

Summer 2000
Delivery Schedule
Inside!

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190 Philadelphia
Spring 2000

Radio Market Report

Philadelphia



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Spring 2000
March 30 - June 21

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ARBITRON

Radio Market Report

**Summer 2000
Delivery Schedule**

Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

2000-2001 Survey Schedule

Spring 2000
March 30 - June 21

Summer 2000
June 29 - September 20

Fall 2000
September 21 - December 13

Winter 2001
January 4 - March 28

Spring 2001
March 29 - June 20



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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 Spring 2000 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 Radio Report subscribers.

Warning

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

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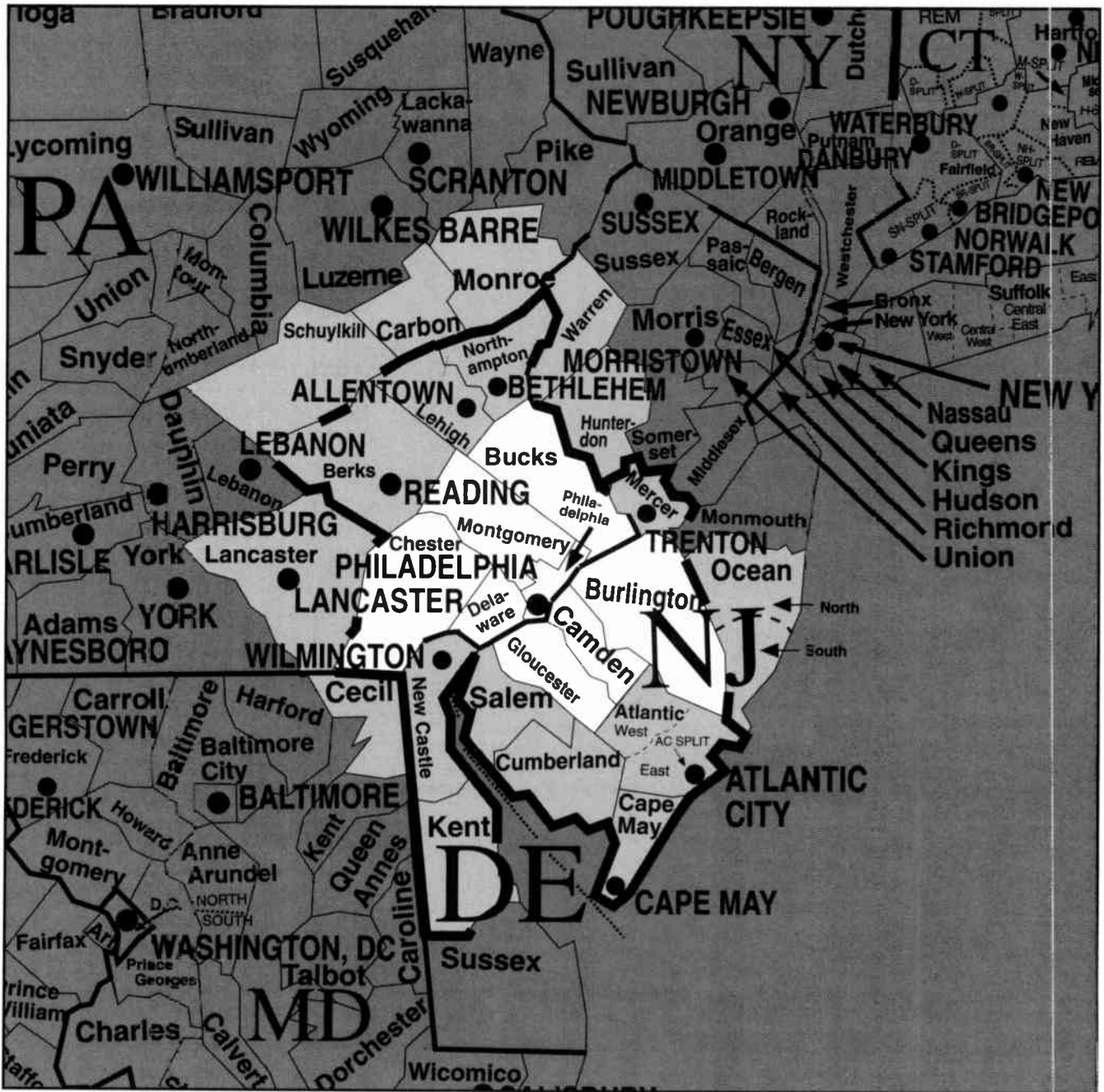
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 16). Instructions for estimating reliability and effective sample bases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

Philadelphia

and Philadelphia DMA®



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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	WEJM-FM	WEMG-AM
WEMG-FM	WHAT-AM	WIOQ-FM	WIP-AM	WJBR-FM	WJJZ-FM
WKXW-FM	WLCE-FM	WMGK-FM	WMMR-FM	WOGL-FM	WPEN-AM
WPHI-FM	WPHT-AM	WPLY-FM	WUSL-FM	WWDB-FM	WXTU-FM
WYSP-FM					

* Station subscribers as of release to print.

ARBITRON

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

Estimated P12+			County/ Split County	HDA		Estimated P12+			County/ Split County	HDA	
Population	In-Tab	Area		ST	Blk. / Hisp.	Population	In-Tab	Area		ST	Blk. / Hisp.
346,400	410	MTD	BURLINGTON	NJ	B	117,800	192	TD	CUMBERLAND	NJ	
413,500	492	MTD	CAMDEN	NJ	B H	104,200	76	T	HUNTERDON	NJ	
205,600	246	MTD	GLOUCESTER	NJ		284,800	615	TD	MERCER	NJ	B
492,500	537	MTD	BUCKS	PA		344,700	515	T	OCEAN NORTH	NJ	
358,200	405	MTD	CHESTER	PA		80,800	112	T	OCEAN SOUTH	NJ	
453,800	495	MTD	DELAWARE	PA	B	54,300	168	TD	SALEM	NJ	
612,100	693	MTD	MONTGOMERY	PA		83,100	231	T	WARREN	NJ	
1,180,900	1,297	MTD	PHILADELPHIA	PA	B H	303,200	411	TD	BERKS	PA	
101,600	130	TD	KENT	DE		50,600	126	T	CARBON	PA	
403,700	1,026	TD	NEW CASTLE	DE	B	379,700	894	T	LANCASTER	PA	
69,500	173	T	CECIL	MD		254,000	699	TD	LEHIGH	PA	
31,900	156	TD	ATLANTIC AC-SPLIT	NJ		108,800	226	T	MONROE	PA	
143,100	661	TD	ATLANTIC EAST	NJ	B	219,500	624	TD	NORTHAMPTON	PA	
28,000	110	TD	ATLANTIC WEST	NJ		126,900	137	T	SCHUYLKILL	PA	
83,600	368	TD	CAPE MAY	NJ							

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	787	700,700	546	509,200
HDHA	77	56,700	45	32,900

These population estimates are based on 1990 Census data, updated and projected to January 1, 2000, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1999 survey, population estimates for this report are based on Market Statistics 1/1/00 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/00 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/99 zip code population estimates (1990 Census-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA					DMA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	407,200	10.0	446	9.7	10.0	738,900	9.9	1,182	9.7	9.9					
18-24	213,200	5.2	221	4.8	5.2	388,100	5.2	576	4.7	5.2	325,800	5.4	469	4.8	5.4
25-34	342,500	8.4	337	7.4	8.4	615,200	8.3	888	7.3	8.3	512,000	8.4	723	7.4	8.4
35-44	379,600	9.3	372	8.1	9.3	697,200	9.4	1,115	9.1	9.4	569,800	9.4	876	9.0	9.4
45-49	173,100	4.3	219	4.8	4.3	318,600	4.3	554	4.5	4.3	259,700	4.3	438	4.5	4.3
50-54	150,400	3.7	182	4.0	3.7	275,800	3.7	500	4.1	3.7	226,300	3.7	385	4.0	3.7
55-64	217,500	5.4	241	5.3	5.4	399,000	5.4	657	5.4	5.4	327,800	5.4	522	5.4	5.4
65+	257,300	6.3	267	5.8	6.3	505,400	6.8	717	5.9	6.8	393,600	6.5	567	5.8	6.5
18+	1,733,600	42.7	1,839	40.2	42.7	3,199,300	43.0	5,007	41.0	43.0	2,615,000	42.9	3,980	40.9	42.9
Women															
12-24	399,000	9.8	520	11.4	9.8	723,000	9.7	1,286	10.5	9.7					
18-24	213,300	5.2	241	5.3	5.2	386,600	5.2	611	5.0	5.2	324,800	5.3	500	5.1	5.3
25-34	343,800	8.5	414	9.0	8.5	609,500	8.2	1,043	8.5	8.2	507,700	8.3	857	8.8	8.3
35-44	401,100	9.9	473	10.3	9.9	723,000	9.7	1,392	11.4	9.7	595,000	9.8	1,078	11.1	9.8
45-49	187,100	4.6	266	5.8	4.6	337,500	4.5	663	5.4	4.5	278,200	4.6	541	5.6	4.6
50-54	163,000	4.0	214	4.7	4.0	292,500	3.9	578	4.7	3.9	242,800	4.0	448	4.6	4.0
55-64	242,400	6.0	301	6.6	6.0	441,300	5.9	725	5.9	5.9	362,300	6.0	590	6.1	6.0
65+	399,000	9.8	323	7.1	9.8	761,900	10.2	925	7.6	10.2	602,000	9.9	718	7.4	9.9
18+	1,949,700	48.0	2,232	48.8	48.0	3,552,300	47.8	5,937	48.6	47.8	2,912,800	47.8	4,732	48.6	47.8
P18+	3,683,300	90.7	4,071	89.0	90.7	6,751,600	90.8	10,944	89.5	90.8	5,527,800	90.8	8,712	89.5	90.8
Teens 12-17	379,700	9.3	504	11.0	9.3	687,200	9.2	1,281	10.5	9.2	560,700	9.2	1,023	10.5	9.2
Black P12+	767,200	18.9	890	19.5	18.9										
Hispanic P12+	172,500	4.2	230	5.0	4.2										
Total P12+	4,063,000		4,575			7,438,800		12,225			6,088,500		9,735		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,526	7,424	5,925
UNL - Est. Usable Households in Sample	3,249	8,297	6,923
TOT - Est. Usable Households in Sample	5,775	15,721	12,848
LST - Est. Persons in Usable Households	5,776	16,976	13,556
UNL - Est. Persons in Usable Households	7,808	19,684	16,530
TOT - Est. Persons in Usable Households	13,584	36,660	30,086
LST - Contacted Households	2,418	7,007	5,596
UNL - Contacted Households	2,956	7,508	6,256
TOT - Contacted Households	5,374	14,515	11,852
LST - Households Accepting Diaries	1,677	4,683	3,749
UNL - Households Accepting Diaries	2,120	5,231	4,347
TOT - Households Accepting Diaries	3,797	9,914	8,096
LST - Persons Sent Diaries	3,858	10,793	8,645
UNL - Persons Sent Diaries	5,150	12,554	10,500
TOT - Persons Sent Diaries	9,008	23,347	19,145
LST - Diaries In-Tab	2,113	6,102	4,732
UNL - Diaries In-Tab	2,462	6,123	5,003
TOT - Diaries In-Tab	4,575	12,225	9,735
Metro Sample Target	4,630		
Metro In-Tab/Target Index	99		
Metro Response Rate %	34		

These population estimates are based on 1990 Census data, updated and projected to January 1, 2000, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1999 survey, population estimates for this report are based on Market Statistics 1/1/00 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/00 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/99 zip code population estimates (1990 Census-based).

LST - Listed UNL - Unlisted TOT - Total

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

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[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
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000
- (s) **WBEB-FM 101.1**
10 Presidential Blvd
Bala Cynwyd, PA 19004
(610) 667-8400 Fax: (610) 538-8416
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
- (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, AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000
- (s) **WOAS-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, AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266
- (s) **WJEM-FM 95.7**
1 Bala Plz Ste 424
Bala Cynwyd, PA 19004
(610) 771-0957 Fax: (610) 771-9690
Format: Rhythmic Oldies
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 50,000/153
- (s) **WEMG-AM 900**
1080 N Delaware Ave Ste 500
Philadelphia, PA 19125
(215) 426-1900 Fax: (215) 426-1550
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 1,000/42
- (s) **WEMG-FM 104.9**
1080 N Delaware Ave Ste500
Philadelphia, PA 19125
(215) 426-1900 Fax: (215) 426-1550
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: WESTWD
City of Lic./Alt City ID: <Egg Hrbr/Phildphi>, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 10,000/155
- (s) **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, SRN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000
- (s) **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) **WIOQ-FM 102.1**
1 Bala Plz 2nd Fl Ste 243 W
Bala Cynwyd, PA 19004
(610) 667-8100 Fax: (610) 668-4657
Format: Pop Contemporary HR Radi
Sales Rep: KATZ RADIO
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 27,000/204
- (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) **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: CHRISTAL RADIO
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226
- (s) **WLCE-FM 104.5**
One Bala Plz Ste 243
Bala Cynwyd, PA 19004
(610) 668-0750 Fax: (610) 668-8253
Format: Adult Contemporary
Sales Rep: KATZ RADIO
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,000/266
- (s) **WMGK-FM 102.9**
3rd Fl W 1 Bala Cynwyd Plz
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) **WMMR-FM 93.3**
One Bala Plaza #424
Bala Cynwyd, PA 19004
(610) 771-0933 Fax: (610) 771-9749
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) 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
IEAMER: I E America 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
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.]

- | | | |
|---|--|--|
| <p>(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</p> | <p>(s) WPEN-AM 950
3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: MCGAVREN GUILD
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000</p> | <p>(s) WPHI-FM 103.9
100 Old York Rd Ste 2-260
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</p> |
| <p>(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</p> | <p>(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</p> | <p>(s) WUSL-FM 98.9
440 Domino Ln
Philadelphia, PA 19128
(215) 483-8900 Fax: (215) 508-2933
Format: Urban Contemporary
Sales Rep: EASTMAN RADIO, INC
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/253</p> |
| <p>(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, CNN
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 17,000/264</p> | <p>(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</p> | <p>(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</p> |

Outside Arbitron Radio Metro Area But Home to the DMA

- | | | |
|---|---|---|
| <p>WAEB-AM 790
1541 Alta Dr Ste 400
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 434-3808
Format: News Talk Information
Sales Rep: KATZ RADIO
Network: WESTWD, CBS
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
Power Day/Night (watts): 3,600/1,500</p> | <p>WAEB-FM 104.1
1541 Alta Dr Ste 400
Whitehall, PA 18052
(215) 434-1742 Fax: (610) 434-6288
Format: Pop Contemporary Hit Radi
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
ERP (watts) / HAAT (meters): 50,000/152</p> | <p>WAYV-FM 95.1
Bayport 1 8025 Blackhorse Pk
West Atlantic City, NJ 08232
(609) 484-8444 Fax: (609) 646-6331
Format: Hot Adult Contemporary
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Atlantic City, NJ
County/Split Co.: Atlantic (Ac Split), NJ
ERP (watts) / HAAT (meters): 50,000/101</p> |
| <p>WBNJ-FM 93.1 (simulcast w/WTH-FM)†
2922 Atlantic Ave Ste 201
Atlantic City, NJ 08401
(609) 348-4040 Fax: (609) 348-1303
Format: Urban Adult Contemporary
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Wildwd Crest/Wildwd, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 3,300/89</p> | <p>WCTO-FM 96.1
P O Box 25096
Lehigh Valley, PA 18002
(610) 250-9600 Fax: (610) 250-9674
Format: Country
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Easton/Allentown, PA
County/Split Co.: Northampton, PA
ERP (watts) / HAAT (meters): 50,000/152</p> | <p>WDSB-FM 92.9
5595 West Denny's Rd
Dover, DE 19904
(302) 674-1410 Fax: (302) 674-5978
Format: Country
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: <Smyrna/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 1,700/115</p> |

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

The data above are the most current data provided to Arbitron as of the last day of this survey period. 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

- | | |
|---|---|
| <p>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
 IEAMER: I E America Network
 JRN: Jones Radio Network
 SBUSA: Sports Byline USA
 SOURCE: Westwood One Source Radio Network</p> | <p>SRN: Salem Radio Network
 TALKNT: Talknet
 TARN: Talk America Radio 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</p> <p>IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.</p> |
|---|---|

continued...

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Outside Arbitron Radio Metro Area But Home to the DMA *(continued)*

WFPG-FM 96.9

950 Tilton Rd Ste 200
Northfield, NJ 08225
(609) 645-9797 Fax: (609) 272-9228
Format: Adult Contemporary
Sales Rep: EASTMAN RADIO, INC
Network: IND
City of Lic./Alt City ID: Atlantic City, NJ
County/Split Co.: Atlantic (Ac Split), NJ
ERP (watts) / HAAT (meters): 50,000/110

WKAP-AM 1470

1541 Alta Dr 4th Flr
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 434-6288
Format: Adult Standards
Sales Rep: KATZ RADIO
Network: ABC, WESTWD
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
Power Day/Night (watts): 5,000/5,000

WNJO-FM 94.5

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

WPUR-FM 107.3

950 Tilton Rd Ste 200
Northfield, NJ 08225
(609) 645-9797 Fax: (609) 272-9224
Format: Country
Sales Rep: EASTMAN RADIO, INC
Network: IND
City of Lic./Alt City ID: Atlantic City, NJ
County/Split Co.: Atlantic (Ac Split), NJ
ERP (watts) / HAAT (meters): 13,500/137

WSTW-FM 93.7

P O Box 7492
Wilmington, DE 19803
(302) 478-2700 Fax: (302) 478-0100
Format: Pop Contemporary Hit Radi
Sales Rep: EASTMAN RADIO, INC
Network: IND
City of Lic./Alt City ID: Wilmington, DE
County/Split Co.: New Castle, DE
ERP (watts) / HAAT (meters): 50,000/149

(s) 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

(s) 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

WODE-FM 99.9

107 Padoxosa W
Easton, PA 18042
(610) 258-6155 Fax: (610) 253-3384
Format: Oldies
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: WESTWD
City of Lic./Alt City ID: Easton/Allentown, PA
County/Split Co.: Northampton, PA
ERP (watts) / HAAT (meters): 50,000/137

WRDX-FM 94.7

3001 Philadelphia Pke
Claymont, DE 19703
(302) 793-4200 Fax: (302) 793-4204
Format: Album Oriented Rock
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: <Dover/Wilmington>, DE
County/Split Co.: Kent, DE
ERP (watts) / HAAT (meters): 50,000/115

WTTW-FM 96.1 (simulcast w/WBNU-FM)†

2922 Atlantic Ave Ste 201
Atlantic City, NJ 08401
(609) 348-4040 Fax: (609) 348-1303
Format: Urban Adult Contemporary
Sales Rep: D & R
Network: ABC
City of Lic./Alt City ID: Mrgate Cty/Attn Cty, NJ
County/Split Co.: Atlantic East, NJ
ERP (watts) / HAAT (meters): 2,800/122

WJKS-FM 101.7

704 King St Ste 604
Wilmington, DE 19801
(302) 622-8895 Fax: (302) 622-8678
Format: Urban Contemporary
Sales Rep: MCGAVREN GUILD
Network: ABC
City of Lic./Alt City ID: Canton/Wilmington, NJ
County/Split Co.: Salem, NJ
ERP (watts) / HAAT (meters): 3,000/91

WLEV-FM 100.7

2158 Ave C Ste 100
Bethlehem, PA 18017
(610) 266-7600 Fax: (610) 231-0400
Format: Adult Contemporary
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Allentown, PA
County/Split Co.: Lehigh, PA
ERP (watts) / HAAT (meters): 11,000/327

WPST-FM 97.5

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

WRFY-FM 102.5

1265 Perkiomen Ave
Reading, PA 19602
(610) 376-7173 Fax: (610) 376-1270
Format: Pop Contemporary Hit Radi
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: IND
City of Lic./Alt City ID: Reading, PA
County/Split Co.: Berks, PA
ERP (watts) / HAAT (meters): 19,000/246

WZXL-FM 100.7

8025 Black Horse Pike Ste 100
West Atlantic City, NJ 08232
(609) 522-1416 Fax: (609) 729-9264
Format: Classic Rock
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID: Wildwood/Atlntc Cty, NJ
County/Split Co.: Cape May, NJ
ERP (watts) / HAAT (meters): 38,000/101

(s) Station subscribers as of release to print

- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
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CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
IEAMER: I E America 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
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

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Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right]

Outside Arbitron Radio Metro Area But Home to the DMA *(continued)*

WZZO-FM 95.1

1541 Alta Or Ste 400
Whitehall, PA 18052
(610) 434-1742 Fax: (610) 434-9511
Format: Album Oriented Rock
Sales Rep: KATZ RADIO
Network: INO
City of Lic./Alt City ID: Bethlehem/Allentown, PA
County/Split Co.: Northampton, PA
ERP (watts) / HAAT (meters): 30,000/192

Outside Arbitron Radio Metro Area and the DMA

WIOV-FM 105.1

P O Box 430
Ephrata, PA 17522
(717) 738-1191 Fax: (717) 738-1661
Format: Country
Sales Rep: MCGAVREN GUILD
Network: ABC, WESTWD
City of Lic./Alt City ID: Ephrata/Lancaster, PA
County/Split Co.: Lancaster, PA
ERP (watts) / HAAT (meters): 50,000/152

(s) Station subscribers as of release to print

- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
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CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
IEAMER: I E America 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
UNICA: Radio Unica Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

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

Notations

Metro Market Profile



Metro Household Data and Group Quarters population estimates are 1990 Census data and are updated by Market Statistics where appropriate update sources are available. (For more information, see "Metro Census Data," Page M8.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,798,000	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	138,384	7.7	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	173,391	9.6	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	164,615	9.2	High school grad	1,042,876	22.9
\$30,000-39,999	165,573	9.2	College 1-3 yrs	641,096	20.2
\$40,000-49,999	147,952	8.2	College 4+ yrs	720,494	22.8
\$50,000-74,999	348,384	19.4	Colleges & Universities		
\$75,000-99,999	246,803	13.7	Total enrollment	244,278	100.0
\$100,000+	412,898	23.0	Full-time enrollment	140,034	57.3
Median income: \$57,114			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population		
Median value: \$100,800				10,441	
Monthly Gross Rent			Transportation to Work		
Less than \$200	36,209	2.0	Public	265,207	11.6
\$200-349	60,202	3.4	Driving to work	1,545,143	67.8
\$350-499	143,904	8.1	Carpool	271,619	11.9
\$500-649	144,950	8.2	Other	198,590	8.7
\$650-749	55,375	3.1	Average Travel Time to Work (Min.)		
\$750+	76,408	4.3		25	
Median rent: \$516			Car Ownership by Household		
Household Size			0 Cars	311,400	17.3
1 Person	480,000	26.7	1 Car	635,200	35.3
2 Persons	534,100	29.7	2 Cars	609,000	33.9
3-4 Persons	575,100	32.0	3+ Cars	242,400	13.5
5+ Persons	208,800	11.6			

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	35,600	.9	85,400	2.1
Teens 12-17	0	.0	1,100	.3	3,000	.8
Men						
18-24	600	.3	13,800	6.5	9,100	4.3
25-34	400	.1	1,700	.5	8,600	2.5
35-44	100	.0	400	.1	6,400	1.7
45-49	0	.0	0	.0	2,000	1.2
50-54	0	.0	0	.0	1,600	1.1
55-64	0	.0	0	.0	2,500	1.1
65+	0	.0	0	.0	10,200	4.0
Women						
18-24	200	.1	17,100	8.0	2,700	1.3
25-34	100	.0	600	.2	1,800	.5
35-44	0	.0	100	.0	1,700	.4
45-49	0	.0	100	.1	1,000	.5
50-54	0	.0	100	.1	900	.6
55-64	0	.0	100	.0	2,000	.8
65+	0	.0	500	.1	31,900	8.0

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 1/1/00 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+	767,200	100.0	18.9	172,500	100.0	4.2
Teens 12-17	82,300	10.7	21.7	24,600	14.3	6.5
Men						
18-24	48,500	6.3	22.7	11,900	6.9	5.6
25-34	66,400	8.7	19.4	19,800	11.5	5.8
35-44	65,700	8.6	17.3	19,300	11.2	5.1
45-49	29,200	3.8	16.9	7,200	4.2	4.2
50-54	24,500	3.2	16.3	5,000	2.9	3.3
55-64	36,400	4.7	16.7	6,200	3.6	2.9
65+	37,300	4.9	14.5	4,800	2.8	1.9
Women						
18-24	48,300	6.3	22.6	12,400	7.2	5.8
25-34	71,700	9.3	20.9	18,200	10.6	5.3
35-44	79,800	10.4	19.9	18,500	10.7	4.6
45-49	37,300	4.9	19.9	6,800	3.9	3.6
50-54	30,800	4.0	18.9	4,800	2.8	2.9
55-64	46,100	6.0	19.0	6,400	3.7	2.6
65+	62,900	8.2	15.8	6,600	3.8	1.7

Area Lifestyle Profile

by PRIZM® Groups

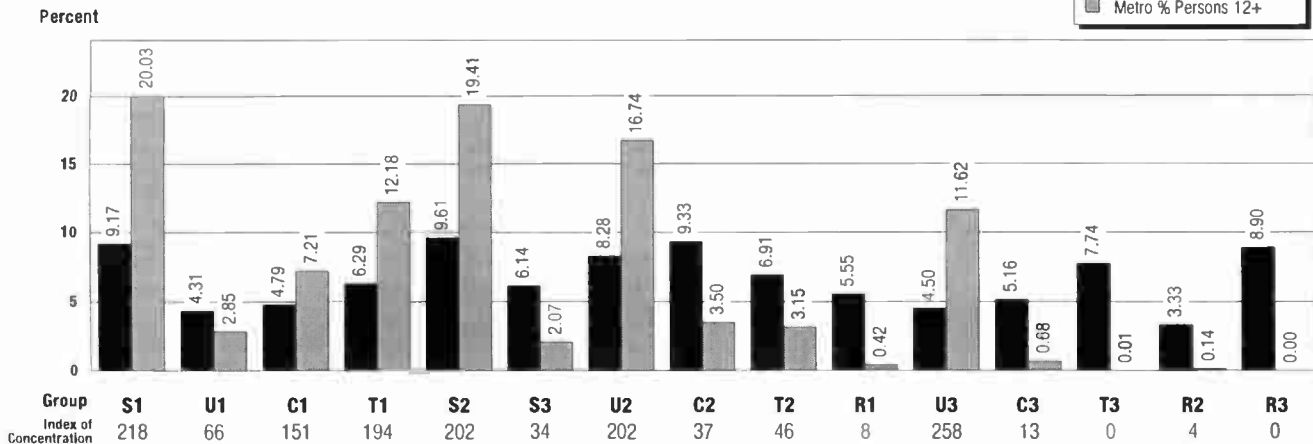
PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers, and to profile markets and audiences by lifestyle. There are 62 PRIZM clusters which are organized into 15 broader social groups denoting basic neighborhood types.

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 M8.)

■ National % Persons 12+
■ Metro % Persons 12+



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 1999 publication of *Survey of Buying Power* (1/1/99 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$134,551,395
Median Household Income	\$57,114
Income per Household	\$74,834

* 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	\$49,977,078
Retail Expenditures per Household (\$)	\$27,796
Food Stores	\$8,087,004
Supermarkets	\$7,347,249
Eating & Drinking Places	\$3,997,577
General Merchandise Stores	\$4,577,007
Department Stores	\$3,749,826
Apparel and Accessories Stores	\$2,853,723
Automotive Dealers	\$13,351,466
Building Materials & Hardware Stores	\$2,292,859
Drugstores	\$2,630,316
Furniture and Appliance Stores	\$758,034
Radio, TV & Music Stores	\$1,130,054

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 M8.)

Manufacturer	%
DaimlerChrysler AG	11.7
Ford Motor Company	13.5
General Motors Corporation	21.5
Honda	10.8
Mitsubishi	2.3
Nissan	6.7
Toyota	10.7
Volkswagen/Audi	7.0
Other	15.8

* Note: Figures are shown for October through December of the 2000 model year.

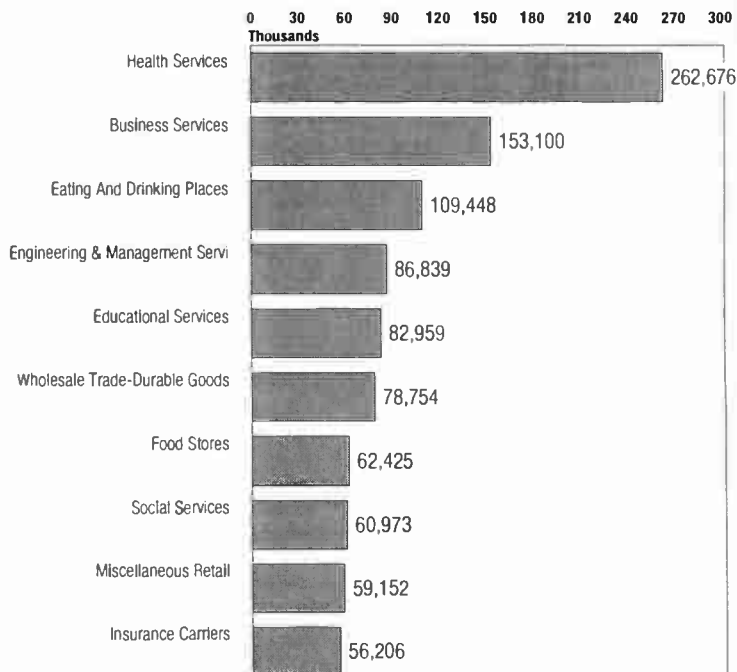
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1996 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
1,916,800

Top 10 Total Employees
1,012,532
52.8% of Total



Magazines

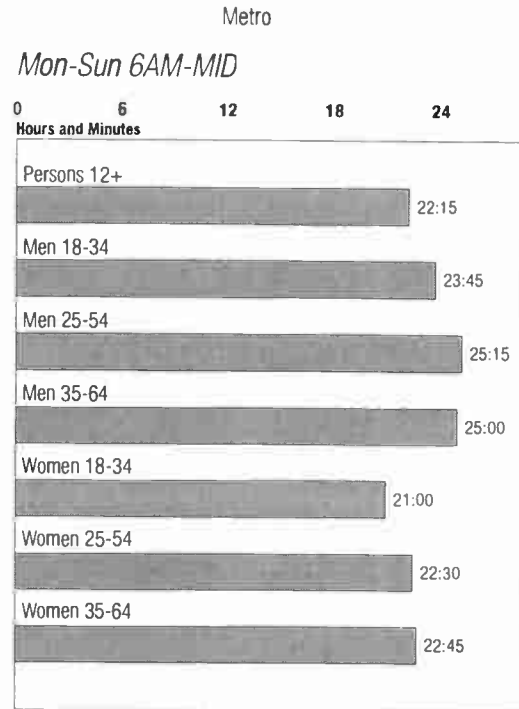
Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	446,927	24.9	YM	39,315	2.2
TV GUIDE	289,012	16.1	MENS HLTH	38,502	2.1
RDRS DIGST	206,570	11.5	MARTHA STW	38,493	2.1
BTR HOME	124,483	6.9	PARENTS	36,816	2.1
NAT GEO	111,415	6.2	STAR	35,824	2.0
TIME	98,477	5.5	COOKING LT	33,818	1.9
FAMLY CRCL	98,257	5.5	NATL ENOR	33,305	1.9
GD HSEKPNG	89,199	5.0	ENTERTNMNT	31,349	1.7
LS HOME JN	79,701	4.4	ROLLNG STN	30,664	1.7
MCCALLS	74,911	4.2	GOLF DIGST	30,029	1.7
WOMANS DAY	72,836	4.1	CTRY LVNG	29,960	1.7
PEOPLE	67,826	3.8	PARENTING	26,998	1.5
NEWSWEEK	67,769	3.8	LIFE	26,966	1.5
SPORTS ILS	66,703	3.7	BOYS LIFE	26,051	1.5
PREVENTION	60,058	3.3	VOGUE	25,391	1.4
PLAYBOY	54,166	3.0	GOLF MGZNE	24,179	1.3
COSMOPLTAN	53,370	3.0	PENTHOUSE	23,799	1.3
MONEY	52,979	3.0	POP SCIENC	23,755	1.3
EBONY	52,400	2.9	SHAPE	23,671	1.3
REDBOOK	51,327	2.9	POP MECHAN	20,196	1.1
SMITHSONIAN	45,210	2.5	CAR & DRI.	20,166	1.1
SEVENTEEN	43,155	2.4	FIELD STRM	18,306	1.0
US NWS&WR	41,886	2.3	OUTDR LIFE	14,073	0.8
GLAMOUR	41,614	2.3	SOU LVING	-	-
TEEN	41,051	2.3	SUNSET	-	-

Newspapers

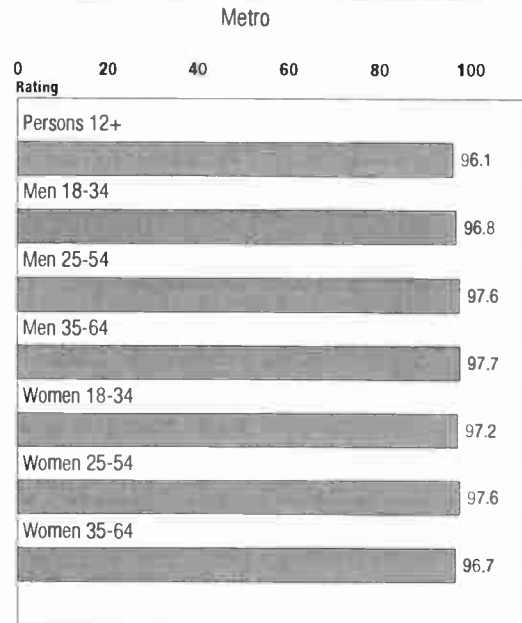
Paper	Circulation	%
PHILADELPHIA INQUIRER	384,925	21
PHILADELPHIA DAILY NEWS	155,591	8
CAMDEN COURIER POST	84,535	4
BUCKS COUNTY COURIER TIMES	68,456	3
DELAWARE COUNTY TIMES	50,122	2
INTELLIGENCER RECORD	44,363	2
BURLINGTON COUNTY TIMES	39,531	2
WEST CHESTER DAILY LOCAL NEWS	32,940	1
USA TODAY	32,163	1
GLOUCESTER COUNTY TIMES	27,414	1
NORRISTOWN TIMES HERALD	23,040	1
POTTSTOWN MERCURY	21,843	1
LANSDALE REPORTER	19,450	1
TRENTONIAN	12,970	1
TRENTON TIMES	10,876	1
ALLENTOWN MORNING CALL	7,747	-
WILMINGTON NEWS JOURNAL	4,259	-
PHOENIXVILLE, THE PHOENIX	4,089	-
PRESS OF ATLANTIC CITY	1,003	-
LANCASTER INTELLIGENCER-JRNL	879	-
DAILY JOURNAL	865	-
READING EAGLE	515	-
SALEM, TODAY'S SUNBEAM	513	-

For more information on magazine and newspaper data, see Page M8.

Radio Time Spent Listening*



Radio 24-Hour Cume*



* Based on Arbitron's Spring 2000 radio survey.

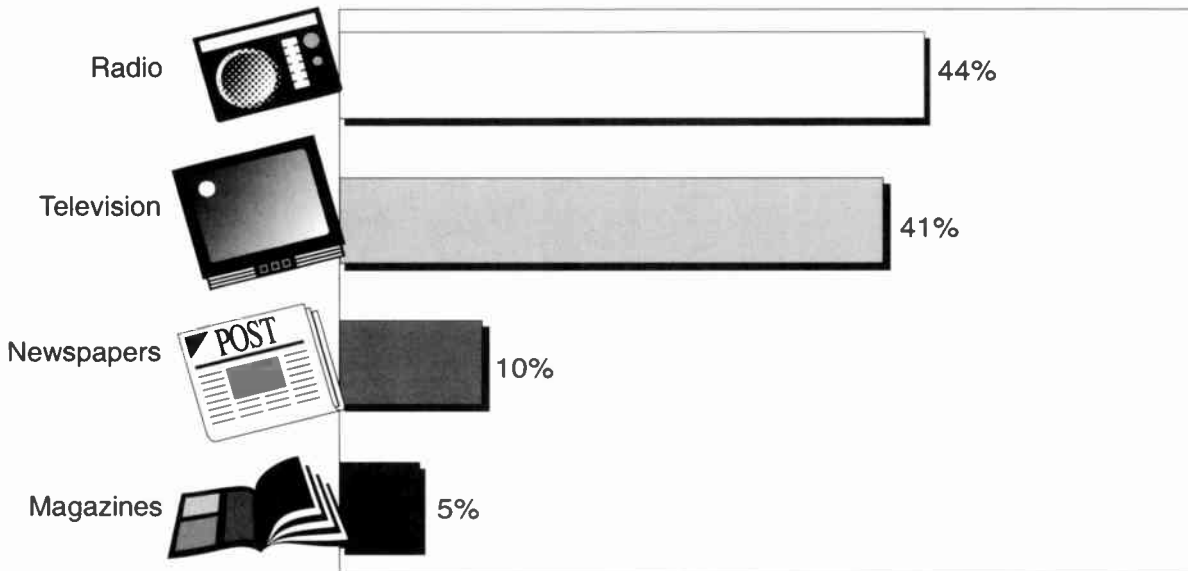
Media Targeting 2000SM

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.

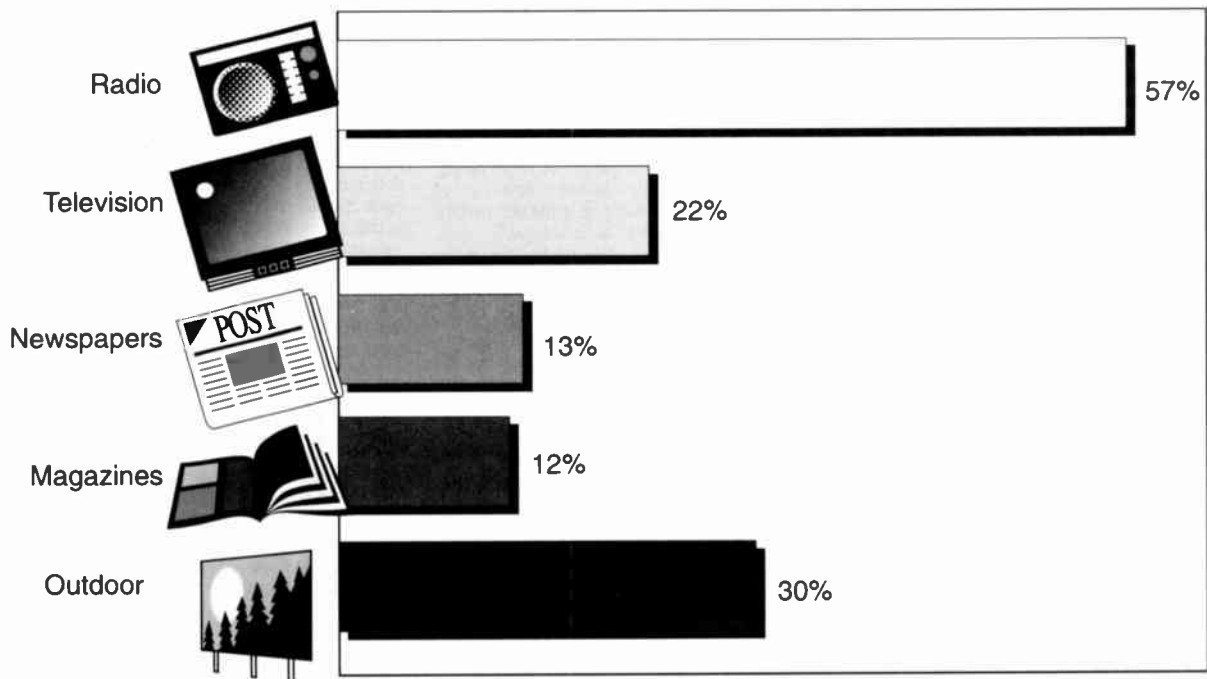
Media Targeting 2000SM

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

Rating Distortion Violations

Rating Distortion Violations may result in a 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 in computer media; and placement of a station's call letters and audience

estimates out of alphabetical sequence, below a special 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 pre-planned, 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 the cover of the Report and/or on Page 13 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.

Designated Market Area (DMA) / The Philadelphia DMA includes Metro counties from the Philadelphia, Atlantic City-Cape May, NJ, Reading, PA and Trenton, NJ Arbitron Radio Markets.

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.

All Households to Receive New Hinged Box Mailers/ Effective Spring 2000, all consenting households will be sent hinged box mailers (in either English-only or bilingual version, as appropriate). Black households with four or more persons will continue to receive the two-piece box that has been used over the past number of years.

Young Male Differential Survey Treatment (DST)/ In this market, Metro consenting Black households with an 18-34 year old Male receive higher diary premiums, additional follow-up calls and per person follow-up premiums.

Metro consenting non-Black households with an 18-24 year old Male receive higher diary premiums, additional follow-up calls and household follow-up premiums.

Additionally, Metro consenting non-Black households with a 25-34 year old Male receive additional follow-up calls and household follow-up premiums.

Business Reply Postage for Diary Return/ Effective Fall 1999, Business Reply return postage will be used on all diaries sent to non-Hispanic households with one or two persons.

Additional Follow-up Calling/ Effective Fall 1999, ninety-seven Metros that previously only received a pre-survey follow-up call to non-DST households will receive a survey week follow-up call.

Previous Listening Question Added to Diary/ Effective Fall 1999, the following question will be added to all radio diaries: "Thinking back six months ago, what radio station did you listen to the most at that time? Write down call letters, dial setting or station name. Mark (x) AM or FM."

The addition of this question is in response to customers' desire for prior P1 listening information and will only be reported in PD Advantage™.

Diary Processing Reengineering/ Effective with processing of the diaries for the Fall 1999 survey, a reengineered diary processing system will be implemented. The new system is Y2K compliant and is Windows-based, moving Arbitron's systems to a single platform. The enhanced diary processing system allows Arbitron to expand the use of Optical Character Recognition (Optical Mark Recognition and Intelligent Character Recognition) technology, and affords the opportunity for data quality improvements.

New Respondent Website/ Effective Fall 1999, a respondent Web site has been established. A highly visible link will be added to the previously existing, client focused Web site— www.arbitron.com. In conjunction with the establishment of the Web site, Arbitron materials now reflect the new Web site address. The pre-placement postcard/letter refers respondents to the www.arbitronratings.com Web site. The Web address now appears on all respondent letters and selected respondent materials, including the radio diary. In addition, interviewers may refer respondents to the Web site.

Interviewing Centers Calling Schedule Adjustment/ Effective with calling for the Summer 1999 survey, the calling schedule for the Columbia Interviewing Center and all vendor sites has been adjusted. Calling begins one day earlier, on Wednesday, and continues for nine days through Thursday of the following week. Prior to Summer 1999, the calling schedule began on Thursday and ended nine days later on Friday.

The Stations

Current Stations, Call Letter Changes and Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WEJM-FM	WXXM-FM	SP99	09/01/99
WLCE-FM	WYXR-FM	SU99 SP99	11/01/99

Stations are identified in this report under their current call letters; and the audience estimates reflect listening recorded for the current and, if applicable, the former call letters. The Trends section displays trend data pertaining to both the former and the current 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 are made to the reported estimates for a station that does not broadcast for the entire survey period. Since the time a station is off the air is counted as zero listening in the 12-week average, the reported estimates for a station that is on the air less than the entire survey period could understate the audience for the time the station is on the air.

Simulcasting

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

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

Simulcast Stations	Mon-Sun 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
WBNU-FM/ WTHH-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	26	656	.1	.4	22	153	.1	.2	48	305	.1	.5	36	346	.1	.4	16	171		.5
WI '00	47	844	.1	.7	50	321	.1	.5	60	330	.1	.6	63	447	.2	.8	32	293	.1	1.0
FA '99	41	839	.1	.6	47	364	.1	.5	58	342	.1	.7	58	410	.1	.7	28	298	.1	.9
SU '99	47	852	.1	.7	60	331	.1	.6	77	357	.2	.8	48	396	.1	.6	29	331	.1	.9
4-Book	40	798	.1	.6	45	292	.1	.5	61	334	.1	.7	51	400	.1	.6	26	273	.1	.8
SP '99	42	836	.1	.6	55	325	.1	.5	70	413	.2	.7	49	409	.1	.6	23	242	.1	.7
WKXV-FM																				
SP '00	55	1181	.1	.8	73	511	.2	.7	110	527	.3	1.2	75	670	.2	.9	13	184		.4
WI '00	59	1463	.1	.9	86	655	.2	.8	95	640	.2	1.0	83	688	.2	1.0	27	299	.1	.9
FA '99	64	1447	.2	1.0	76	634	.2	.8	137	682	.3	1.6	92	752	.2	1.1	16	286		.5
SU '99	68	1735	.2	1.0	85	735	.2	.9	121	811	.3	1.3	102	927	.3	1.3	30	476	.1	.9
4-Book	62	1457	.2	.9	80	634	.2	.8	116	665	.3	1.3	88	759	.2	1.1	22	311	.1	.7
SP '99	71	1355	.2	1.0	92	640	.2	.9	112	597	.3	1.2	109	740	.3	1.3	23	294	.1	.7
WNJO-FM																				
SP '00	53	1140	.1	.8	61	412	.2	.6	104	504	.3	1.1	77	578	.2	.9	16	242		.5
WI '00	52	1146	.1	.8	68	530	.2	.7	82	494	.2	.9	57	536	.1	.7	22	260	.1	.7
FA '99	37	1127	.1	.6	43	464	.1	.4	59	457	.1	.7	45	547	.1	.6	15	308		.5
SU '99	66	1372	.2	1.0	87	707	.2	.9	127	765	.3	1.3	67	670	.2	.9	20	354		.6
4-Book	52	1196	.1	.8	65	528	.2	.7	93	555	.2	1.0	62	583	.2	.8	18	291		.6
SP '99	55	1099	.1	.8	58	449	.1	.6	101	500	.2	1.0	81	609	.2	1.0	11	256		.3
WPST-FM																				
SP '00	95	3444	.2	1.4	105	1420	.3	1.0	121	1196	.3	1.3	149	1960	.4	1.8	63	1030	.2	1.8
WI '00	102	3324	.3	1.5	125	1398	.3	1.2	109	1238	.3	1.1	148	1892	.4	1.8	66	1201	.2	2.1
FA '99	108	3556	.3	1.6	143	1749	.4	1.4	116	1358	.3	1.3	150	2033	.4	1.9	61	1149	.2	1.9
SU '99	122	3455	.3	1.8	120	1417	.3	1.3	174	1627	.4	1.8	168	1838	.4	2.1	87	1308	.2	2.7
4-Book	107	3445	.3	1.6	123	1496	.3	1.2	130	1355	.3	1.4	154	1931	.4	1.9	69	1172	.2	2.1
SP '99	97	3362	.2	1.4	123	1333	.3	1.2	121	1255	.3	1.3	137	1850	.3	1.7	54	1071	.1	1.6
WSTV-FM																				
SP '00	22	949	.1	.3	22	370	.1	.2	33	376	.1	.3	38	495	.1	.5	10	204		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	27	1201	.1	.4	45	453	.1	.4	38	365	.1	.4	36	632	.1	.4	11	311		.3
SU '99	37	1118	.1	.6	49	432	.1	.5	59	408	.1	.6	43	518	.1	.5	16	283		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	6867	39007	16.9	10013	34031	24.6	9538	29660	23.5	8255	33079	20.3	3411	22330	8.4					
WI '00	6816	38869	16.8	10418	34274	25.6	9504	29105	23.4	8116	32967	20.0	3162	21569	7.8					
FA '99	6654	38858	16.4	10058	34433	24.8	8837	28809	21.7	8099	32385	19.9	3157	22173	7.8					
SU '99	6705	38941	16.5	9583	32771	23.6	9512	30805	23.4	7879	32595	19.4	3205	22877	7.9					
4-Book	6761	38919	16.7	10018	33877	24.7	9348	29595	23.0	8087	32757	19.9	3234	22237	8.0					
SP '99	6868	39201	16.9	10157	33901	25.0	9673	30112	23.8	8147	32982	20.0	3276	22286	8.1					

Target Listener Trends - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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																				
SP '00	628	9966	1.5	6.8	295	5789	.7	6.1	649	2813	1.6	12.2	300	1659	.7	3.8	254	1222	.6	4.4
4-Book	634	10150	1.6	6.9	296	5843	.7	6.2	662	2799	1.6	12.8	325	1747	.8	4.1	221	1135	.5	3.9
WBEB-FM																				
SP '00	616	5315	1.5	6.6	248	2966	.6	5.1	287	939	.7	5.4	467	1333	1.1	5.9	268	894	.7	4.6
4-Book	635	5399	1.6	6.9	226	3070	.6	4.7	259	874	.6	5.0	424	1307	1.0	5.4	268	944	.7	4.8
WDAS-AM																				
SP '00	117	728	.3	1.3	107	809	.3	2.2	112	257	.3	2.1	102	219	.3	1.3	81	140	.2	1.4
4-Book	112	826	.3	1.3	100	888	.3	2.1	93	218	.2	1.8	80	199	.2	1.0	48	110	.1	.8
WDAS-FM																				
SP '00	484	3610	1.2	5.2	314	2602	.8	6.4	287	750	.7	5.4	411	1073	1.0	5.2	312	712	.8	5.4
4-Book	487	3554	1.2	5.3	311	2653	.8	6.4	289	722	.7	5.6	437	1096	1.1	5.6	327	795	.8	5.8
+WEJM-FM																				
SP '00	205	2633	.5	2.2	115	1725	.3	2.4	100	358	.2	1.9	209	732	.5	2.6	141	554	.3	2.4
4-Book	268	3074	.7	3.0	142	1959	.4	2.9	127	450	.3	2.5	264	855	.7	3.4	200	690	.5	3.6
WEMG-AM																				
SP '00	34	227	.1	.4	37	182	.1	.8	18	81	.1	.3	64	148	.2	.8	48	90	.1	.8
4-Book	26	206	.1	.3	23	173	.1	.5	17	52	.1	.3	44	111	.1	.6	24	54	.1	.4
WEMG-FM																				
SP '00	44	420	.1	.5	25	219	.1	.5	30	56	.1	.6	44	110	.1	.6	30	71	.1	.5
4-Book	35	371	.1	.4	22	242	.1	.5	17	63	.1	.4	40	118	.1	.5	34	90	.1	.6
WFIL-AM																				
SP '00	34	460	.1	.4	9	175	.2	.2	21	50	.1	.4	18	36	.2	.2	14	42	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	93	543	.2	1.0	48	436	.1	1.0	70	161	.2	1.3	60	189	.1	.8	34	66	.1	.6
4-Book	95	588	.2	1.0	59	525	.2	1.2	75	166	.2	1.5	81	196	.2	1.1	33	63	.1	.6
WIOQ-FM																				
SP '00	449	6488	1.1	4.8	308	4376	.8	6.3	260	962	.6	4.9	539	2079	1.3	6.8	447	1625	1.1	7.7
4-Book	403	6025	1.0	4.4	261	4083	.7	5.4	187	787	.5	3.6	449	1783	1.1	5.8	370	1383	.9	6.6
WIP -AM																				
SP '00	298	3390	.7	3.2	141	2047	.3	2.9	157	546	.4	2.9	245	803	.6	3.1	130	507	.3	2.2
4-Book	290	3221	.7	3.1	106	1741	.3	2.2	148	525	.4	2.8	172	645	.4	2.2	89	387	.2	1.6
WJJZ-FM																				
SP '00	456	3829	1.1	4.9	222	2465	.5	4.6	182	548	.4	3.4	397	996	1.0	5.0	302	790	.7	5.2
4-Book	423	3438	1.0	4.6	206	2380	.5	4.3	167	519	.4	3.2	352	981	.9	4.5	268	739	.7	4.8
+WLCE-FM																				
SP '00	345	3778	.8	3.7	133	2158	.3	2.7	113	426	.3	2.1	248	914	.6	3.1	164	721	.4	2.8
4-Book	296	3707	.7	3.2	124	2087	.3	2.6	115	460	.3	2.2	237	869	.6	3.0	155	640	.4	2.8
WMGK-FM																				
SP '00	332	3799	.8	3.6	158	2244	.4	3.2	182	657	.4	3.4	299	987	.7	3.8	258	941	.6	4.4
4-Book	352	3878	.9	3.9	154	2261	.4	3.2	164	549	.4	3.1	295	979	.7	3.8	230	815	.6	4.1
WMMR-FM																				
SP '00	392	4029	1.0	4.2	139	2292	.3	2.9	136	568	.3	2.5	294	996	.7	3.7	181	760	.4	3.1
4-Book	332	3842	.8	3.6	132	2224	.3	2.8	143	514	.4	2.8	255	931	.6	3.3	178	699	.4	3.2
WOGL-FM																				
SP '00	382	4183	.9	4.1	226	2972	.6	4.6	217	831	.5	4.1	390	1178	1.0	4.9	279	926	.7	4.8
4-Book	348	4158	.9	3.8	220	2945	.6	4.5	209	791	.5	4.1	345	1128	.9	4.4	283	917	.7	5.0
WPEN-AM																				
SP '00	327	2304	.8	3.5	150	1675	.4	3.1	278	678	.7	5.2	298	784	.7	3.7	244	509	.6	4.2
4-Book	364	2494	.9	4.0	191	1917	.5	4.0	317	805	.8	6.1	425	1031	1.0	5.4	245	638	.6	4.4

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	234	3192	.6	2.5	176	2181	.4	3.6	106	342	.3	2.0	257	898	.6	3.2	262	755	.6	4.5
4-Book	206	3119	.5	2.2	161	2120	.4	3.3	103	345	.3	2.0	238	867	.6	3.0	234	741	.6	4.2
WPHT-AM																				
SP '00	201	1882	.5	2.2	62	1031	.2	1.3	47	156	.1	.9	69	288	.2	.9	42	154	.1	.7
4-Book	168	1722	.4	1.8	58	950	.2	1.2	57	160	.2	1.1	70	278	.2	.9	42	150	.1	.7
WPLY-FM																				
SP '00	292	4151	.7	3.1	132	2305	.3	2.7	105	433	.3	2.0	224	1052	.6	2.8	202	836	.5	3.5
4-Book	293	4287	.8	3.2	153	2673	.4	3.2	112	494	.3	2.2	291	1254	.7	3.7	203	845	.5	3.6
WUSL-FM																				
SP '00	427	4641	1.1	4.6	292	3437	.7	6.0	217	576	.5	4.1	484	1567	1.2	6.1	355	1099	.9	6.1
4-Book	410	4579	1.0	4.5	296	3305	.7	6.1	225	660	.6	4.4	457	1414	1.2	5.8	400	1111	1.0	7.1
WWDB-FM																				
SP '00	235	2139	.6	2.5	179	1895	.4	3.7	219	532	.5	4.1	227	541	.6	2.9	64	200	.2	1.1
4-Book	308	2860	.8	3.4	191	2166	.5	3.9	242	682	.6	4.7	260	714	.7	3.3	87	293	.2	1.6
WXTU-FM																				
SP '00	380	3276	.9	4.1	215	2270	.5	4.4	242	740	.6	4.5	400	1069	1.0	5.0	287	752	.7	4.9
4-Book	337	3028	.8	3.7	188	2112	.5	3.9	212	699	.5	4.1	349	1018	.9	4.4	231	683	.6	4.1
WYSP-FM																				
SP '00	595	5548	1.5	6.4	116	2165	.3	2.4	122	490	.3	2.3	192	945	.5	2.4	174	644	.4	3.0
4-Book	600	5619	1.5	6.6	169	2718	.4	3.5	145	501	.4	2.8	236	946	.6	3.0	177	635	.5	3.2
WJBR-FM																				
SP '00	36	482	.1	.4	16	287	.1	.3	13	46	.1	.2	25	81	.1	.3	26	74	.1	.4
4-Book	53	605	.1	.6	28	366	.1	.6	23	74	.1	.4	41	119	.1	.5	29	83	.1	.5
WKXW-FM																				
SP '00	88	1024	.2	.9	26	407	.1	.5	34	105	.1	.6	56	147	.1	.7	32	98	.1	.6
4-Book	97	1229	.3	1.1	27	489	.1	.6	27	115	.1	.5	51	190	.1	.7	34	133	.1	.6
WNJO-FM																				
SP '00	82	904	.2	.9	27	527	.1	.6	26	89	.1	.5	51	203	.1	.6	29	146	.1	.5
4-Book	74	969	.2	.8	35	547	.1	.7	30	111	.1	.6	62	224	.2	.8	45	190	.1	.8
WPST-FM																				
SP '00	125	2778	.3	1.3	64	1566	.2	1.3	46	223	.1	.9	109	649	.3	1.4	104	484	.3	1.8
4-Book	136	2862	.3	1.5	81	1717	.2	1.7	59	280	.2	1.2	136	723	.3	1.8	119	522	.3	2.1
WSTW-FM																				
SP '00	31	768	.1	.3	14	383	.1	.3	9	56	.1	.2	26	167	.1	.3	24	149	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	9289	38418	22.9		4874	31624	12.0		5341	14529	13.1		7962	19537	19.6		5807	14717	14.3	
4-Book	9166	38285	22.6		4833	32133	11.9		5187	14304	12.7		7869	19782	19.4		5642	14730	13.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Persons 12+																				
	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																					
SP '00	136	656	.3	4.2	588	2292	1.4	14.1	233	1335	.6	4.1	189	1069	.5	4.5	108	756	.3	4.3	
4-Book	136	757	.3	4.3	551	2304	1.4	13.5	249	1342	.6	4.3	182	917	.5	4.4	127	765	.3	5.0	
WBEB-FM																					
SP '00	139	560	.3	4.3	161	560	.4	3.9	319	1033	.8	5.6	234	672	.6	5.5	98	396	.2	3.9	
4-Book	112	530	.3	3.6	158	564	.4	3.9	278	954	.7	4.7	192	624	.5	4.6	109	452	.3	4.3	
WDAS-AM																					
SP '00	15	51	.5		285	554	.7	6.9	173	503	.4	3.0	113	215	.3	2.7	11	50		.4	
4-Book	17	47	.6		291	570	.7	7.1	186	519	.5	3.2	79	170	.2	1.9	30	72	.1	1.2	
WDAS-FM																					
SP '00	216	593	.5	6.7	250	662	.6	6.0	352	970	.9	6.1	246	574	.6	5.8	404	750	1.0	16.0	
4-Book	234	628	.6	7.4	229	620	.6	5.6	303	866	.7	5.2	238	567	.6	5.7	403	795	1.0	15.8	
+WEJM-FM																					
SP '00	64	264	.2	2.0	57	205	.1	1.4	140	530	.3	2.4	141	465	.3	3.3	62	300	.2	2.5	
4-Book	112	413	.3	3.5	61	229	.2	1.5	156	581	.4	2.6	144	466	.4	3.4	65	255	.2	2.6	
WEMG-AM																					
SP '00	10	17	.3		26	62	.1	.6	67	129	.2	1.2	54	97	.1	1.3	6	13		.2	
4-Book	9	19	.3		20	47	.1	.5	36	82	.1	.6	22	48		.5	7	20		.3	
WEMG-FM																					
SP '00	17	62	.5		22	43	.1	.5	34	91	.1	.6	16	57		.4	10	23		.4	
4-Book	13	63	.4		13	34		.3	30	90	.1	.5	19	56	.1	.5	14	48		.5	
WFIL-AM																					
SP '00	6	24	.2		7	46	.2		2	12			4	23	.1		5	27	.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																					
SP '00	14	41	.4		111	211	.3	2.7	57	166	.1	1.0	38	71	.1	.9	14	59	.6		
4-Book	27	75	.1	.8	135	260	.4	3.3	75	230	.2	1.3	43	106	.1	1.0	13	55	.5		
WIOQ-FM																					
SP '00	259	960	.6	8.1	154	618	.4	3.7	322	1586	.8	5.6	272	1125	.7	6.4	189	827	.5	7.5	
4-Book	231	945	.6	7.3	112	503	.3	2.7	291	1392	.7	5.0	251	1019	.6	6.0	171	754	.4	6.7	
WIP -AM																					
SP '00	110	421	.3	3.4	125	409	.3	3.0	165	609	.4	2.9	93	427	.2	2.2	92	316	.2	3.7	
4-Book	54	258	.1	1.7	97	313	.3	2.4	132	515	.3	2.3	91	359	.2	2.2	65	266	.2	2.6	
WJJZ-FM																					
SP '00	219	605	.5	6.8	103	394	.3	2.5	228	728	.6	4.0	210	601	.5	5.0	116	419	.3	4.6	
4-Book	188	587	.5	6.0	118	394	.3	2.9	233	733	.6	4.0	199	589	.5	4.8	111	372	.3	4.3	
+WLCE-FM																					
SP '00	54	262	.1	1.7	75	295	.2	1.8	198	715	.5	3.5	168	610	.4	4.0	38	209	.1	1.5	
4-Book	70	353	.2	2.3	60	302	.2	1.5	168	698	.4	2.9	120	457	.3	2.9	53	257	.1	2.1	
WMGK-FM																					
SP '00	99	392	.2	3.1	65	259	.2	1.6	196	718	.5	3.4	121	542	.3	2.9	45	210	.1	1.8	
4-Book	88	379	.2	2.8	67	289	.2	1.7	182	722	.5	3.1	151	549	.4	3.6	58	247	.1	2.2	
WMMR-FM																					
SP '00	98	391	.2	3.0	58	246	.1	1.4	145	598	.4	2.5	119	546	.3	2.8	69	302	.2	2.7	
4-Book	76	396	.2	2.4	64	292	.2	1.6	149	634	.4	2.6	126	546	.3	3.0	61	298	.2	2.4	
WOGL-FM																					
SP '00	141	460	.3	4.4	292	738	.7	7.0	195	749	.5	3.4	194	671	.5	4.6	117	372	.3	4.6	
4-Book	130	486	.3	4.1	251	715	.6	6.2	206	792	.5	3.5	197	594	.5	4.6	146	412	.4	5.8	
WPEN-AM																					
SP '00	53	190	.1	1.6	78	280	.2	1.9	135	454	.3	2.4	79	304	.2	1.9	50	213	.1	2.0	
4-Book	80	297	.2	2.5	93	333	.2	2.3	179	560	.5	3.1	132	392	.4	3.1	65	257	.2	2.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	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
WPHI-FM																				
SP '00	190	708	.5	5.9	98	314	.2	2.4	189	613	.5	3.3	157	498	.4	3.7	136	449	.3	5.4
4-Book	191	687	.5	6.1	91	303	.2	2.2	170	597	.4	2.9	139	472	.4	3.3	109	383	.3	4.3
WPHT-AM																				
SP '00	60	207	.1	1.9	68	233	.2	1.6	60	295	.1	1.0	93	280	.2	2.2	54	154	.1	2.1
4-Book	36	146	.1	1.2	88	237	.2	2.2	71	307	.2	1.2	54	202	.2	1.3	49	148	.1	1.9
WPLY-FM																				
SP '00	93	393	.2	2.9	59	312	.1	1.4	175	827	.4	3.1	122	529	.3	2.9	67	305	.2	2.7
4-Book	121	550	.3	3.9	66	312	.2	1.6	175	859	.4	3.0	145	639	.4	3.4	90	407	.3	3.5
WUSL-FM																				
SP '00	312	901	.8	9.7	199	609	.5	4.8	328	1130	.8	5.7	220	709	.5	5.2	184	526	.5	7.3
4-Book	308	952	.8	9.8	236	689	.6	5.8	318	1091	.8	5.4	235	717	.6	5.6	170	551	.5	6.7
WWDB-FM																				
SP '00	96	259	.2	3.0	184	595	.5	4.4	433	1020	1.1	7.6	67	160	.2	1.6	104	343	.3	4.1
4-Book	78	283	.2	2.5	191	686	.5	4.6	488	1013	1.2	8.3	64	213	.2	1.5	79	303	.2	3.1
WXTU-FM																				
SP '00	72	368	.2	2.2	198	589	.5	4.8	276	972	.7	4.8	215	607	.5	5.1	48	216	.1	1.9
4-Book	78	361	.2	2.5	161	540	.4	4.0	255	832	.6	4.4	174	550	.4	4.2	51	210	.1	2.0
WYSP-FM																				
SP '00	109	378	.3	3.4	30	156	.1	.7	129	541	.3	2.3	117	480	.3	2.8	50	229	.1	2.0
4-Book	97	389	.3	3.1	55	204	.1	1.3	307	1083	.7	5.1	260	936	.7	6.0	65	290	.2	2.5
WJBR-FM																				
SP '00	14	49	.1	.4	10	42	.1	.2	17	89	.1	.3	8	41	.1	.2	11	60	.1	.4
4-Book	25	98	.1	.8	21	75	.1	.5	41	125	.1	.7	22	60	.1	.6	14	64	.1	.6
WKXW-FM																				
SP '00	6	21	.1	.2	17	99	.1	.4	19	95	.1	.3	27	80	.1	.6	22	41	.1	.9
4-Book	13	76	.1	.4	21	83	.1	.5	28	110	.1	.5	23	82	.1	.6	15	47	.1	.6
WNJD-FM																				
SP '00	28	101	.1	.9	19	80	.1	.5	27	96	.1	.5	25	86	.1	.6	10	52	.1	.4
4-Book	23	100	.1	.7	27	98	.1	.7	47	177	.2	.8	35	119	.1	.8	11	63	.1	.5
WPST-FM																				
SP '00	40	223	.1	1.2	17	122	.1	.4	62	348	.2	1.1	103	474	.3	2.4	30	174	.1	1.2
4-Book	63	310	.2	2.0	33	187	.1	.8	91	508	.2	1.6	99	424	.3	2.4	45	245	.1	1.8
WSTV-FM																				
SP '00	2	25	.1	.1	12	49	.1	.3	17	99	.1	.3	20	107	.1	.5	6	47	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	3216	9471	7.9		4156	11633	10.2		5726	16035	14.1		4230	11371	10.4		2518	7919	6.2	
4-Book	3136	9907	7.7		4103	11851	10.1		5854	16334	14.4		4208	11375	10.4		2551	8042	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

	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																				
SP '00	12	568	.1	1.1	44	390	.5	3.3	4	113		.4	12	209	.1	.8	5	88	.1	.5
WI '00	10	507	.1	.9	41	339	.5	3.1	5	105	.1	.5	7	122	.1	.5		9		
FA '99	9	567	.1	.8	26	325	.3	1.9	8	138	.1	.7	9	146	.1	.6	3	94		.3
SU '99	12	654	.1	1.1	33	365	.4	2.9	7	164	.1	.5	8	161	.1	.6	5	78	.1	.6
4-Book	11	574	.1	1.0	36	355	.4	2.8	6	130	.1	.5	9	160	.1	.6	3	67	.1	.4
SP '99	14	641	.2	1.3	35	388	.4	2.7	12	130	.1	1.0	16	208	.2	1.1	3	104		.3
WBEB-FM																				
SP '00	52	1081	.6	4.7	46	395	.6	3.5	73	387	.9	6.5	51	429	.6	3.5	42	404	.5	4.3
WI '00	50	1212	.6	4.6	55	535	.7	4.1	74	482	.9	6.8	68	516	.8	4.8	35	452	.4	3.7
FA '99	47	1026	.6	4.1	38	419	.5	2.8	40	309	.5	3.6	54	412	.7	3.5	68	525	.8	7.1
SU '99	38	1007	.5	3.4	36	345	.4	3.1	65	410	.8	4.6	42	358	.5	3.1	27	327	.3	3.0
4-Book	47	1082	.6	4.2	44	424	.6	3.4	63	397	.8	5.4	54	429	.7	3.7	43	427	.5	4.5
SP '99	53	1128	.7	4.8	54	477	.7	4.1	102	445	1.3	8.3	82	531	1.0	5.5	27	425	.3	2.9
WDAS-AM																				
SP '00	4	127		.4	6	50	.1	.5	2	16		.2	4	32		.3	1	14		.1
WI '00	6	105	.1	.5	18	61	.2	1.3	8	26	.1	.7	2	19		.1	2	19		.2
FA '99	12	215	.1	1.0	13	105	.2	1.0	9	51	.1	.8	19	76	.2	1.2	7	42	.1	.7
SU '99	6	167	.1	.5	6	39	.1	.5	7	64	.1	.5	6	30	.1	.4	2	28		.2
4-Book	7	154	.1	.6	11	64	.2	.8	7	39	.1	.6	8	39	.1	.5	3	26		.3
SP '99	2	75		.2	1	16		.1	3	20		.2		9			1	5		.1
WDAS-FM																				
SP '00	40	639	.5	3.6	45	244	.6	3.4	41	272	.5	3.7	44	265	.5	3.0	28	254	.3	2.9
WI '00	52	720	.6	4.7	59	344	.7	4.4	50	272	.6	4.6	60	294	.7	4.2	54	299	.7	5.7
FA '99	42	764	.5	3.6	50	292	.6	3.7	30	220	.4	2.7	50	340	.6	3.2	53	324	.7	5.5
SU '99	28	790	.3	2.5	28	261	.3	2.4	29	320	.4	2.0	27	345	.3	2.0	32	370	.4	3.6
4-Book	41	728	.5	3.6	46	285	.6	3.5	38	271	.5	3.3	45	311	.5	3.1	42	312	.5	4.4
SP '99	45	741	.6	4.0	48	303	.6	3.7	45	259	.6	3.6	53	283	.7	3.6	43	290	.5	4.7
+VEJM-FM																				
SP '00	7	334	.1	.6	7	98	.1	.5	9	86	.1	.8	12	167	.1	.8	4	103		.4
WI '00	9	302	.1	.8	5	60	.1	.4	17	63	.2	1.6	12	91	.1	.8	5	100	.1	.5
FA '99	24	564	.3	2.1	20	181	.2	1.5	44	249	.5	4.0	33	304	.4	2.1	10	176	.1	1.0
SU '99	19	531	.2	1.7	13	185	.2	1.1	31	224	.4	2.2	22	243	.3	1.6	9	140	.1	1.0
4-Book	15	433	.2	1.3	11	131	.2	.9	25	156	.3	2.2	20	201	.2	1.3	7	130	.1	.7
SP '99	26	1239	.3	2.3	34	427	.4	2.6	16	313	.2	1.3	49	762	.6	3.3	20	423	.2	2.2
WEMG-AM																				
SP '00	4	50		.4	4	33		.3	4	20		.4	4	26		.3	2	15		.2
WI '00	1	42		.1	3	35		.2	1	15		.1		7						
FA '99	4	109		.3	3	63		.2	5	44	.1	.5	4	27		.3				
SU '99	2	62		.2					3	38		.2	2	39		.1	1	15		.1
4-Book	3	66		.3	3	33		.2	3	29		.3	3	25		.2	1	8		.1
SP '99	4	86		.4	3	22		.2	3	32		.2	4	44		.3	4	45		.4
WEMG-FM																				
SP '00	6	147	.1	.5	10	73	.1	.8	6	34	.1	.5	6	113	.1	.4	3	63		.3
WI '00	2	73		.2	5	41	.1	.4	2	35		.2	1	28		.1	2	32		.2
FA '99	11	129	.1	1.0	14	76	.2	1.0	16	63	.2	1.5	12	74	.1	.8	4	87		.4
SU '99	2	48		.2	4	16		.3	1	7		.1	3	25		.2	1	16		.1
4-Book	5	99	.1	.5	8	52	.1	.6	6	35	.1	.6	6	60	.1	.4	3	50		.3
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SP '00		14				9												9		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	37		.1	2	22		.2	2	15		.1	1	6		.1		14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		23				5											1	18		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - 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
WHAT-AM																				
SP '00		15			1	8	.1		1	8	.1		8							
WI '00		25			1	8	.1													
FA '99	2	42	.2		1	11	.1		1	22	.1					7	11	.1	.7	
SU '99	5	39	.1	.5	10	18	.1	.9	3	24	.2		10	30	.1	.7	3	24	.3	
4-Book	2	30	.2		3	11	.3		1	14	.1		3	10	.2		3	9	.3	
SP '99		29				5														
W10Q-FM																				
SP '00	199	3675	2.5	17.8	203	1913	2.5	15.4	166	1639	2.1	14.9	271	2416	3.4	18.8	193	1938	2.4	19.7
WI '00	152	3450	1.9	13.9	178	1894	2.2	13.3	131	1521	1.6	12.0	212	2159	2.6	15.0	146	1637	1.8	15.5
FA '99	182	3342	2.3	15.8	217	1789	2.7	16.0	163	1424	2.0	14.8	277	2279	3.4	17.8	155	1713	1.9	16.2
SU '99	153	3245	1.9	13.9	110	1352	1.4	9.6	189	1763	2.3	13.3	194	1901	2.4	14.4	140	1658	1.7	15.8
4-Book	172	3428	2.2	15.4	177	1737	2.2	13.6	162	1587	2.0	13.8	239	2189	3.0	16.5	159	1737	2.0	16.8
SP '99	127	3226	1.6	11.4	136	1420	1.7	10.4	121	1376	1.5	9.8	180	2129	2.2	12.1	120	1481	1.5	13.0
WIP-AM																				
SP '00	16	437	.2	1.4	18	145	.2	1.4	9	82	.1	.8	14	130	.2	1.0	20	220	.2	2.0
WI '00	11	382	.1	1.0	20	184	.2	1.5	7	73	.1	.6	16	157	.2	1.1	10	183	.1	1.1
FA '99	13	299	.2	1.1	13	93	.2	1.0	17	108	.2	1.5	22	143	.3	1.4	6	88	.1	.6
SU '99	12	310	.1	1.1	24	169	.3	2.1	15	110	.2	1.1	11	131	.1	.8	9	101	.1	1.0
4-Book	13	357	.2	1.2	19	148	.2	1.5	12	93	.2	1.0	16	140	.2	1.1	11	148	.1	1.2
SP '99	13	346	.2	1.2	16	153	.2	1.2	18	71	.2	1.5	12	110	.1	.8	11	134	.1	1.2
WJJZ-FM																				
SP '00	18	287	.2	1.6	10	87	.1	.8	22	83	.3	2.0	14	121	.2	1.0	16	105	.2	1.6
WI '00	8	282	.1	.7	8	86	.1	.6	11	69	.1	1.0	5	82	.1	.4	6	97	.1	.6
FA '99	15	308	.2	1.3	17	87	.2	1.3	20	66	.2	1.8	22	149	.3	1.4	7	90	.1	.7
SU '99	18	538	.2	1.6	15	140	.2	1.3	34	206	.4	2.4	25	248	.3	1.9	10	155	.1	1.1
4-Book	15	354	.2	1.3	13	100	.2	1.0	22	106	.3	1.8	17	150	.2	1.2	10	112	.1	1.0
SP '99	11	316	.1	1.0	8	73	.1	.6	19	114	.2	1.5	10	132	.1	.7	6	69	.1	.6
+WLCE-FM																				
SP '00	19	713	.2	1.7	15	204	.2	1.1	31	255	.4	2.8	27	356	.3	1.9	13	212	.2	1.3
WI '00	24	845	.3	2.2	24	296	.3	1.8	31	239	.4	2.8	24	342	.3	1.7	23	245	.3	2.4
FA '99	36	1043	.4	3.1	40	424	.5	2.9	61	375	.8	5.6	44	494	.5	2.8	20	377	.2	2.1
SU '99	40	1150	.5	3.6	35	319	.4	3.0	62	470	.8	4.4	41	519	.5	3.1	32	454	.4	3.6
4-Book	30	938	.4	2.7	29	311	.4	2.2	46	335	.6	3.9	34	428	.4	2.4	22	322	.3	2.4
SP '99	33	1100	.4	3.0	22	322	.3	1.7	33	335	.4	2.7	33	410	.4	2.2	41	507	.5	4.4
WMGK-FM																				
SP '00	24	714	.3	2.1	22	215	.3	1.7	23	186	.3	2.1	42	424	.5	2.9	20	256	.2	2.0
WI '00	46	757	.6	4.2	63	402	.8	4.7	91	427	1.1	8.3	61	449	.8	4.3	18	230	.2	1.9
FA '99	31	670	.4	2.7	27	289	.3	2.0	52	268	.6	4.7	44	363	.5	2.8	17	192	.2	1.8
SU '99	34	767	.4	3.1	30	274	.4	2.6	63	392	.8	4.4	47	414	.6	3.5	17	258	.2	1.9
4-Book	34	727	.4	3.0	36	295	.5	2.8	57	318	.7	4.9	49	413	.6	3.4	18	234	.2	1.9
SP '99	23	683	.3	2.1	19	202	.2	1.5	32	222	.4	2.6	41	344	.5	2.8	17	173	.2	1.8
WMMR-FM																				
SP '00	66	1425	.8	5.9	79	515	1.0	6.0	93	560	1.2	8.3	90	808	1.1	6.2	44	594	.5	4.5
WI '00	52	1196	.6	4.7	79	560	1.0	5.9	64	467	.8	5.9	56	656	.7	4.0	34	381	.4	3.6
FA '99	39	1265	.5	3.4	60	523	.7	4.4	44	491	.5	4.0	51	680	.6	3.3	20	411	.2	2.1
SU '99	41	1144	.5	3.7	37	364	.5	3.2	61	507	.8	4.3	55	572	.7	4.1	29	389	.4	3.3
4-Book	50	1258	.6	4.4	64	491	.8	4.9	66	506	.8	5.6	63	679	.8	4.4	32	444	.4	3.4
SP '99	39	1065	.5	3.5	39	333	.5	3.0	67	487	.8	5.4	45	495	.6	3.0	28	381	.3	3.0
WOGL-FM																				
SP '00	16	602	.2	1.4	10	165	.1	.8	17	168	.2	1.5	15	202	.2	1.0	11	184	.1	1.1
WI '00	9	395	.1	.8	9	125	.1	.7	6	96	.1	.6	13	140	.2	.9	7	120	.1	.7
FA '99	17	528	.2	1.5	11	145	.1	.8	16	179	.2	1.5	22	221	.3	1.4	13	156	.2	1.4
SU '99	13	603	.2	1.2	15	230	.2	1.3	22	193	.3	1.6	14	246	.2	1.0	8	153	.1	.9
4-Book	14	532	.2	1.2	11	166	.1	.9	15	159	.2	1.3	16	202	.2	1.1	10	153	.1	1.0
SP '99	29	681	.4	2.6	31	225	.4	2.4	53	293	.7	4.3	32	233	.4	2.2	12	178	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WPEN-AM																				
SP '00		20							9									10		
WI '00		33				6			6		.1			20	.1			7		
FA '99	1	21	.1		2	21	.1	.1									2	8	.2	
SU '99	2	21	.2		5	21	.1	.4	7	11	.1	.5								
4-Book	1	24	.1		2	12		.1	2	7		.2		5			1	6	.1	
SP '99	1	36	.1						19								1	17	.1	
WPHI-FM																				
SP '00	110	2158	1.4	9.8	90	876	1.1	6.8	89	1020	1.1	8.0	168	1353	2.1	11.6	121	1087	1.5	12.4
WI '00	123	2481	1.5	11.2	128	1253	1.6	9.5	96	945	1.2	8.8	161	1552	2.0	11.4	128	1170	1.6	13.6
FA '99	111	2253	1.4	9.6	107	1036	1.3	7.9	75	986	.9	6.8	168	1365	2.1	10.8	103	1123	1.3	10.8
SU '99	105	2144	1.3	9.5	80	772	1.0	7.0	121	1165	1.5	8.5	153	1315	1.9	11.4	89	1013	1.1	10.0
4-Book	112	2259	1.4	10.0	101	984	1.3	7.8	95	1029	1.2	8.0	163	1396	2.0	11.3	110	1098	1.4	11.7
SP '99	133	2646	1.6	12.0	129	1281	1.6	9.9	131	1257	1.6	10.6	188	1650	2.3	12.6	114	1399	1.4	12.3
WPHT-AM																				
SP '00	3	57	.3		1	21	.1		2	21	.2		5	21	.1	.3	2	38	.2	
WI '00	1	60	.1		4	50	.3		1	7	.1		2	32	.1			16		
FA '99		17																		
SU '99	1	69	.1			9							2	27	.1		2	26	.2	
4-Book	1	51	.1		1	20		.1	1	7		.1	2	20		.1	1	20	.1	
SP '99	1	42	.1		1	5	.1						2	15	.1		1	28	.1	
WPLY-FM																				
SP '00	96	2190	1.2	8.6	135	1083	1.7	10.3	97	909	1.2	8.7	139	1379	1.7	9.6	76	954	.9	7.8
WI '00	92	2191	1.1	8.4	99	1009	1.2	7.4	97	994	1.2	8.9	122	1338	1.5	8.6	78	930	1.0	8.3
FA '99	103	2342	1.3	8.9	91	977	1.1	6.7	113	1105	1.4	10.3	143	1488	1.8	9.2	86	996	1.1	9.0
SU '99	112	2477	1.4	10.2	99	948	1.2	8.6	159	1311	2.0	11.2	154	1549	1.9	11.5	83	1095	1.0	9.3
4-Book	101	2300	1.3	9.0	106	1004	1.3	8.3	117	1080	1.5	9.8	140	1439	1.7	9.7	81	994	1.0	8.6
SP '99	95	2382	1.2	8.5	100	984	1.2	7.7	104	1090	1.3	8.4	143	1547	1.8	9.6	86	1217	1.1	9.3
WUSL-FM																				
SP '00	168	2818	2.1	15.0	198	1463	2.5	15.1	142	1306	1.8	12.7	205	1712	2.5	14.2	188	1503	2.3	19.2
WI '00	181	2880	2.2	16.5	189	1573	2.3	14.1	112	1223	1.4	10.3	239	1884	3.0	16.9	212	1607	2.6	22.5
FA '99	200	3043	2.5	17.3	224	1657	2.8	16.5	150	1382	1.9	13.6	266	1897	3.3	17.1	215	1663	2.7	22.5
SU '99	184	2801	2.3	16.7	181	1249	2.2	15.7	210	1640	2.6	14.8	235	1728	2.9	17.5	176	1514	2.2	19.8
4-Book	183	2886	2.3	16.4	198	1486	2.5	15.4	154	1388	1.9	12.9	236	1805	2.9	16.4	198	1572	2.5	21.0
SP '99	177	2965	2.2	15.9	176	1504	2.2	13.5	154	1436	1.9	12.5	243	1840	3.0	16.3	190	1537	2.4	20.6
WWDB-FM																				
SP '00	1	57	.1						2	11	.2		5	26	.1	.3		7		
WI '00	2	121	.2			18			1	19	.1		3	46	.1	.2	2	17	.2	
FA '99	3	135	.3		3	28	.2		2	32	.2		8	67	.1	.5	1	22	.1	
SU '99	4	139	.4		4	35	.3		10	82	.1	.7	3	33	.2			16		
4-Book	3	113	.3		2	20	.1		4	36	.3		5	43	.1	.3	1	16	.1	
SP '99	5	191	.1	.4	3	40	.2		12	111	.1	1.0	7	63	.1	.5	2	44	.2	
WXTU-FM																				
SP '00	24	536	.3	2.1	22	258	.3	1.7	29	239	.4	2.6	29	254	.4	2.0	20	241	.2	2.0
WI '00	24	404	.3	2.2	38	203	.5	2.8	29	186	.4	2.7	35	239	.4	2.5	11	165	.1	1.2
FA '99	10	282	.1	.9	6	106	.1	.4	11	104	.1	1.0	17	150	.2	1.1	5	72	.1	.5
SU '99	12	329	.1	1.1	18	193	.2	1.6	16	149	.2	1.1	18	183	.2	1.3	3	61	.3	
4-Book	18	388	.2	1.6	21	190	.3	1.6	21	170	.3	1.9	25	207	.3	1.7	10	135	.1	1.0
SP '99	31	456	.4	2.8	49	270	.6	3.8	45	234	.6	3.6	35	256	.4	2.4	16	198	.2	1.7
WYSP-FM																				
SP '00	93	1785	1.2	8.3	212	964	2.6	16.1	113	778	1.4	10.1	95	960	1.2	6.6	48	611	.6	4.9
WI '00	78	1477	1.0	7.1	153	793	1.9	11.4	103	581	1.3	9.4	89	674	1.1	6.3	38	506	.5	4.0
FA '99	99	1978	1.2	8.6	227	1182	2.8	16.7	85	702	1.1	7.7	103	821	1.3	6.6	48	549	.6	5.0
SU '99	90	1826	1.1	8.2	192	967	2.4	16.7	115	853	1.4	8.1	78	852	1.0	5.8	44	629	.5	5.0
4-Book	90	1767	1.1	8.1	196	977	2.4	15.2	104	729	1.3	8.8	91	827	1.2	6.3	45	574	.6	4.7
SP '99	126	1772	1.6	11.3	285	1117	3.5	21.8	140	845	1.7	11.3	123	838	1.5	8.3	79	683	1.0	8.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	4	130		.4	2	28		.2	5	47	.1	.4	5	45	.1	.3	5	59	.1	.5
WI '00	7	155	.1	.6	9	61	.1	.7	5	38	.1	.5	7	75	.1	.5	10	75	.1	1.1
FA '99	4	117		.3	3	36		.2	5	11			3	61		.2	5	36		.5
SU '99	4	96		.4	4	33		.3	5	42	.1	.4	4	37		.3	6	42	.1	.7
4-Book	5	125		.4	5	40		.4	4	35	.1	.3	5	55	.1	.3	7	53	.1	.7
SP '99	3	115		.3	1	25		.1	2	25		.2	9	56	.1	.6	3	47		.3
WKXW-FM																				
SP '00	3	142		.3	3	32		.2	5	52	.1	.4	8	101	.1	.6		20		
WI '00	3	67		.3	1	22		.1	9	27	.1	.8	7	36	.1	.5	1	12		.1
FA '99	4	164		.3	4	32		.3	6	60	.1	.5	8	99	.1	.5	1	37		.1
SU '99	4	113		.4	3	27		.3	11	51	.1	.8	4	56		.3				
4-Book	4	122		.3	3	28		.2	8	48	.1	.6	7	73	.1	.5	1	17		.1
SP '99	4	74		.4	3	33		.2	3	17		.2	9	33	.1	.6	4	27		.4
WNJO-FM																				
SP '00	7	173	.1	.6	9	50	.1	.7	11	56	.1	1.0	12	49	.1	.8	4	43		.4
WI '00	4	95		.4	2	34		.1	5	39	.1	.5	5	50	.1	.4	3	47		.3
FA '99	2	123		.2	1	37		.1	5	35	.1	.5	3	70		.2	1	27		.1
SU '99	7	232	.1	.6	9	76	.1	.8	15	137	.2	1.1	7	94	.1	.5	3	76		.3
4-Book	5	156	.1	.5	5	49	.1	.4	9	67	.1	.8	7	66	.1	.5	3	48		.3
SP '99	3	108		.3	3	46		.2	1	26		.1	4	37		.3	2	53		.2
WPST-FM																				
SP '00	38	1410	.5	3.4	37	547	.5	2.8	31	405	.4	2.8	62	823	.8	4.3	35	584	.4	3.6
WI '00	48	1659	.6	4.4	46	643	.6	3.4	32	590	.4	2.9	72	903	.9	5.1	48	717	.6	5.1
FA '99	52	1605	.6	4.5	60	855	.7	4.4	49	549	.6	4.5	68	943	.8	4.4	40	694	.5	4.2
SU '99	64	1625	.8	5.8	58	660	.7	5.0	67	840	.8	4.7	81	950	1.0	6.0	71	851	.9	8.0
4-Book	51	1575	.6	4.5	50	676	.6	3.9	45	596	.6	3.7	71	905	.9	5.0	49	712	.6	5.2
SP '99	37	1480	.5	3.3	38	512	.5	2.9	34	561	.4	2.8	55	812	.7	3.7	33	618	.4	3.6
WSTW-FM																				
SP '00	4	260		.4	3	74		.2	3	100		.3	5	124	.1	.3	4	88		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	8	494	.1	.7	10	161	.1	.7	6	154	.1	.5	10	258	.1	.6	7	142	.1	.7
SU '99	4	289		.4	6	69	.1	.5	5	98	.1	.4	5	156	.1	.4	3	87		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1117	7782	13.9		1315	6300	16.3		1115	4859	13.8		1444	6540	17.9		979	5734	12.1	
WI '00	1096	7564	13.6		1343	6219	16.7		1090	4711	13.5		1414	6391	17.5		942	5363	11.7	
FA '99	1154	7650	14.3		1359	6308	16.9		1099	4803	13.6		1553	6465	19.3		957	5654	11.9	
SU '99	1102	7674	13.7		1151	5471	14.3		1419	5961	17.6		1343	6524	16.7		888	5616	11.0	
4-Book	1117	7668	13.9		1292	6075	16.1		1181	5084	14.6		1439	6480	17.9		942	5592	11.7	
SP '99	1112	7811	13.8		1306	6039	16.2		1234	5129	15.3		1488	6632	18.5		924	5665	11.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
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																				
SP '00	19	523	.2	1.5	5	144	.1	.5	15	59	.2	2.3	2	27	.1	.1	1	8	.1	
4-Book	16	489	.2	1.3	6	176	.1	.7	15	56	.2	2.5	7	53	.1	.5	2	21	.2	
WBEB-FM																				
SP '00	58	784	.7	4.5	47	537	.6	5.1	42	130	.5	6.4	61	196	.8	4.3	56	135	.7	
4-Book	54	779	.7	4.2	35	516	.5	3.8	33	113	.4	5.1	47	150	.6	3.4	35	112	.5	
WDAS-AM																				
SP '00	4	54	.3	.3	6	87	.1	.7	1	10	.2	.2	3	18	.2	.2	5	18	.1	
4-Book	8	83	.1	.6	7	100	.1	.8	3	13	.5	.5	3	16	.2	.2	3	9	.1	
WDAS-FM																				
SP '00	43	464	.5	3.4	41	368	.5	4.5	42	102	.5	6.4	48	128	.6	3.4	40	75	.5	
4-Book	42	535	.5	3.3	36	408	.4	4.0	28	91	.4	4.4	41	112	.5	2.9	44	97	.6	
+WEJM-FM																				
SP '00	9	241	.1	.7	6	141	.1	.7					6	40	.1	.4	11	48	.1	
4-Book	19	320	.2	1.5	11	205	.2	1.3	3	24	.5	.5	21	71	.3	1.5	18	69	.2	
WEMG-AM																				
SP '00	4	44	.3	.3	6	21	.1	.7	4	15	.6	.6	9	15	.1	.6	9	15	.1	
4-Book	3	53	.2	.2	4	32	.1	.4	4	12	.6	.6	6	18	.1	.4	2	4	.2	
WEMG-FM																				
SP '00	7	138	.1	.5	5	66	.1	.5	9	16	.1	1.4	7	14	.1	.5	8	21	.1	
4-Book	7	85	.1	.5	5	59	.1	.5	6	20	.1	.8	9	30	.1	.7	9	23	.1	
WFIL-AM																				
SP '00	**	9	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	1	8	.1	.1	1	15	.1	.1					1	8	.1	.1	2	8	.2	
4-Book	2	17	.2	.2	1	19	.1	.1					1	7	.1	.1	2	4	.2	
WIOQ-FM																				
SP '00	210	3239	2.6	16.4	182	2308	2.3	19.8	151	515	1.9	23.0	272	1090	3.4	19.1	260	916	3.2	
4-Book	190	3008	2.4	14.7	146	2125	1.8	16.0	105	414	1.3	16.6	229	939	2.9	16.3	201	726	2.5	
WIP -AM																				
SP '00	13	251	.2	1.0	19	266	.2	2.1	11	59	.1	1.7	28	91	.3	2.0	14	59	.2	
4-Book	15	251	.2	1.2	11	190	.1	1.2	7	44	.1	1.2	14	54	.2	1.0	5	28	.1	
WJJZ-FM																				
SP '00	16	175	.2	1.3	23	153	.3	2.5	9	26	.1	1.4	38	60	.5	2.7	36	49	.4	
4-Book	17	220	.2	1.3	14	170	.2	1.5	10	29	.1	1.6	18	44	.2	1.3	18	38	.2	
+WLCE-FM																				
SP '00	25	563	.3	2.0	10	249	.1	1.1	9	55	.1	1.4	25	106	.3	1.8	9	67	.1	
4-Book	37	691	.5	2.9	21	391	.3	2.3	11	61	.2	1.7	40	140	.5	2.8	32	134	.4	
WMGK-FM																				
SP '00	29	593	.4	2.3	18	334	.2	2.0	8	39	.1	1.2	38	164	.5	2.7	36	180	.4	
4-Book	48	601	.6	3.8	19	333	.2	2.1	14	48	.2	2.2	35	137	.5	2.5	25	110	.3	
WMMR-FM																				
SP '00	88	1169	1.1	6.9	41	756	.5	4.5	30	129	.4	4.6	71	296	.9	5.0	48	214	.6	
4-Book	64	1006	.8	5.0	35	648	.5	3.9	26	106	.3	4.1	67	259	.9	4.8	48	190	.6	
WVGL-FM																				
SP '00	15	352	.2	1.2	22	323	.3	2.4	8	54	.1	1.2	29	115	.4	2.0	25	85	.3	
4-Book	15	355	.2	1.1	15	232	.2	1.6	8	44	.1	1.2	19	77	.3	1.3	23	73	.3	
WPEN-AM																				
SP '00		9																		
4-Book	2	19	.1	.1	1	4	.1	.1	1	2	.1	.1	2	2	.1	.1	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

