

Fall 1998
Delivery Schedule
Inside!

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Radio Market Report

Philadelphia

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Scarborough qualitative information



64 Philadelphia
Summer 1998

ARBITRON

Summer 1998
July 2 - September 23

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ARBITRON
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Radio Market Report

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

1998-99 Survey Schedule

Summer 1998
July 2 - September 23

Fall 1998
September 24 - December 16

Winter 1999
January 7 - March 31

Spring 1999
April 1 - June 23

Summer 1999
July 1 - September 22



What MRC accreditation means

The Arbitron Radio Service has been accredited by the Media Rating Council (MRC) since 1968. To merit continued MRC accreditation, Arbitron: (1) adheres to the Council's Minimum Standards for Media Rating Research; (2) supplies full information to the MRC regarding details of its operation; (3) conducts its measurement service substantially in accordance with representations to its subscribers and the Council and (4) submits to, and pays the cost of, thorough annual audits of accredited Arbitron services by CPA firms engaged by the MRC. In addition to paying sizable audit charges, Arbitron provides office and file space for MRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

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

Preface

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

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

Warning

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

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

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

Philadelphia



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Metro
 TSA
 DMA®

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

Metro Rank: 5

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KYW-AM	WBEB-FM	WDAS-AM	WDAS-FM	WIOQ-FM	WIP-AM
WJJZ-FM	WMGK-FM	WMMR-FM	WOGF-FM	WPEN-AM	WPHI-FM
WPHT-AM	WPLY-FM	WUSL-FM	WWDB-FM	WXTU-FM	WXXM-FM
WYSP-FM	WYXR-FM				

* Station subscribers as of release to print.

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

Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.
344,700	409	M	BURLINGTON		NJ	B	347,600	384	M	CHESTER	PA		
412,800	484	M	CAMDEN		NJ	B H	456,300	510	M	DELAWARE	PA		B
204,100	237	M	GLOUCESTER		NJ		604,100	690	M	MONTGOMERY	PA		
484,100	579	M	BUCKS		PA		1,219,400	1,406	M	PHILADELPHIA	PA		B H

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

HDA - High-Density Area
(Black or Hispanic)

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

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	823	712,600	625	523,700
HDHA	67	56,800	25	31,800

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

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

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/97 zip code population estimates (1990 Census-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men					
12-24	408,600	10.0	457	9.7	10.0
18-24	212,700	5.2	235	5.0	5.2
25-34	362,500	8.9	371	7.9	8.9
35-44	384,500	9.4	410	8.7	9.4
45-49	168,600	4.1	210	4.5	4.1
50-54	138,900	3.4	182	3.9	3.4
55-64	207,800	5.1	250	5.3	5.1
65+	259,800	6.4	290	6.2	6.4
18+	1,734,800	42.6	1,948	41.5	42.6
Women					
12-24	400,000	9.8	518	11.0	9.8
18-24	212,900	5.2	252	5.4	5.2
25-34	365,800	9.0	392	8.3	9.0
35-44	407,000	10.0	504	10.7	10.0
45-49	182,700	4.5	224	4.8	4.5
50-54	150,900	3.7	231	4.9	3.7
55-64	232,600	5.7	309	6.6	5.7
65+	403,400	9.9	351	7.5	9.9
18+	1,955,300	48.0	2,263	48.2	48.0
P18+	3,690,100	90.6	4,211	89.6	90.6
Teens 12-17	383,000	9.4	488	10.4	9.4
Black P12+	769,700	18.9	1,008	21.5	18.9
Hispanic P12+	162,500	4.0	191	4.1	4.0
Total P12+	4,073,100		4,699		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	3,124
UNL - Est. Usable Households in Sample	3,075
TOT - Est. Usable Households in Sample	6,199
LST - Est. Persons in Usable Households	7,069
UNL - Est. Persons in Usable Households	7,371
TOT - Est. Persons in Usable Households	14,440
LST - Contacted Households	2,998
UNL - Contacted Households	2,796
TOT - Contacted Households	5,794
LST - Households Accepting Diaries	2,123
UNL - Households Accepting Diaries	2,025
TOT - Households Accepting Diaries	4,148
LST - Persons Sent Diaries	4,831
UNL - Persons Sent Diaries	4,908
TOT - Persons Sent Diaries	9,739
LST - Diaries In-Tab	2,473
UNL - Diaries In-Tab	2,226
TOT - Diaries In-Tab	4,699
Metro Sample Target	4,630
Metro In-Tab/Target Index	101

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

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For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/97 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

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area

(s) KYW-AM 1060

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

(s) WDAS-FM 105.3

23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Urban Adult Contemporary
Sales Rep: EASTMAN RADIO, INC
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 16,500/266

(s) WIOQ-FM 102.1

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

(s) WMGK-FM 102.9

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

(s) WOGL-FM 98.1

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

(s) WBEB-FM 101.1

10 Presidential Blvd
Bala Cynwyd, PA 19004
(610) 667-8400 Fax: (610) 667-6795
Format: Adult Contemporary
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 14,000/287

WFIL-AM 560

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

(s) WIP-AM 610

441 N 5th St
Philadelphia, PA 19123
(215) 922-5000 Fax: (215) 922-2364
Format: All Sports
Sales Rep: INTEREP
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(s) WMMR-FM 93.3

One Bala Plaza #424
Bala Cynwyd, PA 19004
(610) 771-0933 Fax: (610) 771-9710
Format: Album Oriented Rock
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 18,000/252

(s) WPEN-AM 950

3rd Fl W 1 Bala Cynwyd Plz
Bala Cynwyd, PA 19004
(610) 667-8500 Fax: (610) 664-9610
Format: Adult Standards
Sales Rep: MCGAVREN GUILD
Network: WESTWD
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/5,000

(s) WDAS-AM 1480

23 West City Line Ave
Bala Cynwyd, PA 19004
(610) 617-8500 Fax: (610) 617-8501
Format: Religious
Sales Rep: EASTMAN RADIO, INC
Network: AURN
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
Power Day/Night (watts): 5,000/1,000

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

(s) WJJZ-FM 106.1

One Bala Plz Ste 243
Bala Cynwyd, PA 19004
(610) 667-3939 Fax: (610) 664-2931
Format: New AC (NAC)/Smooth Jazz
Sales Rep: CRISTAL RADIO
Network: AMFM
City of Lic./Alt City ID: Philadelphia, PA
County/Spilt Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 22,500/226

WNAP-AM 1110

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

(s) WPHI-FM 103.9

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

(s) Station subscribers as of release to print

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

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

Network Affiliation Abbreviations

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

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

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

continued.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) WPHT-AM 1210

City Line And Monument Rd
Philadelphia, PA 19131
(610) 668-5881 Fax: (610) 668-5888
Format: Talk/Personality
Sales Rep: INTEREP
Network: CBS
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
Power Day/Night (watts): 50,000/50,000

(s) WUSL-FM 98.9

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

(s) WXTU-FM 92.5

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

(s) WYXR-FM 104.5

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

(s) WPLY-FM 100.3

1003 Baltimore Pike
Media, PA 19063
(610) 565-8900 Fax: (610) 565-7823
Format: Alternative
Sales Rep: ALLIED RADIO PARTNERS
Network: IND
City of Lic./Alt City ID: Media/Philadelphia, PA
County/Split Co.: Delaware, PA
ERP (watts) / HAAT (meters): 35,000/183

(s) 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: O & R
Network: ABC
City of Lic./Alt City ID: Philadelphia, PA
County/Split Co.: Philadelphia, PA
ERP (watts) / HAAT (meters): 17,000/264

(s) WXXM-FM 95.7

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

WURD-AM 900

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

WWJZ-AM 640

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

(s) WYSP-FM 94.1

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

Outside Arbitron Radio Metro Area

WJBR-FM 99.5

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

WKXW-FM 101.5

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

WLEV-FM 100.7

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

continued...

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

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ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Outside Arbitron Radio Metro Area *(continued)*

WNJO-FM 94.5

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

WSTW-FM 93.7

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

WPST-FM 97.5

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

WRDR-FM 104.9

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

(s) Station subscribers as of release to print

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

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

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

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ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Metro Market Profile



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

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,802,200	100.0	Seasonal Housing Units	3,453	.2
Households by Income			Education: Persons 25+		
Under \$10,000	147,407	8.2	Elementary 0-8 grade	245,079	7.7
\$10,000-19,999	187,874	10.4	High school 1-3 yrs	516,807	16.4
\$20,000-29,999	177,560	9.9	High school grad	1,042,876	32.9
\$30,000-39,999	180,987	10.0	College 1-3 yrs	641,096	20.2
\$40,000-49,999	170,065	9.4	College 4+ yrs	720,494	22.8
\$50,000-74,999	363,237	20.2	Colleges & Universities		
\$75,000-99,999	247,980	13.8	Total enrollment	247,454	100.0
\$100,000+	327,090	18.1	Full-time enrollment	138,901	56.1
Median income: \$52,240			Occupation		
Value of Owner-Occupied Housing Units			Managerial	681,585	29.5
Less than \$50,000	201,618	11.3	Technical	807,405	35.0
\$50,000-74,999	139,974	7.9	Service worker	274,871	11.9
\$75,000-99,999	192,871	10.9	Farm worker	23,038	1.0
\$100,000-149,999	265,061	14.9	Precision production	237,616	10.3
\$150,000-249,999	206,424	11.6	Operator	283,042	12.3
\$250,000+	72,872	4.1	Farm Population		
Median value: \$100,800				10,441	
Monthly Gross Rent			Transportation to Work		
Less than \$200	36,209	2.0	Public	265,207	11.6
\$200-349	60,202	3.4	Driving to work	1,545,143	67.8
\$350-499	143,904	8.1	Carpool	271,619	11.9
\$500-649	144,950	8.2	Other	198,590	8.7
\$650-749	55,375	3.1	Average Travel Time to Work (Min.)		
\$750+	76,408	4.3		25	
Median rent: \$516			Car Ownership by Household		
Household Size			0 Cars	337,300	18.7
1 Person	461,200	25.6	1 Car	648,300	36.0
2 Persons	555,800	30.8	2 Cars	598,200	33.2
3-4 Persons	572,200	31.8	3+ Cars	218,400	12.1
5+ Persons	213,000	11.8			

Group Quarters Population Estimates

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

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	1,500	.0	33,800	.8	85,000	2.1
Teens 12-17	0	.0	1,100	.3	3,100	.8
Men	18-24	600	13,100	6.2	9,100	4.3
	25-34	500	1,700	.5	9,100	2.5
	35-44	100	400	.1	6,600	1.7
	45-49	0	0	.0	2,000	1.2
	50-54	0	0	.0	1,500	1.1
	55-64	0	0	.0	2,400	1.2
65+	0	.0	0	.0	10,000	3.8
Women	18-24	200	16,000	7.5	2,600	1.2
	25-34	100	600	.2	1,800	.5
	35-44	0	100	.0	1,700	.4
	45-49	0	100	.1	1,000	.5
	50-54	0	100	.1	900	.6
	55-64	0	100	.0	2,000	.9
65+	0	.0	500	.1	31,200	7.7

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on 1990 Census data, updated and projected to 1/1/98 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+	769,700	100.0	18.9	162,500	100.0	4.0
Teens 12-17	84,300	11.0	22.0	22,800	14.0	6.0
Men						
18-24	48,800	6.3	22.9	11,700	7.2	5.5
25-34	68,900	9.0	19.0	19,900	12.2	5.5
35-44	66,400	8.6	17.3	17,700	10.9	4.6
45-49	28,000	3.6	16.6	6,500	4.0	3.9
50-54	23,000	3.0	16.6	4,200	2.6	3.0
55-64	34,900	4.5	16.8	5,600	3.4	2.7
65+	37,400	4.9	14.4	4,400	2.7	1.7
Women						
18-24	48,400	6.3	22.7	12,000	7.4	5.6
25-34	76,000	9.9	20.8	18,400	11.3	5.0
35-44	81,500	10.6	20.0	17,000	10.5	4.2
45-49	35,600	4.6	19.5	6,100	3.8	3.3
50-54	28,700	3.7	19.0	4,300	2.6	2.8
55-64	45,000	5.8	19.3	5,800	3.6	2.5
65+	62,800	8.2	15.6	6,100	3.8	1.5

Area Lifestyle Profile

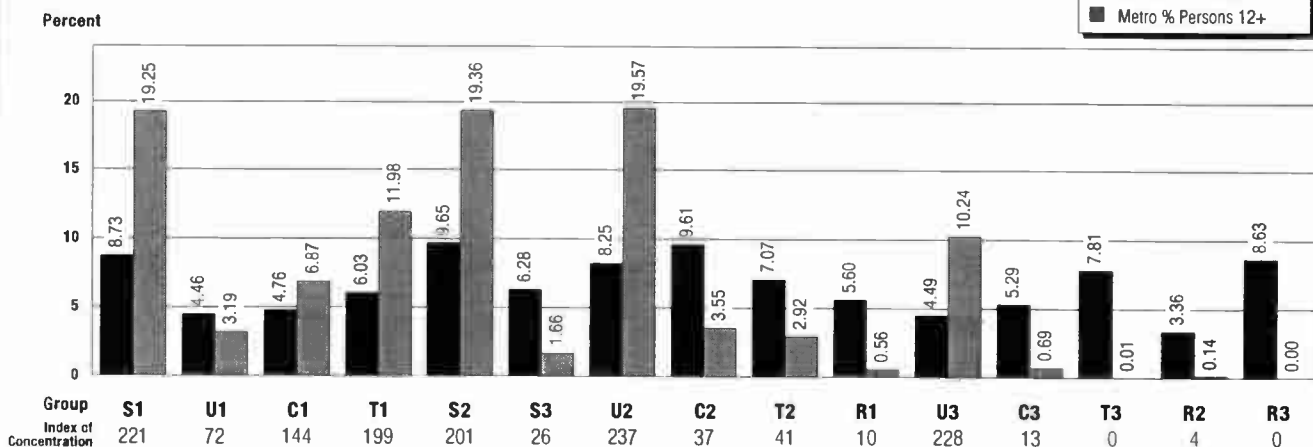
by PRIZM® Groups

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

The 15 PRIZM social groups are identified by codes that are listed below the graph.

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

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



PRIZM® Groups

S1 Elite Suburbs - superrich, executive, upscale white-collar couples, empty-nesters

U1 Urban Uptown - elite, upscale, bohemian singles & couples; established Immigrant families

C1 2nd City Society - upscale executive & young upscale white-collar; affluent retirees

T1 Landed Gentry - elite exurban, small-town executive & young, mid-class town families

S2 The Affluentials - upwardly mobile young singles & couples; white-collar suburban families

S3 Inner Suburbs - empty-nesters, mobile city singles, blue-collar families & aging couples

U2 Urban Midscale - white-collar urb. couples; mid-income immigr.; African-American & Hispanic families

C2 2nd City Centers - mid-level, white-collar couples; mid-income families & college town singles

T2 Exurban Blues - yng. mid-class, blue-collar families in mid-size towns; GI families

R1 Country Families - midscale couples, rural, white-/blue-collar, kids, farm families

U3 Urban Cores - ethnically mixed singles; Hisp. sncls. & families; inner-city solo-parent families

C3 2nd City Blues - low-inc. older sncls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.

T3 Working Towns - older families; mill towns, low-inc. blue-collar, town seniors

R2 Heartlanders - rural farm town & ranch families, farm dwellers & tenants

R3 Rustic Living - moderate blue-collar farm fam.; low-inc. older cpls., remote older families

Metro Market Profile *(continued)*

Sales Data



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

Metro Income*

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

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

Metro Retail Sales Data (\$000)

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

Car Registrations



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

Manufacturer	%
Chrysler Corporation	10.4
Ford Motor Company	15.2
General Motors Corporation	25.5
Honda	11.3
Mazda	2.0
Mitsubishi	1.7
Nissan	7.9
Toyota	9.2
Other	16.8

* Note: Figures are shown for October through December of the 1998 model year.

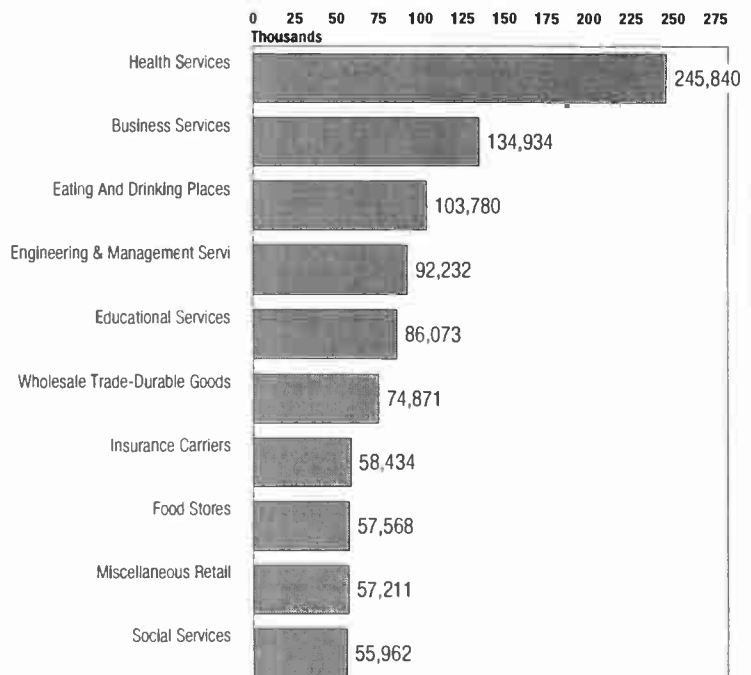
Top Ten Employer Industries

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

Metro Employer Industries

Total Employees
1,855,552

Top 10 Total Employees
966,905
52.1% of Total



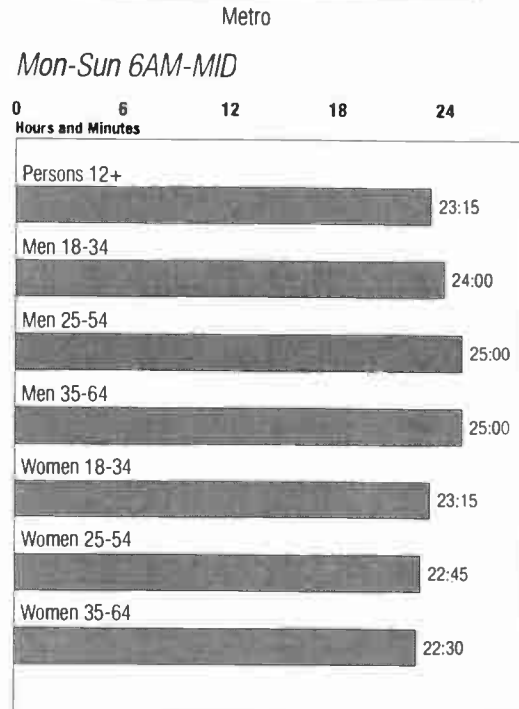
Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	446,927	24.9	US NWS&WR	41,886	2.3
TV GUIDE	282,174	15.7	YM	41,669	2.3
RDRS DIGST	241,387	13.4	GLAMOUR	39,114	2.2
BTR HOME	124,470	6.9	TEEN	36,615	2.0
NAT GEO	116,224	6.5	PARENTS	36,290	2.0
FAMLY CRCL	100,481	5.6	SP OP DGST	34,906	1.9
TIME	100,131	5.6	ROLLNG STN	33,805	1.9
GD HSEKPNG	91,492	5.1	MENS HLTH	31,557	1.8
WOMANS DAY	89,426	5.0	COOKING LT	31,353	1.7
LS HOME JN	85,110	4.7	GOLF DIGST	30,790	1.7
MCCALLS	78,943	4.4	LIFE	29,317	1.6
SPORTS ILS	70,219	3.9	CTRY LMNG	29,218	1.6
PREVENTION	67,320	3.7	ENTERTNMNT	28,066	1.6
NEWSWEEK	65,974	3.7	KIPLINGERS	25,324	1.4
PEOPLE	63,132	3.5	POP SCIENC	25,230	1.4
EBONY	60,445	3.4	BOYS LIFE	25,083	1.4
PLAYBOY	52,835	2.9	MADEMOSELL	24,575	1.4
REDBOOK	52,049	2.9	SELF	24,026	1.3
MONEY	49,029	2.7	GOLF MGZNE	23,903	1.3
STAR	48,028	2.7	POP MECHAN	22,426	1.2
SMITHSONIAN	47,249	2.6	NEW WOMAN	22,087	1.2
COSMOPLTAN	47,049	2.6	FIELD STRM	19,525	1.1
MARTHA STW	45,581	2.5	OUTDR LIFE	14,555	0.8
SEVENTEEN	44,094	2.5	SOU LIVING	-	-
NATL ENGR	42,109	2.3	SUNSET	-	-

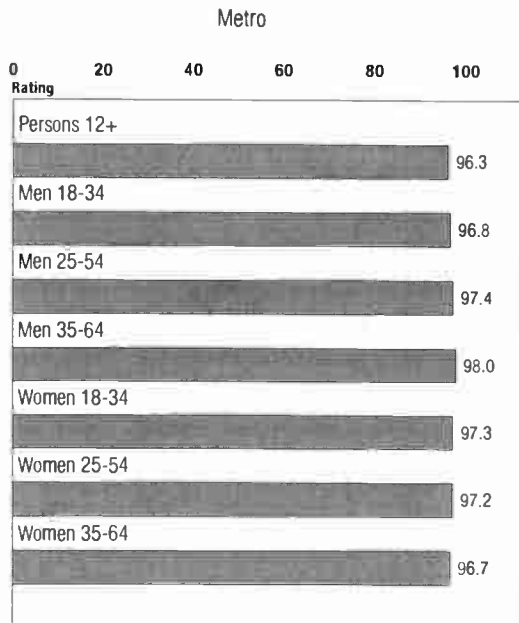
Newspapers

Paper	Circulation	%
PHILADELPHIA INQUIRER	392,585	22
PHILADELPHIA DAILY NEWS	163,374	9
GAMDEN COURIER POST	88,742	5
BUCKS COUNTY COURIER TIMES	69,694	4
DELAWARE COUNTY TIMES	51,118	3
DOYLESTOWN INTELLIGENCER	43,754	2
BURLINGTON COUNTY TIMES	39,506	2
WEST CHESTER DAILY LOCAL NEWS	33,841	2
USA TODAY	29,365	2
GLOUCESTER COUNTY TIMES	27,782	2
NORRISTOWN TIMES HERALD	25,245	1
POTTSTOWN MERCURY	21,993	1
LANSDALE REPORTER	19,640	1
TRENTONIAN	13,666	1
TRENTON TIMES	12,114	1
ALLENTOWN MORNING CALL	7,996	-
PHOENIXVILLE, THE PHOENIX	4,637	-
WILMINGTON NEWS JOURNAL	4,288	-
PRESS OF ATLANTIC CITY	1,065	-
VINELAND DAILY JOURNAL	987	-
LANCASTER INTELLIGENCER-JRNL	927	-
SALEM, TODAY'S SUNBEAM	213	-

Radio Time Spent Listening*



Radio 24-Hour Cume*



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

* Based on Arbitron's Summer 1998 radio survey.

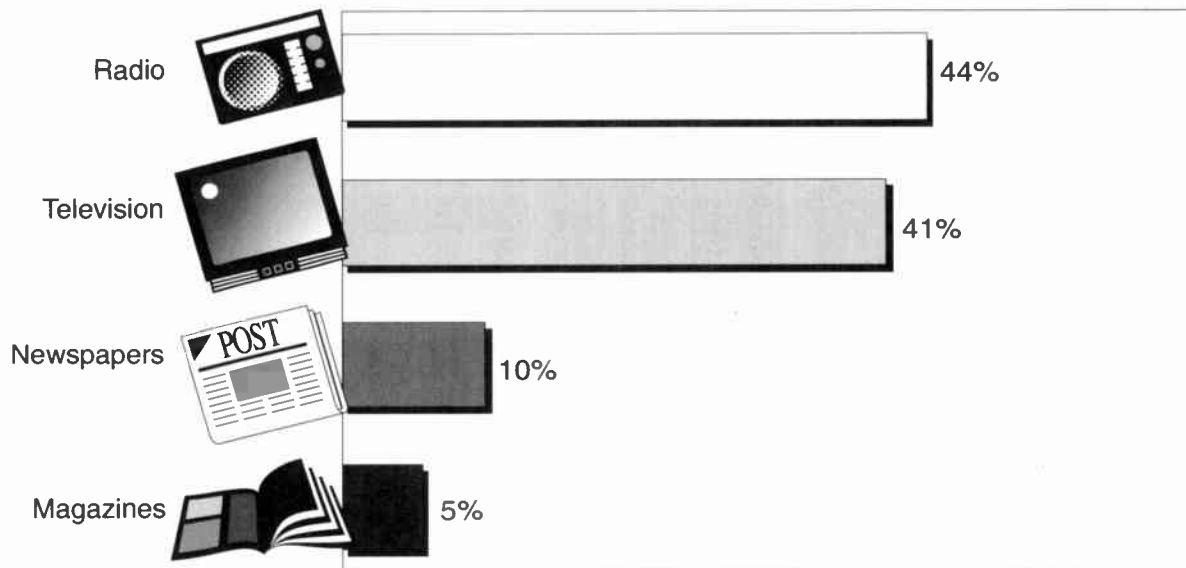
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

* For the 48 contiguous states of the United States.

