | 288 | 2.3 | 14.8 | 97 | 248 | 2.4 | 19.8 |
| 4-Book | 82 | 1214 | 2.0 | 12.2 | 70 | 860 | 1.7 | 17.2 | 50 | 180 | 1.2 | 16.0 | 107 | 360 | 2.6 | 16.9 | 96 | 291 | 2.4 | 18.1 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | | | * | | | | * | | | | | | | | * | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 31 | .1 | .4 | 2 | 19 | | .5 | 8 | 11 | .2 | 3.0 | 2 | 11 | | .3 | | | | |
| 4-Book | 3 | 51 | .1 | .4 | 2 | 27 | .1 | .5 | 2 | 6 | .1 | .8 | 2 | 7 | | .3 | | | | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 3 | | .1 | | 3 | | .1 | 1 | 3 | | .2 | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 140 | .3 | 1.6 | 8 | 102 | .2 | 2.0 | 2 | 23 | | .7 | 16 | 45 | .4 | 2.5 | 8 | 39 | .2 | 1.6 |
| 4-Book | 15 | 142 | .4 | 2.2 | 9 | 115 | .2 | 2.3 | 9 | 31 | .2 | 2.7 | 12 | 36 | .3 | 1.8 | 12 | 34 | .3 | 2.2 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 511 | .9 | 5.7 | 14 | 258 | .3 | 3.5 | 15 | 57 | .4 | 5.6 | 29 | 75 | .7 | 4.5 | 26 | 133 | .6 | 5.3 |
| 4-Book | 29 | 572 | .7 | 4.3 | 17 | 335 | .4 | 4.2 | 10 | 56 | .3 | 3.4 | 28 | 104 | .7 | 4.4 | 22 | 81 | .6 | 4.2 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 143 | 1194 | 3.5 | 21.4 | 49 | 685 | 1.2 | 12.2 | 35 | 147 | .9 | 13.0 | 78 | 311 | 1.9 | 12.1 | 53 | 208 | 1.3 | 10.8 |
| 4-Book | 124 | 1136 | 3.0 | 18.4 | 41 | 557 | 1.0 | 10.0 | 36 | 129 | .9 | 11.9 | 70 | 244 | 1.7 | 11.1 | 44 | 163 | 1.1 | 8.3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 219 | .3 | 1.6 | 11 | 153 | .3 | 2.7 | 16 | 48 | .4 | 5.9 | 10 | 10 | .2 | 1.6 | 4 | 18 | .1 | .8 |
| 4-Book | 14 | 242 | .4 | 2.0 | 13 | 175 | .3 | 3.0 | 11 | 32 | .3 | 3.5 | 19 | 43 | .5 | 3.0 | 16 | 37 | .4 | 2.9 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 38 | | .3 | 2 | 19 | | .5 | | | | | 7 | 19 | .2 | 1.1 | 5 | 10 | | 1.0 |
| 4-Book | 1 | 27 | | .1 | 1 | 15 | | .2 | | | | | 2 | 5 | .1 | .3 | 1 | 3 | | .3 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 67 | .1 | .4 | | | | | | | | | | | | | | | | |
| 4-Book | 4 | 47 | .1 | .5 | | 6 | | | | 2 | | .1 | | | | | | 2 | | |
| WNJD-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 76 | | .3 | 1 | 28 | | .2 | | | | | 3 | 28 | .1 | .5 | 1 | 10 | | .2 |
| 4-Book | 2 | 52 | | .3 | 1 | 31 | | .2 | 1 | 2 | | .3 | 4 | 16 | .1 | .7 | 2 | 7 | | .3 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 507 | .3 | 1.9 | 12 | 257 | .3 | 3.0 | 6 | 66 | .1 | 2.2 | 21 | 86 | .5 | 3.3 | 9 | 74 | .2 | 1.8 |
| 4-Book | 18 | 478 | .4 | 2.6 | 13 | 300 | .3 | 3.1 | 9 | 54 | .2 | 2.7 | 20 | 86 | .5 | 3.3 | 18 | 76 | .4 | 3.3 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 10 | | | | 10 | | | | | | | 1 | 10 | | .2 | | | | |
| 4-Book | | 7 | | | | 3 | | | | | | | | 3 | | .1 | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 667 | 3751 | 16.4 | | 403 | 3019 | 9.9 | | 270 | 840 | 6.6 | | 643 | 1749 | 15.8 | | 491 | 1325 | 12.1 | |
| 4-Book | 676 | 3742 | 16.6 | | 412 | 3057 | 10.1 | | 306 | 895 | 7.5 | | 638 | 1696 | 15.6 | | 529 | 1380 | 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

| 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 '99 | 1 | 9 | .2 | 10 | 38 | .2 | 5.0 | 3 | 9 | .1 | .8 | 1 | 10 | .2 | | 1 | 10 | .3 | | |
| 4-Book | 5 | 15 | .1 | 1.0 | 11 | 49 | .3 | 5.6 | 5 | 19 | .1 | 1.0 | 4 | 18 | .1 | 1.0 | 4 | 20 | .1 | 1.1 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 26 | .3 | 2.7 | | | | 16 | 39 | .4 | 4.1 | 29 | 56 | .7 | 6.8 | 14 | 45 | .3 | 4.0 | |
| 4-Book | 10 | 36 | .3 | 2.4 | 4 | 11 | .1 | 1.4 | 13 | 41 | .3 | 3.1 | 15 | 38 | .4 | 3.4 | 13 | 38 | .3 | 3.8 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 6 | 21 | .1 | 3.0 | 1 | 18 | | .3 | | | | | | | | | |
| 4-Book | 1 | 1 | .1 | 9 | 26 | .2 | 4.4 | 4 | 19 | .1 | .9 | 1 | 5 | .1 | | 1 | 2 | .2 | | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 17 | .3 | 2.7 | 3 | 15 | .1 | 1.5 | 2 | 10 | .5 | 18 | 50 | .4 | 4.2 | 20 | 30 | .5 | 5.7 | |
| 4-Book | 8 | 19 | .2 | 1.8 | 9 | 18 | .2 | 4.9 | 6 | 21 | .1 | 1.4 | 11 | 33 | .2 | 2.4 | 16 | 33 | .4 | 4.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 1 | 2 | | .4 | | | | | | | | | 1 | 2 | .2 | | |
| 4-Book | 1 | 2 | .2 | 1 | 2 | .4 | | | | | | | | | | 1 | 2 | .2 | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 200 | 1.1 | 11.4 | 15 | 64 | .4 | 7.4 | 17 | 122 | .4 | 4.3 | 27 | 127 | .7 | 6.4 | 21 | 80 | .5 | 6.0 |
| 4-Book | 34 | 153 | .8 | 8.1 | 17 | 69 | .4 | 8.6 | 35 | 151 | .9 | 8.3 | 29 | 119 | .7 | 6.6 | 25 | 98 | .6 | 7.5 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 51 | .2 | 2.2 | 5 | 18 | .1 | 2.5 | 9 | 58 | .2 | 2.3 | 11 | 35 | .3 | 2.6 | 12 | 70 | .3 | 3.4 |
| 4-Book | 6 | 27 | .1 | 1.3 | 5 | 18 | .1 | 2.4 | 12 | 48 | .3 | 2.7 | 10 | 34 | .3 | 2.4 | 8 | 52 | .2 | 2.6 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 22 | .1 | 1.5 | 6 | 18 | .1 | 3.0 | 4 | 9 | .1 | 1.0 | 2 | 9 | .5 | | 1 | 11 | .3 | |
| 4-Book | 6 | 20 | .1 | 1.5 | 2 | 11 | .1 | 1.1 | 6 | 15 | .2 | 1.3 | 6 | 14 | .1 | 1.4 | 6 | 19 | .1 | 1.8 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 18 | .5 | | 2 | 9 | 1.0 | | 11 | 41 | .3 | 2.8 | 8 | 33 | .2 | 1.9 | 2 | 18 | .6 | |
| 4-Book | 15 | 65 | .4 | 3.5 | 3 | 15 | .1 | 1.5 | 13 | 57 | .3 | 3.2 | 13 | 46 | .3 | 3.0 | 10 | 47 | .2 | 3.4 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 70 | .3 | 3.5 | 6 | 26 | .1 | 3.0 | 13 | 72 | .3 | 3.3 | 20 | 57 | .5 | 4.7 | 2 | 16 | .6 | |
| 4-Book | 16 | 72 | .4 | 3.7 | 2 | 12 | 1.0 | | 18 | 77 | .4 | 4.2 | 19 | 67 | .5 | 4.3 | 8 | 54 | .2 | 2.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * 2 | 4 | 1.0 | | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 28 | .1 | .7 | 7 | 10 | .2 | 3.5 | 2 | 9 | .5 | 2 | 10 | .5 | | 3 | 19 | .1 | .9 | |
| 4-Book | 4 | 19 | .1 | .8 | 8 | 22 | .2 | 4.2 | 9 | 31 | .2 | 2.3 | 10 | 25 | .2 | 2.3 | 6 | 15 | .1 | 1.9 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | 3 | 9 | .1 | .7 | | | | | |
| 4-Book | | | | | | | | | | | | 1 | 5 | .2 | | | | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 321 | 2.1 | 21.6 | 27 | 89 | .7 | 13.4 | 75 | 242 | 1.8 | 19.0 | 72 | 192 | 1.8 | 17.0 | 52 | 173 | 1.3 | 14.8 |
| 4-Book | 79 | 260 | 1.9 | 18.7 | 21 | 76 | .5 | 10.7 | 49 | 176 | 1.2 | 12.0 | 65 | 192 | 1.6 | 15.2 | 51 | 184 | 1.3 | 16.4 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | 1 | 4 | .1 | | 2 | 5 | .1 | .6 | | | | |
| 4-Book | | 2 | .1 | | | | | | | | | | | | | | | | | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 148 | .6 | 6.5 | | | | 32 | 123 | .8 | 8.1 | 28 | 120 | .7 | 6.6 | 24 | 91 | .6 | 6.8 | |
| 4-Book | 36 | 180 | .9 | 8.5 | 9 | 59 | .2 | 5.4 | 31 | 168 | .8 | 7.7 | 32 | 135 | .8 | 7.4 | 19 | 98 | .5 | 5.7 |

** 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

Target Listener Estimates - Men 12-24

| 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| | 1 | | .1 | | | | | 1 | 1 | | .1 | 1 | 5 | | .1 | | | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 76 | 243 | 1.9 | 18.9 | 64 | 192 | 1.6 | 31.7 | 83 | 254 | 2.0 | 21.1 | 87 | 217 | 2.1 | 20.5 | 78 | 236 | 1.9 | 22.2 |
| 84 | 255 | 2.1 | 20.0 | 41 | 135 | 1.0 | 19.9 | 65 | 232 | 1.6 | 16.3 | 67 | 223 | 1.6 | 15.8 | 48 | 180 | 1.2 | 14.6 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 3 | 9 | .1 | .7 | | | | | 4 | 7 | .1 | 1.1 | 4 | 7 | .1 | .9 | 3 | 9 | .1 | .9 |
| 3 | 8 | .1 | .6 | | | | | | | | | | | | | 1 | 7 | | .4 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 1 | 3 | | .1 | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 8 | 24 | .2 | 2.0 | 2 | 15 | | 1.0 | 15 | 71 | .4 | 3.8 | 2 | 18 | | .5 | 5 | 23 | .1 | 1.4 |
| 8 | 25 | .2 | 2.0 | 6 | 25 | .1 | 3.5 | 13 | 48 | .3 | 3.1 | 8 | 26 | .2 | 1.8 | 7 | 20 | .2 | 2.3 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 2 | 27 | | .5 | 4 | 17 | .1 | 2.0 | 14 | 56 | .3 | 3.6 | 9 | 76 | .2 | 2.1 | 10 | 43 | .2 | 2.8 |
| 12 | 74 | .3 | 2.8 | 4 | 24 | .1 | 1.9 | 26 | 104 | .6 | 6.2 | 17 | 83 | .4 | 4.0 | 17 | 79 | .4 | 5.2 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 37 | 171 | .9 | 9.2 | 14 | 75 | .3 | 6.9 | 61 | 265 | 1.5 | 15.5 | 56 | 151 | 1.4 | 13.2 | 51 | 158 | 1.3 | 14.5 |
| 34 | 124 | .9 | 8.0 | 15 | 62 | .3 | 7.0 | 47 | 187 | 1.2 | 11.9 | 48 | 147 | 1.2 | 11.2 | 29 | 104 | .7 | 9.0 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 6 | 37 | .1 | 1.5 | 15 | 47 | .4 | 7.4 | 17 | 42 | .4 | 4.3 | 6 | 34 | .1 | 1.4 | 14 | 27 | .3 | 4.0 |
| 12 | 45 | .3 | 2.7 | 9 | 31 | .2 | 4.5 | 16 | 55 | .4 | 3.8 | 11 | 35 | .2 | 2.5 | 10 | 43 | .2 | 2.9 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| | | | | 2 | 9 | | 1.0 | | | | | 1 | 8 | | .3 | 1 | 4 | | .2 |
| | | | | 1 | 2 | | .3 | | | | | | | | | | | | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | 4 | | | .1 | | | | | 2 | | | .1 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| | | | | 2 | 9 | | 1.0 | | | | | 2 | 9 | | .5 | 1 | 9 | | .3 |
| | | | | 1 | 2 | | .3 | 1 | 9 | | .1 | 1 | 4 | | .2 | 1 | 6 | | .4 |
| WPST-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 22 | 123 | .5 | 5.5 | 2 | 18 | | 1.0 | 9 | 48 | .2 | 2.3 | 12 | 68 | .3 | 2.8 | 13 | 60 | .3 | 3.7 |
| 14 | 91 | .3 | 3.4 | 4 | 23 | .1 | 1.9 | 12 | 70 | .3 | 2.9 | 15 | 69 | .4 | 3.4 | 13 | 62 | .3 | 4.0 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | 2 | 10 | | .5 | | | | |
| | | | | | | | | | | | | 1 | 3 | | .1 | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 402 | 1332 | 9.9 | | 202 | 656 | 5.0 | | 394 | 1220 | 9.7 | | 424 | 1066 | 10.4 | | 351 | 997 | 8.6 | |
| 422 | 1207 | 10.4 | | 195 | 647 | 4.8 | | 410 | 1244 | 10.1 | | 429 | 1102 | 10.5 | | 319 | 994 | 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

| 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 | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 869 | .4 | 2.3 | 75 | 644 | 1.3 | 4.7 | 20 | 223 | .4 | 1.3 | 29 | 352 | .5 | 2.2 | 11 | 150 | .2 | 1.8 |
| FA '98 | 15 | 759 | .3 | 1.4 | 37 | 425 | .7 | 2.3 | 16 | 232 | .3 | 1.1 | 18 | 307 | .3 | 1.3 | 6 | 163 | .1 | 1.0 |
| SU '98 | 28 | 1025 | .5 | 2.6 | 75 | 626 | 1.3 | 4.9 | 23 | 284 | .4 | 1.4 | 38 | 467 | .7 | 2.9 | 11 | 220 | .2 | 1.9 |
| SP '98 | 25 | 934 | .4 | 2.2 | 66 | 587 | 1.1 | 3.9 | 18 | 342 | .3 | 1.1 | 29 | 386 | .5 | 2.1 | 8 | 206 | .1 | 1.2 |
| 4-Book | 23 | 897 | .4 | 2.1 | 63 | 571 | 1.1 | 4.0 | 19 | 270 | .4 | 1.2 | 29 | 378 | .5 | 2.1 | 9 | 185 | .2 | 1.5 |
| WI '98 | 33 | 1236 | .6 | 3.2 | 107 | 838 | 1.9 | 6.6 | 26 | 389 | .5 | 1.9 | 31 | 500 | .5 | 2.5 | 14 | 166 | .2 | 2.3 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 439 | .5 | 2.6 | 26 | 158 | .5 | 1.6 | 38 | 202 | .7 | 2.4 | 44 | 268 | .8 | 3.3 | 18 | 134 | .3 | 3.0 |
| FA '98 | 30 | 483 | .5 | 2.8 | 29 | 196 | .5 | 1.8 | 57 | 220 | 1.0 | 3.8 | 46 | 263 | .8 | 3.3 | 18 | 136 | .3 | 2.9 |
| SU '98 | 20 | 488 | .3 | 1.9 | 26 | 201 | .5 | 1.7 | 35 | 207 | .6 | 2.2 | 18 | 207 | .3 | 1.4 | 11 | 150 | .2 | 1.9 |
| SP '98 | 59 | 674 | 1.0 | 5.1 | 73 | 349 | 1.3 | 4.4 | 119 | 347 | 2.1 | 7.2 | 68 | 409 | 1.2 | 4.9 | 26 | 242 | .5 | 4.0 |
| 4-Book | 34 | 521 | .6 | 3.1 | 39 | 226 | .7 | 2.4 | 62 | 244 | 1.1 | 3.9 | 44 | 287 | .8 | 3.2 | 18 | 166 | .3 | 3.0 |
| WI '98 | 30 | 577 | .5 | 2.9 | 42 | 238 | .7 | 2.6 | 52 | 242 | .9 | 3.7 | 29 | 305 | .5 | 2.3 | 14 | 208 | .2 | 2.3 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 74 | .2 | .2 | 1 | 6 | .1 | .1 | 3 | 21 | .1 | .2 | 1 | 19 | .1 | .1 | | | | |
| FA '98 | 3 | 65 | .1 | .3 | 9 | 56 | .2 | .6 | | 10 | | | 3 | 22 | .1 | .2 | | | | |
| SU '98 | 3 | 34 | .1 | .3 | 9 | 34 | .2 | .6 | 4 | 17 | .1 | .3 | 3 | 9 | .1 | .2 | | | | |
| SP '98 | 2 | 70 | .2 | .2 | 2 | 10 | .1 | .1 | 2 | 10 | .1 | .1 | | 10 | | | | | | |
| 4-Book | 3 | 61 | .1 | .3 | 5 | 27 | .1 | .4 | 2 | 15 | .1 | .2 | 2 | 15 | .1 | .1 | | | | |
| WI '98 | 2 | 75 | .2 | .2 | 5 | 31 | .1 | .3 | 1 | 19 | .1 | .1 | 3 | 20 | .1 | .2 | | | | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 635 | 1.2 | 6.3 | 72 | 357 | 1.3 | 4.6 | 89 | 316 | 1.6 | 5.6 | 78 | 339 | 1.4 | 5.8 | 83 | 340 | 1.5 | 13.8 |
| FA '98 | 70 | 757 | 1.2 | 6.5 | 106 | 527 | 1.9 | 6.7 | 90 | 408 | 1.6 | 6.0 | 82 | 387 | 1.5 | 5.9 | 48 | 367 | .8 | 7.8 |
| SU '98 | 43 | 607 | .7 | 4.1 | 58 | 357 | 1.0 | 3.8 | 63 | 340 | 1.1 | 4.0 | 51 | 331 | .9 | 3.9 | 33 | 235 | .6 | 5.6 |
| SP '98 | 53 | 637 | .9 | 4.6 | 91 | 365 | 1.6 | 5.4 | 49 | 303 | .9 | 3.0 | 47 | 246 | .8 | 3.4 | 51 | 290 | .9 | 7.8 |
| 4-Book | 59 | 659 | 1.0 | 5.4 | 82 | 402 | 1.5 | 5.1 | 73 | 342 | 1.3 | 4.7 | 65 | 326 | 1.2 | 4.8 | 54 | 308 | 1.0 | 8.8 |
| WI '98 | 64 | 762 | 1.1 | 6.1 | 88 | 428 | 1.5 | 5.5 | 92 | 426 | 1.6 | 6.6 | 81 | 376 | 1.4 | 6.5 | 45 | 285 | .8 | 7.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 41 | .1 | .1 | 5 | 10 | .1 | .3 | | 9 | | | 1 | 20 | .1 | .1 | | 10 | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 2 | 70 | .2 | .2 | 5 | 40 | .1 | .3 | 1 | 5 | .1 | .1 | 4 | 19 | .1 | .3 | | 10 | | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 13 | | | | | | | | | | | | | | | | | | |
| FA '98 | 1 | 10 | .1 | .1 | | | | | | | | | 4 | 10 | .1 | .3 | | | | |
| SU '98 | 4 | 83 | .1 | .4 | 7 | 29 | .1 | .5 | 6 | 40 | .1 | .4 | 3 | 23 | .1 | .2 | 2 | 17 | .1 | .3 |
| SP '98 | 6 | 25 | .1 | .5 | 12 | 17 | .2 | .7 | 10 | 17 | .2 | .6 | 5 | 17 | .1 | .4 | | | | |
| 4-Book | 3 | 33 | .1 | .3 | 5 | 12 | .1 | .3 | 4 | 14 | .1 | .3 | 3 | 13 | .1 | .2 | 1 | 4 | | |
| WI '98 | 3 | 53 | .1 | .3 | 2 | 25 | .1 | .1 | 7 | 20 | .1 | .5 | 1 | 20 | .1 | .1 | | 11 | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 1026 | .8 | 4.3 | 44 | 389 | .8 | 2.8 | 72 | 558 | 1.3 | 4.5 | 69 | 510 | 1.2 | 5.2 | 26 | 428 | .5 | 4.3 |
| FA '98 | 43 | 964 | .8 | 4.0 | 43 | 347 | .8 | 2.7 | 61 | 488 | 1.1 | 4.1 | 58 | 555 | 1.0 | 4.2 | 36 | 321 | .6 | 5.9 |
| SU '98 | 53 | 1043 | .9 | 5.0 | 59 | 407 | 1.0 | 3.9 | 82 | 492 | 1.4 | 5.1 | 79 | 602 | 1.4 | 6.0 | 30 | 431 | .5 | 5.1 |
| SP '98 | 69 | 1151 | 1.2 | 6.0 | 60 | 505 | 1.0 | 3.6 | 98 | 529 | 1.7 | 5.9 | 79 | 536 | 1.4 | 5.7 | 56 | 390 | 1.0 | 8.5 |
| 4-Book | 53 | 1046 | .9 | 4.8 | 52 | 412 | .9 | 3.3 | 78 | 517 | 1.4 | 4.9 | 71 | 551 | 1.3 | 5.3 | 37 | 393 | .7 | 6.0 |
| WI '98 | 42 | 1104 | .7 | 4.0 | 49 | 425 | .9 | 3.0 | 49 | 492 | .9 | 3.5 | 48 | 617 | .8 | 3.8 | 31 | 444 | .5 | 5.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 66 | 1165 | 1.2 | 6.1 | 79 | 554 | 1.4 | 5.0 | 109 | 571 | 1.9 | 6.8 | 101 | 735 | 1.8 | 7.6 | 32 | 392 | .6 | 5.3 |
| FA '98 | 58 | 942 | 1.0 | 5.4 | 71 | 505 | 1.3 | 4.5 | 87 | 478 | 1.5 | 5.8 | 101 | 656 | 1.8 | 7.2 | 24 | 327 | .4 | 3.9 |
| SU '98 | 52 | 879 | .9 | 4.9 | 69 | 512 | 1.2 | 4.5 | 84 | 447 | 1.5 | 5.3 | 91 | 611 | 1.6 | 6.9 | 16 | 267 | .3 | 2.7 |
| SP '98 | 48 | 908 | .8 | 4.2 | 81 | 484 | 1.4 | 4.8 | 66 | 430 | 1.1 | 4.0 | 76 | 587 | 1.3 | 5.4 | 25 | 288 | .4 | 3.8 |
| 4-Book | 56 | 974 | 1.0 | 5.2 | 75 | 514 | 1.3 | 4.7 | 87 | 482 | 1.5 | 5.5 | 92 | 647 | 1.6 | 6.8 | 24 | 319 | .4 | 3.9 |
| WI '98 | 66 | 1034 | 1.1 | 6.3 | 109 | 584 | 1.9 | 6.8 | 85 | 474 | 1.5 | 6.1 | 112 | 666 | 1.9 | 8.9 | 34 | 410 | .6 | 5.6 |

** 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

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 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 350 | .3 | 1.8 | 13 | 111 | .2 | .8 | 29 | 115 | .5 | 1.8 | 32 | 160 | .6 | 2.4 | 8 | 108 | .1 | 1.3 |
| FA '98 | 28 | 385 | .5 | 2.6 | 33 | 159 | .6 | 2.1 | 48 | 180 | .8 | 3.2 | 32 | 174 | .6 | 2.3 | 22 | 172 | .4 | 3.6 |
| SU '98 | 18 | 315 | .3 | 1.7 | 14 | 131 | .2 | .9 | 26 | 115 | .5 | 1.6 | 19 | 149 | .3 | 1.4 | 16 | 114 | .3 | 2.7 |
| SP '98 | 22 | 318 | .4 | 1.9 | 25 | 160 | .4 | 1.5 | 35 | 177 | .6 | 2.1 | 26 | 158 | .5 | 1.9 | 12 | 107 | .2 | 1.8 |
| 4-Book | 22 | 342 | .4 | 2.0 | 21 | 140 | .4 | 1.3 | 35 | 147 | .6 | 2.2 | 27 | 160 | .5 | 2.0 | 15 | 125 | .3 | 2.4 |
| WI '98 | 22 | 429 | .4 | 2.1 | 20 | 118 | .3 | 1.2 | 29 | 163 | .5 | 2.1 | 32 | 206 | .6 | 2.6 | 18 | 145 | .3 | 3.0 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 831 | .6 | 3.2 | 35 | 344 | .6 | 2.2 | 67 | 442 | 1.2 | 4.2 | 49 | 503 | .9 | 3.7 | 17 | 233 | .3 | 2.8 |
| FA '98 | 70 | 940 | 1.2 | 6.5 | 80 | 449 | 1.4 | 5.0 | 139 | 490 | 2.5 | 9.3 | 100 | 577 | 1.8 | 7.2 | 22 | 253 | .4 | 3.6 |
| SU '98 | 70 | 933 | 1.2 | 6.6 | 61 | 379 | 1.1 | 4.0 | 140 | 487 | 2.4 | 8.8 | 84 | 548 | 1.5 | 6.4 | 28 | 273 | .5 | 4.8 |
| SP '98 | 68 | 1039 | 1.2 | 5.9 | 78 | 441 | 1.4 | 4.7 | 136 | 515 | 2.4 | 8.2 | 83 | 585 | 1.4 | 5.9 | 22 | 275 | .4 | 3.3 |
| 4-Book | 61 | 936 | 1.1 | 5.6 | 64 | 403 | 1.1 | 4.0 | 121 | 484 | 2.1 | 7.6 | 79 | 553 | 1.4 | 5.8 | 22 | 259 | .4 | 3.6 |
| WI '98 | 63 | 1147 | 1.1 | 6.0 | 61 | 499 | 1.1 | 3.8 | 101 | 517 | 1.8 | 7.3 | 84 | 698 | 1.5 | 6.7 | 37 | 402 | .6 | 6.1 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 73 | 1324 | 1.3 | 6.7 | 94 | 589 | 1.7 | 5.9 | 131 | 762 | 2.3 | 8.2 | 100 | 733 | 1.8 | 7.5 | 24 | 380 | .4 | 4.0 |
| FA '98 | 86 | 1285 | 1.5 | 8.0 | 81 | 478 | 1.4 | 5.1 | 189 | 707 | 3.3 | 12.6 | 125 | 871 | 2.2 | 9.0 | 33 | 375 | .6 | 5.4 |
| SU '98 | 100 | 1610 | 1.7 | 9.4 | 103 | 656 | 1.8 | 6.8 | 195 | 884 | 3.4 | 12.2 | 137 | 883 | 2.4 | 10.4 | 50 | 619 | .9 | 8.5 |
| SP '98 | 84 | 1426 | 1.5 | 7.3 | 111 | 591 | 1.9 | 6.6 | 125 | 704 | 2.2 | 7.6 | 110 | 885 | 1.9 | 7.9 | 47 | 460 | .8 | 7.1 |
| 4-Book | 86 | 1411 | 1.5 | 7.9 | 97 | 579 | 1.7 | 6.1 | 160 | 764 | 2.8 | 10.2 | 118 | 843 | 2.1 | 8.7 | 39 | 459 | .7 | 6.3 |
| WI '98 | 73 | 1474 | 1.3 | 7.0 | 86 | 570 | 1.5 | 5.3 | 124 | 639 | 2.2 | 8.9 | 80 | 855 | 1.4 | 6.4 | 20 | 399 | .3 | 3.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 1 | 39 | .1 | * | 3 | 13 | .1 | 1 | 24 | .1 | .1 | * | 1 | 11 | .1 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 5 | 42 | .1 | .5 | 4 | 17 | .1 | .3 | 8 | 17 | .1 | .5 | 3 | 16 | .1 | .2 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 33 | 470 | .6 | 3.0 | 40 | 165 | .7 | 2.5 | 60 | 235 | 1.1 | 3.8 | 43 | 271 | .8 | 3.2 | 16 | 146 | .3 | 2.7 |
| FA '98 | 26 | 518 | .5 | 2.4 | 30 | 237 | .5 | 1.9 | 43 | 272 | .8 | 2.9 | 33 | 219 | .6 | 2.4 | 16 | 92 | .3 | 2.6 |
| SU '98 | 26 | 607 | .5 | 2.5 | 27 | 198 | .5 | 1.8 | 46 | 284 | .8 | 2.9 | 43 | 262 | .7 | 3.3 | 10 | 127 | .2 | 1.7 |
| SP '98 | 38 | 507 | .7 | 3.3 | 34 | 270 | .6 | 2.0 | 67 | 289 | 1.2 | 4.1 | 59 | 369 | 1.0 | 4.2 | 19 | 173 | .3 | 2.9 |
| 4-Book | 31 | 526 | .6 | 2.8 | 33 | 218 | .6 | 2.1 | 54 | 270 | 1.0 | 3.4 | 45 | 280 | .8 | 3.3 | 15 | 135 | .3 | 2.5 |
| WI '98 | 22 | 410 | .4 | 2.1 | 28 | 168 | .5 | 1.7 | 33 | 170 | .6 | 2.4 | 26 | 238 | .5 | 2.1 | 12 | 139 | .2 | 2.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 61 | .1 | .4 | 6 | 41 | .1 | .4 | 6 | 36 | .1 | .4 | 5 | 25 | .1 | .4 | | | | |
| FA '98 | | 47 | | | | 9 | | | 1 | 28 | | .1 | | 9 | | | | | | |
| SU '98 | | 49 | | | 2 | 18 | | .1 | 1 | 30 | | .1 | | | | | | | | |
| SP '98 | | 31 | | | | 10 | | | | | | | | 11 | | | | 11 | | |
| 4-Book | 1 | 47 | .1 | .4 | 2 | 20 | .1 | .4 | 2 | 24 | .1 | .4 | 1 | 11 | .1 | .4 | 3 | 3 | .1 | .4 |
| WI '98 | 2 | 55 | .2 | .4 | 3 | 18 | .1 | .2 | | 9 | | .2 | 3 | 27 | .1 | .2 | 3 | 8 | .1 | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 62 | 1006 | 1.1 | 5.7 | 51 | 404 | .9 | 3.2 | 68 | 577 | 1.2 | 4.3 | 72 | 570 | 1.3 | 5.4 | 66 | 563 | 1.2 | 11.0 |
| FA '98 | 71 | 1047 | 1.3 | 6.6 | 82 | 454 | 1.5 | 5.2 | 58 | 485 | 1.0 | 3.9 | 101 | 619 | 1.8 | 7.2 | 78 | 528 | 1.4 | 12.7 |
| SU '98 | 54 | 859 | .9 | 5.1 | 44 | 400 | .8 | 2.9 | 75 | 579 | 1.3 | 4.7 | 81 | 627 | 1.4 | 6.2 | 55 | 514 | 1.0 | 9.3 |
| SP '98 | 65 | 947 | 1.1 | 5.7 | 58 | 407 | 1.0 | 3.5 | 73 | 555 | 1.3 | 4.4 | 86 | 645 | 1.5 | 6.2 | 76 | 447 | 1.3 | 11.6 |
| 4-Book | 63 | 965 | 1.1 | 5.8 | 59 | 416 | 1.1 | 3.7 | 69 | 549 | 1.2 | 4.3 | 85 | 615 | 1.5 | 6.3 | 69 | 513 | 1.2 | 11.2 |
| WI '98 | 61 | 1161 | 1.1 | 5.8 | 50 | 448 | .9 | 3.1 | 60 | 598 | 1.0 | 4.3 | 87 | 701 | 1.5 | 6.9 | 62 | 543 | 1.1 | 10.2 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 160 | .1 | .6 | 7 | 53 | .1 | .4 | 17 | 86 | .3 | 1.1 | 7 | 46 | .1 | .5 | 2 | 20 | | .3 |
| FA '98 | 4 | 60 | .1 | .4 | 14 | 29 | .2 | .9 | | | | | | | | | 8 | 21 | .1 | 1.3 |
| SU '98 | 6 | 260 | .1 | .6 | 7 | 53 | .1 | .5 | 1 | 11 | | .1 | 7 | 55 | .1 | .5 | 10 | 190 | .2 | 1.7 |
| SP '98 | 5 | 189 | .1 | .4 | 2 | 18 | | .1 | 1 | 41 | | .1 | 3 | 67 | .1 | .2 | 16 | 133 | .3 | 2.4 |
| 4-Book | 6 | 167 | .1 | .5 | 8 | 38 | .1 | .5 | 5 | 35 | .1 | .3 | 4 | 42 | .1 | .3 | 9 | 91 | .2 | 1.4 |
| WI '98 | 4 | 168 | .1 | .4 | 6 | 54 | .1 | .4 | 4 | 67 | .1 | .3 | 3 | 43 | .1 | .2 | 3 | 36 | .1 | .5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

| | 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 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 1229 | 1.1 | 5.6 | 61 | 515 | 1.1 | 3.9 | 108 | 636 | 1.9 | 6.8 | 87 | 749 | 1.5 | 6.5 | 25 | 433 | .4 | 4.2 |
| FA '98 | 41 | 1234 | .7 | 3.8 | 40 | 446 | .7 | 2.5 | 58 | 553 | 1.0 | 3.9 | 62 | 736 | 1.1 | 4.4 | 20 | 412 | .4 | 3.3 |
| SU '98 | 38 | 1183 | .7 | 3.6 | 37 | 381 | .6 | 2.4 | 53 | 486 | .9 | 3.3 | 58 | 605 | 1.0 | 4.4 | 23 | 401 | .4 | 3.9 |
| SP '98 | 50 | 1256 | .9 | 4.4 | 62 | 560 | 1.1 | 3.7 | 80 | 669 | 1.4 | 4.8 | 70 | 684 | 1.2 | 5.0 | 25 | 451 | .4 | 3.8 |
| 4-Book | 48 | 1226 | .9 | 4.4 | 50 | 476 | .9 | 3.1 | 75 | 586 | 1.3 | 4.7 | 69 | 694 | 1.2 | 5.1 | 23 | 424 | .4 | 3.8 |
| WI '98 | 42 | 1251 | .7 | 4.0 | 51 | 536 | .9 | 3.2 | 52 | 565 | .9 | 3.7 | 58 | 676 | 1.0 | 4.6 | 26 | 495 | .5 | 4.3 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 29 | | .1 | 1 | 14 | | .1 | | | | | 1 | 7 | | .1 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 37 | .1 | .6 | 8 | 31 | .1 | .5 | 16 | 18 | .3 | 1.0 | 9 | 23 | .2 | .7 | | | | |
| FA '98 | 4 | 59 | .1 | .4 | 4 | 18 | .1 | .3 | 4 | 24 | .1 | .3 | 6 | 41 | .1 | .4 | 3 | 24 | .1 | .5 |
| SU '98 | 5 | 43 | .1 | .5 | 3 | 27 | .1 | .2 | 13 | 43 | .2 | .8 | 7 | 30 | .1 | .5 | 1 | 6 | | .2 |
| SP '98 | 4 | 58 | .1 | .3 | 5 | 40 | .1 | .3 | 7 | 32 | .1 | .4 | 5 | 18 | .1 | .4 | 1 | 9 | | .2 |
| 4-Book | 5 | 49 | .1 | .5 | 5 | 29 | .1 | .3 | 10 | 29 | .2 | .6 | 7 | 28 | .1 | .5 | 1 | 11 | | .2 |
| WI '98 | 7 | 127 | .1 | .7 | 7 | 54 | .1 | .4 | 10 | 87 | .2 | .7 | 12 | 75 | .2 | 1.0 | 5 | 35 | .1 | .8 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 105 | 1325 | 1.9 | 9.7 | 126 | 705 | 2.2 | 8.0 | 122 | 766 | 2.2 | 7.6 | 106 | 775 | 1.9 | 7.9 | 90 | 645 | 1.6 | 15.0 |
| FA '98 | 102 | 1399 | 1.8 | 9.5 | 100 | 703 | 1.8 | 6.3 | 93 | 661 | 1.6 | 6.2 | 149 | 825 | 2.6 | 10.7 | 107 | 727 | 1.9 | 17.4 |
| SU '98 | 81 | 1259 | 1.4 | 7.6 | 79 | 582 | 1.4 | 5.2 | 92 | 654 | 1.6 | 5.8 | 105 | 813 | 1.8 | 8.0 | 76 | 677 | 1.3 | 12.9 |
| SP '98 | 86 | 1273 | 1.5 | 7.5 | 103 | 698 | 1.8 | 6.2 | 97 | 630 | 1.7 | 5.9 | 101 | 764 | 1.8 | 7.2 | 79 | 520 | 1.4 | 12.0 |
| 4-Book | 94 | 1314 | 1.7 | 8.6 | 102 | 672 | 1.8 | 6.4 | 101 | 678 | 1.8 | 6.4 | 115 | 794 | 2.0 | 8.5 | 88 | 642 | 1.6 | 14.3 |
| WI '98 | 73 | 1226 | 1.3 | 7.0 | 74 | 520 | 1.3 | 4.6 | 82 | 685 | 1.4 | 5.9 | 90 | 721 | 1.6 | 7.2 | 64 | 550 | 1.1 | 10.6 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | | | * | | | | | | | | * | | | | | | | |
| FA '98 | 2 | 20 | | .2 | | | | | 4 | 10 | .1 | .3 | 1 | 9 | | .1 | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 238 | .2 | 1.1 | 6 | 62 | .1 | .4 | 33 | 126 | .6 | 2.1 | 10 | 58 | .2 | .7 | 6 | 46 | .1 | 1.0 |
| FA '98 | 14 | 268 | .2 | 1.3 | 25 | 74 | .4 | 1.6 | 20 | 132 | .4 | 1.3 | 13 | 94 | .2 | .9 | 8 | 76 | .1 | 1.3 |
| SU '98 | 18 | 401 | .3 | 1.7 | 10 | 88 | .2 | .7 | 24 | 180 | .4 | 1.5 | 23 | 177 | .4 | 1.8 | 19 | 110 | .3 | 3.2 |
| SP '98 | 10 | 184 | .2 | .9 | 10 | 49 | .2 | .6 | 14 | 64 | .2 | .8 | 15 | 70 | .3 | 1.1 | 8 | 42 | .1 | 1.2 |
| 4-Book | 14 | 273 | .2 | 1.3 | 13 | 68 | .2 | .8 | 23 | 126 | .4 | 1.4 | 15 | 100 | .3 | 1.1 | 10 | 69 | .2 | 1.7 |
| WI '98 | 24 | 372 | .4 | 2.3 | 20 | 56 | .3 | 1.2 | 55 | 201 | 1.0 | 4.0 | 26 | 135 | .5 | 2.1 | 12 | 74 | .2 | 2.0 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 10 | | | | | | | | | | | | 10 | | | | | | |
| SU '98 | | 9 | | | | | | | | | | | | 9 | | .1 | | | | |
| SP '98 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 5 | | | | | | | | | | | | 5 | | | | | | |
| WI '98 | | 5 | | | | | | | 1 | 5 | .1 | .1 | 1 | 5 | | .1 | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 401 | .6 | 3.0 | 46 | 206 | .8 | 2.9 | 55 | 225 | 1.0 | 3.4 | 40 | 281 | .7 | 3.0 | 14 | 169 | .2 | 2.3 |
| FA '98 | 29 | 481 | .5 | 2.7 | 42 | 275 | .7 | 2.6 | 38 | 263 | .7 | 2.5 | 45 | 343 | .8 | 3.2 | 10 | 205 | .2 | 1.6 |
| SU '98 | 31 | 435 | .5 | 2.9 | 45 | 232 | .8 | 3.0 | 50 | 195 | .9 | 3.1 | 37 | 284 | .6 | 2.8 | 13 | 193 | .2 | 2.2 |
| SP '98 | 27 | 364 | .5 | 2.3 | 31 | 183 | .5 | 1.9 | 52 | 198 | .9 | 3.1 | 44 | 241 | .8 | 3.1 | 10 | 108 | .2 | 1.5 |
| 4-Book | 30 | 420 | .5 | 2.7 | 41 | 224 | .7 | 2.6 | 49 | 220 | .9 | 3.0 | 42 | 287 | .7 | 3.0 | 12 | 169 | .2 | 1.9 |
| WI '98 | 39 | 549 | .7 | 3.7 | 39 | 265 | .7 | 2.4 | 58 | 342 | 1.0 | 4.2 | 50 | 324 | .9 | 4.0 | 25 | 198 | .4 | 4.1 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 1066 | .9 | 4.6 | 56 | 484 | 1.0 | 3.5 | 85 | 412 | 1.5 | 5.3 | 66 | 614 | 1.2 | 4.9 | 24 | 338 | .4 | 4.0 |
| FA '98 | 26 | 853 | .5 | 2.4 | 25 | 337 | .4 | 1.6 | 42 | 449 | .7 | 2.8 | 47 | 558 | .8 | 3.4 | 13 | 292 | .2 | 2.1 |
| SU '98 | 49 | 1032 | .9 | 4.6 | 48 | 463 | .8 | 3.2 | 75 | 465 | 1.3 | 4.7 | 71 | 617 | 1.2 | 5.4 | 34 | 409 | .6 | 5.8 |
| SP '98 | 39 | 990 | .7 | 3.4 | 49 | 437 | .9 | 2.9 | 63 | 439 | 1.1 | 3.8 | 51 | 551 | .9 | 3.6 | 8 | 280 | .1 | 1.2 |
| 4-Book | 41 | 985 | .8 | 3.8 | 45 | 430 | .8 | 2.8 | 66 | 441 | 1.2 | 4.2 | 59 | 585 | 1.0 | 4.3 | 20 | 330 | .3 | 3.3 |
| WI '98 | 41 | 1001 | .7 | 3.9 | 44 | 394 | .8 | 2.7 | 46 | 427 | .8 | 3.3 | 62 | 582 | 1.1 | 5.0 | 28 | 414 | .5 | 4.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 206 | 2335 | 3.6 | 19.0 | 558 | 1830 | 9.9 | 35.3 | 282 | 1325 | 5.0 | 17.6 | 199 | 1157 | 3.5 | 14.9 | 48 | 516 | .8 | 8.0 |
| FA '98 | 191 | 2365 | 3.4 | 17.8 | 554 | 1698 | 9.8 | 34.9 | 265 | 1192 | 4.7 | 17.6 | 141 | 943 | 2.5 | 10.1 | 41 | 517 | .7 | 6.7 |
| SU '98 | 167 | 2331 | 2.9 | 15.7 | 541 | 1802 | 9.4 | 35.6 | 190 | 1226 | 3.3 | 11.9 | 114 | 928 | 2.0 | 8.7 | 47 | 608 | .8 | 8.0 |
| SP '98 | 190 | 2448 | 3.3 | 16.5 | 504 | 1770 | 8.8 | 30.1 | 289 | 1315 | 5.0 | 17.5 | 155 | 1101 | 2.7 | 11.1 | 42 | 541 | .7 | 6.4 |
| 4-Book | 189 | 2370 | 3.3 | 17.3 | 539 | 1775 | 9.5 | 34.0 | 257 | 1265 | 4.5 | 16.2 | 152 | 1032 | 2.7 | 11.2 | 45 | 546 | .8 | 7.3 |
| WI '98 | 161 | 2405 | 2.8 | 15.4 | 512 | 1698 | 8.9 | 31.7 | 201 | 1185 | 3.5 | 14.5 | 115 | 1020 | 2.0 | 9.2 | 35 | 581 | .6 | 5.8 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 686 | .5 | 2.6 | 34 | 234 | .6 | 2.2 | 26 | 250 | .5 | 1.6 | 26 | 317 | .5 | 1.9 | 30 | 233 | .5 | 5.0 |
| FA '98 | 29 | 704 | .5 | 2.7 | 33 | 263 | .6 | 2.1 | 29 | 273 | .5 | 1.9 | 34 | 325 | .6 | 2.4 | 24 | 287 | .4 | 3.9 |
| SU '98 | 39 | 734 | .7 | 3.7 | 52 | 276 | .9 | 3.4 | 70 | 324 | 1.2 | 4.4 | 40 | 330 | .7 | 3.0 | 12 | 273 | .2 | 2.0 |
| SP '98 | 39 | 844 | .7 | 3.4 | 26 | 264 | .5 | 1.6 | 35 | 241 | .6 | 2.1 | 65 | 390 | 1.1 | 4.6 | 40 | 319 | .7 | 6.1 |
| 4-Book | 34 | 742 | .6 | 3.1 | 36 | 259 | .7 | 2.3 | 40 | 272 | .7 | 2.5 | 41 | 341 | .7 | 3.0 | 27 | 278 | .5 | 4.3 |
| WI '98 | 28 | 809 | .5 | 2.7 | 16 | 210 | .3 | 1.0 | 27 | 371 | .5 | 1.9 | 27 | 298 | .5 | 2.2 | 27 | 322 | .5 | 4.5 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 38 | | | | 9 | | | | | | | | 9 | | | | | | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 146 | .1 | .3 | 5 | 54 | .1 | .3 | 8 | 63 | .1 | .5 | 2 | 53 | .1 | .1 | 2 | 21 | .1 | .3 |
| FA '98 | | 50 | | | | 9 | | | | | | | | 20 | | | | | | |
| SU '98 | 4 | 66 | .1 | .4 | 3 | 34 | .1 | .2 | 8 | 24 | .1 | .5 | 6 | 24 | .1 | .5 | 1 | 27 | .1 | .2 |
| SP '98 | 2 | 67 | .1 | .2 | | 10 | | | | 4 | | .3 | 4 | 39 | .1 | .3 | 5 | 30 | .1 | .8 |
| 4-Book | 2 | 82 | .1 | .2 | 2 | 27 | .1 | .1 | 4 | 22 | .1 | .3 | 3 | 34 | .1 | .3 | 2 | 20 | .1 | .3 |
| WI '98 | 2 | 117 | .1 | .2 | 1 | 35 | .1 | .1 | 2 | 33 | .1 | .1 | 2 | 66 | .1 | .2 | 2 | 42 | .1 | .3 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 198 | .1 | .5 | 11 | 92 | .2 | .7 | 8 | 102 | .1 | .5 | 10 | 125 | .2 | .7 | 1 | 57 | .1 | .2 |
| FA '98 | 20 | 206 | .4 | 1.9 | 17 | 31 | .3 | 1.1 | 39 | 126 | .7 | 2.6 | 42 | 125 | .7 | 3.0 | 10 | 68 | .2 | 1.6 |
| SU '98 | 7 | 182 | .1 | .7 | 2 | 35 | .1 | .1 | 19 | 62 | .3 | 1.2 | 11 | 98 | .2 | .8 | 1 | 25 | .1 | .2 |
| SP '98 | 7 | 129 | .1 | .6 | 7 | 78 | .1 | .4 | 14 | 66 | .2 | .8 | 15 | 67 | .3 | 1.1 | | 8 | | |
| 4-Book | 10 | 179 | .2 | .9 | 9 | 59 | .2 | .6 | 20 | 89 | .3 | 1.3 | 20 | 104 | .4 | 1.4 | 3 | 40 | .1 | .5 |
| WI '98 | 6 | 132 | .1 | .6 | 5 | 37 | .1 | .3 | 7 | 84 | .1 | .5 | 13 | 88 | .2 | 1.0 | 5 | 42 | .1 | .8 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 122 | .1 | .2 | 2 | 33 | .1 | .1 | 3 | 61 | .1 | .2 | 2 | 38 | .1 | .1 | | 9 | | |
| FA '98 | 3 | 76 | .1 | .3 | 2 | 28 | .1 | .1 | 2 | 39 | .1 | .1 | 7 | 28 | .1 | .5 | 3 | 28 | .1 | .5 |
| SU '98 | 9 | 113 | .2 | .8 | 17 | 41 | .3 | 1.1 | 16 | 41 | .3 | 1.0 | 8 | 50 | .1 | .6 | 4 | 30 | .1 | .7 |
| SP '98 | 2 | 59 | .1 | .2 | 2 | 18 | .1 | .1 | 3 | 29 | .1 | .2 | | 10 | | | | 8 | | |
| 4-Book | 4 | 93 | .1 | .4 | 6 | 30 | .1 | .4 | 6 | 43 | .1 | .4 | 4 | 32 | .1 | .3 | 2 | 19 | .1 | .3 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 600 | .2 | 1.1 | 13 | 201 | .2 | .8 | 18 | 225 | .3 | 1.1 | 20 | 327 | .4 | 1.5 | 7 | 192 | .1 | 1.2 |
| FA '98 | 21 | 600 | .4 | 2.0 | 23 | 169 | .4 | 1.4 | 30 | 276 | .5 | 2.0 | 31 | 317 | .5 | 2.2 | 9 | 164 | .2 | 1.5 |
| SU '98 | 25 | 747 | .4 | 2.4 | 21 | 223 | .4 | 1.4 | 35 | 303 | .6 | 2.2 | 31 | 432 | .5 | 2.4 | 19 | 236 | .3 | 3.2 |
| SP '98 | 17 | 526 | .3 | 1.5 | 18 | 264 | .3 | 1.1 | 27 | 275 | .5 | 1.6 | 31 | 263 | .5 | 2.2 | 8 | 152 | .1 | 1.2 |
| 4-Book | 19 | 618 | .3 | 1.8 | 19 | 214 | .3 | 1.2 | 28 | 270 | .5 | 1.7 | 28 | 335 | .5 | 2.1 | 11 | 186 | .2 | 1.8 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Men 18-34 | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | | | | 1 | 9 | .1 | | | | |
| FA '98 | 1 | 26 | .1 | | 9 | | | | | | | | | | | | | 17 | |
| SU '98 | | 18 | | | | | | | | | | | 1 | 18 | .1 | | | | |
| SP '98 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 13 | | | 2 | | | | | | | | 1 | 7 | .1 | | | 4 | |
| WI '98 | | 22 | | 1 | 7 | | .1 | | | | | | 1 | 7 | .1 | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1082 | 5472 | 19.2 | 1580 | 4847 | 28.0 | | 1600 | 4311 | 28.3 | | 1335 | 4778 | 23.6 | | 601 | 3495 | 10.6 | |
| FA '98 | 1075 | 5404 | 19.0 | 1588 | 4744 | 28.1 | | 1502 | 4068 | 26.6 | | 1394 | 4691 | 24.7 | | 615 | 3502 | 10.9 | |
| SU '98 | 1061 | 5557 | 18.4 | 1518 | 4746 | 26.4 | | 1594 | 4348 | 27.7 | | 1313 | 4798 | 22.8 | | 589 | 3635 | 10.2 | |
| SP '98 | 1149 | 5519 | 20.0 | 1673 | 4853 | 29.1 | | 1652 | 4300 | 28.7 | | 1398 | 4762 | 24.3 | | 658 | 3561 | 11.4 | |
| 4-Book | 1092 | 5488 | 19.2 | 1590 | 4798 | 27.9 | | 1587 | 4257 | 27.8 | | 1360 | 4757 | 23.9 | | 616 | 3548 | 10.8 | |
| WI '98 | 1045 | 5585 | 18.2 | 1614 | 4913 | 28.1 | | 1387 | 4266 | 24.1 | | 1252 | 4797 | 21.8 | | 605 | 3554 | 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

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 '99 | 40 | 794 | .7 | 2.6 | 10 | 343 | .2 | 1.6 | 27 | 138 | .5 | 5.2 | 12 | 83 | .2 | 1.1 | 3 | 27 | .1 | .3 |
| 4-Book | 36 | 782 | .6 | 2.4 | 12 | 329 | .2 | 1.8 | 28 | 139 | .5 | 4.9 | 15 | 72 | .3 | 1.4 | 10 | 45 | .2 | 1.1 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 338 | .6 | 2.4 | 22 | 227 | .4 | 3.4 | 9 | 28 | .2 | 1.7 | 37 | 56 | .7 | 3.5 | 38 | 98 | .7 | 4.4 |
| 4-Book | 49 | 407 | .9 | 3.2 | 19 | 220 | .3 | 2.9 | 16 | 63 | .3 | 2.7 | 36 | 82 | .7 | 3.3 | 21 | 62 | .4 | 2.5 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 34 | .1 | .1 | 3 | 47 | .1 | .5 | | | | | | | | | | | | |
| 4-Book | 3 | 36 | .1 | .2 | 3 | 46 | .1 | .5 | 1 | 1 | .1 | .1 | 1 | 3 | .1 | .1 | | | | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 80 | 532 | 1.4 | 5.3 | 37 | 355 | .7 | 5.8 | 32 | 65 | .6 | 6.1 | 48 | 99 | .8 | 4.5 | 58 | 124 | 1.0 | 6.7 |
| 4-Book | 73 | 572 | 1.3 | 4.8 | 36 | 343 | .7 | 5.6 | 30 | 67 | .5 | 5.1 | 43 | 116 | .7 | 4.0 | 50 | 124 | .9 | 5.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 28 | .1 | .1 | | 13 | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 1 | 13 | | .2 | | | | | 8 | 13 | .1 | .7 | | | | |
| 4-Book | 4 | 20 | .1 | .3 | 2 | 17 | | .2 | 2 | 2 | | .2 | 3 | 5 | .1 | .3 | 1 | 2 | | .1 |
| W10Q-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 860 | 1.1 | 4.2 | 31 | 533 | .5 | 4.8 | 20 | 86 | .4 | 3.8 | 79 | 257 | 1.4 | 7.4 | 51 | 216 | .9 | 5.9 |
| 4-Book | 68 | 856 | 1.2 | 4.5 | 37 | 531 | .7 | 5.6 | 27 | 99 | .5 | 4.7 | 62 | 223 | 1.1 | 5.6 | 53 | 174 | .9 | 6.2 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 97 | 1014 | 1.7 | 6.4 | 34 | 545 | .6 | 5.3 | 36 | 129 | .6 | 6.9 | 57 | 242 | 1.0 | 5.3 | 40 | 167 | .7 | 4.6 |
| 4-Book | 85 | 877 | 1.5 | 5.6 | 26 | 418 | .5 | 4.1 | 36 | 131 | .6 | 6.4 | 48 | 164 | .8 | 4.5 | 27 | 113 | .5 | 3.2 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 259 | .4 | 1.7 | 15 | 164 | .3 | 2.3 | 5 | 37 | .1 | 1.0 | 28 | 45 | .5 | 2.6 | 35 | 75 | .6 | 4.0 |
| 4-Book | 28 | 253 | .5 | 1.8 | 16 | 175 | .3 | 2.4 | 14 | 38 | .3 | 2.6 | 23 | 58 | .4 | 2.1 | 23 | 46 | .4 | 2.7 |
| VMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 692 | .9 | 3.4 | 18 | 365 | .3 | 2.8 | 18 | 67 | .3 | 3.4 | 26 | 139 | .5 | 2.4 | 37 | 121 | .7 | 4.3 |
| 4-Book | 91 | 770 | 1.6 | 6.0 | 35 | 448 | .6 | 5.3 | 39 | 104 | .7 | 6.8 | 75 | 204 | 1.3 | 6.8 | 57 | 160 | 1.0 | 7.0 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 110 | 1164 | 1.9 | 7.3 | 41 | 660 | .7 | 6.4 | 38 | 137 | .7 | 7.3 | 102 | 296 | 1.8 | 9.6 | 82 | 201 | 1.5 | 9.4 |
| 4-Book | 128 | 1218 | 2.2 | 8.4 | 44 | 651 | .8 | 6.7 | 38 | 134 | .7 | 6.4 | 93 | 290 | 1.6 | 8.5 | 65 | 209 | 1.2 | 7.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 2 | 35 | .1 | .1 | * 1 | 15 | .2 | .2 | * ** | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WUGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 49 | 373 | .9 | 3.2 | 18 | 241 | .3 | 2.8 | 16 | 54 | .3 | 3.1 | 28 | 83 | .5 | 2.6 | 30 | 106 | .5 | 3.4 |
| 4-Book | 45 | 425 | .8 | 2.9 | 18 | 224 | .3 | 2.7 | 14 | 44 | .3 | 2.4 | 24 | 64 | .4 | 2.1 | 25 | 80 | .4 | 3.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 52 | .1 | .4 | 3 | 45 | .1 | .5 | | | | | 6 | 16 | .1 | .6 | 2 | 9 | | .2 |
| 4-Book | 2 | 40 | | .2 | 1 | 18 | | .2 | | | | | 2 | 4 | | .2 | 1 | 5 | | .1 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 64 | 829 | 1.1 | 4.2 | 56 | 663 | 1.0 | 8.8 | 12 | 52 | .2 | 2.3 | 81 | 246 | 1.4 | 7.6 | 64 | 212 | 1.1 | 7.4 |
| 4-Book | 71 | 834 | 1.3 | 4.7 | 45 | 567 | .8 | 7.0 | 21 | 74 | .4 | 3.6 | 70 | 230 | 1.2 | 6.4 | 69 | 221 | 1.2 | 8.2 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 132 | .2 | .7 | 2 | 52 | | .3 | 2 | 19 | | .4 | 1 | 9 | | .1 | 1 | 9 | | .1 |
| 4-Book | 6 | 81 | .1 | .4 | 3 | 70 | .1 | .5 | 2 | 7 | | .4 | 2 | 9 | .1 | .2 | 3 | 11 | | .3 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 1067 | 1.5 | 5.8 | 38 | 627 | .7 | 5.9 | 17 | 81 | .3 | 3.2 | 59 | 223 | 1.0 | 5.5 | 36 | 200 | .6 | 4.1 |
| 4-Book | 66 | 1038 | 1.2 | 4.3 | 31 | 575 | .6 | 4.8 | 18 | 89 | .3 | 3.3 | 56 | 229 | 1.0 | 5.1 | 38 | 185 | .7 | 4.5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 21 | .1 | .1 | 1 | 9 | .2 | .2 | 2 | 9 | .4 | .4 | 5 | 9 | .1 | .5 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 37 | .2 | .7 | | | | | 2 | 7 | .3 | .3 | 9 | 17 | .1 | .8 | 2 | 4 | | .2 |
| 4-Book | 7 | 44 | .1 | .5 | 3 | 25 | .1 | .4 | | | | | | | | | | | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 118 | 1177 | 2.1 | 7.8 | 92 | 783 | 1.6 | 14.4 | 57 | 161 | 1.0 | 10.9 | 113 | 298 | 2.0 | 10.6 | 123 | 324 | 2.2 | 14.1 |
| 4-Book | 106 | 1141 | 1.9 | 7.0 | 76 | 779 | 1.3 | 11.7 | 56 | 167 | 1.0 | 9.8 | 113 | 322 | 2.0 | 10.2 | 105 | 288 | 1.9 | 12.3 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | | | * | | | | * | | | | * | | | | * | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 159 | .3 | 1.2 | 7 | 94 | .1 | 1.1 | 14 | 29 | .2 | 2.7 | 2 | 11 | | .2 | | | | |
| 4-Book | 17 | 197 | .3 | 1.2 | 10 | 114 | .2 | 1.5 | 9 | 22 | .2 | 1.7 | 6 | 21 | .1 | .6 | 1 | 4 | | .1 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 5 | | | | 3 | | .1 | | | | | | 3 | | .1 | | 3 | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 353 | .8 | 3.2 | 16 | 222 | .3 | 2.5 | 23 | 72 | .4 | 4.4 | 26 | 88 | .5 | 2.4 | 22 | 110 | .4 | 2.5 |
| 4-Book | 44 | 356 | .8 | 2.9 | 16 | 236 | .3 | 2.6 | 16 | 69 | .3 | 2.9 | 28 | 92 | .5 | 2.6 | 21 | 88 | .4 | 2.5 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 70 | 892 | 1.2 | 4.6 | 30 | 545 | .5 | 4.7 | 28 | 104 | .5 | 5.3 | 57 | 199 | 1.0 | 5.3 | 35 | 175 | .6 | 4.0 |
| 4-Book | 57 | 827 | 1.0 | 3.8 | 26 | 478 | .4 | 4.0 | 19 | 84 | .3 | 3.3 | 46 | 182 | .8 | 4.2 | 30 | 128 | .5 | 3.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 341 | 2232 | 6.0 | 22.6 | 71 | 981 | 1.3 | 11.1 | 82 | 248 | 1.5 | 15.6 | 154 | 466 | 2.7 | 14.4 | 90 | 323 | 1.6 | 10.3 |
| 4-Book | 312 | 2195 | 5.5 | 20.5 | 66 | 893 | 1.2 | 10.2 | 68 | 221 | 1.2 | 11.9 | 135 | 420 | 2.4 | 12.3 | 82 | 270 | 1.5 | 9.6 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 478 | .5 | 1.9 | 24 | 340 | .4 | 3.8 | 35 | 100 | .6 | 6.7 | 24 | 107 | .4 | 2.2 | 21 | 92 | .4 | 2.4 |
| 4-Book | 40 | 518 | .7 | 2.6 | 28 | 346 | .5 | 4.3 | 31 | 93 | .5 | 5.5 | 45 | 144 | .8 | 4.0 | 38 | 109 | .7 | 4.5 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 137 | .1 | .4 | 1 | 37 | | .2 | 1 | 9 | | .2 | 1 | 9 | | .1 | | | | |
| 4-Book | 3 | 60 | .1 | .2 | 1 | 35 | | .1 | 1 | 5 | | .1 | 1 | 6 | | .1 | 1 | 3 | | .1 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 192 | .2 | .7 | | | | | | | | | | | | | | | | |
| 4-Book | 17 | 158 | .3 | 1.1 | 2 | 35 | .1 | .3 | 1 | 2 | | .1 | 1 | 7 | | .1 | 2 | 6 | | .2 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 91 | .1 | .2 | 1 | 40 | | .2 | 2 | 13 | | .4 | 1 | 17 | | .1 | | | | |
| 4-Book | 6 | 67 | .1 | .4 | 2 | 44 | .1 | .4 | 2 | 9 | | .3 | 5 | 16 | .1 | .5 | 3 | 10 | | .3 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 506 | .3 | 1.1 | 7 | 239 | .1 | 1.1 | 4 | 33 | .1 | .8 | 10 | 75 | .2 | .9 | 22 | 147 | .4 | 2.5 |
| 4-Book | 25 | 498 | .4 | 1.7 | 13 | 288 | .2 | 2.0 | 8 | 53 | .1 | 1.4 | 26 | 115 | .5 | 2.3 | 25 | 108 | .5 | 3.0 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | 9 | | | | | | | | | | | | 9 | | .1 |
| 4-Book | | 9 | | | | 5 | | .1 | | 2 | | .1 | | 2 | .1 | .2 | | 5 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1512 | 5434 | 26.8 | | 640 | 4449 | 11.3 | | 524 | 1543 | 9.3 | | 1068 | 2573 | 18.9 | | 870 | 2235 | 15.4 | |
| 4-Book | 1518 | 5426 | 26.7 | | 650 | 4366 | 11.4 | | 575 | 1604 | 10.1 | | 1099 | 2583 | 19.3 | | 845 | 2084 | 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

Target Listener Estimates - Men 18-34

| Men 18-34 | | | | | | | | | | | | | | | | | | | | |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|------|
| 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 | |
| KYV -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 43 | .1 | .9 | 26 | 139 | .5 | 7.1 | 4 | 22 | .1 | .6 | 1 | 10 | .2 | 7 | 68 | .1 | 1.7 | |
| 4-Book | 6 | 32 | .1 | 1.0 | 21 | 105 | .4 | 5.7 | 7 | 41 | .1 | 1.0 | 4 | 24 | .1 | 5 | 47 | .1 | 1.2 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 32 | .2 | 2.2 | 1 | 10 | | .3 | 29 | 75 | .5 | 4.4 | 34 | 69 | .6 | 5.4 | 14 | 30 | .2 | 3.4 |
| 4-Book | 14 | 40 | .3 | 2.5 | 8 | 22 | .1 | 2.2 | 20 | 63 | .3 | 2.9 | 18 | 41 | .3 | 2.9 | 17 | 46 | .3 | 3.7 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 3 | 13 | .1 | .8 | 20 | 47 | .4 | 3.0 | 3 | 13 | .1 | .5 | | | | |
| 4-Book | | | | | 11 | 28 | .2 | 2.9 | 8 | 30 | .2 | 1.1 | 3 | 9 | .1 | .4 | 1 | 5 | | .1 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 104 | .5 | 5.6 | 21 | 48 | .4 | 5.7 | 18 | 59 | .3 | 2.7 | 39 | 117 | .7 | 6.2 | 49 | 111 | .9 | 12.0 |
| 4-Book | 32 | 94 | .6 | 5.8 | 23 | 50 | .4 | 6.5 | 24 | 67 | .4 | 3.4 | 23 | 73 | .4 | 3.8 | 62 | 113 | 1.1 | 14.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | 3 | 13 | .1 | .5 | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 2 | | .1 | 6 | 11 | .1 | 1.5 | 1 | 4 | | .1 | 1 | 2 | | .1 | 1 | 2 | | .1 |
| 4-Book | 1 | 2 | | .1 | 6 | 11 | .1 | 1.5 | 1 | 4 | | .1 | 1 | 2 | | .1 | 1 | 2 | | .1 |
| WIOO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 158 | .8 | 8.7 | 6 | 47 | .1 | 1.6 | 10 | 92 | .2 | 1.5 | 13 | 68 | .2 | 2.1 | 14 | 60 | .2 | 3.4 |
| 4-Book | 43 | 143 | .7 | 7.6 | 14 | 54 | .2 | 3.9 | 28 | 120 | .5 | 4.0 | 33 | 119 | .6 | 5.3 | 32 | 101 | .6 | 7.4 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 62 | .2 | 2.0 | 24 | 80 | .4 | 6.6 | 38 | 113 | .7 | 5.7 | 46 | 173 | .8 | 7.3 | 24 | 99 | .4 | 5.9 |
| 4-Book | 8 | 44 | .2 | 1.4 | 19 | 77 | .3 | 5.3 | 32 | 120 | .6 | 4.7 | 30 | 111 | .5 | 4.9 | 14 | 64 | .2 | 3.4 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 53 | .2 | 2.5 | 6 | 9 | .1 | 1.6 | 20 | 46 | .4 | 3.0 | 10 | 47 | .2 | 1.6 | 4 | 20 | .1 | 1.0 |
| 4-Book | 17 | 51 | .3 | 3.0 | 11 | 26 | .2 | 2.8 | 12 | 39 | .2 | 1.7 | 13 | 35 | .2 | 2.2 | 13 | 40 | .2 | 3.0 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 46 | .2 | 1.8 | 5 | 30 | .1 | 1.4 | 23 | 107 | .4 | 3.5 | 20 | 80 | .4 | 3.2 | 5 | 46 | .1 | 1.2 |
| 4-Book | 21 | 73 | .4 | 3.8 | 9 | 38 | .2 | 2.3 | 31 | 108 | .5 | 4.5 | 26 | 86 | .5 | 4.3 | 16 | 63 | .3 | 3.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 103 | .4 | 4.2 | 17 | 73 | .3 | 4.6 | 32 | 155 | .6 | 4.8 | 34 | 116 | .6 | 5.4 | 1 | 17 | | .2 |
| 4-Book | 27 | 114 | .5 | 4.8 | 13 | 51 | .2 | 3.5 | 45 | 173 | .8 | 6.5 | 45 | 155 | .8 | 7.3 | 18 | 83 | .3 | 4.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * 2 | 4 | | .5 | 1 | 11 | | .2 | * | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 89 | .4 | 4.2 | 15 | 31 | .3 | 4.1 | 12 | 46 | .2 | 1.8 | 21 | 45 | .4 | 3.3 | 3 | 18 | .1 | .7 |
| 4-Book | 18 | 56 | .3 | 3.1 | 18 | 48 | .3 | 5.0 | 13 | 54 | .2 | 1.8 | 22 | 49 | .4 | 3.6 | 11 | 27 | .2 | 2.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 11 | | .2 | 2 | 9 | | .5 | 5 | 15 | .1 | .8 | 3 | 9 | .1 | .5 | | | | |
| 4-Book | | 3 | | .1 | 1 | 2 | | .1 | 2 | 6 | | .3 | 1 | 5 | | .2 | | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 74 | 226 | 1.3 | 13.4 | 30 | 67 | .5 | 8.2 | 66 | 215 | 1.2 | 9.9 | 74 | 210 | 1.3 | 11.7 | 40 | 112 | .7 | 9.8 |
| 4-Book | 65 | 192 | 1.2 | 11.6 | 16 | 47 | .3 | 4.5 | 36 | 130 | .6 | 5.2 | 45 | 150 | .8 | 7.3 | 34 | 125 | .6 | 8.1 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 16 | .1 | .7 | 3 | 22 | .1 | .8 | | 9 | | .8 | | 5 | | .5 | 5 | 11 | .1 | 1.2 |
| 4-Book | 4 | 16 | .1 | .7 | 4 | 13 | .1 | 1.0 | 3 | 19 | .1 | .5 | 5 | 20 | .1 | .9 | 2 | 5 | | .4 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 137 | .5 | 5.3 | 12 | 61 | .2 | 3.3 | 65 | 222 | 1.2 | 9.8 | 42 | 167 | .7 | 6.6 | 34 | 117 | .6 | 8.3 |
| 4-Book | 33 | 144 | .6 | 5.9 | 11 | 56 | .2 | 3.3 | 40 | 174 | .7 | 5.9 | 29 | 128 | .5 | 4.8 | 18 | 103 | .3 | 4.6 |

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

Target Listener 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 2 | 6 | | .3 | 1 | 2 | | .2 | 7 | 13 | .1 | .9 | 1 | 6 | | .2 | | | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 93 | 254 | 1.6 | 16.9 | 78 | 210 | 1.4 | 21.3 | 86 | 248 | 1.5 | 13.0 | 105 | 242 | 1.9 | 16.6 | 79 | 217 | 1.4 | 19.3 |
| 85 | 228 | 1.5 | 15.3 | 56 | 147 | 1.0 | 15.7 | 73 | 234 | 1.3 | 10.6 | 69 | 206 | 1.2 | 11.4 | 45 | 135 | .8 | 11.1 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 8 | 27 | .1 | 1.5 | 5 | 28 | .1 | 1.4 | 18 | 56 | .3 | 2.7 | 7 | 9 | .1 | 1.1 | 3 | 9 | .1 | .7 |
| 8 | 20 | .1 | 1.4 | 8 | 29 | .2 | 2.3 | 34 | 69 | .6 | 4.9 | 8 | 16 | .1 | 1.3 | 1 | 5 | | .3 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 9 | 29 | .2 | 1.6 | 6 | 26 | .1 | 1.6 | 22 | 109 | .4 | 3.3 | 13 | 68 | .2 | 2.1 | 10 | 55 | .2 | 2.4 |
| 12 | 41 | .2 | 2.1 | 9 | 36 | .2 | 2.7 | 22 | 80 | .4 | 3.2 | 15 | 53 | .3 | 2.6 | 7 | 38 | .2 | 1.9 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 14 | 93 | .2 | 2.5 | 8 | 51 | .1 | 2.2 | 41 | 160 | .7 | 6.2 | 35 | 184 | .6 | 5.5 | 21 | 91 | .4 | 5.1 |
| 15 | 76 | .3 | 2.7 | 9 | 45 | .2 | 2.6 | 36 | 126 | .6 | 5.2 | 29 | 127 | .5 | 4.6 | 20 | 90 | .4 | 4.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 46 | 205 | .8 | 8.3 | 22 | 90 | .4 | 6.0 | 67 | 324 | 1.2 | 10.1 | 59 | 181 | 1.0 | 9.3 | 42 | 137 | .7 | 10.2 |
| 41 | 156 | .7 | 7.2 | 21 | 81 | .4 | 5.7 | 82 | 311 | 1.5 | 12.0 | 68 | 217 | 1.2 | 11.3 | 30 | 121 | .5 | 7.3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 42 | 104 | .7 | 7.6 | 18 | 61 | .3 | 4.9 | 8 | 49 | .1 | 1.2 | 11 | 70 | .2 | 1.7 | 30 | 56 | .5 | 7.3 |
| 28 | 100 | .5 | 5.0 | 15 | 59 | .3 | 4.1 | 27 | 89 | .5 | 3.9 | 24 | 80 | .4 | 4.0 | 16 | 56 | .3 | 3.9 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| | 3 | | .1 | 3 | 18 | .1 | .8 | 4 | 9 | .1 | .6 | | 5 | | .1 | | 2 | | |
| | | | | 2 | 10 | | .4 | 2 | 7 | .1 | .3 | 1 | | | | | | | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 2 | 7 | .1 | .4 | 4 | 5 | .1 | .8 | 3 | 12 | .1 | .4 | 2 | 5 | | .3 | 3 | 9 | .1 | .8 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 2 | 7 | | .3 | 2 | 9 | | .5 | | 7 | | .1 | 3 | 18 | .1 | .5 | 1 | 18 | | .2 |
| | | | | 1 | 2 | | .1 | 1 | | | | 4 | 9 | .1 | .5 | 2 | 11 | | .5 |
| WPST-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 9 | 61 | .2 | 1.6 | 3 | 29 | .1 | .8 | 3 | 47 | .1 | .5 | 6 | 45 | .1 | .9 | 1 | 9 | | .2 |
| 12 | 63 | .2 | 2.1 | 3 | 19 | .1 | .9 | 12 | 70 | .2 | 1.7 | 13 | 58 | .2 | 2.1 | 6 | 29 | .1 | 1.5 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | |
| 551 | 1535 | 9.8 | | 366 | 1149 | 6.5 | | 664 | 1899 | 11.8 | | 632 | 1665 | 11.2 | | 410 | 1137 | 7.3 | |
| 561 | 1516 | 9.9 | | 363 | 1084 | 6.4 | | 688 | 1938 | 12.1 | | 608 | 1591 | 10.7 | | 411 | 1192 | 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 - Men 18-49

| Men 18-49 | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------------|-------------|------------|------------------------|------------|-------------|------------|------------------------|------------|------------|------------|-----------------------|------------|-------------|------------|-----------------------|------------|------------|------------|-------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 93 | 2978 | .8 | 4.4 | 251 | 2059 | 2.2 | 7.7 | 74 | 1004 | .7 | 2.4 | 119 | 1446 | 1.1 | 4.6 | 39 | 626 | .3 | 4.0 |
| FA '98 | 71 | 2579 | .6 | 3.3 | 182 | 1742 | 1.6 | 5.6 | 48 | 786 | .4 | 1.6 | 102 | 1248 | .9 | 3.8 | 29 | 649 | .3 | 2.7 |
| SU '98 | 88 | 2821 | .8 | 4.1 | 210 | 1844 | 1.9 | 6.5 | 82 | 875 | .7 | 2.7 | 118 | 1395 | 1.0 | 4.5 | 34 | 568 | .3 | 3.1 |
| SP '98 | 98 | 2884 | .9 | 4.5 | 258 | 2012 | 2.3 | 7.7 | 76 | 950 | .7 | 2.4 | 139 | 1486 | 1.2 | 5.2 | 34 | 705 | .3 | 3.2 |
| 4-Book | 88 | 2816 | .8 | 4.1 | 225 | 1914 | 2.0 | 6.9 | 70 | 904 | .6 | 2.3 | 120 | 1394 | 1.1 | 4.5 | 34 | 637 | .3 | 3.3 |
| WI '98 | 108 | 3132 | 1.0 | 5.1 | 303 | 2205 | 2.7 | 8.9 | 94 | 997 | .8 | 3.3 | 118 | 1464 | 1.0 | 4.6 | 39 | 620 | .3 | 3.7 |
| VBEF-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 70 | 1154 | .6 | 3.3 | 90 | 493 | .8 | 2.8 | 100 | 474 | .9 | 3.3 | 93 | 630 | .8 | 3.6 | 35 | 326 | .3 | 3.6 |
| FA '98 | 72 | 1169 | .6 | 3.4 | 82 | 541 | .7 | 2.5 | 129 | 535 | 1.2 | 4.3 | 85 | 568 | .8 | 3.2 | 41 | 327 | .4 | 3.8 |
| SU '98 | 54 | 1088 | .5 | 2.5 | 73 | 550 | .6 | 2.3 | 83 | 474 | .7 | 2.7 | 61 | 490 | .5 | 2.3 | 31 | 334 | .3 | 2.9 |
| SP '98 | 108 | 1481 | 1.0 | 4.9 | 135 | 712 | 1.2 | 4.0 | 208 | 678 | 1.8 | 6.6 | 144 | 953 | 1.3 | 5.4 | 42 | 457 | .4 | 3.9 |
| 4-Book | 76 | 1223 | .7 | 3.5 | 95 | 574 | .8 | 2.9 | 130 | 540 | 1.2 | 4.2 | 96 | 660 | .9 | 3.6 | 37 | 361 | .4 | 3.6 |
| WI '98 | 58 | 1289 | .5 | 2.7 | 97 | 597 | .9 | 2.9 | 85 | 472 | .8 | 3.0 | 58 | 639 | .5 | 2.2 | 30 | 391 | .3 | 2.8 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 132 | .2 | .2 | 4 | 36 | .1 | .1 | 4 | 41 | .1 | .1 | 3 | 40 | .1 | .1 | | 11 | | |
| FA '98 | 6 | 138 | .1 | .3 | 13 | 71 | .1 | .4 | 2 | 43 | .1 | .1 | 3 | 42 | .1 | .1 | | | | |
| SU '98 | 5 | 90 | .2 | .2 | 11 | 59 | .1 | .3 | 5 | 32 | .2 | .2 | 6 | 31 | .1 | .2 | 1 | 22 | | .1 |
| SP '98 | 10 | 193 | .1 | .5 | 18 | 67 | .2 | .5 | 12 | 28 | .1 | .4 | 8 | 45 | .1 | .3 | 1 | 19 | | .1 |
| 4-Book | 7 | 138 | .1 | .3 | 12 | 58 | .1 | .3 | 6 | 36 | .2 | .2 | 5 | 40 | .1 | .2 | 1 | 13 | | .1 |
| WI '98 | 9 | 197 | .1 | .4 | 16 | 74 | .1 | .5 | 2 | 25 | .1 | .1 | 11 | 61 | .1 | .4 | 4 | 28 | | .4 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 137 | 1230 | 1.2 | 6.5 | 162 | 682 | 1.4 | 5.0 | 189 | 668 | 1.7 | 6.2 | 155 | 709 | 1.4 | 6.0 | 129 | 565 | 1.2 | 13.1 |
| FA '98 | 136 | 1392 | 1.2 | 6.4 | 213 | 938 | 1.9 | 6.5 | 158 | 714 | 1.4 | 5.3 | 148 | 753 | 1.3 | 5.5 | 88 | 607 | .8 | 8.2 |
| SU '98 | 140 | 1346 | 1.2 | 6.5 | 208 | 791 | 1.8 | 6.4 | 178 | 719 | 1.6 | 5.8 | 158 | 723 | 1.4 | 6.0 | 101 | 570 | .9 | 9.3 |
| SP '98 | 126 | 1387 | 1.1 | 5.7 | 186 | 782 | 1.6 | 5.6 | 115 | 656 | 1.0 | 3.6 | 120 | 661 | 1.1 | 4.5 | 110 | 647 | 1.0 | 10.2 |
| 4-Book | 135 | 1339 | 1.2 | 6.3 | 192 | 798 | 1.7 | 5.9 | 160 | 689 | 1.4 | 5.2 | 145 | 712 | 1.3 | 5.5 | 107 | 597 | 1.0 | 10.2 |
| WI '98 | 134 | 1417 | 1.2 | 6.3 | 185 | 830 | 1.6 | 5.4 | 163 | 740 | 1.4 | 5.7 | 154 | 773 | 1.4 | 6.0 | 109 | 627 | 1.0 | 10.2 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 132 | .1 | .3 | 15 | 86 | .1 | .5 | 3 | 41 | .1 | .1 | 6 | 61 | .1 | .2 | 6 | 42 | .1 | .6 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 9 | 182 | .1 | .4 | 24 | 110 | .2 | .7 | 1 | 26 | .1 | .1 | 15 | 80 | .1 | .6 | 4 | 26 | | .4 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 104 | .1 | .4 | 6 | 34 | .1 | .2 | 9 | 61 | .1 | .3 | 9 | 49 | .1 | .4 | 3 | 12 | | .3 |
| FA '98 | 3 | 56 | .1 | .1 | 1 | 19 | .1 | .1 | 3 | 7 | .1 | .1 | 12 | 37 | .1 | .4 | | 10 | | |
| SU '98 | 12 | 177 | .1 | .6 | 24 | 85 | .2 | .7 | 24 | 111 | .2 | .8 | 6 | 31 | .1 | .2 | 4 | 46 | | .4 |
| SP '98 | 16 | 120 | .1 | .7 | 22 | 66 | .2 | .7 | 28 | 77 | .2 | .9 | 18 | 55 | .2 | .7 | 4 | 31 | | .4 |
| 4-Book | 10 | 114 | .1 | .5 | 13 | 51 | .1 | .4 | 16 | 64 | .1 | .5 | 11 | 43 | .1 | .4 | 3 | 25 | | .3 |
| WI '98 | 16 | 187 | .1 | .8 | 16 | 98 | .1 | .5 | 33 | 84 | .3 | 1.2 | 17 | 82 | .2 | .7 | 4 | 34 | | .4 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 1597 | .6 | 3.2 | 71 | 616 | .6 | 2.2 | 109 | 788 | 1.0 | 3.6 | 98 | 741 | .9 | 3.8 | 30 | 534 | .3 | 3.1 |
| FA '98 | 81 | 1489 | .7 | 3.8 | 96 | 563 | .9 | 2.9 | 137 | 707 | 1.2 | 4.6 | 107 | 814 | 1.0 | 4.0 | 47 | 437 | .4 | 4.4 |
| SU '98 | 70 | 1544 | .6 | 3.3 | 77 | 556 | .7 | 2.4 | 102 | 609 | .9 | 3.3 | 101 | 881 | .9 | 3.8 | 43 | 636 | .4 | 4.0 |
| SP '98 | 97 | 1700 | .9 | 4.4 | 87 | 715 | .8 | 2.6 | 139 | 755 | 1.2 | 4.4 | 119 | 787 | 1.1 | 4.5 | 77 | 539 | .7 | 7.1 |
| 4-Book | 79 | 1583 | .7 | 3.7 | 83 | 613 | .8 | 2.5 | 122 | 715 | 1.1 | 4.0 | 106 | 806 | 1.0 | 4.0 | 49 | 537 | .5 | 4.7 |
| WI '98 | 68 | 1654 | .6 | 3.2 | 84 | 691 | .7 | 2.5 | 85 | 731 | .8 | 3.0 | 78 | 864 | .7 | 3.0 | 41 | 622 | .4 | 3.8 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 158 | 2530 | 1.4 | 7.5 | 231 | 1310 | 2.1 | 7.1 | 221 | 1224 | 2.0 | 7.2 | 242 | 1617 | 2.2 | 9.4 | 76 | 903 | .7 | 7.7 |
| FA '98 | 122 | 2122 | 1.1 | 5.7 | 187 | 1164 | 1.7 | 5.7 | 180 | 991 | 1.6 | 6.0 | 195 | 1404 | 1.7 | 7.3 | 52 | 784 | .5 | 4.9 |
| SU '98 | 103 | 1623 | .9 | 4.8 | 173 | 948 | 1.5 | 5.3 | 155 | 862 | 1.4 | 5.0 | 160 | 1107 | 1.4 | 6.1 | 36 | 477 | .3 | 3.3 |
| SP '98 | 103 | 1834 | .9 | 4.7 | 193 | 1086 | 1.7 | 5.8 | 148 | 842 | 1.3 | 4.7 | 146 | 1129 | 1.3 | 5.5 | 42 | 571 | .4 | 3.9 |
| 4-Book | 122 | 2027 | 1.1 | 5.7 | 196 | 1127 | 1.8 | 6.0 | 176 | 980 | 1.6 | 5.7 | 186 | 1314 | 1.7 | 7.1 | 52 | 684 | .5 | 5.0 |
| WI '98 | 147 | 2378 | 1.3 | 6.9 | 271 | 1377 | 2.4 | 8.0 | 186 | 1177 | 1.6 | 6.5 | 236 | 1554 | 2.1 | 9.2 | 59 | 797 | .5 | 5.5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Men 18-49 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|-----|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 70 | 1058 | .6 | 3.3 | 61 | 445 | .5 | 1.9 | 98 | 460 | .9 | 3.2 | 103 | 531 | .9 | 4.0 | 42 | 348 | .4 | 4.3 |
| FA '98 | 91 | 1241 | .8 | 4.3 | 96 | 590 | .9 | 2.9 | 156 | 609 | 1.4 | 5.2 | 128 | 692 | 1.1 | 4.8 | 51 | 466 | .5 | 4.8 |
| SU '98 | 83 | 1226 | .7 | 3.9 | 75 | 544 | .7 | 2.3 | 131 | 548 | 1.2 | 4.3 | 107 | 740 | .9 | 4.0 | 57 | 411 | .5 | 5.2 |
| SP '98 | 90 | 1318 | .8 | 4.1 | 92 | 578 | .8 | 2.8 | 132 | 562 | 1.2 | 4.2 | 108 | 708 | 1.0 | 4.1 | 56 | 552 | .5 | 5.2 |
| 4-Book | 84 | 1211 | .7 | 3.9 | 81 | 539 | .7 | 2.5 | 129 | 545 | 1.2 | 4.2 | 112 | 668 | 1.0 | 4.2 | 52 | 444 | .5 | 4.9 |
| WI '98 | 92 | 1283 | .8 | 4.3 | 92 | 513 | .8 | 2.7 | 132 | 507 | 1.2 | 4.6 | 134 | 744 | 1.2 | 5.2 | 60 | 449 | .5 | 5.6 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 121 | 1949 | 1.1 | 5.8 | 134 | 890 | 1.2 | 4.1 | 233 | 1083 | 2.1 | 7.6 | 157 | 1262 | 1.4 | 6.1 | 39 | 587 | .3 | 4.0 |
| FA '98 | 151 | 2209 | 1.4 | 7.1 | 188 | 1018 | 1.7 | 5.7 | 274 | 1118 | 2.5 | 9.1 | 206 | 1349 | 1.8 | 7.7 | 55 | 610 | .5 | 5.2 |
| SU '98 | 147 | 2097 | 1.3 | 6.9 | 149 | 960 | 1.3 | 4.6 | 275 | 1076 | 2.4 | 8.9 | 183 | 1314 | 1.6 | 6.9 | 65 | 596 | .6 | 6.0 |
| SP '98 | 149 | 2132 | 1.3 | 6.8 | 171 | 1011 | 1.5 | 5.1 | 281 | 1078 | 2.5 | 8.9 | 184 | 1296 | 1.6 | 6.9 | 50 | 671 | .4 | 4.6 |
| 4-Book | 142 | 2097 | 1.3 | 6.7 | 161 | 970 | 1.4 | 4.9 | 266 | 1089 | 2.4 | 8.6 | 183 | 1305 | 1.6 | 6.9 | 52 | 616 | .5 | 5.0 |
| WI '98 | 135 | 2340 | 1.2 | 6.3 | 150 | 982 | 1.3 | 4.4 | 224 | 1080 | 2.0 | 7.8 | 178 | 1467 | 1.6 | 6.9 | 63 | 790 | .6 | 5.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 146 | 2283 | 1.3 | 7.0 | 202 | 1080 | 1.8 | 6.2 | 251 | 1265 | 2.2 | 8.2 | 189 | 1294 | 1.7 | 7.4 | 48 | 610 | .4 | 4.9 |
| FA '98 | 143 | 2392 | 1.3 | 6.7 | 166 | 1031 | 1.5 | 5.1 | 293 | 1208 | 2.6 | 9.8 | 189 | 1512 | 1.7 | 7.1 | 48 | 656 | .4 | 4.5 |
| SU '98 | 170 | 2732 | 1.5 | 7.9 | 206 | 1238 | 1.8 | 6.4 | 309 | 1347 | 2.7 | 10.0 | 230 | 1616 | 2.0 | 8.7 | 71 | 920 | .6 | 6.5 |
| SP '98 | 155 | 2423 | 1.4 | 7.0 | 236 | 1064 | 2.1 | 7.1 | 255 | 1263 | 2.3 | 8.0 | 179 | 1423 | 1.6 | 6.7 | 55 | 614 | .5 | 5.1 |
| 4-Book | 154 | 2458 | 1.4 | 7.2 | 203 | 1103 | 1.8 | 6.2 | 277 | 1271 | 2.5 | 9.0 | 197 | 1461 | 1.8 | 7.5 | 56 | 700 | .5 | 5.3 |
| WI '98 | 131 | 2479 | 1.2 | 6.2 | 174 | 1023 | 1.5 | 5.1 | 224 | 1158 | 2.0 | 7.8 | 151 | 1458 | 1.3 | 5.9 | 41 | 680 | .4 | 3.8 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 3 | 57 | .1 | * | 5 | 26 | .2 | 3 | 31 | .1 | * | 2 | 18 | .1 | * | ** | ** | ** | ** |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 6 | 64 | .1 | .3 | 5 | 26 | .2 | .2 | 9 | 26 | .1 | .3 | 4 | 22 | .2 | ** | ** | ** | ** | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 76 | 1292 | .7 | 3.6 | 104 | 539 | .9 | 3.2 | 123 | 527 | 1.1 | 4.0 | 101 | 668 | .9 | 3.9 | 30 | 346 | .3 | 3.1 |
| FA '98 | 99 | 1497 | .9 | 4.6 | 116 | 660 | 1.0 | 3.5 | 171 | 710 | 1.5 | 5.7 | 101 | 703 | .9 | 3.8 | 46 | 405 | .4 | 4.3 |
| SU '98 | 94 | 1703 | .8 | 4.4 | 130 | 740 | 1.2 | 4.0 | 145 | 729 | 1.3 | 4.7 | 124 | 900 | 1.1 | 4.7 | 37 | 438 | .3 | 3.4 |
| SP '98 | 112 | 1669 | 1.0 | 5.1 | 123 | 792 | 1.1 | 3.7 | 196 | 763 | 1.7 | 6.2 | 150 | 967 | 1.3 | 5.6 | 42 | 553 | .4 | 3.9 |
| 4-Book | 95 | 1540 | .9 | 4.4 | 118 | 683 | 1.1 | 3.6 | 159 | 682 | 1.4 | 5.2 | 119 | 810 | 1.1 | 4.5 | 39 | 436 | .4 | 3.7 |
| WI '98 | 82 | 1422 | .7 | 3.9 | 113 | 664 | 1.0 | 3.3 | 116 | 514 | 1.0 | 4.1 | 101 | 847 | .9 | 3.9 | 36 | 440 | .3 | 3.4 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 203 | .1 | .5 | 20 | 131 | .2 | .6 | 14 | 86 | .1 | .5 | 12 | 62 | .1 | .5 | 2 | 20 | .2 | .2 |
| FA '98 | 8 | 117 | .1 | .4 | 14 | 46 | .1 | .4 | 16 | 72 | .1 | .5 | 5 | 36 | .2 | .2 | 3 | 8 | .3 | .3 |
| SU '98 | 3 | 114 | .1 | .1 | 2 | 28 | .1 | .1 | 1 | 49 | .1 | .1 | 6 | 26 | .1 | .2 | 1 | 18 | .1 | .1 |
| SP '98 | 3 | 105 | .1 | .1 | 4 | 46 | .1 | .1 | 4 | 28 | .1 | .1 | 3 | 38 | .1 | .1 | 1 | 11 | .1 | .1 |
| 4-Book | 6 | 135 | .1 | .3 | 10 | 63 | .1 | .3 | 9 | 59 | .1 | .3 | 7 | 41 | .1 | .3 | 2 | 14 | .2 | .2 |
| WI '98 | 6 | 194 | .1 | .3 | 11 | 86 | .1 | .3 | 5 | 75 | .2 | .2 | 7 | 82 | .1 | .3 | 5 | 40 | .5 | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 1191 | .6 | 3.4 | 64 | 474 | .6 | 2.0 | 82 | 660 | .7 | 2.7 | 87 | 668 | .8 | 3.4 | 72 | 639 | .6 | 7.3 |
| FA '98 | 83 | 1335 | .7 | 3.9 | 95 | 586 | .8 | 2.9 | 70 | 582 | .6 | 2.3 | 119 | 818 | 1.1 | 4.4 | 88 | 623 | .8 | 8.2 |
| SU '98 | 66 | 1020 | .6 | 3.1 | 53 | 464 | .5 | 1.6 | 89 | 660 | .8 | 2.9 | 98 | 732 | .9 | 3.7 | 63 | 574 | .6 | 5.8 |
| SP '98 | 71 | 1114 | .6 | 3.2 | 66 | 496 | .6 | 2.0 | 77 | 637 | .7 | 2.4 | 101 | 758 | .9 | 3.8 | 80 | 521 | .7 | 7.4 |
| 4-Book | 73 | 1165 | .6 | 3.4 | 70 | 505 | .6 | 2.1 | 80 | 635 | .7 | 2.6 | 101 | 744 | .9 | 3.8 | 76 | 589 | .7 | 7.2 |
| WI '98 | 69 | 1353 | .6 | 3.2 | 66 | 552 | .6 | 1.9 | 67 | 663 | .6 | 2.3 | 99 | 815 | .9 | 3.8 | 66 | 589 | .6 | 6.2 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 488 | .2 | 1.1 | 40 | 173 | .4 | 1.2 | 39 | 229 | .3 | 1.3 | 31 | 193 | .3 | 1.2 | 6 | 64 | .1 | .6 |
| FA '98 | 13 | 304 | .1 | .6 | 26 | 127 | .2 | .8 | 13 | 80 | .1 | .4 | 13 | 71 | .1 | .5 | 9 | 49 | .1 | .8 |
| SU '98 | 24 | 650 | .2 | 1.1 | 34 | 162 | .3 | 1.1 | 16 | 125 | .1 | .5 | 32 | 223 | .3 | 1.2 | 22 | 355 | .2 | 2.0 |
| SP '98 | 21 | 657 | .2 | 1.0 | 26 | 142 | .2 | .8 | 18 | 196 | .2 | .6 | 16 | 236 | .1 | .6 | 35 | 353 | .3 | 3.2 |
| 4-Book | 20 | 525 | .2 | 1.0 | 32 | 151 | .3 | 1.0 | 22 | 158 | .2 | .7 | 23 | 181 | .2 | .9 | 18 | 205 | .2 | 1.7 |
| WI '98 | 17 | 462 | .2 | .8 | 35 | 191 | .3 | 1.0 | 14 | 174 | .1 | .5 | 14 | 167 | .1 | .5 | 13 | 113 | .1 | 1.2 |

* Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

| | Men 18-49 | | | | | | | | | | | | | | | | | | | |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 75 | 1494 | .7 | 3.6 | 82 | 628 | .7 | 2.5 | 128 | 722 | 1.1 | 4.2 | 106 | 902 | .9 | 4.1 | 28 | 492 | .3 | 2.8 |
| FA '98 | 53 | 1636 | .5 | 2.5 | 55 | 649 | .5 | 1.7 | 70 | 668 | .6 | 2.3 | 81 | 916 | .7 | 3.0 | 27 | 509 | .2 | 2.5 |
| SU '98 | 65 | 1641 | .6 | 3.0 | 70 | 601 | .6 | 2.2 | 92 | 681 | .8 | 3.0 | 100 | 867 | .9 | 3.8 | 33 | 506 | .3 | 3.0 |
| SP '98 | 61 | 1684 | .5 | 2.8 | 78 | 712 | .7 | 2.3 | 96 | 774 | .9 | 3.0 | 90 | 863 | .8 | 3.4 | 28 | 514 | .2 | 2.6 |
| 4-Book | 64 | 1614 | .6 | 3.0 | 71 | 648 | .6 | 2.2 | 97 | 711 | .9 | 3.1 | 94 | 887 | .8 | 3.6 | 29 | 505 | .3 | 2.7 |
| WI '98 | 61 | 1759 | .5 | 2.9 | 96 | 781 | .9 | 2.8 | 68 | 691 | .6 | 2.4 | 78 | 864 | .7 | 3.0 | 33 | 621 | .3 | 3.1 |
| VSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 63 | .1 | .1 | 3 | 24 | .1 | .1 | | | | | 3 | 17 | .1 | .1 | 1 | 10 | .1 | .1 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 57 | .1 | .3 | 8 | 31 | .1 | .2 | 16 | 18 | .1 | .5 | 9 | 33 | .1 | .4 | | 6 | | |
| FA '98 | 7 | 102 | .1 | .3 | 6 | 53 | .1 | .2 | 4 | 24 | .1 | .1 | 7 | 54 | .1 | .3 | 7 | 31 | .1 | .7 |
| SU '98 | 7 | 74 | .1 | .3 | 5 | 57 | .1 | .2 | 17 | 74 | .2 | .6 | 9 | 41 | .1 | .3 | 1 | 16 | | .1 |
| SP '98 | 14 | 139 | .1 | .6 | 16 | 86 | .1 | .5 | 24 | 86 | .2 | .8 | 17 | 64 | .2 | .6 | 1 | 24 | | .1 |
| 4-Book | 9 | 93 | .1 | .4 | 9 | 57 | .1 | .3 | 15 | 51 | .1 | .5 | 11 | 48 | .1 | .4 | 2 | 19 | | .2 |
| WI '98 | 13 | 170 | .1 | .6 | 18 | 89 | .2 | .5 | 16 | 130 | .1 | .6 | 19 | 98 | .2 | .7 | 5 | 35 | | .5 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 123 | 1673 | 1.1 | 5.9 | 138 | 818 | 1.2 | 4.2 | 135 | 907 | 1.2 | 4.4 | 129 | 922 | 1.2 | 5.0 | 112 | 750 | 1.0 | 11.4 |
| FA '98 | 130 | 1848 | 1.2 | 6.1 | 127 | 885 | 1.1 | 3.9 | 126 | 840 | 1.1 | 4.2 | 187 | 1044 | 1.7 | 7.0 | 132 | 898 | 1.2 | 12.4 |
| SU '98 | 96 | 1609 | .9 | 4.5 | 93 | 664 | .8 | 2.9 | 115 | 825 | 1.0 | 3.7 | 123 | 970 | 1.1 | 4.7 | 85 | 791 | .8 | 7.8 |
| SP '98 | 109 | 1636 | 1.0 | 5.0 | 129 | 800 | 1.1 | 3.9 | 124 | 776 | 1.1 | 3.9 | 126 | 940 | 1.1 | 4.7 | 91 | 610 | .8 | 8.4 |
| 4-Book | 115 | 1692 | 1.1 | 5.4 | 122 | 792 | 1.1 | 3.7 | 125 | 837 | 1.1 | 4.1 | 141 | 969 | 1.3 | 5.4 | 105 | 762 | 1.0 | 10.0 |
| WI '98 | 88 | 1601 | .8 | 4.1 | 91 | 643 | .8 | 2.7 | 98 | 834 | .9 | 3.4 | 108 | 852 | 1.0 | 4.2 | 76 | 641 | .7 | 7.1 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 4 | .67 | .2 | * 2 | 14 | .1 | .1 | 9 | 59 | .1 | .3 | * 2 | 26 | .1 | .1 | | | | |
| FA '98 | 5 | 56 | .2 | .2 | | | | | 10 | 37 | .1 | .3 | 1 | 9 | | | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 886 | .4 | 2.4 | 46 | 274 | .4 | 1.4 | 110 | 500 | 1.0 | 3.6 | 49 | 325 | .4 | 1.9 | 23 | 203 | .2 | 2.3 |
| FA '98 | 56 | 912 | .5 | 2.6 | 73 | 349 | .7 | 2.2 | 100 | 456 | .9 | 3.3 | 60 | 384 | .5 | 2.2 | 29 | 244 | .3 | 2.7 |
| SU '98 | 52 | 1054 | .5 | 2.4 | 39 | 331 | .3 | 1.2 | 90 | 483 | .8 | 2.9 | 75 | 478 | .7 | 2.8 | 25 | 187 | .2 | 2.3 |
| SP '98 | 47 | 816 | .4 | 2.1 | 43 | 257 | .4 | 1.3 | 81 | 383 | .7 | 2.6 | 56 | 350 | .5 | 2.1 | 33 | 215 | .3 | 3.1 |
| 4-Book | 51 | 917 | .5 | 2.4 | 50 | 303 | .5 | 1.5 | 95 | 456 | .9 | 3.1 | 60 | 384 | .5 | 2.3 | 28 | 212 | .3 | 2.6 |
| WI '98 | 67 | 1033 | .6 | 3.1 | 47 | 328 | .4 | 1.4 | 126 | 532 | 1.1 | 4.4 | 78 | 453 | .7 | 3.0 | 31 | 216 | .3 | 2.9 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | | | 1 | 8 | | | | | | | | 8 | | | | | | |
| FA '98 | | 10 | | | | | | | | | | | | 10 | | | | | | |
| SU '98 | 3 | 43 | .1 | .1 | 7 | 8 | .1 | .2 | 2 | 8 | .1 | .1 | 2 | 17 | .1 | .1 | 3 | 27 | .1 | .3 |
| SP '98 | 1 | 37 | | | 2 | 10 | .1 | .1 | 1 | 28 | | | | | | | | | | |
| 4-Book | 1 | 25 | | | 3 | 7 | | | 1 | 9 | | | 1 | 9 | | | 1 | 7 | | .1 |
| WI '98 | 1 | 11 | | | | | | | 1 | 5 | | | 1 | 5 | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 64 | 822 | .6 | 3.1 | 86 | 441 | .8 | 2.6 | 102 | 426 | .9 | 3.3 | 84 | 508 | .8 | 3.3 | 23 | 280 | .2 | 2.3 |
| FA '98 | 65 | 991 | .6 | 3.1 | 100 | 555 | .9 | 3.1 | 98 | 514 | .9 | 3.3 | 82 | 661 | .7 | 3.1 | 27 | 389 | .2 | 2.5 |
| SU '98 | 88 | 1029 | .8 | 4.1 | 130 | 637 | 1.2 | 4.0 | 128 | 538 | 1.1 | 4.2 | 105 | 693 | .9 | 4.0 | 26 | 443 | .2 | 2.4 |
| SP '98 | 78 | 955 | .7 | 3.5 | 100 | 518 | .9 | 3.0 | 139 | 509 | 1.2 | 4.4 | 104 | 589 | .9 | 3.9 | 27 | 328 | .2 | 2.5 |
| 4-Book | 74 | 949 | .7 | 3.5 | 104 | 538 | 1.0 | 3.2 | 117 | 497 | 1.0 | 3.8 | 94 | 613 | .8 | 3.6 | 26 | 360 | .2 | 2.4 |
| WI '98 | 78 | 1042 | .7 | 3.7 | 88 | 527 | .8 | 2.6 | 108 | 565 | 1.0 | 3.8 | 115 | 647 | 1.0 | 4.5 | 38 | 336 | .3 | 3.6 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Men 18-49 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 1497 | .6 | 3.0 | 79 | 632 | .7 | 2.4 | 109 | 613 | 1.0 | 3.6 | 82 | 841 | .7 | 3.2 | 25 | 417 | .2 | 2.5 |
| FA '98 | 39 | 1228 | .3 | 1.8 | 42 | 507 | .4 | 1.3 | 54 | 550 | .5 | 1.8 | 67 | 803 | .6 | 2.5 | 20 | 431 | .2 | 1.9 |
| SU '98 | 60 | 1514 | .5 | 2.8 | 67 | 696 | .6 | 2.1 | 79 | 564 | .7 | 2.6 | 86 | 838 | .8 | 3.3 | 41 | 540 | .4 | 3.8 |
| SP '98 | 67 | 1503 | .6 | 3.0 | 96 | 743 | .9 | 2.9 | 109 | 620 | 1.0 | 3.4 | 86 | 827 | .8 | 3.2 | 17 | 424 | .2 | 1.6 |
| 4-Book | 57 | 1436 | .5 | 2.7 | 71 | 645 | .7 | 2.2 | 88 | 587 | .8 | 2.9 | 80 | 827 | .7 | 3.1 | 26 | 453 | .3 | 2.5 |
| WI '98 | 64 | 1411 | .6 | 3.0 | 68 | 584 | .6 | 2.0 | 90 | 601 | .8 | 3.2 | 90 | 830 | .8 | 3.5 | 37 | 522 | .3 | 3.5 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 295 | 3600 | 2.6 | 14.1 | 919 | 2821 | 8.2 | 28.2 | 386 | 1993 | 3.5 | 12.6 | 232 | 1513 | 2.1 | 9.0 | 53 | 630 | .5 | 5.4 |
| FA '98 | 278 | 3948 | 2.5 | 13.0 | 840 | 2709 | 7.5 | 25.7 | 357 | 1816 | 3.2 | 11.9 | 184 | 1303 | 1.6 | 6.9 | 53 | 681 | .5 | 5.0 |
| SU '98 | 260 | 3676 | 2.3 | 12.1 | 851 | 2801 | 7.5 | 26.3 | 311 | 1895 | 2.8 | 10.1 | 169 | 1348 | 1.5 | 6.4 | 69 | 813 | .6 | 6.4 |
| SP '98 | 249 | 3611 | 2.2 | 11.3 | 707 | 2560 | 6.3 | 21.2 | 366 | 1864 | 3.2 | 11.5 | 195 | 1533 | 1.7 | 7.3 | 50 | 658 | .4 | 4.6 |
| 4-Book | 271 | 3709 | 2.4 | 12.6 | 829 | 2723 | 7.4 | 25.4 | 355 | 1892 | 3.2 | 11.5 | 195 | 1424 | 1.7 | 7.4 | 56 | 696 | .5 | 5.4 |
| WI '98 | 256 | 3766 | 2.3 | 12.0 | 836 | 2745 | 7.4 | 24.6 | 322 | 1911 | 2.9 | 11.3 | 171 | 1503 | 1.5 | 6.6 | 51 | 818 | .5 | 4.8 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 44 | 1163 | .4 | 2.1 | 66 | 465 | .6 | 2.0 | 41 | 419 | .4 | 1.3 | 46 | 557 | .4 | 1.8 | 35 | 320 | .3 | 3.6 |
| FA '98 | 52 | 1281 | .5 | 2.4 | 65 | 561 | .6 | 2.0 | 53 | 439 | .5 | 1.8 | 61 | 594 | .5 | 2.3 | 35 | 459 | .3 | 3.3 |
| SU '98 | 65 | 1235 | .6 | 3.0 | 78 | 474 | .7 | 2.4 | 108 | 457 | 1.0 | 3.5 | 81 | 662 | .7 | 3.1 | 19 | 410 | .2 | 1.7 |
| SP '98 | 62 | 1433 | .5 | 2.8 | 51 | 475 | .5 | 1.5 | 64 | 462 | .6 | 2.0 | 97 | 706 | .9 | 3.6 | 46 | 464 | .4 | 4.3 |
| 4-Book | 56 | 1278 | .5 | 2.6 | 65 | 494 | .6 | 2.0 | 67 | 444 | .6 | 2.2 | 71 | 600 | .6 | 2.7 | 34 | 413 | .3 | 3.2 |
| WI '98 | 63 | 1505 | .6 | 3.0 | 63 | 512 | .6 | 1.9 | 77 | 633 | .7 | 2.7 | 75 | 690 | .7 | 2.9 | 48 | 513 | .4 | 4.5 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 75 | .2 | | 7 | 41 | .1 | .2 | 4 | 16 | .1 | | 6 | 41 | .1 | .2 | 2 | 33 | .2 | |
| FA '98 | 3 | 101 | .1 | | 6 | 56 | .1 | .2 | 2 | 9 | .1 | | 7 | 56 | .1 | .3 | 1 | 26 | .1 | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 251 | .1 | .3 | 7 | 86 | .1 | .2 | 9 | 80 | .1 | .3 | 6 | 103 | .1 | .2 | 5 | 62 | .5 | |
| FA '98 | 10 | 160 | .1 | .5 | 16 | 52 | .1 | .5 | 18 | 43 | .2 | .6 | 8 | 65 | .1 | .3 | 2 | 50 | .2 | |
| SU '98 | 6 | 136 | .1 | .3 | 5 | 52 | .2 | | 9 | 39 | .1 | .3 | 14 | 74 | .1 | .5 | 1 | 27 | .1 | |
| SP '98 | 9 | 150 | .1 | .4 | 10 | 49 | .1 | .3 | 16 | 47 | .1 | .5 | 10 | 75 | .1 | .4 | 6 | 56 | .1 | .6 |
| 4-Book | 8 | 174 | .1 | .4 | 10 | 60 | .1 | .3 | 13 | 52 | .1 | .4 | 10 | 79 | .1 | .4 | 4 | 49 | .4 | |
| WI '98 | 8 | 176 | .1 | .4 | 9 | 87 | .1 | .3 | 12 | 59 | .1 | .4 | 10 | 101 | .1 | .4 | 3 | 66 | .3 | |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 389 | .1 | .7 | 31 | 198 | .3 | 1.0 | 25 | 167 | .2 | .8 | 23 | 231 | .2 | .9 | 3 | 91 | .3 | |
| FA '98 | 30 | 420 | .3 | 1.4 | 33 | 156 | .3 | 1.0 | 57 | 215 | .5 | 1.9 | 57 | 264 | .5 | 2.1 | 14 | 148 | .1 | 1.3 |
| SU '98 | 22 | 405 | .2 | 1.0 | 22 | 128 | .2 | .7 | 34 | 138 | .3 | 1.1 | 46 | 244 | .4 | 1.7 | 12 | 100 | .1 | 1.1 |
| SP '98 | 21 | 406 | .2 | 1.0 | 32 | 223 | .3 | 1.0 | 36 | 175 | .3 | 1.1 | 37 | 228 | .3 | 1.4 | 4 | 59 | .4 | |
| 4-Book | 22 | 405 | .2 | 1.0 | 30 | 176 | .3 | .9 | 38 | 174 | .3 | 1.2 | 41 | 242 | .4 | 1.5 | 8 | 100 | .1 | .8 |
| WI '98 | 21 | 372 | .2 | 1.0 | 18 | 133 | .2 | .5 | 26 | 139 | .2 | .9 | 44 | 226 | .4 | 1.7 | 16 | 120 | .1 | 1.5 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 285 | .1 | .5 | 11 | 121 | .1 | .3 | 23 | 149 | .2 | .8 | 13 | 147 | .1 | .5 | 2 | 69 | .2 | |
| FA '98 | 12 | 321 | .1 | .6 | 10 | 140 | .1 | .3 | 18 | 145 | .2 | .6 | 20 | 161 | .2 | .7 | 5 | 79 | .5 | |
| SU '98 | 24 | 295 | .2 | 1.1 | 32 | 107 | .3 | 1.0 | 38 | 148 | .3 | 1.2 | 28 | 187 | .2 | 1.1 | 15 | 113 | .1 | 1.4 |
| SP '98 | 11 | 283 | .1 | .5 | 9 | 143 | .1 | .3 | 20 | 133 | .2 | .6 | 14 | 136 | .1 | .5 | 5 | 91 | .5 | |
| 4-Book | 15 | 296 | .1 | .7 | 16 | 128 | .2 | .5 | 25 | 144 | .2 | .8 | 19 | 158 | .2 | .7 | 7 | 88 | .7 | |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 798 | .2 | .9 | 20 | 273 | .2 | .6 | 29 | 304 | .3 | .9 | 27 | 457 | .2 | 1.1 | 7 | 200 | .1 | .7 |
| FA '98 | 28 | 911 | .3 | 1.3 | 33 | 316 | .3 | 1.0 | 35 | 362 | .3 | 1.2 | 44 | 487 | .4 | 1.6 | 10 | 211 | .1 | .9 |
| SU '98 | 31 | 996 | .3 | 1.4 | 32 | 307 | .3 | 1.0 | 42 | 386 | .4 | 1.4 | 38 | 540 | .3 | 1.4 | 23 | 326 | .2 | 2.1 |
| SP '98 | 29 | 801 | .3 | 1.3 | 44 | 403 | .4 | 1.3 | 39 | 354 | .3 | 1.2 | 47 | 393 | .4 | 1.8 | 12 | 235 | .1 | 1.1 |
| 4-Book | 27 | 877 | .3 | 1.2 | 32 | 325 | .3 | 1.0 | 36 | 352 | .3 | 1.2 | 39 | 469 | .3 | 1.5 | 13 | 243 | .1 | 1.2 |
| WI '98 | 23 | 779 | .2 | 1.1 | 22 | 322 | .2 | .6 | 35 | 305 | .3 | 1.2 | 37 | 370 | .3 | 1.4 | 10 | 202 | .1 | .9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

| | Men 18-49 | | | | | | | | | | | | | | | | | | | |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| VRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 53 | | .1 | 3 | 17 | | .1 | 3 | 16 | | .1 | 7 | 46 | .1 | .3 | | | | |
| FA '98 | 1 | 34 | | | | 9 | | | | | | | 2 | 8 | | .1 | | | | |
| SU '98 | 1 | 35 | | | | | | | | 9 | | | 1 | 28 | | | | | | |
| SP '98 | 1 | 25 | | | | 8 | | | 1 | 9 | | | 1 | 8 | | | | | | |
| 4-Book | 1 | 37 | | | 1 | 9 | | | 1 | 9 | | | 3 | 23 | | .1 | | | | |
| WI '98 | 8 | 111 | .1 | .4 | 4 | 70 | | .1 | 13 | 72 | .1 | .5 | 10 | 70 | .1 | .4 | 2 | 27 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2097 | 10857 | 18.8 | | 3261 | 9697 | 29.2 | | 3062 | 8261 | 27.4 | | 2571 | 9350 | 23.0 | | 983 | 6285 | 8.8 | |
| FA '98 | 2131 | 10771 | 19.1 | | 3274 | 9648 | 29.3 | | 3004 | 8011 | 26.9 | | 2676 | 9479 | 23.9 | | 1067 | 6590 | 9.5 | |
| SU '98 | 2144 | 10958 | 19.0 | | 3238 | 9515 | 28.7 | | 3077 | 8214 | 27.3 | | 2643 | 9490 | 23.4 | | 1086 | 6798 | 9.6 | |
| SP '98 | 2199 | 10862 | 19.5 | | 3338 | 9697 | 29.6 | | 3174 | 8161 | 28.1 | | 2665 | 9459 | 23.6 | | 1078 | 6571 | 9.6 | |
| 4-Book | 2143 | 10862 | 19.1 | | 3278 | 9639 | 29.2 | | 3079 | 8162 | 27.4 | | 2639 | 9445 | 23.5 | | 1054 | 6561 | 9.4 | |
| WI '98 | 2129 | 10985 | 18.9 | | 3398 | 9849 | 30.1 | | 2855 | 8113 | 25.3 | | 2579 | 9568 | 22.9 | | 1066 | 6722 | 9.4 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| Men 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 '99 | 142 | 2728 | 1.3 | 4.8 | 42 | 1304 | .4 | 3.3 | 110 | 594 | 1.0 | 8.5 | 53 | 347 | .5 | 2.4 | 19 | 164 | .2 | 1.2 | |
| 4-Book | 133 | 2529 | 1.2 | 4.4 | 43 | 1228 | .4 | 3.2 | 109 | 578 | 1.0 | 8.4 | 50 | 292 | .5 | 2.2 | 33 | 185 | .3 | 2.0 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 95 | 901 | .8 | 3.2 | 49 | 613 | .4 | 3.8 | 57 | 166 | .5 | 4.4 | 74 | 193 | .7 | 3.4 | 63 | 215 | .6 | 3.9 | |
| 4-Book | 109 | 989 | 1.0 | 3.6 | 44 | 542 | .4 | 3.3 | 51 | 166 | .4 | 3.9 | 84 | 212 | .8 | 3.7 | 51 | 163 | .5 | 3.1 | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 85 | .1 | .1 | 12 | 84 | .1 | .9 | 2 | 12 | .2 | .2 | 1 | 5 | .1 | .1 | | | | | |
| 4-Book | 8 | 90 | .1 | .2 | 10 | 103 | .1 | .8 | 2 | 7 | .2 | .2 | 3 | 11 | .1 | .1 | 2 | 2 | .1 | .1 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 170 | 1074 | 1.5 | 5.7 | 84 | 698 | .8 | 6.6 | 75 | 175 | .7 | 5.8 | 126 | 304 | 1.1 | 5.8 | 111 | 266 | 1.0 | 6.8 | |
| 4-Book | 165 | 1166 | 1.5 | 5.5 | 99 | 774 | .9 | 7.4 | 82 | 205 | .8 | 6.3 | 131 | 312 | 1.2 | 5.8 | 126 | 294 | 1.1 | 7.6 | |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 113 | .1 | .2 | 4 | 43 | .3 | .3 | 3 | 9 | .2 | .2 | 7 | 9 | .1 | .3 | 7 | 15 | .1 | .4 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 82 | .1 | .3 | 11 | 61 | .1 | .9 | 9 | 12 | .1 | .7 | 29 | 34 | .3 | 1.3 | 17 | 21 | .2 | 1.0 | |
| 4-Book | 14 | 88 | .1 | .5 | 8 | 66 | .1 | .6 | 5 | 10 | .1 | .4 | 16 | 25 | .2 | .7 | 10 | 17 | .1 | .6 | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 94 | 1292 | .8 | 3.2 | 46 | 884 | .4 | 3.6 | 29 | 161 | .3 | 2.2 | 110 | 430 | 1.0 | 5.1 | 65 | 292 | .6 | 4.0 | |
| 4-Book | 105 | 1266 | .9 | 3.5 | 53 | 797 | .5 | 3.9 | 43 | 158 | .4 | 3.2 | 90 | 344 | .8 | 4.0 | 75 | 255 | .7 | 4.5 | |
| WIP -AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 231 | 2163 | 2.1 | 7.8 | 85 | 1307 | .8 | 6.6 | 125 | 377 | 1.1 | 9.7 | 131 | 548 | 1.2 | 6.0 | 103 | 374 | .9 | 6.3 | |
| 4-Book | 185 | 1809 | 1.7 | 6.2 | 56 | 883 | .5 | 4.3 | 82 | 286 | .7 | 6.3 | 96 | 351 | .9 | 4.3 | 59 | 230 | .5 | 3.5 | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 88 | 802 | .8 | 3.0 | 57 | 643 | .5 | 4.5 | 31 | 167 | .3 | 2.4 | 85 | 169 | .8 | 3.9 | 112 | 266 | 1.0 | 6.9 | |
| 4-Book | 109 | 941 | 1.0 | 3.6 | 60 | 675 | .5 | 4.5 | 44 | 149 | .4 | 3.4 | 93 | 230 | .8 | 4.1 | 92 | 245 | .8 | 5.6 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 179 | 1640 | 1.6 | 6.0 | 74 | 1082 | .7 | 5.8 | 76 | 317 | .7 | 5.9 | 168 | 538 | 1.5 | 7.7 | 114 | 401 | 1.0 | 7.0 | |
| 4-Book | 208 | 1768 | 1.8 | 6.9 | 86 | 1085 | .8 | 6.4 | 86 | 282 | .8 | 6.6 | 178 | 507 | 1.6 | 7.9 | 126 | 380 | 1.1 | 7.5 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 217 | 1951 | 1.9 | 7.3 | 84 | 1186 | .8 | 6.6 | 116 | 407 | 1.0 | 9.0 | 195 | 570 | 1.7 | 9.0 | 137 | 410 | 1.2 | 8.4 | |
| 4-Book | 230 | 2090 | 2.0 | 7.7 | 84 | 1201 | .8 | 6.3 | 97 | 342 | .9 | 7.3 | 190 | 590 | 1.7 | 8.4 | 112 | 391 | 1.0 | 6.8 | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 3 | 48 | .1 | .1 | * 3 | 33 | .2 | .2 | * ** | ** | ** | ** | ** | ** | ** | ** | ** | * 3 | 7 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 110 | 990 | 1.0 | 3.7 | 46 | 698 | .4 | 3.6 | 40 | 162 | .4 | 3.1 | 92 | 303 | .8 | 4.2 | 58 | 241 | .5 | 3.6 | |
| 4-Book | 134 | 1218 | 1.2 | 4.5 | 65 | 772 | .6 | 4.9 | 47 | 154 | .4 | 3.6 | 104 | 269 | .9 | 4.6 | 88 | 263 | .8 | 5.3 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 169 | .1 | .5 | 7 | 85 | .1 | .5 | 3 | 22 | .2 | .2 | 11 | 35 | .1 | .5 | 2 | 9 | .1 | .1 | |
| 4-Book | 8 | 106 | .1 | .3 | 5 | 59 | .1 | .3 | 6 | 19 | .1 | .4 | 6 | 16 | .1 | .3 | 2 | 12 | .1 | .1 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 78 | 984 | .7 | 2.6 | 61 | 732 | .5 | 4.8 | 17 | 68 | .2 | 1.3 | 92 | 265 | .8 | 4.2 | 75 | 250 | .7 | 4.6 | |
| 4-Book | 83 | 1009 | .7 | 2.8 | 52 | 652 | .5 | 3.9 | 25 | 88 | .3 | 1.9 | 85 | 269 | .8 | 3.7 | 81 | 257 | .7 | 4.8 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 396 | .3 | 1.2 | 11 | 157 | .1 | .9 | 7 | 36 | .1 | .5 | 18 | 41 | .2 | .8 | 1 | 9 | .1 | .1 | |
| 4-Book | 25 | 321 | .2 | .9 | 14 | 209 | .1 | 1.0 | 7 | 20 | .1 | .6 | 18 | 44 | .2 | .8 | 10 | 32 | .1 | .6 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 107 | 1272 | 1.0 | 3.6 | 49 | 770 | .4 | 3.8 | 24 | 99 | .2 | 1.9 | 77 | 276 | .7 | 3.5 | 45 | 245 | .4 | 2.8 | |
| 4-Book | 88 | 1339 | .8 | 2.9 | 42 | 772 | .4 | 3.2 | 27 | 121 | .3 | 2.1 | 80 | 320 | .7 | 3.5 | 54 | 242 | .5 | 3.3 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 31 | .1 | .1 | 6 | 43 | .1 | .5 | 5 | 19 | .4 | .4 | 33 | 43 | .3 | 1.5 | 6 | 24 | .1 | .4 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 47 | .1 | .4 | 3 | 20 | .2 | .2 | 10 | 20 | .1 | .8 | 3 | 10 | .1 | .1 | 5 | 10 | .1 | .3 |
| 4-Book | 12 | 79 | .1 | .4 | 7 | 67 | .1 | .6 | 11 | 30 | .1 | .8 | 15 | 33 | .1 | .6 | 5 | 12 | .1 | .3 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 134 | 1433 | 1.2 | 4.5 | 112 | 1005 | 1.0 | 8.8 | 75 | 218 | .7 | 5.8 | 152 | 388 | 1.4 | 7.0 | 157 | 417 | 1.4 | 9.6 |
| 4-Book | 129 | 1405 | 1.2 | 4.3 | 95 | 991 | .9 | 7.2 | 66 | 195 | .6 | 5.0 | 143 | 399 | 1.3 | 6.4 | 137 | 361 | 1.2 | 8.2 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 5 | 59 | .2 | .2 | * 8 | 8 | .2 | .2 | * 1 | 8 | .1 | .1 | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 71 | 652 | .6 | 2.4 | 30 | 379 | .3 | 2.3 | 28 | 85 | .3 | 2.2 | 17 | 69 | .2 | .8 | 9 | 43 | .1 | .6 |
| 4-Book | 71 | 713 | .6 | 2.3 | 33 | 364 | .3 | 2.4 | 31 | 79 | .3 | 2.4 | 25 | 75 | .2 | 1.1 | 8 | 33 | .1 | .5 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | | | | | | | | | | | | | | | | | | |
| 4-Book | 1 | 16 | | | 1 | 8 | | .1 | 1 | 2 | | .1 | 2 | 6 | | .1 | 1 | 4 | | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 92 | 671 | .8 | 3.1 | 42 | 482 | .4 | 3.3 | 62 | 162 | .6 | 4.8 | 66 | 214 | .6 | 3.0 | 44 | 180 | .4 | 2.7 |
| 4-Book | 106 | 803 | .9 | 3.5 | 50 | 563 | .5 | 3.7 | 56 | 183 | .5 | 4.3 | 87 | 251 | .8 | 3.8 | 71 | 215 | .6 | 4.2 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 91 | 1235 | .8 | 3.1 | 39 | 722 | .3 | 3.0 | 36 | 131 | .3 | 2.8 | 68 | 288 | .6 | 3.1 | 51 | 245 | .5 | 3.1 |
| 4-Book | 80 | 1176 | .7 | 2.7 | 38 | 695 | .3 | 2.8 | 28 | 131 | .3 | 2.1 | 67 | 276 | .6 | 3.0 | 53 | 206 | .5 | 3.1 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 503 | 3442 | 4.5 | 16.9 | 86 | 1286 | .8 | 6.7 | 96 | 297 | .9 | 7.4 | 176 | 583 | 1.6 | 8.1 | 116 | 442 | 1.0 | 7.1 |
| 4-Book | 452 | 3363 | 4.0 | 15.0 | 92 | 1331 | .8 | 6.9 | 90 | 316 | .8 | 6.8 | 173 | 567 | 1.6 | 7.7 | 106 | 368 | 1.0 | 6.3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 871 | .4 | 1.7 | 38 | 624 | .3 | 3.0 | 46 | 157 | .4 | 3.6 | 59 | 228 | .5 | 2.7 | 36 | 172 | .3 | 2.2 |
| 4-Book | 67 | 920 | .6 | 2.3 | 50 | 661 | .5 | 3.8 | 49 | 170 | .4 | 3.7 | 96 | 279 | .9 | 4.2 | 75 | 210 | .7 | 4.5 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 59 | .1 | .2 | 6 | 50 | .1 | .5 | 8 | 16 | .1 | .6 | 11 | 25 | .1 | .5 | 13 | 25 | .1 | .8 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 210 | .1 | .3 | 3 | 77 | .2 | .2 | 6 | 33 | .1 | .5 | 1 | 9 | .1 | .4 | 9 | 16 | .1 | .6 |
| 4-Book | 11 | 123 | .1 | .4 | 4 | 76 | .3 | .3 | 4 | 20 | .3 | .3 | 10 | 22 | .1 | .4 | 6 | 16 | .1 | .4 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 347 | .2 | .9 | 4 | 69 | .3 | .3 | 6 | 17 | .1 | .5 | 4 | 35 | .2 | .2 | 1 | 9 | .1 | .1 |
| 4-Book | 36 | 355 | .3 | 1.2 | 6 | 109 | .1 | .5 | 6 | 25 | .1 | .5 | 8 | 39 | .1 | .3 | 5 | 21 | .1 | .3 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 244 | .1 | .5 | 7 | 117 | .1 | .5 | 13 | 40 | .1 | 1.0 | 21 | 67 | .2 | 1.0 | 11 | 32 | .1 | .7 |
| 4-Book | 20 | 241 | .2 | .7 | 9 | 148 | .1 | .7 | 8 | 29 | .1 | .6 | 21 | 67 | .2 | 1.0 | 12 | 42 | .1 | .7 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 662 | .2 | .9 | 12 | 342 | .1 | .9 | 6 | 41 | .1 | .5 | 24 | 134 | .2 | 1.1 | 28 | 188 | .3 | 1.7 |
| 4-Book | 36 | 686 | .3 | 1.2 | 19 | 411 | .2 | 1.5 | 13 | 73 | .1 | 1.0 | 40 | 169 | .4 | 1.8 | 33 | 142 | .3 | 2.0 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 53 | .1 | .1 | 1 | 18 | .1 | .1 | | | | | 1 | 9 | .1 | .1 | 1 | 9 | .1 | .1 |
| 4-Book | 2 | 31 | | | 2 | 15 | | .1 | 1 | 2 | | .1 | 3 | 7 | | .1 | 3 | 11 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2973 | 10734 | 26.6 | | 1279 | 8821 | 11.4 | | 1295 | 3787 | 11.6 | | 2177 | 5437 | 19.5 | | 1627 | 4308 | 14.5 | |
| 4-Book | 3005 | 10724 | 26.8 | | 1335 | 8770 | 11.9 | | 1317 | 3763 | 11.7 | | 2262 | 5369 | 20.1 | | 1670 | 4172 | 14.9 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-49

Target Listener Estimates

Men 18-49

| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
|----------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 125 | .1 | 1.5 | 97 | 541 | .9 | 11.1 | 26 | 231 | .2 | 1.8 | 15 | 99 | .1 | 1.3 | 17 | 154 | .2 | 2.5 |
| 4-Book | 15 | 119 | .1 | 1.4 | 81 | 428 | .7 | 9.1 | 38 | 257 | .4 | 2.5 | 18 | 126 | .2 | 1.5 | 17 | 152 | .2 | 2.3 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 102 | .2 | 2.5 | 22 | 75 | .2 | 2.5 | 74 | 212 | .7 | 5.2 | 55 | 158 | .5 | 4.8 | 25 | 67 | .2 | 3.7 |
| 4-Book | 27 | 102 | .3 | 2.6 | 25 | 85 | .2 | 2.8 | 51 | 174 | .5 | 3.4 | 38 | 115 | .3 | 3.2 | 28 | 95 | .2 | 3.5 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 12 | .1 | .6 | 21 | 46 | .2 | 2.4 | 35 | 75 | .3 | 2.5 | 16 | 25 | .1 | 1.4 | 12 | 12 | .1 | 1.8 |
| 4-Book | 3 | 7 | | .3 | 33 | 75 | .3 | 3.7 | 25 | 62 | .2 | 1.6 | 9 | 19 | .1 | .8 | 5 | 15 | | .7 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 75 | 200 | .7 | 7.7 | 43 | 120 | .4 | 4.9 | 62 | 159 | .6 | 4.4 | 61 | 178 | .5 | 5.3 | 107 | 196 | 1.0 | 15.7 |
| 4-Book | 87 | 220 | .8 | 8.6 | 47 | 113 | .4 | 5.4 | 76 | 189 | .7 | 5.0 | 67 | 167 | .6 | 5.6 | 158 | 269 | 1.4 | 20.2 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | | .4 | 3 | 9 | | .3 | 5 | 19 | | .4 | 1 | 9 | | .1 | 4 | 18 | | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 12 | .1 | 1.2 | 5 | 18 | | .6 | 9 | 18 | .1 | .6 | | | | | 1 | 5 | | .1 |
| 4-Book | 5 | 11 | | .5 | 12 | 29 | .1 | 1.3 | 9 | 19 | .1 | .6 | 3 | 8 | | .2 | 1 | 5 | | .1 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 194 | .5 | 5.3 | 13 | 78 | .1 | 1.5 | 33 | 175 | .3 | 2.3 | 30 | 159 | .3 | 2.6 | 26 | 84 | .2 | 3.8 |
| 4-Book | 53 | 187 | .5 | 5.1 | 19 | 74 | .2 | 2.1 | 46 | 176 | .4 | 3.0 | 47 | 179 | .5 | 3.9 | 41 | 133 | .4 | 5.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 171 | .4 | 4.3 | 54 | 218 | .5 | 6.2 | 78 | 315 | .7 | 5.5 | 108 | 329 | 1.0 | 9.5 | 46 | 230 | .4 | 6.8 |
| 4-Book | 25 | 119 | .2 | 2.5 | 38 | 162 | .4 | 4.4 | 60 | 237 | .6 | 4.0 | 61 | 211 | .6 | 5.3 | 31 | 140 | .3 | 4.3 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 222 | .6 | 6.9 | 31 | 111 | .3 | 3.5 | 71 | 200 | .6 | 5.0 | 46 | 174 | .4 | 4.0 | 12 | 49 | .1 | 1.8 |
| 4-Book | 60 | 194 | .6 | 5.9 | 42 | 119 | .4 | 4.8 | 62 | 181 | .6 | 4.1 | 55 | 151 | .5 | 4.6 | 28 | 86 | .3 | 3.5 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 154 | .3 | 2.9 | 26 | 162 | .2 | 3.0 | 98 | 386 | .9 | 6.9 | 68 | 277 | .6 | 6.0 | 14 | 79 | .1 | 2.1 |
| 4-Book | 49 | 192 | .5 | 4.8 | 34 | 152 | .3 | 3.9 | 96 | 340 | .9 | 6.4 | 79 | 241 | .7 | 6.6 | 34 | 128 | .3 | 4.3 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 212 | .4 | 5.1 | 43 | 198 | .4 | 4.9 | 68 | 274 | .6 | 4.8 | 64 | 227 | .6 | 5.6 | 7 | 71 | .1 | 1.0 |
| 4-Book | 46 | 192 | .4 | 4.5 | 40 | 148 | .4 | 4.5 | 83 | 311 | .8 | 5.6 | 75 | 268 | .7 | 6.2 | 30 | 141 | .3 | 3.8 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 7 | 10 | .1 | .8 | 5 | 22 | | .4 | * 2 | 7 | | .2 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 199 | .4 | 4.3 | 34 | 116 | .3 | 3.9 | 38 | 184 | .3 | 2.7 | 53 | 164 | .5 | 4.6 | 13 | 66 | .1 | 1.9 |
| 4-Book | 55 | 174 | .5 | 5.3 | 59 | 174 | .5 | 6.7 | 63 | 215 | .5 | 4.1 | 71 | 192 | .7 | 6.0 | 36 | 107 | .3 | 4.7 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 33 | .1 | .7 | 3 | 18 | | .3 | 12 | 32 | .1 | .9 | 9 | 29 | .1 | .8 | 6 | 10 | .1 | .9 |
| 4-Book | 3 | 11 | | .3 | 5 | 19 | | .5 | 7 | 18 | .1 | .5 | 5 | 14 | .1 | .4 | 4 | 10 | | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 77 | 242 | .7 | 7.9 | 31 | 72 | .3 | 3.5 | 66 | 215 | .6 | 4.7 | 74 | 210 | .7 | 6.5 | 50 | 141 | .4 | 7.3 |
| 4-Book | 72 | 217 | .7 | 7.2 | 20 | 56 | .2 | 2.2 | 41 | 149 | .4 | 2.8 | 49 | 161 | .5 | 4.2 | 38 | 136 | .3 | 5.0 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 22 | 81 | .2 | 2.5 | 18 | 45 | .2 | 1.3 | 10 | 21 | .1 | .9 | 9 | 29 | .1 | 1.3 |
| 4-Book | 11 | 43 | .1 | 1.0 | 17 | 49 | .1 | 1.9 | 20 | 70 | .2 | 1.3 | 17 | 61 | .2 | 1.4 | 9 | 29 | .1 | 1.2 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 152 | .3 | 3.1 | 28 | 119 | .3 | 3.2 | 85 | 274 | .8 | 6.0 | 55 | 210 | .5 | 4.8 | 37 | 142 | .3 | 5.4 |
| 4-Book | 38 | 178 | .4 | 3.8 | 19 | 85 | .2 | 2.1 | 52 | 228 | .5 | 3.5 | 40 | 165 | .4 | 3.4 | 21 | 125 | .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

Men 18-49

Target Listener Estimates - Men 18-49

| | Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | |
|------------------------------|---------------------|--------------|------------|------------|--------------------|--------------|------------|------------|--------------------|--------------|------------|------------|-------------------|--------------|------------|------------|-------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM WI '99 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM WI '99 4-Book | 3 | 7 | | .3 | 3 | 10 | .3 | .4 | 16 | 36 | .2 | 1.0 | 3 | 13 | | .3 | 2 | 4 | | .2 |
| WUSL-FM WI '99 4-Book | 125 | 327 | 1.1 | 12.8 | 93 | 258 | .8 | 10.6 | 101 | 304 | .9 | 7.2 | 106 | 247 | .9 | 9.3 | 83 | 227 | .7 | 12.2 |
| +WVDB-AM WI '99 4-Book | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM WI '99 4-Book | 33 | 90 | .3 | 3.4 | 18 | 110 | .2 | 2.1 | 98 | 213 | .9 | 6.9 | 19 | 52 | .2 | 1.7 | 10 | 40 | .1 | 1.5 |
| WWJZ-AM WI '99 4-Book | | | | | 2 | 2 | | .2 | 1 | 2 | | | 2 | 4 | | .2 | | 2 | | |
| WXTU-FM WI '99 4-Book | 23 | 63 | .2 | 2.4 | 40 | 87 | .4 | 4.6 | 61 | 213 | .5 | 4.3 | 31 | 149 | .3 | 2.7 | 12 | 71 | .1 | 1.8 |
| WXXM-FM WI '99 4-Book | 16 | 112 | .1 | 1.6 | 11 | 68 | .1 | 1.3 | 47 | 195 | .4 | 3.3 | 50 | 229 | .4 | 4.4 | 28 | 116 | .3 | 4.1 |
| WYSP-FM WI '99 4-Book | 57 | 263 | .5 | 5.8 | 25 | 112 | .2 | 2.9 | 93 | 420 | .8 | 6.6 | 76 | 242 | .7 | 6.7 | 45 | 154 | .4 | 6.6 |
| WYXR-FM WI '99 4-Book | 50 | 131 | .4 | 5.1 | 32 | 93 | .3 | 3.7 | 23 | 111 | .2 | 1.6 | 21 | 131 | .2 | 1.8 | 33 | 83 | .3 | 4.8 |
| WBYN-FM WI '99 4-Book | 6 | 8 | .1 | .6 | 2 | 17 | | .2 | 6 | 25 | .1 | .4 | 5 | 16 | | .4 | ** | ** | ** | ** |
| WJBR-FM WI '99 4-Book | 1 | 8 | | .1 | 4 | 26 | | .5 | 4 | 9 | | .3 | 2 | 9 | | .2 | 1 | 8 | | .1 |
| WXXV-FM WI '99 4-Book | 2 | 11 | | .2 | 7 | 14 | .1 | .8 | 7 | 34 | .1 | .5 | 7 | 23 | .1 | .6 | 7 | 19 | .1 | 1.0 |
| WNJO-FM WI '99 4-Book | 7 | 30 | .1 | .6 | 2 | 18 | | .2 | 2 | 9 | | .1 | 8 | 60 | .1 | .7 | 1 | 18 | | .1 |
| WPST-FM WI '99 4-Book | 9 | 61 | .1 | .9 | 10 | 38 | .1 | 1.1 | 7 | 73 | .1 | .5 | 11 | 80 | .1 | 1.0 | 1 | 9 | | .1 |
| WRDR-FM WI '99 4-Book | 2 | 4 | | .2 | | | | | | 2 | | | 1 | 9 | | .2 | | 2 | | |
| TOTALS WI '99 4-Book | 978 | 2849 | 8.7 | | 874 | 2836 | 7.8 | | 1411 | 3974 | 12.6 | | 1141 | 3161 | 10.2 | | 681 | 2048 | 6.1 | |
| | 1022 | 2866 | 9.1 | | 881 | 2678 | 7.8 | | 1508 | 4121 | 13.4 | | 1181 | 3214 | 10.5 | | 763 | 2255 | 6.8 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Men 25-49 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|-------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| 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 | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 84 | 2751 | .9 | 4.9 | 230 | 1918 | 2.5 | 8.3 | 63 | 952 | .7 | 2.5 | 109 | 1396 | 1.2 | 5.2 | 34 | 580 | .4 | 4.8 |
| FA '98 | 70 | 2426 | .8 | 4.0 | 177 | 1678 | 2.0 | 6.3 | 47 | 767 | .5 | 1.8 | 101 | 1208 | 1.1 | 4.6 | 29 | 620 | .3 | 3.8 |
| SU '98 | 85 | 2610 | .9 | 4.8 | 201 | 1733 | 2.2 | 7.3 | 78 | 814 | .9 | 3.1 | 116 | 1356 | 1.3 | 5.4 | 33 | 518 | .4 | 3.9 |
| SP '98 | 89 | 2617 | 1.0 | 4.9 | 241 | 1817 | 2.6 | 8.3 | 70 | 877 | .8 | 2.6 | 131 | 1386 | 1.4 | 5.9 | 30 | 630 | .3 | 3.7 |
| 4-Book | 82 | 2601 | .9 | 4.7 | 212 | 1787 | 2.3 | 7.6 | 65 | 853 | .7 | 2.5 | 114 | 1337 | 1.3 | 5.3 | 32 | 587 | .4 | 4.1 |
| WI '98 | 101 | 2836 | 1.1 | 5.7 | 286 | 2003 | 3.1 | 9.7 | 91 | 926 | 1.0 | 3.8 | 110 | 1351 | 1.2 | 5.1 | 33 | 602 | .4 | 4.1 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 1050 | .7 | 3.7 | 88 | 474 | 1.0 | 3.2 | 94 | 423 | 1.0 | 3.7 | 77 | 558 | .9 | 3.7 | 29 | 280 | .3 | 4.1 |
| FA '98 | 66 | 1033 | .7 | 3.7 | 77 | 485 | .9 | 2.7 | 120 | 453 | 1.3 | 4.7 | 77 | 515 | .9 | 3.5 | 30 | 279 | .3 | 3.9 |
| SU '98 | 48 | 929 | .5 | 2.7 | 67 | 489 | .7 | 2.4 | 74 | 417 | .8 | 3.0 | 55 | 423 | .6 | 2.6 | 28 | 300 | .3 | 3.3 |
| SP '98 | 83 | 1190 | .9 | 4.5 | 112 | 584 | 1.2 | 3.9 | 163 | 511 | 1.8 | 6.0 | 115 | 775 | 1.3 | 5.2 | 25 | 332 | .3 | 3.1 |
| 4-Book | 65 | 1051 | .7 | 3.7 | 86 | 508 | 1.0 | 3.1 | 113 | 451 | 1.2 | 4.4 | 81 | 568 | .9 | 3.8 | 28 | 298 | .3 | 3.6 |
| WI '98 | 45 | 1093 | .5 | 2.5 | 84 | 512 | .9 | 2.8 | 58 | 384 | .6 | 2.4 | 45 | 539 | .5 | 2.1 | 23 | 312 | .3 | 2.9 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 126 | .1 | .3 | 3 | 31 | .1 | .1 | 2 | 36 | .1 | .1 | 2 | 34 | .1 | .1 | | 5 | | |
| FA '98 | 4 | 101 | .2 | .2 | 6 | 34 | .1 | .2 | 2 | 43 | .1 | .1 | 1 | 30 | | | | | | |
| SU '98 | 5 | 90 | .1 | .3 | 11 | 59 | .1 | .4 | 5 | 32 | .1 | .2 | 6 | 31 | .1 | .3 | 1 | 22 | | .1 |
| SP '98 | 9 | 165 | .1 | .5 | 16 | 57 | .2 | .6 | 10 | 19 | .1 | .4 | 8 | 36 | .1 | .4 | 1 | 19 | | .1 |
| 4-Book | 6 | 121 | .1 | .3 | 9 | 45 | .1 | .3 | 5 | 33 | .1 | .2 | 4 | 33 | .1 | .2 | 1 | 12 | | .1 |
| WI '98 | 8 | 177 | .1 | .5 | 16 | 74 | .2 | .5 | 1 | 15 | | | 9 | 51 | .1 | .4 | 4 | 28 | | .5 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 128 | 1065 | 1.4 | 7.5 | 152 | 605 | 1.7 | 5.5 | 183 | 632 | 2.0 | 7.2 | 146 | 657 | 1.6 | 7.0 | 117 | 516 | 1.3 | 16.5 |
| FA '98 | 122 | 1150 | 1.3 | 6.9 | 191 | 794 | 2.1 | 6.8 | 138 | 578 | 1.5 | 5.4 | 134 | 675 | 1.5 | 6.2 | 83 | 550 | .9 | 10.8 |
| SU '98 | 132 | 1216 | 1.4 | 7.5 | 203 | 747 | 2.2 | 7.4 | 167 | 657 | 1.8 | 6.7 | 144 | 671 | 1.6 | 6.7 | 93 | 539 | 1.0 | 10.9 |
| SP '98 | 108 | 1191 | 1.2 | 5.9 | 157 | 661 | 1.7 | 5.4 | 91 | 572 | 1.0 | 3.4 | 107 | 591 | 1.2 | 4.8 | 94 | 549 | 1.0 | 11.7 |
| 4-Book | 123 | 1156 | 1.3 | 7.0 | 176 | 702 | 1.9 | 6.3 | 145 | 610 | 1.6 | 5.7 | 133 | 649 | 1.5 | 6.2 | 97 | 539 | 1.1 | 12.5 |
| WI '98 | 116 | 1149 | 1.3 | 6.5 | 162 | 707 | 1.8 | 5.5 | 135 | 616 | 1.5 | 5.6 | 135 | 640 | 1.5 | 6.3 | 96 | 517 | 1.0 | 12.0 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 124 | .1 | .3 | 15 | 86 | .2 | .5 | 3 | 32 | .1 | .1 | 6 | 61 | .1 | .3 | 6 | 42 | .1 | .8 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 9 | 172 | .1 | .5 | 24 | 110 | .3 | .9 | 1 | 21 | | | 15 | 80 | .2 | .7 | 4 | 26 | | .5 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 104 | .1 | .5 | 6 | 34 | .1 | .2 | 9 | 61 | .1 | .4 | 9 | 49 | .1 | .4 | 3 | 12 | | .4 |
| FA '98 | 3 | 56 | .2 | .2 | 1 | 19 | | | 3 | 7 | | | 12 | 37 | .1 | .6 | | 10 | | |
| SU '98 | 12 | 160 | .1 | .7 | 24 | 85 | .3 | .9 | 24 | 111 | .3 | 1.0 | 6 | 31 | .1 | .3 | 4 | 46 | | .5 |
| SP '98 | 16 | 120 | .2 | .9 | 22 | 66 | .2 | .8 | 28 | 77 | .3 | 1.0 | 18 | 55 | .2 | .8 | 4 | 31 | | .5 |
| 4-Book | 10 | 110 | .1 | .6 | 13 | 51 | .2 | .5 | 16 | 64 | .2 | .6 | 11 | 43 | .1 | .5 | 3 | 25 | | .4 |
| WI '98 | 16 | 187 | .2 | .9 | 16 | 98 | .2 | .5 | 33 | 84 | .4 | 1.4 | 17 | 82 | .2 | .8 | 4 | 34 | | .5 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 1121 | .4 | 2.3 | 46 | 418 | .5 | 1.7 | 67 | 556 | .7 | 2.6 | 55 | 509 | .6 | 2.6 | 13 | 319 | .1 | 1.8 |
| FA '98 | 72 | 1153 | .8 | 4.1 | 86 | 433 | 1.0 | 3.1 | 126 | 534 | 1.4 | 4.9 | 97 | 632 | 1.1 | 4.5 | 40 | 320 | .4 | 5.2 |
| SU '98 | 47 | 1040 | .5 | 2.7 | 54 | 334 | .6 | 2.0 | 68 | 382 | .7 | 2.7 | 63 | 551 | .7 | 2.9 | 31 | 420 | .3 | 3.6 |
| SP '98 | 62 | 1050 | .7 | 3.4 | 53 | 448 | .6 | 1.8 | 95 | 423 | 1.0 | 3.5 | 74 | 491 | .8 | 3.3 | 47 | 261 | .5 | 5.9 |
| 4-Book | 55 | 1091 | .6 | 3.1 | 60 | 408 | .7 | 2.2 | 89 | 474 | 1.0 | 3.4 | 72 | 546 | .8 | 3.3 | 33 | 330 | .3 | 4.1 |
| WI '98 | 51 | 1160 | .6 | 2.9 | 66 | 521 | .7 | 2.2 | 68 | 509 | .7 | 2.8 | 56 | 583 | .6 | 2.6 | 26 | 448 | .3 | 3.2 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 144 | 2263 | 1.6 | 8.4 | 214 | 1162 | 2.4 | 7.7 | 200 | 1109 | 2.2 | 7.9 | 225 | 1494 | 2.5 | 10.7 | 63 | 811 | .7 | 8.9 |
| FA '98 | 114 | 1944 | 1.3 | 6.5 | 174 | 1048 | 1.9 | 6.2 | 165 | 902 | 1.8 | 6.5 | 183 | 1313 | 2.0 | 8.4 | 50 | 757 | .6 | 6.5 |
| SU '98 | 94 | 1449 | 1.0 | 5.3 | 158 | 863 | 1.7 | 5.8 | 142 | 765 | 1.6 | 5.7 | 142 | 992 | 1.6 | 6.6 | 32 | 426 | .3 | 3.8 |
| SP '98 | 92 | 1613 | 1.0 | 5.0 | 165 | 946 | 1.8 | 5.7 | 140 | 787 | 1.5 | 5.2 | 133 | 1008 | 1.5 | 6.0 | 32 | 516 | .3 | 4.0 |
| 4-Book | 111 | 1817 | 1.2 | 6.3 | 178 | 1005 | 2.0 | 6.4 | 162 | 891 | 1.8 | 6.3 | 171 | 1202 | 1.9 | 7.9 | 44 | 628 | .5 | 5.8 |
| WI '98 | 136 | 2188 | 1.5 | 7.7 | 250 | 1268 | 2.7 | 8.5 | 178 | 1092 | 1.9 | 7.4 | 216 | 1430 | 2.4 | 10.1 | 53 | 703 | .6 | 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 Trends

Target Listener Trends - Men 25-49

| 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 | |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 69 | 1020 | .8 | 4.0 | 58 | 427 | .6 | 2.1 | 94 | 430 | 1.0 | 3.7 | 103 | 531 | 1.1 | 4.9 | 41 | 339 | .5 | 5.8 |
| FA '98 | 86 | 1136 | 1.0 | 4.9 | 94 | 560 | 1.0 | 3.4 | 147 | 567 | 1.6 | 5.8 | 117 | 645 | 1.3 | 5.4 | 46 | 424 | .5 | 6.0 |
| SU '98 | 81 | 1161 | .9 | 4.6 | 74 | 535 | .8 | 2.7 | 131 | 548 | 1.4 | 5.3 | 106 | 718 | 1.2 | 4.9 | 57 | 393 | .6 | 6.7 |
| SP '98 | 88 | 1265 | 1.0 | 4.8 | 90 | 558 | 1.0 | 3.1 | 132 | 552 | 1.4 | 4.9 | 103 | 666 | 1.1 | 4.6 | 53 | 528 | .6 | 6.6 |
| 4-Book | 81 | 1146 | .9 | 4.6 | 79 | 520 | .9 | 2.8 | 126 | 524 | 1.4 | 4.9 | 107 | 640 | 1.2 | 5.0 | 49 | 421 | .6 | 6.3 |
| WI '98 | 86 | 1103 | .9 | 4.8 | 91 | 493 | 1.0 | 3.1 | 120 | 437 | 1.3 | 5.0 | 120 | 669 | 1.3 | 5.6 | 56 | 415 | .6 | 7.0 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 111 | 1708 | 1.2 | 6.5 | 127 | 818 | 1.4 | 4.6 | 210 | 973 | 2.3 | 8.3 | 143 | 1146 | 1.6 | 6.8 | 33 | 512 | .4 | 4.7 |
| FA '98 | 131 | 1865 | 1.4 | 7.4 | 177 | 920 | 2.0 | 6.3 | 232 | 959 | 2.6 | 9.1 | 169 | 1171 | 1.9 | 7.8 | 45 | 464 | .5 | 5.8 |
| SU '98 | 128 | 1807 | 1.4 | 7.3 | 134 | 868 | 1.5 | 4.9 | 240 | 927 | 2.6 | 9.7 | 163 | 1141 | 1.8 | 7.6 | 53 | 472 | .6 | 6.2 |
| SP '98 | 129 | 1800 | 1.4 | 7.0 | 152 | 888 | 1.7 | 5.3 | 243 | 904 | 2.7 | 9.0 | 163 | 1120 | 1.8 | 7.3 | 41 | 567 | .4 | 5.1 |
| 4-Book | 125 | 1795 | 1.4 | 7.1 | 148 | 874 | 1.7 | 5.3 | 231 | 941 | 2.6 | 9.0 | 160 | 1145 | 1.8 | 7.4 | 43 | 504 | .5 | 5.5 |
| WI '98 | 122 | 2025 | 1.3 | 6.9 | 137 | 865 | 1.5 | 4.6 | 197 | 916 | 2.2 | 8.2 | 164 | 1307 | 1.8 | 7.7 | 53 | 685 | .6 | 6.6 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 124 | 1817 | 1.4 | 7.2 | 177 | 888 | 2.0 | 6.4 | 221 | 1027 | 2.4 | 8.7 | 161 | 1058 | 1.8 | 7.7 | 39 | 461 | .4 | 5.5 |
| FA '98 | 118 | 1967 | 1.3 | 6.7 | 150 | 925 | 1.7 | 5.4 | 242 | 989 | 2.7 | 9.5 | 147 | 1196 | 1.6 | 6.8 | 32 | 502 | .4 | 4.1 |
| SU '98 | 135 | 2172 | 1.5 | 7.7 | 170 | 1035 | 1.9 | 6.2 | 234 | 1003 | 2.6 | 9.4 | 178 | 1256 | 1.9 | 8.3 | 58 | 709 | .6 | 6.8 |
| SP '98 | 135 | 1925 | 1.5 | 7.4 | 207 | 827 | 2.3 | 7.2 | 231 | 1086 | 2.5 | 8.6 | 157 | 1146 | 1.7 | 7.0 | 46 | 477 | .5 | 5.7 |
| 4-Book | 128 | 1970 | 1.4 | 7.3 | 176 | 919 | 2.0 | 6.3 | 232 | 1026 | 2.6 | 9.1 | 161 | 1164 | 1.8 | 7.5 | 44 | 537 | .5 | 5.5 |
| WI '98 | 108 | 1897 | 1.2 | 6.1 | 159 | 840 | 1.7 | 5.4 | 185 | 860 | 2.0 | 7.7 | 121 | 1162 | 1.3 | 5.6 | 30 | 512 | .3 | 3.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 3 | 53 | .2 | * | 5 | 26 | .1 | .2 | 3 | 31 | .1 | .2 | * | 2 | 18 | .1 | .1 | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 6 | 55 | .1 | .3 | 5 | 26 | .1 | .2 | 9 | 26 | .1 | .4 | 4 | 22 | .2 | .2 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 1181 | .7 | 3.6 | 80 | 484 | .9 | 2.9 | 88 | 452 | 1.0 | 3.5 | 81 | 611 | .9 | 3.9 | 28 | 308 | .3 | 3.9 |
| FA '98 | 89 | 1285 | 1.0 | 5.0 | 105 | 550 | 1.2 | 3.7 | 157 | 592 | 1.7 | 6.2 | 84 | 601 | .9 | 3.9 | 36 | 383 | .4 | 4.7 |
| SU '98 | 81 | 1500 | .9 | 4.6 | 116 | 663 | 1.3 | 4.2 | 113 | 610 | 1.2 | 4.5 | 106 | 790 | 1.2 | 4.9 | 36 | 421 | .4 | 4.2 |
| SP '98 | 101 | 1506 | 1.1 | 5.5 | 116 | 712 | 1.3 | 4.0 | 173 | 636 | 1.9 | 6.4 | 132 | 850 | 1.4 | 5.9 | 37 | 467 | .4 | 4.6 |
| 4-Book | 83 | 1368 | .9 | 4.7 | 104 | 602 | 1.2 | 3.7 | 133 | 573 | 1.5 | 5.2 | 101 | 713 | 1.1 | 4.7 | 34 | 395 | .4 | 4.4 |
| WI '98 | 74 | 1259 | .8 | 4.2 | 100 | 605 | 1.1 | 3.4 | 107 | 452 | 1.2 | 4.5 | 94 | 757 | 1.0 | 4.4 | 28 | 384 | .3 | 3.5 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 194 | .1 | .5 | 19 | 122 | .2 | .7 | 10 | 77 | .1 | .4 | 9 | 53 | .1 | .4 | 2 | 20 | | .3 |
| FA '98 | 8 | 98 | .1 | .5 | 13 | 36 | .1 | .5 | 16 | 72 | .2 | .6 | 5 | 36 | .1 | .2 | 3 | 8 | | .4 |
| SU '98 | 3 | 106 | | .2 | 2 | 28 | | .1 | 1 | 41 | | .1 | 6 | 26 | .1 | .3 | 1 | 18 | | .1 |
| SP '98 | 3 | 84 | | .2 | 4 | 46 | | .1 | 4 | 28 | | .1 | 2 | 27 | | .1 | | | | |
| 4-Book | 6 | 121 | .1 | .4 | 10 | 58 | .1 | .4 | 8 | 55 | .1 | .3 | 6 | 36 | .1 | .3 | 2 | 12 | | .2 |
| WI '98 | 6 | 194 | .1 | .3 | 11 | 86 | .1 | .4 | 5 | 75 | .1 | .2 | 7 | 82 | .1 | .3 | 5 | 40 | .1 | .6 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 622 | .4 | 2.1 | 39 | 259 | .4 | 1.4 | 47 | 356 | .5 | 1.9 | 44 | 340 | .5 | 2.1 | 28 | 293 | .3 | 3.9 |
| FA '98 | 38 | 744 | .4 | 2.2 | 44 | 308 | .5 | 1.6 | 46 | 284 | .5 | 1.8 | 48 | 450 | .5 | 2.2 | 28 | 305 | .3 | 3.6 |
| SU '98 | 29 | 462 | .3 | 1.6 | 15 | 170 | .2 | .5 | 38 | 248 | .4 | 1.5 | 41 | 294 | .4 | 1.9 | 32 | 258 | .3 | 3.8 |
| SP '98 | 36 | 554 | .4 | 2.0 | 34 | 256 | .4 | 1.2 | 33 | 273 | .4 | 1.2 | 59 | 380 | .6 | 2.6 | 42 | 242 | .5 | 5.2 |
| 4-Book | 35 | 596 | .4 | 2.0 | 33 | 248 | .4 | 1.2 | 41 | 290 | .5 | 1.6 | 48 | 366 | .5 | 2.2 | 33 | 275 | .4 | 4.1 |
| WI '98 | 32 | 697 | .3 | 1.8 | 35 | 282 | .4 | 1.2 | 32 | 296 | .3 | 1.3 | 49 | 366 | .5 | 2.3 | 22 | 241 | .2 | 2.7 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 477 | .2 | 1.3 | 37 | 163 | .4 | 1.3 | 35 | 218 | .4 | 1.4 | 31 | 193 | .3 | 1.5 | 6 | 64 | .1 | .8 |
| FA '98 | 10 | 272 | .1 | .6 | 16 | 105 | .2 | .6 | 13 | 80 | .1 | .5 | 13 | 71 | .1 | .6 | 2 | 37 | | .3 |
| SU '98 | 23 | 607 | .3 | 1.3 | 34 | 162 | .4 | 1.2 | 16 | 125 | .2 | .6 | 30 | 214 | .3 | 1.4 | 19 | 321 | .2 | 2.2 |
| SP '98 | 21 | 632 | .2 | 1.1 | 26 | 133 | .3 | .9 | 18 | 196 | .2 | .7 | 16 | 227 | .2 | .7 | 34 | 336 | .4 | 4.2 |
| 4-Book | 19 | 497 | .2 | 1.1 | 28 | 141 | .3 | 1.0 | 21 | 155 | .2 | .8 | 23 | 176 | .2 | 1.1 | 15 | 190 | .2 | 1.9 |
| WI '98 | 16 | 434 | .2 | .9 | 34 | 185 | .4 | 1.2 | 13 | 161 | .1 | .5 | 14 | 162 | .2 | .7 | 12 | 104 | .1 | 1.5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 997 | .6 | 3.0 | 63 | 439 | .7 | 2.3 | 85 | 442 | .9 | 3.4 | 77 | 634 | .9 | 3.7 | 14 | 251 | .2 | 2.0 |
| FA '98 | 33 | 1075 | .4 | 1.9 | 30 | 423 | .3 | 1.1 | 45 | 383 | .5 | 1.8 | 52 | 632 | .6 | 2.4 | 14 | 280 | .2 | 1.8 |
| SU '98 | 46 | 1123 | .5 | 2.6 | 57 | 457 | .6 | 2.1 | 61 | 384 | .7 | 2.5 | 71 | 580 | .8 | 3.3 | 20 | 305 | .2 | 2.3 |
| SP '98 | 37 | 1026 | .4 | 2.0 | 49 | 435 | .5 | 1.7 | 68 | 416 | .7 | 2.5 | 56 | 462 | .6 | 2.5 | 8 | 261 | .1 | 1.0 |
| 4-Book | 42 | 1055 | .5 | 2.4 | 50 | 439 | .5 | 1.8 | 65 | 406 | .7 | 2.6 | 64 | 577 | .7 | 3.0 | 14 | 274 | .2 | 1.8 |
| WI '98 | 35 | 1115 | .4 | 2.0 | 69 | 514 | .8 | 2.3 | 29 | 356 | .3 | 1.2 | 44 | 461 | .5 | 2.1 | 16 | 346 | .2 | 2.0 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 55 | | .1 | 3 | 24 | | .1 | | | | | 3 | 17 | | .1 | 1 | 10 | | .1 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 48 | | .2 | 2 | 23 | | .1 | 9 | 9 | | .4 | 7 | 24 | | .3 | | 6 | | |
| FA '98 | 6 | 83 | .1 | .3 | 3 | 45 | | .1 | 3 | 16 | | .1 | 4 | 46 | | .2 | 7 | 31 | .1 | .9 |
| SU '98 | 7 | 67 | .1 | .4 | 3 | 50 | | .1 | 16 | 67 | | .2 | 9 | 41 | | .4 | 1 | 16 | | .1 |
| SP '98 | 12 | 114 | .1 | .7 | 15 | 78 | | .2 | 21 | 77 | | .2 | 15 | 55 | | .2 | 1 | 15 | | .1 |
| 4-Book | 7 | 78 | .1 | .4 | 6 | 49 | | .2 | 12 | 42 | | .1 | 9 | 42 | | .1 | 2 | 17 | | .3 |
| WI '98 | 8 | 108 | .1 | .5 | 13 | 46 | | .1 | 12 | 88 | | .1 | 11 | 54 | | .1 | 1 | 8 | | .1 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 71 | 995 | .8 | 4.1 | 90 | 495 | 1.0 | 3.2 | 91 | 563 | 1.0 | 3.6 | 71 | 548 | .8 | 3.4 | 51 | 384 | .6 | 7.2 |
| FA '98 | 79 | 1075 | .9 | 4.5 | 82 | 537 | .9 | 2.9 | 88 | 461 | 1.0 | 3.5 | 120 | 604 | 1.3 | 5.5 | 68 | 457 | .8 | 8.8 |
| SU '98 | 50 | 915 | .5 | 2.8 | 57 | 363 | .6 | 2.1 | 67 | 434 | .7 | 2.7 | 61 | 499 | .7 | 2.8 | 36 | 414 | .4 | 4.2 |
| SP '98 | 70 | 877 | .8 | 3.8 | 80 | 418 | .9 | 2.8 | 91 | 471 | 1.0 | 3.4 | 78 | 504 | .9 | 3.5 | 49 | 271 | .5 | 6.1 |
| 4-Book | 68 | 966 | .8 | 3.8 | 77 | 453 | .9 | 2.8 | 84 | 482 | .9 | 3.3 | 83 | 539 | .9 | 3.8 | 51 | 382 | .6 | 6.6 |
| WI '98 | 53 | 945 | .6 | 3.0 | 58 | 387 | .6 | 2.0 | 63 | 504 | .7 | 2.6 | 64 | 460 | .7 | 3.0 | 41 | 298 | .4 | 5.1 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 4 | 67 | | 2 | 14 | | .1 | 9 | 59 | | .4 | * | 2 | 26 | | .1 | | | |
| FA '98 | 3 | 46 | | .2 | | | | | 6 | 27 | | .2 | 1 | 9 | | | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 47 | 846 | .5 | 2.7 | 45 | 264 | .5 | 1.6 | 105 | 479 | 1.2 | 4.1 | 45 | 304 | .5 | 2.1 | 21 | 195 | .2 | 3.0 |
| FA '98 | 54 | 862 | .6 | 3.1 | 72 | 339 | .8 | 2.6 | 98 | 426 | 1.1 | 3.8 | 59 | 374 | .7 | 2.7 | 27 | 234 | .3 | 3.5 |
| SU '98 | 47 | 968 | .5 | 2.7 | 33 | 303 | .4 | 1.2 | 85 | 438 | .9 | 3.4 | 71 | 439 | .8 | 3.3 | 14 | 156 | .2 | 1.6 |
| SP '98 | 46 | 790 | .5 | 2.5 | 43 | 257 | .5 | 1.5 | 79 | 365 | .9 | 2.9 | 56 | 350 | .6 | 2.5 | 33 | 215 | .4 | 4.1 |
| 4-Book | 49 | 867 | .5 | 2.8 | 48 | 291 | .6 | 1.7 | 92 | 427 | 1.0 | 3.6 | 58 | 367 | .7 | 2.7 | 24 | 200 | .3 | 3.1 |
| WI '98 | 63 | 992 | .7 | 3.5 | 45 | 311 | .5 | 1.5 | 118 | 515 | 1.3 | 4.9 | 70 | 436 | .8 | 3.3 | 31 | 207 | .3 | 3.9 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | | | 1 | 8 | | | | | | | | 8 | | | | | | |
| FA '98 | | 10 | | | | | | | | | | | | 10 | | | | | | |
| SU '98 | 3 | 43 | | .2 | 7 | 8 | | .3 | 2 | 8 | | .1 | 2 | 17 | | .1 | 3 | 27 | | .4 |
| SP '98 | 1 | 37 | | .1 | 2 | 10 | | .1 | 1 | 28 | | | | | | | | | | |
| 4-Book | 1 | 25 | | .1 | 3 | 7 | | .1 | 1 | 9 | | | 1 | 9 | | | 1 | 7 | | .1 |
| WI '98 | | 6 | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 700 | .6 | 3.3 | 82 | 390 | .9 | 3.0 | 93 | 372 | 1.0 | 3.7 | 74 | 434 | .8 | 3.5 | 16 | 200 | .2 | 2.3 |
| FA '98 | 59 | 881 | .7 | 3.3 | 94 | 513 | 1.0 | 3.4 | 86 | 443 | 1.0 | 3.4 | 71 | 589 | .8 | 3.3 | 25 | 351 | .3 | 3.2 |
| SU '98 | 76 | 910 | .8 | 4.3 | 114 | 559 | 1.2 | 4.2 | 106 | 461 | 1.2 | 4.3 | 89 | 583 | 1.0 | 4.1 | 23 | 400 | .3 | 2.7 |
| SP '98 | 75 | 876 | .8 | 4.1 | 98 | 492 | 1.1 | 3.4 | 136 | 473 | 1.5 | 5.0 | 99 | 544 | 1.1 | 4.4 | 26 | 309 | .3 | 3.2 |
| 4-Book | 67 | 842 | .7 | 3.8 | 97 | 489 | 1.1 | 3.5 | 105 | 437 | 1.2 | 4.1 | 83 | 538 | .9 | 3.8 | 23 | 315 | .3 | 2.9 |
| WI '98 | 69 | 877 | .8 | 3.9 | 80 | 482 | .9 | 2.7 | 96 | 461 | 1.0 | 4.0 | 105 | 539 | 1.1 | 4.9 | 32 | 238 | .3 | 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 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 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 1116 | .5 | 2.4 | 53 | 475 | .6 | 1.9 | 66 | 417 | .7 | 2.6 | 54 | 635 | .6 | 2.6 | 19 | 252 | .2 | 2.7 |
| FA '98 | 29 | 919 | .3 | 1.6 | 31 | 378 | .3 | 1.1 | 41 | 363 | .5 | 1.6 | 49 | 598 | .5 | 2.3 | 15 | 335 | .2 | 1.9 |
| SU '98 | 44 | 1142 | .5 | 2.5 | 57 | 586 | .6 | 2.1 | 51 | 356 | .6 | 2.1 | 62 | 594 | .7 | 2.9 | 31 | 383 | .3 | 3.6 |
| SP '98 | 54 | 1107 | .6 | 2.9 | 77 | 570 | .8 | 2.7 | 90 | 414 | 1.0 | 3.3 | 73 | 609 | .8 | 3.3 | 13 | 278 | .1 | 1.6 |
| 4-Book | 42 | 1071 | .5 | 2.4 | 55 | 502 | .6 | 2.0 | 62 | 388 | .7 | 2.4 | 60 | 609 | .7 | 2.8 | 20 | 312 | .2 | 2.5 |
| WI '98 | 44 | 995 | .5 | 2.5 | 51 | 438 | .6 | 1.7 | 66 | 385 | .7 | 2.8 | 55 | 573 | .6 | 2.6 | 25 | 361 | .3 | 3.1 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 212 | 2753 | 2.3 | 12.4 | 741 | 2184 | 8.2 | 26.7 | 267 | 1441 | 2.9 | 10.5 | 144 | 1024 | 1.6 | 6.9 | 21 | 376 | .2 | 3.0 |
| FA '98 | 204 | 3076 | 2.3 | 11.6 | 656 | 2061 | 7.2 | 23.4 | 258 | 1344 | 2.9 | 10.1 | 111 | 900 | 1.2 | 5.1 | 28 | 420 | .3 | 3.6 |
| SU '98 | 191 | 2786 | 2.1 | 10.8 | 662 | 2131 | 7.2 | 24.1 | 223 | 1412 | 2.4 | 9.0 | 114 | 937 | 1.2 | 5.3 | 44 | 593 | .5 | 5.2 |
| SP '98 | 203 | 2841 | 2.2 | 11.1 | 617 | 2093 | 6.7 | 21.4 | 282 | 1418 | 3.1 | 10.4 | 154 | 1168 | 1.7 | 6.9 | 38 | 462 | .4 | 4.7 |
| 4-Book | 203 | 2864 | 2.2 | 11.5 | 669 | 2117 | 7.3 | 23.9 | 258 | 1404 | 2.8 | 10.0 | 131 | 1007 | 1.4 | 6.1 | 33 | 463 | .4 | 4.1 |
| WI '98 | 205 | 2914 | 2.2 | 11.5 | 703 | 2214 | 7.7 | 23.8 | 254 | 1425 | 2.8 | 10.6 | 131 | 1116 | 1.4 | 6.1 | 34 | 514 | .4 | 4.2 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 1014 | .4 | 2.2 | 55 | 402 | .6 | 2.0 | 37 | 369 | .4 | 1.5 | 38 | 499 | .4 | 1.8 | 26 | 256 | .3 | 3.7 |
| FA '98 | 43 | 1042 | .5 | 2.4 | 61 | 512 | .7 | 2.2 | 48 | 371 | .5 | 1.9 | 53 | 512 | .6 | 2.4 | 19 | 307 | .2 | 2.5 |
| SU '98 | 56 | 1020 | .6 | 3.2 | 65 | 405 | .7 | 2.4 | 90 | 359 | 1.0 | 3.6 | 73 | 572 | .8 | 3.4 | 14 | 325 | .2 | 1.6 |
| SP '98 | 44 | 1108 | .5 | 2.4 | 44 | 370 | .5 | 1.5 | 51 | 382 | .6 | 1.9 | 66 | 614 | .7 | 3.0 | 20 | 331 | .2 | 2.5 |
| 4-Book | 45 | 1046 | .5 | 2.6 | 56 | 422 | .6 | 2.0 | 57 | 370 | .6 | 2.2 | 58 | 549 | .6 | 2.7 | 20 | 305 | .2 | 2.6 |
| WI '98 | 56 | 1253 | .6 | 3.2 | 61 | 486 | .7 | 2.1 | 71 | 518 | .8 | 3.0 | 71 | 628 | .8 | 3.3 | 34 | 376 | .4 | 4.2 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 75 | .1 | .3 | 7 | 41 | .1 | .3 | 4 | 16 | | .2 | 6 | 41 | .1 | .3 | 2 | 33 | | .3 |
| FA '98 | 3 | 73 | | .2 | 6 | 56 | .1 | .2 | 2 | 9 | | .1 | 7 | 56 | .1 | .3 | 1 | 26 | | .1 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 233 | .1 | .3 | 6 | 77 | .1 | .2 | 7 | 71 | .1 | .3 | 5 | 95 | .1 | .2 | 4 | 54 | | .6 |
| FA '98 | 10 | 141 | .1 | .6 | 16 | 43 | .2 | .6 | 18 | 43 | .2 | .7 | 8 | 65 | .1 | .4 | 2 | 50 | | .3 |
| SU '98 | 5 | 127 | .1 | .3 | 5 | 52 | .1 | .2 | 9 | 39 | .1 | .4 | 14 | 74 | .2 | .6 | 1 | 18 | | .1 |
| SP '98 | 7 | 122 | .1 | .4 | 10 | 49 | .1 | .3 | 16 | 47 | .2 | .6 | 7 | 55 | .1 | .3 | 1 | 36 | | .1 |
| 4-Book | 7 | 156 | .1 | .4 | 9 | 55 | .1 | .3 | 13 | 50 | .2 | .5 | 9 | 72 | .1 | .4 | 2 | 40 | | .3 |
| WI '98 | 7 | 135 | .1 | .4 | 9 | 70 | .1 | .3 | 11 | 35 | .1 | .5 | 9 | 76 | .1 | .4 | 3 | 59 | | .4 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 346 | .2 | .8 | 27 | 171 | .3 | 1.0 | 24 | 141 | .3 | .9 | 22 | 206 | .2 | 1.0 | 3 | 82 | | .4 |
| FA '98 | 27 | 389 | .3 | 1.5 | 33 | 156 | .4 | 1.2 | 52 | 194 | .6 | 2.0 | 46 | 243 | .5 | 2.1 | 13 | 138 | .1 | 1.7 |
| SU '98 | 20 | 366 | .2 | 1.1 | 22 | 128 | .2 | .8 | 28 | 114 | .3 | 1.1 | 42 | 219 | .5 | 1.9 | 11 | 75 | .1 | 1.3 |
| SP '98 | 20 | 395 | .2 | 1.1 | 32 | 212 | .3 | 1.1 | 34 | 165 | .4 | 1.3 | 34 | 217 | .4 | 1.5 | 4 | 59 | | .5 |
| 4-Book | 20 | 374 | .2 | 1.1 | 29 | 167 | .3 | 1.0 | 35 | 154 | .4 | 1.3 | 36 | 221 | .4 | 1.6 | 8 | 89 | .1 | 1.0 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 229 | .1 | .6 | 9 | 93 | .1 | .3 | 22 | 113 | .2 | .9 | 11 | 129 | .1 | .5 | 2 | 69 | | .3 |
| FA '98 | 11 | 302 | .1 | .6 | 9 | 120 | .1 | .3 | 17 | 126 | .2 | .7 | 19 | 151 | .2 | .9 | 5 | 70 | .1 | .6 |
| SU '98 | 23 | 286 | .3 | 1.3 | 32 | 107 | .3 | 1.2 | 38 | 148 | .4 | 1.5 | 27 | 179 | .3 | 1.3 | 12 | 104 | .1 | 1.4 |
| SP '98 | 10 | 256 | .1 | .5 | 7 | 125 | .1 | .2 | 17 | 115 | .2 | .6 | 14 | 136 | .2 | .6 | 5 | 82 | .1 | .6 |
| 4-Book | 14 | 268 | .2 | .8 | 14 | 111 | .2 | .5 | 24 | 126 | .3 | .9 | 18 | 149 | .2 | .8 | 6 | 81 | .1 | .7 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 557 | .2 | .8 | 14 | 160 | .2 | .5 | 26 | 220 | .3 | 1.0 | 20 | 340 | .2 | 1.0 | 4 | 110 | | .6 |
| FA '98 | 19 | 614 | .2 | 1.1 | 28 | 228 | .3 | 1.0 | 18 | 216 | .2 | .7 | 28 | 336 | .3 | 1.3 | 5 | 108 | .1 | .6 |
| SU '98 | 17 | 579 | .2 | 1.0 | 20 | 173 | .2 | .7 | 25 | 218 | .3 | 1.0 | 19 | 290 | .2 | .9 | 12 | 200 | .1 | 1.4 |
| SP '98 | 22 | 556 | .2 | 1.2 | 34 | 277 | .4 | 1.2 | 30 | 229 | .3 | 1.1 | 38 | 275 | .4 | 1.7 | 8 | 154 | .1 | 1.0 |
| 4-Book | 18 | 577 | .2 | 1.0 | 24 | 210 | .3 | .9 | 25 | 221 | .3 | 1.0 | 26 | 310 | .3 | 1.2 | 7 | 143 | .1 | .9 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 53 | .1 | | 3 | 17 | .1 | | 3 | 16 | .1 | | 7 | 46 | .1 | .3 | | 9 | | |
| FA '98 | 1 | 34 | .1 | | | 9 | | | | | | | 2 | 8 | .1 | | | 17 | | |
| SU '98 | 1 | 27 | .1 | | | | | | | 9 | | | 1 | 19 | | | | | | |
| SP '98 | 1 | 25 | .1 | | | 8 | | | 1 | 9 | | | 1 | 8 | | | | 9 | | |
| 4-Book | 1 | 35 | .1 | | 1 | 9 | | | 1 | 9 | | | 3 | 20 | | .1 | | 9 | | |
| WI '98 | 8 | 111 | .1 | .5 | 4 | 70 | .1 | | 13 | 72 | .1 | .5 | 10 | 70 | .1 | .5 | 2 | 27 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1715 | 8825 | 18.9 | | 2779 | 7937 | 30.7 | | 2533 | 6683 | 28.0 | | 2099 | 7656 | 23.2 | | 709 | 4888 | 7.8 | |
| FA '98 | 1765 | 8746 | 19.5 | | 2803 | 7959 | 31.0 | | 2549 | 6477 | 28.2 | | 2175 | 7786 | 24.0 | | 772 | 5150 | 8.5 | |
| SU '98 | 1761 | 8904 | 19.2 | | 2742 | 7843 | 29.9 | | 2487 | 6549 | 27.2 | | 2155 | 7682 | 23.5 | | 853 | 5402 | 9.3 | |
| SP '98 | 1834 | 8800 | 20.0 | | 2888 | 8006 | 31.5 | | 2700 | 6588 | 29.5 | | 2231 | 7754 | 24.4 | | 802 | 5067 | 8.8 | |
| 4-Book | 1769 | 8819 | 19.4 | | 2803 | 7936 | 30.8 | | 2567 | 6574 | 28.2 | | 2165 | 7720 | 23.8 | | 784 | 5127 | 8.6 | |
| WI '98 | 1775 | 8958 | 19.4 | | 2956 | 8186 | 32.3 | | 2397 | 6557 | 26.2 | | 2143 | 7765 | 23.4 | | 802 | 5289 | 8.8 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

| | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | |
|----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 128 | 2551 | 1.4 | 5.2 | 39 | 1213 | .4 | 3.8 | 100 | 550 | 1.1 | 8.8 | 51 | 338 | .6 | 2.8 | 19 | 155 | .2 | 1.5 |
| 4-Book | 125 | 2350 | 1.4 | 5.0 | 39 | 1149 | .4 | 3.6 | 100 | 546 | 1.1 | 8.9 | 46 | 276 | .5 | 2.4 | 29 | 167 | .3 | 2.1 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 815 | 1.0 | 3.5 | 42 | 576 | .5 | 4.1 | 53 | 157 | .6 | 4.7 | 74 | 193 | .8 | 4.1 | 53 | 198 | .6 | 4.1 |
| 4-Book | 95 | 849 | 1.1 | 3.8 | 37 | 475 | .4 | 3.4 | 45 | 148 | .5 | 4.0 | 77 | 194 | .8 | 4.1 | 44 | 144 | .5 | 3.2 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 79 | .1 | .1 | 12 | 79 | .1 | 1.2 | 2 | 12 | .2 | .2 | 1 | 5 | .1 | .1 | | | | |
| 4-Book | 6 | 75 | .1 | .2 | 10 | 94 | .1 | .9 | 2 | 7 | .2 | .2 | 3 | 8 | .2 | .2 | 2 | 2 | | .2 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 162 | 958 | 1.8 | 6.5 | 74 | 610 | .8 | 7.2 | 71 | 160 | .8 | 6.3 | 108 | 274 | 1.2 | 6.0 | 94 | 245 | 1.0 | 7.2 |
| 4-Book | 151 | 1021 | 1.7 | 6.0 | 91 | 693 | 1.0 | 8.3 | 73 | 188 | .8 | 6.5 | 121 | 287 | 1.3 | 6.4 | 117 | 272 | 1.3 | 8.5 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 104 | .1 | .3 | 4 | 43 | .4 | .4 | 3 | 9 | .3 | .3 | 7 | 9 | .1 | .4 | 7 | 15 | .1 | .5 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 82 | .1 | .3 | 11 | 61 | .1 | 1.1 | 9 | 12 | .1 | .8 | 29 | 34 | .3 | 1.6 | 17 | 21 | .2 | 1.3 |
| 4-Book | 14 | 88 | .2 | .5 | 8 | 62 | .1 | .7 | 5 | 10 | .1 | .4 | 16 | 25 | .2 | .9 | 10 | 17 | .1 | .7 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 899 | .6 | 2.3 | 28 | 654 | .3 | 2.7 | 16 | 124 | .2 | 1.4 | 58 | 320 | .6 | 3.2 | 33 | 187 | .4 | 2.5 |
| 4-Book | 75 | 860 | .8 | 3.0 | 36 | 563 | .4 | 3.3 | 30 | 120 | .3 | 2.7 | 62 | 253 | .7 | 3.3 | 54 | 178 | .6 | 3.9 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 212 | 1924 | 2.3 | 8.6 | 77 | 1197 | .9 | 7.5 | 123 | 368 | 1.4 | 10.8 | 122 | 503 | 1.3 | 6.8 | 91 | 346 | 1.0 | 7.0 |
| 4-Book | 169 | 1621 | 1.9 | 6.8 | 51 | 800 | .6 | 4.7 | 81 | 274 | .9 | 7.1 | 90 | 324 | 1.0 | 4.8 | 54 | 214 | .6 | 4.0 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 86 | 763 | 1.0 | 3.5 | 56 | 634 | .6 | 5.4 | 31 | 167 | .3 | 2.7 | 85 | 169 | .9 | 4.7 | 109 | 257 | 1.2 | 8.4 |
| 4-Book | 106 | 897 | 1.2 | 4.2 | 58 | 644 | .6 | 5.3 | 43 | 145 | .5 | 3.8 | 90 | 221 | 1.0 | 4.7 | 91 | 240 | 1.0 | 6.7 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 164 | 1458 | 1.8 | 6.6 | 70 | 977 | .8 | 6.8 | 74 | 307 | .8 | 6.5 | 164 | 512 | 1.8 | 9.1 | 109 | 383 | 1.2 | 8.4 |
| 4-Book | 184 | 1527 | 2.0 | 7.3 | 75 | 946 | .9 | 6.9 | 81 | 266 | .9 | 7.2 | 160 | 461 | 1.8 | 8.5 | 106 | 326 | 1.2 | 7.8 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 189 | 1556 | 2.1 | 7.6 | 67 | 952 | .7 | 6.5 | 102 | 372 | 1.1 | 9.0 | 148 | 460 | 1.6 | 8.3 | 101 | 323 | 1.1 | 7.7 |
| 4-Book | 193 | 1668 | 2.1 | 7.7 | 69 | 980 | .7 | 6.3 | 83 | 302 | .9 | 7.3 | 155 | 493 | 1.7 | 8.2 | 88 | 310 | 1.0 | 6.4 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 3 | 48 | .1 | .1 | * 2 | 29 | .2 | .2 | * ** | ** | ** | ** | ** | ** | ** | ** | * 3 | 7 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 83 | 898 | .9 | 3.4 | 42 | 651 | .5 | 4.1 | 40 | 162 | .4 | 3.5 | 78 | 275 | .9 | 4.4 | 55 | 222 | .6 | 4.2 |
| 4-Book | 114 | 1073 | 1.3 | 4.5 | 60 | 715 | .7 | 5.5 | 47 | 152 | .5 | 4.1 | 97 | 253 | 1.1 | 5.1 | 82 | 249 | .9 | 6.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 160 | .1 | .5 | 6 | 76 | .1 | .6 | 3 | 22 | .1 | .3 | 11 | 35 | .1 | .6 | | | | |
| 4-Book | 8 | 96 | .1 | .3 | 4 | 54 | .1 | .4 | 6 | 19 | .1 | .5 | 6 | 16 | .1 | .3 | 2 | 9 | | .1 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 44 | 499 | .5 | 1.8 | 27 | 368 | .3 | 2.6 | 6 | 30 | .1 | .5 | 44 | 158 | .5 | 2.5 | 35 | 169 | .4 | 2.7 |
| 4-Book | 41 | 500 | .5 | 1.6 | 25 | 314 | .3 | 2.3 | 10 | 34 | .1 | .9 | 45 | 138 | .5 | 2.4 | 38 | 131 | .4 | 2.8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 386 | .4 | 1.4 | 11 | 157 | .1 | 1.1 | 7 | 36 | .1 | .6 | 18 | 41 | .2 | 1.0 | 1 | 9 | | .1 |
| 4-Book | 24 | 309 | .3 | 1.0 | 13 | 202 | .2 | 1.2 | 7 | 20 | .1 | .6 | 18 | 44 | .2 | 1.0 | 10 | 30 | .1 | .7 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 76 | 869 | .8 | 3.1 | 36 | 567 | .4 | 3.5 | 21 | 79 | .2 | 1.8 | 56 | 202 | .6 | 3.1 | 34 | 183 | .4 | 2.6 |
| 4-Book | 60 | 861 | .7 | 2.4 | 28 | 494 | .3 | 2.6 | 21 | 89 | .2 | 1.9 | 57 | 219 | .6 | 3.0 | 38 | 151 | .4 | 2.8 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - 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 | |
| WSSJ-AM WI '99 4-Book | 2 ** | 31 ** | .1 ** | .1 ** | 5 ** | 34 ** | .1 ** | .5 ** | 3 ** | 10 ** | .3 ** | 28 ** | 34 ** | .3 ** | 1.6 ** | 6 ** | 24 ** | .1 ** | .5 ** | |
| WURD-AM WI '99 4-Book | 6 9 | 38 69 | .1 .1 | .2 .4 | 3 7 | 20 60 | .1 .1 | .3 .6 | 10 10 | 20 29 | .1 .1 | .9 .9 | 3 14 | 10 32 | .2 .7 | 5 3 | 10 8 | .1 .1 | .4 .2 | |
| WUSL-FM WI '99 4-Book | 85 82 | 830 769 | .9 .9 | 3.4 3.2 | 61 54 | 608 541 | .7 .6 | 5.9 4.9 | 50 41 | 148 109 | .6 .5 | 4.4 3.6 | 94 82 | 258 215 | 1.0 .9 | 5.2 4.3 | 102 86 | 290 210 | 1.1 .9 | 7.8 6.3 |
| +WWDB-AM WI '99 4-Book | * 5 ** | 59 ** | .1 ** | .2 ** | * ** | 8 ** | .1 ** | .1 ** | * 1 ** | 8 ** | .1 ** | .1 ** | ** | ** | ** | ** | * | ** | ** | ** |
| WWDB-FM WI '99 4-Book | 68 68 | 620 676 | .8 .8 | 2.7 2.7 | 28 31 | 359 343 | .3 .3 | 2.7 2.8 | 20 29 | 75 76 | .2 .3 | 1.8 2.6 | 15 23 | 58 69 | .2 .3 | .8 1.2 | 9 8 | 43 33 | .1 .1 | .7 .6 |
| WWJZ-AM WI '99 4-Book | 1 1 | 8 16 | | | 1 1 | 8 8 | | .1 .1 | 1 1 | 2 2 | | .1 .1 | 2 2 | 6 6 | | .1 .1 | 1 1 | 4 4 | | .1 .1 |
| WXTU-FM WI '99 4-Book | 84 96 | 578 712 | .9 1.0 | 3.4 3.8 | 38 46 | 408 493 | .4 .5 | 3.7 4.2 | 60 51 | 139 162 | .7 .6 | 5.3 4.5 | 64 80 | 197 231 | .7 .9 | 3.6 4.3 | 37 64 | 150 194 | .4 .7 | 2.8 4.7 |
| WXXM-FM WI '99 4-Book | 59 59 | 907 855 | .7 .7 | 2.4 2.4 | 28 28 | 565 529 | .3 .3 | 2.7 2.6 | 22 20 | 93 93 | .2 .2 | 1.9 1.7 | 44 51 | 248 225 | .5 .6 | 2.5 2.7 | 34 41 | 168 162 | .4 .5 | 2.6 3.0 |
| WYSP-FM WI '99 4-Book | 375 345 | 2632 2576 | 4.1 3.8 | 15.1 13.7 | 49 63 | 811 972 | .5 .7 | 4.7 5.7 | 70 62 | 218 231 | .8 .7 | 6.2 5.5 | 122 124 | 405 412 | 1.3 1.4 | 6.8 6.6 | 70 71 | 281 249 | .8 .8 | 5.4 5.2 |
| WYXR-FM WI '99 4-Book | 43 57 | 766 775 | .5 .6 | 1.7 2.2 | 35 42 | 569 566 | .4 .5 | 3.4 3.8 | 39 42 | 138 150 | .4 .5 | 3.4 3.7 | 59 84 | 228 252 | .7 1.0 | 3.3 4.5 | 33 64 | 163 188 | .4 .7 | 2.5 4.7 |
| WBYN-FM WI '99 4-Book | 6 ** | 59 ** | .1 ** | .2 ** | 6 ** | 50 ** | .1 ** | .6 ** | 8 ** | 16 ** | .1 ** | .7 ** | 11 ** | 25 ** | .1 ** | .6 ** | 13 ** | 25 ** | .1 ** | 1.0 ** |
| WJBR-FM WI '99 4-Book | 6 10 | 193 111 | .1 .1 | .2 .4 | 3 4 | 68 66 | .3 .4 | .3 .4 | 6 4 | 33 20 | .1 .1 | .5 .3 | 10 10 | 20 20 | .1 .1 | .5 .5 | 9 6 | 16 16 | .1 .1 | .7 .5 |
| WKXW-FM WI '99 4-Book | 24 33 | 304 326 | .3 .4 | 1.0 1.3 | 4 6 | 69 107 | .1 .1 | .4 .6 | 6 6 | 17 25 | .1 .1 | .5 .5 | 4 8 | 35 39 | .2 .1 | .2 .4 | 1 5 | 9 21 | .1 .1 | .1 .4 |
| WNJO-FM WI '99 4-Book | 15 19 | 198 216 | .2 .2 | .6 .8 | 6 8 | 100 137 | .1 .1 | .6 .8 | 13 8 | 40 29 | .1 .1 | 1.1 .7 | 20 19 | 49 60 | .2 .2 | 1.1 1.0 | 11 12 | 32 42 | .1 .2 | .8 .9 |
| WPST-FM WI '99 4-Book | 21 25 | 449 439 | .2 .3 | .8 1.0 | 10 13 | 276 271 | .1 .1 | 1.0 1.2 | 5 8 | 32 46 | .1 .1 | .4 .7 | 22 29 | 115 126 | .2 .3 | 1.2 1.5 | 25 25 | 161 107 | .3 .3 | 1.9 1.9 |
| WRDR-FM WI '99 4-Book | 4 2 | 53 29 | .2 .1 | .2 .1 | 1 2 | 18 15 | .1 .2 | .1 .2 | 1 1 | 2 2 | .1 .1 | .1 .1 | 1 3 | 9 7 | .1 .2 | .1 .2 | 1 3 | 9 11 | .1 .1 | .2 .2 |
| TOTALS WI '99 4-Book | 2476 2516 | 8719 8710 | 27.4 27.7 | | 1032 1098 | 7204 7156 | 11.4 12.1 | | 1136 1135 | 3351 3267 | 12.5 12.5 | | 1793 1889 | 4535 4456 | 19.8 20.8 | | 1304 1362 | 3526 3410 | 14.4 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 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 '99 | 14 | 116 | .2 | 1.9 | 87 | 503 | 1.0 | 11.6 | 24 | 222 | .3 | 2.0 | 14 | 89 | .2 | 1.6 | 16 | 144 | .2 | 3.4 |
| 4-Book | 12 | 108 | .1 | 1.5 | 75 | 400 | .8 | 9.7 | 35 | 248 | .4 | 2.8 | 16 | 116 | .2 | 1.7 | 16 | 137 | .2 | 2.7 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 93 | .2 | 2.3 | 22 | 75 | .2 | 2.9 | 66 | 191 | .7 | 5.6 | 31 | 130 | .3 | 3.5 | 16 | 47 | .2 | 3.4 |
| 4-Book | 21 | 89 | .2 | 2.7 | 22 | 78 | .3 | 2.9 | 42 | 151 | .5 | 3.4 | 27 | 97 | .3 | 2.9 | 17 | 69 | .2 | 2.9 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 12 | .1 | .8 | 21 | 46 | .2 | 2.8 | 34 | 70 | .4 | 2.9 | 16 | 25 | .2 | 1.8 | 12 | 12 | .1 | 2.6 |
| 4-Book | 3 | 7 | | .3 | 31 | 70 | .3 | 4.1 | 24 | 56 | .3 | 1.9 | 9 | 16 | .1 | 1.0 | 5 | 15 | .1 | 1.0 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 192 | .7 | 9.2 | 43 | 120 | .5 | 5.7 | 61 | 155 | .7 | 5.2 | 51 | 152 | .6 | 5.8 | 89 | 170 | 1.0 | 19.0 |
| 4-Book | 82 | 210 | .9 | 10.7 | 40 | 102 | .5 | 5.2 | 74 | 179 | .8 | 5.8 | 61 | 150 | .7 | 6.5 | 144 | 245 | 1.6 | 24.0 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | | .5 | 3 | 9 | | .4 | 5 | 19 | .1 | .4 | 1 | 9 | | .1 | 4 | 18 | | .9 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 12 | .1 | 1.6 | 5 | 18 | .1 | .7 | 9 | 18 | .1 | .8 | | | | | | | | |
| 4-Book | 4 | 8 | | .6 | 11 | 27 | .1 | 1.5 | 9 | 19 | .1 | .8 | 3 | 8 | | .3 | | 3 | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 110 | .3 | 3.8 | 7 | 42 | .1 | .9 | 31 | 151 | .3 | 2.6 | 21 | 128 | .2 | 2.4 | 20 | 59 | .2 | 4.3 |
| 4-Book | 33 | 110 | .4 | 4.2 | 12 | 49 | .1 | 1.5 | 35 | 118 | .4 | 2.7 | 33 | 122 | .3 | 3.5 | 27 | 82 | .3 | 4.5 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 143 | .4 | 4.7 | 49 | 200 | .5 | 6.5 | 71 | 276 | .8 | 6.0 | 97 | 294 | 1.1 | 11.1 | 42 | 203 | .5 | 9.0 |
| 4-Book | 22 | 108 | .2 | 2.9 | 34 | 149 | .4 | 4.5 | 53 | 205 | .6 | 4.1 | 51 | 185 | .6 | 5.6 | 28 | 119 | .3 | 5.1 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 222 | .7 | 9.2 | 31 | 111 | .3 | 4.1 | 71 | 200 | .8 | 6.0 | 43 | 165 | .5 | 4.9 | 12 | 49 | .1 | 2.6 |
| 4-Book | 59 | 188 | .6 | 7.5 | 42 | 119 | .5 | 5.4 | 61 | 175 | .7 | 4.8 | 53 | 143 | .6 | 5.6 | 26 | 80 | .3 | 4.3 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 27 | 146 | .3 | 3.7 | 24 | 153 | .3 | 3.2 | 88 | 359 | 1.0 | 7.5 | 60 | 245 | .7 | 6.8 | 12 | 62 | .1 | 2.6 |
| 4-Book | 39 | 151 | .5 | 5.0 | 32 | 143 | .4 | 4.1 | 87 | 307 | 1.0 | 6.8 | 69 | 209 | .8 | 7.3 | 27 | 98 | .3 | 4.4 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 153 | .4 | 5.1 | 37 | 172 | .4 | 4.9 | 59 | 232 | .7 | 5.0 | 49 | 179 | .5 | 5.6 | 7 | 63 | .1 | 1.5 |
| 4-Book | 33 | 138 | .4 | 4.3 | 38 | 137 | .4 | 4.8 | 71 | 258 | .8 | 5.6 | 61 | 217 | .7 | 6.4 | 24 | 101 | .3 | 4.0 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 5 | 7 | .1 | .7 | 5 | 22 | .1 | .4 | * 2 | 7 | | .2 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 181 | .4 | 5.3 | 27 | 107 | .3 | 3.6 | 36 | 175 | .4 | 3.1 | 53 | 164 | .6 | 6.1 | 12 | 57 | .1 | 2.6 |
| 4-Book | 52 | 162 | .6 | 6.6 | 53 | 158 | .6 | 6.8 | 58 | 195 | .6 | 4.5 | 64 | 177 | .7 | 6.8 | 32 | 97 | .3 | 5.3 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 33 | .1 | 1.0 | 3 | 18 | | .4 | 12 | 32 | .1 | 1.0 | 6 | 20 | .1 | .7 | 6 | 10 | .1 | 1.3 |
| 4-Book | 3 | 11 | | .4 | 5 | 19 | .1 | .6 | 7 | 18 | .1 | .5 | 4 | 10 | .1 | .4 | 4 | 10 | .1 | .7 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 91 | .3 | 3.4 | 20 | 42 | .2 | 2.7 | 25 | 93 | .3 | 2.1 | 29 | 100 | .3 | 3.3 | 25 | 66 | .3 | 5.3 |
| 4-Book | 30 | 90 | .4 | 3.9 | 12 | 30 | .1 | 1.5 | 23 | 75 | .3 | 1.8 | 24 | 72 | .3 | 2.6 | 16 | 47 | .2 | 2.9 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 22 | 81 | .2 | 2.9 | 18 | 45 | .2 | 1.5 | 10 | 21 | .1 | 1.1 | 9 | 29 | .1 | 1.9 |
| 4-Book | 11 | 43 | .1 | 1.3 | 17 | 49 | .2 | 2.1 | 20 | 70 | .2 | 1.6 | 15 | 56 | .2 | 1.5 | 9 | 29 | .1 | 1.5 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 79 | .2 | 2.2 | 28 | 119 | .3 | 3.7 | 66 | 227 | .7 | 5.6 | 42 | 164 | .5 | 4.8 | 20 | 87 | .2 | 4.3 |
| 4-Book | 19 | 82 | .2 | 2.4 | 15 | 64 | .2 | 2.0 | 35 | 142 | .4 | 2.8 | 26 | 102 | .3 | 2.9 | 11 | 74 | .1 | 2.1 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 | | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 3 | 10 | | .4 | 1 | 10 | | .1 | | | | | | | | | | |
| 4-Book | 3 | 6 | | .4 | 3 | 9 | | .4 | 15 | 36 | | .2 | 1.2 | 3 | 12 | | .1 | .3 | 2 | 4 | | .3 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 82 | 186 | .9 | 11.2 | 47 | 153 | .5 | 6.3 | 46 | 158 | .5 | 3.9 | 41 | 124 | .5 | 4.7 | 28 | 76 | .3 | 6.0 | | |
| 4-Book | 53 | 141 | .6 | 7.0 | 51 | 148 | .6 | 6.6 | 60 | 172 | .7 | 4.7 | 35 | 96 | .4 | 3.9 | 24 | 56 | .3 | 4.3 | | |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 81 | .3 | 4.0 | 18 | 110 | .2 | 2.4 | 98 | 213 | 1.1 | 8.3 | 19 | 52 | .2 | 2.2 | 7 | 32 | .1 | 1.5 | | |
| 4-Book | 24 | 61 | .3 | 3.1 | 28 | 118 | .3 | 3.7 | 104 | 193 | 1.2 | 8.2 | 11 | 38 | .1 | 1.2 | 7 | 31 | .1 | 1.3 | | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 2 | | .2 | 1 | 2 | | .1 | 2 | 4 | | .2 | | | 2 | | .1 | |
| 4-Book | | | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 48 | .2 | 2.2 | 38 | 72 | .4 | 5.1 | 52 | 161 | .6 | 4.4 | 30 | 140 | .3 | 3.4 | 7 | 48 | .1 | 1.5 | | |
| 4-Book | 30 | 112 | .3 | 3.8 | 28 | 89 | .3 | 3.7 | 56 | 180 | .6 | 4.4 | 38 | 137 | .4 | 4.1 | 15 | 71 | .2 | 2.5 | | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 103 | .2 | 2.2 | 8 | 60 | .1 | 1.1 | 37 | 168 | .4 | 3.1 | 42 | 164 | .5 | 4.8 | 21 | 96 | .2 | 4.5 | | |
| 4-Book | 15 | 86 | .2 | 1.9 | 13 | 61 | .2 | 1.7 | 38 | 138 | .4 | 3.0 | 33 | 129 | .4 | 3.6 | 16 | 87 | .2 | 2.9 | | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 130 | .3 | 3.4 | 15 | 64 | .2 | 2.0 | 43 | 221 | .5 | 3.7 | 36 | 141 | .4 | 4.1 | 7 | 45 | .1 | 1.5 | | |
| 4-Book | 30 | 128 | .3 | 3.7 | 18 | 71 | .2 | 2.3 | 101 | 361 | 1.1 | 7.6 | 72 | 270 | .8 | 7.9 | 21 | 95 | .2 | 3.5 | | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 113 | .5 | 6.3 | 29 | 84 | .3 | 3.9 | 23 | 111 | .3 | 2.0 | 21 | 131 | .2 | 2.4 | 25 | 65 | .3 | 5.3 | | |
| 4-Book | 29 | 113 | .3 | 3.8 | 25 | 88 | .3 | 3.3 | 39 | 132 | .4 | 3.1 | 32 | 126 | .4 | 3.4 | 20 | 66 | .2 | 3.5 | | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 8 | .1 | .8 | 2 | 17 | | .3 | 6 | 25 | .1 | .5 | 5 | 16 | .1 | .6 | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | | .1 | 2 | 17 | | .3 | 4 | 9 | | .3 | | | | | | 1 | 8 | | .2 | |
| 4-Book | 1 | 7 | | .1 | 3 | 18 | | .4 | 5 | 18 | | .4 | 1 | 4 | | .1 | 1 | 7 | | .2 | | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 4 | 18 | | .5 | 7 | 34 | .1 | .6 | 7 | 26 | .1 | .8 | | | | | | |
| 4-Book | 2 | 11 | | .3 | 7 | 14 | | .9 | 7 | 32 | .1 | .6 | 7 | 23 | .1 | .7 | 7 | 19 | .1 | 1.2 | | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 30 | .1 | .8 | 1 | 10 | | .1 | 2 | 9 | | .2 | 5 | 52 | .1 | .6 | | | 9 | | .5 | |
| 4-Book | 7 | 30 | .1 | .8 | 2 | 11 | | .3 | 6 | 29 | .1 | .5 | 10 | 38 | .1 | 1.1 | 3 | 14 | .1 | .5 | | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 33 | .1 | .7 | 9 | 28 | .1 | 1.2 | 6 | 63 | .1 | .5 | 10 | 71 | .1 | 1.1 | | | | | | |
| 4-Book | 9 | 48 | .1 | 1.2 | 4 | 20 | .1 | .6 | 13 | 70 | .2 | 1.0 | 12 | 55 | .1 | 1.3 | 4 | 21 | | .7 | | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | 2 | 9 | | .2 | | | | | | |
| 4-Book | 2 | 4 | | .3 | | | | | | 2 | | | 1 | 4 | | .1 | | | 2 | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 730 | 2160 | 8.1 | | 751 | 2463 | 8.3 | | 1176 | 3340 | 13.0 | | 876 | 2592 | 9.7 | | 468 | 1512 | 5.2 | | | |
| 4-Book | 775 | 2226 | 8.5 | | 774 | 2364 | 8.5 | | 1278 | 3442 | 14.0 | | 936 | 2610 | 10.3 | | 584 | 1726 | 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

Men 25-54

Target Listener Trends - Men 25-54

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|-------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYV -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 115 | 3388 | 1.1 | 5.8 | 304 | 2368 | 2.9 | 9.5 | 91 | 1205 | .9 | 3.1 | 140 | 1686 | 1.3 | 5.8 | 42 | 750 | .4 | 5.2 |
| FA '98 | 98 | 2985 | .9 | 4.8 | 232 | 2068 | 2.2 | 7.2 | 86 | 1030 | .8 | 3.0 | 136 | 1518 | 1.3 | 5.4 | 38 | 725 | .4 | 4.4 |
| SU '98 | 106 | 3145 | 1.0 | 5.2 | 260 | 2076 | 2.5 | 8.2 | 89 | 1005 | .8 | 3.1 | 140 | 1603 | 1.3 | 5.6 | 40 | 629 | .4 | 4.2 |
| SP '98 | 115 | 3249 | 1.1 | 5.4 | 299 | 2176 | 2.8 | 8.9 | 106 | 1094 | 1.0 | 3.4 | 165 | 1708 | 1.6 | 6.4 | 37 | 754 | .4 | 4.1 |
| 4-Book | 109 | 3192 | 1.0 | 5.3 | 274 | 2172 | 2.6 | 8.5 | 93 | 1084 | .9 | 3.2 | 145 | 1629 | 1.4 | 5.8 | 39 | 715 | .4 | 4.5 |
| WI '98 | 122 | 3385 | 1.2 | 6.0 | 332 | 2389 | 3.1 | 9.7 | 108 | 1110 | 1.0 | 3.9 | 141 | 1604 | 1.3 | 5.8 | 40 | 706 | .4 | 4.4 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 74 | 1282 | .7 | 3.8 | 102 | 603 | 1.0 | 3.2 | 116 | 518 | 1.1 | 4.0 | 94 | 657 | .9 | 3.9 | 33 | 363 | .3 | 4.1 |
| FA '98 | 84 | 1260 | .8 | 4.1 | 94 | 593 | .9 | 2.9 | 159 | 591 | 1.5 | 5.5 | 107 | 678 | 1.0 | 4.3 | 32 | 313 | .3 | 3.7 |
| SU '98 | 66 | 1192 | .6 | 3.3 | 95 | 614 | .9 | 3.0 | 104 | 538 | 1.0 | 3.7 | 78 | 607 | .7 | 3.1 | 34 | 367 | .3 | 3.6 |
| SP '98 | 98 | 1409 | .9 | 4.6 | 128 | 690 | 1.2 | 3.8 | 189 | 620 | 1.8 | 6.1 | 135 | 911 | 1.3 | 5.2 | 28 | 399 | .3 | 3.1 |
| 4-Book | 81 | 1286 | .8 | 4.0 | 105 | 625 | 1.0 | 3.2 | 142 | 567 | 1.4 | 4.8 | 104 | 713 | 1.0 | 4.1 | 32 | 361 | .3 | 3.6 |
| WI '98 | 57 | 1294 | .5 | 2.8 | 102 | 621 | 1.0 | 3.0 | 79 | 501 | .7 | 2.9 | 55 | 643 | .5 | 2.2 | 27 | 365 | .3 | 3.0 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 182 | .1 | .4 | 6 | 37 | .1 | .2 | 4 | 56 | .1 | .2 | 4 | 48 | .1 | .2 | 4 | 19 | .1 | .5 |
| FA '98 | 5 | 124 | .1 | .2 | 6 | 43 | .1 | .2 | 3 | 52 | .1 | .2 | 2 | 43 | .1 | .2 | | | | |
| SU '98 | 6 | 109 | .1 | .3 | 11 | 59 | .1 | .3 | 5 | 32 | .2 | .2 | 6 | 31 | .1 | .2 | 1 | 22 | .1 | .1 |
| SP '98 | 10 | 178 | .1 | .5 | 17 | 71 | .2 | .5 | 10 | 19 | .1 | .3 | 10 | 50 | .1 | .4 | 1 | 19 | .1 | .1 |
| 4-Book | 7 | 148 | .1 | .4 | 10 | 53 | .1 | .3 | 6 | 40 | .2 | .2 | 6 | 43 | .1 | .2 | 2 | 15 | .2 | .2 |
| WI '98 | 8 | 184 | .1 | .4 | 16 | 74 | .2 | .5 | 1 | 23 | | | 9 | 51 | .1 | .4 | 4 | 36 | .1 | .4 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 143 | 1223 | 1.4 | 7.3 | 174 | 679 | 1.7 | 5.4 | 198 | 716 | 1.9 | 6.8 | 160 | 732 | 1.5 | 6.7 | 120 | 553 | 1.1 | 15.0 |
| FA '98 | 137 | 1260 | 1.3 | 6.8 | 215 | 891 | 2.0 | 6.7 | 154 | 636 | 1.5 | 5.3 | 151 | 763 | 1.4 | 6.0 | 92 | 607 | .9 | 10.6 |
| SU '98 | 142 | 1339 | 1.3 | 7.0 | 220 | 807 | 2.1 | 6.9 | 178 | 724 | 1.7 | 6.3 | 152 | 729 | 1.4 | 6.1 | 95 | 576 | .9 | 9.9 |
| SP '98 | 136 | 1362 | 1.3 | 6.4 | 185 | 758 | 1.8 | 5.5 | 124 | 656 | 1.2 | 4.0 | 141 | 693 | 1.3 | 5.5 | 117 | 626 | 1.1 | 12.9 |
| 4-Book | 140 | 1296 | 1.3 | 6.9 | 199 | 784 | 1.9 | 6.1 | 164 | 683 | 1.6 | 5.6 | 151 | 729 | 1.4 | 6.1 | 106 | 591 | 1.0 | 12.1 |
| WI '98 | 134 | 1289 | 1.3 | 6.6 | 206 | 839 | 2.0 | 6.0 | 151 | 691 | 1.4 | 5.5 | 142 | 703 | 1.3 | 5.8 | 112 | 613 | 1.1 | 12.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 154 | .1 | .4 | 21 | 102 | .2 | .7 | 3 | 40 | .1 | .1 | 7 | 70 | .1 | .3 | 6 | 42 | .1 | .7 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 11 | 227 | .1 | .5 | 26 | 139 | .2 | .8 | 3 | 33 | .1 | .1 | 25 | 109 | .2 | 1.0 | 5 | 34 | .1 | .5 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 141 | .1 | .7 | 13 | 48 | .1 | .4 | 17 | 89 | .2 | .6 | 18 | 76 | .2 | .8 | 5 | 26 | .1 | .6 |
| FA '98 | 4 | 82 | .1 | .2 | 1 | 19 | .1 | .2 | 5 | 25 | .1 | .2 | 15 | 45 | .1 | .6 | | 10 | | |
| SU '98 | 15 | 200 | .1 | .7 | 29 | 104 | .3 | .9 | 31 | 143 | .3 | 1.1 | 10 | 50 | .1 | .4 | 4 | 46 | .1 | .4 |
| SP '98 | 19 | 150 | .2 | .9 | 31 | 86 | .3 | .9 | 32 | 97 | .3 | 1.0 | 19 | 65 | .2 | .7 | 5 | 41 | .1 | .6 |
| 4-Book | 13 | 143 | .1 | .6 | 19 | 64 | .2 | .6 | 21 | 89 | .2 | .7 | 16 | 59 | .2 | .6 | 4 | 31 | .1 | .4 |
| WI '98 | 18 | 232 | .2 | .9 | 17 | 107 | .2 | .5 | 39 | 107 | .4 | 1.4 | 17 | 82 | .2 | .7 | 4 | 34 | .1 | .4 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 1195 | .4 | 2.2 | 52 | 433 | .5 | 1.6 | 72 | 579 | .7 | 2.5 | 60 | 524 | .6 | 2.5 | 14 | 345 | .1 | 1.7 |
| FA '98 | 74 | 1220 | .7 | 3.6 | 89 | 463 | .8 | 2.8 | 127 | 551 | 1.2 | 4.4 | 101 | 682 | 1.0 | 4.0 | 40 | 333 | .4 | 4.6 |
| SU '98 | 51 | 1084 | .5 | 2.5 | 61 | 348 | .6 | 1.9 | 73 | 388 | .7 | 2.6 | 67 | 566 | .6 | 2.7 | 31 | 420 | .3 | 3.2 |
| SP '98 | 68 | 1155 | .6 | 3.2 | 61 | 491 | .6 | 1.8 | 106 | 459 | 1.0 | 3.4 | 81 | 550 | .8 | 3.1 | 48 | 268 | .5 | 5.3 |
| 4-Book | 59 | 1164 | .6 | 2.9 | 66 | 434 | .6 | 2.0 | 95 | 494 | .9 | 3.2 | 77 | 581 | .8 | 3.1 | 33 | 342 | .3 | 3.7 |
| WI '98 | 57 | 1268 | .5 | 2.8 | 73 | 576 | .7 | 2.1 | 78 | 537 | .7 | 2.8 | 68 | 668 | .6 | 2.8 | 28 | 461 | .3 | 3.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 163 | 2584 | 1.6 | 8.3 | 260 | 1374 | 2.5 | 8.1 | 227 | 1287 | 2.2 | 7.8 | 247 | 1688 | 2.4 | 10.3 | 68 | 896 | .5 | 8.5 |
| FA '98 | 137 | 2240 | 1.3 | 6.8 | 230 | 1274 | 2.2 | 7.2 | 189 | 1017 | 1.8 | 6.5 | 212 | 1483 | 2.0 | 8.5 | 58 | 841 | .5 | 6.7 |
| SU '98 | 107 | 1696 | 1.0 | 5.3 | 187 | 1005 | 1.8 | 5.9 | 157 | 843 | 1.5 | 5.5 | 167 | 1172 | 1.6 | 6.7 | 34 | 469 | .3 | 3.6 |
| SP '98 | 114 | 1890 | 1.1 | 5.4 | 221 | 1190 | 2.1 | 6.6 | 164 | 922 | 1.6 | 5.3 | 156 | 1185 | 1.5 | 6.1 | 38 | 583 | .4 | 4.2 |
| 4-Book | 130 | 2103 | 1.3 | 6.5 | 225 | 1211 | 2.2 | 7.0 | 184 | 1017 | 1.8 | 6.3 | 196 | 1382 | 1.9 | 7.9 | 50 | 697 | .5 | 5.8 |
| WI '98 | 157 | 2483 | 1.5 | 7.7 | 292 | 1477 | 2.8 | 8.6 | 204 | 1273 | 1.9 | 7.4 | 250 | 1674 | 2.4 | 10.2 | 57 | 773 | .5 | 6.3 |