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
WPHT-FM																				
SP '00	113	1889	1.4	8.8	95	1268	1.2	10.3	65	232	.8	9.9	140	499	1.7	9.9	154	473	1.9	11.8
4-Book	118	1964	1.5	9.1	103	1330	1.3	11.2	66	220	.8	10.3	149	547	1.8	10.6	149	470	1.9	12.3
WPHT-AM																				
SP '00	3	21	.2	.4	4	40	.4	.4					4	13	.3	.3				
4-Book	2	29	.1	.2	2	21	.2	.2					2	5	.1	.1		2		
WPLY-FM																				
SP '00	122	1918	1.5	9.5	65	1212	.8	7.1	28	156	.3	4.3	111	528	1.4	7.8	110	427	1.4	8.5
4-Book	120	1997	1.5	9.3	80	1354	1.0	8.7	45	210	.6	7.1	145	623	1.8	10.4	106	421	1.3	8.8
WUSL-FM																				
SP '00	179	2395	2.2	14.0	135	1729	1.7	14.7	96	301	1.2	14.6	213	787	2.6	15.0	188	592	2.3	14.5
4-Book	193	2521	2.4	14.9	155	1784	1.9	17.0	110	349	1.4	17.2	237	791	3.0	16.8	206	600	2.5	17.1
WWDB-FM																				
SP '00	2	26	.2	.1	1	31	.1	.1					1	8	.1	.1				
4-Book	3	77	.3	.3	3	53	.3	.3	2	9	.4	.4	1	9	.1	.1	1	5	.1	.1
WXTU-FM																				
SP '00	27	414	.3	2.1	21	357	.3	2.3	15	71	.2	2.3	28	114	.3	2.0	38	121	.5	2.9
4-Book	22	315	.3	1.7	14	223	.2	1.6	10	46	.1	1.5	21	82	.3	1.5	17	68	.2	1.4
WYSP-FM																				
SP '00	138	1559	1.7	10.8	42	866	.5	4.6	14	125	.2	2.1	75	327	.9	5.3	66	240	.8	5.1
4-Book	128	1532	1.6	9.9	53	858	.7	5.7	29	147	.4	4.6	78	321	1.0	5.6	66	239	.8	5.5
WJBR-FM																				
SP '00	4	73	.3	.4	4	59	.4	.4	2	7	.3	.3	2	24	.1	.1	11	22	.1	.8
4-Book	4	89	.4	.4	5	63	.5	.5	4	11	.1	.6	2	14	.1	.1	5	13	.1	.4
WKXW-FM																				
SP '00	5	115	.1	.4	1	29	.1	.1	1	9	.2	.2	2	15	.1	.1	3	9	.2	.2
4-Book	6	91	.1	.5	1	34	.1	.1	2	2	.1	.1	2	14	.1	.1	3	7	.2	.2
WNJO-FM																				
SP '00	11	108	.1	.9	2	67	.2	.2					8	28	.1	.6	4	17	.3	.3
4-Book	7	122	.1	.6	2	61	.2	.2	1	7	.1	.1	5	26	.4	.4	3	15	.3	.3
WPST-FM																				
SP '00	42	1100	.5	3.3	31	782	.4	3.4	25	115	.3	3.8	59	309	.7	4.2	56	247	.7	4.3
4-Book	55	1319	.7	4.2	45	904	.6	4.9	30	136	.4	4.9	64	357	.8	4.6	63	270	.8	5.2
WSTW-FM																				
SP '00	4	196	.3	.3	3	114	.3	.3	3	10	.5	.5	8	50	.1	.6	6	42	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1278	7631	15.9		919	6339	11.4		656	1994	8.1		1421	3921	17.6		1300	3151	16.1	
4-Book	1294	7525	16.1		916	6293	11.4		637	1919	7.9		1407	3755	17.5		1214	3005	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																				
SP '00	2	11	.2	13	46	.2	2.3	6	39	.1	.6	3	29	.4						
4-Book	4	20	.4	11	45	.1	2.2	6	39	.1	.5	3	24	.4		2	12		.3	
WBEB-FM																				
SP '00	41	118	.5	4.6	30	86	.4	5.3	49	146	.6	5.2	60	156	.7	7.3	35	119	.4	5.2
4-Book	28	110	.4	3.1	24	76	.3	4.4	39	136	.5	3.9	35	106	.4	4.0	39	144	.5	5.9
WDAS-AM																				
SP '00	1	5	.1		22	50	.3	3.9	13	33	.2	1.4	2	8	.2		1	7	.1	.1
4-Book	1	8	.2		25	56	.3	4.6	15	47	.2	1.4	7	15	.1	.7	4	13	.1	.6
WDAS-FM																				
SP '00	28	75	.3	3.2	45	125	.6	8.0	58	143	.7	6.1	39	76	.5	4.8	31	62	.4	4.6
4-Book	29	81	.3	3.2	31	95	.4	5.8	39	127	.5	3.9	34	76	.4	3.8	42	99	.5	6.5
+WEJM-FM																				
SP '00	3	18	.3		13	21	.2	2.3	3	32	.3		2	26	.2		6	27	.1	.9
4-Book	9	35	.1	1.0	5	20	.1	.9	13	46	.1	1.2	13	38	.2	1.3	6	29	.1	.9
WEMG-AM																				
SP '00					6	9	.1	1.1	13	21	.2	1.4	12	21	.1	1.5				
4-Book					3	9		.5	7	18	.1	.7	5	11	.1	.6		1	2	.2
WEMG-FM																				
SP '00	13	35	.2	1.5					1	6	.1						1	6	.1	
4-Book	6	26	.1	.6	2	6		.4	4	13	.1	.4	1	3		.1	4	14	.6	
WFIL-AM																				
SP '00													1	5	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00				3	8		.5													
4-Book	1	4		.1	1	5		.2	2	10		.2		2						
WIOQ-FM																				
SP '00	169	677	2.1	19.1	95	315	1.2	16.8	191	946	2.4	20.1	171	682	2.1	20.9	135	597	1.7	19.9
4-Book	150	608	1.9	17.0	68	283	.9	12.7	155	729	1.9	15.3	141	563	1.8	15.9	104	484	1.3	15.9
WIP -AM																				
SP '00	25	69	.3	2.8	23	64	.3	4.1	18	56	.2	1.9	11	53	.1	1.3	17	64	.2	2.5
4-Book	9	40	.1	1.0	8	28	.1	1.5	17	52	.2	1.7	14	49	.2	1.6	8	40	.1	1.2
WJJZ-FM																				
SP '00	38	61	.5	4.3	6	25	.1	1.1	21	43	.3	2.2	23	43	.3	2.8	6	36	.1	.9
4-Book	12	29	.2	1.4	9	28	.2	1.9	19	51	.3	1.9	15	47	.2	1.7	8	30	.1	1.2
+WLCE-FM																				
SP '00	2	10		.2	2	24		.4	9	83	.1	.9	19	83	.2	2.3	7	44	.1	1.0
4-Book	18	89	.2	2.0	9	58	.1	1.8	29	129	.4	2.7	17	81	.2	2.0	11	75	.1	1.7
WMGK-FM																				
SP '00	16	41	.2	1.8					21	96	.3	2.2	15	88	.2	1.8	6	56	.1	.9
4-Book	15	69	.2	1.7	5	27	.1	1.0	22	99	.3	2.1	24	89	.3	2.6	10	52	.1	1.5
WMMR-FM																				
SP '00	48	173	.6	5.4	20	84	.2	3.5	37	138	.5	3.9	31	179	.4	3.8	33	137	.4	4.9
4-Book	28	136	.4	3.1	16	77	.2	3.2	34	138	.4	3.4	35	158	.4	3.9	25	109	.3	3.8
WGL-FM																				
SP '00	15	32	.2	1.7	25	64	.3	4.4	30	100	.4	3.2	28	82	.3	3.4	14	69	.2	2.1
4-Book	10	28	.1	1.1	13	47	.2	2.4	16	59	.2	1.6	21	55	.3	2.4	12	52	.2	1.8
WPEN-AM																				
SP '00					1	2		.1					1	2		.1				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
WPHI-FM																				
SP '00	112	410	1.4	12.7	49	180	.6	8.7	94	338	1.2	9.9	71	312	.9	8.7	68	271	.8	10.0
4-Book	131	458	1.6	14.8	54	194	.7	10.4	103	375	1.3	10.1	90	331	1.1	9.9	71	261	.9	10.9
WPHT-AM																				
SP '00					6	13	.1	1.1	5	13	.1	.5	3	13		.4	12	28	.1	1.8
4-Book					2	3		.3	3	8	.1	.3	2	10		.2	4	9		.6
WPLY-FM																				
SP '00	70	268	.9	7.9	13	98	.2	2.3	68	363	.8	7.2	51	217	.6	6.2	55	240	.7	8.1
4-Book	74	305	.9	8.3	31	144	.4	6.0	86	426	1.1	8.5	77	312	1.0	8.5	64	264	.8	9.7
WUSL-FM																				
SP '00	137	410	1.7	15.5	71	222	.9	12.6	128	525	1.6	13.5	105	443	1.3	12.8	125	372	1.6	18.5
4-Book	173	553	2.2	19.5	95	293	1.2	18.3	154	549	1.9	15.1	140	452	1.7	15.5	115	375	1.4	17.5
WWDB-FM																				
SP '00									4	23		.4								
4-Book					4	12	.1	.8	10	26	.1	.9	3	6		.3	1	4		.2
WXTU-FM																				
SP '00	18	99	.2	2.0	17	58	.2	3.0	30	169	.4	3.2	14	27	.2	1.7	11	28	.1	1.6
4-Book	13	66	.2	1.4	9	36	.1	1.6	24	92	.3	2.4	15	47	.2	1.7	6	25	.1	.9
WYSP-FM																				
SP '00	53	208	.7	6.0	11	44	.1	2.0	37	185	.5	3.9	48	189	.6	5.9	26	115	.3	3.8
4-Book	50	176	.6	5.6	16	68	.2	3.0	70	258	.9	6.6	71	258	.9	7.6	36	143	.5	5.5
WJBR-FM																				
SP '00	6	7	.1	.7	5	17	.1	.9	6	17	.1	.6		7			3	10		.4
4-Book	7	23	.1	.8	4	13	.1	.7	8	17	.1	.7	4	12	.1	.5	1	9		.2
WKXW-FM																				
SP '00					1	7		.2	4	7		.4								
4-Book	1	6		.1	2			.1	1	2		.1	2	7		.2				
WNJO-FM																				
SP '00	5	28	.1	.6	2	10		.4									1	11		.1
4-Book	1	7		.2	1	3		.1	3	15		.3	2	7		.2	1	14		.2
WPST-FM																				
SP '00	16	105	.2	1.8	9	61	.1	1.6	22	144	.3	2.3	45	230	.6	5.5	21	118	.3	3.1
4-Book	41	196	.5	4.6	19	101	.2	3.7	51	278	.6	4.9	56	236	.7	6.2	33	164	.4	5.1
WSTW-FM																				
SP '00					1	9		.2	1	19		.1	3	27		.4	2	19		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	885	2494	11.0		564	1641	7.0		948	2913	11.8		819	2279	10.2		677	2117	8.4	
4-Book	887	2571	11.0		524	1616	6.5		1020	2954	12.7		900	2373	11.2		653	2087	8.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	4	158	.2	.2	2	37	.1	.1	5	47	.2	.2	4	78	.2	.2	4	47	.4	.4
WI '00	8	284	.1	.4	10	77	.1	.4	9	70	.1	.3	8	97	.1	.4	10	99	.1	1.0
FA '99	6	218	.1	.3	7	66	.1	.3	1	38			6	94	.1	.2	7	86	.1	.7
SU '99	14	304	.1	.7	17	133	.2	.6	25	120	.2	.9	14	119	.1	.6	12	108	.1	1.1
4-Book	8	241	.1	.4	9	78	.1	.4	10	69	.1	.4	8	97	.1	.4	8	85	.1	.8
SP '99	7	265	.1	.3	3	68	.1	.1	6	91	.1	.2	17	130	.2	.7	10	126	.1	1.0
WKXW-FM																				
SP '00	8	310	.1	.4	7	86	.1	.3	14	135	.1	.5	17	231	.2	.7	2	64	.2	.2
WI '00	14	354	.1	.7	18	158	.2	.6	23	143	.2	.8	20	160	.2	.9	12	58	.1	1.2
FA '99	13	360	.1	.7	8	114	.1	.3	34	140	.3	1.2	20	201	.2	.8	3	93		.3
SU '99	12	451	.1	.6	12	179	.1	.4	22	172	.2	.8	22	240	.2	.9	5	159		.5
4-Book	12	369	.1	.6	11	134	.1	.4	23	148	.2	.8	20	208	.2	.8	6	94		.6
SP '99	17	275	.2	.8	23	123	.2	.8	31	117	.3	1.0	33	191	.3	1.3	6	68	.1	.6
WNJO-FM																				
SP '00	7	205	.1	.4	4	40	.1	.1	15	126	.1	.6	10	83	.1	.4	3	35		.3
WI '00	10	188	.1	.5	19	110	.2	.7	17	91	.2	.6	6	71	.1	.3	1	35		.1
FA '99	4	185	.2	.2	5	60	.2	.2	10	62	.1	.4	6	106	.1	.2	2	39		.2
SU '99	7	208	.1	.4	12	132	.1	.4	15	143	.1	.5	7	91	.1	.3	2	57		.2
4-Book	7	197	.1	.4	10	86	.1	.4	14	106	.1	.5	7	88	.1	.3	2	42		.2
SP '99	10	214	.1	.5	16	96	.1	.5	20	88	.2	.7	9	90	.1	.4	1	47		.1
WPST-FM																				
SP '00	45	1557	.4	2.3	44	621	.4	1.6	57	611	.5	2.1	72	908	.6	3.0	35	503	.3	3.4
WI '00	47	1543	.4	2.5	54	608	.5	1.9	60	674	.5	2.2	66	826	.6	2.9	28	515	.3	2.9
FA '99	57	1632	.5	2.9	74	861	.7	2.7	82	822	.7	2.9	78	1061	.7	3.2	21	496	.2	2.0
SU '99	39	1548	.3	2.0	46	606	.4	1.7	47	685	.4	1.7	60	816	.5	2.5	27	554	.2	2.5
4-Book	47	1570	.4	2.4	55	674	.5	2.0	62	698	.5	2.2	69	903	.6	2.9	28	517	.3	2.7
SP '99	54	1852	.5	2.6	74	711	.7	2.5	84	851	.7	2.7	68	1064	.6	2.7	24	506	.2	2.3
WSTW-FM																				
SP '00	9	407	.1	.5	5	155	.2	.2	14	163	.1	.5	19	227	.2	.8	4	93		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	624	.1	.6	14	207	.1	.5	19	233	.2	.7	19	341	.2	.8	6	178	.1	.6
SU '99	16	509	.1	.8	29	250	.3	1.1	21	201	.2	.8	19	261	.2	.8	8	149	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1923	10793	17.3		2782	9476	25.0		2690	8276	24.2		2415	9252	21.7		1031	6678	9.3	
WI '00	1877	10696	16.9		2774	9385	24.9		2741	8271	24.6		2285	9216	20.5		968	6325	8.7	
FA '99	1980	10675	17.8		2777	9488	25.0		2784	8314	25.0		2473	9240	22.2		1043	6848	9.4	
SU '99	1947	10886	17.2		2713	9099	24.0		2794	8640	24.7		2355	9323	20.8		1065	7123	9.4	
4-Book	1932	10763	17.3		2762	9362	24.7		2752	8375	24.6		2382	9258	21.3		1027	6744	9.2	
SP '99	2049	11030	18.1		2975	9597	26.3		3063	8841	27.0		2545	9619	22.5		1050	7059	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 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																				
SP '00	59	1453	.5	2.2	22	656	.2	1.8	44	228	.4	4.1	16	153	.1	.7	18	86	.2	1.2
4-Book	63	1496	.6	2.4	23	668	.2	1.8	59	263	.5	5.5	21	159	.2	1.0	18	103	.2	1.1
WBEB-FM																				
SP '00	111	1254	1.0	4.2	50	547	.4	4.0	32	108	.3	3.0	81	263	.7	3.7	62	185	.6	4.0
4-Book	142	1384	1.3	5.4	51	739	.4	4.0	48	171	.4	4.5	95	292	.9	4.5	58	194	.5	3.6
WDAS-AM																				
SP '00	13	96	.1	.5	13	143	.1	1.0	5	20	.5	.5	10	24	.1	.5	17	24	.2	1.1
4-Book	17	131	.1	.7	14	159	.1	1.1	9	24	.1	.9	8	27	.1	.4	11	21	.1	.7
WDAS-FM																				
SP '00	126	1047	1.1	4.8	76	694	.7	6.1	47	128	.4	4.4	88	209	.8	4.0	70	140	.6	4.6
4-Book	130	1082	1.2	5.0	84	804	.8	6.6	62	163	.6	5.8	109	291	1.0	5.2	92	213	.8	5.7
+WEJM-FM																				
SP '00	50	777	.4	1.9	22	414	.2	1.8	24	107	.2	2.2	36	132	.3	1.7	28	109	.3	1.8
4-Book	90	1037	.8	3.4	43	626	.4	3.3	31	116	.3	2.9	79	284	.7	3.8	61	198	.6	3.7
WEMG-AM																				
SP '00	13	120	.1	.5	18	95	.2	1.4	6	29	.1	.6	33	74	.3	1.5	25	46	.2	1.6
4-Book	12	99	.1	.5	11	66	.1	.9	11	26	.1	1.1	22	45	.2	1.0	10	20	.1	.6
WEMG-FM																				
SP '00	21	174	.2	.8	12	72	.1	1.0	26	34	.2	2.4	16	27	.1	.7	10	28	.1	.7
4-Book	21	185	.2	.8	14	134	.2	1.1	14	49	.1	1.3	26	73	.2	1.2	23	56	.2	1.4
WFIL-AM																				
SP '00	7	130	.1	.3	4	52	.3	.3	4	8	.4	.4	10	27	.1	.5	6	19	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	3	34	.1	.1	3	42	.2	.2	5	10	.5	.5	3	18	.1	.1	2	8	.1	.1
4-Book	8	54	.1	.3	5	60	.4	.4	6	13	.1	.6	5	20	.1	.2	3	10	.2	.2
WIDQ-FM																				
SP '00	184	2788	1.7	7.0	117	1702	1.1	9.3	96	337	.9	9.0	237	764	2.1	10.9	145	581	1.3	9.4
4-Book	203	2729	1.8	7.7	113	1733	1.0	8.9	79	341	.7	7.4	208	759	1.9	9.8	151	556	1.4	9.4
WIP -AM																				
SP '00	68	950	.6	2.6	38	624	.3	3.0	22	130	.2	2.1	86	287	.8	4.0	41	142	.4	2.7
4-Book	70	866	.6	2.7	28	497	.2	2.3	27	114	.2	2.6	42	180	.4	2.0	29	106	.3	1.8
WJJZ-FM																				
SP '00	68	599	.6	2.6	42	425	.4	3.4	13	60	.1	1.2	63	146	.6	2.9	63	104	.6	4.1
4-Book	55	543	.5	2.1	34	400	.3	2.7	19	72	.2	1.7	47	132	.4	2.3	40	88	.4	2.5
+WLCE-FM																				
SP '00	126	1572	1.1	4.8	54	803	.5	4.3	47	154	.4	4.4	97	347	.9	4.5	64	256	.6	4.2
4-Book	126	1596	1.1	4.8	52	860	.5	4.1	45	176	.4	4.2	103	375	.9	4.9	62	251	.6	3.9
WMGK-FM																				
SP '00	112	1364	1.0	4.3	41	732	.4	3.3	46	191	.4	4.3	94	346	.8	4.3	64	283	.6	4.2
4-Book	127	1416	1.1	4.9	43	713	.4	3.4	44	163	.4	4.1	88	328	.8	4.1	64	236	.6	4.0
WMMR-FM																				
SP '00	200	2014	1.8	7.6	66	1161	.6	5.3	56	268	.5	5.2	124	507	1.1	5.7	73	351	.7	4.7
4-Book	152	1866	1.4	5.8	57	1081	.5	4.5	57	220	.5	5.3	110	433	1.0	5.2	74	326	.7	4.6
WOGL-FM																				
SP '00	38	541	.3	1.4	14	282	.1	1.1	6	37	.1	.6	24	109	.2	1.1	11	79	.1	.7
4-Book	33	522	.3	1.2	14	292	.1	1.1	9	45	.1	.9	18	92	.2	.9	21	77	.2	1.3
WPEN-AM																				
SP '00	5	44	.1	.2	3	6	.3	.3	3	5	.1	.3	7	10	.1	.3	8	10	.1	.5
4-Book	5	44	.1	.2	3	19	.3	.3	3	5	.1	.3	7	10	.1	.3	8	10	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

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
WPHI-FM																				
SP '00	123	1600	1.1	4.7	87	1080	.8	6.9	62	200	.6	5.8	155	524	1.4	7.1	146	399	1.3	9.5
4-Book	120	1694	1.1	4.5	85	1127	.8	6.7	57	188	.5	5.3	128	486	1.2	6.0	125	390	1.1	7.9
WPHT-AM																				
SP '00	16	175	.1	.6	7	109	.1	.6	1	10	.1	.1	7	42	.1	.3	6	21	.1	.4
4-Book	14	184	.1	.6	4	82	.1	.4	2	10	.2	.2	5	23	.1	.2	4	17	.1	.3
WPLY-FM																				
SP '00	199	2414	1.8	7.6	67	1275	.6	5.4	59	243	.5	5.5	120	619	1.1	5.5	111	456	1.0	7.2
4-Book	191	2415	1.7	7.3	86	1454	.8	6.8	64	284	.6	6.1	175	705	1.6	8.3	113	452	1.0	7.0
WUSL-FM																				
SP '00	235	2156	2.1	8.9	148	1670	1.3	11.8	112	289	1.0	10.5	287	837	2.6	13.2	185	542	1.7	12.0
4-Book	238	2310	2.1	9.0	155	1679	1.4	12.2	127	371	1.1	11.9	254	753	2.3	12.0	205	565	1.9	12.8
WVDB-FM																				
SP '00	23	257	.2	.9	12	180	.1	1.0	6	19	.1	.6	4	17	.2	.2	1	8	.1	.1
4-Book	26	364	.3	1.0	13	202	.1	1.1	7	28	.1	.7	6	29	.3	.3	5	28	.1	.3
WXTU-FM																				
SP '00	114	1033	1.0	4.3	51	689	.5	4.1	56	189	.5	5.2	87	324	.8	4.0	75	224	.7	4.9
4-Book	85	849	.8	3.2	38	557	.4	3.0	40	155	.4	3.7	67	265	.6	3.2	50	179	.5	3.1
WYSP-FM																				
SP '00	350	2962	3.1	13.3	68	1244	.6	5.4	56	301	.5	5.2	118	548	1.1	5.4	83	329	.7	5.4
4-Book	342	2970	3.1	13.0	90	1388	.8	7.0	73	286	.7	6.8	139	528	1.3	6.6	106	380	.9	6.6
WJBR-FM																				
SP '00	4	106	.2	.2	3	79	.2	.2	2	7	.2	.2	1	18	.1	.1				
4-Book	9	167	.1	.3	6	106	.1	.5	6	20	.1	.5	3	23	.1	.1	3	13	.2	.2
WKXW-FM																				
SP '00	13	271	.1	.5	5	57	.4	.4	8	11	.1	.7	21	46	.2	1.0	4	11	.3	.3
4-Book	19	307	.2	.7	5	92	.4	.4	3	12	.3	.3	11	34	.1	.5	4	17	.2	.2
WNJO-FM																				
SP '00	10	153	.1	.4	5	68	.4	.4					2	20	.1	.1				
4-Book	11	169	.1	.4	4	62	.4	.4	4	15	.3	.3	6	27	.3	.3	2	13	.1	.1
WPST-FM																				
SP '00	57	1321	.5	2.2	28	594	.3	2.2	14	96	.1	1.3	49	248	.4	2.3	44	149	.4	2.9
4-Book	62	1339	.5	2.3	34	749	.3	2.6	22	127	.2	2.1	53	318	.5	2.5	51	224	.5	3.2
WSTW-FM																				
SP '00	13	347	.1	.5	6	135	.1	.5	7	40	.1	.7	11	59	.1	.5	7	68	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2633	10656	23.7		1252	8384	11.3		1070	2977	9.6		2177	5411	19.6		1538	3876	13.8	
4-Book	2641	10612	23.7		1272	8602	11.4		1068	2999	9.6		2116	5371	18.9		1603	3984	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 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																						
SP '00		13	64	.1	1.3	48	210	.4	5.8	25	159	.2	1.7	15	110	.1	1.3	6	66	.1	.9	
4-Book		9	62	.1	.9	39	189	.4	5.0	22	132	.2	1.4	15	99	.1	1.3	7	66	.1	1.0	
WBEB-FM																						
SP '00		52	168	.5	5.4	21	98	.2	2.6	53	172	.5	3.5	64	187	.6	5.6	30	100	.3	4.4	
4-Book		38	156	.4	3.7	24	113	.2	3.0	58	204	.5	3.7	44	144	.4	3.8	41	148	.4	5.5	
WDAS-AM																						
SP '00		10	31	.1	1.0	26	77	.2	3.2	25	76	.2	1.7	7	13	.1	.6	4	24	.6	.6	
4-Book		3	12	.3	.3	33	84	.3	4.3	30	100	.3	1.9	10	21	.1	.8	4	15	.5	.5	
WDAS-FM																						
SP '00		59	192	.5	6.1	69	193	.6	8.4	91	241	.8	6.0	72	173	.6	6.3	101	181	.9	15.0	
4-Book		70	187	.6	6.8	59	163	.5	7.5	88	243	.8	5.7	70	166	.6	5.9	111	230	1.0	14.8	
+WEJM-FM																						
SP '00		15	81	.1	1.5	4	30	.5	.5	36	131	.3	2.4	24	100	.2	2.1	6	60	.1	.9	
4-Book		39	129	.4	3.7	18	67	.2	2.4	54	186	.5	3.3	44	153	.4	3.6	15	65	.2	2.0	
WEMG-AM																						
SP '00						8	22	.1	1.0	35	75	.3	2.3	38	54	.3	3.3		7			
4-Book		3	7	.2	.2	8	13	.1	1.0	19	34	.2	1.2	13	22	.1	1.1	4	9	.5	.5	
WEMG-FM																						
SP '00		12	29	.1	1.2	14	22	.1	1.7	13	28	.1	.9	1	6	.1	.1					
4-Book		8	36	.1	.8	9	22	.1	1.1	19	48	.2	1.2	9	20	.1	.7	8	24	.1	.9	
WFIL-AM																						
SP '00		4	9	.4	.4	4	25	.5	.5					1	11	.1	.1	3	9	.4	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																						
SP '00		6	10	.1	.6	7	14	.1	.9	2	16	.1	.1					1	3	.1	.1	
4-Book		7	15	.1	.7	10	25	.1	1.2	6	26	.4	.4	3	10	.2	.2					
WIOD-FM																						
SP '00		113	410	1.0	11.6	35	180	.3	4.3	97	523	.9	6.4	113	463	1.0	9.9	83	296	.7	12.3	
4-Book		113	447	1.0	11.0	43	185	.4	5.3	117	523	1.1	7.5	109	435	1.0	9.3	72	299	.6	9.7	
WIP -AM																						
SP '00		29	108	.3	3.0	17	105	.2	2.1	50	208	.4	3.3	36	150	.3	3.2	16	90	.1	2.4	
4-Book		14	72	.1	1.5	18	68	.2	2.3	44	174	.4	2.8	31	111	.3	2.8	18	102	.2	2.5	
WJJZ-FM																						
SP '00		56	138	.5	5.8	16	61	.1	1.9	39	98	.4	2.6	39	94	.4	3.4	41	126	.4	6.1	
4-Book		40	113	.4	4.0	25	62	.2	3.2	43	102	.4	2.9	27	80	.3	2.3	25	81	.2	3.4	
+WLCE-FM																						
SP '00		22	107	.2	2.3	36	111	.3	4.4	87	297	.8	5.8	65	242	.6	5.7	17	86	.2	2.5	
4-Book		35	175	.3	3.4	24	104	.2	2.9	68	274	.6	4.4	48	189	.5	4.2	25	136	.2	3.2	
WMGK-FM																						
SP '00		21	95	.2	2.2	10	52	.1	1.2	34	175	.3	2.3	34	179	.3	3.0	27	117	.2	4.0	
4-Book		25	111	.2	2.5	12	56	.1	1.5	45	197	.4	2.9	46	161	.4	3.9	23	102	.2	3.1	
WMMR-FM																						
SP '00		57	235	.5	5.9	34	135	.3	4.1	82	339	.7	5.4	63	337	.6	5.5	35	148	.3	5.2	
4-Book		35	203	.3	3.4	23	121	.2	2.8	68	308	.6	4.4	60	282	.5	5.2	28	164	.3	3.8	
WOGL-FM																						
SP '00						18	42	.2	2.2	27	91	.2	1.8	16	56	.1	1.4	6	38	.1	.9	
4-Book		5	30	.1	.5	16	41	.1	2.1	16	88	.1	1.1	17	46	.2	1.5	10	42	.1	1.4	
WPEN-AM																						
SP '00						1	6	.1	.1	3	6	.2	.2									
4-Book		3	7	.3	.3	2	5	.2	.2	3	7	.2	.2	2	6	.2	.2	1	3	.2	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHT-FM																				
SP '00	86	322	.8	8.9	45	156	.4	5.5	82	297	.7	5.4	69	254	.6	6.0	42	144	.4	6.2
4-Book	93	344	.8	9.5	49	150	.5	6.2	95	320	.8	6.1	74	256	.7	6.3	48	186	.5	6.6
WPHT-AM																				
SP '00	4	20		.4	13	34	.1	1.6	19	78	.2	1.3	9	38	.1	.8				
4-Book	2	10		.2	7	21	.1	.9	7	34	.1	.5	4	21	.1	.3	5	13	.1	.7
WPLY-FM																				
SP '00	49	182	.4	5.1	35	198	.3	4.3	85	403	.8	5.6	55	325	.5	4.8	21	108	.2	3.1
4-Book	67	278	.6	6.5	35	159	.3	4.5	95	450	.9	6.2	81	377	.8	7.0	47	214	.4	6.2
WUSL-FM																				
SP '00	129	400	1.2	13.3	103	324	.9	12.5	181	598	1.6	12.0	92	329	.8	8.1	77	204	.7	11.4
4-Book	152	465	1.4	15.1	125	351	1.1	15.8	168	550	1.5	10.8	113	354	1.0	9.8	88	279	.8	11.8
WWDB-FM																				
SP '00	9	11	.1	.9	9	41	.1	1.1	57	159	.5	3.8						8		
4-Book	3	12		.3	17	62	.2	2.2	53	132	.5	3.4	6	18	.1	.6	3	13		.3
WXTU-FM																				
SP '00	26	151	.2	2.7	44	181	.4	5.3	61	277	.5	4.0	38	178	.3	3.3	23	93	.2	3.4
4-Book	20	116	.2	2.1	34	131	.3	4.3	50	201	.4	3.2	33	137	.3	2.9	13	56	.1	1.7
WYSP-FM																				
SP '00	57	226	.5	5.9	24	119	.2	2.9	86	341	.8	5.7	81	355	.7	7.1	32	154	.3	4.7
4-Book	64	248	.6	6.3	27	109	.2	3.3	145	498	1.3	9.0	117	436	1.0	9.7	43	185	.4	5.7
WJBR-FM																				
SP '00	3	17		.3	3	10		.4	5	18		.3	2	8		.2	9	37		1.3
4-Book	10	40	.1	.9	7	21	.1	.9	10	28	.1	.6	5	10	.1	.4	6	25	.1	.8
WKXW-FM																				
SP '00					1	11		.1					1	11		.1				
4-Book	2	22		.2	1	5		.1	6	19	.1	.4	2	8		.2	4	13	.1	.5
WNJO-FM																				
SP '00	1	13		.1	9	17	.1	1.1	9	19	.1	.6	14	36	.1	1.2	4	28		.6
4-Book	1	5		.1	6	13	.1	.7	8	23	.1	.5	6	18		.5	2	16		.3
WPST-FM																				
SP '00	25	91	.2	2.6	7	43	.1	.9	30	145	.3	2.0	48	183	.4	4.2	10	61	.1	1.5
4-Book	32	141	.3	3.2	12	58	.1	1.5	39	212	.4	2.4	41	175	.4	3.6	18	100	.2	2.5
WSTV-FM																				
SP '00	1	11		.1	9	30	.1	1.1	5	29		.3	8	38	.1	.7	2	19		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	970	2811	8.7		823	2546	7.4		1510	4265	13.6		1142	3055	10.3		675	2056	6.1	
4-Book	1012	3005	9.1		791	2333	7.1		1564	4258	14.0		1170	3088	10.5		745	2314	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

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	
KYW -AM																				
SP '00	150	5135	.7	3.7	436	3603	1.9	7.2	101	1580	.4	1.7	173	2315	.8	3.4	44	926	.2	2.3
WI '00	144	5294	.6	3.6	463	3728	2.1	7.6	91	1607	.4	1.6	147	2156	.7	3.0	37	750	.2	2.0
FA '99	152	4722	.7	3.8	409	3268	1.8	6.8	114	1420	.5	2.0	189	2231	.8	3.8	59	956	.3	3.3
SU '99	176	5434	.8	4.5	436	3648	1.9	7.6	153	1919	.7	2.7	235	2652	1.0	4.9	58	980	.3	3.1
4-Book	156	5146	.7	3.9	436	3562	1.9	7.3	115	1632	.5	2.0	186	2339	.8	3.8	50	903	.3	2.7
SP '99	136	4824	.6	3.3	383	3471	1.7	6.2	100	1381	.4	1.7	169	2308	.7	3.4	40	821	.2	2.1
WBEB-FM																				
SP '00	248	3585	1.1	6.1	310	2023	1.4	5.1	471	1865	2.1	8.0	301	2014	1.3	5.9	95	1200	.4	4.9
WI '00	264	4183	1.2	6.6	327	2260	1.5	5.4	522	2151	2.3	9.0	345	2328	1.5	7.1	110	1344	.5	6.0
FA '99	253	3662	1.1	6.4	324	1888	1.4	5.4	479	1871	2.1	8.6	306	1992	1.4	6.2	126	1301	.6	6.9
SU '99	237	3763	1.0	6.0	308	1837	1.4	5.4	454	2097	2.0	7.9	286	2026	1.3	6.0	97	1222	.4	5.1
4-Book	251	3798	1.1	6.3	317	2002	1.4	5.3	482	1996	2.1	8.4	310	2090	1.4	6.3	107	1267	.5	5.7
SP '99	287	4072	1.3	7.0	363	2271	1.6	5.9	600	2103	2.6	9.9	352	2155	1.5	7.0	105	1262	.5	5.5
WDAS-AM																				
SP '00	37	491	.2	.9	64	248	.3	1.1	48	201	.2	.8	39	179	.2	.8	6	64	.3	.3
WI '00	39	538	.2	1.0	67	302	.3	1.1	49	226	.2	.8	36	234	.2	.7	10	79	.5	.5
FA '99	30	629	.1	.8	45	290	.2	.8	21	150	.1	.4	25	176	.1	.5	13	95	.1	.7
SU '99	32	518	.1	.8	52	227	.2	.9	38	178	.2	.7	31	189	.1	.7	12	128	.1	.6
4-Book	35	544	.2	.9	57	267	.3	1.0	39	189	.2	.7	33	195	.2	.7	10	92	.1	.5
SP '99	23	373	.1	.6	37	179	.2	.6	26	121	.1	.4	17	116	.1	.3	7	62	.4	.4
WDAS-FM																				
SP '00	266	2863	1.2	6.5	385	1745	1.7	6.3	334	1556	1.5	5.6	283	1628	1.3	5.6	182	1236	.8	9.3
WI '00	330	2940	1.5	8.3	523	1945	2.3	8.6	403	1613	1.8	6.9	337	1752	1.5	6.9	229	1377	1.0	12.6
FA '99	261	2960	1.2	6.6	358	1729	1.6	6.0	281	1320	1.2	5.1	297	1599	1.3	6.0	198	1248	.9	10.9
SU '99	281	3082	1.2	7.1	392	1801	1.7	6.8	334	1515	1.5	5.8	299	1542	1.3	6.3	208	1432	.9	11.0
4-Book	285	2961	1.3	7.1	415	1805	1.8	6.9	338	1501	1.5	5.9	304	1630	1.4	6.2	204	1323	.9	11.0
SP '99	292	3086	1.3	7.1	405	1965	1.8	6.6	348	1584	1.5	5.7	351	1849	1.5	7.0	231	1326	1.0	12.2
+WEJF-FM																				
SP '00	114	2506	.5	2.8	135	1026	.6	2.2	184	1179	.8	3.1	149	1432	.7	2.9	43	711	.2	2.2
WI '00	114	2349	.5	2.9	136	1108	.6	2.2	192	1171	.9	3.3	153	1278	.7	3.1	40	629	.2	2.2
FA '99	188	3284	.8	4.7	221	1693	1.0	3.7	305	1719	1.4	5.5	274	1970	1.2	5.6	78	889	.3	4.3
SU '99	206	3555	.9	5.2	188	1647	.8	3.3	318	1761	1.4	5.6	270	2104	1.2	5.7	124	1014	.5	6.6
4-Book	156	2924	.7	3.9	170	1369	.8	2.9	250	1458	1.1	4.4	212	1696	1.0	4.3	71	811	.3	3.8
SP '99	123	3084	.5	3.0	167	1374	.7	2.7	189	1224	.8	3.1	171	1823	.8	3.4	53	896	.2	2.8
WEMG-AM																				
SP '00	22	221	.1	.5	22	125	.1	.4	28	146	.1	.5	26	127	.1	.5	8	78	.4	.4
WI '00	6	142	.1	.2	6	60	.1	.1	11	65	.1	.2	7	66	.1	.1	2	30	.1	.1
FA '99	25	218	.1	.6	37	161	.2	.6	37	129	.2	.7	16	120	.1	.3	12	73	.1	.7
SU '99	13	195	.1	.3	16	81	.1	.3	15	52	.1	.3	15	87	.1	.3	9	47	.5	.5
4-Book	17	194	.1	.4	20	107	.1	.4	23	98	.1	.4	16	100	.1	.3	8	57	.4	.4
SP '99	20	231	.1	.5	27	165	.1	.4	29	131	.1	.5	25	160	.1	.5	10	79	.5	.5
WEMG-FM																				
SP '00	22	320	.1	.5	42	152	.2	.7	24	144	.1	.4	24	236	.1	.5	7	108	.4	.4
WI '00	14	273	.1	.4	22	132	.1	.4	18	122	.1	.3	12	96	.1	.2	6	102	.3	.3
FA '99	30	357	.1	.8	46	229	.2	.8	43	199	.2	.8	34	234	.2	.7	13	208	.1	.7
SU '99	28	436	.1	.7	36	226	.2	.6	27	189	.1	.5	44	275	.2	.9	15	119	.1	.8
4-Book	24	347	.1	.6	37	185	.2	.6	28	164	.1	.5	29	210	.2	.6	10	134	.1	.6
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SP '00	10	244	.1	.2	17	180	.1	.3	11	114	.1	.2	16	100	.1	.3	6	91	.3	.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	19	334	.1	.5	35	234	.2	.6	29	156	.1	.5	21	143	.1	.4	10	72	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	12	242	.1	.3	25	148	.1	.4	20	97	.1	.3	12	108	.1	.2	5	85	.3	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
WJBR-FM																				
SP '00	16	393	.1	.4	14	98	.1	.2	35	191	.2	.6	22	237	.1	.4	6	88		.3
WI '00	26	549	.1	.7	24	182	.1	.4	35	212	.2	.6	40	248	.2	.8	18	181	.1	1.0
FA '99	22	503	.1	.6	25	185	.1	.4	29	169	.1	.5	38	233	.2	.8	15	168	.1	.8
SU '99	24	498	.1	.6	32	202	.1	.6	39	200	.2	.7	22	208	.1	.5	21	196	.1	1.1
4-Book	22	486	.1	.6	24	167	.1	.4	35	193	.2	.6	31	232	.2	.6	15	158	.1	.8
SP '99	16	457	.1	.4	19	162	.1	.3	25	209	.1	.4	20	189	.1	.4	12	171	.1	.6
WKXV-FM																				
SP '00	31	695	.1	.8	37	277	.2	.6	70	329	.3	1.2	46	458	.2	.9	4	120		.2
WI '00	44	1100	.2	1.1	61	498	.3	1.0	78	497	.3	1.3	63	509	.3	1.3	18	180	.1	1.0
FA '99	42	906	.2	1.1	46	400	.2	.8	96	433	.4	1.7	62	498	.3	1.3	10	181		.6
SU '99	44	1070	.2	1.1	53	437	.2	.9	76	480	.3	1.3	67	593	.3	1.4	22	334	.1	1.2
4-Book	40	943	.2	1.0	49	403	.2	.8	80	435	.3	1.4	60	515	.3	1.2	14	204	.1	.8
SP '99	46	859	.2	1.1	70	442	.3	1.1	82	403	.4	1.4	73	483	.3	1.4	17	191	.1	.9
WNJO-FM																				
SP '00	27	619	.1	.7	29	221	.1	.5	53	263	.2	.9	36	280	.2	.7	10	162		.5
WI '00	34	666	.2	.9	48	351	.2	.8	57	300	.3	1.0	37	319	.2	.8	10	163		.5
FA '99	19	594	.1	.5	21	249	.1	.4	32	180	.1	.6	22	266	.1	.4	5	151		.3
SU '99	42	856	.2	1.1	61	481	.3	1.1	81	462	.4	1.4	38	454	.2	.8	12	196	.1	.6
4-Book	31	684	.2	.8	40	326	.2	.7	56	301	.3	1.0	33	330	.2	.7	9	168		.5
SP '99	35	640	.2	.9	44	289	.2	.7	67	312	.3	1.1	55	350	.2	1.1	6	137		.3
WPST-FM																				
SP '00	71	2440	.3	1.7	83	1064	.4	1.4	100	932	.4	1.7	111	1398	.5	2.2	42	666	.2	2.2
WI '00	71	2302	.3	1.8	93	982	.4	1.5	99	958	.4	1.7	96	1300	.4	2.0	35	724	.2	1.9
FA '99	81	2523	.4	2.0	106	1221	.5	1.8	100	1166	.4	1.8	110	1562	.5	2.2	37	756	.2	2.0
SU '99	72	2365	.3	1.8	77	1018	.3	1.3	117	1095	.5	2.0	109	1243	.5	2.3	35	743	.2	1.9
4-Book	74	2408	.3	1.8	90	1071	.4	1.5	104	1038	.4	1.8	107	1376	.5	2.2	37	722	.2	2.0
SP '99	76	2465	.3	1.9	97	983	.4	1.6	114	1056	.5	1.9	101	1374	.4	2.0	33	694	.1	1.7
WSTW-FM																				
SP '00	19	717	.1	.5	18	300	.1	.3	30	303	.1	.5	33	362	.1	.7	7	134		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	23	938	.1	.6	35	340	.2	.6	37	308	.2	.7	33	536	.1	.7	8	247		.4
SU '99	27	858	.1	.7	43	392	.2	.7	39	335	.2	.7	29	396	.1	.6	15	221	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	4099	21971	18.2	6088	19777	27.0	5922	17045	26.3	5059	19173	22.4	1947	12923	8.6					
WI '00	3971	21803	17.6	6098	19500	27.1	5799	16871	25.7	4882	18988	21.7	1821	12428	8.1					
FA '99	3959	21767	17.6	5996	19624	26.6	5561	16524	24.7	4914	18680	21.8	1813	12810	8.0					
SU '99	3954	22043	17.4	5750	19016	25.3	5714	17214	25.1	4764	18834	20.9	1889	13279	8.3					
4-Book	3996	21896	17.7	5983	19479	26.5	5749	16914	25.5	4905	18919	21.7	1868	12860	8.3					
SP '99	4097	22190	18.0	6149	19776	27.0	6055	17289	26.6	5042	19421	22.2	1899	12969	8.3					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
SP '00	226	4672	1.0	4.0	87	2362	.4	3.3	193	983	.9	7.3	75	518	.3	1.7	73	452	.3	2.2
4-Book	236	4660	1.1	4.3	84	2255	.4	3.2	198	956	.9	7.9	88	572	.4	2.0	68	390	.3	2.1
WBEB-FM																				
SP '00	369	3072	1.6	6.5	135	1508	.6	5.0	134	472	.6	5.1	240	708	1.1	5.3	163	497	.7	4.9
4-Book	378	3211	1.7	6.8	120	1704	.5	4.6	127	461	.6	5.0	223	690	1.0	5.1	145	503	.6	4.5
WDAS-AM																				
SP '00	50	332	.2	.9	34	361	.2	1.3	24	80	.1	.9	25	81	.1	.6	24	50	.1	.7
4-Book	43	352	.2	.8	37	381	.2	1.4	27	77	.1	1.1	19	69	.1	.5	20	47	.1	.6
WDAS-FM																				
SP '00	334	2500	1.5	5.9	202	1762	.9	7.6	151	404	.7	5.7	241	654	1.1	5.3	197	479	.9	6.0
4-Book	351	2505	1.6	6.3	221	1893	1.0	8.4	187	488	.9	7.5	295	770	1.3	6.8	227	556	1.0	7.1
+WEJM-FM																				
SP '00	158	1978	.7	2.8	84	1317	.4	3.1	60	235	.3	2.3	154	537	.7	3.4	120	446	.5	3.6
4-Book	214	2424	1.0	3.9	109	1556	.5	4.1	95	345	.4	3.8	207	676	.9	4.8	153	525	.7	4.7
WEMG-AM																				
SP '00	25	182	.1	.4	25	136	.1	.9	13	54	.1	.5	43	111	.2	1.0	36	62	.2	1.1
4-Book	20	156	.1	.4	17	122	.1	.6	15	38	.1	.6	31	82	.2	.7	19	40	.1	.6
WEMG-FM																				
SP '00	30	294	.1	.5	18	143	.1	.7	28	48	.1	1.1	35	79	.2	.8	16	48	.1	.5
4-Book	31	302	.2	.5	20	195	.1	.7	17	59	.1	.7	35	102	.2	.8	28	74	.1	.9
WFIL-AM																				
SP '00	14	220	.1	.2	4	75	.1	.1	4	8	.1	.2	10	27	.1	.2	6	19	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	24	161	.1	.4	14	154	.1	.5	10	39	.1	.4	12	45	.1	.3	24	47	.1	.7
4-Book	26	193	.1	.5	14	181	.1	.5	11	34	.1	.5	16	51	.1	.4	11	30	.1	.3
WIOO-FM																				
SP '00	301	4277	1.3	5.3	180	2786	.8	6.7	162	622	.7	6.1	378	1348	1.7	8.4	252	954	1.1	7.6
4-Book	296	4119	1.3	5.4	168	2669	.8	6.4	117	515	.5	4.6	321	1180	1.4	7.4	235	880	1.0	7.3
WIP -AM																				
SP '00	207	2320	.9	3.6	93	1322	.4	3.5	91	307	.4	3.5	171	523	.8	3.8	103	371	.5	3.1
4-Book	185	2031	.8	3.3	67	1080	.3	2.6	85	288	.4	3.4	100	380	.5	2.3	66	261	.3	2.1
WJJZ-FM																				
SP '00	265	2172	1.2	4.6	124	1337	.6	4.6	73	277	.3	2.8	215	515	1.0	4.8	163	403	.7	4.9
4-Book	231	1917	1.0	4.1	106	1260	.5	4.0	76	247	.3	3.1	174	480	.8	4.0	123	355	.6	3.8
+WLCE-FM																				
SP '00	290	3181	1.3	5.1	115	1830	.5	4.3	100	336	.4	3.8	209	767	.9	4.6	145	666	.6	4.4
4-Book	259	3085	1.2	4.7	105	1743	.5	4.0	96	388	.4	3.8	204	750	.9	4.7	131	546	.6	4.1
WMGK-FM																				
SP '00	300	3296	1.3	5.3	137	1900	.6	5.1	160	567	.7	6.1	267	833	1.2	5.9	230	826	1.0	7.0
4-Book	307	3261	1.4	5.5	131	1872	.6	5.0	141	472	.6	5.6	252	822	1.1	5.8	196	693	.9	6.1
WMMR-FM																				
SP '00	366	3457	1.6	6.4	124	2002	.6	4.6	134	536	.6	5.1	267	866	1.2	5.9	154	660	.7	4.7
4-Book	307	3307	1.4	5.5	111	1889	.5	4.2	129	457	.6	5.1	219	801	1.0	5.0	147	599	.7	4.6
WUGL-FM																				
SP '00	201	2152	.9	3.5	99	1328	.4	3.7	105	379	.5	4.0	204	587	.9	4.5	108	414	.5	3.3
4-Book	164	2071	.7	2.9	87	1292	.4	3.3	79	319	.4	3.2	144	488	.6	3.3	111	388	.5	3.4
WPEN-AM																				
SP '00	6	124	.1	.1	5	65	.2	.2	3	9	.1	.1	9	25	.2	.2	9	17	.1	.3
4-Book	19	169	.1	.3	11	121	.4	.4	11	28	.5	.5	21	44	.1	.5	18	36	.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 - 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	
WPXI-FM																				
SP '00	166	2116	.7	2.9	113	1419	.5	4.2	67	218	.3	2.5	179	660	.8	4.0	177	497	.8	5.4
4-Book	148	2105	.6	2.7	103	1398	.5	3.9	66	224	.3	2.6	155	591	.7	3.6	154	486	.7	4.8
WPHT-AM																				
SP '00	62	642	.3	1.1	20	311	.1	.7	15	38	.1	.6	26	117	.1	.6	7	31		.2
4-Book	55	612	.3	1.0	18	309	.1	.7	17	53	.1	.7	23	88	.1	.5	10	45		.3
WPLY-FM																				
SP '00	244	3150	1.1	4.3	92	1595	.4	3.4	77	302	.3	2.9	166	750	.7	3.7	148	602	.7	4.5
4-Book	248	3256	1.1	4.5	112	1949	.5	4.3	85	382	.4	3.4	228	929	1.0	5.3	151	622	.7	4.7
WUSL-FM																				
SP '00	319	3131	1.4	5.6	206	2335	.9	7.7	167	420	.7	6.3	351	1089	1.6	7.8	234	701	1.0	7.1
4-Book	305	3094	1.4	5.5	204	2249	.9	7.8	160	466	.7	6.3	316	962	1.4	7.2	269	741	1.2	8.4
WWDB-FM																				
SP '00	78	808	.3	1.4	54	635	.2	2.0	51	124	.2	1.9	49	146	.2	1.1	14	44	.1	.4
4-Book	92	1051	.4	1.7	51	674	.2	1.9	48	151	.2	1.9	45	146	.2	1.0	18	73	.1	.5
WXTU-FM																				
SP '00	214	1863	.9	3.7	110	1294	.5	4.1	120	384	.5	4.6	191	617	.8	4.2	164	427	.7	5.0
4-Book	170	1604	.8	3.0	85	1075	.4	3.3	95	331	.4	3.8	164	541	.7	3.8	110	349	.5	3.4
WYSP-FM																				
SP '00	544	4693	2.4	9.5	98	1773	.4	3.7	107	444	.5	4.1	166	787	.7	3.7	142	508	.6	4.3
4-Book	539	4742	2.4	9.7	135	2103	.6	5.1	127	437	.6	5.1	207	802	.9	4.8	149	524	.7	4.7
WJBR-FM																				
SP '00	24	307	.1	.4	7	164	.1	.3	10	30	.1	.4	11	33	.1	.2	7	26		.2
4-Book	30	362	.1	.5	13	190	.1	.5	11	35	.1	.4	13	47	.1	.3	12	33	.1	.4
WKXW-FM																				
SP '00	52	631	.2	.9	11	181	.1	.4	23	61	.1	.9	36	77	.2	.8	13	53	.1	.4
4-Book	64	817	.3	1.2	15	291	.1	.6	18	77	.1	.7	33	119	.2	.7	17	76	.1	.6
WNJO-FM																				
SP '00	40	460	.2	.7	16	278	.1	.6	13	59	.1	.5	21	91	.1	.5	15	70	.1	.5
4-Book	44	552	.2	.8	21	298	.1	.8	16	70	.1	.7	39	118	.2	.9	29	109	.2	.9
WPST-FM																				
SP '00	98	2040	.4	1.7	42	989	.2	1.6	27	144	.1	1.0	75	454	.3	1.7	66	302	.3	2.0
4-Book	100	2036	.4	1.8	51	1114	.2	1.9	37	188	.2	1.5	92	498	.4	2.1	78	344	.4	2.4
WSTW-FM																				
SP '00	27	596	.1	.5	11	275	.1	.4	9	56	.1	.3	14	93	.1	.3	20	126	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	5708	21739	25.3		2675	17421	11.9		2636	7284	11.7		4511	10922	20.0		3303	8474	14.7	
4-Book	5562	21614	24.6		2632	17690	11.7		2516	7079	11.2		4358	10955	19.3		3215	8319	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

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																				
SP '00	29	164	.1	1.5	159	717	.7	8.4	87	522	.4	2.7	76	496	.3	3.2	36	257	.2	2.6
4-Book	39	227	.2	2.0	135	701	.6	7.4	80	497	.4	2.5	58	343	.3	2.4	34	261	.2	2.3
WBEB-FM																				
SP '00	97	352	.4	5.0	82	287	.4	4.3	169	550	.7	5.2	139	393	.6	5.8	49	191	.2	3.6
4-Book	75	334	.3	3.9	66	270	.3	3.6	150	530	.7	4.6	105	342	.5	4.4	65	262	.3	4.5
WDAS-AM																				
SP '00	13	38	.1	.7	99	246	.4	5.2	64	220	.3	2.0	29	67	.1	1.2	4	24	.1	.3
4-Book	7	21	.1	.4	103	238	.5	5.6	80	234	.4	2.5	33	76	.2	1.4	12	29	.1	.8
WDAS-FM																				
SP '00	163	440	.7	8.4	155	445	.7	8.2	223	642	1.0	6.9	170	393	.8	7.1	288	568	1.3	21.0
4-Book	183	468	.8	9.6	151	434	.7	8.2	213	615	1.0	6.6	179	425	.8	7.6	303	618	1.4	20.9
+WEJM-FM																				
SP '00	56	220	.2	2.9	22	122	.1	1.2	103	377	.5	3.2	113	374	.5	4.7	42	232	.2	3.1
4-Book	84	324	.4	4.4	44	177	.2	2.5	127	462	.6	3.8	113	370	.5	4.7	47	197	.2	3.2
WEMG-AM																				
SP '00	1	5	.1	.1	15	38	.1	.8	44	99	.2	1.4	47	78	.2	2.0	6	13	.1	.4
4-Book	6	16	.1	.4	13	28	.1	.7	28	58	.1	.8	19	38	.1	.8	6	17	.1	.4
WEMG-FM																				
SP '00	14	40	.1	.7	15	28	.1	.8	27	61	.1	.8	6	33	.1	.3	2	9	.1	.1
4-Book	11	53	.1	.6	11	27	.1	.6	26	69	.1	.8	15	41	.1	.7	11	38	.1	.7
WFIL-AM																				
SP '00	6	24	.3	.3	4	25	.2	.2					3	18	.1	.1	3	9	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	10	22	.5	.5	24	58	.1	1.3	21	68	.1	.6	10	20	.1	.4	5	22	.1	.4
4-Book	12	32	.1	.6	26	68	.1	1.4	18	63	.1	.5	12	33	.1	.5	4	21	.1	.3
W100-FM																				
SP '00	157	565	.7	8.1	63	290	.3	3.3	165	893	.7	5.1	148	664	.7	6.2	93	397	.4	6.8
4-Book	148	596	.7	7.8	64	289	.3	3.4	187	887	.8	5.7	156	656	.7	6.6	97	421	.4	6.7
WIP -AM																				
SP '00	77	281	.3	4.0	60	246	.3	3.2	117	433	.5	3.6	67	306	.3	2.8	51	171	.2	3.7
4-Book	40	181	.2	2.2	52	179	.3	2.8	89	344	.4	2.8	64	246	.3	2.8	43	179	.2	3.0
WJJZ-FM																				
SP '00	131	365	.6	6.7	62	231	.3	3.3	135	415	.6	4.2	116	305	.5	4.8	82	288	.4	6.0
4-Book	109	351	.5	5.7	72	217	.3	3.9	126	390	.6	4.0	92	278	.4	3.9	64	212	.3	4.5
+WLCE-FM																				
SP '00	51	243	.2	2.6	60	200	.3	3.2	178	625	.8	5.5	140	533	.6	5.8	36	201	.2	2.6
4-Book	62	304	.3	3.3	49	236	.2	2.7	145	577	.7	4.4	100	386	.4	4.2	49	230	.2	3.3
WMGK-FM																				
SP '00	81	348	.4	4.2	52	218	.2	2.7	154	599	.7	4.8	110	474	.5	4.6	43	194	.2	3.1
4-Book	75	321	.4	4.0	52	225	.2	2.9	155	612	.7	4.8	126	451	.6	5.3	50	211	.2	3.4
WMMR-FM																				
SP '00	90	356	.4	4.6	54	210	.2	2.9	126	526	.6	3.9	98	463	.4	4.1	56	245	.2	4.1
4-Book	65	343	.3	3.4	49	237	.2	2.7	125	538	.6	3.9	106	456	.5	4.5	47	247	.2	3.2
WOGL-FM																				
SP '00	60	149	.3	3.1	92	269	.4	4.9	95	353	.4	2.9	90	329	.4	3.8	39	144	.2	2.8
4-Book	59	218	.3	3.1	78	237	.4	4.3	80	338	.4	2.4	85	263	.4	3.6	59	174	.3	4.0
WPEN-AM																				
SP '00					2	12	.1	.1	14	33	.1	.4								
4-Book	5	19	.3	.3	5	17	.3	.3	17	44	.1	.5	6	20	.3	.3	3	13	.2	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
WPHI-FM																				
SP '00	112	427	.5	5.8	66	208	.3	3.5	123	395	.5	3.8	102	313	.5	4.3	66	221	.3	4.8
4-Book	118	424	.5	6.3	61	194	.3	3.3	116	393	.5	3.5	86	294	.4	3.6	62	226	.3	4.3
WPHT-AM																				
SP '00	17	76	.1	.9	22	70	.1	1.2	33	177	.1	1.0	17	83	.1	.7	16	43	.1	1.2
4-Book	8	39	.1	.4	24	74	.1	1.3	25	113	.1	.8	11	61	.1	.4	20	52	.1	1.3
WPLY-FM																				
SP '00	57	242	.3	2.9	49	257	.2	2.6	123	557	.5	3.8	90	430	.4	3.8	27	152	.1	2.0
4-Book	84	384	.4	4.4	49	235	.2	2.7	130	618	.6	4.0	103	494	.5	4.4	56	273	.2	3.8
WUSL-FM																				
SP '00	216	610	1.0	11.1	159	466	.7	8.4	245	793	1.1	7.6	139	434	.6	5.8	113	291	.5	8.2
4-Book	204	618	.9	10.8	180	506	.8	9.8	230	755	1.0	7.0	153	458	.7	6.5	109	341	.5	7.5
WVDB-FM																				
SP '00	15	35	.1	.8	63	222	.3	3.3	187	458	.8	5.8	26	49	.1	1.1	16	52	.1	1.2
4-Book	10	41	.1	.6	62	230	.3	3.4	184	394	.8	5.6	17	53	.1	.8	13	54	.1	.9
WXTU-FM																				
SP '00	51	288	.2	2.6	89	288	.4	4.7	134	553	.6	4.1	110	358	.5	4.6	30	142	.1	2.2
4-Book	41	207	.2	2.2	68	245	.3	3.7	112	406	.5	3.4	74	273	.3	3.1	22	101	.1	1.5
WYSP-FM																				
SP '00	84	284	.4	4.3	25	136	.1	1.3	115	460	.5	3.6	100	409	.4	4.2	44	192	.2	3.2
4-Book	77	317	.4	4.0	42	153	.2	2.3	228	803	1.0	6.8	195	687	.8	8.2	53	223	.2	3.7
WJBR-FM																				
SP '00	3	17	.2	.7	3	19	.2	.5	8	46	.1	.6	2	8	.1	.6	9	44	.7	.7
4-Book	13	54	.1	.7	10	33	.5	.5	19	60	.1	.6	14	30	.1	.6	10	38	.7	.7
WKXW-FM																				
SP '00					4	28	.2	.5	5	33	.2	.5	9	27	.4	.4	2	15	.1	.1
4-Book	9	52	.5	.5	8	33	.4	.4	16	62	.1	.5	14	44	.1	.6	7	27	.5	.5
WNJO-FM																				
SP '00	24	85	.1	1.2	12	40	.1	.6	14	44	.1	.4	17	51	.1	.7	8	43	.6	.6
4-Book	15	61	.1	.8	15	51	.1	.8	26	92	.1	.8	19	67	.1	.8	7	41	.5	.5
WPST-FM																				
SP '00	30	150	.1	1.5	9	61	.5	.5	39	224	.2	1.2	75	313	.3	3.1	14	91	.1	1.0
4-Book	39	187	.2	2.1	19	97	.1	1.0	56	318	.3	1.7	63	274	.3	2.7	24	142	.1	1.7
WSTW-FM																				
SP '00	2	25	.1	.1	12	49	.1	.6	15	78	.1	.5	14	80	.1	.6	5	38	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1944	5497	8.6		1893	5647	8.4		3231	8959	14.3		2396	6400	10.6		1372	4208	6.1	
4-Book	1896	5791	8.4		1840	5557	8.2		3267	9046	14.5		2367	6376	10.5		1454	4435	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

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	
KYW -AM																					
SP '00	141	4752	.8	4.2	402	3330	2.2	7.7	98	1489	.5	2.0	164	2166	.9	3.9	41	854	.2	2.8	
WI '00	137	4986	.7	4.2	434	3541	2.4	8.3	88	1543	.5	1.8	142	2063	.8	3.5	37	740	.2	2.8	
FA '99	146	4391	.8	4.6	392	3054	2.1	7.7	109	1329	.6	2.4	181	2124	1.0	4.6	57	900	.3	4.4	
SU '99	168	5103	.9	5.1	416	3450	2.2	8.4	149	1833	.8	3.1	229	2558	1.2	5.8	55	933	.3	3.8	
4-Book	148	4808	.8	4.5	411	3344	2.2	8.0	111	1549	.6	2.3	179	2228	1.0	4.5	48	857	.3	3.5	
SP '99	127	4474	.7	3.8	360	3250	1.9	6.9	92	1281	.5	1.8	158	2187	.9	3.8	39	758	.2	2.8	
WBEB-FM																					
SP '00	209	2920	1.1	6.2	276	1720	1.5	5.3	405	1592	2.2	8.1	259	1710	1.4	6.2	72	958	.4	5.0	
WI '00	225	3411	1.2	6.9	288	1918	1.6	5.5	451	1755	2.5	9.2	288	1933	1.6	7.2	87	1032	.5	6.5	
FA '99	223	3106	1.2	7.0	301	1682	1.6	5.9	441	1650	2.4	9.5	266	1760	1.5	6.7	93	1033	.5	7.2	
SU '99	212	3251	1.1	6.5	282	1623	1.5	5.7	400	1849	2.2	8.4	256	1790	1.4	6.5	84	1061	.5	5.9	
4-Book	217	3172	1.2	6.7	287	1736	1.6	5.6	424	1712	2.3	8.8	267	1798	1.5	6.7	84	1021	.5	6.2	
SP '99	244	3389	1.3	7.3	319	1967	1.7	6.1	500	1712	2.7	10.0	288	1825	1.6	7.0	90	1025	.5	6.5	
WDAS-AM																					
SP '00	35	430	.2	1.0	60	222	.3	1.1	47	190	.3	.9	36	154	.2	.9	6	60	.4	.4	
WI '00	35	487	.2	1.1	57	276	.3	1.1	41	200	.2	.8	34	215	.2	.8	8	59	.6	.6	
FA '99	25	542	.1	.8	37	240	.2	.7	14	119	.1	.3	23	151	.1	.6	11	84	.1	.8	
SU '99	27	423	.1	.8	47	200	.3	1.0	32	134	.2	.7	25	165	.1	.6	11	116	.1	.8	
4-Book	31	471	.2	.9	50	235	.3	1.0	34	161	.2	.7	30	171	.2	.7	9	80	.1	.7	
SP '99	22	350	.1	.7	36	169	.2	.7	23	108	.1	.5	17	107	.1	.4	7	56	.5	.5	
WDAS-FM																					
SP '00	232	2459	1.3	6.8	344	1571	1.9	6.6	297	1352	1.6	5.9	245	1456	1.3	5.8	162	1084	.9	11.2	
WI '00	291	2460	1.6	8.9	480	1745	2.6	9.2	365	1407	2.0	7.5	291	1555	1.6	7.3	185	1153	1.0	13.8	
FA '99	229	2518	1.3	7.1	320	1570	1.8	6.3	258	1159	1.4	5.6	262	1398	1.4	6.6	156	1050	.9	12.0	
SU '99	260	2613	1.4	7.9	370	1631	2.0	7.5	314	1336	1.7	6.6	282	1366	1.5	7.1	179	1165	1.0	12.5	
4-Book	253	2513	1.4	7.7	379	1629	2.1	7.4	309	1314	1.7	6.4	270	1444	1.5	6.7	171	1113	1.0	12.4	
SP '99	258	2628	1.4	7.7	369	1768	2.0	7.1	306	1382	1.7	6.1	306	1648	1.7	7.4	196	1114	1.1	14.1	
+WEJM-FM																					
SP '00	110	2319	.6	3.2	129	971	.7	2.5	177	1116	1.0	3.5	142	1340	.8	3.4	40	665	.2	2.8	
WI '00	107	2189	.6	3.3	133	1084	.7	2.5	174	1113	1.0	3.6	142	1216	.8	3.5	36	564	.2	2.7	
FA '99	167	2908	.9	5.2	204	1551	1.1	4.0	261	1492	1.4	5.6	245	1742	1.3	6.2	72	799	.4	5.5	
SU '99	189	3174	1.0	5.8	178	1503	1.0	3.6	289	1589	1.6	6.1	251	1917	1.4	6.4	117	910	.6	8.2	
4-Book	143	2648	.8	4.4	161	1277	.9	3.2	225	1328	1.3	4.7	195	1554	1.1	4.9	66	735	.4	4.8	
SP '99	106	2275	.6	3.2	144	1114	.8	2.8	175	959	.9	3.5	140	1344	.8	3.4	40	618	.2	2.9	
WEMG-AM																					
SP '00	19	182	.1	.6	18	97	.1	.3	24	127	.1	.5	22	101	.1	.5	6	63	.4	.4	
WI '00	6	120	.2	.2	5	38	.1	.1	10	50	.1	.2	6	59	.1	.1	2	30	.1	.1	
FA '99	23	165	.1	.7	36	133	.2	.7	32	94	.2	.7	14	103	.1	.4	12	73	.1	.9	
SU '99	12	166	.1	.4	16	81	.1	.3	13	45	.1	.3	13	57	.1	.3	8	31	.6	.6	
4-Book	15	158	.1	.5	19	87	.1	.4	20	79	.1	.4	14	80	.1	.3	7	49	.5	.5	
SP '99	19	218	.1	.6	26	153	.1	.5	28	119	.2	.6	25	160	.1	.6	10	79	.1	.7	
WEMG-FM																					
SP '00	18	255	.1	.5	34	113	.2	.7	19	121	.1	.4	21	177	.1	.5	5	83	.3	.3	
WI '00	12	228	.1	.4	18	98	.1	.3	17	91	.1	.3	12	78	.1	.3	4	75	.3	.3	
FA '99	20	258	.1	.6	33	161	.2	.6	27	136	.1	.6	23	171	.1	.6	9	128	.7	.7	
SU '99	26	388	.1	.8	32	210	.2	.6	27	182	.1	.6	41	249	.2	1.0	13	102	.1	.9	
4-Book	19	282	.1	.6	29	146	.2	.6	23	133	.1	.5	24	169	.1	.6	8	97	.6	.6	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WFIL-AM																					
SP '00	10	235	.1	.3	17	170	.1	.3	11	114	.1	.2	16	100	.1	.4	6	82	.4	.4	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	18	325	.1	.5	35	225	.2	.7	28	147	.2	.6	21	143	.1	.5	10	72	.1	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	12	233	.1	.4	25	148	.1	.5	20	97	.1	.4	12	108	.1	.3	5	76	.4	.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-49

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	
WHAT-AM																				
SP '00	19	212	.1	.6	41	103	.2	.8	16	112	.1	.3	17	58	.1	.4	15	63	.1	1.0
WI '00	11	209	.1	.3	18	126	.1	.3	12	82	.1	.2	13	47	.1	.3	5	34		.4
FA '99	19	269	.1	.6	18	91	.1	.4	30	110	.2	.6	23	104	.1	.6	11	56	.1	.8
SU '99	23	293	.1	.7	32	130	.2	.6	39	146	.2	.8	28	100	.2	.7	9	93		.6
4-Book	18	246	.1	.7	27	113	.2	.5	24	113	.2	.5	20	77	.1	.5	10	62	.1	.7
SP '99	10	164	.1	.3	16	78	.1	.3	8	73		.2	14	65	.1	.3	3	20		.2
WIOQ-FM																				
SP '00	147	3413	.8	4.3	171	1471	.9	3.3	224	1723	1.2	4.5	195	1930	1.1	4.7	66	1039	.4	4.6
WI '00	150	3149	.8	4.6	202	1690	1.1	3.9	214	1529	1.2	4.4	201	1792	1.1	5.0	71	1005	.4	5.3
FA '99	159	3374	.9	5.0	196	1706	1.1	3.8	228	1628	1.2	4.9	212	1972	1.2	5.3	76	1185	.4	5.9
SU '99	115	3063	.6	3.5	141	1190	.8	2.9	180	1516	1.0	3.8	136	1477	.7	3.4	51	830	.3	3.6
4-Book	143	3250	.8	4.4	178	1514	1.0	3.5	212	1599	1.2	4.4	186	1793	1.0	4.6	66	1015	.4	4.9
SP '99	177	3670	1.0	5.3	206	1798	1.1	3.9	285	1740	1.5	5.7	229	2110	1.2	5.6	72	1147	.4	5.2
WIP -AM																				
SP '00	139	2575	.8	4.1	203	1370	1.1	3.9	172	1094	.9	3.4	213	1412	1.2	5.1	76	997	.4	5.3
WI '00	117	2218	.6	3.6	216	1190	1.2	4.1	137	860	.7	2.8	163	1231	.9	4.1	43	631	.2	3.2
FA '99	108	1952	.6	3.4	197	1097	1.1	3.9	150	887	.8	3.2	167	1070	.9	4.2	33	560	.2	2.5
SU '99	98	2010	.5	3.0	177	1136	1.0	3.6	148	916	.8	3.1	155	1141	.8	3.9	29	459	.2	2.0
4-Book	116	2189	.6	3.5	198	1198	1.1	3.9	152	939	.8	3.1	175	1214	1.0	4.3	45	662	.3	3.3
SP '99	120	2104	.6	3.6	231	1184	1.2	4.4	161	868	.9	3.2	166	1300	.9	4.0	54	601	.3	3.9
WJZ-FM																				
SP '00	180	2505	1.0	5.3	206	1312	1.1	3.9	324	1287	1.8	6.5	207	1345	1.1	4.9	104	934	.6	7.2
WI '00	147	2299	.8	4.5	184	1087	1.0	3.5	265	1116	1.5	5.4	170	1153	.9	4.2	58	610	.3	4.3
FA '99	143	2087	.8	4.5	146	853	.8	2.9	228	947	1.2	4.9	187	1179	1.0	4.7	101	885	.6	7.8
SU '99	158	2142	.9	4.8	140	866	.8	2.8	289	1086	1.6	6.1	192	1150	1.0	4.9	103	828	.6	7.2
4-Book	157	2258	.9	4.8	169	1030	.9	3.3	277	1109	1.5	5.7	189	1207	1.0	4.7	92	814	.5	6.6
SP '99	199	2608	1.1	5.9	232	1279	1.3	4.4	337	1348	1.8	6.7	248	1546	1.3	6.0	95	846	.5	6.8
+WLCE-FM																				
SP '00	181	3372	1.0	5.3	231	1758	1.3	4.4	309	1700	1.7	6.2	257	1998	1.4	6.1	60	869	.3	4.1
WI '00	180	3632	1.0	5.5	236	1936	1.3	4.5	315	1830	1.7	6.5	239	2007	1.3	6.0	55	975	.3	4.1
FA '99	134	2735	.7	4.2	216	1554	1.2	4.2	238	1216	1.3	5.2	170	1706	.9	4.3	32	590	.2	2.5
SU '99	114	2799	.6	3.5	147	1383	.8	3.0	199	1365	1.1	4.2	144	1463	.8	3.6	32	714	.2	2.2
4-Book	152	3135	.8	4.6	208	1658	1.2	4.0	265	1528	1.5	5.5	203	1794	1.1	5.0	45	787	.3	3.2
SP '99	125	2748	.7	3.7	195	1547	1.1	3.7	198	1248	1.1	3.9	162	1597	.9	3.9	33	573	.2	2.4
WMGK-FM																				
SP '00	193	3271	1.1	5.7	246	1809	1.3	4.7	310	1685	1.7	6.2	271	2028	1.5	6.5	67	925	.4	4.6
WI '00	206	3425	1.1	6.3	253	1620	1.4	4.8	363	1703	2.0	7.4	287	2118	1.6	7.2	68	896	.4	5.1
FA '99	165	3232	.9	5.1	186	1525	1.0	3.6	299	1544	1.6	6.5	234	1977	1.3	5.9	41	813	.2	3.2
SU '99	166	3347	.9	5.1	194	1525	1.0	3.9	282	1748	1.5	5.9	218	1952	1.2	5.5	57	840	.3	4.0
4-Book	183	3319	1.0	5.6	220	1620	1.2	4.3	314	1670	1.7	6.5	253	2019	1.4	6.3	58	869	.3	4.2
SP '99	202	3492	1.1	6.0	241	1601	1.3	4.6	376	1776	2.0	7.5	260	2055	1.4	6.3	63	1006	.3	4.5
WMMR-FM																				
SP '00	186	3128	1.0	5.5	318	1777	1.7	6.1	337	1672	1.8	6.7	206	1809	1.1	4.9	51	749	.3	3.5
WI '00	157	2911	.9	4.8	238	1427	1.3	4.6	286	1371	1.6	5.9	189	1741	1.0	4.7	34	651	.2	2.5
FA '99	144	2799	.8	4.5	223	1390	1.2	4.4	251	1466	1.4	5.4	209	1564	1.1	5.3	46	683	.3	3.5
SU '99	174	3433	.9	5.3	237	1637	1.3	4.8	303	1638	1.6	6.4	209	1951	1.1	5.3	60	1076	.3	4.2
4-Book	165	3068	.9	5.0	254	1558	1.4	5.0	294	1537	1.6	6.1	203	1766	1.1	5.1	48	790	.3	3.4
SP '99	180	3192	1.0	5.4	271	1671	1.5	5.2	336	1537	1.8	6.7	217	1831	1.2	5.3	43	623	.2	3.1
WUGL-FM																				
SP '00	139	2386	.8	4.1	181	1224	1.0	3.5	226	1365	1.2	4.5	156	1280	.9	3.7	77	643	.4	5.3
WI '00	99	2179	.5	3.0	124	958	.7	2.4	158	923	.9	3.2	122	1102	.7	3.0	53	517	.3	4.0
FA '99	113	2396	.6	3.5	150	1223	.8	2.9	177	983	1.0	3.8	134	1321	.7	3.4	51	540	.3	3.9
SU '99	102	2353	.6	3.1	133	1064	.7	2.7	151	1074	.8	3.2	115	1108	.6	2.9	38	648	.2	2.7
4-Book	113	2329	.6	3.4	147	1117	.8	2.9	178	1086	1.0	3.7	132	1203	.7	3.3	55	587	.3	4.0
SP '99	135	2820	.7	4.0	172	1264	.9	3.3	212	1277	1.1	4.2	160	1453	.9	3.9	49	661	.3	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WPEN-AM																				
SP '00	5	157	.1		2	42			6	61	.1		9	54	.2		1	12	.1	
WI '00	6	196	.2		14	51	.1	.3	7	68	.1		2	42			4	45	.3	
FA '99	26	289	.1	.8	32	108	.2	.6	38	121	.2	.8	35	142	.2	.9	8	77	.6	
SU '99	16	231	.1	.5	23	100	.1	.5	18	77	.1	.4	24	118	.1	.6	8	40	.6	
4-Book	13	218	.1	.4	18	75	.1	.4	17	82	.1	.4	18	89	.1	.4	5	44	.4	
SP '99	15	321	.1	.4	17	122	.1	.3	22	154	.1	.4	21	120	.1	.5	5	64	.4	
WPHI-FM																				
SP '00	84	1488	.5	2.5	90	646	.5	1.7	119	719	.7	2.4	123	826	.7	2.9	37	491	.2	2.6
WI '00	55	1176	.3	1.7	60	484	.3	1.1	66	496	.4	1.4	75	674	.4	1.9	47	439	.3	3.5
FA '99	58	1353	.3	1.8	74	655	.4	1.4	72	562	.4	1.6	72	681	.4	1.8	31	457	.2	2.4
SU '99	63	1368	.3	1.9	68	544	.4	1.4	96	640	.5	2.0	70	739	.4	1.8	30	412	.2	2.1
4-Book	65	1346	.4	2.0	73	582	.4	1.4	88	604	.5	1.9	85	730	.5	2.1	36	450	.2	2.7
SP '99	67	1587	.4	2.0	62	643	.3	1.2	71	718	.4	1.4	103	924	.6	2.5	56	486	.3	4.0
WPHT-AM																				
SP '00	39	887	.2	1.1	44	284	.2	.8	65	308	.4	1.3	66	328	.4	1.6	20	219	.1	1.4
WI '00	49	1045	.3	1.5	49	386	.3	.9	116	454	.6	2.4	78	406	.4	1.9	10	129	.1	.7
FA '99	11	408	.1	.3	16	154	.1	.3	17	101	.1	.4	20	194	.1	.5	5	74	.4	
SU '99	43	950	.2	1.3	71	277	.4	1.4	32	218	.2	.7	64	373	.3	1.6	33	389	.2	2.3
4-Book	36	823	.2	1.1	45	275	.3	.9	58	270	.3	1.2	57	325	.3	1.4	17	203	.1	1.2
SP '99	13	550	.1	.4	16	107	.1	.3	3	79		.1	22	206	.1	.5	16	216	.1	1.2
WPLY-FM																				
SP '00	103	2318	.6	3.0	152	1249	.8	2.9	148	1024	.8	3.0	161	1465	.9	3.8	34	717	.2	2.4
WI '00	111	2210	.6	3.4	171	1079	.9	3.3	161	973	.9	3.3	146	1289	.8	3.6	53	636	.3	4.0
FA '99	120	2689	.7	3.7	166	1312	.9	3.2	198	1280	1.1	4.3	186	1661	1.0	4.7	34	792	.2	2.6
SU '99	111	2712	.6	3.4	164	1191	.9	3.3	142	1386	.8	3.0	159	1702	.9	4.0	43	779	.2	3.0
4-Book	111	2482	.6	3.4	163	1208	.9	3.2	162	1166	.9	3.4	163	1529	.9	4.0	41	731	.2	3.0
SP '99	111	2653	.6	3.3	151	1149	.8	2.9	178	1211	1.0	3.5	150	1696	.8	3.6	40	660	.2	2.9
WUSL-FM																				
SP '00	176	2393	1.0	5.2	238	1260	1.3	4.6	220	1220	1.2	4.4	198	1328	1.1	4.7	115	864	.6	8.0
WI '00	167	2018	.9	5.1	239	1079	1.3	4.6	239	982	1.3	4.9	177	1150	1.0	4.4	105	775	.6	7.8
FA '99	136	2165	.7	4.2	210	1100	1.1	4.1	144	1056	.8	3.1	149	1202	.8	3.7	100	837	.5	7.7
SU '99	132	2242	.7	4.0	182	1143	1.0	3.7	152	984	.8	3.2	160	1192	.9	4.1	72	723	.4	5.0
4-Book	153	2205	.8	4.6	217	1146	1.2	4.3	189	1061	1.0	3.9	171	1218	1.0	4.2	98	800	.5	7.1
SP '99	126	2142	.7	3.7	163	1047	.9	3.1	140	1026	.8	2.8	158	1198	.9	3.8	89	806	.5	6.4
WVDB-FM																				
SP '00	62	1164	.3	1.8	59	367	.3	1.1	84	294	.5	1.7	84	533	.5	2.0	35	323	.2	2.4
WI '00	56	1133	.3	1.7	60	362	.3	1.1	93	408	.5	1.9	78	546	.4	1.9	22	229	.1	1.6
FA '99	72	1430	.4	2.2	67	525	.4	1.3	136	737	.7	2.9	85	646	.5	2.1	30	318	.2	2.3
SU '99	77	1558	.4	2.3	73	534	.4	1.5	147	818	.8	3.1	91	500	.5	2.3	41	355	.2	2.9
4-Book	67	1321	.4	2.0	65	447	.4	1.3	115	564	.6	2.4	85	556	.5	2.1	32	306	.2	2.3
SP '99	68	1256	.4	2.0	85	504	.5	1.6	117	576	.6	2.3	59	520	.3	1.4	40	339	.2	2.9
WXTU-FM																				
SP '00	131	1797	.7	3.9	201	1023	1.1	3.8	197	959	1.1	3.9	168	1087	.9	4.0	33	514	.2	2.3
WI '00	103	1555	.6	3.1	156	986	.9	3.0	138	835	.8	2.8	143	1034	.8	3.6	28	478	.2	2.1
FA '99	99	1421	.5	3.1	149	883	.8	2.9	147	688	.8	3.2	145	940	.8	3.6	30	384	.2	2.3
SU '99	87	1433	.5	2.7	118	793	.6	2.4	119	830	.6	2.5	122	989	.7	3.1	35	511	.2	2.4
4-Book	105	1552	.6	3.2	156	921	.9	3.0	150	828	.8	3.1	145	1013	.8	3.6	32	472	.2	2.3
SP '99	123	1750	.7	3.7	186	1107	1.0	3.6	178	813	1.0	3.5	170	1150	.9	4.1	40	532	.2	2.9
WYSP-FM																				
SP '00	252	3927	1.4	7.4	791	2890	4.3	15.1	331	1876	1.8	6.6	190	1501	1.0	4.5	58	633	.3	4.0
WI '00	221	3585	1.2	6.7	695	2581	3.8	13.3	260	1847	1.4	5.3	170	1369	.9	4.2	59	712	.3	4.4
FA '99	296	4623	1.6	9.2	930	3093	5.1	18.2	319	1910	1.7	6.9	181	1486	1.0	4.6	57	816	.3	4.4
SU '99	282	4443	1.5	8.6	909	3047	4.9	18.4	351	2077	1.9	7.4	175	1579	.9	4.4	48	860	.3	3.4
4-Book	263	4145	1.4	8.0	831	2903	4.5	16.3	315	1928	1.7	6.6	179	1484	1.0	4.4	56	755	.3	4.1
SP '99	268	4101	1.4	8.0	823	2965	4.5	15.7	334	1916	1.8	6.7	212	1743	1.1	5.1	48	727	.3	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr

WJBR-FM																				
SP '00	13	292	.1	.4	12	70	.1	.2	30	144	.2	.6	19	199	.1	.5	3	49		.2
WI '00	21	442	.1	.6	17	140	.1	.3	30	186	.2	.6	34	195	.2	.8	11	140	.1	.8
FA '99	20	445	.1	.6	25	177	.1	.5	29	159	.2	.6	37	204	.2	.9	13	149	.1	1.0
SU '99	20	410	.1	.6	27	170	.1	.5	34	157	.2	.7	18	171	.1	.5	15	162	.1	1.0
4-Book	19	397	.1	.6	20	139	.1	.4	31	162	.2	.6	27	192	.2	.7	11	125	.1	.8
SP '99	14	402	.1	.4	19	154	.1	.4	25	202	.1	.5	16	165	.1	.4	10	146	.1	.7
WKXW-FM																				
SP '00	29	600	.2	.9	35	261	.2	.7	67	285	.4	1.3	41	389	.2	1.0	4	109		.3
WI '00	40	1049	.2	1.2	60	476	.3	1.1	69	477	.4	1.4	56	479	.3	1.4	18	180	.1	1.3
FA '99	39	801	.2	1.2	43	368	.2	.8	90	383	.5	1.9	57	424	.3	1.4	9	151		.7
SU '99	42	993	.2	1.3	49	409	.3	1.0	66	437	.4	1.4	64	553	.3	1.6	22	334	.1	1.5
4-Book	38	861	.2	1.2	47	379	.3	.9	73	396	.4	1.5	55	461	.3	1.4	13	194	.1	1.0
SP '99	43	812	.2	1.3	67	415	.4	1.3	79	386	.4	1.6	69	464	.4	1.7	13	163	.1	.9
WNJO-FM																				
SP '00	23	540	.1	.7	25	208	.1	.5	45	216	.2	.9	30	268	.2	.7	7	135		.5
WI '00	31	598	.2	.9	46	324	.3	.9	52	261	.3	1.1	33	290	.2	.8	10	143	.1	.7
FA '99	17	527	.1	.5	20	220	.1	.4	27	161	.1	.6	20	227	.1	.5	4	131		.3
SU '99	37	737	.2	1.1	55	437	.3	1.1	68	390	.4	1.4	33	401	.2	.8	10	159	.1	.7
4-Book	27	601	.2	.8	37	297	.2	.7	48	257	.3	1.0	29	297	.2	.7	8	142	.1	.6
SP '99	34	592	.2	1.0	41	260	.2	.8	66	293	.4	1.3	54	331	.3	1.3	6	128		.4
WPST-FM																				
SP '00	50	1767	.3	1.5	61	812	.3	1.2	73	661	.4	1.5	78	1013	.4	1.9	27	430	.1	1.9
WI '00	50	1500	.3	1.5	73	698	.4	1.4	75	585	.4	1.5	70	894	.4	1.7	16	400	.1	1.2
FA '99	49	1731	.3	1.5	72	808	.4	1.4	57	758	.3	1.2	69	1003	.4	1.7	21	446	.1	1.6
SU '99	50	1649	.3	1.5	52	696	.3	1.1	89	719	.5	1.9	79	838	.4	2.0	15	431	.1	1.0
4-Book	50	1662	.3	1.5	65	754	.4	1.3	74	681	.4	1.5	74	937	.4	1.8	20	427	.1	1.4
SP '99	57	1680	.3	1.7	83	761	.4	1.6	83	625	.4	1.7	79	951	.4	1.9	19	422	.1	1.4
WSTW-FM																				
SP '00	17	613	.1	.5	17	271	.1	.3	27	237	.1	.5	31	316	.2	.7	6	109		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	18	636	.1	.6	29	247	.2	.6	31	176	.2	.7	25	366	.1	.6	4	168		.3
SU '99	24	730	.1	.7	38	339	.2	.8	35	275	.2	.7	27	323	.1	.7	14	196	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	3397	17839	18.6	5230	16344	28.6	5012	13920	27.4	4191	15705	22.9	1446	9972	7.9					
WI '00	3279	17804	17.9	5230	16198	28.6	4880	13717	26.7	4004	15516	21.9	1340	9677	7.3					
FA '99	3208	17772	17.6	5110	16222	28.0	4620	13376	25.3	3977	15292	21.8	1299	9916	7.1					
SU '99	3278	17992	17.7	4940	15877	26.7	4755	13956	25.7	3946	15336	21.3	1431	10384	7.7					
4-Book	3291	17852	18.0	5128	16160	28.0	4817	13742	26.3	4030	15462	22.0	1379	9987	7.5					
SP '99	3361	18026	18.2	5234	16393	28.3	5020	13934	27.2	4123	15827	22.3	1389	9984	7.5					

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 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	SP '00	212	4307	1.2	4.4	84	2258	.5	3.9	180	932	1.0	8.0	74	501	.4	2.0	73	452	.4	2.8	
	4-Book	224	4359	1.3	4.8	81	2161	.5	3.8	187	926	1.0	8.7	83	542	.5	2.4	88	387	.4	2.7	
WBEB-FM	SP '00	320	2566	1.8	6.6	103	1217	.6	4.8	120	427	.7	5.3	199	587	1.1	5.5	118	392	.6	4.5	
	4-Book	334	2735	1.8	7.1	100	1431	.6	4.7	114	405	.6	5.3	192	605	1.0	5.5	126	445	.7	5.0	
WDAS-AM	SP '00	48	301	.3	1.0	33	325	.2	1.5	24	73	.1	1.1	24	73	.1	.7	21	43	.1	.8	
	4-Book	38	309	.2	.8	34	336	.2	1.6	26	74	.1	1.2	18	61	.1	.5	18	40	.1	.7	
WDAS-FM	SP '00	296	2193	1.6	6.1	167	1512	.9	7.7	115	333	.6	5.1	203	576	1.1	5.6	163	417	.9	6.3	
	4-Book	319	2181	1.7	6.8	193	1615	1.1	9.1	166	423	.9	7.7	266	688	1.5	7.6	194	493	1.1	7.7	
+WEJM-FM	SP '00	152	1841	.8	3.1	82	1246	.4	3.8	60	235	.3	2.7	151	517	.8	4.1	115	425	.6	4.4	
	4-Book	197	2200	1.1	4.2	101	1431	.6	4.8	93	331	.5	4.4	189	629	1.0	5.4	141	488	.8	5.5	
WEMG-AM	SP '00	22	143	.1	.5	22	121	.1	1.0	11	45	.1	.5	39	102	.2	1.1	32	54	.2	1.2	
	4-Book	18	125	.1	.4	15	108	.1	.7	12	29	.1	.6	28	75	.2	.8	18	38	.1	.7	
WEMG-FM	SP '00	24	229	.1	.5	15	113	.1	.7	20	40	.1	.9	28	71	.2	.8	14	42	.1	.5	
	4-Book	25	246	.2	.5	15	153	.1	.7	12	42	.1	.6	26	75	.2	.8	22	57	.1	.8	
WFIL-AM	SP '00	14	211	.1	.3	4	75	.2	.2	4	8	.2	.2	10	27	.1	.3	6	19	.2	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM	SP '00	24	154	.1	.5	14	138	.1	.6	10	39	.1	.4	11	37	.1	.3	22	40	.1	.8	
	4-Book	24	180	.1	.5	13	170	.1	.6	11	34	.1	.5	16	46	.1	.5	9	26	.1	.4	
WIOQ-FM	SP '00	199	2815	1.1	4.1	108	1824	.6	5.0	98	410	.5	4.3	247	927	1.4	6.8	159	606	.9	6.1	
	4-Book	193	2727	1.1	4.2	105	1750	.6	5.0	73	338	.4	3.4	210	781	1.2	6.0	152	594	.9	6.1	
WIP -AM	SP '00	194	2121	1.1	4.0	81	1154	.4	3.7	84	264	.5	3.7	150	450	.8	4.1	91	327	.5	3.5	
	4-Book	173	1866	1.0	3.7	60	953	.3	2.9	79	255	.5	3.7	91	339	.5	2.6	62	241	.3	2.4	
WJZ-FM	SP '00	252	2042	1.4	5.2	103	1211	.6	4.8	66	256	.4	2.9	177	460	1.0	4.8	128	362	.7	4.9	
	4-Book	217	1784	1.2	4.7	95	1156	.5	4.5	70	228	.4	3.3	159	449	.9	4.5	110	334	.6	4.3	
+WLCE-FM	SP '00	269	2786	1.5	5.6	108	1687	.6	5.0	93	306	.5	4.1	192	705	1.1	5.3	138	615	.8	5.3	
	4-Book	228	2628	1.3	4.9	91	1506	.5	4.3	88	347	.5	4.1	176	662	1.0	5.0	110	456	.6	4.3	
WMGK-FM	SP '00	278	2886	1.5	5.8	125	1700	.7	5.8	154	542	.8	6.8	234	725	1.3	6.4	208	718	1.1	8.0	
	4-Book	266	2866	1.5	5.7	118	1670	.7	5.6	132	440	.7	6.1	226	732	1.3	6.4	178	618	1.0	7.0	
WMMR-FM	SP '00	291	2656	1.6	6.0	93	1434	.5	4.3	105	431	.6	4.6	216	665	1.2	5.9	123	515	.7	4.7	
	4-Book	254	2611	1.4	5.4	87	1439	.5	4.1	106	375	.6	5.0	172	622	.9	4.9	116	460	.7	4.5	
WGL-FM	SP '00	191	1935	1.0	4.0	90	1151	.5	4.2	100	351	.5	4.4	187	519	1.0	5.1	101	360	.6	3.9	
	4-Book	155	1876	.8	3.3	81	1170	.4	3.8	76	297	.4	3.5	137	449	.7	3.9	102	349	.6	4.0	
WPEN-AM	SP '00	6	115	.1	.1	5	65	.2	.2	3	9	.1	.1	9	25	.2	.2	9	17	.3	.3	
	4-Book	18	157	.1	.4	11	120	.1	.5	11	28	.5	.5	21	44	.1	.6	18	36	.1	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
WPHI-FM																				
SP '00	111	1162	.6	2.3	69	825	.4	3.2	34	90	.2	1.5	94	364	.5	2.6	93	251	.5	3.6
4-Book	83	1071	.5	1.8	53	723	.3	2.5	32	110	.2	1.5	79	297	.4	2.3	80	252	.4	3.1
WPHT-AM																				
SP '00	59	629	.3	1.2	17	299	.1	.8	15	38	.1	.7	23	104	.1	.6	7	31		.3
4-Book	54	597	.3	1.2	17	300	.1	.8	17	53	.1	.8	22	82	.1	.6	10	43		.4
WPLY-FM																				
SP '00	153	2057	.8	3.2	59	971	.3	2.7	71	256	.4	3.1	97	441	.5	2.7	82	363	.4	3.1
4-Book	163	2128	.9	3.5	67	1215	.4	3.2	63	274	.4	2.9	134	570	.7	3.8	89	383	.5	3.5
WUSL-FM																				
SP '00	218	1991	1.2	4.5	141	1506	.8	6.5	116	260	.6	5.1	250	701	1.4	6.8	145	445	.8	5.6
4-Book	192	1810	1.1	4.1	120	1331	.7	5.7	100	273	.5	4.6	188	545	1.1	5.3	156	430	.9	6.1
WWDB-FM																				
SP '00	76	789	.4	1.6	54	612	.3	2.5	51	124	.3	2.3	49	146	.3	1.3	14	44	.1	.5
4-Book	90	993	.5	2.0	49	629	.3	2.3	46	142	.3	2.1	43	139	.3	1.2	17	70	.1	.6
WXTU-FM																				
SP '00	189	1513	1.0	3.9	93	1013	.5	4.3	106	313	.6	4.7	173	527	.9	4.7	134	314	.7	5.1
4-Book	150	1358	.8	3.2	75	908	.4	3.5	87	293	.5	4.0	149	473	.8	4.2	97	291	.5	3.8
WYSP-FM																				
SP '00	429	3589	2.3	8.9	68	1190	.4	3.1	97	349	.5	4.3	107	562	.6	2.9	103	381	.6	4.0
4-Book	432	3649	2.3	9.3	101	1557	.6	4.8	107	334	.6	5.0	150	585	.8	4.3	106	374	.6	4.2
WJBR-FM																				
SP '00	21	241	.1	.4	5	126		.2	9	24		.4	10	15	.1	.3	7	26		.3
4-Book	26	296	.1	.6	10	153	.1	.5	8	26		.4	12	38	.1	.3	10	27	.1	.4
WKXV-FM																				
SP '00	49	547	.3	1.0	11	174	.1	.5	23	61	.1	1.0	34	70	.2	.9	13	53	.1	.5
4-Book	59	746	.3	1.3	15	282	.1	.7	18	77	.1	.8	32	115	.2	.9	17	76	.1	.7
WNJO-FM																				
SP '00	34	413	.2	.7	15	255	.1	.7	13	59	.1	.6	20	80	.1	.5	15	70	.1	.6
4-Book	39	482	.2	.8	20	266	.1	.9	16	66	.1	.8	37	106	.2	1.0	28	104	.2	1.1
WPST-FM																				
SP '00	71	1486	.4	1.5	29	687	.2	1.3	18	87	.1	.8	43	294	.2	1.2	46	227	.3	1.8
4-Book	71	1392	.4	1.5	32	722	.2	1.5	26	128	.2	1.2	63	334	.4	1.8	49	225	.3	1.9
WSTW-FM																				
SP '00	25	511	.1	.5	10	227	.1	.5	6	46		.3	13	83	.1	.4	18	106	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	4826	17648	26.4		2164	14127	11.8		2264	6227	12.4		3650	8830	20.0		2605	6815	14.3	
4-Book	4670	17624	25.5		2117	14416	11.6		2158	6062	11.8		3525	8919	19.3		2552	6745	13.9	

Target Listener Estimates - Persons 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

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																					
SP '00	27	152	.1	1.8	151	687	.8	9.5	83	491	.5	3.1	75	485	.4	3.9	36	257	.2	3.4	
4-Book	36	213	.2	2.5	128	673	.7	8.2	77	478	.4	2.9	56	333	.3	3.0	33	256	.2	3.0	
WBEB-FM																					
SP '00	62	262	.3	4.2	65	231	.4	4.1	141	465	.8	5.2	94	285	.5	4.9	25	120	.1	2.4	
4-Book	56	268	.3	3.9	57	232	.3	3.7	128	457	.7	4.8	80	278	.4	4.3	42	179	.2	3.7	
WDAS-AM																					
SP '00	13	38	.1	.9	96	238	.5	6.1	63	214	.3	2.3	29	67	.2	1.5	3	17		.3	
4-Book	6	19		.4	96	219	.5	6.2	76	214	.4	2.9	29	68	.2	1.6	10	21	.1	.9	
WDAS-FM																					
SP '00	142	397	.8	9.6	121	347	.7	7.6	172	537	.9	6.4	134	325	.7	6.9	259	522	1.4	24.8	
4-Book	163	421	.9	11.4	130	372	.7	8.3	181	533	1.0	6.9	152	367	.8	8.2	265	538	1.4	24.0	
+WEJM-FM																					
SP '00	54	209	.3	3.7	22	122	.1	1.4	101	368	.6	3.8	112	355	.6	5.8	40	212	.2	3.8	
4-Book	76	306	.4	5.4	43	165	.2	2.8	116	430	.7	4.3	101	338	.6	5.3	44	182	.2	3.9	
WEMG-AM																					
SP '00	1	5		.1	9	30		.6	37	84	.2	1.4	39	63	.2	2.0	6	13		.6	
4-Book	6	16	.1	.4	12	26	.1	.8	24	51	.1	.9	16	33	.1	.8	5	15		.5	
WEMG-FM																					
SP '00	2	18		.1	15	28	.1	.9	27	61	.1	1.0	6	33		.3	2	9		.2	
4-Book	6	31		.5	9	23	.1	.6	23	61	.1	.9	15	41	.1	.8	7	28	.1	.6	
WFIL-AM																					
SP '00	6	24		.4	4	25		.3					3	18		.2	3	9		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
SP '00	10	22	.1	.7	21	50	.1	1.3	21	68	.1	.8	10	20	.1	.5	5	22		.5	
4-Book	12	30	.1	.8	26	66	.2	1.6	16	59	.1	.6	12	32	.1	.6	4	21		.4	
WIOQ-FM																					
SP '00	79	260	.4	5.4	45	234	.2	2.8	101	524	.6	3.8	83	381	.5	4.3	46	176	.3	4.4	
4-Book	73	306	.4	5.2	39	191	.2	2.5	122	586	.7	4.7	101	416	.6	5.4	59	243	.3	5.3	
WIP -AM																					
SP '00	60	249	.3	4.1	50	198	.3	3.2	107	392	.6	4.0	58	274	.3	3.0	43	133	.2	4.1	
4-Book	35	158	.2	2.5	48	159	.3	3.0	75	303	.4	2.9	53	214	.3	2.9	38	149	.2	3.5	
WJZ-FM																					
SP '00	93	304	.5	6.3	60	219	.3	3.8	114	376	.6	4.2	93	262	.5	4.8	76	256	.4	7.3	
4-Book	98	329	.5	6.9	65	202	.4	4.2	110	351	.6	4.2	79	244	.4	4.3	58	195	.3	5.3	
+WLCE-FM																					
SP '00	49	233	.3	3.3	60	200	.3	3.8	173	584	.9	6.4	129	475	.7	6.7	30	156	.2	2.9	
4-Book	51	249	.3	3.7	44	206	.2	2.8	125	500	.7	4.7	92	339	.5	4.9	41	172	.2	3.6	
WMGK-FM																					
SP '00	75	327	.4	5.1	52	218	.3	3.3	145	564	.8	5.4	98	414	.5	5.1	38	146	.2	3.6	
4-Book	65	276	.4	4.6	50	213	.3	3.2	142	556	.8	5.4	108	394	.6	5.9	44	174	.2	3.9	
WMMR-FM																					
SP '00	50	218	.3	3.4	37	152	.2	2.3	96	418	.5	3.6	71	316	.4	3.7	35	155	.2	3.4	
4-Book	44	244	.2	3.1	42	192	.3	2.7	102	440	.6	3.8	82	349	.5	4.4	33	170	.2	3.0	
WGL-FM																					
SP '00	60	149	.3	4.1	74	228	.4	4.7	73	290	.4	2.7	85	301	.5	4.4	36	117	.2	3.4	
4-Book	57	208	.3	4.0	71	219	.4	4.5	71	307	.4	2.7	76	238	.4	4.1	53	144	.3	4.8	
WPEN-AM																					
SP '00					2	12		.1	14	33		.5									
4-Book	5	19		.4	4	15		.2	17	44		.6	6	19		.3	3	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

Target Listener Estimates - Persons 25-49

Persons 25-49																				
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	
WPHI-FM																				
SP '00	73	279	.4	4.9	44	123	.2	2.8	82	255	.4	3.0	75	165	.4	3.9	48	144	.3	4.6
4-Book	57	217	.3	4.0	34	103	.2	2.2	61	202	.3	2.3	45	129	.3	2.4	32	108	.2	2.9
WPHT-AM																				
SP '00	17	76	.1	1.2	15	58	.1	.9	27	164	.1	1.0	14	70	.1	.7	16	43	.1	1.5
4-Book	8	39	.1	.5	22	71	.1	1.4	22	108	.1	.8	10	56	.1	.5	20	52	.1	1.7
WPLY-FM																				
SP '00	23	125	.1	1.6	40	193	.2	2.5	95	418	.5	3.5	64	297	.4	3.3	7	56	.7	
4-Book	45	232	.3	3.2	32	159	.2	2.1	82	397	.5	3.1	60	307	.3	3.2	25	139	.1	2.2
WUSL-FM																				
SP '00	169	465	.9	11.4	109	329	.6	6.9	164	522	.9	6.1	97	221	.5	5.0	57	144	.3	5.5
4-Book	123	365	.7	8.7	121	337	.7	7.8	136	462	.7	5.1	78	226	.4	4.2	53	166	.3	4.7
WWDB-FM																				
SP '00	15	35	.1	1.0	63	222	.3	4.0	183	435	1.0	6.8	26	49	.1	1.3	16	52	.1	1.5
4-Book	10	41	.1	.7	59	220	.3	3.8	174	368	.9	6.5	15	48	.1	.8	12	50	.1	1.1
WXTU-FM																				
SP '00	35	197	.2	2.4	76	239	.4	4.8	114	437	.6	4.2	96	331	.5	5.0	19	114	.1	1.8
4-Book	32	158	.2	2.3	61	217	.3	3.9	94	340	.5	3.6	62	234	.4	3.3	18	89	.1	1.6
WYSP-FM																				
SP '00	47	156	.3	3.2	17	105	.1	1.1	85	317	.5	3.2	67	268	.4	3.5	24	114	.1	2.3
4-Book	44	204	.3	3.1	35	117	.2	2.2	185	639	1.0	6.8	149	514	.8	8.1	28	134	.2	2.5
WJBR-FM																				
SP '00	3	17	.2		1	9	.1		5	36	.2		2	8	.1		6	34	.6	
4-Book	10	42	.1	.7	7	24	.4		13	51	.1	.5	11	25	.1	.6	9	32	.8	
WKXW-FM																				
SP '00					4	28	.3		5	33	.2		9	27	.5		2	15	.2	
4-Book	8	49	.6		8	33	.5		16	62	.1	.6	13	41	.1	.7	7	27	.1	.6
WNJO-FM																				
SP '00	23	72	.1	1.6	12	40	.1	.8	14	44	.1	.5	17	51	.1	.9	7	33	.7	
4-Book	15	58	.1	1.1	15	51	.1	1.0	24	82	.1	.9	18	62	.1	.9	6	29	.5	
WPST-FM																				
SP '00	23	111	.1	1.6	8	51	.5		29	178	.2	1.1	55	220	.3	2.8	10	56	.1	1.0
4-Book	21	102	.1	1.5	13	75	.1	.9	34	204	.2	1.3	40	174	.2	2.1	12	79	.1	1.1
WSTW-FM																				
SP '00	2	25	.1		10	39	.1	.6	14	68	.1	.5	12	60	.1	.6	3	28	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1476	4276	8.1		1584	4789	8.7		2691	7416	14.7		1935	5218	10.6		1044	3250	5.7	
4-Book	1417	4477	7.8		1564	4769	8.6		2664	7482	14.5		1866	5130	10.2		1107	3394	6.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KYW -AM																				
SP '00	188	5784	.9	4.8	518	4131	2.4	8.6	149	1879	.7	2.6	209	2718	1.0	4.3	57	1079	.3	3.4
WI '00	186	6261	.9	4.9	578	4477	2.7	9.5	115	1993	.5	2.0	206	2781	1.0	4.4	55	1007	.3	3.6
FA '99	184	5564	.9	4.9	493	3814	2.3	8.3	151	1819	.7	2.8	219	2667	1.0	4.8	67	1193	.3	4.4
SU '99	225	6291	1.0	5.9	553	4383	2.6	9.6	211	2341	1.0	3.8	289	3163	1.3	6.2	69	1226	.3	4.3
4-Book	196	5975	.9	5.1	536	4201	2.5	9.0	157	2008	.7	2.8	231	2832	1.1	4.9	62	1126	.3	3.9
SP '99	173	5558	.8	4.4	476	4133	2.2	7.8	131	1720	.6	2.3	218	2765	1.0	4.6	51	926	.2	3.2
WBEB-FM																				
SP '00	265	3529	1.2	6.7	348	2055	1.6	5.8	514	1905	2.4	8.9	329	2054	1.5	6.7	88	1111	.4	5.2
WI '00	292	4077	1.4	7.7	384	2400	1.8	6.3	558	2078	2.6	9.9	378	2354	1.8	8.1	107	1240	.5	7.0
FA '99	290	3881	1.4	7.8	380	2099	1.8	6.4	559	2040	2.6	10.5	359	2250	1.7	7.8	119	1290	.6	7.8
SU '99	266	3883	1.2	7.0	366	2001	1.7	6.3	504	2213	2.3	9.1	324	2163	1.5	7.0	99	1257	.5	6.1
4-Book	278	3843	1.3	7.3	370	2139	1.7	6.2	534	2059	2.5	9.6	348	2205	1.6	7.4	103	1225	.5	6.5
SP '99	309	4139	1.4	7.9	407	2396	1.9	6.7	624	2164	2.9	10.7	356	2296	1.7	7.5	114	1278	.5	7.1
WDAS-AM																				
SP '00	58	563	.3	1.5	92	312	.4	1.5	77	248	.4	1.3	68	222	.3	1.4	6	69	.4	.4
WI '00	42	589	.2	1.1	77	337	.4	1.3	47	241	.2	.8	38	244	.2	.8	9	67	.6	.6
FA '99	30	655	.1	.8	45	292	.2	.8	15	152	.1	.3	31	213	.1	.7	12	111	.1	.8
SU '99	35	528	.2	.9	64	267	.3	1.1	40	188	.2	.7	32	212	.1	.7	12	134	.1	.7
4-Book	41	584	.2	1.1	70	302	.3	1.2	45	207	.2	.8	42	223	.2	.9	10	95	.1	.6
SP '99	28	498	.1	.7	45	231	.2	.7	26	145	.1	.4	22	145	.1	.5	13	104	.1	.8
WDAS-FM																				
SP '00	291	2885	1.4	7.4	420	1788	2.0	6.9	374	1593	1.7	6.5	316	1712	1.5	6.5	198	1275	.9	11.8
WI '00	336	2766	1.6	8.8	548	1939	2.6	9.0	427	1595	2.0	7.6	338	1753	1.6	7.2	211	1258	1.0	13.8
FA '99	269	2830	1.3	7.2	389	1790	1.8	6.6	306	1386	1.4	5.7	312	1611	1.5	6.8	176	1191	.8	11.6
SU '99	290	2908	1.3	7.6	419	1790	1.9	7.2	356	1463	1.7	6.4	315	1538	1.5	6.8	191	1269	.9	11.8
4-Book	297	2847	1.4	7.8	444	1827	2.1	7.4	366	1509	1.7	6.6	320	1654	1.5	6.8	194	1248	.9	12.3
SP '99	297	3042	1.4	7.6	426	2003	2.0	7.0	345	1555	1.6	5.9	344	1838	1.6	7.2	223	1316	1.0	13.9
+WEJM-FM																				
SP '00	124	2626	.6	3.1	141	1083	.7	2.3	199	1251	.9	3.5	159	1555	.7	3.3	47	758	.2	2.8
WI '00	122	2393	.6	3.2	151	1185	.7	2.5	192	1176	.9	3.4	165	1342	.8	3.5	45	640	.2	2.9
FA '99	184	3259	.9	4.9	224	1745	1.0	3.8	293	1680	1.4	5.5	267	1944	1.2	5.8	80	918	.4	5.3
SU '99	211	3510	1.0	5.5	200	1613	.9	3.5	322	1806	1.5	5.8	287	2105	1.3	6.2	131	1013	.6	8.1
4-Book	160	2947	.8	4.2	179	1407	.8	3.0	252	1478	1.2	4.6	220	1737	1.0	4.7	76	832	.4	4.8
SP '99	113	2448	.5	2.9	153	1202	.7	2.5	181	1018	.8	3.1	146	1441	.7	3.1	45	672	.2	2.8
WEMG-AM																				
SP '00	23	194	.1	.6	25	110	.1	.4	29	139	.1	.5	27	113	.1	.6	8	75	.5	.5
WI '00	7	132	.1	.2	6	45	.1	.1	11	57	.1	.2	7	66	.1	.1	3	37	.2	.2
FA '99	23	182	.1	.6	37	142	.2	.6	33	102	.2	.6	14	103	.1	.3	12	73	.1	.8
SU '99	14	198	.1	.4	18	104	.1	.3	18	62	.1	.3	14	74	.1	.3	9	48	.6	.6
4-Book	17	177	.1	.5	22	100	.1	.4	23	90	.1	.4	16	89	.1	.3	8	58	.5	.5
SP '99	26	271	.1	.7	37	182	.2	.6	38	159	.2	.7	31	213	.1	.6	11	89	.1	.7
WEMG-FM																				
SP '00	21	292	.1	.5	38	134	.2	.6	27	141	.1	.5	24	199	.1	.5	6	106	.4	.4
WI '00	12	240	.1	.3	18	98	.1	.3	17	91	.1	.3	12	78	.1	.3	4	75	.3	.3
FA '99	20	282	.1	.5	33	170	.2	.6	28	161	.1	.5	23	171	.1	.5	9	128	.6	.6
SU '99	26	430	.1	.7	32	226	.1	.6	27	188	.1	.5	41	257	.2	.9	14	120	.1	.9
4-Book	20	311	.1	.5	30	157	.2	.5	25	145	.1	.5	25	176	.1	.6	8	107	.6	.6
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SP '00	10	281	.1	.3	19	187	.1	.3	11	119	.1	.2	18	138	.1	.4	6	86	.4	.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	20	383	.1	.5	39	251	.2	.7	28	147	.1	.5	23	164	.1	.5	12	94	.1	.7
4-Book	**	**	.1	.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	13	261	.1	.3	27	165	.1	.4	20	116	.1	.3	12	108	.1	.3	5	76	.3	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
WJBR-FM																				
SP '00	15	361	.1	.4	13	84	.1	.2	31	171	.1	.5	22	237	.1	.5	7	66		.4
WI '00	29	536	.1	.8	29	200	.1	.5	45	225	.2	.8	44	262	.2	.9	13	168	.1	.8
FA '99	28	543	.1	.7	30	216	.1	.5	39	207	.2	.7	45	258	.2	1.0	21	195	.1	1.4
SU '99	30	538	.1	.8	37	207	.2	.6	51	203	.2	.9	33	223	.2	.7	20	221	.1	1.2
4-Book	26	495	.1	.7	27	177	.1	.5	42	202	.2	.7	36	245	.2	.8	15	163	.1	1.0
SP '99	24	552	.1	.6	28	225	.1	.5	46	322	.2	.8	26	261	.1	.5	14	172	.1	.9
WKXW-FM																				
SP '00	35	764	.2	.9	44	335	.2	.7	75	379	.4	1.3	48	471	.2	1.0	6	137		.4
WI '00	44	1153	.2	1.2	62	510	.3	1.0	75	519	.4	1.3	60	543	.3	1.3	21	203	.1	1.4
FA '99	44	941	.2	1.2	53	452	.2	.9	96	434	.4	1.8	62	477	.3	1.3	10	166		.7
SU '99	49	1134	.2	1.3	61	495	.3	1.1	76	484	.4	1.4	77	636	.4	1.7	24	365	.1	1.5
4-Book	43	998	.2	1.2	55	448	.3	.9	81	454	.4	1.5	62	532	.3	1.3	15	218	.1	1.0
SP '99	52	1002	.2	1.3	79	502	.4	1.3	89	451	.4	1.5	87	582	.4	1.8	15	204	.1	.9
WNJO-FM																				
SP '00	29	669	.1	.7	32	254	.1	.5	58	268	.3	1.0	35	331	.2	.7	7	143		.4
WI '00	38	790	.2	1.0	52	389	.2	.9	66	349	.3	1.2	41	375	.2	.9	13	154	.1	.8
FA '99	19	638	.1	.5	23	266	.1	.4	30	237	.1	.6	23	265	.1	.5	6	180		.4
SU '99	46	920	.2	1.2	66	529	.3	1.1	85	494	.4	1.5	42	476	.2	.9	13	213	.1	.8
4-Book	33	754	.2	.9	43	360	.2	.7	60	337	.3	1.1	35	362	.2	.8	10	173	.1	.6
SP '99	41	772	.2	1.0	49	328	.2	.8	79	345	.4	1.4	63	463	.3	1.3	8	169		.5
WPST-FM																				
SP '00	55	1901	.3	1.4	66	836	.3	1.1	83	717	.4	1.4	85	1093	.4	1.7	28	446	.1	1.7
WI '00	52	1593	.2	1.4	76	740	.4	1.2	76	620	.4	1.3	75	961	.4	1.6	17	458	.1	1.1
FA '99	52	1855	.2	1.4	79	858	.4	1.3	59	801	.3	1.1	76	1062	.4	1.7	21	454	.1	1.4
SU '99	57	1763	.3	1.5	62	739	.3	1.1	104	761	.5	1.9	87	887	.4	1.9	16	440	.1	1.0
4-Book	54	1778	.3	1.4	71	793	.4	1.2	81	725	.4	1.4	81	1001	.4	1.7	21	450	.1	1.3
SP '99	58	1753	.3	1.5	85	785	.4	1.4	85	649	.4	1.5	81	993	.4	1.7	19	422	.1	1.2
WSTW-FM																				
SP '00	17	635	.1	.4	19	277	.1	.3	28	245	.1	.5	31	325	.1	.6	6	109		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	19	661	.1	.5	34	264	.2	.6	31	185	.1	.6	25	366	.1	.5	4	168		.3
SU '99	28	772	.1	.7	43	354	.2	.7	42	290	.2	.8	32	338	.1	.7	14	196	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	3949	20879	18.4		6050	19017	28.3		5768	16165	26.9		4877	18331	22.8		1681	11592	7.9	
WI '00	3813	20879	17.8		6097	18946	28.5		5642	15863	26.4		4670	18210	21.8		1534	11222	7.2	
FA '99	3735	20779	17.4		5933	18966	27.7		5338	15620	24.9		4602	17735	21.5		1520	11636	7.1	
SU '99	3817	20939	17.8		5785	18555	26.9		5541	16147	25.8		4629	17842	21.5		1623	11918	7.5	
4-Book	3829	20869	17.9		5966	18871	27.9		5572	15949	26.0		4695	18030	21.9		1590	11592	7.4	
SP '99	3917	20995	18.2		6102	19066	28.4		5815	16180	27.0		4778	18359	22.2		1606	11600	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 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																				
SP '00	281	5286	1.3	5.0	112	2806	.5	4.4	235	1221	1.1	8.5	105	692	.5	2.4	107	585	.5	3.5
4-Book	296	5437	1.4	5.5	108	2767	.5	4.3	247	1193	1.2	9.5	114	737	.5	2.8	90	504	.4	3.0
WBEB-FM																				
SP '00	406	3058	1.9	7.3	132	1558	.6	5.1	158	513	.7	5.7	271	753	1.3	6.3	154	539	.7	5.0
4-Book	426	3302	2.0	7.9	132	1801	.6	5.3	157	522	.7	6.1	257	774	1.2	6.2	165	580	.8	5.6
WDAS-AM																				
SP '00	79	406	.4	1.4	56	417	.3	2.2	53	122	.2	1.9	53	113	.2	1.2	48	71	.2	1.6
4-Book	52	400	.2	.9	45	411	.2	1.8	39	100	.2	1.5	29	83	.1	.7	28	57	.1	1.0
WDAS-FM																				
SP '00	370	2545	1.7	6.6	214	1778	1.0	8.3	157	405	.7	5.7	271	696	1.3	6.3	204	497	1.0	6.7
4-Book	376	2464	1.8	6.9	225	1828	1.1	9.0	200	490	.9	7.8	319	786	1.5	7.7	226	563	1.1	7.6
+WEJM-FM																				
SP '00	169	2096	.8	3.0	97	1397	.5	3.8	78	285	.4	2.8	177	589	.8	4.1	124	472	.6	4.0
4-Book	220	2459	1.0	4.1	113	1569	.5	4.6	109	380	.5	4.2	216	697	1.0	5.2	158	542	.7	5.3
WEMG-AM																				
SP '00	27	155	.1	.5	27	134	.1	1.1	13	57	.1	.5	47	114	.2	1.1	37	66	.2	1.2
4-Book	20	138	.1	.4	17	125	.1	.7	13	35	.1	.5	32	82	.1	.8	19	43	.1	.6
WEMG-FM																				
SP '00	30	266	.1	.5	15	128	.1	.6	20	40	.1	.7	30	78	.1	.7	14	42	.1	.5
4-Book	27	267	.1	.5	16	168	.1	.6	12	42	.1	.4	28	82	.1	.7	22	62	.1	.8
WFIL-AM																				
SP '00	16	257	.1	.3	4	79	.2	.2	4	8	.1	.1	10	27	.2	.2	6	19	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	32	206	.1	.6	22	202	.1	.9	27	60	.1	1.0	22	81	.1	.5	24	51	.1	.8
4-Book	31	216	.1	.6	19	219	.1	.8	18	44	.1	.7	24	65	.1	.6	13	36	.1	.4
WIOQ-FM																				
SP '00	214	3000	1.0	3.8	113	1915	.5	4.4	98	410	.5	3.5	254	963	1.2	5.9	163	636	.8	5.3
4-Book	202	2870	1.0	3.7	110	1860	.5	4.4	77	353	.4	2.9	214	816	1.0	5.2	158	617	.8	5.4
VIP -AM																				
SP '00	221	2412	1.0	4.0	94	1331	.4	3.7	99	304	.5	3.6	170	518	.8	4.0	94	350	.4	3.1
4-Book	203	2181	.9	3.8	70	1112	.3	2.8	95	316	.5	3.7	109	410	.5	2.6	68	273	.3	2.3
WJJZ-FM																				
SP '00	299	2443	1.4	5.4	128	1455	.6	5.0	111	331	.5	4.0	222	569	1.0	5.2	173	470	.8	5.6
4-Book	269	2176	1.3	5.0	119	1440	.6	4.8	97	294	.5	3.7	206	591	1.0	5.0	141	424	.7	4.7
+WLCE-FM																				
SP '00	305	3045	1.4	5.5	116	1796	.5	4.5	97	334	.5	3.5	209	761	1.0	4.9	147	631	.7	4.8
4-Book	250	2833	1.2	4.6	98	1600	.5	3.9	96	367	.5	3.7	190	706	.9	4.6	118	482	.6	4.0
WMGK-FM																				
SP '00	291	3076	1.4	5.2	133	1789	.6	5.2	158	566	.7	5.7	249	773	1.2	5.8	214	741	1.0	7.0
4-Book	292	3111	1.4	5.4	129	1814	.6	5.2	140	468	.7	5.4	248	800	1.2	6.0	196	673	.9	6.6
WMMR-FM																				
SP '00	302	2800	1.4	5.4	96	1513	.4	3.7	106	439	.5	3.8	221	688	1.0	5.1	133	546	.6	4.3
4-Book	262	2740	1.2	4.8	92	1534	.4	3.7	110	391	.5	4.3	179	652	.8	4.3	124	494	.6	4.1
WGL-FM																				
SP '00	256	2582	1.2	4.6	131	1687	.6	5.1	140	507	.7	5.1	271	753	1.3	6.3	168	555	.8	5.5
4-Book	218	2557	1.0	4.0	118	1703	.6	4.7	108	430	.5	4.2	199	671	.9	4.8	157	527	.8	5.2
WPEN-AM																				
SP '00	10	174	.2	.2	11	137	.1	.4	13	42	.1	.5	21	43	.1	.5	18	26	.1	.6
4-Book	27	243	.1	.5	15	173	.1	.6	16	44	.1	.7	27	55	.1	.7	22	44	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	114	1216	.5	2.0	72	856	.3	2.8	41	111	.2	1.5	95	375	.4	2.2	103	272	.5	3.4
4-Book	84	1101	.4	1.5	55	753	.3	2.2	34	119	.2	1.3	81	305	.4	2.0	83	263	.4	2.8
WPHT-AM																				
SP '00	73	803	.3	1.3	24	392	.1	.9	18	48	.1	.7	23	104	.1	.5	13	48	.1	.4
4-Book	67	762	.3	1.2	23	394	.1	.9	23	68	.1	.9	28	101	.1	.7	13	54	.1	.4
WPLY-FM																				
SP '00	157	2166	.7	2.8	61	1029	.3	2.4	71	263	.3	2.6	100	475	.5	2.3	86	387	.4	2.8
4-Book	166	2211	.8	3.1	69	1267	.3	2.8	63	276	.3	2.5	138	593	.7	3.3	93	399	.4	3.1
WUSL-FM																				
SP '00	223	2081	1.0	4.0	145	1567	.7	5.7	116	260	.5	4.2	255	718	1.2	5.9	150	466	.7	4.9
4-Book	200	1897	.9	3.7	126	1400	.6	5.1	102	287	.5	4.0	199	577	1.0	4.8	167	463	.8	5.6
WWDB-FM																				
SP '00	91	955	.4	1.6	61	744	.3	2.4	62	145	.3	2.2	55	174	.3	1.3	16	59	.1	.5
4-Book	114	1233	.5	2.1	61	787	.3	2.5	60	182	.3	2.3	64	191	.3	1.6	22	83	.1	.7
WXTU-FM																				
SP '00	224	1833	1.0	4.0	107	1168	.5	4.2	122	352	.6	4.4	200	605	.9	4.7	152	371	.7	5.0
4-Book	184	1669	.9	3.4	96	1114	.5	3.9	109	357	.5	4.2	186	570	.9	4.5	124	369	.6	4.2
WYSP-FM																				
SP '00	449	3870	2.1	8.0	72	1275	.3	2.8	108	365	.5	3.9	114	611	.5	2.7	108	404	.5	3.5
4-Book	451	3875	2.1	8.3	107	1684	.5	4.3	114	352	.5	4.4	156	612	.7	3.8	110	391	.5	3.7
WJBR-FM																				
SP '00	23	293	.1	.4	8	150	.1	.3	11	31	.1	.4	19	39	.1	.4	12	43	.1	.4
4-Book	36	366	.2	.7	15	202	.1	.6	12	40	.1	.5	24	63	.1	.6	17	51	.1	.6
WKXW-FM																				
SP '00	57	694	.3	1.0	14	231	.1	.5	26	75	.1	.9	43	106	.2	1.0	18	74	.1	.6
4-Book	67	863	.3	1.2	18	335	.1	.7	21	91	.1	.8	40	144	.2	1.0	25	102	.1	.9
WNJO-FM																				
SP '00	43	512	.2	.8	18	341	.1	.7	17	75	.1	.6	29	127	.1	.7	17	89	.1	.6
4-Book	47	597	.2	.9	24	348	.1	1.0	19	79	.1	.7	44	142	.2	1.1	31	128	.2	1.1
WPST-FM																				
SP '00	79	1574	.4	1.4	31	747	.1	1.2	19	96	.1	.7	50	331	.2	1.2	48	237	.2	1.6
4-Book	78	1481	.4	1.4	35	777	.2	1.4	28	136	.2	1.1	71	358	.3	1.7	53	240	.2	1.8
WSTW-FM																				
SP '00	26	526	.1	.5	10	233	.1	.4	6	46	.1	.2	15	90	.1	.3	18	106	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	5581	20617	26.1		2566	16570	12.0		2762	7461	12.9		4297	10385	20.1		3065	7949	14.3	
4-Book	5423	20589	25.3		2490	16883	11.6		2593	7229	12.1		4149	10481	19.4		2978	7876	13.9	

** 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

	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 SP '00 4-Book	52	225	.2	3.1	193	876	.9	9.9	98	590	.5	3.1	94	596	.4	4.1	46	333	.2
WBEB-FM SP '00 4-Book	75	327	.4	4.4	82	305	.4	4.2	173	561	.8	5.5	106	320	.5	4.6	32	134	.1	2.5
WDAS-AM SP '00 4-Book	13	38	.1	.8	145	303	.7	7.4	88	279	.4	2.8	63	107	.3	2.8	3	17		.2
WDAS-FM SP '00 4-Book	158	429	.7	9.3	165	440	.8	8.5	224	637	1.0	7.1	163	399	.8	7.1	336	624	1.6	26.3
+WEJM-FM SP '00 4-Book	58	231	.3	3.4	34	144	.2	1.7	112	415	.5	3.6	131	405	.6	5.7	54	248	.3	4.2
WEMG-AM SP '00 4-Book	10	17	.1	.6	12	42	.1	.6	47	97	.2	1.5	42	76	.2	1.8	6	13		.5
WEMG-FM SP '00 4-Book	2	18	.1	.9	17	35	.1	.9	28	69	.1	.9	7	41		.3	2	9		.2
WFIL-AM SP '00 4-Book	6	24	.4	1.7	4	25	.2	1.7					3	18	.1	.8	4	13		.3
WHAT-AM SP '00 4-Book	10	22	.6	1.6	32	62	.1	1.6	32	80	.1	1.0	23	52	.1	1.0	10	43		.8
WIOQ-FM SP '00 4-Book	90	283	.4	5.3	45	234	.2	2.3	104	562	.5	3.3	92	413	.4	4.0	49	191	.2	3.8
WIP -AM SP '00 4-Book	60	249	.3	3.5	66	236	.3	3.4	122	443	.6	3.9	69	319	.3	3.0	63	178	.3	4.9
WJZ-FM SP '00 4-Book	113	337	.5	6.6	72	259	.3	3.7	123	418	.6	3.9	110	317	.5	4.8	89	294	.4	7.0
+WLCE-FM SP '00 4-Book	49	233	.2	2.9	67	231	.3	3.4	188	625	.9	6.0	138	491	.6	6.0	30	156	.1	2.3
WMGK-FM SP '00 4-Book	82	342	.4	4.8	61	249	.3	3.1	164	604	.8	5.2	101	430	.5	4.4	38	146	.2	3.0
WMMR-FM SP '00 4-Book	50	218	.2	2.9	38	162	.2	1.9	101	448	.5	3.2	79	356	.4	3.5	36	165	.2	2.8
WGL-FM SP '00 4-Book	81	238	.4	4.8	112	356	.5	5.7	98	383	.5	3.1	119	405	.6	5.2	61	183	.3	4.8
WPEN-AM SP '00 4-Book	8	17	.5	1.7	7	30	.4	1.7	19	49	.1	.6	2	7	.1	.4	4	15		.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

	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
WPHI-FM																				
SP '00	77	290	.4	4.5	44	123	.2	2.3	88	266	.4	2.8	76	176	.4	3.3	51	154	.2	4.0
4-Book	59	224	.3	3.6	35	103	.2	1.9	63	216	.3	2.0	47	138	.2	2.1	33	114	.2	2.6
WPHT-AM																				
SP '00	23	90	.1	1.4	23	83	.1	1.2	35	182	.2	1.1	27	101	.1	1.2	26	60	.1	2.0
4-Book	12	60	.1	.7	32	93	.2	1.7	28	126	.1	.9	15	72	.1	.7	31	75	.1	2.3
WPLY-FM																				
SP '00	23	125	.1	1.4	41	200	.2	2.1	97	435	.5	3.1	64	297	.3	2.8	11	64	.1	.9
4-Book	46	236	.2	2.8	33	163	.2	1.8	85	417	.4	2.8	63	318	.3	2.9	26	143	.1	2.0
WUSL-FM																				
SP '00	174	484	.8	10.2	114	338	.5	5.8	170	544	.8	5.4	99	227	.5	4.3	59	154	.3	4.6
4-Book	127	380	.6	7.8	127	355	.6	6.7	142	486	.7	4.6	83	240	.4	3.8	54	171	.3	4.1
WWDB-FM																				
SP '00	20	50	.1	1.2	70	254	.3	3.6	205	483	1.0	6.5	26	49	.1	1.1	22	77	.1	1.7
4-Book	18	64	.1	1.1	68	258	.3	3.6	209	444	1.0	6.7	16	56	.1	.8	18	74	.1	1.4
WXTU-FM																				
SP '00	43	233	.2	2.5	87	264	.4	4.5	132	493	.6	4.2	111	385	.5	4.9	21	121	.1	1.6
4-Book	42	200	.2	2.6	76	271	.4	4.0	121	420	.6	3.9	83	288	.4	3.8	29	121	.2	2.3
WYSP-FM																				
SP '00	51	163	.2	3.0	17	105	.1	.9	87	332	.4	2.8	68	282	.3	3.0	24	114	.1	1.9
4-Book	46	212	.2	2.8	38	132	.2	2.0	200	693	.9	6.2	159	560	.7	7.3	29	146	.2	2.3
WJBR-FM																				
SP '00	4	24	.2		1	9	.1	.1	6	44	.2	.2	2	8	.1	.1	7	42	.5	
4-Book	16	61	.1	1.0	10	34	.1	.5	18	70	.1	.6	11	26	.1	.5	11	40	.7	
WKXW-FM																				
SP '00		6			6	42	.3		9	47	.3		10	35	.4		2	15	.2	
4-Book	9	53	.6		11	44	.1	.6	19	76	.1	.6	14	52	.1	.7	7	27	.6	
WNJO-FM																				
SP '00	23	72	.1	1.4	14	55	.1	.7	20	65	.1	.6	19	65	.1	.8	7	33	.5	
4-Book	17	72	.1	1.1	17	65	.1	.9	32	116	.2	1.0	23	85	.1	1.1	7	39	.5	
WPST-FM																				
SP '00	24	118	.1	1.4	8	61	.4		30	187	.1	1.0	58	244	.3	2.5	10	56	.8	
4-Book	22	110	.1	1.4	14	81	.1	.7	37	219	.2	1.2	43	188	.2	2.0	12	81	.9	
WSTW-FM																				
SP '00	2	25	.1		10	39	.5		14	68	.1	.4	12	60	.1	.5	3	28	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1700	4897	7.9		1951	5754	9.1		3138	8622	14.7		2287	6130	10.7		1278	3840	6.0	
4-Book	1617	5150	7.6		1899	5765	8.9		3112	8751	14.5		2176	5982	10.2		1305	3955	6.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-54

Target Listener Trends

	Persons 35-64																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '00	233	6311	1.2	6.6	626	4480	3.3	11.9	202	2295	1.1	3.9	250	3073	1.3	5.9	65	1181	.3	4.4
WI '00	253	6806	1.3	7.4	733	4993	3.8	13.5	177	2338	.9	3.6	285	3254	1.5	6.8	78	1354	.4	5.7
FA '99	225	6193	1.2	6.9	588	4255	3.1	11.2	198	2377	1.0	4.4	244	2853	1.3	6.2	85	1347	.4	6.6
SU '99	274	6734	1.4	8.3	670	4796	3.5	13.3	251	2719	1.3	5.2	326	3387	1.7	8.2	94	1491	.5	7.2
4-Book	246	6511	1.3	7.3	654	4631	3.4	12.5	207	2432	1.1	4.3	276	3142	1.5	6.8	81	1343	.4	6.0
SP '99	220	6140	1.2	6.5	597	4620	3.2	11.4	179	2228	.9	3.6	261	3134	1.4	6.5	66	1162	.3	4.8
WBEB-FM																				
SP '00	290	3605	1.5	8.3	387	2087	2.0	7.3	563	1998	2.9	10.9	357	2130	1.9	8.4	83	1016	.4	5.7
WI '00	297	3581	1.6	8.7	421	2139	2.2	7.8	547	1900	2.9	11.0	392	2170	2.0	9.4	105	1179	.5	7.7
FA '99	292	3758	1.5	9.0	394	2076	2.1	7.5	565	2023	3.0	12.6	376	2288	2.0	9.5	99	1138	.5	7.7
SU '99	252	3415	1.3	7.6	344	1832	1.8	6.8	481	1996	2.5	10.1	314	1971	1.7	7.9	92	1090	.5	7.1
4-Book	283	3590	1.5	8.4	387	2034	2.0	7.4	539	1979	2.8	11.2	360	2140	1.9	8.8	95	1106	.5	7.1
SP '99	306	3911	1.6	9.0	424	2358	2.2	8.1	592	2192	3.1	12.0	354	2285	1.9	8.9	95	1101	.5	7.0
WDAS-AM																				
SP '00	57	596	.3	1.6	88	311	.5	1.7	72	230	.4	1.4	62	222	.3	1.5	5	72	.1	.3
WI '00	51	696	.3	1.5	89	383	.5	1.6	50	259	.3	1.0	36	219	.2	.9	17	75	.1	1.3
FA '99	40	687	.2	1.2	78	364	.4	1.5	25	195	.1	.6	30	202	.2	.8	12	113	.1	.9
SU '99	43	600	.2	1.3	72	325	.4	1.4	45	251	.2	.9	39	232	.2	1.0	18	185	.1	1.4
4-Book	48	645	.3	1.4	82	346	.5	1.6	48	234	.3	1.0	42	219	.2	1.1	13	111	.1	1.0
SP '99	46	656	.2	1.4	78	324	.4	1.5	36	190	.2	.7	29	204	.2	.7	17	109	.1	1.2
WDAS-FM																				
SP '00	270	2468	1.4	7.7	398	1563	2.1	7.5	328	1369	1.7	6.4	280	1472	1.5	6.6	182	1005	1.0	12.4
WI '00	299	2382	1.6	8.7	486	1675	2.5	9.0	370	1308	1.9	7.5	317	1617	1.7	7.6	169	1067	.9	12.4
FA '99	220	2355	1.1	6.8	354	1496	1.8	6.8	234	1045	1.2	5.2	260	1256	1.4	6.6	130	851	.7	10.1
SU '99	223	2328	1.2	6.8	353	1459	1.9	7.0	252	1125	1.3	5.3	232	1199	1.2	5.9	130	890	.7	10.0
4-Book	253	2383	1.3	7.5	398	1548	2.1	7.6	296	1212	1.5	6.1	272	1386	1.5	6.7	153	953	.8	11.2
SP '99	245	2397	1.3	7.2	357	1564	1.9	6.8	281	1248	1.5	5.7	276	1404	1.5	6.9	175	1015	.9	12.8
+WEJL-FM																				
SP '00	110	2152	.6	3.1	137	903	.7	2.6	177	1140	.9	3.4	130	1255	.7	3.1	38	543	.2	2.6
WI '00	117	1842	.6	3.4	145	996	.8	2.7	192	935	1.0	3.9	158	1127	.8	3.8	42	549	.2	3.1
FA '99	131	2355	.7	4.0	169	1226	.9	3.2	195	1207	1.0	4.3	181	1424	.9	4.6	67	692	.4	5.2
SU '99	143	2509	.8	4.3	136	1140	.7	2.7	200	1270	1.1	4.2	195	1569	1.0	4.9	96	737	.5	7.4
4-Book	125	2215	.7	3.7	147	1066	.8	2.8	191	1138	1.0	4.0	166	1344	.9	4.1	61	630	.3	4.6
SP '99	67	1453	.4	2.0	92	715	.5	1.8	89	606	.5	1.8	82	813	.4	2.1	38	392	.2	2.8
WEMG-AM																				
SP '00	15	120	.1	.4	19	68	.1	.4	19	75	.1	.4	17	56	.1	.4	6	57	.1	.4
WI '00	5	80	.1	.1	4	38	.1	.1	10	43	.1	.2	6	53	.1	.1	2	21	.1	.1
FA '99	7	87	.2	.2	11	70	.1	.2	5	33	.1	.1	9	38	.2	.2	5	30	.1	.4
SU '99	15	142	.1	.5	17	82	.1	.3	24	51	.1	.5	17	53	.1	.4	10	51	.1	.8
4-Book	11	107	.1	.3	13	65	.1	.3	15	51	.1	.3	12	50	.1	.3	6	40	.1	.4
SP '99	29	239	.2	.9	49	180	.3	.9	39	142	.2	.8	36	205	.2	.9	11	89	.1	.8
WEMG-FM																				
SP '00	16	208	.1	.5	18	78	.1	.3	25	112	.1	.5	19	122	.1	.4	7	71	.1	.5
WI '00	7	153	.2	.2	13	73	.1	.2	10	45	.1	.2	6	47	.1	.1	1	35	.1	.1
FA '99	7	160	.2	.2	12	84	.1	.2	7	88	.1	.2	9	86	.2	.2	6	76	.1	.5
SU '99	10	213	.1	.3	16	117	.1	.3	10	91	.1	.2	13	97	.1	.3	5	54	.1	.4
4-Book	10	184	.1	.3	15	88	.1	.3	13	84	.1	.3	12	88	.1	.3	5	59	.1	.4
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SP '00	10	222	.1	.3	24	127	.1	.5	10	74	.1	.2	17	124	.1	.4	6	74	.1	.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	22	413	.1	.7	45	263	.2	.9	30	153	.2	.6	23	164	.1	.6	12	104	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	19	309	.1	.6	33	181	.2	.6	29	171	.2	.6	25	166	.1	.6	10	89	.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

Target Listener Trends - Persons 35-64

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	
<hr/>																				
WJBR-FM																				
SP '00	21	441	.1	.6	20	116	.1	.4	42	237	.2	.8	30	261	.2	.7	10	90	.1	.7
WI '00	31	424	.2	.9	32	203	.2	.6	42	206	.2	.8	46	263	.2	1.1	18	150	.1	1.3
FA '99	28	459	.1	.9	29	207	.2	.6	48	221	.3	1.1	46	235	.2	1.2	17	163	.1	1.3
SU '99	27	501	.1	.8	35	177	.2	.7	40	207	.2	.8	31	256	.2	.8	17	215	.1	1.3
4-Book	27	456	.1	.8	29	176	.2	.6	43	218	.2	.9	38	254	.2	1.0	16	155	.1	1.2
SP '99	26	446	.1	.8	38	199	.2	.7	53	272	.3	1.1	19	215	.1	.5	6	71		.4
WKXV-FM																				
SP '00	42	708	.2	1.2	56	355	.3	1.1	91	359	.5	1.8	50	378	.3	1.2	10	100	.1	.7
WI '00	37	936	.2	1.1	55	408	.3	1.0	63	436	.3	1.3	55	457	.3	1.3	11	174	.1	.8
FA '99	43	906	.2	1.3	67	510	.4	1.3	85	437	.4	1.9	59	435	.3	1.5	9	152		.7
SU '99	49	1077	.3	1.5	64	472	.3	1.3	83	529	.4	1.7	75	622	.4	1.9	23	272	.1	1.8
4-Book	43	907	.2	1.3	61	436	.3	1.2	81	440	.4	1.7	60	473	.3	1.5	13	175	.1	1.0
SP '99	50	955	.3	1.5	68	500	.4	1.3	75	402	.4	1.5	68	485	.4	1.7	17	216	.1	1.2
WNJO-FM																				
SP '00	41	761	.2	1.2	49	319	.3	.9	81	327	.4	1.6	57	398	.3	1.3	11	191	.1	.8
WI '00	37	816	.2	1.1	45	383	.2	.8	59	352	.3	1.2	45	384	.2	1.1	17	177	.1	1.3
FA '99	28	783	.1	.9	33	358	.2	.6	40	321	.2	.9	32	355	.2	.8	11	236	.1	.9
SU '99	54	967	.3	1.6	67	511	.4	1.3	108	516	.6	2.3	59	539	.3	1.5	14	239	.1	1.1
4-Book	40	832	.2	1.2	49	393	.3	.9	72	379	.4	1.5	48	419	.3	1.2	13	211	.1	1.0
SP '99	40	788	.2	1.2	41	325	.2	.8	76	394	.4	1.5	66	483	.3	1.7	9	165		.7
WPST-FM																				
SP '00	32	1080	.2	.9	46	482	.2	.9	56	416	.3	1.1	47	576	.2	1.1	8	179		.5
WI '00	28	902	.1	.8	44	431	.2	.8	42	336	.2	.8	37	558	.2	.9	10	292	.1	.7
FA '99	29	1057	.2	.9	41	426	.2	.8	28	395	.1	.6	41	568	.2	1.0	16	268	.1	1.2
SU '99	42	987	.2	1.3	42	473	.2	.8	87	466	.5	1.8	57	477	.3	1.4	9	215		.7
4-Book	33	1007	.2	1.0	43	453	.2	.8	53	403	.3	1.1	46	545	.2	1.1	11	239	.1	.8
SP '99	24	785	.1	.7	25	322	.1	.5	34	275	.2	.7	36	396	.2	.9	10	199	.1	.7
WSTV-FM																				
SP '00	10	363	.1	.3	14	158	.1	.3	17	156	.1	.3	15	166	.1	.4	3	49		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	361	.1	.4	26	166	.1	.5	19	97	.1	.4	14	204	.1	.4	2	69		.2
SU '99	15	425	.1	.5	19	166	.1	.4	26	158	.1	.5	14	150	.1	.4	7	72		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<hr/>																				
TOTALS																				
SP '00	3512	18575	18.3		5282	16748	27.6		5147	14488	26.9		4247	16265	22.2		1463	10024	7.6	
WI '00	3431	18548	17.9		5425	16734	28.3		4952	14148	25.9		4175	16190	21.8		1358	10106	7.1	
FA '99	3253	18473	17.0		5244	16822	27.4		4490	13772	23.5		3953	15417	20.7		1285	9870	6.7	
SU '99	3301	18416	17.4		5027	16281	26.5		4785	14148	25.3		3958	15555	20.9		1303	10150	6.9	
4-Book	3374	18503	17.7		5245	16646	27.5		4844	14139	25.4		4083	15857	21.4		1352	10038	7.1	
SP '99	3387	18448	17.9		5245	16680	27.7		4916	14250	26.0		3989	15918	21.1		1363	9648	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

		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	SP '00	347	5829	1.8	7.1	143	3264	.7	6.0	333	1611	1.7	11.7	147	846	.8	3.7	137	723	.7	4.9	
	4-Book	366	5966	1.9	7.7	146	3241	.8	6.3	330	1513	1.7	12.6	160	900	.8	4.2	115	613	.6	4.4	
WBEB-FM	SP '00	446	3122	2.3	9.1	152	1721	.8	6.3	190	607	1.0	6.7	309	818	1.6	7.9	168	564	.9	5.9	
	4-Book	437	3121	2.3	9.3	135	1713	.7	5.8	162	535	.9	6.1	263	771	1.4	6.9	165	575	.9	6.3	
WDAS-AM	SP '00	74	419	.4	1.5	62	422	.3	2.6	68	161	.4	2.4	59	129	.3	1.5	40	62	.2	1.4	
	4-Book	57	455	.3	1.2	57	461	.3	2.5	49	120	.3	1.8	39	102	.2	1.0	27	62	.2	1.0	
WDAS-FM	SP '00	335	2166	1.8	6.8	213	1625	1.1	8.9	203	513	1.1	7.2	298	749	1.6	7.6	195	493	1.0	6.9	
	4-Book	320	2044	1.7	6.7	202	1578	1.1	8.7	195	483	1.1	7.4	295	720	1.6	7.7	196	490	1.0	7.4	
+WEJM-FM	SP '00	150	1728	.8	3.1	89	1227	.5	3.7	76	251	.4	2.7	164	566	.9	4.2	107	419	.6	3.8	
	4-Book	170	1877	.9	3.6	90	1209	.5	3.9	89	315	.5	3.4	171	524	.9	4.5	124	439	.7	4.7	
WEMG-AM	SP '00	19	94	.1	.4	15	73	.1	.6	9	37		.3	26	68	.1	.7	15	29	.1	.5	
	4-Book	14	83	.1	.3	10	86	.1	.4	5	20		.2	19	55	.1	.5	12	30	.1	.5	
WEMG-FM	SP '00	21	173	.1	.4	12	111	.1	.5	2	14		.1	27	77	.1	.7	14	28	.1	.5	
	4-Book	13	156	.1	.3	7	86		.3	3	10		.1	13	40		.3	9	28		.3	
WFIL-AM	SP '00	16	198	.1	.3	3	36		.1	4	9		.1	9	9		.2	4	9		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM	SP '00	50	294	.3	1.0	30	275	.2	1.3	43	100	.2	1.5	40	125	.2	1.0	32	59	.2	1.1	
	4-Book	46	293	.2	1.0	28	278	.2	1.2	26	67	.1	.9	40	97	.2	1.0	17	38	.1	.6	
WIOQ-FM	SP '00	146	1799	.8	3.0	74	1254	.4	3.1	72	301	.4	2.5	156	636	.8	4.0	119	436	.6	4.2	
	4-Book	108	1609	.6	2.3	63	1103	.4	2.7	44	196	.3	1.6	122	477	.7	3.2	94	363	.5	3.6	
WIP -AM	SP '00	209	2113	1.1	4.3	82	1132	.4	3.4	117	344	.6	4.1	133	428	.7	3.4	73	300	.4	2.6	
	4-Book	181	1900	1.0	3.8	62	982	.3	2.7	95	323	.5	3.6	103	371	.6	2.7	52	239	.3	2.0	
WJZ-FM	SP '00	329	2609	1.7	6.7	148	1568	.8	6.2	149	408	.8	5.3	264	644	1.4	6.7	201	531	1.1	7.1	
	4-Book	309	2318	1.6	6.5	140	1552	.8	6.1	125	360	.7	4.8	246	681	1.3	6.5	177	503	1.0	6.7	
+WLCE-FM	SP '00	214	2016	1.1	4.4	74	1217	.4	3.1	63	236	.3	2.2	138	502	.7	3.5	99	449	.5	3.5	
	4-Book	162	1817	.8	3.4	63	1039	.3	2.7	67	255	.3	2.6	121	438	.6	3.2	82	339	.4	3.1	
WMGK-FM	SP '00	211	2207	1.1	4.3	108	1328	.6	4.5	124	426	.6	4.4	197	563	1.0	5.0	174	574	.9	6.2	
	4-Book	215	2205	1.1	4.6	103	1379	.6	4.4	111	358	.6	4.2	192	587	1.0	5.0	157	531	.8	5.9	
WMMR-FM	SP '00	179	1636	.9	3.6	61	919	.3	2.5	78	276	.4	2.8	149	382	.8	3.8	91	340	.5	3.2	
	4-Book	168	1640	.9	3.6	62	932	.3	2.7	81	268	.4	3.1	123	410	.7	3.3	87	320	.5	3.2	
WGL-FM	SP '00	313	3102	1.6	6.4	183	2238	1.0	7.6	189	692	1.0	6.7	336	951	1.8	8.5	228	738	1.2	8.1	
	4-Book	277	3090	1.4	5.9	169	2225	.9	7.3	162	613	.9	6.2	277	878	1.5	7.2	214	709	1.2	8.1	
WPEN-AM	SP '00	91	644	.5	1.9	40	445	.2	1.7	65	169	.3	2.3	84	203	.4	2.1	65	130	.3	2.3	
	4-Book	102	693	.6	2.2	44	518	.3	1.9	70	186	.4	2.7	107	245	.6	2.8	56	137	.3	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 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
WPHI-FM																				
SP '00	46	608	.2	.9	30	377	.2	1.3	12	39	.1	.4	25	148	.1	.6	41	119	.2	1.5
4-Book	32	468	.2	.7	22	311	.1	1.0	14	52	.1	.6	30	115	.2	.8	32	107	.2	1.2
WPHT-AM																				
SP '00	99	1035	.5	2.0	29	503	.2	1.2	32	102	.2	1.1	28	128	.1	.7	12	41	.1	.4
4-Book	92	952	.5	1.9	32	505	.2	1.4	32	88	.2	1.2	39	134	.2	1.0	15	57	.1	.6
WPLY-FM																				
SP '00	56	887	.3	1.1	28	417	.1	1.2	19	66	.1	.7	53	191	.3	1.3	43	177	.2	1.5
4-Book	62	975	.3	1.3	30	574	.2	1.3	25	105	.1	1.0	60	265	.3	1.6	43	196	.2	1.6
WUSL-FM																				
SP '00	96	1115	.5	2.0	64	778	.3	2.7	55	131	.3	1.9	71	285	.4	1.8	60	196	.3	2.1
4-Book	83	950	.5	1.8	59	692	.3	2.6	39	117	.2	1.5	80	258	.4	2.1	88	232	.5	3.3
WWDB-FM																				
SP '00	97	1072	.5	2.0	76	937	.4	3.2	79	187	.4	2.8	80	233	.4	2.0	22	107	.1	.8
4-Book	144	1444	.8	3.1	88	1049	.5	3.8	103	285	.6	4.0	112	322	.6	3.0	36	136	.2	1.4
WXTU-FM																				
SP '00	210	1716	1.1	4.3	119	1154	.6	5.0	131	387	.7	4.6	223	550	1.2	5.7	161	399	.8	5.7
4-Book	181	1595	1.0	3.8	108	1110	.6	4.7	122	390	.7	4.7	209	547	1.1	5.5	129	369	.7	4.9
WYSP-FM																				
SP '00	222	2120	1.2	4.5	36	638	.2	1.5	62	159	.3	2.2	58	296	.3	1.5	64	203	.3	2.3
4-Book	232	2154	1.2	4.9	57	936	.3	2.5	63	171	.3	2.4	76	311	.4	2.0	48	167	.2	1.8
VJBR-FM																				
SP '00	31	347	.2	.6	9	167	.1	.4	11	39	.1	.4	21	49	.1	.5	14	53	.1	.5
4-Book	37	355	.2	.8	16	199	.1	.7	14	46	.1	.5	30	73	.2	.8	17	48	.1	.7
WKXW-FM																				
SP '00	68	638	.4	1.4	17	260	.1	.7	17	63	.1	.6	31	84	.2	.8	21	70	.1	.7
4-Book	68	792	.4	1.5	18	323	.1	.8	20	88	.1	.8	34	133	.2	.9	25	98	.1	.9
WNJO-FM																				
SP '00	63	610	.3	1.3	20	407	.1	.8	26	89	.1	.9	41	158	.2	1.0	24	129	.1	.8
4-Book	57	670	.3	1.2	27	413	.1	1.2	22	85	.1	.8	50	169	.3	1.3	38	153	.2	1.5
WPST-FM																				
SP '00	50	852	.3	1.0	17	480	.1	.7	14	57	.1	.5	33	252	.2	.8	24	163	.1	.8
4-Book	48	817	.3	1.0	22	445	.1	.9	18	74	.1	.7	47	211	.3	1.3	34	145	.2	1.3
WSTV-FM																				
SP '00	16	287	.1	.3	5	170	.1	.2	2	16	.1	.1	6	56	.1	.2	13	58	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	4912	18376	25.7	2399	15115	12.5	2835	7655	14.8	3931	9292	20.5	2824	7299	14.8					
4-Book	4733	18247	24.8	2312	15222	12.1	2627	7252	13.8	3814	9434	20.0	2640	7112	13.9					

** 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 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																				
SP '00	60	295	.3	4.0	265	1120	1.4	12.9	100	643	.5	3.5	106	626	.6	5.1	51	357	.3	4.4
4-Book	69	394	.4	5.1	254	1174	1.3	12.5	123	726	.7	4.4	94	500	.5	4.8	62	398	.3	5.4
WBEB-FM																				
SP '00	71	319	.4	4.7	100	339	.5	4.8	208	669	1.1	7.3	115	318	.6	5.5	44	181	.2	3.8
4-Book	60	300	.3	4.3	95	324	.5	4.6	174	580	.9	6.1	110	346	.6	5.6	45	203	.2	3.9
WDAS-AM																				
SP '00	4	15	.3		171	315	.9	8.3	90	281	.5	3.2	87	149	.5	4.2	4	16		.3
4-Book	12	26	.1	.9	163	309	.9	8.0	108	293	.6	3.8	52	111	.3	2.6	19	40	.1	1.6
WDAS-FM																				
SP '00	146	341	.8	9.8	165	427	.9	8.0	228	614	1.2	8.0	150	353	.8	7.2	294	536	1.5	25.1
4-Book	150	381	.8	11.0	144	391	.8	7.1	190	536	1.0	6.7	149	355	.8	7.6	269	509	1.4	23.1
+WEJM-FM																				
SP '00	48	177	.3	3.2	40	155	.2	1.9	102	376	.5	3.6	116	358	.6	5.6	52	233	.3	4.4
4-Book	62	252	.4	4.6	36	149	.2	1.8	96	369	.5	3.4	95	294	.5	4.8	43	168	.2	3.7
WEMG-AM																				
SP '00	10	17	.1	.7	18	40	.1	.9	27	48	.1	1.0	11	37	.1	.5	6	6		.5
4-Book	6	11	.1	.4	10	24	.1	.5	14	38	.1	.5	7	21		.4	4	11		.3
WEMG-FM																				
SP '00	3	19	.2		8	21		.4	20	57	.1	.7	14	51	.1	.7	9	17		.8
4-Book	5	23	.4		4	11		.2	10	35		.3	9	33	.1	.5	6	20		.5
WFIL-AM																				
SP '00	2	15	.1										1	7				4		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	8	31	.5		40	99	.2	1.9	39	88	.2	1.4	31	59	.2	1.5	14	59	.1	1.2
4-Book	14	39	.1	1.0	62	126	.3	3.0	36	100	.2	1.3	22	53	.1	1.1	7	35		.6
WIOQ-FM																				
SP '00	54	179	.3	3.6	36	135	.2	1.7	87	452	.5	3.1	48	253	.3	2.3	16	135	.1	1.4
4-Book	42	180	.2	3.1	25	123	.2	1.2	80	430	.4	2.9	56	259	.3	2.9	33	145	.2	2.8
WIP -AM																				
SP '00	57	217	.3	3.8	69	214	.4	3.3	91	320	.5	3.2	47	224	.2	2.3	61	166	.3	5.2
4-Book	31	141	.2	2.2	57	183	.3	2.8	70	266	.4	2.5	50	201	.2	2.6	40	133	.2	3.5
WJJZ-FM																				
SP '00	141	368	.7	9.4	71	258	.4	3.4	143	459	.7	5.0	138	381	.7	6.6	70	254	.4	6.0
4-Book	129	404	.7	9.4	82	272	.4	4.0	151	501	.8	5.3	132	384	.7	6.7	72	234	.4	6.2
+WLCE-FM																				
SP '00	32	155	.2	2.1	37	160	.2	1.8	106	376	.6	3.7	94	343	.5	4.5	21	123	.1	1.8
4-Book	29	142	.2	2.1	32	163	.2	1.6	88	359	.5	3.1	62	231	.3	3.1	26	103	.2	2.2
WMGK-FM																				
SP '00	68	277	.4	4.5	54	207	.3	2.6	149	483	.8	5.3	80	320	.4	3.8	18	85	.1	1.5
4-Book	58	242	.3	4.2	51	212	.3	2.5	128	480	.7	4.5	93	342	.5	4.7	32	131	.2	2.7
WMMR-FM																				
SP '00	33	121	.2	2.2	20	84	.1	1.0	49	218	.3	1.7	43	165	.2	2.1	22	106	.1	1.9
4-Book	35	156	.2	2.5	31	136	.2	1.6	67	279	.4	2.4	52	207	.3	2.7	22	102	.1	1.9
WVGL-FM																				
SP '00	123	406	.6	8.2	203	546	1.1	9.8	146	559	.8	5.2	148	513	.8	7.1	97	278	.5	8.3
4-Book	108	402	.6	7.9	170	512	.9	8.3	158	586	.8	5.6	146	460	.8	7.4	119	319	.6	10.3
WPEN-AM																				
SP '00	25	73	.1	1.7	12	57	.1	.6	33	114	.2	1.2	23	97	.1	1.1	13	55	.1	1.1
4-Book	19	74	.1	1.4	17	77	.1	.8	41	131	.2	1.4	29	94	.1	1.5	15	58	.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 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
WPHI-FM																				
SP '00	32	124	.2	2.1	21	52	.1	1.0	46	109	.2	1.6	35	70	.2	1.7	27	87	.1	2.3
4-Book	27	90	.2	1.9	13	48	.1	.7	25	91	.2	.9	14	47	.1	.7	14	46	.1	1.2
WPHT-AM																				
SP '00	34	146	.2	2.3	34	129	.2	1.6	25	144	.1	.9	37	140	.2	1.8	27	67	.1	2.3
4-Book	18	85	.1	1.3	55	144	.3	2.7	40	160	.2	1.4	23	99	.1	1.1	30	82	.2	2.5
WPLY-FM																				
SP '00	8	60	.5		14	66	.1	.7	44	185	.2	1.6	35	105	.2	1.7	10	53	.1	.9
4-Book	19	117	.1	1.4	15	81	.1	.8	39	194	.2	1.4	28	130	.1	1.4	11	63	.1	1.0
WUSL-FM																				
SP '00	92	236	.5	6.1	65	170	.3	3.2	78	237	.4	2.8	48	111	.3	2.3	38	97	.2	3.2
4-Book	57	177	.3	4.1	65	187	.3	3.2	77	253	.4	2.7	45	123	.3	2.3	22	67	.1	1.9
WVDB-FM																				
SP '00	20	66	.1	1.3	82	286	.4	4.0	233	546	1.2	8.2	35	86	.2	1.7	37	112	.2	3.2
4-Book	31	116	.2	2.3	91	324	.5	4.4	260	526	1.4	9.1	24	85	.2	1.2	29	127	.2	2.5
WXTU-FM																				
SP '00	39	188	.2	2.6	94	229	.5	4.6	151	486	.8	5.3	143	375	.7	6.9	17	104	.1	1.5
4-Book	42	176	.2	3.1	88	295	.5	4.3	144	448	.8	5.1	99	299	.5	5.0	28	121	.2	2.4
WYSP-FM																				
SP '00	36	72	.2	2.4	3	24	.1	.1	36	157	.2	1.3	21	79	.1	1.0	12	38	.1	1.0
4-Book	16	79	.1	1.1	19	60	.1	.9	118	427	.6	4.0	103	358	.5	5.2	13	51	.1	1.1
WJBR-FM																				
SP '00	5	24	.3		5	25	.2		9	51	.3		6	25	.3		2	23	.2	
4-Book	12	44	.1	.8	9	37	.1	.4	22	75	.1	.8	13	35	.1	.7	9	37	.8	
WKXW-FM																				
SP '00	6	21	.4		7	46	.3		11	64	.1	.4	23	60	.1	1.1	22	41	.1	1.9
4-Book	9	45	.6		15	58	.1	.7	15	71	.1	.5	17	58	.1	.9	10	25	.9	
WNJO-FM																				
SP '00	23	72	.1	1.5	8	53	.4		15	68	.1	.5	11	51	.1	.5	5	24	.4	
4-Book	21	80	.1	1.5	16	70	.1	.8	33	134	.2	1.2	27	91	.2	1.4	9	42	.8	
WPST-FM																				
SP '00	6	66	.4		2	27	.1		20	105	.1	.7	31	154	.2	1.5	5	31	.4	
4-Book	9	56	.1	.7	8	49	.1	.4	24	132	.1	.8	25	114	.2	1.2	6	44	.6	
WSTV-FM																				
SP '00	1	15	.1		2	18	.1		9	50	.3		8	50	.4		2	18	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1496	4281	7.8		2062	5697	10.8		2833	7749	14.8		2082	5530	10.9		1170	3532	6.1	
4-Book	1368	4427	7.2		2043	5972	10.7		2841	7946	14.9		1972	5386	10.3		1165	3491	6.1	

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WJBR-FM																					
SP '00	1	35		.2		10			1	18		.2		10			1	17		.2	
WI '00	2	55		.4	4	31	.1	.6		15			3	30	.1	.4	3	20	.1	.7	
FA '99		17				8								10				10			
SU '99	3	41	.1	.6	4	24	.1	.7	5	33	.1	.7	3	17	.1	.5	1	8		.2	
4-Book	2	37		.3	2	18	.1	.3	2	17		.2	2	17	.1	.2	1	14		.3	
SP '99	1	37		.2	1	19		.2		7			2	18		.3		7			
WKXV-FM																					
SP '00	1	84		.2	1	7		.1	2	34		.4	2	43		.3		20			
WI '00	1	19		.2		10			1	10		.2	2	10		.3					
FA '99	2	88		.4					2	29		.4	4	46	.1	.5	1	27		.2	
SU '99	1	48		.2					4	17	.1	.6	2	34		.3					
4-Book	1	60		.3		4			2	23		.4	3	33		.4		12		.1	
SP '99	1	26		.2	2	10		.3					6	18	.1	.8					
WNJO-FM																					
SP '00	6	112	.1	1.1	9	43	.2	1.3	9	38	.2	1.6	10	40	.2	1.4	2	33		.5	
WI '00	1	26		.2	1	9		.1	2	9		.3	2	9		.3		6			
FA '99	2	90		.4	1	27		.1	5	19	.1	.9	2	37		.3		10		.2	
SU '99	5	104	.1	.9	9	52	.2	1.6	10	71	.2	1.4	5	43	.1	.8	2	26		.5	
4-Book	4	83	.1	.7	5	33	.1	.8	7	34	.1	1.1	5	32	.1	.7	1	19		.3	
SP '99	2	55		.4	1	20		.2					3	27	.1	.4	2	36		.5	
WPST-FM																					
SP '00	14	548	.3	2.6	19	218	.5	2.8	16	155	.4	2.9	17	305	.4	2.4	12	197	.3	2.7	
WI '00	17	583	.4	3.3	14	213	.3	2.0	11	215	.3	1.9	28	298	.7	4.1	19	262	.5	4.6	
FA '99	20	538	.5	3.5	19	246	.5	2.8	23	143	.6	4.1	26	293	.6	3.3	14	201	.3	3.2	
SU '99	20	576	.5	3.7	15	191	.4	2.6	24	324	.6	3.4	28	306	.7	4.3	23	274	.6	5.5	
4-Book	18	561	.4	3.3	17	217	.4	2.6	19	209	.5	3.1	25	301	.6	3.5	17	234	.4	4.0	
SP '99	11	510	.3	2.0	10	102	.2	1.5	11	208	.3	1.7	14	216	.3	1.9	10	195	.2	2.3	
WSTV-FM																					
SP '00	1	117		.2	1	32		.1	2	55		.4	2	64		.3	1	23		.2	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	179		.2	1	27		.1	1	29		.2	2	90		.3	2	65		.5	
SU '99	2	124		.4	3	24	.1	.5	4	58	.1	.6	2	50		.3	1	25		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																					
SP '00	537	3877	13.2		675	3065	16.6		556	2290	13.7		698	3163	17.1		439	2681	10.8		
WI '00	523	3755	12.8		705	2942	17.3		593	2214	14.6		675	3037	16.6		412	2421	10.1		
FA '99	565	3823	13.9		680	2988	16.7		559	2326	13.7		782	3117	19.2		440	2555	10.8		
SU '99	537	3827	13.2		580	2572	14.2		700	2846	17.2		644	3134	15.8		417	2625	10.2		
4-Book	541	3821	13.3		660	2892	16.2		602	2419	14.8		700	3113	17.2		427	2571	10.5		
SP '99	547	3889	13.4		658	2915	16.2		644	2515	15.8		724	3260	17.8		434	2656	10.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
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																				
SP '00	13	367	.3	2.0	3	105	.1	.7	12	42	.3	4.1	2	27	.3					
4-Book	10	280	.2	1.5	4	100	.1	.9	10	36	.3	3.5	4	28	.1	.7		1	9	.2
WBEB-FM																				
SP '00	20	279	.5	3.1	20	162	.5	4.7	12	41	.3	4.1	27	86	.7	4.5	26	26	.6	4.2
4-Book	17	261	.4	2.7	13	165	.3	3.0	11	40	.3	3.5	16	57	.4	2.6	15	32	.4	2.6
WDAS-AM																				
SP '00	2	37	.1	.3	3	41	.1	.7		8			2	8	.3					
4-Book	3	36	.1	.5	4	48	.1	.8	2	9	.1	.6	1	7	.2					
WDAS-FM																				
SP '00	26	227	.6	4.1	22	175	.5	5.2	36	71	.9	12.3	27	74	.7	4.5	18	34	.4	2.9
4-Book	23	248	.6	3.5	16	174	.4	3.8	17	48	.4	5.5	18	52	.5	2.9	22	46	.5	3.7
+WEJM-FM																				
SP '00	3	79	.1	.5	3	45	.1	.7									4	18	.1	.6
4-Book	8	136	.2	1.3	4	82	.1	.9		2			5	15	.1	.7	7	32	.2	1.3
WEMG-AM																				
SP '00					2	17		.4	3	7	.1	1.0	2	10	.1	.3				
4-Book	1	25		.2																
WEMG-FM																				
SP '00	5	58	.1	.8	3	36	.1	.7	8	8	.2	2.7	7	14	.2	1.2	8	21	.2	1.3
4-Book	3	28	.1	.5	2	20	.1	.4	3	10	.1	1.1	3	9	.1	.5	5	13	.1	.9
WFIL-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00																				
4-Book	2	12		.3		9		.1					1	2		.1				
WIOQ-FM																				
SP '00	52	1110	1.3	8.2	54	674	1.3	12.8	46	144	1.1	15.8	61	310	1.5	10.3	90	300	2.2	14.4
4-Book	60	1041	1.5	9.2	46	679	1.1	10.9	36	133	.9	12.3	60	279	1.5	9.3	67	215	1.7	11.2
WIP -AM																				
SP '00	13	222	.3	2.0	18	231	.4	4.3	11	59	.3	3.8	28	91	.7	4.7	14	59	.3	2.2
4-Book	15	210	.4	2.3	10	163	.2	2.3	7	44	.2	2.5	14	54	.4	2.3	5	26	.1	.8
WJJZ-FM																				
SP '00	12	120	.3	1.9	11	90	.3	2.6	3	13	.1	1.0	17	29	.4	2.9	8	8	.2	1.3
4-Book	10	133	.3	1.6	7	93	.2	1.7	4	15	.1	1.2	6	20	.1	1.1	6	13	.2	1.1
+WLCE-FM																				
SP '00	6	238	.1	.9	5	103	.1	1.2	2	30		.7	9	55	.2	1.5	6	42	.1	1.0
4-Book	14	245	.3	2.1	9	127	.2	2.2	5	29	.1	1.8	18	60	.4	2.8	14	47	.3	2.4
WMGK-FM																				
SP '00	12	310	.3	1.9	13	227	.3	3.1	3	15	.1	1.0	29	96	.7	4.9	28	137	.7	4.5
4-Book	28	316	.7	4.4	12	172	.3	3.0	10	27	.2	3.1	22	64	.6	3.6	18	63	.4	2.9
WMMR-FM																				
SP '00	75	770	1.8	11.8	27	468	.7	6.4	13	92	.3	4.5	48	193	1.2	8.1	32	155	.8	5.1
4-Book	49	643	1.2	7.6	21	400	.5	5.2	14	69	.3	4.5	41	164	1.0	6.6	29	128	.7	4.9
WVGL-FM																				
SP '00	7	186	.2	1.1	15	172	.4	3.5	5	37	.1	1.7	11	35	.3	1.8	22	65	.5	3.5
4-Book	6	160	.2	1.0	9	120	.2	2.1	5	29	.1	1.8	7	32	.2	1.1	14	42	.3	2.4
WPEN-AM																				
SP '00																				
4-Book		10		.1	1	2		.1	1	2		.2	2	2		.2	1	2		.2

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

Target Listener Estimates

Men 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
WPHI-FM																				
SP '00	53	871	1.3	8.3	35	524	.9	8.3	27	107	.7	9.2	44	184	1.1	7.4	74	209	1.8	11.9
4-Book	60	910	1.5	9.2	52	584	1.3	12.4	32	102	.8	10.6	76	250	1.9	12.0	81	223	2.0	14.1
WPHT-AM																				
SP '00	3	13	.1	.5	3	32	.1	.7					4	13	.1	.7				
4-Book	1	21	.2	.2	2	19	.4	.4					2	5	.3	.3		2		
WPLY-FM																				
SP '00	68	962	1.7	10.7	30	598	.7	7.1	16	74	.4	5.5	43	235	1.1	7.2	52	213	1.3	8.3
4-Book	62	952	1.6	9.6	37	624	.9	8.8	25	95	.6	8.6	68	285	1.7	10.6	48	192	1.2	8.2
WUSL-FM																				
SP '00	71	1092	1.7	11.2	54	711	1.3	12.8	34	118	.8	11.6	81	280	2.0	13.6	88	276	2.2	14.1
4-Book	87	1165	2.1	13.3	65	776	1.6	15.6	48	147	1.2	16.4	102	332	2.5	16.2	97	264	2.4	17.1
WWDB-FM																				
SP '00	2	19	.3	.3	1	23	.2	.2									1	3	.1	.1
4-Book	2	39	.3	.3	2	29	.4	.4	2	7	.6	.6	1	2	.1	.1	1	3	.1	.1
WXTU-FM																				
SP '00	15	186	.4	2.4	11	152	.3	2.6	8	41	.2	2.7	13	52	.3	2.2	19	54	.5	3.0
4-Book	10	132	.3	1.6	6	84	.2	1.5	3	18	.1	1.0	10	31	.2	1.5	9	26	.2	1.4
WYSP-FM																				
SP '00	102	1084	2.5	16.0	32	562	.8	7.6	12	97	.3	4.1	55	227	1.4	9.2	49	163	1.2	7.9
4-Book	101	1067	2.5	15.6	40	595	1.0	9.5	22	114	.6	7.6	61	243	1.5	9.6	48	162	1.2	8.3
WJBR-FM																				
SP '00	1	18	.2	.2	1	17	.2	.2					2	17	.3	.3	5	6	.1	.8
4-Book	2	33	.3	.3	1	12	.3	.3	2	4	.5	.5	1	6	.2	.2	1	2	.2	.2
WKXV-FM																				
SP '00	2	57	.3	.3		13							2	7	.3	.3				
4-Book	2	41	.3	.3		15	.1	.1					1	10	.2	.2	2	4	.3	.3
WNJO-FM																				
SP '00	9	74	.2	1.4	2	49	.5	.5					6	10	.1	1.0	4	17	.1	.6
4-Book	6	63	.1	.9	1	31	.3	.3		3	.1	.1	3	12	.1	.5	1	7	.2	.2
WPST-FM																				
SP '00	18	414	.4	2.8	8	234	.2	1.9	8	44	.2	2.7	12	76	.3	2.0	14	64	.3	2.2
4-Book	20	453	.5	3.1	14	292	.3	3.3	8	51	.2	2.7	20	119	.5	3.1	19	82	.5	3.3
WSTW-FM																				
SP '00	2	110	.3	.3	1	36	.2	.2					2	17	.3	.3	2	17	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	636	3800	15.6		423	2994	10.4		292	959	7.2		595	1655	14.6		624	1440	15.3	
4-Book	650	3723	16.0		419	2987	10.3		296	903	7.3		633	1685	15.6		580	1374	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