How to Read

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

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

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

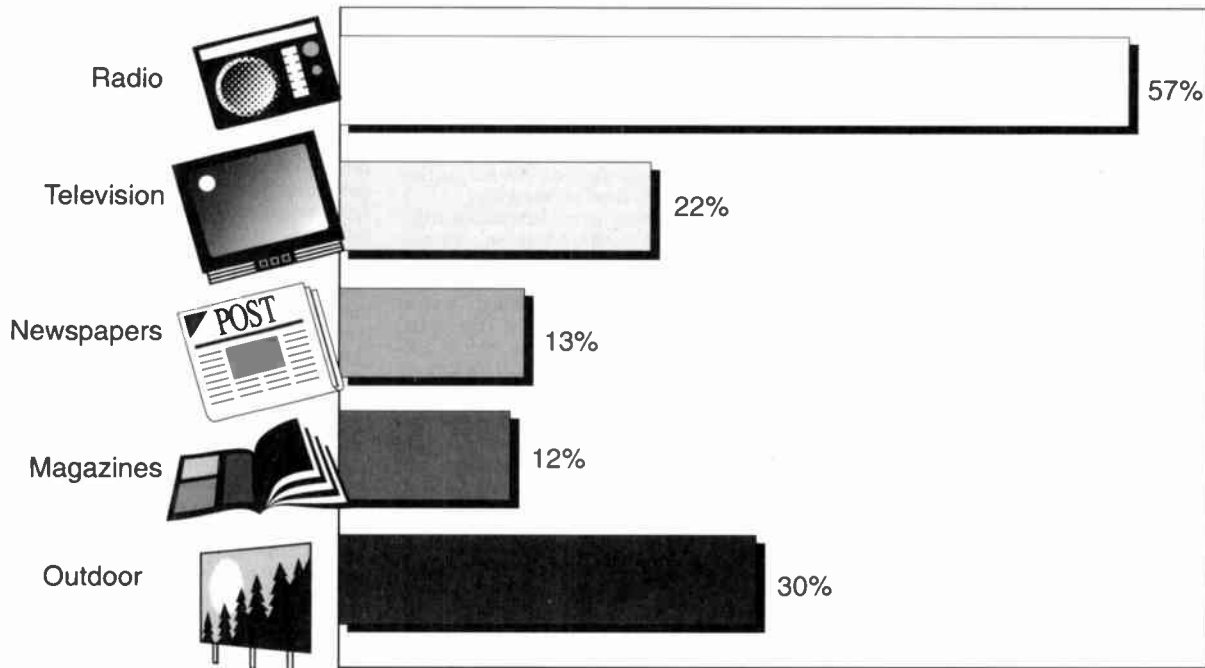
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

* For the 48 contiguous states of the United States.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

Improper Promotional Activities are those that may not directly appeal to diarykeepers, but that 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 "hyoing." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hyoing 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; hyoing is not.

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

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

General Information

General information with respect to Rating Distortion and Rating Bias:

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

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

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

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

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

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

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

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

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

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

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

The Sample

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

Survey Period	Counties Added	Counties Deleted
Fall 1997	Camden, NJ	(none)

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WLEV-FM	WFMZ-FM	SU97	09/15/97
WNJO-FM	WCHR-FM	SU97	03/02/98
WXXM-FM	WFLN-FM	SU97	10/02/97

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

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

Technical Difficulty/ The following station(s) reported to Arbitron that they experienced reduced power (REDUCED), intermittent power (INTERMIT), signal interference (SIG INTRF), or were off the air (OFF) for five or more continuous minutes in a quarter-hour during the survey period. No adjustments are made to either diary entries or reported audience estimates for periods of technical difficulty.

Station	Affected Date and Time	Problem
WXXM-FM	TU 07/21/98 08:45A to 09:30A	OFF

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																				
SU '98	647	10227	1.6	6.7	337	6333	.8	6.4	794	3305	1.9	14.5	334	1636	.8	3.9	252	1091	.6	4.2
4-Book	701	10772	1.7	7.3	359	6331	.9	6.8	851	3316	2.1	14.8	381	1818	.9	4.5	258	1186	.6	4.3
WBEB-FM																				
SU '98	662	5315	1.6	6.9	249	2927	.6	4.7	239	846	.6	4.4	455	1181	1.1	5.4	262	781	.6	4.3
4-Book	674	5451	1.7	7.0	253	3237	.6	4.8	256	869	.6	4.4	484	1443	1.2	5.7	305	1015	.8	5.1
WDAS-AM																				
SU '98	87	629	.2	.9	86	693	.2	1.6	65	139	.2	1.2	51	140	.1	.6	35	89	.1	.6
4-Book	100	715	.3	1.0	96	855	.2	1.8	80	173	.2	1.4	68	179	.2	.8	36	96	.1	.6
WDAS-FM																				
SU '98	520	3747	1.3	5.4	314	2634	.8	5.9	261	660	.6	4.8	400	1021	1.0	4.7	331	799	.8	5.5
4-Book	527	3664	1.3	5.5	325	2727	.8	6.2	274	727	.7	4.8	463	1136	1.2	5.4	365	915	.9	6.2
WFIL-AM																				
SU '98	41	482	.1	.4	15	271	.3	.3	32	110	.1	.6	22	67	.1	.3	16	73	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	121	715	.3	1.3	68	533	.2	1.3	77	174	.2	1.4	125	252	.3	1.5	54	150	.1	.9
4-Book	104	685	.2	1.1	70	588	.2	1.4	74	171	.2	1.3	106	222	.3	1.3	49	130	.1	.9
WIOQ-FM																				
SU '98	370	5241	.9	3.8	222	3302	.5	4.2	141	603	.3	2.6	354	1365	.9	4.2	291	1072	.7	4.8
4-Book	335	4970	.8	3.5	209	3187	.5	4.0	154	614	.4	2.7	365	1356	.9	4.3	280	1033	.7	4.7
WIP -AM																				
SU '98	301	2878	.7	3.1	88	1360	.2	1.7	134	463	.3	2.5	175	603	.4	2.1	57	223	.1	.9
4-Book	340	3462	.8	3.5	110	1703	.3	2.1	142	530	.4	2.5	183	675	.5	2.2	110	410	.3	1.8
WJJZ-FM																				
SU '98	387	3558	1.0	4.0	232	2460	.6	4.4	207	685	.5	3.8	429	988	1.1	5.1	322	887	.8	5.3
4-Book	426	3619	1.1	4.5	238	2585	.6	4.5	207	644	.5	3.6	409	1051	1.0	4.8	316	899	.8	5.3
WMGK-FM																				
SU '98	424	4210	1.0	4.4	193	2528	.5	3.7	136	485	.3	2.5	381	1206	.9	4.5	329	882	.8	5.4
4-Book	427	4418	1.0	4.4	202	2719	.5	3.9	183	636	.5	3.2	424	1284	1.0	5.0	293	982	.7	4.9
WMMR-FM																				
SU '98	364	4047	.9	3.8	162	2366	.4	3.1	129	542	.3	2.4	321	1036	.8	3.8	208	757	.5	3.4
4-Book	328	3926	.8	3.4	148	2397	.4	2.8	156	582	.4	2.7	294	1060	.8	3.5	169	714	.4	2.8
WNAP-AM																				
SU '98	* 41	391	.1	.4	* 41	270	.1	.8	* 44	82	.1	.8	52	124	.1	.6	49	74	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	475	4914	1.2	4.9	298	3489	.7	5.6	257	773	.6	4.7	515	1389	1.3	6.1	364	1065	.9	6.0
4-Book	472	4842	1.2	4.9	288	3436	.7	5.5	245	842	.6	4.3	494	1440	1.2	5.8	358	1135	.9	6.0
WPEN-AM																				
SU '98	333	2500	.8	3.4	181	1873	.4	3.4	307	825	.8	5.6	380	1105	.9	4.5	186	528	.5	3.1
4-Book	366	2733	.9	3.8	209	2083	.5	4.0	342	930	.9	5.9	418	1115	1.0	4.9	242	683	.6	4.1
WPHI-FM																				
SU '98	257	3430	.6	2.7	171	2156	.4	3.2	86	341	.2	1.6	292	964	.7	3.4	288	851	.7	4.8
4-Book	264	3679	.6	2.8	204	2510	.5	3.9	137	463	.4	2.4	316	1086	.8	3.7	285	923	.7	4.8
WPHT-AM																				
SU '98	107	1374	.3	1.1	76	1173	.2	1.4	43	139	.1	.8	77	211	.2	.9	59	214	.1	1.0
4-Book	92	1300	.3	1.0	54	866	.1	1.0	40	132	.1	.7	54	182	.1	.6	40	136	.1	.7
WPLY-FM																				
SU '98	202	3906	.5	2.1	135	2665	.3	2.6	95	417	.2	1.7	245	1197	.6	2.9	189	729	.5	3.1
4-Book	212	4053	.5	2.2	127	2621	.3	2.4	94	458	.2	1.6	225	1097	.6	2.7	179	801	.5	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WURD-AM SU '98 4-Book	38 51	337 381	.1 .1	.4 .5	40 36	259 277	.1 .1	.8 .7	28 39	62 98	.1 .1	.5 .7	73 77	133 180	.2 .2	.9 .9	61 37	128 90	.1 .1	1.0 .6
WUSL-FM SU '98 4-Book	379 378	4677 4643	.9 .9	3.9 3.9	293 295	3349 3412	.7 .7	5.5 5.6	201 215	632 704	.5 .5	3.7 3.7	429 443	1351 1348	1.1 1.1	5.1 5.2	370 381	1081 1129	.9 .9	6.1 6.4
WWDB-FM SU '98 4-Book	477 443	3648 3485	1.2 1.1	4.9 4.6	270 254	2651 2536	.7 .6	5.1 4.9	363 385	877 975	.9 1.0	6.6 6.7	293 296	862 848	.7 .7	3.5 3.5	153 160	399 429	.4 .4	2.5 2.7
WWJZ-AM SU '98 4-Book	55 42	427 386	.1 .1	.6 .4	49 31	360 294	.1 .1	.9 .6	60 45	157 124	.1 .1	1.1 .8	68 52	191 154	.2 .2	.8 .6	37 27	99 68	.1 .1	.6 .5
WXTU-FM SU '98 4-Book	451 412	3825 3491	1.1 1.0	4.7 4.3	284 247	2786 2534	.7 .6	5.4 4.7	294 263	1016 870	.7 .7	5.4 4.6	564 484	1507 1354	1.4 1.2	6.7 5.7	345 299	1020 896	.8 .7	5.7 5.0
+WXXM-FM SU '98 4-Book	214 190	3695 3317	.5 .5	2.2 2.0	132 125	2302 2190	.3 .3	2.5 2.4	83 87	345 353	.2 .2	1.5 1.5	241 238	1067 970	.6 .6	2.8 2.8	160 180	664 764	.4 .4	2.6 3.0
WYSP-FM SU '98 4-Book	636 647	6058 6058	1.6 1.6	6.6 6.7	140 161	2329 2725	.3 .4	2.6 3.1	116 136	443 508	.3 .4	2.1 2.4	264 238	916 931	.6 .6	3.1 2.8	162 173	604 681	.4 .4	2.7 2.9
WYXR-FM SU '98 4-Book	304 299	3574 3742	.7 .7	3.1 3.1	157 155	2367 2504	.4 .4	3.0 3.0	138 130	485 513	.3 .3	2.5 2.3	310 294	1060 1039	.8 .8	3.7 3.5	232 206	712 734	.6 .5	3.8 3.5
WJBR-FM SU '98 4-Book	57 47	522 584	.1 .1	.6 .5	15 18	267 356	.3 .4		15 20	53 65	.3 .1	.3 .4	30 29	129 139	.1 .1	.4 .4	23 16	75 73	.1 .1	.4 .3
WKXW-FM SU '98 4-Book	102 104	1292 1220	.3 .3	1.1 1.1	25 30	443 469	.1 .1	.5 .6	36 37	144 139	.1 .1	.7 .7	42 53	144 176	.1 .1	.5 .6	21 35	98 121	.1 .1	.3 .6
+WLEV-FM SU '98 4-Book	28 42	272 319	.1 .1	.3 .4	20 23	165 221	.4 .1		17 18	53 61	.3 .1	.3 .3	30 37	82 106	.1 .1	.4 .5	19 26	71 86	.1 .1	.3 .5
+WNJO-FM SU '98 4-Book	101 **	906 **	.2 **	1.0 **	55 **	611 **	.1 **	1.0 **	54 **	142 **	.1 **	1.0 **	102 **	307 **	.3 **	1.2 **	77 **	247 **	.2 **	1.3 **
WPST-FM SU '98 4-Book	133 117	2629 2421	.3 .3	1.4 1.2	77 69	1642 1533	.2 .2	1.5 1.3	42 49	180 240	.1 .1	.8 .9	114 118	580 581	.3 .3	1.3 1.4	117 102	553 506	.3 .3	1.9 1.7
WRDR-FM SU '98 4-Book	28 58	497 687	.1 .2	.3 .6	30 40	339 520	.1 .1	.6 .8	14 31	76 113	.3 .1		48 76	138 213	.1 .2	.6 .9	46 61	135 193	.1 .2	.8 1.0
WSTW-FM SU '98 4-Book	39 **	645 **	.1 **	.4 **	24 **	423 **	.1 **	.5 **	45 **	75 **	.1 **	.8 **	35 **	159 **	.1 **	.4 **	12 **	75 **	.1 **	.2 **
TOTALS SU '98 4-Book	9656 9636	38597 38601	23.7 23.7		5285 5263	33096 33207	13.0 12.9		5462 5753	15081 15776	13.4 14.2		8466 8524	20380 20910	20.8 20.9		6049 5959	14945 15634	14.9 14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SU '98	16	45	.4		21	63	.1	.5	38	83	.1	.6	62	122	.2	1.3	23	42	.1	.7
4-Book	10	29	.3		19	52	.1	.4	55	134	.2	.9	40	93	.1	.9	9	23		.3
WUSL-FM																				
SU '98	302	892	.7	8.4	242	665	.6	5.3	358	1188	.9	5.8	233	756	.6	5.0	185	617	.5	6.0
4-Book	324	976	.8	9.1	237	739	.6	5.2	334	1079	.8	5.5	228	710	.6	5.0	174	580	.4	6.0
WWDB-FM																				
SU '98	197	727	.5	5.5	319	909	.8	7.0	571	1215	1.4	9.2	84	261	.2	1.8	149	530	.4	4.8
4-Book	175	582	.4	4.9	280	866	.7	6.1	480	1015	1.2	7.8	103	291	.3	2.3	136	464	.4	4.7
WWJZ-AM																				
SU '98	14	57	.4		80	196	.2	1.8	55	188	.1	.9	41	95	.1	.9	42	101	.1	1.4
4-Book	7	33	.2		45	115	.1	1.0	43	137	.1	.7	21	56		.5	13	40		.4
WXTU-FM																				
SU '98	188	642	.5	5.2	181	554	.4	4.0	339	1071	.8	5.5	234	797	.6	5.0	111	470	.3	3.6
4-Book	125	488	.3	3.5	178	602	.4	3.9	318	963	.8	5.2	207	701	.5	4.6	91	368	.3	3.1
+WXXM-FM																				
SU '98	81	439	.2	2.2	49	213	.1	1.1	207	816	.5	3.3	123	466	.3	2.6	92	507	.2	3.0
4-Book	90	480	.2	2.5	48	235	.1	1.1	151	688	.4	2.5	121	520	.3	2.7	69	367	.2	2.3
WYSP-FM																				
SU '98	92	377	.2	2.6	35	164	.1	.8	180	818	.4	2.9	155	554	.4	3.3	100	397	.2	3.2
4-Book	90	387	.2	2.6	50	202	.1	1.1	282	1112	.7	4.5	230	861	.6	5.0	76	351	.2	2.6
WYXR-FM																				
SU '98	94	431	.2	2.6	82	344	.2	1.8	170	672	.4	2.7	150	520	.4	3.2	72	322	.2	2.3
4-Book	102	490	.3	2.9	81	340	.2	1.8	178	703	.4	2.9	136	532	.3	3.0	100	428	.3	3.4
WJBR-FM																				
SU '98	2	19	.1		5	35	.1		21	59	.1	.3	20	51		.4	6	28		.2
4-Book	13	66	.4		12	57	.3		25	94	.1	.4	19	82	.1	.4	11	54		.4
WKXW-FM																				
SU '98	11	43	.3		12	49	.3		23	106	.1	.4	25	62	.1	.5	29	102	.1	.9
4-Book	17	62	.5		28	105	.1	.6	29	129	.1	.5	27	94	.1	.6	15	63		.5
+WLEV-FM																				
SU '98	9	35	.2		11	40	.2		22	65	.1	.4	36	77	.1	.8	18	37		.6
4-Book	16	48	.5		17	51	.4		26	77	.1	.4	28	86	.1	.6	15	50		.5
+WNJO-FM																				
SU '98	31	101	.1	.9	32	99	.1	.7	60	198	.1	1.0	58	158	.1	1.2	23	102	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	68	438	.2	1.9	32	187	.1	.7	92	504	.2	1.5	88	300	.2	1.9	60	234	.1	1.9
4-Book	52	326	.1	1.5	27	154	.1	.6	85	475	.2	1.4	70	313	.2	1.6	45	250	.1	1.5
WRDR-FM																				
SU '98	48	98	.1	1.3	19	50	.4		29	73	.1	.5	23	72	.1	.5	8	44		.3
4-Book	33	112	.1	.9	18	87	.4		46	155	.1	.8	39	133	.1	.9	13	55		.5
WSTV-FM																				
SU '98	5	53	.1		25	98	.1	.5	22	136	.1	.4	29	91	.1	.6	20	83		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	3604	10836	8.8		4561	12661	11.2		6208	16871	15.2		4700	11931	11.5		3092	9553	7.6	
4-Book	3549	10875	8.7		4578	13133	11.3		6151	17026	15.1		4531	12125	11.1		2932	9035	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '98	13	687	.2	1.0	33	332	.4	2.6	7	122	.1	.4	10	148	.1	.6	7	122	.1	.7
SP '98	16	773	.2	1.3	43	510	.5	3.2	9	179	.1	.7	14	237	.2	.9	4	138		.4
WI '98	16	761	.2	1.4	49	555	.6	3.5	6	127	.1	.6	14	247	.2	.9	9	88	.1	.9
FA '97	15	884	.2	1.3	49	521	.6	3.6	7	177	.1	.6	18	230	.2	1.2	3	82		.3
4-Book	15	776	.2	1.3	44	480	.5	3.2	7	151	.1	.6	14	216	.2	.9	6	108	.1	.6
SU '97	12	623	.1	.9	29	343	.4	2.2	17	155	.2	1.0	11	178	.1	.7	4	83		.4
WBEB-FM																				
SU '98	43	986	.5	3.4	36	343	.4	2.8	76	415	.9	4.6	45	442	.6	2.9	35	390	.4	3.5
SP '98	71	1364	.9	5.9	79	574	1.0	5.8	102	551	1.3	7.9	81	706	1.0	5.4	49	535	.6	4.8
WI '98	50	1125	.6	4.4	54	400	.7	3.9	74	338	.9	6.9	60	518	.7	4.0	37	441	.5	3.6
FA '97	53	1114	.7	4.4	53	426	.7	3.9	81	456	1.0	7.1	70	563	.9	4.6	38	421	.5	3.4
4-Book	54	1147	.7	4.5	56	436	.7	4.1	83	440	1.0	6.6	64	557	.8	4.2	40	447	.5	3.8
SU '97	46	1178	.6	3.6	39	427	.5	3.0	57	442	.7	3.5	52	479	.6	3.3	33	429	.4	3.1
WDAS-AM																				
SU '98	1	40		.1	1	28		.1		5			5	65	.1	.3	2	19		.2
SP '98	4	168		.3	5	55	.1	.4	3	37		.2	3	22		.2	2	12		.2
WI '98	7	132	.1	.6	12	50	.1	.9	3	28		.3	3	22		.2	2	12		.2
FA '97	7	82	.1	.6	9	26	.1	.7	9	20	.1	.8	7	30	.1	.5	2	17		.2
4-Book	5	106	.1	.4	7	40	.1	.5	4	23	.1	.3	4	29	.1	.3	2	13		.2
SU '97	6	93	.1	.5	13	52	.2	1.0	9	46	.1	.6	6	54	.1	.4	1	28		.1
WDAS-FM																				
SU '98	35	687	.4	2.8	36	237	.4	2.8	47	285	.6	2.8	41	278	.5	2.6	43	287	.5	4.3
SP '98	39	782	.5	3.3	54	326	.7	4.0	40	296	.5	3.1	33	323	.4	2.2	40	351	.5	3.9
WI '98	50	768	.6	4.4	64	323	.8	4.6	56	243	.7	5.2	58	343	.7	3.9	52	416	.6	5.1
FA '97	43	777	.5	3.6	36	283	.4	2.7	43	235	.5	3.8	44	299	.5	2.9	42	369	.5	3.7
4-Book	42	754	.5	3.5	48	292	.6	3.5	47	265	.6	3.7	44	311	.5	2.9	44	356	.5	4.3
SU '97	38	647	.5	3.0	42	301	.5	3.2	53	270	.7	3.2	49	313	.6	3.1	29	314	.4	2.7
WFIL-AM																				
SU '98		18							1	14		.1	1	5		.1		5		
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		23							7				2	12		.1		5		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	1	55		.1		11				11										
SP '98		14				11							6							
WI '98		8																		
FA '97	1	42		.1					8				1	10		.1	1	34		.1
4-Book	1	30		.1		6			5				4				9			
SU '97	2	30		.2	6	25	.1	.5	1	12		.1	1	13		.1		6		
WIOQ-FM																				
SU '98	140	2853	1.7	11.2	128	1159	1.6	9.9	198	1670	2.4	11.9	198	1688	2.4	12.7	100	1238	1.2	9.9
SP '98	120	2636	1.5	10.0	103	1163	1.3	7.6	143	1294	1.8	11.1	157	1470	1.9	10.5	101	1139	1.2	9.8
WI '98	96	2645	1.2	8.4	113	1226	1.4	8.1	72	1040	.9	6.7	138	1660	1.7	9.2	89	1173	1.1	8.7
FA '97	108	2649	1.3	9.1	101	1045	1.2	7.5	87	1062	1.1	7.6	150	1561	1.9	9.8	113	1225	1.4	10.0
4-Book	116	2696	1.4	9.7	111	1148	1.4	8.3	125	1267	1.6	9.3	161	1595	2.0	10.6	101	1194	1.2	9.6
SU '97	136	2950	1.7	10.6	91	1147	1.1	6.9	170	1653	2.1	10.4	175	1898	2.2	11.1	127	1478	1.6	12.0
WIP -AM																				
SU '98	11	287	.1	.9	19	124	.2	1.5	15	127	.2	.9	18	145	.2	1.2	8	106	.1	.8
SP '98	20	445	.2	1.7	34	221	.4	2.5	15	134	.2	1.2	27	211	.3	1.8	20	189	.2	1.9
WI '98	17	402	.2	1.5	34	229	.4	2.4	9	118	.1	.8	24	171	.3	1.6	10	162	.1	1.0
FA '97	26	603	.3	2.2	37	363	.5	2.7	25	187	.3	2.2	40	367	.5	2.6	13	210	.2	1.2
4-Book	19	434	.2	1.6	31	234	.4	2.3	16	142	.2	1.3	27	224	.3	1.8	13	167	.2	1.2
SU '97	30	590	.4	2.3	63	350	.8	4.8	40	302	.5	2.5	35	282	.4	2.2	10	150	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
WJZZ-FM																				
SU '98	12	219	.1	1.0	5	61	.1	.4	25	92	.3	1.5	12	83	.1	.8	2	46		.2
SP '98	14	312	.2	1.2	11	105	.1	.8	15	86	.2	1.2	24	131	.3	1.6	10	121	.1	1.0
WI '98	23	414	.3	2.0	15	117	.2	1.1	43	164	.5	4.0	34	194	.4	2.3	12	114	.1	1.2
FA '97	10	305	.1	.8	12	119	.1	.9	13	140	.2	1.1	11	140	.1	.7	13	103	.2	1.2
4-Book	15	313	.2	1.3	11	101	.1	.8	24	121	.3	2.0	20	137	.2	1.4	9	96	.1	.9
SU '97	8	253	.1	.6	4	91		.3	12	122	.1	.7	10	115	.1	.6	5	104	.1	.5
WMGK-FM																				
SU '98	43	942	.5	3.4	30	279	.4	2.3	75	478	.9	4.5	55	494	.7	3.5	23	340	.3	2.3
SP '98	50	1052	.6	4.2	48	347	.6	3.5	85	508	1.1	6.6	62	545	.8	4.2	24	234	.3	2.3
WI '98	35	858	.4	3.1	31	305	.4	2.2	42	319	.5	3.9	46	463	.6	3.1	28	320	.3	2.7
FA '97	66	1169	.8	5.5	55	481	.7	4.1	91	508	1.1	8.0	102	658	1.3	6.6	45	437	.6	4.0
4-Book	49	1005	.6	4.1	41	353	.5	3.0	73	453	.9	5.8	66	540	.9	4.4	30	333	.4	2.8
SU '97	46	1177	.6	3.6	41	439	.5	3.1	77	558	.9	4.7	68	675	.8	4.3	29	422	.4	2.7
WMMR-FM																				
SU '98	58	1309	.7	4.6	52	366	.6	4.0	110	665	1.4	6.6	77	733	1.0	5.0	34	554	.4	3.4
SP '98	36	1272	.4	3.0	44	521	.5	3.2	39	426	.5	3.0	46	645	.6	3.1	21	395	.3	2.0
WI '98	41	1254	.5	3.6	34	450	.4	2.4	52	468	.6	4.9	52	641	.6	3.5	30	454	.4	2.9
FA '97	30	1008	.4	2.5	38	367	.5	2.8	37	387	.5	3.2	37	462	.5	2.4	28	307	.3	2.5
4-Book	41	1211	.5	3.4	42	426	.5	3.1	60	487	.8	4.4	53	620	.7	3.5	28	428	.4	2.7
SU '97	56	1322	.7	4.4	55	406	.7	4.2	93	544	1.1	5.7	81	743	1.0	5.1	36	457	.4	3.4
WNAP-AM																				
SU '98	*	3	46	.2	*	3	14	.2	3	30		.2	1	7		.1				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		23											1	18		.1	**	**	**	**
WGL-FM																				
SU '98	32	753	.4	2.6	24	213	.3	1.9	57	368	.7	3.4	50	371	.6	3.2	13	206	.2	1.3
SP '98	22	652	.3	1.8	19	222	.2	1.4	36	248	.4	2.8	28	273	.3	1.9	9	171	.1	.9
WI '98	19	640	.2	1.7	20	164	.2	1.4	19	201	.2	1.8	24	272	.3	1.6	13	194	.2	1.3
FA '97	17	790	.2	1.4	17	245	.2	1.3	17	269	.2	1.5	23	335	.3	1.5	14	224	.2	1.2
4-Book	23	709	.3	1.9	20	211	.2	1.5	32	272	.4	2.4	31	313	.4	2.1	12	199	.2	1.2
SU '97	29	819	.4	2.3	27	239	.3	2.1	54	302	.7	3.3	32	365	.4	2.0	12	220	.1	1.1
WPEN-AM																				
SU '98		26								9										
SP '98		21												11				11		
WI '98	7	54	.1	.6	10	19	.1	.7	12	40	.1	1.1	12	37	.1	.8		6		
FA '97		22								7							1	15		.1
4-Book	2	31	.2		3	5	.2		3	14	.3		3	12	.2		8			
SU '97	3	70	.2		2	8	.2		7	16	.1	.4	4	15	.3					
WPHI-FM																				
SU '98	153	2642	1.9	12.2	125	1134	1.5	9.7	179	1637	2.2	10.7	213	1754	2.6	13.7	157	1477	1.9	15.6
SP '98	166	2665	2.1	13.9	170	1381	2.1	12.5	146	1383	1.8	11.4	206	1863	2.5	13.8	181	1476	2.2	17.6
WI '98	163	2871	2.0	14.3	159	1338	2.0	11.3	116	1216	1.4	10.8	244	1924	3.0	16.3	177	1566	2.2	17.3
FA '97	75	2763	2.2	14.7	173	1355	2.1	12.8	121	1179	1.5	10.6	240	1789	3.0	15.6	205	1594	2.5	18.2
4-Book	164	2735	2.1	13.8	157	1302	1.9	11.6	141	1354	1.7	10.9	226	1833	2.8	14.9	180	1528	2.2	17.2
SU '97	189	2775	2.3	14.7	160	1193	2.0	12.2	204	1714	2.5	12.5	241	1902	3.0	15.2	208	1762	2.6	19.7
WPHT-AM																				
SU '98	2	64		.2					4	6		.2	2	20		.1	3	43		.3
SP '98	1	89		.1	1	23		.1		9				8			3	42		.3
WI '98	1	36		.1	1	5		.1		13				14				9		
FA '97	1	42		.1	1	18		.1	1	10		.1					1	7		.1
4-Book	1	58		.1	1	12		.1	1	10		.1	1	11			2	25		.2
SU '97	2	94		.2	2	7		.2		9			1	15		.1	5	28		.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																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '98	83	2337	1.0	6.6	76	972	.9	5.9	101	1325	1.2	6.0	106	1275	1.3	6.8	73	960	.9	7.3
SP '98	90	2507	1.1	7.5	110	1192	1.4	8.1	89	1129	1.1	6.9	136	1618	1.7	9.1	69	987	.9	6.7
WI '98	88	2488	1.1	7.7	115	1135	1.4	8.2	79	964	1.0	7.4	122	1534	1.5	8.1	81	1195	1.0	7.9
FA '97	99	2400	1.2	8.3	104	1094	1.3	7.7	79	960	1.0	6.9	134	1510	1.7	8.7	104	1222	1.3	9.2
4-Book	90	2433	1.1	7.5	101	1098	1.3	7.5	87	1095	1.1	6.8	125	1484	1.6	8.2	82	1091	1.0	7.8
SU '97	120	2585	1.5	9.4	102	1089	1.3	7.8	148	1339	1.8	9.1	162	1724	2.0	10.2	111	1333	1.4	10.5
WURD-AM																				
SU '98	4	42	.3	.3	9	33	.1	.7	3	27	.2	.2	3	27	.2	.2				
SP '98	3	75	.3	.3	4	17	.3	.3	4	37	.3	.3	4	43	.3	.3	1	26	.1	.1
WI '98	11	154	.1	1.0	15	94	.2	1.1	10	95	.1	.9	15	111	.2	1.0	5	45	.1	.5
FA '97	5	113	.1	.4	5	42	.1	.4	4	58	.4	.4	7	89	.1	.5	5	70	.1	.4
4-Book	6	96	.1	.5	8	47	.1	.6	5	54	.5	.5	7	68	.1	.5	3	35	.1	.3
SU '97	8	95	.1	.6	9	55	.1	.7	15	65	.2	.9	8	40	.1	.5	1	22	.1	.1
WUSL-FM																				
SU '98	188	2923	2.3	15.0	156	1294	1.9	12.1	205	1704	2.5	12.3	240	1855	3.0	15.5	194	1610	2.4	19.3
SP '98	190	3126	2.3	15.9	198	1620	2.4	14.6	159	1494	2.0	12.4	256	2073	3.2	17.1	183	1596	2.3	17.8
WI '98	152	2843	1.9	13.3	178	1418	2.2	12.7	106	1120	1.3	9.9	194	1782	2.4	12.9	165	1504	2.0	16.1
FA '97	185	2974	2.3	15.5	176	1541	2.2	13.0	132	1210	1.6	11.6	255	1784	3.2	16.6	227	1712	2.8	20.2
4-Book	179	2967	2.2	14.9	177	1468	2.2	13.1	151	1382	1.9	11.6	236	1874	3.0	15.5	192	1606	2.4	18.4
SU '97	185	2752	2.3	14.4	171	1244	2.1	13.0	210	1490	2.6	12.9	216	1653	2.7	13.6	182	1421	2.2	17.2
WWDB-FM																				
SU '98	7	130	.1	.6	9	55	.1	.7	6	50	.1	.4	4	39	.3	.3	11	31	.1	1.1
SP '98	1	46	.1	.1	1	20	.1	.1	3	27	.2	.2								
WI '98	9	149	.1	.8	6	64	.1	.4	18	66	.2	1.7	15	53	.2	1.0	3	37	.3	.3
FA '97	2	96	.2	.2	3	14	.2	.2	1	17	.1	.1	1	25	.1	.1		18		
4-Book	5	105	.1	.4	5	38	.1	.4	7	40	.1	.6	5	29	.1	.4	4	22	.4	.4
SU '97	4	162	.3	.3	2	14	.2	.2	9	60	.1	.6	3	57	.2	.2	4	55	.4	.4
WWJZ-AM																				
SU '98		7																	7	
SP '98	1	10	.1	.1	2	10	.1	.1										2	10	.2
WI '98		5							1	5	.1	.1	1	5	.1	.1				
FA '97																				
4-Book		6			1	3			1	1			1	1			1	4		.1
SU '97	2	7	.2	.2					2	7	.1	.1	4	7	.3	.3	1	7	.1	.1
WXTU-FM																				
SU '98	38	442	.5	3.0	44	253	.5	3.4	63	277	.8	3.8	50	311	.6	3.2	21	186	.3	2.1
SP '98	23	345	.3	1.9	30	235	.4	2.2	35	195	.4	2.7	34	231	.4	2.3	9	97	.1	.9
WI '98	27	456	.3	2.4	32	232	.4	2.3	26	246	.3	2.4	31	306	.4	2.1	21	266	.3	2.1
FA '97	13	342	.2	1.1	20	149	.2	1.5	18	139	.2	1.6	16	196	.2	1.0	7	156	.1	.6
4-Book	25	396	.3	2.1	32	217	.4	2.4	36	214	.4	2.6	33	261	.4	2.2	15	176	.2	1.4
SU '97	30	583	.4	2.3	31	274	.4	2.4	45	399	.6	2.8	39	318	.5	2.5	17	207	.2	1.6
+WXXM-FM																				
SU '98	65	1818	.8	5.2	45	629	.6	3.5	90	992	1.1	5.4	92	1105	1.1	5.9	46	758	.6	4.6
SP '98	60	1895	.7	5.0	74	837	.9	5.4	67	844	.8	5.2	63	1065	.8	4.2	43	769	.5	4.2
WI '98	70	1863	.9	6.1	79	850	1.0	5.6	72	780	.9	6.7	102	1132	1.3	6.8	54	830	.7	5.3
FA '97	48	1379	.6	4.0	45	605	.6	3.3	43	503	.5	3.8	67	908	.8	4.4	46	689	.6	4.1
4-Book	61	1739	.8	5.1	61	730	.8	4.5	68	780	.8	5.3	81	1053	1.0	5.3	47	762	.6	4.6
SU '97	6	211	.1	.5	8	101	.1	.6	5	56	.1	.3	8	127	.1	.5	3	76	.3	.3
WYSP-FM																				
SU '98	115	1977	1.4	9.2	277	1245	3.4	21.5	130	994	1.6	7.8	101	853	1.2	6.5	61	561	.8	6.1
SP '98	83	1890	1.0	6.9	172	1027	2.1	12.6	121	921	1.5	9.4	84	886	1.0	5.6	34	576	.4	3.3
WI '98	87	1818	1.1	7.6	212	1105	2.6	15.1	101	802	1.2	9.4	85	794	1.1	5.7	40	704	.5	3.9
FA '97	109	1932	1.3	9.1	251	1202	3.1	18.6	129	811	1.6	11.3	94	824	1.2	6.1	43	454	.5	3.8
4-Book	99	1904	1.2	8.2	228	1145	2.8	17.0	120	882	1.5	9.5	91	839	1.1	6.0	45	574	.6	4.3
SU '97	103	2021	1.3	8.0	262	1151	3.2	20.0	127	912	1.6	7.8	89	952	1.1	5.6	41	639	.5	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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																				
SU '98	16	506	.2	1.1	12	253	.1	1.3	29	103	.4	4.6	3	35	.2		7	30	.1	.5
4-Book	21	675	.3	1.5	12	259	.1	1.2	26	95	.3	3.8	8	42	.1	.5	8	33	.1	.6
WBEB-FM																				
SU '98	54	720	.7	3.6	30	449	.4	3.2	22	89	.3	3.5	38	112	.5	2.5	38	98	.5	2.9
4-Book	69	868	.9	5.1	39	549	.5	4.0	29	97	.4	4.2	59	191	.7	3.8	44	131	.6	3.5
WDAS-AM																				
SU '98		28			2	19		.2									1	7		.1
4-Book	5	60	.1	.4	6	69	.1	.7	4	6	.1	.5	3	8		.2	1	4		.1
WDAS-FM																				
SU '98	42	474	.5	2.8	18	278	.2	1.9	11	43	.1	1.7	15	55	.2	1.0	8	57	.1	.6
4-Book	46	508	.6	3.4	32	390	.4	3.3	24	73	.3	3.5	40	113	.5	2.7	25	77	.3	2.0
WFIL-AM																				
SU '98	**	14	**	**	**	5	**	**	**	**	**	**	1	5	.1		1	5	**	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98		11			2	44		.2									13	27	.2	1.0
4-Book		10			2	20		.2									5	11	.1	.4
WIOQ-FM																				
SU '98	176	2484	2.2	11.6	101	1537	1.2	10.7	48	246	.6	7.6	145	600	1.8	9.7	155	586	1.9	11.8
4-Book	132	2281	1.7	9.5	97	1547	1.2	10.1	58	264	.7	8.4	155	620	1.9	10.2	135	535	1.7	10.7
WIP -AM																				
SU '98	17	225	.2	1.1	4	103		.4	3	17		.5	7	26	.1	.5	3	28		.2
4-Book	24	352	.3	1.8	12	165	.2	1.3	8	32	.1	1.1	16	50	.2	1.1	12	41	.2	1.0
WJZ-FM																				
SU '98	15	139	.2	1.0	13	110	.2	1.4	7	39	.1	1.1	26	47	.3	1.7	13	35	.2	1.0
4-Book	19	214	.2	1.4	11	164	.2	1.2	9	31	.1	1.3	18	42	.2	1.2	14	47	.2	1.2
WMGK-FM																				
SU '98	55	762	.7	3.6	33	456	.4	3.5	15	65	.2	2.4	71	198	.9	4.7	84	216	1.0	6.4
4-Book	61	809	.8	4.5	38	510	.5	3.9	19	82	.3	2.8	78	212	1.0	5.2	62	198	.8	4.9
WMMR-FM																				
SU '98	82	1077	1.0	5.4	32	550	.4	3.4	26	106	.3	4.1	77	251	1.0	5.2	56	241	.7	4.3
4-Book	52	953	.7	3.7	31	583	.4	3.2	31	109	.4	4.4	60	232	.8	4.0	42	182	.5	3.3
WNAP-AM																				
SU '98	* 2	30		.1	* 6	37	.1	.6	* 12	23	.1	1.9	7	21	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	45	554	.6	3.0	21	355	.3	2.2	10	49	.1	1.6	60	158	.7	4.0	26	103	.3	2.0
4-Book	28	506	.4	2.0	20	334	.3	2.0	9	44	.1	1.4	38	116	.5	2.5	28	99	.3	2.2
WPEN-AM																				
SU '98		9			1	17		.1	2	17		.3	3	17		.2				
4-Book	3	20		.2	1	9		.1	3	7		.5	2	7		.2	1	3		.1
WPHI-FM																				
SU '98	173	2307	2.1	11.4	116	1477	1.4	12.3	48	200	.6	7.6	207	685	2.6	13.8	173	566	2.1	13.1
4-Book	172	2394	2.1	12.5	140	1715	1.7	14.4	96	324	1.2	14.0	222	763	2.8	14.8	189	643	2.3	15.0
WPHT-AM																				
SU '98	2	20		.1		8											1	4		.1
4-Book	1	27		.1	1	14		.1												
WPLY-FM																				
SU '98	95	2017	1.2	6.3	69	1429	.9	7.3	40	236	.5	6.3	104	531	1.3	7.0	92	462	1.1	7.0
4-Book	103	2104	1.3	7.5	72	1410	.9	7.4	43	238	.5	6.2	116	559	1.4	7.7	99	442	1.2	7.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