** 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 25-54 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| 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 | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 82 | 1231 | .8 | 4.2 | 69 | 520 | .7 | 2.1 | 107 | 510 | 1.0 | 3.7 | 125 | 686 | 1.2 | 5.2 | 47 | 401 | .4 | 5.9 |
| FA '98 | 101 | 1376 | 1.0 | 5.0 | 118 | 679 | 1.1 | 3.7 | 168 | 692 | 1.6 | 5.8 | 139 | 795 | 1.3 | 5.5 | 51 | 492 | .5 | 5.9 |
| SU '98 | 103 | 1386 | 1.0 | 5.1 | 107 | 680 | 1.0 | 3.4 | 171 | 690 | 1.6 | 6.0 | 130 | 860 | 1.2 | 5.2 | 65 | 468 | .6 | 6.8 |
| SP '98 | 105 | 1443 | 1.0 | 5.0 | 104 | 600 | 1.0 | 3.1 | 166 | 666 | 1.6 | 5.3 | 123 | 801 | 1.2 | 4.8 | 60 | 613 | .6 | 6.6 |
| 4-Book | 98 | 1359 | 1.0 | 4.8 | 100 | 620 | 1.0 | 3.1 | 153 | 640 | 1.5 | 5.2 | 129 | 786 | 1.2 | 5.2 | 56 | 494 | .5 | 6.3 |
| WI '98 | 105 | 1333 | 1.0 | 5.2 | 121 | 640 | 1.1 | 3.6 | 158 | 551 | 1.5 | 5.7 | 145 | 812 | 1.4 | 5.9 | 60 | 504 | .6 | 6.6 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 116 | 1853 | 1.1 | 5.9 | 134 | 915 | 1.3 | 4.2 | 218 | 1047 | 2.1 | 7.5 | 150 | 1236 | 1.4 | 6.3 | 34 | 530 | .3 | 4.2 |
| FA '98 | 140 | 2027 | 1.3 | 6.9 | 189 | 1000 | 1.8 | 5.9 | 248 | 1049 | 2.4 | 8.5 | 181 | 1269 | 1.7 | 7.2 | 49 | 510 | .5 | 5.6 |
| SU '98 | 136 | 1912 | 1.3 | 6.7 | 147 | 926 | 1.4 | 4.6 | 256 | 969 | 2.4 | 9.0 | 173 | 1211 | 1.6 | 7.0 | 54 | 485 | .5 | 5.6 |
| SP '98 | 136 | 1906 | 1.3 | 6.4 | 155 | 926 | 1.5 | 4.6 | 254 | 969 | 2.4 | 8.2 | 176 | 1196 | 1.7 | 6.8 | 46 | 615 | .4 | 5.1 |
| 4-Book | 132 | 1925 | 1.3 | 6.5 | 156 | 942 | 1.5 | 4.8 | 244 | 1009 | 2.3 | 8.3 | 170 | 1228 | 1.6 | 6.8 | 46 | 535 | .4 | 5.1 |
| WI '98 | 134 | 2205 | 1.3 | 6.6 | 155 | 956 | 1.5 | 4.6 | 224 | 1019 | 2.1 | 8.1 | 179 | 1421 | 1.7 | 7.3 | 54 | 716 | .5 | 6.0 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 130 | 1902 | 1.2 | 6.6 | 186 | 921 | 1.8 | 5.8 | 235 | 1078 | 2.2 | 8.1 | 166 | 1117 | 1.6 | 6.9 | 39 | 470 | .4 | 4.9 |
| FA '98 | 128 | 2125 | 1.2 | 6.3 | 171 | 1030 | 1.6 | 5.3 | 259 | 1066 | 2.5 | 8.9 | 154 | 1252 | 1.5 | 6.1 | 39 | 529 | .4 | 4.5 |
| SU '98 | 143 | 2254 | 1.4 | 7.1 | 184 | 1074 | 1.7 | 5.8 | 251 | 1058 | 2.4 | 8.8 | 186 | 1310 | 1.8 | 7.5 | 61 | 735 | .6 | 6.4 |
| SP '98 | 139 | 2018 | 1.3 | 6.6 | 214 | 877 | 2.0 | 6.4 | 241 | 1117 | 2.3 | 7.7 | 160 | 1196 | 1.5 | 6.2 | 48 | 518 | .5 | 5.3 |
| 4-Book | 135 | 2075 | 1.3 | 6.7 | 189 | 976 | 1.8 | 5.8 | 247 | 1080 | 2.4 | 8.4 | 167 | 1219 | 1.6 | 6.7 | 47 | 563 | .5 | 5.3 |
| WI '98 | 113 | 1979 | 1.1 | 5.5 | 170 | 891 | 1.6 | 5.0 | 192 | 869 | 1.8 | 7.0 | 125 | 1198 | 1.2 | 5.1 | 32 | 517 | .3 | 3.5 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 3 | 53 | .2 | * 5 | 26 | .2 | 3 | 31 | .1 | * 2 | 18 | .1 | ** | ** | ** | ** | ** | ** | ** |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 9 | 76 | .1 | .4 | 7 | 46 | .1 | .2 | 13 | 46 | .1 | .5 | 7 | 34 | .1 | .3 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 91 | 1645 | .9 | 4.6 | 129 | 730 | 1.2 | 4.0 | 119 | 653 | 1.1 | 4.1 | 109 | 863 | 1.0 | 4.5 | 44 | 435 | .4 | 5.5 |
| FA '98 | 125 | 1674 | 1.2 | 6.2 | 149 | 758 | 1.4 | 4.6 | 205 | 806 | 2.0 | 7.0 | 132 | 892 | 1.3 | 5.3 | 49 | 503 | .5 | 5.6 |
| SU '98 | 109 | 1842 | 1.0 | 5.4 | 152 | 843 | 1.4 | 4.8 | 154 | 736 | 1.5 | 5.4 | 139 | 980 | 1.3 | 5.6 | 41 | 505 | .4 | 4.3 |
| SP '98 | 137 | 1989 | 1.3 | 6.5 | 162 | 938 | 1.5 | 4.8 | 238 | 868 | 2.3 | 7.7 | 180 | 1106 | 1.7 | 7.0 | 47 | 587 | .4 | 5.2 |
| 4-Book | 116 | 1788 | 1.1 | 5.7 | 148 | 817 | 1.4 | 4.6 | 179 | 766 | 1.7 | 6.1 | 140 | 960 | 1.3 | 5.6 | 45 | 508 | .4 | 5.2 |
| WI '98 | 98 | 1645 | .9 | 4.8 | 134 | 832 | 1.3 | 3.9 | 133 | 617 | 1.3 | 4.8 | 125 | 934 | 1.2 | 5.1 | 37 | 510 | .4 | 4.1 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 243 | .1 | .6 | 26 | 153 | .2 | .8 | 14 | 109 | .1 | .5 | 11 | 77 | .1 | .5 | 2 | 26 | .1 | .2 |
| FA '98 | 16 | 153 | .2 | .8 | 25 | 75 | .2 | .8 | 28 | 102 | .3 | 1.0 | 14 | 57 | .1 | .6 | 9 | 21 | .1 | 1.0 |
| SU '98 | 6 | 162 | .1 | .3 | 4 | 49 | .1 | .1 | 5 | 61 | .2 | .2 | 12 | 60 | .1 | .5 | 1 | 24 | .1 | .1 |
| SP '98 | 6 | 130 | .1 | .3 | 11 | 70 | .1 | .3 | 8 | 51 | .1 | .3 | 6 | 43 | .1 | .2 | | | | |
| 4-Book | 10 | 172 | .1 | .5 | 17 | 87 | .1 | .5 | 14 | 81 | .1 | .5 | 11 | 59 | .1 | .5 | 3 | 18 | .1 | .3 |
| WI '98 | 11 | 252 | .1 | .5 | 28 | 130 | .3 | .8 | 12 | 110 | .1 | .4 | 11 | 114 | .1 | .4 | 5 | 57 | .1 | .6 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 644 | .4 | 1.9 | 39 | 259 | .4 | 1.2 | 49 | 370 | .5 | 1.7 | 48 | 354 | .5 | 2.0 | 37 | 307 | .4 | 4.6 |
| FA '98 | 39 | 757 | .4 | 1.9 | 45 | 317 | .4 | 1.4 | 46 | 284 | .4 | 1.6 | 48 | 455 | .5 | 1.9 | 30 | 314 | .3 | 3.4 |
| SU '98 | 30 | 474 | .3 | 1.5 | 17 | 182 | .2 | .5 | 39 | 260 | .4 | 1.4 | 41 | 294 | .4 | 1.6 | 32 | 258 | .3 | 3.3 |
| SP '98 | 36 | 562 | .3 | 1.7 | 34 | 264 | .3 | 1.0 | 33 | 273 | .3 | 1.1 | 60 | 389 | .6 | 2.3 | 42 | 242 | .4 | 4.6 |
| 4-Book | 36 | 609 | .4 | 1.8 | 34 | 256 | .3 | 1.0 | 42 | 297 | .4 | 1.5 | 49 | 373 | .5 | 2.0 | 35 | 280 | .4 | 4.0 |
| WI '98 | 36 | 760 | .3 | 1.8 | 45 | 321 | .4 | 1.3 | 33 | 311 | .3 | 1.2 | 55 | 405 | .5 | 2.2 | 27 | 264 | .3 | 3.0 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 590 | .3 | 1.4 | 40 | 216 | .4 | 1.2 | 43 | 263 | .4 | 1.5 | 44 | 234 | .4 | 1.8 | 11 | 72 | .1 | 1.4 |
| FA '98 | 15 | 435 | .1 | .7 | 26 | 166 | .2 | .8 | 22 | 122 | .2 | .8 | 18 | 141 | .2 | .7 | 2 | 55 | .1 | .2 |
| SU '98 | 32 | 804 | .3 | 1.6 | 57 | 252 | .5 | 1.8 | 16 | 146 | .2 | .6 | 39 | 266 | .4 | 1.6 | 32 | 394 | .3 | 3.3 |
| SP '98 | 26 | 763 | .2 | 1.2 | 39 | 190 | .4 | 1.2 | 20 | 223 | .2 | .6 | 17 | 235 | .2 | .7 | 40 | 391 | .4 | 4.4 |
| 4-Book | 25 | 648 | .2 | 1.2 | 41 | 206 | .4 | 1.3 | 25 | 189 | .3 | .9 | 30 | 219 | .3 | 1.2 | 21 | 228 | .2 | 2.3 |
| WI '98 | 21 | 585 | .2 | 1.0 | 54 | 265 | .5 | 1.6 | 15 | 196 | .1 | .5 | 20 | 228 | .2 | .8 | 13 | 119 | .1 | 1.4 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 53 | 1039 | .5 | 2.7 | 64 | 455 | .6 | 2.0 | 85 | 442 | .8 | 2.9 | 78 | 676 | .7 | 3.3 | 14 | 259 | 1 | 1.7 |
| FA '98 | 34 | 1153 | .3 | 1.7 | 32 | 443 | .3 | 1.0 | 45 | 395 | .4 | 1.5 | 52 | 640 | .5 | 2.1 | 15 | 298 | 1 | 1.7 |
| SU '98 | 46 | 1153 | .4 | 2.3 | 58 | 465 | .6 | 1.8 | 63 | 406 | .6 | 2.2 | 72 | 587 | .7 | 2.9 | 20 | 305 | 2 | 2.1 |
| SP '98 | 37 | 1036 | .4 | 1.7 | 49 | 435 | .5 | 1.5 | 68 | 416 | .6 | 2.2 | 56 | 472 | .5 | 2.2 | 9 | 270 | 1 | 1.0 |
| 4-Book | 43 | 1095 | .4 | 2.1 | 51 | 450 | .5 | 1.6 | 65 | 415 | .6 | 2.2 | 65 | 594 | .6 | 2.6 | 15 | 283 | .1 | 1.6 |
| WI '98 | 35 | 1122 | .3 | 1.7 | 69 | 522 | .7 | 2.0 | 29 | 356 | .3 | 1.1 | 44 | 461 | .4 | 1.8 | 16 | 346 | 2 | 1.8 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 55 | | .1 | 3 | 24 | | .1 | | | | | 3 | 17 | | .1 | 1 | 10 | | .1 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 48 | | .2 | 2 | 23 | | .1 | 9 | 9 | | .1 | 7 | 24 | | .1 | | 6 | | |
| FA '98 | 6 | 83 | | .1 | 3 | 45 | | .1 | 3 | 16 | | .1 | 4 | 46 | | .2 | 7 | 31 | | .8 |
| SU '98 | 9 | 104 | | .1 | 5 | 80 | | .2 | 17 | 97 | | .2 | 9 | 41 | | .1 | 1 | 16 | | .1 |
| SP '98 | 13 | 122 | | .1 | 16 | 87 | | .2 | 25 | 85 | | .2 | 16 | 63 | | .2 | 1 | 15 | | .1 |
| 4-Book | 8 | 89 | | .1 | 7 | 59 | | .1 | 14 | 52 | | .1 | 9 | 44 | | .1 | 2 | 17 | | .3 |
| WI '98 | 8 | 108 | | .1 | 13 | 46 | | .1 | 12 | 88 | | .1 | 11 | 54 | | .1 | 1 | 8 | | .1 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 73 | 1038 | .7 | 3.7 | 91 | 509 | .9 | 2.8 | 93 | 577 | .9 | 3.2 | 73 | 568 | .7 | 3.0 | 52 | 398 | .5 | 6.5 |
| FA '98 | 82 | 1145 | .8 | 4.0 | 84 | 564 | .8 | 2.6 | 90 | 475 | .9 | 3.1 | 125 | 630 | 1.2 | 5.0 | 70 | 483 | .7 | 8.0 |
| SU '98 | 56 | 971 | .5 | 2.8 | 62 | 380 | .6 | 2.0 | 72 | 482 | .7 | 2.5 | 68 | 520 | .6 | 2.7 | 37 | 428 | .4 | 3.9 |
| SP '98 | 73 | 914 | .7 | 3.4 | 81 | 423 | .8 | 2.4 | 95 | 500 | .9 | 3.1 | 84 | 516 | .8 | 3.3 | 54 | 289 | .5 | 6.0 |
| 4-Book | 71 | 1017 | .7 | 3.5 | 80 | 469 | .8 | 2.5 | 88 | 509 | .9 | 3.0 | 88 | 559 | .8 | 3.5 | 53 | 400 | .5 | 6.1 |
| WI '98 | 56 | 1024 | .5 | 2.7 | 59 | 423 | .6 | 1.7 | 65 | 526 | .6 | 2.4 | 66 | 487 | .6 | 2.7 | 43 | 309 | .4 | 4.8 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 4 | 76 | | .2 | * 2 | 14 | | .1 | 10 | 69 | | .1 | * 2 | 26 | | .1 | | | | |
| FA '98 | 5 | 106 | | .2 | 1 | 8 | | | 7 | 44 | | .1 | 6 | 26 | | .1 | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 59 | 1004 | .6 | 3.0 | 58 | 334 | .6 | 1.8 | 136 | 575 | 1.3 | 4.7 | 54 | 358 | .5 | 2.3 | 29 | 278 | .3 | 3.6 |
| FA '98 | 62 | 1067 | .6 | 3.1 | 78 | 415 | .7 | 2.4 | 117 | 545 | 1.1 | 4.0 | 66 | 449 | .6 | 2.6 | 29 | 284 | .3 | 3.3 |
| SU '98 | 58 | 1129 | .6 | 2.9 | 41 | 353 | .4 | 1.3 | 100 | 519 | .9 | 3.5 | 92 | 517 | .9 | 3.7 | 24 | 199 | .2 | 2.5 |
| SP '98 | 55 | 985 | .5 | 2.6 | 60 | 341 | .6 | 1.8 | 97 | 438 | .9 | 3.1 | 66 | 413 | .6 | 2.6 | 34 | 238 | .3 | 3.7 |
| 4-Book | 59 | 1046 | .6 | 2.9 | 59 | 361 | .6 | 1.8 | 113 | 519 | 1.1 | 3.8 | 70 | 434 | .7 | 2.8 | 29 | 250 | .3 | 3.3 |
| WI '98 | 83 | 1230 | .8 | 4.1 | 60 | 404 | .6 | 1.8 | 166 | 644 | 1.6 | 6.0 | 91 | 569 | .9 | 3.7 | 40 | 252 | .4 | 4.4 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | | | 1 | 8 | | | | | | | | 8 | | | | | | |
| FA '98 | | 10 | | | | | | | | | | | | 10 | | | | | | |
| SU '98 | 4 | 50 | | .2 | 8 | 15 | | .1 | 2 | 15 | | .1 | 4 | 24 | | .2 | 3 | 34 | | .3 |
| SP '98 | 1 | 53 | | | 2 | 10 | | .1 | 2 | 45 | | .1 | | 9 | | | | | | |
| 4-Book | 1 | 30 | | .1 | 3 | 8 | | .1 | 1 | 15 | | .1 | 1 | 13 | | .1 | 1 | 9 | | .1 |
| WI '98 | 1 | 24 | | | 1 | 9 | | | 2 | 18 | | .1 | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 69 | 899 | .7 | 3.5 | 93 | 506 | .9 | 2.9 | 113 | 463 | 1.1 | 3.9 | 90 | 544 | .9 | 3.8 | 20 | 255 | .2 | 2.5 |
| FA '98 | 77 | 1078 | .7 | 3.8 | 126 | 672 | 1.2 | 3.9 | 111 | 551 | 1.1 | 3.8 | 93 | 743 | .9 | 3.7 | 28 | 376 | .3 | 3.2 |
| SU '98 | 98 | 1124 | .9 | 4.8 | 143 | 708 | 1.4 | 4.5 | 140 | 582 | 1.3 | 4.9 | 116 | 718 | 1.1 | 4.7 | 31 | 488 | .3 | 3.2 |
| SP '98 | 92 | 1097 | .9 | 4.3 | 128 | 651 | 1.2 | 3.8 | 158 | 552 | 1.5 | 5.1 | 127 | 727 | 1.2 | 4.9 | 32 | 331 | .3 | 3.5 |
| 4-Book | 84 | 1050 | .8 | 4.1 | 123 | 634 | 1.2 | 3.8 | 131 | 537 | 1.3 | 4.4 | 107 | 683 | 1.0 | 4.3 | 28 | 363 | .3 | 3.1 |
| WI '98 | 87 | 1113 | .8 | 4.3 | 97 | 616 | .9 | 2.8 | 124 | 596 | 1.2 | 4.5 | 131 | 682 | 1.2 | 5.4 | 38 | 313 | .4 | 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 Trends

| Men 25-54 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 1166 | .4 | 2.2 | 55 | 499 | .5 | 1.7 | 67 | 434 | .6 | 2.3 | 55 | 660 | .5 | 2.3 | 20 | 277 | .2 | 2.5 |
| FA '98 | 30 | 935 | .3 | 1.5 | 31 | 381 | .3 | 1.0 | 43 | 375 | .4 | 1.5 | 49 | 606 | .5 | 2.0 | 15 | 335 | .1 | 1.7 |
| SU '98 | 46 | 1190 | .4 | 2.3 | 59 | 594 | .6 | 1.9 | 52 | 377 | .5 | 1.8 | 65 | 621 | .6 | 2.6 | 32 | 389 | .3 | 3.3 |
| SP '98 | 55 | 1122 | .5 | 2.6 | 77 | 570 | .7 | 2.3 | 90 | 422 | .9 | 2.9 | 73 | 617 | .7 | 2.8 | 13 | 278 | .1 | 1.4 |
| 4-Book | 44 | 1103 | .4 | 2.2 | 56 | 511 | .5 | 1.7 | 63 | 402 | .6 | 2.1 | 61 | 626 | .6 | 2.4 | 20 | 320 | .2 | 2.2 |
| WI '98 | 45 | 1043 | .4 | 2.2 | 51 | 455 | .5 | 1.5 | 66 | 400 | .6 | 2.4 | 57 | 597 | .5 | 2.3 | 26 | 369 | .2 | 2.9 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 221 | 2884 | 2.1 | 11.2 | 788 | 2283 | 7.5 | 24.5 | 273 | 1497 | 2.6 | 9.4 | 145 | 1058 | 1.4 | 6.0 | 22 | 392 | .2 | 2.7 |
| FA '98 | 209 | 3273 | 2.0 | 10.3 | 673 | 2172 | 6.4 | 20.9 | 260 | 1377 | 2.5 | 8.9 | 112 | 934 | 1.1 | 4.5 | 29 | 445 | .3 | 3.3 |
| SU '98 | 198 | 2944 | 1.9 | 9.8 | 695 | 2253 | 6.6 | 21.9 | 227 | 1435 | 2.2 | 8.0 | 115 | 966 | 1.1 | 4.6 | 46 | 616 | .4 | 4.8 |
| SP '98 | 210 | 2988 | 2.0 | 9.9 | 643 | 2175 | 6.1 | 19.2 | 288 | 1485 | 2.7 | 9.3 | 156 | 1207 | 1.5 | 6.1 | 40 | 484 | .4 | 4.4 |
| 4-Book | 210 | 3022 | 2.0 | 10.3 | 700 | 2221 | 6.7 | 21.6 | 262 | 1449 | 2.5 | 8.9 | 132 | 1041 | 1.3 | 5.3 | 34 | 484 | .3 | 3.8 |
| WI '98 | 213 | 3047 | 2.0 | 10.5 | 739 | 2313 | 7.0 | 21.7 | 264 | 1503 | 2.5 | 9.6 | 132 | 1133 | 1.3 | 5.4 | 34 | 514 | .3 | 3.8 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 44 | 1131 | .4 | 2.2 | 71 | 486 | .7 | 2.2 | 52 | 453 | .5 | 1.8 | 43 | 536 | .4 | 1.8 | 27 | 281 | .3 | 3.4 |
| FA '98 | 47 | 1140 | .4 | 2.3 | 65 | 555 | .6 | 2.0 | 52 | 431 | .5 | 1.8 | 59 | 563 | .6 | 2.4 | 22 | 342 | .2 | 2.5 |
| SU '98 | 63 | 1103 | .6 | 3.1 | 75 | 461 | .7 | 2.4 | 104 | 396 | 1.0 | 3.7 | 84 | 622 | .8 | 3.4 | 17 | 352 | .2 | 1.8 |
| SP '98 | 50 | 1211 | .5 | 2.4 | 53 | 433 | .5 | 1.6 | 64 | 415 | .6 | 2.1 | 73 | 670 | .7 | 2.8 | 21 | 338 | .2 | 2.3 |
| 4-Book | 51 | 1146 | .5 | 2.5 | 66 | 484 | .6 | 2.1 | 68 | 424 | .7 | 2.4 | 65 | 598 | .6 | 2.6 | 22 | 328 | .2 | 2.5 |
| WI '98 | 58 | 1301 | .6 | 2.8 | 63 | 502 | .6 | 1.8 | 72 | 534 | .7 | 2.6 | 73 | 651 | .7 | 3.0 | 34 | 376 | .3 | 3.8 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 93 | .3 | | 8 | 50 | .1 | .2 | 5 | 34 | .2 | | 6 | 41 | .1 | .3 | 2 | 33 | | .2 |
| FA '98 | 3 | 91 | .1 | | 7 | 73 | .1 | .2 | 2 | 9 | .1 | | 7 | 65 | .1 | .3 | 1 | 26 | | .1 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 267 | .1 | .4 | 10 | 96 | .1 | .3 | 16 | 91 | .2 | .6 | 13 | 122 | .1 | .5 | 4 | 54 | | .5 |
| FA '98 | 14 | 203 | .1 | .7 | 21 | 82 | .2 | .7 | 24 | 64 | .2 | .8 | 15 | 108 | .1 | .6 | 3 | 73 | | .3 |
| SU '98 | 7 | 146 | .1 | .3 | 5 | 52 | .2 | .2 | 12 | 52 | .1 | .4 | 16 | 86 | .2 | .6 | 3 | 24 | | .3 |
| SP '98 | 10 | 163 | .1 | .5 | 21 | 80 | .2 | .6 | 17 | 63 | .2 | .5 | 9 | 79 | .1 | .3 | 2 | 51 | | .2 |
| 4-Book | 10 | 195 | .1 | .5 | 14 | 78 | .1 | .5 | 17 | 68 | .2 | .6 | 13 | 99 | .1 | .5 | 3 | 51 | | .3 |
| WI '98 | 8 | 193 | .1 | .4 | 10 | 89 | .1 | .3 | 13 | 61 | .1 | .5 | 11 | 104 | .1 | .4 | 3 | 75 | | .3 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 385 | .2 | .9 | 29 | 179 | .3 | .9 | 31 | 150 | .3 | 1.1 | 29 | 214 | .3 | 1.2 | 3 | 90 | | .4 |
| FA '98 | 30 | 478 | .3 | 1.5 | 36 | 190 | .3 | 1.1 | 56 | 220 | .5 | 1.9 | 52 | 302 | .5 | 2.1 | 13 | 147 | .1 | 1.5 |
| SU '98 | 23 | 427 | .2 | 1.1 | 28 | 167 | .3 | .9 | 30 | 154 | .3 | 1.1 | 45 | 246 | .4 | 1.8 | 12 | 82 | .1 | 1.3 |
| SP '98 | 24 | 461 | .2 | 1.1 | 40 | 245 | .4 | 1.2 | 41 | 182 | .4 | 1.3 | 39 | 241 | .4 | 1.5 | 4 | 75 | | .4 |
| 4-Book | 24 | 438 | .2 | 1.2 | 33 | 195 | .3 | 1.0 | 40 | 177 | .4 | 1.4 | 41 | 251 | .4 | 1.7 | 8 | 99 | .1 | .9 |
| WI '98 | 23 | 410 | .2 | 1.1 | 23 | 188 | .2 | .7 | 28 | 145 | .3 | 1.0 | 47 | 243 | .4 | 1.9 | 14 | 104 | .1 | 1.5 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 315 | .1 | .8 | 12 | 120 | .1 | .4 | 29 | 155 | .3 | 1.0 | 19 | 179 | .2 | .8 | 4 | 93 | | .5 |
| FA '98 | 16 | 404 | .2 | .8 | 13 | 180 | .1 | .4 | 30 | 185 | .3 | 1.0 | 23 | 211 | .2 | .9 | 5 | 78 | | .6 |
| SU '98 | 27 | 361 | .3 | 1.3 | 36 | 145 | .3 | 1.1 | 43 | 168 | .4 | 1.5 | 33 | 219 | .3 | 1.3 | 14 | 151 | .1 | 1.5 |
| SP '98 | 16 | 379 | .2 | .8 | 14 | 165 | .1 | .4 | 28 | 185 | .3 | .9 | 21 | 201 | .2 | .8 | 5 | 100 | | .6 |
| 4-Book | 19 | 365 | .2 | .9 | 19 | 153 | .2 | .6 | 33 | 173 | .3 | 1.1 | 24 | 203 | .2 | 1.0 | 7 | 106 | | .8 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 599 | .1 | .8 | 16 | 193 | .2 | .5 | 27 | 244 | .3 | .9 | 20 | 357 | .2 | .8 | 5 | 118 | | .6 |
| FA '98 | 19 | 626 | .2 | .9 | 28 | 228 | .3 | .9 | 18 | 216 | .2 | .6 | 28 | 336 | .3 | 1.1 | 5 | 108 | | .6 |
| SU '98 | 19 | 619 | .2 | .9 | 21 | 186 | .2 | .7 | 29 | 238 | .3 | 1.0 | 20 | 305 | .2 | .8 | 13 | 220 | .1 | 1.4 |
| SP '98 | 22 | 590 | .2 | 1.0 | 34 | 286 | .3 | 1.0 | 30 | 238 | .3 | 1.0 | 38 | 284 | .4 | 1.5 | 8 | 171 | .1 | .9 |
| 4-Book | 19 | 609 | .2 | .9 | 25 | 223 | .3 | .8 | 26 | 234 | .3 | .9 | 27 | 321 | .3 | 1.1 | 8 | 154 | .1 | .9 |
| WI '98 | 19 | 590 | .2 | .9 | 17 | 225 | .2 | .5 | 29 | 237 | .3 | 1.1 | 31 | 262 | .3 | 1.3 | 8 | 151 | .1 | .9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

WRDR-FM

| | 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 |
| WI '99 | 4 | 93 | | .2 | 4 | 25 | | .1 | 4 | 32 | | .1 | 7 | 61 | .1 | .3 | 1 | 17 | | .1 |
| FA '98 | 1 | 43 | | | 1 | 18 | | | | | | | 2 | 16 | | .1 | | 17 | | |
| SU '98 | 1 | 53 | | | 1 | 14 | | | 1 | 28 | | | 2 | 33 | | .1 | | 8 | | |
| SP '98 | 1 | 45 | | | 1 | 16 | | | 1 | 21 | | | 2 | 24 | | .1 | | 9 | | |
| 4-Book | 2 | 59 | | .1 | 2 | 18 | | | 2 | 20 | | | 3 | 34 | | .2 | | 13 | | |
| WI '98 | 8 | 137 | .1 | .4 | 5 | 80 | | .1 | 13 | 72 | .1 | .5 | 11 | 96 | .1 | .4 | 2 | 27 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1972 | 10255 | 18.8 | | 3212 | 9233 | 30.6 | | 2892 | 7697 | 27.6 | | 2397 | 8865 | 22.8 | | 802 | 5609 | 7.6 | |
| FA '98 | 2028 | 10157 | 19.3 | | 3216 | 9287 | 30.6 | | 2912 | 7557 | 27.7 | | 2506 | 9018 | 23.9 | | 870 | 5851 | 8.3 | |
| SU '98 | 2028 | 10271 | 19.2 | | 3172 | 9056 | 30.1 | | 2844 | 7499 | 27.0 | | 2488 | 8955 | 23.6 | | 956 | 6131 | 9.1 | |
| SP '98 | 2116 | 10164 | 20.1 | | 3354 | 9236 | 31.8 | | 3111 | 7588 | 29.5 | | 2576 | 8978 | 24.4 | | 907 | 5741 | 8.6 | |
| 4-Book | 2036 | 10212 | 19.4 | | 3239 | 9203 | 30.8 | | 2940 | 7585 | 28.0 | | 2492 | 8954 | 23.7 | | 884 | 5833 | 8.4 | |
| WI '98 | 2038 | 10285 | 19.3 | | 3406 | 9445 | 32.3 | | 2757 | 7547 | 26.1 | | 2446 | 8867 | 23.2 | | 904 | 6006 | 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 25-54 | | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|------|----|
| 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 '99 | 171 | 3136 | 1.6 | 6.0 | 64 | 1620 | .6 | 5.3 | 166 | 778 | 1.6 | 12.1 | 80 | 484 | .8 | 3.8 | 33 | 223 | .3 | 2.2 | |
| 4-Book | 164 | 2887 | 1.6 | 5.7 | 56 | 1488 | .5 | 4.4 | 144 | 721 | 1.4 | 10.6 | 61 | 360 | .6 | 2.8 | 39 | 219 | .4 | 2.5 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 105 | 1012 | 1.0 | 3.7 | 48 | 658 | .5 | 4.0 | 72 | 181 | .7 | 5.2 | 90 | 260 | .9 | 4.3 | 54 | 208 | .5 | 3.6 | |
| 4-Book | 119 | 1054 | 1.2 | 4.1 | 46 | 589 | .5 | 3.6 | 57 | 179 | .6 | 4.2 | 96 | 251 | .9 | 4.4 | 56 | 182 | .5 | 3.6 | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 100 | | .2 | 16 | 128 | .2 | 1.3 | 2 | 12 | | .1 | 5 | 12 | | .2 | 3 | 7 | | .2 | |
| 4-Book | 7 | 89 | .1 | .2 | 12 | 116 | .1 | .9 | 2 | 7 | | .1 | 5 | 14 | | .2 | 3 | 6 | | .2 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 179 | 1060 | 1.7 | 6.3 | 94 | 748 | .9 | 7.8 | 103 | 235 | 1.0 | 7.5 | 136 | 336 | 1.3 | 6.5 | 118 | 294 | 1.1 | 7.9 | |
| 4-Book | 171 | 1129 | 1.6 | 5.9 | 108 | 818 | 1.0 | 8.4 | 93 | 240 | .9 | 6.9 | 145 | 348 | 1.4 | 6.6 | 139 | 313 | 1.3 | 8.9 | |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 129 | .1 | .4 | 6 | 65 | .1 | .5 | 10 | 22 | .1 | .7 | 7 | 9 | .1 | .3 | 7 | 15 | .1 | .5 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 110 | .2 | .6 | 14 | 84 | .1 | 1.2 | 9 | 12 | .1 | .7 | 31 | 41 | .3 | 1.5 | 20 | 28 | .2 | 1.3 | |
| 4-Book | 19 | 112 | .2 | .6 | 9 | 84 | .1 | .7 | 5 | 12 | .1 | .4 | 19 | 32 | .2 | .9 | 11 | 21 | .1 | .7 | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 62 | 931 | .6 | 2.2 | 29 | 701 | .3 | 2.4 | 17 | 133 | .2 | 1.2 | 59 | 328 | .6 | 2.8 | 35 | 204 | .3 | 2.3 | |
| 4-Book | 80 | 906 | .8 | 2.8 | 38 | 602 | .4 | 3.0 | 32 | 124 | .3 | 2.3 | 64 | 261 | .6 | 2.9 | 56 | 190 | .5 | 3.6 | |
| WIP -AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 243 | 2210 | 2.3 | 8.6 | 86 | 1341 | .8 | 7.1 | 128 | 413 | 1.2 | 9.3 | 140 | 580 | 1.3 | 6.7 | 102 | 390 | 1.0 | 6.8 | |
| 4-Book | 200 | 1888 | 1.9 | 7.0 | 60 | 918 | .6 | 4.8 | 94 | 315 | .9 | 6.9 | 109 | 395 | 1.0 | 5.1 | 61 | 235 | .6 | 4.0 | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 101 | 950 | 1.0 | 3.6 | 71 | 791 | .7 | 5.9 | 47 | 206 | .4 | 3.4 | 108 | 254 | 1.0 | 5.2 | 153 | 344 | 1.5 | 10.2 | |
| 4-Book | 130 | 1088 | 1.3 | 4.5 | 70 | 773 | .7 | 5.5 | 53 | 178 | .5 | 3.9 | 115 | 287 | 1.1 | 5.3 | 118 | 313 | 1.2 | 7.6 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 171 | 1596 | 1.6 | 6.0 | 73 | 1028 | .7 | 6.0 | 74 | 315 | .7 | 5.4 | 173 | 546 | 1.6 | 8.3 | 116 | 401 | 1.1 | 7.7 | |
| 4-Book | 194 | 1647 | 1.9 | 6.7 | 80 | 1004 | .8 | 6.2 | 85 | 279 | .8 | 6.2 | 168 | 489 | 1.6 | 7.7 | 114 | 347 | 1.1 | 7.3 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 199 | 1641 | 1.9 | 7.0 | 68 | 968 | .6 | 5.6 | 104 | 380 | 1.0 | 7.6 | 148 | 460 | 1.4 | 7.1 | 104 | 332 | 1.0 | 6.9 | |
| 4-Book | 204 | 1759 | 2.0 | 7.1 | 72 | 1016 | .7 | 5.6 | 85 | 311 | .8 | 6.2 | 159 | 510 | 1.5 | 7.3 | 93 | 328 | .9 | 6.0 | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 3 | 48 | | .1 | * 2 | 29 | | .2 | * ** | ** | ** | ** | ** | ** | ** | ** | ** | * 3 | 7 | | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 119 | 1242 | 1.1 | 4.2 | 74 | 1012 | .7 | 6.1 | 64 | 246 | .6 | 4.7 | 129 | 389 | 1.2 | 6.2 | 87 | 303 | .8 | 5.8 | |
| 4-Book | 158 | 1399 | 1.5 | 5.4 | 89 | 1001 | .9 | 6.9 | 69 | 219 | .7 | 5.1 | 145 | 388 | 1.4 | 6.6 | 109 | 323 | 1.0 | 6.9 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 199 | .2 | .6 | 7 | 91 | .1 | .6 | 4 | 29 | | .3 | 11 | 41 | .1 | .5 | | | | | |
| 4-Book | 14 | 136 | .2 | .5 | 7 | 84 | .1 | .6 | 12 | 32 | .1 | .9 | 11 | 30 | .1 | .5 | 5 | 17 | .1 | .3 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 513 | .4 | 1.6 | 27 | 376 | .3 | 2.2 | 6 | 30 | .1 | .4 | 46 | 166 | .4 | 2.2 | 35 | 169 | .3 | 2.3 | |
| 4-Book | 42 | 512 | .4 | 1.5 | 26 | 318 | .3 | 2.0 | 10 | 34 | .1 | .7 | 47 | 142 | .5 | 2.2 | 38 | 131 | .4 | 2.4 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 473 | .4 | 1.5 | 14 | 192 | .1 | 1.2 | 12 | 44 | .1 | .9 | 23 | 49 | .2 | 1.1 | 4 | 26 | | .3 | |
| 4-Book | 31 | 412 | .3 | 1.1 | 18 | 264 | .2 | 1.4 | 8 | 22 | .1 | .6 | 23 | 58 | .2 | 1.1 | 14 | 43 | .2 | .9 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 77 | 911 | .7 | 2.7 | 36 | 584 | .3 | 3.0 | 21 | 79 | .2 | 1.5 | 56 | 210 | .5 | 2.7 | 34 | 183 | .3 | 2.3 | |
| 4-Book | 61 | 889 | .6 | 2.1 | 29 | 516 | .3 | 2.3 | 22 | 94 | .2 | 1.7 | 58 | 226 | .6 | 2.7 | 39 | 159 | .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

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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 31 | .1 | .1 | 5 | 34 | .4 | .4 | 3 | 10 | .2 | .2 | 28 | 34 | .3 | 1.3 | 6 | 24 | .1 | .4 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 38 | .1 | .2 | 3 | 20 | .2 | .2 | 10 | 20 | .1 | .7 | 3 | 10 | .1 | .7 | 5 | 10 | .1 | .3 |
| 4-Book | 10 | 78 | .1 | .3 | 9 | 71 | .1 | .7 | 11 | 31 | .1 | .8 | 17 | 36 | .2 | .7 | 4 | 10 | .1 | .2 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 86 | 851 | .8 | 3.0 | 62 | 616 | .6 | 5.1 | 50 | 148 | .5 | 3.6 | 94 | 258 | .9 | 4.5 | 102 | 290 | 1.0 | 6.8 |
| 4-Book | 85 | 806 | .8 | 2.9 | 58 | 576 | .6 | 4.5 | 43 | 117 | .4 | 3.2 | 86 | 228 | .8 | 3.9 | 93 | 222 | .9 | 6.0 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 6 | 69 | .1 | .2 | * ** | 8 | .1 | .1 | * 1 | 8 | .1 | .1 | ** | ** | ** | ** | * ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 740 | .8 | 3.1 | 31 | 407 | .3 | 2.6 | 27 | 91 | .3 | 2.0 | 19 | 74 | .2 | .9 | 12 | 51 | .1 | .8 |
| 4-Book | 83 | 816 | .8 | 2.9 | 36 | 415 | .3 | 2.8 | 38 | 101 | .4 | 2.8 | 30 | 99 | .3 | 1.4 | 13 | 40 | .1 | .9 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | | | | | | | | | | | | | | | | | | |
| 4-Book | 2 | 22 | | .1 | 1 | 12 | | .1 | 2 | 6 | | .2 | 2 | 8 | | .1 | 1 | 4 | | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 100 | 746 | 1.0 | 3.5 | 46 | 504 | .4 | 3.8 | 68 | 169 | .6 | 4.9 | 80 | 250 | .8 | 3.8 | 44 | 177 | .4 | 2.9 |
| 4-Book | 121 | 904 | 1.2 | 4.2 | 57 | 607 | .6 | 4.4 | 64 | 209 | .6 | 4.7 | 104 | 286 | 1.0 | 4.8 | 80 | 245 | .8 | 5.0 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 60 | 948 | .6 | 2.1 | 29 | 581 | .3 | 2.4 | 22 | 101 | .2 | 1.6 | 46 | 264 | .4 | 2.2 | 34 | 168 | .3 | 2.3 |
| 4-Book | 60 | 880 | .6 | 2.1 | 30 | 543 | .3 | 2.3 | 21 | 96 | .2 | 1.6 | 54 | 233 | .5 | 2.4 | 41 | 165 | .4 | 2.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 392 | 2755 | 3.7 | 13.8 | 49 | 827 | .5 | 4.1 | 70 | 218 | .7 | 5.1 | 122 | 405 | 1.2 | 5.8 | 72 | 289 | .7 | 4.8 |
| 4-Book | 357 | 2707 | 3.4 | 12.4 | 65 | 1015 | .6 | 5.1 | 65 | 240 | .6 | 4.7 | 124 | 418 | 1.2 | 5.7 | 72 | 257 | .7 | 4.6 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 55 | 867 | .5 | 1.9 | 36 | 609 | .3 | 3.0 | 40 | 144 | .4 | 2.9 | 60 | 243 | .6 | 2.9 | 34 | 180 | .3 | 2.3 |
| 4-Book | 67 | 862 | .6 | 2.3 | 44 | 600 | .4 | 3.5 | 44 | 161 | .4 | 3.2 | 87 | 263 | .8 | 4.0 | 68 | 203 | .6 | 4.3 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 76 | .1 | .2 | 6 | 50 | .1 | .5 | 8 | 16 | .1 | .6 | 11 | 25 | .1 | .5 | 13 | 25 | .1 | .9 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 220 | .1 | .5 | 3 | 90 | .2 | .2 | 6 | 33 | .1 | .4 | | 8 | | | 11 | 23 | .1 | .7 |
| 4-Book | 15 | 144 | .2 | .5 | 4 | 81 | .3 | .3 | 4 | 20 | .3 | .3 | 10 | 22 | .1 | .4 | 7 | 20 | .1 | .5 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 320 | .3 | 1.1 | 4 | 83 | .3 | .3 | 6 | 17 | .1 | .4 | 4 | 35 | .2 | .2 | 1 | 9 | .1 | .1 |
| 4-Book | 38 | 375 | .4 | 1.3 | 7 | 130 | .1 | .6 | 8 | 33 | .1 | .6 | 9 | 45 | .1 | .4 | 5 | 21 | .1 | .4 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 248 | .2 | .7 | 11 | 150 | .1 | .9 | 18 | 55 | .2 | 1.3 | 33 | 75 | .3 | 1.6 | 15 | 48 | .1 | 1.0 |
| 4-Book | 26 | 289 | .3 | .9 | 14 | 201 | .1 | 1.0 | 13 | 46 | .1 | 1.0 | 28 | 95 | .3 | 1.3 | 15 | 56 | .2 | 1.0 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 490 | .2 | .7 | 10 | 284 | .1 | .8 | 5 | 32 | .4 | .4 | 22 | 115 | .2 | 1.1 | 25 | 170 | .2 | 1.7 |
| 4-Book | 26 | 460 | .2 | .9 | 14 | 283 | .1 | 1.1 | 9 | 48 | .1 | .6 | 30 | 130 | .3 | 1.4 | 26 | 113 | .3 | 1.7 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 84 | .2 | .2 | 3 | 49 | .2 | .2 | 3 | 8 | .2 | .2 | 4 | 17 | .2 | .2 | 3 | 24 | .2 | .2 |
| 4-Book | 2 | 50 | .1 | .1 | 2 | 33 | .2 | .2 | 2 | 6 | .1 | .1 | 5 | 13 | .2 | .2 | 4 | 20 | .2 | .3 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2839 | 10139 | 27.0 | | 1209 | 8387 | 11.5 | | 1376 | 3989 | 13.1 | | 2090 | 5325 | 19.9 | | 1503 | 4071 | 14.3 | |
| 4-Book | 2894 | 10094 | 27.5 | | 1280 | 8280 | 12.2 | | 1364 | 3884 | 13.0 | | 2180 | 5181 | 20.7 | | 1567 | 3948 | 14.9 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-54

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 '99 | 17 | 140 | .2 | 2.1 | 130 | 677 | 1.2 | 14.5 | 56 | 370 | .5 | 4.0 | 29 | 151 | .3 | 2.8 | 21 | 184 | .2 | 3.8 |
| 4-Book | 17 | 143 | .2 | 2.0 | 111 | 540 | 1.1 | 11.6 | 51 | 328 | .5 | 3.5 | 23 | 154 | .3 | 2.1 | 21 | 172 | .2 | 3.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 111 | .2 | 2.4 | 24 | 83 | .2 | 2.7 | 68 | 209 | .6 | 4.9 | 34 | 148 | .3 | 3.3 | 18 | 55 | .2 | 3.3 |
| 4-Book | 25 | 110 | .2 | 2.8 | 29 | 103 | .3 | 3.1 | 51 | 181 | .5 | 3.5 | 33 | 119 | .3 | 3.0 | 18 | 79 | .2 | 2.7 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 12 | .1 | .7 | 28 | 60 | .3 | 3.1 | 46 | 112 | .4 | 3.3 | 22 | 39 | .2 | 2.1 | 13 | 19 | .1 | 2.4 |
| 4-Book | 3 | 7 | .1 | .3 | 36 | 82 | .4 | 3.7 | 29 | 72 | .3 | 2.0 | 11 | 22 | .1 | 1.0 | 7 | 19 | .1 | 1.1 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 73 | 220 | .7 | 8.9 | 58 | 176 | .6 | 6.5 | 79 | 189 | .8 | 5.7 | 67 | 187 | .6 | 6.5 | 111 | 212 | 1.1 | 20.1 |
| 4-Book | 93 | 242 | .9 | 10.6 | 53 | 140 | .5 | 5.6 | 85 | 208 | .8 | 5.8 | 73 | 176 | .7 | 6.7 | 166 | 289 | 1.6 | 23.5 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | .5 | .5 | 7 | 16 | .1 | .8 | 5 | 19 | .4 | .4 | 3 | 17 | .3 | .3 | 5 | 26 | .9 | .9 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 26 | .2 | 2.6 | 7 | 25 | .1 | .8 | 13 | 32 | .1 | .9 | 3 | 7 | .3 | .3 | 4 | 22 | .7 | .7 |
| 4-Book | 8 | 14 | .1 | .9 | 15 | 36 | .2 | 1.6 | 12 | 27 | .1 | .8 | 3 | 10 | .3 | .3 | 1 | 8 | .2 | .2 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 124 | .3 | 3.8 | 7 | 42 | .1 | .8 | 35 | 175 | .3 | 2.5 | 24 | 136 | .2 | 2.3 | 20 | 59 | .2 | 3.6 |
| 4-Book | 34 | 113 | .3 | 3.8 | 12 | 49 | .1 | 1.3 | 37 | 125 | .3 | 2.5 | 37 | 132 | .4 | 3.3 | 29 | 89 | .3 | 4.2 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 151 | .4 | 4.5 | 50 | 209 | .5 | 5.6 | 81 | 322 | .8 | 5.8 | 111 | 329 | 1.1 | 10.8 | 46 | 236 | .4 | 8.3 |
| 4-Book | 23 | 114 | .2 | 2.7 | 43 | 177 | .4 | 4.5 | 61 | 241 | .6 | 4.2 | 62 | 216 | .6 | 5.8 | 32 | 141 | .3 | 4.9 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 253 | .7 | 8.8 | 34 | 127 | .3 | 3.8 | 85 | 239 | .8 | 6.1 | 58 | 193 | .6 | 5.6 | 16 | 81 | .2 | 2.9 |
| 4-Book | 69 | 225 | .7 | 7.8 | 47 | 143 | .4 | 4.9 | 69 | 202 | .7 | 4.8 | 61 | 161 | .6 | 5.7 | 30 | 100 | .3 | 4.3 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 154 | .3 | 3.5 | 24 | 153 | .2 | 2.7 | 92 | 375 | .9 | 6.6 | 60 | 245 | .6 | 5.8 | 12 | 62 | .1 | 2.2 |
| 4-Book | 42 | 163 | .4 | 4.8 | 33 | 148 | .3 | 3.5 | 93 | 324 | .9 | 6.3 | 71 | 216 | .7 | 6.5 | 28 | 104 | .3 | 3.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 153 | .4 | 4.5 | 43 | 180 | .4 | 4.8 | 59 | 232 | .6 | 4.2 | 49 | 179 | .5 | 4.8 | 7 | 63 | .1 | 1.3 |
| 4-Book | 35 | 147 | .4 | 4.0 | 41 | 148 | .4 | 4.3 | 73 | 266 | .7 | 5.0 | 62 | 224 | .6 | 5.6 | 25 | 109 | .3 | 3.5 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * 5 | 7 | .6 | .6 | 5 | 22 | .4 | .4 | * 2 | 7 | .2 | .2 | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 255 | .6 | 7.7 | 61 | 185 | .6 | 6.8 | 74 | 318 | .7 | 5.3 | 85 | 259 | .8 | 8.3 | 31 | 130 | .3 | 5.6 |
| 4-Book | 71 | 232 | .7 | 8.0 | 78 | 232 | .8 | 8.1 | 85 | 288 | .8 | 5.7 | 94 | 254 | .9 | 8.6 | 59 | 161 | .6 | 8.4 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 33 | .1 | .9 | 5 | 24 | .6 | .6 | 12 | 41 | .1 | .9 | 6 | 26 | .1 | .6 | 6 | 10 | .1 | 1.1 |
| 4-Book | 4 | 12 | .1 | .4 | 8 | 32 | .1 | .8 | 9 | 30 | .1 | .6 | 5 | 15 | .1 | .4 | 4 | 12 | .1 | .6 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 91 | .2 | 3.1 | 20 | 42 | .2 | 2.2 | 25 | 93 | .2 | 1.8 | 29 | 100 | .3 | 2.8 | 25 | 66 | .2 | 4.5 |
| 4-Book | 31 | 93 | .3 | 3.5 | 12 | 30 | .1 | 1.2 | 23 | 75 | .2 | 1.6 | 24 | 72 | .2 | 2.3 | 16 | 47 | .2 | 2.5 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 18 | .1 | .7 | 22 | 81 | .2 | 2.4 | 18 | 45 | .2 | 1.3 | 14 | 30 | .1 | 1.4 | 12 | 37 | .1 | 2.2 |
| 4-Book | 15 | 63 | .1 | 1.6 | 24 | 70 | .2 | 2.5 | 26 | 93 | .3 | 1.8 | 19 | 74 | .2 | 1.7 | 12 | 37 | .1 | 1.8 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 79 | .2 | 2.0 | 28 | 119 | .3 | 3.1 | 68 | 236 | .6 | 4.9 | 42 | 164 | .4 | 4.1 | 20 | 87 | .2 | 3.6 |
| 4-Book | 19 | 87 | .2 | 2.2 | 16 | 69 | .2 | 1.7 | 37 | 151 | .3 | 2.5 | 27 | 105 | .3 | 2.5 | 11 | 79 | .1 | 1.8 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 3 | 10 | | .3 | 1 | 10 | | .1 | | | | | | | | | |
| 4-Book | 3 | 8 | | .3 | 4 | 11 | | .4 | 17 | 39 | .2 | 1.1 | 9 | 21 | .1 | .8 | 2 | 6 | | .3 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 83 | 194 | .8 | 10.1 | 47 | 153 | .4 | 5.2 | 46 | 158 | .4 | 3.3 | 41 | 124 | .4 | 4.0 | 28 | 76 | .3 | 5.1 | |
| 4-Book | 57 | 151 | .6 | 6.6 | 54 | 157 | .5 | 5.7 | 63 | 179 | .6 | 4.3 | 40 | 103 | .4 | 3.7 | 26 | 63 | .3 | 3.9 | |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 89 | .3 | 3.7 | 23 | 133 | .2 | 2.6 | 102 | 229 | 1.0 | 7.3 | 19 | 52 | .2 | 1.8 | 7 | 32 | .1 | 1.3 | |
| 4-Book | 28 | 75 | .3 | 3.2 | 34 | 138 | .3 | 3.6 | 114 | 214 | 1.1 | 7.8 | 12 | 42 | .1 | 1.1 | 9 | 39 | .1 | 1.4 | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 2 | | .2 | 1 | 2 | | .2 | 2 | 4 | | .2 | 2 | | | | |
| 4-Book | | | | | 2 | 2 | | .2 | 1 | 2 | | .2 | 2 | 4 | | .2 | 2 | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 83 | .2 | 2.9 | 41 | 90 | .4 | 4.6 | 70 | 243 | .7 | 5.0 | 36 | 165 | .3 | 3.5 | 8 | 56 | .1 | 1.4 | |
| 4-Book | 34 | 136 | .3 | 3.8 | 36 | 115 | .4 | 3.8 | 75 | 237 | .7 | 5.1 | 47 | 163 | .4 | 4.3 | 17 | 81 | .2 | 2.4 | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 103 | .2 | 2.0 | 8 | 60 | .1 | .9 | 38 | 176 | .4 | 2.7 | 43 | 172 | .4 | 4.2 | 21 | 96 | .2 | 3.8 | |
| 4-Book | 15 | 86 | .2 | 1.7 | 15 | 67 | .2 | 1.5 | 39 | 145 | .4 | 2.7 | 34 | 131 | .3 | 3.1 | 16 | 87 | .1 | 2.4 | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 139 | .2 | 3.2 | 15 | 64 | .1 | 1.7 | 43 | 221 | .4 | 3.1 | 36 | 141 | .3 | 3.5 | 7 | 45 | .1 | 1.3 | |
| 4-Book | 31 | 135 | .3 | 3.4 | 18 | 73 | .2 | 2.0 | 105 | 382 | 1.0 | 6.9 | 76 | 287 | .7 | 7.1 | 22 | 99 | .2 | 3.1 | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 113 | .4 | 5.6 | 29 | 90 | .3 | 3.2 | 23 | 117 | .2 | 1.7 | 23 | 147 | .2 | 2.2 | 25 | 65 | .2 | 4.5 | |
| 4-Book | 31 | 119 | .3 | 3.5 | 27 | 96 | .3 | 2.8 | 42 | 147 | .4 | 2.9 | 33 | 134 | .3 | 3.0 | 20 | 66 | .2 | 3.0 | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 8 | .1 | .7 | 2 | 17 | | .2 | 6 | 25 | .1 | .4 | 5 | 16 | | .5 | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 14 | | .2 | 3 | 25 | | .3 | 6 | 17 | .1 | .4 | | | | .1 | 1 | 8 | | .2 | |
| 4-Book | 2 | 15 | | .2 | 4 | 25 | | .4 | 7 | 25 | .1 | .5 | 1 | 4 | | .1 | 1 | 7 | | .2 | |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 4 | 18 | | .4 | 10 | 49 | .1 | .7 | 7 | 26 | .1 | .7 | | | | | |
| 4-Book | 3 | 13 | | .4 | 9 | 22 | .1 | .9 | 9 | 38 | .1 | .6 | 8 | 26 | .1 | .7 | 8 | 22 | .1 | 1.1 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 8 | | .2 | 2 | 17 | | .2 | 14 | 32 | .1 | 1.0 | 5 | 52 | | .5 | | 9 | | | |
| 4-Book | 11 | 43 | .1 | 1.1 | 7 | 25 | .1 | .7 | 17 | 60 | .2 | 1.2 | 14 | 48 | .1 | 1.3 | 4 | 18 | .1 | .5 | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 33 | | .6 | 9 | 28 | .1 | 1.0 | 6 | 63 | .1 | .4 | 10 | 71 | .1 | 1.0 | | | | | |
| 4-Book | 9 | 48 | .1 | 1.0 | 4 | 20 | | .4 | 15 | 75 | .2 | 1.0 | 12 | 57 | .1 | 1.1 | 4 | 23 | | .6 | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 8 | | .2 | | | | | 4 | 15 | | .3 | 7 | 23 | .1 | .7 | 1 | 14 | | .2 | |
| 4-Book | 3 | 8 | | .3 | | 2 | | | 1 | 6 | | .1 | 3 | 10 | | .3 | 1 | 8 | | .2 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 818 | 2512 | 7.8 | | 899 | 2970 | 8.6 | | 1389 | 3968 | 13.2 | | 1030 | 3002 | 9.8 | | 552 | 1840 | 5.3 | | |
| 4-Book | 884 | 2605 | 8.4 | | 954 | 2887 | 9.1 | | 1471 | 4007 | 14.0 | | 1086 | 3010 | 10.3 | | 688 | 2038 | 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 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 |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 140 | 3716 | 1.5 | 8.4 | 368 | 2560 | 4.0 | 13.5 | 120 | 1536 | 1.3 | 5.0 | 161 | 1879 | 1.8 | 8.1 | 42 | 830 | .5 | 6.8 |
| FA '98 | 134 | 3211 | 1.5 | 7.8 | 301 | 2287 | 3.3 | 11.1 | 135 | 1245 | 1.5 | 5.5 | 179 | 1709 | 2.0 | 8.7 | 41 | 773 | .5 | 6.1 |
| SU '98 | 124 | 3293 | 1.4 | 7.1 | 298 | 2295 | 3.3 | 10.9 | 118 | 1242 | 1.3 | 4.8 | 146 | 1660 | 1.6 | 6.9 | 44 | 686 | .5 | 5.8 |
| SP '98 | 144 | 3452 | 1.6 | 8.5 | 355 | 2427 | 3.9 | 13.2 | 135 | 1216 | 1.5 | 5.6 | 188 | 1837 | 2.1 | 9.2 | 52 | 835 | .6 | 7.5 |
| 4-Book | 136 | 3418 | 1.5 | 8.0 | 331 | 2392 | 3.6 | 12.2 | 127 | 1310 | 1.4 | 5.2 | 169 | 1771 | 1.9 | 8.2 | 45 | 781 | .5 | 6.6 |
| WI '98 | 132 | 3356 | 1.5 | 7.6 | 325 | 2331 | 3.6 | 11.5 | 114 | 1139 | 1.3 | 4.8 | 158 | 1689 | 1.8 | 7.6 | 50 | 777 | .6 | 7.0 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 81 | 1338 | .9 | 4.9 | 117 | 668 | 1.3 | 4.3 | 125 | 551 | 1.4 | 5.2 | 100 | 635 | 1.1 | 5.0 | 38 | 386 | .4 | 6.2 |
| FA '98 | 77 | 1174 | .8 | 4.5 | 95 | 568 | 1.0 | 3.5 | 141 | 585 | 1.5 | 5.7 | 90 | 589 | 1.0 | 4.4 | 29 | 300 | .3 | 4.3 |
| SU '98 | 78 | 1212 | .9 | 4.5 | 112 | 617 | 1.2 | 4.1 | 128 | 576 | 1.4 | 5.2 | 99 | 670 | 1.1 | 4.7 | 34 | 348 | .4 | 4.5 |
| SP '98 | 95 | 1307 | 1.1 | 5.6 | 119 | 633 | 1.3 | 4.4 | 176 | 594 | 2.0 | 7.2 | 126 | 842 | 1.4 | 6.2 | 33 | 373 | .4 | 4.8 |
| 4-Book | 83 | 1258 | .9 | 4.9 | 111 | 622 | 1.2 | 4.1 | 143 | 577 | 1.6 | 5.8 | 104 | 684 | 1.2 | 5.1 | 34 | 352 | .4 | 5.0 |
| WI '98 | 68 | 1275 | .8 | 3.9 | 110 | 649 | 1.2 | 3.9 | 100 | 556 | 1.1 | 4.2 | 77 | 659 | .9 | 3.7 | 31 | 370 | .3 | 4.4 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 147 | .1 | .4 | 7 | 46 | .1 | .3 | 4 | 41 | .1 | .2 | 4 | 35 | .1 | .2 | 4 | 19 | .1 | .7 |
| FA '98 | 7 | 156 | .1 | .4 | 13 | 50 | .1 | .5 | 6 | 68 | .1 | .2 | 2 | 59 | .1 | .1 | | | | |
| SU '98 | 4 | 123 | .2 | .2 | 3 | 28 | .1 | .1 | 1 | 18 | .1 | .1 | 3 | 22 | .1 | .1 | 2 | 32 | .1 | .3 |
| SP '98 | 10 | 166 | .1 | .6 | 19 | 84 | .2 | .7 | 10 | 27 | .1 | .4 | 10 | 50 | .1 | .5 | 1 | 27 | .1 | .1 |
| 4-Book | 7 | 148 | .1 | .4 | 11 | 52 | .1 | .4 | 5 | 39 | .1 | .2 | 5 | 42 | .1 | .2 | 2 | 20 | .1 | .3 |
| WI '98 | 11 | 178 | .1 | .6 | 18 | 63 | .2 | .6 | 4 | 33 | .1 | .2 | 8 | 41 | .1 | .4 | 8 | 55 | .1 | 1.1 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 99 | 906 | 1.1 | 6.0 | 143 | 507 | 1.6 | 5.3 | 144 | 565 | 1.6 | 6.0 | 106 | 549 | 1.2 | 5.3 | 48 | 273 | .5 | 7.8 |
| FA '98 | 90 | 876 | 1.0 | 5.2 | 150 | 580 | 1.6 | 5.5 | 101 | 404 | 1.1 | 4.1 | 91 | 517 | 1.0 | 4.4 | 51 | 305 | .6 | 7.6 |
| SU '98 | 120 | 1043 | 1.3 | 6.9 | 197 | 602 | 2.2 | 7.2 | 143 | 509 | 1.6 | 5.8 | 130 | 517 | 1.4 | 6.1 | 78 | 429 | .9 | 10.2 |
| SP '98 | 125 | 1097 | 1.4 | 7.3 | 159 | 646 | 1.8 | 5.9 | 140 | 553 | 1.6 | 5.8 | 134 | 636 | 1.5 | 6.6 | 93 | 513 | 1.0 | 13.5 |
| 4-Book | 109 | 981 | 1.2 | 6.4 | 162 | 584 | 1.8 | 6.0 | 132 | 508 | 1.5 | 5.4 | 115 | 555 | 1.3 | 5.6 | 68 | 380 | .8 | 9.8 |
| WI '98 | 106 | 892 | 1.2 | 6.1 | 172 | 616 | 1.9 | 6.1 | 110 | 458 | 1.2 | 4.6 | 96 | 518 | 1.1 | 4.6 | 95 | 491 | 1.1 | 13.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 131 | .1 | .4 | 16 | 102 | .2 | .6 | 3 | 40 | .1 | .1 | 6 | 50 | .1 | .3 | 6 | 32 | .1 | 1.0 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 11 | 213 | .1 | .6 | 28 | 130 | .3 | 1.0 | 4 | 49 | .2 | .2 | 21 | 99 | .2 | 1.0 | 6 | 54 | .1 | .8 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 197 | .2 | 1.3 | 25 | 104 | .3 | .9 | 32 | 126 | .4 | 1.3 | 30 | 129 | .3 | 1.5 | 10 | 41 | .1 | 1.6 |
| FA '98 | 12 | 163 | .1 | .7 | 14 | 71 | .2 | .5 | 19 | 64 | .2 | .8 | 14 | 62 | .2 | .7 | 1 | 23 | .1 | .1 |
| SU '98 | 15 | 178 | .2 | .9 | 26 | 91 | .3 | .9 | 38 | 139 | .4 | 1.5 | 9 | 44 | .1 | .4 | 2 | 29 | .1 | .3 |
| SP '98 | 15 | 195 | .2 | .9 | 19 | 87 | .2 | .7 | 24 | 97 | .3 | 1.0 | 14 | 49 | .2 | .7 | 6 | 58 | .1 | .9 |
| 4-Book | 16 | 183 | .2 | 1.0 | 21 | 88 | .3 | .8 | 28 | 107 | .3 | 1.2 | 17 | 71 | .2 | .8 | 5 | 38 | .1 | .7 |
| WI '98 | 18 | 208 | .2 | 1.0 | 17 | 103 | .2 | .6 | 36 | 107 | .4 | 1.5 | 20 | 82 | .2 | 1.0 | 4 | 43 | .1 | .6 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 687 | .3 | 1.7 | 35 | 248 | .4 | 1.3 | 52 | 295 | .6 | 2.2 | 36 | 254 | .4 | 1.8 | 4 | 144 | .1 | .7 |
| FA '98 | 44 | 682 | .5 | 2.6 | 64 | 298 | .7 | 2.4 | 88 | 299 | 1.0 | 3.6 | 60 | 360 | .7 | 2.9 | 11 | 136 | .1 | 1.6 |
| SU '98 | 22 | 623 | .2 | 1.3 | 29 | 210 | .3 | 1.1 | 27 | 153 | .3 | 1.1 | 27 | 313 | .3 | 1.3 | 13 | 204 | .1 | 1.7 |
| SP '98 | 34 | 670 | .4 | 2.0 | 34 | 253 | .4 | 1.3 | 51 | 261 | .6 | 2.1 | 47 | 316 | .5 | 2.3 | 23 | 156 | .3 | 3.3 |
| 4-Book | 32 | 666 | .4 | 1.9 | 41 | 252 | .5 | 1.5 | 55 | 252 | .6 | 2.3 | 43 | 311 | .5 | 2.1 | 13 | 160 | .1 | 1.8 |
| WI '98 | 33 | 666 | .4 | 1.9 | 43 | 321 | .5 | 1.5 | 47 | 267 | .5 | 2.0 | 43 | 340 | .5 | 2.1 | 13 | 192 | .1 | 1.8 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 132 | 2060 | 1.4 | 7.9 | 243 | 1157 | 2.7 | 8.9 | 177 | 1062 | 1.9 | 7.4 | 181 | 1265 | 2.0 | 9.1 | 51 | 678 | .6 | 8.3 |
| FA '98 | 103 | 1735 | 1.1 | 6.0 | 209 | 1093 | 2.3 | 7.7 | 143 | 771 | 1.6 | 5.8 | 141 | 1075 | 1.5 | 6.9 | 37 | 585 | .4 | 5.5 |
| SU '98 | 94 | 1312 | 1.0 | 5.4 | 183 | 793 | 2.0 | 6.7 | 135 | 662 | 1.5 | 5.5 | 129 | 873 | 1.4 | 6.1 | 32 | 352 | .4 | 4.2 |
| SP '98 | 91 | 1477 | 1.0 | 5.3 | 208 | 1046 | 2.3 | 7.7 | 122 | 726 | 1.4 | 5.0 | 114 | 869 | 1.3 | 5.6 | 24 | 388 | .3 | 3.5 |
| 4-Book | 105 | 1646 | 1.1 | 6.2 | 211 | 1022 | 2.3 | 7.8 | 144 | 805 | 1.6 | 5.9 | 141 | 1021 | 1.6 | 6.9 | 36 | 501 | .4 | 5.4 |
| WI '98 | 126 | 2058 | 1.4 | 7.3 | 245 | 1249 | 2.7 | 8.7 | 158 | 1112 | 1.8 | 6.6 | 190 | 1392 | 2.1 | 9.2 | 42 | 581 | .5 | 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 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 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 102 | 1278 | 1.1 | 6.1 | 107 | 611 | 1.2 | 3.9 | 148 | 685 | 1.6 | 6.2 | 147 | 817 | 1.6 | 7.4 | 48 | 434 | .5 | 7.8 |
| FA '98 | 105 | 1339 | 1.2 | 6.1 | 103 | 625 | 1.1 | 3.8 | 165 | 681 | 1.8 | 6.7 | 150 | 835 | 1.6 | 7.3 | 47 | 469 | .5 | 7.0 |
| SU '98 | 107 | 1394 | 1.2 | 6.1 | 111 | 676 | 1.2 | 4.0 | 171 | 710 | 1.9 | 7.0 | 138 | 882 | 1.5 | 6.5 | 64 | 499 | .7 | 8.4 |
| SP '98 | 109 | 1425 | 1.2 | 6.4 | 101 | 558 | 1.1 | 3.7 | 164 | 600 | 1.8 | 6.7 | 135 | 847 | 1.5 | 6.6 | 66 | 627 | .7 | 9.6 |
| 4-Book | 106 | 1359 | 1.2 | 6.2 | 106 | 618 | 1.2 | 3.9 | 162 | 669 | 1.8 | 6.7 | 143 | 845 | 1.6 | 7.0 | 56 | 507 | .6 | 8.2 |
| WI '98 | 126 | 1441 | 1.4 | 7.3 | 131 | 715 | 1.5 | 4.6 | 195 | 650 | 2.2 | 8.2 | 171 | 914 | 1.9 | 8.2 | 64 | 538 | .7 | 9.0 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 92 | 1294 | 1.0 | 5.5 | 106 | 652 | 1.2 | 3.9 | 174 | 735 | 1.9 | 7.2 | 115 | 848 | 1.3 | 5.8 | 24 | 392 | .3 | 3.9 |
| FA '98 | 95 | 1501 | 1.0 | 5.5 | 123 | 674 | 1.4 | 4.5 | 161 | 760 | 1.8 | 6.5 | 126 | 931 | 1.4 | 6.2 | 38 | 421 | .4 | 5.6 |
| SU '98 | 88 | 1345 | 1.0 | 5.0 | 106 | 689 | 1.2 | 3.9 | 158 | 662 | 1.8 | 6.4 | 115 | 876 | 1.3 | 5.4 | 40 | 347 | .4 | 5.3 |
| SP '98 | 91 | 1237 | 1.0 | 5.3 | 100 | 646 | 1.1 | 3.7 | 159 | 656 | 1.8 | 6.5 | 117 | 815 | 1.3 | 5.7 | 35 | 463 | .4 | 5.1 |
| 4-Book | 92 | 1344 | 1.0 | 5.3 | 109 | 665 | 1.2 | 4.0 | 163 | 703 | 1.8 | 6.7 | 118 | 868 | 1.3 | 5.8 | 34 | 406 | .4 | 5.0 |
| WI '98 | 96 | 1453 | 1.1 | 5.5 | 121 | 630 | 1.3 | 4.3 | 176 | 726 | 2.0 | 7.4 | 117 | 946 | 1.3 | 5.6 | 28 | 440 | .3 | 3.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 79 | 1074 | .9 | 4.8 | 119 | 545 | 1.3 | 4.4 | 137 | 564 | 1.5 | 5.7 | 95 | 641 | 1.0 | 4.8 | 24 | 248 | .3 | 3.9 |
| FA '98 | 72 | 1343 | .8 | 4.2 | 111 | 702 | 1.2 | 4.1 | 130 | 629 | 1.4 | 5.3 | 78 | 756 | .9 | 3.8 | 26 | 326 | .3 | 3.9 |
| SU '98 | 87 | 1262 | 1.0 | 5.0 | 125 | 659 | 1.4 | 4.6 | 144 | 537 | 1.6 | 5.9 | 114 | 806 | 1.3 | 5.4 | 27 | 357 | .3 | 3.5 |
| SP '98 | 79 | 1128 | .9 | 4.6 | 136 | 543 | 1.5 | 5.0 | 143 | 601 | 1.6 | 5.9 | 78 | 626 | .9 | 3.8 | 12 | 205 | .1 | 1.7 |
| 4-Book | 79 | 1202 | .9 | 4.7 | 123 | 612 | 1.4 | 4.5 | 139 | 583 | 1.5 | 5.7 | 91 | 707 | 1.0 | 4.5 | 22 | 284 | .3 | 3.3 |
| WI '98 | 66 | 1128 | .7 | 3.8 | 101 | 516 | 1.1 | 3.6 | 113 | 562 | 1.3 | 4.7 | 77 | 669 | .9 | 3.7 | 24 | 299 | .3 | 3.4 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 4 | 26 | .2 | | * 3 | 22 | .1 | | 5 | 15 | .1 | .2 | * 4 | 15 | .2 | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 7 | 64 | .1 | .4 | 4 | 34 | .1 | | 6 | 44 | .1 | .2 | 5 | 30 | .1 | .2 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 125 | 1815 | 1.4 | 7.5 | 164 | 863 | 1.8 | 6.0 | 181 | 783 | 2.0 | 7.5 | 144 | 1001 | 1.6 | 7.2 | 49 | 484 | .5 | 8.0 |
| FA '98 | 140 | 1853 | 1.5 | 8.1 | 164 | 873 | 1.8 | 6.0 | 233 | 915 | 2.6 | 9.4 | 147 | 1051 | 1.6 | 7.2 | 55 | 581 | .6 | 8.2 |
| SU '98 | 137 | 2001 | 1.5 | 7.8 | 195 | 1011 | 2.2 | 7.1 | 201 | 830 | 2.2 | 8.2 | 165 | 1152 | 1.8 | 7.8 | 49 | 597 | .5 | 6.4 |
| SP '98 | 149 | 2049 | 1.7 | 8.8 | 194 | 972 | 2.2 | 7.2 | 250 | 924 | 2.8 | 10.3 | 193 | 1110 | 2.1 | 9.5 | 50 | 643 | .6 | 7.3 |
| 4-Book | 138 | 1930 | 1.5 | 8.1 | 179 | 930 | 2.0 | 6.6 | 216 | 863 | 2.4 | 8.9 | 162 | 1079 | 1.8 | 7.9 | 51 | 576 | .6 | 7.5 |
| WI '98 | 106 | 1741 | 1.2 | 6.1 | 145 | 893 | 1.6 | 5.1 | 139 | 651 | 1.5 | 5.8 | 131 | 1006 | 1.5 | 6.3 | 36 | 493 | .4 | 5.1 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 369 | .3 | 1.5 | 34 | 190 | .4 | 1.3 | 43 | 171 | .5 | 1.8 | 35 | 209 | .4 | 1.8 | 8 | 76 | .1 | 1.3 |
| FA '98 | 37 | 374 | .4 | 2.1 | 57 | 203 | .6 | 2.1 | 66 | 204 | .7 | 2.7 | 33 | 142 | .4 | 1.6 | 12 | 81 | .1 | 1.8 |
| SU '98 | 25 | 380 | .3 | 1.4 | 35 | 149 | .4 | 1.3 | 36 | 160 | .4 | 1.5 | 25 | 175 | .3 | 1.2 | 5 | 100 | .1 | .7 |
| SP '98 | 24 | 343 | .3 | 1.4 | 34 | 206 | .4 | 1.3 | 31 | 197 | .3 | 1.3 | 25 | 169 | .3 | 1.2 | 10 | 87 | .1 | 1.5 |
| 4-Book | 28 | 367 | .3 | 1.6 | 40 | 187 | .5 | 1.5 | 44 | 183 | .5 | 1.8 | 30 | 174 | .4 | 1.5 | 9 | 86 | .1 | 1.3 |
| WI '98 | 30 | 493 | .3 | 1.7 | 57 | 268 | .6 | 2.0 | 38 | 244 | .4 | 1.6 | 34 | 296 | .4 | 1.6 | 11 | 148 | .1 | 1.5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 223 | .1 | .8 | 13 | 70 | .1 | .5 | 15 | 112 | .2 | .6 | 19 | 112 | .2 | 1.0 | 15 | 90 | .2 | 2.4 |
| FA '98 | 13 | 320 | .1 | .8 | 14 | 140 | .2 | .5 | 12 | 97 | .1 | .5 | 18 | 203 | .2 | .9 | 12 | 104 | .1 | 1.8 |
| SU '98 | 15 | 193 | .2 | .9 | 12 | 86 | .1 | .4 | 24 | 113 | .3 | 1.0 | 18 | 115 | .2 | .9 | 8 | 60 | .1 | 1.1 |
| SP '98 | 6 | 176 | .1 | .4 | 8 | 98 | .1 | .3 | 5 | 82 | .1 | .2 | 15 | 122 | .2 | .7 | 4 | 74 | .1 | .6 |
| 4-Book | 12 | 228 | .1 | .7 | 12 | 99 | .1 | .4 | 14 | 101 | .2 | .6 | 18 | 138 | .2 | .9 | 10 | 82 | .1 | 1.5 |
| WI '98 | 12 | 255 | .1 | .7 | 27 | 143 | .3 | 1.0 | 8 | 80 | .1 | .3 | 18 | 153 | .2 | .9 | 9 | 69 | .1 | 1.3 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 737 | .4 | 2.0 | 63 | 349 | .7 | 2.3 | 41 | 298 | .5 | 1.7 | 50 | 309 | .5 | 2.5 | 15 | 84 | .2 | 2.4 |
| FA '98 | 28 | 580 | .3 | 1.6 | 57 | 243 | .6 | 2.1 | 37 | 186 | .4 | 1.5 | 28 | 213 | .3 | 1.4 | 4 | 77 | .1 | .6 |
| SU '98 | 40 | 832 | .4 | 2.3 | 71 | 279 | .8 | 2.6 | 27 | 209 | .3 | 1.1 | 51 | 313 | .6 | 2.4 | 30 | 301 | .3 | 3.9 |
| SP '98 | 27 | 787 | .3 | 1.6 | 58 | 286 | .6 | 2.2 | 21 | 216 | .2 | .9 | 17 | 216 | .2 | .8 | 28 | 312 | .3 | 4.1 |
| 4-Book | 32 | 734 | .4 | 1.9 | 62 | 289 | .7 | 2.3 | 32 | 227 | .4 | 1.3 | 37 | 263 | .4 | 1.8 | 19 | 194 | .2 | 2.8 |
| WI '98 | 33 | 689 | .4 | 1.9 | 102 | 329 | 1.1 | 3.6 | 31 | 225 | .3 | 1.3 | 25 | 300 | .3 | 1.2 | 13 | 148 | .1 | 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 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 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 339 | .2 | 1.1 | 28 | 151 | .3 | 1.0 | 31 | 108 | .3 | 1.3 | 27 | 216 | .3 | 1.4 | 2 | 68 | .3 | |
| FA '98 | 13 | 490 | .1 | .8 | 17 | 223 | .2 | .6 | 14 | 136 | .2 | .6 | 19 | 187 | .2 | .9 | 8 | 115 | .1 | |
| SU '98 | 28 | 525 | .3 | 1.6 | 35 | 238 | .4 | 1.3 | 42 | 227 | .5 | 1.7 | 42 | 270 | .5 | 2.0 | 10 | 114 | .1 | |
| SP '98 | 11 | 448 | .1 | .6 | 17 | 152 | .2 | .6 | 16 | 114 | .2 | .7 | 19 | 189 | .2 | .9 | 2 | 72 | .3 | |
| 4-Book | 18 | 451 | .2 | 1.0 | 24 | 191 | .3 | .9 | 26 | 146 | .3 | 1.1 | 27 | 216 | .3 | 1.3 | 6 | 92 | .1 | |
| WI '98 | 19 | 545 | .2 | 1.1 | 47 | 281 | .5 | 1.7 | 16 | 134 | .2 | .7 | 22 | 208 | .2 | 1.1 | 7 | 126 | .1 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 34 | .1 | .1 | 2 | 10 | .1 | .1 | | | | | 2 | 10 | .1 | .1 | 1 | 10 | .2 | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 24 | .1 | .1 | | | | | 1 | 4 | .1 | .1 | 1 | 14 | .1 | .1 | | | | |
| FA '98 | 9 | 75 | .1 | .5 | 8 | 57 | .1 | .3 | 12 | 21 | .1 | .5 | 9 | 39 | .1 | .4 | 4 | 8 | .6 | |
| SU '98 | 5 | 111 | .1 | .3 | 3 | 67 | .1 | .1 | 5 | 60 | .1 | .2 | 8 | 48 | .1 | .4 | 1 | 29 | .1 | |
| SP '98 | 11 | 96 | .1 | .6 | 13 | 60 | .1 | .5 | 22 | 68 | .2 | .9 | 14 | 60 | .2 | .7 | 1 | 15 | .1 | |
| 4-Book | 7 | 77 | .1 | .4 | 6 | 46 | .1 | .2 | 10 | 38 | .1 | .4 | 8 | 40 | .1 | .4 | 2 | 13 | .2 | |
| WI '98 | 5 | 43 | .1 | .3 | 11 | 35 | .1 | .4 | 6 | 43 | .1 | .3 | 6 | 23 | .1 | .3 | | | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 437 | .2 | 1.2 | 14 | 143 | .2 | .5 | 16 | 176 | .2 | .7 | 28 | 183 | .3 | 1.4 | 23 | 118 | .3 | |
| FA '98 | 37 | 620 | .4 | 2.1 | 33 | 221 | .4 | 1.2 | 45 | 276 | .5 | 1.8 | 53 | 298 | .6 | 2.6 | 30 | 217 | .3 | |
| SU '98 | 23 | 484 | .3 | 1.3 | 24 | 159 | .3 | .9 | 33 | 242 | .4 | 1.3 | 27 | 205 | .3 | 1.3 | 10 | 133 | .1 | |
| SP '98 | 31 | 479 | .3 | 1.8 | 35 | 150 | .4 | 1.3 | 37 | 236 | .4 | 1.5 | 34 | 223 | .4 | 1.7 | 22 | 135 | .2 | |
| 4-Book | 28 | 505 | .3 | 1.6 | 27 | 168 | .3 | 1.0 | 33 | 233 | .4 | 1.3 | 36 | 227 | .4 | 1.8 | 21 | 151 | .2 | |
| WI '98 | 22 | 513 | .2 | 1.3 | 30 | 185 | .3 | 1.1 | 30 | 220 | .3 | 1.3 | 21 | 168 | .2 | 1.0 | 14 | 103 | .2 | |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 5 | 126 | .1 | .3 | * 3 | 54 | .1 | .1 | 12 | 100 | .1 | .5 | * 3 | 36 | .1 | .2 | | | | |
| FA '98 | 7 | 133 | .1 | .4 | 5 | 26 | .1 | .2 | 10 | 63 | .1 | .4 | 6 | 26 | .1 | .3 | ** | ** | ** | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 73 | 1162 | .8 | 4.4 | 87 | 446 | 1.0 | 3.2 | 139 | 628 | 1.5 | 5.8 | 69 | 475 | .8 | 3.5 | 38 | 309 | .4 | |
| FA '98 | 78 | 1259 | .9 | 4.5 | 81 | 539 | .9 | 3.0 | 153 | 656 | 1.7 | 6.2 | 74 | 547 | .8 | 3.6 | 45 | 296 | .5 | |
| SU '98 | 69 | 1187 | .8 | 3.9 | 57 | 480 | .6 | 2.1 | 130 | 579 | 1.4 | 5.3 | 90 | 522 | 1.0 | 4.3 | 21 | 199 | .2 | |
| SP '98 | 65 | 1131 | .7 | 3.8 | 74 | 419 | .8 | 2.7 | 113 | 533 | 1.3 | 4.6 | 76 | 477 | .8 | 3.7 | 35 | 260 | .4 | |
| 4-Book | 71 | 1185 | .8 | 4.2 | 75 | 471 | .8 | 2.8 | 134 | 599 | 1.5 | 5.5 | 77 | 505 | .9 | 3.8 | 35 | 266 | .4 | |
| WI '98 | 90 | 1334 | 1.0 | 5.2 | 79 | 592 | .9 | 2.8 | 179 | 708 | 2.0 | 7.5 | 100 | 639 | 1.1 | 4.8 | 35 | 251 | .4 | |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 41 | .1 | .1 | 5 | 41 | .1 | .2 | 3 | 23 | .1 | .1 | 2 | 19 | .1 | .1 | 3 | 11 | .5 | |
| FA '98 | 1 | 25 | .1 | .1 | | 8 | .1 | .1 | 2 | 9 | .1 | .1 | | 9 | .1 | .1 | 1 | 9 | .1 | |
| SU '98 | 7 | 85 | .1 | .4 | 10 | 24 | .1 | .4 | 5 | 59 | .1 | .2 | 5 | 30 | .1 | .2 | 7 | 53 | .1 | |
| SP '98 | 7 | 102 | .1 | .4 | 8 | 40 | .1 | .3 | 16 | 85 | .2 | .7 | 9 | 57 | .1 | .4 | 1 | 19 | .1 | |
| 4-Book | 4 | 63 | .1 | .3 | 6 | 28 | .1 | .2 | 7 | 44 | .1 | .3 | 4 | 29 | .1 | .2 | 3 | 23 | .4 | |
| WI '98 | 3 | 74 | .1 | .2 | 6 | 59 | .1 | .2 | 6 | 44 | .1 | .3 | 1 | 26 | .1 | .2 | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 64 | 895 | .7 | 3.9 | 82 | 520 | .9 | 3.0 | 85 | 432 | .9 | 3.5 | 95 | 557 | 1.0 | 4.8 | 26 | 263 | .3 | |
| FA '98 | 84 | 1079 | .9 | 4.9 | 127 | 653 | 1.4 | 4.7 | 124 | 574 | 1.4 | 5.0 | 93 | 780 | 1.0 | 4.5 | 28 | 303 | .3 | |
| SU '98 | 117 | 1191 | 1.3 | 6.7 | 159 | 763 | 1.8 | 5.8 | 170 | 681 | 1.9 | 6.9 | 137 | 827 | 1.5 | 6.5 | 45 | 444 | .5 | |
| SP '98 | 98 | 1048 | 1.1 | 5.8 | 131 | 606 | 1.5 | 4.9 | 157 | 549 | 1.7 | 6.5 | 125 | 689 | 1.4 | 6.1 | 28 | 309 | .3 | |
| 4-Book | 91 | 1053 | 1.0 | 5.3 | 125 | 636 | 1.4 | 4.6 | 134 | 559 | 1.5 | 5.5 | 113 | 713 | 1.2 | 5.5 | 32 | 330 | .4 | |
| WI '98 | 96 | 1052 | 1.1 | 5.5 | 127 | 604 | 1.4 | 4.5 | 144 | 561 | 1.6 | 6.0 | 136 | 706 | 1.5 | 6.6 | 33 | 344 | .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 35-64

| Men 35-64 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|----|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 524 | .2 | 1.0 | 26 | 194 | .3 | 1.0 | 27 | 240 | .3 | 1.1 | 19 | 272 | .2 | 1.0 | 2 | 104 | .3 | |
| FA '98 | 15 | 426 | .2 | .9 | 21 | 182 | .2 | .8 | 16 | 131 | .2 | .6 | 22 | 270 | .2 | 1.1 | 7 | 148 | .1 | |
| SU '98 | 13 | 539 | .1 | .7 | 22 | 250 | .2 | .8 | 5 | 121 | .1 | .2 | 17 | 249 | .2 | .8 | 7 | 137 | .1 | |
| SP '98 | 29 | 567 | .3 | 1.7 | 47 | 306 | .5 | 1.7 | 46 | 188 | .5 | 1.9 | 37 | 294 | .4 | 1.8 | 8 | 144 | .1 | |
| 4-Book | 18 | 514 | .2 | 1.1 | 29 | 233 | .3 | 1.1 | 24 | 170 | .3 | 1.0 | 24 | 271 | .3 | 1.2 | 6 | 133 | .1 | |
| WI '98 | 24 | 498 | .3 | 1.4 | 25 | 219 | .3 | .9 | 45 | 209 | .5 | 1.9 | 31 | 280 | .3 | 1.5 | 10 | 126 | .1 | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 99 | 1465 | 1.1 | 6.0 | 413 | 1130 | 4.5 | 15.2 | 111 | 764 | 1.2 | 4.6 | 36 | 411 | .4 | 1.8 | 6 | 130 | .1 | |
| FA '98 | 103 | 1952 | 1.1 | 6.0 | 327 | 1180 | 3.6 | 12.0 | 108 | 735 | 1.2 | 4.4 | 48 | 438 | .5 | 2.3 | 20 | 216 | .2 | |
| SU '98 | 109 | 1620 | 1.2 | 6.2 | 370 | 1223 | 4.1 | 13.5 | 139 | 744 | 1.5 | 5.7 | 58 | 471 | .6 | 2.7 | 24 | 234 | .3 | |
| SP '98 | 71 | 1427 | .8 | 4.2 | 245 | 950 | 2.7 | 9.1 | 91 | 694 | 1.0 | 3.7 | 42 | 471 | .5 | 2.1 | 10 | 150 | .1 | |
| 4-Book | 96 | 1616 | 1.1 | 5.6 | 339 | 1121 | 3.7 | 12.5 | 112 | 734 | 1.2 | 4.6 | 46 | 448 | .5 | 2.2 | 15 | 183 | .2 | |
| WI '98 | 107 | 1630 | 1.2 | 6.2 | 382 | 1263 | 4.2 | 13.5 | 132 | 823 | 1.5 | 5.5 | 59 | 519 | .7 | 2.8 | 16 | 237 | .2 | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 656 | .3 | 1.4 | 48 | 315 | .5 | 1.8 | 31 | 262 | .3 | 1.3 | 27 | 308 | .3 | 1.4 | 7 | 111 | .1 | |
| FA '98 | 30 | 754 | .3 | 1.7 | 40 | 381 | .4 | 1.5 | 32 | 280 | .4 | 1.3 | 36 | 358 | .4 | 1.8 | 14 | 225 | .2 | |
| SU '98 | 37 | 691 | .4 | 2.1 | 41 | 303 | .5 | 1.5 | 56 | 216 | .6 | 2.3 | 54 | 433 | .6 | 2.6 | 14 | 194 | .2 | |
| SP '98 | 31 | 758 | .3 | 1.8 | 38 | 302 | .4 | 1.4 | 44 | 283 | .5 | 1.8 | 42 | 411 | .5 | 2.1 | 7 | 153 | .1 | |
| 4-Book | 31 | 715 | .3 | 1.8 | 42 | 325 | .5 | 1.6 | 41 | 260 | .5 | 1.7 | 40 | 378 | .5 | 2.0 | 11 | 171 | .2 | |
| WI '98 | 37 | 785 | .4 | 2.1 | 50 | 327 | .6 | 1.8 | 52 | 287 | .6 | 2.2 | 50 | 425 | .6 | 2.4 | 21 | 191 | .2 | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 117 | .1 | .4 | 11 | 70 | .1 | .4 | 6 | 53 | .1 | .2 | 7 | 55 | .1 | .4 | 2 | 33 | .3 | |
| FA '98 | 4 | 93 | .2 | .2 | 8 | 75 | .1 | .3 | 3 | 21 | .1 | .1 | 7 | 67 | .1 | .3 | 1 | 26 | .1 | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 195 | .1 | .6 | 13 | 70 | .1 | .5 | 19 | 66 | .2 | .8 | 12 | 104 | .1 | .6 | 4 | 62 | .7 | |
| FA '98 | 16 | 209 | .2 | .9 | 23 | 100 | .3 | .8 | 30 | 92 | .3 | 1.2 | 19 | 125 | .2 | .9 | 4 | 91 | .6 | |
| SU '98 | 5 | 110 | .1 | .3 | 2 | 18 | .1 | .1 | 4 | 29 | .2 | .2 | 11 | 73 | .1 | .5 | 8 | 27 | .1 | |
| SP '98 | 12 | 152 | .1 | .7 | 22 | 80 | .2 | .8 | 18 | 72 | .2 | .7 | 12 | 77 | .1 | .6 | 2 | 41 | .3 | |
| 4-Book | 11 | 167 | .1 | .6 | 15 | 67 | .2 | .6 | 18 | 65 | .2 | .7 | 14 | 95 | .1 | .7 | 5 | 55 | .7 | |
| WI '98 | 9 | 178 | .1 | .5 | 10 | 90 | .1 | .4 | 15 | 83 | .2 | .6 | 13 | 103 | .1 | .6 | 5 | 61 | .1 | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 345 | .3 | 1.4 | 45 | 206 | .5 | 1.7 | 41 | 132 | .5 | 1.7 | 34 | 209 | .4 | 1.7 | 5 | 62 | .1 | |
| FA '98 | 19 | 414 | .2 | 1.1 | 33 | 199 | .4 | 1.2 | 33 | 158 | .4 | 1.3 | 24 | 244 | .3 | 1.2 | 7 | 110 | .1 | |
| SU '98 | 23 | 352 | .3 | 1.3 | 32 | 172 | .4 | 1.2 | 28 | 150 | .3 | 1.1 | 46 | 229 | .5 | 2.2 | 13 | 94 | .1 | |
| SP '98 | 21 | 360 | .2 | 1.2 | 39 | 186 | .4 | 1.4 | 36 | 144 | .4 | 1.5 | 30 | 203 | .3 | 1.5 | 4 | 75 | .6 | |
| 4-Book | 22 | 368 | .3 | 1.3 | 37 | 191 | .4 | 1.4 | 35 | 146 | .4 | 1.4 | 34 | 221 | .4 | 1.7 | 7 | 85 | .1 | |
| WI '98 | 20 | 353 | .2 | 1.2 | 19 | 159 | .2 | .7 | 26 | 94 | .3 | 1.1 | 37 | 187 | .4 | 1.8 | 12 | 97 | .1 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 347 | .2 | 1.3 | 22 | 164 | .2 | .8 | 39 | 169 | .4 | 1.6 | 27 | 220 | .3 | 1.4 | 10 | 113 | .1 | |
| FA '98 | 16 | 390 | .2 | .9 | 17 | 197 | .2 | .6 | 38 | 191 | .4 | 1.5 | 17 | 192 | .2 | .8 | 2 | 60 | .3 | |
| SU '98 | 32 | 397 | .4 | 1.8 | 31 | 138 | .3 | 1.1 | 49 | 184 | .5 | 2.0 | 40 | 252 | .4 | 1.9 | 18 | 185 | .2 | |
| SP '98 | 18 | 366 | .2 | 1.1 | 14 | 165 | .2 | .5 | 28 | 175 | .3 | 1.2 | 22 | 201 | .2 | 1.1 | 10 | 110 | .1 | |
| 4-Book | 22 | 375 | .3 | 1.3 | 21 | 166 | .2 | .8 | 39 | 180 | .4 | 1.6 | 27 | 216 | .3 | 1.3 | 10 | 117 | .1 | |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 261 | .1 | .4 | 8 | 104 | .1 | .3 | 12 | 115 | .1 | .5 | 8 | 168 | .1 | .4 | 1 | 17 | .2 | |
| FA '98 | 8 | 357 | .1 | .5 | 12 | 164 | .1 | .4 | 6 | 105 | .1 | .2 | 14 | 186 | .2 | .7 | 1 | 48 | .1 | |
| SU '98 | 8 | 289 | .1 | .5 | 12 | 97 | .1 | .4 | 11 | 103 | .1 | .4 | 8 | 122 | .1 | .4 | 5 | 109 | .1 | |
| SP '98 | 12 | 319 | .1 | .7 | 27 | 157 | .3 | 1.0 | 13 | 98 | .1 | .5 | 16 | 149 | .2 | .8 | 5 | 111 | .1 | |
| 4-Book | 9 | 307 | .1 | .5 | 15 | 131 | .2 | .5 | 11 | 105 | .1 | .4 | 12 | 156 | .2 | .6 | 3 | 71 | .1 | |
| WI '98 | 8 | 291 | .1 | .5 | 7 | 92 | .1 | .2 | 7 | 100 | .1 | .3 | 13 | 126 | .1 | .6 | 4 | 47 | .6 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Men 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 211 | .1 | .4 | 5 | 44 | .1 | .2 | 9 | 113 | .1 | .4 | 9 | 91 | .1 | .5 | 1 | 17 | .2 |
| FA '98 | 7 | 121 | .1 | .4 | 6 | 48 | .1 | .2 | 4 | 33 | .2 | .2 | 13 | 66 | .1 | .6 | 1 | 48 | .1 |
| SU '98 | 4 | 102 | .2 | .2 | 3 | 33 | .1 | .1 | 5 | 59 | .1 | .2 | 5 | 52 | .1 | .2 | | 20 | |
| SP '98 | 8 | 222 | .1 | .5 | 5 | 63 | .1 | .2 | 13 | 96 | .1 | .5 | 10 | 126 | .1 | .5 | 6 | 66 | .1 |
| 4-Book | 6 | 164 | .1 | .4 | 5 | 47 | .1 | .2 | 8 | 75 | .1 | .3 | 9 | 84 | .1 | .5 | 2 | 38 | .3 |
| WI '98 | 12 | 205 | .1 | .7 | 5 | 96 | .1 | .2 | 14 | 95 | .2 | .6 | 18 | 148 | .2 | .9 | 4 | 62 | .6 |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1661 | 8803 | 18.2 | | 2720 | 7934 | 29.9 | | 2405 | 6590 | 26.4 | | 1996 | 7501 | 21.9 | | 615 | 4477 | 6.8 |
| FA '98 | 1722 | 8870 | 18.9 | | 2721 | 8064 | 29.9 | | 2474 | 6629 | 27.2 | | 2048 | 7731 | 22.5 | | 673 | 4815 | 7.4 |
| SU '98 | 1750 | 8796 | 19.4 | | 2743 | 7822 | 30.5 | | 2452 | 6375 | 27.3 | | 2114 | 7689 | 23.5 | | 761 | 5013 | 8.5 |
| SP '98 | 1701 | 8709 | 18.9 | | 2697 | 7867 | 30.0 | | 2432 | 6413 | 27.0 | | 2039 | 7574 | 22.7 | | 689 | 4693 | 7.7 |
| 4-Book | 1709 | 8795 | 18.9 | | 2720 | 7922 | 30.1 | | 2441 | 6502 | 27.0 | | 2049 | 7624 | 22.7 | | 685 | 4750 | 7.6 |
| WI '98 | 1731 | 8750 | 19.2 | | 2826 | 7956 | 31.4 | | 2388 | 6419 | 26.5 | | 2074 | 7609 | 23.0 | | 710 | 4951 | 7.9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

| 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 '99 | 209 | 3455 | 2.3 | 8.8 | 85 | 1953 | .9 | 7.8 | 224 | 1019 | 2.5 | 16.1 | 97 | 571 | 1.1 | 5.3 | 44 | 295 | .5 | 3.5 |
| 4-Book | 202 | 3149 | 2.2 | 8.4 | 79 | 1791 | .9 | 6.8 | 201 | 910 | 2.3 | 14.7 | 83 | 467 | .9 | 4.3 | 52 | 298 | .6 | 3.9 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 115 | 1068 | 1.3 | 4.8 | 51 | 698 | .6 | 4.7 | 82 | 214 | .9 | 5.9 | 79 | 307 | .9 | 4.4 | 50 | 188 | .5 | 4.0 |
| 4-Book | 121 | 1037 | 1.4 | 5.0 | 49 | 628 | .6 | 4.2 | 64 | 192 | .7 | 4.7 | 89 | 283 | 1.0 | 4.7 | 56 | 192 | .6 | 4.3 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 80 | .1 | .2 | 13 | 112 | .1 | 1.2 | 2 | 12 | .1 | .1 | 5 | 12 | .1 | .3 | 3 | 7 | .1 | .2 |
| 4-Book | 7 | 88 | .1 | .3 | 11 | 112 | .1 | 1.0 | 1 | 5 | .1 | .1 | 5 | 16 | .1 | .3 | 4 | 12 | .1 | .3 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 132 | 784 | 1.4 | 5.6 | 76 | 583 | .8 | 7.0 | 95 | 244 | 1.0 | 6.8 | 120 | 324 | 1.3 | 6.6 | 87 | 206 | 1.0 | 7.0 |
| 4-Book | 136 | 843 | 1.5 | 5.7 | 88 | 645 | 1.0 | 7.6 | 88 | 234 | 1.0 | 6.5 | 132 | 304 | 1.5 | 6.9 | 108 | 234 | 1.2 | 8.2 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 119 | .1 | .3 | 5 | 52 | .1 | .5 | 10 | 22 | .1 | .7 | 7 | 9 | .1 | .4 | 7 | 15 | .1 | .6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 179 | .3 | 1.2 | 19 | 102 | .2 | 1.8 | 12 | 34 | .1 | .9 | 42 | 60 | .5 | 2.3 | 36 | 44 | .4 | 2.9 |
| 4-Book | 22 | 141 | .3 | .9 | 13 | 115 | .2 | 1.2 | 8 | 24 | .1 | .6 | 27 | 47 | .3 | 1.4 | 18 | 30 | .2 | 1.4 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 505 | .5 | 1.8 | 18 | 410 | .2 | 1.7 | 10 | 83 | .1 | .7 | 33 | 193 | .4 | 1.8 | 15 | 92 | .2 | 1.2 |
| 4-Book | 47 | 511 | .5 | 2.0 | 18 | 317 | .2 | 1.6 | 18 | 70 | .2 | 1.3 | 31 | 135 | .4 | 1.7 | 25 | 93 | .3 | 1.9 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 199 | 1775 | 2.2 | 8.4 | 69 | 1081 | .8 | 6.4 | 112 | 367 | 1.2 | 8.0 | 116 | 456 | 1.3 | 6.4 | 80 | 282 | .9 | 6.4 |
| 4-Book | 164 | 1482 | 1.8 | 6.8 | 47 | 717 | .5 | 4.2 | 75 | 253 | .8 | 5.5 | 87 | 321 | 1.0 | 4.6 | 43 | 161 | .5 | 3.3 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 135 | 1066 | 1.5 | 5.7 | 81 | 871 | .9 | 7.5 | 71 | 257 | .8 | 5.1 | 115 | 322 | 1.3 | 6.3 | 154 | 347 | 1.7 | 12.4 |
| 4-Book | 139 | 1110 | 1.5 | 5.8 | 81 | 822 | .9 | 7.1 | 62 | 202 | .7 | 4.5 | 128 | 314 | 1.5 | 6.6 | 131 | 345 | 1.5 | 10.1 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 135 | 1106 | 1.5 | 5.7 | 62 | 776 | .7 | 5.7 | 60 | 268 | .7 | 4.3 | 158 | 442 | 1.7 | 8.7 | 87 | 306 | 1.0 | 7.0 |
| 4-Book | 133 | 1164 | 1.5 | 5.5 | 58 | 720 | .6 | 5.0 | 56 | 211 | .6 | 4.1 | 117 | 341 | 1.3 | 6.1 | 78 | 247 | .9 | 6.0 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 119 | 892 | 1.3 | 5.0 | 46 | 562 | .5 | 4.2 | 79 | 279 | .9 | 5.7 | 92 | 273 | 1.0 | 5.1 | 58 | 218 | .6 | 4.7 |
| 4-Book | 119 | 1005 | 1.3 | 5.0 | 47 | 609 | .5 | 4.1 | 63 | 220 | .7 | 4.6 | 108 | 329 | 1.2 | 5.6 | 57 | 210 | .6 | 4.4 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 4 | 22 | .2 | .2 | * 3 | 26 | .3 | .3 | * 5 | 8 | .1 | .4 | | | | | * 3 | 7 | .2 | .2 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 164 | 1385 | 1.8 | 6.9 | 109 | 1204 | 1.2 | 10.1 | 85 | 299 | .9 | 6.1 | 214 | 575 | 2.4 | 11.8 | 129 | 382 | 1.4 | 10.4 |
| 4-Book | 188 | 1515 | 2.1 | 7.8 | 107 | 1158 | 1.2 | 9.4 | 83 | 269 | .9 | 6.1 | 187 | 491 | 2.1 | 9.8 | 128 | 371 | 1.4 | 9.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 304 | .4 | 1.6 | 14 | 146 | .2 | 1.3 | 12 | 57 | .1 | .9 | 23 | 54 | .3 | 1.3 | 15 | 39 | .2 | 1.2 |
| 4-Book | 38 | 299 | .4 | 1.6 | 22 | 210 | .3 | 1.9 | 34 | 93 | .4 | 2.5 | 37 | 92 | .4 | 1.9 | 26 | 68 | .3 | 2.0 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 185 | .2 | .7 | 5 | 77 | .1 | .5 | 5 | 17 | .1 | .4 | 13 | 27 | .1 | .7 | 10 | 38 | .1 | .8 |
| 4-Book | 15 | 197 | .2 | .6 | 8 | 96 | .1 | .7 | 4 | 14 | .1 | .3 | 21 | 51 | .2 | 1.1 | 11 | 36 | .1 | .8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 51 | 626 | .6 | 2.1 | 17 | 220 | .2 | 1.6 | 12 | 36 | .1 | .9 | 23 | 50 | .3 | 1.3 | 4 | 26 | .1 | .3 |
| 4-Book | 43 | 520 | .5 | 1.8 | 22 | 290 | .3 | 1.9 | 10 | 26 | .1 | .7 | 31 | 75 | .4 | 1.6 | 17 | 55 | .2 | 1.3 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 280 | .3 | 1.2 | 12 | 170 | .1 | 1.1 | 10 | 28 | .1 | .7 | 19 | 60 | .2 | 1.0 | 9 | 46 | .1 | .7 |
| 4-Book | 26 | 348 | .3 | 1.1 | 12 | 229 | .1 | 1.0 | 12 | 44 | .2 | .9 | 26 | 100 | .3 | 1.3 | 17 | 64 | .2 | 1.3 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

| | 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 10 | | | 5 | 34 | .1 | .5 | 3 | 10 | | .2 | 28 | 34 | .3 | 1.5 | 6 | 24 | .1 | .5 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 14 | | | 3 | 20 | | .3 | 10 | 20 | .1 | .7 | 3 | 10 | | .2 | 5 | 10 | .1 | .4 |
| 4-Book | 8 | 64 | .1 | .3 | 7 | 64 | .1 | .6 | 10 | 26 | .1 | .7 | 11 | 24 | .1 | .6 | 8 | 19 | .1 | .6 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 299 | .2 | .8 | 21 | 255 | .2 | 1.9 | 18 | 58 | .2 | 1.3 | 39 | 90 | .4 | 2.1 | 40 | 106 | .4 | 3.2 |
| 4-Book | 32 | 364 | .4 | 1.3 | 26 | 279 | .3 | 2.2 | 19 | 52 | .2 | 1.4 | 38 | 105 | .4 | 2.0 | 45 | 102 | .5 | 3.5 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 7 | 118 | .1 | .3 | * 1 | 27 | | .1 | * 2 | 16 | | .1 | 1 | 9 | | .1 | * | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 102 | 918 | 1.1 | 4.3 | 47 | 556 | .5 | 4.3 | 80 | 205 | .9 | 5.7 | 32 | 133 | .4 | 1.8 | 14 | 61 | .2 | 1.1 |
| 4-Book | 98 | 939 | 1.1 | 4.1 | 49 | 548 | .5 | 4.2 | 68 | 176 | .7 | 4.9 | 48 | 156 | .5 | 2.5 | 21 | 69 | .3 | 1.6 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 41 | | .1 | 1 | 23 | | .1 | 1 | 11 | | .1 | 2 | 11 | | .1 | | | | |
| 4-Book | 5 | 55 | .1 | .2 | 4 | 34 | .1 | .3 | 5 | 17 | .1 | .4 | 9 | 22 | .1 | .5 | 3 | 7 | | .2 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 736 | 1.0 | 3.7 | 49 | 501 | .5 | 4.5 | 72 | 191 | .8 | 5.2 | 83 | 252 | .9 | 4.6 | 49 | 161 | .5 | 3.9 |
| 4-Book | 124 | 936 | 1.4 | 5.2 | 71 | 648 | .8 | 6.1 | 88 | 255 | 1.0 | 6.5 | 133 | 325 | 1.5 | 6.9 | 96 | 261 | 1.1 | 7.2 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 417 | .3 | 1.0 | 9 | 204 | .1 | .8 | 8 | 35 | .1 | .6 | 13 | 105 | .1 | .7 | 16 | 70 | .2 | 1.3 |
| 4-Book | 26 | 392 | .3 | 1.1 | 13 | 245 | .2 | 1.2 | 11 | 50 | .1 | .8 | 24 | 105 | .3 | 1.2 | 24 | 83 | .3 | 1.8 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 181 | 1403 | 2.0 | 7.6 | 16 | 321 | .2 | 1.5 | 15 | 49 | .2 | 1.1 | 22 | 117 | .2 | 1.2 | 27 | 127 | .3 | 2.2 |
| 4-Book | 162 | 1398 | 1.8 | 6.7 | 32 | 523 | .4 | 2.7 | 30 | 114 | .4 | 2.2 | 42 | 163 | .5 | 2.2 | 26 | 108 | .3 | 2.0 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 522 | .4 | 1.5 | 16 | 356 | .2 | 1.5 | 16 | 73 | .2 | 1.1 | 38 | 146 | .4 | 2.1 | 16 | 97 | .2 | 1.3 |
| 4-Book | 41 | 552 | .5 | 1.7 | 26 | 380 | .3 | 2.3 | 21 | 95 | .2 | 1.6 | 59 | 161 | .6 | 3.0 | 42 | 122 | .5 | 3.2 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 100 | .1 | .3 | 8 | 74 | .1 | .7 | 8 | 16 | .1 | .6 | 14 | 35 | .2 | .8 | 19 | 45 | .2 | 1.5 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 147 | .2 | .6 | 4 | 92 | | .4 | 5 | 34 | .1 | .4 | 5 | 17 | .1 | .3 | 18 | 53 | .2 | 1.5 |
| 4-Book | 16 | 124 | .2 | .7 | 6 | 72 | .1 | .5 | 4 | 21 | .1 | .3 | 15 | 31 | .2 | .8 | 10 | 27 | .1 | .8 |
| WKKW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 287 | .4 | 1.7 | 6 | 118 | .1 | .6 | 16 | 47 | .2 | 1.1 | 6 | 45 | .1 | .3 | 1 | 9 | | .1 |
| 4-Book | 35 | 319 | .4 | 1.5 | 7 | 122 | .1 | .6 | 11 | 40 | .1 | .8 | 9 | 45 | .1 | .5 | 5 | 19 | .1 | .3 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 283 | .3 | 1.3 | 16 | 177 | .2 | 1.5 | 16 | 42 | .2 | 1.1 | 44 | 105 | .5 | 2.4 | 23 | 78 | .3 | 1.9 |
| 4-Book | 30 | 302 | .3 | 1.2 | 18 | 215 | .2 | 1.6 | 18 | 49 | .2 | 1.3 | 37 | 109 | .4 | 1.9 | 21 | 71 | .2 | 1.6 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 218 | .1 | .4 | 5 | 112 | .1 | .5 | 1 | 8 | | .1 | 14 | 59 | .2 | .8 | 7 | 50 | .1 | .6 |
| 4-Book | 12 | 224 | .1 | .5 | 7 | 143 | .1 | .6 | 5 | 23 | | .3 | 16 | 58 | .2 | .8 | 9 | 42 | .1 | .7 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 177 | .1 | .3 | 6 | 104 | .1 | .6 | 3 | 8 | | .2 | 6 | 35 | .1 | .3 | 4 | 25 | | .3 |
| 4-Book | 7 | 132 | .1 | .3 | 7 | 105 | .1 | .6 | 4 | 17 | | .3 | 9 | 33 | .1 | .5 | 7 | 39 | .1 | .6 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2377 | 8698 | 26.1 | | 1083 | 7267 | 11.9 | | 1394 | 3930 | 15.3 | | 1814 | 4741 | 19.9 | | 1241 | 3344 | 13.6 | |
| 4-Book | 2406 | 8681 | 26.6 | | 1152 | 7286 | 12.7 | | 1367 | 3812 | 15.1 | | 1921 | 4629 | 21.2 | | 1311 | 3377 | 14.5 | |

** 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

| | 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 '99 | 18 | 156 | .2 | 2.8 | 169 | 768 | 1.9 | 17.6 | 88 | 536 | 1.0 | 6.8 | 40 | 229 | .4 | 4.6 | 27 | 201 | .3 | 5.9 |
| 4-Book | 22 | 169 | .3 | 3.2 | 153 | 696 | 1.7 | 15.4 | 74 | 441 | .8 | 5.4 | 40 | 232 | .4 | 4.2 | 29 | 202 | .4 | 5.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 109 | .2 | 2.8 | 38 | 146 | .4 | 4.0 | 71 | 240 | .8 | 5.4 | 40 | 170 | .4 | 4.6 | 32 | 140 | .4 | 7.0 |
| 4-Book | 26 | 118 | .3 | 3.8 | 35 | 142 | .4 | 3.5 | 58 | 206 | .7 | 4.2 | 39 | 141 | .4 | 4.2 | 23 | 107 | .3 | 4.1 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 12 | .1 | .9 | 28 | 59 | .3 | 2.9 | 28 | 84 | .3 | 2.1 | 18 | 26 | .2 | 2.1 | 13 | 19 | .1 | 2.9 |
| 4-Book | 3 | 8 | .1 | .5 | 39 | 81 | .4 | 3.9 | 25 | 61 | .3 | 1.8 | 9 | 19 | .1 | 1.0 | 6 | 14 | .1 | 1.2 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 124 | .5 | 7.7 | 50 | 171 | .5 | 5.2 | 76 | 177 | .8 | 5.8 | 42 | 124 | .5 | 4.9 | 79 | 128 | .9 | 17.4 |
| 4-Book | 69 | 166 | .8 | 9.8 | 44 | 121 | .5 | 4.4 | 67 | 167 | .7 | 4.9 | 60 | 135 | .7 | 6.4 | 126 | 216 | 1.4 | 21.3 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 9 | .1 | .6 | 7 | 16 | .1 | .7 | 2 | 6 | .1 | .2 | 3 | 17 | .1 | .3 | 5 | 26 | .1 | 1.1 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 41 | .3 | 4.5 | 8 | 31 | .1 | .8 | 13 | 32 | .1 | 1.0 | 3 | 7 | .1 | .3 | 4 | 22 | .1 | .9 |
| 4-Book | 10 | 21 | .1 | 1.5 | 18 | 45 | .2 | 1.8 | 16 | 37 | .2 | 1.1 | 6 | 16 | .1 | .6 | 1 | 8 | .1 | .2 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 50 | .1 | 1.1 | 7 | 31 | .1 | .7 | 35 | 119 | .4 | 2.7 | 23 | 111 | .3 | 2.7 | 11 | 25 | .1 | 2.4 |
| 4-Book | 12 | 50 | .1 | 1.7 | 6 | 25 | .1 | .6 | 23 | 70 | .3 | 1.7 | 20 | 76 | .2 | 2.1 | 12 | 39 | .1 | 2.0 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 135 | .4 | 5.4 | 45 | 200 | .5 | 4.7 | 59 | 300 | .6 | 4.5 | 86 | 252 | .9 | 10.0 | 28 | 174 | .3 | 6.2 |
| 4-Book | 20 | 96 | .2 | 3.0 | 40 | 159 | .5 | 4.0 | 45 | 187 | .5 | 3.3 | 49 | 165 | .5 | 5.3 | 23 | 110 | .3 | 4.2 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 233 | .7 | 9.7 | 56 | 207 | .6 | 5.8 | 96 | 270 | 1.1 | 7.4 | 85 | 220 | .9 | 9.9 | 19 | 132 | .2 | 4.2 |
| 4-Book | 75 | 240 | .8 | 10.5 | 56 | 177 | .6 | 5.6 | 89 | 242 | 1.0 | 6.4 | 79 | 200 | .9 | 8.6 | 32 | 106 | .4 | 5.5 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 126 | .3 | 4.0 | 23 | 140 | .3 | 2.4 | 82 | 304 | .9 | 6.3 | 48 | 198 | .5 | 5.6 | 9 | 33 | .1 | 2.0 |
| 4-Book | 34 | 143 | .4 | 4.9 | 27 | 127 | .3 | 2.7 | 73 | 256 | .8 | 5.3 | 55 | 167 | .6 | 6.0 | 19 | 74 | .2 | 3.2 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 27 | 110 | .3 | 4.2 | 34 | 142 | .4 | 3.5 | 40 | 128 | .4 | 3.1 | 34 | 130 | .4 | 3.9 | 6 | 53 | .1 | 1.3 |
| 4-Book | 23 | 89 | .2 | 3.3 | 31 | 110 | .4 | 3.1 | 46 | 160 | .5 | 3.3 | 33 | 134 | .4 | 3.5 | 13 | 67 | .1 | 2.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 7 | 15 | .1 | .7 | 4 | 12 | .1 | .3 | * 2 | 7 | .1 | .2 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 78 | 248 | .9 | 12.1 | 94 | 262 | 1.0 | 9.8 | 114 | 391 | 1.3 | 8.7 | 108 | 318 | 1.2 | 12.5 | 43 | 153 | .5 | 9.5 |
| 4-Book | 76 | 246 | .9 | 10.9 | 100 | 292 | 1.1 | 10.0 | 113 | 361 | 1.2 | 8.1 | 98 | 272 | 1.1 | 10.5 | 70 | 200 | .8 | 12.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 33 | .1 | 1.7 | 8 | 47 | .1 | .8 | 26 | 68 | .3 | 2.0 | 6 | 26 | .1 | .7 | 8 | 21 | .1 | 1.8 |
| 4-Book | 8 | 31 | .1 | 1.2 | 18 | 68 | .2 | 1.8 | 23 | 76 | .3 | 1.7 | 16 | 42 | .2 | 1.7 | 15 | 45 | .2 | 2.5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 16 | .1 | .5 | 1 | 5 | .1 | .1 | | | | | | | | | 10 | 29 | .1 | 2.2 |
| 4-Book | 8 | 29 | .1 | 1.2 | 4 | 10 | .1 | .4 | 6 | 19 | .1 | .4 | 4 | 11 | .1 | .4 | 5 | 13 | .1 | .9 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 18 | .1 | .9 | 37 | 98 | .4 | 3.9 | 23 | 56 | .3 | 1.8 | 15 | 40 | .2 | 1.7 | 13 | 36 | .1 | 2.9 |
| 4-Book | 12 | 51 | .1 | 1.6 | 39 | 100 | .4 | 3.9 | 34 | 109 | .4 | 2.5 | 24 | 82 | .3 | 2.5 | 13 | 39 | .1 | 2.3 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 25 | .1 | .3 | 16 | 58 | .2 | 1.7 | 22 | 61 | .2 | 1.7 | 14 | 43 | .2 | 1.6 | 3 | 25 | .1 | .7 |
| 4-Book | 6 | 44 | .1 | .9 | 9 | 33 | .1 | .9 | 13 | 63 | .1 | 1.0 | 12 | 40 | .2 | 1.3 | 4 | 27 | .1 | .6 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

Target Listener Estimates

Men 35-64

| | 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 |
| WSSJ-AM WI '99 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM WI '99 4-Book | 2 | 4 | | .2 | 4 | 11 | | .4 | 12 | 30 | .1 | .9 | 10 | 23 | .1 | .9 | 2 | 6 | | .3 |
| WUSL-FM WI '99 4-Book | 34 22 | 81 59 | .4 .3 | 5.3 3.2 | 18 25 | 60 91 | .2 .3 | 1.9 2.5 | 17 33 | 67 93 | .2 .4 | 1.3 2.3 | 1 17 | 5 36 | .1 .2 | 1.8 | 4 10 | 10 29 | .1 | 1.7 |
| +WWDB-AM WI '99 4-Book | ** | ** | ** | ** | * | ** | ** | ** | 1 | 10 | | .1 | * | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM WI '99 4-Book | 35 33 | 101 101 | .4 .4 | 5.4 4.8 | 47 45 | 186 177 | .5 .5 | 4.9 4.5 | 119 136 | 242 249 | 1.3 1.5 | 9.1 9.8 | 30 16 | 72 56 | .3 .2 | 3.5 1.8 | 16 17 | 51 63 | .2 .2 | 3.5 2.9 |
| WWJZ-AM WI '99 4-Book | 2 1 | 11 5 | | .3 .2 | 1 5 | 11 12 | | .1 .5 | 4 | 10 | .1 | .3 | 3 | 6 | | .3 | 1 | 4 | | .1 |
| WXTU-FM WI '99 4-Book | 25 34 | 78 129 | .3 .4 | 3.9 4.8 | 39 50 | 90 143 | .4 .5 | 4.1 5.0 | 86 98 | 256 281 | .9 1.1 | 6.6 7.1 | 34 56 | 155 193 | .4 .6 | 3.9 5.8 | 5 17 | 34 69 | .1 .2 | 1.1 2.9 |
| WXXM-FM WI '99 4-Book | 2 5 | 20 39 | .1 | .3 .8 | 3 8 | 18 34 | .1 | .3 .8 | 7 17 | 54 73 | .1 .2 | .5 1.2 | 16 13 | 53 55 | .2 .2 | 1.9 1.5 | 7 5 | 25 32 | .1 .1 | 1.5 1.0 |
| WYSP-FM WI '99 4-Book | 11 15 | 66 65 | .1 .2 | 1.7 2.2 | 4 9 | 22 30 | .1 | .4 .9 | 26 67 | 96 235 | .3 .7 | 2.0 4.6 | 17 47 | 61 182 | .2 .5 | 2.0 5.0 | 3 10 | 17 41 | .1 | .7 1.8 |
| WYXR-FM WI '99 4-Book | 10 13 | 38 55 | .1 .2 | 1.5 1.9 | 15 18 | 39 57 | .2 .2 | 1.6 1.8 | 16 27 | 68 98 | .2 .3 | 1.2 1.9 | 13 18 | 88 80 | .1 .2 | 1.5 1.9 | 3 11 | 27 40 | .1 | .7 1.8 |
| WBYN-FM WI '99 4-Book | 6 ** | 8 ** | .1 ** | .9 ** | 3 ** | 26 ** | | .3 ** | 6 ** | 29 ** | .1 ** | .5 ** | 5 ** | 16 ** | .1 ** | .6 ** | ** | ** | ** | ** |
| WJBR-FM WI '99 4-Book | 3 2 | 24 15 | | .5 .3 | 2 2 | 16 17 | | .2 .2 | 2 7 | 8 21 | | .2 .6 | 3 | 7 | | .4 | 1 1 | 8 7 | | .2 .2 |
| WKXW-FM WI '99 4-Book | 1 2 | 4 9 | | .2 .3 | 5 6 | 28 22 | .1 .1 | .5 .6 | 12 8 | 59 36 | .1 .1 | .9 .6 | 8 7 | 30 24 | .1 .1 | .9 .7 | 5 | 15 | .1 | .8 |
| WNJO-FM WI '99 4-Book | 11 11 | 28 41 | .1 .1 | 1.7 1.6 | 2 9 | 17 30 | .1 | .2 1.0 | 21 25 | 52 78 | .2 .3 | 1.6 1.8 | 11 18 | 63 55 | .1 .2 | 1.3 1.9 | 1 4 | 10 20 | | .2 .6 |
| WPST-FM WI '99 4-Book | 2 | 19 | | .3 | 7 2 | 9 9 | .1 | .7 .2 | 4 10 | 26 45 | .1 | .3 .7 | 5 9 | 35 39 | .1 .1 | .6 1.0 | 4 | 19 | .1 | .6 |
| WRDR-FM WI '99 4-Book | 2 5 | 8 23 | .1 | .3 .6 | 3 | 17 | | .3 | 15 14 | 52 38 | .2 .2 | 1.2 1.0 | 11 9 | 32 27 | .1 .1 | 1.3 1.0 | 1 3 | 14 16 | | .2 .4 |
| TOTALS WI '99 4-Book | 647 700 | 2023 2152 | 7.1 7.8 | | 960 999 | 3054 2974 | 10.5 11.0 | | 1303 1385 | 3615 3705 | 14.3 15.3 | | 862 941 | 2480 2615 | 9.5 10.4 | | 455 575 | 1600 1747 | 5.0 6.4 | |

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

| Women 12-24 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|-------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 368 | .1 | .9 | 14 | 201 | .4 | 2.0 | 2 | 90 | .1 | .4 | 4 | 92 | .1 | .5 | 3 | 81 | .1 | .6 |
| FA '98 | 5 | 272 | .1 | .8 | 22 | 200 | .6 | 3.0 | 2 | 53 | .1 | .3 | 2 | 49 | .1 | .3 | | 6 | | |
| SU '98 | 6 | 325 | .2 | .9 | 18 | 172 | .5 | 2.9 | 3 | 26 | .1 | .4 | 5 | 74 | .1 | .6 | 2 | 43 | .1 | .3 |
| SP '98 | 5 | 334 | .1 | .8 | 15 | 206 | .4 | 2.2 | 3 | 84 | .1 | .4 | 5 | 110 | .1 | .6 | 1 | 56 | .1 | .2 |
| 4-Book | 5 | 325 | .1 | .9 | 17 | 195 | .5 | 2.5 | 3 | 63 | .1 | .4 | 4 | 81 | .1 | .5 | 2 | 47 | .1 | .3 |
| WI '98 | 8 | 354 | .2 | 1.3 | 27 | 265 | .7 | 3.6 | 3 | 48 | .1 | .6 | 6 | 126 | .2 | .8 | 3 | 70 | .1 | .6 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 729 | 1.0 | 6.8 | 39 | 296 | 1.0 | 5.5 | 66 | 270 | 1.7 | 12.7 | 37 | 288 | .9 | 5.0 | 27 | 307 | .7 | 5.3 |
| FA '98 | 34 | 679 | .9 | 5.5 | 38 | 326 | 1.0 | 5.2 | 51 | 291 | 1.3 | 8.4 | 40 | 286 | 1.0 | 5.1 | 22 | 357 | .6 | 3.9 |
| SU '98 | 34 | 694 | .9 | 5.1 | 28 | 252 | .7 | 4.5 | 59 | 289 | 1.5 | 7.1 | 38 | 341 | 1.0 | 4.6 | 30 | 326 | .8 | 5.2 |
| SP '98 | 41 | 852 | 1.0 | 6.5 | 47 | 363 | 1.2 | 6.8 | 56 | 359 | 1.4 | 8.2 | 48 | 442 | 1.2 | 6.1 | 28 | 345 | .7 | 5.1 |
| 4-Book | 37 | 739 | 1.0 | 6.0 | 38 | 309 | 1.0 | 5.5 | 58 | 302 | 1.5 | 9.1 | 41 | 339 | 1.0 | 5.2 | 27 | 334 | .7 | 4.9 |
| WI '98 | 35 | 806 | .9 | 5.9 | 40 | 298 | 1.0 | 5.3 | 46 | 228 | 1.2 | 8.5 | 42 | 348 | 1.1 | 5.6 | 29 | 329 | .7 | 5.5 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 91 | .1 | .5 | 4 | 48 | .1 | .6 | | 10 | | | 1 | 20 | | .1 | 6 | 42 | .2 | 1.2 |
| FA '98 | 2 | 60 | .1 | .3 | 5 | 22 | .1 | .7 | 4 | 27 | .1 | .7 | 2 | 21 | .1 | .3 | | | | |
| SU '98 | | 33 | | | 1 | 28 | | .2 | | 5 | | | | | | | | 5 | | |
| SP '98 | 2 | 85 | .1 | .3 | 1 | 25 | | .1 | 1 | 20 | | .1 | 3 | 32 | .1 | .4 | 1 | 14 | | .2 |
| 4-Book | 2 | 67 | .1 | .3 | 3 | 31 | .1 | .4 | 1 | 16 | | .2 | 2 | 18 | .1 | .2 | 2 | 15 | .1 | .4 |
| WI '98 | 5 | 88 | .1 | .8 | 10 | 42 | .3 | 1.3 | 2 | 18 | .1 | .4 | 1 | 12 | | .1 | 2 | 12 | .1 | .4 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 444 | .5 | 3.6 | 21 | 172 | .5 | 3.0 | 20 | 181 | .5 | 3.9 | 24 | 197 | .6 | 3.3 | 23 | 288 | .6 | 4.5 |
| FA '98 | 36 | 533 | .9 | 5.8 | 30 | 214 | .8 | 4.1 | 32 | 174 | .8 | 5.3 | 35 | 236 | .9 | 4.4 | 47 | 325 | 1.2 | 8.3 |
| SU '98 | 25 | 490 | .6 | 3.8 | 28 | 167 | .7 | 4.5 | 30 | 216 | .8 | 3.6 | 23 | 199 | .6 | 2.8 | 34 | 225 | .9 | 5.9 |
| SP '98 | 17 | 453 | .4 | 2.7 | 21 | 157 | .5 | 3.1 | 14 | 173 | .4 | 2.0 | 12 | 169 | .3 | 1.5 | 21 | 201 | .5 | 3.8 |
| 4-Book | 25 | 480 | .6 | 4.0 | 25 | 178 | .6 | 3.7 | 24 | 186 | .6 | 3.7 | 24 | 200 | .6 | 3.0 | 31 | 260 | .8 | 5.6 |
| WI '98 | 30 | 476 | .8 | 5.0 | 39 | 191 | 1.0 | 5.1 | 26 | 110 | .7 | 4.8 | 38 | 203 | 1.0 | 5.0 | 39 | 305 | 1.0 | 7.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | | 9 | | | | | | | | 9 | | | 1 | 5 | | .1 | | 5 | | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 13 | | | | | | | | 6 | | | | 7 | | | | | | |
| FA '98 | | | | | | | | | | | | | | | | | | | | |
| SU '98 | | 31 | | | | 11 | | | | 11 | | | | | | | | | | |
| SP '98 | | 14 | | | | 11 | | | | | | | | 6 | | | | | | |
| 4-Book | | 15 | | | | 6 | | | | 4 | | | | 3 | | | | | | |
| WI '98 | | | | | | | | | | | | | | | | | | | | |
| W10Q-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 77 | 1788 | 1.9 | 13.7 | 99 | 884 | 2.5 | 14.1 | 58 | 688 | 1.5 | 11.2 | 109 | 1170 | 2.7 | 14.8 | 68 | 910 | 1.7 | 13.4 |
| FA '98 | 72 | 1686 | 1.8 | 11.6 | 71 | 844 | 1.8 | 9.8 | 56 | 733 | 1.4 | 9.2 | 103 | 1084 | 2.6 | 13.0 | 72 | 898 | 1.8 | 12.7 |
| SU '98 | 101 | 1937 | 2.5 | 15.2 | 94 | 760 | 2.4 | 15.1 | 137 | 1188 | 3.4 | 16.4 | 141 | 1179 | 3.5 | 17.2 | 77 | 909 | 1.9 | 13.3 |
| SP '98 | 70 | 1573 | 1.8 | 11.1 | 55 | 699 | 1.4 | 8.0 | 86 | 764 | 2.2 | 12.6 | 94 | 932 | 2.4 | 12.0 | 59 | 695 | 1.5 | 10.7 |
| 4-Book | 80 | 1746 | 2.0 | 12.9 | 80 | 797 | 2.0 | 11.8 | 84 | 843 | 2.1 | 12.4 | 112 | 1091 | 2.8 | 14.3 | 69 | 853 | 1.7 | 12.5 |
| WI '98 | 64 | 1695 | 1.6 | 10.7 | 84 | 875 | 2.1 | 11.1 | 50 | 695 | 1.3 | 9.2 | 90 | 1095 | 2.3 | 11.9 | 55 | 804 | 1.4 | 10.4 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 59 | | .2 | 2 | 25 | | .3 | | | | | | 8 | | | 3 | 22 | | .6 |
| FA '98 | 2 | 76 | .1 | .3 | 4 | 21 | .1 | .6 | | 16 | | | 2 | 22 | .1 | .3 | 3 | 43 | .1 | .5 |
| SU '98 | | 9 | | | | | | | | | | | | | | | | 9 | | |
| SP '98 | 1 | 71 | | .2 | 1 | 25 | | .1 | | 19 | | | | | | | 2 | 52 | .1 | .4 |
| 4-Book | 1 | 54 | | .2 | 2 | 18 | | .3 | | 9 | | | 1 | 8 | | .1 | 2 | 32 | .1 | .4 |
| WI '98 | 1 | 94 | | .2 | 5 | 49 | .1 | .7 | 1 | 26 | | .2 | 1 | 27 | | .1 | | 24 | | |

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* Listener estimates adjusted for reported broadcast schedule.