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 SP '00	2	11		.5	5	22	.1	1.9	4	21	.1	.9	1	10		.3				
4-Book	2	12		.4	7	23	.2	2.9	4	25	.1	.8	2	13		.6	1	9		.4
WBEB-FM SP '00	18	26	.4	4.2	12	38	.3	4.5	18	30	.4	4.2	33	60	.8	8.4	14	46	.3	4.4
4-Book	12	33	.3	2.7	5	22	.1	1.8	14	48	.3	3.0	15	35	.4	3.5	12	42	.3	3.9
WDAS-AM SP '00					10	20	.2	3.8	7	16	.2	1.7					1	7		.3
4-Book		2		.1	12	26	.3	5.0	7	24	.2	1.4	2	5	.1	.5	3	7	.1	.8
WDAS-FM SP '00	5	24	.1	1.2	18	47	.4	6.8	27	66	.7	6.4	27	45	.7	6.9	18	47	.4	5.6
4-Book	12	33	.3	2.9	10	30	.2	4.1	15	54	.4	3.4	16	31	.4	4.2	17	38	.4	6.0
+WEJM-FM SP '00	3	18	.1	.7	13	21	.3	4.9		7			1	7		.3	4	7	.1	1.2
4-Book	4	16	.1	.9	4	12	.1	1.6	3	17	.1	.7	3	13	.1	.7	3	10	.1	.8
WEMG-AM SP '00					1	7		.6	3	11	.1	.7	1	2		.3	1	2		.5
4-Book																				
WEMG-FM SP '00	4	14	.1	.9					2	5	.1	.5	1	2		.2	1	2		.2
4-Book	1	4		.2	1	2		.2	2	5	.1	.5	1	2		.2	1	2		.2
WFIL-AM SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM SP '00	1	2		.1					2	7		.4								
4-Book																				
WIOQ-FM SP '00	55	189	1.4	12.9	31	80	.8	11.7	52	224	1.3	12.3	50	200	1.2	12.8	49	170	1.2	15.3
4-Book	58	191	1.4	13.6	22	71	.6	8.7	47	199	1.2	10.0	46	161	1.1	11.8	32	139	.8	11.2
WIP -AM SP '00	24	62	.6	5.6	23	64	.6	8.6	16	38	.4	3.8	11	46	.3	2.8	13	55	.3	4.0
4-Book	8	29	.2	1.8	8	28	.2	3.2	15	42	.4	3.3	11	39	.3	2.8	7	34	.2	2.4
WJJZ-FM SP '00	15	21	.4	3.5	4	17	.1	1.5	17	34	.4	4.0	19	38	.5	4.9	6	32	.1	1.9
4-Book	5	10	.1	1.1	7	20	.2	2.9	12	26	.3	2.6	11	32	.3	2.8	5	24	.1	1.9
+WLCE-FM SP '00	2	10		.5	1	9		.4	4	22	.1	.9	14	45	.3	3.6	6	26	.1	1.9
4-Book	9	36	.2	2.2	5	27	.1	2.2	11	42	.3	2.3	7	33	.2	1.7	4	23	.1	1.2
WMGK-FM SP '00	14	33	.3	3.3					15	55	.4	3.5	10	47	.2	2.6	3	30	.1	.9
4-Book	11	40	.3	2.5	3	13	.1	1.5	13	47	.3	2.8	16	42	.4	3.8	4	21	.1	1.4
WMMR-FM SP '00	38	124	.9	8.9	16	66	.4	6.0	21	74	.5	5.0	23	96	.6	5.9	19	72	.5	5.9
4-Book	19	79	.5	4.5	12	59	.3	5.1	20	80	.5	4.6	20	90	.5	5.0	15	64	.4	5.2
WGL-FM SP '00	15	32	.4	3.5	17	36	.4	6.4	26	74	.6	6.1	15	39	.4	3.8	7	26	.2	2.2
4-Book	10	24	.3	2.3	8	25	.2	3.0	10	31	.2	2.1	9	25	.2	2.3	8	24	.2	2.6
WPEN-AM SP '00																				
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	43	163	1.1	10.0	13	78	.3	4.9	38	146	.9	9.0	24	128	.6	6.1	20	100	.5	6.2
4-Book	62	199	1.6	14.9	25	85	.6	10.5	57	175	1.4	12.6	43	145	1.1	10.8	34	115	.9	11.9
WPHT-AM																				
SP '00					6	13	.1	2.3	5	13	.1	1.2	3	13	.1	.8	7	19	.2	2.2
4-Book					2	3	.6	.6	3	8	.1	.6	2	10	.1	.5	3	7	.1	.8
WPLY-FM																				
SP '00	31	112	.8	7.2	6	47	.1	2.3	35	173	.9	8.3	20	82	.5	5.1	29	154	.7	9.0
4-Book	38	146	1.0	9.2	16	53	.4	6.7	38	194	1.0	8.5	27	125	.7	6.8	30	129	.7	10.2
WUSL-FM																				
SP '00	67	177	1.6	15.7	26	78	.6	9.8	43	209	1.1	10.1	43	158	1.1	11.0	43	132	1.1	13.4
4-Book	80	237	1.9	18.7	40	126	1.0	17.5	53	204	1.3	11.5	54	172	1.4	13.5	45	142	1.1	15.0
WWDB-FM																				
SP '00									4	23	.1	.9								
4-Book					2	9	.1	1.1	4	16	.1	1.1	1	3	.1	.1	1	4	.1	.4
WXTU-FM																				
SP '00	11	53	.3	2.6	5	30	.1	1.9	16	74	.4	3.8	7	7	.2	1.8	10	18	.2	3.1
4-Book	5	22	.1	1.2	2	14	.1	1.0	11	44	.3	2.5	6	19	.2	1.5	3	11	.1	1.0
WYSP-FM																				
SP '00	49	171	1.2	11.4	5	26	.1	1.9	25	94	.6	5.9	31	106	.8	7.9	24	106	.6	7.5
4-Book	40	127	1.0	9.2	12	55	.3	4.9	55	180	1.4	11.8	52	177	1.3	12.3	28	100	.7	9.7
WJBR-FM																				
SP '00									2	2	.1	.4	2	2	.4	.4	1	2	.2	.2
4-Book	1	4	.3	.3					2	2	.1	.4	2	2	.4	.4	1	2	.2	.2
WKXV-FM																				
SP '00					1	7	.4	.4												
4-Book					2	2	.1	.1												
WNJO-FM																				
SP '00	5	28	.1	1.2	2	10	.8	.8									1	7	.2	.2
4-Book	1	7	.3	.3	1	3	.2	.2	2	7	.4	.4	1	3	.1	.1	1	7	.2	.2
WPST-FM																				
SP '00	2	25	.5	.5	4	19	.1	1.5	8	59	.2	1.9	11	60	.3	2.8	4	22	.1	1.2
4-Book	14	63	.4	3.5	5	26	.1	1.9	15	79	.4	3.2	19	69	.5	5.1	11	51	.3	3.7
WSTW-FM																				
SP '00													1	10	.3	.3	1	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	428	1136	10.5		266	761	6.5		424	1206	10.4		391	1045	9.6		321	1008	7.9	
4-Book	422	1138	10.4		237	703	5.8		457	1264	11.2		397	1028	9.8		292	914	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

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																					
SP '00	24	927	.4	2.4	82	681	1.5	5.2	9	210	.2	.6	26	373	.5	2.0	7	182	.1	1.4	
WI '00	21	894	.4	2.2	77	660	1.4	5.0	7	221	.1	.5	22	375	.4	1.9	3	82	.1	.6	
FA '99	21	770	.4	2.1	60	529	1.1	4.0	20	219	.4	1.4	28	357	.5	2.2	4	127	.1	.8	
SU '99	28	966	.5	2.8	63	600	1.1	4.3	31	279	.5	2.1	33	369	.6	2.8	9	158	.2	1.7	
4-Book	24	889	.4	2.4	71	618	1.3	4.6	17	232	.3	1.2	27	369	.5	2.2	6	137	.1	1.1	
SP '99	22	855	.4	2.0	63	578	1.1	3.8	16	251	.3	1.0	25	343	.4	1.9	5	120	.1	.9	
WBEB-FM																					
SP '00	27	435	.5	2.7	26	218	.5	1.7	44	190	.8	3.1	26	212	.5	2.0	19	170	.3	3.8	
WI '00	39	688	.7	4.0	53	407	1.0	3.5	81	343	1.5	5.7	46	298	.8	4.0	17	158	.3	3.5	
FA '99	36	479	.6	3.6	31	204	.6	2.1	65	241	1.2	4.6	42	244	.8	3.3	25	168	.4	4.9	
SU '99	31	553	.5	3.1	45	184	.8	3.1	50	277	.9	3.5	28	275	.5	2.4	18	196	.3	3.3	
4-Book	33	539	.6	3.4	39	253	.7	2.6	60	263	1.1	4.2	36	257	.7	2.9	20	173	.3	3.9	
SP '99	39	515	.7	3.6	36	229	.6	2.2	71	232	1.3	4.4	50	251	.9	3.8	26	191	.5	4.6	
WDAS-AM																					
SP '00	2	84	.2	.2	5	33	.1	.3	1	24	.1	.1	2	26	.1	.2					
WI '00	7	92	.1	.7	18	51	.3	1.2	14	58	.3	1.0	5	51	.1	.4	1	20		.2	
FA '99	4	109	.1	.4	6	44	.1	.4	1	10	.1	.1	2	21	.1	.2	3	23	.1	.6	
SU '99	3	82	.1	.3	1	15	.1	.1	3	17	.1	.2	3	22	.1	.3		8			
4-Book	4	92	.1	.4	8	36	.1	.5	5	27	.1	.4	3	30	.1	.3	1	13		.2	
SP '99	2	32	.2	.2	3	23	.1	.2	7	32	.1	.4	1	18	.1	.1		5			
WOAS-FM																					
SP '00	41	505	.7	4.0	62	283	1.1	3.9	45	249	.8	3.1	55	241	1.0	4.2	20	192	.4	4.0	
WI '00	42	471	.8	4.3	69	267	1.2	4.5	48	257	.9	3.4	38	210	.7	3.3	31	206	.6	6.3	
FA '99	33	518	.6	3.3	48	247	.9	3.2	29	253	.5	2.0	43	310	.8	3.4	33	246	.6	6.4	
SU '99	46	606	.8	4.6	56	279	1.0	3.8	58	280	1.0	4.0	50	270	.9	4.2	40	304	.7	7.4	
4-Book	41	525	.7	4.1	59	269	1.1	3.9	45	260	.8	3.1	47	258	.9	3.8	31	237	.6	6.0	
SP '99	51	665	.9	4.7	69	387	1.2	4.2	76	343	1.3	4.7	63	325	1.1	4.8	43	292	.8	7.6	
+WEJM-FM																					
SP '00	17	377	.3	1.7	17	136	.3	1.1	26	115	.5	1.8	26	262	.5	2.0	8	153	.1	1.6	
WI '00	20	453	.4	2.1	19	153	.3	1.2	43	198	.8	3.0	27	208	.5	2.3	4	76	.1	.8	
FA '99	28	600	.5	2.8	19	225	.3	1.3	48	245	.9	3.4	48	337	.9	3.8	13	147	.2	2.5	
SU '99	39	684	.7	3.9	30	233	.5	2.0	74	338	1.3	5.1	48	341	.8	4.0	21	208	.4	3.9	
4-Book	26	529	.5	2.6	21	187	.4	1.4	48	224	.9	3.3	37	287	.7	3.0	12	146	.2	2.2	
SP '99	33	845	.6	3.0	40	338	.7	2.4	55	285	1.0	3.4	41	468	.7	3.1	13	253	.2	2.3	
WENG-AM																					
SP '00	4	45	.1	.4	3	14	.1	.2	5	38	.1	.3	5	38	.1	.4	2	14		.4	
WI '00		13				7			1	13		.1		7							
FA '99	13	77	.2	1.3	18	50	.3	1.2	20	48	.4	1.4	6	50	.1	.5	7	32	.1	1.4	
SU '99	1	30		.1					2	6		.1	3	30	.1	.3		8			
4-Book	5	41	.1	.5	5	18	.1	.4	7	26	.1	.5	4	31	.1	.3	2	14		.5	
SP '99	3	44	.1	.3	4	37	.1	.2	5	20	.1	.3	1	7		.1					
WENG-FM																					
SP '00	7	78	.1	.7	17	57	.3	1.1	8	29	.1	.6	7	62	.1	.5	2	40		.4	
WI '00	1	33		.1		6			2	21		.1	1	11		.1					
FA '99	11	73	.2	1.1	22	52	.4	1.5	20	43	.4	1.4	10	62	.2	.8	1	43		.2	
SU '99	5	79	.1	.5	5	45	.1	.3	5	37	.1	.3	7	48	.1	.6		13			
4-Book	6	66	.1	.6	11	40	.2	.7	9	33	.2	.6	6	46	.1	.5	1	24		.2	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																					
SP '00	2	63		.2	5	63	.1	.3	2	39		.1	3	21	.1	.2		25			
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	19		.1	2	19		.1	1	19		.1	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	1	43		.1	4	26	.1	.2		11								1	16		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WPEN-AM																				
SP '00		22		1	22	.1														
WI '00		31			6			1	20	.1		1	10	.1						
FA '99	5	23	.1	.5	6	11	.1	.4	6	23	.1	.4	5	11	.1	.4	2	11	.4	
SU '99		9						1	9	.1										
4-Book	1	21	.1	.1	2	10	.1	.1	2	13	.2	.2	2	5	.1	.1	1	3	.1	
SP '99	2	32	.2		1	21	.1		2	32	.1		5	22	.1	.4		11		
WPHI-FM																				
SP '00	45	889	.8	4.4	50	350	.9	3.2	53	456	1.0	3.7	68	509	1.2	5.2	30	337	.5	6.0
WI '00	50	1081	.9	5.2	54	423	1.0	3.5	60	463	1.1	4.2	64	606	1.2	5.5	40	388	.7	8.2
FA '99	50	810	.9	5.0	41	351	.7	2.7	60	407	1.1	4.2	76	466	1.4	6.1	43	392	.8	8.4
SU '99	58	1003	1.0	5.8	68	370	1.2	4.6	80	541	1.4	5.5	66	603	1.2	5.5	42	455	.7	7.7
4-Book	51	946	.9	5.1	53	374	1.0	3.5	63	467	1.2	4.4	69	546	1.3	5.6	39	393	.7	7.6
SP '99	76	1251	1.3	7.0	63	519	1.1	3.8	91	644	1.6	5.6	115	834	2.0	8.7	63	570	1.1	11.2
WPHT-AM																				
SP '00	9	181	.2	.9	4	44	.1	.3	8	64	.1	.6	24	92	.4	1.8	3	40	.1	.6
WI '00	7	225	.1	.7	4	53	.1	.3	13	77	.2	.9	16	74	.3	1.4	2	36		.4
FA '99	2	95	.2	.2	3	32	.1	.2	3	21	.1	.2	2	32	.2	.2	1	22		.2
SU '99	8	235	.1	.8	6	37	.1	.4	8	63	.1	.6	17	102	.3	1.4	9	83	.2	1.7
4-Book	7	184	.1	.7	4	42	.1	.3	8	56	.1	.6	15	75	.3	1.2	4	45	.1	.7
SP '99	1	105	.1		1	10	.1						4	37	.1	.3	1	47		.2
WPLY-FM																				
SP '00	81	1294	1.5	8.0	130	718	2.3	8.3	133	660	2.4	9.3	126	822	2.3	9.6	22	409	.4	4.4
WI '00	67	1255	1.2	6.9	81	484	1.5	5.3	99	685	1.8	7.0	93	675	1.7	8.1	43	497	.8	8.8
FA '99	79	1212	1.4	7.8	85	487	1.5	5.7	139	694	2.5	9.8	117	781	2.1	9.3	33	418	.6	6.4
SU '99	77	1544	1.4	7.7	93	629	1.6	6.3	103	907	1.8	7.1	110	1024	1.9	9.2	41	508	.7	7.5
4-Book	76	1326	1.4	7.6	97	580	1.7	6.4	119	737	2.1	8.3	112	826	2.0	9.1	35	458	.6	6.8
SP '99	69	1493	1.2	6.4	100	617	1.8	6.1	118	700	2.1	7.3	83	897	1.5	6.3	36	565	.6	6.4
WUSL-FM																				
SP '00	82	1190	1.5	8.1	94	582	1.7	6.0	107	669	1.9	7.5	100	738	1.8	7.6	63	518	1.1	12.6
WI '00	95	1310	1.7	9.8	124	640	2.2	8.1	107	660	1.9	7.6	98	801	1.8	8.5	97	620	1.7	19.8
FA '99	95	1162	1.7	9.4	133	714	2.4	8.9	92	675	1.7	6.5	116	763	2.1	9.2	85	568	1.5	16.6
SU '99	103	1318	1.8	10.3	116	685	2.1	7.9	135	748	2.4	9.3	131	834	2.3	11.0	81	682	1.4	14.9
4-Book	94	1245	1.7	9.4	117	655	2.1	7.7	110	688	2.0	7.7	111	784	2.0	9.1	82	597	1.4	16.0
SP '99	97	1419	1.7	9.0	95	665	1.7	5.8	107	778	1.9	6.6	129	888	2.3	9.7	90	668	1.6	16.0
WWDB-FM																				
SP '00	13	301	.2	1.3	12	64	.2	.8	31	86	.6	2.2	20	153	.4	1.5	2	41		.4
WI '00	10	279	.2	1.0	5	59	.1	.3	15	81	.3	1.1	15	164	.3	1.3	5	54	.1	1.0
FA '99	11	253	.2	1.1	3	39	.1	.2	28	139	.5	2.0	17	130	.3	1.4	5	75	.1	1.0
SU '99	14	275	.2	1.4	6	41	.1	.4	31	150	.5	2.1	21	119	.4	1.8	9	80	.2	1.7
4-Book	12	277	.2	1.2	7	51	.1	.4	26	114	.5	1.9	18	142	.4	1.5	5	63	.1	1.0
SP '99	9	242	.2	.8	3	53	.1	.2	21	117	.4	1.3	9	89	.2	.7	8	73	.1	1.4
WXTU-FM																				
SP '00	38	565	.7	3.7	50	292	.9	3.2	60	259	1.1	4.2	43	314	.8	3.3	19	225	.3	3.8
WI '00	27	431	.5	2.8	38	189	.7	2.5	45	239	.8	3.2	37	268	.7	3.2	6	125	.1	1.2
FA '99	22	360	.4	2.2	35	210	.6	2.3	34	186	.6	2.4	28	183	.5	2.2	4	44	.1	.8
SU '99	15	313	.3	1.5	12	157	.2	.8	20	133	.4	1.4	22	206	.4	1.8	9	94	.2	1.7
4-Book	26	417	.5	2.6	34	212	.6	2.2	40	204	.7	2.8	33	243	.6	2.6	10	122	.2	1.9
SP '99	27	370	.5	2.5	38	195	.7	2.3	46	224	.8	2.9	29	236	.5	2.2	10	111	.2	1.8
WYSP-FM																				
SP '00	164	2123	3.0	16.1	420	1572	7.6	26.8	227	1121	4.1	15.9	160	1076	2.9	12.2	60	573	1.1	12.0
WI '00	145	1915	2.6	15.0	381	1378	6.9	24.9	210	1082	3.8	14.9	130	919	2.3	11.3	41	512	.7	8.4
FA '99	186	2442	3.3	18.5	503	1736	9.1	33.6	201	1046	3.6	14.1	160	983	2.9	12.7	58	617	1.0	11.3
SU '99	186	2322	3.3	18.6	533	1683	9.4	36.2	255	1289	4.5	17.6	132	1069	2.3	11.1	50	658	.9	9.2
4-Book	170	2201	3.1	17.1	459	1592	8.3	30.4	223	1135	4.0	15.6	146	1012	2.6	11.8	52	590	.9	10.2
SP '99	204	2333	3.6	18.8	542	1748	9.6	33.0	264	1390	4.7	16.4	182	1258	3.2	13.7	61	625	1.1	10.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WJBR-FM																				
SP '00		35				10				18	.1			16				11		
WI '00	3	83	.1	.3	5	31	.1	.3	2	17	.1		2	24			2	21		.4
FA '99	2	78		.2	1	30		.1					2	29	.2		4	49	.1	.8
SU '99	4	77	.1	.4	4	40	.1	.3	5	33	.1	.3	3	45	.1	.3	5	27	.1	.9
4-Book	2	68	.1	.2	3	28	.1	.2	2	17	.1	.1	2	29	.2	.2	3	27	.1	.5
SP '99	1	71		.1		16			2	25	.1		2	26	.2		1	37		.2
WKXV-FM																				
SP '00	6	152	.1	.6	6	60	.1	.4	10	74	.2	.7	10	105	.2	.8	1	32		.2
WI '00	7	137	.1	.7	13	68	.2	.8	12	64	.2	.8	9	88	.2	.8	6	32	.1	1.2
FA '99	7	127	.1	.7		22			20	42	.4	1.4	12	75	.2	1.0	1	36		.2
SU '99	3	132	.1	.3	2	20		.1	4	55	.1	.3	11	103	.2	.9	1	39		.2
4-Book	6	137	.1	.6	5	43	.1	.3	12	59	.2	.8	11	93	.2	.9	2	35		.5
SP '99	6	80	.1	.6	7	30	.1	.4	13	31	.2	.8	12	59	.2	.9				
WNJO-FM																				
SP '00	5	89	.1	.5	4	23	.1	.3	11	56	.2	.8	7	24	.1	.5	1	18		.2
WI '00	7	96	.1	.7	16	72	.3	1.0	12	53	.2	.8	3	25	.1	.3				
FA '99	3	116	.1	.3	5	50	.1	.3	9	30	.2	.6	4	71	.1	.3		10		
SU '99	4	91	.1	.4	7	65	.1	.5	9	65	.2	.6	5	45	.1	.4	1	27		.2
4-Book	5	98	.1	.5	8	53	.2	.5	10	51	.2	.7	5	41	.1	.4	1	14		.1
SP '99	3	78	.1	.3	8	40	.1	.5	5	10	.1	.3	2	30		.2		21		
WPST-FM																				
SP '00	17	572	.3	1.7	24	270	.4	1.5	30	220	.5	2.1	27	366	.5	2.1	8	142	.1	1.6
WI '00	20	588	.4	2.1	24	199	.4	1.6	22	265	.4	1.6	28	325	.5	2.4	13	217	.2	2.7
FA '99	20	584	.4	2.0	21	272	.4	1.4	30	228	.5	2.1	28	331	.5	2.2	8	156	.1	1.6
SU '99	12	642	.2	1.2	10	144	.2	.7	12	286	.2	.8	20	333	.4	1.7	10	202	.2	1.8
4-Book	17	597	.3	1.8	20	221	.4	1.3	24	250	.4	1.7	26	339	.5	2.1	10	179	.2	1.9
SP '99	19	742	.3	1.8	27	173	.5	1.6	28	315	.5	1.7	21	392	.4	1.6	8	160	.1	1.4
WSTV-FM																				
SP '00	5	169	.1	.5	2	51		.1	8	75	.1	.6	11	95	.2	.8	3	49	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	263	.1	.7	7	79	.1	.5	13	84	.2	.9	11	170	.2	.9	3	103	.1	.6
SU '99	5	191	.1	.5	11	104	.2	.7	10	107	.2	.7	7	77	.1	.6		29		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1018	5379	18.3		1570	4721	28.3		1431	4021	25.8		1309	4656	23.6		500	3284	9.0	
WI '00	967	5305	17.4		1532	4643	27.6		1412	3981	25.4		1154	4546	20.8		490	3021	8.8	
FA '99	1007	5285	18.1		1499	4637	27.0		1424	3986	25.6		1256	4489	22.6		512	3150	9.2	
SU '99	1001	5421	17.7		1473	4495	26.1		1446	4325	25.6		1190	4569	21.1		544	3381	9.6	
4-Book	998	5348	17.9		1519	4624	27.3		1428	4078	25.6		1227	4565	22.0		512	3209	9.2	
SP '99	1083	5439	19.2		1643	4778	29.1		1612	4271	28.5		1326	4777	23.5		563	3492	10.0	

** 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 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																				
SP '00	36	839	.6	2.5	13	388	.2	2.1	29	122	.5	5.2	11	98	.2	1.0	7	33	.1	.9
4-Book	36	808	.6	2.6	13	359	.2	2.1	40	155	.7	7.2	12	78	.2	1.2	9	45	.1	1.2
WBEB-FM																				
SP '00	33	368	.6	2.3	23	156	.4	3.7	7	22	.1	1.3	34	87	.6	3.1	30	48	.5	4.0
4-Book	46	442	.8	3.3	21	233	.4	3.4	20	59	.4	3.6	36	100	.6	3.6	22	61	.4	2.9
WDAS-AM																				
SP '00	3	44	.1	.2	2	64		.3	1	13		.2	2	8		.2				
4-Book	5	49	.1	.4	4	60	.1	.7	1	8		.2	4	13	.1	.4	2	4		.2
WDAS-FM																				
SP '00	53	438	1.0	3.7	34	256	.6	5.5	33	51	.6	5.9	40	97	.7	3.6	23	64	.4	3.1
4-Book	50	435	.9	3.6	31	292	.6	5.0	24	57	.4	4.3	37	113	.7	3.7	39	81	.7	5.0
+WEJM-FM																				
SP '00	23	324	.4	1.6	10	110	.2	1.6	14	37	.3	2.5	19	19	.3	1.7	6	30	.1	.8
4-Book	36	417	.7	2.6	17	233	.3	2.7	12	36	.2	2.2	26	90	.5	2.5	22	70	.4	2.8
WEMG-AM																				
SP '00	4	38	.1	.3	4	30	.1	.6	2	14		.4	5	23	.1	.5	8	9	.1	1.1
4-Book	6	35	.1	.4	5	26	.1	.8	8	18	.1	1.5	7	16	.1	.7	3	5	.1	.4
WEMG-FM																				
SP '00	10	78	.2	.7	6	38	.1	1.0	15	15	.3	2.7	10	15	.2	.9	6	21	.1	.8
4-Book	9	59	.2	.6	6	48	.1	.9	7	21	.1	1.3	9	26	.2	.9	13	27	.2	1.6
WFIL-AM																				
SP '00	3	63	.1	.2	2	43		.3	4	8	.1	.7	5	18	.1	.5	1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00																				
4-Book	5	30	.1	.4	2	29	.1	.4	2	6		.3	2	8	.1	.2	1	5		.1
WIOQ-FM																				
SP '00	57	973	1.0	4.0	33	530	.6	5.3	14	79	.3	2.5	80	239	1.4	7.3	43	180	.8	5.8
4-Book	67	991	1.2	4.8	39	596	.7	6.3	23	120	.4	4.2	69	250	1.2	6.9	52	182	.9	6.7
WIP -AM																				
SP '00	62	773	1.1	4.3	35	531	.6	5.7	20	113	.4	3.6	81	272	1.5	7.3	39	133	.7	5.2
4-Book	67	744	1.2	4.8	26	425	.5	4.2	25	102	.5	4.4	39	166	.7	3.8	27	97	.5	3.5
WJJZ-FM																				
SP '00	27	284	.5	1.9	15	190	.3	2.4	3	13	.1	.5	27	73	.5	2.4	8	8	.1	1.1
4-Book	25	254	.5	1.8	14	181	.3	2.3	7	25	.2	1.2	15	57	.3	1.4	11	29	.2	1.4
+WLCE-FM																				
SP '00	52	710	.9	3.6	29	359	.5	4.7	29	87	.5	5.2	46	146	.8	4.2	37	149	.7	5.0
4-Book	47	595	.8	3.4	22	323	.4	3.6	22	78	.4	3.9	40	145	.7	4.0	28	102	.5	3.6
WMGK-FM																				
SP '00	65	641	1.2	4.5	27	410	.5	4.4	32	122	.6	5.7	64	208	1.2	5.8	41	173	.7	5.5
4-Book	70	641	1.3	5.0	24	337	.4	3.9	31	96	.6	5.6	55	168	1.0	5.5	36	118	.6	4.6
WMMR-FM																				
SP '00	147	1265	2.6	10.2	45	700	.8	7.3	34	190	.6	6.1	78	289	1.4	7.1	45	210	.8	6.1
4-Book	110	1184	2.0	7.8	36	657	.6	5.8	36	146	.6	6.5	68	259	1.2	6.9	46	200	.9	6.0
WGL-FM																				
SP '00	25	289	.4	1.7	5	85	.1	.8	1	11		.2	1	11		.1	5	43	.1	.7
4-Book	15	225	.3	1.1	7	124	.1	1.1	5	22	.1	.9	5	24	.1	.5	12	37	.2	1.5
WPEN-AM																				
SP '00		22																		
4-Book	2	21		.1	1	4		.2	2	3		.3	2	3		.2	2	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 18-34

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
WPHI-FM																				
SP '00	57	754	1.0	4.0	35	422	.6	5.7	24	86	.4	4.3	57	224	1.0	5.2	62	162	1.1	8.3
4-Book	62	796	1.1	4.4	40	490	.7	6.5	26	78	.5	4.6	60	235	1.1	6.0	52	162	1.0	6.8
WPHT-AM																				
SP '00	12	133	.2	.8	6	84	.1	1.0	1	10	.2		7	42	.1	.6	6	21	.1	.8
4-Book	9	131	.2	.6	3	59	.1	.6	1	5	.1		4	20	.1	.4	4	17	.1	.5
WPLY-FM																				
SP '00	130	1143	2.3	9.1	35	692	.6	5.7	45	150	.8	8.1	52	300	.9	4.7	54	236	1.0	7.3
4-Book	110	1146	2.0	7.9	44	701	.8	7.1	41	144	.7	7.5	91	353	1.6	9.1	54	221	1.0	7.0
WUSL-FM																				
SP '00	101	1020	1.8	7.0	61	741	1.1	9.9	40	92	.7	7.2	138	402	2.5	12.5	94	278	1.7	12.7
4-Book	113	1098	2.0	8.1	68	750	1.2	11.0	51	148	.9	9.1	112	343	2.0	11.1	108	284	1.9	13.9
WWDB-FM																				
SP '00	22	208	.4	1.5	5	114	.1	.8	1	10	.2						3	17	.1	.4
4-Book	18	214	.3	1.3	6	104	.1	1.0	3	17	.1	.5	2	12			3	17	.1	.4
WXTU-FM																				
SP '00	52	476	.9	3.6	27	315	.5	4.4	29	94	.5	5.2	51	168	.9	4.6	37	108	.7	5.0
4-Book	36	367	.6	2.5	19	226	.3	3.1	21	68	.4	3.7	35	118	.6	3.4	25	76	.5	3.2
WYSP-FM																				
SP '00	266	1985	4.8	18.5	51	812	.9	8.3	52	256	.9	9.3	94	403	1.7	8.5	66	230	1.2	8.9
4-Book	272	2052	4.9	19.5	69	944	1.2	11.1	60	228	1.1	10.8	109	389	2.0	10.8	79	253	1.4	10.1
WJBR-FM																				
SP '00	1	24	.1	.1	2	18	.1	.3	2	7	.1	.4	1	11	.1		1	5	.1	
4-Book	2	50	.1	.2	2	32	.1	.3	2	7	.1	.4	2	9	.2		1	5	.1	
WKXW-FM																				
SP '00	9	129	.2	.6	5	49	.1	.8	8	11	.1	1.4	20	39	.4	1.8	4	11	.1	.5
4-Book	9	120	.2	.7	2	36	.4	.4	3	7	.1	.5	8	21	.2	.7	1	3	.1	.1
WNJO-FM																				
SP '00	8	66	.1	.6	2	31	.3										1	2	.1	
4-Book	8	85	.1	.6	3	27	.4		3	7	.1	.5	4	12	.1	.4	1	2	.1	
WPST-FM																				
SP '00	27	498	.5	1.9	6	183	.1	1.0	7	50	.1	1.3	10	63	.2	.9	6	27	.1	.8
4-Book	23	489	.4	1.7	13	281	.2	2.1	7	54	.1	1.3	20	129	.4	2.0	17	82	.3	2.2
WSTW-FM																				
SP '00	7	137	.1	.5	4	62	.1	.6	4	21	.1	.7	9	41	.2	.8	4	41	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1436	5325	25.8	618	4112	11.1	557	1545	10.0	1103	2649	19.8	743	1884	13.4					
4-Book	1395	5270	25.0	617	4140	11.1	553	1504	9.9	1005	2518	18.0	777	1861	13.9					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
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																				
SP '00	2	11	.5	32	135	.6	7.6	19	117	.3	2.5	5	42	.1	.9	3	31	.1	.9	
4-Book	3	25	.1	24	109	.5	6.1	11	67	.2	1.4	6	41	.1	1.1	4	37	.1	1.1	
WBEB-FM																				
SP '00	28	63	.5	12	41	.2	2.9	20	52	.4	2.6	34	65	.6	6.1	16	58	.3	5.0	
4-Book	20	63	.3	9	32	.2	2.2	25	76	.5	3.2	19	53	.3	3.5	15	49	.3	4.3	
WDAS-AM																				
SP '00	1	15	.2	7	22	.1	1.7	5	28	.1	.7					1	7		.3	
4-Book		4	.1	10	27	.2	2.7	10	31	.2	1.3	4	8	.1	.8	2	5		.6	
WDAS-FM																				
SP '00	15	59	.3	34	94	.6	8.1	42	95	.8	5.6	34	60	.6	6.1	50	79	.9	15.5	
4-Book	25	60	.5	21	56	.4	5.1	32	79	.6	4.3	24	53	.4	4.5	41	85	.7	12.1	
+WEJM-FM																				
SP '00	10	32	.2	3	11	.1	.7	21	41	.4	2.8	7	18	.1	1.3					
4-Book	20	57	.4	9	28	.2	2.4	22	67	.4	2.8	19	54	.3	3.5	6	20	.1	1.5	
WEMG-AM																				
SP '00				1	7		.2	7	16	.1	.9	8	9	.1	1.4					
4-Book	2	6	.1	4	7	.1	1.0	9	13	.2	1.1	3	4	.1	.6	4	8	.1	.9	
WEMG-FM																				
SP '00	4	7	.1	9	16	.2	2.1	5	16	.1	.7									
4-Book	1	4	.3	3	7	.1	.8	6	19	.1	.8	6	11	.1	1.0	1	3		.2	
WFIL-AM																				
SP '00				4	25	.1	1.0					1	11		.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00				5	12	.1	1.2	3	11	.1	.4	1	5		.2	1	3		.2	
4-Book	4	9	.1	5	12	.1	1.2	3	11	.1	.4	1	5		.2	1	3		.2	
W100-FM																				
SP '00	30	112	.5	10	68	.2	2.4	30	133	.5	4.0	25	130	.4	4.5	21	63	.4	6.5	
4-Book	49	173	.9	15	64	.3	3.7	37	148	.7	4.9	37	135	.7	6.8	21	93	.4	6.0	
WIP -AM																				
SP '00	27	82	.5	15	98	.3	3.6	46	173	.8	6.1	27	125	.5	4.9	15	79	.3	4.7	
4-Book	13	59	.2	17	64	.3	4.2	39	144	.7	5.2	26	92	.5	5.0	17	89	.3	4.9	
WJZ-FM																				
SP '00	18	53	.3	2	16		.5	19	52	.3	2.5	23	48	.4	4.2	14	80	.3	4.3	
4-Book	18	49	.3	12	31	.2	3.1	23	47	.4	3.2	16	41	.3	2.9	9	38	.2	2.6	
+WLCE-FM																				
SP '00	4	41	.1	18	53	.3	4.3	57	150	1.0	7.5	33	133	.6	6.0	7	37	.1	2.2	
4-Book	18	78	.3	10	39	.2	2.3	30	99	.5	3.9	19	78	.4	3.5	9	45	.2	2.5	
VMGK-FM																				
SP '00	13	45	.2	9	43	.2	2.1	17	83	.3	2.2	23	96	.4	4.2	18	83	.3	5.6	
4-Book	13	51	.3	6	25	.1	1.4	20	89	.4	2.6	22	64	.4	3.9	11	45	.2	3.1	
WMMR-FM																				
SP '00	43	152	.8	29	108	.5	6.9	52	221	.9	6.9	46	203	.8	8.3	26	89	.5	8.1	
4-Book	22	111	.4	17	92	.3	4.2	41	193	.7	5.5	35	167	.6	6.5	19	108	.4	5.4	
VOGL-FM																				
SP '00				10	13	.2	2.4	19	45	.3	2.5	1	10		.2					
4-Book	3	16	.1	10	21	.2	2.5	10	45	.2	1.4	5	15	.1	.9	5	14	.1	1.5	
WPEN-AM																				
SP '00				1	2		.1	2	3		.2	1	3		.1	1	3		.4	
4-Book		3	.1	1	2		.1	2	3		.2	1	3		.1	1	3		.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	45	149	.8	10.4	11	53	.2	2.6	33	108	.6	4.4	34	108	.6	6.1	13	57	.2	4.0
4-Book	47	157	.8	9.7	25	66	.4	6.5	50	142	.9	6.5	33	104	.6	6.0	21	85	.4	6.1
WPHT-AM																				
SP '00	3	11	.1	.7	13	34	.2	3.1	15	54	.3	2.0	5	22	.1	.9				
4-Book	1	7		.3	5	14	.1	1.3	6	28	.1	.8	2	10	.1	.4	3	8	.1	.9
WPLY-FM																				
SP '00	18	81	.3	4.1	24	131	.4	5.7	51	243	.9	6.7	22	152	.4	4.0	12	79	.2	3.7
4-Book	33	136	.6	6.6	22	82	.4	5.8	47	217	.9	6.2	31	149	.6	5.8	25	113	.4	7.1
WUSL-FM																				
SP '00	49	154	.9	11.3	42	135	.8	10.0	64	232	1.2	8.5	29	122	.5	5.2	23	78	.4	7.1
4-Book	75	218	1.4	14.5	50	144	.9	12.8	60	207	1.1	8.0	42	134	.8	7.8	42	127	.8	11.5
WWDB-FM																				
SP '00	9	11	.2	2.1	3	10	.1	.7	27	93	.5	3.6					1	7		.3
4-Book	3	6	.1	.6	9	32	.2	2.3	24	59	.4	3.3	3	11	.1	.5				
WXTU-FM																				
SP '00	18	96	.3	4.1	20	94	.4	4.8	27	99	.5	3.6	21	91	.4	3.8	16	49	.3	5.0
4-Book	10	51	.2	2.0	20	71	.4	4.9	22	71	.4	2.9	14	55	.3	2.6	8	23	.1	2.2
WYSP-FM																				
SP '00	47	174	.8	10.8	13	76	.2	3.1	56	215	1.0	7.4	53	212	1.0	9.6	26	120	.5	8.1
4-Book	50	178	.9	9.7	18	81	.3	4.6	110	351	2.0	14.2	85	298	1.6	15.1	34	139	.6	9.7
WJBR-FM																				
SP '00		7			3	9	.1	.8	4	11	.1	.5	2	2		.3	2	7	.1	.6
4-Book	3	11		.5																
WKXW-FM																				
SP '00					1	11		.2					1	11		.2				
4-Book	1	6		.2		3		.1	1	3		.1		3		.1	2	6		.5
WNJO-FM																				
SP '00	1	13		.2					7	11	.1	.9	9	18	.2	1.6				
4-Book	1	5		.1	3	6	.1	.7	6	11	.1	.8	3	7	.1	.5	1	7		.1
WPST-FM																				
SP '00	2	23		.5	2	19		.5	7	48	.1	.9	15	65	.3	2.7	1	7		.3
4-Book	13	60	.2	2.5	5	24	.1	1.2	15	76	.3	2.0	16	60	.3	3.0	8	40	.1	2.2
VSTV-FM																				
SP '00	1	11		.2	8	21	.1	1.9	4	10	.1	.5	4	20	.1	.7	1	10		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	434	1276	7.8		419	1330	7.5		756	2008	13.6		553	1449	10.0		322	1015	5.8	
4-Book	504	1424	9.0		395	1119	7.1		758	1967	13.6		543	1403	9.8		350	1096	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 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
WJBR-FM																				
SP '00	5	82		.2	4	26		.1	12	45	.1	.4	8	53	.1	.3			11	
WI '00	10	195	.1	.5	12	74	.1	.4	5	55	.2	.2	22	98	.2	.9	8	50	.1	.9
FA '99	8	183	.1	.4	8	82	.1	.2	8	34	.1	.3	16	72	.1	.6	8	77	.1	.9
SU '99	7	151	.1	.3	6	51	.1	.2	7	54	.1	.2	5	71	.2	.2	8	63	.1	.8
4-Book	8	153	.1	.4	8	58	.1	.2	8	47	.1	.3	13	74	.1	.5	6	50	.1	.7
SP '99	2	120		.1	2	39		.1	3	51		.1	3	34		.1	2	47		.2
WKXW-FM																				
SP '00	13	278	.1	.6	13	107	.1	.4	28	134	.3	.9	17	165	.2	.6	2	50		.2
WI '00	26	488	.2	1.3	32	220	.3	1.0	49	253	.4	1.7	36	266	.3	1.5	11	107	.1	1.2
FA '99	19	388	.2	.9	18	134	.2	.6	51	176	.5	1.8	26	203	.2	1.0	5	90		.6
SU '99	23	459	.2	1.1	27	176	.2	.9	38	239	.3	1.3	34	288	.3	1.4	17	155	.2	1.8
4-Book	20	403	.2	1.0	23	159	.2	.7	42	201	.4	1.4	28	231	.3	1.1	9	101	.1	1.0
SP '99	21	318	.2	1.0	30	162	.3	.9	36	151	.3	1.2	34	185	.3	1.3	10	85	.1	1.0
WNJO-FM																				
SP '00	16	285	.1	.8	18	100	.2	.5	33	130	.3	1.1	20	99	.2	.8	7	104	.1	.7
WI '00	17	300	.2	.8	29	169	.3	.9	30	140	.3	1.0	12	113	.1	.5	3	58		.3
FA '99	9	312	.1	.4	11	145	.1	.3	15	65	.1	.5	12	152	.1	.5	2	64		.2
SU '99	22	440	.2	1.1	33	252	.3	1.1	49	215	.4	1.7	22	201	.2	.9	4	66		.4
4-Book	16	334	.2	.8	23	167	.2	.7	32	138	.3	1.1	17	141	.2	.7	4	73		.4
SP '99	19	265	.2	.9	24	142	.2	.7	38	105	.3	1.3	32	157	.3	1.2	4	63		.4
WPST-FM																				
SP '00	25	917	.2	1.2	33	446	.3	1.0	40	335	.4	1.3	36	516	.3	1.4	10	181	.1	1.0
WI '00	29	840	.3	1.4	39	302	.4	1.2	39	334	.4	1.3	38	457	.3	1.6	14	290	.1	1.5
FA '99	29	931	.3	1.4	29	393	.3	.9	39	387	.4	1.4	42	528	.4	1.6	12	281	.1	1.3
SU '99	23	939	.2	1.1	19	299	.2	.6	36	417	.3	1.2	34	482	.3	1.4	10	241	.1	1.0
4-Book	27	907	.3	1.3	30	360	.3	.9	39	368	.4	1.3	38	496	.3	1.5	12	248	.1	1.2
SP '99	23	964	.2	1.1	32	256	.3	1.0	30	349	.3	1.0	29	476	.3	1.1	11	230	.1	1.1
WSTW-FM																				
SP '00	11	327	.1	.5	10	161	.1	.3	20	138	.2	.7	19	168	.2	.7	4	66		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	390	.1	.6	15	147	.1	.5	23	134	.2	.8	20	263	.2	.8	3	130		.3
SU '99	13	355	.1	.6	22	166	.2	.7	26	165	.2	.9	13	167	.1	.5	6	65	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2118	10795	19.1		3316	9687	29.9		3036	8244	27.4		2636	9436	23.8		966	6291	8.7	
WI '00	2008	10661	18.1		3270	9533	29.5		2894	7990	26.1		2450	9278	22.1		913	5978	8.2	
FA '99	2039	10673	18.4		3217	9582	29.0		2864	7838	25.8		2553	9096	23.0		898	5955	8.1	
SU '99	2023	10805	18.1		3135	9357	28.0		2899	8266	25.9		2431	9149	21.7		966	6288	8.6	
4-Book	2047	10734	18.4		3235	9540	29.1		2923	8085	26.3		2518	9240	22.7		936	6128	8.4	
SP '99	2095	10807	18.7		3263	9649	29.2		3020	8233	27.0		2578	9507	23.1		1014	6338	9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	86	1007	.8	2.9	45	553	.4	3.4	24	86	.2	1.7	72	294	.6	3.2	81	205	.7	5.0
4-Book	78	994	.7	2.7	49	623	.5	3.8	31	96	.3	2.4	74	288	.7	3.5	68	214	.6	4.4
WPHT-AM																				
SP '00	39	417	.4	1.3	16	249	.1	1.2	8	31	.1	.6	23	101	.2	1.0	7	31	.1	.4
4-Book	38	416	.4	1.3	13	229	.1	1.0	12	41	.1	.9	18	66	.2	.9	8	35	.1	.5
WPLY-FM																				
SP '00	154	1495	1.4	5.1	48	842	.4	3.6	54	186	.5	3.8	73	343	.7	3.2	77	320	.7	4.8
4-Book	135	1529	1.2	4.7	56	911	.5	4.3	53	202	.5	4.0	114	443	1.0	5.5	71	287	.7	4.5
WUSL-FM																				
SP '00	146	1450	1.3	4.9	85	991	.8	6.4	62	137	.6	4.3	162	501	1.5	7.2	101	332	.9	6.2
4-Book	143	1441	1.3	5.0	87	984	.8	6.8	64	191	.6	4.8	135	425	1.2	6.4	134	358	1.2	8.7
WVDB-FM																				
SP '00	60	559	.5	2.0	31	357	.3	2.3	23	75	.2	1.6	32	81	.3	1.4	9	28	.1	.6
4-Book	57	593	.5	2.0	27	366	.3	2.1	20	82	.2	1.5	24	83	.2	1.2	10	42	.1	.6
WXTU-FM																				
SP '00	103	886	.9	3.4	58	615	.5	4.4	69	217	.6	4.8	109	299	1.0	4.8	81	214	.7	5.0
4-Book	80	719	.7	2.8	43	476	.4	3.4	53	160	.5	4.0	88	256	.8	4.2	52	154	.5	3.3
WYSP-FM																				
SP '00	417	3124	3.8	13.9	73	1180	.7	5.5	101	382	.9	7.0	124	548	1.1	5.5	109	360	1.0	6.7
4-Book	425	3247	3.9	14.7	102	1413	.9	7.9	102	339	.9	7.7	158	572	1.4	7.6	107	346	1.0	6.9
WJBR-FM																				
SP '00	8	61	.1	.3	2	36	.1	.2	4	8	.1	.3	8	19	.1	.4	5	8	.1	.3
4-Book	9	113	.1	.3	6	65	.1	.5	5	11	.1	.3	4	20	.1	.2	6	12	.1	.4
WKXW-FM																				
SP '00	20	247	.2	.7	7	91	.1	.5	12	28	.1	.8	25	47	.2	1.1	6	18	.1	.4
4-Book	31	358	.3	1.1	8	135	.1	.6	12	52	.1	.9	22	67	.2	1.1	6	28	.1	.4
WNJO-FM																				
SP '00	24	202	.2	.8	9	165	.1	.7	8	42	.1	.6	8	33	.1	.4	11	39	.1	.7
4-Book	24	262	.2	.9	11	154	.1	.8	10	43	.1	.8	20	59	.2	1.0	13	50	.1	.8
WPST-FM																				
SP '00	37	732	.3	1.2	15	366	.1	1.1	17	73	.2	1.2	27	177	.2	1.2	20	106	.2	1.2
4-Book	36	727	.3	1.3	20	426	.2	1.6	15	77	.1	1.1	34	202	.3	1.7	26	129	.3	1.7
WSTW-FM																				
SP '00	16	257	.1	.5	7	135	.1	.5	4	21	.1	.3	10	48	.1	.4	10	75	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2999	10698	27.1	1321	8419	11.9	1436	3793	13.0	2260	5238	20.4	1617	4107	14.6					
4-Book	2895	10590	26.1	1282	8477	11.6	1325	3602	11.9	2101	5183	18.9	1553	3942	14.0					

** 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 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																				
SP '00	5	36	.5	.5	80	376	.7	8.8	44	291	.4	2.8	37	257	.3	3.4	19	126	.2	2.8
4-Book	18	105	.1	1.8	73	361	.7	8.2	39	263	.3	2.5	30	186	.3	2.8	19	147	.2	2.7
WBEB-FM																				
SP '00	44	143	.4	4.7	32	115	.3	3.5	52	148	.5	3.3	47	115	.4	4.3	31	106	.3	4.6
4-Book	33	133	.3	3.4	22	85	.2	2.4	54	187	.5	3.4	33	108	.3	3.0	23	84	.2	3.3
WDAS-AM																				
SP '00	1	15	.1	.1	15	45	.1	1.7	10	44	.1	.6	3	9	.3	.3	1	7	.1	.1
4-Book	1	6	.1	.1	30	73	.3	3.4	24	60	.2	1.6	10	24	.1	1.0	5	10	.1	.7
WDAS-FM																				
SP '00	51	154	.5	5.4	67	186	.6	7.4	85	238	.8	5.4	64	124	.6	5.8	133	270	1.2	19.6
4-Book	76	178	.7	7.8	57	157	.5	6.4	83	232	.8	5.3	71	149	.7	6.5	116	245	1.1	17.0
+WEJM-FM																				
SP '00	29	81	.3	3.1	4	29	.4	.4	34	92	.3	2.2	42	115	.4	3.8	11	66	.1	1.6
4-Book	41	142	.4	4.2	17	62	.2	1.9	46	162	.4	2.9	43	134	.4	3.8	18	66	.2	2.6
WEMG-AM																				
SP '00	1	5	.1	.1	2	12	.2	.2	8	21	.1	.5	9	14	.1	.8				
4-Book	6	14	.1	.6	5	13	.1	.6	10	22	.1	.6	5	10	.1	.5	4	12	.1	.6
WEMG-FM																				
SP '00	5	18	.5	.5	9	16	.1	1.0	17	36	.2	1.1	4	20	.4	.4	2	9	.3	.3
4-Book	3	11	.3	.3	3	9	.4	.4	10	30	.1	.6	7	16	.1	.6	1	6	.2	.2
WFIL-AM																				
SP '00	2	15	.2	.2	4	25	.4	.4					1	11	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00					2	9	.2	.2	9	9	.1	.1					2	9	.3	.3
4-Book	7	18	.1	.6	11	31	.1	1.2	5	20	.1	.4	4	14	.1	.4	2	14	.3	.3
WIOQ-FM																				
SP '00	52	175	.5	5.5	20	97	.2	2.2	66	266	.6	4.2	42	210	.4	3.8	26	102	.2	3.8
4-Book	63	232	.6	6.6	23	101	.2	2.5	65	278	.6	4.1	58	229	.5	5.2	30	131	.3	4.4
WIP -AM																				
SP '00	65	231	.6	6.9	58	230	.5	6.4	108	366	1.0	6.9	57	272	.5	5.2	50	161	.5	7.4
4-Book	34	147	.3	3.6	50	167	.5	5.5	79	287	.7	5.0	55	208	.5	5.0	39	156	.4	5.7
WJZ-FM																				
SP '00	53	180	.5	5.6	28	107	.3	3.1	70	226	.6	4.5	51	147	.5	4.6	21	124	.2	3.1
4-Book	52	170	.5	5.5	37	109	.4	4.1	67	196	.6	4.3	47	138	.4	4.3	27	98	.3	3.8
+WLCE-FM																				
SP '00	17	79	.2	1.8	34	109	.3	3.7	101	287	.9	6.5	58	220	.5	5.3	13	100	.1	1.9
4-Book	29	133	.3	3.1	21	91	.2	2.3	64	216	.6	4.1	40	148	.4	3.6	18	92	.2	2.7
WMGK-FM																				
SP '00	37	166	.3	3.9	36	111	.3	4.0	80	302	.7	5.1	56	232	.5	5.1	26	119	.2	3.8
4-Book	38	156	.3	4.1	29	112	.3	3.3	74	281	.7	4.7	59	214	.5	5.3	23	92	.2	3.3
WMMR-FM																				
SP '00	68	231	.6	7.2	46	167	.4	5.1	85	369	.8	5.4	71	288	.6	6.4	40	152	.4	5.9
4-Book	39	192	.4	4.2	36	179	.3	4.1	78	342	.7	5.0	64	279	.6	5.7	33	165	.3	4.9
WGL-FM																				
SP '00	41	86	.4	4.3	45	123	.4	5.0	50	150	.5	3.2	32	115	.3	2.9	23	63	.2	3.4
4-Book	33	102	.3	3.4	36	98	.3	4.0	38	144	.4	2.4	38	109	.3	3.4	34	82	.3	4.9
WPEN-AM																				
SP '00									4	11	.3	.3								
4-Book	3	12	.3	.3	1	6	.1	.1	9	23	.1	.5	2	7	.2	.2	2	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

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
WPHI-FM																				
SP '00	57	210	.5	6.0	16	62	.1	1.8	46	139	.4	2.9	46	134	.4	4.2	17	82	.2	2.5
4-Book	61	206	.6	6.5	28	87	.2	3.2	60	178	.5	3.8	37	118	.3	3.3	28	105	.3	4.1
WPHT-AM																				
SP '00	15	63	.1	1.6	22	70	.2	2.4	27	143	.2	1.7	13	57	.1	1.2	12	36	.1	1.8
4-Book	6	31	.1	.6	20	59	.2	2.3	21	91	.2	1.4	9	46	.1	.8	13	35	.1	1.9
WPLY-FM																				
SP '00	21	108	.2	2.2	33	165	.3	3.6	73	327	.7	4.7	39	197	.4	3.5	16	107	.1	2.4
4-Book	41	178	.4	4.4	31	124	.3	3.5	61	290	.6	3.9	40	198	.4	3.6	30	144	.3	4.3
WUSL-FM																				
SP '00	92	255	.8	9.7	69	189	.6	7.6	96	303	.9	6.2	35	146	.3	3.2	46	131	.4	6.8
4-Book	98	288	.9	10.2	70	198	.6	7.8	84	282	.8	5.4	55	166	.5	4.9	49	146	.4	7.0
WWDB-FM																				
SP '00	10	20	.1	1.1	29	126	.3	3.2	103	253	.9	6.6	19	34	.2	1.7	12	29	.1	1.8
4-Book	6	20	.1	.6	33	130	.3	3.7	98	206	.9	6.3	10	32	.1	.9	9	31	.1	1.3
WXTU-FM																				
SP '00	30	162	.3	3.2	41	144	.4	4.5	62	215	.6	4.0	58	168	.5	5.3	20	67	.2	2.9
4-Book	21	93	.2	2.3	36	127	.3	3.9	54	162	.5	3.4	34	112	.3	3.0	10	38	.1	1.5
WYSP-FM																				
SP '00	65	214	.6	6.9	14	92	.1	1.5	70	297	.6	4.5	58	241	.5	5.3	38	149	.3	5.6
4-Book	59	225	.5	6.1	28	113	.3	3.1	169	561	1.5	10.4	140	475	1.3	12.3	43	168	.4	6.3
WJBR-FM																				
SP '00		7				17			1	10		.1		9		.1		16		.9
4-Book	4	16	.1	.4	5	17	.1	.6	8	26	.1	.5	7	9	.1	.6	6	16		.9
WKXW-FM																				
SP '00					4	28		.4	1	9		.1	7	20		.1		10		.3
4-Book	5	24		.5	4	19		.4	5	19		.4	6	22		.1	2	10		.3
WNJO-FM																				
SP '00	15	54	.1	1.6	3	16		.3	11	36		.1	13	34		1.2	1	7		.1
4-Book	7	31	.1	.8	8	27		.9	15	46		1.0	10	29		.9	2	14		.2
WPST-FM																				
SP '00	4	42		.4	3	28		.3	13	94		.8	35	139		3.2	3	14		.4
4-Book	17	81	.2	1.8	10	51		1.1	22	119		1.4	27	105		2.4	9	51		1.3
WSTW-FM																				
SP '00	1	18		.1	10	39		1.1	10	42		.6	6	37		.5	3	28		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	944	2644	8.5		907	2739	8.2		1560	4151	14.1		1101	2935	9.9		679	2088	6.1	
4-Book	951	2799	8.6		893	2654	8.0		1572	4219	14.2		1116	2963	10.1		687	2106	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

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
KYW -AM																				
SP '00	71	2412	.8	4.0	207	1702	2.3	7.3	48	762	.5	1.9	79	1085	.9	3.6	23	447	.3	3.2
WI '00	74	2510	.8	4.5	220	1828	2.5	7.9	48	728	.5	2.0	86	1124	1.0	4.3	22	357	.2	3.2
FA '99	74	2238	.8	4.4	194	1498	2.2	7.0	69	734	.8	2.9	99	1145	1.1	4.8	21	408	.2	3.2
SU '99	100	2729	1.1	6.0	219	1846	2.4	8.1	108	1007	1.2	4.5	150	1428	1.7	7.4	27	457	.3	3.7
4-Book	80	2472	.9	4.7	210	1719	2.4	7.6	68	808	.8	2.8	104	1196	1.2	5.0	23	417	.3	3.3
SP '99	72	2418	.8	4.2	207	1805	2.3	7.5	52	704	.6	2.1	88	1244	1.0	4.1	25	433	.3	3.3
WBEB-FM																				
SP '00	57	794	.6	3.2	80	435	.9	2.8	106	358	1.2	4.1	66	397	.7	3.0	26	286	.3	3.6
WI '00	66	1146	.7	4.0	94	658	1.1	3.4	127	567	1.4	5.4	88	544	1.0	4.4	25	272	.3	3.7
FA '99	67	985	.7	4.0	80	444	.9	2.9	126	457	1.4	5.3	76	463	.8	3.7	34	298	.4	5.1
SU '99	57	1042	.6	3.4	84	395	.9	3.1	79	475	.9	3.3	69	559	.8	3.4	37	394	.4	5.0
4-Book	62	992	.7	3.7	85	483	1.0	3.1	110	464	1.2	4.5	75	491	.8	3.6	31	313	.4	4.4
SP '99	80	1122	.9	4.7	91	545	1.0	3.3	144	465	1.6	5.8	96	510	1.1	4.5	32	369	.4	4.2
WDAS-AM																				
SP '00	7	116	.1	.4	10	45	.1	.4	14	65	.2	.5	11	37	.1	.5				
WI '00	17	200	.2	1.0	27	129	.3	1.0	22	85	.2	.9	13	88	.1	.7	7	37	.1	1.0
FA '99	5	182	.1	.3	5	47	.1	.2	3	12		.1	1	21			1	11		.2
SU '99	7	145	.1	.4	10	63	.1	.4	10	34	.1	.4	8	61	.1	.4	2	27		.3
4-Book	9	161	.1	.5	13	71	.2	.5	12	49	.1	.5	8	52	.1	.4	3	21		.4
SP '99	5	111	.1	.3	11	50	.1	.4	5	23	.1	.2	2	29		.1	1	17		.1
WDAS-FM																				
SP '00	81	1016	.9	4.6	141	654	1.6	4.9	97	505	1.1	3.8	80	527	.9	3.7	47	367	.5	6.4
WI '00	102	945	1.1	6.2	192	653	2.1	6.9	113	490	1.3	4.8	87	520	1.0	4.4	62	442	.7	9.1
FA '99	83	1007	.9	5.0	109	589	1.2	4.0	89	436	1.0	3.7	111	559	1.2	5.4	57	392	.6	8.6
SU '99	109	1073	1.2	6.5	171	700	1.9	6.3	131	535	1.4	5.5	116	526	1.3	5.7	74	448	.8	10.1
4-Book	94	1010	1.0	5.6	153	649	1.7	5.5	108	492	1.2	4.5	99	533	1.1	4.8	60	412	.7	8.6
SP '99	108	1098	1.2	6.3	155	749	1.7	5.6	132	602	1.5	5.3	124	669	1.4	5.8	87	462	1.0	11.5
+WEJM-FM																				
SP '00	41	998	.5	2.3	47	326	.5	1.6	71	399	.8	2.8	53	559	.6	2.4	14	287	.2	1.9
WI '00	51	937	.6	3.1	62	410	.7	2.2	86	425	1.0	3.6	73	511	.8	3.7	14	216	.2	2.0
FA '99	80	1277	.9	4.8	100	598	1.1	3.6	128	665	1.4	5.4	109	737	1.2	5.3	43	309	.5	6.5
SU '99	79	1380	.9	4.7	62	563	.7	2.3	119	609	1.3	5.0	111	752	1.2	5.5	61	372	.7	8.3
4-Book	63	1148	.7	3.7	68	474	.8	2.4	101	525	1.1	4.2	87	640	1.0	4.2	33	296	.4	4.7
SP '99	44	871	.5	2.6	56	411	.6	2.0	75	336	.8	3.0	55	498	.6	2.6	18	252	.2	2.4
WEMG-AM																				
SP '00	7	81	.1	.4	8	35	.1	.3	9	65	.1	.4	7	49	.1	.3	5	34	.1	.7
WI '00		13								6				7						
FA '99	16	80	.2	1.0	23	80	.3	.8	19	32	.2	.8	14	80	.2	.7	12	62	.1	1.8
SU '99	5	70	.1	.3	5	29	.1	.2	8	11	.1	.3	7	19	.1	.3	1	11		.1
4-Book	7	61	.1	.4	9	36	.1	.3	9	29	.1	.4	7	39	.1	.3	5	27	.1	.7
SP '99	9	84	.1	.5	11	77	.1	.4	9	22	.1	.4	10	34	.1	.5	6	31	.1	.8
WEMG-FM																				
SP '00	8	117	.1	.5	15	48	.2	.5	7	52	.1	.3	8	74	.1	.4	3	37		.4
WI '00	5	102	.1	.3	9	46	.1	.3	10	41	.1	.4	4	35		.2		12		
FA '99	7	67	.1	.4	14	38	.2	.5	11	21	.1	.5	9	57	.1	.4	1	29		.2
SU '99	8	155	.1	.5	15	101	.2	.6	7	64	.1	.3	12	81	.1	.6	1	25		.1
4-Book	7	110	.1	.4	13	58	.2	.5	9	45	.1	.4	8	62	.1	.4	1	26		.2
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SP '00	4	120		.2	9	95	.1	.3	2	48		.1	5	53	.1	.2	3	49		.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	11	152	.1	.7	16	100	.2	.6	20	64	.2	.8	10	46	.1	.5	8	26	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	114		.2	10	73	.1	.4	1	28			2	42		.1	2	55		.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	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
WPEN-AM																				
SP '00	2	69		.1	1	22			2	27		.1	3	19		.1				
WI '00	5	101	.1	.3	14	35	.2	.5	7	50	.1	.3	2	26		.1	2	26		.3
FA '99	14	152	.2	.8	18	49	.2	.7	19	60	.2	.8	16	74	.2	.8	6	52	.1	.9
SU '99	3	118		.2	6	32	.1	.2	1	18			7	49	.1	.3	1	9		.1
4-Book	6	110	.1	.4	10	35	.1	.4	7	39	.1	.3	7	42	.1	.3	2	22		.3
SP '99	5	137	.1	.3	3	45		.1	8	87	.1	.3	10	59	.1	.5	1	26		.1
WPHI-FM																				
SP '00	40	657	.4	2.3	47	263	.5	1.6	62	362	.7	2.4	64	391	.7	2.9	13	230	.1	1.8
WI '00	26	552	.3	1.6	28	245	.3	1.0	36	235	.4	1.5	34	309	.4	1.7	23	195	.3	3.4
FA '99	27	603	.3	1.6	31	309	.3	1.1	36	230	.4	1.5	34	316	.4	1.6	14	231	.2	2.1
SU '99	35	704	.4	2.1	42	239	.5	1.5	55	336	.6	2.3	36	399	.4	1.8	18	204	.2	2.4
4-Book	32	629	.4	1.9	37	264	.4	1.3	47	291	.5	1.9	42	354	.5	2.0	17	215	.2	2.4
SP '99	38	816	.4	2.2	34	293	.4	1.2	39	368	.4	1.6	63	518	.7	3.0	33	258	.4	4.4
WPHT-AM																				
SP '00	26	594	.3	1.5	33	145	.4	1.2	27	159	.3	1.1	51	259	.6	2.3	15	161	.2	2.1
WI '00	31	710	.3	1.9	30	217	.3	1.1	78	293	.9	3.3	46	260	.5	2.3	3	78		.4
FA '99	9	301	.1	.5	15	129	.2	.5	11	66	.1	.5	15	119	.2	.7	4	57		.6
SU '99	35	730	.4	2.1	58	232	.6	2.1	29	173	.3	1.2	45	246	.5	2.2	31	348	.3	4.2
4-Book	25	584	.3	1.5	34	181	.4	1.2	36	173	.4	1.5	39	221	.5	1.9	13	161	.1	1.8
SP '99	11	429	.1	.6	16	107	.2	.6	2	58		.1	19	161	.2	.9	13	163	.1	1.7
WPLY-FM																				
SP '00	68	1217	.8	3.9	94	661	1.1	3.3	113	586	1.3	4.4	106	738	1.2	4.9	17	355	.2	2.3
WI '00	56	1080	.6	3.4	72	454	.8	2.6	81	455	.9	3.4	71	540	.8	3.6	39	376	.4	5.7
FA '99	66	1194	.7	4.0	94	576	1.1	3.4	118	565	1.3	4.9	104	751	1.2	5.0	18	340	.2	2.7
SU '99	58	1389	.6	3.5	89	573	1.0	3.3	70	707	.8	2.9	83	870	.9	4.1	26	401	.3	3.5
4-Book	62	1220	.7	3.7	87	566	1.0	3.2	96	578	1.1	3.9	91	725	1.0	4.4	25	368	.3	3.6
SP '99	51	1190	.6	3.0	73	459	.8	2.6	90	475	1.0	3.6	66	738	.7	3.1	16	306	.2	2.1
WUSL-FM																				
SP '00	79	1068	.9	4.5	102	539	1.1	3.6	107	561	1.2	4.2	93	633	1.0	4.3	51	368	.6	7.0
WI '00	76	940	.8	4.6	115	522	1.3	4.1	114	469	1.3	4.8	81	558	.9	4.1	49	330	.5	7.2
FA '99	59	911	.7	3.5	90	513	1.0	3.3	60	495	.7	2.5	65	562	.7	3.1	53	328	.6	8.0
SU '99	67	1011	.7	4.0	80	482	.9	2.9	84	470	.9	3.5	80	571	.9	4.0	45	393	.5	6.1
4-Book	70	983	.8	4.2	97	514	1.1	3.5	91	499	1.0	3.8	80	581	.9	3.9	50	355	.6	7.1
SP '99	64	1011	.7	3.7	66	438	.7	2.4	69	492	.8	2.8	96	614	1.1	4.5	50	433	.6	6.6
WWDB-FM																				
SP '00	43	708	.5	2.4	40	240	.4	1.4	70	206	.8	2.7	61	354	.7	2.8	22	230	.2	3.0
WI '00	35	651	.4	2.1	36	198	.4	1.3	56	240	.6	2.4	46	365	.5	2.3	19	169	.2	2.8
FA '99	42	740	.5	2.5	31	188	.3	1.1	83	399	.9	3.5	54	363	.6	2.6	17	181	.2	2.6
SU '99	39	778	.4	2.3	36	221	.4	1.3	82	397	.9	3.4	49	307	.5	2.4	20	190	.2	2.7
4-Book	40	719	.5	2.3	36	212	.4	1.3	73	311	.8	3.0	53	347	.6	2.5	20	193	.2	2.8
SP '99	31	601	.3	1.8	35	195	.4	1.3	48	253	.5	1.9	31	262	.3	1.5	21	141	.2	2.8
WXTU-FM																				
SP '00	63	876	.7	3.6	99	444	1.1	3.5	96	419	1.1	3.7	72	520	.8	3.3	15	236	.2	2.1
WI '00	49	696	.5	3.0	76	363	.8	2.7	58	357	.6	2.5	73	468	.8	3.7	11	177	.1	1.6
FA '99	55	641	.6	3.3	73	427	.8	2.6	82	325	.9	3.4	79	420	.9	3.8	18	125	.2	2.7
SU '99	36	617	.4	2.1	41	330	.5	1.5	54	349	.6	2.3	53	406	.6	2.6	16	175	.2	2.2
4-Book	51	708	.6	3.0	72	391	.8	2.6	73	363	.8	3.0	69	454	.8	3.4	15	178	.2	2.2
SP '99	55	812	.6	3.2	83	506	.9	3.0	71	343	.8	2.9	81	589	.9	3.8	21	254	.2	2.8
WYSP-FM																				
SP '00	196	2593	2.2	11.1	589	2015	6.6	20.7	272	1370	3.0	10.6	156	1081	1.7	7.1	48	472	.5	6.6
WI '00	176	2400	2.0	10.7	522	1768	5.8	18.8	222	1397	2.5	9.4	143	987	1.6	7.2	51	546	.6	7.5
FA '99	236	3084	2.6	14.2	738	2222	8.2	26.7	266	1348	3.0	11.1	149	1016	1.7	7.2	47	591	.5	7.1
SU '99	217	2927	2.4	12.9	707	2210	7.8	26.1	273	1417	3.0	11.4	136	1173	1.5	6.7	39	595	.4	5.3
4-Book	206	2751	2.3	12.2	639	2054	7.1	23.1	258	1383	2.9	10.6	146	1064	1.6	7.1	46	551	.5	6.6
SP '99	211	2708	2.3	12.3	619	1994	6.8	22.4	280	1496	3.1	11.3	181	1320	2.0	8.5	35	519	.4	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
WJBR-FM																				
SP '00	5	53	.1	.3	4	16	.1	.1	11	27	.1	.4	8	43	.1	.4				
WI '00	9	153	.1	.5	9	51	.1	.3	5	46	.1	.2	19	73	.2	1.0	7	44	.1	1.0
FA '99	8	166	.1	.5	8	74	.1	.3	8	34	.1	.3	16	63	.2	.8	8	67	.1	1.2
SU '99	4	110	.2	.2	2	27	.1	.1	3	21	.1	.1	3	55	.1	.1	7	56	.1	1.0
4-Book	7	121	.1	.4	6	42	.1	.2	7	32	.1	.3	12	59	.1	.6	6	42	.1	.8
SP '99	2	112	.1	.1	2	31	.1	.1	3	51	.1	.1	3	34	.1	.1	2	47	.1	.3
WKXW-FM																				
SP '00	12	225	.1	.7	12	100	.1	.4	26	100	.3	1.0	15	137	.2	.7	2	38		.3
WI '00	25	469	.3	1.5	31	209	.3	1.1	48	243	.5	2.0	33	255	.4	1.7	11	107	.1	1.6
FA '99	18	351	.2	1.1	18	134	.2	.7	48	158	.5	2.0	24	175	.3	1.2	5	71	.1	.8
SU '99	22	426	.2	1.3	27	176	.3	1.0	34	222	.4	1.4	32	263	.4	1.6	17	155	.2	2.3
4-Book	19	368	.2	1.2	22	155	.2	.8	39	181	.4	1.6	26	208	.3	1.3	9	93	.1	1.3
SP '99	21	307	.2	1.2	28	152	.3	1.0	36	151	.4	1.5	32	174	.4	1.5	10	85	.1	1.3
WNJO-FM																				
SP '00	13	236	.1	.7	14	87	.2	.5	24	92	.3	.9	14	86	.2	.6	5	86	.1	.7
WI '00	16	280	.2	1.0	28	160	.3	1.0	28	131	.3	1.2	10	104	.1	.5	3	58		.4
FA '99	8	255	.1	.5	10	126	.1	.4	10	46	.1	.4	10	123	.1	.5	2	55		.3
SU '99	18	380	.2	1.1	27	218	.3	1.0	40	170	.4	1.7	17	167	.2	.8	3	48		.4
4-Book	14	288	.2	.8	20	148	.2	.7	26	110	.3	1.1	13	120	.2	.6	3	62	.1	.5
SP '99	19	245	.2	1.1	23	132	.3	.8	38	105	.4	1.5	32	148	.4	1.5	4	63		.5
WPST-FM																				
SP '00	16	662	.2	.9	20	325	.2	.7	26	237	.3	1.0	26	363	.3	1.2	4	102		.5
WI '00	21	557	.2	1.3	34	242	.4	1.2	29	169	.3	1.2	24	307	.3	1.2	7	173	.1	1.0
FA '99	16	652	.2	1.0	16	263	.2	.6	19	285	.2	.8	28	360	.3	1.4	7	189	.1	1.1
SU '99	17	669	.2	1.0	16	244	.2	.6	27	254	.3	1.1	27	343	.3	1.3	6	152	.1	.8
4-Book	18	635	.2	1.1	22	269	.3	.8	25	236	.3	1.0	26	343	.3	1.3	6	154	.1	.9
SP '99	18	689	.2	1.0	31	235	.3	1.1	20	185	.2	.8	24	350	.3	1.1	6	139	.1	.8
WSTW-FM																				
SP '00	11	290	.1	.6	10	151	.1	.4	18	101	.2	.7	18	152	.2	.8	4	59		.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	285	.1	.7	14	128	.2	.5	21	106	.2	.9	19	207	.2	.9	2	81		.3
SU '99	12	292	.1	.7	19	142	.2	.7	22	125	.2	.9	13	150	.1	.6	6	58	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1759	8753	19.6		2849	8022	31.8		2568	6759	28.7		2183	7707	24.4		730	4860	8.2	
WI '00	1645	8679	18.4		2777	7931	31.0		2364	6396	26.4		1992	7564	22.3		683	4676	7.6	
FA '99	1667	8701	18.6		2759	7955	30.8		2389	6351	26.7		2071	7486	23.1		662	4683	7.4	
SU '99	1676	8785	18.5		2713	7831	30.0		2400	6637	26.5		2024	7397	22.4		735	4868	8.1	
4-Book	1687	8730	18.8		2775	7935	30.9		2430	6536	27.1		2068	7539	23.1		703	4772	7.8	
SP '99	1720	8743	19.0		2769	7977	30.6		2477	6557	27.4		2128	7709	23.5		754	4903	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
SP '00	106	2171	1.2	4.2	41	1130	.5	3.8	97	449	1.1	7.7	31	233	.3	1.7	39	261	.4	3.1
4-Book	123	2249	1.4	5.1	42	1117	.5	4.0	100	477	1.1	8.7	43	272	.5	2.6	39	215	.4	3.2
WBEB-FM																				
SP '00	86	648	1.0	3.4	28	343	.3	2.6	34	118	.4	2.7	48	136	.5	2.6	24	87	.3	1.9
4-Book	91	798	1.1	3.8	31	455	.4	3.0	40	127	.5	3.5	53	166	.6	3.1	30	125	.3	2.5
WDAS-AM																				
SP '00	12	73	.1	.5	4	74	.1	.4	3	21	.1	.2	3	15	.1	.2				
4-Book	11	98	.1	.5	9	105	.1	.9	7	22	.1	.6	5	19	.1	.3	3	7		.2
WDAS-FM																				
SP '00	105	881	1.2	4.1	61	605	.7	5.7	52	149	.6	4.1	63	205	.7	3.4	44	157	.5	3.5
4-Book	119	857	1.3	4.9	73	623	.8	7.0	67	174	.8	5.9	87	246	1.0	5.1	72	178	.8	5.9
+WEJM-FM																				
SP '00	58	750	.6	2.3	29	430	.3	2.7	18	56	.2	1.4	52	148	.6	2.8	39	161	.4	3.1
4-Book	86	915	1.0	3.6	41	568	.5	4.0	36	135	.4	3.2	72	242	.8	4.3	61	204	.7	5.0
WEMG-AM																				
SP '00	8	65	.1	.3	5	42	.1	.5	3	19	.1	.2	6	30	.1	.3	10	14	.1	.8
4-Book	8	52	.1	.3	6	43	.1	.6	7	17	.1	.6	9	29	.1	.6	8	18	.1	.7
WEMG-FM																				
SP '00	10	108	.1	.4	7	43	.1	.7	7	7	.1	.6	8	18	.1	.4	4	14		.3
4-Book	10	95	.1	.4	6	58	.1	.6	5	15	.1	.5	9	25	.1	.5	12	23	.1	.9
WFIL-AM																				
SP '00	5	105	.1	.2	2	59	.1	.2	4	8	.1	.3	5	18	.1	.3	1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	13	53	.1	.5	2	42	.1	.2	2	15	.1	.2					8	15	.1	.6
4-Book	12	99	.1	.5	6	98	.1	.6	5	20	.1	.4	9	24	.1	.5	5	16	.1	.4
WIOQ-FM																				
SP '00	72	922	.8	2.8	43	661	.5	4.0	19	132	.2	1.5	101	322	1.1	5.5	60	198	.7	4.7
4-Book	60	917	.7	2.5	39	637	.4	3.8	22	124	.3	2.0	74	256	.8	4.3	59	214	.7	4.9
WIP -AM																				
SP '00	179	1722	2.0	7.1	76	972	.8	7.1	80	238	.9	6.3	145	436	1.6	7.8	86	292	1.0	6.8
4-Book	162	1585	1.8	6.7	54	799	.6	5.3	74	231	.8	6.4	83	304	.9	4.8	57	212	.7	4.6
WJJZ-FM																				
SP '00	92	889	1.0	3.6	48	587	.5	4.5	43	145	.5	3.4	110	257	1.2	5.9	55	152	.6	4.3
4-Book	84	800	.9	3.5	47	557	.5	4.5	39	113	.5	3.4	78	214	.9	4.5	54	156	.6	4.4
+WLCE-FM																				
SP '00	131	1198	1.5	5.2	52	731	.6	4.9	54	174	.6	4.3	90	273	1.0	4.9	63	257	.7	5.0
4-Book	88	1030	1.0	3.6	39	622	.4	3.7	46	166	.5	4.0	68	259	.8	4.0	44	183	.5	3.6
WMGK-FM																				
SP '00	157	1375	1.8	6.2	74	906	.8	6.9	120	359	1.3	9.5	141	406	1.6	7.6	118	356	1.3	9.3
4-Book	140	1364	1.6	5.8	62	812	.7	6.0	84	250	.9	7.2	126	378	1.4	7.4	91	314	1.0	7.4
WMMR-FM																				
SP '00	204	1689	2.3	8.0	70	929	.8	6.6	88	306	1.0	6.9	159	429	1.8	8.6	95	346	1.1	7.5
4-Book	186	1651	2.1	7.6	58	895	.6	5.7	79	258	.9	6.9	119	399	1.3	6.9	78	292	.9	6.4
WOGL-FM																				
SP '00	111	937	1.2	4.4	45	499	.5	4.2	56	169	.6	4.4	82	205	.9	4.4	64	211	.7	5.0
4-Book	79	825	.9	3.2	40	517	.4	3.9	40	149	.5	3.4	67	183	.8	3.9	53	173	.6	4.3
WPEN-AM																				
SP '00	2	49	.1	.1	2	30	.1	.1	3	9	.1	.2	4	11	.1	.2	4	11		.3
4-Book	8	80	.1	.3	5	59	.1	.5	7	19	.1	.6	6	17	.1	.4	7	17	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WPHI-FM																				
SP '00	58	544	.6	2.3	26	314	.3	2.4	11	26	.1	.9	38	166	.4	2.1	38	84	.4	3.0
4-Book	43	514	.5	1.8	23	329	.3	2.2	15	47	.2	1.3	36	148	.4	2.1	30	103	.3	2.4
WPHT-AM																				
SP '00	36	404	.4	1.4	14	236	.2	1.3	8	31	.1	.6	19	88	.2	1.0	7	31	.1	.6
4-Book	36	408	.4	1.5	13	219	.2	1.2	12	41	.1	1.1	16	60	.2	.9	7	32	.1	.6
WPLY-FM																				
SP '00	105	1046	1.2	4.1	36	554	.4	3.4	50	158	.6	3.9	50	210	.6	2.7	49	205	.5	3.9
4-Book	92	1021	1.0	3.8	35	577	.4	3.3	39	147	.4	3.3	69	273	.8	4.1	43	175	.5	3.5
WUSL-FM																				
SP '00	101	909	1.1	4.0	58	674	.6	5.4	42	73	.5	3.3	114	350	1.3	6.2	55	214	.6	4.3
4-Book	89	843	1.0	3.7	50	587	.6	4.8	38	106	.5	3.3	76	233	.8	4.4	74	210	.8	6.1
WWDB-FM																				
SP '00	58	540	.6	2.3	30	334	.3	2.8	23	75	.3	1.8	32	81	.4	1.7	9	28	.1	.7
4-Book	55	558	.6	2.3	26	339	.3	2.5	19	75	.2	1.6	24	81	.3	1.4	9	39	.1	.7
WXTU-FM																				
SP '00	89	730	1.0	3.5	47	479	.5	4.4	62	176	.7	4.9	95	247	1.1	5.1	63	160	.7	5.0
4-Book	71	615	.8	2.9	38	413	.4	3.7	50	145	.6	4.4	81	229	.9	4.7	46	134	.5	3.8
WYSP-FM																				
SP '00	334	2394	3.7	13.2	49	827	.5	4.6	93	315	1.0	7.3	79	385	.9	4.3	76	266	.8	6.0
4-Book	341	2494	3.8	14.1	75	1042	.8	7.3	88	268	1.0	7.7	114	408	1.3	6.8	76	248	.8	6.2
WJBR-FM																				
SP '00	8	43	.1	.3	2	25	.1	.2	4	8	.1	.3	8	8	.1	.4	5	8	.1	.4
4-Book	8	83	.1	.4	5	57	.1	.5	4	9	.1	.3	4	15	.1	.2	6	12	.1	.5
WKXW-FM																				
SP '00	18	206	.2	.7	7	84	.1	.7	12	28	.1	.9	23	40	.3	1.2	6	18	.1	.5
4-Book	30	327	.3	1.2	8	131	.1	.8	12	52	.1	1.0	22	63	.3	1.3	6	28	.1	.5
WNJO-FM																				
SP '00	18	165	.2	.7	9	153	.1	.8	8	42	.1	.6	8	33	.1	.4	11	39	.1	.9
4-Book	20	221	.2	.8	10	142	.1	1.0	10	41	.1	.9	19	54	.2	1.1	13	50	.1	1.1
WPST-FM																				
SP '00	24	518	.3	.9	11	274	.1	1.0	13	45	.1	1.0	18	126	.2	1.0	16	88	.2	1.3
4-Book	25	499	.3	1.0	14	296	.2	1.3	12	51	.1	1.0	24	136	.3	1.4	19	96	.2	1.5
WSTV-FM																				
SP '00	16	220	.2	.6	7	125	.1	.7	4	21	.1	.3	10	48	.1	.5	9	66	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2536	8656	28.3	1068	6840	11.9	1267	3263	14.2	1853	4310	20.7	1268	3333	14.2					
4-Book	2425	8610	27.0	1034	6927	11.5	1153	3104	12.9	1705	4240	19.0	1224	3219	13.7					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	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																					
SP '00	4	25	.6	.6	80	369	.9	10.6	41	270	.5	3.2	37	257	.4	4.3	19	126	.2	3.7	
4-Book	17	98	.2	2.4	69	349	.8	9.0	36	250	.4	2.8	29	182	.3	3.3	18	142	.2	3.4	
WBEB-FM																					
SP '00	25	117	.3	3.5	21	84	.2	2.8	34	117	.4	2.6	16	71	.2	1.9	19	69	.2	3.7	
4-Book	24	114	.3	3.3	18	73	.2	2.4	44	162	.5	3.4	20	83	.2	2.3	15	58	.2	2.8	
WDAS-AM																					
SP '00	1	15	.1	.1	15	45	.2	2.0	8	37	.1	.6	3	9	.1	.3					
4-Book	1	6	.2	.2	26	65	.3	3.5	22	49	.3	1.7	9	21	.1	1.0	3	5		.6	
WDAS-FM																					
SP '00	51	154	.6	7.1	49	139	.5	6.5	60	185	.7	4.7	40	85	.4	4.6	116	236	1.3	22.9	
4-Book	68	163	.8	9.4	49	135	.6	6.4	71	201	.8	5.6	58	124	.7	6.5	100	211	1.1	19.4	
+WEJM-FM																					
SP '00	27	70	.3	3.8	4	29	.5	.5	34	92	.4	2.6	42	115	.5	4.9	11	66	.1	2.2	
4-Book	38	137	.4	5.3	17	58	.2	2.2	44	153	.5	3.4	40	123	.5	4.5	17	64	.2	3.3	
WEMG-AM																					
SP '00	1	5	.1	.1	2	12	.3	.3	8	21	.1	.6	9	14	.1	1.0					
4-Book	6	14	.1	.8	5	13	.1	.7	8	18	.1	.6	4	8	.1	.4	3	10		.6	
WEMG-FM																					
SP '00	1	11	.1	.1	9	16	.1	1.2	17	36	.2	1.3	4	20	.1	.5	2	9		.4	
4-Book	2	10	.3	.3	3	9	.4	.4	9	27	.1	.7	7	16	.1	.7	1	6		.3	
WFIL-AM																					
SP '00	2	15	.3	.3	4	25	.5	.5					1	11	.1	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
SP '00					2	9	.3	.3		9							2	9		.4	
4-Book	7	18	.1	.9	11	31	.1	1.4	4	17		.3	4	14	.1	.5	2	14		.4	
WIOQ-FM																					
SP '00	32	93	.4	4.5	20	91	.2	2.6	51	186	.6	4.0	33	158	.4	3.8	19	69	.2	3.7	
4-Book	32	128	.4	4.5	13	67	.2	1.7	43	194	.5	3.4	44	175	.5	4.9	22	87	.3	4.3	
WIP -AM																					
SP '00	48	200	.5	6.7	48	183	.5	6.3	100	335	1.1	7.8	49	240	.5	5.7	42	122	.5	8.3	
4-Book	28	129	.3	4.1	45	148	.5	5.8	66	252	.8	5.2	46	182	.5	5.3	35	130	.4	6.8	
WJJZ-FM																					
SP '00	38	159	.4	5.3	27	99	.3	3.6	54	192	.6	4.2	32	109	.4	3.7	16	92	.2	3.2	
4-Book	48	162	.5	6.8	32	97	.4	4.1	58	177	.6	4.5	39	116	.5	4.4	23	84	.3	4.4	
+WLCE-FM																					
SP '00	16	69	.2	2.2	34	109	.4	4.5	99	274	1.1	7.7	52	192	.6	6.0	7	74	.1	1.4	
4-Book	23	107	.3	3.3	17	74	.2	2.3	56	193	.6	4.4	37	131	.4	4.2	16	75	.2	3.0	
WMGK-FM																					
SP '00	32	153	.4	4.5	36	111	.4	4.8	76	291	.8	5.9	49	196	.5	5.7	22	88	.2	4.3	
4-Book	31	130	.4	4.4	28	105	.3	3.8	67	258	.7	5.2	47	185	.5	5.3	20	73	.2	3.9	
WMMR-FM																					
SP '00	38	142	.4	5.3	32	120	.4	4.2	66	311	.7	5.1	53	224	.6	6.1	27	105	.3	5.3	
4-Book	26	137	.3	3.7	30	142	.4	4.0	64	285	.7	5.0	50	220	.6	5.6	24	116	.3	4.6	
WOGL-FM																					
SP '00	41	86	.5	5.7	35	110	.4	4.6	30	105	.3	2.3	32	105	.4	3.7	23	56	.3	4.5	
4-Book	31	94	.4	4.3	32	91	.4	4.2	31	127	.3	2.4	35	100	.4	3.9	32	74	.4	6.2	
WPEN-AM																					
SP '00									4	11	.3	.3									
4-Book	3	12	.4	.4	1	6	.1	.1	9	23	.1	.6	2	7	.2	.2	2	5		.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