	Persons 12-24																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SU '98	5	36	.1	.3	4	27	.4		10	19	.1	1.6	10	19	.1	.7	9	9	.1	.7
4-Book	7	86	.1	.5	5	56	.6		7	23	.1	1.1	13	31	.2	.9	5	13		.4
WUSL-FM																				
SU '98	201	2605	2.5	13.2	161	1803	2.0	17.1	120	382	1.5	19.0	229	792	2.8	15.3	223	695	2.8	16.9
4-Book	185	2593	2.3	13.4	158	1892	2.0	16.4	118	397	1.5	17.3	238	775	2.9	15.8	217	713	2.7	17.2
WWDB-FM																				
SU '98	7	88	.1	.5	5	73	.1	.5	6	16	.1	1.0	9	29	.1	.6				
4-Book	6	75	.1	.4	3	47		.3	4	8	.1	.7	4	14	.1	.2	2	3		.1
WWJZ-AM																				
SU '98																				
4-Book	1	4		.1		4			1	3		.1								
WXTU-FM																				
SU '98	53	386	.7	3.5	23	295	.3	2.4	28	99	.3	4.4	36	130	.4	2.4	47	113	.6	3.6
4-Book	34	343	.4	2.4	18	245	.2	1.9	14	64	.2	2.1	24	102	.3	1.6	24	78	.3	1.9
+WXXM-FM																				
SU '98	77	1544	1.0	5.1	56	958	.7	5.9	23	92	.3	3.7	100	405	1.2	6.7	71	341	.9	5.4
4-Book	70	1483	.9	5.1	55	998	.7	5.7	26	128	.3	3.9	93	396	1.2	6.2	80	356	1.0	6.4
WYSP-FM																				
SU '98	166	1781	2.1	10.9	59	813	.7	6.3	59	212	.7	9.4	112	355	1.4	7.5	68	242	.8	5.2
4-Book	144	1667	1.8	10.4	53	855	.7	5.5	39	149	.5	5.7	80	327	1.0	5.4	64	252	.8	5.1
WYXR-FM																				
SU '98	51	810	.6	3.4	36	587	.4	3.8	26	83	.3	4.1	59	217	.7	3.9	52	170	.6	3.9
4-Book	45	884	.5	3.2	35	694	.4	3.6	20	87	.2	2.9	54	234	.7	3.5	43	174	.5	3.4
WJBR-FM																				
SU '98	2	46		.1	1	39		.1	3	9		.5	1	9		.1				
4-Book	2	102		.2	3	77		.3	1	5		.2	1	17		.1	1	11		.1
WKXW-FM																				
SU '98	8	148	.1	.5	1	41		.1	5	23	.1	.8					3	9		.2
4-Book	7	112	.1	.5	2	41		.2	2	13		.4	2	12		.1				
+WLEV-FM																				
SU '98	3	43		.2	3	17		.3	1	9		.2	6	17	.1	.4	6	17	.1	.5
4-Book	4	30		.3	1	19		.1		4		.1	2	11		.2	2	11		.2
+WNJO-FM																				
SU '98	1	54		.1	2	51		.2					11	33	.1	.7	5	26	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	55	1333	.7	3.6	44	967	.5	4.7	21	84	.3	3.3	52	274	.6	3.5	60	316	.7	4.6
4-Book	47	1169	.6	3.4	38	828	.5	4.0	25	124	.3	3.7	56	295	.7	3.7	53	261	.7	4.2
WRDR-FM																				
SU '98		27				7												7		
4-Book		14				9												4		
WSTV-FM																				
SU '98	10	151	.1	.7	6	99	.1	.6	9	16	.1	1.4	11	53	.1	.7	4	24		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	1517	7510	18.8		942	6371	11.6		630	1885	7.8		1495	3775	18.5		1317	3228	16.3	
4-Book	1381	7583	17.1		967	6564	12.0		682	2031	8.5		1506	3948	18.6		1263	3291	15.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	SU '98	6	11	.1	.7	31	113	.4	7.0	10	65	.1	1.0	6	19	.1	.6	8	24	.1	1.1
	4-Book	6	10	.1	.6	24	99	.3	5.0	10	60	.1	1.0	8	32	.1	.8	8	38	.1	1.0
WBEB-FM	SU '98	36	110	.4	4.1	2	17		.5	25	75	.3	2.5	41	125	.5	4.3	33	148	.4	4.6
	4-Book	34	146	.4	3.5	24	67	.3	4.7	34	136	.4	3.4	45	135	.6	4.8	38	155	.5	4.9
WDAS-AM	SU '98					4	13		.9	11	19	.1	1.1								
	4-Book	2	3		.2	23	45	.3	4.5	15	44	.2	1.5	4	9	.1	.4	2	5		.2
WDAS-FM	SU '98	14	44	.2	1.6	9	17	.1	2.0	14	32	.2	1.4	15	40	.2	1.6	54	115	.7	7.6
	4-Book	26	89	.3	2.6	18	40	.2	3.6	28	86	.4	2.8	27	60	.3	2.8	63	133	.8	8.3
WFIL-AM	SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM	SU '98	3	9		.3	3	8		.7									2	9		.3
	4-Book	1	2		.1	3	9		.5	2	2		.2	1	2		.1	1	2		.1
WIDQ-FM	SU '98	100	402	1.2	11.5	40	228	.5	9.0	148	562	1.8	14.7	122	408	1.5	12.7	44	211	.5	6.2
	4-Book	107	444	1.3	11.1	35	185	.5	7.2	115	529	1.4	11.3	93	383	1.2	9.9	68	265	.8	8.9
WIP -AM	SU '98	2	8		.2					2	9		.2	9	31	.1	.9	3	37		.4
	4-Book	9	30	.1	.9	10	28	.1	1.9	17	46	.2	1.6	16	41	.2	1.7	9	48	.1	1.2
WJJZ-FM	SU '98	12	24	.1	1.4	5	12	.1	1.1	9	12	.1	.9	16	39	.2	1.7	13	23	.2	1.8
	4-Book	9	27	.1	.9	5	24	.1	1.0	14	34	.2	1.4	13	30	.2	1.4	11	30	.1	1.4
WMGK-FM	SU '98	35	158	.4	4.0	4	24		.9	27	121	.3	2.7	21	71	.3	2.2	7	40	.1	1.0
	4-Book	37	131	.5	3.9	8	41	.1	1.5	37	156	.5	3.7	37	131	.5	3.9	18	79	.2	2.3
WMMR-FM	SU '98	19	121	.2	2.2	7	9	.1	1.6	36	145	.4	3.6	25	153	.3	2.6	10	88	.1	1.4
	4-Book	26	126	.3	2.7	9	38	.1	1.9	33	142	.4	3.3	28	111	.4	3.1	19	82	.2	2.4
WNAP-AM	SU '98					* 15	30	.2	3.4	4	7		.4					**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM	SU '98	5	41	.1	.6	20	47	.2	4.5	23	103	.3	2.3	12	61	.1	1.2	10	35	.1	1.4
	4-Book	18	75	.3	1.8	10	38	.1	2.1	16	82	.2	1.6	23	81	.3	2.5	15	56	.2	1.9
WPEN-AM	SU '98													2	3		.2				
	4-Book		1				1		.1												
WPHI-FM	SU '98	129	479	1.6	14.9	34	120	.4	7.7	103	423	1.3	10.2	135	377	1.7	14.0	83	334	1.0	11.6
	4-Book	176	607	2.2	18.0	57	207	.7	11.4	113	475	1.4	11.1	143	421	1.8	15.0	107	393	1.3	14.0
WPHT-AM	SU '98													1	8		.1				
	4-Book	2	6		.2					1	6		.1	1	4		.1	2	2		.2
WPLY-FM	SU '98	60	335	.7	6.9	37	237	.5	8.3	92	454	1.1	9.1	68	327	.8	7.1	50	297	.6	7.0
	4-Book	70	345	.9	7.2	30	188	.4	6.2	86	464	1.0	8.5	68	344	.8	7.2	53	294	.7	6.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

Persons 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																			
SU '98				2 9 .5				2 8 .2				5 5 .1 .5				1 5 .2			
4-Book				3 8 .5				9 29 .1 .9				6 20 .1 .7				1 5 .2			
WUSL-FM																			
SU '98				73 194 .9 16.4				170 608 2.1 16.8				140 495 1.7 14.5				121 433 1.5 16.9			
4-Book				94 296 1.2 18.9				152 546 1.9 15.0				132 452 1.6 14.0				112 399 1.4 14.8			
WVDB-FM																			
SU '98				1 9 .3				9 25 .1 .9				6 17 .1 .6				1 9 .1			
4-Book				1 9 .3				9 20 .1 .9				2 8 .2				1 4 .1			
WVJZ-AM																			
SU '98																			
4-Book																			
WXTU-FM																			
SU '98				9 21 .1 2.0				17 70 .2 1.7				10 65 .1 1.0				9 43 .1 1.3			
4-Book				12 52 .2 2.4				23 91 .3 2.3				14 70 .2 1.6				14 52 .2 1.8			
+WXXM-FM																			
SU '98				17 54 .2 3.8				77 278 1.0 7.6				61 253 .8 6.3				53 264 .7 7.4			
4-Book				19 91 .2 3.9				64 303 .8 6.4				57 270 .7 6.2				46 226 .6 6.1			
WYSP-FM																			
SU '98				14 75 .2 3.2				49 206 .6 4.9				62 197 .8 6.4				56 189 .7 7.8			
4-Book				17 75 .2 3.4				70 287 .9 6.9				66 245 .8 6.8				35 139 .4 4.7			
WYXR-FM																			
SU '98				22 93 .3 5.0				45 174 .6 4.5				32 122 .4 3.3				23 146 .3 3.2			
4-Book				16 71 .2 3.3				34 147 .4 3.3				29 130 .4 3.0				49 209 .6 6.4			
WJBR-FM																			
SU '98				1 4 .1				3 17 .1 .3				1 4 .1				5 21 .1 .7			
4-Book				5 24 .1 .5				3 17 .1 .3				3 20 .3				4 22 .5			
WKXW-FM																			
SU '98				2 2 .2				3 18 .3				4 9 .4				1 4 .1			
4-Book				2 2 .2				2 13 .2				4 9 .4				1 4 .1			
+WLEV-FM																			
SU '98				1 9 .2				2 9 .2				4 9 .4				5 9 .1 .7			
4-Book				1 5 .1				1 7 .1				2 6 .2				2 4 .2			
+WNJO-FM																			
SU '98				** ** ** **				1 8 .1				** ** ** **				** ** ** **			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WPST-FM																			
SU '98				20 104 .2 4.5				46 287 .6 4.6				60 230 .7 6.2				49 178 .6 6.9			
4-Book				16 84 .2 3.2				41 254 .5 4.1				41 192 .5 4.3				36 186 .5 4.8			
WRDR-FM																			
SU '98				2 7 .2				2 2 .2				3							
4-Book				1 2 .1				1 2 .2				3							
WSTW-FM																			
SU '98				2 17 .2				2 26 .2				8 36 .1 .8				14 41 .2 2.0			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
TOTALS																			
SU '98				444 1404 5.5				1009 2909 12.5				964 2424 11.9				714 2199 8.8			
4-Book				493 1588 6.1				1009 3060 12.5				945 2560 11.7				759 2337 9.4			