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

Target Listener Trends

| Women 12-24 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|-------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 188 | .3 | 1.8 | 12 | 99 | .3 | 1.7 | 15 | 85 | .4 | 2.9 | 17 | 83 | .4 | 2.3 | 6 | 81 | .2 | 1.2 |
| FA '98 | 13 | 193 | .3 | 2.1 | 12 | 56 | .3 | 1.7 | 20 | 82 | .5 | 3.3 | 22 | 96 | .6 | 2.8 | 8 | 61 | .2 | 1.4 |
| SU '98 | 7 | 113 | .2 | 1.1 | 4 | 43 | .1 | .6 | 16 | 65 | .4 | 1.9 | 8 | 45 | .2 | 1.0 | 1 | 23 | | .2 |
| SP '98 | 8 | 165 | .2 | 1.3 | 5 | 42 | .1 | .7 | 12 | 59 | .3 | 1.8 | 13 | 55 | .3 | 1.7 | 6 | 75 | .2 | 1.1 |
| 4-Book | 10 | 165 | .3 | 1.6 | 8 | 60 | .2 | 1.2 | 16 | 73 | .4 | 2.5 | 15 | 70 | .4 | 2.0 | 5 | 60 | .2 | 1.0 |
| WI '98 | 12 | 179 | .3 | 2.0 | 10 | 73 | .3 | 1.3 | 25 | 78 | .6 | 4.6 | 16 | 89 | .4 | 2.1 | 4 | 49 | .1 | .8 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 422 | .3 | 1.8 | 10 | 175 | .3 | 1.4 | 14 | 164 | .4 | 2.7 | 20 | 286 | .5 | 2.7 | 7 | 129 | .2 | 1.4 |
| FA '98 | 13 | 399 | .3 | 2.1 | 23 | 228 | .6 | 3.2 | 21 | 173 | .5 | 3.5 | 19 | 204 | .5 | 2.4 | 4 | 102 | .1 | .7 |
| SU '98 | 18 | 468 | .5 | 2.7 | 9 | 122 | .2 | 1.4 | 31 | 241 | .8 | 3.7 | 31 | 263 | .8 | 3.8 | 8 | 141 | .2 | 1.4 |
| SP '98 | 27 | 538 | .7 | 4.3 | 28 | 195 | .7 | 4.1 | 43 | 264 | 1.1 | 6.3 | 38 | 296 | 1.0 | 4.9 | 14 | 84 | .4 | 2.6 |
| 4-Book | 17 | 457 | .5 | 2.7 | 18 | 180 | .5 | 2.5 | 27 | 211 | .7 | 4.1 | 27 | 262 | .7 | 3.5 | 8 | 114 | .2 | 1.5 |
| WI '98 | 14 | 411 | .4 | 2.3 | 12 | 135 | .3 | 1.6 | 13 | 124 | .3 | 2.4 | 23 | 240 | .6 | 3.0 | 10 | 176 | .3 | 1.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 429 | .3 | 1.8 | 17 | 114 | .4 | 2.4 | 16 | 108 | .4 | 3.1 | 11 | 224 | .3 | 1.5 | 5 | 141 | .1 | 1.0 |
| FA '98 | 11 | 319 | .3 | 1.8 | 13 | 115 | .3 | 1.8 | 14 | 84 | .4 | 2.3 | 16 | 170 | .4 | 2.0 | 3 | 92 | .1 | .5 |
| SU '98 | 17 | 524 | .4 | 2.6 | 15 | 124 | .4 | 2.4 | 30 | 257 | .8 | 3.6 | 19 | 266 | .5 | 2.3 | 12 | 242 | .3 | 2.1 |
| SP '98 | 9 | 481 | .2 | 1.4 | 4 | 128 | .1 | .6 | 12 | 202 | .3 | 1.8 | 11 | 224 | .3 | 1.4 | 8 | 165 | .2 | 1.5 |
| 4-Book | 12 | 438 | .3 | 1.9 | 12 | 120 | .1 | 1.8 | 18 | 163 | .5 | 2.7 | 14 | 221 | .4 | 1.8 | 7 | 160 | .2 | 1.3 |
| WI '98 | 10 | 448 | .3 | 1.7 | 11 | 159 | .3 | 1.5 | 12 | 122 | .3 | 2.2 | 11 | 244 | .3 | 1.5 | 9 | 181 | .2 | 1.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 3 | | | * | 3 | | | | | | | * | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 1 | 16 | | .2 | | | | | 1 | 9 | | .1 | | | | | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 270 | .1 | .7 | 6 | 92 | .2 | .9 | 6 | 60 | .2 | 1.2 | 3 | 81 | .1 | .4 | 4 | 73 | .1 | .8 |
| FA '98 | 11 | 397 | .3 | 1.8 | 7 | 148 | .2 | 1.0 | 14 | 116 | .4 | 2.3 | 16 | 174 | .4 | 2.0 | 5 | 83 | .1 | .9 |
| SU '98 | 16 | 446 | .4 | 2.4 | 9 | 131 | .2 | 1.4 | 21 | 203 | .5 | 2.5 | 26 | 193 | .7 | 3.2 | 9 | 151 | .2 | 1.6 |
| SP '98 | 8 | 369 | .2 | 1.3 | 10 | 117 | .3 | 1.5 | 11 | 96 | .3 | 1.6 | 6 | 101 | .2 | .8 | 3 | 63 | .1 | .5 |
| 4-Book | 10 | 371 | .3 | 1.6 | 8 | 122 | .2 | 1.2 | 13 | 119 | .4 | 1.9 | 13 | 137 | .4 | 1.6 | 5 | 93 | .1 | 1.0 |
| WI '98 | 7 | 363 | .2 | 1.2 | 3 | 67 | .1 | .4 | 8 | 114 | .2 | 1.5 | 9 | 131 | .2 | 1.2 | 3 | 99 | .1 | .6 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 12 | | | 1 | 12 | | .1 | | | | | | | | | | 5 | | |
| FA '98 | | 18 | | | | | | | | | | | | | | | | | | |
| SU '98 | | 17 | | | | | | | | | | | | | | | | | | |
| SP '98 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 12 | | | | 3 | | | | | | | | | | | | 1 | | |
| WI '98 | 7 | 33 | .2 | 1.2 | 10 | 12 | .3 | 1.3 | 12 | 33 | .3 | 2.2 | 12 | 24 | .3 | 1.6 | | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 69 | 1387 | 1.7 | 12.3 | 75 | 759 | 1.9 | 10.7 | 57 | 637 | 1.4 | 11.0 | 95 | 937 | 2.4 | 12.9 | 70 | 787 | 1.8 | 13.8 |
| FA '98 | 71 | 1317 | 1.8 | 11.4 | 64 | 700 | 1.6 | 8.8 | 63 | 693 | 1.6 | 10.4 | 98 | 850 | 2.5 | 12.4 | 77 | 698 | 1.9 | 13.6 |
| SU '98 | 85 | 1501 | 2.1 | 12.8 | 71 | 639 | 1.8 | 11.4 | 90 | 900 | 2.3 | 10.8 | 109 | 998 | 2.7 | 13.3 | 89 | 842 | 2.2 | 15.4 |
| SP '98 | 90 | 1399 | 2.3 | 14.3 | 94 | 750 | 2.4 | 13.7 | 78 | 747 | 2.0 | 11.4 | 106 | 989 | 2.7 | 13.6 | 100 | 763 | 2.5 | 18.2 |
| 4-Book | 79 | 1401 | 2.0 | 12.7 | 76 | 712 | 1.9 | 11.2 | 72 | 744 | 1.8 | 10.9 | 102 | 944 | 2.6 | 13.1 | 84 | 773 | 2.1 | 15.3 |
| WI '98 | 84 | 1519 | 2.1 | 14.1 | 92 | 691 | 2.3 | 12.1 | 63 | 652 | 1.6 | 11.6 | 117 | 948 | 2.9 | 15.5 | 86 | 838 | 2.2 | 16.2 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 14 | | | | | | | | | | | 1 | 14 | | .1 | | | | |
| SU '98 | 1 | 12 | | .2 | | | | | 4 | 6 | .1 | .5 | 1 | 12 | | .1 | | | | |
| SP '98 | | 15 | | | 1 | 15 | | .1 | | | | | | | | | | | | |
| 4-Book | | 10 | | .1 | | 4 | | | 1 | 2 | | .1 | 1 | 7 | | .1 | | | | |
| WI '98 | | 8 | | | | | | | | | | | | 8 | | | | | | |

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 1104 | 1.1 | 7.7 | 57 | 676 | 1.4 | 8.1 | 36 | 522 | .9 | 6.9 | 62 | 727 | 1.6 | 8.4 | 35 | 556 | .9 | 6.9 |
| FA '98 | 32 | 1093 | .8 | 5.2 | 34 | 479 | .9 | 4.7 | 28 | 428 | .7 | 4.6 | 53 | 726 | 1.3 | 6.7 | 24 | 473 | .6 | 4.2 |
| SU '98 | 43 | 1269 | 1.1 | 6.5 | 43 | 540 | 1.1 | 6.9 | 45 | 683 | 1.1 | 5.4 | 57 | 728 | 1.4 | 6.9 | 38 | 589 | 1.0 | 6.6 |
| SP '98 | 52 | 1332 | 1.3 | 8.2 | 66 | 662 | 1.7 | 9.6 | 52 | 586 | 1.3 | 7.6 | 82 | 921 | 2.1 | 10.5 | 36 | 571 | .9 | 6.6 |
| 4-Book | 43 | 1200 | 1.1 | 6.9 | 50 | 589 | 1.3 | 7.3 | 40 | 555 | 1.0 | 6.1 | 64 | 776 | 1.6 | 8.1 | 33 | 547 | .9 | 6.1 |
| WI '98 | 43 | 1275 | 1.1 | 7.2 | 65 | 602 | 1.6 | 8.6 | 36 | 494 | .9 | 6.6 | 60 | 798 | 1.5 | 7.9 | 36 | 613 | .9 | 6.8 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 18 | | .2 | 3 | 18 | .1 | .4 | 1 | 13 | | .2 | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 32 | | .2 | 1 | 13 | | .1 | | | | | 2 | 27 | .1 | .3 | 1 | 8 | | .2 |
| FA '98 | 9 | 66 | .2 | 1.4 | 5 | 31 | .1 | .7 | 12 | 53 | .3 | 2.0 | 16 | 42 | .4 | 2.0 | 5 | 31 | .1 | .9 |
| SU '98 | 3 | 35 | .1 | .5 | 8 | 27 | .2 | 1.3 | 2 | 21 | .1 | .2 | 3 | 27 | .1 | .4 | | | | |
| SP '98 | 1 | 26 | | .2 | 2 | 10 | .1 | .3 | | 19 | | | 2 | 19 | .1 | .3 | | 17 | | |
| 4-Book | 4 | 40 | .1 | .6 | 4 | 20 | .1 | .6 | 4 | 23 | .1 | .6 | 6 | 29 | .2 | .8 | 2 | 14 | | .3 |
| WI '98 | 5 | 73 | .1 | .8 | 7 | 41 | .2 | .9 | 5 | 43 | .1 | .9 | 4 | 57 | .1 | .5 | | 18 | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 97 | 1592 | 2.4 | 17.3 | 128 | 906 | 3.2 | 18.2 | 62 | 666 | 1.6 | 12.0 | 131 | 1074 | 3.3 | 17.8 | 104 | 893 | 2.6 | 20.4 |
| FA '98 | 101 | 1682 | 2.5 | 16.3 | 138 | 963 | 3.5 | 19.0 | 73 | 791 | 1.8 | 12.0 | 118 | 1062 | 3.0 | 14.9 | 110 | 949 | 2.8 | 19.5 |
| SU '98 | 105 | 1582 | 2.6 | 15.8 | 93 | 730 | 2.3 | 15.0 | 115 | 937 | 2.9 | 13.8 | 123 | 1002 | 3.1 | 15.0 | 107 | 866 | 2.7 | 18.5 |
| SP '98 | 113 | 1633 | 2.8 | 17.9 | 119 | 937 | 3.0 | 17.3 | 105 | 896 | 2.6 | 15.3 | 152 | 1158 | 3.8 | 19.4 | 96 | 857 | 2.4 | 17.5 |
| 4-Book | 104 | 1622 | 2.6 | 16.8 | 120 | 884 | 3.0 | 17.4 | 89 | 823 | 2.2 | 13.3 | 131 | 1074 | 3.3 | 16.8 | 104 | 891 | 2.6 | 19.0 |
| WI '98 | 86 | 1504 | 2.2 | 14.4 | 113 | 813 | 2.8 | 14.9 | 61 | 575 | 1.5 | 11.3 | 101 | 944 | 2.5 | 13.4 | 85 | 799 | 2.1 | 16.0 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 6 | | | * | | | | | 6 | | | * | 1 | 6 | .1 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 64 | .1 | .4 | 1 | 19 | | .1 | 5 | 40 | .1 | 1.0 | 3 | 25 | .1 | .4 | | 12 | | |
| FA '98 | 1 | 53 | | .2 | | | | | 1 | 18 | | .2 | | | | | 2 | 27 | .1 | .4 |
| SU '98 | 1 | 22 | | .2 | 3 | 5 | .1 | .5 | 2 | 5 | .1 | .2 | | | | | | | | |
| SP '98 | | 20 | | | 1 | 20 | | .1 | 1 | 9 | | .1 | | | | | | | | |
| 4-Book | 1 | 40 | | .2 | 1 | 11 | | .2 | 2 | 18 | .1 | .4 | 1 | 6 | | .1 | 1 | 10 | | .1 |
| WI '98 | 5 | 70 | .1 | .8 | 3 | 24 | .1 | .4 | 10 | 41 | .3 | 1.8 | 7 | 30 | .2 | .9 | 3 | 28 | .1 | .6 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | | | | | | | | | | | | | | | | | | | |
| SU '98 | | 7 | | | | | | | | | | | | | | | | 7 | | |
| SP '98 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 2 | | | | | | | | | | | | | | | | 2 | | |
| WI '98 | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 188 | .3 | 2.0 | 14 | 86 | .4 | 2.0 | 13 | 74 | .3 | 2.5 | 17 | 117 | .4 | 2.3 | 7 | 54 | .2 | 1.4 |
| FA '98 | 21 | 270 | .5 | 3.4 | 23 | 151 | .6 | 3.2 | 35 | 155 | .9 | 5.8 | 30 | 190 | .8 | 3.8 | 8 | 95 | .2 | 1.4 |
| SU '98 | 16 | 243 | .4 | 2.4 | 21 | 145 | .5 | 3.4 | 27 | 159 | .7 | 3.2 | 20 | 139 | .5 | 2.4 | 9 | 96 | .2 | 1.6 |
| SP '98 | 18 | 209 | .5 | 2.9 | 25 | 180 | .6 | 3.6 | 30 | 144 | .8 | 4.4 | 27 | 158 | .7 | 3.5 | 6 | 64 | .2 | 1.1 |
| 4-Book | 17 | 228 | .4 | 2.7 | 21 | 141 | .5 | 3.1 | 26 | 133 | .7 | 4.0 | 24 | 151 | .6 | 3.0 | 8 | 77 | .2 | 1.4 |
| WI '98 | 14 | 245 | .4 | 2.3 | 20 | 164 | .5 | 2.6 | 13 | 125 | .3 | 2.4 | 16 | 161 | .4 | 2.1 | 8 | 152 | .2 | 1.5 |

Target Listener Trends - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 1045 | .7 | 5.0 | 43 | 510 | 1.1 | 6.1 | 15 | 283 | .4 | 2.9 | 39 | 626 | 1.0 | 5.3 | 22 | 533 | .6 | 4.3 |
| FA '98 | 43 | 1107 | 1.1 | 6.9 | 54 | 565 | 1.4 | 7.4 | 52 | 409 | 1.3 | 8.6 | 58 | 676 | 1.5 | 7.3 | 32 | 514 | .8 | 5.7 |
| SU '98 | 41 | 1111 | 1.0 | 6.2 | 30 | 411 | .8 | 4.8 | 54 | 639 | 1.4 | 6.5 | 60 | 657 | 1.5 | 7.3 | 33 | 529 | .8 | 5.7 |
| SP '98 | 39 | 1163 | 1.0 | 6.2 | 44 | 523 | 1.1 | 6.4 | 39 | 516 | 1.0 | 5.7 | 42 | 701 | 1.1 | 5.4 | 31 | 507 | .8 | 5.6 |
| 4-Book | 38 | 1107 | 1.0 | 6.1 | 43 | 502 | 1.1 | 6.2 | 40 | 462 | 1.0 | 5.9 | 50 | 665 | 1.3 | 6.3 | 30 | 521 | .8 | 5.3 |
| WI '98 | 40 | 1153 | 1.0 | 6.7 | 53 | 560 | 1.3 | 7.0 | 45 | 493 | 1.1 | 8.3 | 50 | 738 | 1.3 | 6.6 | 28 | 538 | .7 | 5.3 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 622 | .6 | 4.4 | 53 | 344 | 1.3 | 7.5 | 11 | 225 | .3 | 2.1 | 22 | 268 | .6 | 3.0 | 30 | 227 | .8 | 5.9 |
| FA '98 | 21 | 509 | .5 | 3.4 | 64 | 289 | 1.6 | 8.8 | 17 | 187 | .4 | 2.8 | 15 | 206 | .4 | 1.9 | 9 | 174 | .2 | 1.6 |
| SU '98 | 22 | 658 | .6 | 3.3 | 48 | 343 | 1.2 | 7.7 | 19 | 310 | .5 | 2.3 | 25 | 262 | .6 | 3.0 | 15 | 148 | .4 | 2.6 |
| SP '98 | 22 | 629 | .6 | 3.5 | 54 | 297 | 1.4 | 7.8 | 25 | 323 | .6 | 3.6 | 26 | 291 | .7 | 3.3 | 8 | 169 | .2 | 1.5 |
| 4-Book | 23 | 605 | .6 | 3.7 | 55 | 318 | 1.4 | 8.0 | 18 | 261 | .5 | 2.7 | 22 | 257 | .6 | 2.8 | 16 | 180 | .4 | 2.9 |
| WI '98 | 22 | 592 | .6 | 3.7 | 55 | 373 | 1.4 | 7.3 | 27 | 230 | .7 | 5.0 | 19 | 253 | .5 | 2.5 | 9 | 235 | .2 | 1.7 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 895 | .8 | 5.7 | 29 | 338 | .7 | 4.1 | 50 | 237 | 1.3 | 9.7 | 35 | 392 | .9 | 4.7 | 31 | 349 | .8 | 6.1 |
| FA '98 | 30 | 918 | .8 | 4.8 | 32 | 366 | .8 | 4.4 | 25 | 225 | .6 | 4.1 | 29 | 375 | .7 | 3.7 | 48 | 454 | 1.2 | 8.5 |
| SU '98 | 32 | 825 | .8 | 4.8 | 21 | 271 | .5 | 3.4 | 46 | 323 | 1.2 | 5.5 | 30 | 340 | .8 | 3.7 | 37 | 384 | .9 | 6.4 |
| SP '98 | 35 | 995 | .9 | 5.5 | 27 | 300 | .7 | 3.9 | 34 | 319 | .9 | 5.0 | 34 | 436 | .9 | 4.3 | 58 | 519 | 1.5 | 10.6 |
| 4-Book | 32 | 908 | .8 | 5.2 | 27 | 319 | .7 | 4.0 | 39 | 276 | 1.0 | 6.1 | 32 | 386 | .8 | 4.1 | 44 | 427 | 1.1 | 7.9 |
| WI '98 | 24 | 988 | .6 | 4.0 | 14 | 251 | .4 | 1.8 | 15 | 196 | .4 | 2.8 | 26 | 402 | .7 | 3.4 | 49 | 470 | 1.2 | 9.2 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 30 | | | 1 | 22 | | .1 | | 9 | | | | 9 | | | | | | |
| FA '98 | | | | | | | | | | | | | | | | | | | | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 72 | | .2 | 2 | 18 | | .3 | | 9 | | | 1 | 24 | | .1 | 1 | 30 | | .2 |
| FA '98 | 3 | 142 | .1 | .5 | 3 | 51 | .1 | .4 | 5 | 76 | .1 | .8 | 2 | 72 | .1 | .3 | 3 | 57 | .1 | .5 |
| SU '98 | 2 | 81 | .1 | .3 | 2 | 31 | .1 | .3 | 2 | 18 | .1 | .2 | 1 | 18 | | .1 | 3 | 34 | .1 | .5 |
| SP '98 | 2 | 118 | .1 | .3 | 2 | 69 | .1 | .3 | 2 | 10 | | | 2 | 49 | .1 | .3 | 4 | 59 | .1 | .7 |
| 4-Book | 2 | 103 | .1 | .3 | 2 | 42 | .1 | .3 | 2 | 28 | .1 | .3 | 2 | 41 | .1 | .2 | 3 | 45 | .1 | .5 |
| WI '98 | 2 | 138 | .1 | .3 | 1 | 27 | | .1 | | 26 | | | 1 | 24 | | .1 | 3 | 65 | .1 | .6 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 100 | | .2 | 1 | 25 | | .1 | | 16 | | | 1 | 44 | | .1 | 1 | 19 | | .2 |
| FA '98 | 4 | 124 | .1 | .6 | 5 | 21 | .1 | .7 | 3 | 49 | .1 | .5 | 4 | 45 | .1 | .5 | 3 | 17 | .1 | .5 |
| SU '98 | 3 | 103 | .1 | .5 | 3 | 44 | .1 | .5 | 4 | 44 | .1 | .5 | 3 | 71 | .1 | .4 | 2 | 36 | .1 | .3 |
| SP '98 | 2 | 60 | .1 | .3 | | | | | 4 | 10 | .1 | .6 | 2 | 27 | .1 | .3 | 3 | 35 | .1 | .5 |
| 4-Book | 3 | 97 | .1 | .4 | 2 | 23 | .1 | .3 | 3 | 30 | .1 | .4 | 3 | 47 | .1 | .3 | 2 | 27 | .1 | .4 |
| WI '98 | 2 | 56 | .1 | .3 | 1 | 18 | | .1 | 3 | 28 | .1 | .6 | 2 | 25 | .1 | .3 | 1 | 20 | | .2 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 103 | .1 | .5 | 2 | 18 | .1 | .3 | 3 | 36 | .1 | .6 | 3 | 56 | .1 | .4 | 2 | 51 | .1 | .4 |
| FA '98 | 3 | 70 | .1 | .5 | 1 | 35 | | .1 | 4 | 20 | .1 | .7 | 8 | 25 | .2 | 1.0 | 2 | 15 | .1 | .4 |
| SU '98 | 1 | 62 | | .2 | 1 | 8 | | .2 | 2 | 45 | .1 | .2 | 1 | 15 | | .1 | 1 | 8 | | .2 |
| SP '98 | 1 | 66 | | .2 | 1 | 16 | | .1 | 2 | 23 | .1 | .3 | 1 | 16 | | .1 | | | | |
| 4-Book | 2 | 75 | .1 | .4 | 1 | 19 | .1 | .2 | 3 | 31 | .1 | .5 | 3 | 28 | .1 | .4 | 1 | 19 | .1 | .3 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 947 | .8 | 5.7 | 37 | 445 | .9 | 5.3 | 34 | 318 | .9 | 6.6 | 46 | 581 | 1.2 | 6.2 | 30 | 426 | .8 | 5.9 |
| FA '98 | 36 | 990 | .9 | 5.8 | 42 | 437 | 1.1 | 5.8 | 28 | 297 | .7 | 4.6 | 53 | 537 | 1.3 | 6.7 | 34 | 424 | .9 | 6.0 |
| SU '98 | 29 | 931 | .7 | 4.4 | 29 | 362 | .7 | 4.7 | 31 | 457 | .8 | 3.7 | 35 | 574 | .9 | 4.3 | 28 | 431 | .7 | 4.8 |
| SP '98 | 30 | 918 | .8 | 4.8 | 28 | 365 | .7 | 4.1 | 34 | 373 | .9 | 5.0 | 35 | 438 | .9 | 4.5 | 31 | 443 | .8 | 5.6 |
| 4-Book | 32 | 947 | .8 | 5.2 | 34 | 402 | .9 | 5.0 | 32 | 361 | .8 | 5.0 | 42 | 533 | 1.1 | 5.4 | 31 | 431 | .8 | 5.6 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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

WRDR-FM
 WI '99
 FA '98
 SU '98
 SP '98
 4-Book
 WI '98

| | 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 |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 16 | | | | | | 1 | 6 | | .2 | | 10 | | | | | | | |
| SU '98 | | 16 | | | | | | | | | | | 9 | | | | | | | |
| SP '98 | | 20 | | | | 4 | | | | | | | 8 | | | | | 8 | | |
| 4-Book | | 13 | | | | 1 | | | 2 | | .1 | | 7 | | | | | 2 | | |
| WI '98 | | 8 | | | | | | | 8 | | | | | | | | 1 | 8 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 562 | 3880 | 14.1 | | 704 | 3263 | 17.6 | | 518 | 2510 | 13.0 | | 737 | 3395 | 18.5 | | 509 | 3101 | 12.8 | |
| FA '98 | 621 | 3872 | 15.6 | | 725 | 3246 | 18.2 | | 608 | 2563 | 15.2 | | 791 | 3353 | 19.8 | | 565 | 3029 | 14.2 | |
| SU '98 | 663 | 3880 | 16.6 | | 622 | 2997 | 15.6 | | 834 | 3259 | 20.9 | | 821 | 3392 | 20.5 | | 579 | 3170 | 14.5 | |
| SP '98 | 631 | 3867 | 15.8 | | 688 | 3234 | 17.2 | | 685 | 2838 | 17.1 | | 782 | 3473 | 19.6 | | 549 | 3034 | 13.7 | |
| 4-Book | 619 | 3875 | 15.5 | | 685 | 3185 | 17.2 | | 661 | 2793 | 16.6 | | 783 | 3403 | 19.6 | | 551 | 3084 | 13.8 | |
| WI '98 | 596 | 3909 | 14.9 | | 758 | 3345 | 19.0 | | 542 | 2437 | 13.6 | | 756 | 3436 | 18.9 | | 530 | 3167 | 13.3 | |

** 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 '99 | 6 | 312 | .2 | .9 | 3 | 142 | .1 | .7 | 3 | 27 | .1 | .9 | 7 | 38 | .2 | .9 | 2 | 9 | .1 | .3 | |
| 4-Book | 7 | 266 | .2 | 1.0 | 3 | 127 | .1 | .6 | 9 | 44 | .3 | 2.8 | 4 | 23 | .1 | .5 | 3 | 13 | .1 | .4 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 49 | 495 | 1.2 | 7.6 | 26 | 357 | .7 | 5.8 | 37 | 104 | .9 | 11.2 | 49 | 128 | 1.2 | 6.6 | 26 | 79 | .7 | 4.1 | |
| 4-Book | 47 | 559 | 1.2 | 6.6 | 26 | 364 | .7 | 5.1 | 25 | 75 | .6 | 7.0 | 43 | 135 | 1.1 | 5.3 | 31 | 88 | .8 | 4.5 | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 55 | .1 | .3 | 3 | 38 | .1 | .7 | | | | | 1 | 3 | | .1 | 2 | 3 | .1 | .3 | |
| 4-Book | 2 | 45 | .1 | .3 | 2 | 35 | .1 | .5 | 1 | 2 | | .4 | 1 | 4 | | .1 | 1 | 3 | | .1 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 323 | .5 | 3.3 | 17 | 205 | .4 | 3.8 | 6 | 30 | .2 | 1.8 | 32 | 90 | .8 | 4.3 | 41 | 96 | 1.0 | 6.5 | |
| 4-Book | 24 | 325 | .6 | 3.4 | 21 | 242 | .5 | 4.1 | 13 | 42 | .4 | 3.7 | 25 | 68 | .6 | 3.1 | 20 | 64 | .5 | 3.1 | |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 13 | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 9 | | | 1 | 7 | | .1 | | | | | | | | | | 3 | 7 | .1 | .4 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 86 | 1616 | 2.2 | 13.4 | 68 | 1188 | 1.7 | 15.1 | 56 | 242 | 1.4 | 17.0 | 112 | 545 | 2.8 | 15.0 | 81 | 374 | 2.0 | 12.9 | |
| 4-Book | 91 | 1524 | 2.3 | 12.9 | 68 | 1108 | 1.7 | 13.3 | 41 | 187 | 1.0 | 11.8 | 111 | 499 | 2.8 | 13.6 | 102 | 409 | 2.6 | 14.8 | |
| WIP -AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 33 | | .2 | 1 | 24 | | .2 | 1 | 6 | | .3 | | | | | 2 | 10 | .1 | .3 | |
| 4-Book | 1 | 24 | | .1 | 1 | 14 | | .2 | | 2 | | .1 | | 1 | 3 | | .1 | 1 | 5 | | .1 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 158 | .4 | 2.3 | 5 | 77 | .1 | 1.1 | 6 | 22 | .2 | 1.8 | 10 | 15 | .3 | 1.3 | 6 | 25 | .2 | 1.0 | |
| 4-Book | 13 | 117 | .4 | 1.9 | 6 | 84 | .2 | 1.2 | 5 | 17 | .2 | 1.5 | 12 | 20 | .4 | 1.5 | 8 | 26 | .2 | 1.1 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 359 | .4 | 2.3 | 5 | 198 | .1 | 1.1 | 3 | 23 | .1 | .9 | 4 | 44 | .1 | .5 | 12 | 76 | .3 | 1.9 | |
| 4-Book | 25 | 387 | .6 | 3.5 | 11 | 187 | .3 | 2.1 | 8 | 29 | .2 | 2.1 | 23 | 75 | .6 | 2.7 | 22 | 78 | .6 | 3.1 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 332 | .4 | 2.3 | 5 | 183 | .1 | 1.1 | 1 | 20 | | .3 | 11 | 67 | .3 | 1.5 | 6 | 45 | .2 | 1.0 | |
| 4-Book | 15 | 337 | .4 | 2.1 | 9 | 209 | .2 | 1.7 | 7 | 34 | .2 | 1.9 | 17 | 92 | .5 | 2.1 | 11 | 67 | .3 | 1.6 | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 3 | | | * | | | | * | | | | * | | | | * | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 161 | .1 | .8 | 3 | 123 | .1 | .7 | 2 | 17 | .1 | .6 | 5 | 24 | .1 | .7 | 4 | 29 | .1 | .6 | |
| 4-Book | 12 | 246 | .3 | 1.6 | 10 | 186 | .3 | 2.0 | 7 | 27 | .2 | 2.0 | 25 | 76 | .6 | 3.0 | 16 | 63 | .4 | 2.2 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 12 | | | 1 | 12 | | .2 | 5 | 12 | .1 | 1.5 | | 5 | | | | | | | |
| 4-Book | | 3 | | | 1 | 12 | | .1 | 2 | 7 | .1 | .5 | | 6 | | .1 | | 1 | 2 | | .1 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 74 | 1222 | 1.9 | 11.5 | 60 | 903 | 1.5 | 13.3 | 29 | 137 | .7 | 8.8 | 115 | 439 | 2.9 | 15.4 | 82 | 301 | 2.1 | 13.0 | |
| 4-Book | 83 | 1251 | 2.1 | 11.7 | 69 | 891 | 1.7 | 13.5 | 41 | 147 | 1.0 | 11.7 | 118 | 415 | 3.0 | 14.4 | 92 | 324 | 2.3 | 13.4 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | | |
| 4-Book | 1 | 10 | | .1 | | | | | | | | | | | | | | | | | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 51 | 984 | 1.3 | 7.9 | 33 | 708 | .8 | 7.3 | 29 | 107 | .7 | 8.8 | 50 | 298 | 1.3 | 6.7 | 45 | 203 | 1.1 | 7.1 | |
| 4-Book | 50 | 1062 | 1.3 | 7.2 | 34 | 709 | .9 | 6.7 | 23 | 122 | .6 | 6.5 | 63 | 316 | 1.6 | 7.6 | 46 | 236 | 1.2 | 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 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 18 | | .2 | | 13 | | | 3 | 13 | .1 | .9 | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 32 | | .2 | 2 | 32 | .1 | .4 | | | | | 7 | 20 | .2 | .8 | 6 | 7 | .1 | .8 |
| 4-Book | 4 | 35 | .1 | .6 | 3 | 30 | .1 | .6 | 4 | 10 | .1 | 1.1 | 7 | 20 | .2 | .8 | 6 | 7 | .1 | .8 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 103 | 1437 | 2.6 | 16.0 | 79 | 1028 | 2.0 | 17.6 | 57 | 248 | 1.4 | 17.3 | 126 | 440 | 3.2 | 16.9 | 126 | 393 | 3.2 | 20.0 |
| 4-Book | 111 | 1449 | 2.8 | 15.8 | 91 | 1047 | 2.3 | 17.8 | 64 | 221 | 1.6 | 18.6 | 138 | 454 | 3.5 | 16.7 | 123 | 382 | 3.1 | 18.0 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 6 | | | * | | | | * | | | | | | | | * | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 56 | .1 | .5 | 1 | 8 | | .2 | | | | | 1 | 4 | | .1 | | | | |
| 4-Book | 1 | 25 | .1 | .2 | 1 | 12 | .1 | .3 | 1 | 1 | | .3 | 1 | 4 | | .1 | | | | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 155 | .4 | 2.3 | 8 | 119 | .2 | 1.8 | 5 | 34 | .1 | 1.5 | 13 | 57 | .3 | 1.7 | 12 | 28 | .3 | 1.9 |
| 4-Book | 24 | 198 | .6 | 3.4 | 11 | 151 | .3 | 2.1 | 9 | 42 | .2 | 2.5 | 14 | 68 | .4 | 1.7 | 15 | 44 | .4 | 2.1 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 839 | .8 | 4.8 | 27 | 650 | .7 | 6.0 | 18 | 112 | .5 | 5.5 | 66 | 253 | 1.7 | 8.9 | 36 | 168 | .9 | 5.7 |
| 4-Book | 44 | 929 | 1.1 | 6.2 | 32 | 643 | .8 | 6.3 | 15 | 74 | .4 | 4.3 | 67 | 286 | 1.7 | 8.2 | 45 | 220 | 1.2 | 6.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 27 | 579 | .7 | 4.2 | 17 | 236 | .4 | 3.8 | 18 | 33 | .5 | 5.5 | 30 | 82 | .8 | 4.0 | 11 | 53 | .3 | 1.7 |
| 4-Book | 31 | 534 | .8 | 4.3 | 13 | 236 | .3 | 2.5 | 12 | 39 | .3 | 3.3 | 23 | 107 | .6 | 2.8 | 18 | 71 | .5 | 2.6 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 626 | 1.0 | 6.1 | 21 | 422 | .5 | 4.7 | 12 | 37 | .3 | 3.6 | 15 | 77 | .4 | 2.0 | 36 | 102 | .9 | 5.7 |
| 4-Book | 33 | 619 | .8 | 4.8 | 24 | 477 | .6 | 4.7 | 13 | 53 | .4 | 3.7 | 32 | 149 | .8 | 3.8 | 27 | 104 | .7 | 3.9 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 30 | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 41 | | .2 | 1 | 28 | | .2 | | | | | 1 | 9 | | .1 | 1 | 9 | | .2 |
| 4-Book | 2 | 80 | .1 | .3 | 1 | 42 | | .3 | 1 | 2 | | .3 | 1 | 9 | | .1 | 1 | 4 | | .1 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 64 | | .2 | 2 | 47 | .1 | .4 | 3 | 10 | .1 | .9 | | 9 | | | 1 | 8 | | .2 |
| 4-Book | 3 | 66 | .1 | .4 | 3 | 44 | .1 | .5 | 3 | 13 | .1 | .8 | 2 | 11 | .1 | .3 | 1 | 5 | | .1 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 65 | .1 | .5 | 3 | 56 | .1 | .7 | | | | | 5 | 36 | .1 | .7 | | | | |
| 4-Book | 2 | 51 | .1 | .3 | 2 | 39 | .1 | .4 | 1 | 2 | | .4 | 4 | 20 | .1 | .5 | 2 | 11 | .1 | .3 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 823 | 1.0 | 6.1 | 22 | 569 | .6 | 4.9 | 11 | 88 | .3 | 3.3 | 33 | 214 | .8 | 4.4 | 42 | 169 | 1.1 | 6.7 |
| 4-Book | 36 | 760 | .9 | 5.1 | 25 | 570 | .7 | 5.0 | 16 | 79 | .4 | 4.5 | 39 | 209 | 1.0 | 4.7 | 43 | 181 | 1.1 | 6.4 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 9 | | | | 6 | | .1 | | | | | | | | | | 6 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 643 | 3820 | 16.1 | | 450 | 3453 | 11.3 | | 330 | 1082 | 8.3 | | 745 | 2105 | 18.7 | | 630 | 1685 | 15.8 | |
| 4-Book | 706 | 3807 | 17.7 | | 509 | 3412 | 12.8 | | 348 | 1059 | 8.7 | | 822 | 2157 | 20.6 | | 687 | 1808 | 17.2 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| Women 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 '99 | 1 | 17 | .2 | 4 | 33 | .1 | 1.6 | 5 | 45 | .1 | 1.1 | 2 | 17 | .1 | .5 | 2 | 16 | .1 | .7 | |
| 4-Book | 4 | | .1 | 6 | 30 | .2 | 2.2 | 5 | 42 | .1 | .9 | 1 | 7 | | .2 | 1 | 10 | .1 | .3 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 75 | .5 | 4.0 | 23 | 47 | .6 | 9.1 | 14 | 70 | .4 | 3.2 | 16 | 57 | .4 | 4.2 | 19 | 88 | .5 | 7.1 |
| 4-Book | 23 | 94 | .6 | 4.7 | 19 | 57 | .5 | 7.3 | 17 | 80 | .5 | 3.2 | 25 | 76 | .6 | 5.3 | 23 | 109 | .6 | 6.1 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 6 | 25 | .2 | 2.4 | 16 | 31 | .4 | 3.6 | | | | | 1 | 7 | | .4 | |
| 4-Book | | | | 8 | 22 | .2 | 2.9 | 7 | 22 | .2 | 1.3 | 1 | 4 | | .2 | 1 | 3 | | .2 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 55 | .4 | 3.4 | 14 | 36 | .4 | 5.5 | 8 | 26 | .2 | 1.8 | 11 | 30 | .3 | 2.9 | 5 | 24 | .1 | 1.9 |
| 4-Book | 17 | 53 | .4 | 3.2 | 12 | 27 | .3 | 4.4 | 20 | 53 | .5 | 3.6 | 21 | 49 | .6 | 4.4 | 35 | 74 | .9 | 9.0 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 1 | 2 | | .3 | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 77 | 372 | 1.9 | 15.5 | 37 | 130 | .9 | 14.6 | 72 | 391 | 1.8 | 16.4 | 63 | 316 | 1.6 | 16.4 | 37 | 185 | .9 | 13.8 |
| 4-Book | 69 | 318 | 1.7 | 13.5 | 28 | 127 | .7 | 10.5 | 83 | 399 | 2.1 | 15.4 | 69 | 283 | 1.8 | 14.6 | 32 | 150 | .8 | 8.9 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | | | | | | | 6 | | | | | | | | 1 | 6 | | .4 |
| 4-Book | 1 | 4 | | .1 | | | | 1 | 6 | | .1 | 1 | 4 | | .2 | 1 | 5 | | .4 | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 37 | .2 | 1.8 | 3 | 12 | .1 | 1.2 | 1 | 7 | | .2 | 2 | 7 | .1 | .5 | 1 | 6 | | .4 |
| 4-Book | 4 | 14 | .1 | .7 | 5 | 17 | .2 | 2.0 | 6 | 13 | .2 | 1.1 | 5 | 18 | .2 | 1.1 | 5 | 17 | .1 | 1.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 36 | .1 | .8 | 2 | 14 | .1 | .8 | 9 | 46 | .2 | 2.0 | 7 | 35 | .2 | 1.8 | 1 | 21 | | .4 |
| 4-Book | 9 | 38 | .2 | 1.7 | 2 | 10 | .1 | .6 | 10 | 55 | .3 | 1.8 | 9 | 40 | .3 | 2.0 | 4 | 27 | .1 | .9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 73 | .2 | 1.8 | 5 | 13 | .1 | 2.0 | 2 | 34 | .1 | .5 | 3 | 20 | .1 | .8 | | 8 | | |
| 4-Book | 10 | 52 | .2 | 1.8 | 4 | 8 | .1 | 1.5 | 9 | 38 | .3 | 1.6 | 6 | 42 | .2 | 1.3 | 6 | 26 | .2 | 1.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | | .2 | 2 | 17 | .1 | .8 | 1 | 18 | | .2 | 4 | 19 | .1 | 1.0 | 6 | 23 | .2 | 2.2 |
| 4-Book | 5 | 30 | .1 | 1.0 | 5 | 17 | .1 | 1.8 | 7 | 39 | .2 | 1.2 | 11 | 46 | .3 | 2.3 | 7 | 29 | .2 | 1.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 2 | 5 | .1 | .8 | | 5 | | | | 1 | 5 | | .3 | | | | |
| 4-Book | | 3 | | 1 | 1 | | .2 | | 1 | | | | 1 | 1 | | .1 | | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 56 | 301 | 1.4 | 11.3 | 19 | 100 | .5 | 7.5 | 47 | 191 | 1.2 | 10.7 | 63 | 260 | 1.6 | 16.4 | 56 | 198 | 1.4 | 20.9 |
| 4-Book | 82 | 305 | 2.1 | 16.1 | 26 | 103 | .7 | 9.9 | 60 | 261 | 1.5 | 11.2 | 63 | 217 | 1.6 | 13.6 | 55 | 191 | 1.4 | 15.1 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 47 | 287 | 1.2 | 9.5 | 10 | 69 | .3 | 3.9 | 36 | 224 | .9 | 8.2 | 27 | 151 | .7 | 7.0 | 20 | 106 | .5 | 7.5 |
| 4-Book | 32 | 191 | .8 | 6.3 | 15 | 88 | .4 | 5.6 | 38 | 210 | 1.0 | 7.1 | 32 | 177 | .8 | 6.7 | 22 | 122 | .5 | 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 12-24

| 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURO-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 8 | .1 | .6 | | 5 | | 8 | 19 | .2 | 1.8 | | | | | | | | | |
| 4-Book | 2 | 8 | .1 | .3 | 1 | 6 | .1 | .5 | 4 | 14 | .1 | .9 | 4 | 6 | .1 | .8 | | | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 100 | 339 | 2.5 | 20.2 | 44 | 174 | 1.1 | 17.3 | 78 | 328 | 2.0 | 17.7 | 56 | 241 | 1.4 | 14.5 | 42 | 189 | 1.1 | 15.7 |
| 4-Book | 107 | 345 | 2.7 | 21.2 | 53 | 180 | 1.4 | 20.1 | 105 | 374 | 2.6 | 19.4 | 71 | 262 | 1.8 | 15.1 | 57 | 209 | 1.5 | 15.2 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 8 | .1 | .8 | 2 | 8 | .1 | .5 | | | | | | | | |
| 4-Book | | | | | 1 | 4 | .1 | .4 | 4 | 8 | .1 | .8 | 1 | 2 | | .3 | | 3 | | .1 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 10 | .3 | 2.0 | 1 | 8 | | .4 | 10 | 67 | .3 | 2.3 | 13 | 38 | .3 | 3.4 | 3 | 7 | .1 | 1.1 |
| 4-Book | 11 | 25 | .3 | 2.1 | 5 | 26 | .1 | 1.9 | 13 | 57 | .3 | 2.4 | 12 | 49 | .3 | 2.6 | 8 | 30 | .2 | 2.1 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 208 | .9 | 7.3 | 11 | 39 | .3 | 4.3 | 13 | 139 | .3 | 3.0 | 21 | 186 | .5 | 5.5 | 9 | 82 | .2 | 3.4 |
| 4-Book | 30 | 160 | .8 | 5.9 | 12 | 56 | .3 | 4.5 | 33 | 174 | .8 | 5.8 | 28 | 177 | .7 | 5.8 | 22 | 122 | .6 | 5.6 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 69 | .3 | 2.4 | 12 | 25 | .3 | 4.7 | 18 | 57 | .5 | 4.1 | 13 | 54 | .3 | 3.4 | 16 | 54 | .4 | 6.0 |
| 4-Book | 13 | 55 | .3 | 2.5 | 5 | 12 | .1 | 1.8 | 11 | 57 | .3 | 2.2 | 8 | 35 | .2 | 1.8 | 9 | 37 | .3 | 2.7 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 122 | .7 | 5.2 | 15 | 46 | .4 | 5.9 | 34 | 184 | .9 | 7.7 | 18 | 96 | .5 | 4.7 | 13 | 51 | .3 | 4.9 |
| 4-Book | 23 | 107 | .6 | 4.4 | 13 | 52 | .3 | 4.9 | 26 | 136 | .7 | 5.0 | 22 | 89 | .6 | 4.6 | 33 | 130 | .8 | 8.4 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 18 | .1 | .6 | 2 | 9 | .1 | .8 | | 10 | | | 1 | 9 | | .3 | | | | |
| 4-Book | 5 | 21 | .2 | 1.0 | 1 | 5 | | .3 | | 5 | | .1 | 1 | 8 | | .2 | 1 | 5 | | .3 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 38 | .2 | 1.2 | | | | | 1 | 9 | | .2 | | | | | | | | |
| 4-Book | 5 | 17 | .2 | 1.0 | 1 | 4 | | .4 | 3 | 10 | .1 | .5 | 3 | 7 | .1 | .6 | 1 | 3 | | .3 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | | .2 | 5 | 9 | .1 | 2.0 | 5 | 9 | .1 | 1.1 | 9 | 38 | .2 | 2.3 | 3 | 9 | .1 | 1.1 |
| 4-Book | | 2 | | .1 | 2 | 4 | .1 | .9 | 3 | 9 | .1 | .5 | 3 | 11 | .1 | .6 | 1 | 5 | | .4 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 153 | .7 | 5.8 | 8 | 62 | .2 | 3.1 | 25 | 166 | .6 | 5.7 | 14 | 110 | .4 | 3.6 | 14 | 87 | .4 | 5.2 |
| 4-Book | 24 | 135 | .6 | 4.7 | 11 | 63 | .3 | 4.0 | 26 | 170 | .7 | 4.9 | 24 | 117 | .6 | 5.0 | 20 | 107 | .5 | 5.3 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | 1 | 2 | | .1 | | | | | | | | | | | | | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 496 | 1684 | 12.4 | | 254 | 824 | 6.4 | | 440 | 1500 | 11.0 | | 385 | 1306 | 9.6 | | 268 | 952 | 6.7 | |
| 4-Book | 509 | 1528 | 12.8 | | 264 | 851 | 6.6 | | 539 | 1634 | 13.5 | | 472 | 1328 | 11.8 | | 373 | 1145 | 9.3 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| 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 | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 813 | .3 | 1.7 | 51 | 504 | .9 | 3.7 | 10 | 197 | .2 | .7 | 19 | 305 | .3 | 1.5 | 6 | 156 | .1 | 1.3 |
| FA '98 | 16 | 691 | .3 | 1.6 | 53 | 447 | .9 | 3.9 | 10 | 199 | .2 | .7 | 13 | 252 | .2 | 1.0 | 5 | 70 | .1 | .9 |
| SU '98 | 15 | 748 | .3 | 1.5 | 39 | 350 | .7 | 3.0 | 8 | 181 | .1 | .5 | 13 | 206 | .2 | 1.0 | 6 | 130 | .1 | 1.0 |
| SP '98 | 16 | 821 | .3 | 1.5 | 43 | 512 | .7 | 3.2 | 12 | 229 | .2 | .8 | 22 | 353 | .4 | 1.7 | 7 | 153 | .1 | 1.2 |
| 4-Book | 16 | 768 | .3 | 1.6 | 47 | 453 | .8 | 3.5 | 10 | 202 | .2 | .7 | 17 | 279 | .3 | 1.3 | 6 | 127 | .1 | 1.1 |
| WI '98 | 26 | 1082 | .4 | 2.5 | 92 | 798 | 1.6 | 6.3 | 13 | 193 | .2 | .9 | 25 | 423 | .4 | 1.9 | 7 | 145 | .1 | 1.3 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 1112 | 1.5 | 8.8 | 105 | 580 | 1.8 | 7.6 | 154 | 575 | 2.7 | 11.1 | 94 | 548 | 1.7 | 7.7 | 35 | 394 | .6 | 7.4 |
| FA '98 | 81 | 1205 | 1.4 | 8.0 | 103 | 672 | 1.8 | 7.6 | 152 | 618 | 2.7 | 10.3 | 99 | 641 | 1.7 | 7.9 | 28 | 431 | .5 | 5.2 |
| SU '98 | 89 | 1249 | 1.5 | 8.6 | 89 | 677 | 1.5 | 7.0 | 192 | 737 | 3.3 | 12.6 | 107 | 690 | 1.8 | 8.4 | 43 | 426 | .7 | 7.0 |
| SP '98 | 99 | 1396 | 1.7 | 9.6 | 107 | 710 | 1.8 | 8.1 | 176 | 723 | 3.0 | 11.8 | 133 | 790 | 2.3 | 10.4 | 44 | 497 | .8 | 7.2 |
| 4-Book | 89 | 1241 | 1.5 | 8.8 | 101 | 660 | 1.7 | 7.6 | 169 | 663 | 2.9 | 11.5 | 108 | 667 | 1.9 | 8.6 | 38 | 437 | .7 | 6.7 |
| WI '98 | 96 | 1259 | 1.7 | 9.2 | 123 | 664 | 2.1 | 8.4 | 200 | 621 | 3.5 | 13.5 | 121 | 676 | 2.1 | 9.3 | 29 | 341 | .5 | 5.4 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 170 | .3 | 1.6 | 25 | 111 | .4 | 1.8 | 15 | 53 | .3 | 1.1 | 17 | 56 | .3 | 1.4 | 9 | 71 | .2 | 1.9 |
| FA '98 | 10 | 145 | .2 | 1.0 | 18 | 70 | .3 | 1.3 | 12 | 50 | .2 | .8 | 9 | 59 | .2 | .7 | 3 | 28 | .1 | .6 |
| SU '98 | 8 | 88 | .1 | .8 | 18 | 55 | .3 | 1.4 | 14 | 25 | .2 | .9 | 1 | 8 | .1 | .1 | | | | |
| SP '98 | 7 | 146 | .1 | .7 | 14 | 64 | .2 | 1.1 | 4 | 32 | .1 | .3 | 5 | 35 | .1 | .4 | | 7 | | |
| 4-Book | 10 | 137 | .2 | 1.0 | 19 | 75 | .3 | 1.4 | 11 | 40 | .2 | .8 | 8 | 40 | .2 | .7 | 3 | 27 | .1 | .6 |
| WI '98 | 18 | 215 | .3 | 1.7 | 21 | 107 | .4 | 1.4 | 19 | 82 | .3 | 1.3 | 17 | 60 | .3 | 1.3 | 12 | 43 | .2 | 2.3 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 826 | 1.3 | 7.5 | 82 | 439 | 1.4 | 5.9 | 82 | 481 | 1.4 | 5.9 | 92 | 493 | 1.6 | 7.5 | 69 | 453 | 1.2 | 14.5 |
| FA '98 | 95 | 962 | 1.7 | 9.3 | 124 | 568 | 2.2 | 9.1 | 112 | 473 | 2.0 | 7.6 | 98 | 500 | 1.7 | 7.8 | 91 | 524 | 1.6 | 16.9 |
| SU '98 | 82 | 1024 | 1.4 | 7.9 | 126 | 536 | 2.2 | 9.8 | 94 | 521 | 1.6 | 6.2 | 86 | 562 | 1.5 | 6.8 | 69 | 459 | 1.2 | 11.3 |
| SP '98 | 87 | 987 | 1.5 | 8.4 | 113 | 487 | 2.0 | 8.5 | 97 | 501 | 1.7 | 6.5 | 90 | 560 | 1.6 | 7.0 | 89 | 532 | 1.5 | 14.7 |
| 4-Book | 84 | 950 | 1.5 | 8.3 | 111 | 508 | 2.0 | 8.3 | 96 | 494 | 1.7 | 6.6 | 92 | 529 | 1.6 | 7.3 | 80 | 492 | 1.4 | 14.4 |
| WI '98 | 107 | 909 | 1.8 | 10.3 | 139 | 569 | 2.4 | 9.5 | 141 | 501 | 2.4 | 9.5 | 110 | 576 | 1.9 | 8.5 | 91 | 513 | 1.6 | 17.1 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 34 | .1 | .1 | 1 | 27 | .1 | .1 | 1 | 18 | .1 | .1 | 1 | 16 | .1 | .1 | 2 | 16 | .1 | .4 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 1 | 59 | .1 | .1 | 3 | 20 | .1 | .2 | | 15 | .1 | .2 | 3 | 37 | .1 | .2 | 1 | 16 | .1 | .2 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 57 | .1 | .1 | 1 | 11 | .1 | .1 | 1 | 15 | .1 | .1 | 1 | 19 | .1 | .1 | | | | |
| FA '98 | 2 | 40 | .2 | .2 | 5 | 16 | .1 | .4 | 3 | 12 | .1 | .2 | | 12 | | | | | | |
| SU '98 | 3 | 60 | .1 | .3 | 4 | 23 | .1 | .3 | 1 | 23 | .1 | .1 | 1 | 8 | .1 | .1 | | | | |
| SP '98 | 1 | 30 | .1 | .1 | 1 | 20 | .1 | .1 | 3 | 14 | .1 | .2 | 1 | 13 | .1 | .1 | 1 | 7 | .1 | .2 |
| 4-Book | 2 | 47 | .2 | .2 | 3 | 18 | .1 | .2 | 2 | 16 | .1 | .2 | 1 | 13 | .1 | .1 | | 2 | .1 | .1 |
| WI '98 | 3 | 44 | .1 | .3 | 3 | 30 | .1 | .2 | 3 | 30 | .1 | .2 | 2 | 22 | .2 | .2 | 2 | 7 | .1 | .4 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 81 | 1755 | 1.4 | 8.4 | 102 | 796 | 1.8 | 7.4 | 126 | 1064 | 2.2 | 9.1 | 106 | 1092 | 1.9 | 8.6 | 38 | 626 | .7 | 8.0 |
| FA '98 | 81 | 1747 | 1.4 | 8.0 | 101 | 892 | 1.8 | 7.4 | 127 | 1065 | 2.2 | 8.6 | 105 | 1091 | 1.8 | 8.4 | 33 | 641 | .6 | 6.1 |
| SU '98 | 85 | 1812 | 1.5 | 8.2 | 93 | 784 | 1.6 | 7.3 | 146 | 1143 | 2.5 | 9.6 | 111 | 1112 | 1.9 | 8.7 | 37 | 651 | .6 | 6.1 |
| SP '98 | 81 | 1831 | 1.4 | 7.8 | 79 | 803 | 1.4 | 5.9 | 143 | 1084 | 2.5 | 9.6 | 106 | 1076 | 1.8 | 8.3 | 47 | 683 | .8 | 7.7 |
| 4-Book | 82 | 1786 | 1.4 | 8.1 | 94 | 819 | 1.7 | 7.0 | 136 | 1089 | 2.4 | 9.2 | 107 | 1093 | 1.9 | 8.5 | 39 | 650 | .7 | 7.0 |
| WI '98 | 91 | 1832 | 1.6 | 8.7 | 115 | 859 | 2.0 | 7.9 | 124 | 973 | 2.1 | 8.4 | 122 | 1186 | 2.1 | 9.4 | 51 | 677 | .9 | 9.6 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 160 | .1 | .3 | 6 | 80 | .1 | .4 | | 9 | | | 5 | 50 | .1 | .4 | 2 | 42 | | .4 |
| FA '98 | 4 | 202 | .1 | .4 | 4 | 29 | .1 | .3 | 1 | 44 | | .1 | 4 | 95 | .1 | .3 | 4 | 63 | .1 | .7 |
| SU '98 | 6 | 146 | .1 | .6 | 13 | 65 | .2 | 1.0 | 9 | 41 | .2 | .6 | 6 | 38 | .1 | .5 | 1 | 40 | | .2 |
| SP '98 | 8 | 194 | .1 | .8 | 14 | 98 | .2 | 1.1 | 14 | 61 | .2 | .9 | 13 | 38 | .2 | 1.0 | 3 | 63 | .1 | .5 |
| 4-Book | 5 | 176 | .1 | .5 | 9 | 68 | .2 | .7 | 6 | 39 | .1 | .4 | 7 | 55 | .1 | .6 | 3 | 52 | .1 | .5 |
| WI '98 | 6 | 226 | .1 | .6 | 17 | 117 | .3 | 1.2 | 5 | 34 | .1 | .3 | 4 | 43 | .1 | .3 | 1 | 39 | | .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

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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 20 | | .1 | | | | | 1 | 10 | | .1 | 1 | 10 | | .1 | 1 | 9 | | .2 |
| FA '98 | 2 | 36 | | .2 | | | | | 5 | 18 | .1 | .3 | 1 | 19 | | .1 | | 9 | | |
| SU '98 | | 37 | | | | | | | | 9 | | | | 18 | | | 2 | 9 | | .3 |
| SP '98 | 1 | 57 | | .1 | 2 | 25 | | .2 | 1 | 8 | | .1 | 1 | 30 | | .1 | | | | |
| 4-Book | 1 | 38 | | .1 | 1 | 6 | | .1 | 2 | 11 | | .1 | 1 | 19 | | .1 | 1 | 7 | | .1 |
| WI '98 | | 16 | | | | | | | | 8 | | | | | | | 1 | 8 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 964 | 5455 | 17.0 | | 1386 | 4835 | 24.4 | | 1382 | 4408 | 24.3 | | 1228 | 4785 | 21.6 | | 475 | 3582 | 8.4 | |
| FA '98 | 1017 | 5519 | 17.9 | | 1364 | 4800 | 24.0 | | 1479 | 4378 | 26.1 | | 1253 | 4745 | 22.1 | | 540 | 3426 | 9.5 | |
| SU '98 | 1034 | 5629 | 17.9 | | 1280 | 4694 | 22.1 | | 1520 | 4664 | 26.3 | | 1274 | 4960 | 22.0 | | 610 | 3822 | 10.5 | |
| SP '98 | 1036 | 5629 | 17.9 | | 1328 | 4957 | 22.9 | | 1489 | 4677 | 25.7 | | 1277 | 4963 | 22.1 | | 607 | 3899 | 10.5 | |
| 4-Book | 1013 | 5558 | 17.7 | | 1340 | 4822 | 23.4 | | 1468 | 4532 | 25.6 | | 1258 | 4863 | 22.0 | | 558 | 3682 | 9.7 | |
| WI '98 | 1043 | 5698 | 18.0 | | 1457 | 4976 | 25.2 | | 1477 | 4444 | 25.5 | | 1297 | 5026 | 22.4 | | 533 | 3774 | 9.2 | |

** 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 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 | | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 736 | .4 | 1.9 | 7 | 259 | .1 | 1.1 | 12 | 100 | .2 | 2.3 | 7 | 47 | .1 | .7 | 6 | 39 | .1 | .7 | |
| 4-Book | 23 | 665 | .4 | 1.7 | 9 | 281 | .1 | 1.3 | 17 | 96 | .3 | 3.3 | 9 | 54 | .2 | .8 | 5 | 35 | .1 | .5 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 120 | 897 | 2.1 | 9.0 | 56 | 520 | 1.0 | 9.0 | 57 | 122 | 1.0 | 11.1 | 86 | 166 | 1.5 | 8.1 | 47 | 149 | .8 | 5.7 | |
| 4-Book | 129 | 1054 | 2.3 | 9.5 | 50 | 538 | .9 | 7.3 | 45 | 139 | .8 | 8.4 | 94 | 231 | 1.6 | 8.0 | 54 | 158 | .9 | 6.1 | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 141 | .3 | 1.4 | 12 | 124 | .2 | 1.9 | 14 | 32 | .2 | 2.7 | 5 | 11 | .1 | .5 | 19 | 23 | .3 | 2.3 | |
| 4-Book | 13 | 99 | .2 | .9 | 10 | 100 | .2 | 1.5 | 6 | 13 | .1 | 1.1 | 6 | 15 | .1 | .5 | 6 | 11 | .1 | .7 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 702 | 1.5 | 6.4 | 50 | 508 | .9 | 8.1 | 12 | 55 | .2 | 2.3 | 59 | 153 | 1.0 | 5.6 | 84 | 183 | 1.5 | 10.2 | |
| 4-Book | 100 | 787 | 1.7 | 7.3 | 59 | 570 | 1.0 | 8.5 | 42 | 119 | .7 | 7.9 | 83 | 220 | 1.4 | 7.0 | 66 | 168 | 1.2 | 7.5 | |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 34 | | .1 | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 46 | | .1 | 2 | 23 | | .3 | | | | | | | | | | | | | |
| 4-Book | 2 | 32 | | .1 | 3 | 28 | | .4 | 4 | 8 | | .8 | 1 | 4 | | .1 | 3 | 7 | | .3 | |
| W100-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 113 | 1596 | 2.0 | 8.5 | 53 | 906 | .9 | 8.5 | 52 | 209 | .9 | 10.1 | 106 | 438 | 1.9 | 10.0 | 63 | 257 | 1.1 | 7.7 | |
| 4-Book | 114 | 1583 | 2.0 | 8.4 | 54 | 977 | 1.0 | 7.9 | 41 | 180 | .7 | 7.9 | 101 | 427 | 1.8 | 8.7 | 80 | 314 | 1.4 | 9.0 | |
| WIP -AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 107 | .1 | .3 | 3 | 76 | .1 | .5 | 2 | 20 | | .4 | 2 | 18 | | .2 | | | | | |
| 4-Book | 7 | 112 | .2 | .5 | 3 | 70 | .1 | .5 | 2 | 12 | | .5 | 4 | 25 | .1 | .3 | 3 | 12 | .1 | .3 | |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 414 | .8 | 3.2 | 20 | 267 | .4 | 3.2 | 34 | 70 | .6 | 6.6 | 30 | 95 | .5 | 2.8 | 21 | 82 | .4 | 2.6 | |
| 4-Book | 39 | 389 | .7 | 2.8 | 21 | 254 | .4 | 3.1 | 17 | 46 | .3 | 3.3 | 30 | 75 | .5 | 2.5 | 33 | 82 | .6 | 3.7 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 47 | 829 | .8 | 3.5 | 19 | 467 | .3 | 3.1 | 9 | 53 | .2 | 1.8 | 37 | 180 | .7 | 3.5 | 39 | 173 | .7 | 4.7 | |
| 4-Book | 74 | 880 | 1.3 | 5.4 | 33 | 476 | .6 | 4.7 | 23 | 82 | .4 | 4.3 | 70 | 245 | 1.3 | 5.8 | 60 | 188 | 1.0 | 6.7 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 630 | .5 | 2.3 | 16 | 342 | .3 | 2.6 | 3 | 39 | .1 | .6 | 24 | 109 | .4 | 2.3 | 18 | 82 | .3 | 2.2 | |
| 4-Book | 44 | 682 | .8 | 3.2 | 22 | 409 | .4 | 3.1 | 13 | 68 | .2 | 2.4 | 40 | 173 | .7 | 3.4 | 26 | 106 | .5 | 2.9 | |
| WNAF-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 5 | 43 | .1 | .4 | * 2 | 37 | | .3 | * ** | ** | ** | ** | 1 | 10 | | .1 | * ** | ** | ** | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 343 | .3 | 1.4 | 12 | 216 | .2 | 1.9 | 9 | 48 | .2 | 1.8 | 20 | 78 | .4 | 1.9 | 22 | 101 | .4 | 2.7 | |
| 4-Book | 24 | 405 | .4 | 1.8 | 16 | 290 | .3 | 2.3 | 11 | 52 | .2 | 2.0 | 31 | 112 | .6 | 2.6 | 24 | 91 | .4 | 2.7 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 29 | | .1 | 2 | 18 | | .3 | 6 | 10 | .1 | 1.2 | 11 | 18 | .2 | 1.0 | | | | | |
| 4-Book | 2 | 19 | .1 | .2 | 1 | 18 | | .2 | 2 | 3 | | .3 | 4 | 7 | .1 | .3 | 1 | 3 | | .1 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 931 | 1.2 | 5.1 | 40 | 590 | .7 | 6.4 | 36 | 132 | .6 | 7.0 | 88 | 291 | 1.6 | 8.3 | 48 | 162 | .8 | 5.8 | |
| 4-Book | 71 | 972 | 1.2 | 5.2 | 45 | 613 | .8 | 6.5 | 28 | 109 | .5 | 5.2 | 76 | 269 | 1.3 | 6.5 | 66 | 210 | 1.2 | 7.4 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 26 | | .1 | | 19 | | | | | | | | | | | | | | | |
| 4-Book | 2 | 28 | | .2 | | 20 | | | | | | | | | | | | 1 | 2 | | .1 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 62 | 1117 | 1.1 | 4.6 | 32 | 740 | .6 | 5.2 | 19 | 91 | .3 | 3.7 | 65 | 341 | 1.1 | 6.1 | 52 | 214 | .9 | 6.3 | |
| 4-Book | 57 | 1165 | 1.0 | 4.2 | 30 | 718 | .5 | 4.4 | 20 | 111 | .3 | 3.7 | 64 | 337 | 1.1 | 5.4 | 42 | 216 | .7 | 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

| | | 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 | | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 3 | 37 | .1 | .2 | 5 | 22 | .1 | .8 | 5 | 22 | .1 | 1.0 | 9 | 9 | .2 | .8 | 7 | 9 | .1 | .9 | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 8 | 58 | .1 | .6 | 4 | 28 | .1 | .6 | 8 | 10 | .1 | 1.6 | 4 | 10 | .1 | .4 | 9 | 15 | .2 | 1.1 | | |
| 4-Book | | 12 | 76 | .2 | .9 | 6 | 58 | .1 | .9 | 9 | 21 | .2 | 1.7 | 13 | 41 | .2 | 1.1 | 10 | 24 | .2 | 1.2 | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 109 | 1149 | 1.9 | 8.2 | 54 | 802 | 1.0 | 8.7 | 42 | 161 | .7 | 8.2 | 79 | 294 | 1.4 | 7.4 | 95 | 266 | 1.7 | 11.6 | | |
| 4-Book | | 125 | 1262 | 2.2 | 9.2 | 83 | 941 | 1.5 | 11.9 | 62 | 203 | 1.1 | 11.9 | 126 | 377 | 2.2 | 10.6 | 101 | 295 | 1.8 | 11.5 | | |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | 6 | | | * | | | | * | | | | | | | | * | | | | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 18 | 160 | .3 | 1.3 | 6 | 81 | .1 | 1.0 | | | | | | 9 | | | | | | | | |
| 4-Book | | 13 | 164 | .3 | 1.0 | 7 | 100 | .1 | 1.0 | 3 | 12 | .1 | .6 | 3 | 14 | .1 | .3 | 3 | 4 | .1 | .4 | | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | 5 | | | | 1 | | .2 | | | | | | | | | | |
| 4-Book | | | 7 | | | | 1 | | | | 1 | | .1 | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 43 | 379 | .8 | 3.2 | 21 | 265 | .4 | 3.4 | 27 | 115 | .5 | 5.3 | 37 | 192 | .7 | 3.5 | 21 | 81 | .4 | 2.6 | | |
| 4-Book | | 54 | 487 | 1.0 | 4.0 | 27 | 341 | .5 | 3.9 | 27 | 115 | .5 | 5.2 | 47 | 196 | .9 | 4.0 | 29 | 116 | .5 | 3.2 | | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 76 | 1222 | 1.3 | 5.7 | 38 | 789 | .7 | 6.1 | 34 | 157 | .6 | 6.6 | 86 | 360 | 1.5 | 8.1 | 47 | 243 | .8 | 5.7 | | |
| 4-Book | | 76 | 1193 | 1.3 | 5.6 | 41 | 748 | .7 | 5.9 | 21 | 99 | .4 | 4.1 | 90 | 373 | 1.6 | 7.7 | 54 | 255 | 1.0 | 6.1 | | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 91 | 1230 | 1.6 | 6.8 | 20 | 393 | .4 | 3.2 | 9 | 63 | .2 | 1.8 | 37 | 159 | .7 | 3.5 | 31 | 131 | .5 | 3.8 | | |
| 4-Book | | 87 | 1122 | 1.5 | 6.4 | 22 | 451 | .4 | 3.2 | 17 | 66 | .3 | 3.2 | 41 | 194 | .8 | 3.5 | 39 | 146 | .7 | 4.4 | | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 119 | 1299 | 2.1 | 8.9 | 38 | 650 | .7 | 6.1 | 25 | 103 | .4 | 4.9 | 79 | 251 | 1.4 | 7.4 | 52 | 153 | .9 | 6.3 | | |
| 4-Book | | 107 | 1259 | 1.9 | 7.8 | 43 | 787 | .8 | 6.2 | 33 | 144 | .6 | 6.2 | 84 | 339 | 1.5 | 7.1 | 56 | 197 | 1.0 | 6.3 | | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | 30 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 13 | 141 | .2 | 1.0 | 7 | 80 | .1 | 1.1 | 7 | 10 | .1 | 1.4 | 17 | 36 | .3 | 1.6 | 18 | 45 | .3 | 2.2 | | |
| 4-Book | | 12 | 149 | .2 | .9 | 3 | 80 | | .5 | 2 | 5 | | .4 | 7 | 30 | .1 | .7 | 6 | 21 | .1 | .7 | | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 14 | 223 | .2 | 1.0 | 1 | 57 | | .2 | | | | | | 9 | | | 2 | 19 | | .2 | | |
| 4-Book | | 13 | 213 | .2 | 1.0 | 3 | 67 | .1 | .4 | 2 | 12 | | .4 | 2 | 14 | | .2 | 1 | 10 | | .1 | | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | 90 | .2 | .7 | 8 | 66 | .1 | 1.3 | | | | | 15 | 38 | .3 | 1.4 | 7 | 10 | .1 | .9 | | |
| 4-Book | | 7 | 79 | .1 | .5 | 3 | 46 | .1 | .5 | | | | | 4 | 16 | .1 | .4 | 4 | 17 | .1 | .5 | | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 44 | 877 | .8 | 3.3 | 17 | 430 | .3 | 2.7 | 13 | 57 | .2 | 2.5 | 33 | 171 | .6 | 3.1 | 33 | 125 | .6 | 4.0 | | |
| 4-Book | | 44 | 802 | .8 | 3.2 | 19 | 437 | .3 | 2.8 | 15 | 69 | .3 | 2.9 | 37 | 171 | .7 | 3.2 | 31 | 141 | .5 | 3.5 | | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 1 | 10 | | .1 | | 9 | | | | | | | | | | | 2 | 4 | | .2 | | |
| 4-Book | | 1 | 27 | | .1 | 1 | 11 | | .1 | | | | | 2 | 2 | | .1 | 2 | 4 | | .2 | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 1336 | 5407 | 23.5 | 621 | 4602 | 10.9 | 514 | 1569 | 9.1 | 1062 | 2805 | 18.7 | 822 | 2265 | 14.5 | | | | | | | |
| 4-Book | | 1364 | 5489 | 23.8 | 690 | 4674 | 12.0 | 522 | 1582 | 9.1 | 1178 | 2949 | 20.6 | 887 | 2280 | 15.5 | | | | | | | |

** 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

Target Listener Estimates - Women 18-34

| 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 '99 | 7 | 69 | .1 | 1.2 | 19 | 75 | .3 | 4.5 | 6 | 56 | .1 | .9 | 1 | 9 | .2 | 4 | 37 | .1 | 1.2 | |
| 4-Book | 4 | 31 | .1 | .7 | 21 | 77 | .4 | 4.7 | 8 | 65 | .2 | 1.0 | 4 | 19 | .1 | 6 | 44 | .1 | 1.4 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 104 | .4 | 4.4 | 53 | 113 | .9 | 12.6 | 71 | 170 | 1.3 | 10.2 | 51 | 108 | .9 | 10.2 | 54 | 126 | 1.0 | 16.3 |
| 4-Book | 32 | 126 | .6 | 5.7 | 36 | 107 | .6 | 8.2 | 50 | 160 | .9 | 6.3 | 50 | 128 | .9 | 8.4 | 39 | 134 | .7 | 9.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | .1 | 1.2 | 32 | 79 | .6 | 7.6 | 22 | 62 | .4 | 3.2 | | | | 1 | 7 | | .3 | |
| 4-Book | 3 | 5 | .1 | .5 | 32 | 68 | .6 | 7.2 | 23 | 61 | .4 | 2.9 | 6 | 14 | .1 | 1.0 | 2 | 9 | .1 | .5 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 66 | 140 | 1.2 | 11.7 | 24 | 59 | .4 | 5.7 | 30 | 122 | .5 | 4.3 | 52 | 104 | .9 | 10.4 | 65 | 143 | 1.1 | 19.6 |
| 4-Book | 51 | 123 | .9 | 8.8 | 34 | 81 | .6 | 7.7 | 50 | 169 | .9 | 6.0 | 55 | 116 | 1.0 | 9.2 | 82 | 175 | 1.4 | 19.9 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 10 | 11 | .2 | 2.4 | 3 | 23 | .1 | .4 | | | | | | | | |
| 4-Book | 1 | 2 | | .1 | 6 | 9 | .1 | 1.5 | 2 | 10 | .1 | .3 | 2 | 6 | | .3 | 3 | 4 | .1 | .7 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 55 | 204 | 1.0 | 9.7 | 23 | 87 | .4 | 5.5 | 44 | 246 | .8 | 6.3 | 32 | 202 | .6 | 6.4 | 39 | 123 | .7 | 11.7 |
| 4-Book | 53 | 236 | .9 | 9.4 | 25 | 110 | .4 | 5.6 | 61 | 299 | 1.1 | 7.3 | 41 | 196 | .8 | 6.7 | 25 | 94 | .4 | 6.2 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | | .2 | 1 | 5 | | .2 | 1 | 5 | | .1 | 8 | 24 | .1 | 1.6 | 7 | 11 | .1 | 2.1 |
| 4-Book | 1 | 6 | | .2 | 1 | 4 | | .2 | 5 | 24 | .1 | .6 | 5 | 19 | .1 | .9 | 3 | 6 | .1 | .9 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 122 | .7 | 6.5 | 10 | 39 | .2 | 2.4 | 4 | 27 | .1 | .6 | 5 | 31 | .1 | 1.0 | 13 | 49 | .2 | 3.9 |
| 4-Book | 21 | 67 | .4 | 3.7 | 15 | 46 | .3 | 3.5 | 24 | 60 | .4 | 2.8 | 15 | 45 | .3 | 2.3 | 14 | 59 | .3 | 3.5 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 125 | .4 | 3.9 | 1 | 7 | | .2 | 24 | 158 | .4 | 3.5 | 8 | 64 | .1 | 1.6 | 5 | 47 | .1 | 1.5 |
| 4-Book | 23 | 108 | .4 | 4.1 | 7 | 40 | .1 | 1.6 | 32 | 159 | .6 | 3.8 | 35 | 107 | .6 | 5.3 | 13 | 75 | .2 | 2.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 74 | .1 | 1.4 | 13 | 29 | .2 | 3.1 | 24 | 103 | .4 | 3.5 | 26 | 81 | .5 | 5.2 | 9 | 28 | .2 | 2.7 |
| 4-Book | 14 | 97 | .3 | 2.5 | 10 | 41 | .2 | 2.4 | 29 | 128 | .5 | 3.5 | 28 | 103 | .5 | 4.5 | 11 | 50 | .2 | 2.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 8 | 11 | .1 | 1.9 | 1 | 11 | | .1 | * 1 | 5 | | .2 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 39 | .1 | .9 | 7 | 32 | .1 | 1.7 | 14 | 63 | .2 | 2.0 | 22 | 54 | .4 | 4.4 | | | | |
| 4-Book | 10 | 52 | .2 | 1.8 | 13 | 57 | .2 | 2.9 | 16 | 74 | .3 | 2.0 | 17 | 61 | .3 | 2.9 | 7 | 28 | .1 | 1.5 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 3 | | | 1 | 5 | | .3 | 2 | 5 | | .2 | | | | | 2 | 2 | | .3 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 206 | .7 | 7.4 | 9 | 52 | .2 | 2.1 | 33 | 139 | .6 | 4.8 | 23 | 146 | .4 | 4.6 | 32 | 93 | .6 | 9.6 |
| 4-Book | 54 | 191 | .9 | 9.5 | 15 | 67 | .3 | 3.4 | 48 | 180 | .9 | 5.9 | 38 | 135 | .7 | 6.2 | 31 | 101 | .6 | 7.7 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 3 | 19 | .1 | .7 | | | | | | | | | | | | |
| 4-Book | 1 | 2 | | .1 | 1 | 7 | | .3 | | 4 | | | | 2 | | .1 | | 1 | 5 | .3 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 209 | .5 | 5.0 | 14 | 106 | .2 | 3.3 | 43 | 263 | .8 | 6.2 | 29 | 160 | .5 | 5.8 | 7 | 60 | .1 | 2.1 |
| 4-Book | 25 | 152 | .4 | 4.3 | 14 | 88 | .2 | 3.2 | 39 | 215 | .7 | 4.9 | 27 | 146 | .5 | 4.5 | 11 | 86 | .2 | 2.5 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

| | 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 9 | | .5 | 9 | 9 | .2 | 1.3 | 7 | 9 | .1 | 1.4 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 13 | .1 | .9 | 1 | 5 | .2 | .2 | 3 | 10 | .1 | .4 | 1 | 5 | .2 | .2 | | | | |
| 4-Book | 2 | 10 | .1 | .4 | 3 | 12 | .1 | .6 | 5 | 20 | .1 | .6 | 7 | 16 | .1 | 1.1 | 1 | 4 | | .2 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 58 | 198 | 1.0 | 10.3 | 39 | 147 | .7 | 9.3 | 58 | 248 | 1.0 | 8.4 | 36 | 162 | .6 | 7.2 | 26 | 83 | .5 | 7.8 |
| 4-Book | 93 | 277 | 1.6 | 16.4 | 65 | 224 | 1.2 | 14.7 | 105 | 343 | 1.8 | 12.6 | 56 | 192 | 1.0 | 9.0 | 44 | 134 | .8 | 10.5 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * | | | | | | | | * | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 16 | .1 | .7 | 6 | 27 | .1 | 1.4 | 37 | 72 | .7 | 5.3 | 1 | 8 | | .2 | | | | |
| 4-Book | 5 | 21 | .1 | 1.0 | 7 | 27 | .1 | 1.4 | 31 | 59 | .6 | 3.8 | 2 | 7 | | .3 | 1 | 9 | | .3 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 30 | .2 | 2.3 | 22 | 55 | .4 | 5.3 | 23 | 137 | .4 | 3.3 | 25 | 105 | .4 | 5.0 | 3 | 20 | .1 | .9 |
| 4-Book | 14 | 56 | .2 | 2.3 | 20 | 74 | .3 | 4.5 | 33 | 131 | .6 | 4.0 | 31 | 112 | .5 | 5.0 | 14 | 57 | .3 | 3.2 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 174 | .6 | 6.0 | 13 | 81 | .2 | 3.1 | 37 | 232 | .7 | 5.3 | 40 | 245 | .7 | 8.0 | 10 | 86 | .2 | 3.0 |
| 4-Book | 35 | 175 | .6 | 6.2 | 14 | 83 | .2 | 3.3 | 50 | 238 | .9 | 6.0 | 35 | 178 | .6 | 5.8 | 20 | 106 | .3 | 4.5 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 108 | .4 | 4.2 | 6 | 27 | .1 | 1.4 | 26 | 117 | .5 | 3.8 | 16 | 64 | .3 | 3.2 | 6 | 39 | .1 | 1.8 |
| 4-Book | 18 | 87 | .3 | 3.2 | 6 | 25 | .1 | 1.3 | 25 | 142 | .5 | 3.1 | 18 | 78 | .3 | 2.9 | 10 | 62 | .2 | 2.3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 41 | 143 | .7 | 7.3 | 8 | 59 | .1 | 1.9 | 51 | 192 | .9 | 7.4 | 26 | 155 | .5 | 5.2 | 10 | 36 | .2 | 3.0 |
| 4-Book | 30 | 154 | .5 | 5.3 | 19 | 89 | .3 | 4.1 | 52 | 221 | .9 | 6.5 | 37 | 153 | .6 | 5.9 | 29 | 125 | .5 | 6.7 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 27 | .1 | .9 | 2 | 9 | | .5 | 3 | 9 | .1 | .4 | 3 | 27 | .1 | .6 | | | | |
| 4-Book | 5 | 25 | .1 | .9 | 1 | 7 | | .3 | 2 | 12 | .1 | .3 | 1 | 17 | | .3 | 1 | 9 | | .1 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 20 | | .4 | | | | | 5 | 28 | .1 | .7 | | | | | | | | |
| 4-Book | 7 | 21 | .1 | 1.1 | 2 | 8 | | .4 | 5 | 24 | .1 | .6 | 4 | 11 | .1 | .6 | 3 | 10 | .1 | .7 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | | .2 | 10 | 18 | .2 | 2.4 | 13 | 18 | .2 | 1.9 | 12 | 47 | .2 | 2.4 | 3 | 9 | .1 | .9 |
| 4-Book | 1 | 5 | | .2 | 3 | 5 | .1 | .6 | 6 | 11 | .1 | .8 | 5 | 16 | .1 | 1.0 | 1 | 5 | | .3 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 81 | .3 | 2.8 | 5 | 37 | .1 | 1.2 | 14 | 126 | .2 | 2.0 | 7 | 88 | .1 | 1.4 | 15 | 70 | .3 | 4.5 |
| 4-Book | 13 | 82 | .2 | 2.2 | 7 | 46 | .1 | 1.5 | 21 | 139 | .4 | 2.5 | 18 | 79 | .3 | 2.8 | 11 | 61 | .2 | 2.8 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | 2 | 9 | | .3 | | | | | | | | |
| 4-Book | | 2 | | .1 | | | | | 2 | 7 | | .3 | | | | | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 565 | 1867 | 10.0 | | 419 | 1248 | 7.4 | | 693 | 2176 | 12.2 | | 499 | 1604 | 8.8 | | 332 | 1004 | 5.8 | |
| 4-Book | 571 | 1777 | 10.0 | | 441 | 1327 | 7.7 | | 822 | 2345 | 14.3 | | 613 | 1712 | 10.7 | | 414 | 1274 | 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

Women 18-49

Target Listener Trends - Women 18-49

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|----------------|--------------------------|--------------|------------|-------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|--------------------------|--------------|------------|-------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 76 | 2494 | .7 | 3.8 | 231 | 1741 | 2.0 | 7.6 | 49 | 730 | .4 | 1.6 | 74 | 1088 | .6 | 3.1 | 23 | 445 | .2 | 2.6 |
| FA '98 | 63 | 2204 | .5 | 3.1 | 194 | 1496 | 1.7 | 6.8 | 41 | 678 | .4 | 1.4 | 62 | 980 | .5 | 2.5 | 18 | 352 | .2 | 1.8 |
| SU '98 | 68 | 2368 | .6 | 3.3 | 183 | 1443 | 1.6 | 6.7 | 36 | 717 | .3 | 1.2 | 71 | 915 | .6 | 3.0 | 32 | 469 | .3 | 3.0 |
| SP '98 | 72 | 2582 | .6 | 3.5 | 220 | 1792 | 1.9 | 7.7 | 51 | 789 | .4 | 1.7 | 69 | 1086 | .6 | 2.8 | 21 | 446 | .2 | 2.1 |
| 4-Book | 70 | 2412 | .6 | 3.4 | 207 | 1618 | 1.8 | 7.2 | 44 | 729 | .4 | 1.5 | 69 | 1017 | .6 | 2.9 | 24 | 428 | .2 | 2.4 |
| WI '98 | 92 | 2668 | .8 | 4.5 | 294 | 1968 | 2.5 | 9.5 | 51 | 683 | .4 | 1.7 | 82 | 1078 | .7 | 3.3 | 31 | 448 | .3 | 3.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 214 | 2794 | 1.8 | 10.7 | 285 | 1551 | 2.5 | 9.4 | 405 | 1599 | 3.5 | 13.4 | 232 | 1589 | 2.0 | 9.7 | 89 | 926 | .8 | 10.3 |
| FA '98 | 197 | 2678 | 1.7 | 9.7 | 268 | 1642 | 2.3 | 9.4 | 370 | 1467 | 3.2 | 12.6 | 235 | 1599 | 2.0 | 9.5 | 69 | 896 | .6 | 7.1 |
| SU '98 | 216 | 2700 | 1.8 | 10.6 | 260 | 1579 | 2.2 | 9.5 | 469 | 1655 | 4.0 | 15.6 | 267 | 1641 | 2.3 | 11.2 | 76 | 898 | .7 | 7.2 |
| SP '98 | 221 | 2947 | 1.9 | 10.7 | 280 | 1664 | 2.4 | 9.8 | 423 | 1571 | 3.6 | 13.9 | 274 | 1796 | 2.3 | 11.2 | 82 | 954 | .7 | 8.1 |
| 4-Book | 212 | 2780 | 1.8 | 10.4 | 273 | 1609 | 2.4 | 9.5 | 417 | 1573 | 3.6 | 13.9 | 252 | 1656 | 2.2 | 10.4 | 79 | 919 | .7 | 8.2 |
| WI '98 | 199 | 2798 | 1.7 | 9.6 | 278 | 1579 | 2.4 | 9.0 | 411 | 1520 | 3.5 | 14.1 | 245 | 1541 | 2.1 | 9.8 | 55 | 678 | .5 | 5.8 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 367 | .3 | 1.6 | 52 | 215 | .4 | 1.7 | 37 | 145 | .3 | 1.2 | 31 | 136 | .3 | 1.3 | 16 | 125 | .1 | 1.8 |
| FA '98 | 21 | 303 | .2 | 1.0 | 35 | 162 | .3 | 1.2 | 17 | 86 | .1 | .6 | 22 | 123 | .2 | .9 | 5 | 49 | .1 | .5 |
| SU '98 | 16 | 266 | .1 | .8 | 36 | 165 | .3 | 1.3 | 19 | 108 | .2 | .6 | 7 | 34 | .1 | .3 | 4 | 55 | .1 | .4 |
| SP '98 | 27 | 397 | .2 | 1.3 | 49 | 193 | .4 | 1.7 | 28 | 105 | .2 | .9 | 17 | 109 | .1 | .7 | 2 | 28 | .1 | .2 |
| 4-Book | 24 | 333 | .2 | 1.2 | 43 | 184 | .4 | 1.5 | 25 | 111 | .2 | .8 | 19 | 101 | .2 | .8 | 7 | 64 | .1 | .7 |
| WI '98 | 34 | 405 | .3 | 1.6 | 52 | 212 | .4 | 1.7 | 31 | 147 | .3 | 1.1 | 35 | 132 | .3 | 1.4 | 19 | 109 | .2 | 2.0 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 192 | 1826 | 1.7 | 9.6 | 266 | 1110 | 2.3 | 8.8 | 222 | 971 | 1.9 | 7.4 | 214 | 1136 | 1.8 | 8.9 | 143 | 910 | 1.2 | 16.5 |
| FA '98 | 190 | 1838 | 1.6 | 9.3 | 231 | 1120 | 2.0 | 8.1 | 226 | 961 | 2.0 | 7.7 | 214 | 1053 | 1.8 | 8.6 | 163 | 991 | 1.4 | 16.8 |
| SU '98 | 200 | 1955 | 1.7 | 9.8 | 256 | 1136 | 2.2 | 9.3 | 249 | 1116 | 2.1 | 8.3 | 203 | 1158 | 1.7 | 8.5 | 168 | 955 | 1.4 | 15.9 |
| SP '98 | 197 | 1915 | 1.7 | 9.6 | 278 | 1120 | 2.4 | 9.7 | 248 | 1033 | 2.1 | 8.2 | 213 | 1190 | 1.8 | 8.7 | 155 | 990 | 1.3 | 15.3 |
| 4-Book | 195 | 1884 | 1.7 | 9.6 | 258 | 1122 | 2.2 | 9.0 | 236 | 1020 | 2.0 | 7.9 | 211 | 1134 | 1.8 | 8.7 | 157 | 962 | 1.3 | 16.1 |
| WI '98 | 208 | 1782 | 1.8 | 10.1 | 287 | 1150 | 2.5 | 9.3 | 265 | 937 | 2.3 | 9.1 | 228 | 1186 | 2.0 | 9.1 | 166 | 896 | 1.4 | 17.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 138 | .1 | .1 | 6 | 73 | .1 | .2 | 3 | 58 | .1 | .1 | 6 | 63 | .1 | .2 | 3 | 47 | .1 | .3 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 5 | 122 | .1 | .2 | 13 | 66 | .1 | .5 | 3 | 52 | .1 | .1 | 8 | 61 | .1 | .3 | 3 | 30 | .1 | .3 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 159 | .1 | .4 | 13 | 81 | .1 | .4 | 11 | 77 | .1 | .4 | 9 | 48 | .1 | .4 | 5 | 36 | .1 | .6 |
| FA '98 | 11 | 150 | .1 | .5 | 24 | 100 | .2 | .8 | 7 | 52 | .1 | .2 | 7 | 33 | .1 | .3 | 7 | 13 | .1 | .7 |
| SU '98 | 12 | 183 | .1 | .6 | 12 | 69 | .1 | .4 | 19 | 77 | .2 | .6 | 9 | 60 | .1 | .4 | 1 | 24 | .1 | .1 |
| SP '98 | 8 | 158 | .1 | .4 | 10 | 72 | .1 | .3 | 8 | 51 | .1 | .3 | 4 | 44 | .1 | .2 | 7 | 28 | .1 | .7 |
| 4-Book | 10 | 163 | .1 | .5 | 15 | 81 | .1 | .5 | 11 | 64 | .1 | .4 | 7 | 46 | .1 | .3 | 5 | 25 | .1 | .5 |
| WI '98 | 8 | 157 | .1 | .4 | 11 | 79 | .1 | .4 | 11 | 72 | .1 | .4 | 9 | 63 | .1 | .4 | 2 | 22 | .1 | .2 |
| W10Q-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 116 | 2646 | 1.0 | 5.8 | 160 | 1233 | 1.4 | 5.3 | 186 | 1523 | 1.6 | 6.2 | 146 | 1564 | 1.3 | 6.1 | 49 | 851 | .4 | 5.6 |
| FA '98 | 123 | 2719 | 1.1 | 6.0 | 164 | 1334 | 1.4 | 5.8 | 193 | 1555 | 1.7 | 6.6 | 157 | 1601 | 1.4 | 6.3 | 46 | 892 | .4 | 4.7 |
| SU '98 | 133 | 2765 | 1.1 | 6.5 | 150 | 1178 | 1.3 | 5.5 | 217 | 1724 | 1.9 | 7.2 | 157 | 1697 | 1.3 | 6.6 | 60 | 911 | .5 | 5.7 |
| SP '98 | 118 | 2746 | 1.0 | 5.7 | 131 | 1244 | 1.1 | 4.6 | 191 | 1498 | 1.6 | 6.3 | 151 | 1615 | 1.3 | 6.2 | 60 | 941 | .5 | 5.9 |
| 4-Book | 123 | 2719 | 1.1 | 6.0 | 151 | 1247 | 1.3 | 5.3 | 197 | 1575 | 1.7 | 6.6 | 153 | 1619 | 1.3 | 6.3 | 54 | 899 | .5 | 5.5 |
| WI '98 | 137 | 2796 | 1.2 | 6.6 | 186 | 1391 | 1.6 | 6.0 | 186 | 1502 | 1.6 | 6.4 | 186 | 1782 | 1.6 | 7.5 | 70 | 1010 | .6 | 7.3 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 437 | .1 | .5 | 24 | 201 | .2 | .8 | 9 | 84 | .1 | .3 | 15 | 147 | .1 | .6 | 4 | 83 | .1 | .5 |
| FA '98 | 16 | 443 | .1 | .8 | 30 | 174 | .3 | 1.1 | 14 | 133 | .1 | .5 | 18 | 204 | .2 | .7 | 11 | 114 | .1 | 1.1 |
| SU '98 | 13 | 284 | .1 | .6 | 36 | 151 | .3 | 1.3 | 12 | 90 | .1 | .4 | 12 | 84 | .1 | .5 | 4 | 57 | .1 | .4 |
| SP '98 | 15 | 398 | .1 | .7 | 31 | 230 | .3 | 1.1 | 25 | 122 | .2 | .8 | 19 | 123 | .2 | .8 | 5 | 110 | .1 | .5 |
| 4-Book | 14 | 391 | .1 | .7 | 30 | 189 | .3 | 1.1 | 15 | 107 | .1 | .5 | 16 | 140 | .2 | .7 | 6 | 91 | .1 | .6 |
| WI '98 | 18 | 483 | .2 | .9 | 43 | 251 | .4 | 1.4 | 19 | 102 | .2 | .7 | 21 | 148 | .2 | .8 | 8 | 112 | .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

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 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 109 | 1594 | .9 | 5.4 | 115 | 729 | 1.0 | 3.8 | 212 | 753 | 1.8 | 7.0 | 134 | 859 | 1.2 | 5.6 | 55 | 493 | .5 | 6.3 |
| FA '98 | 92 | 1558 | .8 | 4.5 | 106 | 700 | .9 | 3.7 | 153 | 745 | 1.3 | 5.2 | 121 | 859 | 1.0 | 4.9 | 41 | 496 | .4 | 4.2 |
| SU '98 | 90 | 1394 | .8 | 4.4 | 82 | 593 | .7 | 3.0 | 142 | 626 | 1.2 | 4.7 | 116 | 815 | 1.0 | 4.9 | 58 | 418 | .5 | 5.5 |
| SP '98 | 116 | 1732 | 1.0 | 5.6 | 102 | 729 | .9 | 3.6 | 203 | 785 | 1.7 | 6.7 | 145 | 969 | 1.2 | 5.9 | 69 | 742 | .6 | 6.8 |
| 4-Book | 102 | 1570 | .9 | 5.0 | 101 | 688 | .9 | 3.5 | 178 | 727 | 1.5 | 5.9 | 129 | 876 | 1.1 | 5.3 | 56 | 537 | .5 | 5.7 |
| WI '98 | 108 | 1627 | .9 | 5.2 | 120 | 766 | 1.0 | 3.9 | 164 | 732 | 1.4 | 5.6 | 144 | 900 | 1.2 | 5.8 | 49 | 618 | .4 | 5.1 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 84 | 2030 | .7 | 4.2 | 94 | 893 | .8 | 3.1 | 155 | 963 | 1.3 | 5.1 | 118 | 1236 | 1.0 | 4.9 | 23 | 461 | .2 | 2.6 |
| FA '98 | 97 | 1858 | .8 | 4.8 | 107 | 957 | .9 | 3.8 | 193 | 940 | 1.7 | 6.6 | 143 | 1192 | 1.2 | 5.8 | 24 | 446 | .2 | 2.5 |
| SU '98 | 111 | 2037 | 1.0 | 5.4 | 103 | 885 | .9 | 3.8 | 200 | 1187 | 1.7 | 6.7 | 158 | 1364 | 1.4 | 6.6 | 43 | 603 | .4 | 4.1 |
| SP '98 | 124 | 2170 | 1.1 | 6.0 | 129 | 980 | 1.1 | 4.5 | 199 | 1157 | 1.7 | 6.6 | 173 | 1317 | 1.5 | 7.1 | 59 | 544 | .5 | 5.8 |
| 4-Book | 104 | 2024 | .9 | 5.1 | 108 | 929 | .9 | 3.8 | 187 | 1062 | 1.6 | 6.3 | 148 | 1277 | 1.3 | 6.1 | 37 | 514 | .3 | 3.8 |
| WI '98 | 98 | 2200 | .8 | 4.7 | 119 | 967 | 1.0 | 3.8 | 158 | 1134 | 1.4 | 5.4 | 136 | 1330 | 1.2 | 5.5 | 39 | 670 | .3 | 4.1 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 1431 | .4 | 2.4 | 80 | 667 | .7 | 2.6 | 70 | 562 | .6 | 2.3 | 52 | 704 | .4 | 2.2 | 18 | 345 | .2 | 2.1 |
| FA '98 | 76 | 1462 | .7 | 3.7 | 103 | 651 | .9 | 3.6 | 128 | 656 | 1.1 | 4.4 | 116 | 965 | 1.0 | 4.7 | 18 | 341 | .2 | 1.8 |
| SU '98 | 56 | 1571 | .5 | 2.7 | 71 | 573 | .6 | 2.6 | 80 | 680 | .7 | 2.7 | 59 | 779 | .5 | 2.5 | 29 | 492 | .2 | 2.7 |
| SP '98 | 42 | 1617 | .4 | 2.0 | 56 | 591 | .5 | 2.0 | 54 | 644 | .5 | 1.8 | 54 | 885 | .5 | 2.2 | 17 | 348 | .1 | 1.7 |
| 4-Book | 56 | 1520 | .5 | 2.7 | 78 | 621 | .7 | 2.7 | 83 | 636 | .7 | 2.8 | 70 | 833 | .6 | 2.9 | 21 | 382 | .2 | 2.1 |
| WI '98 | 63 | 1507 | .5 | 3.0 | 88 | 625 | .8 | 2.8 | 100 | 593 | .9 | 3.4 | 78 | 789 | .7 | 3.1 | 26 | 393 | .2 | 2.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 7 | 103 | .1 | .3 | * 7 | 28 | .1 | .2 | 9 | 67 | .1 | .3 | * 7 | 39 | .1 | .3 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 7 | 124 | .1 | .3 | 8 | 61 | .1 | .3 | 12 | 74 | .1 | .4 | 4 | 30 | | .2 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 83 | 1706 | .7 | 4.1 | 100 | 835 | .9 | 3.3 | 129 | 729 | 1.1 | 4.3 | 106 | 933 | .9 | 4.4 | 34 | 405 | .3 | 3.9 |
| FA '98 | 103 | 2085 | .9 | 5.1 | 129 | 974 | 1.1 | 4.5 | 149 | 937 | 1.3 | 5.1 | 112 | 1059 | 1.0 | 4.5 | 44 | 540 | .4 | 4.5 |
| SU '98 | 82 | 1770 | .7 | 4.0 | 111 | 812 | 1.0 | 4.0 | 121 | 838 | 1.0 | 4.0 | 92 | 864 | .8 | 3.9 | 30 | 518 | .3 | 2.8 |
| SP '98 | 88 | 1871 | .8 | 4.3 | 115 | 817 | 1.0 | 4.0 | 143 | 845 | 1.2 | 4.7 | 101 | 1035 | .9 | 4.1 | 29 | 450 | .2 | 2.9 |
| 4-Book | 89 | 1858 | .8 | 4.4 | 114 | 860 | 1.0 | 4.0 | 136 | 837 | 1.2 | 4.5 | 103 | 973 | .9 | 4.2 | 34 | 478 | .3 | 3.5 |
| WI '98 | 91 | 1892 | .8 | 4.4 | 120 | 808 | 1.0 | 3.9 | 140 | 903 | 1.2 | 4.8 | 97 | 964 | .8 | 3.9 | 22 | 441 | .2 | 2.3 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 166 | .1 | .6 | 19 | 84 | .2 | .6 | 22 | 91 | .2 | .7 | 10 | 86 | .1 | .4 | 1 | 26 | | .1 |
| FA '98 | 4 | 131 | | .2 | 7 | 46 | .1 | .2 | 3 | 46 | | .1 | 2 | 39 | | .1 | 1 | 16 | | .1 |
| SU '98 | 8 | 145 | .1 | .4 | 11 | 55 | .1 | .4 | 12 | 63 | .1 | .4 | 9 | 82 | .1 | .4 | 5 | 38 | | .5 |
| SP '98 | 8 | 132 | .1 | .4 | 10 | 57 | .1 | .3 | 13 | 75 | .1 | .4 | 12 | 73 | .1 | .5 | 1 | 23 | | .1 |
| 4-Book | 8 | 144 | .1 | .4 | 12 | 61 | .1 | .4 | 13 | 69 | .1 | .4 | 8 | 70 | .1 | .4 | 2 | 26 | | .2 |
| WI '98 | 13 | 159 | .1 | .6 | 19 | 69 | .2 | .6 | 21 | 106 | .2 | .7 | 19 | 87 | .2 | .8 | 4 | 47 | | .4 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 65 | 1295 | .6 | 3.2 | 69 | 624 | .6 | 2.3 | 75 | 641 | .6 | 2.5 | 85 | 805 | .7 | 3.5 | 63 | 619 | .5 | 7.3 |
| FA '98 | 70 | 1316 | .6 | 3.4 | 72 | 594 | .6 | 2.5 | 89 | 727 | .8 | 3.0 | 97 | 809 | .8 | 3.9 | 48 | 557 | .4 | 4.9 |
| SU '98 | 78 | 1522 | .7 | 3.8 | 83 | 655 | .7 | 3.0 | 90 | 804 | .8 | 3.0 | 104 | 1020 | .9 | 4.4 | 69 | 663 | .6 | 6.5 |
| SP '98 | 76 | 1381 | .7 | 3.7 | 81 | 566 | .7 | 2.8 | 88 | 802 | .8 | 2.9 | 93 | 838 | .8 | 3.8 | 64 | 668 | .5 | 6.3 |
| 4-Book | 72 | 1379 | .7 | 3.5 | 76 | 610 | .7 | 2.7 | 86 | 744 | .8 | 2.9 | 95 | 868 | .8 | 3.9 | 61 | 627 | .5 | 6.3 |
| WI '98 | 85 | 1579 | .7 | 4.1 | 93 | 715 | .8 | 3.0 | 90 | 822 | .8 | 3.1 | 119 | 969 | 1.0 | 4.8 | 66 | 650 | .6 | 6.9 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 168 | .1 | .3 | 12 | 63 | .1 | .4 | 4 | 34 | | .1 | 10 | 52 | .1 | .4 | 5 | 36 | | .6 |
| FA '98 | 13 | 218 | .1 | .6 | 21 | 83 | .2 | .7 | 18 | 91 | .2 | .6 | 18 | 100 | .2 | .7 | 8 | 55 | .1 | .8 |
| SU '98 | 9 | 225 | .1 | .4 | 17 | 63 | .1 | .6 | 17 | 87 | .1 | .6 | 5 | 79 | | .2 | 4 | 59 | | .4 |
| SP '98 | 4 | 228 | | .2 | 8 | 84 | .1 | .3 | 2 | 37 | | .1 | 5 | 41 | | .2 | 4 | 74 | | .4 |
| 4-Book | 8 | 210 | .1 | .4 | 15 | 73 | .1 | .5 | 10 | 62 | .1 | .4 | 10 | 68 | .1 | .4 | 5 | 56 | | .6 |
| WI '98 | 6 | 189 | .1 | .3 | 16 | 72 | .1 | .5 | 8 | 73 | .1 | .3 | 9 | 117 | .1 | .4 | 1 | 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 Trends