	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
WPFI-FM																				
SP '00	36	151	.4	5.0	10	30	.1	1.3	27	73	.3	2.1	35	77	.4	4.1	12	56	.1	2.4
4-Book	30	109	.4	4.2	15	48	.2	2.0	29	91	.3	2.3	17	47	.2	1.9	13	53	.1	2.5
WPHT-AM																				
SP '00	15	63	.2	2.1	15	58	.2	2.0	22	131	.2	1.7	10	45	.1	1.2	12	36	.1	2.4
4-Book	6	31	.1	.9	18	56	.2	2.4	19	86	.2	1.5	8	41	.1	.9	13	35	.1	2.5
WPLY-FM																				
SP '00	12	67	.1	1.7	31	137	.3	4.1	63	264	.7	4.9	34	156	.4	3.9	5	39	.1	1.0
4-Book	23	111	.3	3.2	22	96	.2	2.8	41	194	.5	3.2	27	130	.3	3.0	13	76	.2	2.5
WUSL-FM																				
SP '00	67	196	.7	9.4	51	136	.6	6.7	75	230	.8	5.8	22	75	.2	2.5	25	72	.3	4.9
4-Book	57	172	.6	7.9	45	129	.5	6.0	55	182	.6	4.3	27	82	.3	3.0	23	73	.3	4.4
WVDB-FM																				
SP '00	10	20	.1	1.4	29	126	.3	3.8	99	231	1.1	7.7	19	34	.2	2.2	12	29	.1	2.4
4-Book	6	20	.1	.8	31	123	.4	4.1	94	191	1.1	7.3	9	30	.1	1.0	8	27	.1	1.5
WXTU-FM																				
SP '00	18	109	.2	2.5	36	114	.4	4.8	48	157	.5	3.7	51	161	.6	5.9	9	48	.1	1.8
4-Book	17	73	.2	2.4	33	116	.4	4.4	45	132	.5	3.5	29	99	.3	3.3	7	31	.1	1.4
WYSP-FM																				
SP '00	31	114	.3	4.3	11	80	.1	1.5	48	220	.5	3.7	35	174	.4	4.1	19	81	.2	3.7
4-Book	33	146	.4	4.6	22	87	.2	3.0	133	446	1.5	10.0	106	361	1.2	11.9	23	103	.3	4.5
WJBR-FM																				
SP '00		7			5	15	.1	.6	1	10		.1		7	.1	.6	6	14	.1	1.1
4-Book	4	14	.1	.5					6	24	.1	.5	5	7	.1	.6				
WKXV-FM																				
SP '00					4	28		.5	1	9		.1	7	20	.1	.8				
4-Book	5	24	.1	.7	4	19		.4	5	19		.4	6	22	.1	.7	2	10		.4
WNJO-FM																				
SP '00	15	42	.2	2.1	3	16		.4	11	36	.1	.9	13	34	.1	1.5	1	7		.2
4-Book	7	28	.1	1.0	8	27	.1	1.1	14	44	.2	1.1	9	27	.1	1.1	1	7		.2
WPST-FM																				
SP '00	3	31		.4	2	18		.3	9	76	.1	.7	31	121	.3	3.6	2	7		.4
4-Book	10	48	.1	1.4	8	44	.1	1.1	14	82	.2	1.1	18	78	.2	2.1	4	32	.1	.8
WSTV-FM																				
SP '00	1	18		.1	10	39	.1	1.3	10	42	.1	.8	5	27	.1	.6	3	28		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	714	2076	8.0		757	2324	8.5		1290	3442	14.4		864	2392	9.7		507	1606	5.7	
4-Book	710	2191	7.9		760	2311	8.5		1289	3536	14.4		884	2429	9.9		518	1624	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 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	
KYW -AM																					
SP '00	97	2934	.9	4.8	267	2098	2.6	8.2	74	976	.7	2.5	106	1417	1.0	4.2	34	568	.3	3.9	
WI '00	96	3130	.9	5.0	285	2268	2.7	8.9	57	950	.5	2.1	121	1505	1.2	5.1	31	493	.3	4.0	
FA '99	91	2818	.9	4.7	234	1780	2.2	7.3	92	977	.9	3.3	121	1411	1.2	5.1	26	558	.2	3.3	
SU '99	128	3316	1.2	6.6	286	2299	2.7	9.1	142	1232	1.4	5.1	182	1729	1.7	7.6	31	559	.3	3.7	
4-Book	103	3050	1.0	5.3	268	2111	2.6	8.4	91	1034	.9	3.3	133	1516	1.3	5.5	31	545	.3	3.7	
SP '99	101	3080	1.0	5.0	273	2335	2.6	8.5	83	990	.8	2.9	129	1616	1.2	5.2	32	523	.3	3.7	
WBEB-FM																					
SP '00	74	1007	.7	3.6	98	517	.9	3.0	134	462	1.3	4.6	83	488	.8	3.3	34	343	.3	3.9	
WI '00	88	1350	.8	4.6	121	802	1.2	3.8	166	656	1.6	6.0	119	687	1.1	5.1	29	332	.3	3.7	
FA '99	87	1249	.8	4.5	102	579	1.0	3.2	151	566	1.4	5.5	102	607	1.0	4.3	47	399	.4	6.0	
SU '99	84	1298	.8	4.3	121	547	1.2	3.9	129	600	1.2	4.6	104	722	1.0	4.3	45	489	.4	5.4	
4-Book	83	1226	.8	4.3	111	611	1.1	3.5	145	571	1.4	5.2	102	626	1.0	4.3	39	391	.4	4.8	
SP '99	102	1369	1.0	5.1	121	662	1.2	3.8	186	590	1.8	6.4	120	665	1.1	4.8	40	456	.4	4.6	
WDAS-AM																					
SP '00	20	158	.2	1.0	28	87	.3	.9	31	84	.3	1.1	32	78	.3	1.3		9			
WI '00	19	230	.2	1.0	33	141	.3	1.0	22	85	.2	.8	13	88	.1	.6	7	37	.1	.9	
FA '99	7	217	.1	.4	6	57	.1	.2	3	20	.1	.1	6	48	.1	.3	2	21		.3	
SU '99	8	178	.1	.4	12	77	.1	.4	11	45	.1	.4	9	65	.1	.4	3	31		.4	
4-Book	14	196	.2	.7	20	91	.2	.6	17	59	.2	.6	15	70	.2	.7	3	25		.4	
SP '99	7	167	.1	.3	15	72	.1	.5	5	29	.2	.2	2	46	.1	.1	1	28		.1	
WDAS-FM																					
SP '00	109	1202	1.0	5.3	176	724	1.7	5.4	138	605	1.3	4.7	114	628	1.1	4.5	65	435	.6	7.4	
WI '00	122	1093	1.2	6.4	221	740	2.1	6.9	143	577	1.4	5.2	110	630	1.1	4.7	74	487	.7	9.5	
FA '99	100	1128	1.0	5.2	136	676	1.3	4.3	102	505	1.0	3.7	134	627	1.3	5.6	71	450	.7	9.0	
SU '99	123	1213	1.2	6.3	196	777	1.9	6.3	147	584	1.4	5.2	134	618	1.3	5.6	81	495	.8	9.7	
4-Book	114	1159	1.1	5.8	182	729	1.8	5.7	133	568	1.3	4.7	123	626	1.2	5.1	73	467	.7	8.9	
SP '99	132	1301	1.3	6.6	188	863	1.8	5.9	161	692	1.5	5.6	153	769	1.5	6.2	102	570	1.0	11.8	
+WEJM-FM																					
SP '00	47	1141	.4	2.3	51	362	.5	1.6	84	445	.8	2.9	61	639	.6	2.4	17	340	.2	1.9	
WI '00	57	1039	.5	3.0	66	445	.6	2.1	95	450	.9	3.5	84	580	.8	3.6	18	243	.2	2.3	
FA '99	89	1449	.9	4.6	111	690	1.1	3.5	146	757	1.4	5.3	123	834	1.2	5.2	46	369	.4	5.8	
SU '99	92	1556	.9	4.7	80	618	.8	2.6	143	715	1.4	5.1	132	861	1.3	5.5	65	419	.6	7.8	
4-Book	71	1296	.7	3.7	77	529	.8	2.5	117	592	1.1	4.2	100	729	1.0	4.2	37	343	.4	4.5	
SP '99	47	992	.4	2.3	62	463	.6	1.9	80	365	.8	2.8	57	550	.5	2.3	22	292	.2	2.5	
WEMG-AM																					
SP '00	9	87	.1	.4	11	41	.1	.3	11	71	.1	.4	10	55	.1	.4	6	40	.1	.7	
WI '00	1	26		.1	1	7		.1	1	13		.1	1	14		.1	1	7		.1	
FA '99	16	89	.2	.8	23	80	.2	.7	19	32	.2	.7	14	80	.1	.6	12	62	.1	1.5	
SU '99	5	70		.3	5	29		.2	8	11	.1	.3	7	19	.1	.3	1	11		.1	
4-Book	8	68	.1	.4	10	39	.1	.3	10	32	.1	.4	8	42	.1	.3	5	30	.1	.6	
SP '99	10	107	.1	.5	11	77	.1	.3	10	33	.1	.3	12	58	.1	.5	6	31	.1	.7	
WEMG-FM																					
SP '00	8	141	.1	.4	16	56	.2	.5	8	60	.1	.3	9	90	.1	.4	3	61		.3	
WI '00	5	102		.3	9	46	.1	.3	10	41	.1	.4	4	35		.2		12		.1	
FA '99	8	83	.1	.4	14	38	.1	.4	12	36	.1	.4	9	57	.1	.4	1	29		.1	
SU '99	8	173	.1	.4	15	101	.1	.5	7	64	.1	.2	12	81	.1	.5	1	33		.1	
4-Book	7	125	.1	.4	14	60	.1	.4	9	50	.1	.3	9	66	.1	.4	1	34		.1	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																					
SP '00	4	133		.2	10	104	.1	.3	3	52		.1	6	65	.1	.2	3	54		.3	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	12	173	.1	.6	18	113	.2	.6	20	64	.2	.7	11	53	.1	.5	9	33	.1	1.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	4	123		.2	10	82	.1	.3	1	37		.1	2	42		.1	2	55		.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
WJBR-FM																				
SP '00	6	75	.1	.3	4	16	.1	.1	11	40	.1	.4	10	58	.1	.4	4	9	.5	
WI '00	10	176	.1	.5	11	67	.1	.3	5	46	.2	.2	20	88	.2	.8	7	52	.1	.9
FA '99	10	191	.1	.5	8	74	.1	.3	8	34	.1	.3	18	79	.2	.8	14	84	.1	1.8
SU '99	8	157	.1	.4	2	34	.1	.1	7	37	.1	.2	9	70	.1	.4	9	71	.1	1.1
4-Book	9	150	.1	.4	6	48	.1	.2	8	39	.1	.3	14	74	.2	.6	9	54	.1	1.1
SP '99	4	158	.2	.2	2	40	.1	.1	10	88	.1	.3	6	63	.1	.2	2	47	.2	.2
WKXV-FM																				
SP '00	15	329	.1	.7	18	129	.2	.5	29	164	.3	1.0	18	174	.2	.7	4	60	.5	
WI '00	27	517	.3	1.4	32	224	.3	1.0	53	264	.5	1.9	36	285	.3	1.5	13	115	.1	1.7
FA '99	21	418	.2	1.1	26	193	.2	.8	50	174	.5	1.8	27	200	.3	1.1	5	79	.6	.6
SU '99	26	485	.2	1.3	30	202	.3	1.0	42	245	.4	1.5	40	287	.4	1.7	19	172	.2	2.3
4-Book	22	437	.2	1.1	27	187	.3	.8	44	212	.4	1.6	30	237	.3	1.3	10	107	.1	1.3
SP '99	25	372	.2	1.2	33	198	.3	1.0	40	166	.4	1.4	41	223	.4	1.7	11	98	.1	1.3
WNJO-FM																				
SP '00	16	313	.2	.8	19	110	.2	.6	31	116	.3	1.1	17	119	.2	.7	6	95	.1	.7
WI '00	20	375	.2	1.0	32	197	.3	1.0	36	176	.3	1.3	17	164	.2	.7	6	63	.1	.8
FA '99	9	314	.1	.5	10	143	.1	.3	11	70	.1	.4	11	140	.1	.5	4	89	.5	.5
SU '99	25	506	.2	1.3	36	288	.3	1.2	53	254	.5	1.9	22	219	.2	.9	5	80	.6	.6
4-Book	18	377	.2	.9	24	185	.2	.8	33	154	.3	1.2	17	161	.2	.7	5	82	.1	.7
SP '99	22	332	.2	1.1	28	164	.3	.9	48	128	.5	1.7	34	215	.3	1.4	4	82	.5	.5
WPST-FM																				
SP '00	17	705	.2	.8	21	334	.2	.6	26	246	.2	.9	27	381	.3	1.1	4	102	.5	
WI '00	22	580	.2	1.2	36	257	.3	1.1	29	169	.3	1.1	25	331	.2	1.1	8	189	.1	1.0
FA '99	17	694	.2	.9	18	288	.2	.6	19	293	.2	.7	31	386	.3	1.3	7	197	.1	.9
SU '99	18	718	.2	.9	17	252	.2	.5	27	254	.3	1.0	27	358	.3	1.1	6	161	.1	.7
4-Book	19	674	.2	1.0	23	283	.2	.7	25	241	.3	.9	28	364	.3	1.2	6	162	.1	.8
SP '99	18	718	.2	.9	31	244	.3	1.0	20	194	.2	.7	24	370	.2	1.0	6	139	.1	.7
WSTV-FM																				
SP '00	11	303	.1	.5	11	158	.1	.3	18	101	.2	.6	18	152	.2	.7	4	59	.5	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	12	302	.1	.6	19	145	.2	.6	21	106	.2	.8	19	207	.2	.8	2	81	.3	
SU '99	13	310	.1	.7	19	142	.2	.6	22	125	.2	.8	13	150	.1	.5	6	58	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2042	10193	19.5		3274	9280	31.3		2921	7766	27.9		2534	8944	24.2		877	5711	8.4	
WI '00	1911	10144	18.3		3195	9222	30.6		2747	7403	26.3		2353	8900	22.5		778	5431	7.4	
FA '99	1938	10136	18.5		3190	9257	30.5		2747	7386	26.3		2386	8649	22.8		789	5554	7.5	
SU '99	1952	10205	18.6		3129	9119	29.8		2803	7647	26.7		2401	8652	22.9		833	5635	7.9	
4-Book	1961	10170	18.7		3197	9220	30.6		2805	7551	26.8		2419	8786	23.1		819	5583	7.8	
SP '99	2006	10146	19.1		3212	9267	30.6		2889	7605	27.5		2476	8925	23.6		864	5675	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 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	SP '00	143	2678	1.4	4.9	57	1420	.5	4.5	133	625	1.3	8.7	41	308	.4	1.9	61	350	.6	4.0	
	4-Book	158	2775	1.5	5.7	54	1406	.5	4.4	127	609	1.2	9.3	58	357	.6	2.9	51	277	.5	3.5	
VBEF-FM	SP '00	107	804	1.0	3.7	41	476	.4	3.2	51	151	.5	3.3	76	199	.7	3.5	45	167	.4	3.0	
	4-Book	121	986	1.2	4.4	45	601	.4	3.7	62	188	.6	4.6	79	228	.8	4.0	49	190	.5	3.4	
WDAS-AM	SP '00	30	115	.3	1.0	15	105	.1	1.2	21	51	.2	1.4	24	45	.2	1.1	17	19	.2	1.1	
	4-Book	17	125	.2	.6	14	131	.1	1.1	11	29	.1	.8	11	28	.1	.5	7	11	.1	.5	
WDAS-FM	SP '00	142	1013	1.4	4.9	82	729	.8	6.4	68	172	.7	4.4	86	246	.8	4.0	64	185	.6	4.2	
	4-Book	145	978	1.4	5.2	86	715	.8	7.1	81	201	.8	6.0	109	285	1.0	5.5	88	203	.9	6.2	
+WEJM-FM	SP '00	67	855	.6	2.3	34	519	.3	2.7	23	85	.2	1.5	65	177	.6	3.0	45	192	.4	3.0	
	4-Book	100	1037	.9	3.6	46	641	.5	3.8	47	167	.5	3.5	86	279	.8	4.3	68	232	.6	4.7	
WEMG-AM	SP '00	11	71	.1	.4	7	48	.1	.5	4	25	.1	.3	10	36	.1	.5	12	20	.1	.8	
	4-Book	9	55	.1	.3	7	50	.1	.5	7	19	.1	.5	11	32	.1	.5	9	22	.1	.7	
WEMG-FM	SP '00	11	132	.1	.4	7	50	.1	.5	7	7	.1	.5	8	18	.1	.4	4	14	.1	.3	
	4-Book	11	104	.1	.4	6	66	.1	.5	5	15	.1	.4	10	29	.1	.5	12	27	.1	.8	
WFIL-AM	SP '00	6	118	.1	.2	2	63	.1	.2	4	8	.1	.3	5	18	.1	.2	1	11	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM	SP '00	21	87	.2	.7	9	87	.1	.7	12	27	.1	.8	8	34	.1	.4	11	27	.1	.7	
	4-Book	18	122	.2	.7	9	125	.1	.7	8	25	.1	.6	13	35	.2	.6	7	24	.1	.5	
WIOQ-FM	SP '00	82	979	.8	2.8	44	684	.4	3.4	19	132	.2	1.2	103	329	1.0	4.8	63	221	.6	4.2	
	4-Book	65	967	.6	2.3	40	671	.4	3.3	23	128	.2	1.7	75	260	.7	3.7	61	224	.6	4.3	
WIP -AM	SP '00	202	1960	1.9	6.9	86	1118	.8	6.7	92	271	.9	6.0	158	482	1.5	7.3	88	308	.8	5.8	
	4-Book	188	1842	1.8	6.7	62	932	.6	5.1	87	284	.9	6.4	98	361	1.0	4.8	61	237	.6	4.2	
WJJZ-FM	SP '00	103	1029	1.0	3.5	55	687	.5	4.3	59	172	.6	3.8	126	318	1.2	5.8	71	187	.7	4.7	
	4-Book	107	977	1.1	3.8	57	680	.6	4.7	49	142	.5	3.5	98	273	1.0	4.9	65	187	.6	4.5	
+WLCE-FM	SP '00	145	1322	1.4	5.0	55	789	.5	4.3	54	180	.5	3.5	97	301	.9	4.5	63	257	.6	4.2	
	4-Book	97	1125	.9	3.5	41	669	.4	3.4	50	173	.5	3.6	74	276	.7	3.7	48	196	.5	3.4	
WMGK-FM	SP '00	167	1483	1.6	5.7	78	965	.7	6.1	121	367	1.2	7.9	148	432	1.4	6.9	121	364	1.2	8.0	
	4-Book	156	1509	1.5	5.6	68	897	.6	5.5	90	269	.9	6.5	136	416	1.3	6.8	102	344	1.0	7.0	
WMMR-FM	SP '00	214	1780	2.0	7.4	73	985	.7	5.7	88	306	.8	5.7	165	452	1.6	7.6	104	370	1.0	6.9	
	4-Book	193	1738	1.8	6.9	62	958	.6	5.1	82	268	.8	6.0	125	421	1.2	6.2	85	319	.8	5.9	
WGL-FM	SP '00	138	1228	1.3	4.7	69	797	.7	5.4	77	279	.7	5.0	129	335	1.2	6.0	91	277	.9	6.0	
	4-Book	111	1122	1.1	3.9	61	790	.6	5.0	54	221	.5	3.9	101	302	1.0	5.0	80	253	.8	5.5	
WPEN-AM	SP '00	3	58	.1	.1	7	66	.1	.5	8	27	.1	.5	13	20	.1	.6	13	20	.1	.9	
	4-Book	9	106	.1	.3	6	82	.1	.5	9	25	.1	.7	9	19	.1	.4	10	21	.1	.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

	Men 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	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
WPHI-FM SP '00 4-Book	61 44	579 528	.6 .4	2.1 1.6	30 25	335 342	.3 .3	2.3 2.0	18 17	47 54	.2 .2	1.2 1.2	39 36	177 151	.4 .4	1.8 1.8	47 33	106 110	.4 .3	3.1 2.2
WPHT-AM SP '00 4-Book	46 46	525 519	.4 .4	1.6 1.6	18 17	293 276	.2 .2	1.4 1.4	10 16	40 51	.1 .1	.7 1.2	19 21	88 72	.2 .2	.9 1.0	12 9	40 38	.1 .1	.8 .6
WPLY-FM SP '00 4-Book	107 93	1081 1051	1.0 .9	3.7 3.3	37 36	577 601	.4 .4	2.9 2.9	50 39	158 147	.5 .4	3.3 2.8	51 70	225 285	.5 .7	2.4 3.6	50 45	214 185	.5 .5	3.3 3.1
WUSL-FM SP '00 4-Book	103 93	941 873	1.0 .9	3.5 3.3	60 52	709 614	.6 .5	4.7 4.3	42 39	73 111	.4 .4	2.7 2.9	117 83	358 245	1.1 .8	5.4 4.1	60 81	236 227	.6 .8	4.0 5.6
WWDB-FM SP '00 4-Book	64 68	592 685	.6 .6	2.2 2.4	34 33	384 425	.3 .3	2.7 2.7	29 26	82 98	.3 .3	1.9 1.9	34 36	87 106	.3 .4	1.6 1.8	11 13	35 46	.1 .1	.7 .9
WXTU-FM SP '00 4-Book	108 89	894 769	1.0 .8	3.7 3.2	57 51	569 520	.5 .5	4.5 4.2	73 61	201 177	.7 .6	4.8 4.5	110 101	288 279	1.1 1.0	5.1 5.0	76 62	193 178	.7 .6	5.0 4.3
WYSP-FM SP '00 4-Book	353 356	2629 2666	3.4 3.4	12.1 12.7	52 80	904 1148	.5 .8	4.1 6.6	104 95	331 284	1.0 .9	6.8 7.0	86 120	434 434	.8 1.2	4.0 6.1	79 79	282 262	.8 .8	5.2 5.5
WJBR-FM SP '00 4-Book	8 9	65 103	.1 .1	.3 .3	2 6	25 73	.2 .1	.5 .5	4 4	8 13	.3 .3	.3 .3	8 6	8 22	.1 .1	.4 .3	5 8	8 22	.1 .1	.3 .6
WKXV-FM SP '00 4-Book	22 34	301 385	.2 .3	.8 1.3	8 9	112 155	.1 .1	.6 .8	14 13	34 54	.1 .1	.9 .9	32 27	68 80	.3 .3	1.5 1.3	7 10	25 38	.1 .1	.5 .7
WNJO-FM SP '00 4-Book	23 26	212 288	.2 .3	.8 .9	10 12	203 186	.1 .1	.8 1.0	9 12	50 48	.1 .1	.6 .9	13 22	57 72	.1 .2	.6 1.1	12 15	50 61	.1 .1	.8 1.0
WPST-FM SP '00 4-Book	25 26	536 524	.2 .2	.9 .9	13 15	299 318	.1 .2	1.0 1.2	14 13	54 55	.1 .1	.9 .9	24 27	151 150	.2 .3	1.1 1.4	17 20	98 103	.2 .2	1.1 1.4
WSTW-FM SP '00 4-Book	16 **	226 **	.2 **	.5 **	7 **	132 **	.1 **	.5 **	4 **	21 **	.3 **	.3 **	12 **	55 **	.1 **	.6 **	9 **	66 **	.1 **	.6 **
TOTALS SP '00 4-Book	2911 2807	10061 10023	27.8 26.8		1279 1220	8033 8132	12.2 11.7		1536 1370	3933 3700	14.7 13.1		2160 2008	5075 4989	20.7 19.2		1513 1440	3914 3763	14.5 13.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 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	SP '00	21	59	.2	2.5	111	493	1.1	11.4	47	326	.4	3.1	45	308	.4	4.3	24	163	.2	3.8	
	4-Book	24	133	.2	3.0	88	454	.9	9.5	43	304	.4	2.9	35	220	.3	3.4	21	166	.2	3.3	
WBEB-FM	SP '00	30	147	.3	3.5	28	113	.3	2.9	46	140	.4	3.0	21	77	.2	2.0	24	75	.2	3.8	
	4-Book	26	129	.3	3.1	32	109	.3	3.6	61	203	.6	4.0	31	116	.3	2.9	17	64	.2	2.8	
WDAS-AM	SP '00	1	15	.1		35	67	.3	3.6	15	60	.1	1.0	15	20	.1	1.4					
	4-Book	1	6	.1		37	80	.3	4.0	30	68	.3	2.0	12	24	.1	1.1	4	7		.7	
WDAS-FM	SP '00	63	177	.6	7.4	77	192	.7	7.9	88	220	.8	5.8	53	115	.5	5.1	141	270	1.3	22.2	
	4-Book	77	185	.7	9.3	62	162	.6	6.6	81	223	.8	5.5	64	141	.6	6.2	115	233	1.1	18.4	
+WEJM-FM	SP '00	30	85	.3	3.5	7	42	.1	.7	37	114	.4	2.4	45	132	.4	4.3	16	93	.2	2.5	
	4-Book	40	142	.4	4.9	19	70	.2	2.0	46	171	.5	3.1	44	139	.4	4.2	19	71	.2	2.9	
WEMG-AM	SP '00	5	11	.6		4	18	.4		13	27	.1	.9	10	20	.1	1.0					
	4-Book	7	15	.1	.8	6	14	.1	.7	9	20	.1	.6	4	11	.1	.4	3	10		.5	
WEMG-FM	SP '00	1	11	.1		9	16	.1	.9	18	43	.2	1.2	5	27	.1	.5	2	9		.3	
	4-Book	2	12	.3		4	11	.4		9	30	.1	.7	7	19	.1	.7	2	9		.3	
WFIL-AM	SP '00	2	15	.2		4	25	.4						1	11	.1			4			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM	SP '00					14	20	.1	1.4	12	20	.1	.8	11	23	.1	1.1	6	20	.1	.9	
	4-Book	7	21	.1	.9	19	44	.2	2.1	9	24	.1	.6	7	20	.1	.7	3	16		.5	
WIOQ-FM	SP '00	36	100	.3	4.3	20	91	.2	2.1	51	186	.5	3.4	33	158	.3	3.2	22	77	.2	3.5	
	4-Book	33	135	.3	4.1	14	73	.1	1.5	45	208	.4	3.1	46	183	.4	4.4	23	91	.2	3.7	
WIP -AM	SP '00	48	200	.5	5.7	64	221	.6	6.6	114	378	1.1	7.5	60	285	.6	5.8	55	160	.5	8.7	
	4-Book	29	135	.3	3.6	57	180	.6	6.1	78	291	.8	5.2	51	201	.5	4.9	40	150	.4	6.4	
WJJZ-FM	SP '00	40	165	.4	4.7	30	117	.3	3.1	56	209	.5	3.7	40	142	.4	3.8	17	100	.2	2.7	
	4-Book	52	179	.5	6.4	39	120	.4	4.2	68	218	.7	4.6	51	150	.5	4.9	31	109	.3	4.9	
+WLCE-FM	SP '00	16	69	.2	1.9	37	125	.4	3.8	109	292	1.0	7.2	52	192	.5	5.0	7	74	.1	1.1	
	4-Book	23	112	.3	2.9	19	85	.2	2.0	60	211	.6	4.0	38	141	.4	3.7	16	78	.2	2.5	
WMGK-FM	SP '00	38	162	.4	4.5	41	135	.4	4.2	84	309	.8	5.5	52	206	.5	5.0	22	88	.2	3.5	
	4-Book	34	144	.3	4.2	33	128	.3	3.6	72	283	.7	4.8	53	209	.5	5.0	23	86	.2	3.7	
WMMR-FM	SP '00	38	142	.4	4.5	33	130	.3	3.4	70	333	.7	4.6	61	263	.6	5.9	28	114	.3	4.4	
	4-Book	27	143	.3	3.3	32	151	.3	3.5	70	316	.7	4.7	54	242	.5	5.3	25	122	.3	4.0	
VOGL-FM	SP '00	58	147	.6	6.8	59	178	.6	6.1	42	154	.4	2.8	48	154	.5	4.6	47	115	.4	7.4	
	4-Book	46	152	.5	5.7	44	137	.4	4.7	47	186	.5	3.1	56	163	.5	5.3	58	132	.6	9.3	
WPEN-AM	SP '00	8	9	.1	.9	2	10	.2		10	28	.1	.7					2	7		.4	
	4-Book	6	17	.1	.7	2	11	.2		12	34	.1	.8	2	7	.2		2	7		.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPHI-FM																					
SP '00	39	162	.4	4.6	10	30	.1	1.0	33	84	.3	2.2	36	89	.3	3.5	12	56	.1	1.9	
4-Book	30	111	.3	3.7	15	48	.2	1.7	31	97	.3	2.1	17	50	.2	1.7	13	53	.1	2.1	
WPHT-AM																					
SP '00	15	63	.1	1.8	19	76	.2	2.0	29	149	.3	1.9	17	54	.2	1.6	18	47	.2	2.8	
4-Book	8	43	.1	1.0	24	69	.3	2.7	23	98	.2	1.5	11	48	.1	1.0	20	49	.2	3.2	
WPLY-FM																					
SP '00	12	67	.1	1.4	31	137	.3	3.2	65	281	.6	4.3	34	156	.3	3.3	9	48	.1	1.4	
4-Book	23	115	.2	2.9	22	98	.2	2.3	42	201	.4	2.9	28	136	.3	2.7	14	78	.1	2.3	
WUSL-FM																					
SP '00	72	215	.7	8.5	51	136	.5	5.2	76	236	.7	5.0	23	81	.2	2.2	27	82	.3	4.3	
4-Book	59	181	.6	7.1	47	132	.5	5.1	56	185	.5	3.7	29	88	.3	2.8	24	77	.2	3.8	
WWDB-FM																					
SP '00	10	20	.1	1.2	31	134	.3	3.2	110	255	1.1	7.3	19	34	.2	1.8	17	47	.2	2.7	
4-Book	10	32	.1	1.2	35	142	.3	3.8	111	233	1.1	7.4	10	36	.1	1.0	12	43	.1	1.9	
WXTU-FM																					
SP '00	26	144	.2	3.1	45	132	.4	4.6	59	193	.6	3.9	60	195	.6	5.8	9	48	.1	1.4	
4-Book	26	107	.2	3.3	39	138	.4	4.1	59	171	.6	3.9	43	133	.4	4.1	17	51	.2	2.6	
WYSP-FM																					
SP '00	36	121	.3	4.3	11	80	.1	1.1	51	234	.5	3.4	36	189	.3	3.5	19	81	.2	3.0	
4-Book	35	151	.3	4.3	25	98	.3	2.8	147	496	1.4	9.5	114	399	1.1	10.6	24	110	.3	3.8	
WJBR-FM																					
SP '00		7			5	17	.1	.6	1	10	.1	.1	5	7	.1	.5	6	19	.1	1.0	
4-Book	8	24	.1	.9	5	17	.1	.6	7	30	.1	.5	5	7	.1	.5	6	19	.1	1.0	
WKXW-FM																					
SP '00		6			5	34		.5	2	16	.1	.7	7	20	.1	.7	2	10		.4	
4-Book	5	28		.7	5	22		.5	6	23		.4	7	25	.1	.7	2	10		.4	
WNJO-FM																					
SP '00	15	42	.1	1.8	4	24		.4	11	36	.1	.7	14	40	.1	1.3	1	7		.2	
4-Book	9	36	.1	1.1	9	33	.1	1.0	18	63	.2	1.2	12	38	.1	1.2	1	11		.2	
WPST-FM																					
SP '00	3	31		.4	2	28		.2	10	86	.1	.7	33	131	.3	3.2	2	7		.3	
4-Book	11	51	.1	1.3	8	47	.1	.9	15	91	.1	1.0	20	87	.2	2.0	5	33	.1	.7	
WSTW-FM																					
SP '00	1	18		.1	10	39	.1	1.0	10	42	.1	.7	5	27		.5	3	28		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SP '00	847	2417	8.1		972	2830	9.3		1517	4040	14.5		1042	2869	10.0		634	1953	6.1		
4-Book	812	2517	7.8		924	2788	8.8		1502	4137	14.4		1048	2861	10.0		627	1922	6.0		

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

Target Listener 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
VJBR-FM																				
SP '00	7	125	.1	.4	4	16	.1	.1	12	64	.1	.5	13	83	.1	.6	4	9	.1	.5
WI '00	10	150	.1	.6	10	66	.1	.4	4	38	.2	.2	20	98	.2	.9	10	53	.1	1.4
FA '99	9	148	.1	.5	7	59	.1	.3	9	41	.1	.4	17	66	.2	.8	11	61	.1	1.7
SU '99	10	214	.1	.6	5	45	.1	.2	14	75	.2	.6	12	88	.1	.6	7	95	.1	1.1
4-Book	9	159	.1	.5	7	47	.1	.3	10	55	.1	.4	16	84	.2	.7	8	55	.1	1.2
SP '99	4	131	.2	.2	3	41	.1	.1	8	64	.1	.3	4	55	.2	.2		10		
WKXV-FM																				
SP '00	18	310	.2	1.0	18	111	.2	.7	35	148	.4	1.4	20	141	.2	.9	9	46	.1	1.2
WI '00	23	451	.2	1.3	24	183	.3	.9	45	242	.5	1.8	33	232	.4	1.5	8	100	.1	1.2
FA '99	22	449	.2	1.3	35	235	.4	1.3	43	197	.5	1.9	27	206	.3	1.3	5	88	.1	.8
SU '99	27	523	.3	1.6	36	244	.4	1.4	46	269	.5	1.9	36	293	.4	1.8	18	163	.2	2.9
4-Book	23	433	.2	1.3	28	193	.3	1.1	42	214	.5	1.8	29	218	.3	1.4	10	99	.1	1.5
SP '99	25	404	.3	1.5	29	219	.3	1.1	33	160	.4	1.4	35	197	.4	1.7	12	114	.1	1.7
WNJO-FM																				
SP '00	21	351	.2	1.2	24	130	.3	.9	43	146	.5	1.7	25	169	.3	1.2	7	119	.1	.9
WI '00	18	379	.2	1.1	22	188	.2	.8	27	147	.3	1.1	19	175	.2	.9	9	76	.1	1.3
FA '99	13	384	.1	.8	11	146	.1	.4	18	146	.2	.8	13	156	.1	.6	9	140	.1	1.4
SU '99	30	567	.3	1.8	39	311	.4	1.5	66	290	.7	2.8	33	264	.4	1.6	5	89	.1	.8
4-Book	21	420	.2	1.2	24	194	.3	.9	39	182	.4	1.6	23	191	.3	1.1	8	106	.1	1.1
SP '99	22	326	.2	1.3	23	162	.3	.9	48	154	.5	2.0	36	220	.4	1.8	4	78		.6
WPST-FM																				
SP '00	9	398	.1	.5	11	184	.1	.4	11	135	.1	.4	11	168	.1	.5	2	39		.3
WI '00	11	310	.1	.6	19	126	.2	.7	18	86	.2	.7	13	172	.1	.6	3	106		.4
FA '99	9	388	.1	.5	10	146	.1	.4	9	167	.1	.4	17	222	.2	.8	5	134	.1	.8
SU '99	12	358	.1	.7	9	174	.1	.3	24	131	.3	1.0	15	164	.2	.7	2	47		.3
4-Book	10	364	.1	.6	12	158	.1	.5	16	130	.2	.6	14	182	.2	.7	3	82		.5
SP '99	5	297	.1	.3	6	101	.1	.2	3	62		.1	10	140	.1	.5	3	71		.4
WSTV-FM																				
SP '00	6	179	.1	.3	10	117	.1	.4	12	63	.1	.5	8	80	.1	.4	1	25		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	144	.1	.4	12	84	.1	.4	10	50	.1	.4	10	93	.1	.5	1	27		.2
SU '99	9	199	.1	.5	12	63	.1	.5	16	57	.2	.7	6	90	.1	.3	6	36	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1774	8977	19.3		2740	8028	29.8		2522	6874	27.4		2165	7873	23.5		772	4889	8.4	
WI '00	1710	8886	18.6		2762	8027	30.0		2448	6602	26.6		2137	7909	23.2		691	4987	7.5	
FA '99	1649	8903	17.9		2711	8120	29.4		2256	6366	24.5		2020	7379	21.9		663	4759	7.2	
SU '99	1649	8816	18.1		2625	7879	28.8		2388	6507	26.2		2044	7493	22.4		627	4776	6.9	
4-Book	1696	8896	18.5		2710	8014	29.5		2404	6587	26.2		2092	7664	22.8		688	4853	7.5	
SP '99	1695	8840	18.6		2686	7995	29.5		2408	6712	26.4		2037	7667	22.4		702	4705	7.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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 SP '00 4-Book	176 198	2977 3060	1.9 2.2	7.1 8.2	69 71	1656 1644	.7 .8	5.8 6.4	170 160	827 756	1.8 1.7	11.2 12.0	60 77	397 436	.7 .9	3.1 4.2	71 61	411 325	.8 .7
WBEB-FM SP '00 4-Book	120 129	947 990	1.3 1.4	4.8 5.3	47 45	573 604	.5 .5	3.9 4.0	55 58	167 183	.6 .6	3.6 4.4	90 84	265 249	1.0 .9	4.7 4.6	52 57	187 212	.6 .6	3.7 4.5
WDAS-AM SP '00 4-Book	30 17	117 131	.3 .2	1.2 .7	17 16	88 135	.2 .2	1.4 1.4	25 12	64 29	.3 .2	1.6 .8	27 12	53 30	.3 .1	1.4 .6	17 7	19 12	.2 .1	1.2 .5
WDAS-FM SP '00 4-Book	139 132	866 831	1.5 1.4	5.6 5.5	88 84	750 660	1.0 .9	7.4 7.5	92 87	252 222	1.0 1.0	6.0 6.5	107 113	277 278	1.2 1.3	5.6 6.1	68 84	184 196	.7 .9	4.8 6.6
+WEJM-FM SP '00 4-Book	54 77	676 807	.6 .9	2.2 3.3	28 34	468 501	.3 .4	2.3 3.0	16 38	67 149	.2 .4	1.1 3.0	50 69	186 221	.5 .8	2.6 3.8	44 53	193 202	.5 .6	3.1 4.2
WEMG-AM SP '00 4-Book	7 5	45 34	.1 .1	.3 .2	6 4	28 37	.1 .1	.5 .4	2 2	11 7	.1 .1	.1 .1	12 7	24 24	.1 .1	.6 .4	4 7	11 17	.1 .1	.3 .6
WEMG-FM SP '00 4-Book	5 5	81 67	.1 .1	.2 .2	4 2	36 34	.3 .2	.3 .2	1 1	2 2	.1 .1	.1 .1	7 4	20 13	.1 .1	.4 .3	2 2	10 10	.1 .1	.2 .2
WFIL-AM SP '00 4-Book	3 **	73 **	.1 **	.1 **	** **	20 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WHAT-AM SP '00 4-Book	29 24	139 144	.3 .3	1.2 1.0	13 12	140 143	.1 .1	1.1 1.1	31 15	69 39	.3 .2	2.0 1.0	15 18	65 46	.2 .2	.8 1.0	11 7	27 21	.1 .1	.8 .5
WIOQ-FM SP '00 4-Book	47 34	516 496	.5 .4	1.9 1.4	28 23	441 384	.3 .2	2.3 2.0	13 12	101 67	.1 .1	.9 .9	56 40	213 147	.6 .4	2.9 2.1	46 32	148 118	.5 .4	3.2 2.5
WIP -AM SP '00 4-Book	191 164	1754 1577	2.1 1.8	7.7 6.8	75 54	971 807	.8 .6	6.3 4.9	103 86	306 289	1.1 .9	6.8 6.4	126 92	406 322	1.4 1.0	6.6 5.0	65 44	251 198	.7 .5	4.6 3.4
WJJZ-FM SP '00 4-Book	131 135	1130 1065	1.4 1.5	5.3 5.6	73 70	770 762	.8 .8	6.1 6.3	88 64	248 198	1.0 .7	5.8 4.8	141 127	321 331	1.5 1.4	7.4 6.9	97 90	237 239	1.1 1.0	6.8 7.0
+WLCE-FM SP '00 4-Book	106 65	841 735	1.2 .7	4.3 2.7	33 28	561 464	.4 .3	2.8 2.5	29 37	122 132	.3 .4	1.9 2.9	64 50	207 179	.7 .5	3.3 2.7	39 35	164 144	.4 .4	2.8 2.7
WMGK-FM SP '00 4-Book	115 116	1085 1130	1.2 1.3	4.6 4.8	61 55	723 704	.7 .6	5.1 4.9	93 67	270 199	1.0 .7	6.1 5.0	116 104	307 307	1.3 1.2	6.1 5.7	98 84	281 279	1.1 .9	6.9 6.5
WMMR-FM SP '00 4-Book	132 128	1053 1048	1.4 1.4	5.3 5.4	48 42	608 584	.5 .4	4.0 3.8	65 58	193 182	.7 .6	4.3 4.4	117 87	269 269	1.3 .9	6.1 4.7	74 59	247 215	.8 .6	5.2 4.5
WGL-FM SP '00 4-Book	155 142	1423 1413	1.7 1.6	6.3 6.0	93 86	1093 1069	1.0 1.0	7.8 7.8	99 81	355 321	1.1 .9	6.5 6.1	156 142	417 410	1.7 1.5	8.1 7.7	114 108	362 344	1.2 1.2	8.0 8.4
WPEN-AM SP '00 4-Book	43 46	265 282	.5 .5	1.7 1.9	21 20	196 212	.2 .2	1.8 1.8	38 33	86 84	.4 .4	2.5 2.5	37 44	104 94	.4 .5	1.9 2.4	43 26	80 61	.5 .3	3.0 2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
WPHI-FM																				
SP '00	32	310	.3	1.3	14	152	.2	1.2	7	21	.1	.5	16	81	.2	.8	30	64	.3	2.1
4-Book	18	227	.2	.8	11	150	.1	1.0	9	30	.1	.7	17	58	.2	.9	19	59	.2	1.5
WPHT-AM																				
SP '00	63	638	.7	2.5	21	356	.2	1.8	22	79	.2	1.4	21	95	.2	1.1	11	33	.1	.8
4-Book	61	584	.7	2.5	21	330	.2	1.9	20	64	.2	1.4	26	84	.3	1.4	9	33	.1	.7
WPLY-FM																				
SP '00	33	397	.4	1.3	15	172	.2	1.3	9	36	.1	.6	21	58	.2	1.1	25	93	.3	1.8
4-Book	28	423	.3	1.2	13	240	.2	1.2	12	58	.1	.9	26	106	.3	1.4	20	80	.3	1.6
WUSL-FM																				
SP '00	48	482	.5	1.9	27	307	.3	2.3	22	45	.2	1.4	28	107	.3	1.5	12	75	.1	.8
4-Book	37	396	.4	1.5	23	278	.3	2.1	15	50	.2	1.1	34	100	.4	1.9	37	96	.4	2.9
WWDB-FM																				
SP '00	65	617	.7	2.6	45	485	.5	3.8	39	91	.4	2.6	55	122	.6	2.9	15	65	.2	1.1
4-Book	79	751	.9	3.3	45	556	.5	4.1	46	145	.5	3.5	59	170	.6	3.3	21	73	.2	1.7
WXTU-FM																				
SP '00	102	812	1.1	4.1	60	573	.7	5.0	75	221	.8	4.9	115	255	1.2	6.0	79	189	.9	5.6
4-Book	91	748	1.0	3.8	54	536	.6	4.8	67	206	.7	5.0	107	265	1.2	5.9	61	172	.7	4.7
WYSP-FM																				
SP '00	176	1458	1.9	7.1	26	462	.3	2.2	60	142	.7	3.9	38	195	.4	2.0	46	146	.5	3.2
4-Book	180	1473	2.0	7.5	42	636	.5	3.8	51	130	.6	3.9	57	217	.6	3.1	32	109	.4	2.5
WJBR-FM																				
SP '00	10	104	.1	.4	3	43	.3	.3	4	8	.3	.3	10	18	.1	.5	8	18	.1	.6
4-Book	11	116	.1	.5	6	79	.1	.6	3	13	.3	.3	10	31	.1	.5	8	20	.1	.7
WKXW-FM																				
SP '00	25	274	.3	1.0	10	116	.1	.8	6	23	.1	.4	20	55	.2	1.0	10	21	.1	.7
4-Book	34	376	.4	1.4	10	158	.1	.8	11	51	.1	.8	23	73	.3	1.2	11	42	.1	.9
WNJD-FM																				
SP '00	32	262	.3	1.3	10	225	.1	.8	12	57	.1	.8	19	74	.2	1.0	15	67	.2	1.1
4-Book	29	329	.3	1.2	14	217	.2	1.3	14	55	.2	1.1	26	91	.3	1.4	18	75	.2	1.5
WPST-FM																				
SP '00	11	261	.1	.4	11	217	.1	.9	10	33	.1	.7	23	140	.2	1.2	16	89	.2	1.1
4-Book	14	275	.2	.6	9	176	.1	.8	8	29	.1	.6	18	88	.2	1.0	11	56	.1	.8
WSTW-FM																				
SP '00	10	134	.1	.4	3	87	.3	.3	**	**	**	**	4	21	.2	.2	6	34	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2479	8888	26.9		1193	7249	13.0		1522	3945	16.5		1917	4438	20.8		1418	3550	15.4	
4-Book	2401	8773	26.2		1115	7295	12.2		1331	3657	14.5		1838	4499	20.0		1279	3396	13.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

Target Listener Estimates

Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '00	28	114	.3	3.4	128	576	1.4	13.3	49	355	.5	3.7	52	333	.6	5.4	26	171	.3	4.3
4-Book	32	180	.4	4.8	125	597	1.4	13.2	57	369	.6	4.4	48	267	.6	5.1	29	200	.3	5.0
WBEB-FM																				
SP '00	29	144	.3	3.5	28	110	.3	2.9	61	171	.7	4.5	27	82	.3	2.8	30	86	.3	5.0
4-Book	21	114	.2	3.0	34	108	.4	3.6	56	194	.6	4.2	32	112	.3	3.3	17	63	.2	3.0
WDAS-AM																				
SP '00					43	64	.5	4.5	16	64	.2	1.2	15	20	.2	1.6				
4-Book	4	7	.1	.7	47	90	.5	4.9	30	75	.4	2.3	11	26	.2	1.2	7	12	.1	1.1
WDAS-FM																				
SP '00	66	155	.7	8.0	80	188	.9	8.3	100	237	1.1	7.5	54	122	.6	5.6	122	247	1.3	20.2
4-Book	69	168	.7	9.9	59	159	.7	6.2	79	215	.9	6.1	67	145	.7	7.4	104	204	1.2	18.1
+VEJM-FM																				
SP '00	22	64	.2	2.7	6	40	.1	.6	26	101	.3	1.9	41	123	.4	4.2	16	93	.2	2.7
4-Book	24	105	.3	3.6	11	52	.1	1.1	31	130	.4	2.4	30	107	.3	3.2	14	56	.2	2.5
WEMG-AM																				
SP '00	5	11	.1	.6	11	22	.1	1.1	14	22	.2	1.0	2	11		.2				
4-Book	5	10	.1	.7	4	10		.4	5	13	.1	.4	2	9		.2	1	4		.1
WEMG-FM																				
SP '00	1	11		.1					13	27	.1	1.0	5	27	.1	.5	2	9		.3
4-Book	2	10		.3	1	4		.1	5	20	.1	.4	2	11		.2	2	8		.3
WFIL-AM																				
SP '00	2	15		.2														4		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	2	11		.2	15	41	.2	1.6	13	30	.1	1.0	11	23	.1	1.1	6	20	.1	1.0
4-Book	6	19	.1	.9	27	55	.3	2.9	12	32	.1	.9	7	19	.1	.8	3	19		.6
WIOQ-FM																				
SP '00	26	70	.3	3.1	13	40	.1	1.3	38	153	.4	2.8	22	99	.2	2.3	8	56	.1	1.3
4-Book	18	76	.2	2.5	10	45	.1	1.0	31	156	.3	2.4	25	113	.3	2.7	10	44	.1	1.8
WIP -AM																				
SP '00	47	186	.5	5.7	65	190	.7	6.7	86	279	.9	6.4	47	215	.5	4.9	55	157	.6	9.1
4-Book	25	114	.3	3.5	51	158	.6	5.4	62	219	.7	4.6	42	161	.5	4.5	36	117	.4	6.1
WJZ-FM																				
SP '00	67	193	.7	8.1	33	126	.4	3.4	65	229	.7	4.8	69	199	.7	7.1	22	90	.2	3.6
4-Book	64	209	.7	9.3	43	134	.5	4.5	70	239	.8	5.3	60	183	.7	6.4	33	107	.4	5.8
+WLCE-FM																				
SP '00	15	48	.2	1.8	23	95	.2	2.4	54	161	.6	4.0	32	114	.3	3.3	6	63	.1	1.0
4-Book	12	62	.2	1.8	16	73	.2	1.7	39	146	.4	3.0	23	87	.3	2.5	10	50	.1	1.7
WMGK-FM																				
SP '00	30	130	.3	3.6	35	101	.4	3.6	78	246	.8	5.8	35	146	.4	3.6	8	36	.1	1.3
4-Book	30	125	.3	4.5	31	121	.4	3.3	62	232	.7	4.7	45	185	.5	4.8	16	62	.2	2.9
WMMR-FM																				
SP '00	26	79	.3	3.1	18	68	.2	1.9	36	171	.4	2.7	33	124	.4	3.4	15	72	.2	2.5
4-Book	18	88	.2	2.7	23	100	.3	2.5	43	182	.5	3.3	33	134	.4	3.6	16	64	.2	2.8
WGL-FM																				
SP '00	88	245	1.0	10.6	91	263	1.0	9.4	61	248	.7	4.5	68	226	.7	7.0	69	159	.7	11.4
4-Book	61	206	.7	8.6	73	219	.8	7.7	68	250	.8	5.1	76	222	.8	8.0	81	187	.9	14.0
WPEN-AM																				
SP '00	20	40	.2	2.4	2	10		.2	13	49	.1	1.0	8	39	.1	.8	7	29	.1	1.2
4-Book	14	40	.2	1.8	5	27	.1	.5	18	61	.2	1.4	10	34	.1	1.1	9	30	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
WPHI-FM																				
SP '00	16	73	.2	1.9	4	9		.4	19	42	.2	1.4	13	36	.1	1.3	4	25		.7
4-Book	15	53	.2	2.1	5	23		.5	14	45	.2	1.0	5	16		.5	6	20	.1	1.1
WPHT-FM																				
SP '00	22	95	.2	2.7	21	98	.2	2.2	24	135	.3	1.8	24	96	.3	2.5	19	54	.2	3.2
4-Book	11	51	.1	1.5	37	99	.4	3.9	28	109	.3	2.1	13	63	.2	1.4	20	51	.2	3.7
WPLY-FM																				
SP '00	3	27		.4	9	34	.1	.9	24	100	.3	1.8	17	46	.2	1.8	8	37	.1	1.3
4-Book	9	48	.1	1.4	9	44	.1	.9	15	80	.2	1.1	11	55	.1	1.2	6	33	.1	1.0
WUSL-FM																				
SP '00	47	120	.5	5.7	28	65	.3	2.9	38	87	.4	2.8	8	30	.1	.8	25	63	.3	4.1
4-Book	25	78	.3	3.6	22	61	.3	2.3	28	85	.3	2.1	15	39	.2	1.6	7	24	.1	1.2
WWDB-FM																				
SP '00	9	29	.1	1.1	45	174	.5	4.7	136	302	1.5	10.1	27	62	.3	2.8	23	66	.2	3.8
4-Book	12	48	.1	1.8	47	182	.5	4.9	135	281	1.5	10.2	15	47	.2	1.5	17	63	.2	2.8
WXTU-FM																				
SP '00	20	102	.2	2.4	51	117	.6	5.3	73	209	.8	5.4	69	170	.7	7.1	5	36	.1	.8
4-Book	23	90	.2	3.5	40	134	.5	4.2	71	195	.8	5.4	48	135	.5	5.1	14	51	.2	2.4
WYSP-FM																				
SP '00	22	47	.2	2.7	3	24		.3	19	113	.2	1.4	7	53	.1	.7	12	29	.1	2.0
4-Book	11	53	.1	1.5	13	45	.1	1.4	86	309	.9	6.3	74	253	.8	7.4	10	36	.1	1.7
WJBR-FM																				
SP '00					1	7		.1	2	18		.1	5	17	.1	.5				
4-Book	7	20	.1	1.0	3	12		.3	7	28	.1	.6	7	14	.1	.8	6	21	.1	1.1
WKXW-FM																				
SP '00	5	14	.1	.6	4	23		.4	3	25		.2	15	28	.2	1.6	18	19	.2	3.0
4-Book	6	29	.1	.9	8	29	.1	.8	7	29	.1	.6	9	27	.1	1.0	5	12	.1	.9
WNJO-FM																				
SP '00	15	42	.2	1.8	5	31	.1	.5	4	25		.3	6	36	.1	.6	1	7		.2
4-Book	12	40	.1	1.7	8	38	.1	.9	14	67	.1	1.1	13	41	.2	1.4	4	17	.1	.7
WPST-FM																				
SP '00	2	20		.2	2	19		.2	12	65	.1	.9	21	83	.2	2.2	2	7		.3
4-Book	6	26	.1	.8	5	31	.1	.5	11	58	.1	.8	13	53	.1	1.4	2	13		.4
WSTW-FM																				
SP '00		7			2	18		.2	6	32	.1	.4	3	17		.3	2	18		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	830	2244	9.0		966	2676	10.5		1342	3602	14.6		966	2609	10.5		603	1819	6.6	
4-Book	689	2186	7.5		949	2814	10.3		1317	3680	14.4		944	2576	10.3		574	1689	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

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																						
SP '00	4	179	.1	.7	16	140	.4	2.5	1	44		.2	2	37	.1	.3	2	24	.1	.4		
WI '00	4	242	.1	.7	16	175	.4	2.5	4	59	.1	.8	2	48	.1	.3		9				
FA '99	4	262	.1	.7	14	149	.4	2.1	3	43	.1	.6	2	58	.1	.3	1	39		.2		
SU '99	5	332	.1	.9	14	181	.4	2.5	3	99	.1	.4	5	82	.1	.7	2	19	.1	.4		
4-Book	4	254	.1	.8	15	161	.4	2.4	3	61	.1	.5	3	56	.1	.4	1	23	.1	.3		
SP '99	5	340	.1	.9	18	198	.5	2.8	1	30		.2	4	68	.1	.5	1	34		.2		
WBEB-FM																						
SP '00	33	715	.8	5.7	35	281	.9	5.5	48	248	1.2	8.6	30	265	.8	4.0	27	289	.7	5.0		
WI '00	37	889	.9	6.5	33	342	.8	5.2	49	354	1.2	9.9	55	375	1.4	7.4	31	397	.8	5.8		
FA '99	30	645	.8	5.1	31	306	.8	4.6	27	177	.7	5.0	29	265	.7	3.8	41	342	1.0	7.9		
SU '99	27	677	.7	4.8	26	271	.7	4.6	47	296	1.2	6.5	32	261	.8	4.6	19	255	.5	4.0		
4-Book	32	732	.8	5.5	31	300	.8	5.0	43	269	1.1	7.5	37	292	.9	5.0	30	321	.8	5.7		
SP '99	44	820	1.1	7.8	46	349	1.2	7.1	93	365	2.3	15.8	69	420	1.7	9.0	15	294	.4	3.1		
WDAS-AM																						
SP '00	2	55	.1	.3	2	13	.1	.3	1	9		.2	2	12	.1	.3	1	14		.2		
WI '00	3	44	.1	.5	9	34	.2	1.4	5	14	.1	1.0	1	7		.1	1	7		.2		
FA '99	6	107	.2	1.0	6	51	.2	.9	8	34	.2	1.5	7	49	.2	.9	3	15	.1	.6		
SU '99	4	112	.1	.7	5	30	.1	.9	5	48	.1	.7	5	23	.1	.7	1	17		.2		
4-Book	4	80	.1	.6	6	32	.2	.9	5	26	.1	.9	4	23	.1	.5	2	13		.3		
SP '99		44				6				3							1	5		.2		
WDAS-FM																						
SP '00	17	341	.4	2.9	19	143	.5	3.0	15	123	.4	2.7	17	100	.4	2.3	15	128	.4	2.8		
WI '00	26	439	.7	4.5	25	174	.6	3.9	15	153	.4	3.0	28	161	.7	3.8	37	203	.9	7.0		
FA '99	24	424	.6	4.1	19	140	.5	2.8	19	100	.5	3.5	32	220	.8	4.2	35	170	.9	6.8		
SU '99	18	431	.5	3.2	23	166	.6	4.0	16	177	.4	2.2	13	172	.3	1.9	21	208	.5	4.5		
4-Book	21	409	.6	3.7	22	156	.6	3.4	16	138	.4	2.9	23	163	.6	3.1	27	177	.7	5.3		
SP '99	26	381	.7	4.6	23	150	.6	3.5	24	141	.6	4.1	31	150	.8	4.1	27	170	.7	5.5		
+WEJM-FM																						
SP '00	4	227	.1	.7	4	56	.1	.6	6	41	.2	1.1	9	114	.2	1.2	3	76	.1	.6		
WI '00	2	127	.1	.3	1	19		.2		13			1	56		.1	2	53	.1	.4		
FA '99	17	310	.4	2.9	14	116	.4	2.1	36	192	.9	6.7	22	165	.6	2.9	5	80	.1	1.0		
SU '99	11	299	.3	1.9	8	115	.2	1.4	15	108	.4	2.1	10	124	.3	1.4	5	74	.1	1.1		
4-Book	9	241	.2	1.5	7	77	.2	1.1	14	89	.4	2.5	11	115	.3	1.4	4	71	.1	.8		
SP '99	16	688	.4	2.8	21	228	.5	3.2	10	193	.3	1.7	30	405	.8	3.9	14	252	.4	2.9		
WEMG-AM																						
SP '00	4	50	.1	.7	4	33	.1	.6	4	20	.1	.7	4	26	.1	.5	2	15	.1	.4		
WI '00		15			1	15		.2		8												
FA '99	2	56	.1	.3	2	36	.1	.3	4	19	.1	.7	1	9		.1						
SU '99	1	17		.2					1	9		.1	1	17		.1	1	7		.2		
4-Book	2	35	.1	.3	2	21	.1	.3	2	14	.1	.4	2	13		.2	1	6		.2		
SP '99	3	63	.1	.5	2	10	.1	.3	2	19	.1	.3	4	44	.1	.5	3	34	.1	.6		
WEMG-FM																						
SP '00	2	81	.1	.3	2	40	.1	.3	1	15		.2	2	56	.1	.3	2	27	.1	.4		
WI '00	2	59	.1	.3	4	34	.1	.6	2	35	.1	.4	1	22		.1	2	32	.1	.4		
FA '99	6	87	.2	1.0	6	45	.2	.9	7	40	.2	1.3	8	40	.2	1.0	4	64	.1	.8		
SU '99	2	48	.1	.4	4	16	.1	.7	1	7		.1	3	25	.1	.4	1	16		.2		
4-Book	3	69	.1	.5	4	34	.1	.6	3	24	.1	.5	4	36	.1	.5	2	35	.1	.5		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WFIL-AM																						
SP '00		14				9												9				
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '99	1	20		.2	1	13		.2	1	6		.1	1	6		.1		6		.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '99		14				5											1	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 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	
WHAT-AM																				
SP '00		15		1	8		.2	1	8		.2		8							
WI '00		10																		
FA '99		9																		
SU '99	1	12						2	6	.1	.3	2	12	.1	.3	2	6	.1	.4	
4-Book		12	.1		2	.1		1	4		.1	1	5		.1	1	2		.1	
SP '99		5			5															
W10Q-FM																				
SP '00	145	2357	3.6	25.0	154	1343	3.9	24.1	127	1163	3.2	22.7	201	1594	5.0	26.9	139	1327	3.5	25.7
WI '00	109	2192	2.7	19.0	124	1295	3.1	19.4	85	1061	2.1	17.1	159	1509	4.0	21.5	105	1068	2.6	19.8
FA '99	107	2053	2.7	18.2	133	1155	3.3	19.6	88	866	2.2	16.3	162	1523	4.1	21.0	95	1168	2.4	18.4
SU '99	109	2077	2.7	19.3	73	863	1.8	12.8	141	1241	3.5	19.6	144	1333	3.6	20.6	99	1109	2.5	21.0
4-Book	118	2170	2.9	20.4	121	1164	3.0	19.0	110	1083	2.8	18.9	167	1490	4.2	22.5	110	1168	2.8	21.2
SP '99	88	2124	2.2	15.6	95	1014	2.4	14.7	78	966	2.0	13.2	130	1474	3.3	17.0	80	1084	2.0	16.3
WIP -AM																				
SP '00	1	84		.2	1	29		.2		10						1	28		.2	
WI '00	1	87		.2	1	12		.2					1	31		.1	1	34		.2
FA '99	1	46		.2	2	23	.1	.3		7			1	16		.1		16		
SU '99	1	59		.2	1	16		.2		24			1	31		.1		20		
4-Book	1	69		.2	1	20		.2		10			1	20		.1	1	25		.1
SP '99	1	65		.2	3	31	.1	.5						8			1	8		.2
WJJZ-FM																				
SP '00	6	128	.2	1.0	1	40		.2	4	12	.1	.7	5	28	.1	.7	5	36	.1	.9
WI '00	2	137	.1	.3	1	33		.2	4	28	.1	.8	3	46	.1	.4	1	18		.2
FA '99	9	175	.2	1.5	6	47	.2	.9	13	54	.3	2.4	16	72	.4	2.1	3	35	.1	.6
SU '99	7	167	.2	1.2	8	65	.2	1.4	9	62	.2	1.3	11	90	.3	1.6	4	57	.1	.8
4-Book	6	152	.2	1.0	4	46	.1	.7	8	39	.2	1.3	9	59	.2	1.2	3	37	.1	.6
SP '99	5	151	.1	.9	5	30	.1	.8	14	50	.4	2.4	5	70	.1	.7	1	26		.2
+WLCE-FM																				
SP '00	13	428	.3	2.2	10	92	.3	1.6	26	138	.7	4.7	20	239	.5	2.7	8	155	.2	1.5
WI '00	15	558	.4	2.6	16	173	.4	2.5	21	147	.5	4.2	19	198	.5	2.6	12	178	.3	2.3
FA '99	17	696	.4	2.9	20	272	.5	2.9	25	243	.6	4.6	20	340	.5	2.6	13	259	.3	2.5
SU '99	29	779	.7	5.1	25	234	.6	4.4	45	356	1.1	6.3	31	399	.8	4.4	25	303	.6	5.3
4-Book	19	615	.5	3.2	18	193	.5	2.9	29	221	.7	5.0	23	294	.6	3.1	15	224	.4	2.9
SP '99	24	880	.6	4.2	14	243	.4	2.2	28	249	.7	4.7	23	307	.6	3.0	32	439	.8	6.5
WMGK-FM																				
SP '00	11	352	.3	1.9	14	103	.4	2.2	16	82	.4	2.9	22	189	.6	2.9	6	132	.2	1.1
WI '00	13	378	.3	2.3	21	183	.5	3.3	25	201	.6	5.0	13	204	.3	1.8	4	108	.1	.8
FA '99	11	323	.3	1.9	14	97	.4	2.1	19	121	.5	3.5	12	160	.3	1.6	9	126	.2	1.7
SU '99	19	403	.5	3.4	22	153	.6	3.9	37	178	.9	5.1	24	204	.6	3.4	10	165	.3	2.1
4-Book	14	364	.4	2.4	18	134	.5	2.9	24	146	.6	4.1	18	189	.5	2.4	7	133	.2	1.4
SP '99	9	354	.2	1.6	7	103	.2	1.1	10	112	.3	1.7	20	187	.5	2.6	4	60	.1	.8
WMMR-FM																				
SP '00	13	537	.3	2.2	13	149	.3	2.0	8	156	.2	1.4	19	281	.5	2.5	13	204	.3	2.4
WI '00	18	537	.5	3.1	27	239	.7	4.2	14	167	.4	2.8	23	312	.6	3.1	13	155	.3	2.5
FA '99	14	447	.4	2.4	16	160	.4	2.4	19	160	.5	3.5	16	210	.4	2.1	5	138	.1	1.0
SU '99	9	411	.2	1.6	3	88	.1	.5	9	121	.2	1.3	13	190	.3	1.9	11	177	.3	2.3
4-Book	14	483	.4	2.3	15	159	.4	2.3	13	151	.3	2.3	18	248	.5	2.4	11	169	.3	2.1
SP '99	9	365	.2	1.6	11	96	.3	1.7	11	139	.3	1.9	7	119	.2	.9	9	103	.2	1.8
WOGL-FM																				
SP '00	7	279	.2	1.2	4	48	.1	.6	10	84	.3	1.8	8	131	.2	1.1	5	78	.1	.9
WI '00	5	272	.1	.9	6	83	.2	.9	5	69	.1	1.0	6	87	.2	.8	3	75	.1	.6
FA '99	8	293	.2	1.4	6	68	.2	.9	13	99	.3	2.4	8	123	.2	1.0	3	85	.1	.6
SU '99	7	288	.2	1.2	9	119	.2	1.6	14	89	.4	1.9	7	123	.2	1.0	4	65	.1	.8
4-Book	7	283	.2	1.2	6	80	.2	1.0	11	85	.3	1.8	7	116	.2	1.0	4	76	.1	.7
SP '99	11	383	.3	1.9	13	110	.3	2.0	17	124	.4	2.9	10	140	.3	1.3	5	91	.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

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	
WPEN-AM																				
SP '00	9							9												
WI '00	23			6				1	6	.2			10				7			
FA '99																				
SU '99	2	11	.1	.4	4	11	.1	.7	7	11	.2	1.0								
4-Book	1	11	.1	.1	1	4	.1	.2	2	7	.1	.3		3			2			
SP '99	1	27		.2					10							1	17		.2	
WPFI-FM																				
SP '00	62	1166	1.6	10.7	50	468	1.3	7.8	49	554	1.2	8.8	86	750	2.2	11.5	69	599	1.7	12.8
WI '00	62	1264	1.6	10.8	63	709	1.6	9.9	50	512	1.3	10.1	75	780	1.9	10.1	68	653	1.7	12.8
FA '99	53	1243	1.3	9.0	58	588	1.5	8.5	28	555	.7	5.2	84	803	2.1	10.9	54	641	1.4	10.4
SU '99	48	1095	1.2	8.5	39	429	1.0	6.8	61	631	1.5	8.5	68	671	1.7	9.7	39	478	1.0	8.3
4-Book	56	1192	1.4	9.8	53	549	1.4	8.3	47	563	1.2	8.2	78	751	2.0	10.6	58	593	1.5	11.1
SP '99	60	1410	1.5	10.6	64	671	1.6	9.9	46	642	1.2	7.8	74	811	1.9	9.7	59	742	1.5	12.0
WPHT-AM																				
SP '00	8				8				8				8				8		.2	
WI '00	1	26		.2	3	26	.1	.5	1	7		.2		7			7			
FA '99																				
SU '99																				
4-Book	9		.1		1	9		.1	4		.1		4			4		.1		
SP '99	5				1	5		.2					1	5		.1				
WPLY-FM																				
SP '00	45	1103	1.1	7.8	50	524	1.3	7.8	50	507	1.3	8.9	61	683	1.5	8.2	37	498	.9	6.9
WI '00	48	1182	1.2	8.4	56	596	1.4	8.8	42	443	1.1	8.5	62	774	1.6	8.4	38	518	1.0	7.2
FA '99	47	1220	1.2	8.0	42	542	1.1	6.2	44	524	1.1	8.2	69	759	1.7	8.9	38	483	1.0	7.4
SU '99	59	1323	1.5	10.4	54	524	1.4	9.5	89	646	2.2	12.4	80	865	2.0	11.4	40	603	1.0	8.5
4-Book	50	1207	1.3	8.7	51	547	1.3	8.1	56	530	1.4	9.5	68	770	1.7	9.2	38	526	1.0	7.5
SP '99	44	1248	1.1	7.8	47	501	1.2	7.3	52	531	1.3	8.8	66	826	1.7	8.6	34	590	.9	6.9
WYSL-FM																				
SP '00	103	1564	2.6	17.8	122	843	3.1	19.1	84	746	2.1	15.0	122	958	3.1	16.4	124	845	3.1	23.0
WI '00	107	1472	2.7	18.7	110	904	2.8	17.2	60	659	1.5	12.1	145	1003	3.6	19.6	118	904	3.0	22.3
FA '99	111	1729	2.8	18.8	122	982	3.1	18.0	82	787	2.1	15.2	142	1064	3.6	18.4	128	968	3.2	24.8
SU '99	91	1458	2.3	16.1	96	671	2.4	16.8	96	848	2.4	13.4	118	870	3.0	16.9	87	806	2.2	18.5
4-Book	103	1556	2.6	17.9	113	850	2.9	17.8	81	760	2.0	13.9	132	974	3.3	17.8	114	881	2.9	22.2
SP '99	85	1580	2.1	15.0	98	846	2.5	15.1	63	754	1.6	10.7	118	980	3.0	15.4	95	887	2.4	19.3
WVDB-FM																				
SP '00	16				10				10				2	7	.1	.3		7		
WI '00	1	36		.2	1	10		.1	1	22		.2	3	48	.1	.4	1	22	.2	
FA '99	2	79	.1	.3	4	35	.1	.7	8	49	.2	1.1	1	16		.1		8		
SU '99	3	62	.1	.5	1	14		.2	3	20	.1	.4	2	20	.1	.2		9	.1	
4-Book	2	48	.1	.3	1	14		.2	4	20	.1	.4	2	20	.1	.2		9	.1	
SP '99	2	65	.1	.4	3	32	.1	.5	3	48	.1	.7	2	18	.1	.3		10		
WXTU-FM																				
SP '00	10	289	.3	1.7	10	148	.3	1.6	13	128	.3	2.3	13	131	.3	1.7	6	115	.2	1.1
WI '00	12	238	.3	2.1	17	119	.4	2.7	13	112	.3	2.6	15	128	.4	2.0	8	99	.2	1.5
FA '99	7	169	.2	1.2	3	52	.1	.4	6	58	.2	1.1	15	115	.4	1.9	5	72	.1	1.0
SU '99	8	190	.2	1.4	14	130	.4	2.5	13	97	.3	1.8	14	117	.4	2.0	1	20	.2	
4-Book	9	222	.3	1.6	11	112	.3	1.8	11	99	.3	2.0	14	123	.4	1.9	5	77	.1	1.0
SP '99	17	254	.4	3.0	27	151	.7	4.2	17	103	.4	2.9	22	150	.6	2.9	12	145	.3	2.4
WYSP-FM																				
SP '00	23	563	.6	4.0	62	259	1.6	9.7	27	186	.7	4.8	20	263	.5	2.7	11	142	.3	2.0
WI '00	17	471	.4	3.0	22	147	.6	3.4	16	145	.4	3.2	27	236	.7	3.6	10	166	.3	1.9
FA '99	22	630	.6	3.7	64	349	1.6	9.4	19	205	.5	3.5	15	205	.4	1.9	9	150	.2	1.7
SU '99	14	597	.4	2.5	45	332	1.1	7.9	9	182	.2	1.3	9	206	.2	1.3	6	172	.2	1.3
4-Book	19	565	.5	3.3	48	272	1.2	7.6	18	180	.5	3.2	18	228	.5	2.4	9	158	.3	1.7
SP '99	36	619	.9	6.4	79	333	2.0	12.2	40	241	1.0	6.8	34	213	.9	4.5	30	222	.8	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	4	95	.1	.7	2	19	.1	.3	4	29	.1	.7	4	35	.1	.5	4	42	.1	.7
WI '00	5	100	.1	.9	6	31	.2	.9	5	23	.1	1.0	4	45	.1	.5	7	55	.2	1.3
FA '99	4	100	.1	.7	3	28	.1	.4	11	11			3	51	.1	.4	4	27	.1	.8
SU '99	1	55	.2		1	9		.2	9	9			1	20		.1	5	35	.1	1.1
4-Book	4	88	.1	.6	3	22	.1	.5	2	18	.1	.4	3	38	.1	.4	5	40	.1	1.0
SP '99	3	78	.1	.5	6				1	18		.2	6	38	.2	.8	3	40	.1	.6
WKXW-FM																				
SP '00	2	58	.1	.3	2	25	.1	.3	2	18	.1	.4	6	58	.2	.8				
WI '00	3	48	.1	.5		12			8	16	.2	1.6	5	26	.1	.7	1	12		.2
FA '99	2	75	.1	.3	4	32	.1	.6	4	32	.1	.7	3	53	.1	.4		11		
SU '99	3	65	.1	.5	3	27	.1	.5	7	35	.2	1.0	2	22	.1	.3				
4-Book	3	62	.1	.4	2	24	.1	.4	5	25	.2	.9	4	40	.1	.6		6		.1
SP '99	3	48	.1	.5	1	23		.2	3	17	.1	.5	3	14	.1	.4	4	27	.1	.8
WNJO-FM																				
SP '00	1	61		.2		7			2	18	.1	.4	2	9	.1	.3	2	9	.1	.4
WI '00	2	69	.1	.3	1	25		.2	3	30	.1	.6	3	41	.1	.4	3	41	.1	.6
FA '99		33			1	11		.1		16			1	33		.1		17		
SU '99	2	127	.1	.4	1	24		.2	5	66	.1	.7	2	51	.1	.3	1	50		.2
4-Book	1	73	.1	.2	1	17		.1	3	33	.1	.4	2	34	.1	.3	2	29	.1	.3
SP '99	1	52		.2	2	26	.1	.3	1	26		.2		10				17		
WPST-FM																				
SP '00	24	862	.6	4.1	18	329	.5	2.8	15	251	.4	2.7	44	518	1.1	5.9	23	386	.6	4.3
WI '00	31	1076	.8	5.4	32	430	.8	5.0	20	375	.5	4.0	43	606	1.1	5.8	28	455	.7	5.3
FA '99	32	1067	.8	5.4	40	608	1.0	5.9	26	406	.7	4.8	42	649	1.1	5.4	26	493	.7	5.0
SU '99	44	1049	1.1	7.8	43	469	1.1	7.5	44	516	1.1	6.1	53	644	1.3	7.6	48	577	1.2	10.2
4-Book	33	1014	.8	5.7	33	459	.9	5.3	26	387	.7	4.4	46	604	1.2	6.2	31	478	.8	6.2
SP '99	26	970	.7	4.6	28	409	.7	4.3	23	353	.6	3.9	40	596	1.0	5.2	23	423	.6	4.7
WSTW-FM																				
SP '00	2	143	.1	.3	2	42	.1	.3	1	44		.2	3	60	.1	.4	3	65	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	315	.2	1.2	9	134	.2	1.3	5	126	.1	.9	8	168	.2	1.0	5	77	.1	1.0
SU '99	2	165	.1	.4	2	44	.1	.4	1	40		.1	3	106	.1	.4	2	62	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	580	3906	14.5		640	3235	16.0		559	2569	14.0		746	3377	18.7		540	3053	13.5	
WI '00	573	3809	14.4		638	3277	16.0		496	2498	12.4		740	3355	18.5		530	2942	13.3	
FA '99	589	3828	14.8		679	3321	17.0		539	2477	13.5		771	3348	19.3		517	3099	13.0	
SU '99	565	3847	14.2		570	2899	14.3		719	3114	18.0		699	3391	17.5		471	2991	11.8	
4-Book	577	3848	14.5		632	3183	15.8		578	2665	14.5		739	3368	18.5		515	3021	12.9	
SP '99	565	3923	14.2		648	3124	16.2		590	2614	14.8		764	3372	19.1		491	3009	12.3	

** 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																				
SP '00	6	156	.2	.9	2	39	.1	.4	3	17	.1	.8						1	8	.1
4-Book	7	209	.2	1.0	3	75	.1	.5	5	20	.2	1.5	3	25	.1	.4	1	13	.2	
WBEB-FM																				
SP '00	38	505	1.0	5.9	27	374	.7	5.4	30	89	.8	8.2	34	110	.9	4.1	31	109	.8	4.6
4-Book	37	519	1.0	5.8	23	350	.6	4.6	22	73	.6	6.4	32	94	.8	4.2	20	80	.5	3.1
WDAS-AM																				
SP '00	2	17	.1	.3	3	45	.1	.6	1	3	.3		2	10	.1	.2	5	18	.1	.7
4-Book	5	47	.1	.7	4	52	.1	.8	1	4	.4		2	9	.1	.2	3	9	.1	.5
WDAS-FM																				
SP '00	17	237	.4	2.6	20	193	.5	4.0	5	31	.1	1.4	21	54	.5	2.5	23	40	.6	3.4
4-Book	20	288	.5	3.1	20	235	.5	4.1	12	43	.3	3.5	22	60	.6	2.8	23	51	.6	3.5
+WEJM-FM																				
SP '00	6	163	.2	.9	3	96	.1	.6					6	40	.2	.7	7	30	.2	1.0
4-Book	11	184	.3	1.6	8	122	.2	1.6	3	22	.1	1.0	17	56	.5	2.3	11	37	.3	1.9
WEMG-AM																				
SP '00	4	44	.1	.6	6	21	.2	1.2	4	15	.1	1.1	9	15	.2	1.1	9	15	.2	1.3
4-Book	2	28	.1	.3	2	14	.1	.4	1	5	.4		4	8	.1	.5	2	4	.1	.3
WEMG-FM																				
SP '00	2	81	.1	.3	2	30	.1	.4	2	9	.1	.5								
4-Book	4	57	.1	.5	4	39	.1	.7	3	11	.1	.7	7	21	.2	.9	4	11	.1	.7
WFIL-AM																				
SP '00		9				5														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	1	8		.2	1	15		.2					1	8		.1	2	8	.1	.3
4-Book	1	5		.1	1	10		.1					1	5		.1	2	4	.1	.3
WIOQ-FM																				
SP '00	158	2129	4.0	24.6	127	1634	3.2	25.6	105	371	2.6	28.8	212	780	5.3	25.7	170	616	4.3	25.1
4-Book	131	1967	3.3	20.3	100	1446	2.5	20.2	70	282	1.7	20.3	170	660	4.3	22.0	134	511	3.4	21.0
WIP -AM																				
SP '00		29			1	35		.2												
4-Book	1	41		.1	1	28		.2										2		
WJZZ-FM																				
SP '00	4	55	.1	.6	11	63	.3	2.2	5	12	.1	1.4	21	31	.5	2.5	28	41	.7	4.1
4-Book	7	87	.2	1.1	7	77	.2	1.4	6	13	.2	1.8	11	24	.3	1.5	12	25	.3	1.9
+WLCE-FM																				
SP '00	19	325	.5	3.0	5	146	.1	1.0	7	25	.2	1.9	16	52	.4	1.9	3	25	.1	.4
4-Book	24	446	.6	3.7	12	264	.3	2.5	6	32	.2	1.7	22	80	.6	2.9	18	87	.5	3.0
WMGK-FM																				
SP '00	17	283	.4	2.6	5	107	.1	1.0	5	23	.1	1.4	9	68	.2	1.1	7	43	.2	1.0
4-Book	20	285	.5	3.1	7	160	.2	1.4	4	20	.1	1.4	13	73	.3	1.7	7	47	.2	1.1
WMMR-FM																				
SP '00	13	400	.3	2.0	14	289	.4	2.8	17	37	.4	4.7	23	103	.6	2.8	16	59	.4	2.4
4-Book	15	364	.4	2.3	14	248	.4	2.8	13	36	.3	3.6	27	96	.7	3.4	19	61	.5	3.0
WOGL-FM																				
SP '00	8	166	.2	1.2	7	151	.2	1.4	4	17	.1	1.1	17	80	.4	2.1	3	20	.1	.4
4-Book	8	195	.2	1.2	7	112	.2	1.3	3	15	.1	.9	11	45	.3	1.4	8	32	.2	1.3
WPEN-AM																				
SP '00		9																		
4-Book	1	9		.2		2														

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

	Women 12-24																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPFI-FM																				
SP '00	61	1018	1.5	9.5	60	744	1.5	12.1	38	125	1.0	10.4	95	315	2.4	11.5	81	265	2.0	12.0
4-Book	59	1055	1.5	9.1	51	746	1.3	10.3	35	118	.9	10.2	73	297	1.8	9.3	68	247	1.7	10.6
WPHT-AM																				
SP '00		8			1	8		.2												
4-Book		9		.1		2		.1												
WPLY-FM																				
SP '00	53	956	1.3	8.3	35	614	.9	7.0	13	82	.3	3.6	67	293	1.7	8.1	58	214	1.5	8.6
4-Book	58	1044	1.5	9.0	43	730	1.1	8.7	20	115	.5	5.8	78	338	2.0	10.0	59	229	1.5	9.4
WUSL-FM																				
SP '00	108	1303	2.7	16.8	81	1018	2.0	16.3	62	184	1.6	17.0	132	507	3.3	16.0	100	316	2.5	14.8
4-Book	107	1356	2.7	16.5	90	1009	2.2	18.0	62	203	1.6	18.0	135	459	3.4	17.2	110	336	2.8	17.3
WWDB-FM																				
SP '00	1	7		.2		8								8						
4-Book	2	37		.3	2	24	.1	.3	1	3		.2	1	7		.1	1	2		.1
WXTU-FM																				
SP '00	12	228	.3	1.9	10	205	.3	2.0	7	29	.2	1.9	15	63	.4	1.8	19	67	.5	2.8
4-Book	12	183	.3	1.9	8	139	.2	1.6	7	28	.2	1.9	12	51	.3	1.5	9	42	.2	1.3
WYSP-FM																				
SP '00	35	475	.9	5.5	10	304	.3	2.0	2	28	.1	.5	20	100	.5	2.4	18	77	.5	2.7
4-Book	27	465	.7	4.2	12	263	.3	2.4	7	33	.2	2.0	17	79	.4	2.1	18	78	.5	2.9
WJBR-FM																				
SP '00	3	55	.1	.5	4	42	.1	.8	2	7	.1	.5		7			6	15	.2	.9
4-Book	3	56	.1	.4	3	51	.1	.7	3	7	.1	.7	1	8		.1	4	12	.1	.6
WKXW-FM																				
SP '00	3	58	.1	.5	1	16		.2	1	9		.3		9			3	9	.1	.4
4-Book	4	50	.1	.6	1	18		.2		2		.1		4			1	4	.1	.2
WNJO-FM																				
SP '00	1	34		.2		18							1	18		.1				
4-Book	2	60	.1	.3	1	30		.2		4		.1	2	14		.2	2	9	.1	.3
WPST-FM																				
SP '00	25	686	.6	3.9	24	547	.6	4.8	17	71	.4	4.7	48	233	1.2	5.8	42	183	1.1	6.2
4-Book	34	866	.9	5.3	31	612	.8	6.3	22	85	.6	6.9	45	238	1.1	5.7	44	188	1.1	6.8
WSTW-FM																				
SP '00	2	86	.1	.3	2	78	.1	.4	3	10	.1	.8	6	33	.2	.7	5	26	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	642	3831	16.1		497	3345	12.5		364	1035	9.1		826	2267	20.7		676	1711	16.9	
4-Book	645	3802	16.2		497	3306	12.5		341	1017	8.5		775	2070	19.4		633	1631	15.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
SP '00																				
4-Book																				
	2	9	.1	.4	8	24	.2	2.7	2	18	.1	.4	2	19	.1	.5				
					4	23	.1	1.5	2	14	.1	.3	1	12		.2	1	3		.2
WBEB-FM																				
SP '00																				
4-Book																				
	23	92	.6	5.0	18	48	.5	6.0	31	116	.8	5.9	27	96	.7	6.3	21	73	.5	5.9
	17	77	.4	3.6	19	54	.5	6.3	26	88	.7	4.6	21	71	.6	4.2	26	102	.7	7.2
WOAS-AM																				
SP '00																				
4-Book																				
	1	5		.2	11	29	.3	3.7	6	16	.2	1.1	2	8	.1	.5				
	1	6		.2	12	30	.3	4.2	8	22	.2	1.4	5	11	.1	.9	1	6	.1	.4
WOAS-FM																				
SP '00																				
4-Book																				
	23	51	.6	5.0	27	78	.7	9.1	31	77	.8	5.9	12	31	.3	2.8	13	15	.3	3.7
	17	49	.5	3.6	21	65	.6	7.4	24	73	.6	4.3	18	45	.5	3.6	25	60	.6	6.9
+WEJM-FM																				
SP '00																				
4-Book																				
	6	19	.1	1.3	1	8	.1	.4	10	30	.3	1.8	10	25	.3	1.9	4	19	.1	1.0
WEMG-AM																				
SP '00																				
4-Book																				
					6	9	.2	2.0	13	21	.3	2.5	12	21	.3	2.8				
					2	2	.1	.5	4	7	.1	.8	4	9	.1	.9				
WEMG-FM																				
SP '00																				
4-Book																				
	9	21	.2	2.0					1	6		.2					1	6		.3
	5	23	.1	1.0	2	4	.1	.5	2	8		.3	1	1		.1	4	12	.1	1.1
WFIL-AM																				
SP '00																				
4-Book																				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00																				
4-Book																				
		2		.1	3	8	.1	1.0	1	4		.2	2							
					1	4		.3	1	4		.2	2							
WIOQ-FM																				
SP '00																				
4-Book																				
	114	488	2.9	25.0	63	235	1.6	21.1	139	722	3.5	26.5	121	482	3.0	28.3	86	427	2.2	24.2
	92	417	2.3	20.2	47	213	1.2	15.9	109	529	2.7	19.6	96	401	2.4	19.5	72	346	1.9	20.1
WIP -AM																				
SP '00																				
4-Book																				
	1	7		.2					2	18	.1	.4	1	7		.2	5	9	.1	1.4
	1	11		.2					2	10	.1	.3	3	10	.1	.6	2	7	.1	.5
WJZ-FM																				
SP '00																				
4-Book																				
	23	40	.6	5.0	2	7	.1	.7	5	9	.1	1.0	3	5	.1	.7	4			
	8	20	.2	1.8	3	9	.1	.9	8	24	.2	1.4	4	15	.1	.8	3	7	.1	.8
+WLCE-FM																				
SP '00																				
4-Book																				
	9	53	.2	2.0	1	15		.3	6	61	.2	1.1	6	39	.2	1.4	1	19		.3
					4	31	.1	1.4	18	88	.5	3.2	11	48	.3	2.1	8	52	.2	2.1
WMGK-FM																				
SP '00																				
4-Book																				
	2	8	.1	.4					7	41	.2	1.3	5	42	.1	1.2	3	25	.1	.8
	4	29	.1	.9	2	15	.1	.6	9	52	.3	1.6	8	47	.2	1.6	6	31	.2	1.6
WMMR-FM																				
SP '00																				
4-Book																				
	10	49	.3	2.2	4	18	.1	1.3	16	64	.4	3.1	8	83	.2	1.9	14	65	.4	3.9
	9	57	.3	1.9	5	19	.1	1.6	14	58	.4	2.5	15	67	.4	2.9	10	45	.3	2.7
WOGL-FM																				
SP '00																				
4-Book																				
		4		.1	8	28	.2	2.7	4	27	.1	.8	14	43	.4	3.3	7	43	.2	2.0
					6	22	.2	1.9	6	29	.2	1.0	12	30	.4	2.4	5	28	.1	1.3
WPEN-AM																				
SP '00																				
4-Book																				
					1	2		.2					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