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

Target Listener 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	
KYW -AM																				
SU '98	43	1773	.4	2.1	114	977	1.0	4.1	31	465	.3	1.0	52	673	.5	2.0	17	350	.1	1.4
SP '98	41	1755	.4	1.9	109	1099	.9	3.6	30	571	.3	1.0	51	740	.4	1.9	14	360	.1	1.1
WI '98	59	2318	.5	2.8	199	1636	1.7	6.5	38	582	.3	1.3	56	922	.5	2.2	21	311	.2	1.8
FA '97	41	1890	.4	1.9	116	1091	1.0	3.9	30	598	.3	1.0	47	693	.4	1.7	12	296	.1	1.0
4-Book	46	1934	.4	2.2	135	1201	1.2	4.5	32	554	.3	1.1	52	757	.5	2.0	16	329	.1	1.3
SU '97	44	1897	.4	1.9	119	1193	1.0	3.9	33	398	.3	1.0	48	804	.4	1.7	12	326	.1	.9
WBEB-FM																				
SU '98	109	1737	.9	5.2	115	877	1.0	4.1	227	945	2.0	7.3	125	897	1.1	4.8	53	577	.5	4.4
SP '98	158	2069	1.4	7.2	181	1059	1.6	6.0	295	1070	2.6	9.4	201	1199	1.7	7.5	70	738	.6	5.5
WI '98	125	1837	1.1	6.0	165	902	1.4	5.4	252	863	2.2	8.8	149	981	1.3	5.8	44	549	.4	3.9
FA '97	109	1897	.9	5.0	121	933	1.0	4.0	195	899	1.7	6.2	142	974	1.2	5.3	53	596	.5	4.4
4-Book	125	1885	1.1	5.9	146	943	1.3	4.9	242	944	2.1	7.9	154	1013	1.3	5.9	55	615	.5	4.6
SU '97	102	1693	.9	4.4	115	782	1.0	3.7	190	846	1.6	5.6	122	895	1.0	4.4	40	493	.3	3.2
WDAS-AM																				
SU '98	11	123	.1	.5	26	89	.2	.9	18	42	.2	.6	4	17		.2				
SP '98	8	216	.1	.4	16	74	.1	.5	6	41	.1	.2	5	44		.2		7		
WI '98	20	290	.2	1.0	26	138	.2	.8	21	100	.2	.7	20	80	.2	.8	12	43	.1	1.1
FA '97	17	198	.1	.8	27	99	.2	.9	18	73	.2	.6	17	96	.1	.6	10	71	.1	.8
4-Book	14	207	.1	.7	24	100	.2	.8	16	64	.2	.5	12	59	.1	.5	6	30	.1	.5
SU '97	13	165	.1	.6	22	101	.2	.7	13	73	.1	.4	13	89	.1	.5	4	39		.3
WDAS-FM																				
SU '98	125	1631	1.1	6.0	184	892	1.6	6.6	158	862	1.4	5.1	137	893	1.2	5.3	102	694	.9	8.5
SP '98	139	1624	1.2	6.4	204	852	1.8	6.8	146	805	1.3	4.6	137	807	1.2	5.1	139	822	1.2	11.0
WI '98	171	1671	1.5	8.2	227	997	2.0	7.4	233	927	2.0	8.1	191	952	1.7	7.5	136	798	1.2	12.0
FA '97	140	1701	1.2	6.4	186	801	1.6	6.2	199	800	1.7	6.3	145	892	1.3	5.4	106	776	.9	8.8
4-Book	144	1657	1.3	6.8	200	886	1.8	6.8	184	849	1.6	6.0	153	886	1.4	5.8	121	773	1.1	10.1
SU '97	129	1548	1.1	5.6	157	820	1.3	5.1	188	747	1.6	5.5	161	880	1.4	5.8	92	707	.8	7.3
WFIL-AM																				
SU '98	3	128		.1	8	60	.1	.3	1	19			8	56	.1	.3	1	25		.1
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		25							6				6							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	6	143	.1	.3	12	52	.1	.4	7	63	.1	.2	4	31		.2	2	17		.2
SP '98	7	55	.1	.3	13	37	.1	.4	13	31	.1	.4	6	30	.1	.2	1	7		.1
WI '98	6	97	.1	.3	5	54		.2	10	50	.1	.3	3	42		.1	2	18		.2
FA '97	3	64		.1	5	22		.2	3	18		.1	7	19	.1	.3	1	33		.1
4-Book	6	90	.1	.3	9	41	.1	.3	8	41	.1	.3	5	31	.1	.2	2	19		.2
SU '97	5	61		.2	11	61	.1	.4	1	13			5	24		.2	4	21		.3
WIOQ-FM																				
SU '98	138	2854	1.2	6.6	152	1191	1.3	5.4	228	1635	2.0	7.3	190	1714	1.6	7.3	67	1082	.6	5.6
SP '98	150	2982	1.3	6.9	139	1307	1.2	4.6	241	1614	2.1	7.7	185	1612	1.6	6.9	102	1073	.9	8.1
WI '98	132	2936	1.1	6.3	164	1284	1.4	5.3	173	1465	1.5	6.0	171	1803	1.5	6.7	81	1121	.7	7.1
FA '97	129	2732	1.1	5.9	136	1163	1.2	4.5	187	1536	1.6	5.9	157	1557	1.4	5.8	93	1031	.8	7.7
4-Book	137	2876	1.2	6.4	148	1236	1.3	5.0	207	1563	1.8	6.7	176	1672	1.5	6.7	86	1077	.8	7.1
SU '97	156	3126	1.3	6.8	145	1251	1.2	4.7	224	1734	1.9	6.6	202	1811	1.7	7.2	99	1342	.8	7.8
WIP -AM																				
SU '98	57	1024	.5	2.7	82	577	.7	2.9	93	487	.8	3.0	98	649	.8	3.8	17	307	.1	1.4
SP '98	56	1101	.5	2.6	95	582	.8	3.2	79	492	.7	2.5	89	625	.8	3.3	29	351	.3	2.3
WI '98	71	1260	.6	3.4	126	701	1.1	4.1	90	508	.8	3.1	115	709	1.0	4.5	34	449	.3	3.0
FA '97	85	1518	.7	3.9	144	905	1.2	4.8	119	699	1.0	3.8	135	946	1.2	5.0	24	430	.2	2.0
4-Book	67	1226	.6	3.2	112	691	1.0	3.8	95	547	.8	3.1	109	732	1.0	4.2	26	384	.2	2.2
SU '97	84	1366	.7	3.6	143	807	1.2	4.7	116	678	1.0	3.4	119	842	1.0	4.3	30	374	.3	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-34

	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		
WJJZ-FM																						
SU '98	44	804	.4	2.1	33	319	.3	1.2	71	299	.6	2.3	50	376	.4	1.9	33	272	.3	2.8		
SP '98	53	880	.5	2.4	50	396	.4	1.7	83	397	.7	2.6	64	434	.6	2.4	41	382	.4	3.2		
WI '98	59	1031	.5	2.8	59	417	.5	1.9	101	445	.9	3.5	75	495	.6	2.9	31	304	.3	2.7		
FA '97	76	976	.7	3.5	61	387	.5	2.0	140	532	1.2	4.4	122	592	1.1	4.5	48	448	.4	4.0		
4-Book	58	923	.5	2.7	51	380	.4	1.7	99	418	.9	3.2	78	474	.7	2.9	38	352	.4	3.2		
SU '97	47	873	.4	2.0	37	289	.3	1.2	82	426	.7	2.4	58	440	.5	2.1	23	281	.2	1.8		
WMGK-FM																						
SU '98	134	1986	1.2	6.4	109	815	.9	3.9	258	1117	2.2	8.3	177	1272	1.5	6.8	50	576	.4	4.2		
SP '98	133	2160	1.2	6.1	148	945	1.3	4.9	252	1164	2.2	8.0	173	1345	1.5	6.5	46	543	.4	3.6		
WI '98	112	2218	1.0	5.4	121	959	1.0	3.9	182	990	1.6	6.4	157	1366	1.4	6.2	56	762	.5	4.9		
FA '97	154	2680	1.3	7.1	149	1263	1.3	5.0	272	1427	2.4	8.6	233	1631	2.0	8.6	73	888	.6	6.0		
4-Book	133	2261	1.2	6.3	132	996	1.1	4.4	241	1175	2.1	7.8	185	1404	1.6	7.0	56	692	.5	4.7		
SU '97	168	2782	1.4	7.3	178	1289	1.5	5.8	284	1520	2.4	8.4	238	1784	2.0	8.5	79	929	.7	6.2		
WMMR-FM																						
SU '98	138	2515	1.2	6.6	150	951	1.3	5.4	249	1275	2.2	8.0	178	1351	1.5	6.9	72	949	.6	6.0		
SP '98	109	2390	.9	5.0	139	873	1.2	4.6	160	1123	1.4	5.1	143	1418	1.2	5.3	61	715	.5	4.8		
WI '98	97	2271	.8	4.6	118	882	1.0	3.8	159	882	1.4	5.6	112	1257	1.0	4.4	31	636	.3	2.7		
FA '97	113	2556	1.0	5.2	144	1157	1.2	4.8	186	1265	1.6	5.9	158	1402	1.4	5.9	51	641	.4	4.2		
4-Book	114	2433	1.0	5.4	138	966	1.2	4.7	189	1136	1.7	6.2	148	1357	1.3	5.6	54	735	.5	4.4		
SU '97	152	2781	1.3	6.6	187	1230	1.6	6.1	289	1305	2.5	8.5	192	1558	1.6	6.9	56	849	.5	4.4		
W NAP-AM																						
SU '98	*	6	.86	.1	.3	*	7	.26	.1	.3	9	26	.1	.3	4	24	.1	.2	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '97	2	66		.1	2	17		.1	2	18		.1	2	27		.1	**	**	**	**		
WGL-FM																						
SU '98	48	1185	.4	2.3	46	406	.4	1.6	83	529	.7	2.7	73	525	.6	2.8	21	264	.2	1.8		
SP '98	53	1117	.5	2.4	46	411	.4	1.5	88	486	.8	2.8	71	606	.6	2.7	23	275	.2	1.8		
WI '98	35	946	.3	1.7	41	295	.4	1.3	53	387	.5	1.9	44	493	.4	1.7	16	242	.1	1.4		
FA '97	36	1079	.3	1.7	38	436	.3	1.3	65	490	.6	2.1	48	496	.4	1.8	17	302	.1	1.4		
4-Book	43	1082	.4	2.0	43	387	.4	1.4	72	473	.7	2.4	59	530	.5	2.3	19	271	.2	1.6		
SU '97	65	1289	.6	2.8	74	491	.6	2.4	125	614	1.1	3.7	76	714	.6	2.7	20	329	.2	1.6		
W PEN-AM																						
SU '98	4	106		.2	2	28		.1	6	48	.1	.2	5	37		.2	4	29		.3		
SP '98	2	52		.1	2	10		.1	3	9		.1	5	19		.2	1	14		.1		
WI '98	9	111	.1	.4	12	30	.1	.4	14	58	.1	.5	16	73	.1	.6	4	16		.4		
FA '97	4	116		.2	1	37		.1	10	28	.1	.3	7	32	.1	.3	1	19		.1		
4-Book	5	96		.2	4	26		.1	8	36	.1	.3	8	40	.1	.3	3	20		.2		
SU '97	4	114		.2	4	26		.1	8	42	.1	.2	5	32		.2						
W PHI-FM																						
SU '98	117	2019	1.0	5.6	112	933	1.0	4.0	138	1189	1.2	4.4	169	1441	1.5	6.5	119	1095	1.0	9.9		
SP '98	130	2024	1.1	5.9	129	903	1.1	4.3	150	1229	1.3	4.8	166	1320	1.4	6.2	133	999	1.2	10.5		
WI '98	133	2365	1.2	6.4	131	996	1.1	4.3	137	1271	1.2	4.8	177	1485	1.5	6.9	119	1074	1.0	10.5		
FA '97	128	2123	1.1	5.9	140	990	1.2	4.7	125	1102	1.1	4.0	156	1230	1.4	5.8	128	1040	1.1	10.6		
4-Book	127	2133	1.1	6.0	128	956	1.1	4.3	138	1198	1.2	4.5	167	1369	1.5	6.4	125	1052	1.1	10.4		
SU '97	179	2400	1.5	7.8	173	1195	1.5	5.6	214	1401	1.8	6.3	243	1733	2.1	8.7	169	1443	1.4	13.4		
W PHT-AM																						
SU '98	9	344	.1	.4	10	84	.1	.4	7	36	.1	.2	9	81	.1	.3	12	210	.1	1.0		
SP '98	6	213	.1	.3	2	18		.1	2	49		.1	4	75		.1	17	150	.1	1.3		
WI '98	4	220		.2	6	63	.1	.2	5	82		.2	5	72		.2	3	36		.3		
FA '97	3	129		.1	7	54	.1	.2	4	38		.1	3	36		.1		8				
4-Book	6	227	.1	.3	6	55	.1	.2	5	51	.1	.2	5	66	.1	.2	8	101	.1	.7		
SU '97	6	264	.1	.3	9	62	.1	.3	2	47		.1	5	89		.2	8	91	.1	.6		

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

Target Listener 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
WPLY-FM																				
SU '98	71	2507	.6	3.4	82	1007	.7	2.9	88	1071	.8	2.8	100	1327	.9	3.9	42	841	.4	3.5
SP '98	99	2727	.9	4.5	124	1274	1.1	4.1	153	1409	1.3	4.9	143	1570	1.2	5.3	49	884	.4	3.9
WI '98	89	2683	.8	4.3	120	1233	1.0	3.9	108	1150	.9	3.8	123	1485	1.1	4.8	51	1068	.4	4.5
FA '97	113	2769	1.0	5.2	145	1263	1.3	4.8	143	1330	1.2	4.5	150	1595	1.3	5.6	75	1049	.6	6.2
4-Book	93	2672	.8	4.4	118	1194	1.0	3.9	123	1240	1.1	4.0	129	1494	1.1	4.9	54	961	.5	4.5
SU '97	143	3209	1.2	6.2	181	1488	1.5	5.9	201	1485	1.7	5.9	186	2052	1.6	6.7	88	1372	.7	7.0
WURD-AM																				
SU '98	11	124	.1	.5	13	69	.1	.5	19	85	.2	.6	13	89	.1	.5	1	23		.1
SP '98	15	156	.1	.7	17	98	.1	.6	27	110	.2	.9	18	105	.2	.7	4	46		.3
WI '98	14	233	.1	.7	12	108	.1	.4	25	162	.2	.9	19	145	.2	.7	5	35		.4
FA '97	25	228	.2	1.1	42	171	.4	1.4	40	208	.3	1.3	22	174	.2	.8	5	86		.4
4-Book	16	185	.1	.8	21	112	.2	.7	28	141	.2	.9	18	128	.2	.7	4	48		.3
SU '97	14	178	.1	.6	25	122	.2	.8	20	103	.2	.6	13	76	.1	.5	1	22		.1
WUSL-FM																				
SU '98	194	2742	1.7	9.3	200	1366	1.7	7.1	222	1490	1.9	7.1	232	1720	2.0	9.0	178	1444	1.5	14.8
SP '98	193	2688	1.7	8.8	235	1503	2.0	7.8	222	1420	1.9	7.1	232	1694	2.0	8.7	143	1062	1.2	11.3
WI '98	156	2554	1.4	7.5	185	1187	1.6	6.0	173	1368	1.5	6.0	190	1508	1.6	7.5	116	1142	1.0	10.2
FA '97	169	2560	1.5	7.7	176	1310	1.5	5.9	196	1331	1.7	6.2	197	1397	1.7	7.3	156	1256	1.4	12.9
4-Book	178	2636	1.6	8.3	199	1342	1.7	6.7	203	1402	1.8	6.6	213	1580	1.8	8.1	148	1226	1.3	12.3
SU '97	197	2472	1.7	8.6	202	1384	1.7	6.6	256	1439	2.2	7.5	200	1460	1.7	7.2	180	1268	1.5	14.2
WWDB-FM																				
SU '98	29	646	.3	1.4	24	171	.2	.9	44	288	.4	1.4	35	250	.3	1.4	25	162	.2	2.1
SP '98	17	356	.1	.8	17	121	.1	.6	29	153	.3	.9	19	142	.2	.7	10	69	.1	.8
WI '98	33	582	.3	1.6	25	106	.2	.8	78	311	.7	2.7	36	205	.3	1.4	14	120	.1	1.2
FA '97	17	444	.1	.8	17	172	.1	.6	41	225	.4	1.3	12	126	.1	.4	6	76	.1	.5
4-Book	24	507	.2	1.2	21	143	.2	.7	48	244	.5	1.6	26	181	.2	1.0	14	107	.1	1.2
SU '97	28	667	.2	1.2	19	129	.2	.6	55	278	.5	1.6	35	266	.3	1.3	15	144	.1	1.2
WWJZ-AM																				
SU '98		27							9				1	18				9		
SP '98		5							1	5			1	5						
WI '98		5							1	5			1	5						
FA '97		8							4				1	6				2		
4-Book		8							4				1	6				2		
SU '97	2	35		.1					7			.1	5	35		.2		7		.1
WXTU-FM																				
SU '98	68	1057	.6	3.2	83	559	.7	3.0	109	537	.9	3.5	96	691	.8	3.7	29	414	.3	2.4
SP '98	67	913	.6	3.1	78	526	.7	2.6	122	494	1.1	3.9	94	586	.8	3.5	28	289	.2	2.2
WI '98	66	1063	.6	3.2	79	607	.7	2.6	96	639	.8	3.4	88	722	.8	3.5	33	413	.3	2.9
FA '97	55	905	.5	2.5	88	510	.8	2.9	72	495	.6	2.3	58	558	.5	2.1	27	388	.2	2.2
4-Book	64	985	.6	3.0	82	551	.7	2.8	100	541	.9	3.3	84	639	.7	3.2	29	376	.3	2.4
SU '97	79	1123	.7	3.4	90	605	.8	2.9	142	699	1.2	4.2	98	684	.8	3.5	28	392	.2	2.2
+WXXM-FM																				
SU '98	111	2441	1.0	5.3	109	1139	.9	3.9	167	1199	1.4	5.4	158	1500	1.4	6.1	69	1009	.6	5.8
SP '98	85	2371	.7	3.9	109	1083	.9	3.6	126	1105	1.1	4.0	109	1406	.9	4.1	35	784	.3	2.8
WI '98	88	2308	.8	4.2	100	977	.9	3.3	104	988	.9	3.6	132	1498	1.1	5.2	50	946	.4	4.4
FA '97	79	1723	.7	3.6	64	681	.6	2.1	110	802	1.0	3.5	116	1070	1.0	4.3	48	730	.4	4.0
4-Book	91	2211	.8	4.3	96	970	.8	3.2	127	1024	1.1	4.1	129	1369	1.1	4.9	51	867	.4	4.3
SU '97	16	428	.1	.7	19	189	.2	.6	29	139	.2	.9	21	241	.2	.8	5	107		.4
WYSP-FM																				
SU '98	221	3546	1.9	10.5	682	2538	5.9	24.4	250	1753	2.2	8.0	164	1385	1.4	6.3	73	930	.6	6.1
SP '98	250	3802	2.2	11.4	689	2626	6.0	23.0	355	1968	3.1	11.3	200	1596	1.7	7.5	59	835	.5	4.7
WI '98	218	3594	1.9	10.4	679	2550	5.9	22.1	273	1704	2.4	9.5	160	1409	1.4	6.3	57	873	.5	5.0
FA '97	265	4040	2.3	12.2	718	2765	6.2	23.9	356	2107	3.1	11.3	214	1653	1.9	7.9	53	836	.5	4.4
4-Book	239	3746	2.1	11.1	692	2620	6.0	23.4	309	1883	2.7	10.0	185	1511	1.6	7.0	61	869	.5	5.1
SU '97	252	3927	2.1	10.9	731	2646	6.2	23.8	310	1875	2.6	9.1	204	1705	1.7	7.3	62	951	.5	4.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '98	63	1474	.5	2.2	24	657	.2	1.8	60	258	.5	5.8	26	131	.2	1.1	9	42	.1	.5
4-Book	70	1744	.6	2.4	24	635	.2	1.7	58	265	.5	5.0	21	120	.2	.9	14	64	.1	.8
WBEB-FM																				
SU '98	161	1443	1.4	5.6	54	625	.5	4.0	36	167	.3	3.5	95	242	.8	4.2	52	164	.5	3.1
4-Book	186	1559	1.6	6.4	66	829	.6	4.7	65	227	.6	5.5	116	337	1.0	4.9	71	232	.6	4.1
WDAS-AM																				
SU '98	16	89	.1	.6	10	91	.1	.7	11	22	.1	1.1	10	16	.1	.4	3	15		.2
4-Book	17	122	.2	.6	15	161	.1	1.1	13	26	.1	1.2	12	24	.1	.5	4	13		.2
WDAS-FM																				
SU '98	159	1418	1.4	5.6	78	895	.7	5.8	56	168	.5	5.4	117	310	1.0	5.1	78	208	.7	4.7
4-Book	179	1357	1.6	6.2	95	917	.8	6.8	73	210	.6	6.3	141	355	1.2	6.0	96	257	.8	5.5
WFIL-AM																				
SU '98	5	91		.2	2	47		.1					1	5			4	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	8	83	.1	.3	7	80	.1	.5	12	23	.1	1.2	5	17		.2	10	20	.1	.6
4-Book	8	57	.1	.3	6	54	.1	.4	6	12	.1	.6	7	16	.1	.3	8	21	.1	.5
W100-FM																				
SU '98	193	2458	1.7	6.8	87	1558	.8	6.5	53	238	.5	5.1	168	643	1.5	7.4	98	396	.8	5.9
4-Book	179	2430	1.6	6.2	98	1582	.9	7.0	64	284	.6	5.5	165	628	1.4	7.1	132	494	1.1	7.5
WIP -AM																				
SU '98	91	926	.8	3.2	24	420	.2	1.8	39	138	.3	3.8	57	164	.5	2.5	16	75	.1	1.0
4-Book	105	1073	.9	3.6	29	465	.3	2.1	31	131	.3	2.7	49	172	.4	2.1	35	114	.3	2.0
WJJZ-FM																				
SU '98	53	562	.5	1.9	37	454	.3	2.8	40	132	.3	3.9	50	117	.4	2.2	52	142	.5	3.1
4-Book	78	679	.7	2.7	37	473	.3	2.7	30	102	.3	2.7	60	160	.5	2.6	50	133	.5	2.9
WMGK-FM																				
SU '98	187	1640	1.6	6.5	95	1057	.8	7.1	68	191	.6	6.6	178	552	1.5	7.8	190	406	1.6	11.4
4-Book	190	1905	1.7	6.5	84	1142	.7	6.0	71	243	.6	6.2	175	547	1.5	7.4	133	434	1.1	7.7
WMMR-FM																				
SU '98	197	2098	1.7	6.9	76	1118	.7	5.7	56	251	.5	5.4	139	430	1.2	6.1	80	317	.7	4.8
4-Book	161	1990	1.4	5.6	73	1192	.6	5.2	69	252	.6	6.0	145	522	1.3	6.2	84	364	.7	4.8
WNAP-AM																				
SU '98	* 7	41	.1	.2	* 5	54		.4	* 4	9		.4	2	9		.1	7	9	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUGL-FM																				
SU '98	68	849	.6	2.4	30	579	.3	2.2	13	69	.1	1.3	60	182	.5	2.6	36	157	.3	2.2
4-Book	59	834	.5	2.1	31	493	.3	2.2	19	91	.2	1.6	48	160	.4	2.1	44	158	.4	2.5
WPEN-AM																				
SU '98	5	85		.2	2	27		.1					4	10		.2	2	10		.1
4-Book	7	67	.1	.3	3	35		.2	3	5		.3	3	8		.1	2	6		.1
WPHI-FM																				
SU '98	140	1811	1.2	4.9	76	1047	.7	5.7	25	133	.2	2.4	140	490	1.2	6.1	135	402	1.2	8.1
4-Book	144	1882	1.3	5.0	99	1215	.9	7.1	65	206	.6	5.5	154	530	1.3	6.5	146	466	1.3	8.3
WPHT-AM																				
SU '98	9	142	.1	.3	6	141	.1	.4	5	9		.5	4	9		.2	10	33	.1	.6
4-Book	6	124		.2	3	77		.2	1	2		.1	2	6		.1	3	11		.2
WPLY-FM																				
SU '98	90	2066	.8	3.2	58	1357	.5	4.3	33	204	.3	3.2	107	541	.9	4.7	71	333	.6	4.3
4-Book	123	2265	1.1	4.3	66	1382	.6	4.7	46	233	.4	3.9	124	600	1.1	5.3	95	442	.8	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