Women 18-49

Target Listener Trends - Women 18-49

| | Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | |
|-----------------|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 1799 | .5 | 3.0 | 91 | 900 | .8 | 3.0 | 75 | 827 | .6 | 2.5 | 87 | 1150 | .8 | 3.6 | 29 | 623 | .3 | 3.3 |
| FA '98 | 56 | 1673 | .5 | 2.7 | 69 | 793 | .6 | 2.4 | 73 | 739 | .6 | 2.5 | 90 | 1146 | .8 | 3.6 | 24 | 558 | .2 | 2.5 |
| SU '98 | 48 | 1856 | .4 | 2.4 | 57 | 783 | .5 | 2.1 | 57 | 805 | .5 | 1.9 | 62 | 1013 | .5 | 2.6 | 24 | 602 | .2 | 2.3 |
| SP '98 | 65 | 1989 | .6 | 3.2 | 91 | 946 | .8 | 3.2 | 100 | 944 | .9 | 3.3 | 91 | 1179 | .8 | 3.7 | 25 | 546 | .2 | 2.5 |
| 4-Book | 58 | 1829 | .5 | 2.8 | 77 | 856 | .7 | 2.7 | 76 | 829 | .7 | 2.6 | 83 | 1122 | .7 | 3.4 | 26 | 582 | .2 | 2.7 |
| WI '98 | 59 | 1887 | .5 | 2.9 | 89 | 882 | .8 | 2.9 | 70 | 717 | .6 | 2.4 | 82 | 1052 | .7 | 3.3 | 28 | 645 | .2 | 2.9 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 73 | .1 | .4 | 13 | 57 | .1 | .4 | 9 | 51 | .1 | .3 | 7 | 39 | .1 | .3 | 4 | 27 | | .5 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 88 | .1 | .6 | 16 | 52 | .1 | .5 | 14 | 59 | .1 | .5 | 16 | 77 | .1 | .7 | 8 | 58 | .1 | .9 |
| FA '98 | 20 | 149 | .2 | 1.0 | 21 | 108 | .2 | .7 | 33 | 111 | .3 | 1.1 | 27 | 102 | .2 | 1.1 | 7 | 47 | .1 | .7 |
| SU '98 | 17 | 148 | .1 | .8 | 18 | 93 | .2 | .7 | 17 | 101 | .1 | .6 | 22 | 112 | .2 | .9 | 9 | 51 | .1 | .9 |
| SP '98 | 25 | 187 | .2 | 1.2 | 35 | 129 | .3 | 1.2 | 46 | 157 | .4 | 1.5 | 23 | 156 | .2 | .9 | 4 | 71 | .1 | .4 |
| 4-Book | 19 | 143 | .2 | .9 | 23 | 96 | .2 | .8 | 28 | 107 | .2 | .9 | 22 | 112 | .2 | .9 | 7 | 57 | .1 | .7 |
| WI '98 | 11 | 146 | .1 | .5 | 12 | 93 | .1 | .4 | 18 | 104 | .2 | .6 | 12 | 98 | .1 | .5 | | | | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 125 | 1946 | 1.1 | 6.2 | 188 | 960 | 1.6 | 6.2 | 149 | 1005 | 1.3 | 4.9 | 146 | 1021 | 1.3 | 6.1 | 84 | 742 | .7 | 9.7 |
| FA '98 | 132 | 2058 | 1.1 | 6.5 | 190 | 1048 | 1.6 | 6.7 | 166 | 1039 | 1.4 | 5.7 | 134 | 1117 | 1.2 | 5.4 | 86 | 764 | .7 | 8.8 |
| SU '98 | 142 | 2184 | 1.2 | 7.0 | 164 | 1079 | 1.4 | 6.0 | 169 | 1123 | 1.4 | 5.6 | 148 | 1176 | 1.3 | 6.2 | 116 | 936 | 1.0 | 11.0 |
| SP '98 | 141 | 2017 | 1.2 | 6.9 | 175 | 1067 | 1.5 | 6.1 | 162 | 1038 | 1.4 | 5.3 | 161 | 1192 | 1.4 | 6.6 | 82 | 672 | .7 | 8.1 |
| 4-Book | 135 | 2051 | 1.2 | 6.7 | 179 | 1039 | 1.5 | 6.3 | 162 | 1051 | 1.4 | 5.4 | 147 | 1127 | 1.3 | 6.1 | 92 | 779 | .8 | 9.4 |
| WI '98 | 115 | 1954 | 1.0 | 5.6 | 163 | 961 | 1.4 | 5.3 | 133 | 894 | 1.1 | 4.6 | 131 | 1038 | 1.1 | 5.3 | 74 | 764 | .6 | 7.8 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 1 | 29 | | | * 1 | 8 | | | 2 | 22 | | .1 | * 1 | 6 | | | | | | |
| FA '98 | 4 | 49 | | .2 | 1 | 18 | | | 9 | 23 | .1 | .3 | 2 | 14 | | .1 | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 44 | 720 | .4 | 2.2 | 49 | 366 | .4 | 1.6 | 114 | 452 | 1.0 | 3.8 | 41 | 258 | .4 | 1.7 | 7 | 112 | .1 | .8 |
| FA '98 | 32 | 746 | .3 | 1.6 | 41 | 306 | .4 | 1.4 | 58 | 302 | .5 | 2.0 | 16 | 241 | .1 | .6 | 14 | 182 | .1 | 1.4 |
| SU '98 | 32 | 755 | .3 | 1.6 | 38 | 265 | .3 | 1.4 | 53 | 376 | .5 | 1.8 | 32 | 286 | .3 | 1.3 | 15 | 180 | .1 | 1.4 |
| SP '98 | 28 | 685 | .2 | 1.4 | 35 | 271 | .3 | 1.2 | 57 | 358 | .5 | 1.9 | 20 | 244 | .2 | .8 | 8 | 122 | .1 | .8 |
| 4-Book | 34 | 727 | .3 | 1.7 | 41 | 302 | .4 | 1.4 | 71 | 372 | .6 | 2.4 | 27 | 257 | .3 | 1.1 | 11 | 149 | .1 | 1.1 |
| WI '98 | 42 | 739 | .4 | 2.0 | 44 | 275 | .4 | 1.4 | 75 | 367 | .6 | 2.6 | 35 | 243 | .3 | 1.4 | 18 | 159 | .2 | 1.9 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 28 | | | | | | | 7 | | | | | | | | | | | |
| FA '98 | | 25 | | | | | | | 8 | | | | 1 | 8 | | | | | 8 | |
| SU '98 | 1 | 43 | | | | | | | 18 | | | | | 9 | | | 1 | 25 | | .1 |
| SP '98 | | 11 | | | | | | | | | | | | | | | | | | |
| 4-Book | 1 | 27 | | | | | | | 8 | | | | | 4 | | | | 8 | | |
| WI '98 | | 7 | | | | | | | | | | | 1 | 7 | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 908 | .6 | 3.4 | 97 | 532 | .8 | 3.2 | 110 | 445 | 1.0 | 3.6 | 84 | 568 | .7 | 3.5 | 15 | 290 | .1 | 1.7 |
| FA '98 | 98 | 1207 | .8 | 4.8 | 138 | 776 | 1.2 | 4.8 | 117 | 650 | 1.0 | 4.0 | 146 | 864 | 1.3 | 5.9 | 36 | 417 | .3 | 3.7 |
| SU '98 | 76 | 1234 | .7 | 3.7 | 85 | 682 | .7 | 3.1 | 113 | 710 | 1.0 | 3.8 | 102 | 786 | .9 | 4.3 | 31 | 461 | .3 | 2.9 |
| SP '98 | 79 | 1172 | .7 | 3.8 | 91 | 704 | .8 | 3.2 | 129 | 682 | 1.1 | 4.3 | 99 | 695 | .8 | 4.0 | 32 | 415 | .3 | 3.2 |
| 4-Book | 80 | 1130 | .7 | 3.9 | 103 | 674 | .9 | 3.6 | 117 | 622 | 1.0 | 3.9 | 108 | 728 | .9 | 4.4 | 29 | 396 | .3 | 2.9 |
| WI '98 | 73 | 1145 | .6 | 3.5 | 114 | 726 | 1.0 | 3.7 | 98 | 656 | .8 | 3.4 | 98 | 877 | .8 | 3.9 | 26 | 428 | .2 | 2.7 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| Women 18-49 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|---------------------------|--------------|-------------|------------|--------------------------|--------------|-------------|------------|--------------------------|--------------|------------|------------|------------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| WXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 74 | 1992 | .6 | 3.7 | 121 | 1089 | 1.0 | 4.0 | 90 | 886 | .8 | 3.0 | 108 | 1286 | .9 | 4.5 | 28 | 679 | .2 | 3.2 |
| FA '98 | 78 | 1725 | .7 | 3.8 | 89 | 953 | .8 | 3.1 | 123 | 859 | 1.1 | 4.2 | 116 | 1106 | 1.0 | 4.7 | 35 | 584 | .3 | 3.6 |
| SU '98 | 81 | 2003 | .7 | 4.0 | 87 | 914 | .7 | 3.2 | 118 | 996 | 1.0 | 3.9 | 113 | 1269 | 1.0 | 4.7 | 41 | 781 | .4 | 3.9 |
| SP '98 | 63 | 1846 | .5 | 3.1 | 80 | 847 | .7 | 2.8 | 84 | 927 | .7 | 2.8 | 80 | 1093 | .7 | 3.3 | 30 | 612 | .3 | 3.0 |
| 4-Book | 74 | 1892 | .6 | 3.7 | 94 | 951 | .8 | 3.3 | 104 | 917 | .9 | 3.5 | 104 | 1189 | .9 | 4.3 | 34 | 664 | .3 | 3.4 |
| WI '98 | 66 | 1757 | .6 | 3.2 | 76 | 829 | .7 | 2.5 | 91 | 841 | .8 | 3.1 | 89 | 1151 | .8 | 3.6 | 28 | 635 | .2 | 2.9 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 79 | 1926 | .7 | 3.9 | 263 | 1274 | 2.3 | 8.7 | 84 | 841 | .7 | 2.8 | 57 | 731 | .5 | 2.4 | 21 | 305 | .2 | 2.4 |
| FA '98 | 76 | 1872 | .7 | 3.7 | 229 | 1164 | 2.0 | 8.0 | 74 | 711 | .6 | 2.5 | 63 | 622 | .5 | 2.5 | 22 | 306 | .2 | 2.3 |
| SU '98 | 85 | 1949 | .7 | 4.2 | 251 | 1165 | 2.1 | 9.1 | 94 | 781 | .8 | 3.1 | 66 | 694 | .6 | 2.8 | 30 | 440 | .3 | 2.8 |
| SP '98 | 82 | 2019 | .7 | 4.0 | 266 | 1246 | 2.3 | 9.3 | 87 | 913 | .7 | 2.9 | 59 | 698 | .5 | 2.4 | 19 | 397 | .2 | 1.9 |
| 4-Book | 81 | 1942 | .7 | 4.0 | 252 | 1212 | 2.2 | 8.8 | 85 | 812 | .7 | 2.8 | 61 | 686 | .5 | 2.5 | 23 | 362 | .2 | 2.4 |
| WI '98 | 87 | 1841 | .7 | 4.2 | 273 | 1297 | 2.3 | 8.8 | 108 | 801 | .9 | 3.7 | 64 | 581 | .5 | 2.6 | 24 | 335 | .2 | 2.5 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 141 | 2631 | 1.2 | 7.0 | 199 | 1395 | 1.7 | 6.6 | 279 | 1295 | 2.4 | 9.3 | 181 | 1443 | 1.6 | 7.5 | 44 | 715 | .4 | 5.1 |
| FA '98 | 123 | 2459 | 1.1 | 6.0 | 178 | 1408 | 1.5 | 6.2 | 186 | 1243 | 1.6 | 6.4 | 144 | 1388 | 1.2 | 5.8 | 71 | 749 | .6 | 7.3 |
| SU '98 | 116 | 2385 | 1.0 | 5.7 | 157 | 1164 | 1.3 | 5.7 | 180 | 1140 | 1.5 | 6.0 | 141 | 1319 | 1.2 | 5.9 | 57 | 817 | .5 | 5.4 |
| SP '98 | 141 | 2559 | 1.2 | 6.9 | 176 | 1289 | 1.5 | 6.1 | 223 | 1226 | 1.9 | 7.3 | 180 | 1583 | 1.5 | 7.4 | 77 | 985 | .7 | 7.6 |
| 4-Book | 130 | 2509 | 1.1 | 6.4 | 178 | 1314 | 1.5 | 6.2 | 217 | 1226 | 1.9 | 7.3 | 162 | 1433 | 1.4 | 6.7 | 62 | 817 | .6 | 6.4 |
| WI '98 | 120 | 2614 | 1.0 | 5.8 | 152 | 1322 | 1.3 | 4.9 | 198 | 1200 | 1.7 | 6.8 | 157 | 1403 | 1.3 | 6.3 | 53 | 844 | .5 | 5.6 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 105 | .1 | .1 | 5 | 59 | .2 | .2 | 2 | 38 | .1 | .1 | 4 | 54 | .2 | .2 | 1 | 37 | .1 | .1 |
| FA '98 | 3 | 89 | .1 | .1 | 9 | 57 | .1 | .3 | 1 | 19 | .1 | .1 | 4 | 49 | .2 | .2 | 1 | 25 | .1 | .1 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 325 | .1 | .8 | 32 | 155 | .3 | 1.1 | 29 | 125 | .3 | 1.0 | 17 | 173 | .1 | .7 | 5 | 90 | .1 | .6 |
| FA '98 | 16 | 437 | .1 | .8 | 15 | 189 | .1 | .5 | 28 | 227 | .2 | 1.0 | 26 | 277 | .2 | 1.1 | 6 | 123 | .1 | .6 |
| SU '98 | 16 | 283 | .1 | .8 | 16 | 105 | .1 | .6 | 34 | 112 | .3 | 1.1 | 23 | 127 | .2 | 1.0 | 8 | 110 | .1 | .8 |
| SP '98 | 12 | 328 | .1 | .6 | 15 | 132 | .1 | .5 | 21 | 119 | .2 | .7 | 16 | 174 | .1 | .7 | 9 | 124 | .1 | .9 |
| 4-Book | 15 | 343 | .1 | .8 | 20 | 145 | .2 | .7 | 28 | 146 | .3 | 1.0 | 21 | 188 | .2 | .9 | 7 | 112 | .1 | .7 |
| WI '98 | 13 | 367 | .1 | .6 | 18 | 124 | .2 | .6 | 27 | 144 | .2 | .9 | 13 | 119 | .1 | .5 | 5 | 131 | .1 | .5 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 519 | .2 | 1.0 | 28 | 234 | .2 | .9 | 35 | 215 | .3 | 1.2 | 38 | 339 | .3 | 1.6 | 6 | 128 | .1 | .7 |
| FA '98 | 27 | 590 | .2 | 1.3 | 28 | 214 | .2 | 1.0 | 44 | 286 | .4 | 1.5 | 41 | 318 | .4 | 1.7 | 16 | 161 | .1 | 1.6 |
| SU '98 | 25 | 663 | .2 | 1.2 | 38 | 334 | .3 | 1.4 | 49 | 330 | .4 | 1.6 | 36 | 430 | .3 | 1.5 | 8 | 140 | .1 | .8 |
| SP '98 | 22 | 506 | .2 | 1.1 | 35 | 231 | .3 | 1.2 | 40 | 267 | .3 | 1.3 | 32 | 320 | .3 | 1.3 | 6 | 137 | .1 | .6 |
| 4-Book | 24 | 570 | .2 | 1.2 | 32 | 253 | .3 | 1.1 | 42 | 275 | .4 | 1.4 | 37 | 352 | .3 | 1.5 | 9 | 142 | .1 | .9 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 360 | .2 | .9 | 20 | 150 | .2 | .7 | 27 | 157 | .2 | .9 | 26 | 177 | .2 | 1.1 | 7 | 111 | .1 | .8 |
| FA '98 | 13 | 276 | .1 | .6 | 12 | 150 | .1 | .4 | 23 | 116 | .2 | .8 | 20 | 138 | .2 | .8 | 5 | 82 | .1 | .5 |
| SU '98 | 22 | 377 | .2 | 1.1 | 34 | 221 | .3 | 1.2 | 40 | 209 | .3 | 1.3 | 21 | 188 | .2 | .9 | 9 | 65 | .1 | .9 |
| SP '98 | 14 | 412 | .1 | .7 | 14 | 167 | .1 | .5 | 24 | 203 | .2 | .8 | 19 | 204 | .2 | .8 | 5 | 108 | .1 | .5 |
| 4-Book | 17 | 356 | .2 | .8 | 20 | 172 | .2 | .7 | 29 | 171 | .2 | 1.0 | 22 | 177 | .2 | .9 | 7 | 92 | .1 | .7 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 1481 | .4 | 2.1 | 57 | 675 | .5 | 1.9 | 71 | 648 | .6 | 2.4 | 60 | 827 | .5 | 2.5 | 14 | 381 | .1 | 1.6 |
| FA '98 | 40 | 1364 | .3 | 2.0 | 55 | 608 | .5 | 1.9 | 54 | 551 | .5 | 1.8 | 55 | 712 | .5 | 2.2 | 15 | 306 | .1 | 1.5 |
| SU '98 | 45 | 1372 | .4 | 2.2 | 58 | 568 | .5 | 2.1 | 65 | 671 | .6 | 2.2 | 72 | 851 | .6 | 3.0 | 21 | 427 | .2 | 2.0 |
| SP '98 | 45 | 1366 | .4 | 2.2 | 57 | 544 | .5 | 2.0 | 63 | 650 | .5 | 2.1 | 65 | 756 | .6 | 2.7 | 24 | 482 | .2 | 2.4 |
| 4-Book | 43 | 1396 | .4 | 2.1 | 57 | 599 | .5 | 2.0 | 63 | 630 | .6 | 2.1 | 63 | 787 | .6 | 2.6 | 19 | 399 | .2 | 1.9 |
| 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 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

WRDR-FM

| | 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 |
| WI '99 | 2 | 50 | .1 | | 4 | 15 | .1 | | 3 | 33 | .1 | | 2 | 33 | .1 | | 1 | 16 | .1 | |
| FA '98 | 2 | 63 | .1 | | | 9 | | | 6 | 26 | .1 | .2 | 2 | 37 | .1 | | 1 | 27 | .1 | |
| SU '98 | 1 | 70 | | | | 8 | | | 1 | 17 | | | 1 | 51 | | | 2 | 9 | | .2 |
| SP '98 | 7 | 146 | .1 | .3 | 4 | 82 | .1 | | 11 | 53 | .1 | .4 | 11 | 85 | .1 | .4 | 3 | 23 | .1 | .3 |
| 4-Book | 3 | 82 | .1 | | 2 | 29 | .1 | | 5 | 32 | .1 | .2 | 4 | 52 | .2 | | 2 | 19 | .2 | |
| WI '98 | 5 | 69 | .2 | | 4 | 47 | .1 | | 8 | 61 | .1 | .3 | 8 | 45 | .1 | .3 | 1 | 14 | .1 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2006 | 11229 | 17.3 | | 3034 | 10138 | 26.2 | | 3014 | 9025 | 26.1 | | 2404 | 9776 | 20.8 | | 868 | 6734 | 7.5 | |
| FA '98 | 2038 | 11304 | 17.6 | | 2849 | 9978 | 24.6 | | 2926 | 8999 | 25.3 | | 2476 | 9753 | 21.4 | | 973 | 6704 | 8.4 | |
| SU '98 | 2040 | 11366 | 17.5 | | 2745 | 9759 | 23.5 | | 3006 | 9406 | 25.7 | | 2384 | 9939 | 20.4 | | 1056 | 7258 | 9.0 | |
| SP '98 | 2058 | 11364 | 17.6 | | 2867 | 10100 | 24.5 | | 3035 | 9247 | 26.0 | | 2446 | 10022 | 20.9 | | 1010 | 7147 | 8.6 | |
| 4-Book | 2036 | 11316 | 17.5 | | 2874 | 9994 | 24.7 | | 2995 | 9169 | 25.8 | | 2428 | 9873 | 20.9 | | 977 | 6961 | 8.4 | |
| WI '98 | 2067 | 11414 | 17.7 | | 3091 | 10241 | 26.5 | | 2920 | 8929 | 25.0 | | 2493 | 9932 | 21.3 | | 954 | 6890 | 8.2 | |

** 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 - 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 | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 112 | 2312 | 1.0 | 4.0 | 49 | 1112 | .4 | 3.8 | 93 | 493 | .8 | 8.4 | 54 | 237 | .5 | 2.6 | 47 | 236 | .4 | 3.0 |
| 4-Book | 102 | 2171 | .9 | 3.7 | 43 | 1066 | .4 | 3.1 | 94 | 483 | .8 | 7.7 | 43 | 233 | .4 | 1.9 | 36 | 185 | .3 | 2.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 315 | 2416 | 2.7 | 11.1 | 120 | 1259 | 1.0 | 9.3 | 136 | 399 | 1.2 | 12.3 | 177 | 517 | 1.5 | 8.5 | 129 | 401 | 1.1 | 8.2 |
| 4-Book | 322 | 2435 | 2.8 | 11.6 | 106 | 1255 | .9 | 7.6 | 108 | 370 | .9 | 8.9 | 195 | 558 | 1.7 | 8.4 | 120 | 382 | 1.1 | 7.1 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 271 | .3 | 1.4 | 29 | 290 | .3 | 2.3 | 25 | 46 | .2 | 2.3 | 22 | 34 | .2 | 1.1 | 19 | 23 | .2 | 1.2 |
| 4-Book | 29 | 224 | .3 | 1.1 | 27 | 251 | .2 | 1.9 | 17 | 39 | .1 | 1.4 | 16 | 44 | .1 | .7 | 11 | 23 | .1 | .7 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 233 | 1565 | 2.0 | 8.2 | 152 | 1216 | 1.3 | 11.8 | 93 | 288 | .8 | 8.4 | 175 | 447 | 1.5 | 8.4 | 185 | 399 | 1.6 | 11.7 |
| 4-Book | 235 | 1611 | 2.0 | 8.5 | 148 | 1224 | 1.3 | 10.6 | 126 | 321 | 1.1 | 10.2 | 198 | 520 | 1.7 | 8.5 | 174 | 410 | 1.5 | 10.2 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 114 | .2 | .2 | 1 | 51 | .1 | .1 | 1 | 6 | .1 | .1 | 1 | 8 | .1 | .1 | | 8 | .1 | .1 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 130 | .1 | .4 | 5 | 93 | .1 | .4 | 10 | 23 | .1 | .9 | 3 | 7 | .1 | .1 | 4 | 15 | .1 | .3 |
| 4-Book | 11 | 116 | .1 | .4 | 11 | 109 | .1 | .8 | 11 | 24 | .1 | .9 | 5 | 19 | .2 | .2 | 10 | 22 | .1 | .6 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 166 | 2342 | 1.4 | 5.9 | 73 | 1392 | .6 | 5.7 | 63 | 277 | .5 | 5.7 | 152 | 667 | 1.3 | 7.3 | 78 | 377 | .7 | 4.9 |
| 4-Book | 169 | 2369 | 1.5 | 6.1 | 86 | 1472 | .7 | 6.1 | 59 | 272 | .5 | 4.9 | 163 | 667 | 1.4 | 7.0 | 121 | 478 | 1.1 | 7.0 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 287 | .1 | .6 | 7 | 208 | .1 | .5 | 5 | 35 | .1 | .5 | 6 | 34 | .1 | .3 | 8 | 38 | .1 | .5 |
| 4-Book | 20 | 290 | .2 | .7 | 8 | 162 | .1 | .5 | 5 | 28 | .1 | .5 | 9 | 48 | .1 | .4 | 7 | 35 | .1 | .4 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 158 | 1223 | 1.4 | 5.6 | 59 | 850 | .5 | 4.6 | 52 | 148 | .4 | 4.7 | 99 | 301 | .9 | 4.8 | 103 | 320 | .9 | 6.5 |
| 4-Book | 139 | 1232 | 1.2 | 5.0 | 67 | 819 | .6 | 4.8 | 51 | 170 | .4 | 4.2 | 111 | 301 | 1.0 | 4.8 | 97 | 274 | .9 | 5.7 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 125 | 1707 | 1.1 | 4.4 | 53 | 1066 | .5 | 4.1 | 21 | 139 | .2 | 1.9 | 112 | 537 | 1.0 | 5.4 | 79 | 369 | .7 | 5.0 |
| 4-Book | 151 | 1760 | 1.3 | 5.4 | 67 | 1007 | .6 | 4.7 | 45 | 186 | .4 | 3.6 | 137 | 508 | 1.2 | 5.9 | 104 | 365 | .9 | 6.1 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 1162 | .6 | 2.4 | 33 | 676 | .3 | 2.6 | 22 | 144 | .2 | 2.0 | 45 | 229 | .4 | 2.2 | 42 | 204 | .4 | 2.7 |
| 4-Book | 78 | 1222 | .7 | 2.8 | 41 | 760 | .4 | 2.9 | 34 | 168 | .3 | 2.7 | 72 | 322 | .6 | 3.1 | 46 | 212 | .4 | 2.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 8 | 80 | .1 | .3 | * 4 | 52 | .1 | .3 | * ** | ** | ** | ** | 5 | 17 | .2 | .2 | * ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 113 | 1354 | 1.0 | 4.0 | 64 | 933 | .6 | 5.0 | 51 | 196 | .4 | 4.6 | 100 | 357 | .9 | 4.8 | 87 | 285 | .8 | 5.5 |
| 4-Book | 119 | 1474 | 1.0 | 4.3 | 73 | 1014 | .7 | 5.2 | 64 | 230 | .5 | 5.2 | 124 | 443 | 1.1 | 5.4 | 90 | 276 | .8 | 5.2 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 134 | .1 | .6 | 9 | 98 | .1 | .7 | 10 | 26 | .1 | .9 | 22 | 51 | .2 | 1.1 | 11 | 25 | .1 | .7 |
| 4-Book | 11 | 104 | .1 | .4 | 7 | 85 | .1 | .5 | 7 | 19 | .1 | .6 | 15 | 39 | .1 | .7 | 6 | 24 | .1 | .4 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 76 | 1122 | .7 | 2.7 | 46 | 709 | .4 | 3.6 | 39 | 155 | .3 | 3.5 | 99 | 352 | .9 | 4.8 | 55 | 187 | .5 | 3.5 |
| 4-Book | 85 | 1200 | .7 | 3.1 | 57 | 753 | .5 | 4.0 | 36 | 147 | .3 | 3.0 | 91 | 324 | .8 | 4.0 | 82 | 254 | .7 | 4.8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 107 | .1 | .3 | 2 | 68 | .1 | .2 | | | | | 1 | 7 | .1 | .1 | | | | |
| 4-Book | 11 | 137 | .1 | .4 | 4 | 83 | .1 | .3 | 3 | 15 | .1 | .2 | 3 | 15 | .1 | .1 | 1 | 6 | .1 | .1 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 84 | 1495 | .7 | 3.0 | 42 | 1012 | .4 | 3.3 | 24 | 114 | .2 | 2.2 | 93 | 476 | .8 | 4.5 | 65 | 299 | .6 | 4.1 |
| 4-Book | 78 | 1546 | .7 | 2.8 | 43 | 977 | .4 | 3.0 | 27 | 150 | .2 | 2.2 | 93 | 465 | .8 | 4.0 | 57 | 285 | .5 | 3.3 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 67 | .1 | .3 | 13 | 58 | .1 | 1.0 | 9 | 33 | .1 | .8 | 22 | 22 | .2 | 1.1 | 13 | 16 | .1 | .8 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 88 | .1 | .5 | 8 | 58 | .1 | .6 | 13 | 28 | .1 | 1.2 | 13 | 29 | .1 | .6 | 19 | 38 | .2 | 1.2 |
| 4-Book | 24 | 134 | .2 | .9 | 16 | 109 | .2 | 1.1 | 14 | 36 | .1 | 1.2 | 34 | 86 | .3 | 1.4 | 28 | 59 | .2 | 1.6 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 160 | 1612 | 1.4 | 5.6 | 89 | 1172 | .8 | 6.9 | 59 | 223 | .5 | 5.3 | 115 | 418 | 1.0 | 5.5 | 125 | 338 | 1.1 | 7.9 |
| 4-Book | 163 | 1701 | 1.4 | 5.8 | 115 | 1313 | 1.0 | 8.1 | 79 | 263 | .7 | 6.4 | 163 | 495 | 1.4 | 7.0 | 134 | 378 | 1.2 | 7.8 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 1 | 29 | | | * ** | 8 | | | * ** | ** | ** | ** | 1 | 8 | | | * ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 585 | .6 | 2.5 | 20 | 288 | .2 | 1.6 | 13 | 52 | .1 | 1.2 | 14 | 69 | .1 | .7 | 3 | 24 | | .2 |
| 4-Book | 48 | 530 | .4 | 1.7 | 24 | 319 | .2 | 1.7 | 19 | 66 | .2 | 1.6 | 18 | 65 | .2 | .8 | 9 | 25 | .1 | .5 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 7 | | | 2 | 21 | | .2 | 1 | 5 | | .1 | | | | | | | | |
| 4-Book | | 11 | | | 1 | 16 | | .1 | 1 | 6 | | .1 | 1 | 2 | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 98 | 785 | .8 | 3.5 | 51 | 544 | .4 | 4.0 | 69 | 199 | .6 | 6.2 | 92 | 330 | .8 | 4.4 | 55 | 169 | .5 | 3.5 |
| 4-Book | 110 | 979 | .9 | 4.0 | 62 | 729 | .5 | 4.4 | 66 | 235 | .6 | 5.4 | 113 | 415 | 1.0 | 4.8 | 65 | 233 | .6 | 3.8 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 105 | 1743 | .9 | 3.7 | 52 | 1109 | .4 | 4.0 | 44 | 212 | .4 | 4.0 | 115 | 539 | 1.0 | 5.5 | 69 | 334 | .6 | 4.4 |
| 4-Book | 101 | 1653 | .9 | 3.6 | 54 | 1011 | .4 | 3.8 | 31 | 154 | .3 | 2.6 | 115 | 504 | 1.0 | 5.0 | 74 | 333 | .6 | 4.3 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 131 | 1822 | 1.1 | 4.6 | 25 | 523 | .2 | 1.9 | 15 | 78 | .1 | 1.4 | 51 | 207 | .4 | 2.4 | 38 | 168 | .3 | 2.4 |
| 4-Book | 129 | 1715 | 1.1 | 4.6 | 32 | 669 | .3 | 2.3 | 25 | 90 | .2 | 2.0 | 62 | 278 | .5 | 2.6 | 54 | 212 | .5 | 3.2 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 224 | 2233 | 1.9 | 7.9 | 60 | 1102 | .5 | 4.7 | 45 | 190 | .4 | 4.1 | 126 | 457 | 1.1 | 6.1 | 89 | 333 | .8 | 5.6 |
| 4-Book | 188 | 2096 | 1.6 | 6.8 | 74 | 1254 | .6 | 5.2 | 68 | 256 | .6 | 5.5 | 144 | 545 | 1.2 | 6.2 | 99 | 352 | .9 | 5.7 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 105 | | .1 | 3 | 45 | | .2 | 4 | 30 | | .4 | 7 | 30 | .1 | .3 | 5 | 15 | | .3 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 273 | .2 | .9 | 9 | 141 | .1 | .7 | 10 | 23 | .1 | .9 | 21 | 73 | .2 | 1.0 | 20 | 59 | .2 | 1.3 |
| 4-Book | 23 | 276 | .2 | .8 | 7 | 147 | .1 | .5 | 7 | 26 | .1 | .6 | 11 | 55 | .1 | .5 | 9 | 36 | .1 | .5 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 34 | 460 | .3 | 1.2 | 8 | 147 | .1 | .6 | 5 | 15 | | .5 | 6 | 40 | .1 | .3 | 3 | 27 | | .2 |
| 4-Book | 38 | 497 | .3 | 1.4 | 10 | 183 | .1 | .7 | 8 | 35 | .1 | .7 | 11 | 56 | .1 | .5 | 7 | 40 | .1 | .4 |
| WNJD-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 274 | .2 | .8 | 17 | 150 | .1 | 1.3 | 13 | 32 | .1 | 1.2 | 43 | 102 | .4 | 2.1 | 9 | 25 | .1 | .6 |
| 4-Book | 24 | 286 | .2 | .9 | 13 | 165 | .1 | .9 | 11 | 39 | .1 | .9 | 25 | 79 | .2 | 1.1 | 17 | 63 | .2 | 1.0 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 1305 | .5 | 2.2 | 26 | 650 | .2 | 2.0 | 16 | 96 | .1 | 1.4 | 48 | 248 | .4 | 2.3 | 39 | 165 | .3 | 2.5 |
| 4-Book | 61 | 1172 | .5 | 2.2 | 29 | 653 | .3 | 2.0 | 21 | 105 | .2 | 1.7 | 57 | 269 | .5 | 2.4 | 45 | 201 | .4 | 2.6 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 33 | | .1 | 1 | 33 | | .1 | | 8 | | | 1 | 15 | | | | 15 | | |
| 4-Book | 4 | 64 | | .1 | 3 | 33 | | .2 | 2 | 5 | | .1 | 6 | 15 | .1 | .3 | 6 | 15 | .1 | .3 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2833 | 11083 | 24.5 | | 1286 | 9401 | 11.1 | | 1107 | 3566 | 9.6 | | 2082 | 5752 | 18.0 | | 1581 | 4377 | 13.7 | |
| 4-Book | 2784 | 11158 | 24.0 | | 1410 | 9491 | 12.1 | | 1225 | 3719 | 10.6 | | 2323 | 5995 | 20.0 | | 1714 | 4523 | 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 - 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 | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 123 | .1 | 1.3 | 102 | 376 | .9 | 10.3 | 41 | 236 | .4 | 2.6 | 31 | 137 | .3 | 2.7 | 23 | 175 | .2 | 3.2 |
| 4-Book | 14 | 100 | .1 | 1.3 | 87 | 344 | .8 | 8.4 | 41 | 257 | .4 | 2.3 | 26 | 119 | .2 | 2.1 | 18 | 134 | .2 | 2.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 68 | 309 | .6 | 7.0 | 91 | 260 | .8 | 9.2 | 160 | 452 | 1.4 | 10.0 | 110 | 313 | 1.0 | 9.6 | 83 | 249 | .7 | 11.6 |
| 4-Book | 66 | 276 | .6 | 6.4 | 70 | 255 | .6 | 6.9 | 121 | 404 | 1.1 | 7.0 | 98 | 306 | .9 | 7.8 | 63 | 245 | .6 | 7.8 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | .1 | .7 | 72 | 200 | .6 | 7.2 | 70 | 181 | .6 | 4.4 | 14 | 33 | .1 | 1.2 | 7 | 14 | .1 | 1.0 |
| 4-Book | 8 | 16 | .1 | .7 | 83 | 179 | .7 | 8.1 | 60 | 157 | .5 | 3.5 | 18 | 39 | .2 | 1.4 | 7 | 19 | .1 | .9 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 134 | 320 | 1.2 | 13.8 | 79 | 217 | .7 | 7.9 | 132 | 376 | 1.1 | 8.2 | 172 | 352 | 1.5 | 14.9 | 233 | 408 | 2.0 | 32.7 |
| 4-Book | 123 | 311 | 1.1 | 12.0 | 81 | 202 | .7 | 7.8 | 115 | 344 | 1.0 | 6.6 | 129 | 287 | 1.1 | 10.3 | 223 | 410 | 1.9 | 27.6 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 9 | | .2 | 2 | 5 | | .1 | 1 | 8 | | .1 | 3 | 21 | | .4 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 7 | | .1 | 17 | 32 | .1 | 1.7 | 7 | 45 | .1 | .4 | | | | | 2 | 8 | | .3 |
| 4-Book | 6 | 13 | .1 | .6 | 23 | 47 | .2 | 2.2 | 16 | 47 | .2 | .9 | 9 | 17 | .1 | .7 | 8 | 14 | .1 | 1.0 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 78 | 313 | .7 | 8.0 | 38 | 162 | .3 | 3.8 | 60 | 364 | .5 | 3.7 | 54 | 324 | .5 | 4.7 | 49 | 168 | .4 | 6.9 |
| 4-Book | 79 | 342 | .7 | 7.6 | 40 | 182 | .4 | 3.9 | 104 | 476 | .9 | 5.8 | 72 | 318 | .7 | 5.6 | 40 | 152 | .3 | 5.0 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 30 | | .3 | 9 | 21 | .1 | .9 | 5 | 27 | | .3 | 13 | 49 | .1 | 1.1 | 12 | 27 | .1 | 1.7 |
| 4-Book | 5 | 27 | | .5 | 8 | 27 | .1 | .7 | 10 | 43 | .1 | .6 | 12 | 44 | .1 | .9 | 7 | 22 | .1 | .9 |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 73 | 224 | .6 | 7.5 | 23 | 101 | .2 | 2.3 | 50 | 178 | .4 | 3.1 | 49 | 165 | .4 | 4.3 | 21 | 108 | .2 | 2.9 |
| 4-Book | 61 | 199 | .5 | 5.9 | 40 | 143 | .4 | 3.9 | 71 | 221 | .6 | 4.0 | 60 | 168 | .5 | 4.7 | 41 | 156 | .4 | 4.9 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 242 | .4 | 4.4 | 20 | 75 | .2 | 2.0 | 75 | 333 | .6 | 4.7 | 48 | 196 | .4 | 4.2 | 20 | 105 | .2 | 2.8 |
| 4-Book | 46 | 223 | .4 | 4.4 | 18 | 97 | .2 | 1.7 | 79 | 325 | .7 | 4.5 | 74 | 236 | .7 | 5.8 | 26 | 128 | .2 | 3.1 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 137 | .2 | 2.2 | 26 | 90 | .2 | 2.6 | 44 | 184 | .4 | 2.7 | 47 | 146 | .4 | 4.1 | 15 | 44 | .1 | 2.1 |
| 4-Book | 29 | 175 | .3 | 2.8 | 23 | 93 | .2 | 2.2 | 53 | 230 | .5 | 3.0 | 47 | 168 | .4 | 3.6 | 19 | 86 | .2 | 2.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 10 | 18 | .1 | 1.0 | 2 | 18 | | .1 | * 8 | 12 | .1 | .7 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WQGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 49 | 195 | .4 | 5.1 | 51 | 196 | .4 | 5.1 | 72 | 260 | .6 | 4.5 | 79 | 219 | .7 | 6.9 | 24 | 91 | .2 | 3.4 |
| 4-Book | 47 | 197 | .4 | 4.6 | 72 | 232 | .6 | 6.8 | 89 | 316 | .8 | 5.1 | 70 | 205 | .6 | 5.6 | 30 | 120 | .3 | 3.7 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | | .1 | 1 | 9 | | .1 | 20 | 48 | .2 | 1.2 | 4 | 9 | | .3 | | | | |
| 4-Book | 3 | 15 | | .3 | 4 | 20 | | .4 | 10 | 31 | .1 | .6 | 5 | 6 | .1 | .3 | 3 | 6 | | .3 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 218 | .4 | 4.7 | 16 | 75 | .1 | 1.6 | 44 | 187 | .4 | 2.7 | 28 | 176 | .2 | 2.4 | 34 | 99 | .3 | 4.8 |
| 4-Book | 64 | 229 | .6 | 6.1 | 22 | 89 | .2 | 2.2 | 63 | 233 | .6 | 3.6 | 52 | 172 | .4 | 4.1 | 36 | 115 | .3 | 4.5 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | | .2 | 4 | 26 | | .4 | | | | | 5 | 13 | | .4 | 6 | 14 | .1 | .8 |
| 4-Book | 3 | 19 | | .3 | 4 | 17 | | .4 | 6 | 22 | .1 | .3 | 3 | 15 | | .3 | 7 | 24 | .1 | .9 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 238 | .3 | 3.1 | 17 | 138 | .1 | 1.7 | 55 | 347 | .5 | 3.4 | 38 | 214 | .3 | 3.3 | 8 | 76 | .1 | 1.1 |
| 4-Book | 29 | 182 | .3 | 2.8 | 18 | 120 | .1 | 1.7 | 57 | 298 | .5 | 3.2 | 40 | 198 | .4 | 3.1 | 13 | 104 | .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 Estimates

Target Listener Estimates - Women 18-49

| 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 6 | .3 | 8 | 34 | .1 | .8 | 31 | 40 | .3 | 1.9 | 16 | 22 | .1 | 1.4 | 4 | 13 | .6 | .6 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 20 | .1 | 1 | 5 | .1 | .1 | 3 | 10 | .2 | .2 | 3 | 11 | .3 | .3 | | | | | |
| 4-Book | 9 | 29 | .1 | .9 | 4 | 16 | .4 | 14 | 40 | .1 | .8 | 16 | 32 | .1 | 1.2 | 5 | 11 | .5 | .5 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 100 | 280 | .9 | 10.3 | 80 | 261 | .7 | 8.0 | 120 | 458 | 1.0 | 7.5 | 60 | 246 | .5 | 5.2 | 45 | 152 | .4 | 6.3 |
| 4-Book | 125 | 357 | 1.1 | 12.1 | 107 | 345 | .9 | 10.4 | 162 | 511 | 1.4 | 9.2 | 74 | 250 | .7 | 5.8 | 61 | 187 | .5 | 7.5 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 23 | .1 | .6 | 21 | 87 | .2 | 2.1 | 87 | 174 | .8 | 5.4 | 7 | 25 | .1 | .6 | 3 | 14 | .4 | .4 |
| 4-Book | 12 | 44 | .1 | 1.2 | 25 | 98 | .2 | 2.4 | 93 | 181 | .8 | 5.3 | 6 | 15 | .1 | .4 | 5 | 23 | .1 | .6 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 5 | 17 | .5 | .5 | 6 | 17 | .1 | .4 | | | | | | | | |
| 4-Book | | | | | 2 | 6 | .2 | .2 | 2 | 7 | .1 | .1 | 1 | 3 | .1 | .1 | 1 | 2 | .1 | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 93 | .2 | 2.6 | 48 | 117 | .4 | 4.8 | 64 | 247 | .6 | 4.0 | 47 | 177 | .4 | 4.1 | 10 | 50 | .1 | 1.4 |
| 4-Book | 32 | 135 | .3 | 3.1 | 50 | 166 | .5 | 4.8 | 80 | 273 | .7 | 4.5 | 66 | 224 | .6 | 5.2 | 25 | 107 | .2 | 3.1 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 42 | 228 | .4 | 4.3 | 20 | 127 | .2 | 2.0 | 51 | 331 | .4 | 3.2 | 47 | 300 | .4 | 4.1 | 19 | 130 | .2 | 2.7 |
| 4-Book | 42 | 222 | .4 | 4.1 | 21 | 128 | .2 | 2.1 | 66 | 332 | .6 | 3.7 | 47 | 234 | .4 | 3.7 | 25 | 140 | .3 | 3.1 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 123 | .2 | 2.7 | 7 | 35 | .1 | .7 | 32 | 156 | .3 | 2.0 | 18 | 78 | .2 | 1.6 | 7 | 47 | .1 | 1.0 |
| 4-Book | 24 | 114 | .2 | 2.3 | 8 | 33 | .1 | .7 | 41 | 203 | .4 | 2.4 | 27 | 116 | .2 | 2.1 | 13 | 79 | .1 | 1.5 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 55 | 214 | .5 | 5.7 | 22 | 127 | .2 | 2.2 | 83 | 359 | .7 | 5.2 | 36 | 225 | .3 | 3.1 | 14 | 73 | .1 | 2.0 |
| 4-Book | 51 | 244 | .5 | 5.0 | 36 | 158 | .3 | 3.4 | 91 | 374 | .8 | 5.2 | 60 | 240 | .5 | 4.6 | 38 | 167 | .3 | 4.7 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | .1 | .1 | 1 | 15 | .1 | .1 | 3 | 23 | .2 | .2 | 5 | 15 | .4 | .4 | | 8 | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 27 | .5 | .5 | 4 | 23 | .4 | .4 | 6 | 33 | .1 | .4 | 4 | 33 | .3 | .3 | | 7 | | |
| 4-Book | 8 | 34 | .1 | .8 | 3 | 15 | .3 | .3 | 8 | 33 | .1 | .5 | 4 | 27 | .3 | .3 | 1 | 13 | .1 | .1 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 41 | .1 | .9 | 6 | 23 | .1 | .6 | 20 | 58 | .2 | 1.2 | 8 | 14 | .1 | .7 | 3 | 15 | .4 | .4 |
| 4-Book | 10 | 37 | .1 | .9 | 8 | 33 | .1 | .8 | 14 | 54 | .1 | .8 | 13 | 35 | .1 | 1.0 | 8 | 26 | .1 | .9 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 24 | .2 | .2 | 17 | 39 | .1 | 1.7 | 29 | 55 | .3 | 1.8 | 19 | 64 | .2 | 1.7 | 3 | 9 | .4 | .4 |
| 4-Book | 4 | 25 | .3 | .3 | 10 | 34 | .1 | 1.0 | 15 | 53 | .2 | .9 | 15 | 43 | .1 | 1.2 | 5 | 19 | .1 | .7 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 93 | .2 | 1.9 | 12 | 90 | .1 | 1.2 | 32 | 211 | .3 | 2.0 | 24 | 134 | .2 | 2.1 | 16 | 78 | .1 | 2.2 |
| 4-Book | 16 | 109 | .1 | 1.5 | 11 | 78 | .1 | 1.0 | 35 | 211 | .3 | 2.0 | 31 | 123 | .3 | 2.5 | 13 | 76 | .1 | 1.6 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | 2 | 9 | .1 | .1 | | | | | | | | | |
| 4-Book | 1 | 6 | .1 | .1 | | | | 6 | 14 | .3 | .3 | 1 | 5 | .1 | .1 | 1 | 2 | .2 | .2 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 969 | 3226 | 8.4 | | 994 | 3016 | 8.6 | | 1603 | 4709 | 13.9 | | 1151 | 3446 | 9.9 | | 713 | 2122 | 6.2 | |
| 4-Book | 1032 | 3248 | 8.9 | | 1037 | 3143 | 8.9 | | 1757 | 4946 | 15.1 | | 1274 | 3468 | 10.9 | | 813 | 2418 | 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 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 50 | .1 | | 4 | 15 | .2 | | 3 | 33 | .1 | | 2 | 33 | .1 | | 1 | 16 | .2 | |
| FA '98 | 2 | 54 | .1 | | | 9 | | | 6 | 26 | .1 | .2 | 2 | 27 | .1 | | 1 | 27 | .1 | |
| SU '98 | 1 | 61 | .1 | | | 8 | | | 1 | 17 | | | 1 | 42 | .1 | | 2 | 9 | .3 | |
| SP '98 | 7 | 146 | .1 | .4 | 4 | 82 | .2 | | 11 | 53 | .1 | .4 | 11 | 85 | .1 | .6 | 3 | 23 | .4 | |
| 4-Book | 3 | 78 | .2 | | 2 | 29 | .1 | | 5 | 32 | .1 | .2 | 4 | 47 | .2 | | 2 | 19 | .3 | |
| WI '98 | 5 | 61 | .1 | .3 | 4 | 47 | .2 | | 8 | 53 | .1 | .3 | 8 | 45 | .1 | .4 | | 6 | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1685 | 9176 | 17.9 | | 2622 | 8423 | 27.8 | | 2580 | 7372 | 27.3 | | 2014 | 8018 | 21.3 | | 643 | 5187 | 6.8 | |
| FA '98 | 1662 | 9233 | 17.6 | | 2391 | 8236 | 25.3 | | 2427 | 7354 | 25.7 | | 2014 | 7964 | 21.3 | | 708 | 5193 | 7.5 | |
| SU '98 | 1659 | 9287 | 17.4 | | 2358 | 8093 | 24.7 | | 2466 | 7620 | 25.8 | | 1903 | 8088 | 19.9 | | 765 | 5570 | 8.0 | |
| SP '98 | 1675 | 9312 | 17.5 | | 2428 | 8335 | 25.4 | | 2504 | 7476 | 26.2 | | 1978 | 8179 | 20.7 | | 741 | 5633 | 7.8 | |
| 4-Book | 1670 | 9252 | 17.6 | | 2450 | 8272 | 25.8 | | 2494 | 7456 | 26.3 | | 1977 | 8062 | 20.8 | | 714 | 5396 | 7.5 | |
| WI '98 | 1711 | 9305 | 17.9 | | 2627 | 8495 | 27.5 | | 2473 | 7317 | 25.9 | | 2066 | 8085 | 21.6 | | 700 | 5221 | 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 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 '99 | 109 | 2131 | 1.2 | 4.5 | 48 | 1067 | .5 | 4.5 | 92 | 475 | 1.0 | 9.6 | 54 | 237 | .6 | 3.2 | 45 | 227 | .5 | 3.6 |
| 4-Book | 99 | 2034 | 1.0 | 4.3 | 42 | 1007 | .5 | 3.7 | 92 | 462 | 1.0 | 8.7 | 42 | 226 | .5 | 2.3 | 35 | 180 | .4 | 2.6 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 271 | 2081 | 2.9 | 11.2 | 100 | 1017 | 1.1 | 9.3 | 111 | 327 | 1.2 | 11.6 | 139 | 437 | 1.5 | 8.2 | 109 | 341 | 1.2 | 8.7 |
| 4-Book | 282 | 2075 | 3.0 | 12.2 | 88 | 1043 | 1.0 | 7.7 | 92 | 324 | 1.0 | 8.8 | 162 | 467 | 1.7 | 8.6 | 99 | 326 | 1.1 | 7.4 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 239 | .4 | 1.6 | 27 | 265 | .3 | 2.5 | 25 | 46 | .3 | 2.6 | 22 | 34 | .2 | 1.3 | 19 | 23 | .2 | 1.5 |
| 4-Book | 28 | 200 | .3 | 1.2 | 26 | 234 | .3 | 2.2 | 17 | 39 | .2 | 1.6 | 16 | 41 | .2 | .9 | 11 | 22 | .1 | .8 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 215 | 1341 | 2.3 | 8.9 | 141 | 1074 | 1.5 | 13.1 | 91 | 274 | 1.0 | 9.5 | 154 | 389 | 1.6 | 9.1 | 156 | 335 | 1.7 | 12.5 |
| 4-Book | 215 | 1394 | 2.3 | 9.3 | 133 | 1066 | 1.4 | 11.6 | 117 | 296 | 1.2 | 11.0 | 179 | 472 | 1.9 | 9.5 | 159 | 367 | 1.7 | 11.8 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 114 | .1 | .2 | 1 | 51 | ** | .1 | 1 | 6 | ** | .1 | 1 | 8 | ** | .1 | 8 | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 117 | .1 | .5 | 5 | 93 | .1 | .5 | 10 | 23 | .1 | 1.0 | 3 | 7 | .2 | .2 | 4 | 15 | .3 | .3 |
| 4-Book | 11 | 111 | .1 | .5 | 11 | 102 | .1 | .9 | 11 | 24 | .1 | 1.0 | 5 | 19 | .1 | .3 | 7 | 16 | .1 | .5 |
| W100-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 118 | 1521 | 1.3 | 4.9 | 45 | 936 | .5 | 4.2 | 32 | 147 | .3 | 3.3 | 110 | 472 | 1.2 | 6.5 | 43 | 237 | .5 | 3.4 |
| 4-Book | 120 | 1620 | 1.3 | 5.2 | 60 | 982 | .7 | 5.2 | 42 | 186 | .5 | 3.9 | 119 | 471 | 1.3 | 6.4 | 73 | 300 | .8 | 5.4 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 269 | .2 | .6 | 7 | 208 | .1 | .7 | 5 | 35 | .1 | .5 | 6 | 34 | .1 | .4 | 8 | 38 | .1 | .6 |
| 4-Book | 20 | 277 | .2 | .8 | 7 | 156 | .1 | .6 | 5 | 28 | .1 | .5 | 9 | 46 | .1 | .5 | 7 | 32 | .1 | .5 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 147 | 1127 | 1.6 | 6.1 | 56 | 809 | .6 | 5.2 | 49 | 141 | .5 | 5.1 | 96 | 294 | 1.0 | 5.7 | 98 | 302 | 1.0 | 7.9 |
| 4-Book | 128 | 1156 | 1.4 | 5.5 | 63 | 768 | .7 | 5.5 | 49 | 158 | .5 | 4.6 | 104 | 289 | 1.1 | 5.6 | 90 | 254 | 1.0 | 6.7 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 114 | 1439 | 1.2 | 4.7 | 50 | 927 | .5 | 4.7 | 19 | 121 | .2 | 2.0 | 108 | 502 | 1.1 | 6.4 | 71 | 311 | .8 | 5.7 |
| 4-Book | 130 | 1492 | 1.4 | 5.6 | 59 | 885 | .6 | 5.1 | 39 | 166 | .4 | 3.6 | 119 | 453 | 1.3 | 6.4 | 88 | 308 | 1.0 | 6.5 |
| WMNR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 54 | 920 | .6 | 2.2 | 29 | 537 | .3 | 2.7 | 21 | 124 | .2 | 2.2 | 36 | 180 | .4 | 2.1 | 37 | 167 | .4 | 3.0 |
| 4-Book | 65 | 976 | .7 | 2.8 | 35 | 618 | .4 | 3.0 | 30 | 147 | .3 | 2.8 | 59 | 254 | .6 | 3.1 | 39 | 173 | .4 | 3.0 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 8 | 77 | .1 | .3 | * 4 | 52 | ** | .4 | * ** | ** | ** | ** | 5 | 17 | .1 | .3 | * ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 109 | 1279 | 1.2 | 4.5 | 62 | 875 | .7 | 5.8 | 50 | 183 | .5 | 5.2 | 97 | 341 | 1.0 | 5.7 | 84 | 265 | .9 | 6.7 |
| 4-Book | 111 | 1335 | 1.2 | 4.8 | 68 | 920 | .7 | 5.9 | 60 | 216 | .6 | 5.7 | 109 | 397 | 1.2 | 5.8 | 82 | 238 | .9 | 6.1 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 134 | .2 | .7 | 9 | 98 | .1 | .8 | 10 | 26 | .1 | 1.0 | 22 | 51 | .2 | 1.3 | 11 | 25 | .1 | .9 |
| 4-Book | 11 | 104 | .1 | .5 | 7 | 82 | .1 | .6 | 7 | 19 | .1 | .7 | 15 | 39 | .2 | .8 | 6 | 24 | .1 | .5 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 536 | .4 | 1.4 | 21 | 335 | .2 | 2.0 | 21 | 91 | .2 | 2.2 | 34 | 144 | .4 | 2.0 | 23 | 75 | .2 | 1.8 |
| 4-Book | 42 | 599 | .5 | 1.8 | 29 | 367 | .3 | 2.6 | 21 | 91 | .2 | 2.0 | 40 | 147 | .4 | 2.1 | 43 | 120 | .4 | 3.1 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 107 | .1 | .3 | 2 | 68 | .1 | .2 | | | | | 1 | 7 | .1 | .1 | | | | |
| 4-Book | 11 | 134 | .1 | .5 | 4 | 83 | .1 | .4 | 3 | 15 | .3 | .3 | 3 | 15 | .1 | .2 | 1 | 6 | .1 | .1 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 52 | 949 | .6 | 2.1 | 25 | 641 | .3 | 2.3 | 15 | 59 | .2 | 1.6 | 66 | 293 | .7 | 3.9 | 43 | 195 | .5 | 3.4 |
| 4-Book | 49 | 955 | .6 | 2.1 | 25 | 607 | .3 | 2.2 | 15 | 75 | .2 | 1.4 | 59 | 297 | .6 | 3.2 | 35 | 156 | .4 | 2.6 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-49

Target Listener Estimates

| Women 25-49 | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-------------------|-----------|---------|---------|-------------------|-----------|---------|---------|------------------|-----------|---------|---------|-----|----|
| Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 54 | .1 | .3 | 13 | 45 | .1 | 1.2 | 6 | 21 | .1 | .6 | 22 | 22 | .2 | 1.3 | 13 | 16 | .1 | 1.0 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 79 | .2 | .6 | 7 | 50 | .1 | .7 | 13 | 28 | .1 | 1.4 | 13 | 29 | .1 | .8 | 19 | 38 | .2 | 1.5 | |
| 4-Book | 21 | 110 | .3 | .9 | 13 | 88 | .2 | 1.1 | 11 | 28 | .1 | 1.1 | 29 | 68 | .3 | 1.5 | 24 | 54 | .3 | 1.8 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 114 | 962 | 1.2 | 4.7 | 63 | 727 | .7 | 5.9 | 43 | 134 | .5 | 4.5 | 67 | 241 | .7 | 4.0 | 73 | 181 | .8 | 5.8 | |
| 4-Book | 105 | 995 | 1.1 | 4.5 | 71 | 799 | .8 | 6.2 | 51 | 156 | .6 | 4.9 | 93 | 273 | 1.0 | 4.9 | 76 | 204 | .8 | 5.6 | |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 1 | 23 | | | * | 8 | | | * | | | | 1 | 8 | .1 | | * | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 69 | 541 | .7 | 2.9 | 20 | 288 | .2 | 1.9 | 13 | 52 | .1 | 1.4 | 14 | 69 | .1 | .8 | 3 | 24 | | .2 | |
| 4-Book | 47 | 513 | .5 | 2.0 | 24 | 311 | .3 | 2.1 | 18 | 64 | .2 | 1.7 | 18 | 63 | .2 | .9 | 9 | 25 | .1 | .7 | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 7 | | | 2 | 21 | | .2 | 1 | 5 | | .1 | | | | | | | | | |
| 4-Book | | 11 | | | 1 | 16 | | .1 | 1 | 6 | | .1 | 1 | 2 | | .1 | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 87 | 678 | .9 | 3.6 | 45 | 466 | .5 | 4.2 | 65 | 180 | .7 | 6.8 | 83 | 290 | .9 | 4.9 | 43 | 142 | .5 | 3.4 | |
| 4-Book | 90 | 838 | 1.0 | 3.9 | 56 | 636 | .6 | 4.9 | 61 | 210 | .7 | 5.8 | 105 | 368 | 1.1 | 5.6 | 58 | 205 | .6 | 4.3 | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 1258 | .9 | 3.5 | 38 | 766 | .4 | 3.5 | 31 | 147 | .3 | 3.2 | 69 | 400 | .7 | 4.1 | 55 | 244 | .6 | 4.4 | |
| 4-Book | 71 | 1119 | .8 | 3.1 | 36 | 681 | .4 | 3.2 | 25 | 122 | .3 | 2.3 | 75 | 348 | .8 | 4.0 | 49 | 209 | .5 | 3.7 | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 111 | 1348 | 1.2 | 4.6 | 19 | 370 | .2 | 1.8 | 14 | 69 | .1 | 1.5 | 33 | 149 | .3 | 2.0 | 28 | 118 | .3 | 2.2 | |
| 4-Book | 103 | 1289 | 1.1 | 4.4 | 24 | 493 | .3 | 2.1 | 19 | 70 | .2 | 1.8 | 46 | 197 | .5 | 2.4 | 41 | 162 | .4 | 3.0 | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 192 | 1875 | 2.0 | 7.9 | 48 | 844 | .5 | 4.5 | 42 | 177 | .4 | 4.4 | 116 | 420 | 1.2 | 6.9 | 65 | 270 | .7 | 5.2 | |
| 4-Book | 162 | 1700 | 1.7 | 6.9 | 61 | 955 | .7 | 5.3 | 61 | 222 | .7 | 5.8 | 123 | 441 | 1.3 | 6.6 | 82 | 284 | .9 | 6.1 | |
| WBVH-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 83 | | .1 | 3 | 45 | | .3 | 4 | 30 | | .4 | 7 | 30 | .1 | .4 | 5 | 15 | .1 | .4 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 26 | 248 | .3 | 1.1 | 8 | 123 | .1 | .7 | 10 | 23 | .1 | 1.0 | 21 | 73 | .2 | 1.2 | 19 | 50 | .2 | 1.5 | |
| 4-Book | 22 | 221 | .3 | 1.0 | 6 | 114 | .1 | .5 | 7 | 26 | .1 | .6 | 10 | 48 | .1 | .6 | 8 | 34 | .1 | .6 | |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 33 | 409 | .3 | 1.4 | 7 | 117 | .1 | .7 | 5 | 15 | .1 | .5 | 6 | 30 | .1 | .4 | 3 | 27 | | .2 | |
| 4-Book | 35 | 446 | .4 | 1.5 | 8 | 154 | .1 | .7 | 7 | 29 | .1 | .7 | 10 | 52 | .1 | .6 | 6 | 38 | .1 | .4 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 228 | .2 | .9 | 14 | 103 | .1 | 1.3 | 13 | 32 | .1 | 1.4 | 38 | 74 | .4 | 2.2 | 9 | 25 | .1 | .7 | |
| 4-Book | 23 | 255 | .2 | 1.0 | 12 | 139 | .1 | 1.0 | 11 | 39 | .1 | 1.0 | 23 | 68 | .2 | 1.3 | 16 | 56 | .2 | 1.1 | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 37 | 878 | .4 | 1.5 | 17 | 427 | .2 | 1.6 | 14 | 74 | .1 | 1.5 | 33 | 150 | .3 | 2.0 | 15 | 83 | .2 | 1.2 | |
| 4-Book | 40 | 787 | .4 | 1.7 | 18 | 419 | .2 | 1.6 | 14 | 76 | .2 | 1.4 | 37 | 167 | .4 | 2.0 | 24 | 118 | .3 | 1.8 | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 33 | | .1 | 1 | 33 | | .1 | | 8 | | | 1 | 15 | | .1 | | | | | |
| 4-Book | 4 | 59 | | .2 | 3 | 30 | | .3 | 2 | 5 | | .2 | 6 | 15 | | .1 | .3 | 4 | 12 | .1 | .3 |
| TOTALS | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2419 | 9054 | 25.6 | | 1073 | 7605 | 11.4 | | 959 | 3054 | 10.2 | | 1689 | 4719 | 17.9 | | 1248 | 3483 | 13.2 | | |
| 4-Book | 2322 | 9123 | 24.5 | | 1148 | 7718 | 12.1 | | 1058 | 3192 | 11.2 | | 1873 | 4880 | 19.7 | | 1348 | 3585 | 14.2 | | |

* 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 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 '99 | 12 | 114 | .1 | 1.6 | 100 | 360 | 1.1 | 11.2 | 39 | 217 | .4 | 2.7 | 31 | 137 | .3 | 3.2 | 23 | 175 | .2 | 3.8 |
| 4-Book | 14 | 98 | .2 | 1.7 | 83 | 330 | .9 | 9.1 | 37 | 232 | .4 | 2.5 | 26 | 119 | .3 | 2.5 | 18 | 127 | .2 | 2.7 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 55 | 261 | .6 | 7.6 | 70 | 226 | .7 | 7.8 | 149 | 414 | 1.6 | 10.5 | 98 | 283 | 1.0 | 10.0 | 67 | 199 | .7 | 11.0 |
| 4-Book | 53 | 224 | .6 | 6.8 | 55 | 214 | .6 | 6.1 | 112 | 366 | 1.2 | 7.7 | 80 | 257 | .9 | 7.7 | 48 | 183 | .5 | 7.5 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | .1 | 1.0 | 69 | 185 | .7 | 7.7 | 59 | 163 | .6 | 4.1 | 14 | 33 | .1 | 1.4 | 6 | 7 | .1 | 1.0 |
| 4-Book | 8 | 16 | .1 | 1.0 | 81 | 172 | .9 | 9.1 | 56 | 147 | .6 | 3.9 | 17 | 36 | .2 | 1.7 | 7 | 18 | .1 | 1.1 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 125 | 283 | 1.3 | 17.2 | 67 | 191 | .7 | 7.5 | 124 | 350 | 1.3 | 8.7 | 161 | 323 | 1.7 | 16.4 | 231 | 391 | 2.4 | 37.9 |
| 4-Book | 112 | 279 | 1.2 | 14.4 | 73 | 185 | .8 | 8.0 | 100 | 307 | 1.1 | 6.8 | 113 | 255 | 1.2 | 10.9 | 194 | 348 | 2.0 | 30.6 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 9 | | .2 | 2 | 5 | | .1 | 1 | 8 | | .1 | 3 | 21 | | .5 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 7 | | .1 | 17 | 32 | .2 | 1.9 | 7 | 45 | .1 | .5 | | | | | 2 | 8 | | .3 |
| 4-Book | 6 | 13 | .1 | .8 | 22 | 45 | .3 | 2.5 | 16 | 47 | .2 | 1.1 | 9 | 17 | .1 | .8 | 8 | 14 | .1 | 1.3 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 199 | .5 | 5.9 | 25 | 134 | .3 | 2.8 | 33 | 224 | .3 | 2.3 | 33 | 214 | .3 | 3.4 | 30 | 113 | .3 | 4.9 |
| 4-Book | 50 | 214 | .6 | 6.4 | 31 | 136 | .4 | 3.4 | 72 | 313 | .7 | 4.8 | 51 | 210 | .5 | 4.9 | 30 | 105 | .3 | 4.6 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 30 | | .4 | 9 | 21 | .1 | 1.0 | 5 | 27 | .1 | .4 | 13 | 49 | .1 | 1.3 | 12 | 27 | .1 | 2.0 |
| 4-Book | 4 | 26 | | .6 | 8 | 27 | .1 | .9 | 9 | 39 | .1 | .6 | 11 | 42 | .1 | 1.1 | 6 | 21 | .1 | 1.0 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 65 | 197 | .7 | 8.9 | 23 | 101 | .2 | 2.6 | 50 | 178 | .5 | 3.5 | 47 | 158 | .5 | 4.8 | 21 | 108 | .2 | 3.4 |
| 4-Book | 58 | 188 | .6 | 7.5 | 37 | 134 | .4 | 4.1 | 66 | 213 | .7 | 4.5 | 56 | 157 | .6 | 5.4 | 38 | 145 | .4 | 6.1 |
| VMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 214 | .4 | 5.5 | 20 | 75 | .2 | 2.2 | 67 | 296 | .7 | 4.7 | 44 | 177 | .5 | 4.5 | 20 | 96 | .2 | 3.3 |
| 4-Book | 39 | 197 | .4 | 5.0 | 18 | 95 | .2 | 1.9 | 71 | 284 | .8 | 4.9 | 68 | 212 | .7 | 6.5 | 23 | 106 | .3 | 3.6 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 89 | .2 | 2.2 | 22 | 77 | .2 | 2.5 | 42 | 163 | .4 | 3.0 | 47 | 135 | .5 | 4.8 | 15 | 44 | .2 | 2.5 |
| 4-Book | 25 | 138 | .3 | 3.2 | 21 | 88 | .2 | 2.3 | 46 | 205 | .5 | 3.1 | 43 | 139 | .5 | 4.0 | 16 | 72 | .2 | 2.5 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 10 | 18 | .1 | 1.1 | 2 | 18 | | .1 | * 8 | 12 | .1 | .8 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 186 | .5 | 6.6 | 51 | 196 | .5 | 5.7 | 72 | 251 | .8 | 5.1 | 75 | 201 | .8 | 7.6 | 24 | 91 | .3 | 3.9 |
| 4-Book | 46 | 182 | .5 | 5.9 | 70 | 225 | .8 | 7.6 | 87 | 300 | .9 | 5.9 | 66 | 183 | .7 | 6.3 | 27 | 107 | .3 | 4.3 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | | .1 | 1 | 9 | | .1 | 20 | 48 | .2 | 1.4 | 4 | 9 | | .4 | | | | |
| 4-Book | 3 | 13 | | .4 | 4 | 20 | | .4 | 10 | 31 | .1 | .7 | 5 | 6 | .1 | .4 | 3 | 6 | | .4 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 27 | 99 | .3 | 3.7 | 12 | 49 | .1 | 1.3 | 29 | 133 | .3 | 2.0 | 13 | 86 | .1 | 1.3 | 8 | 35 | .1 | 1.3 |
| 4-Book | 30 | 103 | .3 | 3.8 | 15 | 55 | .2 | 1.6 | 36 | 117 | .4 | 2.4 | 31 | 93 | .3 | 2.9 | 17 | 52 | .2 | 2.7 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | | .3 | 4 | 26 | | .4 | | | | | 5 | 13 | .1 | .5 | 6 | 14 | .1 | 1.0 |
| 4-Book | 3 | 19 | | .4 | 4 | 17 | | .4 | 6 | 22 | .1 | .4 | 3 | 15 | .1 | .3 | 7 | 24 | .1 | 1.2 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 68 | .1 | .7 | 12 | 103 | .1 | 1.3 | 34 | 233 | .4 | 2.4 | 20 | 118 | .2 | 2.0 | 3 | 34 | | .5 |
| 4-Book | 15 | 80 | .2 | 1.9 | 11 | 75 | .1 | 1.2 | 36 | 193 | .4 | 2.5 | 23 | 113 | .3 | 2.2 | 7 | 50 | .1 | 1.1 |

Target Listener Estimates - Women 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 6 | .4 | 8 | 34 | .1 | .9 | 31 | 40 | .3 | 2.2 | 16 | 22 | .2 | 1.6 | 4 | 13 | | .7 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | 1.0 | 1 | 5 | .1 | .1 | 3 | 10 | .2 | .2 | 3 | 11 | .3 | .3 | | | | |
| 4-Book | 8 | 21 | 1.0 | 3 | 13 | .3 | .3 | 12 | 32 | .1 | .8 | 12 | 26 | 1.1 | 1.1 | 5 | 11 | | .6 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 153 | 8.4 | 70 | 209 | .7 | 7.8 | 101 | 361 | 1.1 | 7.1 | 48 | 166 | .5 | 4.9 | 39 | 109 | .4 | 6.4 |
| 4-Book | 72 | 187 | 9.2 | 81 | 251 | .9 | 9.0 | 106 | 325 | 1.2 | 7.2 | 45 | 141 | .5 | 4.3 | 37 | 105 | .4 | 5.9 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | * | | | | | | | | * | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 23 | .8 | 21 | 87 | .2 | 2.3 | 87 | 174 | .9 | 6.1 | 7 | 25 | .1 | .7 | 3 | 14 | | .5 |
| 4-Book | 12 | 44 | 1.6 | 25 | 96 | .3 | 2.7 | 90 | 177 | 1.0 | 6.1 | 4 | 13 | .1 | .4 | 5 | 21 | .1 | .8 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 5 | 17 | .1 | .6 | 6 | 17 | .1 | .4 | | | | | | | | |
| 4-Book | | | | 2 | 6 | .2 | .2 | 2 | 7 | .1 | .1 | 1 | 3 | .1 | .1 | 1 | 2 | | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 83 | 2.1 | 48 | 117 | .5 | 5.4 | 57 | 197 | .6 | 4.0 | 41 | 146 | .4 | 4.2 | 10 | 50 | .1 | 1.6 |
| 4-Book | 27 | 123 | 3.4 | 45 | 145 | .5 | 4.9 | 73 | 237 | .8 | 5.0 | 59 | 189 | .6 | 5.6 | 21 | 93 | .2 | 3.3 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 153 | 4.1 | 18 | 111 | .2 | 2.0 | 46 | 298 | .5 | 3.2 | 34 | 182 | .4 | 3.5 | 17 | 107 | .2 | 2.8 |
| 4-Book | 27 | 141 | 3.4 | 15 | 96 | .2 | 1.7 | 49 | 261 | .5 | 3.3 | 31 | 134 | .3 | 3.0 | 14 | 89 | .2 | 2.2 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 90 | 3.0 | 4 | 26 | .4 | .4 | 26 | 134 | .3 | 1.8 | 14 | 60 | .1 | 1.4 | 5 | 26 | .1 | .8 |
| 4-Book | 17 | 78 | 2.2 | 6 | 25 | .1 | .6 | 34 | 161 | .4 | 2.3 | 22 | 93 | .2 | 2.1 | 8 | 52 | .1 | 1.2 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 118 | 4.8 | 20 | 117 | .2 | 2.2 | 67 | 254 | .7 | 4.7 | 24 | 164 | .3 | 2.4 | 9 | 55 | .1 | 1.5 |
| 4-Book | 37 | 166 | 4.7 | 31 | 138 | .3 | 3.4 | 76 | 289 | .8 | 5.2 | 50 | 190 | .5 | 4.7 | 21 | 97 | .2 | 3.4 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | .1 | 1 | 15 | .1 | .1 | 3 | 23 | .2 | .2 | 5 | 15 | .1 | .5 | | 8 | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | .1 | 2 | 14 | .2 | .2 | 6 | 33 | .1 | .4 | 3 | 24 | .3 | .3 | | 7 | | |
| 4-Book | 4 | 17 | .5 | 2 | 10 | .2 | .2 | 8 | 31 | .1 | .5 | 4 | 19 | .4 | .4 | | 9 | | .1 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 21 | 1.0 | 6 | 23 | .1 | .7 | 18 | 49 | .2 | 1.3 | 8 | 14 | .1 | .8 | 3 | 15 | | .5 |
| 4-Book | 6 | 25 | .7 | 7 | 29 | .1 | .8 | 12 | 44 | .1 | .8 | 10 | 28 | .1 | .9 | 7 | 23 | .1 | 1.1 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | .3 | 13 | 30 | .1 | 1.5 | 24 | 46 | .3 | 1.7 | 10 | 25 | .1 | 1.0 | | | | |
| 4-Book | 4 | 23 | .5 | 9 | 32 | .1 | 1.1 | 14 | 49 | .2 | 1.0 | 12 | 33 | .1 | 1.2 | 4 | 14 | .1 | .6 |
| WPST-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 31 | .7 | 12 | 90 | .1 | 1.3 | 27 | 164 | .3 | 1.9 | 21 | 88 | .2 | 2.1 | 9 | 46 | .1 | 1.5 |
| 4-Book | 8 | 59 | 1.0 | 7 | 61 | .1 | .8 | 28 | 151 | .3 | 1.9 | 22 | 81 | .3 | 2.1 | 6 | 37 | .1 | 1.0 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | 2 | 9 | .1 | .1 | | | | | | | | |
| 4-Book | 1 | 6 | .1 | | | | | 6 | 14 | .1 | .4 | 1 | 5 | .1 | .1 | 1 | 2 | | .2 |
| TOTALS | | | | | | | | | | | | | | | | | | | |
| WI '99 | 728 | 2361 | 7.7 | 894 | 2722 | 9.5 | | 1423 | 4058 | 15.1 | | 982 | 2855 | 10.4 | | 610 | 1748 | 6.5 | |
| 4-Book | 778 | 2451 | 8.2 | 908 | 2745 | 9.6 | | 1474 | 4128 | 15.5 | | 1050 | 2827 | 11.1 | | 633 | 1867 | 6.7 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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 |
| VRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 80 | | .2 | 6 | 23 | .1 | .2 | 8 | 41 | .1 | .3 | 3 | 48 | | .1 | 1 | 24 | | .1 |
| FA '98 | 3 | 67 | | .2 | 3 | 22 | | .1 | 6 | 26 | .1 | .2 | 4 | 41 | | .2 | 1 | 34 | | .1 |
| SU '98 | 2 | 105 | | .1 | 3 | 39 | | .1 | 2 | 49 | | .1 | 3 | 74 | | .1 | 2 | 16 | | .2 |
| SP '98 | 10 | 182 | .1 | .5 | 7 | 106 | .1 | .2 | 17 | 77 | .2 | .6 | 15 | 103 | .1 | .6 | 4 | 35 | | .5 |
| 4-Book | 5 | 109 | | .3 | 5 | 48 | | .2 | 8 | 48 | | .3 | 6 | 67 | | .3 | 2 | 27 | | .2 |
| WI '98 | 9 | 123 | .1 | .5 | 9 | 68 | .1 | .3 | 13 | 74 | .1 | .5 | 14 | 73 | .1 | .6 | 3 | 24 | | .4 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1961 | 10661 | 17.8 | | 3047 | 9788 | 27.7 | | 2984 | 8527 | 27.1 | | 2342 | 9321 | 21.3 | | 751 | 6023 | 6.8 | |
| FA '98 | 1931 | 10731 | 17.5 | | 2787 | 9608 | 25.3 | | 2841 | 8569 | 25.8 | | 2332 | 9280 | 21.2 | | 798 | 5892 | 7.3 | |
| SU '98 | 1946 | 10757 | 17.6 | | 2766 | 9436 | 25.0 | | 2867 | 8833 | 25.9 | | 2211 | 9409 | 20.0 | | 894 | 6458 | 8.1 | |
| SP '98 | 1956 | 10788 | 17.7 | | 2879 | 9667 | 26.0 | | 2894 | 8590 | 26.2 | | 2309 | 9521 | 20.9 | | 845 | 6422 | 7.6 | |
| 4-Book | 1949 | 10734 | 17.7 | | 2870 | 9625 | 26.0 | | 2897 | 8630 | 26.3 | | 2299 | 9383 | 20.9 | | 822 | 6199 | 7.5 | |
| WI '98 | 1989 | 10775 | 18.0 | | 3082 | 9815 | 27.9 | | 2862 | 8380 | 25.9 | | 2380 | 9311 | 21.5 | | 802 | 6002 | 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 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 '99 | 149 | 2729 | 1.4 | 5.3 | 68 | 1419 | .6 | 5.4 | 124 | 613 | 1.1 | 10.8 | 82 | 372 | .7 | 4.2 | 53 | 278 | .5 | 3.6 |
| 4-Book | 132 | 2540 | 1.2 | 4.9 | 58 | 1302 | .5 | 4.3 | 124 | 602 | 1.1 | 9.8 | 59 | 304 | .5 | 2.7 | 44 | 222 | .4 | 2.8 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 337 | 2469 | 3.1 | 12.0 | 118 | 1255 | 1.1 | 9.4 | 130 | 398 | 1.2 | 11.3 | 174 | 523 | 1.6 | 8.8 | 137 | 428 | 1.2 | 9.3 |
| 4-Book | 342 | 2436 | 3.1 | 12.6 | 108 | 1257 | 1.0 | 8.0 | 113 | 399 | 1.0 | 8.9 | 202 | 570 | 1.9 | 9.1 | 120 | 393 | 1.1 | 7.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 56 | 312 | .5 | 2.0 | 41 | 349 | .4 | 3.3 | 35 | 68 | .3 | 3.0 | 35 | 56 | .3 | 1.8 | 31 | 45 | .3 | 2.1 |
| 4-Book | 36 | 252 | .3 | 1.3 | 34 | 296 | .3 | 2.5 | 22 | 53 | .2 | 1.8 | 22 | 54 | .2 | 1.0 | 15 | 31 | .1 | 1.0 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 239 | 1493 | 2.2 | 8.5 | 155 | 1192 | 1.4 | 12.3 | 97 | 302 | .9 | 8.4 | 174 | 452 | 1.6 | 8.8 | 173 | 380 | 1.6 | 11.8 |
| 4-Book | 241 | 1548 | 2.2 | 8.9 | 152 | 1191 | 1.4 | 11.3 | 131 | 338 | 1.2 | 10.2 | 210 | 542 | 1.9 | 9.5 | 186 | 424 | 1.7 | 11.8 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 139 | .1 | .2 | 2 | 59 | .2 | .2 | 1 | 6 | .1 | .1 | 1 | 8 | .1 | .1 | ** | 8 | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 12 | 139 | .1 | .4 | 8 | 126 | .1 | .6 | 17 | 34 | .2 | 1.5 | 4 | 18 | .2 | .2 | 4 | 15 | .1 | .3 |
| 4-Book | 15 | 143 | .1 | .6 | 15 | 140 | .2 | 1.1 | 17 | 36 | .2 | 1.3 | 6 | 26 | .3 | .3 | 7 | 16 | .1 | .5 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 127 | 1624 | 1.2 | 4.5 | 48 | 1006 | .4 | 3.8 | 33 | 155 | .3 | 2.9 | 123 | 528 | 1.1 | 6.2 | 44 | 245 | .4 | 3.0 |
| 4-Book | 128 | 1707 | 1.2 | 4.7 | 64 | 1037 | .6 | 4.7 | 43 | 199 | .4 | 3.4 | 131 | 504 | 1.2 | 5.9 | 79 | 317 | .7 | 5.0 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 326 | .2 | .6 | 9 | 266 | .1 | .7 | 5 | 35 | .4 | .4 | 9 | 50 | .1 | .5 | 10 | 45 | .1 | .7 |
| 4-Book | 22 | 325 | .2 | .8 | 8 | 188 | .1 | .6 | 6 | 32 | .5 | .5 | 10 | 55 | .1 | .5 | 8 | 34 | .1 | .5 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 184 | 1347 | 1.7 | 6.6 | 77 | 969 | .7 | 6.1 | 69 | 185 | .6 | 6.0 | 137 | 386 | 1.2 | 6.9 | 126 | 389 | 1.1 | 8.6 |
| 4-Book | 158 | 1353 | 1.4 | 5.9 | 77 | 896 | .7 | 5.7 | 63 | 196 | .6 | 5.0 | 133 | 354 | 1.2 | 6.0 | 112 | 322 | 1.0 | 7.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 118 | 1521 | 1.1 | 4.2 | 53 | 972 | .5 | 4.2 | 21 | 129 | .2 | 1.8 | 118 | 526 | 1.1 | 6.0 | 81 | 326 | .7 | 5.5 |
| 4-Book | 137 | 1579 | 1.3 | 5.1 | 62 | 924 | .6 | 4.5 | 40 | 171 | .4 | 3.1 | 127 | 472 | 1.2 | 5.8 | 93 | 320 | .8 | 5.9 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 961 | .5 | 2.0 | 30 | 561 | .3 | 2.4 | 21 | 124 | .2 | 1.8 | 37 | 187 | .3 | 1.9 | 37 | 167 | .3 | 2.5 |
| 4-Book | 67 | 1015 | .6 | 2.5 | 36 | 639 | .4 | 2.7 | 30 | 149 | .3 | 2.4 | 60 | 261 | .5 | 2.7 | 42 | 182 | .4 | 2.7 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 14 | 105 | .1 | .5 | * 6 | 58 | .1 | .5 | * ** | ** | ** | ** | 5 | 17 | .3 | .3 | * | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 146 | 1661 | 1.3 | 5.2 | 82 | 1154 | .7 | 6.5 | 63 | 254 | .6 | 5.5 | 133 | 474 | 1.2 | 6.7 | 107 | 337 | 1.0 | 7.3 |
| 4-Book | 153 | 1730 | 1.4 | 5.6 | 92 | 1201 | .8 | 6.8 | 81 | 292 | .8 | 6.4 | 150 | 523 | 1.4 | 6.8 | 107 | 325 | 1.0 | 6.8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 27 | 213 | .2 | 1.0 | 12 | 139 | .1 | 1.0 | 12 | 32 | .1 | 1.0 | 29 | 69 | .3 | 1.5 | 20 | 48 | .2 | 1.4 |
| 4-Book | 19 | 164 | .2 | .7 | 10 | 121 | .1 | .8 | 11 | 31 | .1 | .9 | 24 | 60 | .2 | 1.1 | 12 | 39 | .1 | .8 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 608 | .4 | 1.4 | 23 | 380 | .2 | 1.8 | 25 | 113 | .2 | 2.2 | 40 | 189 | .4 | 2.0 | 31 | 94 | .3 | 2.1 |
| 4-Book | 44 | 641 | .4 | 1.6 | 30 | 387 | .3 | 2.2 | 22 | 97 | .2 | 1.8 | 43 | 164 | .4 | 2.0 | 46 | 129 | .4 | 2.9 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 139 | .1 | .3 | 3 | 77 | .1 | .2 | | | | | 1 | 7 | .1 | .1 | | | | |
| 4-Book | 13 | 164 | .1 | .5 | 5 | 99 | .1 | .3 | 3 | 15 | .2 | .2 | 3 | 15 | .2 | .2 | 1 | 6 | .1 | .1 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 53 | 1014 | .5 | 1.9 | 26 | 657 | .2 | 2.1 | 15 | 59 | .1 | 1.3 | 69 | 308 | .6 | 3.5 | 47 | 203 | .4 | 3.2 |
| 4-Book | 50 | 992 | .5 | 1.9 | 27 | 634 | .3 | 2.0 | 16 | 79 | .1 | 1.3 | 61 | 307 | .6 | 2.8 | 38 | 174 | .4 | 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

Target Listener Estimates - Women 25-54

| 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 54 | .1 | .3 | 13 | 45 | .1 | 1.0 | 6 | 21 | .1 | .5 | 22 | 22 | .2 | 1.1 | 13 | 16 | .1 | .9 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 18 | 94 | .2 | .6 | 11 | 73 | .1 | .9 | 17 | 35 | .2 | 1.5 | 16 | 38 | .1 | .8 | 25 | 54 | .2 | 1.7 |
| 4-Book | 23 | 124 | .2 | .8 | 16 | 104 | .2 | 1.2 | 15 | 36 | .1 | 1.2 | 32 | 77 | .3 | 1.4 | 29 | 65 | .3 | 1.9 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 115 | 1028 | 1.0 | 4.1 | 64 | 748 | .6 | 5.1 | 44 | 142 | .4 | 3.8 | 68 | 254 | .6 | 3.4 | 74 | 187 | .7 | 5.0 |
| 4-Book | 110 | 1062 | 1.0 | 4.1 | 74 | 842 | .7 | 5.5 | 53 | 162 | .5 | 4.1 | 95 | 284 | .9 | 4.3 | 78 | 210 | .7 | 4.9 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 2 | 37 | .1 | .1 | * 1 | 23 | .1 | .1 | * * | ** | ** | ** | 3 | 17 | .2 | .2 | * * | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 88 | 679 | .8 | 3.1 | 26 | 363 | .2 | 2.1 | 26 | 83 | .2 | 2.3 | 17 | 77 | .2 | .9 | 5 | 32 | .1 | .3 |
| 4-Book | 64 | 646 | .6 | 2.4 | 33 | 405 | .3 | 2.4 | 34 | 104 | .3 | 2.6 | 27 | 88 | .3 | 1.2 | 15 | 43 | .1 | 1.0 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 30 | .1 | .1 | 4 | 46 | .3 | .3 | 1 | 5 | .1 | .1 | 5 | 17 | .3 | .3 | 4 | 17 | .3 | .3 |
| 4-Book | 2 | 20 | .1 | .1 | 2 | 24 | .1 | .1 | 2 | 7 | .1 | .1 | 3 | 8 | .2 | .2 | 2 | 6 | .1 | .1 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 99 | 791 | .9 | 3.5 | 51 | 539 | .5 | 4.1 | 77 | 211 | .7 | 6.7 | 91 | 313 | .8 | 4.6 | 49 | 166 | .4 | 3.3 |
| 4-Book | 109 | 1003 | 1.0 | 4.0 | 68 | 760 | .6 | 5.0 | 74 | 253 | .7 | 5.9 | 128 | 431 | 1.1 | 5.7 | 77 | 255 | .7 | 4.8 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 1296 | .8 | 3.0 | 38 | 773 | .3 | 3.0 | 31 | 147 | .3 | 2.7 | 69 | 408 | .6 | 3.5 | 55 | 244 | .5 | 3.8 |
| 4-Book | 72 | 1147 | .7 | 2.7 | 37 | 693 | .3 | 2.8 | 26 | 124 | .2 | 2.1 | 77 | 358 | .7 | 3.5 | 49 | 214 | .5 | 3.2 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 116 | 1419 | 1.1 | 4.1 | 19 | 378 | .2 | 1.5 | 14 | 69 | .1 | 1.2 | 34 | 157 | .3 | 1.7 | 28 | 118 | .3 | 1.9 |
| 4-Book | 107 | 1346 | 1.0 | 4.0 | 26 | 518 | .2 | 1.9 | 21 | 73 | .2 | 1.6 | 49 | 210 | .5 | 2.2 | 43 | 169 | .4 | 2.7 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 197 | 1955 | 1.8 | 7.0 | 51 | 893 | .5 | 4.1 | 43 | 185 | .4 | 3.7 | 126 | 444 | 1.1 | 6.4 | 69 | 277 | .6 | 4.7 |
| 4-Book | 171 | 1787 | 1.6 | 6.3 | 65 | 1015 | .6 | 4.8 | 64 | 232 | .6 | 5.0 | 135 | 469 | 1.2 | 6.1 | 90 | 309 | .8 | 5.7 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 107 | .1 | .3 | 4 | 53 | .3 | .3 | 4 | 30 | .3 | .3 | 7 | 30 | .1 | .4 | 5 | 15 | .3 | .3 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 31 | 286 | .3 | 1.1 | 8 | 138 | .1 | .6 | 10 | 23 | .1 | .9 | 21 | 73 | .2 | 1.1 | 20 | 57 | .2 | 1.4 |
| 4-Book | 27 | 260 | .3 | 1.0 | 6 | 132 | .1 | .5 | 8 | 31 | .1 | .6 | 12 | 53 | .1 | .6 | 9 | 41 | .1 | .6 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 36 | 453 | .3 | 1.3 | 7 | 125 | .1 | .6 | 5 | 15 | .4 | .4 | 7 | 38 | .1 | .4 | 3 | 27 | .2 | .2 |
| 4-Book | 41 | 516 | .4 | 1.5 | 10 | 181 | .1 | .7 | 10 | 39 | .1 | .7 | 12 | 64 | .1 | .5 | 8 | 44 | .1 | .5 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 291 | .2 | .9 | 18 | 173 | .2 | 1.4 | 13 | 32 | .1 | 1.1 | 40 | 90 | .4 | 2.0 | 21 | 72 | .2 | 1.4 |
| 4-Book | 29 | 317 | .3 | 1.1 | 17 | 200 | .2 | 1.2 | 16 | 51 | .2 | 1.3 | 32 | 95 | .3 | 1.5 | 24 | 85 | .2 | 1.5 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 933 | .3 | 1.4 | 18 | 458 | .2 | 1.4 | 15 | 90 | .1 | 1.3 | 35 | 173 | .3 | 1.8 | 16 | 92 | .1 | 1.1 |
| 4-Book | 40 | 818 | .4 | 1.5 | 19 | 439 | .2 | 1.4 | 15 | 82 | .1 | 1.2 | 39 | 179 | .4 | 1.8 | 25 | 126 | .2 | 1.6 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 48 | .1 | .2 | 2 | 55 | .2 | .2 | | 8 | .2 | .2 | 8 | 38 | .1 | .4 | 1 | 8 | .1 | .1 |
| 4-Book | 6 | 83 | .1 | .2 | 4 | 51 | .3 | .3 | 3 | 11 | .3 | .3 | 9 | 28 | .1 | .4 | 7 | 23 | .1 | .4 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2806 | 10524 | 25.5 | | 1256 | 8830 | 11.4 | | 1153 | 3628 | 10.5 | | 1974 | 5495 | 17.9 | | 1466 | 4065 | 13.3 | |
| 4-Book | 2705 | 10594 | 24.5 | | 1351 | 8983 | 12.3 | | 1272 | 3808 | 11.5 | | 2214 | 5680 | 20.0 | | 1574 | 4174 | 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 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 '99 | 28 | 180 | .3 | 3.4 | 131 | 471 | 1.2 | 12.1 | 64 | 349 | .6 | 3.9 | 47 | 231 | .4 | 4.1 | 33 | 220 | .3 | 4.6 |
| 4-Book | 25 | 142 | .3 | 2.8 | 115 | 454 | 1.0 | 10.2 | 55 | 319 | .5 | 3.2 | 38 | 174 | .4 | 3.1 | 24 | 161 | .2 | 3.2 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 319 | .6 | 8.2 | 86 | 290 | .8 | 7.9 | 166 | 475 | 1.5 | 10.1 | 110 | 333 | 1.0 | 9.7 | 69 | 216 | .6 | 9.7 |
| 4-Book | 62 | 265 | .6 | 7.0 | 73 | 281 | .7 | 6.5 | 137 | 445 | 1.3 | 8.0 | 97 | 314 | .9 | 8.1 | 52 | 204 | .5 | 7.0 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 23 | .1 | 1.3 | 101 | 247 | .9 | 9.3 | 74 | 214 | .7 | 4.5 | 34 | 77 | .3 | 3.0 | 12 | 18 | .1 | 1.7 |
| 4-Book | 9 | 21 | .1 | 1.0 | 104 | 217 | .9 | 9.3 | 68 | 191 | .6 | 4.0 | 24 | 54 | .2 | 2.1 | 9 | 24 | .1 | 1.3 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 135 | 306 | 1.2 | 16.5 | 83 | 240 | .8 | 7.7 | 134 | 395 | 1.2 | 8.2 | 176 | 352 | 1.6 | 15.5 | 249 | 415 | 2.3 | 34.9 |
| 4-Book | 121 | 305 | 1.1 | 13.8 | 90 | 217 | .8 | 8.0 | 116 | 352 | 1.1 | 6.8 | 133 | 291 | 1.2 | 11.0 | 216 | 390 | 2.0 | 29.8 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 2 | 9 | | .2 | 2 | 5 | | .1 | 4 | 16 | | .4 | 3 | 21 | | .4 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 7 | | .1 | 23 | 48 | .2 | 2.1 | 12 | 62 | .1 | .7 | | | | | 2 | 8 | | .3 |
| 4-Book | 9 | 19 | .1 | 1.0 | 35 | 70 | .3 | 3.1 | 22 | 72 | .2 | 1.3 | 11 | 24 | .1 | .9 | 9 | 16 | .1 | 1.3 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 49 | 229 | .4 | 6.0 | 26 | 150 | .2 | 2.4 | 37 | 247 | .3 | 2.3 | 33 | 214 | .3 | 2.9 | 30 | 113 | .3 | 4.2 |
| 4-Book | 53 | 229 | .5 | 6.1 | 34 | 146 | .3 | 2.9 | 79 | 332 | .7 | 4.5 | 54 | 226 | .5 | 4.4 | 30 | 108 | .3 | 4.1 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 38 | | .5 | 10 | 29 | .1 | .9 | 11 | 69 | .1 | .7 | 15 | 58 | .1 | 1.3 | 12 | 36 | .1 | 1.7 |
| 4-Book | 5 | 29 | | .5 | 10 | 35 | .1 | .9 | 12 | 54 | .1 | .7 | 12 | 47 | .1 | 1.0 | 6 | 26 | .1 | .8 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 82 | 241 | .7 | 10.0 | 25 | 124 | .2 | 2.3 | 66 | 223 | .6 | 4.0 | 67 | 212 | .6 | 5.9 | 38 | 147 | .3 | 5.3 |
| 4-Book | 69 | 224 | .6 | 7.9 | 43 | 157 | .4 | 3.8 | 79 | 253 | .7 | 4.6 | 66 | 187 | .6 | 5.5 | 44 | 162 | .4 | 6.2 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 40 | 214 | .4 | 4.9 | 22 | 82 | .2 | 2.0 | 71 | 311 | .6 | 4.3 | 44 | 177 | .4 | 3.9 | 20 | 96 | .2 | 2.8 |
| 4-Book | 39 | 199 | .4 | 4.5 | 20 | 102 | .2 | 1.7 | 77 | 303 | .7 | 4.5 | 71 | 218 | .6 | 5.8 | 24 | 111 | .2 | 3.2 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 89 | .1 | 2.0 | 22 | 84 | .2 | 2.0 | 45 | 170 | .4 | 2.7 | 50 | 159 | .5 | 4.4 | 15 | 44 | .1 | 2.1 |
| 4-Book | 25 | 140 | .2 | 2.9 | 21 | 90 | .2 | 1.8 | 47 | 210 | .4 | 2.7 | 43 | 145 | .4 | 3.6 | 16 | 76 | .2 | 2.2 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 12 | 24 | .1 | 1.1 | 7 | 24 | .1 | .4 | * 8 | 12 | .1 | .7 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGF-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 57 | 218 | .5 | 7.0 | 68 | 267 | .6 | 6.3 | 87 | 319 | .8 | 5.3 | 99 | 262 | .9 | 8.7 | 40 | 151 | .4 | 5.6 |
| 4-Book | 62 | 241 | .6 | 7.0 | 95 | 300 | .9 | 8.4 | 115 | 389 | 1.1 | 6.6 | 85 | 245 | .8 | 7.1 | 44 | 163 | .4 | 6.0 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 14 | | .2 | 1 | 9 | | .1 | 26 | 73 | .2 | 1.6 | 5 | 16 | | .4 | 2 | 6 | | .3 |
| 4-Book | 4 | 15 | | .4 | 6 | 25 | .1 | .5 | 15 | 44 | .2 | .9 | 7 | 14 | .1 | .6 | 3 | 8 | | .4 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 27 | 99 | .2 | 3.3 | 12 | 49 | .1 | 1.1 | 29 | 133 | .3 | 1.8 | 13 | 86 | .1 | 1.1 | 8 | 35 | .1 | 1.1 |
| 4-Book | 30 | 103 | .3 | 3.4 | 15 | 55 | .1 | 1.3 | 36 | 117 | .3 | 2.1 | 31 | 96 | .3 | 2.6 | 17 | 52 | .2 | 2.3 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | | .2 | 4 | 26 | | .4 | | | | | 5 | 13 | | .4 | 9 | 23 | .1 | 1.3 |
| 4-Book | 4 | 21 | | .5 | 5 | 21 | | .4 | 7 | 27 | .1 | .4 | 4 | 20 | | .3 | 9 | 30 | .1 | 1.4 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 68 | | .6 | 12 | 103 | .1 | 1.1 | 36 | 241 | .3 | 2.2 | 20 | 118 | .2 | 1.8 | 3 | 34 | | .4 |
| 4-Book | 16 | 85 | .2 | 1.8 | 11 | 78 | .1 | 1.0 | 38 | 202 | .4 | 2.2 | 24 | 117 | .2 | 2.0 | 7 | 54 | .1 | .9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 6 | | .4 | 8 | 34 | .1 | .7 | 31 | 40 | .3 | 1.9 | 16 | 22 | .1 | 1.4 | 4 | 13 | | .6 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 11 | .1 | .9 | 8 | 19 | .1 | .7 | 8 | 24 | .1 | .5 | 7 | 22 | .1 | .6 | 1 | 2 | | .1 | |
| 4-Book | 9 | 24 | .1 | 1.0 | 9 | 24 | .1 | .8 | 15 | 42 | .2 | .9 | 15 | 35 | .2 | 1.2 | 7 | 17 | .1 | .8 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 153 | .6 | 7.4 | 70 | 209 | .6 | 6.5 | 101 | 361 | .9 | 6.1 | 48 | 166 | .4 | 4.2 | 40 | 117 | .4 | 5.6 | |
| 4-Book | 75 | 196 | .7 | 8.5 | 85 | 261 | .8 | 7.6 | 112 | 341 | 1.0 | 6.5 | 50 | 156 | .4 | 4.1 | 39 | 111 | .4 | 5.4 | |
| WVDB-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * | | | | 3 | 6 | | .2 | * | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 30 | .1 | 1.1 | 25 | 102 | .2 | 2.3 | 103 | 211 | .9 | 6.3 | 7 | 25 | .1 | .6 | 6 | 30 | .1 | .8 | |
| 4-Book | 17 | 62 | .2 | 1.9 | 36 | 129 | .3 | 3.2 | 110 | 216 | 1.0 | 6.4 | 8 | 24 | .1 | .7 | 7 | 35 | .1 | 1.0 | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | 5 | 17 | | .5 | 14 | 32 | .1 | .9 | | | | | | | | | |
| 4-Book | | 2 | | | 2 | 8 | | .2 | 5 | 12 | | .3 | | 2 | 4 | | .1 | 1 | 3 | | .2 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 17 | 91 | .2 | 2.1 | 59 | 150 | .5 | 5.4 | 64 | 221 | .6 | 3.9 | 44 | 170 | .4 | 3.9 | 10 | 50 | .1 | 1.4 | |
| 4-Book | 31 | 144 | .3 | 3.5 | 55 | 179 | .5 | 4.9 | 90 | 285 | .8 | 5.2 | 69 | 231 | .6 | 5.7 | 24 | 107 | .2 | 3.3 | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 153 | .3 | 3.7 | 18 | 111 | .2 | 1.7 | 46 | 298 | .4 | 2.8 | 34 | 182 | .3 | 3.0 | 17 | 107 | .2 | 2.4 | |
| 4-Book | 27 | 143 | .2 | 3.1 | 16 | 97 | .2 | 1.4 | 50 | 266 | .4 | 2.9 | 32 | 136 | .3 | 2.6 | 14 | 91 | .2 | 1.9 | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 90 | .2 | 2.7 | 4 | 26 | | .4 | 26 | 134 | .2 | 1.6 | 14 | 60 | .1 | 1.2 | 5 | 26 | | .7 | |
| 4-Book | 17 | 78 | .2 | 2.0 | 6 | 27 | .1 | .5 | 36 | 173 | .3 | 2.1 | 24 | 102 | .2 | 2.0 | 8 | 58 | .1 | 1.1 | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 35 | 118 | .3 | 4.3 | 20 | 125 | .2 | 1.8 | 69 | 270 | .6 | 4.2 | 27 | 180 | .2 | 2.4 | 9 | 55 | .1 | 1.3 | |
| 4-Book | 39 | 179 | .4 | 4.4 | 33 | 152 | .3 | 2.9 | 80 | 309 | .7 | 4.7 | 52 | 205 | .5 | 4.2 | 22 | 98 | .2 | 3.1 | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | | .1 | 1 | 15 | | .1 | 6 | 31 | .1 | .4 | 9 | 24 | .1 | .8 | 2 | 16 | | .3 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 9 | | .1 | 2 | 14 | | .2 | 9 | 41 | .1 | .5 | 3 | 24 | | .3 | | 7 | | .1 | |
| 4-Book | 5 | 21 | .1 | .5 | 2 | 12 | | .2 | 9 | 36 | .1 | .5 | 5 | 21 | | .4 | 1 | 10 | | .1 | |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 21 | .1 | .9 | 6 | 23 | .1 | .6 | 18 | 49 | .2 | 1.1 | 8 | 14 | .1 | .7 | 3 | 15 | | .4 | |
| 4-Book | 7 | 28 | .1 | .8 | 9 | 38 | .1 | .9 | 14 | 51 | .2 | .8 | 10 | 30 | .1 | .8 | 7 | 25 | .1 | 1.0 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 55 | .1 | .7 | 15 | 37 | .1 | 1.4 | 34 | 71 | .3 | 2.1 | 14 | 33 | .1 | 1.2 | 1 | 8 | | .1 | |
| 4-Book | 8 | 48 | .1 | 1.0 | 12 | 41 | .1 | 1.1 | 21 | 67 | .2 | 1.3 | 17 | 47 | .2 | 1.4 | 5 | 22 | .1 | .7 | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 31 | | .6 | 12 | 90 | .1 | 1.1 | 28 | 172 | .3 | 1.7 | 21 | 88 | .2 | 1.9 | 9 | 46 | .1 | 1.3 | |
| 4-Book | 8 | 59 | .1 | .9 | 7 | 65 | .1 | .7 | 29 | 155 | .3 | 1.6 | 22 | 81 | .2 | 1.8 | 6 | 37 | .1 | .9 | |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 8 | | .2 | 2 | 7 | | .2 | 2 | 9 | | .1 | | | | | | | | | |
| 4-Book | 2 | 10 | | .2 | 1 | 3 | | .1 | 7 | 17 | .1 | .4 | 2 | 8 | | .1 | 2 | 4 | | .3 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 820 | 2709 | 7.5 | | 1084 | 3245 | 9.9 | | 1644 | 4729 | 14.9 | | 1134 | 3292 | 10.3 | | 713 | 2028 | 6.5 | | |
| 4-Book | 883 | 2803 | 8.0 | | 1124 | 3326 | 10.2 | | 1725 | 4814 | 15.6 | | 1212 | 3288 | 11.0 | | 729 | 2159 | 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 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 |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 142 | 3264 | 1.4 | 8.1 | 378 | 2427 | 3.8 | 14.0 | 115 | 1278 | 1.2 | 4.3 | 133 | 1601 | 1.4 | 6.7 | 43 | 624 | .4 | 6.4 |
| FA '98 | 116 | 2843 | 1.2 | 6.9 | 298 | 2009 | 3.0 | 12.0 | 93 | 986 | .9 | 3.8 | 124 | 1469 | 1.3 | 6.3 | 41 | 579 | .4 | 6.1 |
| SU '98 | 113 | 3042 | 1.2 | 6.7 | 316 | 2167 | 3.2 | 12.7 | 67 | 1047 | .7 | 2.8 | 108 | 1369 | 1.1 | 6.0 | 51 | 767 | .5 | 7.1 |
| SP '98 | 109 | 3120 | 1.1 | 6.4 | 323 | 2204 | 3.3 | 12.4 | 77 | 1056 | .8 | 3.1 | 97 | 1360 | 1.0 | 5.0 | 32 | 557 | .3 | 4.7 |
| 4-Book | 120 | 3067 | 1.2 | 7.0 | 329 | 2202 | 3.3 | 12.8 | 88 | 1092 | .9 | 3.5 | 116 | 1450 | 1.2 | 6.0 | 42 | 632 | .4 | 6.1 |
| WI '98 | 137 | 2888 | 1.4 | 8.0 | 360 | 2090 | 3.7 | 13.3 | 96 | 1034 | 1.0 | 3.9 | 118 | 1227 | 1.2 | 6.1 | 65 | 635 | .7 | 9.3 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 215 | 2629 | 2.2 | 12.3 | 277 | 1510 | 2.8 | 10.2 | 407 | 1601 | 4.1 | 15.3 | 249 | 1656 | 2.5 | 12.6 | 83 | 829 | .8 | 12.4 |
| FA '98 | 186 | 2323 | 1.9 | 11.0 | 265 | 1453 | 2.7 | 10.7 | 365 | 1354 | 3.7 | 14.9 | 215 | 1440 | 2.2 | 11.0 | 57 | 676 | .6 | 8.5 |
| SU '98 | 193 | 2271 | 2.0 | 11.5 | 268 | 1437 | 2.8 | 10.8 | 389 | 1410 | 4.0 | 16.0 | 230 | 1470 | 2.4 | 12.8 | 51 | 708 | .5 | 7.1 |
| SP '98 | 203 | 2329 | 2.1 | 11.9 | 297 | 1457 | 3.1 | 11.4 | 395 | 1376 | 4.1 | 16.0 | 234 | 1503 | 2.4 | 12.1 | 61 | 671 | .6 | 9.0 |
| 4-Book | 199 | 2388 | 2.1 | 11.7 | 277 | 1464 | 2.9 | 10.8 | 389 | 1435 | 4.0 | 15.6 | 232 | 1517 | 2.4 | 12.1 | 63 | 721 | .6 | 9.3 |
| WI '98 | 184 | 2449 | 1.9 | 10.7 | 258 | 1403 | 2.7 | 9.6 | 382 | 1484 | 3.9 | 15.6 | 227 | 1454 | 2.3 | 11.7 | 37 | 493 | .4 | 5.3 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 39 | 385 | .4 | 2.2 | 70 | 223 | .7 | 2.6 | 43 | 212 | .4 | 1.6 | 32 | 147 | .3 | 1.6 | 8 | 77 | .1 | 1.2 |
| FA '98 | 32 | 360 | .3 | 1.9 | 52 | 213 | .5 | 2.1 | 30 | 145 | .3 | 1.2 | 28 | 142 | .3 | 1.4 | 8 | 67 | .1 | 1.2 |
| SU '98 | 25 | 388 | .3 | 1.5 | 48 | 247 | .5 | 1.9 | 29 | 186 | .3 | 1.2 | 17 | 104 | .2 | .9 | 7 | 79 | .1 | 1.0 |
| SP '98 | 42 | 440 | .4 | 2.5 | 75 | 239 | .8 | 2.9 | 36 | 161 | .4 | 1.5 | 34 | 168 | .3 | 1.8 | 10 | 92 | .1 | 1.5 |
| 4-Book | 35 | 393 | .4 | 2.0 | 61 | 231 | .6 | 2.4 | 35 | 176 | .4 | 1.4 | 28 | 140 | .3 | 1.4 | 8 | 79 | .1 | 1.2 |
| WI '98 | 37 | 402 | .4 | 2.2 | 67 | 209 | .7 | 2.5 | 33 | 175 | .3 | 1.3 | 38 | 151 | .4 | 2.0 | 15 | 132 | .2 | 2.1 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 156 | 1354 | 1.6 | 8.9 | 246 | 900 | 2.5 | 9.1 | 193 | 697 | 2.0 | 7.3 | 155 | 824 | 1.6 | 7.8 | 90 | 583 | .9 | 13.4 |
| FA '98 | 134 | 1253 | 1.4 | 7.9 | 160 | 746 | 1.6 | 6.4 | 158 | 679 | 1.6 | 6.4 | 160 | 760 | 1.6 | 8.2 | 94 | 565 | 1.0 | 14.0 |
| SU '98 | 151 | 1284 | 1.6 | 9.0 | 169 | 792 | 1.7 | 6.8 | 200 | 785 | 2.1 | 8.2 | 148 | 772 | 1.5 | 8.2 | 123 | 618 | 1.3 | 17.0 |
| SP '98 | 155 | 1311 | 1.6 | 9.1 | 219 | 849 | 2.3 | 8.4 | 192 | 733 | 2.0 | 7.8 | 170 | 890 | 1.7 | 8.8 | 101 | 640 | 1.0 | 14.9 |
| 4-Book | 149 | 1301 | 1.6 | 8.7 | 199 | 822 | 2.0 | 7.7 | 186 | 724 | 1.9 | 7.4 | 158 | 812 | 1.6 | 8.3 | 102 | 602 | 1.1 | 14.8 |
| WI '98 | 148 | 1299 | 1.5 | 8.6 | 216 | 853 | 2.2 | 8.0 | 176 | 613 | 1.8 | 7.2 | 161 | 828 | 1.7 | 8.3 | 108 | 549 | 1.1 | 15.4 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 178 | .1 | .3 | 14 | 91 | .1 | .5 | 5 | 69 | .1 | .2 | 11 | 81 | .1 | .6 | 3 | 74 | .1 | .4 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 7 | 140 | .1 | .4 | 18 | 104 | .2 | .7 | 5 | 72 | .1 | .2 | 9 | 46 | .1 | .5 | 6 | 47 | .1 | .8 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 322 | .2 | 1.3 | 32 | 157 | .3 | 1.2 | 29 | 171 | .3 | 1.1 | 23 | 98 | .2 | 1.2 | 10 | 70 | .1 | 1.5 |
| FA '98 | 16 | 232 | .2 | .9 | 24 | 118 | .2 | 1.0 | 17 | 95 | .2 | .7 | 11 | 63 | .1 | .6 | 9 | 38 | .1 | 1.3 |
| SU '98 | 23 | 269 | .2 | 1.4 | 38 | 136 | .4 | 1.5 | 35 | 153 | .4 | 1.4 | 17 | 101 | .2 | .9 | 8 | 47 | .1 | 1.1 |
| SP '98 | 25 | 322 | .3 | 1.5 | 34 | 150 | .3 | 1.3 | 30 | 136 | .3 | 1.2 | 15 | 66 | .2 | .8 | 11 | 56 | .1 | 1.6 |
| 4-Book | 22 | 286 | .2 | 1.3 | 32 | 140 | .3 | 1.3 | 28 | 139 | .3 | 1.1 | 17 | 82 | .2 | .9 | 10 | 53 | .1 | 1.4 |
| WI '98 | 13 | 254 | .1 | .8 | 17 | 102 | .2 | .6 | 20 | 112 | .2 | .8 | 15 | 89 | .2 | .8 | 1 | 30 | .1 | .1 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 43 | 1108 | .4 | 2.5 | 68 | 524 | .7 | 2.5 | 75 | 589 | .8 | 2.8 | 47 | 579 | .5 | 2.4 | 14 | 288 | .1 | 2.1 |
| FA '98 | 51 | 1091 | .5 | 3.0 | 80 | 490 | .8 | 3.2 | 84 | 551 | .9 | 3.4 | 59 | 592 | .6 | 3.0 | 14 | 276 | .1 | 2.1 |
| SU '98 | 54 | 1126 | .6 | 3.2 | 68 | 490 | .7 | 2.7 | 76 | 636 | .8 | 3.1 | 50 | 664 | .5 | 2.8 | 25 | 300 | .3 | 3.5 |
| SP '98 | 50 | 1095 | .5 | 2.9 | 66 | 520 | .7 | 2.5 | 71 | 500 | .7 | 2.9 | 58 | 634 | .6 | 3.0 | 17 | 297 | .2 | 2.5 |
| 4-Book | 50 | 1105 | .5 | 2.9 | 71 | 506 | .7 | 2.7 | 77 | 569 | .8 | 3.1 | 54 | 617 | .6 | 2.8 | 18 | 290 | .2 | 2.6 |
| WI '98 | 51 | 1094 | .5 | 3.0 | 79 | 605 | .8 | 2.9 | 67 | 573 | .7 | 2.7 | 74 | 674 | .8 | 3.8 | 21 | 351 | .2 | 3.0 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 457 | .1 | .8 | 28 | 207 | .3 | 1.0 | 14 | 152 | .1 | .5 | 20 | 165 | .2 | 1.0 | 6 | 76 | .1 | .9 |
| FA '98 | 16 | 391 | .2 | .9 | 36 | 227 | .4 | 1.5 | 16 | 123 | .2 | .7 | 17 | 175 | .2 | .9 | 8 | 71 | .1 | 1.2 |
| SU '98 | 12 | 298 | .1 | .7 | 37 | 166 | .4 | 1.5 | 5 | 104 | .1 | .2 | 11 | 127 | .1 | .6 | 4 | 39 | .1 | .6 |
| SP '98 | 10 | 353 | .1 | .6 | 28 | 200 | .3 | 1.1 | 14 | 94 | .1 | .6 | 9 | 137 | .1 | .5 | 5 | 103 | .1 | .7 |
| 4-Book | 13 | 375 | .1 | .8 | 32 | 200 | .4 | 1.3 | 12 | 118 | .1 | .5 | 14 | 151 | .2 | .8 | 6 | 72 | .1 | .9 |
| WI '98 | 20 | 478 | .2 | 1.2 | 43 | 239 | .4 | 1.6 | 19 | 130 | .2 | .8 | 26 | 200 | .3 | 1.3 | 13 | 138 | .1 | 1.9 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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 |
| VJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 136 | 1648 | 1.4 | 7.8 | 152 | 806 | 1.5 | 5.6 | 250 | 855 | 2.5 | 9.4 | 179 | 994 | 1.8 | 9.1 | 58 | 507 | .6 | 8.7 |
| FA '98 | 95 | 1540 | 1.0 | 5.6 | 97 | 638 | 1.0 | 3.9 | 170 | 787 | 1.7 | 6.9 | 131 | 904 | 1.3 | 6.7 | 34 | 422 | .3 | 5.1 |
| SU '98 | 105 | 1499 | 1.1 | 6.3 | 102 | 649 | 1.0 | 4.1 | 160 | 786 | 1.6 | 6.6 | 148 | 975 | 1.5 | 8.2 | 55 | 466 | .6 | 7.6 |
| SP '98 | 138 | 1806 | 1.4 | 8.1 | 145 | 821 | 1.5 | 5.6 | 247 | 960 | 2.5 | 10.0 | 180 | 1088 | 1.8 | 9.3 | 54 | 613 | .6 | 8.0 |
| 4-Book | 119 | 1623 | 1.2 | 7.0 | 124 | 729 | 1.3 | 4.8 | 207 | 847 | 2.1 | 8.2 | 160 | 990 | 1.6 | 8.3 | 50 | 502 | .5 | 7.4 |
| WI '98 | 121 | 1612 | 1.2 | 7.0 | 133 | 766 | 1.4 | 4.9 | 165 | 729 | 1.7 | 6.7 | 161 | 967 | 1.7 | 8.3 | 64 | 672 | .7 | 9.1 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 58 | 1231 | .6 | 3.3 | 67 | 582 | .7 | 2.5 | 109 | 667 | 1.1 | 4.1 | 74 | 728 | .8 | 3.7 | 12 | 263 | .1 | 1.8 |
| FA '98 | 57 | 1084 | .6 | 3.4 | 61 | 556 | .6 | 2.5 | 122 | 580 | 1.2 | 5.0 | 77 | 678 | .8 | 3.9 | 12 | 304 | .1 | 1.8 |
| SU '98 | 59 | 1117 | .6 | 3.5 | 67 | 512 | .7 | 2.7 | 102 | 622 | 1.0 | 4.2 | 77 | 746 | .8 | 4.3 | 25 | 360 | .3 | 3.5 |
| SP '98 | 69 | 1232 | .7 | 4.0 | 75 | 541 | .8 | 2.9 | 108 | 579 | 1.1 | 4.4 | 96 | 673 | 1.0 | 5.0 | 37 | 320 | .4 | 5.5 |
| 4-Book | 61 | 1166 | .6 | 3.6 | 68 | 548 | .7 | 2.7 | 110 | 612 | 1.1 | 4.4 | 81 | 706 | .9 | 4.2 | 22 | 312 | .2 | 3.2 |
| WI '98 | 54 | 1249 | .6 | 3.1 | 62 | 547 | .6 | 2.3 | 85 | 728 | .9 | 3.5 | 69 | 728 | .7 | 3.5 | 21 | 351 | .2 | 3.0 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 739 | .3 | 1.6 | 55 | 351 | .6 | 2.0 | 39 | 323 | .4 | 1.5 | 30 | 389 | .3 | 1.5 | 9 | 112 | .1 | 1.3 |
| FA '98 | 37 | 754 | .4 | 2.2 | 61 | 385 | .6 | 2.5 | 51 | 325 | .5 | 2.1 | 56 | 521 | .6 | 2.9 | 8 | 169 | .1 | 1.2 |
| SU '98 | 22 | 768 | .2 | 1.3 | 28 | 342 | .3 | 1.1 | 32 | 347 | .3 | 1.3 | 21 | 354 | .2 | 1.2 | 8 | 190 | .1 | 1.1 |
| SP '98 | 18 | 686 | .2 | 1.1 | 31 | 317 | .3 | 1.2 | 19 | 234 | .2 | .8 | 21 | 360 | .2 | 1.1 | 4 | 92 | .1 | .6 |
| 4-Book | 26 | 737 | .3 | 1.6 | 41 | 349 | .5 | 1.7 | 35 | 307 | .4 | 1.4 | 32 | 406 | .3 | 1.7 | 7 | 141 | .1 | 1.1 |
| WI '98 | 44 | 759 | .5 | 2.6 | 68 | 356 | .7 | 2.5 | 75 | 366 | .8 | 3.1 | 55 | 422 | .6 | 2.8 | 16 | 163 | .2 | 2.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 14 | 130 | .1 | .8 | * 12 | 44 | .1 | .4 | 19 | 106 | .2 | .7 | * 15 | 60 | .2 | .8 | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 16 | 188 | .2 | 1.0 | 19 | 110 | .2 | .8 | 24 | 141 | .2 | 1.0 | 9 | 77 | .1 | .5 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 123 | 2235 | 1.3 | 7.0 | 143 | 1156 | 1.5 | 5.3 | 185 | 1050 | 1.9 | 6.9 | 152 | 1213 | 1.5 | 7.7 | 48 | 495 | .5 | 7.2 |
| FA '98 | 146 | 2447 | 1.5 | 8.6 | 181 | 1236 | 1.8 | 7.3 | 211 | 1271 | 2.1 | 8.6 | 156 | 1371 | 1.6 | 8.0 | 61 | 708 | .6 | 9.1 |
| SU '98 | 120 | 2085 | 1.2 | 7.2 | 164 | 1069 | 1.7 | 6.6 | 170 | 1085 | 1.7 | 7.0 | 127 | 1115 | 1.3 | 7.1 | 41 | 610 | .4 | 5.7 |
| SP '98 | 123 | 2108 | 1.3 | 7.2 | 178 | 1127 | 1.8 | 6.8 | 197 | 1128 | 2.0 | 8.0 | 140 | 1211 | 1.4 | 7.2 | 46 | 587 | .5 | 5.8 |
| 4-Book | 128 | 2219 | 1.3 | 7.5 | 167 | 1147 | 1.7 | 6.5 | 191 | 1134 | 1.9 | 7.6 | 144 | 1228 | 1.5 | 7.5 | 49 | 600 | .5 | 7.2 |
| WI '98 | 142 | 2224 | 1.5 | 8.3 | 200 | 1193 | 2.1 | 7.4 | 215 | 1153 | 2.2 | 8.8 | 151 | 1188 | 1.6 | 7.8 | 40 | 585 | .4 | 5.7 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 504 | .5 | 2.6 | 73 | 282 | .7 | 2.7 | 78 | 317 | .8 | 2.9 | 49 | 258 | .5 | 2.5 | 13 | 104 | .1 | 1.9 |
| FA '98 | 34 | 479 | .3 | 2.0 | 47 | 252 | .5 | 1.9 | 48 | 282 | .5 | 2.0 | 40 | 271 | .4 | 2.0 | 11 | 85 | .1 | 1.6 |
| SU '98 | 38 | 540 | .4 | 2.3 | 60 | 280 | .6 | 2.4 | 61 | 287 | .6 | 2.5 | 44 | 316 | .5 | 2.4 | 12 | 130 | .1 | 1.7 |
| SP '98 | 47 | 604 | .5 | 2.8 | 76 | 317 | .8 | 2.9 | 58 | 371 | .6 | 2.4 | 58 | 393 | .6 | 3.0 | 17 | 170 | .2 | 2.5 |
| 4-Book | 41 | 532 | .4 | 2.4 | 64 | 283 | .7 | 2.5 | 61 | 314 | .6 | 2.5 | 48 | 310 | .5 | 2.5 | 13 | 122 | .1 | 1.9 |
| WI '98 | 44 | 535 | .5 | 2.6 | 87 | 340 | .9 | 3.2 | 57 | 319 | .6 | 2.3 | 51 | 242 | .5 | 2.6 | 13 | 131 | .1 | .9 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 399 | .1 | .8 | 21 | 157 | .2 | .8 | 21 | 103 | .2 | .8 | 16 | 191 | .2 | .8 | 9 | 95 | .1 | 1.3 |
| FA '98 | 18 | 308 | .2 | 1.1 | 19 | 90 | .2 | .8 | 28 | 174 | .3 | 1.1 | 20 | 153 | .2 | 1.0 | 13 | 106 | .1 | 1.9 |
| SU '98 | 17 | 407 | .2 | 1.0 | 17 | 132 | .2 | .7 | 27 | 216 | .3 | 1.1 | 19 | 229 | .2 | 1.1 | 6 | 100 | .1 | .8 |
| SP '98 | 13 | 396 | .1 | .8 | 12 | 102 | .1 | .5 | 13 | 182 | .1 | .5 | 16 | 225 | .2 | .8 | 7 | 117 | .1 | 1.0 |
| 4-Book | 16 | 378 | .2 | .9 | 17 | 120 | .2 | .7 | 22 | 169 | .2 | .9 | 18 | 200 | .2 | .9 | 9 | 105 | .1 | 1.3 |
| WI '98 | 18 | 436 | .2 | 1.0 | 23 | 208 | .2 | .9 | 16 | 166 | .2 | .7 | 30 | 205 | .3 | 1.5 | 10 | 127 | .1 | 1.4 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 313 | .1 | .6 | 25 | 125 | .3 | .9 | 12 | 114 | .1 | .5 | 7 | 86 | .1 | .4 | 11 | 70 | .1 | 1.6 |
| FA '98 | 19 | 310 | .2 | 1.1 | 30 | 135 | .3 | 1.2 | 22 | 108 | .2 | .9 | 25 | 139 | .3 | 1.3 | 8 | 70 | .1 | 1.2 |
| SU '98 | 15 | 355 | .2 | .9 | 32 | 101 | .3 | 1.3 | 14 | 115 | .1 | .6 | 17 | 152 | .2 | .9 | 8 | 91 | .1 | 1.1 |
| SP '98 | 7 | 348 | .1 | .4 | 15 | 133 | .2 | .6 | 4 | 74 | .2 | .6 | 8 | 68 | .1 | .4 | 6 | 120 | .1 | .9 |
| 4-Book | 13 | 332 | .2 | .8 | 26 | 124 | .3 | 1.0 | 13 | 103 | .1 | .6 | 14 | 111 | .2 | .8 | 8 | 88 | .1 | 1.2 |
| WI '98 | 14 | 357 | .1 | .8 | 25 | 102 | .3 | .9 | 24 | 207 | .2 | 1.0 | 18 | 210 | .2 | .9 | 2 | 41 | .1 | .3 |