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
WPHI-FM SP '00 4-Book	70 70	248 259	1.8 1.8	15.4 14.9	35 29	101 109	.9 .7	11.7 10.4	56 47	192 200	1.4 1.2	10.7 8.2	47 47	184 186	1.2 1.2	11.0 9.4	48 37	171 146	1.2 .9	13.5 10.2
WPHT-AM SP '00 4-Book																	5 1	8 2	.1 .4	1.4 .4
WPLY-FM SP '00 4-Book	39 36	156 160	1.0 .9	8.6 7.7	7 15	51 91	.2 .4	2.3 5.3	33 48	190 233	.8 1.2	6.3 8.6	31 50	135 188	.8 1.3	7.3 10.0	26 33	86 135	.7 .9	7.3 9.4
WUSL-FM SP '00 4-Book	70 94	233 316	1.8 2.4	15.4 20.0	45 54	143 167	1.1 1.4	15.1 18.9	86 102	316 345	2.2 2.6	16.4 17.9	62 86	285 280	1.6 2.2	14.5 16.9	82 70	240 233	2.1 1.8	23.0 19.3
WWDB-FM SP '00 4-Book					2	3	.1	.6	6	11	.2	.9	3	4	.1	.5				
WXTU-FM SP '00 4-Book	7 8	46 44	.2 .2	1.5 1.6	11 6	28 22	.3 .2	3.7 2.0	14 13	94 48	.4 .3	2.7 2.2	7 9	20 28	.2 .2	1.6 1.7	1 3	9 14	.1 .1	.3 .7
WYSP-FM SP '00 4-Book	4 10	37 49	.1 .3	.9 2.2	6 4	18 13	.2 .1	2.0 1.5	12 15	91 78	.3 .4	2.3 2.5	17 19	82 81	.4 .5	4.0 3.8	1 8	9 44	.2 .2	.3 2.1
WJBR-FM SP '00 4-Book	6 6	7 19	.2 .2	1.3 1.2	5 4	17 11	.1 .1	1.7 1.2	6 6	17 15	.2 .2	1.1 .9	3	7 10	.1 .1	.5	3 1	10 7	.1 .1	.8 .2
WKXW-FM SP '00 4-Book	1	6	.2						4 1	7 2	.1 .2	.8 .2	2	7	.1	.4				
WNJO-FM SP '00 4-Book									1	8	.1	.2	1	4	.2		1 1	11 7	.3 .2	
WPST-FM SP '00 4-Book	13 26	81 133	.3 .7	2.9 5.6	6 15	42 76	.2 .4	2.0 5.2	14 36	85 199	.4 .9	2.7 6.4	34 37	170 168	.9 1.0	8.0 7.5	17 22	95 113	.4 .6	4.8 6.0
WSTV-FM SP '00 4-Book	**	**	**	**	1 **	9 **	.3 **	.3 **	1 **	19 **	.2 **	.2 **	2 **	17 **	.1 **	.5 **	1 **	9 **	.3 **	.3 **
TOTALS SP '00 4-Book	456 465	1358 1433	11.4 11.7		298 288	880 913	7.5 7.2		524 563	1706 1689	13.1 14.1		427 503	1233 1345	10.7 12.6		356 361	1109 1173	8.9 9.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
	WHAT-AM																			
SP '00	3	42	.1	.3	7	24	.1	.6	3	28	.1	.2	1	18	.1		4	6	.1	.8
WI '00	2	53		.2	3	29	.1	.2	2	14		.2	1	7		.1				
FA '99	1	27		.1	2	11		.2												
SU '99	4	32	.1	.4	5	10	.1	.4	8	16	.1	.6	2	12	.2		3	16	.1	.6
4-Book	3	39	.1	.3	4	19	.1	.4	3	15	.1	.3	1	9	.1		2	6	.1	.4
SP '99	1	25		.1	1	18		.1	1	7		.1								
WIOQ-FM																				
SP '00	103	2029	1.8	11.4	108	945	1.9	8.9	137	1158	2.5	10.9	134	1238	2.4	12.1	70	847	1.3	13.2
WI '00	103	1912	1.8	11.3	129	1144	2.3	10.4	146	1098	2.6	11.0	143	1198	2.6	12.6	56	639	1.0	11.7
FA '99	117	1907	2.1	12.0	134	1016	2.4	10.5	170	1097	3.1	12.5	168	1342	3.0	13.8	60	792	1.1	11.3
SU '99	91	1930	1.6	9.6	98	841	1.7	7.9	130	984	2.3	9.6	123	1167	2.2	10.6	57	713	1.0	11.0
4-Book	104	1945	1.8	11.1	117	987	2.1	9.4	146	1084	2.6	11.0	142	1236	2.6	12.3	61	748	1.1	11.8
SP '99	107	2235	1.9	11.1	119	1213	2.1	8.9	174	1244	3.1	12.0	147	1389	2.6	12.1	40	866	.7	8.2
WIP -AM																				
SP '00	5	282	.1	.6	9	119	.2	.7	4	69	.1	.3	7	76	.1	.6	4	105	.1	.8
WI '00	2	173		.2	5	43	.1	.4	1	39		.1	2	45		.2	1	37		.2
FA '99	1	113		.1	4	43	.1	.3	1	26		.1	1	17		.1		18		
SU '99	2	191	.2	.2	4	90	.1	.3	1	45		.1	2	62		.2	2	48		.4
4-Book	3	190	.3		6	74	.1	.4	2	45	.2		3	50	.3		2	52	.4	
SP '99	2	84		.2	10	51	.2	.8					1	26		.1	1	17		.2
WJZ-FM																				
SP '00	32	457	.6	3.5	31	235	.6	2.6	55	180	1.0	4.4	33	152	.6	3.0	14	115	.3	2.6
WI '00	13	367	.2	1.4	13	136	.2	1.0	24	133	.4	1.8	9	149	.2	.8	6	73	.1	1.3
FA '99	25	394	.4	2.6	27	140	.5	2.1	47	185	.8	3.5	33	194	.6	2.7	12	131	.2	2.3
SU '99	26	460	.5	2.8	20	184	.4	1.6	37	215	.7	2.7	28	210	.5	2.4	20	217	.4	3.8
4-Book	24	420	.4	2.6	23	174	.4	1.8	41	178	.7	3.1	26	176	.5	2.2	13	134	.3	2.5
SP '99	35	453	.6	3.6	42	223	.7	3.2	72	222	1.3	5.0	43	246	.8	3.5	13	127	.2	2.7
+WLCE-FM																				
SP '00	50	1047	.9	5.5	50	424	.9	4.1	97	543	1.7	7.7	69	611	1.2	6.2	21	297	.4	4.0
WI '00	53	1284	1.0	5.8	70	670	1.3	5.6	95	637	1.7	7.1	74	619	1.3	6.5	15	354	.3	3.1
FA '99	51	1243	.9	5.2	70	688	1.3	5.5	91	604	1.6	6.7	64	774	1.1	5.3	19	418	.3	3.6
SU '99	59	1319	1.0	6.2	69	641	1.2	5.6	110	632	1.9	8.2	69	744	1.2	5.9	23	454	.4	4.4
4-Book	53	1223	1.0	5.7	65	606	1.2	5.2	98	604	1.7	7.4	69	687	1.2	6.0	20	381	.4	3.8
SP '99	55	1483	1.0	5.7	74	715	1.3	5.6	67	652	1.2	4.6	65	805	1.1	5.3	33	500	.6	6.8
WMGK-FM																				
SP '00	30	798	.5	3.3	34	321	.6	2.8	54	375	1.0	4.3	52	469	.9	4.7	11	254	.2	2.1
WI '00	39	900	.7	4.3	48	374	.9	3.9	81	478	1.5	6.1	55	543	1.0	4.9	12	231	.2	2.5
FA '99	41	922	.7	4.2	44	475	.8	3.4	78	450	1.4	5.7	61	591	1.1	5.0	17	302	.3	3.2
SU '99	41	941	.7	4.3	41	445	.7	3.3	70	501	1.2	5.2	57	580	1.0	4.9	17	304	.3	3.3
4-Book	38	890	.7	4.0	42	404	.8	3.4	71	451	1.3	5.3	56	546	1.0	4.9	14	273	.3	2.8
SP '99	35	926	.6	3.6	40	385	.7	3.0	60	462	1.1	4.1	54	582	1.0	4.4	13	235	.2	2.7
WMMR-FM																				
SP '00	37	940	.7	4.1	59	423	1.1	4.9	56	433	1.0	4.5	42	480	.8	3.8	17	339	.3	3.2
WI '00	37	904	.7	4.1	59	455	1.1	4.8	58	388	1.0	4.4	41	505	.7	3.6	12	246	.2	2.5
FA '99	24	717	.4	2.5	32	336	.6	2.5	35	328	.6	2.6	32	406	.6	2.6	7	189	.1	1.3
SU '99	23	847	.4	2.4	25	342	.4	2.0	35	241	.6	2.6	29	406	.5	2.5	11	319	.2	2.1
4-Book	30	852	.6	3.3	44	389	.8	3.6	46	348	.8	3.5	36	449	.7	3.1	12	273	.2	2.3
SP '99	30	858	.5	3.1	42	363	.7	3.2	57	345	1.0	3.9	31	399	.5	2.5	10	178	.2	2.1
WOGL-FM																				
SP '00	10	403	.2	1.1	10	125	.2	.8	14	151	.3	1.1	13	161	.2	1.2	6	91	.1	1.1
WI '00	13	373	.2	1.4	19	117	.3	1.5	22	109	.4	1.7	14	140	.3	1.2	6	121	.1	1.3
FA '99	17	526	.3	1.7	22	241	.4	1.7	38	222	.7	2.8	17	223	.3	1.4	6	153	.1	1.1
SU '99	11	397	.2	1.2	13	181	.2	1.0	21	168	.4	1.6	9	153	.2	.8	5	95	.1	1.0
4-Book	13	425	.2	1.4	16	166	.3	1.3	24	163	.5	1.8	13	169	.3	1.2	6	115	.1	1.1
SP '99	20	537	.4	2.1	28	212	.5	2.1	33	191	.6	2.3	15	174	.3	1.2	11	128	.2	2.3

Target Listener Trends - Women 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
WPEN-AM																				
SP '00		23							9				14				6			
WI '00	1	43	.1		6			1	6	.1			17			1	19	.2		
FA '99	2	28	.2		9								9		.2	1	9	.2		
SU '99	9	37	.2	1.0	10	20	.2	.8	16	20	.3	1.2	10	18	.2	.9	6	9	.1	1.2
4-Book	3	33	.1	.3	3	9	.1	.3	4	9	.1	.3	3	15	.1	.3	2	11	.4	
SP '99	2	43	.2		2	8	.2		2	18	.1		2	8	.2		1	17	.2	
WPHI-FM																				
SP '00	58	1067	1.0	6.4	51	422	.9	4.2	72	543	1.3	5.7	75	634	1.3	6.8	44	392	.8	8.3
WI '00	51	1009	.9	5.6	61	517	1.1	4.9	54	494	1.0	4.1	63	565	1.1	5.6	40	425	.7	8.4
FA '99	54	1188	1.0	5.5	61	520	1.1	4.8	45	599	.8	3.3	74	766	1.3	6.1	44	479	.8	8.3
SU '99	38	998	.7	4.0	31	415	.5	2.5	54	501	1.0	4.0	56	578	1.0	4.8	25	336	.4	4.8
4-Book	50	1066	.9	5.4	51	469	.9	4.1	56	534	1.0	4.3	67	636	1.2	5.8	38	408	.7	7.5
SP '99	43	1122	.8	4.5	45	522	.8	3.4	49	593	.9	3.4	62	631	1.1	5.1	26	432	.5	5.3
WPHT-AM																				
SP '00	3	74	.1	.3	1	26	.1		8	43	.1	.6	4	9	.1	.4	1	24	.2	
WI '00	6	137	.1	.7	7	82	.1	.6	12	34	.2	.9	15	77	.3	1.3	1	33	.2	
FA '99	1	18	.1		1	9	.1		1	18	.1		1	18	.1			9		
SU '99	3	45	.1	.3	7	10	.1	.6					8	26	.1	.7		8		
4-Book	3	69	.1	.4	4	32	.1	.4	5	24	.1	.4	7	33	.1	.6	1	19	.1	
SP '99	1	31	.1		1	5	.1						1	13	.1		1	16	.2	
WPLY-FM																				
SP '00	52	1368	.9	5.7	68	672	1.2	5.6	65	699	1.2	5.2	75	913	1.3	6.8	33	544	.6	6.2
WI '00	60	1311	1.1	6.6	90	724	1.6	7.2	86	637	1.5	6.5	84	865	1.5	7.4	18	361	.3	3.8
FA '99	58	1393	1.0	6.0	68	732	1.2	5.3	86	723	1.5	6.3	83	858	1.5	6.8	24	470	.4	4.5
SU '99	68	1589	1.2	7.2	77	721	1.4	6.2	96	807	1.7	7.1	100	1096	1.8	8.6	32	561	.6	6.2
4-Book	60	1415	1.1	6.4	76	712	1.4	6.1	83	717	1.5	6.3	86	933	1.5	7.4	27	484	.5	5.2
SP '99	68	1513	1.2	7.0	81	734	1.4	6.1	101	828	1.8	7.0	99	991	1.7	8.1	33	541	.6	6.8
WUSL-FM																				
SP '00	114	1395	2.0	12.6	157	809	2.8	12.9	127	727	2.3	10.1	120	822	2.2	10.8	100	687	1.8	18.8
WI '00	113	1334	2.0	12.4	146	808	2.6	11.8	123	708	2.2	9.3	140	873	2.5	12.4	84	657	1.5	17.6
FA '99	117	1603	2.1	12.0	143	843	2.6	11.2	116	850	2.1	8.5	139	957	2.5	11.4	99	835	1.8	18.6
SU '99	81	1398	1.4	8.6	118	765	2.1	9.5	85	674	1.5	6.3	106	802	1.9	9.1	50	570	.9	9.6
4-Book	106	1433	1.9	11.4	141	806	2.5	11.4	113	740	2.0	8.6	126	864	2.3	10.9	83	687	1.5	16.2
SP '99	82	1408	1.4	8.5	104	765	1.8	7.8	98	764	1.7	6.8	94	842	1.7	7.7	64	636	1.1	13.1
WWDB-FM																				
SP '00	3	125	.1	.3	3	43	.1	.2					1	23	.1		2	38	.4	
WI '00	5	170	.1	.5	4	53	.1	.3	9	41	.2	.7	7	48	.1	.6	1	26	.2	
FA '99	10	337	.2	1.0	10	117	.2	.8	15	163	.3	1.1	14	148	.3	1.2	8	84	.1	1.5
SU '99	10	275	.2	1.1	6	89	.1	.5	23	133	.4	1.7	7	41	.1	.6	6	66	.1	1.2
4-Book	7	227	.2	.7	6	76	.1	.5	12	84	.2	.9	7	65	.1	.6	4	54	.1	.8
SP '99	15	255	.3	1.6	16	118	.3	1.2	42	165	.7	2.9	12	109	.2	1.0	3	59	.1	.6
WXTU-FM																				
SP '00	42	644	.8	4.6	64	400	1.1	5.3	61	344	1.1	4.8	64	414	1.1	5.8	13	231	.2	2.4
WI '00	33	615	.6	3.6	53	388	1.0	4.3	52	353	.9	3.9	41	381	.7	3.6	10	237	.2	2.1
FA '99	28	474	.5	2.9	41	247	.7	3.2	41	257	.7	3.0	44	314	.8	3.6	6	159	.1	1.1
SU '99	28	478	.5	3.0	47	290	.8	3.8	44	309	.8	3.3	39	325	.7	3.3	7	150	.1	1.3
4-Book	33	553	.6	3.5	51	331	.9	4.2	50	316	.9	3.8	47	359	.8	4.1	9	194	.2	1.7
SP '99	36	524	.6	3.7	53	321	.9	4.0	48	245	.8	3.3	50	331	.9	4.1	17	219	.3	3.5
WYSP-FM																				
SP '00	51	1101	.9	5.6	167	692	3.0	13.8	58	435	1.0	4.6	35	407	.6	3.2	15	217	.3	2.8
WI '00	39	992	.7	4.3	109	545	2.0	8.8	41	398	.7	3.1	43	401	.8	3.8	11	239	.2	2.3
FA '99	39	1107	.7	4.0	127	630	2.3	9.9	29	381	.5	2.1	16	295	.3	1.3	15	207	.3	2.8
SU '99	50	1146	.9	5.3	159	743	2.8	12.8	55	477	1.0	4.1	27	338	.5	2.3	10	295	.2	1.9
4-Book	45	1087	.8	4.8	141	653	2.5	11.3	46	423	.8	3.5	30	360	.6	2.7	13	240	.3	2.5
SP '99	63	1247	1.1	6.5	178	826	3.1	13.4	67	459	1.2	4.6	48	429	.8	3.9	34	318	.6	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 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	3	122	.1	.3	2	27	.2	.2	4	29	.1	.3	4	62	.1	.4	4	36	.1	.8
WI '00	5	201	.1	.5	5	47	.1	.4	7	53	.1	.5	5	73	.1	.4	7	78	.1	1.5
FA '99	4	140	.1	.4	5	36	.1	.4	1	38	.1	.1	5	65	.1	.4	3	37	.1	.6
SU '99	10	227	.2	1.1	13	93	.2	1.0	20	86	.4	1.5	11	74	.2	.9	7	81	.1	1.3
4-Book	6	173	.1	.6	6	51	.1	.5	8	52	.2	.6	6	69	.1	.5	5	58	.1	1.1
SP '99	6	195	.1	.6	3	52	.1	.2	4	66	.1	.3	14	104	.2	1.1	9	89	.2	1.8
WKXW-FM																				
SP '00	2	159	.1	.2	1	26	.1	.1	5	61	.1	.4	6	126	.1	.5	1	31	.1	.2
WI '00	6	217	.1	.7	5	89	.1	.4	12	79	.2	.9	11	72	.2	1.0	5	26	.1	1.0
FA '99	7	233	.1	.7	8	92	.1	.6	14	98	.3	1.0	9	125	.2	.7	2	57	.1	.4
SU '99	9	319	.2	1.0	10	159	.2	.8	18	116	.3	1.3	11	138	.2	.9	3	120	.1	.6
4-Book	6	232	.1	.7	6	92	.1	.5	12	89	.2	.9	9	115	.2	.8	3	59	.1	.6
SP '99	12	196	.2	1.2	16	93	.3	1.2	18	86	.3	1.2	21	133	.4	1.7	6	68	.1	1.2
WNJO-FM																				
SP '00	2	116	.1	.2		17			4	70	.1	.3	3	60	.1	.3	2	18	.1	.4
WI '00	2	92	.1	.2	2	38	.1	.2	5	39	.1	.4	4	47	.1	.4	1	35	.1	.2
FA '99	1	69	.1	.1	1	11	.1	.1	1	31	.1	.1	2	34	.1	.2	1	29	.1	.2
SU '99	3	117	.1	.3	5	67	.1	.4	6	78	.1	.4	2	45	.1	.2	1	30	.1	.2
4-Book	2	99	.1	.2	2	33	.1	.2	4	55	.1	.3	3	47	.1	.3	1	28	.1	.3
SP '99	7	135	.1	.7	8	56	.1	.6	14	78	.2	1.0	7	59	.1	.6		26		
WPST-FM																				
SP '00	27	986	.5	3.0	20	350	.4	1.6	27	391	.5	2.1	45	543	.8	4.1	27	361	.5	5.1
WI '00	27	955	.5	3.0	30	409	.5	2.4	38	410	.7	2.9	38	501	.7	3.4	15	298	.3	3.1
FA '99	37	1048	.7	3.8	54	589	1.0	4.2	52	594	.9	3.8	50	730	.9	4.1	14	341	.3	2.6
SU '99	27	906	.5	2.9	35	462	.6	2.8	35	399	.6	2.6	40	483	.7	3.4	18	352	.3	3.5
4-Book	30	974	.6	3.2	35	453	.6	2.8	38	449	.7	2.9	43	564	.8	3.8	19	338	.4	3.6
SP '99	35	1110	.6	3.6	47	538	.8	3.5	56	535	1.0	3.9	47	672	.8	3.9	16	346	.3	3.3
WSTW-FM																				
SP '00	4	237	.1	.4	4	105	.1	.3	7	88	.1	.6	8	132	.1	.7	1	44	.1	.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	360	.1	.6	7	127	.1	.5	6	150	.1	.4	8	171	.1	.7	3	75	.1	.6
SU '99	11	318	.2	1.2	18	146	.3	1.5	10	93	.2	.7	13	185	.2	1.1	7	120	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	905	5414	16.2		1213	4755	21.8		1258	4255	22.6		1106	4595	19.9		531	3394	9.5	
WI '00	910	5391	16.3		1242	4742	22.3		1329	4289	23.9		1131	4671	20.3		478	3305	8.6	
FA '99	973	5390	17.5		1278	4851	22.9		1360	4329	24.4		1216	4751	21.8		532	3698	9.5	
SU '99	945	5465	16.6		1240	4604	21.8		1349	4316	23.8		1165	4754	20.5		520	3742	9.2	
4-Book	933	5415	16.7		1243	4738	22.2		1324	4297	23.7		1155	4693	20.6		515	3535	9.2	
SP '99	966	5591	17.0		1331	4820	23.4		1451	4570	25.6		1219	4842	21.5		487	3567	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

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																				
SP '00	23	614	.4	1.9	9	268	.2	1.4	15	107	.3	2.9	5	55	.1	.5	11	53	.2	1.4
4-Book	27	688	.5	2.1	10	310	.2	1.5	19	109	.4	3.8	9	82	.2	.8	9	57	.2	1.1
WBEB-FM																				
SP '00	79	885	1.4	6.6	27	391	.5	4.3	26	87	.5	5.1	47	176	.8	4.4	32	138	.6	4.0
4-Book	96	943	1.7	7.7	31	506	.6	4.7	29	112	.5	5.6	59	192	1.1	5.3	36	133	.7	4.3
WDAS-AM																				
SP '00	11	53	.2	.9	11	80	.2	1.7	4	6	.1	.8	9	17	.2	.8	17	24	.3	2.1
4-Book	12	83	.2	1.0	10	99	.2	1.5	8	16	.2	1.5	5	14	.1	.4	10	17	.2	1.2
WDAS-FM																				
SP '00	73	608	1.3	6.1	42	438	.8	6.6	14	77	.3	2.7	48	112	.9	4.5	47	76	.8	5.9
4-Book	80	647	1.4	6.4	53	513	1.0	8.1	38	106	.7	7.5	73	179	1.3	6.5	53	132	1.0	6.5
+WEJM-FM																				
SP '00	27	452	.5	2.3	12	304	.2	1.9	9	70	.2	1.8	17	113	.3	1.6	22	79	.4	2.8
4-Book	53	620	1.0	4.2	26	393	.5	3.9	18	80	.3	3.5	54	195	1.0	4.8	39	128	.7	4.7
WEMG-AM																				
SP '00	9	82	.2	.8	14	64	.3	2.2	4	15	.1	.8	28	51	.5	2.6	17	37	.3	2.1
4-Book	6	65	.2	.5	6	41	.2	.9	3	8	.1	.6	14	30	.3	1.3	7	15	.1	.8
WEMG-FM																				
SP '00	11	96	.2	.9	6	34	.1	.9	11	19	.2	2.1	7	12	.1	.7	4	7	.1	.5
4-Book	13	126	.2	1.0	9	86	.2	1.3	6	28	.1	1.2	17	47	.3	1.5	10	29	.2	1.2
WFIL-AM																				
SP '00	4	67	.1	.3	2	9	.1	.3	**	**	**	**	4	9	.1	.4	4	9	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	3	34	.1	.3	3	42	.1	.5	5	10	.1	1.0	3	18	.1	.3	2	8	.1	.3
4-Book	3	24	.1	.3	3	31	.1	.4	4	7	.1	.8	3	11	.1	.3	2	5	.1	.3
WIOQ-FM																				
SP '00	127	1815	2.3	10.6	84	1171	1.5	13.2	82	257	1.5	16.0	158	525	2.8	14.7	102	401	1.8	12.8
4-Book	136	1738	2.4	10.9	75	1136	1.3	11.4	56	221	1.0	10.8	139	509	2.5	12.6	99	375	1.8	12.0
WIP -AM																				
SP '00	6	177	.1	.5	3	93	.1	.5	3	17	.1	.6	5	14	.1	.5	2	9	.1	.3
4-Book	3	123	.1	.3	3	73	.1	.4	3	11	.1	.5	3	15	.1	.3	2	9	.1	.3
WJJZ-FM																				
SP '00	41	316	.7	3.4	27	235	.5	4.3	10	47	.2	1.9	36	73	.6	3.4	55	96	1.0	6.9
4-Book	31	290	.6	2.5	20	219	.4	3.0	12	47	.2	2.4	33	76	.6	3.0	29	60	.5	3.5
+WLCE-FM																				
SP '00	74	862	1.3	6.2	26	444	.5	4.1	18	67	.3	3.5	50	201	.9	4.7	27	106	.5	3.4
4-Book	79	1002	1.4	6.4	30	537	.6	4.6	23	99	.4	4.6	63	230	1.1	5.7	34	149	.6	4.2
WMGK-FM																				
SP '00	47	723	.8	3.9	14	322	.3	2.2	13	69	.2	2.5	29	138	.5	2.7	23	110	.4	2.9
4-Book	57	775	1.0	4.6	19	376	.4	2.9	12	67	.2	2.4	33	160	.6	2.9	28	118	.5	3.4
WMMR-FM																				
SP '00	53	749	1.0	4.4	22	461	.4	3.5	22	78	.4	4.3	46	218	.8	4.3	28	142	.5	3.5
4-Book	42	682	.8	3.4	21	424	.4	3.3	21	74	.4	4.0	42	175	.7	3.8	28	127	.5	3.3
WOGL-FM																				
SP '00	12	253	.2	1.0	9	198	.2	1.4	5	25	.1	1.0	23	98	.4	2.1	6	36	.1	.8
4-Book	18	297	.3	1.5	7	168	.1	1.1	4	23	.1	.8	13	69	.3	1.2	10	40	.2	1.2
WPEN-AM																				
SP '00		23				6														
4-Book	4	24	.1	.3	2	15	.1	.3	2	2	.4		5	8	.1	.5	5	8	.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 18-34

	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
WPHI-FM																				
SP '00	67	845	1.2	5.6	52	658	.9	8.2	38	114	.7	7.4	98	300	1.8	9.1	84	237	1.5	10.6
4-Book	58	898	1.1	4.7	45	637	.8	6.9	31	110	.6	6.0	68	251	1.3	6.2	73	228	1.3	8.9
WPHT-AM																				
SP '00	4	43	.1	.3	1	24		.2												
4-Book	5	53	.1	.4	1	23		.2	2	5		.3	1	3		.1				
WPLY-FM																				
SP '00	69	1271	1.2	5.8	32	583	.6	5.0	14	93	.3	2.7	68	319	1.2	6.3	57	220	1.0	7.2
4-Book	82	1269	1.4	6.5	42	753	.8	6.4	23	140	.4	4.5	84	352	1.5	7.6	59	231	1.0	7.2
WUSL-FM																				
SP '00	134	1137	2.4	11.2	88	929	1.6	13.9	72	197	1.3	14.0	150	435	2.7	14.0	92	263	1.7	11.6
4-Book	126	1212	2.3	10.1	88	929	1.6	13.4	77	223	1.4	14.9	142	410	2.6	12.8	97	281	1.7	11.8
WWDB-FM																				
SP '00	1	48	.1	.1	6	66	.1	.9	5	9	.1	1.0	4	17	.1	.4	1	8		.1
4-Book	9	150	.1	.7	7	99	.1	1.0	5	12	.1	.9	4	16	.1	.4	2	11	.1	.2
WXTU-FM																				
SP '00	62	557	1.1	5.2	24	373	.4	3.8	27	95	.5	5.3	36	157	.6	3.4	38	116	.7	4.8
4-Book	49	483	.9	4.0	19	332	.4	3.0	19	88	.3	3.7	32	148	.6	2.9	25	103	.5	3.0
WYSP-FM																				
SP '00	84	977	1.5	7.0	17	432	.3	2.7	4	44	.1	.8	25	145	.4	2.3	17	99	.3	2.1
4-Book	70	918	1.3	5.7	22	445	.4	3.3	14	58	.3	2.6	31	140	.5	2.8	27	126	.5	3.2
WJBR-FM																				
SP '00	3	82	.1	.3	3	61	.1	.5	2	7		.4		7				8	.1	.3
4-Book	7	118	.2	.6	4	74	.1	.6	4	14	.1	.7	2	14		.2	2	8	.1	.3
WKXW-FM																				
SP '00	4	143	.1	.3		8								8				14	.1	.3
4-Book	9	186	.2	.7	2	57	.1	.3	1	5		.1	2	14	.1	.2	3	14	.1	.3
WNJO-FM																				
SP '00	2	87	.2	.2	3	37	.1	.5					2	20		.2		12		.2
4-Book	3	85	.1	.2	2	35		.3	1	8		.2	2	15		.2	1	12		.2
WPST-FM																				
SP '00	30	823	.5	2.5	22	411	.4	3.5	6	46	.1	1.2	39	185	.7	3.6	38	122	.7	4.8
4-Book	39	849	.7	3.1	21	468	.4	3.2	14	73	.3	2.8	34	189	.6	3.0	34	143	.6	4.2
WSTW-FM																				
SP '00	6	210	.1	.5	2	73		.3	3	19	.1	.6	2	18		.2	3	27	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1197	5331	21.5		634	4272	11.4		514	1432	9.2		1074	2762	19.3		795	1992	14.3	
4-Book	1247	5342	22.3		655	4461	11.7		515	1495	9.2		1111	2853	19.9		826	2124	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 18-34																			
	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																				
SP '00	11	52	.2	2.1	17	75	.3	4.2	6	42	.1	.8	10	67	.2	1.7	4	35	.1	1.1
4-Book	6	37	.1	1.2	15	80	.3	3.8	12	65	.2	1.4	9	59	.2	1.4	3	30	.1	.8
WBEB-FM																				
SP '00	24	105	.4	4.5	9	57	.2	2.2	34	119	.6	4.5	29	122	.5	4.9	14	42	.3	4.0
4-Book	19	93	.3	3.7	15	81	.3	3.8	33	128	.6	4.1	25	91	.4	4.0	27	100	.5	6.7
WDAS-AM																				
SP '00	9	17	.2	1.7	19	55	.3	4.7	20	47	.4	2.7	7	13	.1	1.2	3	17	.1	.8
4-Book	3	8	.1	.5	24	57	.4	6.0	20	69	.4	2.6	6	14	.1	.9	2	10	.1	.6
WDAS-FM																				
SP '00	44	132	.8	8.2	35	99	.6	8.7	50	147	.9	6.6	39	113	.7	6.6	51	102	.9	14.4
4-Book	45	127	.8	8.7	38	107	.7	9.7	57	164	1.0	7.0	46	114	.8	7.2	70	145	1.2	17.3
+WEJM-FM																				
SP '00	5	49	.1	.9	1	19	.2	.2	15	90	.3	2.0	18	82	.3	3.1	6	60	.1	1.7
4-Book	19	72	.3	3.6	8	39	.2	2.1	32	119	.6	3.8	24	98	.4	3.8	10	45	.2	2.4
WEMG-AM																				
SP '00					7	15	.1	1.7	27	59	.5	3.6	30	44	.5	5.1		7		
4-Book		2		.1	4	6	.1	.9	11	21	.2	1.3	9	17	.2	1.6		2		
WEMG-FM																				
SP '00	9	23	.2	1.7	5	6	.1	1.2	8	12	.1	1.1	1	6		.2				
4-Book	7	32	.1	1.3	6	15	.1	1.5	12	30	.2	1.5	4	10	.1	.6	7	22	.1	1.7
WFIL-AM																				
SP '00	4	9	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	3	9	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	6	10	.1	1.1	7	14	.1	1.7	2	16		.3								
4-Book	3	7	.1	.5	5	14	.1	1.3	3	16	.1	.4	1	5		.2				
WIOQ-FM																				
SP '00	83	298	1.5	15.5	25	113	.4	6.2	67	390	1.2	8.9	88	332	1.6	15.0	62	233	1.1	17.6
4-Book	64	274	1.1	12.3	28	121	.5	6.9	80	376	1.5	10.0	72	300	1.3	11.5	51	205	.9	13.2
WIP -AM																				
SP '00	3	27	.1	.6	1	7		.2	4	35	.1	.5	9	26	.2	1.5	1	10		.3
4-Book	2	14		.3	1	4		.2	5	30	.1	.6	6	19	.1	1.0	1	13		.3
WJJZ-FM																				
SP '00	38	85	.7	7.1	14	45	.3	3.5	19	46	.3	2.5	16	47	.3	2.7	27	46	.5	7.6
4-Book	22	63	.4	4.4	13	30	.2	3.3	20	55	.4	2.5	12	40	.2	1.8	16	42	.3	4.1
+WLCE-FM																				
SP '00	17	66	.3	3.2	18	58	.3	4.5	30	147	.5	4.0	32	108	.6	5.4	10	50	.2	2.8
4-Book	17	97	.3	3.3	14	65	.3	3.5	39	175	.7	4.8	29	111	.5	4.7	15	92	.3	3.8
WMGK-FM																				
SP '00	8	50	.1	1.5	1	9		.2	16	91	.3	2.1	10	83	.2	1.7	9	34	.2	2.5
4-Book	12	60	.2	2.4	6	31	.1	1.6	25	108	.5	3.0	25	96	.5	3.8	12	57	.2	3.0
WMMR-FM																				
SP '00	14	83	.3	2.6	5	27	.1	1.2	30	118	.5	4.0	17	134	.3	2.9	9	59	.2	2.5
4-Book	13	92	.2	2.5	6	29	.1	1.5	26	115	.5	3.4	25	115	.5	4.0	9	56	.2	2.4
WOGL-FM																				
SP '00					8	28	.1	2.0	8	45	.1	1.1	15	46	.3	2.6	6	31	.1	1.7
4-Book		15		.2	7	19	.1	1.9	6	43	.1	.8	12	32	.2	1.9	5	28	.1	1.3
WPEN-AM																				
SP '00					1	6		.2	3	6	.1	.4								
4-Book		5	.1	.5	1	3		.2	2	4	.1	.2		4		.2				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM SP '00 4-Book	42 46	174 188	.8 .8	7.8 9.3	34 24	102 83	.6 .5	8.4 5.9	50 45	189 178	.9 .8	6.6 5.6	35 41	145 152	.6 .7	6.0 6.6	29 27	87 100	.5 .5	8.2 7.2
WPHT-AM SP '00 4-Book		9 2			2	7		.5	4 1	24 6	.1 .1	.5 .1	3 2	17 11	.1 .2	.5 .2	2	5		.4
WPLY-FM SP '00 4-Book	31 34	100 142	.6 .6	5.8 6.3	11 13	68 77	.2 .2	2.7 3.3	33 49	160 233	.6 .9	4.4 6.2	33 50	174 228	.6 .9	5.6 8.0	9 23	29 101	.2 .4	2.5 5.4
WUSL-FM SP '00 4-Book	80 77	246 247	1.4 1.4	14.9 15.4	61 75	189 207	1.1 1.4	15.1 18.7	118 109	365 343	2.1 2.0	15.6 13.4	63 71	207 220	1.1 1.3	10.7 11.5	54 46	126 152	1.0 .8	15.3 12.0
WWDB-FM SP '00 4-Book	1	6		.2	7 8	31 30	.1 .1	1.7 2.0	30 28	66 73	.5 .5	4.0 3.5	4	7	.1	.7	1	8 7		.2
WXTU-FM SP '00 4-Book	9 11	55 66	.2 .2	1.7 2.2	24 15	87 60	.4 .3	5.9 3.7	34 28	178 131	.6 .5	4.5 3.5	17 19	87 82	.3 .4	2.9 3.1	8 5	44 32	.1 .1	2.3 1.3
WYSP-FM SP '00 4-Book	10 14	52 70	.2 .3	1.9 2.9	12 9	43 28	.2 .2	3.0 2.1	30 35	127 149	.5 .6	4.0 4.2	28 32	142 138	.5 .6	4.8 5.1	6 9	34 47	.1 .2	1.7 2.3
WJBR-FM SP '00 4-Book	3 7	10 29	.1 .1	.6 1.4	3 4	10 12	.1 .1	.7 .9	5 6	18 17	.1 .1	.7 .7	2 3	8 8		.3 .5	9 4	37 18	.2 .1	2.5 .9
WKXW-FM SP '00 4-Book	1	16		.2	1	2		.1	5	17	.1	.6	2	5		.2	2	7	.1	.6
WNJO-FM SP '00 4-Book					9 3	17 7	.2 .1	2.2 .7	2 2	8 12		.3 .3	5 3	17 11	.1 .1	.9 .5	4 1	28 10	.1 .1	1.1 .3
WPST-FM SP '00 4-Book	24 19	68 82	.4 .3	4.5 3.8	5 7	24 33	.1 .2	1.2 1.7	22 23	96 136	.4 .4	2.9 2.9	33 26	118 115	.6 .5	5.6 4.2	9 11	54 60	.2 .2	2.5 2.7
WSTW-FM SP '00 4-Book	** **	** **	** **	** **	1 **	9 **	.2 **	** **	1 **	19 **	.1 **	.1 **	4 **	18 **	.1 **	.7 **	1 **	9 **	** **	.3 **
TOTALS SP '00 4-Book	536 509	1535 1581	9.6 9.1		404 397	1215 1214	7.3 7.1		754 806	2257 2290	13.5 14.4		588 626	1607 1686	10.6 11.2		353 395	1042 1218	6.3 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 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
WJBR-FM																				
SP '00	11	311	.1	.6	10	73	.1	.4	23	146	.2	.8	13	185	.1	.5	6	76	.1	.6
WI '00	16	354	.1	.8	13	108	.1	.5	30	157	.3	1.0	19	150	.2	.8	10	131	.1	1.1
FA '99	14	320	.1	.7	17	103	.1	.6	20	135	.2	.7	22	161	.2	.9	7	92	.1	.8
SU '99	17	347	.1	.9	26	151	.2	1.0	32	145	.3	1.1	16	136	.1	.7	13	133	.1	1.4
4-Book	15	333	.1	.8	17	109	.1	.6	26	146	.3	.9	18	158	.2	.7	9	108	.1	1.0
SP '99	14	337	.1	.7	17	123	.1	.6	22	158	.2	.7	18	155	.2	.7	11	124	.1	1.2
WKXW-FM																				
SP '00	18	417	.2	.9	24	170	.2	.9	42	195	.4	1.5	29	293	.3	1.2	2	71		.2
WI '00	18	612	.2	.9	29	279	.3	1.0	29	244	.3	1.0	28	243	.2	1.2	7	73	.1	.8
FA '99	22	519	.2	1.1	28	266	.2	1.0	46	257	.4	1.7	36	295	.3	1.5	5	91		.5
SU '99	21	612	.2	1.1	26	261	.2	1.0	38	242	.3	1.4	34	304	.3	1.5	5	179		.5
4-Book	20	540	.2	1.0	27	244	.2	1.0	39	235	.4	1.4	32	284	.3	1.4	5	104		.5
SP '99	25	542	.2	1.2	40	280	.3	1.4	46	253	.4	1.5	40	298	.3	1.6	7	106	.1	.8
WNJO-FM																				
SP '00	11	334	.1	.6	11	121	.1	.4	21	133	.2	.7	16	182	.1	.7	4	58		.4
WI '00	17	365	.1	.9	19	182	.2	.7	28	159	.2	1.0	24	205	.2	1.0	8	105	.1	.9
FA '99	9	283	.1	.5	11	104	.1	.4	17	115	.1	.6	11	114	.1	.5	2	87		.2
SU '99	20	416	.2	1.0	28	229	.2	1.1	32	247	.3	1.1	16	254	.1	.7	8	131	.1	.9
4-Book	14	350	.1	.8	17	159	.2	.7	25	164	.2	.9	17	189	.1	.7	6	95	.1	.6
SP '99	16	375	.1	.8	20	147	.2	.7	29	207	.3	1.0	23	193	.2	.9	2	74		.2
WPST-FM																				
SP '00	46	1523	.4	2.3	49	617	.4	1.8	59	596	.5	2.0	75	882	.7	3.1	32	485	.3	3.3
WI '00	42	1463	.4	2.1	54	680	.5	1.9	60	624	.5	2.1	58	843	.5	2.4	21	434	.2	2.3
FA '99	52	1592	.5	2.7	77	828	.7	2.8	61	779	.5	2.3	68	1034	.6	2.9	25	474	.2	2.7
SU '99	50	1425	.4	2.6	58	719	.5	2.2	81	678	.7	2.9	75	762	.6	3.2	25	502	.2	2.7
4-Book	48	1501	.4	2.4	60	711	.5	2.2	65	669	.6	2.3	69	880	.6	2.9	26	474	.2	2.8
SP '99	53	1500	.5	2.6	65	728	.6	2.3	84	707	.7	2.8	72	898	.6	2.9	22	464	.2	2.5
WSTW-FM																				
SP '00	7	390	.1	.4	8	139	.1	.3	10	164	.1	.3	14	194	.1	.6	3	68		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	548	.1	.6	20	193	.2	.7	14	174	.1	.5	13	273	.1	.6	4	117		.4
SU '99	13	503	.1	.7	21	225	.2	.8	13	170	.1	.5	15	229	.1	.6	9	156	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1981	11175	17.3	2772	10090	24.2	2886	8802	25.2	2423	9738	21.2	981	6633	8.6					
WI '00	1963	11142	17.1	2828	9967	24.7	2905	8880	25.4	2432	9709	21.2	908	6450	7.9					
FA '99	1920	11094	16.8	2779	10042	24.3	2698	8686	23.6	2361	9584	20.6	915	6855	8.0					
SU '99	1931	11238	16.7	2615	9659	22.6	2814	8949	24.3	2333	9685	20.2	923	6991	8.0					
4-Book	1949	11162	17.0	2749	9940	24.0	2826	8829	24.6	2387	9679	20.8	932	6732	8.1					
SP '99	2002	11383	17.3	2886	10127	24.9	3034	9056	26.2	2464	9914	21.3	885	6631	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

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																				
SP '00	110	2224	1.0	4.1	44	1152	.4	3.2	87	500	.8	7.3	42	269	.4	1.9	34	191	.3	2.0
4-Book	106	2230	.9	4.0	40	1085	.4	2.9	90	459	.8	7.6	41	284	.4	1.9	30	175	.3	1.8
WBEB-FM																				
SP '00	266	2231	2.3	9.8	88	1068	.8	6.5	94	332	.8	7.8	167	508	1.5	7.4	114	385	1.0	6.8
4-Book	273	2243	2.4	10.2	81	1161	.7	6.0	82	313	.7	6.9	157	484	1.4	6.9	105	363	.9	6.3
WDAS-AM																				
SP '00	36	232	.3	1.3	29	266	.3	2.1	20	52	.2	1.7	20	59	.2	.9	24	50	.2	1.4
4-Book	30	234	.3	1.1	26	256	.2	1.9	20	54	.2	1.7	13	45	.1	.6	18	40	.2	1.1
WDAS-FM																				
SP '00	205	1483	1.8	7.6	123	1050	1.1	9.1	68	215	.6	5.7	160	416	1.4	7.1	138	296	1.2	8.2
4-Book	215	1504	1.9	8.1	136	1159	1.2	10.1	108	282	1.0	9.0	197	488	1.7	8.7	137	346	1.2	8.3
+WEJM-FM																				
SP '00	98	1180	.9	3.6	55	877	.5	4.1	41	179	.4	3.4	102	389	.9	4.5	78	274	.7	4.6
4-Book	120	1415	1.1	4.5	67	949	.6	4.9	58	210	.5	4.9	133	429	1.2	5.9	89	309	.8	5.3
WEMG-AM																				
SP '00	17	117	.1	.6	21	94	.2	1.5	10	35	.1	.8	37	81	.3	1.6	26	49	.2	1.5
4-Book	11	93	.1	.4	10	68	.1	.7	6	15	.1	.5	20	48	.2	.9	10	22	.1	.6
WEMG-FM																				
SP '00	15	160	.1	.6	9	86	.1	.7	13	33	.1	1.1	20	53	.2	.9	10	27	.1	.6
4-Book	18	195	.2	.7	12	128	.1	.9	8	36	.1	.7	24	70	.2	1.1	14	43	.1	.9
WFIL-AM																				
SP '00	9	115	.1	.3	2	16	.1	.1					4	9	.2	.2	4	9	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	11	108	.1	.4	13	112	.1	1.0	8	24	.1	.7	12	45	.1	.5	16	32	.1	.9
4-Book	13	85	.1	.5	8	80	.1	.6	7	14	.1	.6	8	27	.1	.3	6	13	.1	.4
WIOQ-FM																				
SP '00	208	2890	1.8	7.7	122	1878	1.1	9.0	135	442	1.2	11.3	244	904	2.1	10.8	170	658	1.5	10.1
4-Book	201	2714	1.8	7.6	110	1753	1.0	8.1	83	332	.7	6.9	214	795	1.9	9.5	154	595	1.3	9.3
WIP -AM																				
SP '00	16	428	.1	.6	6	193	.1	.4	4	26	.3	.3	5	14	.2	.2	6	35	.1	.4
4-Book	12	304	.1	.4	6	169	.1	.5	6	24	.5	.5	8	34	.1	.3	6	29	.1	.3
WJZ-FM																				
SP '00	164	1194	1.4	6.1	65	669	.6	4.8	26	118	.2	2.2	87	229	.8	3.9	101	244	.9	6.0
4-Book	138	1033	1.2	5.2	54	643	.5	4.0	35	122	.3	3.0	90	249	.8	4.0	66	191	.6	4.0
+WLCE-FM																				
SP '00	155	1836	1.4	5.7	60	1032	.5	4.4	46	150	.4	3.8	113	458	1.0	5.0	76	367	.7	4.5
4-Book	160	1904	1.4	6.0	60	1041	.5	4.5	46	201	.4	3.9	123	453	1.1	5.4	75	325	.7	4.5
WMGK-FM																				
SP '00	137	1721	1.2	5.1	55	855	.5	4.1	39	202	.3	3.3	100	364	.9	4.4	93	380	.8	5.5
4-Book	144	1692	1.3	5.4	61	955	.6	4.6	52	208	.5	4.4	108	401	1.0	4.8	91	338	.8	5.5
WMMR-FM																				
SP '00	97	1262	.8	3.6	34	749	.3	2.5	34	153	.3	2.8	78	331	.7	3.5	44	228	.4	2.6
4-Book	79	1205	.7	3.0	38	719	.3	2.8	38	143	.4	3.2	73	300	.7	3.2	50	214	.4	3.0
WGLL-FM																				
SP '00	87	1114	.8	3.2	49	755	.4	3.6	48	198	.4	4.0	121	371	1.1	5.4	40	169	.3	2.4
4-Book	82	1163	.7	3.1	43	720	.4	3.2	38	157	.3	3.2	74	293	.7	3.3	53	194	.5	3.2
WPEN-AM																				
SP '00	4	75	.1	.1	3	34	.1	.2					6	14	.1	.3	5	6	.1	.3
4-Book	11	86	.1	.4	6	62	.1	.5	4	9	.3	.3	15	27	.1	.7	11	19	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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
WPHI-FM																				
SP '00	80	1109	.7	3.0	67	867	.6	4.9	43	132	.4	3.6	107	367	.9	4.8	96	292	.8	5.7
4-Book	71	1112	.6	2.7	54	776	.5	4.0	36	128	.3	3.0	81	303	.7	3.6	86	272	.7	5.2
WPHT-AM																				
SP '00	23	225	.2	.8	3	63	.2	.2	7	7	.1	.6	3	16	.1	.1				
4-Book	18	196	.2	.7	4	81	.3	.3	5	12	.1	.5	5	22	.2	.2	2	10		.2
WPLY-FM																				
SP '00	90	1655	.8	3.3	44	753	.4	3.2	23	116	.2	1.9	93	407	.8	4.1	71	281	.6	4.2
4-Book	112	1727	1.0	4.2	57	1038	.5	4.2	33	180	.3	2.7	114	486	1.0	5.0	80	335	.7	4.8
WUSL-FM																				
SP '00	173	1681	1.5	6.4	122	1344	1.1	9.0	106	282	.9	8.8	189	588	1.7	8.4	134	369	1.2	7.9
4-Book	161	1653	1.4	6.1	118	1265	1.0	8.7	96	275	.9	8.0	180	537	1.6	8.0	135	384	1.2	8.1
WWDB-FM																				
SP '00	18	250	.2	.7	23	278	.2	1.7	28	49	.2	2.3	18	65	.2	.8	5	16		.3
4-Book	36	459	.4	1.4	24	308	.2	1.8	28	69	.3	2.3	21	63	.2	.9	8	31	.1	.5
WXTU-FM																				
SP '00	111	976	1.0	4.1	52	679	.5	3.8	51	167	.4	4.3	82	318	.7	3.6	83	213	.7	4.9
4-Book	89	885	.8	3.4	42	600	.4	3.1	43	171	.4	3.6	76	285	.7	3.3	58	195	.5	3.4
WYSP-FM																				
SP '00	127	1569	1.1	4.7	26	593	.2	1.9	6	62	.1	.5	42	239	.4	1.9	32	149	.3	1.9
4-Book	114	1495	1.0	4.3	34	690	.3	2.5	25	97	.2	2.1	49	231	.4	2.2	42	179	.4	2.5
WJBR-FM																				
SP '00	16	246	.1	.6	5	127	.4	.4	7	22	.1	.6	2	14	.1	.1	2	18		.1
4-Book	21	250	.2	.8	8	125	.1	.6	7	24	.1	.6	9	27	.1	.4	7	21	.1	.4
WKXW-FM																				
SP '00	32	384	.3	1.2	5	90	.4	.4	11	33	.1	.9	11	30	.1	.5	7	35	.1	.4
4-Book	33	460	.3	1.3	8	156	.1	.6	6	25	.1	.5	10	51	.1	.5	11	48	.1	.7
WNJO-FM																				
SP '00	16	258	.1	.6	7	113	.1	.5	5	17	.4	.4	13	58	.1	.6	4	32		.2
4-Book	20	289	.2	.8	11	145	.1	.8	6	27	.1	.5	19	59	.2	.9	16	59	.1	.9
WPST-FM																				
SP '00	61	1308	.5	2.3	27	623	.2	2.0	10	70	.1	.8	48	276	.4	2.1	46	196	.4	2.7
4-Book	65	1308	.6	2.5	31	687	.3	2.3	22	111	.2	1.8	58	296	.5	2.6	52	215	.5	3.1
WSTW-FM																				
SP '00	11	340	.1	.4	4	140	.3	.3	5	35	.4	.4	4	45	.2	.2	10	51	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2708	11040	23.6	1355	9002	11.8	1199	3492	10.5	2251	5685	19.7	1686	4368	14.7					
4-Book	2667	11024	23.2	1351	9213	11.8	1191	3477	10.4	2257	5773	19.7	1662	4377	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

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																				
SP '00	24	127	.2	2.4	79	341	.7	8.0	42	231	.4	2.5	39	239	.3	3.0	17	132	.1	2.5
4-Book	21	123	.2	2.2	63	340	.6	6.6	41	235	.4	2.4	28	157	.2	2.2	15	115	.1	2.0
WBEB-FM																				
SP '00	53	209	.5	5.3	51	173	.4	5.2	117	402	1.0	7.0	93	278	.8	7.2	18	86	.2	2.6
4-Book	42	201	.4	4.5	45	186	.4	4.7	96	343	.9	5.7	72	234	.6	5.8	42	179	.4	5.5
WDAS-AM																				
SP '00	11	24	.1	1.1	84	201	.7	8.5	54	176	.5	3.2	26	58	.2	2.0	3	17		.4
4-Book	5	16		.5	74	165	.6	7.7	56	174	.5	3.4	23	52	.2	1.9	7	19	.1	.8
WDAS-FM																				
SP '00	112	286	1.0	11.2	88	259	.8	8.9	138	404	1.2	8.3	105	268	.9	8.1	155	298	1.4	22.4
4-Book	107	290	.9	11.3	95	277	.9	10.0	131	383	1.1	7.7	108	276	1.0	8.6	187	373	1.7	24.2
+WEJM-FM																				
SP '00	27	139	.2	2.7	18	93	.2	1.8	69	285	.6	4.1	71	259	.6	5.5	31	167	.3	4.5
4-Book	44	183	.4	4.6	27	115	.3	2.9	81	300	.7	4.7	70	236	.6	5.4	29	131	.3	3.8
WEMG-AM																				
SP '00					13	27	.1	1.3	35	78	.3	2.1	38	64	.3	2.9	6	13	.1	.9
4-Book		2			8	16	.1	.8	18	37	.1	1.0	14	28	.1	1.0	2	5		.3
WEMG-FM																				
SP '00	9	23	.1	.9	6	12	.1	.6	10	25	.1	.6	2	14		.2				
4-Book	9	42	.1	.9	7	18	.1	.8	16	39	.1	1.0	8	26	.1	.7	10	32	.1	1.2
WFIL-AM																				
SP '00	4	9		.4									1	7		.1	3	9		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	10	22	.1	1.0	22	49	.2	2.2	21	59	.2	1.3	10	20	.1	.8	3	14		.4
4-Book	5	14		.5	16	38	.2	1.6	12	44	.1	.7	8	19	.1	.6	2	9		.3
WIOQ-FM																				
SP '00	105	390	.9	10.5	43	193	.4	4.4	99	626	.9	5.9	106	454	.9	8.2	67	296	.6	9.7
4-Book	85	365	.7	8.9	41	188	.4	4.3	122	609	1.1	7.2	99	426	.9	7.9	68	291	.6	8.9
WIP -AM																				
SP '00	13	50	.1	1.3	2	15		.2	9	67	.1	.5	9	35	.1	.7	1	10		.1
4-Book	7	33	.1	.8	2	12		.3	11	57	.1	.6	10	38	.1	.8	3	23		.4
WJJZ-FM																				
SP '00	78	186	.7	7.8	34	124	.3	3.4	65	189	.6	3.9	65	158	.6	5.0	61	164	.5	8.8
4-Book	57	181	.5	6.0	35	108	.3	3.8	59	193	.5	3.6	45	141	.4	3.6	38	115	.4	5.1
+WLCE-FM																				
SP '00	34	164	.3	3.4	26	91	.2	2.6	77	338	.7	4.6	82	313	.7	6.3	23	101	.2	3.3
4-Book	33	171	.3	3.5	29	145	.2	3.0	81	361	.7	4.8	61	237	.5	4.8	30	138	.3	3.8
WMGK-FM																				
SP '00	44	182	.4	4.4	17	107	.1	1.7	74	297	.6	4.4	53	242	.5	4.1	17	75	.1	2.5
4-Book	37	165	.3	3.9	23	113	.2	2.5	81	332	.7	4.8	67	237	.6	5.4	27	119	.2	3.5
WMMR-FM																				
SP '00	22	125	.2	2.2	7	43	.1	.7	42	157	.4	2.5	27	175	.2	2.1	16	93	.1	2.3
4-Book	26	151	.2	2.7	12	58	.1	1.3	47	195	.4	2.8	42	177	.3	3.3	13	82	.1	1.7
WUOL-FM																				
SP '00	19	63	.2	1.9	47	146	.4	4.8	45	202	.4	2.7	57	214	.5	4.4	16	81	.1	2.3
4-Book	27	116	.2	2.8	42	140	.4	4.5	42	194	.4	2.5	47	154	.4	3.7	25	93	.2	3.3
WPEN-AM																				
SP '00					2	12		.2	9	22	.1	.5								
4-Book	3	7		.3	4	11		.4	8	20	.1	.4	5	13	.1	.4	2	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 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
WPHI-FM																				
SP '00	55	217	.5	5.5	50	146	.4	5.1	77	256	.7	4.6	56	179	.5	4.3	50	139	.4	7.2
4-Book	57	218	.5	6.0	32	107	.3	3.4	56	215	.5	3.3	49	176	.4	3.9	34	121	.3	4.7
WPHT-AM																				
SP '00	2	13		.2					5	33		.3	4	25		.3	4	7		.6
4-Book	2	8		.2	5	15	.1	.5	3	22		.2	2	15		.2	7	17	.1	.9
WPLY-FM																				
SP '00	35	134	.3	3.5	15	92	.1	1.5	51	230	.4	3.1	51	233	.4	3.9	11	45	.1	1.6
4-Book	43	207	.4	4.5	18	110	.2	1.9	69	328	.6	4.1	63	296	.6	5.0	27	129	.3	3.4
WUSL-FM																				
SP '00	124	355	1.1	12.4	89	277	.8	9.0	149	490	1.3	8.9	104	288	.9	8.0	67	161	.6	9.7
4-Book	105	330	.9	11.2	110	308	1.0	11.7	146	473	1.3	8.6	99	292	.9	8.0	60	195	.5	8.0
WWDB-FM																				
SP '00	4	14		.4	33	96	.3	3.3	84	205	.7	5.0	6	15	.1	.5	5	22		.7
4-Book	5	21		.5	29	100	.3	3.1	86	188	.8	5.0	7	20	.1	.6	5	23		.6
WXTU-FM																				
SP '00	21	126	.2	2.1	48	145	.4	4.9	72	338	.6	4.3	52	190	.5	4.0	11	75	.1	1.6
4-Book	20	114	.2	2.1	33	118	.3	3.5	58	245	.5	3.5	40	162	.4	3.2	12	64	.1	1.5
WYSP-FM																				
SP '00	20	70	.2	2.0	12	43	.1	1.2	45	163	.4	2.7	41	168	.4	3.2	6	43	.1	.9
4-Book	19	92	.2	2.0	15	39	.1	1.5	60	241	.5	3.4	54	212	.5	4.4	10	55	.1	1.3
WJBR-FM																				
SP '00	3	10		.3	3	19		.3	7	36	.1	.4	2	8		.2	9	44	.1	1.3
4-Book	10	39	.1	1.0	4	17		.4	11	35	.1	.7	8	21	.1	.7	4	22	.1	.6
WKXW-FM																				
SP '00					5	14	.1	.5	5	23		.3	1	7		.1	2	15		.3
4-Book	4	28	.1	.4					11	43	.1	.6	7	23	.1	.6	5	17	.1	.6
WNJD-FM																				
SP '00	9	31	.1	.9	9	24	.1	.9	2	8		.1	5	17		.4	6	36	.1	.9
4-Book	8	30	.1	.9	7	24	.1	.7	11	45	.1	.6	10	38	.1	.8	5	27	.1	.7
WPST-FM																				
SP '00	26	108	.2	2.6	6	33	.1	.6	26	130	.2	1.6	41	174	.4	3.2	12	78	.1	1.7
4-Book	22	106	.2	2.3	9	45	.1	.9	34	200	.3	2.0	37	169	.3	3.0	15	90	.1	1.9
WSTW-FM																				
SP '00	1	7		.1	1	9		.1	5	37		.3	8	43	.1	.6	1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1000	2854	8.7		986	2908	8.6		1671	4808	14.6		1294	3465	11.3		693	2119	6.1	
4-Book	946	2993	8.2		948	2904	8.3		1695	4827	14.8		1251	3413	10.9		767	2329	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 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	8	238	.1	.5	8	54	.1	.3	19	117	.2	.8	11	156	.1	.5	3	49	.4	
WI '00	12	288	.1	.7	8	89	.1	.3	25	140	.3	1.0	15	121	.2	.7	4	97	.6	
FA '99	12	279	.1	.8	17	103	.2	.7	20	125	.2	.9	22	141	.2	1.2	5	82	.1	.8
SU '99	16	301	.2	1.0	25	143	.3	1.1	32	137	.3	1.4	16	117	.2	.8	8	106	.1	1.1
4-Book	12	277	.1	.8	15	97	.2	.6	24	130	.3	1.0	16	134	.2	.8	5	84	.1	.7
SP '99	13	290	.1	.8	17	123	.2	.7	22	151	.2	.9	13	130	.1	.7	9	99	.1	1.4
WKXW-FM																				
SP '00	18	375	.2	1.1	23	161	.2	1.0	40	185	.4	1.6	26	251	.3	1.3	2	71	.3	
WI '00	15	581	.2	.9	29	267	.3	1.2	21	235	.2	.8	23	224	.2	1.1	7	73	.1	1.1
FA '99	20	451	.2	1.3	24	234	.3	1.0	42	226	.5	1.9	33	249	.4	1.7	5	80	.1	.8
SU '99	19	568	.2	1.2	22	233	.2	1.0	32	214	.3	1.4	33	290	.3	1.7	5	179	.1	.7
4-Book	18	494	.2	1.1	25	224	.3	1.1	34	215	.4	1.4	29	254	.3	1.5	5	101	.1	.7
SP '99	22	505	.2	1.3	40	263	.4	1.6	43	235	.5	1.7	37	290	.4	1.9	3	78	.5	
WNJO-FM																				
SP '00	11	304	.1	.7	11	121	.1	.5	21	124	.2	.9	16	182	.2	.8	2	48	.3	
WI '00	16	318	.2	1.0	18	164	.2	.7	24	130	.3	1.0	23	186	.2	1.1	7	85	.1	1.1
FA '99	9	272	.1	.6	10	94	.1	.4	17	115	.2	.8	10	103	.1	.5	2	76	.3	
SU '99	18	357	.2	1.1	28	219	.3	1.3	28	219	.3	1.2	16	234	.2	.8	7	110	.1	1.0
4-Book	14	313	.2	.9	17	150	.2	.7	23	147	.3	1.0	16	176	.2	.8	5	80	.1	.7
SP '99	16	347	.2	1.0	18	129	.2	.7	29	188	.3	1.1	23	183	.2	1.2	2	65	.3	
WPST-FM																				
SP '00	34	1105	.4	2.1	41	486	.4	1.7	47	425	.5	1.9	53	650	.6	2.6	23	328	.2	3.2
WI '00	29	943	.3	1.8	39	456	.4	1.6	46	416	.5	1.8	46	587	.5	2.3	8	227	.1	1.2
FA '99	33	1079	.4	2.1	56	545	.6	2.4	38	474	.4	1.7	41	643	.4	2.2	14	257	.2	2.2
SU '99	33	980	.3	2.1	36	452	.4	1.6	62	466	.7	2.6	52	495	.6	2.7	10	279	.1	1.4
4-Book	32	1027	.4	2.0	43	485	.5	1.8	48	445	.5	2.0	48	594	.5	2.5	14	273	.2	2.0
SP '99	39	991	.4	2.4	53	526	.6	2.1	64	440	.7	2.5	56	602	.6	2.8	12	283	.1	1.9
WSTW-FM																				
SP '00	6	323	.1	.4	8	119	.1	.3	9	136	.1	.4	12	165	.1	.6	2	50	.3	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	350	.1	.5	15	119	.2	.6	9	70	.1	.4	7	160	.1	.4	2	87	.3	
SU '99	12	438	.1	.7	19	197	.2	.9	13	150	.1	.6	14	173	.1	.7	8	138	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1638	9086	17.6		2382	8322	25.6		2444	7161	26.2		2008	7998	21.5		716	5112	7.7	
WI '00	1635	9125	17.5		2454	8267	26.3		2516	7322	27.0		2012	7952	21.6		656	5001	7.0	
FA '99	1541	9072	16.5		2351	8268	25.2		2231	7026	23.9		1906	7806	20.5		637	5233	6.8	
SU '99	1601	9207	17.0		2227	8046	23.6		2355	7320	25.0		1922	7939	20.4		696	5516	7.4	
4-Book	1604	9123	17.2		2354	8226	25.2		2387	7207	25.5		1962	7924	21.0		676	5216	7.2	
SP '99	1642	9283	17.4		2466	8416	26.1		2544	7377	27.0		1994	8118	21.1		635	5081	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

Target Listener Estimates - Women 25-49

	Women 25-49																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	53	618	.6	2.3	42	511	.5	3.8	23	64	.2	2.3	56	198	.6	3.1	55	166	.6	4.1
4-Book	40	557	.5	1.8	30	394	.3	2.7	18	64	.2	1.8	43	149	.5	2.4	50	149	.6	3.7
WPHT-AM																				
SP '00	23	225	.2	1.0	3	63	.3		7	7	.1	.7	3	16	.2					
4-Book	17	189	.2	.8	4	81	.1	.4	5	12	.1	.5	5	22	.1	.3	2	10		.2
WPLY-FM																				
SP '00	48	1011	.5	2.1	23	417	.2	2.1	20	97	.2	2.0	47	230	.5	2.6	33	158	.4	2.5
4-Book	71	1108	.8	3.2	32	638	.3	3.0	25	126	.3	2.5	66	297	.7	3.6	46	208	.5	3.5
WUSL-FM																				
SP '00	117	1081	1.3	5.1	83	832	.9	7.6	74	187	.8	7.4	135	351	1.4	7.5	90	231	1.0	6.7
4-Book	103	967	1.1	4.6	70	745	.8	6.5	62	167	.7	6.1	112	313	1.2	6.2	82	220	.9	6.1
WVDB-FM																				
SP '00	18	250	.2	.8	23	278	.2	2.1	28	49	.3	2.8	18	65	.2	1.0	5	16	.1	.4
4-Book	35	435	.4	1.6	23	290	.2	2.1	27	67	.3	2.7	20	58	.2	1.1	8	31	.1	.6
WXTU-FM																				
SP '00	100	784	1.1	4.4	46	534	.5	4.2	44	138	.5	4.4	77	280	.8	4.3	72	154	.8	5.4
4-Book	79	744	.8	3.5	37	495	.4	3.4	37	148	.4	3.7	68	244	.7	3.7	52	157	.6	3.8
WYSP-FM																				
SP '00	95	1195	1.0	4.1	19	364	.2	1.7	4	34	.4		28	177	.3	1.6	27	115	.3	2.0
4-Book	91	1154	1.0	4.1	26	515	.3	2.4	19	66	.2	1.9	36	177	.4	2.1	30	125	.4	2.3
WJBR-FM																				
SP '00	13	198	.1	.6	3	101	.3		5	16	.1	.5	2	7	.1	.1	2	18	.1	.1
4-Book	19	213	.2	.8	5	96	.1	.5	5	17	.1	.5	9	23	.1	.5	5	15	.1	.4
WKXW-FM																				
SP '00	31	341	.3	1.4	5	90	.1	.5	11	33	.1	1.1	11	30	.1	.6	7	35	.1	.5
4-Book	30	419	.3	1.3	8	151	.1	.7	6	25	.1	.6	10	51	.1	.6	11	48	.1	.8
WNJD-FM																				
SP '00	16	248	.2	.7	7	102	.1	.6	5	17	.1	.5	12	47	.1	.7	4	32		.3
4-Book	19	260	.2	.8	10	125	.1	.9	6	25	.1	.6	18	51	.2	1.0	16	54	.2	1.1
WPST-FM																				
SP '00	47	968	.5	2.1	17	413	.2	1.6	5	42	.1	.5	25	168	.3	1.4	31	139	.3	2.3
4-Book	47	893	.5	2.1	19	427	.2	1.8	15	77	.2	1.4	40	198	.5	2.2	31	128	.3	2.4
WSTW-FM																				
SP '00	10	292	.1	.4	3	101	.3		3	25	.3		3	35	.2		9	41	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2291	8992	24.6		1096	7288	11.8		997	2964	10.7		1798	4520	19.3		1337	3482	14.3	
4-Book	2246	9014	24.0		1084	7490	11.6		1005	2957	10.7		1821	4680	19.5		1328	3526	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																				
SP '00	24	127	.3	3.2	71	317	.8	8.6	42	221	.5	3.0	39	229	.4	3.6	17	132	.2	3.2
4-Book	19	115	.2	2.7	59	323	.7	7.4	41	229	.5	3.0	28	152	.3	2.7	15	114	.2	2.5
WBEB-FM																				
SP '00	37	145	.4	4.9	44	147	.5	5.3	106	348	1.1	7.6	78	214	.8	7.3	6	51	.1	1.1
4-Book	32	154	.3	4.5	39	160	.4	4.8	83	295	.9	6.0	60	194	.6	6.1	27	121	.3	4.5
WDAS-AM																				
SP '00	11	24	.1	1.4	81	193	.9	9.8	54	176	.6	3.9	26	58	.3	2.4	3	17		.6
4-Book	5	14	.1	.7	70	154	.8	8.6	53	164	.6	4.0	21	47	.2	2.2	7	16	.1	1.1
WDAS-FM																				
SP '00	91	243	1.0	12.0	72	208	.8	8.7	112	352	1.2	8.0	94	241	1.0	8.8	142	286	1.5	26.4
4-Book	95	258	1.0	13.5	81	237	.9	10.1	110	332	1.2	8.1	94	243	1.0	9.6	165	327	1.8	27.9
+WEJM-FM																				
SP '00	27	139	.3	3.5	18	93	.2	2.2	67	276	.7	4.8	69	240	.7	6.4	29	147	.3	5.4
4-Book	39	169	.4	5.4	26	107	.3	3.3	73	276	.8	5.2	61	215	.6	6.0	27	118	.3	4.6
WEMG-AM																				
SP '00					7	18	.1	.8	29	63	.3	2.1	31	49	.3	2.9	6	13	.1	1.1
4-Book		2		.1	6	14	.1	.8	16	33	.2	1.1	12	25	.1	1.1	2	5		.4
WEMG-FM																				
SP '00	1	7		.1	6	12	.1	.7	10	25	.1	.7	2	14		.2				
4-Book	5	22	.1	.7	6	14	.1	.8	15	34	.2	1.1	8	26	.1	.9	6	22	.1	1.0
WFIL-AM																				
SP '00	4	9		.5									1	7		.1	3	9		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	10	22	.1	1.3	19	42	.2	2.3	21	59	.2	1.5	10	20	.1	.9	3	14		.6
4-Book	5	12	.1	.6	15	36	.2	1.9	12	42	.1	.9	8	18	.1	.8	2	9		.4
WIOD-FM																				
SP '00	47	167	.5	6.2	26	143	.3	3.1	49	338	.5	3.5	51	223	.5	4.8	27	106	.3	5.0
4-Book	42	179	.5	6.0	25	124	.3	3.1	79	392	.9	5.9	58	241	.6	6.0	37	155	.4	6.3
WIP -AM																				
SP '00	13	50	.1	1.7	2	15		.2	7	57	.1	.5	9	35	.1	.8	1	10		.2
4-Book	7	28	.1	.9	2	12		.3	9	51	.1	.7	7	32	.1	.8	3	19		.5
WJZZ-FM																				
SP '00	55	146	.6	7.2	32	120	.3	3.9	60	184	.6	4.3	61	154	.7	5.7	61	164	.7	11.4
4-Book	51	168	.5	7.1	33	105	.4	4.2	52	175	.6	3.9	41	128	.5	4.2	35	111	.4	6.2
+WLCE-FM																				
SP '00	34	164	.4	4.5	26	91	.3	3.1	74	310	.8	5.3	77	283	.8	7.2	22	82	.2	4.1
4-Book	28	141	.3	4.0	26	131	.3	3.2	70	307	.7	5.1	55	209	.6	5.6	25	98	.3	4.1
WMGK-FM																				
SP '00	42	174	.5	5.5	17	107	.2	2.1	69	273	.7	4.9	49	217	.5	4.6	15	58	.2	2.8
4-Book	34	146	.4	4.9	22	108	.3	2.8	75	298	.8	5.5	61	209	.7	6.4	23	101	.3	3.9
WMMR-FM																				
SP '00	12	76	.1	1.6	5	32	.1	.6	30	107	.3	2.1	18	92	.2	1.7	9	51	.1	1.7
4-Book	19	107	.2	2.7	11	51	.1	1.4	38	154	.4	2.7	33	129	.4	3.4	10	55	.1	1.7
WVGL-FM																				
SP '00	19	63	.2	2.5	39	118	.4	4.7	43	185	.5	3.1	53	196	.6	4.9	14	61	.2	2.6
4-Book	26	113	.3	3.8	39	128	.4	4.9	41	181	.5	3.0	41	138	.5	4.2	21	70	.2	3.7
WPEN-AM																				
SP '00					2	12		.2	9	22	.1	.6					2	8		.3
4-Book		3		.4	3	9		.4	8	20	.1	.6		5		.5		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

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPHI-FM																				
SP '00	37	129	.4	4.9	34	94	.4	4.1	55	182	.6	3.9	40	87	.4	3.7	36	88	.4	6.7
4-Book	27	109	.3	3.9	19	55	.2	2.4	32	111	.3	2.3	28	82	.3	2.8	19	55	.2	3.4
WPHT-AM																				
SP '00	2	13		.3					5	33	.1	.4	4	25		.4	4	7		.7
4-Book	2	8		.3	5	15	.1	.6	3	22		.3	2	15		.2	7	17	.1	1.1
WPLY-FM																				
SP '00	11	58	.1	1.4	10	56	.1	1.2	32	154	.3	2.3	30	142	.3	2.8	2	16		.4
4-Book	23	121	.3	3.2	11	63	.1	1.4	41	203	.5	3.0	34	178	.4	3.5	12	63	.1	2.0
WUSL-FM																				
SP '00	103	268	1.1	13.5	58	193	.6	7.0	89	291	1.0	6.4	75	146	.8	7.0	33	72	.4	6.1
4-Book	67	193	.7	9.4	76	208	.8	9.4	81	280	.9	6.0	52	144	.6	5.4	30	93	.4	5.1
WWDB-FM																				
SP '00	4	14		.5	33	96	.4	4.0	84	205	.9	6.0	6	15	.1	.6	5	22	.1	.9
4-Book	5	21		.6	28	98	.3	3.5	80	177	.9	5.7	5	18	.1	.6	5	23	.1	.8
WXTU-FM																				
SP '00	17	89	.2	2.2	39	125	.4	4.7	66	280	.7	4.7	45	170	.5	4.2	10	66	.1	1.9
4-Book	15	86	.2	2.1	28	102	.3	3.4	49	208	.5	3.6	34	136	.4	3.4	11	58	.1	1.8
WYSP-FM																				
SP '00	16	42	.2	2.1	5	25	.1	.6	37	97	.4	2.6	32	93	.3	3.0	5	33	.1	.9
4-Book	11	59	.1	1.5	12	30	.1	1.5	52	193	.6	3.6	43	153	.4	4.4	5	30	.1	.8
WJBR-FM																				
SP '00	3	10		.4	1	9		.1	4	26		.3	2	8		.2	6	34	.1	1.1
4-Book	6	28	.1	.8	2	9		.2	8	27	.1	.6	6	18	.1	.6	4	17	.1	.6
WKXV-FM																				
SP '00					5	14	.1	.6	5	23	.1	.4	1	7		.1	2	15		.4
4-Book	4	25	.1	.5					11	43	.1	.8	6	20	.1	.6	5	17	.1	.9
WNJD-FM																				
SP '00	9	31	.1	1.2	9	24	.1	1.1	2	8		.1	5	17	.1	.5	6	25	.1	1.1
4-Book	8	30	.1	1.2	7	24	.1	.8	10	38	.1	.7	9	35	.1	.9	5	22	.1	.9
WPST-FM																				
SP '00	20	81	.2	2.6	6	33	.1	.7	20	101	.2	1.4	23	98	.2	2.1	7	49	.1	1.3
4-Book	10	54	.1	1.5	5	31	.1	.7	20	122	.2	1.5	22	96	.2	2.2	7	48	.1	1.3
WSTW-FM																				
SP '00	1	7		.1					4	27		.3	7	33	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	761	2201	8.2		827	2465	8.9		1401	3973	15.0		1071	2826	11.5		537	1644	5.8	
4-Book	707	2286	7.6		805	2459	8.6		1375	3946	14.7		982	2701	10.5		590	1770	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

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	
WPEN-AM																				
SP '00	6	164	.1	.3	5	50	.2		5	42	.2		10	71	.1	.4	6	44	.1	.7
WI '00	6	143	.1	.3	11	49	.1	.4	11	45	.1	.4	3	48	.1	.1	2	20		.3
FA '99	16	215	.1	.9	22	91	.2	.8	22	87	.2	.8	20	93	.2	.9	4	43		.5
SU '99	22	209	.2	1.2	31	142	.3	1.2	41	118	.4	1.5	28	112	.3	1.3	8	38	.1	1.0
4-Book	13	183	.1	.7	17	83	.2	.7	20	73	.2	.7	15	81	.2	.7	5	36	.1	.6
SP '99	12	237	.1	.6	14	84	.1	.5	16	82	.1	.5	13	83	.1	.6	6	46	.1	.8
WPHI-FM																				
SP '00	44	850	.4	2.3	43	383	.4	1.5	56	357	.5	2.0	60	454	.5	2.6	23	261	.2	2.9
WI '00	29	646	.3	1.5	32	239	.3	1.1	30	268	.3	1.0	41	365	.4	1.8	25	244	.2	3.3
FA '99	32	792	.3	1.8	44	353	.4	1.6	36	349	.3	1.4	38	382	.3	1.7	17	226	.2	2.3
SU '99	29	681	.3	1.6	30	311	.3	1.1	41	311	.4	1.5	34	339	.3	1.5	12	209	.1	1.5
4-Book	34	742	.3	1.8	37	322	.4	1.3	41	321	.4	1.5	43	385	.4	1.9	19	235	.2	2.5
SP '99	29	790	.3	1.5	28	350	.3	1.0	32	350	.3	1.1	41	416	.4	1.8	23	237	.2	3.1
WPHT-AM																				
SP '00	17	376	.2	.9	14	161	.1	.5	42	188	.4	1.5	21	106	.2	.9	10	95	.1	1.2
WI '00	24	447	.2	1.3	31	218	.3	1.1	47	245	.4	1.6	39	215	.4	1.7	7	62	.1	.9
FA '99	3	160		.2	1	25			7	41	.1	.3	5	75		.2	2	39		.3
SU '99	12	302	.1	.6	18	71	.2	.7	4	60		.1	26	158	.2	1.2	5	71		.6
4-Book	14	321	.1	.8	16	119	.2	.6	25	134	.2	.9	23	139	.2	1.0	6	67	.1	.8
SP '99	5	175		.3	3	7		.1	4	38		.1	10	76	.1	.4	4	63		.5
WPLY-FM																				
SP '00	36	1190	.3	1.9	61	618	.6	2.2	36	465	.3	1.3	56	771	.5	2.4	18	393	.2	2.2
WI '00	56	1154	.5	2.9	101	636	.9	3.5	80	537	.7	2.8	75	755	.7	3.2	15	260	.1	2.0
FA '99	55	1544	.5	3.1	73	761	.7	2.7	83	740	.8	3.2	83	936	.8	3.7	16	452	.1	2.2
SU '99	54	1400	.5	2.9	77	668	.7	2.9	73	702	.7	2.7	77	858	.7	3.5	17	377	.2	2.2
4-Book	50	1322	.5	2.7	78	671	.7	2.8	68	611	.6	2.5	73	830	.7	3.2	17	371	.2	2.2
SP '99	61	1499	.6	3.2	78	705	.7	2.7	88	736	.8	3.0	85	973	.8	3.7	24	361	.2	3.2
WUSL-FM																				
SP '00	99	1390	.9	5.2	139	737	1.3	5.0	115	685	1.1	4.0	108	728	1.0	4.6	65	513	.6	8.1
WI '00	96	1170	.9	5.0	132	601	1.2	4.5	131	531	1.2	4.5	103	626	.9	4.4	57	457	.5	7.5
FA '99	82	1355	.7	4.6	125	613	1.1	4.6	90	604	.8	3.5	92	689	.8	4.1	49	543	.4	6.7
SU '99	67	1304	.6	3.6	105	680	1.0	4.0	70	553	.6	2.6	83	646	.8	3.7	28	340	.3	3.5
4-Book	86	1305	.8	4.6	125	658	1.2	4.5	102	593	.9	3.7	97	672	.9	4.2	50	463	.5	6.5
SP '99	65	1206	.6	3.4	101	635	.9	3.5	72	550	.7	2.5	64	618	.6	2.8	40	394	.4	5.4
WVDB-FM																				
SP '00	26	607	.2	1.4	29	190	.3	1.0	24	148	.2	.8	29	260	.3	1.2	19	138	.2	2.4
WI '00	27	577	.2	1.4	29	204	.3	1.0	47	218	.4	1.6	35	207	.3	1.5	7	97	.1	.9
FA '99	44	908	.4	2.4	58	445	.5	2.1	78	456	.7	3.0	41	380	.4	1.8	20	201	.2	2.7
SU '99	46	877	.4	2.5	49	360	.4	1.8	78	489	.7	2.8	52	248	.5	2.3	22	179	.2	2.8
4-Book	36	742	.3	1.9	41	300	.4	1.5	57	328	.5	2.1	39	274	.4	1.7	17	154	.2	2.2
SP '99	45	799	.4	2.4	58	367	.5	2.0	79	387	.7	2.7	32	294	.3	1.4	29	234	.3	3.9
WXTU-FM																				
SP '00	78	1083	.7	4.1	120	680	1.1	4.3	118	636	1.1	4.1	109	684	1.0	4.7	19	298	.2	2.4
WI '00	66	1035	.6	3.5	104	733	.9	3.6	90	550	.8	3.1	88	715	.8	3.8	20	359	.2	2.6
FA '99	52	944	.5	2.9	90	539	.8	3.3	68	408	.6	2.6	77	609	.7	3.5	15	324	.1	2.1
SU '99	66	1007	.6	3.5	113	599	1.0	4.3	79	543	.7	2.9	87	702	.8	3.9	20	363	.2	2.5
4-Book	66	1017	.6	3.5	107	638	1.0	3.9	89	534	.8	3.2	90	678	.8	4.0	19	336	.2	2.4
SP '99	79	1119	.7	4.1	129	730	1.2	4.5	124	547	1.1	4.2	98	660	.9	4.3	24	348	.2	3.2
WYSP-FM																				
SP '00	58	1387	.5	3.0	206	905	1.9	7.4	60	530	.5	2.1	34	429	.3	1.5	10	161	.1	1.2
WI '00	49	1254	.4	2.6	181	855	1.7	6.2	47	471	.4	1.6	31	397	.3	1.3	8	166	.1	1.1
FA '99	61	1670	.6	3.4	198	936	1.8	7.2	54	595	.5	2.1	32	488	.3	1.4	10	242	.1	1.4
SU '99	66	1557	.6	3.5	213	863	1.9	8.0	78	676	.7	2.8	39	414	.4	1.8	10	265	.1	1.3
4-Book	59	1467	.5	3.1	200	890	1.8	7.2	60	568	.5	2.2	34	432	.3	1.5	10	209	.1	1.3
SP '99	59	1454	.5	3.1	218	1024	2.0	7.5	55	434	.5	1.9	33	436	.3	1.4	13	208	.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

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJBR-FM																				
SP '00	9	285	.1	.5	9	68	.1	.3	20	131	.2	.7	12	179	.1	.5	3	57		.4
WI '00	20	359	.2	1.1	19	133	.2	.7	40	179	.4	1.4	24	173	.2	1.0	6	116	.1	.8
FA '99	17	351	.2	.9	22	141	.2	.8	31	173	.3	1.2	27	179	.2	1.2	7	112	.1	1.0
SU '99	23	381	.2	1.2	34	173	.3	1.3	44	166	.4	1.6	24	153	.2	1.1	11	149	.1	1.4
4-Book	17	344	.2	.9	21	129	.2	.8	34	162	.3	1.2	22	171	.2	1.0	7	109	.1	.9
SP '99	20	394	.2	1.0	26	185	.2	.9	36	234	.3	1.2	20	198	.2	.9	12	125	.1	1.6
WKXV-FM																				
SP '00	20	434	.2	1.0	27	205	.2	1.0	46	215	.4	1.6	30	297	.3	1.3	2	78		.2
WI '00	16	635	.1	.8	30	286	.3	1.0	22	255	.2	.8	24	259	.2	1.0	8	88	.1	1.1
FA '99	23	523	.2	1.3	27	260	.2	1.0	46	261	.4	1.8	35	277	.3	1.6	5	87		.7
SU '99	23	648	.2	1.2	31	293	.3	1.2	34	239	.3	1.2	37	349	.3	1.7	5	193		.6
4-Book	21	560	.2	1.1	29	261	.3	1.1	37	243	.3	1.4	32	296	.3	1.4	5	112	.1	.7
SP '99	28	630	.3	1.5	46	304	.4	1.6	49	285	.4	1.7	45	360	.4	2.0	4	106		.5
WNJO-FM																				
SP '00	13	356	.1	.7	13	144	.1	.5	26	153	.2	.9	18	211	.2	.8	2	48		.2
WI '00	18	415	.2	.9	21	192	.2	.7	29	172	.3	1.0	24	210	.2	1.0	7	91	.1	.9
FA '99	11	324	.1	.6	13	123	.1	.5	20	167	.2	.8	12	124	.1	.5	2	92		.3
SU '99	21	414	.2	1.1	30	242	.3	1.1	32	240	.3	1.2	20	257	.2	.9	8	133	.1	1.0
4-Book	16	377	.2	.8	19	175	.2	.7	27	183	.3	1.0	19	201	.2	.8	5	91	.1	.6
SP '99	19	440	.2	1.0	21	164	.2	.7	31	216	.3	1.1	29	248	.3	1.3	4	87		.5
WPST-FM																				
SP '00	37	1197	.3	1.9	45	502	.4	1.6	57	471	.5	2.0	58	712	.5	2.5	24	344	.2	3.0
WI '00	31	1012	.3	1.6	40	483	.4	1.4	48	451	.4	1.7	50	630	.5	2.2	9	269	.1	1.2
FA '99	35	1161	.3	1.9	61	570	.6	2.2	39	508	.4	1.5	45	676	.4	2.0	14	257	.1	1.9
SU '99	39	1045	.4	2.1	46	487	.4	1.7	77	508	.7	2.8	60	530	.5	2.7	10	279	.1	1.3
4-Book	36	1104	.3	1.9	48	511	.5	1.7	55	485	.5	2.0	53	637	.5	2.4	14	287	.1	1.9
SP '99	39	1034	.4	2.0	54	540	.5	1.9	65	455	.6	2.2	56	623	.5	2.4	12	283	.1	1.6
WSTW-FM																				
SP '00	7	332	.1	.4	8	119	.1	.3	10	144	.1	.4	13	173	.1	.6	2	50		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	359	.1	.4	15	119	.1	.5	9	79	.1	.3	7	160	.1	.3	2	87		.3
SU '99	16	462	.1	.9	24	212	.2	.9	20	165	.2	.7	19	188	.2	.9	8	138	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1907	10686	17.4	2776	9737	25.4	2847	8399	26.0	2343	9388	21.4	804	5881	7.3					
WI '00	1902	10735	17.4	2903	9724	26.5	2895	8461	26.4	2317	9310	21.2	757	5791	6.9					
FA '99	1797	10643	16.4	2743	9709	25.1	2591	8235	23.7	2217	9086	20.2	731	6081	6.7					
SU '99	1865	10734	16.9	2656	9436	24.1	2738	8500	24.9	2228	9190	20.2	790	6283	7.2					
4-Book	1868	10700	17.0	2770	9652	25.3	2768	8399	25.3	2276	9244	20.8	771	6009	7.0					
SP '99	1910	10848	17.4	2890	9800	26.3	2926	8574	26.6	2303	9434	20.9	742	5925	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