Persons 18-34																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WURD-AM																					
SU '98	16	111	.1	.6	9	91	.1	.7	15	20	.1	1.4	25	53	.2	1.1	11	35	.1	.7	
4-Book	23	177	.2	.8	13	105	.1	1.0	18	43	.2	1.5	31	76	.3	1.3	12	33	.1	.7	
WUSL-FM																					
SU '98	218	2377	1.9	7.6	160	1672	1.4	11.9	124	336	1.1	12.0	231	699	2.0	10.1	188	539	1.6	11.3	
4-Book	205	2256	1.8	7.0	149	1668	1.3	10.7	112	352	1.0	9.7	233	680	2.0	9.9	190	563	1.6	10.9	
WWDB-FM																					
SU '98	35	451	.3	1.2	22	305	.2	1.6	9	31	.1	.9	20	45	.2	.9	4	8	.1	.2	
4-Book	33	357	.3	1.1	16	210	.2	1.1	12	37	.1	1.1	10	31	.1	.4	7	16	.1	.4	
WWJZ-AM																					
SU '98		27																			
4-Book		8				1															
WXTU-FM																					
SU '98	97	896	.8	3.4	44	566	.4	3.3	39	175	.3	3.8	96	330	.8	4.2	39	177	.3	2.3	
4-Book	90	843	.8	3.1	43	569	.4	3.1	34	157	.3	3.0	84	292	.7	3.6	51	193	.4	2.9	
+WXXM-FM																					
SU '98	146	2069	1.3	5.1	78	1254	.7	5.8	41	172	.4	4.0	142	615	1.2	6.2	98	388	.8	5.9	
4-Book	118	1897	1.0	4.1	71	1237	.6	5.1	47	180	.4	4.0	138	556	1.2	5.9	97	437	.8	5.6	
WYSP-FM																					
SU '98	357	3247	3.1	12.5	79	1269	.7	5.9	70	240	.6	6.8	146	512	1.3	6.4	94	316	.8	5.7	
4-Book	389	3386	3.4	13.4	91	1472	.8	6.5	73	269	.6	6.3	147	581	1.3	6.2	113	422	1.0	6.5	
WYXR-FM																					
SU '98	154	1592	1.3	5.4	65	1103	.6	4.8	58	243	.5	5.6	124	508	1.1	5.4	93	311	.8	5.6	
4-Book	142	1728	1.2	4.9	73	1201	.7	5.2	50	220	.5	4.4	132	513	1.2	5.6	100	346	.9	5.7	
WJBR-FM																					
SU '98	17	126	.1	.6	3	84		.2	2	19		.2	11	57	.1	.5	5	29		.3	
4-Book	11	164	.1	.4	5	120		.4	3	13		.2	6	32	.1	.3	4	21		.2	
WKXW-FM																					
SU '98	22	413	.2	.8	5	97		.4	1	11		.1	3	20		.1	2	19		.1	
4-Book	25	358	.2	.9	7	105	.1	.5	7	24	.1	.6	7	26	.1	.3	11	33	.1	.6	
+WLEV-FM																					
SU '98		56			1	10		.1													
4-Book	5	62	.1	.2	4	40		.3	1	2		.1	6	14	.1	.3	3	14		.2	
+WNJO-FM																					
SU '98	21	136	.2	.7	4	102		.3					13	55	.1	.6	6	37	.1	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																					
SU '98	76	1391	.7	2.7	36	808	.3	2.7	14	88	.1	1.4	57	304	.5	2.5	53	261	.5	3.2	
4-Book	65	1226	.6	2.3	29	697	.3	2.1	19	108	.2	1.7	59	282	.5	2.5	43	232	.4	2.5	
WRDR-FM																					
SU '98		46																			
4-Book	1	32			1	15		.1					1	6				2			
WSTW-FM																					
SU '98	17	312	.1	.6	10	174	.1	.7	14	18	.1	1.4	14	64	.1	.6	4	18		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SU '98	2855	11026	24.7		1341	9043	11.6		1035	2959	9.0		2279	5567	19.8		1662	3997	14.4		
4-Book	2903	11097	25.1		1398	9237	12.1		1158	3245	10.1		2351	5773	20.4		1743	4429	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 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																			
SU '98	5	27	.5	66	236	.6	8.4	13	103	.1	.8	12	61	.1	.9	14	112	.1	1.6
4-Book	9	46	.1	55	220	.5	6.6	16	105	.2	1.0	16	66	.1	1.2	14	103	.1	1.6
WBEB-FM																			
SU '98	50	148	.4	17	88	.1	2.2	49	183	.4	3.1	56	167	.5	4.3	65	235	.6	7.6
4-Book	47	187	.4	44	132	.4	5.2	59	225	.5	3.7	66	194	.6	5.0	54	196	.5	5.9
WDAS-AM																			
SU '98	5	8	.5	33	55	.3	4.2	15	54	.1	.9	6	12	.1	.5	2	12		.2
4-Book	4	9	.4	46	101	.4	5.5	29	90	.3	1.9	13	29	.1	1.0	5	17		.5
WDAS-FM																			
SU '98	58	193	.5	48	115	.4	6.1	67	245	.6	4.2	40	110	.3	3.1	141	257	1.2	16.5
4-Book	73	232	.6	60	152	.5	7.2	72	229	.6	4.5	82	178	.7	6.2	152	305	1.3	16.9
WFIL-AM																			
SU '98	**	**	**	1	10	**	.1	1	22	**	.1	3	12	**	.2	3	11	**	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																			
SU '98	3	9	.3	21	36	.2	2.7	5	17		.3	2	8		.2	5	18		.6
4-Book	3	8	.3	11	19	.1	1.3	5	10		.3	5	14		.4	1	5		.2
W100-FM																			
SU '98	88	362	.8	49	232	.4	6.2	116	430	1.0	7.3	67	293	.6	5.1	43	187	.4	5.0
4-Book	111	450	1.0	33	143	.3	3.9	106	471	1.0	6.6	87	339	.8	6.6	71	270	.6	7.8
WIP -AM																			
SU '98	5	39	.5	25	77	.2	3.2	26	119	.2	1.6	23	88	.2	1.8	5	37		.6
4-Book	8	31	.1	24	86	.2	2.9	34	137	.3	2.1	38	112	.3	2.9	16	68	.1	1.8
WJJZ-FM																			
SU '98	34	96	.3	24	73	.2	3.0	45	115	.4	2.8	31	88	.3	2.4	18	60	.2	2.1
4-Book	30	94	.3	23	70	.2	2.8	41	134	.4	2.6	34	87	.3	2.6	28	91	.3	3.1
WMGK-FM																			
SU '98	48	210	.4	18	83	.2	2.3	94	308	.8	5.9	121	243	1.0	9.3	47	177	.4	5.5
4-Book	50	205	.4	22	106	.2	2.6	85	347	.7	5.3	89	283	.7	6.8	43	179	.4	4.7
WMMR-FM																			
SU '98	49	243	.4	21	77	.2	2.7	85	342	.7	5.3	133	400	1.2	10.2	45	203	.4	5.3
4-Book	47	211	.4	27	118	.2	3.3	88	366	.8	5.5	76	263	.7	5.8	36	152	.3	4.0
WNAP-AM																			
SU '98	**	**	**	* 14	37	.1	1.8	5	27	**	.3	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																			
SU '98	21	111	.2	25	93	.2	3.2	29	133	.3	1.8	33	90	.3	2.5	22	61	.2	2.6
4-Book	31	106	.3	21	83	.2	2.5	27	116	.3	1.7	33	100	.3	2.6	21	71	.2	2.3
WPEN-AM																			
SU '98				2	10		.3	5	10		.3					6	8	.1	.7
4-Book	1	2	.1	4	14	.4		5	14	.1	.3	2	5	.2		4	4	.1	.4
WPHI-FM																			
SU '98	87	313	.8	18	81	.2	2.3	61	267	.5	3.8	69	247	.6	5.3	59	246	.5	6.9
4-Book	134	417	1.2	32	130	.3	3.8	86	315	.7	5.4	96	289	.8	7.3	66	256	.6	7.4
WPHT-AM																			
SU '98	5	21	.5	10	19	.1	1.3	6	50	.1	.4	10	60	.1	.8	1	20		.1
4-Book	5	18	.5	5	14	.1	.7	5	31	.1	.3	4	21	.3		3	10		.4
WPLY-FM																			
SU '98	60	289	.5	20	150	.2	2.5	75	388	.6	4.7	58	288	.5	4.5	27	215	.2	3.2
4-Book	54	275	.5	24	149	.2	2.9	83	411	.7	5.1	58	286	.5	4.4	33	230	.3	3.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SU '98 4-Book	2	4			6	24	.1	.8	7	19	.1	.4	7	10	.1	.5	2	7		.3
WUSL-FM SU '98 4-Book	178	480	1.5	16.5	138	347	1.2	17.5	202	696	1.8	12.6	121	420	1.0	9.3	84	282	.7	9.8
WWDB-FM SU '98 4-Book	33	83	.3	3.1	18	60	.2	2.3	74	179	.6	4.6	9	27	.1	.7	3	26		.4
WWJZ-AM SU '98 4-Book	1	1		.1																
WXTU-FM SU '98 4-Book	22	97	.2	2.0	28	85	.2	3.6	69	232	.6	4.3	34	131	.3	2.6	19	117	.2	2.2
+WXXM-FM SU '98 4-Book	51	250	.4	4.7	18	88	.2	2.3	126	441	1.1	7.9	83	277	.7	6.4	49	285	.4	5.7
WYSP-FM SU '98 4-Book	44	189	.4	4.1	20	97	.2	2.5	102	460	.9	6.4	94	285	.8	7.2	54	239	.5	6.3
WYXR-FM SU '98 4-Book	47	227	.4	4.4	31	138	.3	3.9	73	316	.6	4.6	61	193	.5	4.7	30	179	.3	3.5
WJBR-FM SU '98 4-Book	6	29	.1	.5	5	21	.1	.6	7	25	.1	.4	4	22		.3	2	16		.2
WKXW-FM SU '98 4-Book	8	29	.1	.7	7	18	.1	.8	8	40	.1	.5	10	30	.1	.8	4	20		.5
+WLEV-FM SU '98 4-Book	5	14		.4	4	10		.4	3	10		.2	3	10		.2	1	5		.1
+WNJO-FM SU '98 4-Book	6	19	.1	.6	**	**	**	**	1	8	**	.1	**	**	**	**	5	10	**	.6
WPST-FM SU '98 4-Book	40	225	.3	3.7	9	47	.1	1.1	40	221	.3	2.5	45	145	.4	3.5	29	116	.3	3.4
WRDR-FM SU '98 4-Book		2							1	6		.1	1	5			1	2		.1
WSTV-FM SU '98 4-Book	1	20		.1	15	26	.1	1.9	11	38	.1	.7	13	27	.1	1.0	13	51	.1	1.5
TOTALS SU '98 4-Book	1079	3067	9.4		787	2268	6.8		1600	4460	13.9		1302	3229	11.3		853	2767	7.4	
	1154	3391	10.0		833	2487	7.2		1605	4511	13.9		1312	3441	11.4		896	2744	7.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
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																				
SU '98	156	5189	.7	3.7	393	3287	1.7	6.6	118	1591	.5	1.9	189	2309	.8	3.8	66	1037	.3	3.1
SP '98	170	5466	.7	4.0	479	3803	2.1	7.7	127	1739	.6	2.0	208	2572	.9	4.1	54	1151	.2	2.6
WI '98	200	5800	.9	4.8	596	4173	2.6	9.2	145	1681	.6	2.5	200	2542	.9	3.9	70	1068	.3	3.5
FA '97	159	5525	.7	3.7	436	3730	1.9	6.8	123	1911	.5	2.0	190	2563	.8	3.6	45	918	.2	2.3
4-Book	171	5495	.8	4.1	476	3748	2.1	7.6	128	1731	.6	2.1	197	2497	.9	3.9	59	1044	.3	2.9
SU '97	157	5468	.7	3.5	425	3658	1.8	6.8	125	1648	.5	1.9	160	2494	.7	3.0	54	1085	.2	2.5
WBEB-FM																				
SU '98	270	3788	1.2	6.5	333	2129	1.4	5.6	552	2129	2.4	9.1	328	2131	1.4	6.5	107	1232	.5	5.0
SP '98	329	4427	1.4	7.7	416	2376	1.8	6.7	630	2250	2.7	10.1	418	2749	1.8	8.2	124	1411	.5	5.9
WI '98	257	4087	1.1	6.1	374	2176	1.6	5.8	496	1992	2.2	8.6	302	2180	1.3	6.0	85	1069	.4	4.2
FA '97	285	4068	1.2	6.6	360	2263	1.6	5.6	541	2099	2.4	8.6	354	2222	1.5	6.7	94	1190	.4	4.7
4-Book	285	4093	1.2	6.7	371	2236	1.6	5.9	555	2118	2.4	9.1	351	2321	1.5	6.9	103	1226	.5	5.0
SU '97	258	3796	1.1	5.8	327	1958	1.4	5.2	497	2009	2.1	7.7	297	2104	1.3	5.6	76	1111	.3	3.5
WDAS-AM																				
SU '98	22	355	.1	.5	47	224	.2	.8	24	140	.1	.4	13	65	.1	.3	5	78	.2	.2
SP '98	37	590	.2	.9	67	260	.3	1.1	40	133	.2	.6	25	155	.1	.5	3	46	.1	.1
WI '98	43	602	.2	1.0	68	286	.3	1.0	33	171	.1	.6	46	192	.2	.9	23	136	.1	1.1
FA '97	37	499	.2	.9	56	231	.2	.9	34	149	.1	.5	36	184	.2	.7	20	145	.1	1.0
4-Book	35	512	.2	.8	60	250	.3	1.0	33	148	.1	.5	30	149	.2	.6	13	101	.1	.6
SU '97	28	395	.1	.6	46	198	.2	.7	30	117	.1	.5	24	144	.1	.5	5	77	.2	.2
WDAS-FM																				
SU '98	340	3301	1.5	8.1	465	1927	2.0	7.8	427	1835	1.9	7.0	361	1881	1.6	7.2	269	1525	1.2	12.6
SP '98	323	3302	1.4	7.6	464	1902	2.0	7.5	362	1689	1.6	5.8	333	1851	1.4	6.5	265	1636	1.2	12.7
WI '98	342	3198	1.5	8.2	472	1980	2.1	7.3	429	1678	1.9	7.4	382	1959	1.7	7.5	275	1523	1.2	13.6
FA '97	311	3325	1.4	7.2	433	1817	1.9	6.8	424	1663	1.8	6.7	345	1888	1.5	6.6	213	1447	.9	10.7
4-Book	329	3282	1.5	7.8	459	1907	2.0	7.4	411	1716	1.8	6.7	355	1895	1.6	7.0	256	1533	1.1	12.4
SU '97	309	3049	1.3	7.0	392	1678	1.7	6.3	424	1575	1.8	6.6	344	1803	1.5	6.5	228	1519	1.0	10.4
WFIL-AM																				
SU '98	14	303	.1	.3	36	176	.2	.6	4	78	.1	.1	23	140	.1	.5	7	56	.3	.3
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	10	265	.2	.2	23	141	.1	.4	12	83	.1	.2	8	73	.2	.2	7	101	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	24	360	.1	.6	37	154	.2	.6	43	189	.2	.7	15	92	.1	.3	5	69	.2	.2
SP '98	24	277	.1	.6	31	138	.1	.5	36	128	.2	.6	22	99	.1	.4	11	59	.5	.5
WI '98	25	344	.1	.6	28	177	.1	.4	44	156	.2	.8	26	145	.1	.5	6	56	.3	.3
FA '97	28	356	.1	.7	30	160	.1	.5	45	165	.2	.7	35	129	.2	.7	8	98	.4	.4
4-Book	25	334	.1	.6	32	157	.1	.5	42	160	.2	.7	25	116	.1	.5	8	71	.4	.4
SU '97	22	243	.1	.5	36	145	.2	.6	24	101	.1	.4	23	115	.1	.4	13	61	.1	.6
WIOQ-FM																				
SU '98	203	4309	.9	4.9	228	1734	1.0	3.8	319	2333	1.4	5.2	258	2578	1.1	5.1	103	1546	.4	4.8
SP '98	215	4446	.9	5.0	217	1959	.9	3.5	330	2253	1.4	5.3	269	2402	1.2	5.3	137	1479	.6	6.6
WI '98	205	4449	.9	4.9	270	2082	1.2	4.2	271	2233	1.2	4.7	264	2646	1.1	5.2	111	1633	.5	5.5
FA '97	181	4017	.8	4.2	215	1706	.9	3.4	272	2202	1.2	4.3	212	2239	.9	4.0	114	1364	.5	5.7
4-Book	201	4305	.9	4.8	233	1870	1.0	3.7	298	2255	1.3	4.9	251	2466	1.1	4.9	116	1506	.5	5.7
SU '97	229	4828	1.0	5.2	230	1922	1.0	3.7	340	2559	1.5	5.3	286	2718	1.2	5.4	127	1836	.5	5.8
WIP -AM																				
SU '98	116	1907	.5	2.8	209	1100	.9	3.5	167	952	.7	2.7	172	1191	.7	3.4	40	534	.2	1.9
SP '98	118	2232	.5	2.8	224	1317	1.0	3.6	173	964	.8	2.8	164	1252	.7	3.2	46	681	.2	2.2
WI '98	165	2861	.7	3.9	314	1627	1.4	4.8	205	1279	.9	3.5	258	1702	1.1	5.1	67	908	.3	3.3
FA '97	180	2990	.8	4.2	316	1761	1.4	4.9	249	1302	1.1	4.0	264	1850	1.1	5.0	62	882	.3	3.1
4-Book	145	2498	.6	3.4	266	1451	1.2	4.2	199	1124	.9	3.3	215	1499	.9	4.2	54	751	.3	2.6
SU '97	176	2756	.8	4.0	321	1785	1.4	5.1	246	1467	1.1	3.8	258	1797	1.1	4.9	56	706	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WJZ-FM																				
SU '98	173	2620	.8	4.1	157	1137	.7	2.6	273	1173	1.2	4.5	224	1555	1.0	4.5	115	830	.5	5.4
SP '98	206	3051	.9	4.8	194	1307	.8	3.1	335	1346	1.5	5.4	252	1678	1.1	4.9	125	1294	.5	6.0
WI '98	201	2910	.9	4.8	212	1279	.9	3.3	295	1239	1.3	5.1	278	1644	1.2	5.5	109	1066	.5	5.4
FA '97	200	2737	.9	4.7	214	1324	.9	3.4	334	1352	1.5	5.3	299	1775	1.3	5.7	112	1084	.5	5.6
4-Book	195	2830	.9	4.6	194	1262	.8	3.1	309	1278	1.4	5.1	263	1663	1.2	5.2	115	1069	.5	5.6
SU '97	219	2747	.9	4.9	234	1270	1.0	3.7	346	1443	1.5	5.4	271	1616	1.2	5.1	131	1061	.6	6.0
WMGK-FM																				
SU '98	258	4134	1.1	6.2	253	1845	1.1	4.2	475	2263	2.1	7.8	340	2678	1.5	6.8	108	1200	.5	5.0
SP '98	273	4302	1.2	6.4	301	1991	1.3	4.9	480	2234	2.1	7.7	357	2614	1.6	7.0	109	1216	.5	5.2
WI '98	234	4540	1.0	5.6	268	1948	1.2	4.1	382	2214	1.7	6.6	314	2798	1.4	6.2	102	1460	.4	5.0
FA '97	297	4969	1.3	6.9	332	2557	1.4	5.2	517	2600	2.3	8.2	420	3137	1.8	8.0	118	1568	.5	5.9
4-Book	266	4486	1.2	6.3	289	2085	1.3	4.6	464	2328	2.1	7.6	358	2807	1.6	7.0	109	1361	.5	5.3
SU '97	293	5197	1.3	6.6	334	2445	1.4	5.3	496	2802	2.1	7.7	410	3303	1.8	7.7	116	1629	.5	5.3
WMMR-FM																				
SU '98	226	4303	1.0	5.4	276	1811	1.2	4.6	389	2027	1.7	6.4	289	2395	1.3	5.7	100	1413	.4	4.7
SP '98	197	4040	.9	4.6	293	1655	1.3	4.7	309	1907	1.3	5.0	232	2307	1.0	4.5	72	962	.3	3.4
WI '98	194	3985	.8	4.6	262	1648	1.1	4.0	324	1751	1.4	5.6	229	2247	1.0	4.5	66	1073	.3	3.3
FA '97	203	4412	.9	4.7	300	2192	1.3	4.7	322	2132	1.4	5.1	256	2485	1.1	4.9	83	1146	.4	4.2
4-Book	205	4185	.9	4.8	283	1827	1.2	4.5	336	1954	1.5	5.5	252	2359	1.1	4.9	80	1149	.4	3.9
SU '97	264	4613	1.1	6.0	332	2046	1.4	5.3	487	2183	2.1	7.6	337	2697	1.5	6.4	94	1358	.4	4.3
WNAP-AM																				
SU '98	* 13	188	.1	.3	* 13	87	.1	.2	20	100	.1	.3	8	52		.2				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	15	161	.1	.3	14	64	.1	.2	17	80	.1	.3	17	77	.1	.3	**	**	**	**
WGL-FM																				
SU '98	176	3472	.8	4.2	242	1552	1.1	4.0	265	1567	1.2	4.4	216	1764	.9	4.3	67	956	.3	3.1
SP '98	200	3540	.9	4.7	239	1610	1.0	3.9	339	1607	1.5	5.5	251	2002	1.1	4.9	72	1003	.3	3.4
WI '98	173	3314	.8	4.1	234	1472	1.0	3.6	256	1417	1.1	4.4	199	1811	.9	3.9	59	881	.3	2.9
FA '97	180	3545	.8	4.2	226	1558	1.0	3.5	292	1681	1.3	4.6	231	1928	1.0	4.4	65	1064	.3	3.3
4-Book	182	3468	.8	4.3	235	1548	1.0	3.8	288	1568	1.3	4.7	224	1876	1.0	4.4	66	976	.3	3.2
SU '97	214	4136	.9	4.8	243	1895	1.0	3.9	339	2127	1.5	5.3	266	2475	1.1	5.0	91	1210	.4	4.1
WPEN-AM																				
SU '98	11	260		.3	13	82	.1	.2	13	112	.1	.2	15	108	.1	.3	6	56		.3
SP '98	10	238		.2	14	104	.1	.2	17	103	.1	.3	15	110	.1	.3	1	34		
WI '98	19	352	.1	.5	30	155	.1	.5	26	181	.1	.5	26	169	.1	.5	9	87		.4
FA '97	13	326	.1	.3	13	146	.1	.2	29	118	.1	.5	15	121	.1	.3	2	36		.1
4-Book	13	294	.1	.3	18	122	.1	.3	21	129	.1	.4	18	127	.1	.4	5	53		.2
SU '97	19	352	.1	.4	26	130	.1	.4	22	124	.1	.3	18	121	.1	.3	10	72		.5
WPHI-FM																				
SU '98	144	2542	.6	3.4	136	1119	.6	2.3	179	1464	.8	2.9	202	1752	.9	4.0	132	1237	.6	6.2
SP '98	147	2495	.6	3.5	147	1063	.6	2.4	165	1439	.7	2.7	194	1596	.8	3.8	144	1189	.6	6.9
WI '98	154	2932	.7	3.7	159	1268	.7	2.5	157	1485	.7	2.7	218	1785	.9	4.3	132	1239	.6	6.5
FA '97	152	2677	.7	3.5	164	1176	.7	2.6	159	1361	.7	2.5	183	1493	.8	3.5	149	1247	.6	7.5
4-Book	149	2662	.7	3.5	152	1157	.7	2.5	165	1437	.7	2.7	199	1657	.9	3.9	139	1228	.6	6.8
SU '97	206	2957	.9	4.7	197	1392	.9	3.2	241	1641	1.0	3.7	274	2026	1.2	5.2	191	1671	.8	8.7
WPHT-AM																				
SU '98	33	874	.1	.8	51	225	.2	.9	33	211	.1	.5	37	302	.2	.7	26	413	.1	1.2
SP '98	25	885	.1	.6	34	226	.1	.5	20	234	.1	.3	22	276	.1	.4	39	427	.2	1.9
WI '98	23	651	.1	.5	51	262	.2	.8	22	248	.1	.4	23	284	.1	.5	14	129	.1	.7
FA '97	8	419		.2	14	127	.1	.2	11	78		.2	6	79		.1	5	71		.3
4-Book	22	707	.1	.5	38	210	.2	.6	22	193	.1	.4	22	235	.1	.4	21	260	.1	1.0
SU '97	19	729	.1	.4	23	174	.1	.4	14	192	.1	.2	15	263	.1	.3	26	289	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 18-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '98	113	3497	.5	2.7	126	1384	.5	2.1	150	1486	.7	2.5	161	1880	.7	3.2	57	1108	.2	2.7
SP '98	125	3673	.5	2.9	169	1658	.7	2.7	196	1718	.9	3.2	181	2043	.8	3.5	53	1060	.2	2.5
WI '98	120	3646	.5	2.9	185	1663	.8	2.9	139	1408	.6	2.4	161	1915	.7	3.2	62	1266	.3	3.1
FA '97	132	3603	.6	3.1	165	1603	.7	2.6	163	1668	.7	2.6	183	2011	.8	3.5	87	1304	.4	4.4
4-Book	123	3605	.5	2.9	161	1577	.7	2.6	162	1570	.7	2.7	172	1962	.8	3.4	65	1185	.3	3.2
SU '97	184	4197	.8	4.2	248	1941	1.1	4.0	264	1916	1.1	4.1	228	2611	1.0	4.3	99	1671	.4	4.5
WURD-AM																				
SU '98	24	222	.1	.6	23	150	.1	.4	34	175	.1	.6	31	153	.1	.6	10	68		.5
SP '98	38	326	.2	.9	51	215	.2	.8	69	243	.3	1.1	40	220	.2	.8	5	95		.2
WI '98	23	316	.1	.5	30	182	.1	.5	34	234	.1	.6	30	196	.1	.6	5	35		.2
FA '97	39	367	.2	.9	77	251	.3	1.2	55	285	.2	.9	32	258	.1	.6	14	144	.1	.7
4-Book	31	308	.2	.7	45	200	.2	.7	48	234	.2	.8	33	207	.1	.7	9	86		.4
SU '97	17	236	.1	.4	30	151	.1	.5	22	123	.1	.3	15	111	.1	.3	2	31		.1
WUSL-FM																				
SU '98	238	3792	1.0	5.7	257	1744	1.1	4.3	285	1947	1.2	4.7	271	2146	1.2	5.4	201	1727	.9	9.4
SP '98	250	3653	1.1	5.9	304	1867	1.3	4.9	286	1814	1.2	4.6	286	2131	1.2	5.6	173	1282	.8	8.3
WI '98	203	3555	.9	4.8	254	1603	1.1	3.9	231	1728	1.0	4.0	239	1890	1.0	4.7	150	1405	.7	7.4
FA '97	223	3548	1.0	5.2	250	1735	1.1	3.9	262	1825	1.1	4.2	269	1907	1.2	5.1	183	1478	.8	9.2
4-Book	229	3637	1.0	5.4	266	1737	1.2	4.3	266	1829	1.1	4.4	266	2019	1.2	5.2	177	1473	.8	8.6
SU '97	248	3490	1.1	5.6	264	1836	1.1	4.2	322	1935	1.4	5.0	256	1960	1.1	4.8	211	1641	.9	9.6
WWDB-FM																				
SU '98	84	1809	.4	2.0	77	596	.3	1.3	143	859	.6	2.4	107	765	.5	2.1	39	366	.2	1.8
SP '98	75	1501	.3	1.8	78	528	.3	1.3	138	740	.6	2.2	75	593	.3	1.5	42	337	.2	2.0
WI '98	108	1772	.5	2.6	91	603	.4	1.4	201	899	.9	3.5	113	696	.5	2.2	49	375	.2	2.4
FA '97	72	1467	.3	1.7	103	562	.4	1.6	150	734	.7	2.4	62	512	.3	1.2	20	312	.1	1.0
4-Book	85	1637	.4	2.0	87	572	.4	1.4	158	808	.7	2.6	89	642	.4	1.8	38	348	.2	1.8
SU '97	93	1867	.4	2.1	98	636	.4	1.6	162	790	.7	2.5	116	800	.5	2.2	39	461	.2	1.8
WWJZ-AM																				
SU '98	4	86		.1	7	8		.1	2	26			2	26			4	52		.2
SP '98	1	47			2	10			1	28										
WI '98	1	18							1	5										
FA '97		34			1	26								8						
4-Book	2	46			3	11			1	15			1	12			1	13		.1
SU '97	3	60		.1	2	9			3	24			8	52		.2	1	7		
WXTU-FM																				
SU '98	164	2262	.7	3.9	215	1319	.9	3.6	242	1248	1.1	4.0	207	1480	.9	4.1	57	904	.2	2.7
SP '98	157	2127	.7	3.7	191	1222	.8	3.1	268	1191	1.2	4.3	204	1284	.9	4.0	60	742	.3	2.9
WI '98	151	2187	.7	3.6	201	1253	.9	3.1	205	1222	.9	3.5	214	1524	.9	4.2	64	764	.3	3.2
FA '97	135	2040	.6	3.1	210	1201	.9	3.3	198	1104	.9	3.1	154	1233	.7	2.9	50	743	.2	2.5
4-Book	152	2154	.7	3.6	204	1249	.9	3.3	228	1191	1.0	3.7	195	1380	.9	3.8	58	788	.3	2.8
SU '97	177	2446	.8	4.0	215	1325	.9	3.4	271	1344	1.2	4.2	233	1548	1.0	4.4	78	797	.3	3.5
+WXMM-FM																				
SU '98	141	3516	.6	3.4	154	1610	.7	2.6	197	1560	.9	3.2	199	2107	.9	4.0	82	1320	.4	3.8
SP '98	130	3349	.6	3.1	176	1591	.8	2.8	194	1547	.8	3.1	166	1921	.7	3.2	47	1036	.2	2.3
WI '98	130	3168	.6	3.1	144	1414	.6	2.2	180	1442	.8	3.1	179	1981	.8	3.5	65	1157	.3	3.2
FA '97	97	2307	.4	2.3	86	945	.4	1.3	138	1037	.6	2.2	143	1390	.6	2.7	54	870	.2	2.7
4-Book	125	3085	.6	3.0	140	1390	.6	2.2	177	1397	.8	2.9	172	1850	.8	3.4	62	1096	.3	3.0
SU '97	65	1216	.3	1.5	65	529	.3	1.0	108	498	.5	1.7	98	709	.4	1.9	33	338	.1	1.5
WYSP-FM																				
SU '98	345	5624	1.5	8.2	1101	3966	4.8	18.4	405	2675	1.8	6.7	236	2042	1.0	4.7	99	1253	.4	4.6
SP '98	331	5630	1.4	7.8	972	3806	4.2	15.7	453	2777	2.0	7.3	254	2231	1.1	5.0	69	1055	.3	3.3
WI '98	343	5608	1.5	8.2	1109	4042	4.8	17.1	430	2712	1.9	7.4	235	2084	1.0	4.6	75	1152	.3	3.7
FA '97	410	6556	1.8	9.5	1150	4237	5.0	18.0	537	2981	2.3	8.5	290	2274	1.3	5.5	77	1153	.3	3.9
4-Book	357	5855	1.6	8.4	1083	4013	4.7	17.3	456	2786	2.0	7.5	254	2158	1.1	5.0	80	1153	.3	3.9
SU '97	349	6042	1.5	7.9	1079	3947	4.7	17.3	396	2707	1.7	6.2	250	2252	1.1	4.7	89	1297	.4	4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
SU '98	225	4523	1.0	3.9	93	2367	.4	3.3	224	1081	1.0	9.0	102	556	.4	2.2	69	299	.3	2.1
4-Book	257	4996	1.1	4.4	95	2354	.4	3.4	222	1064	1.0	8.4	96	552	.4	2.1	72	355	.3	2.2
WBEB-FM																				
SU '98	416	3237	1.8	7.3	122	1472	.5	4.3	114	431	.5	4.6	239	634	1.0	5.1	111	349	.5	3.3
4-Book	436	3456	1.9	7.5	141	1874	.6	5.0	145	516	.6	5.5	281	832	1.2	6.0	166	573	.7	4.9
WDAS-AM																				
SU '98	28	249	.1	.5	22	227	.1	.8	13	33	.1	.5	16	46	.1	.3	4	22		.1
4-Book	41	307	.2	.7	40	393	.2	1.4	30	69	.2	1.1	25	63	.1	.5	12	32	.1	.3
WDAS-FM																				
SU '98	418	2871	1.8	7.3	246	2031	1.1	8.8	197	482	.9	7.9	304	785	1.3	6.5	267	622	1.2	7.9
4-Book	408	2768	1.8	7.0	237	2009	1.0	8.4	189	511	.8	7.1	334	834	1.5	7.1	271	695	1.2	8.0
WFIL-AM																				
SU '98	20	249	.1	.3	8	118		.3	14	43	.1	.6	10	36		.2	9	40		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	32	258	.1	.6	23	221	.1	.8	19	30	.1	.8	26	78	.1	.6	28	52	.1	.8
4-Book	33	251	.1	.6	23	208	.1	.8	18	38	.1	.7	36	77	.2	.8	27	66	.1	.8
WIOQ-FM																				
SU '98	272	3656	1.2	4.7	147	2302	.6	5.2	95	396	.4	3.8	258	994	1.1	5.6	180	684	.8	5.4
4-Book	264	3617	1.2	4.5	147	2285	.7	5.2	109	434	.5	4.1	259	968	1.1	5.5	203	731	.9	6.0
WIP -AM																				
SU '98	181	1757	.8	3.2	51	745	.2	1.8	74	263	.3	3.0	104	325	.5	2.2	29	136	.1	.9
4-Book	224	2202	1.0	3.9	65	1003	.3	2.3	72	294	.3	2.7	106	391	.5	2.3	73	263	.3	2.2
WJJZ-FM																				
SU '98	222	2073	1.0	3.9	125	1437	.5	4.5	115	386	.5	4.6	214	551	.9	4.6	169	482	.7	5.0
4-Book	260	2223	1.1	4.5	134	1578	.6	4.8	112	368	.5	4.2	221	615	1.0	4.7	175	519	.8	5.2
WMGK-FM																				
SU '98	365	3533	1.6	6.4	169	2142	.7	6.0	113	371	.5	4.5	325	1028	1.4	7.0	292	739	1.3	8.7
4-Book	377	3834	1.7	6.5	172	2314	.8	6.1	151	529	.7	5.7	356	1085	1.6	7.6	252	843	1.1	7.5
WMMR-FM																				
SU '98	323	3538	1.4	5.6	139	2038	.6	5.0	112	485	.5	4.5	273	878	1.2	5.9	153	610	.7	4.6
4-Book	294	3445	1.3	5.0	132	2109	.6	4.7	139	520	.6	5.2	264	947	1.2	5.6	145	626	.6	4.3
WNAP-AM																				
SU '98	* 14	136	.1	.2	* 11	95		.4	* 12	24	.1	.5	13	33	.1	.3	17	24	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	243	2717	1.1	4.2	131	1818	.6	4.7	119	386	.5	4.8	215	681	.9	4.6	181	538	.8	5.4
4-Book	252	2766	1.1	4.3	137	1788	.6	4.9	108	414	.5	4.1	224	711	1.0	4.8	182	587	.8	5.4
WPEN-AM																				
SU '98	14	203	.1	.2	10	119		.4	8	27		.3	10	37		.2	3	19		.1
4-Book	19	223	.1	.3	9	137		.4	12	37	.1	.5	10	34		.2	6	27		.2
WPHI-FM																				
SU '98	173	2242	.8	3.0	101	1315	.4	3.6	43	213	.2	1.7	171	588	.7	3.7	185	515	.8	5.5
4-Book	172	2302	.8	3.0	117	1460	.5	4.1	75	248	.3	2.8	176	610	.8	3.7	171	538	.7	5.0
WPHT-AM																				
SU '98	39	469	.2	.7	26	391	.1	.9	21	60	.1	.8	36	83	.2	.8	30	90	.1	.9
4-Book	27	425	.1	.5	16	284	.1	.6	10	38	.1	.4	18	49	.1	.4	13	43		.4
WPLY-FM																				
SU '98	146	2849	.6	2.5	93	1848	.4	3.3	58	270	.3	2.3	186	863	.8	4.0	128	464	.6	3.8
4-Book	165	2991	.7	2.8	87	1862	.4	3.1	65	326	.3	2.4	169	801	.8	3.6	122	572	.5	3.7