Target Listener Trends - Women 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

| 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 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 579 | .2 | 1.1 | 25 | 256 | .3 | .9 | 29 | 237 | .3 | 1.1 | 29 | 371 | .3 | 1.5 | 4 | 112 | | .6 |
| FA '98 | 18 | 509 | .2 | 1.1 | 24 | 215 | .2 | 1.0 | 21 | 193 | .2 | .9 | 26 | 296 | .3 | 1.3 | 6 | 121 | .1 | .9 |
| SU '98 | 16 | 586 | .2 | 1.0 | 13 | 163 | .1 | .5 | 22 | 220 | .2 | .9 | 21 | 303 | .2 | 1.2 | 5 | 162 | .1 | .7 |
| SP '98 | 17 | 634 | .2 | 1.0 | 30 | 265 | .3 | 1.1 | 30 | 229 | .3 | 1.2 | 20 | 336 | .2 | 1.0 | 3 | 137 | | .4 |
| 4-Book | 18 | 577 | .2 | 1.1 | 23 | 225 | .2 | .9 | 26 | 220 | .3 | 1.0 | 24 | 327 | .3 | 1.3 | 5 | 133 | .1 | .7 |
| WI '98 | 13 | 507 | .1 | .8 | 21 | 193 | .2 | .8 | 16 | 159 | .2 | .7 | 19 | 259 | .2 | 1.0 | 4 | 82 | | .6 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 67 | .1 | .8 | 8 | 37 | .1 | .3 | 21 | 55 | .2 | .8 | 18 | 46 | .2 | .9 | 1 | 13 | | .1 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 53 | .1 | .5 | 12 | 33 | .1 | .4 | 9 | 38 | .1 | .3 | 10 | 42 | .1 | .5 | 5 | 37 | .1 | .7 |
| FA '98 | 9 | 70 | .1 | .5 | 13 | 64 | .1 | .5 | 17 | 55 | .2 | .7 | 9 | 53 | .1 | .5 | 1 | 9 | | .1 |
| SU '98 | 15 | 98 | .2 | .9 | 10 | 55 | .1 | .4 | 12 | 73 | .1 | .5 | 20 | 71 | .2 | 1.1 | 13 | 52 | .1 | 1.8 |
| SP '98 | 17 | 125 | .2 | 1.0 | 23 | 75 | .2 | .9 | 26 | 84 | .3 | 1.1 | 12 | 91 | .1 | .6 | 3 | 49 | | .4 |
| 4-Book | 12 | 87 | .2 | .7 | 15 | 57 | .1 | .6 | 16 | 63 | .2 | .7 | 13 | 64 | .1 | .7 | 6 | 37 | .1 | .8 |
| WI '98 | 7 | 77 | .1 | .4 | 7 | 47 | .1 | .3 | 12 | 47 | .1 | .5 | 9 | 58 | .1 | .5 | 1 | 8 | | .1 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 50 | 803 | .5 | 2.9 | 60 | 337 | .6 | 2.2 | 63 | 327 | .6 | 2.4 | 54 | 366 | .5 | 2.7 | 39 | 224 | .4 | 5.8 |
| FA '98 | 35 | 732 | .4 | 2.1 | 53 | 293 | .5 | 2.1 | 43 | 312 | .4 | 1.8 | 30 | 278 | .3 | 1.5 | 16 | 182 | .2 | 2.4 |
| SU '98 | 36 | 872 | .4 | 2.1 | 50 | 360 | .5 | 2.0 | 45 | 323 | .5 | 1.9 | 29 | 337 | .3 | 1.6 | 19 | 209 | .2 | 2.6 |
| SP '98 | 44 | 827 | .5 | 2.6 | 58 | 376 | .6 | 2.2 | 48 | 357 | .5 | 1.9 | 43 | 347 | .4 | 2.2 | 22 | 181 | .2 | 3.2 |
| 4-Book | 41 | 809 | .5 | 2.4 | 55 | 342 | .6 | 2.1 | 50 | 330 | .5 | 2.0 | 39 | 332 | .4 | 2.0 | 24 | 199 | .3 | 3.5 |
| WI '98 | 44 | 735 | .5 | 2.6 | 68 | 364 | .7 | 2.5 | 52 | 255 | .5 | 2.1 | 48 | 313 | .5 | 2.5 | 29 | 222 | .3 | 4.1 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 2 | 82 | | .1 | * 1 | 27 | | .2 | 5 | 56 | .1 | .2 | * | | | | | | | |
| FA '98 | 11 | 118 | .1 | .7 | 8 | 64 | .1 | .3 | 21 | 81 | .2 | .9 | 5 | 38 | .1 | .3 | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 78 | 1030 | .8 | 4.5 | 98 | 561 | 1.0 | 3.6 | 161 | 657 | 1.6 | 6.0 | 62 | 386 | .6 | 3.1 | 41 | 251 | .4 | 6.1 |
| FA '98 | 71 | 1064 | .7 | 4.2 | 100 | 567 | 1.0 | 4.0 | 119 | 539 | 1.2 | 4.9 | 52 | 434 | .5 | 2.7 | 33 | 289 | .3 | 4.9 |
| SU '98 | 68 | 1100 | .7 | 4.1 | 85 | 483 | .9 | 3.4 | 112 | 622 | 1.2 | 4.6 | 47 | 440 | .5 | 2.6 | 39 | 335 | .4 | 5.4 |
| SP '98 | 65 | 1038 | .7 | 3.8 | 74 | 456 | .8 | 2.8 | 110 | 576 | 1.1 | 4.5 | 56 | 394 | .6 | 2.9 | 39 | 293 | .4 | 5.8 |
| 4-Book | 71 | 1058 | .7 | 4.2 | 89 | 517 | .9 | 3.5 | 126 | 599 | 1.3 | 5.0 | 54 | 414 | .6 | 2.8 | 38 | 292 | .4 | 5.6 |
| WI '98 | 79 | 1157 | .8 | 4.6 | 104 | 587 | 1.1 | 3.9 | 139 | 649 | 1.4 | 5.7 | 55 | 400 | .6 | 2.8 | 32 | 307 | .3 | 4.6 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 100 | | .2 | 3 | 36 | | .1 | 4 | 23 | | .2 | 3 | 23 | | .2 | | | | 8 |
| FA '98 | 1 | 57 | | .1 | 3 | 31 | | .1 | 2 | 18 | | .1 | | 9 | | | | | | |
| SU '98 | 9 | 69 | .1 | .5 | 9 | 20 | .1 | .4 | 9 | 29 | .1 | .4 | 10 | 20 | .1 | .6 | 6 | 29 | .1 | .8 |
| SP '98 | 4 | 52 | | .2 | 2 | 18 | | .1 | 5 | 18 | .1 | .2 | 7 | 33 | .1 | .4 | 1 | 17 | | .1 |
| 4-Book | 4 | 70 | | .3 | 4 | 26 | | .2 | 5 | 22 | .1 | .2 | 5 | 21 | .1 | .3 | 2 | 14 | | .2 |
| WI '98 | 3 | 53 | | .2 | 4 | 19 | | .1 | 6 | 29 | .1 | .2 | 2 | 28 | | .1 | | | | 10 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 69 | 951 | .7 | 3.9 | 103 | 526 | 1.0 | 3.8 | 105 | 495 | 1.1 | 3.9 | 76 | 544 | .8 | 3.8 | 25 | 363 | .3 | 3.7 |
| FA '98 | 96 | 1062 | 1.0 | 5.7 | 151 | 731 | 1.5 | 6.1 | 117 | 548 | 1.2 | 4.8 | 120 | 722 | 1.2 | 6.1 | 41 | 307 | .4 | 6.1 |
| SU '98 | 97 | 1231 | 1.0 | 5.8 | 131 | 746 | 1.3 | 5.3 | 142 | 777 | 1.5 | 5.9 | 107 | 797 | 1.1 | 5.9 | 36 | 454 | .4 | 5.0 |
| SP '98 | 77 | 1115 | .8 | 4.5 | 98 | 634 | 1.0 | 3.8 | 98 | 687 | 1.0 | 4.0 | 104 | 659 | 1.1 | 5.4 | 27 | 367 | .3 | 4.0 |
| 4-Book | 85 | 1090 | .9 | 5.0 | 121 | 659 | 1.2 | 4.8 | 116 | 627 | 1.2 | 4.7 | 102 | 681 | 1.1 | 5.3 | 32 | 373 | .4 | 4.7 |
| WI '98 | 88 | 1153 | .9 | 5.1 | 131 | 714 | 1.3 | 4.9 | 116 | 689 | 1.2 | 4.7 | 112 | 839 | 1.2 | 5.8 | 35 | 381 | .4 | 5.0 |

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

Target Listener Trends

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 |
| WXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 22 | 688 | .2 | 1.3 | 27 | 354 | .3 | 1.0 | 34 | 312 | .3 | 1.3 | 34 | 432 | .3 | 1.7 | 7 | 160 | .1 | 1.0 |
| FA '98 | 20 | 553 | .2 | 1.2 | 23 | 294 | .2 | .9 | 28 | 242 | .3 | 1.1 | 35 | 314 | .4 | 1.8 | 13 | 120 | .1 | 1.9 |
| SU '98 | 21 | 643 | .2 | 1.3 | 32 | 260 | .3 | 1.3 | 31 | 297 | .3 | 1.3 | 27 | 401 | .3 | 1.5 | 6 | 187 | .1 | .8 |
| SP '98 | 17 | 515 | .2 | 1.0 | 21 | 207 | .2 | .8 | 22 | 284 | .2 | .9 | 23 | 256 | .2 | 1.2 | 4 | 117 | | .6 |
| 4-Book | 20 | 600 | .2 | 1.2 | 26 | 279 | .3 | 1.0 | 29 | 284 | .3 | 1.2 | 30 | 351 | .3 | 1.6 | 8 | 146 | .1 | 1.1 |
| WI '98 | 19 | 483 | .2 | 1.1 | 21 | 262 | .2 | .8 | 33 | 288 | .3 | 1.3 | 20 | 251 | .2 | 1.0 | 6 | 104 | .1 | .9 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 736 | .3 | 1.4 | 95 | 460 | 1.0 | 3.5 | 32 | 277 | .3 | 1.2 | 16 | 269 | .2 | .8 | 1 | 52 | | .1 |
| FA '98 | 33 | 882 | .3 | 2.0 | 104 | 526 | 1.1 | 4.2 | 23 | 318 | .2 | .9 | 27 | 243 | .3 | 1.4 | 10 | 74 | .1 | 1.5 |
| SU '98 | 34 | 908 | .3 | 2.0 | 129 | 539 | 1.3 | 5.2 | 35 | 287 | .4 | 1.4 | 17 | 257 | .2 | .9 | 3 | 126 | | .4 |
| SP '98 | 28 | 749 | .3 | 1.6 | 102 | 455 | 1.0 | 3.9 | 29 | 291 | .3 | 1.2 | 17 | 236 | .2 | .9 | 3 | 116 | | .4 |
| 4-Book | 30 | 819 | .3 | 1.8 | 108 | 495 | 1.1 | 4.2 | 30 | 293 | .3 | 1.2 | 19 | 251 | .2 | 1.0 | 4 | 92 | | .6 |
| WI '98 | 35 | 780 | .4 | 2.0 | 134 | 565 | 1.4 | 5.0 | 40 | 340 | .4 | 1.6 | 18 | 192 | .2 | .9 | 2 | 49 | | .3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 1240 | .7 | 4.1 | 125 | 759 | 1.3 | 4.6 | 137 | 650 | 1.4 | 5.1 | 84 | 671 | .9 | 4.3 | 15 | 306 | .2 | 2.2 |
| FA '98 | 69 | 1102 | .7 | 4.1 | 109 | 646 | 1.1 | 4.4 | 122 | 555 | 1.2 | 5.0 | 74 | 605 | .8 | 3.8 | 25 | 224 | .3 | 3.7 |
| SU '98 | 61 | 1261 | .6 | 3.6 | 86 | 568 | .9 | 3.5 | 83 | 627 | .9 | 3.4 | 73 | 691 | .8 | 4.1 | 25 | 364 | .3 | 3.5 |
| SP '98 | 66 | 1195 | .7 | 3.9 | 93 | 614 | 1.0 | 3.6 | 110 | 585 | 1.1 | 4.5 | 83 | 801 | .9 | 4.3 | 21 | 328 | .2 | 3.1 |
| 4-Book | 67 | 1200 | .7 | 3.9 | 103 | 647 | 1.1 | 4.0 | 113 | 604 | 1.2 | 4.5 | 79 | 692 | .9 | 4.1 | 22 | 306 | .3 | 3.1 |
| WI '98 | 70 | 1289 | .7 | 4.1 | 110 | 734 | 1.1 | 4.1 | 105 | 671 | 1.1 | 4.3 | 79 | 644 | .8 | 4.1 | 31 | 437 | .3 | 4.4 |
| WBVN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 176 | .1 | .6 | 20 | 108 | .2 | .7 | 12 | 104 | .1 | .5 | 11 | 113 | .1 | .6 | 7 | 63 | .1 | 1.0 |
| FA '98 | 5 | 109 | .1 | .3 | 10 | 67 | .1 | .4 | 1 | 28 | | | 7 | 60 | .1 | .4 | 4 | 43 | | .6 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 271 | .1 | .8 | 25 | 142 | .3 | .9 | 28 | 128 | .3 | 1.1 | 17 | 134 | .2 | .9 | 4 | 57 | | .6 |
| FA '98 | 13 | 270 | .1 | .8 | 12 | 122 | .1 | .5 | 30 | 159 | .3 | 1.2 | 19 | 186 | .2 | 1.0 | 3 | 59 | | .4 |
| SU '98 | 18 | 248 | .2 | 1.1 | 24 | 105 | .2 | 1.0 | 38 | 119 | .4 | 1.6 | 20 | 84 | .2 | 1.1 | 13 | 84 | .1 | 1.8 |
| SP '98 | 12 | 246 | .1 | .7 | 19 | 92 | .2 | .7 | 16 | 121 | .2 | .6 | 8 | 116 | .1 | .4 | 10 | 81 | .1 | 1.5 |
| 4-Book | 14 | 259 | .1 | .9 | 20 | 115 | .2 | .8 | 28 | 132 | .3 | 1.1 | 16 | 130 | .2 | .9 | 8 | 70 | .1 | 1.1 |
| WI '98 | 12 | 274 | .1 | .7 | 17 | 134 | .2 | .6 | 32 | 121 | .3 | 1.3 | 12 | 112 | .1 | .6 | 1 | 32 | | .1 |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 452 | .2 | 1.4 | 38 | 282 | .4 | 1.4 | 43 | 262 | .4 | 1.6 | 33 | 297 | .3 | 1.7 | 7 | 138 | .1 | 1.0 |
| FA '98 | 23 | 511 | .2 | 1.4 | 32 | 239 | .3 | 1.3 | 37 | 269 | .4 | 1.5 | 38 | 273 | .4 | 1.9 | 9 | 134 | .1 | 1.3 |
| SU '98 | 26 | 560 | .3 | 1.6 | 36 | 258 | .4 | 1.5 | 52 | 295 | .5 | 2.1 | 36 | 366 | .4 | 2.0 | 7 | 137 | .1 | 1.0 |
| SP '98 | 25 | 485 | .3 | 1.5 | 37 | 247 | .4 | 1.4 | 39 | 264 | .4 | 1.6 | 41 | 299 | .4 | 2.1 | 8 | 143 | .1 | 1.2 |
| 4-Book | 25 | 502 | .3 | 1.5 | 36 | 257 | .4 | 1.4 | 43 | 273 | .4 | 1.7 | 37 | 309 | .4 | 1.9 | 8 | 138 | .1 | 1.1 |
| 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 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 397 | .2 | 1.2 | 20 | 162 | .2 | .7 | 37 | 174 | .4 | 1.4 | 28 | 190 | .3 | 1.4 | 6 | 97 | .1 | .9 |
| FA '98 | 20 | 366 | .2 | 1.2 | 23 | 161 | .2 | .9 | 38 | 172 | .4 | 1.5 | 23 | 197 | .2 | 1.2 | 6 | 112 | .1 | .9 |
| SU '98 | 27 | 420 | .3 | 1.6 | 42 | 259 | .4 | 1.7 | 43 | 241 | .4 | 1.8 | 25 | 232 | .3 | 1.4 | 13 | 124 | .1 | 1.8 |
| SP '98 | 20 | 399 | .2 | 1.2 | 24 | 169 | .2 | .9 | 28 | 204 | .3 | 1.1 | 23 | 232 | .2 | 1.2 | 8 | 146 | .1 | 1.2 |
| 4-Book | 22 | 396 | .2 | 1.3 | 27 | 188 | .3 | 1.1 | 37 | 198 | .4 | 1.5 | 25 | 213 | .3 | 1.3 | 8 | 120 | .1 | 1.2 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 568 | .1 | .8 | 23 | 257 | .2 | .8 | 22 | 203 | .2 | .8 | 16 | 288 | .2 | .8 | 2 | 114 | | .3 |
| FA '98 | 11 | 482 | .1 | .7 | 17 | 245 | .2 | .7 | 11 | 183 | .1 | .4 | 13 | 220 | .1 | .7 | 3 | 99 | | .4 |
| SU '98 | 16 | 504 | .2 | 1.0 | 20 | 194 | .2 | .8 | 18 | 217 | .2 | .7 | 25 | 292 | .3 | 1.4 | 8 | 159 | .1 | 1.1 |
| SP '98 | 15 | 458 | .2 | .9 | 22 | 178 | .2 | .8 | 20 | 172 | .2 | .8 | 21 | 221 | .2 | 1.1 | 5 | 128 | .1 | .7 |
| 4-Book | 14 | 503 | .2 | .9 | 21 | 219 | .2 | .8 | 18 | 194 | .2 | .7 | 19 | 255 | .2 | 1.0 | 5 | 125 | .1 | .6 |
| WI '98 | 9 | 426 | .1 | .5 | 16 | 128 | .2 | .6 | 13 | 111 | .1 | .5 | 11 | 166 | .1 | .6 | 4 | 84 | | .6 |

Target Listener Trends - Women 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 154 | .1 | .3 | 6 | 39 | .1 | .2 | 11 | 73 | .1 | .4 | 7 | 112 | .1 | .4 | 2 | 39 | | .3 |
| FA '98 | 6 | 162 | .1 | .4 | 11 | 55 | .1 | .4 | 5 | 70 | .1 | .2 | 7 | 96 | .1 | .4 | 3 | 59 | | .4 |
| SU '98 | 6 | 163 | .1 | .4 | 4 | 63 | | .2 | 6 | 71 | .1 | .2 | 8 | 104 | .1 | .4 | 5 | 40 | .1 | .7 |
| SP '98 | 20 | 310 | .2 | 1.2 | 11 | 156 | .1 | .4 | 32 | 164 | .3 | 1.3 | 30 | 189 | .3 | 1.5 | 10 | 143 | .1 | 1.5 |
| 4-Book | 10 | 197 | .1 | .6 | 8 | 78 | .1 | .3 | 14 | 95 | .2 | .5 | 13 | 125 | .2 | .7 | 5 | 70 | .1 | .7 |
| WI '98 | 15 | 232 | .2 | .9 | 14 | 138 | .1 | .5 | 23 | 125 | .2 | .9 | 25 | 151 | .3 | 1.3 | 3 | 34 | | .4 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1749 | 9550 | 17.8 | | 2707 | 8658 | 27.5 | | 2662 | 7717 | 27.1 | | 1975 | 8209 | 20.1 | | 670 | 5148 | 6.8 | |
| FA '98 | 1692 | 9518 | 17.2 | | 2482 | 8585 | 25.2 | | 2453 | 7672 | 24.9 | | 1960 | 8163 | 19.9 | | 673 | 5017 | 6.8 | |
| SU '98 | 1675 | 9413 | 17.2 | | 2482 | 8380 | 25.5 | | 2425 | 7754 | 24.9 | | 1799 | 8047 | 18.5 | | 722 | 5519 | 7.4 | |
| SP '98 | 1708 | 9432 | 17.6 | | 2612 | 8395 | 26.8 | | 2466 | 7477 | 25.3 | | 1939 | 8240 | 19.9 | | 678 | 5275 | 7.0 | |
| 4-Book | 1706 | 9478 | 17.5 | | 2571 | 8505 | 26.3 | | 2502 | 7655 | 25.6 | | 1918 | 8165 | 19.6 | | 686 | 5240 | 7.0 | |
| WI '98 | 1717 | 9413 | 17.6 | | 2697 | 8566 | 27.7 | | 2448 | 7423 | 25.2 | | 1947 | 7954 | 20.0 | | 702 | 5021 | 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 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 '99 | 201 | 3050 | 2.0 | 8.2 | 105 | 1822 | 1.1 | 8.9 | 222 | 868 | 2.3 | 19.0 | 117 | 503 | 1.2 | 6.3 | 84 | 366 | .9 | 6.3 | |
| 4-Book | 170 | 2819 | 1.7 | 7.3 | 85 | 1607 | .9 | 6.8 | 199 | 825 | 2.1 | 15.4 | 86 | 409 | .9 | 4.4 | 65 | 293 | .7 | 4.7 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 318 | 2336 | 3.2 | 12.9 | 120 | 1280 | 1.2 | 10.1 | 131 | 451 | 1.3 | 11.2 | 216 | 634 | 2.2 | 11.6 | 157 | 470 | 1.6 | 11.8 | |
| 4-Book | 306 | 2125 | 3.1 | 13.1 | 100 | 1181 | 1.0 | 8.1 | 108 | 381 | 1.1 | 8.4 | 196 | 565 | 2.0 | 9.8 | 121 | 377 | 1.3 | 8.8 | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 48 | 278 | .5 | 1.9 | 43 | 336 | .4 | 3.6 | 29 | 48 | .3 | 2.5 | 31 | 56 | .3 | 1.7 | 15 | 34 | .2 | 1.1 | |
| 4-Book | 41 | 276 | .4 | 1.7 | 41 | 312 | .4 | 3.3 | 32 | 69 | .3 | 2.4 | 30 | 71 | .3 | 1.5 | 20 | 47 | .2 | 1.4 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 197 | 1156 | 2.0 | 8.0 | 126 | 908 | 1.3 | 10.6 | 103 | 306 | 1.0 | 8.8 | 159 | 422 | 1.6 | 8.5 | 127 | 275 | 1.3 | 9.6 | |
| 4-Book | 181 | 1131 | 1.9 | 7.7 | 123 | 886 | 1.3 | 9.9 | 114 | 282 | 1.2 | 8.7 | 168 | 416 | 1.7 | 8.4 | 144 | 322 | 1.5 | 10.4 | |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 142 | .1 | .4 | 2 | 79 | .2 | .2 | 2 | 15 | .2 | .2 | 1 | 8 | .1 | .1 | 8 | 8 | .2 | .2 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 205 | .3 | 1.1 | 20 | 241 | .2 | 1.7 | 21 | 57 | .2 | 1.8 | 8 | 30 | .1 | .4 | 14 | 49 | .1 | 1.1 | |
| 4-Book | 26 | 196 | .3 | 1.1 | 22 | 209 | .2 | 1.8 | 20 | 44 | .2 | 1.5 | 15 | 46 | .2 | .8 | 12 | 30 | .1 | .9 | |
| W10Q-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 64 | 939 | .7 | 2.6 | 25 | 587 | .3 | 2.1 | 11 | 75 | .1 | .9 | 62 | 304 | .6 | 3.3 | 18 | 136 | .2 | 1.4 | |
| 4-Book | 68 | 930 | .7 | 2.9 | 39 | 583 | .4 | 3.1 | 24 | 113 | .3 | 1.8 | 80 | 289 | .8 | 3.9 | 48 | 187 | .5 | 3.5 | |
| WIP -AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 309 | .2 | .8 | 9 | 235 | .1 | .8 | 6 | 34 | .1 | .5 | 8 | 41 | .1 | .4 | 13 | 54 | .1 | 1.0 | |
| 4-Book | 19 | 304 | .2 | .8 | 8 | 158 | .1 | .6 | 7 | 30 | .1 | .5 | 8 | 43 | .1 | .4 | 7 | 31 | .1 | .5 | |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 198 | 1350 | 2.0 | 8.0 | 79 | 929 | .8 | 6.7 | 43 | 148 | .4 | 3.7 | 145 | 398 | 1.5 | 7.8 | 125 | 376 | 1.3 | 9.4 | |
| 4-Book | 167 | 1339 | 1.7 | 7.1 | 80 | 891 | .8 | 6.4 | 63 | 207 | .7 | 4.8 | 139 | 373 | 1.5 | 6.9 | 112 | 328 | 1.2 | 8.2 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 85 | 1031 | .9 | 3.4 | 39 | 659 | .4 | 3.3 | 14 | 95 | .1 | 1.2 | 89 | 397 | .9 | 4.8 | 52 | 220 | .5 | 3.9 | |
| 4-Book | 88 | 1010 | .9 | 3.8 | 38 | 585 | .4 | 3.0 | 24 | 111 | .2 | 1.8 | 77 | 288 | .8 | 3.9 | 50 | 192 | .5 | 3.7 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 41 | 601 | .4 | 1.7 | 18 | 358 | .2 | 1.5 | 19 | 105 | .2 | 1.6 | 23 | 127 | .2 | 1.2 | 24 | 122 | .2 | 1.8 | |
| 4-Book | 37 | 605 | .4 | 1.6 | 20 | 389 | .2 | 1.6 | 22 | 109 | .2 | 1.7 | 36 | 165 | .4 | 1.8 | 23 | 117 | .2 | 1.7 | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 16 | 117 | .2 | .6 | * 9 | 44 | .1 | .8 | * 4 | 12 | .3 | .3 | 16 | 25 | .2 | .9 | * 13 | 18 | .1 | 1.0 | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 162 | 1796 | 1.6 | 6.6 | 104 | 1368 | 1.1 | 8.8 | 86 | 319 | .9 | 7.4 | 188 | 614 | 1.9 | 10.1 | 132 | 400 | 1.3 | 9.9 | |
| 4-Book | 169 | 1830 | 1.7 | 7.2 | 110 | 1301 | 1.2 | 8.8 | 98 | 326 | 1.0 | 7.5 | 183 | 602 | 1.9 | 9.2 | 126 | 377 | 1.3 | 9.1 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 67 | 443 | .7 | 2.7 | 29 | 302 | .3 | 2.4 | 28 | 106 | .3 | 2.4 | 59 | 135 | .6 | 3.2 | 48 | 94 | .5 | 3.5 | |
| 4-Book | 58 | 443 | .6 | 2.4 | 31 | 334 | .3 | 2.5 | 40 | 118 | .4 | 3.0 | 67 | 175 | .7 | 3.3 | 39 | 114 | .4 | 2.9 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 19 | 278 | .2 | .8 | 10 | 193 | .1 | .8 | 7 | 45 | .1 | .6 | 18 | 123 | .2 | 1.0 | 17 | 60 | .2 | 1.3 | |
| 4-Book | 19 | 296 | .2 | .8 | 13 | 180 | .2 | 1.1 | 10 | 45 | .1 | .8 | 21 | 85 | .2 | 1.0 | 21 | 64 | .2 | 1.5 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 15 | 213 | .2 | .6 | 4 | 134 | .3 | .3 | 6 | 40 | .1 | .5 | 2 | 16 | .1 | .1 | 1 | 9 | .1 | .1 | |
| 4-Book | 17 | 225 | .2 | .8 | 9 | 144 | .1 | .7 | 8 | 34 | .1 | .7 | 9 | 28 | .1 | .4 | 6 | 15 | .1 | .4 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 28 | 487 | .3 | 1.1 | 12 | 296 | .1 | 1.0 | 5 | 23 | .1 | .4 | 31 | 150 | .3 | 1.7 | 23 | 102 | .2 | 1.7 | |
| 4-Book | 24 | 443 | .3 | 1.0 | 14 | 296 | .2 | 1.1 | 10 | 45 | .1 | .7 | 32 | 143 | .3 | 1.6 | 20 | 93 | .2 | 1.5 | |

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

Target Listener Estimates - Women 35-64

Target Listener Estimates

Women 35-64

| | Monday-Friday 6AM-7PM | | | | Weekend 6AM-MID | | | | Saturday 6AM-10AM | | | | Saturday 10AM-3PM | | | | Saturday 3PM-7PM | | | |
|-----------------|--------------------------|--------------|------------|------------|--------------------|--------------|------------|------------|----------------------|--------------|------------|------------|----------------------|--------------|------------|------------|---------------------|--------------|------------|------------|
| | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 61 | .2 | .6 | 19 | 57 | .2 | 1.6 | 14 | 26 | .1 | 1.2 | 29 | 35 | .3 | 1.6 | 21 | 21 | .2 | 1.6 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 44 | .1 | .4 | 7 | 53 | .1 | .6 | 10 | 25 | .1 | .9 | 12 | 28 | .1 | .6 | 16 | 39 | .2 | 1.2 |
| 4-Book | 15 | 76 | .1 | .6 | 13 | 70 | .2 | 1.0 | 11 | 25 | .1 | .8 | 25 | 56 | .3 | 1.2 | 22 | 46 | .3 | 1.6 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 59 | 612 | .6 | 2.4 | 43 | 445 | .4 | 3.6 | 32 | 97 | .3 | 2.7 | 53 | 181 | .5 | 2.8 | 37 | 98 | .4 | 2.8 |
| 4-Book | 48 | 594 | .5 | 2.1 | 41 | 478 | .4 | 3.3 | 25 | 84 | .3 | 1.9 | 48 | 151 | .5 | 2.4 | 41 | 107 | .4 | 3.0 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * 3 | 73 | | .1 | * 1 | 23 | | .1 | * ** | ** | ** | ** | 3 | 17 | | .2 | * ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 111 | 849 | 1.1 | 4.5 | 45 | 546 | .5 | 3.8 | 55 | 206 | .6 | 4.7 | 56 | 190 | .6 | 3.0 | 18 | 83 | .2 | 1.4 |
| 4-Book | 92 | 817 | .9 | 3.9 | 53 | 573 | .6 | 4.3 | 66 | 202 | .7 | 5.0 | 68 | 195 | .7 | 3.4 | 27 | 83 | .3 | 2.0 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 58 | | .1 | 4 | 50 | | .3 | | | | | 5 | 17 | | .3 | 4 | 17 | | .3 |
| 4-Book | 5 | 40 | .1 | .2 | 5 | 48 | | .4 | 3 | 13 | | .3 | 7 | 12 | .1 | .3 | 6 | 12 | .1 | .4 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 95 | 805 | 1.0 | 3.9 | 52 | 551 | .5 | 4.4 | 68 | 177 | .7 | 5.8 | 81 | 253 | .8 | 4.3 | 67 | 198 | .7 | 5.0 |
| 4-Book | 113 | 948 | 1.2 | 4.9 | 71 | 733 | .7 | 5.7 | 76 | 240 | .8 | 5.8 | 130 | 393 | 1.3 | 6.4 | 81 | 248 | .8 | 5.9 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 32 | 593 | .3 | 1.3 | 13 | 335 | .1 | 1.1 | 10 | 56 | .1 | .9 | 30 | 194 | .3 | 1.6 | 22 | 92 | .2 | 1.7 |
| 4-Book | 28 | 513 | .3 | 1.2 | 14 | 277 | .1 | 1.1 | 11 | 57 | .1 | .9 | 28 | 142 | .3 | 1.4 | 20 | 83 | .2 | 1.4 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 690 | .5 | 1.9 | 5 | 138 | .1 | .4 | 5 | 15 | .1 | .4 | 16 | 57 | .2 | .9 | 8 | 37 | .1 | .6 |
| 4-Book | 50 | 691 | .5 | 2.2 | 12 | 257 | .1 | .9 | 9 | 28 | .1 | .7 | 24 | 97 | .3 | 1.2 | 18 | 73 | .2 | 1.3 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 117 | 1106 | 1.2 | 4.7 | 31 | 569 | .3 | 2.6 | 25 | 119 | .3 | 2.1 | 76 | 276 | .8 | 4.1 | 45 | 206 | .5 | 3.4 |
| 4-Book | 99 | 1027 | 1.0 | 4.2 | 40 | 596 | .4 | 3.2 | 41 | 131 | .4 | 3.1 | 82 | 272 | .9 | 4.1 | 53 | 192 | .6 | 3.9 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 167 | .1 | .6 | 7 | 112 | .1 | .6 | 4 | 30 | | .3 | 9 | 39 | .1 | .5 | 12 | 42 | .1 | .9 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 233 | .2 | .9 | 5 | 123 | .1 | .4 | 3 | 22 | | .3 | 11 | 59 | .1 | .6 | 7 | 38 | .1 | .5 |
| 4-Book | 22 | 215 | .2 | .9 | 6 | 113 | .1 | .5 | 7 | 30 | .1 | .6 | 8 | 46 | .1 | .4 | 6 | 30 | .1 | .4 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 38 | 422 | .4 | 1.5 | 9 | 135 | .1 | .8 | 9 | 30 | .1 | .8 | 14 | 58 | .1 | .7 | 4 | 23 | | .3 |
| 4-Book | 39 | 439 | .4 | 1.7 | 10 | 179 | .1 | .8 | 12 | 45 | .1 | .9 | 15 | 68 | .2 | .8 | 9 | 45 | .1 | .7 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 310 | .3 | 1.2 | 16 | 184 | .2 | 1.4 | 13 | 32 | .1 | 1.1 | 33 | 99 | .3 | 1.8 | 13 | 62 | .1 | 1.0 |
| 4-Book | 30 | 321 | .3 | 1.3 | 17 | 210 | .2 | 1.4 | 18 | 55 | .2 | 1.4 | 33 | 105 | .4 | 1.7 | 22 | 81 | .2 | 1.6 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 502 | .2 | .9 | 9 | 252 | .1 | .8 | 4 | 54 | | .3 | 16 | 100 | .2 | .9 | 7 | 47 | .1 | .5 |
| 4-Book | 19 | 412 | .2 | .8 | 11 | 241 | .1 | .9 | 7 | 44 | .1 | .5 | 23 | 114 | .3 | 1.1 | 16 | 68 | .2 | 1.1 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 112 | .1 | .3 | 5 | 130 | .1 | .4 | | 8 | | | 14 | 85 | .1 | .7 | 4 | 30 | | .3 |
| 4-Book | 12 | 158 | .2 | .5 | 9 | 115 | .1 | .7 | 7 | 26 | .1 | .5 | 20 | 66 | .2 | 1.0 | 12 | 48 | .1 | .9 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2466 | 9410 | 25.1 | | 1184 | 8008 | 12.0 | | 1168 | 3651 | 11.9 | | 1867 | 5121 | 19.0 | | 1327 | 3610 | 13.5 | |
| 4-Book | 2345 | 9347 | 24.0 | | 1246 | 7967 | 12.7 | | 1310 | 3789 | 13.4 | | 2010 | 5085 | 20.6 | | 1380 | 3675 | 14.1 | |

** 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 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 '99 | 28 | 174 | .3 | 4.2 | 200 | 703 | 2.0 | 17.9 | 93 | 474 | .9 | 6.0 | 79 | 329 | .8 | 7.2 | 51 | 259 | .5 | 7.9 |
| 4-Book | 30 | 173 | .3 | 4.1 | 163 | 642 | 1.7 | 13.9 | 77 | 414 | .8 | 4.8 | 55 | 226 | .6 | 5.0 | 31 | 188 | .3 | 4.7 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 74 | 319 | .8 | 11.1 | 80 | 295 | .8 | 7.1 | 163 | 462 | 1.7 | 10.5 | 91 | 320 | .9 | 8.3 | 42 | 212 | .4 | 6.5 |
| 4-Book | 57 | 232 | .6 | 7.9 | 69 | 271 | .7 | 5.9 | 129 | 420 | 1.3 | 8.1 | 81 | 288 | .8 | 7.4 | 36 | 172 | .4 | 5.6 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 23 | .2 | 2.4 | 114 | 239 | 1.2 | 10.2 | 83 | 210 | .8 | 5.3 | 52 | 117 | .5 | 4.7 | 12 | 18 | .1 | 1.9 |
| 4-Book | 11 | 28 | .1 | 1.6 | 115 | 234 | 1.2 | 9.9 | 76 | 204 | .8 | 4.8 | 38 | 79 | .4 | 3.4 | 13 | 30 | .1 | 2.0 |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 80 | 212 | .8 | 12.0 | 81 | 238 | .8 | 7.2 | 121 | 325 | 1.2 | 7.8 | 137 | 283 | 1.4 | 12.5 | 86 | 289 | 1.9 | 28.9 |
| 4-Book | 91 | 237 | .9 | 12.5 | 73 | 181 | .7 | 6.2 | 99 | 259 | 1.0 | 6.3 | 105 | 233 | 1.1 | 9.6 | 179 | 306 | 1.8 | 27.7 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 12 | .1 | .8 | 2 | 9 | | .2 | 2 | 5 | | .1 | 4 | 16 | | .4 | 3 | 21 | | .5 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 19 | | .3 | 32 | 109 | .3 | 2.9 | 35 | 117 | .4 | 2.2 | 39 | 66 | .4 | 3.5 | 14 | 36 | .1 | 2.2 |
| 4-Book | 11 | 26 | .1 | 1.5 | 51 | 120 | .5 | 4.3 | 39 | 124 | .4 | 2.5 | 24 | 46 | .3 | 2.2 | 11 | 23 | .1 | 1.8 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 29 | 139 | .3 | 4.4 | 16 | 91 | .2 | 1.4 | 23 | 162 | .2 | 1.5 | 22 | 122 | .2 | 2.0 | 10 | 45 | .1 | 1.6 |
| 4-Book | 29 | 121 | .3 | 3.9 | 21 | 87 | .2 | 1.7 | 53 | 215 | .5 | 3.3 | 35 | 140 | .4 | 3.2 | 17 | 61 | .2 | 2.5 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 29 | | .5 | 10 | 24 | .1 | .9 | 12 | 81 | .1 | .8 | 16 | 60 | .2 | 1.5 | 11 | 35 | .1 | 1.7 |
| 4-Book | 5 | 27 | | .7 | 10 | 34 | .1 | .9 | 9 | 41 | .1 | .5 | 10 | 41 | .1 | .9 | 6 | 26 | .1 | 1.0 |
| WJZZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 75 | 213 | .8 | 11.3 | 25 | 107 | .3 | 2.2 | 86 | 263 | .9 | 5.5 | 84 | 227 | .9 | 7.6 | 43 | 147 | .4 | 6.7 |
| 4-Book | 70 | 235 | .8 | 9.7 | 44 | 161 | .5 | 3.7 | 78 | 270 | .8 | 4.9 | 79 | 202 | .8 | 7.2 | 49 | 157 | .5 | 7.7 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 117 | .2 | 3.2 | 21 | 75 | .2 | 1.9 | 55 | 197 | .6 | 3.5 | 43 | 138 | .4 | 3.9 | 15 | 58 | .2 | 2.3 |
| 4-Book | 24 | 121 | .3 | 3.2 | 13 | 69 | .1 | 1.1 | 54 | 189 | .6 | 3.4 | 43 | 137 | .5 | 4.0 | 14 | 59 | .2 | 2.2 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 13 | 63 | .1 | 2.0 | 14 | 68 | .1 | 1.3 | 22 | 89 | .2 | 1.4 | 25 | 88 | .3 | 2.3 | 6 | 16 | .1 | .9 |
| 4-Book | 15 | 82 | .1 | 2.1 | 14 | 56 | .1 | 1.2 | 26 | 116 | .3 | 1.6 | 19 | 71 | .2 | 1.8 | 9 | 43 | .1 | 1.3 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | * 3 | 13 | | .3 | 6 | 19 | .1 | .4 | * 7 | 7 | .1 | .6 | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 62 | 232 | .6 | 9.3 | 109 | 357 | 1.1 | 9.7 | 118 | 417 | 1.2 | 7.6 | 88 | 272 | .9 | 8.0 | 51 | 205 | .5 | 7.9 |
| 4-Book | 67 | 251 | .7 | 9.2 | 128 | 349 | 1.3 | 10.8 | 135 | 454 | 1.4 | 8.5 | 91 | 269 | .9 | 8.3 | 54 | 197 | .6 | 8.4 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 14 | | .3 | 4 | 26 | | .4 | 62 | 152 | .6 | 4.0 | 25 | 53 | .3 | 2.3 | 5 | 25 | .1 | .8 |
| 4-Book | 9 | 46 | .1 | 1.3 | 15 | 61 | .2 | 1.3 | 42 | 121 | .4 | 2.6 | 26 | 61 | .3 | 2.4 | 10 | 41 | .1 | 1.6 |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 18 | .1 | .8 | 7 | 23 | .1 | .6 | 12 | 48 | .1 | .8 | 7 | 41 | .1 | .6 | 3 | 18 | | .5 |
| 4-Book | 10 | 43 | .1 | 1.4 | 8 | 24 | .1 | .7 | 16 | 58 | .2 | 1.1 | 16 | 44 | .2 | 1.4 | 5 | 19 | .1 | .8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 24 | | .6 | 4 | 16 | | .4 | | | | | 6 | 21 | .1 | .5 | 10 | 32 | .1 | 1.6 |
| 4-Book | 7 | 31 | .1 | 1.0 | 10 | 35 | .1 | .9 | 13 | 38 | .1 | .8 | 6 | 29 | .1 | .6 | 10 | 30 | .1 | 1.5 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 39 | | .5 | 5 | 41 | .1 | .4 | 18 | 103 | .2 | 1.2 | 10 | 64 | .1 | .9 | 1 | 15 | | .2 |
| 4-Book | 5 | 37 | .1 | .7 | 6 | 40 | .1 | .5 | 21 | 94 | .2 | 1.3 | 13 | 58 | .1 | 1.2 | 3 | 22 | | .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 | | | | | | | | | | | | | | | | | | | | |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|-----|
| 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 20 | .1 | 1.7 | 13 | 38 | .1 | 1.2 | 30 | 44 | .3 | 1.9 | 23 | 26 | .2 | 2.1 | 13 | 27 | .1 | 2.0 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 6 | .1 | .8 | 7 | 14 | .1 | .6 | 5 | 14 | .1 | .3 | 6 | 17 | .1 | .5 | 1 | 2 | .1 | .2 |
| 4-Book | 9 | 24 | .1 | 1.2 | 7 | 15 | .1 | .6 | 12 | 31 | .1 | .8 | 12 | 25 | .1 | 1.1 | 6 | 13 | .1 | .9 |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 46 | 97 | .5 | 6.9 | 42 | 119 | .4 | 3.8 | 67 | 232 | .7 | 4.3 | 26 | 94 | .3 | 2.4 | 30 | 94 | .3 | 4.7 |
| 4-Book | 39 | 101 | .4 | 5.4 | 50 | 149 | .5 | 4.3 | 70 | 211 | .7 | 4.4 | 27 | 81 | .3 | 2.5 | 23 | 67 | .2 | 3.5 |
| +WVDB-AM | | | | | * | | | | | | | | * | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | 3 | 6 | ** | .2 | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 24 | 72 | .2 | 3.6 | 39 | 162 | .4 | 3.5 | 107 | 259 | 1.1 | 6.9 | 36 | 77 | .4 | 3.3 | 21 | 65 | .2 | 3.3 |
| 4-Book | 29 | 103 | .3 | 4.0 | 52 | 186 | .5 | 4.4 | 127 | 268 | 1.3 | 8.0 | 22 | 52 | .2 | 2.0 | 25 | 78 | .3 | 3.9 |
| WVJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | .2 | 5 | 17 | .1 | .4 | 15 | 41 | .2 | 1.0 | 2 | 9 | | .2 | | | | |
| 4-Book | 2 | 3 | | .2 | 7 | 16 | .1 | .6 | 10 | 26 | .1 | .6 | 5 | 10 | .1 | .5 | 4 | 9 | | .5 |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 125 | .3 | 3.8 | 54 | 139 | .5 | 4.8 | 70 | 203 | .7 | 4.5 | 43 | 156 | .4 | 3.9 | 13 | 55 | .1 | 2.0 |
| 4-Book | 34 | 140 | .4 | 4.6 | 62 | 188 | .6 | 5.3 | 98 | 281 | 1.0 | 6.2 | 68 | 225 | .7 | 6.3 | 21 | 93 | .2 | 3.3 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 54 | .1 | 1.2 | 6 | 46 | .1 | .5 | 14 | 99 | .1 | .9 | 7 | 55 | .1 | .6 | 9 | 44 | .1 | 1.4 |
| 4-Book | 7 | 49 | .1 | 1.0 | 8 | 46 | .1 | .7 | 16 | 100 | .2 | 1.0 | 13 | 58 | .2 | 1.2 | 6 | 36 | .1 | .9 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 15 | | .3 | 1 | 8 | | .1 | 7 | 38 | .1 | .4 | 2 | 15 | | .2 | 2 | 8 | | .3 |
| 4-Book | 6 | 27 | .1 | .8 | 3 | 10 | | .2 | 19 | 79 | .2 | 1.2 | 13 | 52 | .2 | 1.2 | 4 | 24 | | .6 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 20 | 96 | .2 | 3.0 | 17 | 86 | .2 | 1.5 | 40 | 193 | .4 | 2.6 | 17 | 110 | .2 | 1.5 | 5 | 36 | .1 | .8 |
| 4-Book | 26 | 113 | .3 | 3.6 | 24 | 97 | .3 | 2.0 | 48 | 190 | .5 | 3.0 | 29 | 118 | .3 | 2.7 | 12 | 48 | .1 | 1.8 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | | .2 | 8 | 42 | .1 | .7 | 8 | 63 | .1 | .5 | 17 | 51 | .2 | 1.5 | 2 | 16 | | .3 |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | .7 | 2 | 14 | | .2 | 9 | 53 | .1 | .6 | | 7 | | .4 | 2 | 15 | | .3 |
| 4-Book | 5 | 16 | .1 | .7 | 3 | 12 | | .3 | 9 | 40 | .1 | .6 | 4 | 15 | .1 | .4 | 2 | 12 | | .4 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 21 | .1 | 1.1 | 7 | 29 | .1 | .6 | 18 | 45 | .2 | 1.2 | 12 | 21 | .1 | 1.1 | 3 | 15 | | .5 |
| 4-Book | 4 | 19 | .1 | .6 | 10 | 39 | .1 | .9 | 14 | 45 | .2 | .9 | 11 | 30 | .1 | 1.0 | 6 | 24 | .1 | .9 |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 6 | 55 | .1 | .9 | 11 | 39 | .1 | 1.0 | 37 | 91 | .4 | 2.4 | 11 | 34 | .1 | 1.0 | 1 | 8 | | .2 |
| 4-Book | 9 | 51 | .1 | 1.2 | 12 | 46 | .1 | 1.0 | 21 | 71 | .3 | 1.3 | 14 | 44 | .2 | 1.3 | 6 | 24 | .1 | .9 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 12 | | .3 | 7 | 53 | .1 | .6 | 19 | 94 | .2 | 1.2 | 17 | 46 | .2 | 1.5 | 1 | 8 | | .2 |
| 4-Book | 3 | 28 | | .4 | 4 | 35 | .1 | .4 | 16 | 79 | .2 | 1.0 | 14 | 47 | .2 | 1.3 | 2 | 14 | | .3 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 15 | | .5 | 2 | 7 | | .2 | 12 | 48 | .1 | .8 | 5 | 30 | .1 | .5 | 1 | 9 | | .2 |
| 4-Book | 5 | 27 | .1 | .7 | 3 | 12 | | .3 | 14 | 35 | .2 | .9 | 8 | 33 | .1 | .8 | 4 | 16 | | .6 |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 665 | 2303 | 6.8 | | 1119 | 3280 | 11.4 | | 1559 | 4386 | 15.8 | | 1099 | 3006 | 11.2 | | 643 | 1886 | 6.5 | |
| 4-Book | 728 | 2382 | 7.5 | | 1176 | 3355 | 12.0 | | 1589 | 4410 | 16.3 | | 1093 | 2877 | 11.2 | | 645 | 1907 | 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 Trends

Target Listener Trends - Teens 12-17

| Teens 12-17 | | | | | | | | | | | | | | | | | | | | |
|--------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|---------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|--------------------------|--------------|------------|------------|------|
| Monday-Sunday 6AM-MID | | | | Monday-Friday 6AM-10AM | | | | Monday-Friday 10AM-3PM | | | | Monday-Friday 3PM-7PM | | | | Monday-Friday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 262 | .1 | .7 | 9 | 180 | .2 | 1.9 | 1 | 17 | | .5 | 3 | 75 | .1 | .5 | 2 | 43 | .1 | .4 |
| FA '98 | 4 | 273 | .1 | 1.0 | 17 | 215 | .4 | 4.1 | 1 | 40 | | .6 | 1 | 22 | | .2 | | | | |
| SU '98 | 8 | 293 | .2 | 1.6 | 19 | 160 | .5 | 4.7 | 3 | 56 | .1 | .6 | 5 | 53 | .1 | .9 | 3 | 39 | .1 | .6 |
| SP '98 | 5 | 343 | .1 | 1.1 | 21 | 228 | .5 | 4.5 | 3 | 84 | .1 | 1.1 | 2 | 63 | .1 | .3 | | 37 | | |
| 4-Book | 5 | 293 | .1 | 1.1 | 17 | 196 | .4 | 3.8 | 2 | 49 | .1 | .7 | 3 | 53 | .1 | .5 | 1 | 30 | .1 | .3 |
| WI '98 | 3 | 213 | .1 | .7 | 12 | 154 | .3 | 2.4 | 1 | 14 | | .6 | 1 | 30 | | .2 | | 18 | | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 9 | 472 | .2 | 2.2 | 8 | 157 | .2 | 1.7 | 4 | 78 | .1 | 2.2 | 9 | 148 | .2 | 1.5 | 12 | 185 | .3 | 2.6 |
| FA '98 | 9 | 442 | .2 | 2.2 | 11 | 169 | .3 | 2.6 | 4 | 72 | .1 | 2.3 | 12 | 162 | .3 | 2.0 | 14 | 214 | .4 | 2.9 |
| SU '98 | 14 | 433 | .4 | 2.9 | 8 | 121 | .2 | 2.0 | 12 | 155 | .3 | 2.2 | 13 | 151 | .3 | 2.2 | 21 | 200 | .5 | 4.4 |
| SP '98 | 14 | 537 | .4 | 3.1 | 16 | 176 | .4 | 3.4 | 6 | 105 | .2 | 2.1 | 13 | 262 | .3 | 2.2 | 15 | 208 | .4 | 3.1 |
| 4-Book | 12 | 471 | .3 | 2.6 | 11 | 156 | .3 | 2.4 | 7 | 103 | .2 | 2.2 | 12 | 181 | .3 | 2.0 | 16 | 202 | .4 | 3.3 |
| WI '98 | 11 | 480 | .3 | 2.5 | 12 | 159 | .3 | 2.4 | 2 | 82 | .1 | 1.2 | 14 | 224 | .4 | 2.2 | 12 | 187 | .3 | 2.4 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 84 | .1 | .5 | 3 | 49 | .1 | .6 | 1 | 14 | | .5 | 2 | 13 | .1 | .3 | 2 | 21 | .1 | .4 |
| FA '98 | 1 | 59 | | .2 | 1 | 8 | | .2 | | 6 | | | | | | | | | | |
| SU '98 | 1 | 27 | | .2 | | 14 | | | | 5 | | | | | | | | 5 | | |
| SP '98 | 3 | 101 | .1 | .7 | 2 | 35 | .1 | .4 | 1 | 21 | | .4 | 4 | 50 | .1 | .7 | 2 | 16 | .1 | .4 |
| 4-Book | 2 | 68 | .1 | .4 | 2 | 27 | .1 | .3 | 1 | 12 | | .2 | 2 | 16 | .1 | .3 | 1 | 11 | .1 | .2 |
| WI '98 | 2 | 53 | .1 | .5 | 4 | 28 | .1 | .8 | | 5 | | | 1 | 5 | | .2 | | 5 | | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 233 | .2 | 1.7 | 5 | 80 | .1 | 1.1 | 2 | 25 | .1 | 1.1 | 9 | 74 | .2 | 1.5 | 13 | 107 | .3 | 2.8 |
| FA '98 | 10 | 286 | .3 | 2.5 | 6 | 94 | .2 | 1.4 | 3 | 50 | .1 | 1.7 | 17 | 144 | .4 | 2.9 | 16 | 170 | .4 | 3.3 |
| SU '98 | 8 | 257 | .2 | 1.6 | 6 | 69 | .2 | 1.5 | 10 | 59 | .3 | 1.9 | 11 | 94 | .3 | 1.9 | 6 | 119 | .2 | 1.2 |
| SP '98 | 9 | 317 | .2 | 2.0 | 10 | 101 | .3 | 2.1 | 5 | 97 | .1 | 1.8 | 12 | 148 | .3 | 2.0 | 9 | 118 | .2 | 1.9 |
| 4-Book | 9 | 273 | .2 | 2.0 | 7 | 86 | .2 | 1.5 | 5 | 58 | .2 | 1.6 | 12 | 115 | .3 | 2.1 | 11 | 129 | .3 | 2.3 |
| WI '98 | 13 | 247 | .3 | 3.0 | 13 | 85 | .3 | 2.6 | 3 | 27 | .1 | 1.8 | 15 | 71 | .4 | 2.4 | 21 | 133 | .5 | 4.1 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | | 4 | | | | | | | | 4 | | | | | | | | | | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | 4 | | | | 4 | | | | | | | | | | | | | | |
| SU '98 | | 18 | | | | 11 | | | | 11 | | | | | | | | | | |
| SP '98 | | 5 | | | | 5 | | | | | | | | | | | | | | |
| 4-Book | | 7 | | | | 5 | | | | 3 | | | | | | | | | | |
| WI '98 | | 8 | | | | | | | | | | | | | | | | | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 64 | 1434 | 1.7 | 15.6 | 71 | 722 | 1.9 | 14.9 | 28 | 392 | .7 | 15.1 | 100 | 932 | 2.6 | 16.9 | 74 | 851 | 1.9 | 15.7 |
| FA '98 | 62 | 1424 | 1.6 | 15.3 | 55 | 760 | 1.4 | 13.2 | 25 | 393 | .7 | 14.2 | 107 | 881 | 2.8 | 18.0 | 71 | 798 | 1.9 | 14.5 |
| SU '98 | 71 | 1385 | 1.9 | 14.5 | 57 | 555 | 1.5 | 14.0 | 84 | 791 | 2.2 | 15.6 | 95 | 794 | 2.5 | 16.2 | 66 | 626 | 1.7 | 13.7 |
| SP '98 | 44 | 1170 | 1.1 | 9.8 | 32 | 526 | .8 | 6.8 | 30 | 446 | .8 | 10.7 | 61 | 681 | 1.6 | 10.3 | 44 | 565 | 1.1 | 9.1 |
| 4-Book | 60 | 1353 | 1.6 | 13.8 | 54 | 641 | 1.4 | 12.2 | 42 | 506 | 1.1 | 13.9 | 91 | 822 | 2.4 | 15.4 | 64 | 710 | 1.7 | 13.3 |
| WI '98 | 46 | 1247 | 1.2 | 10.6 | 54 | 666 | 1.4 | 10.9 | 18 | 330 | .5 | 10.9 | 76 | 784 | 2.0 | 11.9 | 49 | 656 | 1.3 | 9.7 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 3 | 199 | .1 | .7 | 4 | 44 | .1 | .8 | | 18 | | | 2 | 71 | .1 | .3 | 9 | 110 | .2 | 1.9 |
| FA '98 | 5 | 181 | .1 | 1.2 | 6 | 66 | .2 | 1.4 | 3 | 27 | .1 | 1.7 | 8 | 58 | .2 | 1.3 | 6 | 73 | .2 | 1.2 |
| SU '98 | 2 | 104 | .1 | .4 | 5 | 38 | .1 | 1.2 | 2 | 30 | .1 | .4 | 1 | 30 | | .2 | 3 | 46 | .1 | .6 |
| SP '98 | 8 | 185 | .2 | 1.8 | 6 | 71 | .2 | 1.3 | 6 | 60 | .2 | 2.1 | 14 | 91 | .4 | 2.4 | 9 | 114 | .2 | 1.9 |
| 4-Book | 5 | 167 | .1 | 1.0 | 5 | 55 | .2 | 1.2 | 3 | 34 | .1 | 1.1 | 6 | 63 | .2 | 1.1 | 7 | 86 | .2 | 1.4 |
| WI '98 | 4 | 132 | .1 | .9 | 7 | 78 | .2 | 1.4 | 1 | 14 | | .6 | 3 | 21 | .1 | .5 | 4 | 52 | .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

| 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 | |
| WJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 161 | .2 | 1.7 | 6 | 58 | .2 | 1.3 | 5 | 48 | .1 | 2.7 | 11 | 42 | .3 | 1.9 | 4 | 55 | .1 | .9 |
| FA '98 | 3 | 155 | .1 | .7 | 4 | 46 | .1 | 1.0 | 1 | 23 | .6 | | 3 | 46 | .1 | .5 | 2 | 29 | .1 | .4 |
| SU '98 | 4 | 78 | .1 | .8 | | 9 | | | 10 | 52 | .3 | 1.9 | 3 | 31 | .1 | .5 | 1 | 8 | | .2 |
| SP '98 | 6 | 158 | .2 | 1.3 | 8 | 67 | .2 | 1.7 | 3 | 23 | .1 | 1.1 | 6 | 50 | .2 | 1.0 | 2 | 37 | .1 | .4 |
| 4-Book | 5 | 138 | .2 | 1.1 | 5 | 45 | .1 | 1.0 | 5 | 37 | .1 | 1.6 | 6 | 42 | .2 | 1.0 | 2 | 32 | .1 | .5 |
| WI '98 | 7 | 103 | .2 | 1.6 | 5 | 32 | .1 | 1.0 | 8 | 38 | .2 | 4.8 | 11 | 68 | .3 | 1.7 | 8 | 53 | .2 | 1.6 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 216 | .1 | 1.0 | 4 | 82 | .1 | .8 | 2 | 50 | .1 | 1.1 | 9 | 119 | .2 | 1.5 | 3 | 65 | .1 | .6 |
| FA '98 | 8 | 292 | .2 | 2.0 | 12 | 157 | .3 | 2.9 | 5 | 91 | .1 | 2.8 | 12 | 114 | .3 | 2.0 | 7 | 63 | .2 | 1.4 |
| SU '98 | 10 | 344 | .3 | 2.0 | 8 | 105 | .2 | 2.0 | 14 | 157 | .4 | 2.6 | 7 | 119 | .2 | 1.2 | 6 | 104 | .2 | 1.2 |
| SP '98 | 5 | 353 | .1 | 1.1 | 8 | 97 | .2 | 1.7 | 6 | 101 | .2 | 2.1 | 5 | 127 | .1 | .8 | 2 | 61 | .1 | .4 |
| 4-Book | 7 | 301 | .2 | 1.5 | 8 | 110 | .2 | 1.9 | 7 | 100 | .2 | 2.2 | 8 | 120 | .2 | 1.4 | 5 | 73 | .2 | .9 |
| WI '98 | 12 | 248 | .3 | 2.8 | 10 | 88 | .3 | 2.0 | 4 | 62 | .1 | 2.4 | 15 | 120 | .4 | 2.4 | 13 | 89 | .3 | 2.6 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 300 | .1 | 1.2 | 10 | 112 | .3 | 2.1 | 5 | 40 | .1 | 2.7 | 8 | 152 | .2 | 1.4 | 3 | 71 | .1 | .6 |
| FA '98 | 6 | 300 | .2 | 1.5 | 4 | 77 | .1 | 1.0 | 3 | 76 | .1 | 1.7 | 11 | 157 | .3 | 1.9 | 6 | 86 | .2 | 1.2 |
| SU '98 | 10 | 394 | .3 | 2.0 | 2 | 52 | .1 | .5 | 14 | 146 | .4 | 2.6 | 10 | 179 | .3 | 1.7 | 12 | 167 | .3 | 2.5 |
| SP '98 | 10 | 420 | .3 | 2.2 | 12 | 196 | .3 | 2.5 | 5 | 86 | .1 | 1.8 | 17 | 208 | .4 | 2.9 | 8 | 151 | .2 | 1.7 |
| 4-Book | 8 | 354 | .2 | 1.7 | 7 | 109 | .2 | 1.5 | 7 | 87 | .2 | 2.2 | 12 | 174 | .3 | 2.0 | 7 | 119 | .2 | 1.5 |
| WI '98 | 10 | 361 | .3 | 2.3 | 9 | 135 | .2 | 1.8 | 2 | 88 | .1 | 1.2 | 14 | 182 | .4 | 2.2 | 13 | 148 | .3 | 2.6 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 7 | | | * | | | | | 7 | | | * | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 2 | 30 | .1 | .4 | 3 | 14 | .1 | .7 | 3 | 30 | .1 | .6 | 1 | 7 | | .2 | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WOGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 193 | .1 | 1.0 | 6 | 61 | .2 | 1.3 | 5 | 47 | .1 | 2.7 | 5 | 78 | .1 | .8 | 4 | 63 | .1 | .9 |
| FA '98 | 6 | 290 | .2 | 1.5 | 5 | 86 | .1 | 1.2 | 2 | 33 | .1 | 1.1 | 9 | 107 | .2 | 1.5 | 6 | 84 | .2 | 1.2 |
| SU '98 | 9 | 307 | .2 | 1.8 | 3 | 51 | .1 | .7 | 10 | 136 | .3 | 1.9 | 16 | 135 | .4 | 2.7 | 8 | 106 | .2 | 1.7 |
| SP '98 | 6 | 308 | .2 | 1.3 | 4 | 83 | .1 | .8 | 2 | 42 | .1 | .7 | 7 | 116 | .2 | 1.2 | 3 | 54 | .1 | .6 |
| 4-Book | 6 | 275 | .2 | 1.4 | 5 | 70 | .1 | 1.0 | 5 | 65 | .2 | 1.6 | 9 | 109 | .2 | 1.6 | 5 | 77 | .2 | 1.1 |
| WI '98 | 5 | 279 | .1 | 1.2 | 4 | 64 | .1 | .8 | 1 | 51 | | .6 | 10 | 106 | .3 | 1.6 | 4 | 85 | .1 | .8 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 12 | | | 1 | 12 | | .2 | | | | | | | | | | 5 | | |
| FA '98 | | 8 | | | | | | | | | | | | | | | | | | |
| SU '98 | | 17 | | | | | | | | | | | | | | | | | | |
| SP '98 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 9 | | | | 3 | | .1 | | | | | | | | | | 1 | | |
| WI '98 | | 21 | | | | 7 | | | | 7 | | | | 14 | | | | 6 | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 1379 | 1.7 | 15.3 | 69 | 737 | 1.8 | 14.5 | 26 | 449 | .7 | 14.1 | 98 | 856 | 2.6 | 16.6 | 65 | 718 | 1.7 | 13.8 |
| FA '98 | 70 | 1259 | 1.8 | 17.2 | 54 | 594 | 1.4 | 12.9 | 32 | 482 | .8 | 18.2 | 107 | 819 | 2.8 | 18.0 | 83 | 745 | 2.2 | 16.9 |
| SU '98 | 75 | 1334 | 2.0 | 15.3 | 45 | 487 | 1.2 | 11.1 | 84 | 807 | 2.2 | 15.6 | 100 | 761 | 2.6 | 17.1 | 83 | 752 | 2.2 | 17.2 |
| SP '98 | 94 | 1498 | 2.5 | 20.9 | 95 | 825 | 2.5 | 20.2 | 58 | 633 | 1.5 | 20.6 | 125 | 1084 | 3.3 | 21.2 | 109 | 864 | 2.8 | 22.6 |
| 4-Book | 76 | 1368 | 2.0 | 17.2 | 66 | 661 | 1.7 | 14.7 | 50 | 593 | 1.3 | 17.1 | 108 | 880 | 2.8 | 18.2 | 85 | 770 | 2.2 | 17.6 |
| WI '98 | 85 | 1503 | 2.2 | 19.6 | 85 | 777 | 2.2 | 17.1 | 40 | 422 | 1.0 | 24.2 | 147 | 1036 | 3.8 | 23.1 | 93 | 842 | 2.4 | 18.3 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | | | | | 9 | | | | | | |
| FA '98 | | 19 | | | | 11 | | | | | | | | 8 | | | | | | |
| SU '98 | | 15 | | | | | | | | | | | | 5 | | | | 1 | 9 | .2 |
| SP '98 | 1 | 64 | | .2 | 1 | 15 | | .2 | | 9 | | | | | | | | 2 | 25 | .1 |
| 4-Book | | 27 | | .1 | | 7 | | .1 | | 2 | | | | 6 | | | | 1 | 9 | .2 |
| WI '98 | | | | | | | | | | | | | | | | | | | | |

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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 |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 991 | .8 | 7.3 | 28 | 466 | .7 | 5.9 | 16 | 327 | .4 | 8.6 | 50 | 612 | 1.3 | 8.5 | 35 | 464 | .9 | 7.4 |
| FA '98 | 29 | 928 | .8 | 7.1 | 29 | 419 | .8 | 7.0 | 11 | 255 | .3 | 6.3 | 51 | 620 | 1.3 | 8.6 | 33 | 544 | .9 | 6.7 |
| SU '98 | 46 | 1133 | 1.2 | 9.4 | 44 | 534 | 1.1 | 10.8 | 48 | 660 | 1.3 | 8.9 | 58 | 628 | 1.5 | 9.9 | 48 | 473 | 1.3 | 10.0 |
| SP '98 | 36 | 1126 | .9 | 8.0 | 45 | 539 | 1.2 | 9.6 | 18 | 397 | .5 | 6.4 | 57 | 724 | 1.5 | 9.7 | 36 | 523 | .9 | 7.5 |
| 4-Book | 35 | 1045 | .9 | 8.0 | 37 | 490 | 1.0 | 8.3 | 23 | 410 | .6 | 7.6 | 54 | 646 | 1.4 | 9.2 | 38 | 501 | 1.0 | 7.9 |
| WI '98 | 35 | 1067 | .9 | 8.1 | 49 | 515 | 1.3 | 9.9 | 9 | 254 | .2 | 5.5 | 50 | 651 | 1.3 | 7.9 | 46 | 571 | 1.2 | 9.1 |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 5 | | | | 5 | | | | | | | | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 35 | | .2 | | 10 | | | | | | | 2 | 19 | .1 | .3 | | | | |
| FA '98 | 1 | 27 | | .2 | | | | | 2 | 19 | .1 | 1.1 | 1 | 17 | | .2 | | 6 | | |
| SU '98 | 2 | 12 | .1 | .4 | 6 | 9 | .2 | 1.5 | | 3 | | | 2 | 9 | .1 | .3 | | | | |
| SP '98 | | 30 | | | | | | | 1 | 9 | | .4 | 1 | 14 | | .2 | | | 7 | |
| 4-Book | 1 | 26 | | .2 | 2 | 5 | .1 | .4 | 1 | 8 | | .4 | 2 | 15 | .1 | .3 | | 3 | | |
| WI '98 | 3 | 53 | .1 | .7 | 5 | 26 | .1 | 1.0 | 2 | 28 | .1 | 1.2 | 3 | 28 | .1 | .5 | | | 18 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 92 | 1618 | 2.4 | 22.4 | 114 | 913 | 3.0 | 24.0 | 37 | 564 | 1.0 | 20.0 | 136 | 1044 | 3.6 | 23.1 | 110 | 875 | 2.9 | 23.4 |
| FA '98 | 80 | 1490 | 2.1 | 19.7 | 100 | 827 | 2.6 | 24.0 | 38 | 513 | 1.0 | 21.6 | 114 | 908 | 3.0 | 19.2 | 103 | 858 | 2.7 | 21.0 |
| SU '98 | 82 | 1427 | 2.1 | 16.8 | 67 | 601 | 1.7 | 16.5 | 89 | 858 | 2.3 | 16.5 | 106 | 856 | 2.8 | 18.1 | 84 | 775 | 2.2 | 17.4 |
| SP '98 | 95 | 1596 | 2.5 | 21.2 | 86 | 786 | 2.2 | 18.3 | 64 | 703 | 1.7 | 22.8 | 136 | 1088 | 3.6 | 23.1 | 105 | 895 | 2.7 | 21.8 |
| 4-Book | 87 | 1533 | 2.3 | 20.0 | 92 | 782 | 2.4 | 20.7 | 57 | 660 | 1.5 | 20.2 | 123 | 974 | 3.3 | 20.9 | 101 | 853 | 2.6 | 20.9 |
| WI '98 | 78 | 1503 | 2.0 | 18.0 | 94 | 857 | 2.5 | 19.0 | 31 | 437 | .8 | 18.8 | 104 | 973 | 2.7 | 16.4 | 96 | 801 | 2.5 | 18.9 |
| +WWDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | | | * | | | | | | | | * | | | | | | | |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WWDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 21 | | .2 | | 7 | | | | 6 | | | 2 | 6 | .1 | .3 | | | | |
| FA '98 | | 46 | | | 1 | 20 | | .2 | | 19 | | | | | | | 1 | 17 | | .2 |
| SU '98 | | 31 | | | | 22 | | | | | | | | | | | | | | |
| SP '98 | | 11 | | | | 11 | | | | | | | | | | | | | | |
| 4-Book | | 27 | | .1 | | 15 | | .1 | | 6 | | | 1 | 2 | | .1 | | 4 | | .1 |
| WI '98 | 1 | 64 | | .2 | 3 | 36 | .1 | .6 | 1 | 15 | | .6 | | 13 | | | 1 | 7 | | .2 |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| FA '98 | | | | | | | | | | | | | | | | | | | | |
| SU '98 | | 7 | | | | | | | | | | | | | | | | 7 | | |
| SP '98 | 1 | 10 | | .2 | 2 | 10 | .1 | .4 | | | | | | | | | 2 | 10 | .1 | .4 |
| 4-Book | | 4 | | .1 | 1 | 3 | | .1 | | | | | | | | | 1 | 4 | | .1 |
| WI '98 | | | | | | | | | | | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 120 | .2 | 1.7 | 6 | 49 | .2 | 1.3 | 7 | 45 | .2 | 3.8 | 10 | 77 | .3 | 1.7 | 7 | 61 | .2 | 1.5 |
| FA '98 | 9 | 171 | .2 | 2.2 | 7 | 79 | .2 | 1.7 | 5 | 35 | .1 | 2.8 | 8 | 52 | .2 | 1.3 | 7 | 67 | .2 | 1.4 |
| SU '98 | 14 | 174 | .4 | 2.9 | 15 | 93 | .4 | 3.7 | 17 | 89 | .4 | 3.1 | 17 | 118 | .4 | 2.9 | 12 | 87 | .3 | 2.5 |
| SP '98 | 7 | 116 | .2 | 1.6 | 8 | 87 | .2 | 1.7 | 6 | 41 | .2 | 2.1 | 11 | 79 | .3 | 1.9 | 5 | 50 | .1 | 1.0 |
| 4-Book | 9 | 145 | .3 | 2.1 | 9 | 77 | .3 | 2.1 | 9 | 53 | .2 | 3.0 | 12 | 82 | .3 | 2.0 | 8 | 66 | .2 | 1.6 |
| WI '98 | 9 | 129 | .2 | 2.1 | 9 | 78 | .2 | 1.8 | 4 | 32 | .1 | 2.4 | 12 | 88 | .3 | 1.9 | 9 | 68 | .2 | 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

| 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 | | | |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 744 | .4 | 3.9 | 25 | 331 | .7 | 5.3 | 6 | 143 | .2 | 3.2 | 20 | 402 | .5 | 3.4 | 15 | 396 | .4 | 3.2 | | |
| FA '98 | 24 | 916 | .6 | 5.9 | 31 | 416 | .8 | 7.4 | 6 | 178 | .2 | 3.4 | 37 | 485 | 1.0 | 6.2 | 30 | 397 | .8 | 6.1 | | |
| SU '98 | 22 | 795 | .6 | 4.5 | 16 | 264 | .4 | 3.9 | 23 | 372 | .6 | 4.3 | 30 | 453 | .8 | 5.1 | 16 | 255 | .4 | 3.3 | | |
| SP '98 | 25 | 822 | .7 | 5.6 | 26 | 369 | .7 | 5.5 | 22 | 327 | .6 | 7.8 | 25 | 463 | .7 | 4.2 | 23 | 394 | .6 | 4.8 | | |
| 4-Book | 22 | 819 | .6 | 5.0 | 25 | 345 | .7 | 5.5 | 14 | 255 | .4 | 4.7 | 28 | 451 | .8 | 4.7 | 21 | 361 | .6 | 4.4 | | |
| WI '98 | 26 | 771 | .7 | 6.0 | 35 | 397 | .9 | 7.1 | 11 | 223 | .3 | 6.7 | 37 | 445 | 1.0 | 5.8 | 28 | 351 | .7 | 5.5 | | |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 539 | .6 | 5.6 | 32 | 249 | .8 | 6.7 | 11 | 188 | .3 | 5.9 | 29 | 331 | .8 | 4.9 | 26 | 232 | .7 | 5.5 | | |
| FA '98 | 12 | 413 | .3 | 3.0 | 18 | 210 | .5 | 4.3 | 6 | 86 | .2 | 3.4 | 12 | 153 | .3 | 2.0 | 14 | 166 | .4 | 2.9 | | |
| SU '98 | 25 | 589 | .7 | 5.1 | 43 | 282 | 1.1 | 10.6 | 26 | 271 | .7 | 4.8 | 22 | 229 | .6 | 3.8 | 22 | 218 | .6 | 4.6 | | |
| SP '98 | 18 | 633 | .5 | 4.0 | 32 | 312 | .8 | 6.8 | 13 | 215 | .3 | 4.6 | 22 | 318 | .6 | 3.7 | 17 | 251 | .4 | 3.5 | | |
| 4-Book | 20 | 544 | .5 | 4.4 | 31 | 263 | .8 | 7.1 | 14 | 190 | .4 | 4.7 | 21 | 258 | .6 | 3.6 | 20 | 217 | .5 | 4.1 | | |
| WI '98 | 17 | 536 | .4 | 3.9 | 27 | 270 | .7 | 5.4 | 6 | 117 | .2 | 3.6 | 30 | 217 | .8 | 4.7 | 17 | 233 | .4 | 3.4 | | |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 14 | 511 | .4 | 3.4 | 16 | 200 | .4 | 3.4 | 6 | 103 | .2 | 3.2 | 11 | 207 | .3 | 1.9 | 20 | 180 | .5 | 4.3 | | |
| FA '98 | 13 | 515 | .3 | 3.2 | 7 | 128 | .2 | 1.7 | 3 | 56 | .1 | 1.7 | 16 | 186 | .4 | 2.7 | 27 | 248 | .7 | 5.5 | | |
| SU '98 | 16 | 441 | .4 | 3.3 | 7 | 92 | .2 | 1.7 | 17 | 159 | .4 | 3.1 | 18 | 174 | .5 | 3.1 | 22 | 218 | .6 | 4.6 | | |
| SP '98 | 14 | 530 | .4 | 3.1 | 6 | 98 | .2 | 1.3 | 4 | 67 | .1 | 1.4 | 14 | 217 | .4 | 2.4 | 31 | 251 | .8 | 6.4 | | |
| 4-Book | 14 | 499 | .4 | 3.3 | 9 | 130 | .3 | 2.0 | 8 | 96 | .2 | 2.4 | 15 | 196 | .4 | 2.5 | 25 | 224 | .7 | 5.2 | | |
| WI '98 | 14 | 512 | .4 | 3.2 | 8 | 139 | .2 | 1.6 | 1 | 57 | | .6 | 9 | 190 | .2 | 1.4 | 39 | 263 | 1.0 | 7.7 | | |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | 9 | | | | | | | | | | | | | | | | |
| FA '98 | | | | | | | | | | | | | | | | | | | | | | |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 47 | | .2 | | 8 | | | 1 | 21 | | .5 | 1 | 18 | | .2 | | 8 | | | | |
| FA '98 | 1 | 63 | | .2 | 1 | 21 | | .2 | 1 | 14 | | .6 | 2 | 41 | | .1 | .3 | 2 | 27 | .1 | .4 | |
| SU '98 | 1 | 30 | | .2 | 1 | 26 | | .2 | 1 | 9 | | .2 | | 9 | | | | 3 | 14 | .1 | .6 | |
| SP '98 | 1 | 50 | | | | 25 | | | | 7 | | | 1 | 25 | | .2 | | | 8 | | | |
| 4-Book | 1 | 48 | | .2 | 1 | 20 | | .1 | 1 | 13 | | .3 | 1 | 23 | | .2 | | 1 | 14 | .1 | .3 | |
| WI '98 | 1 | 60 | | .2 | | 17 | | | 1 | 23 | | .6 | | 18 | | | | 1 | 27 | | .2 | |
| WKXV-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 54 | | .2 | | 5 | | | | 5 | | | 2 | 36 | | .1 | .3 | 2 | 14 | .1 | .4 | |
| FA '98 | 1 | 28 | | .2 | 2 | 11 | | .1 | .5 | | | | | 8 | | | | 1 | 7 | | .2 | |
| SU '98 | 1 | 60 | | .2 | | 28 | | | | 19 | | | 1 | 20 | | .2 | | | 9 | | | |
| SP '98 | 1 | 63 | | .2 | | 16 | | | | | | | 2 | 23 | | .1 | .3 | 4 | 24 | .1 | .8 | |
| 4-Book | 1 | 51 | | .2 | 1 | 15 | | .1 | | 6 | | | 1 | 22 | | .1 | .2 | 2 | 14 | .1 | .4 | |
| WI '98 | | 14 | | | | 7 | | | | 7 | | | 2 | 7 | | .1 | .3 | | 7 | | | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 57 | | .2 | | 10 | | | 1 | 19 | | .5 | 1 | 39 | | .2 | | | 14 | | | |
| FA '98 | 2 | 60 | | .1 | .5 | 1 | 25 | | .2 | | | | 7 | 15 | | .2 | 1.2 | 3 | 25 | .1 | .6 | |
| SU '98 | 1 | 46 | | .2 | | | | | | 37 | | .2 | 1 | 7 | | .2 | | 1 | 8 | | .2 | |
| SP '98 | 3 | 90 | | .1 | .7 | | 7 | | | 29 | | 1.1 | 4 | 66 | | .1 | .7 | 4 | 36 | .1 | .8 | |
| 4-Book | 2 | 63 | | .1 | .4 | | 11 | | .1 | 1 | 21 | | .5 | 3 | 32 | | .1 | .6 | 2 | 21 | .1 | .4 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WPST-FM | | | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 25 | 845 | .7 | 6.1 | 27 | 381 | .7 | 5.7 | 6 | 177 | .2 | 3.2 | 33 | 505 | .9 | 5.6 | 37 | 484 | 1.0 | 7.9 | | |
| FA '98 | 24 | 721 | .6 | 5.9 | 21 | 327 | .6 | 5.0 | 9 | 187 | .2 | 5.1 | 33 | 405 | .9 | 5.6 | 34 | 409 | .9 | 6.9 | | |
| SU '98 | 26 | 849 | .7 | 5.3 | 18 | 273 | .5 | 4.4 | 28 | 386 | .7 | 5.2 | 28 | 424 | .7 | 4.8 | 32 | 441 | .8 | 6.6 | | |
| SP '98 | 20 | 727 | .5 | 4.5 | 20 | 334 | .5 | 4.2 | 13 | 207 | .3 | 4.6 | 23 | 315 | .6 | 3.9 | 25 | 327 | .7 | 5.2 | | |
| 4-Book | 24 | 786 | .6 | 5.5 | 22 | 329 | .6 | 4.8 | 14 | 239 | .4 | 4.5 | 29 | 412 | .8 | 5.0 | 32 | 415 | .9 | 6.7 | | |
| 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 | | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 19 | | | 1 | 10 | | .2 | | | | | | | | | | 9 | | |
| FA '98 | | 6 | | | | | | | 1 | 6 | | .6 | | | | | | | | |
| SU '98 | | 17 | | | | | | | 1 | 9 | | .2 | | | | | | | | |
| SP '98 | | 20 | | | | 4 | | | | | | | | 8 | | | | 8 | | |
| 4-Book | | 16 | | | | 4 | | .1 | 1 | 4 | | .2 | | 2 | | | 4 | | | |
| WI '98 | | 17 | | | | | | | | | | | 1 | 10 | | .2 | | 8 | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 411 | 3655 | 10.8 | | 475 | 2880 | 12.5 | | 185 | 1695 | 4.9 | | 590 | 3062 | 15.5 | | 470 | 2819 | 12.4 | |
| FA '98 | 406 | 3630 | 10.7 | | 417 | 2821 | 11.0 | | 176 | 1744 | 4.6 | | 594 | 2899 | 15.6 | | 490 | 2832 | 12.9 | |
| SU '98 | 489 | 3580 | 12.8 | | 407 | 2442 | 10.6 | | 540 | 2807 | 14.1 | | 585 | 2942 | 15.3 | | 482 | 2685 | 12.6 | |
| SP '98 | 449 | 3681 | 11.7 | | 471 | 2854 | 12.3 | | 281 | 2049 | 7.3 | | 590 | 3113 | 15.4 | | 482 | 2815 | 12.6 | |
| 4-Book | 439 | 3637 | 11.5 | | 443 | 2749 | 11.6 | | 296 | 2074 | 7.7 | | 590 | 3004 | 15.5 | | 481 | 2788 | 12.6 | |
| WI '98 | 433 | 3667 | 11.3 | | 496 | 3040 | 13.0 | | 165 | 1583 | 4.3 | | 636 | 3068 | 16.6 | | 507 | 2822 | 13.2 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| Teens 12-17 | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-------------------|-----------|---------|---------|-------------------|-----------|---------|---------|------------------|-----------|---------|---------|----|
| 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 '99 | 4 | 214 | .1 | 1.0 | 2 | 106 | .1 | .5 | 1 | 9 | .3 | 8 | 47 | .2 | 1.3 | | | | | |
| 4-Book | 7 | 237 | .2 | 1.6 | 5 | 122 | .1 | 1.1 | 13 | 41 | .3 | 4 | 26 | .1 | .7 | 4 | 18 | .1 | .7 | |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 301 | .2 | 1.8 | 11 | 206 | .3 | 2.8 | 12 | 37 | .3 | 20 | 71 | .5 | 3.3 | 16 | 51 | .4 | 3.4 | |
| 4-Book | 10 | 311 | .3 | 2.2 | 12 | 233 | .3 | 2.9 | 10 | 38 | .3 | 19 | 71 | .5 | 3.0 | 14 | 49 | .3 | 2.5 | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 57 | .1 | .5 | 2 | 34 | .1 | .5 | 2 | 5 | .1 | 1 | 3 | .2 | | 2 | 3 | .1 | .4 | |
| 4-Book | 1 | 37 | .1 | .3 | 3 | 42 | .1 | .7 | 2 | 3 | .1 | | 1 | .1 | | 1 | 1 | | .1 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 135 | .1 | 1.3 | 7 | 114 | .2 | 1.8 | 3 | 15 | .1 | 15 | 49 | .4 | 2.5 | 11 | 32 | .3 | 2.4 | |
| 4-Book | 8 | 177 | .2 | 1.8 | 8 | 128 | .2 | 1.9 | 6 | 20 | .2 | 8 | 31 | .2 | 1.3 | 8 | 29 | .2 | 1.5 | |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 5 | | | | 2 | | | | | | | | | | | 1 | 2 | | .2 |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 1224 | 1.7 | 15.8 | 58 | 1053 | 1.5 | 14.7 | 47 | 219 | 1.2 | 93 | 450 | 2.4 | 15.2 | 66 | 336 | 1.7 | 14.2 | |
| 4-Book | 61 | 1163 | 1.6 | 14.1 | 58 | 882 | 1.5 | 13.8 | 35 | 154 | .9 | 96 | 405 | 2.5 | 15.1 | 74 | 308 | 2.0 | 13.8 | |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 105 | .1 | .5 | 2 | 113 | .1 | .5 | 1 | 6 | .3 | 1 | 18 | .2 | | 5 | 25 | .1 | 1.1 | |
| 4-Book | 5 | 105 | .1 | 1.1 | 3 | 78 | .1 | .6 | 1 | 7 | .3 | 3 | 23 | .1 | .4 | 4 | 16 | .1 | .8 | |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 7 | 100 | .2 | 1.8 | 8 | 86 | .2 | 2.0 | 14 | 30 | .4 | 17 | 22 | .4 | 2.8 | 11 | 22 | .3 | 2.4 | |
| 4-Book | 5 | 87 | .2 | 1.3 | 7 | 80 | .2 | 1.5 | 8 | 20 | .2 | 10 | 20 | .3 | 1.6 | 8 | 19 | .2 | 1.4 | |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 181 | .1 | 1.3 | 2 | 75 | .1 | .5 | 1 | 5 | .3 | | 10 | | | 4 | 19 | .1 | .9 | |
| 4-Book | 8 | 235 | .2 | 1.8 | 7 | 142 | .2 | 1.5 | 4 | 21 | .1 | 10 | 38 | .3 | 1.6 | 11 | 42 | .3 | 1.8 | |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 234 | .2 | 2.0 | 3 | 130 | .1 | .8 | | | | 4 | 44 | .1 | .7 | 1 | 8 | | .2 | |
| 4-Book | 9 | 262 | .2 | 2.0 | 7 | 171 | .2 | 1.6 | 5 | 21 | .1 | 11 | 61 | .3 | 1.7 | 12 | 53 | .3 | 2.1 | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | 7 | | | * | | | | * | | | | | | | * | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | 130 | .1 | 1.3 | 2 | 115 | .1 | .5 | 2 | 13 | .1 | 5 | 19 | .1 | .8 | 1 | 9 | | .2 | |
| 4-Book | 6 | 178 | .2 | 1.4 | 8 | 136 | .2 | 1.9 | 3 | 17 | .1 | 16 | 51 | .4 | 2.5 | 10 | 34 | .3 | 1.9 | |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 12 | | | 1 | 12 | | .3 | 5 | 12 | .1 | 5 | | | | | | | | |
| 4-Book | | 3 | | | 1 | 9 | | .1 | 2 | 7 | .1 | 1 | 6 | | .1 | 1 | 2 | | .1 | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 61 | 1167 | 1.6 | 15.3 | 64 | 916 | 1.7 | 16.2 | 29 | 172 | .8 | 92 | 394 | 2.4 | 15.1 | 83 | 288 | 2.2 | 17.8 | |
| 4-Book | 73 | 1182 | 1.9 | 16.9 | 74 | 883 | 1.9 | 17.5 | 47 | 174 | 1.3 | 117 | 400 | 3.1 | 18.2 | 95 | 326 | 2.5 | 17.9 | |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | | | | | | | | | | | |
| 4-Book | | 14 | | | | 6 | | .1 | | | | | | | | | 2 | | .1 | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 30 | 837 | .8 | 7.5 | 28 | 592 | .7 | 7.1 | 29 | 90 | .8 | 49 | 225 | 1.3 | 8.0 | 30 | 181 | .8 | 6.5 | |
| 4-Book | 37 | 888 | 1.0 | 8.4 | 32 | 633 | .8 | 7.5 | 21 | 96 | .6 | 51 | 270 | 1.4 | 7.9 | 42 | 200 | 1.1 | 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

| 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 | |
| WSSJ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 5 | | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WURD-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 29 | .3 | 1 | 24 | .3 | | | | | | | | | | | | | | |
| 4-Book | 1 | 23 | .3 | 1 | 15 | .2 | | 1 | 2 | .2 | | 2 | 4 | .1 | .3 | 2 | 2 | .1 | .4 | |
| WUSL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 91 | 1402 | 2.4 | 22.8 | 81 | 1007 | 2.1 | 20.6 | 55 | 230 | 1.4 | 18.8 | 115 | 421 | 3.0 | 18.9 | 115 | 357 | 3.0 | 24.7 |
| 4-Book | 88 | 1322 | 2.3 | 20.7 | 77 | 944 | 2.0 | 18.1 | 60 | 208 | 1.6 | 19.8 | 112 | 408 | 2.9 | 17.6 | 110 | 347 | 2.9 | 20.7 |
| +WVDB-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | * | | | * | | | | * | | | | * | | | | * | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WVDB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 12 | .3 | 1 | 8 | .3 | | | | | | | | | | | | | | |
| 4-Book | | 21 | .1 | 1 | 9 | .1 | | | 3 | | .1 | | 2 | | .1 | | | | | |
| WWJZ-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 3 | .1 | | 3 | .1 | | 1 | 3 | .2 | | | | | | | | | | |
| WXTU-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 95 | .2 | 2.0 | 6 | 69 | .2 | 1.5 | 2 | 15 | .1 | .7 | 18 | 44 | .5 | 3.0 | 1 | 10 | .2 | |
| 4-Book | 10 | 108 | .3 | 2.2 | 10 | 104 | .3 | 2.3 | 9 | 26 | .2 | 2.8 | 11 | 37 | .3 | 1.8 | 13 | 29 | .3 | 2.2 |
| WXXM-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 16 | 537 | .4 | 4.0 | 16 | 409 | .4 | 4.1 | 8 | 66 | .2 | 2.7 | 24 | 150 | .6 | 3.9 | 31 | 135 | .8 | 6.7 |
| 4-Book | 22 | 646 | .6 | 5.0 | 23 | 483 | .6 | 5.3 | 11 | 61 | .3 | 3.6 | 39 | 185 | 1.0 | 6.0 | 31 | 133 | .8 | 5.7 |
| WYSP-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 23 | 488 | .6 | 5.8 | 22 | 293 | .6 | 5.6 | 25 | 92 | .7 | 8.5 | 36 | 158 | .9 | 5.9 | 7 | 50 | .2 | 1.5 |
| 4-Book | 22 | 457 | .6 | 4.9 | 16 | 258 | .4 | 3.8 | 14 | 62 | .4 | 4.5 | 27 | 116 | .7 | 4.3 | 12 | 65 | .3 | 2.2 |
| WYXR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 382 | .3 | 2.5 | 17 | 262 | .4 | 4.3 | 18 | 53 | .5 | 6.1 | 15 | 51 | .4 | 2.5 | 13 | 47 | .3 | 2.8 |
| 4-Book | 10 | 319 | .3 | 2.3 | 15 | 258 | .4 | 3.5 | 10 | 31 | .3 | 3.3 | 19 | 61 | .5 | 2.9 | 15 | 51 | .4 | 2.7 |
| WBYN-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 9 | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WJBR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 37 | .3 | | 2 | 20 | .1 | .5 | | | | | 6 | 10 | .2 | 1.0 | 5 | 10 | .1 | 1.1 |
| 4-Book | 1 | 40 | .2 | | 1 | 15 | .3 | | 1 | 2 | .3 | | 2 | 4 | .1 | .3 | 2 | 4 | .1 | .3 |
| WKXW-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 36 | .3 | | 1 | 18 | .3 | | 3 | 10 | .1 | 1.0 | | | | | 1 | 8 | .2 | |
| 4-Book | 1 | 33 | .3 | | 1 | 19 | .3 | | 2 | 8 | .1 | .7 | 2 | 6 | .1 | .3 | | 4 | .1 | |
| WNJO-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 48 | | 3 | | 19 | | | | | | | 2 | 19 | .1 | .3 | 1 | 10 | .2 | |
| 4-Book | 2 | 46 | .1 | .4 | 2 | 33 | .1 | .4 | 2 | 4 | .1 | .8 | 4 | 19 | .1 | .6 | 2 | 10 | .1 | .4 |
| WPST-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 21 | 690 | .6 | 5.3 | 24 | 535 | .6 | 6.1 | 15 | 123 | .4 | 5.1 | 37 | 183 | 1.0 | 6.1 | 24 | 135 | .6 | 5.2 |
| 4-Book | 21 | 606 | .6 | 4.9 | 22 | 496 | .6 | 5.3 | 14 | 77 | .4 | 4.4 | 28 | 151 | .8 | 4.5 | 31 | 140 | .8 | 5.7 |
| WRDR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 10 | | | | 10 | | | | | | | 1 | 10 | .2 | | | | | |
| 4-Book | | 9 | | | | 6 | | | | | | | | 3 | .1 | | | 4 | .1 | |
| TOTALS | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 399 | 3527 | 10.5 | | 394 | 3057 | 10.4 | | 293 | 975 | 7.7 | | 610 | 1919 | 16.1 | | 465 | 1335 | 12.2 | |
| 4-Book | 432 | 3500 | 11.3 | | 423 | 3081 | 11.1 | | 304 | 932 | 8.0 | | 637 | 1824 | 16.7 | | 542 | 1489 | 14.2 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

| Teens 12-17 | | | | | | | | | | | | | | | | | | | | |
|------------------|-----------|---------|---------|-----------------|-----------|---------|---------|-----------------|-----------|---------|---------|----------------|-----------|---------|---------|----------------|-----------|---------|---------|------|
| Saturday 7PM-MID | | | | Sunday 6AM-10AM | | | | Sunday 10AM-3PM | | | | Sunday 3PM-7PM | | | | Sunday 7PM-MID | | | | |
| AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | AQH (00) | Cume (00) | AQH Rtg | AQH Shr | |
| KYW -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 1 | 8 | .2 | 2 | 16 | .1 | .9 | 3 | 26 | .1 | .7 | 2 | 17 | .1 | .5 | 2 | 16 | .1 | .7 | |
| 4-Book | 2 | 5 | .1 | .4 | 8 | 38 | .2 | 3.3 | 3 | 27 | .1 | .6 | 3 | 15 | .1 | .6 | 2 | 9 | .1 | .7 |
| WBEB-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 10 | 44 | .3 | 2.4 | 2 | 13 | .1 | .9 | 10 | 52 | .3 | 2.4 | 10 | 55 | .3 | 2.7 | 9 | 63 | .2 | 3.0 |
| 4-Book | 14 | 64 | .4 | 3.2 | 5 | 20 | .2 | 2.3 | 13 | 59 | .4 | 2.9 | 11 | 47 | .3 | 2.7 | 11 | 59 | .3 | 3.1 |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 9 | 31 | .2 | 3.9 | 6 | 25 | .2 | 1.4 | | | | | 1 | 3 | | .3 | |
| 4-Book | 1 | 1 | .1 | 13 | 36 | .3 | 5.8 | 7 | 23 | .2 | 1.5 | 1 | 3 | .2 | | 1 | 3 | | .3 | |
| WDAS-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 11 | 27 | .3 | 2.7 | 5 | 25 | .1 | 2.2 | 1 | 6 | .2 | | 7 | 24 | .2 | 1.9 | 5 | 10 | .1 | 1.7 |
| 4-Book | 8 | 30 | .2 | 1.9 | 6 | 16 | .2 | 2.8 | 8 | 26 | .2 | 1.7 | 10 | 33 | .3 | 2.3 | 9 | 21 | .2 | 2.6 |
| WFIL-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WHAT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | | | | | | | | | | | | | | | | | | | |
| WIOQ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 63 | 374 | 1.7 | 15.4 | 34 | 131 | .9 | 14.7 | 60 | 349 | 1.6 | 14.3 | 61 | 302 | 1.6 | 16.2 | 33 | 185 | .9 | 10.9 |
| 4-Book | 54 | 265 | 1.4 | 12.6 | 29 | 125 | .8 | 13.2 | 76 | 328 | 2.0 | 17.4 | 62 | 237 | 1.6 | 14.4 | 32 | 150 | .8 | 9.5 |
| WIP -AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 31 | .1 | .5 | | | | | 2 | 26 | .1 | .5 | | | | | 8 | 49 | .2 | 2.6 |
| 4-Book | 3 | 17 | .1 | .6 | 1 | 4 | .3 | | 5 | 17 | .1 | 1.0 | 1 | 9 | .3 | | 5 | 35 | .1 | 1.6 |
| WJJZ-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 8 | 32 | .2 | 2.0 | 8 | 29 | .2 | 3.4 | 4 | 16 | .1 | 1.0 | | | | 2 | 17 | .1 | .7 | |
| 4-Book | 5 | 17 | .2 | 1.2 | 4 | 18 | .1 | 1.6 | 6 | 14 | .2 | 1.3 | 5 | 13 | .1 | 1.2 | 6 | 20 | .2 | 1.9 |
| WMGK-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 2 | 17 | .1 | .5 | 2 | 14 | .1 | .9 | 1 | 23 | .2 | | 2 | 16 | .1 | .5 | 1 | 11 | | .3 |
| 4-Book | 6 | 36 | .2 | 1.4 | 2 | 14 | .1 | 1.0 | 6 | 38 | .2 | 1.3 | 6 | 30 | .2 | 1.4 | 4 | 21 | .1 | 1.2 |
| WMMR-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 4 | 35 | .1 | 1.0 | | | | | 4 | 43 | .1 | 1.0 | 7 | 19 | .2 | 1.9 | 1 | 16 | | .3 |
| 4-Book | 8 | 34 | .2 | 1.8 | 1 | 2 | .3 | | 7 | 37 | .2 | 1.5 | 7 | 28 | .2 | 1.6 | 5 | 25 | .1 | 1.4 |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | |
| WUGL-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | 10 | | | 2 | 17 | .1 | .9 | | 8 | | | 2 | 10 | .1 | .5 | 7 | 34 | .2 | 2.3 |
| 4-Book | 4 | 22 | .1 | 1.0 | 4 | 16 | .1 | 1.8 | 9 | 33 | .3 | 2.2 | 11 | 34 | .3 | 2.5 | 5 | 21 | .2 | 1.4 |
| WPEN-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | 2 | 5 | .1 | .9 | | 5 | | | 1 | 5 | | .3 | | | | | |
| 4-Book | | | | 1 | 1 | .2 | | | 1 | | | | 1 | | .1 | | | | | |
| WPHI-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 72 | 352 | 1.9 | 17.6 | 31 | 132 | .8 | 13.4 | 65 | 258 | 1.7 | 15.5 | 74 | 253 | 1.9 | 19.6 | 57 | 232 | 1.5 | 18.8 |
| 4-Book | 84 | 312 | 2.2 | 19.4 | 31 | 118 | .8 | 14.1 | 63 | 248 | 1.7 | 14.3 | 82 | 243 | 2.1 | 19.1 | 65 | 222 | 1.7 | 19.8 |
| WPHT-AM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | | | | | | | | | | | | | | | | | | | | |
| 4-Book | | 2 | .1 | | | | | 1 | 4 | .1 | | | | | | | | | | |
| WPLY-FM | | | | | | | | | | | | | | | | | | | | |
| WI '99 | 33 | 192 | .9 | 8.1 | 5 | 34 | .1 | 2.2 | 27 | 184 | .7 | 6.4 | 23 | 130 | .6 | 6.1 | 21 | 100 | .6 | 6.9 |
| 4-Book | 34 | 173 | .9 | 8.0 | 13 | 82 | .3 | 6.1 | 32 | 187 | .8 | 7.3 | 34 | 165 | .9 | 7.7 | 23 | 115 | .6 | 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