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																				
SP '00	138	2608	1.3	5.2	54	1385	.5	4.2	103	596	.9	8.4	64	385	.6	3.0	45	235	.4	2.9
4-Book	138	2662	1.3	5.3	54	1361	.5	4.3	119	583	1.1	9.8	56	380	.5	2.6	38	227	.4	2.5
WBEB-FM																				
SP '00	299	2254	2.7	11.2	91	1081	.8	7.1	107	361	1.0	8.7	195	554	1.8	9.1	109	373	1.0	7.0
4-Book	305	2316	2.8	11.7	87	1199	.8	6.9	95	334	.9	7.8	178	545	1.6	8.3	116	390	1.1	7.6
WDAS-AM																				
SP '00	49	291	.4	1.8	41	312	.4	3.2	32	71	.3	2.6	29	68	.3	1.4	31	52	.3	2.0
4-Book	35	275	.3	1.3	31	280	.3	2.4	28	72	.3	2.3	18	54	.2	.8	21	46	.2	1.4
WDAS-FM																				
SP '00	228	1532	2.1	8.5	132	1049	1.2	10.3	89	234	.8	7.3	185	449	1.7	8.7	140	311	1.3	9.0
4-Book	231	1486	2.1	8.8	139	1113	1.3	11.0	119	290	1.1	9.7	210	501	1.9	9.9	139	360	1.3	9.0
+WEJM-FM																				
SP '00	102	1241	.9	3.8	63	878	.6	4.9	54	200	.5	4.4	112	413	1.0	5.2	79	279	.7	5.1
4-Book	120	1422	1.1	4.6	67	929	.6	5.2	62	213	.6	5.1	130	419	1.2	6.1	90	310	.8	5.8
WEMG-AM																				
SP '00	16	84	.1	.6	20	86	.2	1.6	9	32	.1	.7	37	78	.3	1.7	25	46	.2	1.6
4-Book	11	83	.1	.4	10	75	.1	.8	6	16	.1	.5	21	50	.2	1.0	10	21	.1	.7
WEMG-FM																				
SP '00	19	134	.2	.7	8	77	.1	.6	13	33	.1	1.1	21	60	.2	1.0	10	27	.1	.6
4-Book	17	163	.2	.7	10	102	.1	.8	6	27	.1	.5	18	52	.2	.9	10	35	.1	.7
WFIL-AM																				
SP '00	10	139	.1	.4	2	16	.2	.2					4	9	.2	.2	4	9	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	12	119	.1	.4	13	115	.1	1.0	16	33	.1	1.3	14	47	.1	.7	14	24	.1	.9
4-Book	14	94	.1	.5	10	94	.1	.7	10	19	.1	.9	12	30	.1	.5	6	11	.1	.4
WIOQ-FM																				
SP '00	131	2022	1.2	4.9	69	1231	.6	5.4	79	278	.7	6.4	151	634	1.4	7.1	100	415	.9	6.4
4-Book	137	1903	1.3	5.2	69	1189	.6	5.5	54	226	.5	4.4	139	557	1.3	6.6	97	393	.9	6.4
WIP -AM																				
SP '00	19	452	.2	.7	8	213	.1	.6	7	33	.1	.6	12	36	.1	.6	6	42	.1	.4
4-Book	15	339	.1	.6	7	181	.1	.6	8	32	.1	.6	11	49	.1	.5	7	36	.1	.4
WJJZ-FM																				
SP '00	196	1414	1.8	7.3	72	768	.7	5.6	52	159	.5	4.2	96	251	.9	4.5	102	283	.9	6.6
4-Book	161	1200	1.5	6.2	62	760	.6	4.9	48	152	.4	3.9	108	318	1.0	5.0	76	238	.7	5.0
+WLCE-FM																				
SP '00	160	1723	1.5	6.0	61	1008	.6	4.7	43	154	.4	3.5	112	461	1.0	5.2	84	374	.8	5.4
4-Book	153	1708	1.4	5.8	57	931	.5	4.5	47	194	.5	3.8	117	431	1.1	5.5	70	286	.7	4.6
WMGK-FM																				
SP '00	125	1594	1.1	4.7	56	824	.5	4.4	38	199	.3	3.1	102	341	.9	4.8	93	376	.8	6.0
4-Book	136	1603	1.2	5.2	62	917	.6	4.9	50	198	.5	4.1	112	384	1.0	5.2	94	330	.9	6.1
WMMR-FM																				
SP '00	88	1020	.8	3.3	23	528	.2	1.8	18	133	.2	1.5	57	236	.5	2.7	29	176	.3	1.9
4-Book	69	1003	.6	2.6	30	576	.3	2.3	29	122	.3	2.4	54	231	.5	2.5	39	175	.4	2.5
WOGL-FM																				
SP '00	118	1354	1.1	4.4	62	890	.6	4.8	63	228	.6	5.1	142	418	1.3	6.6	78	278	.7	5.0
4-Book	108	1435	1.0	4.1	57	914	.5	4.5	54	209	.5	4.4	97	370	.9	4.5	77	274	.7	5.0
WPEN-AM																				
SP '00	7	116	.1	.3	4	71	.3	.3	5	15	.4	.4	7	23	.1	.3	5	6	.3	.3
4-Book	18	138	.2	.7	8	91	.1	.6	7	19	.1	.6	18	36	.2	.8	12	23	.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

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	
WPHI-FM																				
SP '00	53	636	.5	2.0	43	521	.4	3.3	23	64	.2	1.9	56	198	.5	2.6	55	166	.5	3.5
4-Book	41	573	.4	1.6	30	411	.3	2.4	18	65	.2	1.5	45	155	.4	2.1	50	153	.5	3.2
WPHT-AM																				
SP '00	27	278	.2	1.0	6	99	.1	.5	7	7	.1	.6	3	16	.1	.1	1	8	.1	.1
4-Book	22	244	.2	.8	6	118	.1	.5	7	16	.1	.6	7	29	.1	.3	4	16	.1	.3
WPLY-FM																				
SP '00	50	1085	.5	1.9	24	452	.2	1.9	21	105	.2	1.7	49	250	.4	2.3	36	174	.3	2.3
4-Book	73	1159	.7	2.8	34	666	.3	2.6	25	128	.2	2.0	67	309	.6	3.2	47	214	.4	3.1
WUSL-FM																				
SP '00	120	1140	1.1	4.5	84	858	.8	6.5	74	187	.7	6.0	137	360	1.3	6.4	90	231	.8	5.8
4-Book	107	1025	1.0	4.1	73	786	.7	5.8	63	176	.6	5.2	116	332	1.1	5.5	87	236	.8	5.6
WWDB-FM																				
SP '00	27	363	.2	1.0	27	361	.2	2.1	33	63	.3	2.7	21	87	.2	1.0	6	24	.1	.4
4-Book	47	548	.4	1.8	28	363	.3	2.2	35	85	.3	2.9	28	85	.3	1.3	10	37	.1	.6
WXTU-FM																				
SP '00	116	939	1.1	4.3	51	599	.5	4.0	49	152	.4	4.0	90	317	.8	4.2	76	178	.7	4.9
4-Book	95	901	.9	3.6	45	594	.4	3.6	47	181	.4	3.9	85	291	.8	4.0	62	191	.6	4.0
WYSP-FM																				
SP '00	97	1242	.9	3.6	20	371	.2	1.6	4	34	.3	1.6	28	177	.3	1.3	29	122	.3	1.9
4-Book	95	1209	.9	3.6	27	536	.3	2.1	19	68	.2	1.6	36	177	.3	1.7	31	129	.3	2.1
WJBR-FM																				
SP '00	14	228	.1	.5	6	125	.1	.5	7	23	.1	.6	11	31	.1	.5	7	35	.1	.5
4-Book	26	263	.2	1.0	9	129	.1	.8	8	27	.1	.7	18	41	.2	.9	9	28	.1	.6
WKXV-FM																				
SP '00	35	393	.3	1.3	6	119	.1	.5	11	41	.1	.9	12	38	.1	.6	11	49	.1	.7
4-Book	33	478	.3	1.3	9	180	.1	.7	9	37	.1	.7	13	64	.1	.6	16	64	.1	1.0
WNJO-FM																				
SP '00	20	300	.2	.7	9	138	.1	.7	8	24	.1	.7	16	70	.1	.7	5	39	.2	.3
4-Book	22	309	.2	.8	12	162	.1	1.0	7	31	.1	.6	22	69	.2	1.0	18	67	.2	1.1
WPST-FM																				
SP '00	54	1038	.5	2.0	18	447	.2	1.4	5	42	.4	1.4	26	180	.2	1.2	31	139	.3	2.0
4-Book	53	957	.5	2.0	20	458	.2	1.6	16	81	.2	1.3	44	208	.4	2.1	34	138	.3	2.2
WSTW-FM																				
SP '00	10	300	.1	.4	3	101	.2	.2	3	25	.2	.2	3	35	.1	.1	9	41	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	2670	10557	24.4		1287	8537	11.8		1227	3528	11.2		2137	5310	19.5		1552	4035	14.2	
4-Book	2617	10567	23.9		1270	8752	11.6		1224	3529	11.2		2142	5492	19.5		1539	4114	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SP '00	31	166	.3	3.6	81	383	.7	8.3	51	264	.5	3.1	49	289	.4	3.9	23	170	.2	3.6
4-Book	29	171	.3	3.5	85	440	.8	8.8	57	301	.5	3.5	39	216	.4	3.4	23	160	.2	3.4
WBEB-FM																				
SP '00	45	180	.4	5.3	54	192	.5	5.5	127	421	1.2	7.8	85	243	.8	6.8	8	59	.1	1.2
4-Book	40	191	.4	5.0	52	215	.5	5.3	109	382	1.0	6.8	73	237	.7	6.5	32	143	.3	4.7
WDAS-AM																				
SP '00	11	24	.1	1.3	109	236	1.0	11.1	73	219	.7	4.5	48	86	.4	3.9	3	17		.5
4-Book	6	15	.1	.7	81	178	.7	8.3	64	197	.6	4.0	28	57	.2	2.5	9	22	.1	1.3
WDAS-FM																				
SP '00	95	253	.9	11.1	89	248	.8	9.1	136	417	1.2	8.4	110	284	1.0	8.8	194	354	1.8	30.1
4-Book	104	283	1.0	12.9	99	274	.9	10.2	128	380	1.2	8.0	107	268	1.0	9.4	187	364	1.7	27.6
+WEJM-FM																				
SP '00	28	146	.3	3.3	27	102	.2	2.8	75	301	.7	4.6	86	272	.8	6.9	38	156	.3	5.9
4-Book	43	180	.4	5.4	30	116	.3	3.1	77	294	.7	4.7	71	242	.7	6.1	32	125	.3	4.7
WEMG-AM																				
SP '00	4	6		.5	9	24	.1	.9	34	70	.3	2.1	32	56	.3	2.6	6	13	.1	.9
4-Book	1	3		.2	7	15	.1	.7	18	39	.2	1.1	12	26	.1	1.0	2	7		.3
WEMG-FM																				
SP '00	1	7		.1	8	19	.1	.8	10	25	.1	.6	2	14		.2				
4-Book	5	23	.1	.6	7	16	.1	.7	15	36	.2	.9	9	27	.1	.8	6	22	.1	.8
WFIL-AM																				
SP '00	4	9		.5									1	7		.1	3	9		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	10	22	.1	1.2	19	42	.2	1.9	21	59	.2	1.3	12	29	.1	1.0	4	23		.6
4-Book	6	14	.1	.7	21	48	.2	2.1	16	50	.2	1.0	8	20	.1	.7	3	11		.4
W100-FM																				
SP '00	54	183	.5	6.3	26	143	.2	2.7	53	377	.5	3.3	60	255	.5	4.8	27	114	.2	4.2
4-Book	46	193	.4	5.6	27	131	.3	2.8	83	420	.8	5.2	61	257	.6	5.5	40	165	.4	5.8
WIP -AM																				
SP '00	13	50	.1	1.5	2	15		.2	7	65	.1	.4	9	35	.1	.7	8	19	.1	1.2
4-Book	7	28	.1	.8	3	14		.3	10	57	.1	.6	8	38	.1	.7	4	21		.7
WJJZ-FM																				
SP '00	73	172	.7	8.6	42	142	.4	4.3	67	209	.6	4.1	70	176	.6	5.6	72	193	.7	11.2
4-Book	64	202	.6	7.9	38	126	.4	3.9	63	220	.6	4.0	51	160	.5	4.5	46	140	.4	6.9
+WLCE-FM																				
SP '00	34	164	.3	4.0	29	106	.3	3.0	79	333	.7	4.9	87	299	.8	7.0	22	82	.2	3.4
4-Book	29	145	.3	3.6	27	137	.3	2.8	75	327	.7	4.7	61	222	.6	5.4	25	100	.3	3.6
WMGK-FM																				
SP '00	44	180	.4	5.2	20	115	.2	2.0	80	295	.7	4.9	50	225	.5	4.0	15	58	.1	2.3
4-Book	36	156	.3	4.5	25	115	.3	2.5	83	317	.8	5.2	66	221	.6	6.0	24	103	.2	3.4
WMMR-FM																				
SP '00	12	76	.1	1.4	5	32		.5	32	115	.3	2.0	18	92	.2	1.4	9	51	.1	1.4
4-Book	20	113	.2	2.4	13	57	.1	1.3	40	166	.4	2.5	33	136	.3	2.9	11	63	.1	1.7
WOGL-FM																				
SP '00	23	91	.2	2.7	53	178	.5	5.4	55	229	.5	3.4	71	251	.6	5.7	14	68	.1	2.2
4-Book	35	151	.3	4.4	57	187	.5	5.9	57	246	.5	3.5	55	190	.5	4.8	27	97	.3	4.1
WPEN-AM																				
SP '00	1	8		.1	5	20		.5	9	22	.1	.6	2	7		.2				
4-Book	3	9		.3	6	19	.1	.6	11	30	.1	.7	8	21	.1	.8	2	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 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
WPHI-FM SP '00 4-Book	37 28	129 113	.3 .3	4.3 3.5	34 20	94 55	.3 .2	3.5 2.0	55 32	182 118	.5 .3	3.4 2.0	40 29	87 88	.4 .3	3.2 2.6	38 20	98 61	.3 .2	5.9 3.1
WPHT-AM SP '00 4-Book	8 4	27 17	.1 .5	.9 .5	4 8	7 25	.4 .1	.4 .8	5 5	33 28	.3 .1	.3 .3	11 5	46 24	.1 .4	.9 .4	8 10	13 26	.1 .1	1.2 1.4
WPLY-FM SP '00 4-Book	11 23	58 121	.1 .2	1.3 2.8	10 11	63 64	.1 .1	1.0 1.2	32 43	154 216	.3 .4	2.0 2.7	30 35	142 183	.3 .4	2.4 3.1	2 12	16 65	.1 .1	.3 1.7
WUSL-FM SP '00 4-Book	103 68	268 199	.9 .6	12.1 8.4	63 80	202 223	.6 .8	6.4 8.2	94 87	308 301	.9 .8	5.8 5.4	75 53	146 153	.7 .5	6.0 4.8	33 31	72 94	.3 .3	5.1 4.5
WWDB-FM SP '00 4-Book	10 8	29 32	.1 .1	1.2 1.0	38 32	120 117	.3 .3	3.9 3.3	95 98	228 211	.9 .9	5.9 6.0	6 6	15 20	.1 .1	.5 .5	5 6	30 31	.8 .9	.8 .9
WXTU-FM SP '00 4-Book	17 16	89 93	.2 .2	2.0 2.0	43 38	132 132	.4 .3	4.4 3.9	73 62	300 249	.7 .6	4.5 3.9	51 40	190 155	.5 .4	4.1 3.5	11 12	73 69	.1 .1	1.7 1.8
WYSP-FM SP '00 4-Book	16 11	42 61	.1 .1	1.9 1.3	5 13	25 34	.5 .1	.5 1.3	37 53	97 197	.3 .5	2.3 3.2	32 44	93 161	.3 .4	2.6 4.0	5 5	33 37	.8 .1	.8 .8
WJBR-FM SP '00 4-Book	4 8	18 37	.5 .1	.5 1.0	1 5	9 17	.1 .5	.1 .5	5 11	33 40	.3 .1	.3 .7	2 6	8 20	.2 .1	.2 .6	7 4	42 22	.1 .1	1.1 .6
WKXV-FM SP '00 4-Book	4	25	.1	.4	6	8 22	.1 .1	.6 .6	6 12	31 54	.1 .2	.4 .8	3 7	15 27	.2 .1	.2 .6	2 5	15 17	.3 .1	.3 .7
WNJD-FM SP '00 4-Book	9 9	31 36	.1 .1	1.1 1.1	10 8	31 32	.1 .1	1.0 .8	9 14	29 53	.1 .1	.6 .9	5 11	24 47	.4 .1	.4 1.0	6 6	25 28	.1 .1	.9 .8
WPST-FM SP '00 4-Book	21 11	87 60	.2 .1	2.5 1.4	6 6	33 35	.1 .1	.6 .6	20 22	101 129	.2 .2	1.2 1.4	25 22	114 102	.2 .2	2.0 2.0	7 7	49 48	.1 .1	1.1 1.2
WSTW-FM SP '00 4-Book	1 **	7 **	.1 **	.1 **	** **	** **	** **	** **	4 **	27 **	.2 **	.2 **	7 **	33 **	.1 **	.6 **	** **	** **	** **	** **
TDTALS SP '00 4-Book	853 806	2481 2633	7.8 7.4		979 975	2924 2977	8.9 8.9		1621 1609	4582 4614	14.8 14.7		1245 1128	3261 3121	11.4 10.3		644 678	1887 2034	5.9 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

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	
WPEN-AM																				
SP '00	33	454	.3	1.9	46	259	.5	1.8	55	213	.6	2.1	40	214	.4	1.9	14	128	.1	2.0
WI '00	27	423	.3	1.6	55	241	.6	2.1	42	229	.4	1.7	24	183	.2	1.2	7	97	.1	1.0
FA '99	44	545	.4	2.7	76	278	.8	3.0	62	289	.6	2.8	52	289	.5	2.7	10	93	.1	1.6
SU '99	50	556	.5	3.0	71	337	.7	3.0	82	338	.8	3.4	61	343	.6	3.2	18	160	.2	2.7
4-Book	39	495	.4	2.3	62	279	.7	2.5	60	267	.6	2.5	44	257	.4	2.3	12	120	.1	1.8
SP '99	29	484	.3	1.7	41	259	.4	1.6	50	239	.5	2.0	28	187	.3	1.4	11	83	.1	1.7
WPHI-FM																				
SP '00	14	378	.1	.8	13	192	.1	.5	14	136	.1	.5	17	195	.2	.8	9	115	.1	1.3
WI '00	10	305	.1	.6	8	96	.1	.3	9	89	.1	.4	20	184	.2	1.0	15	104	.2	2.2
FA '99	10	333	.1	.6	15	148	.2	.6	11	119	.1	.5	10	110	.1	.5	4	87	.1	.6
SU '99	13	299	.1	.8	17	98	.2	.7	20	114	.2	.8	14	133	.1	.7	5	91	.1	.7
4-Book	12	329	.1	.7	13	134	.2	.5	14	115	.1	.6	15	156	.2	.8	8	99	.1	1.2
SP '99	12	392	.1	.7	15	184	.2	.6	10	138	.1	.4	14	155	.1	.7	14	115	.1	2.1
WPHT-AM																				
SP '00	23	503	.2	1.3	26	225	.3	1.0	54	243	.5	2.1	21	154	.2	1.0	13	94	.1	1.9
WI '00	31	597	.3	1.8	44	277	.4	1.7	66	358	.7	2.6	38	259	.4	1.9	7	54	.1	1.0
FA '99	10	342	.1	.6	11	108	.1	.4	11	115	.1	.5	22	152	.2	1.1	5	81	.1	.8
SU '99	19	413	.2	1.2	38	138	.4	1.6	13	113	.1	.5	23	168	.2	1.2	13	107	.1	1.9
4-Book	21	464	.2	1.2	30	187	.3	1.2	36	207	.4	1.4	26	183	.3	1.3	10	84	.1	1.4
SP '99	14	279	.1	.8	27	72	.3	1.1	11	78	.1	.4	18	103	.2	.9	14	82	.1	2.1
WPLY-FM																				
SP '00	17	588	.2	1.0	26	273	.3	1.0	19	189	.2	.7	25	354	.3	1.2	6	151	.1	.9
WI '00	26	566	.3	1.5	50	295	.5	1.9	32	244	.3	1.3	32	376	.3	1.6	11	148	.1	1.6
FA '99	24	800	.2	1.5	27	323	.3	1.1	33	379	.3	1.5	36	461	.4	1.9	8	190	.1	1.3
SU '99	29	654	.3	1.8	47	340	.5	2.0	48	280	.5	2.0	36	353	.4	1.9	7	173	.1	1.0
4-Book	24	652	.3	1.5	38	308	.4	1.5	33	273	.3	1.4	32	386	.4	1.7	8	166	.1	1.2
SP '99	25	717	.3	1.5	26	297	.3	1.0	36	297	.4	1.4	34	449	.3	1.7	12	171	.1	1.8
WUSL-FM																				
SP '00	41	784	.4	2.4	55	364	.6	2.2	46	367	.5	1.8	44	388	.4	2.1	26	231	.3	3.8
WI '00	38	662	.4	2.2	39	246	.4	1.5	54	246	.5	2.2	38	285	.4	1.9	20	192	.2	3.0
FA '99	36	739	.4	2.2	63	305	.6	2.5	37	295	.4	1.7	37	331	.4	1.9	22	226	.2	3.5
SU '99	38	770	.4	2.3	46	306	.5	1.9	43	322	.4	1.8	47	339	.5	2.5	14	141	.1	2.1
4-Book	38	739	.4	2.3	51	305	.5	2.0	45	308	.5	1.9	42	336	.4	2.1	21	198	.2	3.1
SP '99	26	659	.3	1.5	40	285	.4	1.6	24	217	.2	1.0	29	298	.3	1.5	18	187	.2	2.7
WWDB-FM																				
SP '00	31	722	.3	1.8	32	214	.3	1.3	29	221	.3	1.1	37	321	.4	1.8	29	165	.3	4.2
WI '00	45	754	.5	2.6	45	281	.5	1.7	75	339	.8	3.0	51	315	.5	2.5	10	136	.1	1.5
FA '99	61	1042	.6	3.8	76	517	.8	3.0	103	543	1.0	4.6	61	478	.6	3.2	24	285	.2	3.9
SU '99	65	1086	.7	3.9	75	514	.8	3.1	109	613	1.1	4.5	83	425	.8	4.3	25	241	.3	3.7
4-Book	51	901	.5	3.0	57	382	.6	2.3	79	429	.8	3.3	58	385	.6	3.0	22	207	.2	3.3
SP '99	58	993	.6	3.4	78	444	.8	3.0	85	526	.9	3.4	36	365	.4	1.8	39	295	.4	5.9
WXTU-FM																				
SP '00	77	1015	.8	4.4	111	630	1.1	4.4	113	622	1.1	4.3	100	633	1.0	4.8	22	244	.2	3.2
WI '00	62	953	.6	3.6	94	655	.9	3.5	80	481	.8	3.2	78	652	.8	3.8	22	275	.2	3.3
FA '99	55	917	.6	3.4	87	509	.9	3.4	62	394	.6	2.8	78	570	.8	4.0	24	307	.2	3.9
SU '99	72	960	.7	4.4	117	588	1.2	4.9	86	474	.9	3.6	87	628	.9	4.5	20	358	.2	3.0
4-Book	67	961	.7	4.0	102	596	1.0	4.1	85	493	.9	3.5	86	621	.9	4.3	22	296	.2	3.4
SP '99	76	1072	.8	4.5	121	670	1.2	4.7	116	587	1.2	4.6	87	631	.9	4.5	21	328	.2	3.2
WYSP-FM																				
SP '00	27	729	.3	1.6	100	450	1.0	3.9	26	255	.3	1.0	16	227	.2	.8	4	61	.1	.6
WI '00	26	691	.3	1.5	106	467	1.1	4.0	23	227	.2	.9	13	184	.1	.6	3	70	.1	.4
FA '99	44	1155	.4	2.7	144	624	1.4	5.7	44	406	.4	2.0	21	303	.2	1.1	2	118	.1	.3
SU '99	29	891	.3	1.8	102	444	1.0	4.2	29	316	.3	1.2	18	216	.2	.9	4	84	.1	.6
4-Book	32	867	.3	1.9	113	496	1.1	4.5	31	301	.3	1.3	17	233	.2	.9	3	83	.1	.5
SP '99	34	798	.3	2.0	130	573	1.3	5.1	34	250	.3	1.4	16	180	.2	.8	6	67	.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

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
WJBR-FM																				
SP '00	14	316	.1	.8	16	100	.2	.6	30	173	.3	1.1	17	178	.2	.8	6	81	.1	.9
WI '00	21	274	.2	1.2	22	138	.2	.8	38	168	.4	1.5	25	164	.3	1.2	8	97	.1	1.2
FA '99	19	311	.2	1.2	22	148	.2	.9	39	179	.4	1.7	29	169	.3	1.5	6	102	.1	1.0
SU '99	17	287	.2	1.0	30	132	.3	1.2	26	131	.3	1.1	19	169	.2	1.0	10	120	.1	1.5
4-Book	18	297	.2	1.1	23	130	.2	.9	33	163	.4	1.4	23	170	.3	1.1	8	100	.1	1.2
SP '99	22	316	.2	1.3	35	158	.4	1.4	44	208	.4	1.8	16	160	.2	.8	5	61	.1	.8
WKXV-FM																				
SP '00	24	398	.2	1.4	39	244	.4	1.5	56	212	.6	2.1	30	238	.3	1.4	1	54	.1	.1
WI '00	15	486	.2	.9	31	225	.3	1.2	19	194	.2	.8	22	225	.2	1.1	3	74	.1	.4
FA '99	22	457	.2	1.4	32	275	.3	1.3	42	240	.4	1.9	32	229	.3	1.7	4	64	.1	.6
SU '99	22	554	.2	1.3	29	228	.3	1.2	37	260	.4	1.5	39	329	.4	2.0	5	109	.1	.7
4-Book	21	474	.2	1.3	33	243	.3	1.3	39	227	.4	1.6	31	255	.3	1.6	3	75	.1	.5
SP '99	25	551	.3	1.5	38	281	.4	1.5	42	242	.4	1.7	33	287	.3	1.7	5	102	.1	.8
WNJO-FM																				
SP '00	20	410	.2	1.2	25	189	.3	1.0	38	181	.4	1.4	31	229	.3	1.5	5	72	.1	.7
WI '00	19	437	.2	1.1	23	195	.2	.9	33	205	.3	1.3	26	208	.3	1.3	8	101	.1	1.2
FA '99	14	398	.1	.9	23	213	.2	.9	22	175	.2	1.0	19	199	.2	1.0	2	96	.1	.3
SU '99	24	400	.2	1.5	29	200	.3	1.2	42	226	.4	1.8	26	276	.3	1.4	9	150	.1	1.3
4-Book	19	411	.2	1.2	25	199	.3	1.0	34	197	.3	1.4	26	228	.3	1.3	6	105	.1	.9
SP '99	19	462	.2	1.1	18	164	.2	.7	28	240	.3	1.1	30	262	.3	1.5	4	86	.1	.6
WPST-FM																				
SP '00	23	683	.2	1.3	35	297	.4	1.4	46	281	.5	1.8	37	408	.4	1.8	6	140	.1	.9
WI '00	16	592	.2	.9	25	305	.3	.9	24	250	.2	1.0	24	385	.2	1.2	7	186	.1	1.0
FA '99	20	668	.2	1.2	31	280	.3	1.2	19	228	.2	.9	24	346	.2	1.2	11	134	.1	1.8
SU '99	30	629	.3	1.8	33	299	.3	1.4	62	335	.6	2.6	43	313	.4	2.2	7	168	.1	1.0
4-Book	22	643	.2	1.3	31	295	.3	1.2	38	274	.4	1.6	32	363	.3	1.6	8	157	.1	1.2
SP '99	19	487	.2	1.1	19	221	.2	.7	31	213	.3	1.2	26	257	.3	1.3	7	128	.1	1.1
WSTV-FM																				
SP '00	4	184	.2	.2	5	42	.1	.2	5	93	.1	.2	7	86	.1	.3	2	24	.1	.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	6	218	.1	.4	13	82	.1	.5	9	47	.1	.4	5	111	.1	.3	1	42	.1	.2
SU '99	6	226	.1	.4	8	103	.1	.3	10	101	.1	.4	8	60	.1	.4	1	36	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	1738	9598	17.5		2543	8719	25.6		2625	7614	26.4		2082	8393	21.0		691	5135	7.0	
WI '00	1722	9661	17.3		2663	8707	26.8		2504	7546	25.2		2038	8281	20.5		667	5119	6.7	
FA '99	1604	9571	16.1		2532	8703	25.5		2234	7406	22.5		1933	8038	19.5		622	5111	6.3	
SU '99	1652	9601	16.8		2402	8402	24.4		2397	7640	24.4		1914	8062	19.5		676	5374	6.9	
4-Book	1679	9608	16.9		2535	8633	25.6		2440	7552	24.6		1992	8194	20.1		664	5185	6.7	
SP '99	1692	9608	17.2		2559	8685	26.0		2508	7538	25.5		1953	8251	19.8		661	4943	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

		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	SP '00	171	2851	1.7	7.0	74	1608	.7	6.1	162	784	1.6	12.3	87	448	.9	4.3	66	312	.7	4.7	
	4-Book	169	2906	1.7	7.2	75	1597	.8	6.3	170	758	1.7	13.1	83	464	.9	4.2	55	288	.6	4.0	
WBEB-FM	SP '00	325	2176	3.3	13.4	105	1149	1.1	8.7	135	440	1.4	10.3	219	553	2.2	10.9	116	377	1.2	8.3	
	4-Book	309	2131	3.1	13.3	90	1109	.9	7.5	104	352	1.1	8.0	179	522	1.8	9.1	108	363	1.1	8.0	
WDAS-AM	SP '00	44	302	.4	1.8	45	334	.5	3.7	43	97	.4	3.3	32	76	.3	1.6	22	43	.2	1.6	
	4-Book	39	324	.4	1.7	41	326	.4	3.4	37	91	.4	2.9	28	72	.3	1.4	21	51	.2	1.5	
WDAS-FM	SP '00	196	1300	2.0	8.1	126	875	1.3	10.4	111	261	1.1	8.5	192	472	1.9	9.5	127	309	1.3	9.0	
	4-Book	188	1213	1.9	8.1	118	917	1.2	9.8	108	262	1.1	8.3	182	442	1.8	9.2	112	294	1.1	8.2	
+WEJM-FM	SP '00	96	1052	1.0	3.9	61	759	.6	5.1	60	184	.6	4.6	114	380	1.1	5.7	63	226	.6	4.5	
	4-Book	92	1069	1.0	4.0	56	708	.6	4.6	51	166	.5	3.9	101	304	1.0	5.1	70	237	.7	5.2	
WEMG-AM	SP '00	12	49	.1	.5	9	44	.1	.7	7	26	.1	.5	14	44	.1	.7	11	18	.1	.8	
	4-Book	9	48	.1	.4	6	48	.1	.5	3	13		.3	12	31	.1	.6	6	13	.1	.4	
WEMG-FM	SP '00	16	93	.2	.7	9	74	.1	.7	2	14		.2	20	56	.2	1.0	14	28	.1	1.0	
	4-Book	9	89	.1	.4	5	52	.1	.4	2	8		.2	9	26	.1	.4	7	18	.1	.5	
WFIL-AM	SP '00	13	125	.1	.5	2	16		.2	4	9		.3	9	9	.1	.4	4	9		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM	SP '00	21	155	.2	.9	18	135	.2	1.5	12	31	.1	.9	25	60	.3	1.2	22	32	.2	1.6	
	4-Book	23	149	.2	1.0	16	135	.2	1.3	11	29	.1	.8	22	50	.3	1.1	10	16	.1	.8	
WIOQ-FM	SP '00	98	1283	1.0	4.0	46	813	.5	3.8	59	200	.6	4.5	100	423	1.0	5.0	73	288	.7	5.2	
	4-Book	74	1113	.8	3.2	41	720	.4	3.4	32	129	.3	2.5	83	330	.8	4.3	62	246	.6	4.6	
WIP -AM	SP '00	18	359	.2	.7	7	161	.1	.6	13	39	.1	1.0	7	22	.1	.3	8	49	.1	.6	
	4-Book	17	322	.2	.8	8	175	.1	.6	8	35	.1	.7	11	49	.2	.5	8	41	.1	.6	
WJJZ-FM	SP '00	198	1479	2.0	8.1	75	799	.8	6.2	61	161	.6	4.6	122	323	1.2	6.1	104	294	1.0	7.4	
	4-Book	175	1252	1.8	7.5	71	791	.7	5.9	61	163	.6	4.7	119	349	1.2	6.1	87	264	.9	6.4	
+WLCE-FM	SP '00	109	1175	1.1	4.5	41	656	.4	3.4	34	114	.3	2.6	74	296	.7	3.7	60	285	.6	4.3	
	4-Book	98	1082	1.0	4.2	36	575	.4	3.0	30	123	.3	2.3	71	260	.7	3.6	47	195	.5	3.5	
WMGK-FM	SP '00	96	1123	1.0	3.9	47	606	.5	3.9	31	157	.3	2.4	80	256	.8	4.0	76	293	.8	5.4	
	4-Book	100	1076	1.0	4.3	48	675	.5	4.0	44	159	.5	3.4	89	280	.9	4.5	72	252	.8	5.3	
WMMR-FM	SP '00	47	583	.5	1.9	13	311	.1	1.1	13	83	.1	1.0	32	113	.3	1.6	17	93	.2	1.2	
	4-Book	40	591	.4	1.7	20	348	.2	1.7	23	86	.2	1.8	37	141	.4	1.9	28	106	.3	2.0	
WOGL-FM	SP '00	159	1679	1.6	6.5	89	1144	.9	7.4	90	337	.9	6.9	180	534	1.8	8.9	113	376	1.1	8.0	
	4-Book	135	1678	1.4	5.8	83	1155	.8	6.9	81	292	.8	6.3	136	468	1.4	6.8	106	365	1.1	7.8	
WPEN-AM	SP '00	48	378	.5	2.0	19	249	.2	1.6	27	83	.3	2.1	46	99	.5	2.3	23	50	.2	1.6	
	4-Book	56	410	.6	2.4	25	306	.3	2.1	38	102	.4	2.9	63	151	.6	3.2	30	76	.3	2.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

		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		
WPHI-FM																							
SP '00		15	298	.2	.6	16	226	.2	1.3	5	18	.1	.4	10	67	.1	.5	12	55	.1	.9		
4-Book		14	241	.2	.6	10	161	.1	.8	6	22	.1	.5	14	57	.2	.7	14	49	.2	1.0		
WPHT-AM																							
SP '00		35	397	.4	1.4	8	147	.1	.7	11	23	.1	.8	8	33	.1	.4	1	8		.1		
4-Book		31	369	.3	1.3	11	175	.1	.9	12	24	.1	.9	14	51	.2	.7	6	24	.1	.5		
WPLY-FM																							
SP '00		23	490	.2	.9	14	245	.1	1.2	10	30	.1	.8	31	133	.3	1.5	17	84	.2	1.2		
4-Book		34	552	.3	1.5	17	334	.2	1.4	13	47	.2	1.0	34	159	.3	1.8	23	117	.2	1.7		
WUSL-FM																							
SP '00		48	633	.5	2.0	37	471	.4	3.1	34	86	.3	2.6	43	178	.4	2.1	48	121	.5	3.4		
4-Book		46	555	.5	2.0	36	415	.4	3.0	24	67	.3	1.9	46	158	.5	2.3	51	137	.5	3.7		
WWDB-FM																							
SP '00		32	455	.3	1.3	31	452	.3	2.6	39	96	.4	3.0	25	110	.3	1.2	7	42	.1	.5		
4-Book		66	693	.7	2.9	43	493	.4	3.6	57	141	.6	4.4	52	152	.6	2.6	16	63	.2	1.2		
WXTU-FM																							
SP '00		108	904	1.1	4.4	59	580	.6	4.9	55	166	.6	4.2	109	295	1.1	5.4	83	210	.8	5.9		
4-Book		91	847	.9	3.9	54	574	.6	4.5	55	183	.6	4.3	102	282	1.0	5.2	69	198	.7	5.0		
WYSP-FM																							
SP '00		46	661	.5	1.9	11	176	.1	.9	2	18		.2	21	101	.2	1.0	18	57	.2	1.3		
4-Book		52	681	.6	2.2	15	300	.2	1.3	12	42	.1	.9	19	95	.2	1.0	17	58	.2	1.2		
WJBR-FM																							
SP '00		21	243	.2	.9	6	123	.1	.5	8	31	.1	.6	11	31	.1	.5	7	35	.1	.5		
4-Book		26	239	.3	1.1	10	120	.1	.8	11	33	.1	.8	20	42	.2	1.0	9	28	.1	.7		
WKXW-FM																							
SP '00		43	365	.4	1.8	7	143	.1	.6	11	41	.1	.8	11	30	.1	.5	11	49	.1	.8		
4-Book		34	417	.4	1.5	8	164	.1	.7	9	37	.1	.7	12	60	.1	.6	14	56	.1	1.0		
WNJO-FM																							
SP '00		32	348	.3	1.3	10	182	.1	.8	14	32	.1	1.1	22	84	.2	1.1	9	62	.1	.6		
4-Book		28	342	.3	1.2	14	197	.1	1.1	8	30	.1	.7	23	79	.3	1.2	20	78	.2	1.5		
WPST-FM																							
SP '00		40	591	.4	1.6	6	264	.1	.5	4	24		.3	11	113	.1	.5	8	74	.1	.6		
4-Book		34	542	.3	1.5	12	269	.2	1.0	9	46	.1	.7	29	124	.3	1.5	23	89	.2	1.8		
WSTW-FM																							
SP '00		5	153	.1	.2	3	83		.2	2	16		.2	3	35		.1	7	24	.1	.5		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
TOTALS																							
SP '00		2433	9489	24.5	1206	7866	12.1	1313	3710	13.2	2013	4855	20.3	1406	3749	14.2							
4-Book		2332	9475	23.6	1197	7927	12.1	1295	3595	13.1	1975	4935	20.0	1360	3716	13.7							

** 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 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																				
SP '00	32	181	.3	4.8	137	544	1.4	12.5	52	288	.5	3.5	54	293	.5	4.8	26	186	.3	4.6
4-Book	37	214	.4	5.4	129	577	1.3	11.8	67	356	.7	4.4	47	233	.5	4.5	34	199	.4	5.6
WBEB-FM																				
SP '00	43	174	.4	6.5	72	229	.7	6.6	147	498	1.5	9.9	88	236	.9	7.9	15	94	.2	2.6
4-Book	39	186	.4	5.7	61	216	.6	5.6	118	386	1.2	7.8	79	233	.8	7.7	28	139	.3	4.7
WDAS-AM																				
SP '00	4	15	.6		127	250	1.3	11.6	74	218	.7	5.0	73	129	.7	6.5	4	16		.7
4-Book	8	18	.1	1.1	116	219	1.2	10.6	78	218	.8	5.1	41	85	.4	3.9	12	28	.1	2.1
WDAS-FM																				
SP '00	79	186	.8	11.9	84	239	.8	7.7	128	377	1.3	8.6	96	231	1.0	8.6	172	289	1.7	30.3
4-Book	81	214	.8	11.9	85	232	.9	7.8	111	321	1.2	7.3	82	210	.8	7.9	165	306	1.7	27.5
+WEJM-FM																				
SP '00	26	112	.3	3.9	34	115	.3	3.1	75	275	.8	5.0	76	235	.8	6.8	37	140	.4	6.5
4-Book	38	146	.4	5.6	26	97	.3	2.3	64	239	.7	4.2	65	187	.7	6.2	30	113	.3	5.0
WEMG-AM																				
SP '00	4	6	.6		7	18	.1	.6	13	26	.1	.9	9	26	.1	.8	6	6	.1	1.1
4-Book	1	2	.2		6	15	.1	.5	9	25	.1	.6	5	13	.1	.4	3	7		.4
WEMG-FM																				
SP '00	2	8	.3		8	21	.1	.7	7	30	.1	.5	9	24	.1	.8	7	8	.1	1.2
4-Book	3	13	.5		3	7	.3		5	16	.1	.3	7	22	.1	.7	5	12	.1	.8
WFIL-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SP '00	7	20	.1	1.1	25	58	.3	2.3	26	59	.3	1.7	20	37	.2	1.8	8	38	.1	1.4
4-Book	8	20	.1	1.2	35	72	.4	3.2	24	68	.3	1.6	14	33	.2	1.4	4	17		.7
WIOQ-FM																				
SP '00	28	109	.3	4.2	23	96	.2	2.1	49	299	.5	3.3	27	154	.3	2.4	8	79	.1	1.4
4-Book	25	104	.3	3.6	16	79	.2	1.5	50	274	.5	3.3	31	146	.3	3.0	23	101	.3	3.8
WIP -AM																				
SP '00	10	31	.1	1.5	4	24	.4		5	40	.1	.3	1	9	.1		7	8	.1	1.2
4-Book	6	27	.1	1.0	6	25	.1	.6	8	46	.1	.5	9	41	.1	.9	4	16	.1	.8
WJZZ-FM																				
SP '00	74	174	.7	11.1	38	132	.4	3.5	78	230	.8	5.2	68	182	.7	6.1	48	165	.5	8.5
4-Book	65	194	.7	9.7	39	138	.4	3.6	81	263	.8	5.3	72	202	.7	7.1	39	127	.4	6.9
+WLCE-FM																				
SP '00	17	107	.2	2.6	14	65	.1	1.3	52	215	.5	3.5	62	229	.6	5.6	14	60	.1	2.5
4-Book	17	80	.2	2.5	16	90	.2	1.5	48	213	.5	3.2	39	144	.4	3.8	16	53	.2	2.5
WMGK-FM																				
SP '00	39	147	.4	5.9	19	106	.2	1.7	71	237	.7	4.8	45	174	.5	4.0	10	50	.1	1.8
4-Book	28	118	.3	4.1	20	92	.2	1.8	66	249	.7	4.4	47	157	.5	4.6	16	69	.2	2.7
WMMR-FM																				
SP '00	7	43	.1	1.1	2	16	.2		14	47	.1	.9	10	41	.1	.9	6	34	.1	1.1
4-Book	16	69	.2	2.3	8	36	.1	.8	24	97	.3	1.6	19	73	.2	1.8	6	38	.1	1.0
WGL-FM																				
SP '00	35	161	.4	5.3	111	284	1.1	10.1	85	311	.9	5.7	80	287	.8	7.2	28	119	.3	4.9
4-Book	46	197	.5	6.9	98	293	1.0	8.9	90	336	.9	5.9	70	238	.7	6.8	39	132	.4	6.7
WPEN-AM																				
SP '00	6	33	.1	.9	10	47	.1	.9	20	65	.2	1.3	16	57	.2	1.4	6	26	.1	1.1
4-Book	6	34	.1	.9	12	51	.1	1.1	23	70	.2	1.5	19	59	.2	1.9	7	29	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

	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
WPHI-FM																				
SP '00	15	51	.2	2.3	16	43	.2	1.5	27	67	.3	1.8	21	34	.2	1.9	23	62	.2	4.1
4-Book	12	37	.1	1.8	9	24	.1	.8	12	46	.1	.8	9	31	.1	.9	8	27	.1	1.3
WPHT-AM																				
SP '00	12	51	.1	1.8	13	31	.1	1.2	1	9		.1	14	45	.1	1.3	8	13	.1	1.4
4-Book	8	35	.1	1.1	18	46	.2	1.6	12	51	.1	.8	9	36	.1	.9	11	31	.1	1.7
WPLY-FM																				
SP '00	4	33		.6	5	32	.1	.5	20	85	.2	1.3	18	59	.2	1.6	2	16		.4
4-Book	10	69	.1	1.5	7	37	.1	.7	24	115	.3	1.6	17	75	.2	1.6	5	30	.1	.9
WUSL-FM																				
SP '00	45	117	.5	6.8	36	105	.4	3.3	41	149	.4	2.7	41	80	.4	3.7	13	34	.1	2.3
4-Book	31	99	.4	4.6	43	126	.5	4.0	50	168	.5	3.2	31	85	.3	3.0	15	43	.2	2.5
WVDB-FM																				
SP '00	11	38	.1	1.7	37	112	.4	3.4	97	244	1.0	6.5	9	24	.1	.8	14	47	.1	2.5
4-Book	19	69	.2	2.7	44	142	.5	4.0	125	245	1.3	8.2	10	38	.1	1.0	13	65	.1	2.1
WXTU-FM																				
SP '00	19	86	.2	2.9	44	112	.4	4.0	77	276	.8	5.2	74	205	.7	6.6	12	68	.1	2.1
4-Book	19	86	.2	2.8	49	161	.5	4.5	73	253	.8	4.8	51	164	.5	4.8	14	70	.2	2.3
WYSP-FM																				
SP '00	14	25	.1	2.1	6	15	.1	.6	17	44	.2	1.1	13	26	.1	1.2		9		
4-Book	6	26	.1	.9	6	15	.1	.6	32	118	.4	2.1	29	105	.3	2.9	2	16		.3
WJBR-FM																				
SP '00	5	24	.1	.8	4	18		.4	7	34	.1	.5	1	8		.1	2	23		.4
4-Book	5	25	.1	.8	7	25	.1	.7	15	47	.2	1.0	6	22	.1	.7	3	16		.5
WKXW-FM																				
SP '00	1	7		.2	3	23		.3	8	39	.1	.5	7	31	.1	.6	4	22		.7
4-Book	3	16		.5	7	29	.1	.7	9	41	.1	.6	8	31	.1	.8	5	13	.1	.7
WNJO-FM																				
SP '00	9	31	.1	1.4	3	22		.3	11	44	.1	.7	5	14	.1	.4	4	16		.7
4-Book	9	40	.1	1.3	8	33	.1	.7	19	67	.2	1.3	14	50	.2	1.4	5	25	.1	.8
WPST-FM																				
SP '00	4	46		.6	1	9		.1	8	41	.1	.5	10	71	.1	.9	3	24		.5
4-Book	4	31		.6	3	18		.3	13	74	.2	.9	12	60	.1	1.1	4	30	.1	.8
WSTW-FM																				
SP '00	1	7		.2	**	**	**	**	3	18		.2	6	33	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	666	2037	6.7		1096	3021	11.0		1491	4147	15.0		1117	2920	11.2		567	1712	5.7	
4-Book	679	2241	6.9		1095	3158	11.1		1524	4266	15.4		1029	2810	10.4		591	1802	6.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KYW -AM																				
SP '00	3	185	.1	.7	9	118	.2	2.0	1	22	.5	3	59	.1	.5	1	16		.2	
WI '00	3	200	.1	.7	11	152	.3	2.3	3	42	.1	1.8	2	29	.1	.4				
FA '99	3	236	.1	.7	9	111	.2	1.9	2	46	.1	1.3	2	40	.1	.3	2	38	.1	.5
SU '99	5	323	.1	1.2	14	167	.4	4.1	3	78	.1	.7	2	67	.1	.4	2	31	.1	.5
4-Book	4	236	.1	.8	11	137	.3	2.6	2	47	.1	1.1	2	49	.1	.4	1	21	.1	.3
SP '99	5	290	.1	1.3	12	167	.3	3.1	4	30	.1	2.0	5	86	.1	.9	2	41	.1	.5
WBEB-FM																				
SP '00	13	416	.3	3.1	12	93	.3	2.6	8	114	.2	3.9	9	126	.2	1.6	20	162	.5	4.2
WI '00	12	440	.3	3.0	16	193	.4	3.4	3	87	.1	1.8	12	122	.3	2.2	11	139	.3	2.4
FA '99	16	471	.4	4.0	16	213	.4	3.4	2	87	.1	1.3	14	179	.4	2.3	35	257	.9	7.9
SU '99	12	495	.3	2.8	11	130	.3	3.2	11	162	.3	2.4	12	122	.3	2.3	15	165	.4	3.5
4-Book	13	456	.3	3.2	14	157	.4	3.2	6	113	.2	2.4	12	137	.3	2.1	20	181	.5	4.5
SP '99	10	445	.3	2.7	11	174	.3	2.8	2	55	.1	1.0	18	200	.5	3.2	12	188	.3	2.9
WDAS-AM																				
SP '00	2	66	.1	.5	2	24	.1	.4	1	5	.5	1	8	.2		1	10		.2	
WI '00	2	54	.1	.5	8	35	.2	1.7												
FA '99	8	129	.2	2.0	5	55	.1	1.1	2	20	.1	1.3	17	52	.4	2.8	5	31	.1	1.1
SU '99	1	72	.2	.2		13			1	20	.2			7			1	17	.2	
4-Book	3	80	.1	.8	4	32	.1	.8	1	11	.5		5	17	.1	.8	2	15		.4
SP '99	1	51		.3		6				7										
WDAS-FM																				
SP '00	6	234	.2	1.4	5	70	.1	1.1	5	69	.1	2.4	6	93	.2	1.0	8	102	.2	1.7
WI '00	13	240	.3	3.2	16	144	.4	3.4	11	67	.3	6.5	15	97	.4	2.8	10	75	.3	2.2
FA '99	10	322	.3	2.5	13	133	.3	2.7	6	59	.2	3.8	15	139	.4	2.4	11	126	.3	2.5
SU '99	7	321	.2	1.6	6	92	.2	1.8	10	141	.3	2.2	9	169	.2	1.7	4	103	.1	.9
4-Book	9	279	.3	2.2	10	110	.3	2.3	8	84	.2	3.7	11	125	.3	2.0	8	102	.2	1.8
SP '99	11	283	.3	2.9	12	107	.3	3.1	3	57	.1	1.5	8	81	.2	1.4	8	78	.2	1.9
+WEJM-FM																				
SP '00	3	148	.1	.7	1	43	.2		2	23	.1	1.0	5	75	.1	.9	2	58	.1	.4
WI '00	1	142	.2		3	36	.1	.6		5			1	30	.2		1	35		.2
FA '99	3	188	.1	.7	3	40	.1	.6	1	23	.6		3	76	.1	.5	5	86	.1	1.1
SU '99	2	150	.1	.5	2	41	.1	.6	1	52	.2		3	56	.1	.6	1	36		.2
4-Book	2	157	.1	.5	2	40	.1	.5	1	26	.5		3	59	.1	.6	2	54	.1	.5
SP '99	9	430	.2	2.4	11	168	.3	2.8	2	48	.1	1.0	18	283	.5	3.2	8	145	.2	1.9
WEMG-AM																				
SP '00	1	11		.2		5														
WI '00		20			2	14	.1	.4												
FA '99	1	56	.2		2	36	.1	.4					2	10	.1	.3				
SU '99	1	32	.2						2	32	.1	.4		9						
4-Book	1	30	.2		1	14	.1	.2	1	10	.1		1	5		.1				
SP '99	3	74	.1	.8	2	10	.1	.5	2	19	.1	1.0	4	44	.1	.7	4	45	.1	1.0
WEMG-FM																				
SP '00	2	82	.1	.5	2	34	.1	.4		11			3	55	.1	.5	2	38	.1	.4
WI '00	1	28		.2		8				4				10				4		
FA '99		30			1	8		.2					1	12		.2		7		
SU '99																				
4-Book	1	35	.2		1	13	.2			4			1	19		.2	1	12		.1
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WFIL-AM																				
SP '00		5																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	1	28		.2	1	13		.3	1	6		.2	1	6		.2		14		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99		15				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 - 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	
WHAT-AM																				
SP '00																				
WI '00	15			1	8		.2													
FA '99	9																			
SU '99	15				6			1	6		.2						6			
4-Book	10				4		.1		2		.1					2				
SP '99	19				5															
W100-FM																				
SP '00	111	2009	2.9	26.7	123	1165	3.2	26.9	56	710	1.5	27.3	156	1409	4.1	27.1	122	1212	3.2	25.6
WI '00	83	1829	2.2	20.5	98	1077	2.6	20.6	37	655	1.0	21.8	114	1142	3.0	21.3	96	1023	2.5	20.8
FA '99	80	1886	2.1	19.9	105	1051	2.8	22.2	21	527	.6	13.3	141	1267	3.7	22.9	91	1063	2.4	20.5
SU '99	75	1608	2.0	17.6	46	654	1.2	13.5	94	939	2.5	20.4	89	956	2.3	17.0	72	904	1.9	16.7
4-Book	87	1833	2.3	21.2	93	987	2.5	20.8	52	708	1.4	20.7	125	1194	3.3	22.1	95	1051	2.5	20.9
SP '99	60	1603	1.6	15.9	61	619	1.6	15.6	26	491	.7	13.0	95	1097	2.5	16.7	78	809	2.1	18.8
WIP -AM																				
SP '00	4	127	.1	1.0	2	25	.1	.4					1	27		.2	8	76	.2	1.7
WI '00	2	130	.1	.5	4	52	.1	.8					4	42	.1	.7	3	45	.1	.7
FA '99	2	140	.1	.5	5	49	.1	1.1	1	24		.6	3	41	.1	.5	2	41	.1	.5
SU '99	5	132	.1	1.2	15	86	.4	4.4	4	26	.1	.9	1	30		.2	7	48	.2	1.6
4-Book	3	132	.1	.8	7	53	.2	1.7	1	13		.4	2	35	.1	.4	5	53	.2	1.1
SP '99	5	173	.1	1.3	9	81	.2	2.3	1	16		.5	3	42	.1	.5	4	61	.1	1.0
WJZZ-FM																				
SP '00	2	74	.1	.5		13			3	9	.1	1.5	4	31	.1	.7	2	25	.1	.4
WI '00	2	115	.1	.5	1	24		.2		3			2	24	.1	.4	3	33	.1	.7
FA '99	3	132	.1	.7	1	37		.2		16			9	69	.2	1.5	3	41	.1	.7
SU '99	4	251	.1	.9	3	51	.1	.9	4	78	.1	.9	7	121	.2	1.3	4	73	.1	.9
4-Book	3	143	.1	.7	1	31		.3	2	27	.1	.6	6	61	.2	1.0	3	43	.1	.7
SP '99	4	150	.1	1.1	2	35	.1	.5	3	43	.1	1.5	3	40	.1	.5	5	41	.1	1.2
+WLCE-FM																				
SP '00	3	251	.1	.7	4	95	.1	.9	2	50	.1	1.0	5	104	.1	.9	1	49		.2
WI '00	5	269	.1	1.2	4	85	.1	.8	2	69	.1	1.2	7	104	.2	1.3	3	57	.1	.7
FA '99	5	378	.1	1.2	8	138	.2	1.7	2	39	.1	1.3	8	128	.2	1.3	6	95	.2	1.4
SU '99	15	469	.4	3.5	9	95	.2	2.6	18	170	.5	3.9	13	200	.3	2.5	17	188	.4	4.0
4-Book	7	342	.2	1.7	6	103	.2	1.5	6	82	.2	1.9	8	134	.2	1.5	7	97	.2	1.6
SP '99	8	399	.2	2.1	8	135	.2	2.0	3	54	.1	1.5	12	109	.3	2.1	10	150	.3	2.4
WMGK-FM																				
SP '00	7	241	.2	1.7	6	72	.2	1.3	1	23		.5	14	128	.4	2.4	11	73	.3	2.3
WI '00	7	259	.2	1.7	10	158	.3	2.1	3	68	.1	1.8	6	110	.2	1.1	8	78	.2	1.7
FA '99	4	307	.1	1.0	7	115	.2	1.5	3	82	.1	1.9	5	138	.1	.8	2	51	.1	.5
SU '99	7	309	.2	1.6	5	75	.1	1.5	11	138	.3	2.4	12	128	.3	2.3	2	92	.1	.5
4-Book	6	279	.2	1.5	7	105	.2	1.6	5	78	.1	1.7	9	126	.3	1.7	6	74	.2	1.3
SP '99	6	215	.2	1.6	3	56	.1	.8	1	31		.5	13	121	.3	2.3	7	85	.2	1.7
WMMR-FM																				
SP '00	11	436	.3	2.6	12	162	.3	2.6	6	91	.2	2.9	21	242	.6	3.6	10	128	.3	2.1
WI '00	16	357	.4	4.0	16	139	.4	3.4	6	86	.2	3.5	18	157	.5	3.4	23	153	.6	5.0
FA '99	7	407	.2	1.7	10	137	.3	2.1	2	87	.1	1.3	8	167	.2	1.3	6	102	.2	1.4
SU '99	12	418	.3	2.8	8	88	.2	2.3	16	186	.4	3.5	20	236	.5	3.8	12	142	.3	2.8
4-Book	12	405	.3	2.8	12	132	.3	2.6	8	113	.2	2.8	17	201	.5	3.0	13	131	.4	2.8
SP '99	6	346	.2	1.6	4	60	.1	1.0	7	102	.2	3.5	9	150	.2	1.6	5	105	.1	1.2
WQGL-FM																				
SP '00	6	250	.2	1.4	4	69	.1	.9	3	33	.1	1.5	5	88	.1	.9	4	92	.1	.8
WI '00	4	147	.1	1.0	3	49	.1	.6	4	48	.1	2.4	4	68	.1	.7	2	41	.1	.4
FA '99	9	272	.2	2.2	4	57	.1	.8	2	52	.1	1.3	10	97	.3	1.6	10	44	.3	2.3
SU '99	4	290	.1	.9	5	89	.1	1.5	4	107	.1	.9	6	117	.2	1.1	2	50	.1	.5
4-Book	6	240	.2	1.4	4	66	.1	1.0	3	60	.1	1.5	6	93	.2	1.1	5	57	.2	1.0
SP '99	4	248	.1	1.1	2	59	.1	.5	4	66	.1	2.0	5	90	.1	.9	4	74	.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

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	
WPEN-AM																				
SP '00		10																10		
WI '00																				
FA '99	1	21	.2	2	21	.1	.4									2	8	.1	.5	
SU '99		10		1	10		.3													
4-Book		10	.1	1	8		.2								1	5		.1		
SP '99		9							9											
WPHI-FM																				
SP '00	59	1068	1.6	14.2	52	464	1.4	11.4	37	433	1.0	18.0	93	676	2.4	16.1	70	645	1.8	14.7
WI '00	59	1108	1.6	14.6	53	595	1.4	11.2	29	327	.8	17.1	80	741	2.1	14.9	75	615	2.0	16.3
FA '99	45	1058	1.2	11.2	53	533	1.4	11.2	16	348	.4	10.1	70	622	1.8	11.4	41	560	1.1	9.3
SU '99	51	994	1.3	12.0	33	391	.9	9.7	50	559	1.3	10.9	77	611	2.0	14.7	46	510	1.2	10.7
4-Book	54	1057	1.4	13.0	48	496	1.3	10.9	33	417	.9	14.0	80	663	2.1	14.3	58	583	1.5	12.8
SP '99	62	1281	1.6	16.4	62	657	1.6	15.8	41	516	1.1	20.5	86	850	2.3	15.1	64	737	1.7	15.5
WPHT-AM																				
SP '00	1	45	.2		8				8					8			1	25	.2	
WI '00		24		2	24	.1	.4						1	15	.2			9		
FA '99		8																		
SU '99	1	44	.2		9								1	18	.2		2	26	.1	.5
4-Book	1	30	.1	1	10	.1			2				1	10	.1		1	15	.2	
SP '99		9																9		
WPLY-FM																				
SP '00	34	995	.9	8.2	49	513	1.3	10.7	6	232	.2	2.9	43	588	1.1	7.5	43	456	1.1	9.0
WI '00	32	914	.8	7.9	35	464	.9	7.4	11	272	.3	6.5	38	545	1.0	7.1	41	417	1.1	8.9
FA '99	44	1177	1.2	10.9	45	500	1.2	9.5	23	406	.6	14.6	69	779	1.8	11.2	50	552	1.3	11.3
SU '99	38	1047	1.0	8.9	30	342	.8	8.8	43	530	1.1	9.3	49	581	1.3	9.3	39	491	1.0	9.1
4-Book	37	1033	1.0	9.0	40	455	1.1	9.1	21	360	.6	8.3	50	623	1.3	8.8	43	479	1.1	9.6
SP '99	34	999	.9	9.0	35	400	.9	8.9	19	363	.5	9.5	58	677	1.5	10.2	38	528	1.0	9.2
WUSL-FM																				
SP '00	81	1450	2.1	19.5	97	776	2.6	21.2	40	539	1.1	19.5	107	896	2.8	18.6	103	816	2.7	21.6
WI '00	85	1373	2.2	21.0	98	803	2.6	20.6	35	427	.9	20.6	116	911	3.1	21.6	107	853	2.8	23.2
FA '99	80	1483	2.1	19.9	82	804	2.2	17.3	40	531	1.1	25.3	118	948	3.1	19.2	104	837	2.7	23.5
SU '99	83	1338	2.2	19.5	70	566	1.8	20.5	86	794	2.3	18.7	102	823	2.7	19.4	96	784	2.5	22.3
4-Book	82	1411	2.2	20.0	87	737	2.3	19.9	50	573	1.4	21.0	111	895	2.9	19.7	103	823	2.7	22.7
SP '99	83	1451	2.2	22.0	91	790	2.4	23.2	45	559	1.2	22.5	131	917	3.4	23.1	98	808	2.6	23.7
WWDB-FM																				
SP '00		16											2	7	.1	.3		7		
WI '00		15												7			1	8		.2
FA '99	1	25	.2										5	25	.1	.8				
SU '99	1	46	.2	2	16	.1	.6	2	32	.1	.4	1	8	.2						
4-Book	1	26	.1	1	4	.2		1	8	.1	.1	2	12	.1	.3		4			.1
SP '99		46		1	13	.3		2	28	.1	1.0		9							
WXTU-FM																				
SP '00	3	132	.1	.7	3	41	.1	.7	2	32	.1	1.0	1	18		.2	2	25	.1	.4
WI '00	5	97	.1	1.2	6	33	.2	1.3	1	15		.6	8	38	.2	1.5	6	48	.2	1.3
FA '99	2	96	.1	.5	2	29	.1	.4		7			3	49	.1	.5	2	31	.1	.5
SU '99	1	108	.2		1	31	.3		2	39	.1	.4	2	38	.1	.4	1	26		.2
4-Book	3	108	.1	.7	3	34	.1	.7	1	23	.1	.5	4	36	.1	.7	3	33	.1	.6
SP '99	4	121	.1	1.1	5	59	.1	1.3	5	40	.1	2.5	5	66	.1	.9	6	54	.2	1.4
WYSP-FM																				
SP '00	18	582	.5	4.3	29	252	.8	6.3	17	207	.4	8.3	23	301	.6	4.0	14	211	.4	2.9
WI '00	11	391	.3	2.7	23	202	.6	4.8	2	46	.1	1.2	11	151	.3	2.1	12	140	.3	2.6
FA '99	24	622	.6	6.0	39	312	1.0	8.2	19	174	.5	12.0	33	323	.9	5.4	12	203	.3	2.7
SU '99	22	596	.6	5.2	21	181	.6	6.2	21	291	.6	4.6	24	285	.6	4.6	18	210	.5	4.2
4-Book	19	548	.5	4.6	28	237	.8	6.4	15	180	.4	6.5	23	265	.6	4.0	14	191	.4	3.1
SP '99	16	445	.4	4.2	18	192	.5	4.6	9	100	.2	4.5	26	242	.7	4.6	15	212	.4	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

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr	AOH (00)	Cume (00)	AOH Rtg	AOH Shr
WJBR-FM																				
SP '00	1	29	.2										1	7	.2		1	21	.2	
WI '00	1	48	.2		2	19	.1	.4		12			1	21	.2		3	34	.1	.7
FA '99	2	59	.1	.5	3	28	.1	.6				2	31	.1	.3	3	17	.1	.7	
SU '99		8														1	8		.2	
4-Book	1	36	.2		1	12	.1	.3		3			1	15	.2		2	20	.1	.5
SP '99	2	60	.1	.5	1	17		.3	2	17	.1	1.0	4	31	.1	.7	1	22		.2
WKXW-FM																				
SP '00	1	47	.2		1	16		.2	1	9		.5	4	32	.1	.7		9		.2
WI '00		17								7				7			1	12		.2
FA '99	1	59	.2							10			2	26	.1	.3		8		
SU '99	1	36	.2						1	8		.2	1	16		.2				
4-Book	1	40	.2			4		.1	1	9		.2	2	20	.1	.3		7		.1
SP '99	1	27	.3			6							4	14	.1	.7				
WNJO-FM																				
SP '00	3	94	.1	.7	6	37	.2	1.3	2	9	.1	1.0	7	36	.2	1.2	1	16		.2
WI '00	1	28	.2			7							1	21		.2	2	28	.1	.4
FA '99		56				8				16			1	31		.2		7		
SU '99	2	112	.1	.5	3	32	.1	.9	2	65	.1	.4	1	41		.2	1	38		.2
4-Book	2	73	.1	.4	2	21	.1	.6	1	23	.1	.4	3	32	.1	.5	1	22		.2
SP '99	2	59	.1	.5	1	17		.3		8			3	17	.1	.5	2	44	.1	.5
WPST-FM																				
SP '00	17	736	.4	4.1	15	295	.4	3.3	5	135	.1	2.4	29	438	.8	5.0	20	348	.5	4.2
WI '00	27	857	.7	6.7	27	359	.7	5.7	7	217	.2	4.1	46	497	1.2	8.6	29	394	.8	6.3
FA '99	21	814	.6	5.2	26	442	.7	5.5	6	142	.2	3.8	27	384	.7	4.4	24	385	.6	5.4
SU '99	42	910	1.1	9.9	33	338	.9	9.7	40	464	1.1	8.7	51	545	1.3	9.7	51	539	1.3	11.9
4-Book	27	829	.7	6.5	25	359	.7	6.1	15	240	.4	4.8	38	466	1.0	6.9	31	417	.8	7.0
SP '99	19	695	.5	5.0	24	289	.6	6.1	4	130	.1	2.0	33	390	.9	5.8	19	346	.5	4.6
WSTV-FM																				
SP '00	2	156	.1	.5	2	45	.1	.4	1	34		.5	3	79	.1	.5	3	63	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	2	192	.1	.5	5	67	.1	1.1		22			3	88	.1	.5	3	64	.1	.7
SU '99	2	161	.1	.5	1	16		.3	1	38		.2	4	84	.1	.8	2	62	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	416	3651	11.0		457	2867	12.0		205	1733	5.4		576	3072	15.2		477	2783	12.6	
WI '00	405	3565	10.7		475	2917	12.5		170	1558	4.5		536	2919	14.1		461	2612	12.1	
FA '99	403	3656	10.6		473	2907	12.5		158	1656	4.2		615	3077	16.2		443	2759	11.7	
SU '99	426	3623	11.2		341	2331	9.0		460	2703	12.1		525	3026	13.8		430	2722	11.3	
4-Book	413	3624	10.9		437	2756	11.5		248	1913	6.6		563	3024	14.8		453	2719	11.9	
SP '99	377	3648	9.9		392	2656	10.3		200	1774	5.3		568	3039	15.0		414	2680	10.9	

** 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 - Teens 12-17

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		
KYV -AM																					
SP '00	4	159	.1	1.0	1	41	.2	2	8	.1	.7	1	10	.2	2	8	.2	1	8	.2	
4-Book	5	189	.1	1.2	2	82	.1	5	26	.1	1.7	3	22	.1	5	2	19	.1	4		
WBEB-FM																					
SP '00	10	278	.3	2.5	15	246	.4	28	86	.7	9.8	20	74	.5	3.6	11	29	.3	1.8		
4-Book	10	303	.3	2.6	15	242	.4	20	57	.5	6.9	17	64	.4	2.9	17	54	.5	3.1		
WDAS-AM																					
SP '00	1	24	.1	.3	5	50	.1	1.2	1	3	.4	2	10	.1	.4	2	10	.1	.3		
4-Book	3	40	.1	.7	5	55	.1	1.1	2	9	.8	2	8	.1	.3	1	3	.1	.1		
WDAS-FM																					
SP '00	5	158	.1	1.3	6	118	.2	1.5	7	31	.2	2.5	9	50	.2	1.6	6	14	.2	1.0	
4-Book	10	211	.3	2.5	8	130	.2	2.1	7	25	.2	2.5	11	30	.3	1.9	12	34	.3	2.2	
+WEJM-FM																					
SP '00	3	104	.1	.8	4	70	.1	1.0	4	20	.1	.7	6	20	.1	.7	6	27	.2	1.0	
4-Book	2	95	.1	.5	3	80	.1	.8	1	9	.3	4	23	.1	.6	7	33	.2	1.3		
WEMG-AM																					
SP '00	1	5	.1	.2	3	6	.1	.7	1	6	.4	6	6	.2	1.1	6	6	.2	1.0		
4-Book	1	22	.1	.2	2	18	.1	.4	1	3	.2	4	11	.1	.7	2	2	.1	.3		
WEMG-FM																					
SP '00	1	74	.1	.3	1	36	.1	.2	2	9	.1	.7	6	.1	.1	7	15	.2	1.2		
4-Book	1	29	.1	.1	1	18	.1	.2	1	4	.3	1	4	.1	.1	3	6	.1	.5		
WFIL-AM																					
SP '00	**	**	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WHAT-AM																					
SP '00		4				8		.1				1	2		.1						
4-Book		4				8		.1				1	2		.1						
WIOQ-FM																					
SP '00	108	1777	2.8	27.2	111	1346	2.9	27.2	87	304	2.3	30.5	141	668	3.7	25.1	167	568	4.4	27.7	
4-Book	88	1616	2.3	21.9	83	1207	2.2	20.6	61	238	1.6	22.0	117	539	3.1	20.4	118	440	3.1	21.2	
WIP -AM																					
SP '00	1	52	.1	.3	7	98	.2	1.7	3	16	.1	1.1	6	18	.2	1.1	2	16	.1	.3	
4-Book	3	85	.1	.8	3	64	.1	.8	2	11	.1	.6	4	13	.1	.7	1	8	.1	.2	
WJJZ-FM																					
SP '00	2	44	.1	.5	1	28	.1	.2	2	5	.1	.7	1	5	.1	.2	5	7	.1	1.0	
4-Book	3	86	.1	.7	3	66	.1	.7	4	10	.1	1.4	3	13	.1	.5	5	16	.1	1.0	
+WLCE-FM																					
SP '00	3	168	.1	.8	3	105	.1	.7	2	25	.1	.7	8	43	.2	1.4	1	16	.1	.2	
4-Book	7	234	.2	1.6	7	154	.2	1.7	3	20	.1	1.0	12	51	.3	2.0	11	44	.3	2.1	
WMGK-FM																					
SP '00	7	182	.2	1.8	6	133	.2	1.5	2	14	.1	.7	5	55	.1	.9	14	72	.4	2.3	
4-Book	7	206	.2	1.8	6	131	.2	1.6	6	16	.2	2.0	10	47	.2	1.7	7	36	.2	1.3	
WMMR-FM																					
SP '00	13	368	.3	3.3	9	189	.2	2.2	2	25	.1	.7	20	95	.5	3.6	17	68	.4	2.8	
4-Book	12	311	.3	2.9	12	198	.3	2.9	4	24	.1	1.4	19	80	.5	3.3	16	50	.4	2.9	
WQGL-FM																					
SP '00	4	134	.1	1.0	12	145	.3	2.9	3	26	.1	1.1	12	47	.3	2.1	17	32	.4	2.8	
4-Book	5	160	.1	1.1	8	110	.2	2.1	4	23	.1	1.5	11	38	.3	1.9	14	34	.4	2.5	
WPEN-AM																					
SP '00		8		.1	1	2		.1	1	2		.2	2	2		.1	.3	1	2		.3
4-Book		8		.1	1	2		.1	1	2		.2	2	2		.1	.3	1	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

Teens 12-17

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
WPHT-FM																				
SP '00	59	935	1.6	14.9	51	674	1.3	12.5	32	104	.8	11.2	55	203	1.4	9.8	70	227	1.8	11.6
4-Book	52	930	1.4	13.0	53	655	1.4	13.2	32	106	.8	11.6	73	253	1.9	12.6	75	236	2.0	13.7
WPHT-AM																				
SP '00		8			2	28	.1	.5												
4-Book		15		.1	1	11		.3												
WPLY-FM																				
SP '00	31	825	.8	7.8	32	589	.8	7.8	22	109	.6	7.7	42	219	1.1	7.5	43	189	1.1	7.1
4-Book	36	869	1.0	8.9	35	621	.9	8.7	23	102	.6	7.8	53	265	1.4	9.2	44	182	1.2	8.0
WUSL-FM																				
SP '00	78	1255	2.1	19.6	70	901	1.8	17.2	45	142	1.2	15.8	112	399	2.9	20.0	99	336	2.6	16.4
4-Book	80	1237	2.1	19.9	72	867	1.9	17.8	50	157	1.4	17.7	109	374	2.9	19.0	93	289	2.4	16.8
WWDB-FM																				
SP '00	1	7		.3		8								8						
4-Book	1	18	.1	.3		8		.1						2				1	2	.2
WXTU-FM																				
SP '00	2	65	.1	.5	4	77	.1	1.0					11	24	.3	2.0	8	8	.2	1.3
4-Book	3	69	.1	.7	4	55	.1	1.0	2	8	.1	.5	7	14	.2	1.2	5	10	.1	.8
WYSP-FM																				
SP '00	23	455	.6	5.8	12	283	.3	2.9	4	30	.1	1.4	15	101	.4	2.7	28	112	.7	4.7
4-Book	22	439	.6	5.3	17	312	.5	4.3	9	44	.2	3.2	21	104	.6	3.7	24	89	.6	4.3
WJBR-FM																				
SP '00		7			3	22	.1	.7					1	6		.2	11	22	.3	1.8
4-Book	1	23		.2	2	26	.1	.4	1	2		.2	1	5		.2	3	7	.1	.6
WKXV-FM																				
SP '00	2	32	.1	.5	1	22		.2	1	9		.4		9			3	9	.1	.5
4-Book	1	20		.3	1	24		.2		2		.1	1	11		.2	3	7	.1	.5
WNJD-FM																				
SP '00	5	61	.1	1.3	2	44	.1	.5					7	18	.2	1.2	4	17	.1	.7
4-Book	2	53	.1	.5	1	28		.3		2			3	13	.1	.5	3	10	.1	.5
WPST-FM																				
SP '00	15	546	.4	3.8	18	480	.5	4.4	16	58	.4	5.6	27	149	.7	4.8	36	172	.9	6.0
4-Book	25	676	.7	6.1	26	513	.7	6.5	19	76	.5	7.5	36	193	1.0	6.3	34	150	.9	6.1
WSTV-FM																				
SP '00	2	111	.1	.5	2	66	.1	.5					7	40	.2	1.2	4	23	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '00	397	3540	10.5		408	3046	10.7		285	937	7.5		561	1829	14.8		602	1492	15.9	
4-Book	403	3535	10.6		402	3020	10.6		279	901	7.4		574	1719	15.1		551	1430	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

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																			
SP '00																			
4-Book																			
1	6		.2	5	15	.1	2.0	1	7		.2	2	19	.1	.6	1	6		.4
WBEB-FM																			
SP '00																			
4-Book																			
6	28	.2	1.4	12	30	.3	4.7	21	62	.6	5.1	14	48	.4	3.9	11	48	.3	3.2
9	44	.3	2.3	14	38	.4	5.7	18	63	.5	4.1	10	41	.3	2.5	15	61	.4	4.9
WDAS-AM																			
SP '00																			
4-Book																			
1	5		.2	19	42	.5	7.5	12	26	.3	2.9	2	8	.1	.6	2	5	.1	.7
1	6		.3	18	36	.5	7.1	10	27	.3	2.3	3	7	.1	.8				
WDAS-FM																			
SP '00																			
4-Book																			
7	32	.2	1.7	11	27	.3	4.3	6	38	.2	1.5	3	8	.1	.8	2	16	.1	.6
9	34	.3	2.2	10	33	.3	3.8	7	45	.2	1.6	6	18	.2	1.6	5	18	.2	1.7
+WEJM-FM																			
SP '00																			
4-Book																			
1	7		.2	13	21	.3	5.1	2	23	.1	.5	1	7		.3	4	7	.1	1.1
2	16	.1	.5	4	8	.1	1.5	2	14	.1	.4	1	5		.2	3	13	.1	1.0
WEMG-AM																			
SP '00																			
4-Book																			
				1	7	.1	.5	6	6	.2	1.5	4	6	.1	1.1				
								3	10	.1	.8	2	5	.1	.5				
WEMG-FM																			
SP '00																			
4-Book																			
2	13	.1	.5					1	6		.2					1	6		.3
1	4		.1	1	2		.2	2	4		.4	1	3		.3	1	4		.2
WFIL-AM																			
SP '00																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	1	5		.3	**	**	**	**
WHAT-AM																			
SP '00																			
4-Book																			
1	2		.1	1	3		.2	1	6		.2								
WIOQ-FM																			
SP '00																			
4-Book																			
91	372	2.4	21.8	77	259	2.0	30.2	127	577	3.3	31.1	107	400	2.8	29.9	87	376	2.3	24.9
76	318	2.0	18.6	43	185	1.2	17.3	91	428	2.4	22.0	86	324	2.3	22.0	66	306	1.7	21.2
WIP -AM																			
SP '00																			
4-Book																			
8	38	.2	1.9	13	16	.3	5.1	8	15	.2	2.0	3	21	.1	.8	9	25	.2	2.6
3	18	.1	.6	4	8	.1	1.4	3	10	.1	.8	3	16	.1	.7	4	10	.1	1.1
WJJZ-FM																			
SP '00																			
4-Book																			
2	8	.1	.4	4	12	.1	1.6	3	5		.7	3	13	.1	.7	1	4		.5
				3	13	.1	1.0												
+WLCE-FM																			
SP '00																			
4-Book																			
7	34	.2	1.6	2	24	.1	.8	5	42	.1	1.2	8	25	.2	2.2	3	18	.1	1.0
				3	27	.1	1.3	10	53	.3	2.4	9	34	.3	2.3				
WMGK-FM																			
SP '00																			
4-Book																			
9	20	.2	2.2					13	60	.3	3.2	4	28	.1	1.1	1	7		.3
5	24	.1	1.1	3	16	.1	1.3	9	42	.3	2.2	8	32	.2	1.8	4	15	.1	1.1
WMMR-FM																			
SP '00																			
4-Book																			
8	35	.2	1.9	4	26	.1	1.6	7	30	.2	1.7	5	32	.1	1.4	12	48	.3	3.4
8	37	.2	1.8	9	32	.2	3.7	11	40	.3	2.6	12	51	.3	3.0	12	32	.3	3.6
WOGL-FM																			
SP '00																			
4-Book																			
15	32	.4	3.6	7	23	.2	2.7	9	37	.2	2.2	23	54	.6	6.4	11	42	.3	3.2
8	18	.2	2.1	6	29	.2	2.2	7	29	.2	1.6	12	30	.3	3.1	7	21	.2	2.3
WPEN-AM																			
SP '00																			
4-Book																			

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WPHI-FM SP '00 4-Book	73 71	262 251	1.9 1.9	17.5 17.1	26 27	95 103	.7 .7	10.2 11.0	53 48	198 185	1.4 1.3	13.0 11.7	44 49	164 166	1.2 1.3	12.3 12.4	50 42	194 144	1.3 1.1	14.3 13.4	
WPHT-AM SP '00 4-Book									1	2		.2	1	4		.2	4	12	28	.3 .1	3.4 1.1
WPLY-FM SP '00 4-Book	37 35	151 153	1.0 .9	8.9 8.6	5 15	34 68	.1 .4	2.0 6.0	39 39	224 206	1.0 1.0	9.5 9.3	25 34	84 126	.7 .9	7.0 8.5	35 32	144 130	.9 .8	10.0 10.5	
WUSL-FM SP '00 4-Book	90 93	265 300	2.4 2.5	21.6 22.8	22 36	84 125	.6 1.0	8.6 14.4	48 61	254 256	1.3 1.6	11.7 14.5	63 64	230 219	1.7 1.7	17.6 16.2	69 58	224 200	1.8 1.5	19.8 18.9	
WWDB-FM SP '00 4-Book						2		.1					1	2		.1					
WXTU-FM SP '00 4-Book	2 3	8 17	.1 .1	.5 .8	3 2	9 8	.1 .1	1.2 .6	10 6	53 26	.3 .2	2.4 1.5		9	.1	.8	2	12	.1	.6	
WYSP-FM SP '00 4-Book	16 17	79 63	.4 .4	3.8 4.2	3 8	14 33	.1 .2	1.2 3.3	7 26	42 95	.2 .7	1.7 6.2	15 25	47 84	.4 .7	4.2 6.1	6 10	37 53	.2 .3	1.7 3.4	
WJBR-FM SP '00 4-Book	6 4	7 10	.2 .1	1.4 .9	3 1	7 4	.1 .1	1.2 .3	3 2	7 7	.1 .1	.7 .5		7 6		.1		2			
WKXW-FM SP '00 4-Book	1	4		.2	1	7		.4	4	7	.1	1.0	1	4		.3					
WNJO-FM SP '00 4-Book	4 1	16 4	.1 .3	1.0 .3	2 1	10 3	.1 .2	.8 .2	1 1	5		.1	1	2		.1		2		.1	
WPST-FM SP '00 4-Book	9 22	67 111	.2 .6	2.2 5.4	8 14	52 80	.2 .4	3.1 5.5	12 29	98 164	.3 .8	2.9 6.8	24 32	137 136	.6 .9	6.7 8.0	16 20	83 102	.4 .5	4.6 6.9	
WSTW-FM SP '00 4-Book	**	**	**	**	**	**	**	**	**	9	**	**	**	1	8	.3	**	1	9	.3	
TOTALS SP '00 4-Book	417 408	1273 1256	11.0 10.8		255 249	783 828	6.7 6.6		409 416	1369 1389	10.8 11.0		358 399	1097 1128	9.4 10.5		349 307	1160 1047	9.2 8.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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	437	3	213	6	18	31	48	39	70	221	3	12	34	45	36	92
(%)	100	1	49	1	4	7	11	9	16	51	1	3	8	10	8	21
Rating	1.1	.1	1.2	.3	.5	.8	1.5	1.8	2.7	1.1	.1	.3	.8	1.3	1.5	2.3
Share	6.4	.7	6.7	1.7	2.7	4.1	7.7	10.0	17.2	6.8	.9	2.1	4.7	7.2	9.1	15.1
WBEB-FM	420	13	120	17	11	37	26	20	10	287	22	32	69	90	48	26
(%)	100	3	29	4	3	9	6	5	2	68	5	8	16	21	11	6
Rating	1.0	.3	.7	.8	.3	1.0	.8	.9	.4	1.5	1.0	.9	1.7	2.6	2.0	.7
Share	6.1	3.1	3.8	4.7	1.7	4.9	4.2	5.1	2.5	8.8	6.4	5.7	9.6	14.3	12.2	4.3
WDAS-AM	93	2	27	1	1	3	16	1	5	64		9	10	20	7	18
(%)	100	2	29	1	1	3	17	1	5	69	1	9	10	21	8	20
Rating	.2	.1	.2			.1	.5		.2	.3		.3	.2	.6	.3	.5
Share	1.4	.5	.8	.3	.2	.4	2.6	.3	1.2	2.0		1.6	1.4	3.2	1.8	3.0
WDAS-FM	393	6	155	19	22	31	57	23	4	231	15	44	84	54	22	13
(%)	100	2	39	5	6	8	14	6	1	59	4	11	21	14	6	3
Rating	1.0	.2	.9	.9	.6	.8	1.8	1.1	.2	1.2	.7	1.3	2.1	1.5	.9	.3
Share	5.7	1.4	4.8	5.3	3.3	4.1	9.1	5.9	1.0	7.1	4.4	7.8	11.7	8.6	5.6	2.1
WEJM-FM	150	3	55	1	15	17	15	6		92	3	16	42	19	11	1
(%)	100	2	37	1	10	12	10	4		61	2	11	28	13	8	1
Rating	.4	.1	.3		.4	.4	.5	.3		.5	.1	.5	1.0	.5	.5	.2
Share	2.2	.7	1.7	.3	2.3	2.2	2.4	1.5		2.8	.9	2.8	5.9	3.0	2.8	.2
WEMG-AM	30	1	11		4	1	4	1	1	18	3	6	6	3		
(%)	100	3	37		12	4	13	4	4	60	11	19	21	8	1	
Rating	.1		.1		.1		.1			.1	.1	.2	.1	.1		
Share	.4	.2	.3		.6	.1	.6	.3	.2	.6	.9	1.1	.8	.5		
WEMG-FM	32	2	11	3	4	3	1			19	1	7	3	3	6	
(%)	100	5	35	10	13	10	2			60	4	20	11	8	17	
Rating	.1	.1	.1	.1	.1	.1				.1		.2	.1	.1	.2	
Share	.5	.5	.3	.8	.6	.4	.2			.6	.3	1.2	.4	.5	1.5	
WFIL-AM	24		8		2	1	1		3	16		3	1	2	5	5
(%)	100		33		9	6	2	2	14	67		12	5	9	19	21
Rating	.1				.1				.1	.1		.1		.1	.2	.1
Share	.3		.3		.3	.1	.2		.7	.5		.5	.1	.3	1.3	.8
WHAT-AM	69		33		9	8	5	11	36	36		3	5	3	9	16
(%)	100		48		12	11	8	16	52	52	1	4	7	4	13	23
Rating	.2		.2		.2	.2	.2	.4	.2	.2		.1	.1	.1	.4	.4
Share	1.0		1.0		1.2	1.3	1.3	2.7	1.1	1.1		.5	.7	.5	2.3	2.6
WIOQ-FM	374	111	89	19	26	22	15	1	6	173	68	35	45	15	9	2
(%)	100	30	24	5	7	6	4	2	2	46	18	9	12	4	2	1
Rating	.9	2.9	.5	.9	.8	.6	.5		.2	.9	3.2	1.0	1.1	.4	.4	.1
Share	5.4	26.7	2.8	5.3	4.0	2.9	2.4	.3	1.5	5.3	19.9	6.2	6.3	2.4	2.3	.3
WIP -AM	220	4	190	12	35	69	39	25	11	26		5	5	5	3	7
(%)	100	2	87	5	16	31	18	11	5	12		2	2	2	1	3
Rating	.5	.1	1.1	.6	1.0	1.8	1.2	1.1	.4	.1		.1	.1	.1	.1	.2
Share	3.2	1.0	5.9	3.3	5.3	9.1	6.3	6.4	2.7	.8		.9	.7	.8	.8	1.1
WJZ-FM	333	2	143	10	13	28	40	32	20	188	6	26	47	60	28	21
(%)	100	1	43	3	4	8	12	10	6	57	2	8	14	18	8	6
Rating	.8	.1	.8	.5	.4	.7	1.2	1.5	.8	1.0	.3	.8	1.2	1.7	1.2	.5
Share	4.8	.5	4.5	2.8	2.0	3.7	6.4	8.2	4.9	5.8	1.8	4.6	6.6	9.6	7.1	3.4
WLCE-FM	233	3	109	4	35	44	18	7	1	121	12	38	40	27	3	
(%)	100	1	47	2	15	19	8	3		52	5	16	17	12	1	
Rating	.6	.1	.6	.2	1.0	1.2	.6	.3		.6	.6	1.1	1.0	.8	.1	
Share	3.4	.7	3.4	1.1	5.3	5.8	2.9	1.8	.2	3.7	3.5	6.7	5.6	4.3	.8	
WMGK-FM	235	7	128	6	38	48	29	5		100	10	20	46	21	2	1
(%)	100	3	54	3	16	21	12	2		43	4	9	19	9	1	1
Rating	.6	.2	.7	.3	1.1	1.3	.9	.2		.5	.5	.6	1.1	.6	.1	.1
Share	3.4	1.7	4.0	1.7	5.8	6.3	4.6	1.3		3.1	2.9	3.6	6.4	3.3	.5	.2