** 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 - 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		
WURD-AM																					
SU '98	30	208	.1	.5	23	155	.1	.8	17	34	.1	.7	45	96	.2	1.0	29	63	.1	.9	
4-Book	43	288	.2	.7	26	200	.1	.9	30	73	.2	1.1	59	139	.3	1.3	26	62	.1	.8	
WUSL-FM																					
SU '98	272	3120	1.2	4.7	202	2247	.9	7.2	133	382	.6	5.3	299	897	1.3	6.4	234	680	1.0	7.0	
4-Book	266	2986	1.2	4.6	196	2236	.9	7.0	140	444	.6	5.3	296	861	1.3	6.3	242	701	1.1	7.2	
WWDB-FM																					
SU '98	112	1333	.5	2.0	66	758	.3	2.4	39	113	.2	1.6	49	138	.2	1.1	15	37	.1	.4	
4-Book	115	1230	.5	2.0	64	715	.3	2.3	67	172	.3	2.5	49	157	.2	1.0	33	73	.2	1.0	
WWJZ-AM																					
SU '98	4	44		.1	4	30		.1	6	16		.2	7	23		.2	3	7		.1	
4-Book	2	30			2	17			2	4		.1	2	6		.1	1	2			
WXTU-FM																					
SU '98	223	1947	1.0	3.9	131	1396	.6	4.7	133	492	.6	5.3	280	798	1.2	6.0	154	474	.7	4.6	
4-Book	211	1858	.9	3.6	111	1323	.5	4.0	109	398	.5	4.1	215	685	.9	4.6	142	439	.6	4.2	
+WXMM-FM																					
SU '98	184	2905	.8	3.2	102	1762	.4	3.6	64	284	.3	2.6	183	844	.8	3.9	129	515	.6	3.8	
4-Book	164	2610	.7	2.8	97	1675	.4	3.4	73	285	.3	2.8	188	757	.8	4.0	142	599	.6	4.2	
WYSP-FM																					
SU '98	567	5078	2.5	9.9	115	1892	.5	4.1	98	343	.4	3.9	227	802	1.0	4.9	146	519	.6	4.3	
4-Book	587	5175	2.6	10.0	135	2237	.6	4.8	118	443	.5	4.5	210	813	.9	4.5	150	578	.7	4.4	
WYXR-FM																					
SU '98	251	2864	1.1	4.4	128	1900	.6	4.6	118	429	.5	4.7	254	908	1.1	5.5	180	538	.8	5.4	
4-Book	256	3049	1.2	4.4	127	2031	.6	4.5	103	425	.4	3.9	250	890	1.1	5.3	169	596	.7	5.0	
WJBR-FM																					
SU '98	35	281	.2	.6	6	162		.2	2	19		.1	12	74	.1	.3	9	38		.3	
4-Book	32	367	.1	.5	9	223		.4	7	31		.3	13	78	.1	.3	8	44		.3	
WKXV-FM																					
SU '98	76	925	.3	1.3	17	293	.1	.6	14	73	.1	.6	24	94	.1	.5	14	72	.1	.4	
4-Book	72	855	.3	1.2	19	314	.1	.7	23	89	.1	.9	28	98	.1	.6	23	84	.1	.7	
+WLEV-FM																					
SU '98	14	172	.1	.2	6	82		.2	10	29		.4	11	41		.2	6	42		.2	
4-Book	22	172	.1	.4	9	105		.3	5	20		.2	18	42	.1	.4	12	44	.1	.4	
+WNJO-FM																					
SU '98	65	567	.3	1.1	25	321	.1	.9	20	74	.1	.8	50	188	.2	1.1	33	130	.1	1.0	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																					
SU '98	102	1930	.4	1.8	52	1103	.2	1.9	26	123	.1	1.0	89	442	.4	1.9	77	353	.3	2.3	
4-Book	93	1745	.4	1.6	44	1013	.2	1.6	32	158	.2	1.2	88	417	.4	1.9	65	333	.3	1.9	
WRDR-FM																					
SU '98	1	88			1	8												2	8		.1
4-Book	10	128	.1	.2	7	69		.2	6	12		.2	15	35	.1	.3	9	32	.1	.3	
WSTW-FM																					
SU '98	28	499	.1	.5	17	289	.1	.6	31	55	.1	1.2	20	110	.1	.4	4	27		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SU '98	5727	21992	24.9		2805	18226	12.2		2491	7226	10.8		4644	11320	20.2		3360	8225	14.6		
4-Book	5845	22068	25.5		2821	18469	12.3		2650	7617	11.5		4699	11622	20.5		3379	8819	14.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
SU '98	32	238	.1	1.5	181	766	.8	9.2	80	543	.3	2.3	40	215	.2	1.5	48	378	.2	2.8
4-Book	34	231	.1	1.6	189	846	.8	9.4	84	513	.4	2.5	55	264	.2	2.2	41	303	.2	2.5
WBEB-FM																				
SU '98	68	240	.3	3.3	67	278	.3	3.4	141	470	.6	4.1	112	381	.5	4.3	105	464	.5	6.2
4-Book	83	352	.4	4.0	94	330	.4	4.7	145	544	.6	4.3	124	427	.6	4.9	86	344	.4	5.2
WDAS-AM																				
SU '98	9	26	.1	.4	85	169	.4	4.3	42	140	.2	1.2	13	21	.1	.5	3	18	.1	.2
4-Book	11	26	.1	.5	126	261	.6	6.3	79	225	.4	2.4	33	76	.2	1.3	13	37	.1	.8
WDAS-FM																				
SU '98	180	517	.8	8.7	147	325	.6	7.5	204	579	.9	6.0	195	394	.8	7.5	439	757	1.9	25.8
4-Book	193	522	.8	9.3	129	313	.6	6.5	169	495	.7	5.0	192	408	.8	7.6	385	708	1.7	23.2
WFIL-AM																				
SU '98	7	29	.1	.3	5	20	.1	.3	4	33	.1	.1	9	28	.1	.3	6	27	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	3	9	.1	.1	50	96	.2	2.5	42	83	.2	1.2	13	38	.1	.5	7	25	.1	.4
4-Book	10	23	.1	.4	39	85	.2	2.0	36	90	.2	1.1	18	43	.1	.7	5	12	.1	.3
W100-FM																				
SU '98	139	500	.6	6.7	86	381	.4	4.4	194	694	.8	5.7	133	526	.6	5.1	76	309	.3	4.5
4-Book	148	593	.7	7.1	56	230	.3	2.8	157	687	.7	4.7	129	488	.6	5.1	98	369	.4	6.0
WIP -AM																				
SU '98	16	98	.1	.8	50	185	.2	2.5	58	224	.3	1.7	56	192	.2	2.2	20	78	.1	1.2
4-Book	28	101	.1	1.3	55	197	.2	2.7	79	298	.4	2.3	78	234	.4	3.1	32	140	.2	2.0
WJZZ-FM																				
SU '98	114	334	.5	5.5	98	266	.4	5.0	132	388	.6	3.9	96	215	.4	3.7	59	192	.3	3.5
4-Book	121	383	.6	5.8	85	282	.4	4.3	145	462	.7	4.4	117	329	.5	4.6	82	269	.4	4.9
WMGK-FM																				
SU '98	112	471	.5	5.4	48	206	.2	2.4	185	669	.8	5.4	200	496	.9	7.7	75	285	.3	4.4
4-Book	106	440	.5	5.1	54	252	.2	2.7	186	730	.8	5.5	181	568	.8	7.1	79	323	.4	4.8
WMMR-FM																				
SU '98	83	423	.4	4.0	60	204	.3	3.0	159	626	.7	4.6	203	595	.9	7.8	64	319	.3	3.8
4-Book	79	360	.3	3.8	79	276	.4	3.9	162	648	.7	4.8	124	427	.6	4.8	55	250	.2	3.3
WNAP-AM																				
SU '98					* 22	49	.1	1.1	7	32	.2	.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQGL-FM																				
SU '98	83	324	.4	4.0	145	424	.6	7.4	139	476	.6	4.1	133	399	.6	5.1	48	195	.2	2.8
4-Book	100	344	.5	4.8	128	403	.6	6.4	151	549	.7	4.5	134	410	.6	5.3	73	240	.3	4.4
WPEN-AM																				
SU '98	4	19	.1	.2	10	49	.1	.5	19	55	.1	.6	13	17	.1	.5	16	44	.1	.9
4-Book	3	12	.1	.1	10	47	.1	.5	16	42	.1	.5	7	16	.1	.3	10	26	.1	.6
WPHI-FM																				
SU '98	115	413	.5	5.5	35	127	.2	1.8	97	370	.4	2.8	88	293	.4	3.4	64	261	.3	3.8
4-Book	156	490	.7	7.5	45	171	.2	2.3	111	396	.5	3.3	114	338	.5	4.5	71	280	.3	4.4
WPHT-AM																				
SU '98	16	88	.1	.8	28	66	.1	1.4	32	153	.1	.9	37	156	.2	1.4	9	46	.1	.5
4-Book	15	60	.1	.7	15	47	.1	.8	25	107	.1	.8	16	71	.1	.6	11	40	.1	.6
WPLY-FM																				
SU '98	82	391	.4	3.9	37	225	.2	1.9	114	544	.5	3.3	91	382	.4	3.5	36	274	.2	2.1
4-Book	64	339	.3	3.1	37	214	.2	1.8	113	574	.5	3.3	76	373	.3	3.0	39	276	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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	
WURD-AM																					
SU '98	9	22		.4	8	31		.4	29	66	.1	.8	30	49	.1	1.2	14	18	.1	.8	
4-Book	7	17		.3	12	36		.6	42	96	.2	1.2	25	52	.1	1.0	7	14		.4	
WVSL-FM																					
SU '98	213	593	.9	10.3	183	475	.8	9.3	275	897	1.2	8.0	138	483	.6	5.3	118	377	.5	6.9	
4-Book	215	629	.9	10.3	172	519	.8	8.7	245	762	1.1	7.3	137	431	.6	5.4	102	315	.4	6.1	
WVQB-FM																					
SU '98	61	165	.3	2.9	63	238	.3	3.2	241	484	1.0	7.0	16	54	.1	.6	16	69	.1	.9	
4-Book	49	129	.2	2.4	58	207	.3	2.9	188	401	.8	5.6	23	73	.1	.9	24	88	.1	1.5	
WWJZ-AM																					
SU '98					7	8		.4	2	8		.1	5	8		.2	4	15		.2	
4-Book	1	1			2	2		.1	1	4			4	8		.2	1	4		.1	
WXTU-FM																					
SU '98	81	342	.4	3.9	67	236	.3	3.4	163	552	.7	4.8	106	379	.5	4.1	55	253	.2	3.2	
4-Book	60	264	.3	2.9	73	297	.3	3.6	140	473	.6	4.2	101	358	.5	4.0	47	208	.2	2.9	
+WXM-FM																					
SU '98	65	357	.3	3.1	33	156	.1	1.7	166	631	.7	4.9	97	356	.4	3.7	62	384	.3	3.6	
4-Book	68	354	.3	3.3	36	180	.2	1.8	116	510	.5	3.5	91	391	.4	3.6	50	264	.2	3.0	
WYSP-FM																					
SU '98	72	285	.3	3.5	27	122	.1	1.4	148	676	.6	4.3	120	407	.5	4.6	71	302	.3	4.2	
4-Book	74	310	.3	3.5	39	157	.2	2.0	238	915	1.0	6.9	190	696	.8	7.4	55	265	.3	3.4	
WYXR-FM																					
SU '98	87	390	.4	4.2	61	251	.3	3.1	141	555	.6	4.1	126	401	.5	4.9	50	240	.2	2.9	
4-Book	85	402	.4	4.1	59	262	.3	3.0	149	580	.7	4.5	115	435	.5	4.5	72	314	.3	4.4	
WJBR-FM																					
SU '98					3	19		.2	10	25		.3	10	26		.4	2	16		.1	
4-Book	8	40		.4	8	40		.4	16	56	.1	.5	9	46		.4	5	33		.3	
WKXW-FM																					
SU '98	9	36		.4	10	34		.5	19	91	.1	.6	21	47	.1	.8	24	66	.1	1.4	
4-Book	13	51	.1	.6	17	66	.1	.8	16	90	.1	.5	20	66	.1	.8	12	40	.1	.7	
+WLEV-FM																					
SU '98	2	15		.1	1	15		.1	8	35		.2	9	27		.3	2	8		.1	
4-Book	8	26		.4	6	20		.3	6	31		.2	8	37		.3	5	18		.3	
+WNJO-FM																					
SU '98	21	70	.1	1.0	15	58	.1	.8	22	89	.1	.6	24	63	.1	.9	14	41	.1	.8	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																					
SU '98	47	285	.2	2.3	14	86	.1	.7	63	333	.3	1.8	55	171	.2	2.1	34	145	.1	2.0	
4-Book	29	189	.1	1.4	15	83	.1	.7	55	299	.2	1.6	42	189	.2	1.7	22	133	.1	1.3	
WRDR-FM																					
SU '98	8	8		.4																	
4-Book	7	19		.3	1	4			9	28		.3	5	22		.2	3	8		.2	
WSTW-FM																					
SU '98	2	28		.1	24	79	.1	1.2	17	101	.1	.5	23	46	.1	.9	15	60	.1	.9	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																					
SU '98	2077	6070	9.0		1970	5728	8.6		3421	9200	14.9		2595	6579	11.3		1701	5231	7.4		
4-Book	2088	6199	9.1		2004	6072	8.7		3372	9413	14.7		2548	6821	11.1		1651	5000	7.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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																				
SU '98	151	4794	.8	4.4	379	3114	2.0	7.4	114	1525	.6	2.3	185	2215	1.0	4.6	63	954	.3	3.9
SP '98	159	5035	.8	4.5	456	3522	2.4	8.6	120	1644	.6	2.3	196	2398	1.0	4.7	51	1050	.3	3.3
WI '98	187	5251	1.0	5.4	560	3772	3.0	10.0	140	1568	.7	2.9	187	2325	1.0	4.4	61	998	.3	4.1
FA '97	148	4938	.8	4.2	402	3410	2.1	7.3	116	1750	.6	2.2	175	2400	.9	4.0	44	876	.2	3.1
4-Book	161	5005	.9	4.6	449	3455	2.4	8.3	123	1622	.6	2.4	186	2335	1.0	4.4	55	970	.3	3.6
SU '97	148	5060	.8	4.1	404	3402	2.1	7.6	111	1557	.6	2.1	151	2366	.8	3.5	52	1029	.3	3.3
WBEB-FM																				
SU '98	241	3235	1.3	7.0	305	1906	1.6	6.0	489	1869	2.6	9.9	295	1841	1.6	7.3	94	1042	.5	5.8
SP '98	272	3601	1.5	7.8	353	1978	1.9	6.6	534	1804	2.9	10.3	350	2305	1.9	8.3	90	1084	.5	5.8
WI '98	218	3442	1.2	6.3	332	1935	1.8	5.9	424	1736	2.3	8.7	256	1886	1.4	6.1	61	816	.3	4.1
FA '97	244	3428	1.3	6.9	321	1957	1.7	5.8	465	1766	2.5	8.7	301	1884	1.6	6.9	68	931	.4	4.8
4-Book	244	3427	1.3	7.0	328	1944	1.8	6.1	478	1794	2.6	9.4	301	1979	1.6	7.2	78	968	.4	5.1
SU '97	225	3202	1.2	6.2	297	1695	1.6	5.6	450	1741	2.4	8.4	263	1831	1.4	6.1	56	907	.3	3.6
WDAS-AM																				
SU '98	22	342	.1	.6	46	210	.2	.9	24	140	.1	.5	13	65	.1	.3	5	78	.1	.3
SP '98	36	523	.2	1.0	64	240	.3	1.2	37	118	.2	.7	25	140	.1	.6	3	43	.1	.2
WI '98	39	523	.2	1.1	60	264	.3	1.1	31	149	.2	.6	44	176	.2	1.0	21	129	.1	1.4
FA '97	31	448	.2	.9	47	212	.3	.9	26	132	.1	.5	29	157	.2	.7	18	129	.1	1.3
4-Book	32	459	.2	.9	54	232	.3	1.0	30	135	.2	.6	28	135	.2	.7	12	95	.1	.8
SU '97	23	338	.1	.6	37	169	.2	.7	24	89	.1	.5	19	107	.1	.4	4	55	.1	.3
WDAS-FM																				
SU '98	312	2871	1.7	9.1	435	1759	2.3	8.5	391	1608	2.1	7.9	331	1697	1.8	8.2	232	1358	1.2	14.3
SP '98	293	2836	1.6	8.3	419	1677	2.2	7.9	328	1490	1.8	6.3	312	1677	1.7	7.4	234	1403	1.3	15.2
WI '98	305	2677	1.6	8.8	421	1743	2.3	7.5	376	1463	2.0	7.7	339	1686	1.8	8.1	244	1240	1.3	16.2
FA '97	275	2747	1.5	7.8	402	1624	2.1	7.3	384	1468	2.1	7.2	306	1654	1.6	7.0	180	1197	1.0	12.7
4-Book	296	2783	1.6	8.5	419	1701	2.2	7.8	370	1507	2.0	7.3	322	1679	1.7	7.7	223	1300	1.2	14.6
SU '97	278	2566	1.5	7.7	354	1429	1.9	6.7	378	1382	2.0	7.1	304	1580	1.6	7.1	204	1267	1.1	13.0
WFIL-AM																				
SU '98	14	289	.1	.4	36	176	.2	.7	4	68	.1	.1	22	135	.1	.5	7	50	.1	.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	10	265	.1	.3	23	141	.1	.4	12	83	.1	.2	8	73	.1	.2	7	101	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	24	323	.1	.7	37	154	.2	.7	43	189	.2	.9	15	92	.1	.4	5	69	.1	.3
SP '98	24	269	.1	.7	31	133	.2	.6	36	128	.2	.7	22	94	.1	.5	11	59	.1	.7
WI '98	25	344	.1	.7	28	177	.1	.5	44	156	.2	.9	26	145	.1	.6	6	56	.1	.4
FA '97	27	330	.1	.8	30	160	.2	.5	45	156	.2	.8	33	120	.2	.8	7	71	.1	.5
4-Book	25	317	.1	.7	32	156	.2	.6	42	157	.2	.8	24	113	.1	.6	7	64	.1	.5
SU '97	22	235	.1	.6	35	138	.2	.7	24	101	.1	.5	23	108	.1	.5	13	61	.1	.8
WIOQ-FM																				
SU '98	135	2841	.7	3.9	157	1130	.8	3.1	205	1454	1.1	4.1	155	1684	.8	3.8	68	934	.4	4.2
SP '98	140	2981	.7	4.0	146	1322	.8	2.7	216	1404	1.2	4.2	174	1613	.9	4.1	80	906	.4	5.2
WI '98	155	3051	.8	4.4	211	1522	1.1	3.8	217	1524	1.2	4.5	202	1770	1.1	4.8	71	1115	.4	4.7
FA '97	117	2655	.6	3.3	155	1171	.8	2.8	202	1444	1.1	3.8	136	1460	.7	3.1	50	765	.3	3.5
4-Book	137	2882	.7	3.9	167	1286	.9	3.1	210	1457	1.2	4.2	167	1632	.9	4.0	67	930	.4	4.4
SU '97	154	3351	.8	4.3	178	1331	.9	3.4	242	1693	1.3	4.5	184	1748	1.0	4.3	62	1071	.3	3.9
WIP -AM																				
SU '98	106	1724	.6	3.1	194	1014	1.0	3.8	154	855	.8	3.1	154	1076	.8	3.8	35	474	.2	2.2
SP '98	106	1972	.6	3.0	196	1167	1.0	3.7	164	890	.9	3.2	152	1131	.8	3.6	36	606	.2	2.3
WI '98	153	2591	.8	4.4	288	1477	1.5	5.2	196	1175	1.0	4.0	237	1552	1.3	5.6	61	799	.3	4.1
FA '97	157	2578	.8	4.4	288	1513	1.5	5.2	224	1115	1.2	4.2	230	1566	1.2	5.3	51	742	.3	3.6
4-Book	131	2216	.7	3.7	242	1293	1.3	4.5	185	1009	1.0	3.6	193	1331	1.0	4.6	46	655	.3	3.1
SU '97	155	2369	.8	4.3	274	1547	1.5	5.2	218	1270	1.2	4.1	234	1616	1.2	5.4	49	611	.3	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WJJZ-FM																				
SU '98	165	2480	.9	4.8	152	1085	.8	3.0	258	1133	1.4	5.2	215	1503	1.1	5.3	114	792	.6	7.0
SP '98	198	2896	1.1	5.6	191	1269	1.0	3.6	323	1283	1.7	6.2	235	1597	1.3	5.6	117	1210	.6	7.6
WI '98	185	2599	1.0	5.3	201	1194	1.1	3.6	260	1113	1.4	5.3	255	1518	1.4	6.1	104	1005	.6	6.9
FA '97	192	2549	1.0	5.4	203	1246	1.1	3.7	322	1235	1.7	6.0	292	1682	1.6	6.7	102	1006	.5	7.2
4-Book	185	2631	1.0	5.3	187	1199	1.0	3.5	291	1191	1.6	5.7	249	1575	1.4	5.9	109	1003	.6	7.2
SU '97	215	2620	1.1	6.0	233	1233	1.2	4.4	339	1373	1.8	6.4	264	1552	1.4	6.1	128	997	.7	8.1
WMGK-FM																				
SU '98	225	3536	1.2	6.6	230	1671	1.2	4.5	413	1942	2.2	8.3	293	2303	1.6	7.2	90	964	.5	5.6
SP '98	228	3603	1.2	6.5	260	1741	1.4	4.9	401	1828	2.1	7.7	300	2195	1.6	7.1	87	1042	.5	5.6
WI '98	211	3930	1.1	6.1	247	1731	1.3	4.4	344	1957	1.8	7.1	284	2455	1.5	6.7	87	1229	.5	5.8
FA '97	246	4201	1.3	6.9	290	2242	1.5	5.3	438	2180	2.3	8.2	340	2650	1.8	7.8	86	1274	.5	6.1
4-Book	228	3818	1.2	6.5	257	1846	1.4	4.8	399	1977	2.1	7.8	304	2401	1.6	7.2	88	1127	.5	5.8
SU '97	258	4453	1.4	7.1	301	2120	1.6	5.7	435	2450	2.3	8.2	356	2846	1.9	8.3	95	1384	.5	6.0
WMMR-FM																				
SU '98	178	3388	1.0	5.2	226	1497	1.2	4.4	293	1507	1.6	5.9	222	1841	1.2	5.5	77	1026	.4	4.8
SP '98	171	3188	.9	4.9	260	1331	1.4	4.9	276	1567	1.5	5.3	203	1871	1.1	4.8	59	718	.3	3.8
WI '98	162	3093	.9	4.6	237	1333	1.3	4.2	274	1371	1.5	5.6	191	1787	1.0	4.5	49	767	.3	3.3
FA '97	177	3671	.9	5.0	269	1939	1.4	4.9	287	1792	1.5	5.4	222	2119	1.2	5.1	64	938	.3	4.5
4-Book	172	3335	.9	4.9	248	1525	1.3	4.6	283	1559	1.5	5.6	210	1905	1.1	5.0	62	862	.3	4.1
SU '97	219	3700	1.2	6.1	280	1710	1.5	5.3	413	1838	2.2	7.8	274	2136	1.5	6.4	65	1024	.3	4.1
WNAP-AM																				
SU '98	* 13	172	.1	.4	* 13	87	.1	.3	20	100	.1	.4	8	52		.2				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	15	138	.1	.4	14	64	.1	.3	17	80	.1	.3	15	60	.1	.3	**	**	**	**
WOGL-FM																				
SU '98	154	3026	.8	4.5	221	1390	1.2	4.3	218	1336	1.2	4.4	181	1528	1.0	4.5	61	857	.3	3.8
SP '98	183	3196	1.0	5.2	224	1471	1.2	4.2	306	1402	1.6	5.9	230	1845	1.2	5.5	66	886	.4	4.3
WI '98	159	2953	.8	4.6	218	1372	1.2	3.9	239	1268	1.3	4.9	185	1645	1.0	4.4	49	772	.3	3.3
FA '97	167	3117	.9	4.7	215	1418	1.1	3.9	278	1479	1.5	5.2	213	1744	1.1	4.9	56	897	.3	4.0
4-Book	166	3073	.9	4.8	220	1413	1.2	4.1	260	1371	1.4	5.1	202	1691	1.1	4.8	58	853	.3	3.9
SU '97	191	3669	1.0	5.3	221	1752	1.2	4.2	292	1933	1.5	5.5	238	2221	1.3	5.5	82	1059	.4	5.2
WPEN-AM																				
SU '98	11	251	.1	.3	13	82	.1	.3	13	103	.1	.3	15	108	.1	.4	6	56		.4
SP '98	10	216	.1	.3	14	104	.1	.3	17	103	.1	.3	15	100	.1	.4	1	23		.1
WI '98	12	319	.1	.3	21	143	.1	.4	14	148	.1	.3	14	145	.1	.3	9	87		.6
FA '97	13	316	.1	.4	13	146	.1	.2	29	118	.2	.5	15	121	.1	.3	1	26		.1
4-Book	12	276	.1	.3	15	119	.1	.3	18	118	.1	.4	15	119	.1	.4	4	48		.3
SU '97	17	290	.1	.5	24	122	.1	.5	15	108	.1	.3	14	105	.1	.3	10	72	.1	.6
WPHI-FM																				
SU '98	66	1234	.4	1.9	56	472	.3	1.1	84	633	.4	1.7	89	760	.5	2.2	58	512	.3	3.6
SP '98	75	1328	.4	2.1	72	506	.4	1.4	77	689	.4	1.5	112	817	.6	2.7	72	577	.4	4.7
WI '98	77	1563	.4	2.2	85	708	.5	1.5	81	692	.4	1.7	121	896	.6	2.9	48	515	.3	3.2
FA '97	74	1345	.4	2.1	80	596	.4	1.5	78	695	.4	1.5	86	736	.5	2.0	67	575	.4	4.7
4-Book	73	1368	.4	2.1	73	571	.4	1.4	80	677	.4	1.6	102	802	.6	2.5	61	545	.4	4.1
SU '97	110	1621	.6	3.0	114	814	.6	2.2	141	830	.7	2.6	152	1023	.8	3.5	83	766	.4	5.3
WPHT-AM																				
SU '98	31	825	.2	.9	51	225	.3	1.0	29	205	.2	.6	35	287	.2	.9	24	380	.1	1.5
SP '98	25	859	.1	.7	33	217	.2	.6	20	234	.1	.4	21	268	.1	.5	38	410	.2	2.5
WI '98	22	615	.1	.6	50	257	.3	.9	21	235	.1	.4	23	270	.1	.5	14	119	.1	.9
FA '97	8	400	.2	.2	13	118	.1	.2	10	67	.1	.2	6	79	.1	.1	5	71		.4
4-Book	22	675	.1	.6	37	204	.2	.7	20	185	.1	.4	21	226	.1	.5	20	245	.1	1.3
SU '97	18	666	.1	.5	21	166	.1	.4	14	183	.1	.3	15	248	.1	.3	25	281	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '98	76	2293	.4	2.2	94	947	.5	1.8	97	822	.5	2.0	113	1233	.6	2.8	32	622	.2	2.0
SP '98	72	2291	.4	2.1	104	1005	.6	2.0	125	986	.7	2.4	101	1148	.5	2.4	20	595	.1	1.3
WI '98	67	2226	.4	1.9	119	1043	.6	2.1	68	698	.4	1.4	89	1032	.5	2.1	27	642	.1	1.8
FA '97	81	2354	.4	2.3	109	1074	.6	2.0	103	1047	.6	1.9	112	1214	.6	2.6	47	728	.3	3.3
4-Book	74	2291	.4	2.1	107	1017	.6	2.0	98	888	.6	1.9	104	1157	.6	2.5	32	647	.2	2.1
SU '97	117	2719	.6	3.2	177	1304	.9	3.3	171	1202	.9	3.2	139	1608	.7	3.2	51	957	.3	3.2
WURD-AM																				
SU '98	22	192	.1	.6	20	126	.1	.4	31	150	.2	.6	30	136	.2	.7	10	68	.1	.6
SP '98	36	281	.2	1.0	47	198	.3	.9	66	215	.4	1.3	36	192	.2	.9	4	77	.3	.3
WI '98	16	215	.1	.5	21	115	.1	.4	26	167	.1	.5	18	113	.1	.4	1	8	.1	.1
FA '97	38	318	.2	1.1	77	241	.4	1.4	51	246	.3	1.0	30	209	.2	.7	13	113	.1	.9
4-Book	28	252	.2	.8	41	170	.2	.8	44	195	.3	.9	29	163	.2	.7	7	67	.1	.5
SU '97	9	158	.2	.2	22	102	.1	.4	9	74	.2	.2	8	88	.2	.2	1	9	.1	.1
WUSL-FM																				
SU '98	132	2296	.7	3.9	168	1051	.9	3.3	169	1101	.9	3.4	137	1147	.7	3.4	91	892	.5	5.6
SP '98	154	2122	.8	4.4	193	1032	1.0	3.6	191	1023	1.0	3.7	167	1147	.9	4.0	95	581	.5	6.2
WI '98	129	2214	.7	3.7	171	1043	.9	3.1	155	1045	.8	3.2	148	1081	.8	3.5	81	702	.4	5.4
FA '97	139	2103	.7	3.9	177	1041	.9	3.2	162	1104	.9	3.0	171	1121	.9	3.9	93	705	.5	6.6
4-Book	139	2184	.7	4.0	177	1042	.9	3.3	169	1068	.9	3.3	156	1124	.8	3.7	90	720	.5	6.0
SU '97	135	2198	.7	3.7	151	1158	.8	2.8	187	1185	1.0	3.5	139	1185	.7	3.2	92	890	.5	5.8
WVDB-FM																				
SU '98	77	1710	.4	2.3	68	563	.4	1.3	137	809	.7	2.8	103	726	.6	2.5	29	335	.2	1.8
SP '98	74	1466	.4	2.1	78	519	.4	1.5	135	714	.7	2.6	75	593	.4	1.8	42	337	.2	2.7
WI '98	101	1687	.5	2.9	88	574	.5	1.6	184	848	1.0	3.8	99	655	.5	2.4	47	345	.3	3.1
FA '97	72	1418	.4	2.0	103	562	.6	1.9	150	724	.8	2.8	61	502	.3	1.4	20	302	.1	1.4
4-Book	81	1570	.4	2.3	84	555	.5	1.6	152	774	.8	3.0	85	619	.5	2.0	35	330	.2	2.3
SU '97	89	1757	.5	2.5	95	622	.5	1.8	154	746	.8	2.9	113	750	.6	2.6	36	423	.2	2.3
WVJZ-AM																				
SU '98	4	86	.1	.1	7	8	.1	.1	2	26	.1	.1	2	26	.1	.1	4	52	.1	.2
SP '98	1	47	.1	.1	2	10	.1	.1	1	28	.1	.1	1	7	.1	.1	1	13	.1	.1
WI '98	1	13	.1	.1	1	26	.1	.1	1	14	.1	.1	1	10	.1	.1	1	13	.1	.1
FA '97	1	45	.1	.1	3	11	.1	.1	1	17	.1	.1	4	45	.1	.1	1	13	.1	.1
4-Book	1	53	.1	.1	2	9	.1	.1	1	17	.1	.1	4	45	.1	.1	1	13	.1	.1
SU '97	1	53	.1	.1	2	9	.1	.1	1	17	.1	.1	4	45	.1	.1	1	13	.1	.1
WXTU-FM																				
SU '98	140	1994	.7	4.1	186	1159	1.0	3.6	196	1061	1.0	4.0	174	1287	.9	4.3	48	805	.3	3.0
SP '98	141	1898	.8	4.0	169	1075	.9	3.2	238	1037	1.3	4.6	180	1133	1.0	4.3	56	695	.3	3.6
WI '98	133	1860	.7	3.8	179	1099	1.0	3.2	183	1008	1.0	3.8	194	1306	1.0	4.6	53	566	.3	3.5
FA '97	125	1788	.7	3.5	194	1089	1.0	3.5	182	994	1.0	3.4	140	1082	.7	3.2	45	640	.2	3.2
4-Book	135	1885	.7	3.9	182	1106	1.0	3.4	200	1025	1.1	4.0	172	1202	.9	4.1	51	677	.3	3.3
SU '97	158	2070	.8	4.4	198	1174	1.1	3.7	242	1115	1.3	4.5	209	1338	1.1	4.9	67	658	.4	4.3
+VXXM-FM																				
SU '98	98	2493	.5	2.9	125	1246	.7	2.5	129	940	.7	2.6	137	1455	.7	3.4	52	817	.3	3.2
SP '98	95	2276	.5	2.7	128	1123	.7	2.4	148	1030	.8	2.8	129	1318	.7	3.1	27	661	.1	1.7
WI '98	86	2076	.5	2.5	99	961	.5	1.8	120	885	.6	2.5	114	1295	.6	2.7	39	679	.2	2.6
FA '97	64	1459	.3	1.8	61	632	.3	1.1	101	650	.5	1.9	96	828	.5	2.2	25	471	.1	1.8
4-Book	86	2076	.5	2.5	103	991	.6	2.0	125	876	.7	2.5	119	1224	.6	2.9	36	657	.2	2.3
SU '97	62	1112	.3	1.7	63	500	.3	1.2	105	460	.6	2.0	94	635	.5	2.2	31	308	.2	2.0
WVSP-FM																				
SU '98	255	4236	1.4	7.5	867	3003	4.6	17.0	301	1952	1.6	6.1	158	1418	.8	3.9	60	911	.3	3.7
SP '98	266	4373	1.4	7.6	833	3092	4.5	15.7	345	2071	1.8	6.6	192	1663	1.0	4.6	52	730	.3	3.4
WI '98	274	4326	1.5	7.9	924	3207	4.9	16.6	336	2027	1.8	6.9	180	1508	1.0	4.3	52	682	.3	3.5
FA '97	316	5146	1.7	8.9	925	3269	4.9	16.8	415	2244	2.2	7.8	210	1636	1.1	4.8	46	810	.2	3.3
4-Book	278	4520	1.5	8.0	887	3143	4.7	16.5	349	2074	1.9	6.9	185	1556	1.0	4.4	53	783	.3	3.5
SU '97	266	4696	1.4	7.4	850	3045	4.5	16.0	290	2063	1.5	5.4	186	1626	1.0	4.3	62	906	.3	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																				
SU '98	218	4233	1.2	4.6	91	2264	.5	3.9	219	1054	1.2	10.1	101	541	.5	2.7	69	299	.4	2.5
4-Book	243	4558	1.3	5.0	88	2208	.5	3.8	207	1010	1.1	9.1	92	530	.5	2.4	67	337	.4	2.5
WBEB-FM																				
SU '98	373	2798	2.0	7.9	104	1259	.6	4.5	100	381	.5	4.6	215	575	1.1	5.7	85	286	.5	3.1
4-Book	377	2918	2.0	7.7	117	1575	.6	5.1	124	456	.7	5.5	242	715	1.3	6.3	136	494	.7	5.1
WDAS-AM																				
SU '98	27	236	.1	.6	22	220	.1	1.0	13	33	.1	.6	16	46	.1	.4	3	16		.1
4-Book	37	275	.2	.8	37	360	.2	1.6	27	63	.2	1.2	23	56	.1	.6	11	28	.1	.4
WDAS-FM																				
SU '98	386	2551	2.1	8.2	233	1838	1.2	10.1	193	462	1.0	8.9	293	748	1.6	7.7	264	591	1.4	9.7
4-Book	370	2422	2.0	7.6	214	1743	1.1	9.4	174	467	.9	7.7	304	757	1.6	7.9	256	648	1.4	9.5
WFIL-AM																				
SU '98	19	240	.1	.4	8	114		.3	14	43	.1	.6	10	31	.1	.3	8	35		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	32	258	.2	.7	21	184	.1	.9	19	30	.1	.9	26	78	.1	.7	18	32	.1	.7
4-Book	33	245	.2	.7	23	194	.1	1.0	18	38	.1	.8	36	77	.2	1.0	23	57	.1	.9
W100-FM																				
SU '98	175	2386	.9	3.7	108	1553	.6	4.7	75	290	.4	3.5	192	715	1.0	5.1	119	421	.6	4.4
4-Book	184	2410	1.0	3.8	100	1493	.6	4.4	81	302	.4	3.6	185	671	1.0	4.8	132	460	.7	4.9
VIP -AM																				
SU '98	166	1600	.9	3.5	47	672	.3	2.0	71	246	.4	3.3	98	299	.5	2.6	26	119	.1	1.0
4-Book	205	1960	1.1	4.2	56	893	.3	2.5	67	274	.4	3.0	93	357	.5	2.4	64	237	.3	2.4
WJZ-FM																				
SU '98	212	1997	1.1	4.5	117	1345	.6	5.1	108	347	.6	5.0	191	512	1.0	5.0	164	458	.9	6.1
4-Book	246	2091	1.3	5.0	127	1475	.7	5.6	109	351	.6	4.8	208	585	1.1	5.4	166	490	.9	6.2
WMGK-FM																				
SU '98	320	3037	1.7	6.8	148	1877	.8	6.4	107	352	.6	4.9	282	915	1.5	7.4	234	600	1.3	8.6
4-Book	326	3268	1.7	6.7	147	1998	.8	6.4	139	490	.8	6.1	305	951	1.6	7.9	210	711	1.1	7.8
WMMR-FM																				
SU '98	251	2729	1.3	5.3	116	1678	.6	5.0	91	399	.5	4.2	219	728	1.2	5.8	122	451	.7	4.5
4-Book	250	2757	1.3	5.1	109	1701	.6	4.8	114	438	.6	5.0	216	775	1.2	5.6	115	499	.7	4.3
WNAP-AM																				
SU '98	* 14	136	.1	.3	* 9	79		.4	* 8	15		.4	13	33	.1	.3	17	24	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '98	208	2367	1.1	4.4	121	1612	.6	5.2	113	358	.6	5.2	184	601	1.0	4.9	168	483	.9	6.2
4-Book	230	2462	1.3	4.7	126	1599	.7	5.5	102	387	.6	4.5	201	646	1.1	5.3	165	527	.9	6.1
WPEN-AM																				
SU '98	14	195	.1	.3	10	119	.1	.4	8	27		.4	10	37	.1	.3	3	19		.1
4-Book	16	210	.1	.3	8	134		.4	10	34	.1	.4	9	31	.1	.3	5	24		.2
WPHI-FM																				
SU '98	77	1048	.4	1.6	51	626	.3	2.2	28	127	.1	1.3	75	257	.4	2.0	111	263	.6	4.1
4-Book	85	1155	.5	1.7	59	729	.3	2.6	32	121	.2	1.4	84	290	.4	2.2	90	256	.5	3.4
WPHT-AM																				
SU '98	37	454	.2	.8	26	382	.1	1.1	21	60	.1	1.0	36	83	.2	.9	30	90	.2	1.1
4-Book	26	408	.2	.5	15	277	.1	.7	10	38	.1	.5	18	49	.1	.5	13	41	.1	.5
WPLY-FM																				
SU '98	101	1800	.5	2.1	62	1120	.3	2.7	39	145	.2	1.8	135	643	.7	3.6	93	246	.5	3.4
4-Book	103	1839	.6	2.1	53	1133	.3	2.3	46	204	.3	2.0	105	515	.6	2.8	74	329	.4	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