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 |
| WSSJ-AM WI '99 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WURD-AM WI '99 4-Book | | | | | 1 | 5 4 | | .2 | 2 | 8 6 | .2 .1 | 1.9 .5 | 1 | 4 | | .1 | | | | |
| WUSL-FM WI '99 4-Book | 95 89 | 315 298 | 2.5 2.3 | 23.2 20.8 | 51 44 | 210 154 | 1.3 1.1 | 22.0 19.1 | 86 73 | 339 280 | 2.3 1.9 | 20.5 16.7 | 66 65 | 254 241 | 1.7 1.7 | 17.5 15.2 | 59 52 | 230 208 | 1.6 1.4 | 19.5 15.6 |
| +WVDB-AM WI '99 4-Book | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** | * | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM WI '99 4-Book | | | | | 2 1 | 8 2 | .1 .2 | .9 .2 | 2 1 | 8 4 | .1 .1 | .5 .3 | | | | | | 3 | | .1 |
| WWJZ-AM WI '99 4-Book | 1 | 3 | | .1 | | | | | | | | | | | | | | | | |
| WXTU-FM WI '99 4-Book | 1 11 | 9 30 | .3 | .2 2.5 | 1 5 | 8 18 | .1 | .4 2.3 | 8 11 | 35 38 | .2 .3 | 1.9 2.4 | 8 9 | 16 29 | .2 .3 | 2.1 2.1 | 3 9 | 7 28 | .1 .2 | 1.0 2.6 |
| WXXM-FM WI '99 4-Book | 25 21 | 151 125 | .7 .6 | 6.1 5.0 | 10 7 | 32 39 | .3 .2 | 4.3 3.3 | 12 29 | 134 165 | .3 .7 | 2.9 6.5 | 8 21 | 78 114 | .2 .6 | 2.1 4.8 | 8 18 | 83 115 | .2 .5 | 2.6 5.3 |
| WYSP-FM WI '99 4-Book | 14 16 | 74 60 | .4 .4 | 3.4 3.8 | 13 7 | 44 31 | .3 .2 | 5.6 3.1 | 23 14 | 101 62 | .6 .4 | 5.5 3.4 | 24 19 | 86 67 | .6 .5 | 6.4 4.4 | 28 16 | 84 54 | .7 .4 | 9.2 4.8 |
| WYXR-FM WI '99 4-Book | 8 9 | 46 40 | .2 .2 | 2.0 2.1 | 24 11 | 74 46 | .6 .3 | 10.3 5.0 | 35 18 | 122 72 | .9 .5 | 8.3 4.1 | 12 15 | 69 57 | .3 .4 | 3.2 3.5 | 13 19 | 43 75 | .3 .5 | 4.3 5.6 |
| WBYN-FM WI '99 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM WI '99 4-Book | 1 | 4 | | .3 | | | | | | 10 4 | | .1 | 1 | 5 | | .2 | 1 | 3 | .1 | .4 |
| WKXV-FM WI '99 4-Book | 4 1 | 18 5 | .1 | 1.0 .3 | | 1 | | .2 | | 2 | | .1 | | | | | 2 | | | .1 |
| WNJO-FM WI '99 4-Book | | | | | 1 | 2 | | .6 | 2 | 9 | .1 | .3 | | 2 | | .1 | 1 | 2 | | .2 |
| WPST-FM WI '99 4-Book | 33 25 | 186 142 | .9 .7 | 8.1 5.8 | 8 9 | 71 62 | .2 .2 | 3.4 4.1 | 28 25 | 156 142 | .7 .6 | 6.7 5.7 | 21 22 | 123 106 | .6 .6 | 5.6 5.0 | 19 21 | 107 109 | .5 .6 | 6.3 6.3 |
| WRDR-FM WI '99 4-Book | 1 | 2 | | .1 | | | | | | | | | 2 1 | 10 3 | .1 | .5 .1 | | | | |
| TOTALS WI '99 4-Book | 409 430 | 1462 1297 | 10.8 11.3 | | 232 223 | 813 785 | 6.1 5.9 | | 420 437 | 1434 1381 | 11.1 11.5 | | 377 432 | 1211 1184 | 9.9 11.3 | | 303 333 | 1039 1060 | 8.0 8.7 | |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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 | 545 | 3 | 253 | 9 | 16 | 46 | 53 | 42 | 87 | 288 | 2 | 14 | 31 | 57 | 54 | 130 |
| (%) | 100 | 1 | 46 | 2 | 3 | 8 | 10 | 8 | 16 | 53 | 3 | 6 | 10 | 10 | 24 | 24 |
| Rating | 1.3 | .1 | 1.5 | .4 | .5 | 1.2 | 1.7 | 2.0 | 3.4 | 1.5 | .1 | .4 | .8 | 1.7 | 2.3 | 3.2 |
| Share | 7.8 | .7 | 7.9 | 2.4 | 2.3 | 6.5 | 9.3 | 10.8 | 18.9 | 8.5 | .6 | 2.2 | 4.6 | 9.0 | 12.5 | 18.8 |
| WBEB-FM | 444 | 9 | 120 | 7 | 21 | 21 | 32 | 28 | 10 | 315 | 32 | 53 | 80 | 91 | 44 | 15 |
| (%) | 100 | 2 | 27 | 2 | 5 | 5 | 7 | 6 | 2 | 71 | 7 | 12 | 18 | 20 | 10 | 3 |
| Rating | 1.1 | .2 | .7 | .3 | .6 | .5 | 1.0 | 1.3 | .4 | 1.6 | 1.5 | 1.5 | 2.0 | 2.7 | 1.8 | .4 |
| Share | 6.3 | 2.2 | 3.7 | 1.8 | 3.0 | 3.0 | 5.6 | 7.2 | 2.2 | 9.2 | 10.0 | 8.2 | 11.7 | 14.3 | 10.2 | 2.2 |
| WDAS-AM | 76 | 2 | 10 | 1 | 1 | 3 | 4 | 1 | 1 | 64 | 2 | 13 | 12 | 18 | 9 | 11 |
| (%) | 100 | 2 | 13 | 1 | 2 | 4 | 5 | 1 | 1 | 85 | 2 | 17 | 15 | 24 | 11 | 14 |
| Rating | .2 | .1 | .1 | .1 | .1 | .1 | .1 | .1 | .3 | .3 | .1 | .4 | .3 | .5 | .4 | .3 |
| Share | 1.1 | .5 | .3 | .3 | .1 | .4 | .7 | .2 | 1.9 | .6 | 2.0 | 1.8 | 2.8 | 2.1 | 1.6 | 1.6 |
| WDAS-FM | 410 | 7 | 172 | 9 | 59 | 53 | 31 | 15 | 5 | 231 | 15 | 56 | 81 | 58 | 16 | 3 |
| (%) | 100 | 2 | 42 | 2 | 14 | 13 | 8 | 4 | 1 | 56 | 4 | 14 | 20 | 14 | 4 | 1 |
| Rating | 1.0 | .2 | 1.0 | .4 | 1.7 | 1.4 | 1.0 | .7 | .2 | 1.2 | .7 | 1.6 | 2.0 | 1.7 | .7 | .1 |
| Share | 5.8 | 1.7 | 5.4 | 2.4 | 8.4 | 7.5 | 5.5 | 3.8 | 1.1 | 6.8 | 4.7 | 8.7 | 11.9 | 9.1 | 3.7 | .4 |
| WFIL-AM | 24 | | 9 | | 1 | 5 | 2 | | 1 | 15 | | 1 | 1 | 2 | 3 | 8 |
| (%) | 100 | | 38 | | 5 | 21 | 7 | | 4 | 62 | | 3 | 5 | 10 | 12 | 32 |
| Rating | .1 | | .1 | | .1 | .1 | .1 | | .1 | .1 | | .2 | .1 | .1 | .1 | .2 |
| Share | .3 | | .3 | | .1 | .7 | .4 | | .2 | .4 | | .2 | .1 | .3 | .7 | 1.2 |
| WHAT-AM | 109 | | 56 | | 4 | 9 | 9 | | 33 | 54 | | 1 | 7 | 2 | 14 | 31 |
| (%) | 100 | | 51 | | 4 | 8 | 9 | | 30 | 49 | | 1 | 6 | 2 | 12 | 28 |
| Rating | .3 | | .3 | | .1 | .3 | .4 | | 1.3 | .3 | | .2 | .1 | .6 | .8 | .8 |
| Share | 1.6 | | 1.7 | | .6 | 1.6 | 2.3 | | 7.2 | 1.6 | | .2 | 1.0 | .3 | 3.2 | 4.5 |
| WIOQ-FM | 263 | 64 | 74 | 28 | 19 | 12 | 13 | 3 | | 125 | 38 | 43 | 25 | 16 | 2 | 1 |
| (%) | 100 | 24 | 28 | 11 | 7 | 5 | 5 | 1 | | 47 | 14 | 16 | 10 | 6 | 1 | 1 |
| Rating | .6 | 1.7 | .4 | 1.3 | .5 | .3 | .4 | .1 | | .6 | 1.8 | 1.2 | .6 | .5 | .1 | .1 |
| Share | 3.7 | 15.6 | 2.3 | 7.3 | 2.7 | 1.7 | 2.3 | .8 | | 3.7 | 11.9 | 6.7 | 3.7 | 2.5 | .5 | .1 |
| WIP -AM | 248 | 3 | 219 | 14 | 52 | 56 | 56 | 21 | 20 | 26 | | 3 | 3 | 7 | 4 | 8 |
| (%) | 100 | 1 | 88 | 6 | 21 | 22 | 23 | 9 | 8 | 10 | | 1 | 1 | 3 | 2 | 3 |
| Rating | .6 | .1 | 1.3 | .7 | 1.5 | 1.5 | 1.8 | 1.0 | .8 | .1 | | .1 | .1 | .2 | .2 | .2 |
| Share | 3.5 | .7 | 6.8 | 3.7 | 7.4 | 8.0 | 9.9 | 5.4 | 4.3 | .8 | | .5 | .4 | 1.1 | .9 | 1.2 |
| WJJZ-FM | 342 | 7 | 136 | 2 | 17 | 39 | 25 | 38 | 14 | 200 | 7 | 25 | 43 | 60 | 33 | 31 |
| (%) | 100 | 2 | 40 | | 5 | 11 | 7 | 11 | 4 | 58 | 2 | 7 | 13 | 18 | 10 | 9 |
| Rating | .8 | .2 | .8 | .1 | .5 | 1.0 | .8 | 1.8 | .5 | 1.0 | .3 | .7 | 1.1 | 1.8 | 1.4 | .8 |
| Share | 4.9 | 1.7 | 4.2 | .5 | 2.4 | 5.5 | 4.4 | 9.7 | 3.0 | 5.9 | 2.2 | 3.9 | 6.3 | 9.4 | 7.6 | 4.5 |
| WMGK-FM | 227 | 4 | 128 | 10 | 25 | 57 | 34 | 1 | | 96 | 8 | 25 | 44 | 12 | 2 | 6 |
| (%) | 100 | 2 | 56 | 5 | 11 | 25 | 15 | 1 | | 42 | 3 | 11 | 19 | 5 | 1 | 3 |
| Rating | .6 | .1 | .7 | .5 | .7 | 1.5 | 1.1 | | | .5 | .4 | .7 | 1.1 | .4 | .1 | .1 |
| Share | 3.2 | 1.0 | 4.0 | 2.6 | 3.6 | 8.1 | 6.0 | .3 | | 2.8 | 2.5 | 3.9 | 6.5 | 1.9 | .5 | .9 |
| WMMR-FM | 209 | 5 | 153 | 21 | 52 | 56 | 22 | 1 | | 51 | 9 | 14 | 23 | 4 | 1 | |
| (%) | 100 | 3 | 73 | 10 | 25 | 27 | 11 | 1 | | 24 | 4 | 7 | 11 | 2 | | |
| Rating | .5 | .1 | .9 | 1.0 | 1.5 | 1.5 | .7 | | | .3 | .4 | .4 | .6 | .1 | | |
| Share | 3.0 | 1.2 | 4.8 | 5.5 | 7.4 | 8.0 | 3.9 | .3 | | 1.5 | 2.8 | 2.2 | 3.4 | .6 | | .2 |
| *WNAP-AM | 29 | | 7 | | 1 | 2 | | 2 | 1 | 23 | | 4 | 1 | 6 | 7 | 4 |
| (%) | 100 | | 22 | | 4 | 6 | 1 | 6 | 5 | 77 | | 15 | 3 | 21 | 24 | 14 |
| Rating | .1 | | .1 | | .1 | .1 | .1 | .1 | .1 | .1 | | .1 | .2 | .3 | .1 | .1 |
| Share | .4 | | .2 | | .1 | .3 | .5 | .2 | .7 | .7 | | .6 | .1 | .9 | 1.6 | .6 |
| WOGL-FM | 331 | 4 | 171 | 15 | 18 | 23 | 50 | 52 | 12 | 155 | 3 | 12 | 33 | 63 | 27 | 18 |
| (%) | 100 | 1 | 52 | 5 | 5 | 7 | 15 | 16 | 4 | 47 | 1 | 3 | 10 | 19 | 8 | 6 |
| Rating | .8 | .1 | 1.0 | .7 | .5 | .6 | 1.6 | 2.4 | .5 | .8 | .1 | .3 | .8 | 1.8 | 1.1 | .4 |
| Share | 4.7 | 1.0 | 5.3 | 3.9 | 2.6 | 3.3 | 8.8 | 13.3 | 2.6 | 4.6 | .9 | 1.9 | 4.8 | 9.9 | 6.3 | 2.6 |
| WPEN-AM | 251 | | 108 | 1 | 2 | 6 | 3 | 16 | 80 | 142 | | 2 | 1 | 15 | 30 | 95 |
| (%) | 100 | | 43 | 1 | 2 | 2 | 1 | 6 | 32 | 57 | | 1 | 1 | 6 | 12 | 38 |
| Rating | .6 | | .6 | | .1 | .2 | .1 | .8 | 3.1 | .7 | | .1 | .4 | 1.3 | 2.4 | 2.4 |
| Share | 3.6 | | 3.4 | .3 | .3 | .9 | .5 | 4.1 | 17.4 | 4.2 | | .3 | .1 | 2.4 | 6.9 | 13.7 |

* 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 | 11790 | 262 | 5799 | 227 | 643 | 1440 | 1305 | 970 | 1214 | 5729 | 190 | 623 | 1057 | 1255 | 952 | 1653 |
| (%) | 100 | 2 | 49 | 2 | 5 | 12 | 11 | 8 | 10 | 49 | 2 | 5 | 9 | 11 | 8 | 14 |
| Rating | 29.0 | 6.9 | 33.4 | 10.7 | 18.3 | 37.6 | 41.5 | 45.6 | 47.0 | 29.3 | 8.9 | 17.6 | 26.1 | 36.8 | 40.0 | 41.3 |
| WBEB-FM | 6502 | 472 | 1978 | 104 | 334 | 443 | 505 | 391 | 201 | 4052 | 467 | 645 | 1146 | 985 | 498 | 311 |
| (%) | 100 | 7 | 30 | 2 | 5 | 7 | 8 | 6 | 3 | 62 | 7 | 10 | 18 | 15 | 8 | 5 |
| Rating | 16.0 | 12.4 | 11.4 | 4.9 | 9.5 | 11.6 | 16.0 | 18.4 | 7.8 | 20.8 | 21.9 | 18.2 | 28.3 | 28.9 | 20.9 | 7.8 |
| WDAS-AM | 1099 | 84 | 252 | 6 | 69 | 28 | 85 | 33 | 31 | 763 | 50 | 120 | 156 | 125 | 104 | 208 |
| (%) | 100 | 8 | 23 | 1 | 6 | 3 | 8 | 3 | 3 | 69 | 5 | 11 | 14 | 11 | 9 | 19 |
| Rating | 2.7 | 2.2 | 1.5 | .3 | 2.0 | .7 | 2.7 | 1.6 | 1.2 | 3.9 | 2.3 | 3.4 | 3.9 | 3.7 | 4.4 | 5.2 |
| WDAS-FM | 4122 | 233 | 1623 | 165 | 470 | 434 | 319 | 153 | 82 | 2266 | 312 | 514 | 675 | 516 | 163 | 86 |
| (%) | 100 | 6 | 39 | 4 | 11 | 11 | 8 | 4 | 2 | 55 | 8 | 12 | 16 | 13 | 4 | 2 |
| Rating | 10.1 | 6.1 | 9.4 | 7.7 | 13.4 | 11.3 | 10.1 | 7.2 | 3.2 | 11.6 | 14.6 | 14.5 | 16.7 | 15.1 | 6.9 | 2.1 |
| WFIL-AM | 592 | | 216 | 9 | 33 | 75 | 46 | 10 | 43 | 376 | | 34 | 55 | 74 | 49 | 164 |
| (%) | 100 | | 36 | 2 | 5 | 13 | 8 | 2 | 7 | 64 | | 6 | 9 | 13 | 8 | 28 |
| Rating | 1.5 | | 1.2 | .4 | .9 | 2.0 | 1.5 | .5 | 1.7 | 1.9 | | 1.0 | 1.4 | 2.2 | 2.1 | 4.1 |
| WHAT-AM | 981 | | 379 | | 13 | 37 | 90 | 69 | 169 | 602 | 13 | 44 | 74 | 82 | 165 | 223 |
| (%) | 100 | | 39 | | 1 | 4 | 9 | 7 | 17 | 61 | 1 | 4 | 8 | 8 | 17 | 23 |
| Rating | 2.4 | | 2.2 | | .4 | 1.0 | 2.9 | 3.2 | 6.5 | 3.1 | .6 | 1.2 | 1.8 | 2.4 | 6.9 | 5.6 |
| WIOQ-FM | 6064 | 1434 | 1734 | 475 | 550 | 423 | 222 | 42 | 22 | 2896 | 878 | 876 | 662 | 339 | 107 | 33 |
| (%) | 100 | 24 | 29 | 8 | 9 | 7 | 4 | 1 | | 48 | 14 | 14 | 11 | 6 | 2 | 1 |
| Rating | 14.9 | 37.7 | 10.0 | 22.3 | 15.6 | 11.0 | 7.1 | 2.0 | .9 | 14.8 | 41.2 | 24.7 | 16.3 | 9.9 | 4.5 | .8 |
| WIP -AM | 4520 | 199 | 3519 | 267 | 897 | 882 | 805 | 373 | 294 | 802 | 19 | 142 | 145 | 222 | 90 | 185 |
| (%) | 100 | 4 | 78 | 6 | 20 | 20 | 18 | 8 | 6 | 18 | | 3 | 3 | 5 | 2 | 4 |
| Rating | 11.1 | 5.2 | 20.3 | 12.5 | 25.5 | 23.0 | 25.6 | 17.5 | 11.4 | 4.1 | .9 | 4.0 | 3.6 | 6.5 | 3.8 | 4.6 |
| WJJZ-FM | 4504 | 161 | 1807 | 39 | 311 | 498 | 422 | 358 | 180 | 2536 | 104 | 459 | 645 | 652 | 351 | 325 |
| (%) | 100 | 4 | 40 | 1 | 7 | 11 | 9 | 8 | 4 | 56 | 2 | 10 | 14 | 14 | 8 | 7 |
| Rating | 11.1 | 4.2 | 10.4 | 1.8 | 8.8 | 13.0 | 13.4 | 16.8 | 7.0 | 13.0 | 4.9 | 13.0 | 15.9 | 19.1 | 14.8 | 8.1 |
| WMGK-FM | 4638 | 216 | 2143 | 241 | 590 | 772 | 491 | 31 | 18 | 2278 | 295 | 680 | 828 | 333 | 71 | 72 |
| (%) | 100 | 5 | 46 | 5 | 13 | 17 | 11 | 1 | | 49 | 6 | 15 | 18 | 7 | 2 | 2 |
| Rating | 11.4 | 5.7 | 12.4 | 11.3 | 16.8 | 20.2 | 15.6 | 1.5 | .7 | 11.7 | 13.8 | 19.2 | 20.4 | 9.8 | 3.0 | 1.8 |
| WMMR-FM | 4260 | 300 | 2428 | 466 | 858 | 738 | 306 | 30 | 30 | 1531 | 312 | 473 | 543 | 167 | 29 | 7 |
| (%) | 100 | 7 | 57 | 11 | 20 | 17 | 7 | 1 | 1 | 36 | 7 | 11 | 13 | 4 | 1 | |
| Rating | 10.5 | 7.9 | 14.0 | 21.9 | 24.4 | 19.3 | 9.7 | 1.4 | 1.2 | 7.8 | 14.6 | 13.3 | 13.4 | 4.9 | 1.2 | .2 |
| *WNAP-AM | 328 | 7 | 86 | 4 | 35 | 13 | 5 | 8 | 21 | 234 | 3 | 56 | 28 | 45 | 58 | 45 |
| (%) | 100 | 2 | 26 | 1 | 11 | 4 | 1 | 3 | 6 | 72 | 1 | 17 | 8 | 14 | 18 | 14 |
| Rating | .8 | .2 | .5 | .2 | 1.0 | .3 | .2 | .4 | .8 | 1.2 | .1 | 1.6 | .7 | 1.3 | 2.4 | 1.1 |
| WOGL-FM | 5580 | 193 | 2468 | 111 | 359 | 443 | 843 | 529 | 184 | 2918 | 141 | 321 | 714 | 1006 | 515 | 221 |
| (%) | 100 | 3 | 44 | 2 | 6 | 8 | 15 | 9 | 3 | 52 | 3 | 6 | 13 | 18 | 9 | 4 |
| Rating | 13.7 | 5.1 | 14.2 | 5.2 | 10.2 | 11.6 | 26.8 | 24.9 | 7.1 | 14.9 | 6.6 | 9.1 | 17.6 | 29.5 | 21.6 | 5.5 |
| WPEN-AM | 2915 | 12 | 1188 | 9 | 52 | 109 | 82 | 178 | 758 | 1714 | | 29 | 63 | 170 | 272 | 1181 |
| (%) | 100 | | 41 | | 2 | 4 | 3 | 6 | 26 | 59 | | 1 | 2 | 6 | 9 | 41 |
| Rating | 7.2 | .3 | 6.9 | .4 | 1.5 | 2.8 | 2.6 | 8.4 | 29.3 | 8.8 | | .8 | 1.6 | 5.0 | 11.4 | 29.5 |

Listener Composition

* Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call letters - see Page 13. & Both of the previous footnotes apply.

Listener AQH Composition

| Monday-Sunday 6AM-MID | | | | | | | | | | | | | | | | |
|-----------------------|----------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|
| AQH Persons (00) | | | | | | | | | | | | | | | | |
| | Persons 12+ | Teens 12-17 | Men 18+ | Men 18-24 | Men 25-34 | Men 35-44 | Men 45-54 | Men 55-64 | Men 65+ | Women 18+ | Women 18-24 | Women 25-34 | Women 35-44 | Women 45-54 | Women 55-64 | Women 65+ |
| WPHI-FM | 210 | 63 | 75 | 36 | 26 | 8 | 4 | | | 73 | 36 | 22 | 4 | 7 | 4 | |
| (%) | 100 | 30 | 36 | 17 | 12 | 4 | 2 | | | 35 | 17 | 11 | 2 | 3 | 2 | |
| Rating | .5 | 1.7 | .4 | 1.7 | .7 | .2 | .1 | | | .4 | 1.7 | .6 | .1 | .2 | .2 | |
| Share | 3.0 | 15.3 | 2.3 | 9.4 | 3.7 | 1.1 | .7 | | | 2.1 | 11.3 | 3.4 | .6 | 1.1 | .9 | |
| WPHT-AM | 76 | | 51 | 1 | 5 | 10 | 12 | 11 | 11 | 25 | | 1 | 3 | 2 | 5 | 13 |
| (%) | 100 | | 67 | 2 | 7 | 13 | 16 | 15 | 14 | 33 | | 2 | 4 | 3 | 7 | 17 |
| Rating | .2 | | .3 | | .1 | .3 | .4 | .5 | .4 | .1 | | | .1 | .1 | .2 | .3 |
| Share | 1.1 | | 1.6 | .3 | .7 | 1.4 | 2.1 | 2.8 | 2.4 | .7 | | .2 | .4 | .3 | 1.2 | 1.9 |
| WPLY-FM | 176 | 30 | 80 | 23 | 38 | 12 | 2 | 5 | | 65 | 24 | 22 | 11 | 5 | 3 | |
| (%) | 100 | 17 | 45 | 13 | 22 | 7 | 1 | 3 | | 37 | 14 | 13 | 6 | 3 | 2 | |
| Rating | .4 | .8 | .5 | 1.1 | 1.1 | .3 | .1 | .2 | | .3 | 1.1 | .6 | .3 | .1 | .1 | |
| Share | 2.5 | 7.3 | 2.5 | 6.0 | 5.4 | 1.7 | .4 | 1.3 | | 1.9 | 7.5 | 3.4 | 1.6 | .8 | .7 | |
| WSSJ-AM | 26 | | 8 | | | 1 | 1 | | 6 | 18 | 1 | 3 | 3 | 3 | 8 | |
| (%) | 100 | | 32 | | 1 | 4 | 4 | | 22 | 68 | 3 | 11 | 10 | 12 | 32 | |
| Rating | .1 | | | | | | | | .2 | .1 | | .1 | .1 | .1 | .3 | |
| Share | .4 | | .2 | | | .1 | .2 | | 1.3 | .5 | .3 | .5 | .4 | .5 | 1.9 | |
| WURD-AM | 24 | 1 | 8 | 3 | 3 | 1 | | | 1 | 15 | 1 | 6 | 1 | 8 | | 1 |
| (%) | 100 | 3 | 33 | 10 | 14 | 3 | | 1 | 4 | 64 | 2 | 23 | 4 | 31 | | 5 |
| Rating | .1 | | | .1 | .1 | | | | | .1 | | .2 | | .2 | | |
| Share | .3 | .2 | .2 | .8 | .4 | .1 | | | .2 | .4 | .3 | .9 | .1 | 1.3 | | .1 |
| WUSL-FM | 353 | 92 | 127 | 52 | 53 | 15 | 5 | 1 | 1 | 134 | 37 | 44 | 32 | 11 | 7 | 2 |
| (%) | 100 | 26 | 36 | 15 | 15 | 4 | 1 | | | 38 | 11 | 13 | 9 | 3 | 2 | 1 |
| Rating | .9 | 2.4 | .7 | 2.4 | 1.5 | .4 | .2 | | | .7 | 1.7 | 1.2 | .8 | .3 | .3 | |
| Share | 5.0 | 22.4 | 4.0 | 13.6 | 7.6 | 2.1 | .9 | .3 | .2 | 3.9 | 11.6 | 6.8 | 4.7 | 1.7 | 1.6 | .3 |
| *WWDB-AM | 43 | | 17 | | | 1 | 3 | 1 | 12 | 26 | | | 1 | 1 | 1 | 23 |
| (%) | 100 | | 41 | | | 3 | 7 | 3 | 28 | 59 | | 1 | 1 | 3 | 1 | 53 |
| Rating | .1 | | .1 | | | | .1 | | .5 | .1 | | | | | | .6 |
| Share | .6 | | .5 | | | .1 | .5 | .3 | 2.6 | .8 | | | .1 | .2 | .2 | 3.3 |
| WWDB-FM | 326 | 1 | 128 | 3 | 9 | 20 | 30 | 23 | 42 | 197 | 1 | 10 | 27 | 20 | 32 | 108 |
| (%) | 100 | | 39 | 1 | 3 | 6 | 9 | 7 | 13 | 61 | | 3 | 8 | 6 | 10 | 33 |
| Rating | .8 | | .7 | .1 | .3 | .5 | 1.0 | 1.1 | 1.6 | 1.0 | | .3 | .7 | .6 | 1.3 | 2.7 |
| Share | 4.6 | .2 | 4.0 | .8 | 1.3 | 2.8 | 5.3 | 5.9 | 9.1 | 5.8 | .3 | 1.6 | 4.0 | 3.1 | 7.4 | 15.6 |
| WWJZ-AM | 26 | | 13 | | | | | 2 | 11 | 13 | | | | 2 | 1 | 10 |
| (%) | 100 | | 51 | | | 1 | | 9 | 42 | 49 | | | | 9 | 2 | 37 |
| Rating | .1 | | .1 | | | | | .1 | .4 | .1 | | | | .1 | .2 | .2 |
| Share | .4 | | .4 | | | | | .5 | 2.4 | .4 | | | | .3 | .2 | 1.4 |
| WXTU-FM | 241 | 7 | 107 | 7 | 25 | 25 | 18 | 21 | 10 | 128 | 7 | 22 | 24 | 24 | 21 | 30 |
| (%) | 100 | 3 | 44 | 3 | 11 | 10 | 8 | 9 | 4 | 53 | 3 | 9 | 10 | 10 | 9 | 12 |
| Rating | .6 | .2 | .6 | .3 | .7 | .7 | .6 | 1.0 | .4 | .7 | .3 | .6 | .6 | .7 | .9 | .7 |
| Share | 3.4 | 1.7 | 3.3 | 1.8 | 3.6 | 3.6 | 3.2 | 5.4 | 2.2 | 3.8 | 2.2 | 3.4 | 3.5 | 3.8 | 4.9 | 4.3 |
| WXXM-FM | 157 | 16 | 65 | 21 | 29 | 11 | 4 | 1 | | 76 | 16 | 38 | 14 | 6 | 1 | |
| (%) | 100 | 10 | 41 | 13 | 18 | 7 | 2 | 1 | | 48 | 10 | 24 | 9 | 4 | 1 | |
| Rating | .4 | .4 | .4 | 1.0 | .8 | .3 | .1 | | | .4 | .8 | 1.1 | .3 | .2 | | |
| Share | 2.2 | 3.9 | 2.0 | 5.5 | 4.1 | 1.6 | .7 | .3 | | 2.2 | 5.0 | 5.9 | 2.1 | .9 | .2 | |
| WYSP-FM | 412 | 23 | 305 | 83 | 123 | 67 | 31 | 1 | | 84 | 15 | 42 | 18 | 7 | 1 | 2 |
| (%) | 100 | 6 | 74 | 20 | 30 | 16 | 7 | | | 20 | 4 | 10 | 4 | 2 | | |
| Rating | 1.0 | .6 | 1.8 | 3.9 | 3.5 | 1.7 | 1.0 | | | .4 | .7 | 1.2 | .4 | .2 | | |
| Share | 5.9 | 5.6 | 9.5 | 21.8 | 17.5 | 9.5 | 5.5 | .3 | | 2.5 | 4.7 | 6.5 | 2.6 | 1.1 | .2 | .3 |
| WYXR-FM | 221 | 14 | 54 | 7 | 21 | 13 | 11 | 1 | 3 | 152 | 23 | 55 | 49 | 19 | 5 | 2 |
| (%) | 100 | 6 | 25 | 3 | 9 | 6 | 5 | | 1 | 69 | 10 | 25 | 22 | 8 | 2 | 1 |
| Rating | .5 | .4 | .3 | .3 | .6 | .3 | .3 | | .1 | .8 | 1.1 | 1.6 | 1.2 | .6 | .2 | .1 |
| Share | 3.1 | 3.4 | 1.7 | 1.8 | 3.0 | 1.8 | 1.9 | .3 | .7 | 4.5 | 7.2 | 8.5 | 7.2 | 3.0 | 1.2 | .3 |
| WBYN-FM | 22 | | 7 | | | 4 | 1 | 1 | | 15 | | | 1 | 5 | 5 | 4 |
| (%) | 100 | | 32 | | | 19 | 6 | 6 | | 68 | | | 6 | 22 | 22 | 17 |
| Rating | .1 | | | | | .1 | | | | .1 | | | | .1 | .2 | .1 |
| Share | .3 | | .2 | | | .6 | .2 | .3 | | .4 | | | .1 | .8 | 1.2 | .6 |

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

| | Persons 12+ | Teens 12-17 | Men 18+ | Men 18-24 | Men 25-34 | Men 35-44 | Men 45-54 | Men 55-64 | Men 65+ | Women 18+ | Women 18-24 | Women 25-34 | Women 35-44 | Women 45-54 | Women 55-64 | Women 65+ |
|-----------------|----------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|
| WPHI-FM | 4064 | 1379 | 1248 | 569 | 437 | 145 | 62 | 15 | 20 | 1437 | 653 | 385 | 179 | 182 | 37 | |
| (%) | 100 | 34 | 31 | 14 | 11 | 4 | 2 | | | 35 | 16 | 9 | 4 | 4 | 1 | |
| Rating | 10.0 | 36.3 | 7.2 | 26.7 | 12.4 | 3.8 | 2.0 | .7 | .8 | 7.4 | 30.6 | 10.9 | 4.4 | 5.3 | 1.6 | |
| WPHT-AM | 1745 | 9 | 1121 | 10 | 150 | 240 | 201 | 296 | 224 | 615 | | 45 | 75 | 89 | 148 | 257 |
| (%) | 100 | 1 | 64 | 1 | 9 | 14 | 12 | 17 | 13 | 35 | | 3 | 4 | 5 | 8 | 15 |
| Rating | 4.3 | .2 | 6.5 | .5 | 4.3 | 6.3 | 6.4 | 13.9 | 8.7 | 3.2 | | 1.3 | 1.9 | 2.6 | 6.2 | 6.4 |
| WPLY-FM | 4490 | 991 | 1569 | 496 | 733 | 202 | 104 | 33 | | 1930 | 613 | 716 | 356 | 180 | 44 | 21 |
| (%) | 100 | 22 | 35 | 11 | 16 | 5 | 2 | 1 | | .43 | 14 | 16 | 8 | 4 | 1 | |
| Rating | 11.0 | 26.1 | 9.0 | 23.3 | 20.8 | 5.3 | 3.3 | 1.6 | | 9.9 | 28.7 | 20.2 | 8.8 | 5.3 | 1.8 | .5 |
| WSSJ-AM | 205 | 5 | 95 | 9 | 21 | 10 | 24 | | 31 | 105 | 13 | 25 | 17 | 19 | 32 | |
| (%) | 100 | 2 | 46 | 4 | 10 | 5 | 12 | | 15 | 51 | 6 | 12 | 8 | 9 | 16 | |
| Rating | .5 | .1 | .5 | .4 | .6 | .3 | .8 | | 1.2 | .5 | .6 | .7 | .4 | .6 | 1.3 | |
| WURD-AM | 242 | 35 | 77 | 9 | 28 | 20 | | 4 | 17 | 130 | 8 | 49 | 5 | 48 | | 19 |
| (%) | 100 | 14 | 32 | 4 | 12 | 8 | | 2 | 7 | 54 | 3 | 20 | 2 | 20 | | 8 |
| Rating | .6 | .9 | .4 | .4 | .8 | .5 | | .2 | .7 | .7 | .4 | 1.4 | .1 | 1.4 | | .5 |
| WUSL-FM | 5657 | 1618 | 1820 | 679 | 647 | 281 | 110 | 46 | 58 | 2219 | 741 | 606 | 432 | 256 | 114 | 70 |
| (%) | 100 | 29 | 32 | 12 | 11 | 5 | 2 | 1 | 1 | 39 | 13 | 11 | 8 | 5 | 2 | 1 |
| Rating | 13.9 | 42.6 | 10.5 | 31.9 | 18.4 | 7.3 | 3.5 | 2.2 | 2.2 | 11.4 | 34.7 | 17.1 | 10.7 | 7.5 | 4.8 | 1.7 |
| *WVDB-AM | 607 | | 232 | | | 34 | 43 | 50 | 106 | 375 | 6 | | 23 | 22 | 36 | 287 |
| (%) | 100 | | 38 | | | 6 | 7 | 8 | 17 | 62 | 1 | | 4 | 4 | 6 | 47 |
| Rating | 1.5 | | 1.3 | | | .9 | 1.4 | 2.4 | 4.1 | 1.9 | .3 | | .6 | .6 | 1.5 | 7.2 |
| WVDB-FM | 4310 | 21 | 2036 | 40 | 198 | 444 | 362 | 356 | 635 | 2254 | 43 | 189 | 358 | 288 | 384 | 991 |
| (%) | 100 | | 47 | 1 | 5 | 10 | 8 | 8 | 15 | 52 | 1 | 4 | 8 | 7 | 9 | 23 |
| Rating | 10.6 | .6 | 11.7 | 1.9 | 5.6 | 11.6 | 11.5 | 16.7 | 24.6 | 11.5 | 2.0 | 5.3 | 8.8 | 8.4 | 16.1 | 24.7 |
| WVJZ-AM | 524 | | 220 | | | 8 | | 33 | 179 | 304 | | 5 | 7 | 57 | 37 | 199 |
| (%) | 100 | | 42 | | | 2 | | 6 | 34 | 58 | | 1 | 1 | 11 | 7 | 38 |
| Rating | 1.3 | | 1.3 | | | .2 | | 1.6 | 6.9 | 1.6 | | .1 | .2 | 1.7 | 1.6 | 5.0 |
| WXTU-FM | 3265 | 120 | 1454 | 121 | 279 | 272 | 348 | 275 | 159 | 1690 | 123 | 299 | 313 | 318 | 321 | 316 |
| (%) | 100 | 4 | 45 | 4 | 9 | 8 | 11 | 8 | 5 | 52 | 4 | 9 | 10 | 10 | 10 | 10 |
| Rating | 8.0 | 3.2 | 8.4 | 5.7 | 7.9 | 7.1 | 11.1 | 12.9 | 6.2 | 8.7 | 5.8 | 8.4 | 7.7 | 9.3 | 13.5 | 7.9 |
| WXXM-FM | 4427 | 744 | 1590 | 381 | 685 | 321 | 160 | 43 | | 2093 | 580 | 797 | 441 | 213 | 35 | 29 |
| (%) | 100 | 17 | 36 | 9 | 15 | 7 | 4 | 1 | | 47 | 13 | 18 | 10 | 5 | 1 | 1 |
| Rating | 10.9 | 19.6 | 9.2 | 17.9 | 19.5 | 8.4 | 5.1 | 2.0 | | 10.7 | 27.2 | 22.5 | 10.9 | 6.2 | 1.5 | .7 |
| WYSP-FM | 6416 | 539 | 3811 | 847 | 1488 | 973 | 423 | 69 | 10 | 2066 | 484 | 803 | 529 | 180 | 26 | 42 |
| (%) | 100 | 8 | 59 | 13 | 23 | 15 | 7 | 1 | | 32 | 8 | 13 | 8 | 3 | 1 | 1 |
| Rating | 15.8 | 14.2 | 22.0 | 39.7 | 42.3 | 25.4 | 13.4 | 3.2 | .4 | 10.6 | 22.7 | 22.7 | 13.1 | 5.3 | 1.1 | 1.0 |
| WYXR-FM | 4816 | 511 | 1374 | 149 | 537 | 359 | 235 | 62 | 32 | 2931 | 546 | 1083 | 740 | 358 | 141 | 63 |
| (%) | 100 | 11 | 29 | 3 | 11 | 7 | 5 | 1 | 1 | 61 | 11 | 22 | 15 | 7 | 3 | 1 |
| Rating | 11.8 | 13.5 | 7.9 | 7.0 | 15.3 | 9.4 | 7.5 | 2.9 | 1.2 | 15.0 | 25.6 | 30.6 | 18.3 | 10.5 | 5.9 | 1.6 |
| WBYN-FM | 433 | 9 | 145 | | | 51 | 42 | 24 | 28 | 279 | 22 | 8 | 37 | 62 | 77 | 74 |
| (%) | 100 | 2 | 33 | | | 12 | 10 | 6 | 6 | 65 | 5 | 2 | 9 | 14 | 18 | 17 |
| Rating | 1.1 | .2 | .8 | | | 1.3 | 1.3 | 1.1 | 1.1 | 1.4 | 1.0 | .2 | .9 | 1.8 | 3.2 | 1.8 |

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

| | Persons 12+ | Teens 12-17 | Men 18+ | Men 18-24 | Men 25-34 | Men 35-44 | Men 45-54 | Men 55-64 | Men 65+ | Women 18+ | Women 18-24 | Women 25-34 | Women 35-44 | Women 45-54 | Women 55-64 | Women 65+ |
|----------------|----------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|
| WJBR-FM | 40 | 1 | 15 | 1 | 3 | 1 | 5 | 4 | 2 | 24 | 1 | 8 | 4 | 7 | 3 | |
| (%) | 100 | 2 | 38 | 2 | 6 | 2 | 13 | 10 | 4 | 60 | 2 | 21 | 10 | 18 | 8 | 1 |
| Rating | .1 | | .1 | | .1 | | .2 | .2 | .1 | .1 | | .2 | .1 | .2 | .1 | |
| Share | .6 | .2 | .5 | .3 | .4 | .1 | .9 | 1.0 | .4 | .7 | .3 | 1.2 | .6 | 1.1 | .7 | |
| WKXW-FM | 78 | 1 | 33 | 1 | 4 | 8 | 5 | 10 | 5 | 44 | 1 | 7 | 7 | 7 | 9 | 12 |
| (%) | 100 | 1 | 42 | 1 | 5 | 11 | 6 | 13 | 6 | 56 | 1 | 10 | 10 | 9 | 12 | 16 |
| Rating | .2 | | .2 | | .1 | .2 | .2 | .5 | .2 | .2 | | .2 | .2 | .2 | .4 | .3 |
| Share | 1.1 | .2 | 1.0 | .3 | .6 | 1.1 | .9 | 2.6 | 1.1 | 1.3 | .3 | 1.1 | 1.0 | 1.1 | 2.1 | 1.7 |
| WNJO-FM | 64 | 1 | 32 | 1 | 1 | 6 | 8 | 8 | 8 | 32 | 3 | 5 | 5 | 9 | 6 | 4 |
| (%) | 100 | 1 | 50 | 2 | 1 | 10 | 12 | 13 | 12 | 50 | 4 | 7 | 8 | 15 | 10 | 6 |
| Rating | .2 | | .2 | | | .2 | .3 | .4 | .3 | .2 | .1 | .1 | .1 | .3 | .3 | .1 |
| Share | .9 | .2 | 1.0 | .3 | .1 | .9 | 1.4 | 2.1 | 1.7 | .9 | .9 | .8 | .7 | 1.4 | 1.4 | .6 |
| WPST-FM | 88 | 25 | 19 | 4 | 8 | 5 | 1 | | | 44 | 18 | 12 | 10 | 4 | | |
| (%) | 100 | 29 | 21 | 4 | 10 | 6 | 1 | | | 50 | 20 | 14 | 12 | 4 | | |
| Rating | .2 | .7 | .1 | .2 | .2 | .1 | | | | .2 | .8 | .3 | .2 | .1 | | |
| Share | 1.3 | 6.1 | .6 | 1.0 | 1.1 | .7 | .2 | | | 1.3 | 5.6 | 1.9 | 1.5 | .6 | | |
| WRDR-FM | 21 | | 11 | | | 1 | 2 | 2 | 5 | 10 | | 1 | 1 | 2 | 3 | 4 |
| (%) | 100 | 2 | 49 | | 1 | 7 | 9 | 11 | 22 | 49 | | 3 | 5 | 9 | 14 | 18 |
| Rating | .1 | | .1 | | | .1 | .1 | .2 | .1 | .1 | | .2 | .1 | .1 | .1 | .1 |
| Share | .3 | | .3 | | | .1 | .4 | .5 | 1.1 | .3 | | .2 | .1 | .3 | .7 | .6 |
| TOTALS | 7020 | 411 | 3203 | 381 | 701 | 703 | 568 | 390 | 460 | 3406 | 320 | 644 | 681 | 636 | 432 | 692 |
| (%) | 100 | 6 | 46 | 5 | 10 | 10 | 8 | 6 | 7 | 49 | 5 | 9 | 10 | 9 | 6 | 10 |
| Rating | 17.3 | 10.8 | 18.5 | 17.9 | 19.9 | 18.4 | 18.0 | 18.3 | 17.8 | 17.4 | 15.0 | 18.2 | 16.8 | 18.6 | 18.2 | 17.3 |

* 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+ |
|---------------|----------------|----------------|------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|----------------|----------------|----------------|----------------|----------------|--------------|
| WJBR-FM | 927 | 47 | 390 | 17 | 129 | 52 | 87 | 57 | 48 | 490 | 46 | 132 | 116 | 78 | 77 | 41 |
| (%) | 100 | 5 | 42 | 2 | 14 | 6 | 9 | 6 | 5 | 53 | 5 | 14 | 12 | 8 | 8 | 4 |
| Rating | 2.3 | 1.2 | 2.2 | .8 | 3.7 | 1.4 | 2.8 | 2.7 | 1.9 | 2.5 | 2.2 | 3.7 | 2.9 | 2.3 | 3.2 | 1.0 |
| WKXV-FM | 1536 | 54 | 620 | 43 | 155 | 142 | 88 | 115 | 77 | 862 | 70 | 182 | 188 | 123 | 141 | 157 |
| (%) | 100 | 3 | 40 | 3 | 10 | 9 | 6 | 7 | 5 | 56 | 5 | 12 | 12 | 8 | 9 | 10 |
| Rating | 3.8 | 1.4 | 3.6 | 2.0 | 4.4 | 3.7 | 2.8 | 5.4 | 3.0 | 4.4 | 3.3 | 5.1 | 4.6 | 3.6 | 5.9 | 3.9 |
| WNJO-FM | 1184 | 57 | 526 | 55 | 67 | 98 | 149 | 99 | 56 | 602 | 76 | 54 | 129 | 195 | 73 | 75 |
| (%) | 100 | 5 | 44 | 5 | 6 | 8 | 13 | 8 | 5 | 51 | 6 | 5 | 11 | 16 | 6 | 6 |
| Rating | 2.9 | 1.5 | 3.0 | 2.6 | 1.9 | 2.6 | 4.7 | 4.7 | 2.2 | 3.1 | 3.6 | 1.5 | 3.2 | 5.7 | 3.1 | 1.9 |
| WPST-FM | 3295 | 845 | 870 | 241 | 359 | 149 | 91 | 21 | 9 | 1581 | 469 | 526 | 346 | 203 | 19 | 18 |
| (%) | 100 | 26 | 26 | 7 | 11 | 5 | 3 | 1 | | 48 | 14 | 16 | 11 | 6 | 1 | 1 |
| Rating | 8.1 | 22.2 | 5.0 | 11.3 | 10.2 | 3.9 | 2.9 | 1.0 | .3 | 8.1 | 22.0 | 14.8 | 8.5 | 6.0 | .8 | .4 |
| WRDR-FM | 615 | 19 | 307 | | 9 | 28 | 55 | 128 | 86 | 289 | | 20 | 14 | 46 | 94 | 115 |
| (%) | 100 | 3 | 50 | | 2 | 5 | 9 | 21 | 14 | 47 | | 3 | 2 | 7 | 15 | 19 |
| Rating | 1.5 | .5 | 1.8 | | .3 | .7 | 1.7 | 6.0 | 3.3 | 1.5 | | .6 | .3 | 1.3 | 4.0 | 2.9 |
| TOTALS | 39162 | 3655 | 16698 | 2033 | 3440 | 3731 | 3084 | 1988 | 2423 | 18808 | 2052 | 3403 | 3972 | 3286 | 2292 | 3804 |
| (%) | 100 | 9 | 43 | 5 | 9 | 10 | 8 | 5 | 6 | 48 | 5 | 9 | 10 | 8 | 6 | 10 |
| Rating | 96.3 | 96.2 | 96.3 | 95.4 | 97.8 | 97.4 | 98.0 | 93.5 | 93.8 | 96.3 | 96.2 | 96.0 | 98.1 | 96.3 | 96.3 | 95.0 |

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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 (%) | 614 65 | 291 31 | 25 3 | 8 1 | 249 50 | 178 36 | 62 12 | 10 2 | 235 67 | 109 31 | 7 2 | 2 1 | 353 65 | 159 29 | 23 4 | 6 1 |
| WBEB-FM (%) | 141 26 | 129 24 | 258 48 | 6 1 | 117 15 | 110 14 | 528 69 | 11 1 | 139 40 | 112 32 | 85 24 | 12 3 | 124 28 | 95 22 | 209 48 | 7 2 |
| WDAS-AM (%) | 74 77 | 7 7 | 14 15 | 1 1 | 44 64 | 5 7 | 18 26 | 2 3 | 87 88 | 9 9 | | 2 2 | 59 79 | 6 8 | 8 11 | 1 1 |
| WDAS-FM (%) | 226 45 | 113 23 | 145 29 | 14 3 | 153 30 | 68 13 | 279 54 | 16 3 | 195 61 | 68 21 | 38 12 | 20 6 | 199 49 | 74 18 | 118 29 | 13 3 |
| WFIL-AM (%) | 26 70 | 10 27 | 1 2 | | 20 80 | 5 20 | | | 6 54 | 3 23 | 3 23 | | 18 75 | 5 21 | 1 3 | |
| WHAT-AM (%) | 107 84 | 10 8 | 10 7 | 1 1 | 135 82 | 19 11 | 10 6 | 2 1 | 86 80 | 14 13 | 1 1 | 7 6 | 91 84 | 11 10 | 5 5 | 2 2 |
| WIOQ-FM (%) | 65 26 | 107 42 | 77 30 | 5 2 | 68 21 | 70 21 | 184 56 | 7 2 | 60 37 | 76 46 | 23 14 | 5 3 | 57 29 | 69 35 | 68 34 | 5 2 |
| WIP -AM (%) | 97 27 | 209 59 | 47 13 | 4 1 | 96 27 | 146 41 | 117 33 | 2 1 | 73 42 | 78 45 | 19 11 | 2 1 | 80 33 | 118 48 | 45 18 | 2 1 |
| WJZ-FM (%) | 150 38 | 95 24 | 148 37 | 3 1 | 140 25 | 72 13 | 333 60 | 8 1 | 180 57 | 96 30 | 34 11 | 7 2 | 137 41 | 71 21 | 123 37 | 5 1 |
| WMGK-FM (%) | 37 14 | 105 39 | 126 47 | 3 1 | 42 10 | 71 17 | 298 72 | 2 1 | 81 37 | 98 45 | 32 15 | 7 3 | 39 18 | 73 32 | 109 49 | 3 1 |
| WMMR-FM (%) | 41 15 | 108 39 | 126 45 | 3 1 | 32 9 | 63 19 | 241 71 | 5 2 | 70 42 | 58 35 | 35 21 | 4 2 | 38 19 | 63 31 | 99 49 | 3 1 |
| WNAP-AM (%) | * 16 62 | 5 20 | 4 17 | 1 | 27 74 | 5 14 | 4 11 | | * 20 80 | 5 19 | | | * 21 72 | 5 17 | 3 10 | |
| VOGL-FM (%) | 90 23 | 139 35 | 157 40 | 8 2 | 88 17 | 97 19 | 310 61 | 13 2 | 191 53 | 116 32 | 47 13 | 7 2 | 99 30 | 94 29 | 126 39 | 7 2 |
| WPEN-AM (%) | 241 75 | 50 15 | 29 9 | 2 1 | 251 61 | 74 18 | 82 20 | 3 1 | 217 78 | 52 19 | 9 3 | 1 1 | 181 72 | 42 17 | 27 11 | 1 1 |
| WPHI-FM (%) | 67 41 | 50 30 | 39 24 | 9 6 | 63 37 | 45 26 | 52 30 | 12 7 | 74 53 | 40 28 | 17 12 | 10 7 | 70 48 | 39 26 | 29 20 | 9 6 |
| WPHT-AM (%) | 60 52 | 40 35 | 15 13 | | 47 45 | 23 22 | 35 33 | | 26 72 | 7 19 | 3 8 | | 44 57 | 20 26 | 13 17 | |
| WPLY-FM (%) | 34 17 | 87 44 | 71 36 | 5 3 | 23 10 | 37 17 | 157 71 | 5 2 | 40 30 | 61 44 | 31 23 | 4 3 | 28 20 | 52 36 | 61 42 | 4 3 |
| WSSJ-AM (%) | 22 80 | 5 20 | | | 25 95 | 1 5 | | | 53 99 | 1 1 | | | 24 91 | 2 9 | | |
| WURD-AM (%) | 22 69 | 3 9 | 7 21 | 1 | 17 50 | 2 5 | 16 46 | | 14 83 | 3 17 | | | 16 69 | 2 8 | 5 23 | 1 |
| WUSL-FM (%) | 137 43 | 79 25 | 89 28 | 11 4 | 84 28 | 60 20 | 143 48 | 12 4 | 140 56 | 66 27 | 38 15 | 4 2 | 125 48 | 58 22 | 70 27 | 9 3 |
| WWDB-AM (%) | * 30 84 | 4 11 | 2 5 | | 57 75 | 9 12 | 10 13 | | * 12 80 | 3 20 | | | * 34 79 | 5 12 | 4 10 | |
| WWDB-FM (%) | 210 65 | 80 25 | 33 10 | 2 1 | 283 51 | 133 24 | 137 25 | 5 1 | 209 76 | 55 20 | 10 4 | 2 1 | 214 66 | 67 21 | 42 13 | 2 1 |
| WWJZ-AM (%) | 18 72 | 6 23 | 1 5 | | 26 57 | 11 24 | 7 15 | 1 3 | 29 75 | 6 16 | 4 9 | | 18 69 | 6 21 | 2 9 | 1 |
| WXTU-FM (%) | 104 35 | 107 36 | 85 28 | 3 1 | 125 35 | 69 19 | 153 43 | 9 2 | 131 54 | 91 37 | 18 7 | 5 2 | 94 40 | 70 30 | 66 28 | 4 2 |

* Listener estimates adjusted for reported broadcast schedule.

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

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

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 |
| WXXM-FM (%) | 47 23 | 91 45 | 59 29 | 4 2 | 28 13 | 48 23 | 127 62 | 3 1 | 34 27 | 66 51 | 27 21 | 1 1 | 32 22 | 58 41 | 50 35 | 2 2 |
| WYSP-FM (%) | 206 27 | 286 37 | 266 34 | 17 2 | 61 13 | 100 21 | 308 64 | 12 3 | 47 31 | 56 36 | 41 26 | 11 7 | 94 24 | 126 32 | 156 40 | 12 3 |
| WYXR-FM (%) | 56 20 | 100 37 | 115 42 | 3 1 | 32 9 | 50 14 | 267 76 | 2 | 48 32 | 59 40 | 40 27 | 2 1 | 44 21 | 59 29 | 101 49 | 2 1 |
| WBYN-FM (%) | 17 56 | 12 40 | 1 4 | | 11 51 | 8 40 | 2 9 | | 17 68 | 8 32 | | | 13 59 | 8 37 | 1 4 | |
| WJBR-FM (%) | 16 31 | 10 20 | 25 49 | | 13 17 | 10 13 | 52 69 | | 15 53 | 14 47 | | | 12 30 | 8 21 | 19 48 | 1 |
| WKXW-FM (%) | 43 35 | 59 47 | 23 18 | | 32 25 | 44 34 | 51 40 | 1 1 | 24 62 | 13 33 | 1 3 | 1 2 | 27 35 | 32 42 | 18 23 | |
| WNJO-FM (%) | 19 28 | 19 29 | 30 44 | | 26 23 | 15 13 | 70 63 | 1 1 | 38 45 | 32 38 | 15 18 | | 20 31 | 17 27 | 27 42 | |
| WPST-FM (%) | 18 21 | 47 55 | 19 22 | 1 1 | 13 13 | 31 30 | 59 57 | | 12 22 | 40 72 | 3 6 | | 12 19 | 31 50 | 18 29 | 1 1 |
| WRDR-FM (%) | 6 23 | 15 62 | 2 9 | 2 6 | 8 22 | 16 42 | 14 36 | | 5 21 | 19 78 | | 1 | 5 22 | 13 59 | 3 16 | 2 |
| TOTALS (%) | 3559 40 | 2850 32 | 2318 26 | 125 1 | 2902 30 | 1969 20 | 4702 48 | 162 2 | 3053 55 | 1764 32 | 633 11 | 135 2 | 2838 43 | 1793 27 | 1865 28 | 113 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 '99 | 5:45 | 3:15 | 4:15 | 5:00 | 3:45 | 4:15 | 4:45 | 2:30 | 4:30 | 5:30 |
| FA '98 | 5:15 | 2:45 | 4:15 | 5:15 | 2:30 | 4:15 | 5:15 | 2:45 | 4:15 | 5:15 |
| SU '98 | 5:15 | 3:00 | 4:15 | 4:45 | 3:30 | 4:15 | 4:45 | 2:30 | 4:00 | 4:45 |
| SP '98 | 5:30 | 3:00 | 4:00 | 4:45 | 3:15 | 4:30 | 5:15 | 2:30 | 3:45 | 4:30 |
| 4-Book | 5:30 | 3:00 | 4:15 | 5:00 | 3:15 | 4:15 | 5:00 | 2:30 | 4:15 | 5:00 |
| WI '98 | 5:30 | 3:15 | 4:30 | 5:30 | 3:30 | 4:30 | 5:00 | 3:00 | 4:30 | 6:00 |
| WBEB-FM | | | | | | | | | | |
| WI '99 | 8:30 | 9:15 | 9:15 | 9:30 | 8:15 | 7:15 | 7:45 | 9:30 | 10:15 | 10:15 |
| FA '98 | 8:15 | 8:15 | 9:15 | 9:30 | 8:00 | 8:30 | 8:15 | 8:30 | 9:30 | 10:00 |
| SU '98 | 9:00 | 8:00 | 9:15 | 9:45 | 5:15 | 7:00 | 8:00 | 9:00 | 10:30 | 10:45 |
| SP '98 | 9:30 | 9:30 | 10:00 | 10:15 | 11:00 | 8:45 | 9:15 | 9:00 | 10:30 | 11:00 |
| 4-Book | 8:45 | 8:45 | 9:30 | 9:45 | 8:15 | 8:00 | 8:15 | 9:00 | 10:15 | 10:30 |
| WI '98 | 8:00 | 8:30 | 8:15 | 8:30 | 6:30 | 5:30 | 6:45 | 9:30 | 9:30 | 9:30 |
| WDAS-AM | | | | | | | | | | |
| WI '99 | 8:45 | 8:45 | 11:00 | 10:45 | 3:15 | 5:15 | 5:45 | 11:15 | 13:30 | 12:45 |
| FA '98 | 9:30 | 7:45 | 7:30 | 9:30 | 5:15 | 5:00 | 5:30 | 9:00 | 8:30 | 11:15 |
| SU '98 | 9:45 | 11:45 | 7:45 | 7:00 | 12:30 | 7:00 | 3:45 | 11:30 | 8:00 | 8:00 |
| SP '98 | 8:30 | 4:45 | 8:30 | 10:45 | 2:45 | 7:00 | 8:00 | 5:30 | 9:15 | 12:00 |
| 4-Book | 9:15 | 8:15 | 8:45 | 9:30 | 6:00 | 6:00 | 5:45 | 9:15 | 9:45 | 11:00 |
| WI '98 | 9:15 | 8:45 | 10:15 | 10:30 | 3:15 | 5:45 | 7:45 | 10:30 | 12:15 | 11:45 |
| WDAS-FM | | | | | | | | | | |
| WI '99 | 12:30 | 12:00 | 14:30 | 14:15 | 13:30 | 14:45 | 13:45 | 11:00 | 14:30 | 14:30 |
| FA '98 | 12:00 | 12:15 | 13:45 | 13:15 | 11:45 | 13:45 | 13:00 | 12:30 | 13:45 | 13:30 |
| SU '98 | 12:00 | 9:45 | 13:30 | 14:45 | 9:00 | 13:30 | 14:30 | 10:00 | 13:45 | 14:45 |
| SP '98 | 12:15 | 10:45 | 13:45 | 14:45 | 10:30 | 12:30 | 14:30 | 11:00 | 14:30 | 15:00 |
| 4-Book | 12:15 | 11:15 | 14:00 | 14:15 | 11:15 | 13:45 | 14:00 | 11:15 | 14:15 | 14:30 |
| WI '98 | 13:15 | 12:45 | 14:30 | 14:30 | 10:30 | 13:15 | 15:00 | 14:45 | 15:15 | 14:15 |
| WFIL-AM | | | | | | | | | | |
| WI '99 | 5:00 | 3:15 | 4:45 | 5:15 | 3:30 | 6:30 | 6:30 | 3:00 | 3:30 | 4:30 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 6:00 | 3:15 | 6:00 | 6:30 | 3:30 | 6:15 | 6:45 | 3:00 | 5:15 | 6:30 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WHAT-AM | | | | | | | | | | |
| WI '99 | 14:00 | 2:15 | 8:15 | 10:45 | 3:00 | 12:00 | 14:30 | 2:00 | 5:45 | 8:45 |
| FA '98 | 9:30 | 7:00 | 7:30 | 9:00 | 8:00 | 7:00 | 9:30 | 6:45 | 8:00 | 8:30 |
| SU '98 | 13:00 | 5:45 | 8:30 | 11:00 | 6:00 | 9:30 | 11:00 | 5:15 | 7:30 | 11:00 |
| SP '98 | 11:00 | 15:45 | 12:00 | 9:30 | 27:45 | 16:00 | 9:30 | 6:00 | 9:30 | 9:45 |
| 4-Book | 12:00 | 7:45 | 9:00 | 10:00 | 11:15 | 11:15 | 11:15 | 5:00 | 7:45 | 9:30 |
| WI '98 | 10:30 | 7:30 | 8:45 | 8:15 | 6:30 | 10:00 | 10:45 | 8:45 | 7:30 | 6:15 |
| W100-FM | | | | | | | | | | |
| WI '99 | 5:30 | 5:45 | 5:15 | 5:00 | 5:45 | 4:30 | 5:00 | 5:45 | 5:45 | 4:45 |
| FA '98 | 6:00 | 5:45 | 6:45 | 6:45 | 5:45 | 7:30 | 8:15 | 5:45 | 6:15 | 5:45 |
| SU '98 | 6:00 | 6:00 | 6:00 | 5:30 | 6:30 | 6:00 | 4:15 | 6:00 | 6:00 | 6:00 |
| SP '98 | 6:00 | 6:15 | 6:00 | 6:00 | 7:30 | 7:15 | 6:15 | 5:30 | 5:15 | 5:45 |
| 4-Book | 6:00 | 6:00 | 6:00 | 5:45 | 6:30 | 6:15 | 6:00 | 5:45 | 5:45 | 5:30 |
| WI '98 | 5:30 | 5:45 | 6:30 | 6:00 | 4:45 | 5:45 | 6:15 | 6:15 | 6:45 | 6:00 |
| WIP -AM | | | | | | | | | | |
| WI '99 | 7:00 | 6:30 | 7:15 | 7:15 | 7:15 | 8:00 | 8:00 | 2:30 | 3:15 | 4:00 |
| FA '98 | 6:30 | 6:45 | 7:15 | 7:00 | 7:45 | 7:45 | 7:30 | 2:30 | 4:45 | 5:15 |
| SU '98 | 7:30 | 7:00 | 7:30 | 8:15 | 7:30 | 8:00 | 9:00 | 4:45 | 5:30 | 5:00 |
| SP '98 | 6:45 | 6:30 | 7:00 | 7:00 | 6:45 | 7:30 | 7:45 | 5:15 | 4:45 | 3:45 |
| 4-Book | 7:00 | 6:45 | 7:15 | 7:30 | 7:15 | 7:45 | 8:00 | 3:45 | 4:30 | 4:30 |
| WI '98 | 7:00 | 7:15 | 7:30 | 7:15 | 8:00 | 8:00 | 7:45 | 3:00 | 5:00 | 5:30 |
| WJJZ-FM | | | | | | | | | | |
| WI '99 | 9:30 | 7:00 | 8:45 | 10:15 | 6:45 | 8:15 | 10:00 | 7:15 | 9:15 | 10:30 |
| FA '98 | 8:15 | 8:30 | 8:15 | 8:45 | 9:15 | 9:15 | 9:45 | 7:45 | 7:30 | 7:45 |
| SU '98 | 8:30 | 7:00 | 9:00 | 9:15 | 7:15 | 9:30 | 9:45 | 6:45 | 8:30 | 8:45 |
| SP '98 | 8:45 | 7:30 | 9:00 | 9:45 | 8:30 | 9:15 | 9:45 | 7:00 | 8:45 | 9:30 |
| 4-Book | 8:45 | 7:30 | 8:45 | 9:30 | 8:00 | 9:00 | 9:45 | 7:15 | 8:30 | 9:15 |
| WI '98 | 9:30 | 7:15 | 9:30 | 10:15 | 6:30 | 10:00 | 11:00 | 7:45 | 9:15 | 9:30 |

** 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 |
|-----------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| WMGK-FM | | | | | | | | | | |
| WI '99 | 6:15 | 4:45 | 6:45 | 7:30 | 5:15 | 7:45 | 9:00 | 4:15 | 5:30 | 6:00 |
| FA '98 | 7:15 | 7:45 | 7:45 | 7:30 | 9:15 | 8:45 | 8:00 | 6:00 | 6:45 | 6:30 |
| SU '98 | 7:45 | 8:30 | 8:00 | 7:30 | 9:30 | 9:00 | 8:15 | 7:30 | 7:15 | 6:30 |
| SP '98 | 7:30 | 7:45 | 8:00 | 8:15 | 8:15 | 9:00 | 9:15 | 7:15 | 6:45 | 7:00 |
| 4-Book | 7:15 | 7:15 | 7:45 | 7:45 | 8:00 | 8:45 | 8:45 | 6:15 | 6:30 | 6:30 |
| WI '98 | 6:45 | 6:15 | 6:45 | 7:00 | 7:00 | 7:45 | 8:15 | 5:45 | 6:00 | 5:30 |
| WMMR-FM | | | | | | | | | | |
| WI '99 | 6:15 | 5:45 | 7:00 | 7:30 | 7:00 | 8:30 | 9:15 | 3:45 | 4:30 | 4:45 |
| FA '98 | 6:45 | 7:45 | 7:15 | 6:30 | 8:30 | 7:30 | 6:45 | 6:30 | 6:45 | 6:15 |
| SU '98 | 6:30 | 7:00 | 6:45 | 6:45 | 7:45 | 8:00 | 8:45 | 5:15 | 4:30 | 3:45 |
| SP '98 | 6:00 | 5:45 | 6:45 | 6:45 | 7:30 | 8:45 | 8:45 | 3:15 | 3:30 | 3:15 |
| 4-Book | 6:30 | 6:30 | 7:00 | 7:00 | 7:45 | 8:15 | 8:30 | 4:45 | 4:45 | 4:30 |
| WI '98 | 6:00 | 5:30 | 6:45 | 7:15 | 6:15 | 7:15 | 7:15 | 3:45 | 5:45 | 7:15 |
| *WNAP-AM | | | | | | | | | | |
| WI '99 | 6:15 | 4:00 | 5:30 | 7:45 | 2:15 | 4:00 | 9:45 | 5:00 | 6:00 | 7:30 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | 7:30 | 6:15 | 8:00 | 8:15 | 10:00 | 11:15 | 9:15 | 2:45 | 6:45 | 7:45 |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVGL-FM | | | | | | | | | | |
| WI '99 | 7:30 | 6:30 | 6:45 | 7:45 | 9:00 | 7:00 | 8:45 | 3:45 | 6:30 | 7:00 |
| FA '98 | 7:30 | 5:15 | 8:00 | 8:30 | 6:30 | 9:30 | 9:30 | 4:30 | 7:15 | 7:30 |
| SU '98 | 7:15 | 5:00 | 7:00 | 8:00 | 5:30 | 7:30 | 8:30 | 4:45 | 6:30 | 7:15 |
| SP '98 | 7:30 | 6:00 | 7:30 | 8:15 | 9:30 | 8:45 | 9:15 | 3:00 | 6:30 | 7:15 |
| 4-Book | 7:30 | 5:45 | 7:15 | 8:15 | 7:45 | 8:15 | 9:00 | 4:00 | 6:45 | 7:15 |
| WI '98 | 7:00 | 4:45 | 7:15 | 8:00 | 6:45 | 7:30 | 7:45 | 3:00 | 7:15 | 8:00 |
| WPEN-AM | | | | | | | | | | |
| WI '99 | 10:45 | 7:30 | 7:15 | 10:15 | 7:30 | 5:45 | 8:30 | 7:30 | 8:45 | 11:30 |
| FA '98 | 12:30 | 1:00 | 10:15 | 10:30 | 1:00 | 13:15 | 12:30 | 0:15 | 7:45 | 9:00 |
| SU '98 | 10:45 | 4:45 | 6:45 | 8:45 | 1:00 | 4:15 | 8:15 | 8:00 | 8:15 | 9:00 |
| SP '98 | 11:30 | 4:00 | 6:00 | 9:30 | 0:30 | 5:30 | 9:00 | 9:15 | 6:15 | 9:45 |
| 4-Book | 11:30 | 4:15 | 7:30 | 9:45 | 2:30 | 7:15 | 9:30 | 6:15 | 7:45 | 9:45 |
| WI '98 | 10:30 | 10:45 | 5:45 | 9:00 | 5:00 | 5:30 | 7:30 | 16:15 | 6:00 | 10:30 |
| WPH1-FM | | | | | | | | | | |
| WI '99 | 6:30 | 7:30 | 6:30 | 5:30 | 7:45 | 7:30 | 7:00 | 7:00 | 5:30 | 4:30 |
| FA '98 | 7:00 | 7:30 | 6:30 | 6:15 | 8:30 | 6:30 | 5:15 | 6:30 | 6:30 | 7:15 |
| SU '98 | 7:15 | 7:15 | 6:30 | 6:45 | 8:00 | 7:45 | 9:30 | 6:45 | 5:45 | 5:15 |
| SP '98 | 7:30 | 8:00 | 7:00 | 4:15 | 8:30 | 8:00 | 4:30 | 7:45 | 6:15 | 4:00 |
| 4-Book | 7:00 | 7:30 | 6:45 | 5:45 | 8:15 | 7:30 | 6:30 | 7:00 | 6:00 | 5:15 |
| WI '98 | 6:45 | 7:00 | 6:15 | 5:30 | 6:30 | 6:00 | 6:00 | 7:30 | 6:45 | 5:00 |
| WPHT-AM | | | | | | | | | | |
| WI '99 | 5:30 | 5:00 | 5:30 | 5:15 | 5:15 | 6:00 | 5:45 | 4:15 | 4:00 | 4:15 |
| FA '98 | 6:00 | 6:15 | 5:30 | 6:45 | 8:30 | 4:15 | 6:00 | 3:30 | 7:30 | 7:45 |
| SU '98 | 5:15 | 3:15 | 5:00 | 5:45 | 3:00 | 5:00 | 6:00 | 3:45 | 4:45 | 5:15 |
| SP '98 | 4:45 | 3:15 | 3:45 | 3:45 | 3:30 | 4:15 | 4:15 | 2:45 | 2:15 | 2:30 |
| 4-Book | 5:30 | 4:30 | 5:00 | 5:30 | 5:00 | 5:00 | 5:30 | 3:30 | 4:45 | 5:00 |
| WI '98 | 5:15 | 2:30 | 4:30 | 5:45 | 3:00 | 4:30 | 6:00 | 1:15 | 4:30 | 4:45 |
| WPLY-FM | | | | | | | | | | |
| WI '99 | 5:00 | 5:15 | 5:00 | 5:15 | 6:15 | 6:15 | 7:00 | 4:30 | 3:45 | 4:00 |
| FA '98 | 4:00 | 4:15 | 4:00 | 4:00 | 4:15 | 3:45 | 3:15 | 4:00 | 4:30 | 4:30 |
| SU '98 | 4:15 | 3:30 | 4:00 | 5:00 | 4:00 | 5:00 | 6:45 | 3:15 | 3:15 | 3:30 |
| SP '98 | 4:15 | 4:30 | 3:45 | 3:15 | 5:00 | 4:30 | 3:15 | 4:15 | 3:30 | 3:15 |
| 4-Book | 4:30 | 4:30 | 4:15 | 4:30 | 5:00 | 5:00 | 5:00 | 4:00 | 3:45 | 3:45 |
| WI '98 | 4:15 | 4:15 | 3:45 | 4:00 | 4:15 | 4:00 | 4:30 | 4:00 | 3:30 | 3:15 |
| WSSJ-AM | | | | | | | | | | |
| WI '99 | 16:15 | 8:15 | 12:15 | 20:00 | 2:45 | 5:30 | 7:30 | 12:45 | 18:15 | 26:00 |
| FA '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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 |
| WURD-AM | | | | | | | | | | |
| WI '99 | 12:30 | 15:45 | 15:00 | 15:15 | 19:45 | 10:30 | 5:15 | 13:00 | 17:00 | 20:00 |
| FA '98 | 13:15 | 13:00 | 12:30 | 15:15 | 8:45 | 8:45 | 14:45 | 15:30 | 16:00 | 16:00 |
| SU '98 | 11:15 | 11:00 | 13:30 | 12:00 | 14:45 | 10:30 | 6:00 | 9:00 | 15:45 | 18:45 |
| SP '98 | 13:00 | 12:00 | 16:15 | 16:00 | 9:45 | 14:00 | 14:30 | 13:30 | 17:30 | 17:15 |
| 4-Book | 12:30 | 13:00 | 14:15 | 14:45 | 13:15 | 11:00 | 10:15 | 12:45 | 16:30 | 18:00 |
| WI '98 | 9:15 | 7:45 | 9:45 | 13:00 | 7:00 | 9:45 | 16:00 | 8:30 | 9:30 | 11:30 |
| WUSL-FM | | | | | | | | | | |
| WI '99 | 7:45 | 8:45 | 8:45 | 7:15 | 10:00 | 8:45 | 6:00 | 7:45 | 8:30 | 8:00 |
| FA '98 | 7:45 | 9:00 | 8:45 | 6:45 | 9:15 | 9:00 | 7:30 | 8:45 | 8:30 | 6:00 |
| SU '98 | 7:30 | 9:00 | 7:15 | 5:30 | 8:00 | 7:15 | 6:00 | 9:30 | 7:15 | 5:15 |
| SP '98 | 8:00 | 9:00 | 9:15 | 7:15 | 8:30 | 10:00 | 8:15 | 9:30 | 8:30 | 6:15 |
| 4-Book | 7:45 | 9:00 | 8:30 | 6:45 | 9:00 | 8:45 | 7:00 | 9:00 | 8:15 | 6:30 |
| WI '98 | 7:00 | 7:45 | 7:30 | 6:45 | 7:30 | 6:45 | 5:30 | 7:45 | 7:45 | 7:30 |
| 8WVDB-AM | | | | | | | | | | |
| WI '99 | 5:15 | 4:00 | 3:45 | 2:45 | 0:00 | 4:00 | 3:15 | 4:00 | 3:00 | 2:15 |
| FA '98 | 5:00 | 4:15 | 3:30 | 4:45 | 6:00 | 2:45 | 3:30 | 0:30 | 5:00 | 6:15 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WVDB-FM | | | | | | | | | | |
| WI '99 | 9:30 | 6:15 | 8:00 | 8:45 | 6:30 | 7:30 | 8:00 | 6:00 | 8:30 | 9:30 |
| FA '98 | 9:00 | 4:45 | 6:45 | 8:00 | 6:45 | 7:15 | 7:45 | 3:00 | 6:00 | 8:15 |
| SU '98 | 9:45 | 5:45 | 6:30 | 7:30 | 5:30 | 6:30 | 7:15 | 6:00 | 6:30 | 7:45 |
| SP '98 | 9:00 | 6:15 | 6:30 | 7:30 | 7:00 | 7:00 | 7:15 | 5:15 | 5:30 | 8:00 |
| 4-Book | 9:15 | 5:45 | 7:00 | 8:00 | 6:30 | 7:00 | 7:30 | 5:00 | 6:45 | 8:30 |
| WI '98 | 9:45 | 7:15 | 7:45 | 8:30 | 8:15 | 8:30 | 8:30 | 5:15 | 6:45 | 8:30 |
| WWJZ-AM | | | | | | | | | | |
| WI '99 | 6:15 | 1:00 | 4:15 | 4:45 | 0:00 | 2:15 | 7:30 | 1:00 | 4:30 | 3:45 |
| FA '98 | 6:45 | 3:15 | 2:00 | 3:00 | 3:00 | 3:00 | 4:15 | 3:30 | 1:45 | 2:30 |
| SU '98 | 10:15 | 1:30 | 7:45 | 13:30 | 2:15 | 9:45 | 10:45 | 1:00 | 6:15 | 17:00 |
| SP '98 | 9:00 | 0:00 | 2:00 | 9:00 | 0:00 | 2:15 | 9:00 | 0:00 | 1:15 | 8:45 |
| 4-Book | 8:00 | 1:30 | 4:00 | 7:30 | 1:15 | 4:15 | 8:00 | 1:30 | 3:30 | 8:00 |
| WI '98 | 7:15 | 11:00 | 3:30 | 5:15 | 11:00 | 4:00 | 4:45 | 0:00 | 2:00 | 6:00 |
| WXTU-FM | | | | | | | | | | |
| WI '99 | 9:15 | 9:15 | 9:30 | 9:00 | 10:00 | 9:30 | 9:00 | 8:45 | 9:30 | 9:00 |
| FA '98 | 9:15 | 8:30 | 9:15 | 10:30 | 7:30 | 9:00 | 9:45 | 9:15 | 9:30 | 11:15 |
| SU '98 | 10:00 | 8:15 | 9:30 | 11:15 | 9:00 | 11:00 | 12:30 | 7:30 | 8:15 | 10:00 |
| SP '98 | 10:15 | 9:15 | 9:30 | 10:15 | 9:15 | 10:30 | 11:45 | 9:15 | 8:15 | 8:45 |
| 4-Book | 9:45 | 8:45 | 9:30 | 10:15 | 9:00 | 10:00 | 10:45 | 8:45 | 9:00 | 9:45 |
| WI '98 | 9:30 | 7:45 | 9:15 | 10:30 | 9:00 | 9:45 | 11:30 | 6:30 | 8:45 | 9:45 |
| WXXM-FM | | | | | | | | | | |
| WI '99 | 4:30 | 5:30 | 5:00 | 3:45 | 5:45 | 4:45 | 3:45 | 5:00 | 5:00 | 4:00 |
| FA '98 | 4:30 | 5:15 | 4:45 | 4:30 | 4:00 | 4:00 | 4:15 | 6:00 | 5:15 | 4:45 |
| SU '98 | 4:45 | 5:45 | 5:00 | 3:30 | 6:00 | 4:45 | 3:00 | 5:30 | 5:00 | 4:00 |
| SP '98 | 4:30 | 4:30 | 5:15 | 5:15 | 5:00 | 6:15 | 6:30 | 4:15 | 4:15 | 4:00 |
| 4-Book | 4:30 | 5:15 | 5:00 | 4:15 | 5:15 | 5:00 | 4:30 | 5:15 | 5:00 | 4:15 |
| WI '98 | 5:00 | 4:45 | 5:00 | 5:45 | 5:15 | 5:30 | 6:15 | 4:30 | 4:45 | 5:00 |
| WYSP-FM | | | | | | | | | | |
| WI '99 | 8:00 | 9:00 | 8:15 | 7:00 | 11:00 | 9:45 | 8:30 | 5:30 | 5:30 | 4:15 |
| FA '98 | 7:15 | 8:45 | 7:00 | 6:00 | 10:15 | 8:00 | 6:30 | 5:30 | 5:00 | 4:45 |
| SU '98 | 7:15 | 7:45 | 7:30 | 7:00 | 9:00 | 8:30 | 8:30 | 5:45 | 5:30 | 4:45 |
| SP '98 | 7:00 | 8:15 | 7:45 | 5:45 | 9:45 | 8:45 | 6:15 | 5:30 | 5:15 | 4:45 |
| 4-Book | 7:30 | 8:30 | 7:45 | 6:30 | 10:00 | 8:45 | 7:30 | 5:30 | 5:15 | 4:45 |
| WI '98 | 7:15 | 7:45 | 8:00 | 7:30 | 8:30 | 8:45 | 8:15 | 6:00 | 6:00 | 5:45 |
| WYXR-FM | | | | | | | | | | |
| WI '99 | 5:45 | 5:45 | 6:15 | 6:30 | 5:00 | 5:00 | 4:30 | 6:00 | 7:00 | 7:15 |
| FA '98 | 5:45 | 5:30 | 6:15 | 6:45 | 5:15 | 5:15 | 5:00 | 5:30 | 6:45 | 8:00 |
| SU '98 | 6:15 | 6:30 | 7:00 | 6:15 | 6:30 | 7:15 | 6:45 | 6:15 | 6:45 | 6:00 |
| SP '98 | 6:00 | 6:30 | 6:45 | 6:15 | 5:45 | 5:15 | 5:00 | 6:45 | 7:30 | 7:00 |
| 4-Book | 6:00 | 6:00 | 6:30 | 6:30 | 5:45 | 5:45 | 5:15 | 6:15 | 7:00 | 7:00 |
| WI '98 | 5:30 | 5:15 | 6:15 | 6:30 | 4:15 | 5:30 | 6:00 | 5:45 | 6:45 | 6:45 |

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

| | Persons 12+ | Persons 18-34 | Persons 25-54 | Persons 35-64 | Men 18-34 | Men 25-54 | Men 35-64 | Women 18-34 | Women 25-54 | Women 35-64 |
|----------------|----------------|------------------|------------------|------------------|--------------|--------------|--------------|----------------|----------------|----------------|
| WBYN-FM | | | | | | | | | | |
| WI '99 | 6:15 | 0:45 | 7:15 | 7:30 | 0:00 | 7:15 | 7:15 | 0:45 | 7:15 | 7:45 |
| FA '98 | 7:15 | 0:45 | 4:00 | 5:30 | 0:45 | 4:15 | 4:45 | 0:15 | 4:00 | 5:45 |
| SU '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| SP '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| 4-Book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WJBR-FM | | | | | | | | | | |
| WI '99 | 5:30 | 5:00 | 6:00 | 6:30 | 3:00 | 4:00 | 6:15 | 6:30 | 7:30 | 6:30 |
| FA '98 | 5:15 | 2:45 | 6:30 | 7:45 | 0:45 | 8:30 | 9:30 | 3:15 | 5:30 | 6:15 |
| SU '98 | 7:00 | 6:30 | 7:45 | 8:15 | 7:00 | 5:45 | 6:00 | 6:15 | 8:45 | 9:15 |
| SP '98 | 6:15 | 5:00 | 6:15 | 7:30 | 3:45 | 7:30 | 9:30 | 5:30 | 5:15 | 6:00 |
| 4-Book | 6:00 | 4:45 | 6:45 | 7:30 | 3:45 | 6:30 | 7:45 | 5:30 | 6:45 | 7:00 |
| WI '98 | 4:15 | 2:30 | 5:15 | 6:00 | 1:45 | 5:00 | 6:45 | 3:15 | 5:30 | 5:45 |
| WKXW-FM | | | | | | | | | | |
| WI '99 | 6:30 | 3:45 | 5:30 | 7:30 | 3:15 | 5:30 | 8:30 | 4:00 | 5:30 | 6:30 |
| FA '98 | 6:30 | 8:45 | 6:45 | 5:45 | 12:15 | 8:00 | 5:45 | 6:00 | 6:00 | 5:45 |
| SU '98 | 5:30 | 3:45 | 5:45 | 6:45 | 4:45 | 6:45 | 8:15 | 3:00 | 5:00 | 5:45 |
| SP '98 | 6:30 | 6:00 | 6:00 | 6:45 | 7:00 | 6:30 | 7:15 | 5:15 | 5:30 | 6:30 |
| 4-Book | 6:15 | 5:30 | 6:00 | 6:45 | 6:45 | 6:45 | 7:30 | 4:30 | 5:30 | 6:15 |
| WI '98 | 6:00 | 5:15 | 5:45 | 5:45 | 5:30 | 7:00 | 7:00 | 5:15 | 4:45 | 5:00 |
| WNJO-FM | | | | | | | | | | |
| WI '99 | 6:45 | 4:30 | 6:15 | 7:15 | 1:45 | 6:00 | 8:00 | 7:15 | 6:30 | 6:30 |
| FA '98 | 5:45 | 5:45 | 6:00 | 6:00 | 5:30 | 5:00 | 5:15 | 6:00 | 7:30 | 6:45 |
| SU '98 | 8:15 | 7:30 | 8:30 | 9:15 | 10:00 | 9:15 | 10:15 | 4:45 | 7:45 | 8:15 |
| SP '98 | 5:30 | 3:30 | 5:45 | 6:15 | 3:30 | 5:30 | 6:15 | 3:30 | 5:45 | 6:15 |
| 4-Book | 6:30 | 5:15 | 6:45 | 7:15 | 5:15 | 6:30 | 7:30 | 5:30 | 7:00 | 7:00 |
| WI '98 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| WPST-FM | | | | | | | | | | |
| WI '99 | 3:15 | 3:15 | 3:00 | 3:00 | 2:30 | 3:00 | 3:15 | 3:45 | 3:00 | 3:00 |
| FA '98 | 3:45 | 4:15 | 3:15 | 2:45 | 4:30 | 4:00 | 3:00 | 4:00 | 3:00 | 2:45 |
| SU '98 | 4:00 | 4:15 | 4:15 | 3:45 | 4:15 | 3:45 | 3:30 | 4:15 | 4:45 | 3:45 |
| SP '98 | 4:00 | 4:15 | 4:15 | 4:30 | 4:00 | 4:45 | 5:00 | 4:15 | 3:45 | 4:00 |
| 4-Book | 3:45 | 4:00 | 3:45 | 3:30 | 3:45 | 4:00 | 3:45 | 4:00 | 3:45 | 3:30 |
| WI '98 | 3:45 | 3:45 | 3:45 | 3:00 | 3:45 | 4:00 | 3:30 | 4:00 | 3:30 | 2:45 |
| WRDR-FM | | | | | | | | | | |
| WI '99 | 4:30 | 3:15 | 5:15 | 4:00 | 2:30 | 4:45 | 3:15 | 3:30 | 5:45 | 5:00 |
| FA '98 | 5:30 | 4:45 | 5:15 | 5:45 | 3:15 | 4:15 | 7:00 | 5:45 | 6:00 | 4:30 |
| SU '98 | 5:00 | 1:15 | 2:45 | 4:45 | 0:45 | 3:00 | 4:30 | 1:30 | 2:30 | 4:45 |
| SP '98 | 7:15 | 2:00 | 6:15 | 6:45 | 0:00 | 3:15 | 4:45 | 2:00 | 7:15 | 8:15 |
| 4-Book | 5:30 | 2:45 | 5:00 | 5:15 | 1:45 | 3:45 | 5:00 | 3:15 | 5:30 | 5:45 |
| WI '98 | 6:30 | 2:00 | 8:00 | 7:45 | 2:00 | 7:30 | 7:00 | 2:00 | 9:00 | 8:15 |

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

| | KYW AM | WBEB- FM | WDAS- AM | WDAS- FM | WFIL- AM | WHAT- AM | WIOQ- FM | WIP- AM | WJJZ- FM | WMGK- FM | WMMR- FM | WNAP- AM | WUGL- FM | WPEN- AM | WPHI- FM | WPHT- AM | WPLY- FM | WSSJ- AM | WURD- AM | WUSL- FM | WWDB- AM |
|-----------------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Cume Pers. (00) | 11790 | 6502 | 1099 | 4122 | 592 | 981 | 6064 | 4520 | 4504 | 4638 | 4260 | 328 | 5580 | 2915 | 4064 | 1745 | 4490 | 205 | 242 | 5657 | 607 |
| KYW -AM | 100 | 33 | 35 | 22 | 48 | 50 | 17 | 42 | 30 | 30 | 22 | 44 | 32 | 51 | 10 | 63 | 19 | 30 | 20 | 11 | 56 |
| WBEB-FM | 18 | 100 | 11 | 10 | 8 | 6 | 27 | 14 | 17 | 23 | 16 | 9 | 27 | 12 | 10 | 14 | 17 | 15 | 12 | 11 | 11 |
| WDAS-AM | 3 | 2 | 100 | 12 | 6 | 36 | 1 | 6 | 6 | 1 | 44 | 44 | 1 | 1 | 4 | 2 | | | | 5 | |
| WDAS-FM | 8 | 6 | 46 | 100 | 9 | 32 | 6 | 4 | 32 | 2 | 2 | 47 | 6 | 2 | 29 | 6 | 1 | 2 | 6 | 36 | |
| WFIL-AM | 2 | 1 | 3 | 1 | 100 | 6 | 1 | 3 | 2 | 2 | 1 | 11 | 1 | 4 | 1 | 8 | 1 | 5 | | | 10 |
| WHAT-AM | 4 | 1 | 32 | 8 | 9 | 100 | | 1 | 5 | | | 26 | 1 | 4 | 1 | 9 | | | | 2 | 5 |
| WIOQ-FM | 9 | 25 | 3 | 8 | 6 | 3 | 100 | 12 | 10 | 20 | 22 | 1 | 15 | 3 | 30 | 3 | 34 | 6 | 33 | 25 | 5 |
| WIP-AM | 16 | 10 | 1 | 4 | 21 | 6 | 9 | 100 | 10 | 16 | 15 | | 11 | 16 | 5 | 34 | 14 | 5 | 6 | 4 | 18 |
| WJJZ-FM | 12 | 12 | 26 | 35 | 16 | 25 | 8 | 10 | 100 | 12 | 8 | 24 | 11 | 8 | 11 | 16 | 7 | 17 | 2 | 14 | 8 |
| WMGK-FM | 12 | 16 | 2 | 3 | 13 | 1 | 15 | 17 | 12 | 100 | 32 | | 18 | 5 | 6 | 8 | 23 | | 3 | 5 | 7 |
| WMMR-FM | 8 | 10 | 1 | 2 | 7 | 1 | 15 | 14 | 7 | 29 | 100 | 6 | 13 | 2 | 6 | 6 | 28 | 11 | 2 | 5 | 2 |
| WNAP-AM | 1 | | 13 | 4 | 6 | 9 | | | 2 | | | 100 | | 1 | 1 | 1 | | | | 2 | |
| WUGL-FM | 15 | 23 | 2 | 8 | 10 | 8 | 13 | 13 | 14 | 22 | 17 | 3 | 100 | 10 | 3 | 11 | 14 | 16 | 4 | 5 | 16 |
| WPEN-AM | 13 | 5 | 3 | 2 | 20 | 10 | 1 | 10 | 5 | 3 | 2 | 6 | 5 | 100 | | 15 | 1 | 5 | 4 | 1 | 34 |
| WPHI-FM | 3 | 6 | 16 | 29 | 4 | 6 | 20 | 5 | 9 | 5 | 6 | 10 | 2 | | 100 | | 9 | 2 | 22 | 55 | 1 |
| WPHT-AM | 9 | 4 | 3 | 3 | 23 | 16 | 1 | 13 | 6 | 3 | 2 | 4 | 3 | 9 | | 100 | 1 | 5 | | 1 | 25 |
| WPLY-FM | 7 | 11 | | 1 | 7 | | 25 | 14 | 7 | 22 | 29 | | 11 | 2 | 10 | 3 | 100 | | | 10 | 1 |
| WSSJ-AM | 1 | | | 2 | | | | | 1 | | | | 1 | | | 1 | | 100 | 23 | | 2 |
| WURD-AM | | | | | | | 1 | | | | | | | | | | | 27 | 100 | 1 | 1 |
| WUSL-FM | 5 | 10 | 24 | 49 | 3 | 13 | 23 | 5 | 18 | 6 | 7 | 33 | 5 | 2 | 77 | 2 | 12 | 10 | 25 | 100 | 2 |
| WWDB-AM | 3 | 1 | | 10 | 3 | 1 | 1 | 2 | 1 | 1 | | | 2 | 7 | | 9 | | 5 | 4 | | 100 |
| WWDB-FM | 15 | 9 | | 34 | 10 | 4 | 15 | 12 | 9 | 4 | 2 | 11 | 26 | | 46 | 5 | 10 | 10 | | 2 | 67 |
| WWJZ-AM | 3 | 1 | | 5 | 2 | 3 | 2 | 3 | 1 | | | | 1 | 11 | | 4 | | 7 | 6 | | 8 |
| WXTU-FM | 8 | 9 | | 1 | 8 | 3 | 7 | 5 | 4 | 9 | 7 | | 14 | 6 | 1 | 9 | 5 | 5 | | 2 | 6 |
| WXXM-FM | 9 | 12 | | 2 | 8 | | 24 | 12 | 7 | 21 | 29 | | 10 | 3 | 10 | 6 | 48 | | | 8 | 3 |
| WYSP-FM | 11 | 14 | | 3 | 12 | 1 | 25 | 29 | 8 | 30 | 55 | | 16 | 4 | 11 | 14 | 44 | | | 10 | 7 |
| WYXR-FM | 9 | 24 | 1 | 7 | 7 | 1 | 34 | 9 | 13 | 23 | 16 | | 16 | 3 | 13 | 7 | 24 | | 3 | 11 | 2 |
| WBYN-FM | 1 | 1 | | 10 | | | | 1 | 2 | 1 | | | 1 | 1 | | 2 | | | | | 4 |
| WJBR-FM | 2 | 6 | | 1 | 4 | | 4 | 2 | 2 | 5 | 2 | | 4 | 1 | 2 | 1 | 4 | | 4 | 1 | 3 |
| WKXV-FM | 3 | 6 | | 2 | 9 | | 4 | 4 | 3 | 6 | 5 | 2 | 5 | 2 | 2 | 7 | 3 | | 4 | 2 | 1 |
| WNJO-FM | 3 | 4 | | 1 | 5 | | 2 | 3 | 3 | 7 | 5 | | 10 | 3 | 1 | 4 | 3 | | | 1 | 5 |
| WPST-FM | 4 | 11 | | 1 | 5 | | 26 | 6 | 4 | 14 | 17 | | 8 | 2 | 13 | 2 | 29 | | 4 | 10 | |
| WRDR-FM | 2 | 2 | | | 5 | | 1 | 2 | 2 | 1 | | | 1 | 6 | | 4 | | | | | 8 |

+ 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

| Cume Pers. (00) | WWDB-FM | WWJZ-AM | WXTU-FM | WXXM-FM | WYSP-FM | WYXR-FM | WBYN-FM | WJBR-FM | WKXW-FM | WNJO-FM | WPST-FM | WRDR-FM | | | | | | | | |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|--|--|--|--|--|--|--|
| | 4310 | 524 | 3265 | 4427 | 6416 | 4816 | 433 | 927 | 1536 | 1184 | 3295 | 615 | | | | | | | | |
| KYV -AM | 42 | 64 | 28 | 23 | 21 | 21 | 38 | 27 | 26 | 27 | 15 | 41 | | | | | | | | |
| WBEB-FM | 13 | 12 | 17 | 18 | 14 | 32 | 14 | 40 | 24 | 20 | 22 | 18 | | | | | | | | |
| WDAS-AM | | | | | | | | | | | | | | | | | | | | |
| WDAS-FM | 4 | 5 | 2 | 2 | 2 | 6 | 2 | 3 | 6 | 2 | 2 | 1 | | | | | | | | |
| WFIL-AM | 5 | 6 | 1 | 1 | 1 | 1 | 14 | 2 | 4 | 3 | 1 | 5 | | | | | | | | |
| WHAT-AM | 2 | | 1 | | | | | | | | | | | | | | | | | |
| W100-FM | 5 | 3 | 13 | 33 | 23 | 42 | 1 | 25 | 15 | 10 | 49 | 9 | | | | | | | | |
| WIP -AM | 16 | 15 | 7 | 12 | 20 | 8 | 6 | 11 | 11 | 13 | 9 | 15 | | | | | | | | |
| WJJZ-FM | 13 | 25 | 6 | 7 | 6 | 12 | 20 | 10 | 10 | 13 | 5 | 13 | | | | | | | | |
| WMGK-FM | 9 | 6 | 13 | 22 | 22 | 22 | 12 | 25 | 18 | 26 | 20 | 9 | | | | | | | | |
| WMMR-FM | 4 | 2 | 8 | 28 | 36 | 15 | 2 | 9 | 13 | 18 | 22 | 3 | | | | | | | | |
| WNAP-AM | | | | | | | | | | | | | | | | | | | | |
| WOGL-FM | 15 | 12 | 23 | 13 | 14 | 18 | 10 | 24 | 19 | 46 | 14 | 13 | | | | | | | | |
| WPEN-AM | 17 | 63 | 6 | 2 | 2 | 2 | 7 | 3 | 4 | 7 | 2 | 29 | | | | | | | | |
| WPHI-FM | | | 2 | 9 | 7 | 11 | | 8 | 5 | 4 | 16 | 1 | | | | | | | | |
| WPHT-AM | 19 | 12 | 5 | 2 | 4 | 3 | 6 | 3 | 8 | 7 | 1 | 12 | | | | | | | | |
| WPLY-FM | 5 | | 7 | 49 | 31 | 22 | 3 | 17 | 8 | 12 | 40 | 3 | | | | | | | | |
| WSSJ-AM | | 3 | | | | | | | | | | | | | | | | | | |
| WURD-AM | | 3 | | | | | | 1 | 1 | | | | | | | | | | | |
| WUSL-FM | 2 | | 4 | 11 | 9 | 13 | 1 | 8 | 8 | 5 | 17 | 4 | | | | | | | | |
| WWDB-AM | 9 | 10 | 1 | | 1 | | 5 | 2 | 1 | 3 | | 8 | | | | | | | | |
| WWDB-FM | 100 | 33 | 13 | 7 | 8 | 8 | 25 | 10 | 18 | 10 | 4 | 18 | | | | | | | | |
| WWJZ-AM | 4 | 100 | 1 | | | | 7 | 2 | 3 | 3 | | 6 | | | | | | | | |
| WXTU-FM | 10 | 6 | 100 | 7 | 7 | 7 | 8 | 13 | 11 | 14 | 9 | 7 | | | | | | | | |
| WXXM-FM | 7 | 2 | 10 | 100 | 25 | 23 | 3 | 20 | 13 | 19 | 49 | 8 | | | | | | | | |
| WYSP-FM | 12 | 14 | 36 | 100 | 19 | 19 | 2 | 19 | 21 | 23 | 34 | 10 | | | | | | | | |
| WYXR-FM | 9 | 10 | 25 | 14 | 100 | 14 | 20 | 16 | 17 | 38 | 17 | 17 | | | | | | | | |
| WBYN-FM | 3 | 6 | 1 | | 1 | 100 | 1 | 2 | 2 | 2 | | 4 | | | | | | | | |
| WJBR-FM | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 100 | 2 | 3 | 3 | 2 | | | | | | | | |
| WKXW-FM | 6 | 8 | 5 | 5 | 5 | 5 | 6 | 3 | 100 | 15 | 7 | 10 | | | | | | | | |
| WNJO-FM | 3 | 7 | 5 | 5 | 4 | 4 | 5 | 4 | 12 | 100 | 7 | 9 | | | | | | | | |
| WPST-FM | 3 | | 10 | 36 | 18 | 26 | | 10 | 15 | 21 | 100 | 6 | | | | | | | | |
| WRDR-FM | 3 | 7 | 1 | 1 | 1 | 2 | 5 | 1 | 4 | 4 | 1 | 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) | % | AOH (00) | Cume (00) | Cume (00) | | (00) | % | AOH (00) | Cume (00) | Cume (00) | | (00) | % | AOH (00) | Cume (00) | Cume (00) |
| | KYW -AM | 1005 | 9 | 181 | 2805 | | 12074 | WNAP-AM | 30 | 9 | | | | 328 | WWJZ-AM | 29 | 6 |
| WBEB-FM | 430 | 7 | 95 | 866 | 6544 | W0GL-FM | 428 | 8 | 36 | 566 | 5637 | WXTU-FM | 441 | 13 | 29 | 489 | 3294 |
| WDAS-AM | 72 | 7 | 13 | 202 | 1099 | WPEN-AM | 364 | 12 | 29 | 370 | 2927 | WXXM-FM | 72 | 2 | 25 | 478 | 4436 |
| WDAS-FM | 285 | 7 | 120 | 1077 | 4146 | WPHI-FM | 166 | 4 | 48 | 726 | 4121 | WYSP-FM | 304 | 5 | 36 | 640 | 6427 |
| WFIL-AM | 9 | 1 | 10 | 118 | 629 | WPHT-AM | 23 | 1 | 58 | 327 | 1778 | WYXR-FM | 167 | 3 | 57 | 575 | 4888 |
| WHAT-AM | 57 | 6 | 11 | 169 | 981 | WPLY-FM | 189 | 4 | 29 | 430 | 4498 | WBYN-FM | 65 | 15 | 3 | 37 | 433 |
| W100-FM | 270 | 4 | 36 | 783 | 6096 | WSSJ-AM | 63 | 31 | 1 | 27 | 205 | WJBR-FM | 17 | 2 | 3 | 86 | 939 |
| WIP -AM | 194 | 4 | 35 | 652 | 4585 | WURD-AM | 35 | 15 | | 36 | 248 | WKXW-FM | 79 | 5 | 6 | 146 | 1550 |
| WJJZ-FM | 325 | 7 | 55 | 668 | 4568 | WUSL-FM | 307 | 5 | 87 | 1223 | 5688 | WNJO-FM | 47 | 4 | 11 | 147 | 1184 |
| WMGK-FM | 143 | 3 | 25 | 518 | 4662 | WWDB-AM | 26 | 4 | | | 607 | WPST-FM | 70 | 2 | 10 | 264 | 3304 |
| WMMR-FM | 139 | 3 | 22 | 479 | 4277 | WWDB-FM | 371 | 9 | 155 | 952 | 4351 | WRDR-FM | 34 | 6 | 2 | 34 | 615 |
| TOTALS | | | | | | | | | | | | | | 1385 | 12327 | 39189 | |

* Listener estimates adjusted for reported broadcast schedule.

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

Exclusive & Overnight Listening

Ethnic Composition

| Persons 12+ | | | | | | | | | | | | | |
|-----------------------|----------|-------|---------|-----------|--------|----------|-----------------|----------|-------|---------|-----------|--------|----------|
| Monday-Sunday 6AM-MID | | | | | | | | | | | | | |
| | AOH (00) | AOH % | AOH Rtg | Cume (00) | Cume % | Cume Rtg | | AOH (00) | AOH % | AOH Rtg | Cume (00) | Cume % | Cume Rtg |
| KYW -AM | | | | | | | WPHT-AM | | | | | | |
| Total | 545 | 100 | 1.3 | 11790 | 100 | 29.0 | Total | 76 | 100 | .2 | 1745 | 100 | 4.3 |
| Black | 117 | 21 | 1.5 | 1822 | 15 | 23.8 | Black | 5 | 7 | .1 | 209 | 12 | 2.7 |
| Hispanic | 8 | 1 | .5 | 233 | 2 | 13.9 | Hispanic | | | | 23 | 1 | 1.4 |
| WBEB-FM | | | | | | | WPLY-FM | | | | | | |
| Total | 444 | 100 | 1.1 | 6502 | 100 | 16.0 | Total | 176 | 100 | .4 | 4490 | 100 | 11.0 |
| Black | 53 | 12 | .7 | 687 | 11 | 9.0 | Black | 3 | 2 | | 77 | 2 | 1.0 |
| Hispanic | 28 | 6 | 1.7 | 336 | 5 | 20.0 | Hispanic | 4 | 2 | .2 | 79 | 2 | 4.7 |
| WDAS-AM | | | | | | | WSSJ-AM | | | | | | |
| Total | 76 | 100 | .2 | 1099 | 100 | 2.7 | Total | 26 | 100 | .1 | 205 | 100 | .5 |
| Black | 74 | 98 | 1.0 | 1046 | 95 | 13.6 | Black | | | | | | |
| Hispanic | | | | | | | Hispanic | 26 | 99 | 1.5 | 174 | 85 | 10.4 |
| WDAS-FM | | | | | | | WURD-AM | | | | | | |
| Total | 410 | 100 | 1.0 | 4122 | 100 | 10.1 | Total | 24 | 100 | .1 | 242 | 100 | .6 |
| Black | 363 | 89 | 4.7 | 3601 | 87 | 47.0 | Black | | | | 6 | 2 | .1 |
| Hispanic | 9 | 2 | .5 | 96 | 2 | 5.7 | Hispanic | 24 | 99 | 1.4 | 228 | 94 | 13.6 |
| WFIL-AM | | | | | | | WUSL-FM | | | | | | |
| Total | 24 | 100 | .1 | 592 | 100 | 1.5 | Total | 353 | 100 | .9 | 5657 | 100 | 13.9 |
| Black | 7 | 28 | .1 | 110 | 19 | 1.4 | Black | 242 | 69 | 3.2 | 3357 | 59 | 43.8 |
| Hispanic | 1 | 4 | .1 | 22 | 4 | 1.3 | Hispanic | 39 | 11 | 2.3 | 535 | 9 | 31.9 |
| WHAT-AM | | | | | | | *WWDB-AM | | | | | | |
| Total | 109 | 100 | .3 | 981 | 100 | 2.4 | Total | 43 | 100 | .1 | 607 | 100 | 1.5 |
| Black | 105 | 96 | 1.4 | 855 | 87 | 11.2 | Black | | | | 35 | 6 | .5 |
| Hispanic | | | | | | | Hispanic | | | | 6 | 1 | .4 |
| WIOQ-FM | | | | | | | WWDB-FM | | | | | | |
| Total | 263 | 100 | .6 | 6064 | 100 | 14.9 | Total | 326 | 100 | .8 | 4310 | 100 | 10.6 |
| Black | 11 | 4 | .1 | 408 | 7 | 5.3 | Black | 20 | 6 | .3 | 294 | 7 | 3.8 |
| Hispanic | 28 | 10 | 1.7 | 442 | 7 | 26.3 | Hispanic | 3 | 1 | .2 | 58 | 1 | 3.5 |
| WIP -AM | | | | | | | WWJZ-AM | | | | | | |
| Total | 248 | 100 | .6 | 4520 | 100 | 11.1 | Total | 26 | 100 | .1 | 524 | 100 | 1.3 |
| Black | 25 | 10 | .3 | 349 | 8 | 4.6 | Black | 2 | 6 | | 35 | 7 | .5 |
| Hispanic | 5 | 2 | .3 | 70 | 2 | 4.2 | Hispanic | | | | 15 | 3 | .9 |
| WJZZ-FM | | | | | | | WXTU-FM | | | | | | |
| Total | 342 | 100 | .8 | 4504 | 100 | 11.1 | Total | 241 | 100 | .6 | 3265 | 100 | 8.0 |
| Black | 148 | 43 | 1.9 | 1914 | 42 | 25.0 | Black | 9 | 4 | .1 | 141 | 4 | 1.8 |
| Hispanic | 6 | 2 | .4 | 129 | 3 | 7.7 | Hispanic | 1 | 1 | .1 | 63 | 2 | 3.8 |
| WMGK-FM | | | | | | | WXXM-FM | | | | | | |
| Total | 227 | 100 | .6 | 4638 | 100 | 11.4 | Total | 157 | 100 | .4 | 4427 | 100 | 10.9 |
| Black | 7 | 3 | .1 | 205 | 4 | 2.7 | Black | 3 | 2 | | 112 | 3 | 1.5 |
| Hispanic | 5 | 2 | .3 | 123 | 3 | 7.3 | Hispanic | 1 | 1 | .1 | 39 | 1 | 2.3 |
| WMMR-FM | | | | | | | WYSP-FM | | | | | | |
| Total | 209 | 100 | .5 | 4260 | 100 | 10.5 | Total | 412 | 100 | 1.0 | 6416 | 100 | 15.8 |
| Black | 9 | 4 | .1 | 120 | 3 | 1.6 | Black | 13 | 3 | .2 | 184 | 3 | 2.4 |
| Hispanic | 4 | 2 | .2 | 126 | 3 | 7.5 | Hispanic | 7 | 2 | .4 | 180 | 3 | 10.7 |
| *WNAP-AM | | | | | | | WYXR-FM | | | | | | |
| Total | 29 | 100 | .1 | 328 | 100 | .8 | Total | 221 | 100 | .5 | 4816 | 100 | 11.8 |
| Black | 28 | 93 | .4 | 322 | 98 | 4.2 | Black | 13 | 6 | .2 | 265 | 6 | 3.5 |
| Hispanic | | | | | | | Hispanic | 8 | 4 | .5 | 234 | 5 | 13.9 |
| WUGL-FM | | | | | | | WBYN-FM | | | | | | |
| Total | 331 | 100 | .8 | 5580 | 100 | 13.7 | Total | 22 | 100 | .1 | 433 | 100 | 1.1 |
| Black | 24 | 7 | .3 | 373 | 7 | 4.9 | Black | 1 | 3 | | 18 | 4 | .2 |
| Hispanic | 19 | 6 | 1.1 | 265 | 5 | 15.8 | Hispanic | | | | 22 | 5 | 1.3 |
| WPEN-AM | | | | | | | WJBR-FM | | | | | | |
| Total | 251 | 100 | .6 | 2915 | 100 | 7.2 | Total | 40 | 100 | .1 | 927 | 100 | 2.3 |
| Black | 6 | 3 | .1 | 184 | 6 | 2.4 | Black | 5 | 12 | .1 | 42 | 5 | .5 |
| Hispanic | 4 | 2 | .2 | 64 | 2 | 3.8 | Hispanic | 3 | 7 | .2 | 24 | 3 | 1.4 |
| WPHI-FM | | | | | | | | | | | | | |
| Total | 210 | 100 | .5 | 4064 | 100 | 10.0 | | | | | | | |
| Black | 133 | 64 | 1.7 | 2214 | 54 | 28.9 | | | | | | | |
| Hispanic | 25 | 12 | 1.5 | 333 | 8 | 19.8 | | | | | | | |

* 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 |
|----------------|-------------|----------|------------|--------------|-----------|-------------|----------------|-------------|----------|------------|--------------|-----------|-------------|
| WKXW-FM | | | | | | | WPST-FM | | | | | | |
| Total | 78 | 100 | .2 | 1536 | 100 | 3.8 | Total | 88 | 100 | .2 | 3295 | 100 | 8.1 |
| Black | 2 | 3 | | 67 | 4 | .9 | Black | 2 | 2 | | 102 | 3 | 1.3 |
| Hispanic | 4 | 5 | .2 | 111 | 7 | 6.6 | Hispanic | 1 | 1 | .1 | 68 | 2 | 4.1 |
| WNJO-FM | | | | | | | WRDR-FM | | | | | | |
| Total | 64 | 100 | .2 | 1184 | 100 | 2.9 | Total | 21 | 100 | .1 | 615 | 100 | 1.5 |
| Black | 1 | 1 | | 39 | 3 | .5 | Black | | 1 | | 12 | 2 | .2 |
| Hispanic | 3 | 5 | .2 | 58 | 5 | 3.5 | Hispanic | | | | 14 | 2 | .8 |
| | | | | | | | TOTALS | | | | | | |
| | | | | | | | Total | 7020 | 100 | 17.3 | 39162 | 100 | 96.3 |
| | | | | | | | Black | 1565 | 22 | 20.4 | 7297 | 19 | 95.2 |
| | | | | | | | Hispanic | 308 | 4 | 18.3 | 1634 | 4 | 97.3 |

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON



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 | 49.76 |
| 0.2 | 4.47 | 5.2 | 22.20 | 10.2 | 30.26 | 15.2 | 35.90 | 20.2 | 40.15 | 25.2 | 43.42 | 30.2 | 45.91 | 35.2 | 47.76 | 40.2 | 49.03 | 45.2 | 49.77 |
| 0.3 | 5.47 | 5.3 | 22.40 | 10.3 | 30.40 | 15.3 | 36.00 | 20.3 | 40.22 | 25.3 | 43.47 | 30.3 | 45.96 | 35.3 | 47.79 | 40.3 | 49.05 | 45.3 | 49.78 |
| 0.4 | 6.31 | 5.4 | 22.60 | 10.4 | 30.53 | 15.4 | 36.09 | 20.4 | 40.30 | 25.4 | 43.53 | 30.4 | 46.00 | 35.4 | 47.82 | 40.4 | 49.07 | 45.4 | 49.79 |
| 0.5 | 7.05 | 5.5 | 22.80 | 10.5 | 30.66 | 15.5 | 36.19 | 20.5 | 40.37 | 25.5 | 43.59 | 30.5 | 46.04 | 35.5 | 47.85 | 40.5 | 49.09 | 45.5 | 49.80 |
| 0.6 | 7.72 | 5.6 | 22.99 | 10.6 | 30.78 | 15.6 | 36.29 | 20.6 | 40.44 | 25.6 | 43.64 | 30.6 | 46.08 | 35.6 | 47.88 | 40.6 | 49.11 | 45.6 | 49.81 |
| 0.7 | 8.34 | 5.7 | 23.18 | 10.7 | 30.91 | 15.7 | 36.38 | 20.7 | 40.52 | 25.7 | 43.70 | 30.7 | 46.12 | 35.7 | 47.91 | 40.7 | 49.13 | 45.7 | 49.81 |
| 0.8 | 8.91 | 5.8 | 23.37 | 10.8 | 31.04 | 15.8 | 36.47 | 20.8 | 40.59 | 25.8 | 43.75 | 30.8 | 46.17 | 35.8 | 47.94 | 40.8 | 49.15 | 45.8 | 49.82 |
| 0.9 | 9.44 | 5.9 | 23.56 | 10.9 | 31.16 | 15.9 | 36.57 | 20.9 | 40.66 | 25.9 | 43.81 | 30.9 | 46.21 | 35.9 | 47.97 | 40.9 | 49.16 | 45.9 | 49.83 |
| 1.0 | 9.95 | 6.0 | 23.75 | 11.0 | 31.29 | 16.0 | 36.66 | 21.0 | 40.73 | 26.0 | 43.86 | 31.0 | 46.25 | 36.0 | 48.00 | 41.0 | 49.18 | 46.0 | 49.84 |
| 1.1 | 10.43 | 6.1 | 23.93 | 11.1 | 31.41 | 16.1 | 36.75 | 21.1 | 40.80 | 26.1 | 43.92 | 31.1 | 46.29 | 36.1 | 48.03 | 41.1 | 49.20 | 46.1 | 49.85 |
| 1.2 | 10.89 | 6.2 | 24.12 | 11.2 | 31.54 | 16.2 | 36.85 | 21.2 | 40.87 | 26.2 | 43.97 | 31.2 | 46.33 | 36.2 | 48.06 | 41.2 | 49.22 | 46.2 | 49.86 |
| 1.3 | 11.33 | 6.3 | 24.30 | 11.3 | 31.66 | 16.3 | 36.94 | 21.3 | 40.94 | 26.3 | 44.03 | 31.3 | 46.37 | 36.3 | 48.09 | 41.3 | 49.24 | 46.3 | 49.86 |
| 1.4 | 11.75 | 6.4 | 24.48 | 11.4 | 31.78 | 16.4 | 37.03 | 21.4 | 41.01 | 26.4 | 44.08 | 31.4 | 46.41 | 36.4 | 48.11 | 41.4 | 49.25 | 46.4 | 49.87 |
| 1.5 | 12.16 | 6.5 | 24.65 | 11.5 | 31.90 | 16.5 | 37.12 | 21.5 | 41.08 | 26.5 | 44.13 | 31.5 | 46.45 | 36.5 | 48.14 | 41.5 | 49.27 | 46.5 | 49.88 |
| 1.6 | 12.55 | 6.6 | 24.83 | 11.6 | 32.02 | 16.6 | 37.21 | 21.6 | 41.15 | 26.6 | 44.19 | 31.6 | 46.49 | 36.6 | 48.17 | 41.6 | 49.29 | 46.6 | 49.88 |
| 1.7 | 12.93 | 6.7 | 25.00 | 11.7 | 32.14 | 16.7 | 37.30 | 21.7 | 41.22 | 26.7 | 44.24 | 31.7 | 46.53 | 36.7 | 48.20 | 41.7 | 49.31 | 46.7 | 49.89 |
| 1.8 | 13.30 | 6.8 | 25.17 | 11.8 | 32.26 | 16.8 | 37.39 | 21.8 | 41.29 | 26.8 | 44.29 | 31.8 | 46.57 | 36.8 | 48.23 | 41.8 | 49.32 | 46.8 | 49.90 |
| 1.9 | 13.65 | 6.9 | 25.35 | 11.9 | 32.38 | 16.9 | 37.48 | 21.9 | 41.36 | 26.9 | 44.34 | 31.9 | 46.61 | 36.9 | 48.25 | 41.9 | 49.34 | 46.9 | 49.90 |
| 2.0 | 14.00 | 7.0 | 25.51 | 12.0 | 32.50 | 17.0 | 37.56 | 22.0 | 41.42 | 27.0 | 44.40 | 32.0 | 46.65 | 37.0 | 48.28 | 42.0 | 49.36 | 47.0 | 49.91 |
| 2.1 | 14.34 | 7.1 | 25.68 | 12.1 | 32.61 | 17.1 | 37.65 | 22.1 | 41.49 | 27.1 | 44.45 | 32.1 | 46.69 | 37.1 | 48.31 | 42.1 | 49.37 | 47.1 | 49.92 |
| 2.2 | 14.67 | 7.2 | 25.85 | 12.2 | 32.73 | 17.2 | 37.74 | 22.2 | 41.56 | 27.2 | 44.50 | 32.2 | 46.72 | 37.2 | 48.33 | 42.2 | 49.39 | 47.2 | 49.92 |
| 2.3 | 14.99 | 7.3 | 26.01 | 12.3 | 32.84 | 17.3 | 37.82 | 22.3 | 41.63 | 27.3 | 44.55 | 32.3 | 46.76 | 37.3 | 48.38 | 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 2.9 rating is 16.78. 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 daypart (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 25-54, Mon-Fri 6AM-7PM might be 93.14.

c. Divide the Table A value by the Table B value to obtain an estimated standard error. Using the example above, $16.78 \div 93.14 = 0.18$.