* 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	10786	185	5296	288	639	1152	1143	914	1160	5305	96	568	1150	1133	819	1540
(%)	100	2	49	3	6	11	11	8	11	49	1	5	11	11	8	14
Rating	26.5	4.9	30.5	13.5	18.7	30.3	35.3	42.0	45.1	27.2	4.5	16.5	28.7	32.4	33.8	38.6
WBEB-FM	6323	416	1866	243	191	460	355	378	238	4040	421	656	910	956	545	551
(%)	100	7	30	4	3	7	6	6	4	64	7	10	14	15	9	9
Rating	15.6	11.0	10.8	11.4	5.6	12.1	11.0	17.4	9.2	20.7	19.7	19.1	22.7	27.3	22.5	13.8
WDAS-AM	1087	66	325	41	42	49	66	37	89	697	20	74	119	212	113	159
(%)	100	6	30	4	4	5	6	3	8	64	2	7	11	19	10	15
Rating	2.7	1.7	1.9	1.9	1.2	1.3	2.0	1.7	3.5	3.6	.9	2.2	3.0	6.1	4.7	4.0
WDAS-FM	4189	234	1631	162	343	432	427	199	68	2324	242	478	741	464	205	193
(%)	100	6	39	4	8	10	10	5	2	55	6	11	18	11	5	5
Rating	10.3	6.2	9.4	7.6	10.0	11.4	13.2	9.1	2.6	11.9	11.3	13.9	18.5	13.3	8.5	4.8
WEJM-FM	3305	148	1286	48	329	472	339	98		1872	139	452	702	331	210	38
(%)	100	4	39	1	10	14	10	3		57	4	14	21	10	1	
Rating	8.1	3.9	7.4	2.3	9.6	12.4	10.5	4.5		9.6	6.5	13.1	17.5	9.5	8.7	1.0
WEMG-AM	280	11	107		45	27	16	11	9	162	39	57	40	11	16	
(%)	100	4	38		16	9	6	4	3	58	14	20	14	4	6	
Rating	.7	.3	.6		1.3	.7	.5	.5	.3	.8	1.8	1.7	1.0	.3	.7	
WEMG-FM	464	82	176	26	51	53	36	9		206	39	57	81	13	16	
(%)	100	18	38	6	11	11	8	2		44	8	12	18	3	3	
Rating	1.1	2.2	1.0	1.2	1.5	1.4	1.1	.4		1.1	1.8	1.7	2.0	.4	.7	
WFIL-AM	499	5	181		63	57	13	19	30	313	9	58	35	55	44	112
(%)	100	1	36		13	11	3	4	6	63	2	12	7	11	9	22
Rating	1.2	.1	1.0		1.8	1.5	.4	.9	1.2	1.6	.4	1.7	.9	1.6	1.8	2.8
WHAT-AM	698		270		11	44	72	63	80	428	15	26	73	59	85	170
(%)	100		39		2	6	10	9	11	61	2	4	10	8	12	24
Rating	1.7		1.6		.3	1.2	2.2	2.9	3.1	2.2	.7	.8	1.8	1.7	3.5	4.3
WIOQ-FM	7632	2009	1994	521	605	510	201	65	91	3630	1145	884	1064	369	103	65
(%)	100	26	26	7	8	7	3	1	1	48	15	12	14	5	1	1
Rating	18.8	52.9	11.5	24.4	17.7	13.4	6.2	3.0	3.5	18.6	53.7	25.7	26.5	10.5	4.2	1.6
WIP -AM	4217	127	3193	250	685	930	663	429	237	896	59	223	280	115	73	147
(%)	100	3	76	6	16	22	16	10	6	21	1	5	7	3	3	
Rating	10.4	3.3	18.4	11.7	20.0	24.5	20.5	19.7	9.2	4.6	2.8	6.5	7.0	3.3	3.0	3.7
WJZZ-FM	4711	74	1999	123	241	533	513	334	256	2639	91	366	671	674	410	427
(%)	100	2	42	3	5	11	11	7	5	56	2	8	14	14	9	9
Rating	11.6	1.9	11.5	5.8	7.0	14.0	15.9	15.4	9.9	13.5	4.3	10.6	16.7	19.3	16.9	10.7
WLCE-FM	4610	251	1947	176	647	648	355	100	21	2413	286	761	868	387	74	37
(%)	100	5	42	4	14	14	8	2		52	6	17	19	8	2	1
Rating	11.3	6.6	11.2	8.3	18.9	17.1	11.0	4.6	.8	12.4	13.4	22.1	21.6	11.1	3.1	.9
WMGK-FM	4454	241	2147	235	548	744	504	70	46	2067	238	560	823	342	50	54
(%)	100	5	48	5	12	17	11	2	1	46	5	13	18	8	1	1
Rating	11.0	6.3	12.4	11.0	16.0	19.6	15.6	3.2	1.8	10.6	11.2	16.3	20.5	9.8	2.1	1.4

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+
WMMR-FM	261	11	183	43	52	60	27			67	11	26	22	7	1	1
(%)	100	4	70	17	20	23	10			26	4	10	8	3		
Rating	.6	.3	1.1	2.0	1.5	1.6	.8			.3	.5	.8	.5	.2		
Share	3.8	2.6	5.7	12.0	7.9	7.9	4.3			2.1	3.2	4.6	3.1	1.1	.3	.2
WOGL-FM	289	6	143	4	12	36	54	28	10	139	6	4	22	61	35	10
(%)	100	2	50	1	4	13	19	10	3	48	2	1	8	21	12	4
Rating	.7	.2	.8	.2	.4	.9	1.7	1.3	.4	.7	.3	.1	.5	1.7	1.4	.3
Share	4.2	1.4	4.5	1.1	1.8	4.7	8.7	7.2	2.5	4.3	1.8	.7	3.1	9.7	8.9	1.6
WPEN-AM	225		99			1	2	27	69	126				5	27	93
(%)	100		44				1	12	30	56				2	12	41
Rating	.6		.6				.1	1.2	2.7	.6				.1	1.1	2.3
Share	3.3		3.1			.1	.3	6.9	17.0	3.9				.8	6.9	15.2
WPHI-FM	206	59	68	24	21	16	6			79	27	31	12	1	1	7
(%)	100	29	33	12	10	8	3			38	13	15	6	1		3
Rating	.5	1.6	.4	1.1	.6	.4	.2			.4	1.3	.9	.3			.2
Share	3.0	14.2	2.1	6.7	3.2	2.1	1.0			2.4	7.9	5.5	1.7	.2	.3	1.1
WPHT-AM	137	1	79	2	6	10	16	17	27	58		3	9	5	9	32
(%)	100	1	58	2	5	8	12	13	19	42		2	7	4	6	23
Rating	.3		.5	.1	.2	.3	.5	.8	1.0	.3		.1	.2	.1	.4	.8
Share	2.0	.2	2.5	.6	.9	1.3	2.6	4.3	6.7	1.8		.5	1.3	.8	2.3	5.2
WPLY-FM	211	34	104	31	50	10	9	3		73	32	20	13	4	1	5
(%)	100	16	49	15	24	5	4	2		35	15	9	6	2		2
Rating	.5	.9	.6	1.5	1.5	.3	.3	.1		.4	1.5	.6	.3	.1		.1
Share	3.1	8.2	3.3	8.6	7.6	1.3	1.4	.8		2.2	9.4	3.6	1.8	.6	.3	.8
WUSL-FM	366	81	122	36	46	31	4	1	4	163	51	63	27	9	5	8
(%)	100	22	33	10	13	9	1		1	45	14	17	7	2	1	2
Rating	.9	2.1	.7	1.7	1.3	.8	.1		.2	.8	2.4	1.8	.7	.3	.2	.2
Share	5.3	19.5	3.8	10.0	7.0	4.1	.6	.3	1.0	5.0	14.9	11.2	3.8	1.4	1.3	1.3
WWDB-FM	201		99	1	12	23	12	17	34	101		3	7	16	8	68
(%)	100		49		6	12	6	8	17	50		1	4	8	4	34
Rating	.5		.6		.4	.6	.4	.8	1.3	.5		.1	.2	.5	.3	1.7
Share	2.9		3.1	.3	1.8	3.0	1.9	4.3	8.4	3.1		.5	1.0	2.5	2.0	11.1
WXTU-FM	275	3	134	13	26	27	23	24	22	138	9	33	16	29	32	20
(%)	100	1	49	5	9	10	8	9	8	50	3	12	6	11	11	7
Rating	.7	.1	.8	.6	.8	.7	.7	1.1	.9	.7	.4	1.0	.4	.8	1.3	.5
Share	4.0	.7	4.2	3.6	4.0	3.6	3.7	6.1	5.4	4.2	2.6	5.9	2.2	4.6	8.1	3.3
WYSP-FM	363	18	266	55	109	69	29	5		79	20	31	18	8	1	
(%)	100	5	73	15	30	19	8	1		22	6	9	5	2		
Rating	.9	.5	1.5	2.6	3.2	1.8	.9	.2		.4	.9	.9	.4	.2		
Share	5.3	4.3	8.3	15.3	16.6	9.1	4.6	1.3		2.4	5.8	5.5	2.5	1.3	.3	
WJBR-FM	26	1	7			1	5	1		18	3	1	4	4	5	
(%)	100	5	28	2		2	20	4		67	10	3	16	17	19	2
Rating	.1						.2			.1	.1		.1	.1	.2	
Share	.4	.2	.2			.1	.8	.3		.6	.9	.2	.6	.6	1.3	
WKXV-FM	55	1	26	1	5	3	7	8	2	28	1	2	14	5	6	2
(%)	100	2	46	2	9	5	13	14	4	51	1	3	25	9	11	3
Rating	.1		.1		.1	.1	.2	.4	.1	.1		.1	.3	.1	.2	.1
Share	.8	.2	.8	.3	.8	.4	1.1	2.0	.5	.9	.3	.4	2.0	.8	1.5	.3
WNJO-FM	53	3	26	4	1	8	6	6	1	24		2	3	8	9	1
(%)	100	6	49	7	2	15	12	11	2	45	1	4	6	14	17	3
Rating	.1	.1	.1	.2		.2	.2	.3		.1		.1	.1	.2	.4	
Share	.8	.7	.8	1.1	.2	1.1	1.0	1.5	.2	.7		.4	.4	1.3	2.3	.2
WPST-FM	95	17	27	9	9	5	4			51	12	15	14	8	1	1
(%)	100	18	28	9	9	5	4			54	13	16	14	9	1	1
Rating	.2	.4	.2	.4	.3	.1	.1			.3	.6	.4	.3	.2		
Share	1.4	4.1	.8	2.5	1.4	.7	.6			1.6	3.5	2.7	2.0	1.3	.3	.2

* 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+
WMMR-FM	4825	436	2704	576	882	842	359	33	11	1685	412	528	481	225	15	23
(%)	100	9	56	12	18	17	7	1		35	9	11	10	5		
Rating	11.9	11.5	15.6	27.0	25.8	22.2	11.1	1.5	.4	8.6	19.3	15.4	12.0	6.4	.6	.6
WUGL-FM	5392	250	2425	163	208	505	857	506	187	2716	190	213	535	904	537	338
(%)	100	5	45	3	4	9	16	9	3	50	4	4	10	17	10	6
Rating	13.3	6.6	14.0	7.6	6.1	13.3	26.5	23.3	7.3	13.9	8.9	6.2	13.3	25.8	22.2	8.5
WPEN-AM	2607	10	1044		22	21	69	230	703	1552	9	14	38	112	304	1075
(%)	100		40		1	1	3	9	27	60		1	1	4	12	41
Rating	6.4	.3	6.0		.6	.6	2.1	10.6	27.3	8.0	.4	.4	.9	3.2	12.5	26.9
WPHI-FM	3798	1068	1248	512	377	232	83	22	22	1482	578	488	313	49	16	38
(%)	100	28	33	13	10	6	2	1	1	39	15	13	8	1		1
Rating	9.3	28.1	7.2	24.0	11.0	6.1	2.6	1.0	.9	7.6	27.1	14.2	7.8	1.4	.7	1.0
WPHT-AM	2592	45	1481	13	169	249	352	315	385	1066		74	185	116	202	488
(%)	100	2	57		7	10	14	12	15	41		3	7	4	8	19
Rating	6.4	1.2	8.5	.6	4.9	6.6	10.9	14.5	15.0	5.5		2.2	4.6	3.3	8.3	12.2
WPLY-FM	4771	995	1795	487	807	354	128	10	10	1980	708	659	348	183	58	24
(%)	100	21	38	10	17	7	3			42	15	14	7	4	1	1
Rating	11.7	26.2	10.4	22.8	23.6	9.3	4.0	.5	.4	10.2	33.2	19.2	8.7	5.2	2.4	.6
WUSL-FM	5546	1450	1832	610	580	416	123	42	62	2264	758	637	558	196	30	85
(%)	100	26	33	11	10	8	2	1	1	41	14	11	10	4	1	2
Rating	13.7	38.2	10.6	28.6	16.9	11.0	3.8	1.9	2.4	11.6	35.5	18.5	13.9	5.6	1.2	2.1
WWDB-FM	3074	16	1526	42	259	292	237	295	402	1532		125	202	280	240	685
(%)	100	1	50	1	8	9	8	10	13	50		4	7	9	8	22
Rating	7.6	.4	8.8	2.0	7.6	7.7	7.3	13.6	15.6	7.9		3.6	5.0	8.0	9.9	17.2
WXTU-FM	3914	132	1812	183	383	352	344	291	259	1971	221	423	304	356	355	312
(%)	100	3	46	5	10	9	9	7	7	50	6	11	8	9	9	8
Rating	9.6	3.5	10.5	8.6	11.2	9.3	10.6	13.4	10.1	10.1	10.4	12.3	7.6	10.2	14.6	7.8
WYSP-FM	6141	582	3717	783	1339	946	556	92		1841	420	682	487	219	23	12
(%)	100	9	61	13	22	15	9	1		30	7	11	8	4		
Rating	15.1	15.3	21.4	36.7	39.1	24.9	17.2	4.2		9.4	19.7	19.8	12.1	6.3	.9	.3
WJBR-FM	656	29	169	29	7	31	38	56	9	458	72	50	131	104	81	20
(%)	100	4	26	4	1	5	6	9	1	70	11	8	20	16	12	3
Rating	1.6	.8	1.0	1.4	.2	.8	1.2	2.6	.3	2.3	3.4	1.5	3.3	3.0	3.3	.5
WKXW-FM	1181	47	515	52	99	50	180	79	54	619	42	116	217	101	80	62
(%)	100	4	44	4	8	4	15	7	5	52	4	10	18	9	7	5
Rating	2.9	1.2	3.0	2.4	2.9	1.3	5.6	3.6	2.1	3.2	2.0	3.4	5.4	2.9	3.3	1.6
WNJO-FM	1140	94	493	49	40	131	143	78	53	553	29	87	109	160	141	26
(%)	100	8	43	4	3	11	13	7	5	48	3	8	10	14	12	2
Rating	2.8	2.5	2.8	2.3	1.2	3.5	4.4	3.6	2.1	2.8	1.4	2.5	2.7	4.6	5.8	.7
WPST-FM	3444	736	990	256	316	241	148	9	21	1718	418	568	395	234	54	49
(%)	100	21	29	7	9	7	4		1	50	12	16	11	7	2	1
Rating	8.5	19.4	5.7	12.0	9.2	6.3	4.6	.4	.8	8.8	19.6	16.5	9.8	6.7	2.2	1.2

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+
WSTW-FM	22	2	12	1	5	2	4			9	1	3	3	1		1
(%)	100	9	52	3	21	10	18			38	5	13	13	3	1	3
Rating	.1	.1	.1		.1	.1	.1					.1	.1			
Share	.3	.5	.4	.3	.8	.3	.6			.3	.3	.5	.4	.2		.2
TOTALS	6867	416	3198	359	658	760	624	391	406	3253	342	563	716	628	394	610
(%)	100	6	47	5	10	11	9	6	6	47	5	8	10	9	6	9
Rating	16.9	11.0	18.4	16.8	19.2	20.0	19.3	18.0	15.8	16.7	16.0	16.4	17.9	17.9	16.3	15.3

* 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+
WSTW-FM	949	156	348	37	132	111	60	7		445	67	171	125	36	23	23
(%)	100	16	37	4	14	12	6	1		47	7	18	13	4	2	2
Rating	2.3	4.1	2.0	1.7	3.9	2.9	1.9	.3		2.3	3.1	5.0	3.1	1.0	.9	.6
TOTALS	39007	3651	16770	2043	3337	3719	3137	2121	2413	18587	2089	3325	3937	3424	2237	3574
(%)	100	9	43	5	9	10	8	5	6	48	5	9	10	9	6	9
Rating	96.0	96.2	96.7	95.8	97.4	98.0	97.0	97.5	93.8	95.3	97.9	96.7	98.2	97.8	92.3	89.6

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KYW -AM (%)	465 61	268 35	31 4	2	179 45	159 40	57 14	1	127 52	113 46	3 1	2 1	262 60	148 34	22 5	2
WBEB-FM (%)	138 28	128 26	226 45	7 1	128 16	108 14	530 68	11 1	146 47	97 31	62 20	8 3	115 28	89 22	196 48	7 2
WDAS-AM (%)	60 50	41 34	13 11	5 4	40 37	30 27	33 30	6 6	82 72	27 23		5 5	51 56	25 27	11 12	4 5
WDAS-FM (%)	242 50	119 24	113 23	13 3	179 38	65 14	215 46	8 2	220 67	73 22	29 9	8 2	212 55	71 18	92 24	12 3
WEJM-FM (%)	33 18	74 42	64 36	6 4	36 15	61 26	136 57	6 3	66 42	59 38	22 14	10 6	35 24	54 37	52 35	5 4
WEMG-AM (%)	25 76	5 17	2 6	1 2	25 69	4 10	6 17	1 4	46 85	2 5		5 10	23 78	3 11	2 7	1 4
WEMG-FM (%)	12 28	17 40	13 32	1	12 30	8 19	20 49	1 2	13 45	9 28	7 22	1 5	11 35	9 30	10 33	1 3
WFIL-AM (%)	23 61	10 27	5 13		19 70	4 16	4 14		6 66	2 19	1 15		16 68	5 21	3 11	
WHAT-AM (%)	93 89	8 7	4 4		58 77	6 8	11 14	1	37 75	4 9	8 16		59 86	5 7	5 7	
WIOQ-FM (%)	75 24	150 47	81 26	11 4	76 20	117 31	179 47	11 3	96 36	119 45	31 12	18 7	71 27	106 40	73 28	12 4
WIP -AM (%)	112 34	189 57	30 9	3 1	42 17	124 52	71 30	3 1	66 41	85 54	5 3	3 2	76 35	111 51	26 12	2 1
WJZZ-FM (%)	114 31	90 25	156 43	6 2	112 19	102 17	374 63	5 1	159 55	71 25	45 16	12 4	116 35	69 21	139 42	6 2
WLCE-FM (%)	41 14	127 42	131 43	4 1	30 8	86 21	284 70	3 1	77 40	79 41	32 17	5 2	37 16	80 35	108 47	5 2
WMGK-FM (%)	62 20	115 38	122 40	5 2	62 17	73 20	217 60	7 2	98 46	85 40	22 10	7 3	57 25	74 32	92 40	5 2
WMMR-FM (%)	51 15	140 41	143 42	6 2	60 14	95 21	281 64	6 1	63 36	73 41	26 15	14 8	48 19	86 34	109 44	7 3
WUGL-FM (%)	92 27	131 39	111 33	5 2	72 16	112 25	245 56	11 3	106 42	94 37	37 15	15 6	88 31	90 32	97 34	7 2
WPEN-AM (%)	216 72	53 18	30 10	1	235 64	72 19	60 16	3 1	146 76	43 22	2 1	2 1	159 71	42 19	22 10	1 1
WPHI-FM (%)	60 34	62 35	46 26	7 4	55 31	40 23	73 42	8 5	90 56	44 27	20 12	8 5	65 44	42 28	33 23	7 5
WPHT-AM (%)	70 46	68 44	14 9	1 1	142 51	70 25	62 22	3 1	44 66	20 30	1 2	1 2	74 54	43 31	17 13	2 2
WPLY-FM (%)	44 17	113 43	102 39	4 2	23 9	50 19	181 70	4 2	39 27	64 44	31 21	10 7	32 18	64 36	76 43	6 3
WUSL-FM (%)	148 43	110 32	79 23	10 3	118 33	69 20	153 44	12 3	166 61	76 28	22 8	9 3	140 49	71 25	64 22	11 4
WWDB-FM (%)	112 51	67 31	38 17	2 1	119 46	59 23	79 31	2 1	146 69	48 23	17 8	1 1	122 61	45 22	32 16	1 1
WXTU-FM (%)	138 37	154 42	75 20	2 1	111 28	125 32	155 39	3 1	154 53	110 38	18 6	10 3	106 39	103 38	60 22	4 1
WYSP-FM (%)	157 24	263 40	228 35	6 1	58 13	90 20	287 65	5 1	52 38	61 44	20 15	5 3	81 24	119 34	138 40	7 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
WJBR-FM (%)	6 20	7 26	15 54		6 12	6 13	36 75		6 36	7 43	3 21		7 29	5 21	12 50	
WKXW-FM (%)	15 21	33 46	23 32	1 1	22 20	20 19	66 61		8 25	11 34	13 40		12 22	18 33	24 44	
WNJD-FM (%)	12 19	22 35	27 44	1 2	23 23	15 14	63 62	1 1	7 23	21 68	3 9		12 24	15 29	22 45	1 2
WPST-FM (%)	13 12	49 46	42 40	2 2	6 5	28 24	80 69	2 1	16 23	36 52	15 21	2 3	10 13	31 40	35 45	1 2
WSTW-FM (%)	2 7	16 58	8 28	2 6	2 6	12 38	17 51	2 5	3 17	13 69	3 14		2 9	11 55	6 32	1 4
TOTALS (%)	3224 37	3068 36	2192 25	133 2	2592 28	2128 23	4471 48	143 2	2949 53	1856 33	552 10	194 3	2622 41	1919 30	1768 27	142 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										
SP '00	5:00	3:00	4:00	4:45	3:15	4:15	4:45	3:00	4:00	4:45
WI '00	5:00	2:30	3:45	4:45	3:00	4:00	4:45	2:15	3:30	4:30
FA '99	5:00	3:30	4:15	4:30	3:30	4:00	4:30	3:15	4:15	4:30
SU '99	5:00	3:15	4:30	5:15	3:45	4:45	5:30	3:00	4:15	4:30
4-Book	5:00	3:00	4:15	4:45	3:30	4:15	5:00	3:00	4:00	4:30
SP '99	4:45	3:15	4:00	4:30	3:15	4:15	5:00	3:15	3:30	4:00
WBEB-FM										
SP '00	8:15	6:45	9:30	10:00	8:00	9:15	8:45	6:15	9:30	10:45
WI '00	8:15	7:00	9:00	10:30	7:15	8:15	9:30	6:45	9:30	11:00
FA '99	8:45	8:30	9:30	9:45	9:30	8:45	8:45	8:00	9:45	10:15
SU '99	8:00	7:00	8:30	9:15	7:15	8:00	8:15	7:00	8:45	9:45
4-Book	8:15	7:15	9:15	10:00	8:00	8:30	8:45	7:00	9:30	10:30
SP '99	8:45	8:45	9:30	9:45	9:30	9:15	9:00	8:15	9:30	10:30
WDAS-AM										
SP '00	10:45	7:45	13:00	12:00	3:00	16:00	17:00	12:00	11:45	10:15
WI '00	10:15	9:45	9:00	9:15	9:45	10:00	10:15	9:45	8:15	8:45
FA '99	7:00	5:45	5:45	7:30	4:30	4:00	4:45	6:30	6:45	8:45
SU '99	9:15	6:45	8:15	9:00	4:15	5:30	7:00	8:15	9:45	9:45
4-Book	9:15	7:30	9:00	9:30	5:30	9:00	9:45	8:15	9:15	9:30
SP '99	9:15	12:30	7:15	8:45	9:00	5:00	7:15	14:00	8:15	9:30
WDAS-FM										
SP '00	11:45	10:15	12:45	13:45	10:15	11:30	13:15	10:15	13:30	14:15
WI '00	13:45	10:45	15:15	15:45	11:15	14:00	14:45	10:30	16:00	16:45
FA '99	10:30	10:00	12:00	11:45	8:00	11:15	12:30	11:15	12:30	11:15
SU '99	10:45	10:15	12:30	12:00	9:30	12:45	12:15	11:00	12:30	12:00
4-Book	11:45	10:15	13:15	13:15	9:45	12:30	13:15	10:45	13:45	13:30
SP '99	11:00	9:45	12:15	13:00	9:45	12:45	13:15	9:45	12:00	12:30
+WEJM-FM										
SP '00	5:45	4:30	6:00	6:30	5:30	5:15	5:15	4:00	6:30	7:15
WI '00	6:30	4:30	6:30	8:00	5:45	7:00	7:45	3:45	6:00	8:00
FA '99	7:00	6:45	7:15	7:00	5:45	7:45	8:00	7:30	6:30	6:15
SU '99	7:15	7:45	7:30	7:15	7:15	7:30	7:00	8:15	7:45	7:15
4-Book	6:45	6:00	6:45	7:15	6:00	7:00	7:00	6:00	6:45	7:15
SP '99	4:45	4:45	5:45	5:45	5:00	6:00	4:30	4:30	5:45	6:45
WEMG-AM										
SP '00	13:30	11:30	15:00	16:00	10:30	12:45	14:45	12:00	17:00	17:00
WI '00	6:00	5:00	6:15	8:00	3:00	5:00	6:15	5:15	6:45	8:45
FA '99	11:15	15:30	16:15	10:30	22:00	23:00	11:30	9:15	9:45	9:00
SU '99	9:00	5:15	8:45	13:30	5:00	9:00	9:45	5:15	8:30	16:15
4-Book	10:00	9:15	11:30	12:00	10:15	12:30	10:30	8:00	10:30	12:45
SP '99	11:30	7:15	12:00	15:15	7:45	11:30	18:15	5:45	12:30	13:45
WEMG-FM										
SP '00	8:45	11:00	9:00	9:30	12:00	7:15	5:00	10:00	10:30	13:30
WI '00	5:45	6:15	6:30	5:45	3:00	6:15	6:45	7:00	6:30	4:30
FA '99	8:45	12:00	9:00	5:15	19:30	11:45	2:15	9:00	7:45	7:15
SU '99	7:30	8:30	7:45	6:00	8:00	6:00	4:30	8:45	8:45	7:00
4-Book	7:45	9:30	8:00	6:45	10:45	7:45	4:45	8:45	8:30	8:00
SP '99	**	**	**	**	**	**	**	**	**	**
WFIL-AM										
SP '00	6:00	5:00	4:45	6:00	4:30	4:00	3:30	5:30	5:15	7:30
WI '00	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	5:30	4:00	6:30	6:45	4:00	8:45	9:00	3:45	4:45	4:45
4-Book	**	**	**	**	**	**	**	**	**	**
SP '99	7:00	2:30	6:00	7:30	3:00	3:30	4:00	1:45	8:15	10:45
WHAT-AM										
SP '00	12:30	8:15	12:00	12:15	1:00	16:30	15:15	10:00	8:45	9:45
WI '00	13:00	5:15	10:30	11:30	9:30	11:15	11:15	4:00	9:45	11:45
FA '99	11:45	6:00	7:45	10:45	6:45	7:00	9:00	2:45	8:45	11:45
SU '99	9:15	17:00	9:00	10:00	17:15	7:45	10:45	16:45	11:30	9:15
4-Book	11:45	9:15	9:45	11:15	8:45	10:45	11:30	8:30	9:45	10:45
SP '99	13:15	2:00	11:15	13:45	1:00	16:45	16:15	3:15	7:45	12:15

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WIOQ-FM										
SP '00	6:15	6:00	5:30	5:45	5:00	6:00	6:00	6:30	5:15	5:30
WI '00	5:30	6:15	5:45	4:45	5:15	5:30	4:15	6:45	6:00	4:45
FA '99	6:15	7:45	5:45	5:00	7:45	4:30	4:15	7:45	6:30	5:30
SU '99	5:15	5:30	4:45	4:45	4:30	4:15	4:45	6:00	5:00	4:30
4-Book	5:45	6:30	5:30	5:00	5:45	5:00	4:45	6:45	5:45	5:00
SP '99	5:30	6:15	6:00	4:45	6:30	6:30	4:45	6:00	5:45	4:45
WIP -AM										
SP '00	6:30	5:30	7:00	7:30	6:15	8:00	8:15	2:15	3:00	3:30
WI '00	6:45	5:30	6:45	7:15	6:00	7:30	8:00	1:45	3:00	3:45
FA '99	6:30	7:15	6:45	6:30	8:00	7:45	7:15	1:30	3:00	3:30
SU '99	6:00	5:30	6:15	6:15	6:15	6:45	6:45	1:30	2:30	4:00
4-Book	6:30	6:00	6:45	7:00	6:45	7:30	7:30	1:45	3:00	3:45
SP '99	7:00	7:30	7:00	6:45	8:00	8:00	7:30	3:15	2:45	3:15
WJJZ-FM										
SP '00	9:00	8:30	9:00	9:30	8:00	8:00	9:15	8:45	9:45	9:45
WI '00	9:00	5:45	8:45	9:45	7:00	9:15	10:45	4:30	8:30	9:15
FA '99	9:00	7:15	8:45	9:30	6:30	8:00	9:00	8:00	9:00	10:00
SU '99	8:45	7:15	9:15	10:15	7:15	9:00	9:45	7:15	9:30	10:30
4-Book	9:00	7:15	9:00	9:45	7:15	8:30	9:45	7:15	9:15	10:00
SP '99	10:15	7:30	10:30	10:45	4:45	9:45	11:00	9:45	11:00	10:45
+WLCE-FM										
SP '00	6:15	6:00	7:00	7:15	6:00	7:30	7:45	6:00	6:30	6:45
WI '00	5:45	4:30	6:30	7:15	3:45	5:30	6:30	5:15	7:00	8:00
FA '99	5:30	6:45	6:15	5:30	9:45	6:00	4:15	5:15	6:15	6:15
SU '99	4:45	5:15	5:00	4:30	4:30	4:45	4:30	5:45	5:15	4:30
4-Book	5:30	5:45	6:15	6:15	6:00	6:00	5:45	5:30	6:15	6:30
SP '99	5:30	5:00	6:00	6:45	5:45	5:45	6:45	4:45	6:00	6:30
VMGK-FM										
SP '00	6:45	6:00	7:15	7:30	7:15	8:00	8:00	4:45	6:15	7:00
WI '00	7:30	7:15	7:30	8:15	9:00	7:45	8:00	5:30	7:30	8:15
FA '99	6:30	6:15	6:45	7:00	7:30	7:45	8:00	5:30	5:45	6:00
SU '99	6:15	6:15	6:30	6:45	7:15	7:00	6:30	5:30	6:15	7:00
4-Book	6:45	6:30	7:00	7:30	7:45	7:45	7:45	5:15	6:30	7:00
SP '99	7:00	6:45	7:30	7:45	9:00	9:30	9:15	4:45	5:45	6:00
WMMR-FM										
SP '00	6:45	7:00	7:15	7:30	8:15	8:30	8:45	5:00	5:30	5:15
WI '00	6:15	6:00	6:45	6:45	6:45	7:30	8:00	5:15	5:15	4:30
FA '99	5:30	5:30	6:15	6:45	6:00	8:00	8:00	4:15	3:45	4:30
SU '99	5:45	4:45	6:15	7:15	5:30	7:30	8:45	3:30	4:45	5:00
4-Book	6:00	5:45	6:45	7:00	6:45	8:00	8:30	4:30	4:45	4:45
SP '99	6:30	5:45	7:15	8:00	6:45	8:15	9:15	4:30	5:15	6:00
WGL-FM										
SP '00	6:45	4:15	7:30	7:45	5:15	8:15	8:00	3:15	6:45	7:30
WI '00	6:00	4:15	6:00	6:15	4:00	6:00	7:00	4:15	5:45	5:45
FA '99	6:30	4:00	6:15	7:00	4:15	7:30	8:15	4:00	5:15	6:00
SU '99	6:00	3:15	6:00	6:45	3:00	6:30	7:00	3:30	5:30	6:15
4-Book	6:15	4:00	6:30	7:00	4:15	7:00	7:30	3:45	5:45	6:30
SP '99	6:30	6:00	6:30	7:00	7:30	6:15	6:45	4:30	6:45	7:00
WPEN-AM										
SP '00	10:45	1:15	4:15	10:15	0:45	4:00	12:00	1:45	4:30	9:15
WI '00	11:15	2:00	4:45	10:00	1:30	4:30	12:30	2:15	4:45	8:00
FA '99	12:15	15:45	9:30	9:45	25:15	9:30	9:15	7:45	9:30	10:00
SU '99	11:15	24:30	9:15	11:00	2:30	3:45	10:30	30:15	13:15	11:15
4-Book	11:30	11:00	7:00	10:15	7:30	5:30	11:00	10:30	8:00	9:45
SP '99	11:15	6:45	5:30	6:45	7:00	4:15	5:30	6:30	6:15	7:45
WPHI-FM										
SP '00	6:45	6:45	7:15	6:15	6:30	8:00	8:15	6:45	6:30	4:45
WI '00	6:00	6:00	5:45	5:00	5:45	5:45	5:45	6:15	5:30	4:15
FA '99	5:45	6:30	5:15	4:30	7:45	5:30	5:15	5:45	5:00	3:45
SU '99	6:00	6:00	5:45	5:00	7:15	6:15	4:30	4:45	5:15	5:30
4-Book	6:15	6:15	6:00	5:15	6:45	6:30	6:00	6:00	5:30	4:30
SP '99	5:45	6:15	5:15	4:00	7:30	5:45	3:45	4:45	4:45	4:00

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

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
WPHT-AM										
SP '00	6:45	5:30	5:30	6:00	6:00	5:30	6:00	4:45	5:45	5:45
WI '00	7:30	4:30	6:00	7:00	3:45	5:45	7:15	5:45	6:45	6:30
FA '99	4:15	2:30	3:30	4:30	2:00	3:45	5:00	4:30	2:45	3:45
SU '99	5:45	5:15	5:45	6:15	4:30	6:00	6:15	8:45	5:00	6:00
4-Book	6:00	4:30	5:15	6:00	4:00	5:15	6:15	6:00	5:00	5:30
SP '99	5:00	1:45	3:45	6:00	1:30	3:45	5:45	2:15	3:30	6:30
WPLY-FM										
SP '00	5:30	6:15	5:15	4:45	8:00	6:45	5:45	4:45	3:45	3:45
WI '00	5:45	6:15	6:15	5:45	6:45	6:30	5:30	5:45	6:00	5:45
FA '99	5:30	6:45	5:30	4:00	8:15	6:45	4:15	5:15	4:30	3:45
SU '99	5:30	5:45	5:00	5:00	6:15	5:15	4:15	5:30	5:00	5:30
4-Book	5:30	6:15	5:30	5:00	7:15	6:15	5:00	5:15	4:45	4:45
SP '99	5:15	5:45	5:15	4:30	5:45	5:30	4:45	5:45	5:00	4:30
WUSL-FM										
SP '00	8:15	9:30	9:00	7:00	8:45	9:15	8:00	10:15	9:00	6:30
WI '00	8:45	10:00	10:15	7:45	9:00	10:00	8:45	10:45	10:15	7:15
FA '99	8:00	9:45	7:45	6:00	10:15	8:15	5:30	9:15	7:45	6:15
SU '99	8:00	8:30	7:30	6:15	9:45	8:45	6:45	7:15	6:30	6:15
4-Book	8:15	9:30	8:45	6:45	9:30	9:00	7:15	9:30	8:30	6:30
SP '99	7:15	8:00	7:15	5:45	8:45	7:45	7:00	7:30	6:45	5:00
WDOB-FM										
SP '00	8:15	4:45	6:30	6:45	5:30	7:30	8:00	2:45	5:15	5:30
WI '00	8:15	4:15	6:30	7:45	4:15	7:00	7:45	3:45	6:00	7:30
FA '99	8:00	4:30	6:45	7:45	5:30	7:15	8:00	4:00	6:00	7:30
SU '99	7:15	5:45	6:15	6:45	6:30	6:00	5:45	4:45	6:30	7:30
4-Book	8:00	4:45	6:30	7:15	5:30	7:00	7:30	3:45	6:00	7:00
SP '99	8:00	6:15	6:45	7:15	4:45	6:30	7:15	7:45	7:00	7:15
WXTU-FM										
SP '00	8:45	8:15	9:00	9:30	8:30	8:45	9:30	8:15	9:00	9:30
WI '00	9:15	7:15	8:15	9:00	7:45	8:45	10:15	6:45	8:00	8:15
FA '99	9:00	7:30	8:30	8:45	7:45	10:30	10:15	7:15	7:00	7:30
SU '99	8:00	7:00	8:15	9:00	6:00	8:00	8:30	7:30	8:15	9:30
4-Book	8:45	7:30	8:30	9:00	7:30	9:00	9:45	7:30	8:00	8:45
SP '99	8:45	8:45	8:45	8:45	9:00	8:30	8:45	8:30	9:00	9:00
WYSP-FM										
SP '00	7:30	8:30	8:00	7:00	9:45	9:15	8:00	5:45	5:15	4:45
WI '00	7:15	8:00	7:45	7:15	9:30	9:15	8:30	5:00	5:00	4:45
FA '99	7:00	8:00	7:45	6:45	9:30	9:15	7:45	4:30	4:30	4:45
SU '99	7:15	8:30	7:45	6:15	10:00	9:00	7:15	5:30	5:15	4:15
4-Book	7:15	8:15	7:45	6:45	9:45	9:15	8:00	5:15	5:00	4:45
SP '99	8:15	9:30	8:15	7:15	11:00	9:45	8:15	6:30	5:00	5:15
WJBR-FM										
SP '00	5:00	3:00	5:15	6:00	1:30	9:45	7:00	3:15	4:15	5:30
WI '00	7:00	3:45	6:45	9:15	4:15	6:45	8:15	3:30	6:45	9:45
FA '99	6:15	3:45	6:30	7:45	3:15	6:30	7:30	3:45	6:15	7:45
SU '99	7:00	5:45	7:15	6:45	6:30	6:15	5:45	5:30	7:30	7:30
4-Book	6:15	4:00	6:30	7:30	4:00	7:15	7:15	4:00	6:15	7:45
SP '99	6:15	3:15	5:30	7:15	2:00	3:30	3:30	3:45	6:15	8:45
WKXW-FM										
SP '00	6:00	3:30	5:45	7:30	5:00	5:30	7:15	1:45	5:45	7:45
WI '00	5:00	5:00	4:45	5:00	6:45	6:30	6:15	3:45	3:15	3:45
FA '99	5:30	4:45	6:00	6:00	6:30	6:30	6:00	3:45	5:30	6:00
SU '99	5:00	3:30	5:30	5:45	3:15	6:45	6:30	3:30	4:30	5:00
4-Book	5:30	4:15	5:30	6:00	5:30	6:15	6:30	3:15	4:45	5:45
SP '99	6:30	7:45	6:30	6:30	8:45	8:15	7:45	7:30	5:30	5:45
WNJO-FM										
SP '00	6:00	4:30	5:30	6:45	6:45	6:15	7:15	2:45	4:30	6:15
WI '00	5:45	6:30	6:00	5:45	9:30	6:45	6:00	3:15	5:30	5:30
FA '99	4:15	3:00	3:45	4:30	3:30	3:30	4:15	1:45	4:00	4:30
SU '99	6:00	4:15	6:15	7:00	5:30	6:15	6:30	3:15	6:30	7:45
4-Book	5:30	4:30	5:30	6:00	6:15	5:45	6:00	2:45	5:15	6:00
SP '99	6:15	6:00	6:45	6:30	5:15	8:30	8:30	6:30	5:30	5:00

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
WPST-FM										
SP '00	3:30	3:30	3:45	3:45	3:45	3:00	2:45	3:30	4:00	4:15
WI '00	3:45	3:45	4:15	4:00	4:15	4:45	4:45	3:30	3:45	3:30
FA '99	3:45	4:30	3:30	3:30	4:30	3:00	3:00	4:30	3:45	3:45
SU '99	4:30	3:15	4:00	5:15	2:15	3:15	4:00	3:45	4:45	6:00
4-Book	4:00	3:45	4:00	4:15	3:45	3:30	3:45	3:45	4:00	4:30
SP '99	3:45	3:45	4:15	3:45	3:15	3:15	2:15	4:00	4:45	4:45
WSTW-FM										
SP '00	3:00	2:45	3:30	3:30	4:00	4:30	4:30	2:00	2:30	2:45
WI '00	**	**	**	**	**	**	**	**	**	**
FA '99	2:45	2:30	3:30	4:15	3:15	5:00	5:30	2:00	2:15	3:15
SU '99	4:00	4:00	4:30	4:30	3:30	5:00	5:30	4:15	4:15	3:30
4-Book	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**

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	WEJM-FM	WEMG-AM	WEMG-FM	WFIL-AM	WHAT-AM	WIOQ-FM	WIP-AM	WJJZ-FM	WLCE-FM	WMGK-FM	WMMR-FM	WUGL-FM	WPEN-AM	WPHI-FM	WPHT-AM	WPLY-FM	WUSL-FM
Cume Pers. (00)	10786	6323	1087	4189	3305	280	464	499	698	7632	4217	4711	4610	4454	4825	5392	2607	3798	2592	4771	5546
KYW -AM	100	31	31	18	27	16	8	45	44	17	37	32	26	29	21	35	48	12	53	19	12
WBEB-FM	18	100	6	7	24	19	19	10	8	23	15	20	23	21	12	26	18	12	11	15	9
WDAS-AM	3	1	100	12	3			7	22	1	1	7				2	1	4	1		4
WDAS-FM	7	5	47	100	19	2	8	10	52	5	6	32	3	3	2	5	4	35	4	2	35
WEJM-FM	8	12	8	15	100	13	13	2	7	14	11	14	16	16	13	19	3	9	6	13	8
WEMG-AM		1			1	100	20			1		14	16	16	13	19	3	9	6	13	8
WEMG-FM		1		1	2	32	100			3	1	1	1	1	1	1		4	1		3
WFIL-AM	2	1	3	1				100	4		1	2	1	1	1	1	1		3		1
WHAT-AM	3	1	14	9	1			6	100		2	4		1	1	1	3	2	3		3
WIOQ-FM	12	28	4	9	33	31	41	3	3	100	14	13	33	25	26	16	2	31	7	41	31
WIP-AM	15	10	3	6	14		5	7	14	8	100	9	16	17	17	12	9	4	25	12	4
WJJZ-FM	14	15	30	36	20	4	13	17	29	8	10	100	10	11	7	12	13	16	11	5	15
WLCE-FM	11	17		3	22	6	10	8		20	18	10	100	33	26	17	1	4	8	21	4
WMGK-FM	12	15	1	3	22		6	4	4	14	18	10	32	100	30	18	2	5	9	19	6
WMMR-FM	10	9	1	2	18		6	7	4	17	19	8	27	33	100	13	2	7	8	35	6
WUGL-FM	17	22	9	6	30	4		10	5	12	16	14	20	22	15	100	14	5	14	13	6
WPEN-AM	12	7	2	2	2			5	10	1	6	7	1	1	1	7	100	1	11	1	1
WPHI-FM	4	7	16	32	11	14	33	3	12	16	4	13	3	4	6	4	1	100	2	8	54
WPHT-AM	13	4	3	3	5		3	13	13	2	15	6	4	5	4	7	11	1	100	2	1
WPLY-FM	8	11		2	18	3	3	1		26	13	5	21	20	35	11	1	10	3	100	11
WUSL-FM	6	8	19	46	13	38	36	7	23	23	5	18	4	7	7	6	1	79	3	13	100
WVDB-FM	11	8	2	3	9			6	9	4	9	10	3	5	5	9	17	1	25	4	2
WXTU-FM	8	10	2	1	6		2	12	1	9	10	6	13	11	11	14	10	1	8	7	2
WYSP-FM	14	10		4	19		2			20	30	7	27	32	58	14	2	9	12	42	9
WJBR-FM	1	5	2	1	3				1	2	2	1	3	4	2	4	1	1	1	3	1
WKXW-FM	2	4		1	5			2	3	3	3	3	6	3	3	3		1	5	3	1
WNJO-FM	3	5		1	6	3	2	5	2	2	3	3	4	4	5	8	3	1	6	2	1
WPST-FM	6	12	1	3	20	4	8	4	1	24	7	5	20	17	20	12	2	9	4	26	8
WSTW-FM	2	2	1	1	5					6	2	2	6	6	6	3		1	2	10	1

+ 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

	WWDB-FM	WXTU-FM	WYSP-FM	WJBR-FM	WKXW-FM	WNJO-FM	WPST-FM	WSTW-FM												
Cume Pers. (00)	3074	3914	6141	656	1181	1140	3444	949												
KYW -AM	40	22	24	18	23	28	18	18												
WBEB-FM	16	17	10	46	23	26	21	17												
WDAS-AM	1			4				1												
WDAS-FM	4	1	2	6	4	4	3	3												
WEJM-FM	10	5	10	14	13	18	19	16												
WEMG-AM						1														
WEMG-FM						1	1													
WFIL-AM	1	2			1	2	1													
WHAT-AM	2			1		1														
WIOQ-FM	9	17	24	24	21	11	54	47												
WIP -AM	12	11	21	10	12	11	9	9												
WJZJ-FM	15	8	6	11	12	11	7	12												
WLCE-FM	5	15	21	18	22	17	27	29												
WMGK-FM	7	12	23	26	13	17	22	29												
WMMR-FM	8	14	45	13	12	22	28	33												
WUGL-FM	16	19	12	29	15	39	18	19												
WPEN-AM	14	7	1	4		6	1													
WPHI-FM	2	1	6	7	4	4	10	4												
WPHT-AM	21	6	5	4	11	13	3	4												
WPLY-FM	7	8	32	19	12	10	37	51												
WUSL-FM	4	3	8	6	5	5	13	7												
WWDB-FM	100	8	9	11	16	7	6	9												
WXTU-FM	11	100	9	23	18	19	10	10												
WYSP-FM	17	14	100	15	23	22	31	47												
WJBR-FM	2	4	2	100	3	2	1	10												
WKXW-FM	6	6	4	5	100	10	6	5												
WNJO-FM	3	5	4	4	10	100	5	4												
WPST-FM	7	9	18	6	17	14	100	35												
WSTW-FM	3	2	7	15	4	3	10	100												

Cume Duplication Percent

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

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

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)	
	KYW -AM	774	7	201	2635		11129	WIP -AM	206	5	61		688	4275	WUSL-FM	431	8	71
WBEB-FM	470	7	53	753	6368	WJZJ-FM	198	4	67	823	4745	WWOB-FM	250	8	93	592	3093	
WDAS-AM	160	15	7	115	1087	WLCE-FM	173	4	29	527	4656	WXTU-FM	566	14	36	608	3914	
WDAS-FM	399	10	90	1057	4212	WVGK-FM	196	4	16	424	4500	WYSP-FM	238	4	26	531	6151	
WEJM-FM	70	2	18	279	3337	WMMR-FM	124	3	28	570	4844	WJBR-FM	15	2	2	47	677	
WEMG-AM	58	21	1	36	280	WUGL-FM	418	8	27	501	5401	WKXW-FM	93	8	6	114	1197	
WEMG-FM	57	12	2	62	464	WPEN-AM	496	19	51	326	2616	WNJO-FM	46	4	9	115	1156	
WFIL-AM	21	4	6	86	507	WPHI-FM	86	2	45	811	3816	WPST-FM	108	3	12	326	3490	
WHAT-AM	54	8	11	136	698	WPHT-AM	141	5	44	238	2625	WSTW-FM	21	2	1	53	966	
WIOQ-FM	623	8	66	1016	7705	WPLY-FM	225	5	20	644	4788							
												TOTALS				1263	12495	39033

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

ARBITRON

Exclusive & Overnight Listening

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KYV -AM							WMMR-FM						
Total	437	100	1.1	10786	100	26.5	Total	261	100	.6	4825	100	11.9
Black	99	23	1.3	1713	16	22.3	Black	8	3	.1	123	3	1.6
Hispanic	11	2	.6	245	2	14.2	Hispanic	4	2	.2	103	2	6.0
WBEB-FM							WOGL-FM						
Total	420	100	1.0	6323	100	15.6	Total	289	100	.7	5392	100	13.3
Black	29	7	.4	548	9	7.1	Black	31	11	.4	465	9	6.1
Hispanic	18	4	1.0	332	5	19.2	Hispanic	10	3	.6	124	2	7.2
WDAS-AM							WPEN-AM						
Total	93	100	.2	1087	100	2.7	Total	225	100	.6	2607	100	6.4
Black	90	97	1.2	1022	94	13.3	Black	16	7	.2	193	7	2.5
Hispanic				5		.3	Hispanic				6		.3
WDAS-FM							WPHI-FM						
Total	393	100	1.0	4189	100	10.3	Total	206	100	.5	3798	100	9.3
Black	356	91	4.6	3576	85	46.6	Black	155	75	2.0	2378	63	31.0
Hispanic	10	3	.6	146	3	8.5	Hispanic	19	9	1.1	402	11	23.3
WEJM-FM							WPHT-AM						
Total	150	100	.4	3305	100	8.1	Total	137	100	.3	2592	100	6.4
Black	41	28	.5	717	22	9.3	Black	9	6	.1	167	6	2.2
Hispanic	6	4	.3	166	5	9.6	Hispanic	1		.1	49	2	2.8
WEMG-AM							WPLY-FM						
Total	30	100	.1	280	100	.7	Total	211	100	.5	4771	100	11.7
Black				12	4	.2	Black	7	3	.1	147	3	1.9
Hispanic	30	99	1.7	259	93	15.0	Hispanic	5	2	.3	114	2	6.6
WEMG-FM							WUSL-FM						
Total	32	100	.1	464	100	1.1	Total	366	100	.9	5546	100	13.7
Black							Black	278	76	3.6	3330	60	43.4
Hispanic	32	98	1.9	403	87	23.4	Hispanic	37	10	2.1	575	10	33.3
WFIL-AM							WVOB-FM						
Total	24	100	.1	499	100	1.2	Total	201	100	.5	3074	100	7.6
Black	8	34	.1	159	32	2.1	Black	23	11	.3	230	7	3.0
Hispanic	1	3	.1	19	4	1.1	Hispanic				22	1	1.3
WHAT-AM							WXTU-FM						
Total	69	100	.2	698	100	1.7	Total	275	100	.7	3914	100	9.6
Black	67	97	.9	655	94	8.5	Black	4	2	.1	118	3	1.5
Hispanic	2	2	.1	12	2	.7	Hispanic	4	2	.2	57	1	3.3
WIOQ-FM							WYSP-FM						
Total	374	100	.9	7632	100	18.8	Total	363	100	.9	6141	100	15.1
Black	38	10	.5	656	9	8.6	Black	11	3	.1	164	3	2.1
Hispanic	25	7	1.4	576	8	33.4	Hispanic	9	2	.5	116	2	6.7
WIP -AM							WJBR-FM						
Total	220	100	.5	4217	100	10.4	Total	26	100	.1	656	100	1.6
Black	22	10	.3	372	9	4.8	Black	1	6		64	10	.8
Hispanic	3	1	.2	113	3	6.6	Hispanic		1		13	2	.8
WJJZ-FM							WKXV-FM						
Total	333	100	.8	4711	100	11.6	Total	55	100	.1	1181	100	2.9
Black	168	50	2.2	2085	44	27.2	Black	3	5		49	4	.6
Hispanic	15	4	.9	190	4	11.0	Hispanic	1	2	.1	35	3	2.0
WLCE-FM							WNJO-FM						
Total	233	100	.6	4610	100	11.3	Total	53	100	.1	1140	100	2.8
Black	8	3	.1	132	3	1.7	Black	3	6		74	6	1.0
Hispanic	13	6	.8	155	3	9.0	Hispanic	7	13	.4	90	8	5.2
WMGK-FM							WPST-FM						
Total	235	100	.6	4454	100	11.0	Total	95	100	.2	3444	100	8.5
Black	8	3	.1	197	4	2.6	Black	7	8	.1	214	6	2.8
Hispanic	4	2	.2	81	2	4.7	Hispanic	9	9	.5	180	5	10.4

* 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
WSTW-FM													
Total	22	100	.1	949	100	2.3							
Black	1	3		30	3	.4							
Hispanic	1	7	.1	34	4	2.0							
							TOTALS						
							Total	6867	100	16.9	39007	100	96.0
							Black	1643	24	21.4	7494	19	97.7
							Hispanic	334	5	19.4	1660	4	96.2

Ethnic Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	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										
TSA AQH	476	41	201	255	25	107	134	16	94	121
Metro AQH	437	39	188	233	24	97	118	15	91	115
TSA Cume	12065	1709	6292	6978	979	3278	3677	730	3013	3301
Metro Cume	10786	1590	5784	6311	927	2934	3209	663	2850	3102
WBEB-FM										
TSA AQH	486	101	297	319	30	84	94	71	213	225
Metro AQH	420	81	265	290	27	74	83	54	191	207
TSA Cume	7582	1836	4188	4213	519	1212	1418	1317	2975	2794
Metro Cume	6323	1512	3529	3605	435	1007	1194	1078	2523	2411
WDAS-AM										
TSA AQH	97	11	60	59	2	21	21	9	40	38
Metro AQH	93	11	58	57	2	20	20	9	38	36
TSA Cume	1121	184	586	616	84	161	156	100	425	461
Metro Cume	1087	178	563	596	84	158	152	94	405	444
WDAS-FM										
TSA AQH	475	118	351	329	49	139	141	69	213	188
Metro AQH	393	100	291	270	41	109	110	59	182	159
TSA Cume	5260	1571	3611	3062	642	1511	1329	928	2100	1733
Metro Cume	4189	1225	2885	2468	505	1202	1058	720	1683	1410
WEJM-FM										
TSA AQH	174	43	145	127	19	56	46	24	89	81
Metro AQH	150	35	124	110	17	47	38	19	76	72
TSA Cume	4056	1253	3216	2523	490	1374	1059	763	1842	1464
Metro Cume	3305	968	2626	2152	377	1141	909	591	1485	1243
WEMG-AM										
TSA AQH	31	14	24	15	5	10	6	9	15	9
Metro AQH	30	13	23	15	4	9	6	9	14	9
TSA Cume	303	144	206	128	48	90	53	96	115	75
Metro Cume	280	140	194	120	45	87	53	96	108	67
WEMG-FM										
TSA AQH	54	27	36	25	14	18	9	13	18	16
Metro AQH	32	15	21	16	7	8	4	8	13	12
TSA Cume	776	337	453	308	144	236	154	193	217	154
Metro Cume	464	174	292	208	78	141	98	96	152	110
WFIL-AM										
TSA AQH	26	5	11	11	2	4	3	3	7	9
Metro AQH	24	5	10	10	2	4	2	3	6	8
TSA Cume	564	138	295	248	71	141	99	67	154	149
Metro Cume	499	130	281	222	63	133	88	67	148	134
WHAT-AM										
TSA AQH	69	3	27	39		17	22	3	11	17
Metro AQH	69	3	27	39		17	22	3	11	17
TSA Cume	702	53	285	395	11	127	179	42	158	217
Metro Cume	698	53	285	395	11	127	179	42	158	217
W10Q-FM										
TSA AQH	465	198	197	124	66	81	46	132	116	78
Metro AQH	374	149	157	106	45	63	38	103	94	68
TSA Cume	10265	4509	4752	2884	1623	1735	986	2886	3017	1897
Metro Cume	7632	3156	3633	2312	1127	1316	776	2029	2317	1535
WIP -AM										
TSA AQH	259	62	186	172	55	168	157	6	18	15
Metro AQH	220	52	158	146	47	143	133	5	15	13
TSA Cume	5112	1439	3500	3051	1112	2798	2514	326	703	537
Metro Cume	4217	1217	2895	2489	935	2278	2022	282	617	467
WJJZ-FM										
TSA AQH	406	60	261	290	26	101	125	35	160	165
Metro AQH	333	55	214	236	23	81	100	32	134	136
TSA Cume	6023	1020	3830	3990	458	1696	1820	562	2134	2170
Metro Cume	4711	821	2997	3134	364	1286	1379	457	1711	1755

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	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
WLCE-FM										
TSA AQH	297	120	251	167	56	121	83	64	130	84
Metro AQH	233	89	203	140	39	97	69	50	106	71
TSA Cume	6136	2592	4825	3096	1096	2201	1457	1496	2624	1639
Metro Cume	4610	1870	3666	2432	823	1650	1103	1047	2016	1329
WMGK-FM										
TSA AQH	309	100	265	198	62	156	113	38	109	85
Metro AQH	235	75	202	151	44	115	83	30	87	69
TSA Cume	5982	2048	4687	3453	1026	2419	1841	1022	2269	1612
Metro Cume	4454	1581	3521	2533	783	1795	1318	798	1726	1215
WMMR-FM										
TSA AQH	317	158	237	144	115	171	108	43	66	36
Metro AQH	261	132	194	117	95	139	87	37	55	30
TSA Cume	6437	3143	4511	2699	1919	2822	1705	1224	1688	994
Metro Cume	4825	2399	3318	1956	1458	2084	1235	940	1234	721
WVGL-FM										
TSA AQH	380	30	239	312	19	124	154	11	115	158
Metro AQH	289	26	190	237	15	102	119	10	88	118
TSA Cume	7200	974	4265	5193	487	2069	2500	487	2196	2692
Metro Cume	5392	773	3222	3843	370	1570	1868	403	1652	1975
WPEN-AM										
TSA AQH	244		11	66		4	31		7	35
Metro AQH	225		10	63		4	30		6	33
TSA Cume	2788	44	299	826	22	119	344	23	180	482
Metro Cume	2607	44	276	774	22	112	320	23	164	454
WPHI-FM										
TSA AQH	218	112	92	37	48	45	23	64	47	15
Metro AQH	206	103	88	36	45	43	22	58	44	14
TSA Cume	4233	2243	1665	775	991	743	357	1252	922	417
Metro Cume	3798	1955	1542	714	889	692	337	1067	850	378
WPHT-AM										
TSA AQH	162	14	60	80	10	38	51	4	22	29
Metro AQH	137	11	50	67	9	33	44	3	17	23
TSA Cume	3106	322	1347	1689	218	891	1086	104	456	604
Metro Cume	2592	256	1145	1419	181	769	915	74	376	503
WPLY-FM										
TSA AQH	254	158	126	50	95	81	28	63	45	22
Metro AQH	211	133	106	40	81	70	23	52	36	17
TSA Cume	6046	3446	3097	1308	1660	1583	596	1786	1515	712
Metro Cume	4771	2661	2479	1080	1294	1289	492	1368	1190	588
WUSL-FM										
TSA AQH	487	270	225	95	111	100	41	159	125	53
Metro AQH	366	196	180	77	82	81	36	114	99	41
TSA Cume	7793	3726	3271	1781	1658	1414	726	2068	1857	1055
Metro Cume	5546	2584	2509	1364	1190	1119	580	1395	1390	784
WWDB-FM										
TSA AQH	233	18	85	101	14	53	60	4	32	40
Metro AQH	201	16	73	83	13	48	52	3	26	31
TSA Cume	3912	552	1783	1975	355	965	1028	197	818	948
Metro Cume	3074	426	1394	1546	301	787	824	125	607	722
WXTU-FM										
TSA AQH	356	92	195	202	44	95	96	48	100	106
Metro AQH	275	80	154	151	38	76	74	42	78	77
TSA Cume	5358	1541	2917	2791	710	1419	1323	831	1498	1467
Metro Cume	3914	1210	2162	2002	565	1079	987	644	1083	1015
WYSP-FM										
TSA AQH	466	273	340	168	208	267	132	64	73	36
Metro AQH	363	215	264	130	164	207	102	51	58	27
TSA Cume	8496	4557	5836	3133	3006	3902	2140	1551	1934	993
Metro Cume	6141	3224	4229	2323	2123	2842	1594	1101	1387	729

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	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
WJBR-FM										
TSA AQH	111	25	76	76	7	25	23	17	51	54
Metro AQH	26	4	15	21		6	7	3	9	14
TSA Cume	1861	463	1130	1124	159	391	394	304	739	730
Metro Cume	656	158	361	441	35	75	125	122	285	316
WKXW-FM										
TSA AQH	171	24	86	108	14	44	56	10	42	52
Metro AQH	55	8	35	42	6	15	18	2	20	24
TSA Cume	3276	646	1915	1986	287	904	968	360	1010	1018
Metro Cume	1181	310	764	708	152	329	310	159	434	398
WNJO-FM										
TSA AQH	92	9	57	72	6	31	39	3	25	33
Metro AQH	53	7	29	41	5	16	21	2	13	20
TSA Cume	1731	266	1045	1193	126	497	584	139	548	609
Metro Cume	1140	205	669	761	89	313	351	116	356	410
WPST-FM										
TSA AQH	156	68	89	55	28	32	17	40	56	38
Metro AQH	95	45	55	32	17	17	9	27	37	23
TSA Cume	4796	2034	2598	1573	777	1000	580	1257	1598	993
Metro Cume	3444	1557	1901	1080	572	705	398	986	1197	683
WSTW-FM										
TSA AQH	97	42	75	48	17	33	23	25	42	25
Metro AQH	22	9	17	10	5	11	6	4	7	4
TSA Cume	2403	1071	1566	957	466	708	439	605	859	518
Metro Cume	949	407	635	363	169	303	179	237	332	184
TOTALS										
TSA AQH	12188	3409	6907	6152	1795	3582	3106	1615	3325	3045
Metro AQH	6867	1923	3949	3512	1018	2042	1774	905	1907	1738
TSA Cume	71041	19326	37596	33684	9658	18500	16396	9668	19096	17288
Metro Cume	39007	10793	20879	18575	5379	10193	8977	5414	10686	9598

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
WIOV-FM																		
P 12+	48	.1	290	60	.1	318	47	.1	396	13		158	52	.1	588	38	.1	716
Teens 12-17	2		25	5	.1	8	1		25			8	3	.1	33	2		33
M 18-34	11	.1	19	12	.1	29	9	.1	50			11	11	.1	50	6	.1	69
W 18-34	3		58	6	.1	43	5	.1	53	2		44	5	.1	70	4		94
M 18-49	19	.1	71	19	.1	64	13	.1	89	3		27	17	.1	118	11	.1	157
W 18-49	13	.1	89	15	.1	75	10	.1	95	3		56	13	.1	138	9	.1	178
M 25-49	19	.1	71	18	.1	55	11	.1	59	2		16	16	.1	88	10	.1	127
W 25-49	12	.1	78	13	.1	62	8	.1	72	2		40	11	.1	115	7	.1	139
M 25-54	26	.2	90	20	.1	79	13	.1	73	4		24	20	.1	120	13	.1	164
W 25-54	12	.1	84	14	.1	73	8		80	2		40	12	.1	134	7		158
M 35-64	17	.1	104	14	.1	98	11	.1	84	6		35	14	.1	171	12	.1	211
W 35-64	11	.1	54	12	.1	66	5		72	1		22	9	.1	131	6		176
TOTALS																		
P 12+	14705	24.2	50519	14248	23.4	44284	12126	19.9	49348	4777	7.8	32485	13736	22.6	57380	10077	16.6	58264
Teens 12-17	640	11.4	4169	298	5.3	2642	798	14.2	4474	651	11.6	4034	557	9.9	5178	578	10.3	5346
M 18-34	2240	26.7	6910	2117	25.3	5927	1909	22.8	6927	743	8.9	4839	2091	25.0	7950	1487	17.7	8060
W 18-34	1771	21.3	7101	1892	22.7	6300	1690	20.3	6943	766	9.2	5122	1793	21.5	7969	1346	16.2	8088
M 18-49	4752	28.5	14184	4449	26.7	12092	3820	22.9	14047	1393	8.4	9195	4349	26.1	15941	3067	18.4	16128
W 18-49	4048	23.7	14921	4272	25.0	13003	3560	20.9	14452	1360	8.0	9674	3985	23.4	16377	2885	16.9	16567
M 25-49	4092	30.5	11722	3774	28.1	9910	3154	23.5	11467	1041	7.8	7116	3681	27.4	12869	2551	19.0	13021
W 25-49	3462	25.1	12271	3600	26.1	10494	2920	21.1	11793	969	7.0	7384	3349	24.3	13275	2368	17.1	13410
M 25-54	4724	30.1	13616	4295	27.4	11465	3654	23.3	13333	1240	7.9	8324	4230	27.0	15008	2960	18.9	15208
W 25-54	4085	25.2	14382	4221	26.0	12350	3416	21.0	13857	1105	6.8	8488	3932	24.2	15612	2775	17.1	15789
M 35-64	3985	28.8	11850	3695	26.7	10155	3105	22.4	11704	1074	7.8	7096	3603	26.0	13282	2564	18.5	13432
W 35-64	3776	25.5	12912	3913	26.5	11382	3021	20.4	12404	940	6.4	7270	3597	24.3	14097	2540	17.2	14246

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



DMA Target Listeners

DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
W10V-FM																		
P 12+	35	.1	114	48	.1	191	30		88	16		55	33	.1	146	39	.1	150
Teens 12-17				3	.1	17							1		9			
M 18-34				3		21	5	.1	19	2		9	1		9	6	.1	30
W 18-34	5	.1	16	11	.1	34	6	.1	28				7	.1	23	4		26
M 18-49				4		27	7		25	4		16	5		26	10	.1	56
W 18-49	6		22	13	.1	53	7		31				7		29	5		33
M 25-49				3		16	2		6	2		6	5		26	9	.1	45
W 25-49	2		16	9	.1	37	7	.1	31				4		16	2		17
M 25-54	7		8	4		24	6		15	6		20	9	.1	48	11	.1	62
W 25-54	2		16	9	.1	37	7		31				4		16	2		17
M 35-64	20	.1	53	13	.1	54	10	.1	24	8	.1	25	13	.1	61	13	.1	54
W 35-64	4		26	8	.1	35	1		7				6		25	3		13
TOTALS																		
P 12+	7799	12.8	21508	11847	19.5	29170	8494	14.0	22028	4510	7.4	13929	8532	14.0	23799	6286	10.3	17031
Teens 12-17	388	6.9	1355	778	13.9	2509	782	13.9	2030	582	10.4	1846	598	10.7	2011	530	9.5	1636
M 18-34	848	10.1	2316	1641	19.6	3871	1140	13.6	2928	665	7.9	1979	1049	12.5	2823	816	9.7	2200
W 18-34	732	8.8	2126	1607	19.3	4168	1201	14.4	3140	761	9.1	2329	1131	13.6	3375	884	10.6	2467
M 18-49	2086	12.5	5580	3308	19.8	7690	2382	14.3	6169	1353	8.1	3928	2198	13.2	5990	1617	9.7	4386
W 18-49	1738	10.2	5209	3315	19.4	8483	2451	14.4	6537	1383	8.1	4209	2417	14.2	7049	1875	11.0	5176
M 25-49	1841	13.7	4830	2765	20.6	6384	1892	14.1	4965	999	7.4	3036	1841	13.7	5029	1278	9.5	3547
W 25-49	1456	10.5	4420	2646	19.2	6752	1916	13.9	5186	1031	7.5	3208	1996	14.5	5787	1501	10.9	4156
M 25-54	2244	14.3	5839	3215	20.5	7483	2255	14.4	5858	1174	7.5	3500	2172	13.9	5909	1531	9.8	4220
W 25-54	1784	11.0	5246	3123	19.2	7885	2240	13.8	6014	1167	7.2	3603	2316	14.3	6672	1760	10.8	4794
M 35-64	2196	15.9	5759	2796	20.2	6551	2058	14.9	5259	1106	8.0	3155	1970	14.2	5380	1399	10.1	3794
W 35-64	1913	12.9	5493	2971	20.1	7259	2031	13.7	5474	909	6.1	2910	2173	14.7	6027	1610	10.9	4291

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

DMA Target Listeners

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Fri 6A-10A + 3P-7P	Mon-Fri	Mon-Sun	Mon-Sun
		Sun 6A-10A Sun 3P-7P		Sun 10A-3P Sun 7P-MID	6A-10A 3P-7P	10A-3P 7P-MID		6A-7P		MID-6A	6A-MID	
Persons 12+	54.76	82.33	100.36	81.49	102.18	103.14	120.67	120.96	112.36	124.46	129.75	
Persons 18+	*****	*****	95.88	*****	*****	94.96	*****	115.81	*****	*****	124.23	
Men												
18+	39.82	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	96.35
18-24	13.31	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.82
25-34	17.44	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.26
35-44	18.36	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.09
45-54	19.29	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.79
55-64	15.20	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.02
65+	16.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	35.55
12-24	19.70	34.69	*****	33.76	43.73	41.19	51.25	*****	46.17	*****	*****	55.22
18-34	22.24	34.89	42.75	33.68	45.53	42.70	51.69	51.63	50.10	*****	*****	58.56
18-49	31.63	49.08	57.29	47.56	62.24	57.07	69.28	69.20	67.15	*****	*****	78.48
25-49	29.16	44.16	*****	43.52	55.63	51.42	65.47	*****	57.05	*****	*****	70.36
25-54	31.73	47.40	58.10	47.11	60.00	55.19	70.26	65.30	61.23	*****	*****	75.51
35-64	30.70	44.86	56.66	45.82	58.19	53.98	68.52	63.68	59.72	*****	*****	73.64
Women												
18+	43.95	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	101.03
18-24	14.67	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.76
25-34	19.53	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.04
35-44	20.88	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	53.85
45-54	21.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.17
55-64	17.45	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.66
65+	18.42	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.69
12-24	21.26	34.83	*****	34.43	42.61	43.31	52.24	*****	46.44	*****	*****	54.40
18-34	24.66	38.00	46.91	36.70	47.99	46.49	56.97	53.26	50.95	*****	*****	61.82
18-49	34.74	53.27	64.19	52.03	66.41	63.70	77.96	72.88	69.72	*****	*****	84.59
25-49	32.76	48.62	*****	48.51	61.64	58.64	72.86	*****	66.78	*****	*****	78.71
25-54	35.73	52.45	64.52	52.39	66.66	62.74	78.36	75.12	71.82	*****	*****	84.65
35-64	34.75	50.32	60.85	50.39	63.35	60.46	73.90	70.85	67.73	*****	*****	79.84
Persons												
12-24	27.36	44.69	*****	44.08	55.42	53.78	65.44	*****	60.50	*****	*****	70.36
18-34	31.04	47.91	59.57	46.36	61.09	59.04	71.78	71.95	66.35	*****	*****	77.18
18-49	43.49	66.33	80.68	64.56	82.70	78.34	97.22	97.45	89.88	*****	*****	104.53
25-49	39.77	59.61	*****	59.09	74.84	70.70	87.93	*****	81.29	*****	*****	94.55
25-54	43.14	63.91	79.04	63.74	80.60	76.02	95.25	95.47	88.05	*****	*****	102.41
35-64	42.14	60.84	75.99	61.51	77.98	74.26	91.57	91.79	84.65	*****	*****	98.46
Teens												
Black P12+	20.00	32.75	*****	33.38	44.78	49.50	50.89	*****	54.14	*****	*****	59.04
Hispanic P12+	23.28	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	55.16
	12.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	29.15

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	82.55	191.95
Men		
18-34	33.66	88.37
25-54	48.29	112.21
35-64	47.17	111.41
Women		
18-34	36.24	90.50
25-54	53.68	126.80
35-64	51.50	118.82
Persons		
18-34	46.29	115.50
25-54	65.42	152.06
35-64	63.68	147.63

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri	Mon-Fri	Mon-Fri 6A-7P	Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Sun 6A-MID
		Sun 3P-7P	Sun 10A-3P	6A-10A 3P-7P	10A-3P 7P-MID				
Persons 12+	67.74	110.66	108.67	138.23	133.23	165.46	181.00		
Men									
18-34	30.89	47.28	46.01	61.08	57.09	67.10	81.08		
18-49	44.06	65.83	64.57	82.72	77.08	89.97	106.45		
25-49	39.91	59.71	59.31	74.79	71.21	77.84	97.48		
25-54	43.60	64.33	64.22	81.27	76.77	84.04	103.90		
35-64	42.35	61.30	62.60	79.83	74.84	82.35	97.47		
Women									
18-34	33.50	51.76	49.66	65.14	63.62	69.44	84.96		
18-49	48.24	72.29	70.28	90.34	87.53	95.32	116.39		
25-49	44.34	65.32	65.38	83.83	80.89	91.46	111.52		
25-54	48.37	70.34	70.35	90.05	86.06	97.76	119.35		
35-64	47.11	68.72	68.24	85.69	84.38	93.05	112.77		
Teens									
12-17	27.64	44.34	44.90	60.19	65.91	72.43	80.84		

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 prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals

12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, which include a three-part language preference question, 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; gain consent for participation in the survey; determine the number of Persons 12+ living in the household at the time of the placement call; and, where applicable, 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; assist members of the household in understanding the diaries' purpose; answer any questions; remind the diarykeepers to return their diaries after the survey week; and 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 postmarked 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 Diary Processing Radio Edit Training 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 ascription procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

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

time(s) 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(s) 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.

h. Stations on the Air Less Than 12 Weeks

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

Criteria for Reporting Stations

7. Criteria for Reporting Stations/To be listed in an Arbitron report, a radio station must engage in systematic regular commercial broadcasting pursuant to the authority of the Federal Communications Commission (FCC) or other appropriate governmental authority. Call letter designations exceeding four characters are shortened to four characters. Generally, reported call letters are the FCC-authorized call letters in effect on the last day of the survey as reported to Arbitron. In the event a station has changed call letters during the survey period, the first call letters listed in the report are those in effect on the last day of the survey, with the station's previous call letters noted immediately below them.

Arbitron maintains a call letter history based on information provided by radio stations, the FCC and other sources. In the event of exchanges of frequencies between stations in a market, the call letters under which audience estimates are published in this report are based on Arbitron's verification and interpretation of information from various relevant sources, which include the FCC and the affected stations. Specifics regarding the above are listed on Page 13 of this report.

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, individual audience estimates for commercial stations that do

not meet MRS for this report and noncommercial stations may be obtained through other Arbitron services for which the stations qualify.

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 stations is sufficient to meet all criteria of Paragraph 8, then these stations will be listed in the report even though the 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 that is licensed to a city located within the Metro of a market, or that 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 that 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 10 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 calculated or 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, 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.

Additionally, Arbitron reserves the right not to produce Arbitron data and listening estimates and/or any Radio Market Report(s) whenever, in its judgment, insufficient data are available to meet its minimum research standards, or any event has jeopardized the reliability of the data.

Disclaimer of Warranties

20. Disclaimer of Warranties/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron

in producing Arbitron data or estimates; or the Arbitron data or estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, print, Internet or any other medium 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, Spring 2000, 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.

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 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 that 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, Paragraphs 8-9.)

Outside Station/A station that 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.

Response Rate/The ratio of in-tab diaries to the Estimated Persons in Usable Households, generally expressed as a percentage.

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 broadcast flow by another station. *Note:* The simultaneous broadcast of programming from a third-party source (such as a network or syndicator) by stations that have no business relationship with one another will generally not be considered a simulcast.

Split County/A portion of a county, consisting of one or more zip codes, that 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).

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 that of 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 Spring 2000 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 1/1/00.

2. Households by Income is grouped into eight discrete income categories. The income reported represents Money Income as defined by the U.S. Census Bureau. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/00).

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 1/1/00.

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 data are distributed into four Car Ownership categories. Percentages are based on total 1/1/00 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 2000, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 2000, 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 are listed in Metro 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.

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.

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

LIMITATION ON LIABILITY/The sole and exclusive remedy for Arbitron's liability of any kind, including without limitation liability for negligence with respect to this report shall be limited to an amount not to exceed \$500. In no event shall Arbitron be liable for incidental or consequential damages, nor shall Arbitron be subject to injunctive relief with respect to the *Media Targeting 2000* data or estimates.

RESTRICTIONS ON USE OF REPORT/All *Media Targeting 2000* data and estimates are copyrighted by and proprietary to The Arbitron Company. *Media Targeting 2000* data and estimates are provided by Arbitron to Arbitron clients and the Radio Advertising Bureau, and may only be used pursuant to the restrictions and limitations on use printed herein and in the *Media Targeting 2000* report. Quotations of the data or estimates contained herein by users of this report must identify Arbitron as the source and that the data and estimates are copyrighted. Users of this report should also mention that these data and estimates are subject to all qualifications and limitations stated in the *Media Targeting 2000* report.

Arbitron 2000 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		MaximiSer®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Nashville	Aug 30	12:00PM LMT	Sep 27	12:00PM	Oct 25	12:00PM	Oct 25	3:00PM	Oct 27	12:00PM	Oct 30	Oct 31	Nov 01
Nassau-Suffolk (Long Island)	Aug 18	11:30AM LMT	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM	Oct 17	11:30AM	Oct 18	Oct 19	Oct 20
New Orleans	Aug 28	10:30AM LMT	Sep 25	10:30AM	Oct 23	1:30PM	Oct 23	4:30PM	Oct 25	1:30PM	Oct 26	Oct 27	Oct 30
New York	Aug 18	10:00AM LMT	Sep 15	10:00AM	Oct 13	10:00AM	Oct 13	1:00PM	Oct 17	10:00AM	Oct 18	Oct 19	Oct 20
Norfolk-Virginia Beach-Newport News	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 30	10:00AM	Oct 31	Nov 01	Nov 02
Oklahoma City	Aug 29	12:00PM LMT	Sep 26	12:00PM	Oct 24	10:30AM	Oct 24	1:30PM	Oct 26	10:30AM	Oct 27	Oct 30	Oct 31
Omaha-Council Bluffs	Aug 28	9:00AM LMT	Sep 25	9:00AM	Oct 23	1:30PM	Oct 23	4:30PM	Oct 25	1:30PM	Oct 26	Oct 27	Oct 30
Orlando	Aug 31	1:00PM LMT	Sep 28	1:00PM	Oct 27	11:30AM	Oct 27	2:30PM	Oct 31	11:30AM	Nov 01	Nov 02	Nov 03
Philadelphia	Aug 21	10:00AM LMT	Sep 18	10:00AM	Oct 16	10:00AM	Oct 16	1:00PM	Oct 18	10:00AM	Oct 19	Oct 20	Oct 23
Phoenix	Aug 28	1:00PM LMT	Sep 25	1:00PM	Oct 23	1:00PM	Oct 23	4:00PM	Oct 25	1:00PM	Oct 26	Oct 27	Oct 30
Pittsburgh	Aug 23	11:30AM LMT	Sep 20	11:30AM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 23	10:00AM	Oct 24	Oct 25	Oct 26
Portland, OR	Aug 29	10:00AM LMT	Sep 26	10:00AM	Oct 24	11:30AM	Oct 24	2:30PM	Oct 26	11:30AM	Oct 27	Oct 30	Oct 31
Providence-Warwick-Pawtucket	Aug 21	4:00PM LMT	Sep 18	4:00PM	Oct 17	11:30AM	Oct 17	2:30PM	Oct 19	11:30AM	Oct 20	Oct 23	Oct 24
Puerto Rico	Sep 05	2:30PM LMT	Oct 02	2:30PM	Oct 31	2:00PM	Oct 31	5:00PM	Nov 02	2:00PM	Nov 03	Nov 06	Nov 07
Raleigh-Durham	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 30	11:30AM	Oct 31	Nov 01	Nov 02
Richmond	Aug 29	4:00PM LMT	Sep 26	4:00PM	Oct 25	1:00PM	Oct 25	4:00PM	Oct 27	1:00PM	Oct 30	Oct 31	Nov 01
Riverside-San Bernardino	Aug 21	1:00PM LMT	Sep 18	1:00PM	Oct 16	1:00PM	Oct 16	4:00PM	Oct 18	1:00PM	Oct 19	Oct 20	Oct 23
Rochester, NY	Aug 29	10:00AM LMT	Sep 26	10:00AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 27	10:00AM	Oct 30	Oct 31	Nov 01
Sacramento	Aug 30	11:30AM LMT	Sep 27	11:30AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 30	10:00AM	Oct 31	Nov 01	Nov 02
Saginaw-Bay City-Midland	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 30	10:00AM	Oct 30	1:00PM	Nov 01	10:00AM	Nov 02	Nov 03	Nov 06
Salt Lake City-Ogden-Provo	Aug 29	9:30AM LMT	Sep 26	9:30AM	Oct 23	2:00PM	Oct 23	5:00PM	Oct 25	2:00PM	Oct 26	Oct 27	Oct 30
San Antonio	Aug 30	10:30AM LMT	Sep 27	10:30AM	Oct 25	1:30PM	Oct 25	4:30PM	Oct 27	1:30PM	Oct 30	Oct 31	Nov 01
San Diego	Aug 22	10:00AM LMT	Sep 19	10:00AM	Oct 16	11:30AM	Oct 16	2:30PM	Oct 18	11:30AM	Oct 19	Oct 20	Oct 23
San Francisco	Aug 23	10:00AM LMT	Sep 20	10:00AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 20	11:30AM	Oct 23	Oct 24	Oct 25
San Jose	Aug 23	1:00PM LMT	Sep 20	1:00PM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	10:00AM	Oct 23	Oct 24	Oct 25
Seattle-Tacoma	Aug 28	10:00AM LMT	Sep 25	10:00AM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 24	11:30AM	Oct 25	Oct 26	Oct 27
Shreveport	Sep 01	10:30AM LMT	Sep 29	10:30AM	Oct 30	12:00PM	Oct 30	3:00PM	Nov 01	12:00PM	Nov 02	Nov 03	Nov 06
Spokane	Sep 05	10:00AM LMT	Oct 02	10:00AM	Oct 30	1:00PM	Oct 30	4:00PM	Nov 01	1:00PM	Nov 02	Nov 03	Nov 06
Springfield, MA	Aug 22	2:30PM LMT	Sep 19	2:30PM	Oct 17	11:30AM	Oct 17	2:30PM	Oct 19	11:30AM	Oct 20	Oct 23	Oct 24
St. Louis	Aug 23	9:00AM LMT	Sep 20	9:00AM	Oct 17	1:30PM	Oct 17	4:30PM	Oct 19	1:30PM	Oct 20	Oct 23	Oct 24
Syracuse	Aug 29	11:30AM LMT	Sep 26	11:30AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 27	10:00AM	Oct 30	Oct 31	Nov 01
Tampa-St. Petersburg-Clearwater	Aug 25	1:00PM LMT	Sep 22	1:00PM	Oct 23	10:00AM	Oct 23	1:00PM	Oct 25	10:00AM	Oct 26	Oct 27	Oct 30
Toledo	Aug 28	11:30AM LMT	Sep 25	11:30AM	Oct 24	10:00AM	Oct 24	1:00PM	Oct 26	10:00AM	Oct 27	Oct 30	Oct 31
Tucson	Aug 28	11:30AM LMT	Sep 25	11:30AM	Oct 23	1:00PM	Oct 23	4:00PM	Oct 25	1:00PM	Oct 26	Oct 27	Oct 30
Tulsa	Aug 30	12:00PM LMT	Sep 27	12:00PM	Oct 26	10:30AM	Oct 26	1:30PM	Oct 30	10:30AM	Oct 31	Nov 01	Nov 02
Washington, DC	Aug 22	10:00AM LMT	Sep 19	10:00AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	10:00AM	Oct 23	Oct 24	Oct 25
West Palm Beach-Boca Raton	Sep 01	1:00PM LMT	Sep 29	1:00PM	Oct 30	11:30AM	Oct 30	2:30PM	Nov 01	11:30AM	Nov 02	Nov 03	Nov 06
Wichita	Sep 01	9:00AM LMT	Sep 29	9:00AM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 30	1:30PM	Oct 31	Nov 01	Nov 02
Wilkes Barre-Scranton	Aug 30	10:00AM LMT	Sep 27	10:00AM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 31	1:00PM	Nov 01	Nov 02	Nov 03
York	Aug 31	10:00AM LMT	Sep 28	1:00PM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 31	10:00AM	Nov 01	Nov 02	Nov 03

* All times are local market times.

** All times Indicate START of Market calling.

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ARBITRON

Sched - 2

2000 Radio Advisory Council Members

Reggie Bates
Vice President & General Manager
WKNN-FM
286 DeBuys Road
Biloxi, MS 39531
(228) 385-3939
(228) 388-2362 (fax)
rbates@amfm.com (e-mail)
Country - Noncontinuous

Tom Bender
Sr. Vice President &
General Manager
WCSX/WRIF
1 Radio Plaza Street
Detroit, MI 48220
(248) 414-5650
(248) 398-4382 (fax)
tomgr@ameritech.net (e-mail)
AOR - Continuous

Gerry Boehme
Sr. Vice President/Director
Information Services &
Strategic Support
Katz Media Group
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(917) 206-9085 (fax)
gerry.boehme@katz-media.com (e-mail)
Research - Appointed

Daniel Crotty
General Manager
KLBN-FM
1110 East Olive Avenue
Fresno, CA 93728
(559) 497-1100
(559) 497-1125 (fax)
klbn@ix.netcom.com (e-mail)
Hispanic

Gary Fries
President
Radio Advertising Bureau
261 Madison Avenue, 23rd Floor
New York, NY 10016
(212) 681-7210
(212) 681-7223 (fax)
gfries@rab.com (e-mail)
At Large - Appointed

John Fullam
Sr. Vice President, Regional Operations
AMFM, Inc.
101 Hudson Street, 36th Floor
Jersey City, NJ 07302
(212) 239-2319
(201) 209-6307 (fax)
fullamup@aol.com (e-mail)
CHR/Top 40 - Continuous

Irv Goldstein***
Vice President/General Manager
WLAD-AM
198 Main Street
Danbury, CT 06810
(203) 744-4800
(203) 778-4655 (fax)
radio80wlad@prodigy.net (e-mail)

Dan Halyburton
Sr. Vice President/General Manager
Group Operations
Susquehanna Radio Corporation
3500 Maple at Turtle Creek
Suite 1600
Dallas, TX 75219-3901
(214) 520-4331
(214) 520-4343 (fax)
danh@dfwradio.com (e-mail)
Country - Continuous

Rick Hencley
General Manager
WBIZ-FM
619 Cameron Street
Eau Claire, WI 54703
(715) 552-5100
(715) 835-9680 (fax)
rick@pbco.com (e-mail)
CHR/Top 40 - Noncontinuous

John D. Hiatt
Vice President/Market General Manager
Infinity Radio Austin
4301 Westbank Drive
Escalade B - Third Floor
Austin, TX 78746
(512) 327-9595
(512) 329-6255 (fax)
jdhiatt@cbsaustin.com (e-mail)
Adult Contemporary - Continuous

Earnest James
Vice President/Market Manager
WQUE-FM
2228 Gravier Street
New Orleans, LA 70119-7522
(504) 827-6000
(504) 827-6046 (fax)
eljames@radioforneworleans.com (e-mail)
Black/Urban

Steve Joos
General Manager
KKTIX-FM
3810 Brookside Drive
Tyler, TX 75701-9420
(903) 581-0606
(903) 581-2011 (fax)
stevej@amfm.com (e-mail)
AOR - Noncontinuous

Wayne Leland
Chief Operating Officer
WBSM-AM
22 Sconticut Neck Road
Fairhaven, MA 02719
(508) 993-1767
(508) 999-1420 (fax)
wleland@aol.com (e-mail)
News/Talk - Noncontinuous

Mickey Luckoff*
President & General Manager
KGO-AM
900 Front Street
San Francisco, CA 94111
(415) 954-8181
(415) 391-2795 (fax)
mickey.luckoff@abc.com (e-mail)
News/Talk - Continuous

Maire Mason
Vice President & General Manager
WCBS-FM
51 West 52nd Street, 17th Floor
New York, NY 10019
(212) 975-3736
(212) 975-3814 (fax)
mhmason@cbs.com (e-mail)
Gold/Oldies

David Pearlman
Co-Chief Operating Officer
CBS Radio
1200 Soldiers Field Road
Boston, MA 02134
(617) 779-8500
(617) 779-8080 (fax)
dpearlman@cbsboston.com (e-mail)
MOR

Marla Pirner
Executive Vice President, Marketing
Director of Research Division
INTEREP
798 Lighthouse Avenue, Suite 300
Monterey, CA 93940
(831) 655-5515
(831) 655-5516 (fax)
Marla_Pirner@interep.com (e-mail)
Research - Appointed

Tom Skinner
General Manager
KZST-FM
3392 Mendocino Avenue
Santa Rosa, CA 95403
(707) 528-4434
(707) 527-8216 (fax)
toms@kzst.com (e-mail)
Adult Contemporary - Noncontinuous

Jack Taddeo
Regional Vice President,
Programming
Clear Channel Communications
111 South Washington Street, Suite 150
Park Ridge, IL 60068
(847) 518-0340
(847) 518-0341 (fax)
jtaddeo@wwa.com (e-mail)
Group Programmer - Appointed

Chuck Tweedle**
President, BIC SF Group
KOIT-AM/FM
455 Market Street, Suite 2300
San Francisco, CA 94105
(415) 777-0965
(415) 896-0965 (fax)
ctweedle@koit.com (e-mail)

* 2000 Chairman
** 2000 Vice Chairman
*** Immediate Past Chairman

ARBITRON
A Ceridian Company

New York
142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

Chicago
311 South Wacker Drive, Suite 1600
Chicago, Illinois 60606-6619
(312) 913-6220

Atlanta
9000 Central Parkway, Suite 300
Atlanta, Georgia 30328-1639
(770) 551-1400

Los Angeles
10877 Wilshire Blvd., Suite 1600
Los Angeles, California 90024-4341
(310) 824-6600

Dallas
One Galleria Tower
13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Washington/Baltimore
9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

www.arbitron.com