		Persons 25-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																						
SU '98		27	184	.1	.6	20	140	.1	.9	10	24	.1	.5	40	86	.2	1.1	29	63	.2	1.1	
4-Book		38	235	.2	.8	23	175	.1	1.0	26	62	.2	1.2	51	121	.3	1.3	24	57	.2	.9	
WUSL-FM																						
SU '98		159	1783	.8	3.4	111	1304	.6	4.8	71	189	.4	3.3	171	490	.9	4.5	116	329	.6	4.3	
4-Book		168	1731	.9	3.4	119	1308	.6	5.2	83	253	.4	3.7	181	503	1.0	4.7	140	361	.8	5.2	
WWDB-FM																						
SU '98		105	1268	.6	2.2	61	704	.3	2.6	34	108	.2	1.6	41	118	.2	1.1	15	37	.1	.6	
4-Book		110	1187	.6	2.2	61	684	.3	2.6	63	167	.4	2.8	46	148	.3	1.2	32	70	.2	1.2	
WWJZ-AM																						
SU '98		4	44		.1	4	30		.2	6	16		.3	7	23		.2	3	7		.1	
4-Book		1	28		.1	1	16		.1	2	4		.1	2	6		.1	1	2		.1	
WXTU-FM																						
SU '98		186	1707	1.0	3.9	121	1210	.6	5.2	118	422	.6	5.4	252	710	1.3	6.6	139	413	.7	5.1	
4-Book		186	1622	1.0	3.8	102	1154	.5	4.4	101	353	.5	4.5	198	612	1.1	5.2	129	389	.7	4.8	
+WXXM-FM																						
SU '98		130	2029	.7	2.8	71	1269	.4	3.1	50	241	.3	2.3	129	634	.7	3.4	87	309	.5	3.2	
4-Book		116	1725	.6	2.4	65	1112	.4	2.9	58	218	.3	2.5	133	531	.7	3.5	95	384	.5	3.5	
WYSP-FM																						
SU '98		431	3785	2.3	9.1	74	1355	.4	3.2	55	215	.3	2.5	144	533	.8	3.8	90	355	.5	3.3	
4-Book		464	3968	2.5	9.5	97	1653	.5	4.2	87	333	.5	3.8	153	585	.8	4.0	103	409	.6	3.8	
WYXR-FM																						
SU '98		215	2330	1.1	4.6	106	1545	.6	4.6	103	374	.6	4.8	216	742	1.2	5.7	151	452	.8	5.6	
4-Book		222	2477	1.2	4.6	104	1593	.6	4.6	92	374	.5	4.1	212	726	1.1	5.5	142	485	.8	5.3	
WJBR-FM																						
SU '98		34	262	.2	.7	6	137		.3	2	19		.1	10	65	.1	.3	9	38		.3	
4-Book		30	304	.2	.6	8	174		.3	7	31	.1	.3	12	68	.1	.4	7	38		.3	
WKXV-FM																						
SU '98		68	814	.4	1.4	16	275	.1	.7	14	73	.1	.6	24	94	.1	.6	14	72	.1	.5	
4-Book		66	775	.4	1.4	17	292	.1	.8	23	85	.1	1.0	27	93	.2	.7	21	76	.1	.8	
+WLEV-FM																						
SU '98		14	155	.1	.3	6	82		.3	10	29	.1	.5	11	41	.1	.3	6	42		.2	
4-Book		19	159	.1	.4	8	97		.4	5	20		.2	18	39	.1	.5	12	41	.1	.5	
+WNJO-FM																						
SU '98		65	550	.3	1.4	23	288	.1	1.0	20	74	.1	.9	40	163	.2	1.1	32	121	.2	1.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPST-FM																						
SU '98		72	1214	.4	1.5	31	614	.2	1.3	17	81	.1	.8	57	285	.3	1.5	51	216	.3	1.9	
4-Book		67	1182	.4	1.4	29	655	.2	1.3	21	103	.1	.9	58	274	.3	1.5	46	230	.3	1.7	
WRDR-FM																						
SU '98		1	71			1	8											2	8		.1	
4-Book		10	121	.1	.2	7	66		.3	6	12		.3	15	35	.1	.4	9	32	.1	.4	
WSTW-FM																						
SU '98		21	436	.1	.4	15	262	.1	.6	31	55	.2	1.4	20	101	.1	.5	4	27		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SU '98		4723	17924	25.2		2310	14941	12.3		2166	6266	11.6		3793	9329	20.3		2709	6621	14.5		
4-Book		4903	17988	26.2		2292	15013	12.2		2264	6558	12.1		3835	9496	20.5		2697	7107	14.4		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
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																				
SU '98	32	238	.2	2.0	171	719	.9	9.7	76	511	.4	2.7	40	215	.2	1.9	46	365	.2	3.4
4-Book	30	224	.2	1.9	174	787	.9	9.9	78	481	.4	2.8	50	247	.3	2.5	36	273	.2	2.9
WBEB-FM																				
SU '98	53	193	.3	3.3	65	261	.3	3.7	127	432	.7	4.4	85	307	.5	4.0	89	386	.5	6.5
4-Book	65	270	.4	4.2	77	285	.4	4.5	128	474	.7	4.5	96	350	.5	4.7	61	250	.3	4.8
WDAS-AM																				
SU '98	9	26	.6		85	169	.5	4.8	41	133	.2	1.4	13	21	.1	.6	3	18		.2
4-Book	10	24	.6		116	246	.6	6.7	73	206	.4	2.6	31	70	.2	1.5	12	35	.1	1.0
WDAS-FM																				
SU '98	169	483	.9	10.4	140	311	.7	8.0	191	559	1.0	6.7	187	373	1.0	8.9	395	669	2.1	28.9
4-Book	174	459	.9	11.0	115	285	.6	6.6	152	446	.8	5.4	171	365	.9	8.4	336	606	1.8	26.6
WFIL-AM																				
SU '98	7	29	.4		5	20	.3		4	33	.1		9	28	.4		6	27		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98					47	88	.3	2.7	42	83	.2	1.5	13	38	.1	.6	5	16		.4
4-Book	9	21	.1	.6	38	81	.2	2.2	36	90	.2	1.3	18	43	.1	.9	5	10		.4
WIOQ-FM																				
SU '98	95	324	.5	5.9	71	282	.4	4.0	134	426	.7	4.7	99	376	.5	4.7	64	221	.3	4.7
4-Book	92	351	.5	5.9	44	166	.3	2.5	101	414	.5	3.6	87	304	.5	4.3	62	237	.3	4.9
WIP -AM																				
SU '98	14	89	.1	.9	50	185	.3	2.9	56	215	.3	2.0	47	171	.3	2.2	18	60	.1	1.3
4-Book	21	86	.1	1.4	48	179	.3	2.7	68	266	.4	2.4	62	199	.4	3.1	26	116	.1	2.1
WJJZ-FM																				
SU '98	113	320	.6	7.0	93	254	.5	5.3	123	375	.7	4.3	88	185	.5	4.2	53	179	.3	3.9
4-Book	117	368	.6	7.4	84	275	.5	4.8	140	445	.8	5.0	111	312	.6	5.4	77	256	.4	6.2
WMGK-FM																				
SU '98	92	385	.5	5.7	46	191	.2	2.6	166	588	.9	5.8	180	436	1.0	8.6	70	260	.4	5.1
4-Book	79	354	.4	5.1	51	236	.3	2.9	162	628	.9	5.8	155	480	.8	7.6	67	272	.4	5.3
WMMR-FM																				
SU '98	66	318	.4	4.1	54	195	.3	3.1	135	541	.7	4.7	181	483	1.0	8.6	57	245	.3	4.2
4-Book	59	265	.3	3.8	72	252	.4	4.2	137	547	.7	4.9	105	349	.6	5.1	44	198	.2	3.5
WNAP-AM																				
SU '98					* 13	33	.1	.7	3	25	.1									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	80	305	.4	4.9	134	391	.7	7.6	125	406	.7	4.4	131	380	.7	6.2	44	186	.2	3.2
4-Book	88	301	.5	5.6	122	376	.6	6.9	143	500	.8	5.1	123	369	.7	6.0	62	202	.3	5.0
WPEN-AM																				
SU '98	4	19	.2		10	49	.1	.6	19	55	.1	.7	13	17	.1	.6	16	44	.1	1.2
4-Book	3	12	.2		10	47	.1	.6	16	42	.1	.6	6	13	.3		10	26	.1	.8
WPHI-FM																				
SU '98	49	169	.3	3.0	22	74	.1	1.3	56	192	.3	2.0	34	123	.2	1.6	29	96	.2	2.1
4-Book	77	228	.4	4.9	26	94	.2	1.5	63	200	.3	2.3	60	163	.3	3.0	36	123	.2	3.0
WPHT-AM																				
SU '98	16	88	.1	1.0	28	66	.1	1.6	32	153	.2	1.1	36	148	.2	1.7	9	46		.7
4-Book	14	58	.1	.9	15	47	.1	.8	25	107	.1	.9	16	69	.1	.8	9	38	.1	.7
WPLY-FM																				
SU '98	52	220	.3	3.2	24	125	.1	1.4	64	312	.3	2.2	62	227	.3	2.9	19	148	.1	1.4
4-Book	34	172	.2	2.1	26	135	.2	1.5	65	327	.4	2.3	47	218	.3	2.3	17	124	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