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, 2.9 ± 0.18 yields a confidence interval of 2.72-3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $2.9 \pm (1.64 \times 0.34)$ yields a confidence interval of 2.61-3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

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 M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14 would be 93.14 squared, or 8675. (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 | | Sat 7P-MID | Mon-Fri 3P-7P | Mon-Fri 7P-MID | | Mon-Fri 3P-7P | Mon-Fri 6A-7P | | |
| Persons 12+ | 55.10 | 82.85 | 100.99 | 82.00 | 102.81 | 103.78 | 121.42 | 121.71 | 113.06 | 125.24 | 130.56 |
| Persons 18+ | ***** | ***** | 96.68 | ***** | ***** | 95.75 | ***** | 116.78 | ***** | ***** | 125.27 |
| Men | | | | | | | | | | | |
| 18+ | 40.02 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 96.82 |
| 18-24 | 13.97 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 40.76 |
| 25-34 | 17.36 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 46.04 |
| 35-44 | 19.89 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 49.95 |
| 45-54 | 18.69 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 46.30 |
| 55-64 | 13.73 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 37.05 |
| 65+ | 16.46 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 35.88 |
| 12-24 | 20.25 | 35.66 | ***** | 34.70 | 44.95 | 42.34 | 52.68 | ***** | 47.46 | ***** | 56.76 |
| 18-34 | 22.56 | 35.39 | 43.36 | 34.16 | 46.18 | 43.31 | 52.43 | 52.37 | 50.82 | ***** | 59.39 |
| 18-49 | 32.60 | 50.58 | 59.04 | 49.01 | 64.13 | 58.82 | 71.40 | 71.31 | 69.20 | ***** | 80.87 |
| 25-49 | 29.92 | 45.30 | ***** | 44.65 | 57.07 | 52.75 | 67.16 | ***** | 58.53 | ***** | 72.18 |
| 25-54 | 32.29 | 48.23 | 59.12 | 47.93 | 61.05 | 56.16 | 71.50 | 66.45 | 62.31 | ***** | 76.84 |
| 35-64 | 30.65 | 44.79 | 56.57 | 45.74 | 58.10 | 53.89 | 68.41 | 63.58 | 59.62 | ***** | 73.52 |
| Women | | | | | | | | | | | |
| 18+ | 44.46 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 102.21 |
| 18-24 | 14.70 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 39.84 |
| 25-34 | 18.76 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 48.08 |
| 35-44 | 22.54 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 58.13 |
| 45-54 | 20.17 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 47.88 |
| 55-64 | 16.35 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 39.03 |
| 65+ | 19.87 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 44.96 |
| 12-24 | 20.93 | 34.29 | ***** | 33.89 | 41.94 | 42.63 | 51.42 | ***** | 45.71 | ***** | 53.54 |
| 18-34 | 24.09 | 37.11 | 45.82 | 35.84 | 46.88 | 45.41 | 55.65 | 52.02 | 49.77 | ***** | 60.38 |
| 18-49 | 34.98 | 53.63 | 64.63 | 52.38 | 66.86 | 64.13 | 78.49 | 73.38 | 70.20 | ***** | 85.16 |
| 25-49 | 33.01 | 48.99 | ***** | 48.88 | 62.12 | 59.10 | 73.43 | ***** | 67.30 | ***** | 79.32 |
| 25-54 | 35.68 | 52.38 | 64.43 | 52.32 | 66.57 | 62.65 | 78.25 | 75.02 | 71.72 | ***** | 84.53 |
| 35-64 | 34.70 | 50.25 | 60.77 | 50.31 | 63.26 | 60.37 | 73.80 | 70.75 | 67.64 | ***** | 79.72 |
| Persons | | | | | | | | | | | |
| 12-24 | 27.56 | 45.02 | ***** | 44.41 | 55.82 | 54.18 | 65.92 | ***** | 60.94 | ***** | 70.88 |
| 18-34 | 30.94 | 47.75 | 59.37 | 46.20 | 60.88 | 58.84 | 71.54 | 71.71 | 66.13 | ***** | 76.92 |
| 18-49 | 44.33 | 67.62 | 82.24 | 65.81 | 84.30 | 79.86 | 99.10 | 99.33 | 91.61 | ***** | 106.55 |
| 25-49 | 40.46 | 60.65 | ***** | 60.12 | 76.14 | 71.93 | 89.46 | ***** | 82.71 | ***** | 96.20 |
| 25-54 | 43.51 | 64.46 | 79.72 | 64.28 | 81.29 | 76.68 | 96.06 | 96.29 | 88.81 | ***** | 103.29 |
| 35-64 | 42.08 | 60.75 | 75.88 | 61.41 | 77.86 | 74.14 | 91.43 | 91.65 | 84.52 | ***** | 98.31 |
| Teens 12-17 | 19.65 | 32.19 | ***** | 32.80 | 44.00 | 48.64 | 50.01 | ***** | 53.20 | ***** | 58.02 |
| Black P12+ | 23.86 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 56.54 |
| Hispanic P12+ | 10.77 | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | ***** | 25.53 |

***** 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 counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) A geographic split county is defined as one or more zip codes within a county and is 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. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

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. Additionally, Arbitron may consider 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 will be considered by Arbitron upon receipt of a formal request from at least 75 percent of subscribing station owners. If there are fewer than four subscribing station owners in a market, the request must be made by all subscribing station owners for Arbitron to proceed.

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and listenership data for existing Metro counties and any county contiguous to the current Metro.

NOTE: All existing Metro counties and all counties adjacent to existing Metro counties are subject to the Metro evaluation. The two criteria that determine whether evaluated counties are included in the Metro definition are: (i) at least 55.0 percent of listening quarter-hours from the county must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county must be into the existing Metro. **Metro evaluation results are final — and automatic. This rule applies even if the evaluation finds that one or more counties should be removed from the existing Metro.** Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

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 county equivalents) that 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 counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county (or county equivalent) 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 Survey Sampling, Inc. (SSI). These qualifying hundred blocks comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. Known nonresidential 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 prealtered, 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. Generally, 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 that are unusable are diaries that Arbitron determines: are incomplete; are post-marked and/or arrive before or after established dates; or that 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* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascertainment procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., coun-

ties, 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 a 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.

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 Minimum Reporting Standards (MRS) as described in Paragraphs 8 and 9. Noncommercial 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. Audience estimates for a station that does not meet 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. However, audience estimates for commercial stations that do not meet MRS for this report and noncommercial stations may be obtained through other Arbitron services.

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station that 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:

- a.** 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
- b.** 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
- c.** 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:

- a.** 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)
- b.** 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.
- c.** 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 reliability 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; and group quarters residences containing ten or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Survey Sampling, Inc. 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 or at any time thereafter.

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, because independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that 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 that 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 that 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, ascription of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

n. Arbitron conducts research involving new methods of improving cooperation of 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 programmed, 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 esti-

mates 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 1999, 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 1999 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 1/1/99.

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 1/1/99).

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 1/1/99.

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 1/1/99 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of December 1998, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1998, 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 for the total 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, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) 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 published in telephone directories.

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 or 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 or county equivalent (e.g., geographic or ethnic 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 (or county equivalents).

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be 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 1999 Radio Market Survey Schedule

| METRO RANK | MARKET | WINTER 99 | SPRING 99 | SUMMER 99 | FALL 99 | METRO RANK | MARKET | WINTER 99 | SPRING 99 | SUMMER 99 | FALL 99 | METRO RANK | MARKET | WINTER 99 | SPRING 99 | SUMMER 99 | FALL 99 |
|------------|---|-----------|-----------|-----------|---------|------------|--|-----------|-----------|-----------|---------|------------|--|-----------|-----------|-----------|---------|
| 226 | Abilene, TX | | | | | 249 | Grand Junction, CO | | | | | 221 | Parkersburg-Marietta, WV-OH | | | | |
| 68 | Akron | | | | | 66 | Grand Rapids | | | | | 121 | Pensacola | | | | |
| 246 | Albany, GA | | | | | 264 | Great Falls, MT | | | | | 134 | Peoria | | | | |
| 59 | Albany-Schenectady-Troy | | | | | 182 | Green Bay | | | | | 5 | Philadelphia | | | | |
| 71 | Albuquerque | | | | | 42 | Greensboro-Winston Salem-High Point | | | | | 15 | Phoenix | | | | |
| 202 | Alexandria, LA | | | | | 81 | Greenville-New Bern-Jacksonville | | | | | 21 | Pittsburgh | | | | |
| 67 | Allentown-Bethlehem | | | | | 58 | Greenville-Spartanburg | | | | | 160 | Portland, ME | | | | |
| 240 | Altoona | | | | | 81 | Hagerstown-Chambersburg-Waynesboro, MD-PA | | | | | 25 | Portland, OR | | | | |
| 188 | Amarillo, TX | | | | | 161 | Harrisburg-Lebanon-Carlisle | | | | | 117 | Portsmouth-Dover-Rochester | | | | |
| 171 | Anchorage | | | | | 76 | Harrisonburg, VA | | | | | 157 | Poughkeepsie, NY | | | | |
| 145 | Ann Arbor | | | | | 253 | Hartford-New Britain-Middletown | | | | | 32 | Providence-Warwick-Pawtucket | | | | |
| 135 | Appleton-Oshkosh | | | | | 45 | Honolulu | | | | | 239 | Pueblo | | | | |
| 179 | Asheville | | | | | 60 | Houston-Galveston | | | | | 13 | Puerto Rico | | | | |
| 12 | Atlanta | | | | | 10 | Huntington-Ashland | | | | | 132 | Quad Cities (Davenport-Rock Island-Moline) | | | | |
| 136 | Atlantic City-Cape May | | | | | 143 | Huntsville | | | | | 48 | Raleigh-Durham | | | | |
| 110 | Augusta, GA | | | | | 38 | Indianapolis | | | | | 251 | Rapid City, SD | | | | |
| 246 | Augusta-Waterbury, ME | | | | | 256 | Ithaca, NY | | | | | 131 | Reading, PA | | | | |
| 49 | Austin | | | | | 119 | Jackson, MS | | | | | 217 | Redding, CA | | | | |
| 84 | Bakersfield | | | | | 262 | Jackson, TN | | | | | 127 | Reno | | | | |
| 20 | Baltimore | | | | | 52 | Jacksonville | | | | | 57 | Richmond | | | | |
| 261 | Bangor, ME | | | | | 94 | Johnson City-Kingsport-Bristol | | | | | 29 | Riverside-San Bernardino | | | | |
| 82 | Baton Rouge | | | | | 168 | Johnstown | | | | | 105 | Roanoke-Lynchburg | | | | |
| 235 | Battle Creek, MI | | | | | 225 | Joplin, MO | | | | | 50 | Rochester, NY | | | | |
| 130 | Beaumont-Port Arthur, TX | | | | | 174 | Kalamazoo | | | | | 148 | Rockford | | | | |
| 263 | Beckley, WV | | | | | 30 | Kansas City | | | | | 28 | Sacramento | | | | |
| 243 | Billings, MT | | | | | 149 | Killeen-Temple, TX | | | | | 124 | Saginaw-Bay City-Midland | | | | |
| 137 | Biloxi-Gulfport-Pascagoula, MS | | | | | 69 | Knoxville | | | | | 216 | St. Cloud, MN | | | | |
| 166 | Binghamton | | | | | 230 | Lafayette, IN | | | | | 19 | St. Louis | | | | |
| 56 | Birmingham | | | | | 97 | Lafayette, LA | | | | | 152 | Salisbury-Ocean City | | | | |
| 260 | Bismarck, ND | | | | | 205 | Lake Charles, LA | | | | | 35 | Salt Lake City-Ogden-Provo | | | | |
| 215 | Blacksburg-Christiansburg-Radford-Pulaski, VA | | | | | 96 | Lakeland-Winter Haven | | | | | 254 | San Angelo, TX | | | | |
| 229 | Bloomington | | | | | 111 | Lancaster | | | | | 34 | San Antonio | | | | |
| 248 | Bluefield, WV | | | | | 114 | Lansing-East Lansing | | | | | 16 | San Diego | | | | |
| 126 | Boise | | | | | 208 | Laredo, TX | | | | | 4 | San Francisco | | | | |
| 8 | Boston | | | | | 40 | Las Vegas | | | | | 27 | San Jose | | | | |
| 108 | Bridgeport | | | | | 209 | Laurel-Hattiesburg, MS | | | | | 167 | San Luis Obispo, CA | | | | |
| 267 | Brunswick, GA | | | | | 251 | Lawton, OK | | | | | 186 | Santa Barbara, CA | | | | |
| 238 | Bryan-College Station, TX | | | | | 255 | Lewiston-Auburn, ME | | | | | 234 | Santa Fe, NM | | | | |
| 43 | Buffalo-Niagara Falls | | | | | 107 | Lexington-Fayette | | | | | 197 | Santa Maria-Lompoc, CA | | | | |
| 223 | Burlington, VT | | | | | 224 | Lima, OH | | | | | 113 | Santa Rosa | | | | |
| 123 | Canton | | | | | 172 | Lincoln | | | | | 79 | Sarasota-Bradenton | | | | |
| 184 | Cape Cod, MA | | | | | 83 | Little Rock | | | | | 153 | Savannah | | | | |
| 268 | Casper, WY | | | | | 2 | Los Angeles | | | | | 14 | Seattle-Tacoma | | | | |
| 201 | Cedar Rapids | | | | | 53 | Louisville | | | | | 129 | Shreveport | | | | |
| 204 | Champaign, IL | | | | | 175 | Lubbock | | | | | 244 | Sioux City, IA | | | | |
| 104 | Charleston, SC | | | | | 147 | Macon | | | | | 210 | Sioux Falls | | | | |
| 162 | Charleston, WV | | | | | 120 | Madison | | | | | 159 | South Bend | | | | |
| 37 | Charlotte-Gastonia-Rock Hill | | | | | 185 | Manchester | | | | | 87 | Spokane | | | | |
| 222 | Charlottesville, VA | | | | | 212 | Marion-Carbondale (Southern Illinois) | | | | | 194 | Springfield, IL | | | | |
| 102 | Chattanooga | | | | | 62 | McAllen-Brownsville-Harlingen | | | | | 80 | Springfield, MA | | | | |
| 265 | Cheyenne, WY | | | | | 206 | Medford-Ashland, OR | | | | | 146 | Springfield, MO | | | | |
| 3 | Chicago | | | | | 95 | Melbourne-Titusville-Cocoa | | | | | 138 | Stamford-Norwalk, CT | | | | |
| 192 | Chico, CA | | | | | 46 | Memphis | | | | | 237 | State College, PA | | | | |
| 26 | Cincinnati | | | | | 195 | Merced, CA | | | | | 85 | Stockton | | | | |
| 24 | Cleveland | | | | | 266 | Meridian, MS | | | | | 233 | Sussex, NJ | | | | |
| 93 | Colorado Springs | | | | | 11 | Miami-Ft. Lauderdale-Hollywood | | | | | 73 | Syracuse | | | | |
| 240 | Columbia, MO | | | | | 31 | Milwaukee-Racine | | | | | 163 | Tallahassee | | | | |
| 88 | Columbia, SC | | | | | 86 | Minneapolis-St. Paul | | | | | 22 | Tampa-St. Petersburg-Clearwater | | | | |
| 169 | Columbus, GA | | | | | 122 | Mobile | | | | | 190 | Terre Haute | | | | |
| 33 | Columbus, OH | | | | | 47 | Monmouth-Ocean | | | | | 242 | Texarkana, TX-AR | | | | |
| 258 | Cookeville, TN | | | | | 232 | Monroe, LA | | | | | 78 | Toledo | | | | |
| 128 | Corpus Christi | | | | | 77 | Monterey-Salinas-Santa Cruz | | | | | 180 | Topeka | | | | |
| 7 | Dallas-Ft. Worth | | | | | 141 | Montgomery | | | | | 139 | Trenton, NJ | | | | |
| 189 | Danbury, CT | | | | | 187 | Morgantown-Clarksburg-Fairmont, WV | | | | | 207 | Tri-Cities, WA (Richland-Kennewick-Pasco) | | | | |
| 55 | Dayton | | | | | 99 | Morristown, NJ | | | | | 61 | Tucson | | | | |
| 91 | Daytona Beach | | | | | 173 | Myrtle Beach, SC | | | | | 63 | Tulsa | | | | |
| 23 | Denver-Boulder | | | | | 44 | Nashville | | | | | 178 | Tupelo, MS | | | | |
| 90 | Des Moines | | | | | 17 | Nassau-Suffolk (Long Island) | | | | | 214 | Tuscaloosa, AL | | | | |
| 6 | Detroit | | | | | 165 | New Bedford-Fall River, MA | | | | | 140 | Tyler-Longview, TX | | | | |
| 182 | Dothan, AL | | | | | 100 | New Haven | | | | | 150 | Utica-Rome | | | | |
| 219 | Dubuque, IA | | | | | 164 | New London, CT | | | | | 109 | Visalia-Tulare-Hanford | | | | |
| 213 | Duluth-Superior | | | | | 41 | New Orleans | | | | | 191 | Waco, TX | | | | |
| 231 | Eau Claire, WI | | | | | 1 | New York | | | | | 9 | Washington, DC | | | | |
| 199 | Elmira-Corning, NY | | | | | 141 | Newburgh-Middletown, NY (Mid-Hudson Valley) | | | | | 181 | Waterbury, CT | | | | |
| 70 | El Paso | | | | | 36 | Norfolk-Virginia Beach-Newport News | | | | | 228 | Waterloo-Cedar Falls | | | | |
| 155 | Erie | | | | | 196 | Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix) | | | | | 250 | Watertown, NY | | | | |
| 144 | Eugene-Springfield | | | | | 176 | Odessa-Midland, TX | | | | | 158 | Wausau-Stevens Point, WI (Central WI) | | | | |
| 151 | Evansville | | | | | 54 | Oklahoma City | | | | | 51 | West Palm Beach-Boca Raton | | | | |
| 211 | Fargo-Moorhead | | | | | 72 | Omaha-Council Bluffs | | | | | 220 | Wheeling | | | | |
| 125 | Fayetteville, NC | | | | | 39 | Orlando | | | | | 89 | Wichita | | | | |
| 156 | Fayetteville (Northwest Arkansas) | | | | | 259 | Owensboro, KY | | | | | 236 | Wichita Falls, TX | | | | |
| 116 | Flint | | | | | 106 | Oxnard-Ventura | | | | | 64 | Wilkes Barre-Scranton | | | | |
| 198 | Florence, SC | | | | | 154 | Palm Springs, CA | | | | | 245 | Williamsport, PA | | | | |
| 133 | Ft. Collins-Greeley, CO | | | | | 227 | Panama City, FL | | | | | 75 | Wilmington, DE | | | | |
| 74 | Ft. Myers-Naples-Marco Island | | | | | | | | | | | 177 | Wilmington, NC | | | | |
| 118 | Ft. Pierce-Stuart-Vero Beach | | | | | | | | | | | 218 | Winchester, VA | | | | |
| 170 | Ft. Smith, AR | | | | | | | | | | | 112 | Worcester | | | | |
| 203 | Ft. Walton Beach, FL | | | | | | | | | | | 193 | Yakima, WA | | | | |
| 100 | Ft. Wayne | | | | | | | | | | | 103 | York | | | | |
| 200 | Frederick, MD | | | | | | | | | | | 92 | Youngstown-Warren | | | | |
| 65 | Fresno | | | | | | | | | | | | | | | | |
| 98 | Gainesville-Ocala | | | | | | | | | | | | | | | | |
| 257 | Grand Forks, ND-MN | | | | | | | | | | | | | | | | |

NOTE/Metro ranks listed above are based on Winter 1999 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+ for the 48 contiguous states of the United States. 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.

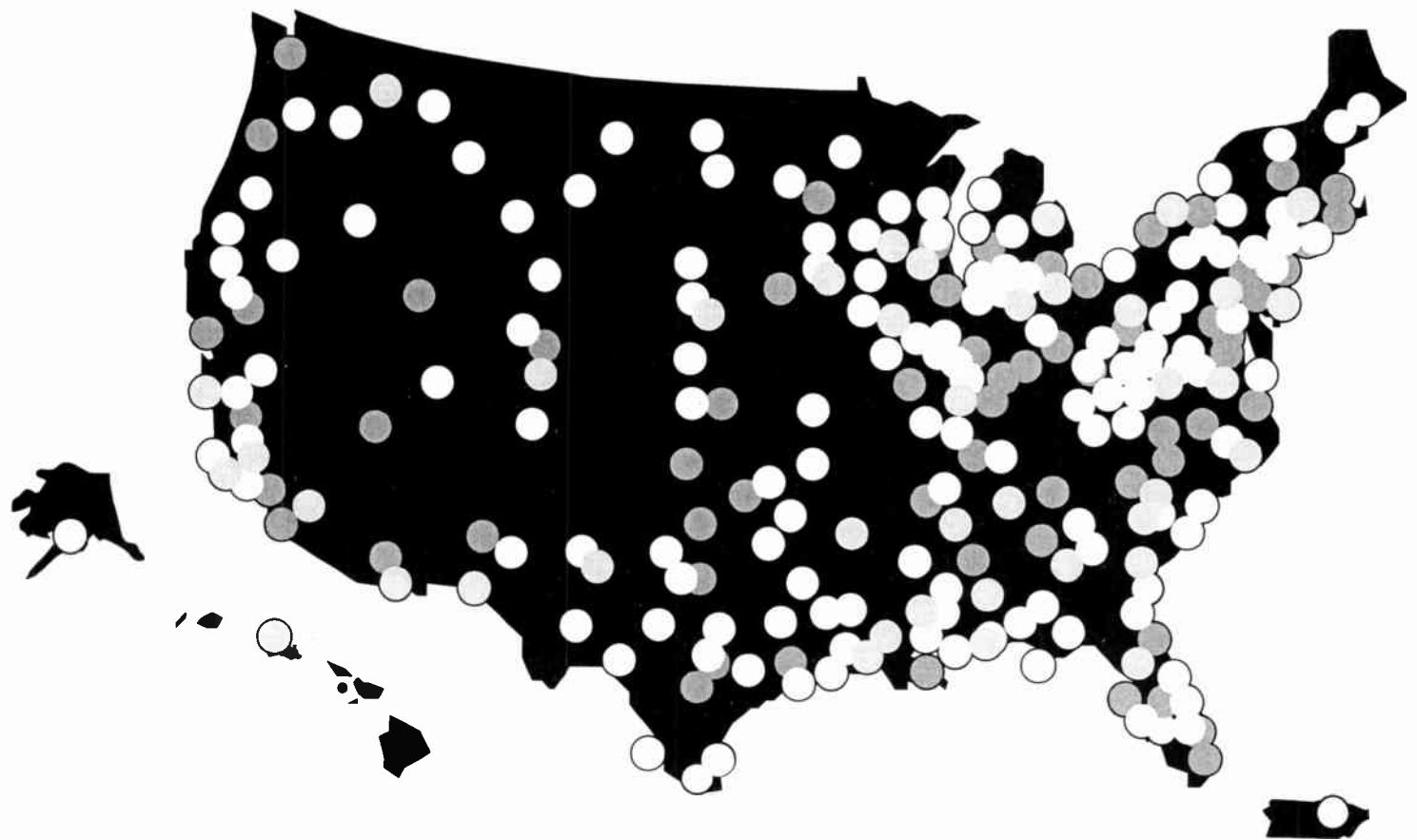
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Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 250 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 64 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (42 mid-sized markets) and the Qualitative Diary (148* 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, home ownership, 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 Macon, GA, Peoria, IL, and Springfield, MO, both RetailDirect and the Qualitative Diary Service are offered



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, Release 2 (Aug. 97-Jul. 98). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Scarborough data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and retail shopping profiles of radio listeners. A description of Scarborough methodology is available to Arbitron subscribers upon request.

Users of this report should note that Scarborough survey periods and methodology differ from Arbitron survey periods and methodology. Therefore, Scarborough data and estimates may differ from Arbitron data and estimates.

Warning

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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
WDAS-AM
WDAS-FM
WHYY-FM
WIOQ-FM
WIP -AM
WJBR-FM
WMGK-FM
WMMR-FM
WPEN-AM
WPHI-FM
WPLY-FM
WUSL-FM
WWDB-FM
WXPB-FM
WXTU-FM
WXXM-FM
WYSP-FM
WYXR-FM

The Sample

Sample Size/ The in-tab sample for this Metro as defined and surveyed by Scarborough is **2,649**.



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 the following Arbitron services: Maximizer 99SM service (for radio stations); Media ProfessionalSM (for ad agencies); or MaxQualitativeSM (for radio stations). 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[®] 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. 97 - Sep. 98

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, Equip Clean Helpers & Lborers | 2.4% |
| Machine Operators, Assemblers & Inspcrr | 2.7% |
| Precision Production, Craft & Repair | 5.3% |
| Professional Specialty | 12.7% |
| Sales | 8.1% |
| Service | 11.4% |
| Technicians & Related Support | 3.1% |
| Transportation & Matenal Moving | 3.1% |

Education

5 ▶

| | | | | | | | |
|----------------------|--------------|----------------------|--------------|---------------------------|--------------|---------------------------|--------------|
| | 11.8% | | 40.1% | | 26.0% | | 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% |

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.

This report is based on Persons 18+ in YOUR METRO
OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition
©1999 The Arbitron Company and Scarborough Research Corp./VNU

ARBITRON

Q3



MARKET PROFILE - PERSONS 18+

Target Persons: 3,690,940 Target Intab: 2,649
 PHILADELPHIA
 Scarborough, Aug97-Jul98

Gender

| | | | |
|------|--------|------|----------|
| 47.1 | % Male | 52.9 | % Female |
|------|--------|------|----------|





Employment Status

| | |
|-------------------------------|-------|
| Employed Full-Time | 54.4% |
| Employed Part-Time | 12.7% |
| Not Employed | |
| A Homemaker | 9.3% |
| A Student | 2.8% |
| Retired | 14.9% |
| Disabled | 2.9% |
| Temporarily Laid-Off | 0.6% |
| Not Employed-Looking for Work | 2.2% |
| Other | 0.2% |

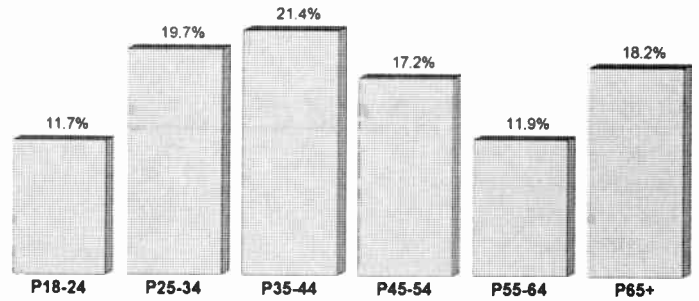
Occupation

| | |
|---|-------|
| Administrative Support | 15.7% |
| Executive, Administrative & Managerial | 10.5% |
| Farming, Forestry & Fishing | 0.3% |
| Handlers, Eqp Clnrs, Helpers & Laborers | 1.4% |
| Machine Operators, Assem & Inspectors | 1.7% |
| Precision Production, Craft & Repair | 5.3% |
| Professional Specialty | 11.0% |
| Sales | 7.9% |
| Service | 7.6% |
| Technicians & Related Support | 3.1% |
| Transportation & Material Moving | 2.8% |

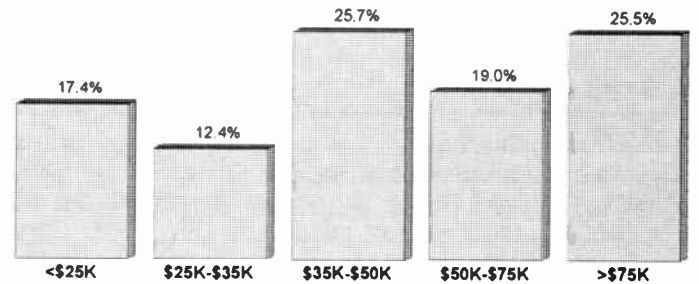
Education

| | | | |
|--|---|---|---|
|  |  |  |  |
| 10.5% | 40.5% | 25.1% | 23.9% |
| Less Than 12th Grade | High School Graduate | Some College | College Degree or More |

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

| | |
|---------------|-------|
| None | 58.0% |
| One | 17.4% |
| Two | 15.1% |
| Three or More | 9.4% |

Home Ownership

| | |
|-------|-------|
| Own | 73.2% |
| Rent | 22.6% |
| Other | 4.2% |



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 MARKET PROFILE - PERSONS 18+ (Target Age/Sex Demos is Persons 18+)

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

Target Persons: 659,855 Target Intab: 486
 PHILADELPHIA
 Scarborough, Aug97-Jul98

Gender

| | | | |
|------|--------|------|----------|
| 70.5 | % Male | 29.5 | % Female |
|------|--------|------|----------|





Employment Status

| | |
|-------------------------------|-------|
| Employed Full-Time | 71.4% |
| Employed Part-Time | 9.4% |
| Not Employed | |
| A Homemaker | 1.9% |
| A Student | 4.0% |
| Retired | 9.3% |
| Disabled | 1.8% |
| Temporarily Laid-Off | 0.4% |
| Not Employed-Looking for Work | 1.6% |
| Other | 0.2% |

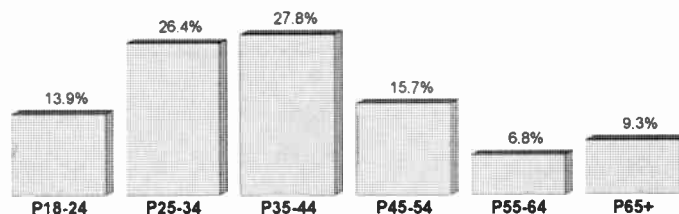
Occupation

| | |
|--|-------|
| Administrative Support | 14.0% |
| Executive, Administrative & Managerial | 16.1% |
| Farming, Forestry & Fishing | 0.7% |
| Handlers, Eqp Clnrs, Helprs & Laborers | 1.0% |
| Machine Operators, Assem & Inspectors | 2.5% |
| Precision Production, Craft & Repair | 7.9% |
| Professional Specialty | 12.6% |
| Sales | 9.6% |
| Service | 10.2% |
| Technicians & Related Support | 2.8% |
| Transportation & Material Moving | 3.5% |

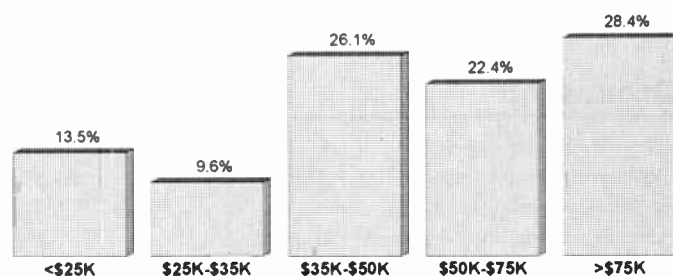
Education

| | | | |
|---|---|---|---|
|  |  |  |  |
| 9.5% | 38.7% | 20.9% | 30.9% |
| 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 | 51.2% |
| One | 24.0% |
| Two | 16.7% |
| Three or More | 8.1% |

Home Ownership

| | |
|-------|-------|
| Own | 72.3% |
| Rent | 23.8% |
| Other | 3.9% |



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: 540,065 Target Intab: 404
 PHILADELPHIA
 Scarborough, Aug97-Jul98

Gender

| | | | |
|------|--------|------|----------|
| 63.0 | % Male | 37.0 | % Female |
|------|--------|------|----------|





Employment Status

| | |
|-------------------------------|-------|
| Employed Full-Time | 72.0% |
| Employed Part-Time | 10.0% |
| Not Employed | |
| A Homemaker | 3.0% |
| A Student | 4.2% |
| Retired | 4.9% |
| Disabled | 1.8% |
| Temporarily Laid-Off | 1.7% |
| Not Employed-Looking for Work | 2.4% |
| Other | 0.0% |

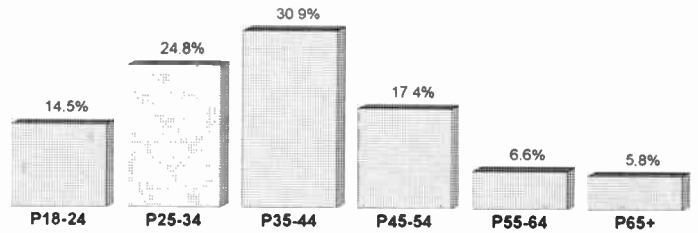
Occupation

| | |
|--|-------|
| Administrative Support | 15.2% |
| Executive, Administrative & Managerial | 12.9% |
| Farming, Forestry & Fishing | 0.5% |
| Handlers, Eqp Clnrs, Helprs & Laborers | 3.3% |
| Machine Operators, Assem & Inspectors | 2.3% |
| Precision Production, Craft & Repair | 9.6% |
| Professional Specialty | 10.6% |
| Sales | 8.6% |
| Service | 12.2% |
| Technicians & Related Support | 2.2% |
| Transportation & Material Moving | 4.5% |

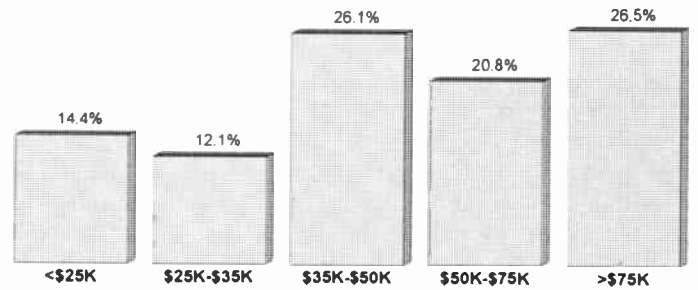
Education

| | | | |
|--|---|---|---|
|  |  |  |  |
| 9.0% | 45.2% | 23.8% | 22.0% |
| 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 | 48.2% |
| One | 21.0% |
| Two | 17.7% |
| Three or More | 13.1% |

Home Ownership

| | |
|-------|-------|
| Own | 73.1% |
| Rent | 22.3% |
| Other | 4.6% |



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: 403,320 Target Intab: 295
 PHILADELPHIA
 Scarborough, Aug97-Jul98

Gender

| | | | |
|------|--------|------|----------|
| 48.1 | % Male | 51.9 | % Female |
|------|--------|------|----------|

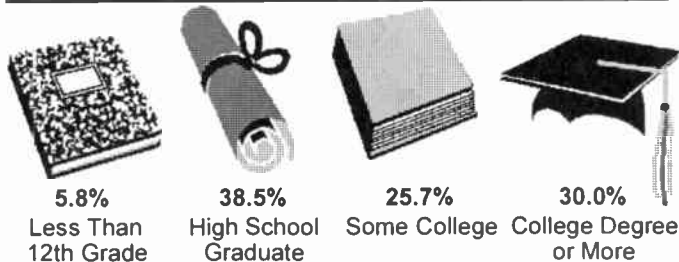
Employment Status

| | |
|-------------------------------|-------|
| Employed Full-Time | 63.9% |
| Employed Part-Time | 14.5% |
| Not Employed | |
| A Homemaker | 10.6% |
| A Student | 1.0% |
| Retired | 6.0% |
| Disabled | 1.8% |
| Temporarily Laid-Off | 0.7% |
| Not Employed-Looking for Work | 1.3% |
| Other | 0.2% |

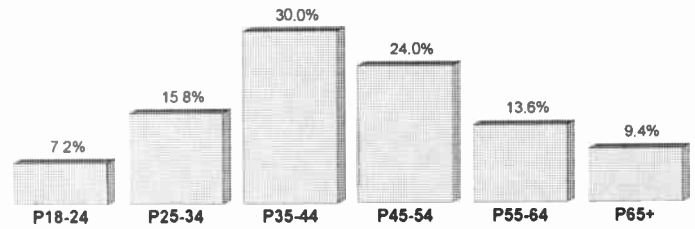
Occupation

| | |
|--|-------|
| Administrative Support | 22.6% |
| Executive, Administrative & Managerial | 12.8% |
| Farming, Forestry & Fishing | 0.2% |
| Handlers, Eqp Clnrs, Helprs & Laborers | 2.0% |
| Machine Operators, Assem & Inspectors | 1.9% |
| Precision Production, Craft & Repair | 6.2% |
| Professional Specialty | 13.0% |
| Sales | 7.2% |
| Service | 5.9% |
| Technicians & Related Support | 2.5% |
| Transportation & Material Moving | 4.0% |

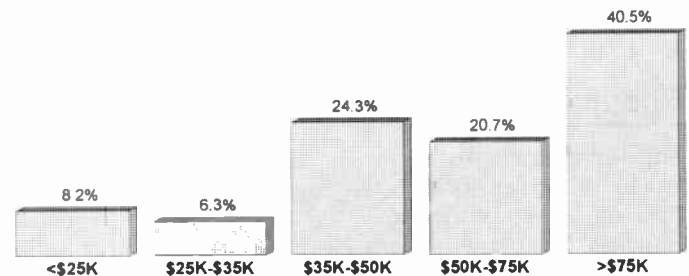
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

| | |
|---------------|-------|
| None | 55.2% |
| One | 16.1% |
| Two | 16.0% |
| Three or More | 12.6% |

Home Ownership

| | |
|-------|-------|
| Own | 86.6% |
| Rent | 12.0% |
| Other | 1.4% |



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 SPENT \$250+ ON LAWN/GARDEN (Amount Spent on Hhld 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: 1,587,040 Target Intab: 1,193
 PHILADELPHIA
 Scarborough, Aug97-Jul98

Gender

| | | | |
|------|--------|------|----------|
| 47.7 | % Male | 52.3 | % Female |
|------|--------|------|----------|





Employment Status

| | |
|-------------------------------|-------|
| Employed Full-Time | 60.1% |
| Employed Part-Time | 13.6% |
| Not Employed | |
| A Homemaker | 8.8% |
| A Student | 2.6% |
| Retired | 11.3% |
| Disabled | 1.3% |
| Temporarily Laid-Off | 0.4% |
| Not Employed-Looking for Work | 1.8% |
| Other | 0.1% |

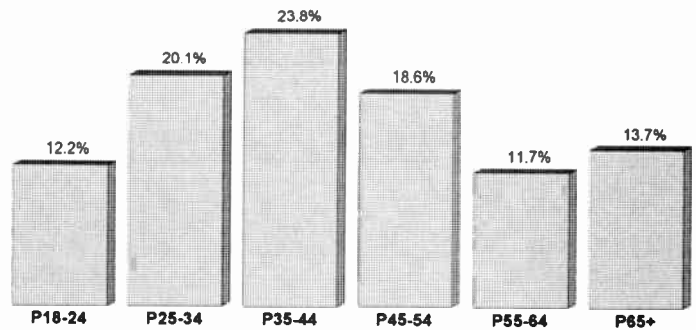
Occupation

| | |
|--|-------|
| Administrative Support | 16.5% |
| Executive, Administrative & Managerial | 12.2% |
| Farming, Forestry & Fishing | 0.3% |
| Handlers, Eq Clnrs, Helprs & Laborers | 1.5% |
| Machine Operators, Assem & Inspectors | 1.9% |
| Precision Production, Craft & Repair | 6.0% |
| Professional Specialty | 14.0% |
| Sales | 9.2% |
| Service | 6.2% |
| Technicians & Related Support | 3.0% |
| Transportation & Material Moving | 2.9% |

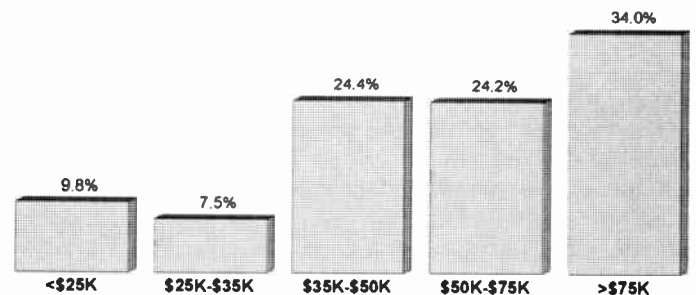
Education

| | | | |
|--|---|---|---|
|  |  |  |  |
| 6.4% | 39.5% | 25.7% | 28.4% |
| 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 | 57.9% |
| One | 15.7% |
| Two | 16.7% |
| Three or More | 9.7% |

Home Ownership

| | |
|-------|-------|
| Own | 78.8% |
| Rent | 16.5% |
| Other | 4.7% |



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

PURCHASED VEHICLE PAST 4 YRS (When Hhld Bought 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: 1,774,105 Target Intab: 1,283
 PHILADELPHIA
 Scarborough, Aug97-Jul98

Gender

| | | | |
|------|--------|------|----------|
| 43.6 | % Male | 56.4 | % Female |
|------|--------|------|----------|




Employment Status

| | |
|-------------------------------|-------|
| Employed Full-Time | 55.5% |
| Employed Part-Time | 12.3% |
| Not Employed | |
| A Homemaker | 9.9% |
| A Student | 2.9% |
| Retired | 14.4% |
| Disabled | 2.7% |
| Temporarily Laid-Off | 0.4% |
| Not Employed-Looking for Work | 1.7% |
| Other | 0.3% |

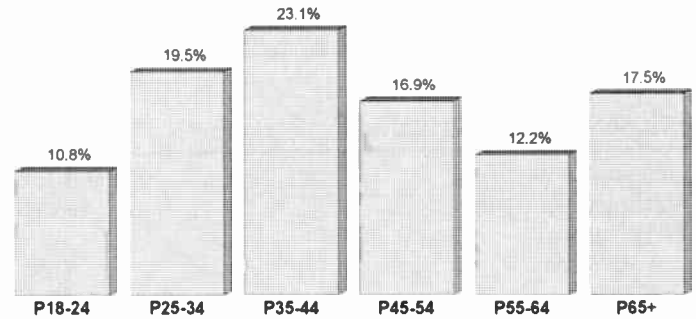
Occupation

| | |
|--|-------|
| Administrative Support | 15.2% |
| Executive, Administrative & Managerial | 10.0% |
| Farming, Forestry & Fishing | 0.2% |
| Handlers, Eqp Clnrs, Helprs & Laborers | 1.4% |
| Machine Operators, Assem & Inspectors | 1.5% |
| Precision Production, Craft & Repair | 5.1% |
| Professional Specialty | 11.8% |
| Sales | 7.0% |
| Service | 9.1% |
| Technicians & Related Support | 3.4% |
| Transportation & Material Moving | 3.1% |

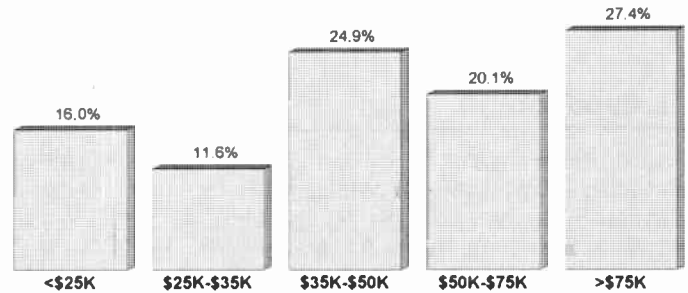
Education

| | | | |
|---|---|---|---|
|  |  |  |  |
| 9.5% | 39.4% | 27.1% | 24.0% |
| 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 | 54.6% |
| One | 18.8% |
| Two | 17.3% |
| Three or More | 9.3% |

Home Ownership

| | |
|-------|-------|
| Own | 74.1% |
| Rent | 22.0% |
| Other | 3.9% |



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 - 4 Trips:Personal/Vacation or 5 - 9
 Trips:Personal/Vacation or 10+ 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 99SM, Media ProfessionalSM, or MaxQualitativeSM services). 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 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

| Market | | 1998 | | 1999 | |
|--------|-------------------------------------|-----------------|-----------------|-----------------|-----------------|
| | | Release 1 | Release 2 | Release 1 | Release 2 |
| S | Albany-Schenectady-Troy | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Albuquerque | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Allentown-Bethlehem | Oct 97 - Nov 97 | Apr 98 - May 98 | Oct 98 - Nov 98 | Apr 99 - May 99 |
| S | Atlanta | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Atlantic City-Cape May | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| S | Austin | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Bakersfield | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| S | Baltimore | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| RD | Baton Rouge | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | May 99 - Jun 99 |
| S | Birmingham | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Boston | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Buffalo-Niagara Falls | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Charleston, SC | Oct 97 - Nov 97 | Apr 98 - May 98 | Oct 98 - Nov 98 | Apr 99 - May 99 |
| S | Charleston, WV | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Charlotte-Gastonia-Rock Hill | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| RD | Chattanooga | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| S | Chicago | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Cincinnati | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Cleveland | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| RD | Colorado Springs | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | May 99 - Jun 99 |
| S | Columbus, OH | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Dallas-Ft. Worth | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Dayton | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Denver-Boulder | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Des Moines | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Detroit | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | El Paso | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| RD | Evansville | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| RD | Flint | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| S | Fresno | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Ft. Wayne | Oct 97 - Nov 97 | Apr 98 - May 98 | Sep 98 - Oct 98 | Apr 99 - May 99 |
| RD | Gainesville-Ocala | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| S | Grand Rapids | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Greensboro-Winston Salem-High Point | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Greenville-New Bern-Jacksonville | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| S | Greenville-Spartanburg | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Harrisburg-Lebanon-Carlisle | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Hartford-New Britain-Middletown | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Honolulu | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| S | Houston-Galveston | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| RD | Huntsville | Jan 98 - Feb 98 | Jul 98 - Aug 98 | Jan 99 - Feb 99 | Jul 99 - Aug 99 |
| S | Indianapolis | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Jackson, MS | Oct 97 - Nov 97 | Apr 98 - May 98 | Oct 98 - Nov 98 | Apr 99 - May 99 |
| S | Jacksonville | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Kansas City | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Knoxville | | | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Lafayette, IN | Jul 98 - Aug 98 | | Jul 99 - Aug 99 | |
| RD | Lafayette, LA | Jan 98 - Feb 98 | Jul 98 - Aug 98 | Jan 99 - Feb 99 | Jul 99 - Aug 99 |
| S | Las Vegas | | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Las Vegas | Nov 97 - Dec 97 | | | |
| S | Lexington | | | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Little Rock | Oct 97 - Nov 97 | Apr 98 - May 98 | Sep 98 - Oct 98 | Apr 99 - May 99 |
| S | Los Angeles | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

ARBITRON

Q11

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

| Market | | 1998 | | 1999 | |
|--------|--|-----------------|-----------------|-----------------|-----------------|
| | | Release 1 | Release 2 | Release 1 | Release 2 |
| S | Louisville | Oct 97 - Mar 98 | | Oct 98 - Mar 99 | |
| RD | Lubbock | Sep 98 - Oct 98 | | Sep 99 - Oct 99 | |
| RD | Macon | Jan 98 - Feb 98 | | Jan 99 - Feb 99 | |
| RD | Madison | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| S | Memphis | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Miami-Ft. Lauderdale-Hollywood | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Milwaukee-Racine | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Minneapolis-St. Paul | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Mobile | Jan 98 - Feb 98 | Jul 98 - Aug 98 | Jan 99 - Feb 99 | Jul 99 - Aug 99 |
| RD | Monterey-Salinas-Santa Cruz | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| RD | Montgomery | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | May 99 - Jun 99 |
| S | Nashville | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | New Orleans | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | New York | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Norfolk-Virginia Beach-Newport News | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| S | Oklahoma City | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Omaha-Council Bluffs | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | May 99 - Jun 99 |
| S | Orlando | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Palm Spngs, CA | Jan 98 - Feb 98 | | Jan 99 - Feb 99 | |
| RD | Pensacola | | Jul 98 - Aug 98 | | Jul 99 - Aug 99 |
| RD | Peoria | Jan 98 - Feb 98 | | Jan 99 - Feb 99 | |
| S | Philadelphia | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Phoenix | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Pittsburgh | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Portland, OR | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Providence-Warwick-Pawtucket | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Quad Cities (Davenport-Rock Island-Moline) | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| S | Raleigh-Durham | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Richmond | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | May 99 - Jun 99 |
| RD | Roanoke-Lynchburg | Jan 98 - Feb 98 | Jul 98 - Aug 98 | Jan 99 - Feb 99 | Jul 99 - Aug 99 |
| RD | Rochester, NY | Oct 97 - Nov 97 | Apr 98 - May 98 | Oct 98 - Nov 98 | Apr 99 - May 99 |
| RD | Rockford | | | Oct 98 - Nov 98 | |
| S | Sacramento | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| RD | Saginaw-Bay City-Midland | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |
| S | St. Louis | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Salt Lake City-Ogden-Provo | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | San Antonio | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | San Diego | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | San Francisco | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Santa Barbara, CA | Jul 98 - Aug 98 | | Jul 99 - Aug 99 | |
| S | Seattle-Tacoma | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| RD | Spokane | Oct 97 - Nov 97 | Apr 98 - May 98 | Oct 98 - Nov 98 | Apr 99 - May 99 |
| RD | Springfield, MA | Oct 97 - Nov 97 | Apr 98 - May 98 | Oct 98 - Nov 98 | Jul 99 - Aug 99 |
| RD | Springfield, MO | | | Nov 98 - Dec 98 | May 99 - Jun 99 |
| S | Syracuse | | | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Syracuse | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | |
| S | Tampa-St. Petersburg-Clearwater | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| RD | Toledo | Mar 98 - Apr 98 | Sep 98 - Oct 98 | Mar 99 - Apr 99 | Sep 99 - Oct 99 |
| RD | Tucson | Nov 97 - Dec 97 | May 98 - Jun 98 | Nov 98 - Dec 98 | May 99 - Jun 99 |
| S | Tulsa | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | Washington, D.C. | Sep 97 - Feb 98 | Mar 98 - Aug 98 | Sep 98 - Feb 99 | Mar 99 - Aug 99 |
| S | West Palm Beach-Boca Raton | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Wichita | Aug 97 - Jan 98 | Feb 98 - Jul 98 | Aug 98 - Jan 99 | Feb 99 - Jul 99 |
| S | Wilkes Barre-Scranton | Oct 97 - Mar 98 | Apr 98 - Sep 98 | Oct 98 - Mar 99 | Apr 99 - Sep 99 |
| RD | Youngstown-Warren | Feb 98 - Mar 98 | Aug 98 - Sep 98 | Feb 99 - Mar 99 | Aug 99 - Sep 99 |

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

ARBITRON

Qualitative Diary Markets

- | | | | | |
|---|--|--|---|---|
| Abilene, TX | Charlottesville, VA | Harrisonburg, VA | Myrtle Beach, SC | Sioux City, IA |
| Albany, GA | Cheyenne, WY | Huntington-Ashland | New London, CT | Sioux Falls |
| Alexandria, LA | Chico, CA | Ithaca, NY | Newburgh-Middletown, NY (Mid-Hudson Valley) | South Bend |
| Altoona | Columbia, MO | Jackson, TN | Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix) | Springfield, IL |
| Amarillo, TX | Columbia, SC | Johnson City-Kingsport-Bristol | Odessa-Midland, TX | Springfield, MO |
| Anchorage | Columbus, GA | Johnstown | Owensboro, KY | State College, PA |
| Ann Arbor | Cookeville, TN | Joplin, MO | Oxnard-Ventura | Stockton |
| Appleton-Oshkosh | Corpus Christi | Kalamazoo | Panama City, FL | Sussex, NJ |
| Augusta, GA | Daytona Beach | Killeen-Temple, TX | Parkersburg-Marietta, WV-OH | Tallahassee |
| Augusta-Waterville, ME | Dothan, AL | Lake Charles, LA | Peoria | Terre Haute |
| Bangor, ME | Dubuque, IA | Lakeland-Winter Haven | Portland, ME | Texarkana, TX-AR |
| Battle Creek, MI | Duluth-Superior | Lansing-East Lansing, MI | Portsmouth, NH Dover-Rochester, NH | Topeka |
| Beaumont-Port Arthur, TX | Eau Claire, WI | Laredo, TX | Poughkeepsie, NY | Tri-Cities, WA (Richland-Kennewick-Pasco) |
| Beckley, WV | Elmira-Corning, NY | Laurel-Hattiesburg, MS | Pueblo | Tupelo, MS |
| Billings, MT | Erie | Lawton, OK | Puerto Rico | Tuscaloosa, AL |
| Biloxi-Gulfport-Pascagoula, MS | Eugene-Springfield | Lewiston-Auburn, ME | Rapid City, SD | Tyler-Longview, TX |
| Binghamton | Fargo-Moorhead | Lexington-Fayette | Reading, PA | Utica-Rome |
| Bismarck, ND | Fayetteville, NC | Lima, OH | Redding, CA | Visalia-Tulare-Hanford |
| Blacksburg-Christiansburg-Radford-Pulaski, VA | Fayetteville (Northwest Arkansas) | Lincoln | Reno | Waco, TX |
| Bloomington | Florence, SC | Macon | St. Cloud, MN | Waterloo-Cedar Falls |
| Bluefield, WV | Ft. Collins-Greeley, CO | Manchester, NH | Salisbury-Ocean City | Watertown, NY |
| Boise | Ft. Myers-Naples-Marco Island | Marion-Carbondale (Southern Illinois) | San Angelo, TX | Wausau-Stevens Point, WI (Central Wisconsin) |
| Brunswick, GA | Ft. Smith, AR | McAllen-Brownsville-Harlingen | San Diego | Wheeling |
| Bryan-College Station, TX | Ft. Walton Beach, FL | Medford-Ashland, OR | San Luis Obispo, CA | Wichita Falls, TX |
| Burlington, VT | Grand Forks, ND-MN | Melbourne-Titusville-Cocoa | Santa Fe, NM | Williamsport, PA |
| Canton, OH | Grand Junction, CO | Merced, CA | Santa Maria-Lompoc | Wilmington, DE |
| Cape Cod, MA | Great Falls, MT | Meridian, MS | Savannah | Wilmington, NC |
| Casper, WY | Green Bay | Modesto | Shreveport, LA | Winchester, VA |
| Cedar Rapids | Hagerstown-Chambersburg-Wayneboro, MD-PA | Monroe, LA | | Yakima, WA |
| Champaign, IL | | Morgantown-Clarksburg-Fairmont, WV | | |

Qualitative 1998-99 Survey Schedule

FALL SURVEY

September 24 - December 16, 1998

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

| DECEMBER | | | | | | | | | | | |
|----------|----|----|----|----|----|----|----|----|----|----|----|
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | | | | | | |

WINTER SURVEY

January 7 - March 31, 1999

| JANUARY | | | | | | | | | | | |
|---------|----|----|----|----|----|----|----|----|----|----|----|
| 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 | | | | | | | | | | | |
|----------|----|----|----|----|----|----|----|----|----|----|----|
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | | |
| | | | | | | | | | | | |

| MARCH | | | | | | | | | | | |
|-------|----|----|----|----|----|----|----|----|----|----|----|
| 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 | | | | | | | | | | | |

SPRING SURVEY

April 1 - June 23, 1999

| APRIL | | | | | | | | | | | |
|-------|----|----|----|----|----|----|----|----|----|----|----|
| 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 | | | | | | | | | | | |
|-----|----|----|----|----|----|----|----|----|----|----|----|
| 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 | | | | | | | | | | | |
|------|----|----|----|----|----|----|----|----|----|----|----|
| 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 1 - September 22, 1999

| JULY | | | | | | | | | | | |
|------|----|----|----|----|----|----|----|----|----|----|----|
| 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 | | | | | | | | | | | |
|-----------|----|----|----|----|----|----|----|----|----|----|----|
| 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 | | | | | | | | | | |

NOTE/The survey dates are subject to change.

ARBITRON

Notations

Notations

Arbitron 1999 Spring Delivery Schedule

| Market | Feb-Mar-Apr Arbitrends | | Mar-Apr-May Arbitrends | | Spring Arbitrends | | Advance Ratings** | | Maximiser®/Media Professional™/TAPSCAN® | | Market Report | Ethnic Tape Mail Dates | |
|---------------------------------|------------------------|-------------|------------------------|---------|-------------------|---------|-------------------|---------|---|--------|---------------|------------------------|----------|
| | Date | Time* | Date | Time* | Date | Time* | Date | Time* | ADE | Mail | Mail Date | Black | Hispanic |
| Abilene, TX | | | | | | | Aug 13 | 10:00AM | Aug 17 | | Aug 19 | | |
| Akron | May 26 | 2:30PM LMT | Jun 23 | 2:30PM | Jul 22 | 11:30AM | Jul 22 | 2:30PM | Jul 26 | Jul 27 | Jul 28 | | |
| Albany, GA | | | | | | | Aug 13 | 11:00AM | Aug 17 | Aug 18 | Aug 19 | | |
| Albany-Schenectady-Troy | Jun 08 | 11:30AM LMT | Jul 06 | 11:30AM | Aug 02 | 1:00PM | Aug 02 | 4:00PM | Aug 04 | Aug 05 | Aug 06 | | |
| Albuquerque | Jun 11 | 11:00AM LMT | Jul 09 | 11:00AM | Aug 06 | 9:30AM | Aug 06 | 12:30PM | Aug 10 | Aug 11 | Aug 12 | | Aug 17 |
| Alexandria, LA | | | | | | | Aug 16 | 9:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Allentown-Bethlehem | May 24 | 1:00PM LMT | Jun 21 | 1:00PM | Jul 19 | 1:00PM | Jul 19 | 4:00PM | Jul 21 | Jul 22 | Jul 23 | | |
| Altoona | | | | | | | Jul 23 | 1:30PM | Jul 27 | Jul 28 | Jul 29 | | |
| Amarillo, TX | | | | | | | Aug 12 | 11:30AM | Aug 16 | Aug 17 | Aug 18 | | |
| Anchorage | | | | | | | Aug 16 | 11:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Ann Arbor | | | | | | | Jul 21 | 12:30PM | Jul 23 | Jul 26 | Jul 27 | | |
| Appleton-Oshkosh | | | | | | | Aug 13 | 11:00AM | Aug 17 | Aug 18 | Aug 19 | | |
| Asheville | | | | | | | Aug 05 | 2:30PM | Aug 09 | Aug 10 | Aug 11 | | |
| Atlanta | Jun 02 | 10:00AM LMT | Jun 29 | 10:00AM | Jul 27 | 10:00AM | Jul 27 | 1:00PM | Jul 29 | Jul 30 | Aug 02 | Aug 26 | |
| Atlantic City-Cape May | | | | | | | Jul 19 | 10:00AM | Jul 21 | Jul 22 | Jul 23 | | |
| Augusta, GA | | | | | | | Aug 11 | 3:00PM | Aug 13 | Aug 16 | Aug 17 | | |
| Augusta-Waterville, ME | | | | | | | Aug 12 | 10:30AM | Aug 16 | Aug 17 | Aug 18 | | |
| Austin | Jun 07 | 1:30PM LMT | Jul 02 | 1:30PM | Aug 02 | 10:30AM | Aug 02 | 1:30PM | Aug 04 | Aug 05 | Aug 06 | | Aug 17 |
| Bakersfield | May 24 | 10:00AM LMT | Jun 21 | 10:00AM | Jul 20 | 10:00AM | Jul 20 | 1:00PM | Jul 22 | Jul 23 | Jul 26 | | Aug 17 |
| Baltimore | May 26 | 1:00PM LMT | Jun 23 | 1:00PM | Jul 21 | 10:00AM | Jul 21 | 1:00PM | Jul 23 | Jul 26 | Jul 27 | Aug 25 | |
| Bangor, ME | | | | | | | Aug 11 | 10:00AM | Aug 13 | Aug 16 | Aug 17 | | |
| Baton Rouge | Jun 11 | 10:30AM LMT | Jul 09 | 10:30AM | Aug 06 | 10:30AM | Aug 06 | 1:30PM | Aug 10 | Aug 11 | Aug 12 | Aug 31 | |
| Battle Creek, MI | | | | | | | Aug 06 | 2:00PM | Aug 10 | Aug 11 | Aug 12 | | |
| Beaumont-Port Arthur, TX | | | | | | | Aug 09 | 9:30AM | Aug 11 | Aug 12 | Aug 13 | | |
| Beckley, WV | | | | | | | Aug 12 | 10:30AM | Aug 16 | Aug 17 | Aug 18 | | |
| Billings, MT | | | | | | | Aug 16 | 9:30AM | Aug 18 | Aug 19 | Aug 20 | | |
| Biloxi-Gulfport-Pascagoula,MS | | | | | | | Aug 03 | 11:00AM | Aug 05 | Aug 06 | Aug 09 | | |
| Binghamton | | | | | | | Aug 09 | 1:00PM | Aug 11 | Aug 12 | Aug 13 | | |
| Birmingham | Jun 04 | 12:00PM LMT | Jul 01 | 12:00PM | Jul 29 | 1:30PM | Jul 29 | 4:30PM | Aug 02 | Aug 03 | Aug 04 | Aug 27 | |
| Bismarck, ND | | | | | | | Aug 16 | 9:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Blksbrg-Chrstnrg-Rdfrd-Plskd,VA | | | | | | | Aug 09 | 2:30PM | Aug 11 | Aug 12 | Aug 13 | | |
| Bloomington | | | | | | | Jul 19 | 12:30PM | Jul 21 | Jul 22 | Jul 23 | | |
| Bluefield, WV | | | | | | | Aug 13 | 1:30PM | Aug 17 | Aug 18 | Aug 19 | | |
| Boise | | | | | | | Aug 12 | 11:00AM | Aug 16 | Aug 17 | Aug 18 | | |
| Boston | May 26 | 10:00AM LMT | Jun 23 | 10:00AM | Jul 22 | 10:00AM | Jul 22 | 1:00PM | Jul 26 | Jul 27 | Jul 28 | Aug 24 | |
| Bridgeport | | | | | | | Jul 14 | 1:30PM | Jul 16 | Jul 19 | Jul 20 | | |
| Brunswick, GA | | | | | | | Aug 11 | 10:00AM | Aug 13 | Aug 16 | Aug 17 | | |
| Bryan-College Station, TX | | | | | | | Jul 27 | 12:30PM | Jul 29 | Jul 30 | Aug 02 | | |
| Buffalo-Niagara Falls | May 28 | 10:00AM LMT | Jun 25 | 10:00AM | Jul 22 | 1:00PM | Jul 22 | 4:00PM | Jul 26 | Jul 27 | Jul 28 | Aug 26 | |
| Burlington, VT | | | | | | | Aug 11 | 12:00PM | Aug 13 | Aug 16 | Aug 17 | | |
| Canton | | | | | | | Jul 23 | 11:30AM | Jul 27 | Jul 28 | Jul 29 | | |
| Cape Cod, MA | | | | | | | Jul 22 | 1:30PM | Jul 26 | Jul 27 | Jul 28 | | |
| Casper, WY | | | | | | | Aug 16 | 9:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Cedar Rapids | | | | | | | Aug 09 | 10:30AM | Aug 11 | Aug 12 | Aug 13 | | |
| Champaign, IL | | | | | | | Jul 19 | 1:30PM | Jul 21 | Jul 22 | Jul 23 | | |
| Charleston, SC | Jun 11 | 10:00AM LMT | Jul 09 | 10:00AM | Aug 05 | 1:00PM | Aug 05 | 4:00PM | Aug 09 | Aug 10 | Aug 11 | Aug 31 | |
| Charleston, WV | | | | | | | Aug 06 | 1:30PM | Aug 10 | Aug 11 | Aug 12 | | |
| Charlotte-Gastonia-Rock Hill | Jun 02 | 11:30AM LMT | Jun 29 | 11:30AM | Jul 27 | 11:30AM | Jul 27 | 2:30PM | Jul 29 | Jul 30 | Aug 02 | Aug 26 | |
| Charlottesville, VA | | | | | | | Aug 12 | 12:00PM | Aug 16 | Aug 17 | Aug 18 | | |
| Chattanooga | Jun 10 | 10:00AM LMT | Jul 08 | 10:00AM | Aug 05 | 10:00AM | Aug 05 | 1:00PM | Aug 09 | Aug 10 | Aug 11 | Aug 30 | |
| Cheyenne, WY | | | | | | | Jul 30 | 1:00PM | Aug 03 | Aug 04 | Aug 05 | | |
| Chicago | May 21 | 9:00AM LMT | Jun 18 | 9:00AM | Jul 15 | 9:00AM | Jul 15 | 12:00PM | Jul 19 | Jul 20 | Jul 21 | Aug 24 | Aug 17 |
| Chico, CA | | | | | | | Jul 23 | 9:00AM | Jul 27 | Jul 28 | Jul 29 | | |
| Cincinnati | May 27 | 11:30AM LMT | Jun 24 | 11:30AM | Jul 23 | 11:30AM | Jul 23 | 2:30PM | Jul 27 | Jul 28 | Jul 29 | Aug 25 | |
| Cleveland | May 26 | 2:30PM LMT | Jun 23 | 2:30PM | Jul 22 | 11:30AM | Jul 22 | 2:30PM | Jul 26 | Jul 27 | Jul 28 | Aug 25 | |

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

Sched - 1

Arbitron 1999 Spring Delivery Schedule

| Market | Feb-Mar-Apr Arbitrends | | Mar-Apr-May Arbitrends | | Spring Arbitrends | | Advance Ratings** | | Maximizer®/ Media Professional™/ TAPSCAN® | | Market Report | Ethnic Tape Mail Dates | |
|-------------------------------------|------------------------|-------------|------------------------|---------|-------------------|---------|-------------------|---------|---|--------|---------------|------------------------|----------|
| | Date | Time* | Date | Time* | Date | Time* | Date | Time* | ADE | Mail | Mail Date | Black | Hispanic |
| Colorado Springs | Jun 03 | 9:30AM LMT | Jun 30 | 9:30AM | Jul 28 | 11:00AM | Jul 28 | 2:00PM | Jul 30 | Aug 02 | Aug 03 | | |
| Columbia, MO | Jun 10 | 10:00AM LMT | Jul 08 | 10:00AM | Aug 05 | 10:00AM | Aug 02 | 12:30PM | Aug 04 | Aug 05 | Aug 06 | Aug 31 | |
| Columbia, SC | | | | | | | Aug 05 | 1:00PM | Aug 09 | Aug 10 | Aug 11 | | |
| Columbus, GA | | | | | | | Aug 11 | 4:00PM | Aug 13 | Aug 16 | Aug 17 | | |
| Columbus, OH | Jun 03 | 10:00AM LMT | Jun 30 | 10:00AM | Jul 28 | 11:30AM | Jul 28 | 2:30PM | Jul 30 | Aug 02 | Aug 03 | Aug 26 | |
| Cookeville, TN | May 28 | 12:00PM LMT | Jun 25 | 12:00PM | Jul 26 | 10:30AM | Aug 06 | 12:30PM | Aug 10 | Aug 11 | Aug 12 | Aug 25 | Aug 17 |
| Corpus Christi | | | | | | | Aug 09 | 10:00AM | Aug 11 | Aug 12 | Aug 13 | | |
| Dallas-Ft. Worth | | | | | | | Jul 26 | 1:30PM | Jul 28 | Jul 29 | Jul 30 | | |
| Danbury, CT | | | | | | | Jul 15 | 3:00PM | Jul 19 | Jul 20 | Jul 21 | | |
| Dayton | Jun 08 | 10:00AM LMT | Jul 06 | 10:00AM | Aug 02 | 10:00AM | Aug 02 | 1:00PM | Aug 04 | Aug 05 | Aug 06 | Aug 30 | |
| Daytona Beach | Jun 03 | 11:00AM LMT | Jun 30 | 11:00AM | Jul 28 | 12:30PM | Jul 27 | 4:00PM | Jul 29 | Jul 30 | Aug 02 | | |
| Decatur, IL | | | | | | | Aug 13 | 12:30PM | Aug 17 | Aug 18 | Aug 19 | | |
| Denver-Boulder | | | | | | | Jul 28 | 3:30PM | Jul 30 | Aug 02 | Aug 03 | | |
| Des Moines | Jun 10 | 10:30AM LMT | Jul 08 | 10:30AM | Aug 05 | 10:30AM | Aug 05 | 1:30PM | Aug 09 | Aug 10 | Aug 11 | Aug 24 | |
| Detroit | May 24 | 11:30AM LMT | Jun 21 | 11:30AM | Jul 19 | 11:30AM | Jul 19 | 2:30PM | Jul 21 | Jul 22 | Jul 23 | | |
| Dothan, AL | | | | | | | Aug 10 | 12:30PM | Aug 12 | Aug 13 | Aug 16 | | |
| Dubuque, IA | | | | | | | Aug 10 | 1:30PM | Aug 12 | Aug 13 | Aug 16 | | |
| Duluth-Superior | Jun 11 | 11:00AM LMT | Jul 09 | 11:00AM | Aug 06 | 11:00AM | Aug 12 | 10:00AM | Aug 16 | Aug 17 | Aug 18 | | Aug 17 |
| Eau Claire, WI | | | | | | | Aug 16 | 11:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| El Paso | | | | | | | Aug 06 | 2:00PM | Aug 10 | Aug 11 | Aug 12 | | |
| Elmira-Corning, NY | | | | | | | Aug 12 | 10:00AM | Aug 16 | Aug 17 | Aug 18 | | |
| Erie | | | | | | | Aug 11 | 3:30PM | Aug 13 | Aug 16 | Aug 17 | | |
| Eugene-Springfield | | | | | | | Aug 03 | 9:30AM | Aug 05 | Aug 06 | Aug 09 | | |
| Evansville | | | | | | | Aug 10 | 1:00PM | Aug 12 | Aug 13 | Aug 16 | | |
| Fargo-Moorhead | | | | | | | Aug 13 | 12:30PM | Aug 17 | Aug 18 | Aug 19 | | |
| Fayetteville (NW Arkansas) | | | | | | | Aug 16 | 12:30PM | Aug 18 | Aug 19 | Aug 20 | | |
| Fayetteville, NC | | | | | | | Aug 13 | 11:30AM | Aug 17 | Aug 18 | Aug 19 | | |
| Flint | | | | | | | Jul 21 | 1:30PM | Jul 23 | Jul 26 | Jul 27 | | |
| Florence, SC | | | | | | | Aug 06 | 11:30AM | Aug 10 | Aug 11 | Aug 12 | | |
| Frederick, MD | Jun 04 | 10:00AM LMT | Jul 01 | 10:00AM | Jul 29 | 11:30AM | Jul 21 | 1:00PM | Jul 23 | Jul 26 | Jul 27 | Aug 17 | |
| Fresno | | | | | | | Jul 29 | 2:30PM | Aug 02 | Aug 03 | Aug 04 | | |
| Ft. Collins-Greeley, CO | | | | | | | Jul 30 | 11:00AM | Aug 03 | Aug 04 | Aug 05 | | |
| Ft. Myers-Naples-Marco Island | | | | | | | Jul 30 | 1:30PM | Aug 03 | Aug 04 | Aug 05 | | |
| Ft. Pierce-Stuart-Vero Beach | | | | | | | Jul 28 | 2:00PM | Jul 30 | Aug 02 | Aug 03 | | |
| Ft. Smith, AR | | | | | | | Aug 16 | 9:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Ft. Walton Beach, FL | | | | | | | Aug 03 | 10:00AM | Aug 05 | Aug 06 | Aug 09 | | |
| Ft. Wayne | | | | | | | Aug 04 | 2:00PM | Aug 06 | Aug 09 | Aug 10 | | |
| Gainesville-Ocala | Jun 09 | 11:30AM LMT | Jul 07 | 11:30AM | Aug 04 | 11:30AM | Aug 04 | 2:00PM | Aug 06 | Aug 09 | Aug 10 | | |
| Grand Forks, ND-MN | | | | | | | Aug 13 | 9:00AM | Aug 17 | Aug 18 | Aug 19 | | |
| Grand Junction, CO | | | | | | | Aug 16 | 9:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Grand Rapids | | | | | | | Aug 04 | 2:30PM | Aug 06 | Aug 09 | Aug 10 | | |
| Great Falls, MT | Jun 09 | 11:30AM LMT | Jul 07 | 11:30AM | Aug 04 | 11:30AM | Aug 16 | 9:30AM | Aug 18 | Aug 19 | Aug 20 | Aug 30 | |
| Green Bay | | | | | | | Aug 13 | 12:00PM | Aug 17 | Aug 18 | Aug 19 | | |
| Greensboro-Winston Salem-High Point | | | | | | | Aug 04 | 2:30PM | Aug 06 | Aug 09 | Aug 10 | | |
| Greenville-New Bern-Jacksonville | Jun 11 | 10:00AM LMT | Jul 09 | 10:00AM | Aug 06 | 10:00AM | Aug 06 | 1:00PM | Aug 10 | Aug 11 | Aug 12 | Aug 31 | |
| Greenville-Spartanburg | Jun 10 | 11:30AM LMT | Jul 08 | 11:30AM | Aug 05 | 11:30AM | Aug 05 | 2:30PM | Aug 09 | Aug 10 | Aug 11 | Aug 31 | |
| Hagerstrn-Chambrsg-Waynsb, MD-PA | Jun 08 | 1:00PM LMT | Jul 06 | 1:00PM | Aug 03 | 10:00AM | Jul 23 | 1:00PM | Jul 27 | Jul 28 | Jul 29 | | |
| Harrisburg-Lebanon-Carlisle | | | | | | | Aug 03 | 1:00PM | Aug 05 | Aug 06 | Aug 09 | | |
| Harrisonburg, VA | | | | | | | Aug 11 | 10:30AM | Aug 13 | Aug 16 | Aug 17 | | |
| Hartford-New Britain-Middletown | May 26 | 4:00PM LMT | Jun 23 | 4:00PM | Jul 22 | 1:00PM | Jul 22 | 4:00PM | Jul 26 | Jul 27 | Jul 28 | | |
| Honolulu | Jun 07 | 10:00AM LMT | Jul 02 | 10:00AM | Aug 02 | 10:00AM | Aug 02 | 1:00PM | Aug 04 | Aug 05 | Aug 06 | | |
| Houston-Galveston | May 28 | 1:30PM LMT | Jun 25 | 1:30PM | Jul 26 | 12:00PM | Jul 26 | 3:00PM | Jul 28 | Jul 29 | Jul 30 | Aug 25 | Aug 17 |
| Huntington-Ashland | | | | | | | Aug 06 | 12:00PM | Aug 10 | Aug 11 | Aug 12 | | |
| Huntsville | Jun 11 | 10:30AM LMT | Jul 09 | 10:30AM | Aug 06 | 9:00AM | Aug 06 | 12:00PM | Aug 10 | Aug 11 | Aug 12 | Aug 31 | |

* All times are local market times.

** All times indicate START of Market calling.

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Arbitron 1999 Spring Delivery Schedule

| Market | Feb-Mar-Apr Arbitrends | | Mar-Apr-May Arbitrends | | Spring Arbitrends | | Advance Ratings** | | Maximizer®/ Media Professional™/ TAPSCAN® | | Market Report | Ethnic Tape Mail Dates | |
|---------------------------------|------------------------|-------------|------------------------|---------|-------------------|---------|-------------------|---------|---|--------|---------------|------------------------|----------|
| | Date | Time* | Date | Time* | Date | Time* | Date | Time* | ADE | Mail | Mail Date | Black | Hispanic |
| Indianapolis | Jun 04 | 9:00AM LMT | Jul 01 | 9:00AM | Jul 29 | 9:00AM | Jul 29 | 12:00PM | Aug 02 | Aug 03 | Aug 04 | Aug 27 | |
| Ithaca, NY | | | | | | | Jul 26 | 1:30PM | Jul 28 | Jul 29 | Jul 30 | | |
| Jackson, MS | Jun 10 | 12:00PM LMT | Jul 08 | 12:00PM | Aug 05 | 12:00PM | Aug 05 | 3:00PM | Aug 09 | Aug 10 | Aug 11 | Aug 31 | |
| Jackson, TN | | | | | | | Aug 04 | 2:00PM | Aug 06 | Aug 09 | Aug 10 | | |
| Jacksonville | Jun 07 | 10:00AM LMT | Jul 02 | 10:00AM | Jul 30 | 11:30AM | Jul 30 | 2:30PM | Aug 03 | Aug 04 | Aug 05 | Aug 27 | |
| Johnson City-Kingsport-Bristol | Jun 11 | 10:00AM LMT | Jul 09 | 10:00AM | Aug 05 | 10:00AM | Aug 05 | 1:00PM | Aug 09 | Aug 10 | Aug 11 | | |
| Johnstown | | | | | | | Jul 23 | 1:30PM | Jul 27 | Jul 28 | Jul 29 | | |
| Joplin, MO | | | | | | | Aug 12 | 9:00AM | Aug 16 | Aug 17 | Aug 18 | | |
| Kalamazoo | | | | | | | Aug 04 | 2:30PM | Aug 06 | Aug 09 | Aug 10 | | |
| Kansas City | Jun 04 | 3:00PM LMT | Jul 01 | 3:00PM | Jul 30 | 9:00AM | Jul 30 | 12:00PM | Aug 03 | Aug 04 | Aug 05 | Aug 27 | |
| Killeen-Temple, TX | | | | | | | Jul 30 | 1:00PM | Aug 03 | Aug 04 | Aug 05 | | |
| Knoxville | Jun 09 | 10:00AM LMT | Jul 07 | 10:00AM | Aug 04 | 10:00AM | Aug 04 | 1:00PM | Aug 06 | Aug 09 | Aug 10 | | |
| Lafayette, IN | | | | | | | Jul 29 | 12:30PM | Aug 02 | Aug 03 | Aug 04 | | |
| Lafayette, LA | | | | | | | Aug 11 | 12:00PM | Aug 13 | Aug 16 | Aug 17 | | |
| Lake Charles, LA | | | | | | | Aug 16 | 9:30AM | Aug 18 | Aug 19 | Aug 20 | | |
| Lakeland-Winter Haven | | | | | | | Jul 26 | 1:30PM | Jul 28 | Jul 29 | Jul 30 | | |
| Lancaster | | | | | | | Aug 03 | 1:00PM | Aug 05 | Aug 06 | Aug 09 | | |
| Lansing-East Lansing | Jun 09 | 10:00AM LMT | Jul 07 | 10:00AM | Aug 04 | 10:00AM | Aug 04 | 1:00PM | Aug 06 | Aug 09 | Aug 10 | | |
| Laredo, TX | | | | | | | Aug 05 | 12:30PM | Aug 09 | Aug 10 | Aug 11 | | |
| Las Vegas | Jun 04 | 11:30AM LMT | Jul 01 | 11:30AM | Jul 29 | 1:00PM | Jul 29 | 4:00PM | Aug 02 | Aug 03 | Aug 04 | Aug 17 | |
| Laurel-Hattiesburg, MS | | | | | | | Aug 03 | 10:00AM | Aug 05 | Aug 06 | Aug 09 | | |
| Lawton, OK | | | | | | | Aug 05 | 12:30PM | Aug 09 | Aug 10 | Aug 11 | | |
| Lewiston-Auburn, ME | | | | | | | Aug 10 | 1:00PM | Aug 12 | Aug 13 | Aug 16 | | |
| Lexington-Fayette | | | | | | | Aug 09 | 2:00PM | Aug 11 | Aug 12 | Aug 13 | | |
| Lima, OH | | | | | | | Aug 12 | 12:00PM | Aug 16 | Aug 17 | Aug 18 | | |
| Lincoln | | | | | | | Aug 12 | 9:00AM | Aug 16 | Aug 17 | Aug 18 | | |
| Little Rock | Jun 10 | 12:00PM LMT | Jul 08 | 12:00PM | Aug 05 | 12:00PM | Aug 05 | 3:00PM | Aug 09 | Aug 10 | Aug 11 | Aug 31 | |
| Los Angeles | May 21 | 10:00AM LMT | Jun 18 | 10:00AM | Jul 15 | 11:30AM | Jul 15 | 2:30PM | Jul 19 | Jul 20 | Jul 21 | Aug 24 | Aug 17 |
| Louisville | Jun 04 | 11:30AM LMT | Jul 01 | 11:30AM | Jul 29 | 11:30AM | Jul 29 | 2:30PM | Aug 02 | Aug 03 | Aug 04 | Aug 27 | |
| Lubbock | | | | | | | Aug 10 | 1:30PM | Aug 12 | Aug 13 | Aug 16 | | |
| Macon | | | | | | | Aug 09 | 12:00PM | Aug 11 | Aug 12 | Aug 13 | | |
| Madison | Jun 11 | 10:30AM LMT | Jul 09 | 10:30AM | Aug 06 | 9:00AM | Aug 06 | 12:00PM | Aug 10 | Aug 11 | Aug 12 | | |
| Manchester | | | | | | | Jul 22 | 2:00PM | Jul 26 | Jul 27 | Jul 28 | | |
| Marion-Carbondale (Southern IL) | | | | | | | Jul 30 | 1:00PM | Aug 03 | Aug 04 | Aug 05 | | |
| McAllen-Brownsville-Harlingen | | | | | | | Aug 09 | 9:30AM | Aug 11 | Aug 12 | Aug 13 | Aug 17 | |
| Medford-Ashland, OR | | | | | | | Aug 16 | 9:30AM | Aug 18 | Aug 19 | Aug 20 | | |
| Melbourne-Titusville-Cocoa | | | | | | | Jul 27 | 4:00PM | Jul 29 | Jul 30 | Aug 02 | | |
| Memphis | Jun 08 | 1:30PM LMT | Jul 06 | 1:30PM | Aug 03 | 10:30AM | Aug 03 | 1:30PM | Aug 05 | Aug 06 | Aug 09 | Aug 30 | |
| Merced, CA | | | | | | | Jul 22 | 12:30PM | Jul 26 | Jul 27 | Jul 28 | | |
| Meridian, MS | | | | | | | Aug 16 | 9:30AM | Aug 18 | Aug 19 | Aug 20 | | |
| Miami-Ft. Lauderdale-Hollywood | Jun 02 | 2:30PM LMT | Jun 29 | 2:30PM | Jul 28 | 10:00AM | Jul 28 | 1:00PM | Jul 30 | Aug 02 | Aug 03 | Aug 26 | Aug 17 |
| Milwaukee-Racine | Jun 04 | 9:00AM LMT | Jul 01 | 9:00AM | Jul 29 | 9:00AM | Jul 29 | 12:00PM | Aug 02 | Aug 03 | Aug 04 | Aug 27 | |
| Minneapolis-St. Paul | May 28 | 3:00PM LMT | Jun 25 | 3:00PM | Jul 26 | 9:00AM | Jul 26 | 12:00PM | Jul 28 | Jul 29 | Aug 30 | | |
| Mobile | Jun 07 | 12:00PM LMT | Jul 02 | 12:00PM | Aug 02 | 9:00AM | Aug 02 | 12:00PM | Aug 04 | Aug 05 | Aug 06 | Aug 30 | |
| Modesto | | | | | | | Jul 21 | 1:00PM | Jul 23 | Jul 26 | Jul 27 | | |
| Monmouth-Ocean | | | | | | | Jul 14 | 2:00PM | Jul 16 | Jul 19 | Jul 20 | | |
| Monroe, LA | | | | | | | Aug 16 | 10:30AM | Aug 18 | Aug 19 | Aug 20 | | |
| Monterey-Salinas-Santa Cruz | May 25 | 11:30AM LMT | Jun 22 | 11:30AM | Jul 21 | 11:30AM | Jul 21 | 2:30PM | Jul 23 | Jul 26 | Jul 27 | Aug 17 | |
| Montgomery | | | | | | | Aug 10 | 1:30PM | Aug 12 | Aug 13 | Aug 16 | | |
| Morgantown-Clarks-Fairmont, WV | | | | | | | Aug 09 | 11:00AM | Aug 11 | Aug 12 | Aug 13 | | |
| Morristown, NJ | | | | | | | Jul 14 | 1:30PM | Jul 16 | Jul 19 | Jul 20 | | |
| Muskegon, MI | | | | | | | Aug 12 | 10:00AM | Aug 16 | Aug 17 | Aug 18 | | |
| Myrtle Beach, SC | | | | | | | Aug 11 | 11:30AM | Aug 13 | Aug 16 | Aug 17 | | |
| Nashville | Jun 08 | 3:00PM LMT | Jul 06 | 3:00PM | Aug 03 | 12:00PM | Aug 03 | 3:00PM | Aug 05 | Aug 06 | Aug 09 | Aug 30 | |

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** All times indicate START of Market calling.

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Arbitron 1999 Spring Delivery Schedule

| Market | Feb-Mar-Apr Arbitrends | | Mar-Apr-May Arbitrends | | Spring Arbitrends | | Advance Ratings** | | Maximizer®/Media Professional™/TAPSCAN® | | Market Report | Ethnic Tape Mail Dates | |
|-------------------------------------|------------------------|-------------|------------------------|---------|-------------------|---------|-------------------|---------|---|--------|---------------|------------------------|----------|
| | Date | Time* | Date | Time* | Date | Time* | Date | Time* | ADE | Mail | Mail Date | Black | Hispanic |
| Nassau-Suffolk (Long Island) | May 20 | 11:30AM LMT | Jun 17 | 11:30AM | Jul 14 | 11:30AM | Jul 14 | 2:30PM | Jul 16 | Jul 19 | Jul 20 | Aug 24 | |
| New Bedford-Fall River, MA | | | | | | | Jul 20 | 2:00PM | Jul 22 | Jul 23 | Jul 26 | | |
| New Haven | | | | | | | Jul 22 | 2:30PM | Jul 26 | Jul 27 | Jul 28 | | |
| New London, CT | | | | | | | Jul 22 | 12:30PM | Jul 26 | Jul 27 | Jul 28 | | |
| New Orleans | Jun 07 | 10:30AM LMT | Jul 02 | 10:30AM | Jul 30 | 12:00PM | Jul 30 | 3:00PM | Aug 03 | Aug 04 | Aug 05 | Aug 30 | |
| New York | May 20 | 10:00AM LMT | Jun 17 | 10:00AM | Jul 14 | 10:00AM | Jul 14 | 1:00PM | Jul 16 | Jul 19 | Jul 20 | Aug 24 | Aug 17 |
| Newburgh-Middletown, NY(Md-Hud Vly) | | | | | | | Jul 19 | 12:00PM | Jul 21 | Jul 22 | Jul 23 | | |
| Norfolk-Virginia Beach-Newport News | Jun 07 | 11:30AM LMT | Jul 02 | 11:30AM | Jul 30 | 1:00PM | Jul 30 | 4:00PM | Aug 03 | Aug 04 | Aug 05 | Aug 27 | |
| Northwest Michigan, MI | | | | | | | Aug 11 | 11:00AM | Aug 13 | Aug 16 | Aug 17 | | |
| Odessa-Midland, TX | | | | | | | Aug 16 | 12:00PM | Aug 18 | Aug 19 | Aug 20 | | |
| Oklahoma City | Jun 09 | 12:00PM LMT | Jul 07 | 12:00PM | Aug 04 | 12:00PM | Aug 04 | 3:00PM | Aug 06 | Aug 09 | Aug 10 | | |
| Omaha-Council Bluffs | Jun 09 | 1:30PM LMT | Jul 07 | 1:30PM | Aug 04 | 1:30PM | Aug 04 | 4:30PM | Aug 06 | Aug 09 | Aug 10 | | |
| Orlando | Jun 02 | 1:00PM LMT | Jun 29 | 1:00PM | Jul 27 | 1:00PM | Jul 27 | 4:00PM | Jul 29 | Jul 30 | Aug 02 | Aug 26 | Aug 17 |
| Owensboro, KY | | | | | | | Aug 10 | 12:00PM | Aug 12 | Aug 13 | Aug 16 | | |
| Oxnard-Ventura | | | | | | | Jul 20 | 10:00AM | Jul 22 | Jul 23 | Jul 26 | | |
| Palm Springs, CA | | | | | | | Jul 20 | 12:30PM | Jul 22 | Jul 23 | Jul 26 | | |
| Panama City, FL | | | | | | | Aug 16 | 11:30AM | Aug 18 | Aug 19 | Aug 20 | | |
| Parkersburg-Marietta, WV-OH | | | | | | | Aug 12 | 10:30AM | Aug 16 | Aug 17 | Aug 18 | | |
| Pensacola | | | | | | | Aug 02 | 3:00PM | Aug 04 | Aug 05 | Aug 06 | | |
| Peoria | | | | | | | Jul 19 | 12:30PM | Jul 21 | Jul 22 | Jul 23 | | |
| Philadelphia | May 24 | 10:00AM LMT | Jun 21 | 10:00AM | Jul 19 | 10:00AM | Jul 19 | 2:00PM | Jul 21 | Jul 22 | Jul 23 | Aug 24 | |
| Phoenix | May 27 | 1:00PM LMT | Jun 24 | 1:00PM | Jul 22 | 1:00PM | Jul 22 | 4:00PM | Jul 26 | Jul 27 | Jul 28 | | Aug 17 |
| Pittsburgh | May 27 | 10:00AM LMT | Jun 24 | 10:00AM | Jul 23 | 10:00AM | Jul 23 | 1:00PM | Jul 27 | Jul 28 | Jul 29 | Aug 25 | |
| Portland, ME | | | | | | | Aug 09 | 12:30PM | Aug 11 | Aug 12 | Aug 13 | | |
| Portland, OR | Jun 03 | 1:00PM LMT | Jun 30 | 1:00PM | Jul 29 | 10:00AM | Jul 29 | 1:00PM | Aug 02 | Aug 03 | Aug 04 | | |
| Portsmouth-Dover-Rochester | | | | | | | Jul 23 | 2:00PM | Jul 27 | Jul 28 | Jul 29 | | |
| Poughkeepsie, NY | | | | | | | Jul 16 | 10:00AM | Jul 20 | Jul 21 | Jul 22 | | |
| Providence-Warwick-Pawtucket | May 25 | 10:00AM LMT | Jun 22 | 10:00AM | Jul 20 | 10:00AM | Jul 20 | 1:00PM | Jul 22 | Jul 23 | Jul 26 | | |
| Pueblo | | | | | | | Jul 30 | 12:00PM | Aug 03 | Aug 04 | Aug 05 | | |
| Puerto Rico | | | | | | | Aug 05 | 11:00AM | Aug 09 | Aug 10 | Aug 11 | | |
| Quad Cities | | | | | | | Jul 15 | 2:00PM | Jul 19 | Jul 20 | Jul 21 | | |
| Raleigh-Durham | Jun 08 | 1:00PM LMT | Jul 06 | 1:00PM | Aug 03 | 10:00AM | Aug 03 | 1:00PM | Aug 05 | Aug 06 | Aug 09 | Aug 30 | |
| Rapid City, SD | | | | | | | Aug 16 | 9:00AM | Aug 18 | Aug 19 | Aug 20 | | |
| Reading, PA | | | | | | | Jul 21 | 1:00PM | Jul 23 | Jul 26 | Jul 27 | | |
| Redding, CA | | | | | | | Jul 23 | 9:00AM | Jul 27 | Jul 28 | Jul 29 | | |
| Reno | | | | | | | Aug 13 | 9:30AM | Aug 17 | Aug 18 | Aug 19 | | |
| Richmond | Jun 07 | 10:00AM LMT | Jul 02 | 10:00AM | Jul 30 | 11:30AM | Jul 30 | 2:30PM | Aug 03 | Aug 04 | Aug 05 | Aug 27 | |
| Riverside-San Bernardino | May 20 | 10:00AM LMT | Jun 17 | 10:00AM | Jul 15 | 10:00AM | Jul 15 | 1:00PM | Jul 19 | Jul 20 | Jul 21 | | Aug 17 |
| Roanoke-Lynchburg | | | | | | | Aug 09 | 1:30PM | Aug 11 | Aug 12 | Aug 13 | | |
| Rochester, NY | Jun 08 | 11:30AM LMT | Jul 06 | 11:30AM | Aug 02 | 1:00PM | Aug 02 | 4:00PM | Aug 04 | Aug 05 | Aug 06 | | |
| Rockford | | | | | | | Jul 15 | 12:30PM | Jul 19 | Jul 20 | Jul 21 | | |
| Sacramento | May 25 | 1:00PM LMT | Jun 22 | 1:00PM | Jul 21 | 10:00AM | Jul 21 | 1:00PM | Jul 23 | Jul 26 | Jul 27 | | Aug 17 |
| Saginaw-Bay City-Midland | Jun 10 | 10:00AM LMT | Jul 08 | 10:00AM | Aug 04 | 11:30AM | Aug 04 | 2:30PM | Aug 06 | Aug 09 | Aug 10 | | |
| Salisbury-Ocean City | | | | | | | Jul 26 | 2:00PM | Jul 28 | Jul 29 | Jul 30 | | |
| Salt Lake City-Ogden-Provo | Jun 04 | 9:30AM LMT | Jul 01 | 9:30AM | Jul 29 | 9:30AM | Jul 29 | 12:30PM | Aug 02 | Aug 03 | Aug 04 | | |
| San Angelo, TX | | | | | | | Aug 13 | 10:00AM | Aug 17 | Aug 18 | Aug 19 | | |
| San Antonio | Jun 08 | 1:30PM LMT | Jul 06 | 1:30PM | Aug 03 | 10:30AM | Aug 03 | 1:30PM | Aug 05 | Aug 06 | Aug 09 | | Aug 17 |
| San Diego | May 24 | 11:30AM LMT | Jun 21 | 11:30AM | Jul 19 | 11:30AM | Jul 19 | 2:30PM | Jul 21 | Jul 22 | Jul 23 | | Aug 17 |
| San Francisco | May 25 | 10:00AM LMT | Jun 22 | 10:00AM | Jul 20 | 11:30AM | Jul 20 | 2:30PM | Jul 22 | Jul 23 | Jul 26 | Aug 24 | Aug 17 |
| San Jose | May 25 | 11:30AM LMT | Jun 22 | 11:30AM | Jul 20 | 10:00AM | Jul 20 | 1:00PM | Jul 22 | Jul 23 | Jul 26 | | Aug 17 |
| San Luis Obispo, CA | | | | | | | Jul 22 | 12:00PM | Jul 26 | Jul 27 | Jul 28 | | |
| Santa Barbara, CA | | | | | | | Jul 20 | 12:00PM | Jul 22 | Jul 23 | Jul 26 | | |
| Santa Fe, NM | | | | | | | Aug 10 | 11:00AM | Aug 12 | Aug 13 | Aug 16 | | |
| Santa Maria-Lompoc, CA | | | | | | | Jul 22 | 12:00PM | Jul 26 | Jul 27 | Jul 28 | | |

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

Sched - 4

Arbitron 1999 Spring Delivery Schedule

| Market | Feb-Mar-Apr Arbitrends | | Mar-Apr-May Arbitrends | | Spring Arbitrends | | Advance Ratings** | | Maximizer®/ Media Professional™/ TAPSCAN® | | Market Report | Ethnic Tape Mail Dates | |
|---|--|-------|----------------------------------|-------|----------------------------------|-------|--|-------|---|--------------------------------------|--------------------------------------|------------------------|----------|
| | Date | Time* | Date | Time* | Date | Time* | Date | Time* | ADE | Mail | Mail Date | Black | Hispanic |
| Santa Rosa Sarasota-Bradenton Savannah | | | | | | | Jul 20 1:00PM Jul 23 2:30PM Aug 11 2:30PM | | Jul 22 Jul 27 Aug 13 | Jul 23 Aug 16 | Jul 26 Aug 29 Aug 17 | | |
| Seattle-Tacoma Shreveport Sioux City, IA Sioux Falls | Jun 03 11:30AM LMT Jun 09 12:00PM LMT | | Jun 30 11:30AM Jul 07 12:00PM | | Jul 28 1:00PM Aug 04 12:00PM | | Jul 28 4:00PM Aug 04 3:00PM Aug 16 9:00AM Aug 13 10:30AM | | Jul 30 Aug 06 Aug 18 Aug 17 | Aug 02 Aug 09 Aug 19 Aug 18 | Aug 03 Aug 10 Aug 20 Aug 19 | Aug 31 | |
| South Bend Spokane Springfield, IL Springfield, MA | Jun 11 11:30AM LMT May 27 1:00PM LMT | | Jul 09 11:30AM Jun 24 1:00PM | | Aug 06 10:00AM Jul 21 1:00PM | | Jul 19 2:00PM Aug 06 1:00PM Jul 26 12:30PM Jul 21 4:00PM | | Jul 21 Aug 10 Jul 28 Jul 23 | Jul 22 Aug 11 Jul 29 Jul 26 | Jul 23 Aug 12 Jul 30 Jul 27 | | |
| Springfield, MO St. Cloud, MN St. Louis Stamford-Norwalk, CT | May 27 1:30PM LMT | | Jun 24 1:30PM | | Jul 22 1:30PM | | Aug 12 9:00AM Jul 27 11:30AM Jul 22 4:30PM Jul 14 2:00PM | | Aug 16 Jul 29 Jul 26 Jul 16 | Aug 17 Jul 30 Jul 27 Jul 19 | Aug 18 Aug 02 Jul 28 Jul 20 | Aug 25 | |
| State College, PA Stockton Sussex, NJ Syracuse | Jun 09 10:00AM LMT | | Jul 07 10:00AM | | Aug 04 10:00AM | | Jul 26 1:30PM Jul 21 1:00PM Jul 19 10:00AM Aug 04 1:00PM | | Jul 28 Jul 23 Jul 21 Aug 06 | Jul 29 Jul 26 Jul 22 Aug 09 | Jul 30 Jul 27 Jul 23 Aug 10 | | |
| Tallahassee Tampa-St. Petersburg-Clearwater Terre Haute Texarkana, TX-AR | May 28 11:30AM LMT | | Jun 25 11:30AM | | Jul 23 1:00PM | | Aug 11 1:30PM Jul 23 4:00PM Aug 13 12:00PM Aug 06 1:00PM | | Aug 13 Jul 27 Aug 17 Aug 10 | Aug 16 Jul 28 Aug 18 Aug 11 | Aug 17 Jul 29 Aug 19 Aug 12 | Aug 26 | |
| Toledo Topeka Trenton, NJ Tri-Cities, WA | Jun 03 10:00AM LMT | | Jun 30 10:00AM | | Jul 28 11:30AM | | Jul 28 2:30PM Aug 10 12:30PM Jul 15 3:30PM Aug 16 9:30AM | | Jul 30 Aug 12 Jul 19 Aug 18 | Aug 02 Aug 13 Jul 20 Aug 19 | Aug 03 Aug 16 Jul 21 Aug 20 | Aug 26 | |
| Tucson Tulsa Tupelo, MS Tuscaloosa, AL | Jun 08 1:00PM LMT Jun 07 12:00PM LMT | | Jul 06 1:00PM Jul 02 12:00PM | | Aug 03 10:00AM Aug 02 10:30AM | | Aug 03 1:00PM Aug 02 1:30PM Aug 13 11:00AM Jul 29 4:30PM | | Aug 05 Aug 04 Aug 17 Aug 02 | Aug 06 Aug 05 Aug 18 Aug 03 | Aug 09 Aug 06 Aug 19 Aug 04 | Aug 17 | |
| Tyler-Longview, TX Utica-Rome Visalia-Tulare-Hanford Waco, TX | | | | | | | Jul 27 2:30PM Aug 11 2:00PM Aug 02 9:00AM Jul 27 12:30PM | | Jul 29 Aug 13 Aug 04 Jul 29 | Jul 30 Aug 16 Aug 05 Jul 30 | Aug 02 Aug 17 Aug 06 Aug 02 | | |
| Washington, DC Waterbury, CT Waterloo-Cedar Falls Watertown, NY | May 26 11:30AM LMT | | Jun 23 11:30AM | | Jul 21 11:30AM | | Jul 21 2:30PM Jul 16 10:00AM Aug 13 12:30PM Aug 06 1:30PM | | Jul 23 Jul 20 Aug 17 Aug 10 | Jul 26 Jul 21 Aug 18 Aug 11 | Jul 27 Jul 22 Aug 19 Aug 12 | Aug 25 | |
| Wausau-Stevens Point, WI West Palm Beach-Boca Raton Wheeling Wichita | Jun 03 11:30AM LMT Jun 10 9:00AM LMT | | Jun 30 11:30AM Jul 08 9:00AM | | Jul 28 1:00PM Aug 05 9:00AM | | Aug 09 1:30PM Jul 28 4:00PM Aug 06 1:30PM Aug 05 12:00PM | | Aug 11 Jul 30 Aug 10 Aug 09 | Aug 12 Aug 02 Aug 11 Aug 10 | Aug 13 Aug 03 Aug 12 Aug 11 | | |
| Wichita Falls, TX Wilkes Barre-Scranton Williamsport, PA Wilmington, DE | Jun 09 1:00PM LMT | | Jul 07 1:00PM | | Aug 04 1:00PM | | Aug 06 12:30PM Aug 04 4:00PM Aug 06 11:30AM Jul 21 2:00PM | | Aug 10 Aug 06 Aug 10 Jul 23 | Aug 11 Aug 09 Aug 11 Jul 26 | Aug 12 Aug 10 Aug 12 Jul 27 | | |
| Wilmington, NC Winchester, VA Worcester Yakima, WA | | | | | | | Aug 11 12:30PM Jul 23 1:00PM Jul 22 11:00AM Aug 16 9:00AM | | Aug 13 Jul 27 Jul 26 Aug 18 | Aug 16 Jul 28 Jul 27 Aug 19 | Aug 17 Jul 29 Jul 28 Aug 20 | | |
| York Youngstown-Warren | Jun 08 10:00AM LMT | | Jul 06 10:00AM | | Aug 03 10:00AM | | Aug 03 1:00PM Aug 03 1:30PM | | Aug 05 Aug 05 | Aug 06 Aug 06 | Aug 09 Aug 09 | | |

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

Sched - 5

1999 Radio Survey Schedule

Who to Call at Arbitron

WINTER SURVEY

January 7 - March 31, 1999

| JANUARY | | | | | | |
|---------|----|----|----|----|----|----|
| 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 | | | | | | |
|----------|----|----|----|----|----|----|
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | | | | | | |

| MARCH | | | | | | |
|-------|----|----|----|----|----|----|
| 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 | | | |

SPRING SURVEY

April 1 - June 23, 1999

| APRIL | | | | | | |
|-------|----|----|----|----|----|----|
| 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 | | | | | | |
|-----|----|----|----|----|----|----|
| 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 | | | | | | |
|------|----|----|----|----|----|----|
| 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 1 - September 22, 1999

| JULY | | | | | | |
|------|----|----|----|----|----|----|
| 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 | | | | | | |
|-----------|----|----|----|----|----|----|
| 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 23 - December 15, 1999

| SEPTEMBER | | | | | | |
|-----------|----|----|----|----|----|----|
| 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 | | | | | | |
|---------|----|----|----|----|----|----|
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

| NOVEMBER | | | | | | |
|----------|----|----|----|----|----|----|
| 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 | | | | | | |
|----------|----|----|----|----|----|----|
| 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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Jenna Buinik (212) 887-1371
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Scarborough Training Specialist:
Lis Perry (212) 887-1367
Training Specialist:
Brendan Kane (212) 887-1310

Group Services:

Les Tolchin, Sr. VP, National Sales
(212) 887-1302

Rep/Network Services:

Alan Tobkes, VP (212) 887-1354
Broadcast Market Analyst:
Donna Polifrone (212) 887-1582

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Jerry Sacchetti, Mgr. (212) 887-1502
Britt Alexander (212) 887-1343
Susan Carmichael (212) 887-1398
Kent Stephens (212) 887-1423

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Char-maine Eleazar (212) 887-1308

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311 South Wacker Dr., Suite 1600/60606
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John Basila, Mgr. (312) 913-6235
Bethanie Buckingham (312) 913-6232
Melissa Fischer (312) 913-6231
Trish Kallembach (312) 913-6236
Patrick Pendergast (312) 913-6239
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Malou Watterson (312) 913-6238

Training Specialists:

Tony Hereau (312) 913-6233
Karen Young (312) 913-6240

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Cory Flahaven (312) 913-6229
Michael Hopkins (312) 913-6228
James Tobolski (312) 913-6243
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Product Training Coordinator:

Vicki Murphy (312) 913-6241

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Oveda Brown (312) 913-6222

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Julian Daws (770) 551-1419
Jim Remeny (770) 551-1418
Jerry Wiese (770) 551-1422
Pete Winston (770) 551-1420
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Mike Hoffman (770) 551-1428

Training Specialist:

Felicia Clem (770) 551-1405

Advertiser/Agency Services:

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Bill Bingham (770) 551-1410
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Alisha Joseph, National Mgr. (310) 824-6620

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Randi Lee (310) 824-6603

Dallas

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Jennifer Thompson (972) 385-5391

Training Specialist:

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Anne Baron (972) 385-5389
Julia Sharber (972) 385-5344

Training Specialist:

Kelly McLean (972) 385-5364

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NOTE/The survey dates are subject to change.

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