	Persons 25-49																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SU '98	9	22		.6	8	31		.5	28	61	.1	1.0	24	44	.1	1.1	14	18	.1	1.0
4-Book	6	16		.4	11	34		.7	38	84	.2	1.4	22	47	.1	1.1	6	11		.5
WUSL-FM																				
SU '98	91	300	.5	5.6	140	382	.7	8.0	171	523	.9	6.0	61	203	.3	2.9	56	163	.3	4.1
4-Book	119	325	.7	7.6	123	383	.6	7.1	164	478	.9	5.9	78	224	.4	3.8	55	156	.3	4.3
WWDB-FM																				
SU '98	55	150	.3	3.4	63	238	.3	3.6	235	467	1.3	8.2	9	37		.4	15	60	.1	1.1
4-Book	46	119	.3	3.0	58	202	.3	3.3	182	387	1.0	6.5	22	68	.1	1.1	24	86	.1	2.0
WWJZ-AM																				
SU '98					7	8		.4	2	8		.1	5	8		.2	4	15		.3
4-Book					2	2		.1	1	4			4	8		.2	1	4		.1
WXTU-FM																				
SU '98	81	342	.4	5.0	63	227	.3	3.6	146	482	.8	5.1	99	333	.5	4.7	55	253	.3	4.0
4-Book	55	237	.3	3.5	65	258	.4	3.8	128	417	.7	4.6	92	312	.5	4.5	39	178	.2	3.1
+WXXM-FM																				
SU '98	46	246	.2	2.8	23	121	.1	1.3	122	500	.7	4.3	62	213	.3	2.9	38	243	.2	2.8
4-Book	42	217	.2	2.7	24	124	.1	1.4	81	355	.5	2.9	60	235	.3	2.9	23	137	.1	1.8
WYSP-FM																				
SU '98	43	217	.2	2.7	19	77	.1	1.1	115	546	.6	4.0	74	280	.4	3.5	41	182	.2	3.0
4-Book	42	192	.2	2.7	28	111	.2	1.6	184	696	1.0	6.4	139	520	.8	6.9	34	178	.2	2.7
WYXR-FM																				
SU '98	64	301	.3	4.0	50	215	.3	2.9	111	429	.6	3.9	108	329	.6	5.1	39	153	.2	2.9
4-Book	64	296	.4	4.1	49	217	.3	2.8	123	472	.7	4.4	97	357	.5	4.7	45	192	.2	3.7
WJBR-FM																				
SU '98					3	19		.2	10	25	.1	.4	10	26	.1	.5				
4-Book	4	18		.2	7	36		.4	13	46	.1	.5	8	32		.4	3	20		.3
WKXV-FM																				
SU '98	9	36		.6	10	34	.1	.6	15	72	.1	.5	17	37	.1	.8	24	66	.1	1.8
4-Book	11	44	.1	.7	17	66	.1	1.0	15	80	.1	.5	16	57	.1	.8	12	38	.1	.9
+WLEV-FM																				
SU '98	2	15		.1	1	15		.1	8	35		.3	9	27		.4	2	8		.1
4-Book	8	23		.5	6	18		.3	5	26		.2	8	37		.4	5	18		.4
+WNJO-FM																				
SU '98	21	70	.1	1.3	15	58	.1	.9	21	80	.1	.7	24	63	.1	1.1	14	41	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	29	166	.2	1.8	7	59		.4	44	210	.2	1.5	27	62	.1	1.3	9	49		.7
4-Book	18	106	.1	1.1	10	62		.5	41	203	.2	1.5	28	110	.2	1.4	8	58		.6
WRDR-FM																				
SU '98	8	8		.5																
4-Book	7	19		.5	1	4		.1	9	28	.1	.3	5	19		.2	3	8		.3
WSTW-FM																				
SU '98	2	28		.1	24	79	.1	1.4	17	91	.1	.6	17	36	.1	.8	6	41		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	1620	4859	8.7		1754	5090	9.4		2854	7666	15.3		2103	5353	11.2		1365	4127	7.3	
4-Book	1570	4721	8.4		1750	5316	9.4		2805	7767	15.0		2045	5476	11.0		1258	3809	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 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																				
SU '98	194	5885	.9	4.9	502	3868	2.3	8.5	138	1901	.6	2.4	233	2763	1.1	5.0	79	1217	.4	4.3
SP '98	201	6156	.9	4.9	562	4230	2.6	9.0	167	2010	.8	2.8	247	2940	1.1	5.1	63	1280	.3	3.6
WI '98	225	6263	1.0	5.6	659	4485	3.0	10.2	166	1911	.8	3.0	230	2740	1.1	4.8	76	1184	.4	4.5
FA '97	201	6117	.9	4.9	534	4210	2.5	8.4	151	2097	.7	2.5	242	3059	1.1	4.8	64	1180	.3	3.8
4-Book	205	6105	.9	5.1	564	4198	2.6	9.0	156	1980	.7	2.7	238	2876	1.1	4.9	71	1215	.4	4.1
SU '97	189	6121	.9	4.6	501	4180	2.3	8.3	151	1978	.7	2.5	193	2918	.9	4.0	71	1220	.3	4.0
WBEB-FM																				
SU '98	290	3902	1.3	7.3	376	2306	1.7	6.3	574	2238	2.7	10.1	352	2287	1.6	7.5	110	1221	.5	5.9
SP '98	331	4177	1.5	8.1	446	2335	2.1	7.2	649	2147	3.0	10.8	424	2690	2.0	8.7	99	1226	.5	5.7
WI '98	264	4063	1.2	6.6	399	2280	1.8	6.1	515	2138	2.4	9.2	306	2267	1.4	6.3	72	968	.3	4.2
FA '97	295	3991	1.4	7.1	394	2297	1.8	6.2	567	2080	2.6	9.3	355	2266	1.6	7.0	84	1066	.4	5.0
4-Book	295	4033	1.4	7.3	404	2305	1.9	6.5	576	2151	2.7	9.9	359	2378	1.7	7.4	91	1120	.4	5.2
SU '97	265	3738	1.2	6.5	347	1923	1.6	5.7	526	2057	2.4	8.7	318	2153	1.5	6.6	66	1059	.3	3.7
WDAS-AM																				
SU '98	28	450	.1	.7	55	244	.3	.9	32	173	.1	.6	18	98	.1	.4	6	94		.3
SP '98	41	600	.2	1.0	78	302	.4	1.3	39	146	.2	.6	31	183	.1	.6	4	51		.2
WI '98	50	607	.2	1.2	76	292	.4	1.2	45	190	.2	.8	60	224	.3	1.2	25	172	.1	1.5
FA '97	42	531	.2	1.0	71	275	.3	1.1	41	183	.2	.7	44	209	.2	.9	18	142	.1	1.1
4-Book	40	547	.2	1.0	70	278	.4	1.1	39	173	.2	.7	38	179	.2	.8	13	115	.1	.8
SU '97	31	441	.1	.8	44	207	.2	.7	39	131	.2	.6	23	138	.1	.5	5	62		.3
WDAS-FM																				
SU '98	339	3152	1.6	8.5	467	1900	2.2	7.9	425	1782	2.0	7.4	359	1855	1.7	7.6	252	1469	1.2	13.6
SP '98	350	3206	1.6	8.6	475	1874	2.2	7.6	389	1683	1.8	6.5	377	1896	1.7	7.7	280	1584	1.3	16.0
WI '98	345	3016	1.6	8.6	497	2006	2.3	7.7	409	1603	1.9	7.3	367	1852	1.7	7.6	275	1439	1.3	16.1
FA '97	313	3046	1.4	7.6	465	1798	2.2	7.3	429	1631	2.0	7.0	349	1840	1.6	6.9	201	1323	.9	12.0
4-Book	337	3105	1.6	8.3	476	1895	2.2	7.6	413	1675	1.9	7.1	363	1861	1.7	7.5	252	1454	1.2	14.4
SU '97	314	2846	1.5	7.7	409	1592	1.9	6.8	420	1514	1.9	7.0	343	1734	1.6	7.1	235	1428	1.1	13.2
WFIL-AM																				
SU '98	17	358	.1	.4	40	220	.2	.7	6	87		.1	33	164	.2	.7	8	66		.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	11	299	.1	.3	29	168	.1	.5	12	93	.1	.2	8	94	.2	.2	7	113		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	28	419	.1	.7	42	190	.2	.7	51	246	.2	.9	19	123	.1	.4	6	73		.3
SP '98	36	379	.2	.9	55	186	.3	.9	53	179	.2	.9	30	119	.1	.6	13	77	.1	.7
WI '98	30	421	.1	.7	32	199	.1	.5	54	200	.2	1.0	30	158	.1	.6	6	56		.4
FA '97	35	399	.2	.8	47	218	.2	.7	54	190	.2	.9	38	152	.2	.8	10	98		.6
4-Book	32	405	.2	.8	44	198	.2	.7	53	204	.2	.9	29	138	.1	.6	9	76		.5
SU '97	23	281	.1	.6	35	138	.2	.6	24	120	.1	.4	24	119	.1	.5	14	68	.1	.8
WIOQ-FM																				
SU '98	141	2971	.7	3.5	168	1199	.8	2.8	211	1481	1.0	3.7	161	1740	.7	3.4	70	967	.3	3.8
SP '98	155	3229	.7	3.8	164	1425	.8	2.6	245	1518	1.1	4.1	193	1758	.9	4.0	85	944	.4	4.9
WI '98	164	3230	.8	4.1	225	1633	1.0	3.5	232	1587	1.1	4.1	219	1890	1.0	4.5	73	1129	.3	4.3
FA '97	122	2775	.6	3.0	164	1219	.8	2.6	205	1485	.9	3.4	143	1513	.7	2.8	53	791	.2	3.2
4-Book	146	3051	.7	3.6	180	1369	.9	2.9	223	1518	1.0	3.8	179	1725	.8	3.7	70	958	.3	4.1
SU '97	160	3504	.7	3.9	180	1377	.8	3.0	248	1747	1.1	4.1	197	1818	.9	4.1	64	1107	.3	3.6
WIP -AM																				
SU '98	122	2043	.6	3.1	234	1204	1.1	3.9	170	963	.8	3.0	181	1297	.8	3.9	38	523	.2	2.1
SP '98	129	2282	.6	3.2	253	1426	1.2	4.1	189	1025	.9	3.1	175	1308	.8	3.6	42	690	.2	2.4
WI '98	177	2996	.8	4.4	339	1744	1.6	5.2	225	1375	1.0	4.0	274	1848	1.3	5.7	66	893	.3	3.9
FA '97	177	2911	.8	4.3	331	1742	1.5	5.2	248	1219	1.1	4.1	260	1804	1.2	5.2	58	843	.3	3.5
4-Book	151	2558	.7	3.8	289	1529	1.4	4.6	208	1146	1.0	3.6	223	1564	1.0	4.6	51	737	.3	3.0
SU '97	174	2741	.8	4.2	322	1855	1.5	5.3	240	1466	1.1	4.0	256	1806	1.2	5.3	53	712	.2	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WJZZ-FM																				
SU '98	209	2958	1.0	5.3	205	1369	.9	3.5	334	1431	1.5	5.8	271	1801	1.3	5.8	131	971	.6	7.1
SP '98	234	3313	1.1	5.7	234	1445	1.1	3.8	392	1533	1.8	6.5	286	1888	1.3	5.9	129	1351	.6	7.4
WI '98	236	3136	1.1	5.9	267	1494	1.2	4.1	347	1373	1.6	6.2	321	1855	1.5	6.7	124	1207	.6	7.3
FA '97	224	2914	1.0	5.4	232	1404	1.1	3.6	372	1398	1.7	6.1	341	1898	1.6	6.8	121	1123	.6	7.2
4-Book	226	3080	1.1	5.6	235	1428	1.1	3.8	361	1434	1.7	6.2	305	1861	1.4	6.3	126	1163	.6	7.3
SU '97	247	3043	1.1	6.0	273	1425	1.3	4.5	397	1616	1.8	6.6	293	1828	1.4	6.1	146	1153	.7	8.2
WMGK-FM																				
SU '98	240	3736	1.1	6.0	247	1776	1.1	4.2	439	2017	2.0	7.7	314	2454	1.5	6.7	95	1038	.4	5.1
SP '98	241	3842	1.1	5.9	274	1828	1.3	4.4	423	1938	2.0	7.0	320	2355	1.5	6.6	94	1116	.4	5.4
WI '98	227	4182	1.1	5.6	268	1861	1.2	4.1	376	2100	1.7	6.7	304	2625	1.4	6.3	89	1300	.4	5.2
FA '97	264	4383	1.2	6.4	300	2325	1.4	4.7	455	2272	2.1	7.5	365	2764	1.7	7.2	106	1344	.5	6.3
4-Book	243	4036	1.1	6.0	272	1948	1.3	4.4	423	2082	2.0	7.2	326	2550	1.5	6.7	96	1200	.4	5.5
SU '97	266	4630	1.2	6.5	311	2177	1.4	5.1	452	2548	2.1	7.5	363	2927	1.7	7.5	95	1408	.4	5.3
WMMR-FM																				
SU '98	188	3518	.9	4.7	242	1563	1.1	4.1	313	1589	1.4	5.5	232	1924	1.1	4.9	82	1066	.4	4.4
SP '98	176	3295	.8	4.3	270	1389	1.2	4.3	285	1598	1.3	4.7	206	1920	1.0	4.2	60	759	.3	3.4
WI '98	170	3216	.8	4.2	254	1419	1.2	3.9	283	1388	1.3	5.0	200	1849	.9	4.1	51	780	.2	3.0
FA '97	190	3868	.9	4.6	289	2029	1.3	4.5	314	1876	1.5	5.1	237	2222	1.1	4.7	66	974	.3	3.9
4-Book	181	3474	.9	4.5	264	1600	1.2	4.2	299	1613	1.4	5.1	219	1979	1.0	4.5	65	895	.3	3.7
SU '97	221	3762	1.0	5.4	284	1725	1.3	4.7	415	1870	1.9	6.9	276	2175	1.3	5.7	65	1032	.3	3.7
WNAP-AM																				
SU '98	* 24	263	.1	.6	* 23	146	.1	.4	36	181	.2	.6	16	96	.1	.3				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	19	182	.1	.5	18	91	.1	.3	26	105	.1	.4	20	78	.1	.4	**	**	**	**
WVGL-FM																				
SU '98	211	3852	1.0	5.3	297	1828	1.4	5.0	306	1743	1.4	5.4	243	1999	1.1	5.2	79	1060	.4	4.3
SP '98	246	4105	1.1	6.0	313	1928	1.4	5.0	410	1829	1.9	6.8	308	2307	1.4	6.3	88	1135	.4	5.0
WI '98	221	3827	1.0	5.5	302	1879	1.4	4.7	328	1711	1.5	5.8	260	2109	1.2	5.4	67	1020	.3	3.9
FA '97	253	4204	1.2	6.1	326	2018	1.5	5.1	393	2001	1.8	6.4	304	2397	1.4	6.0	94	1264	.4	5.6
4-Book	233	3997	1.1	5.7	310	1913	1.4	5.0	359	1821	1.7	6.1	279	2203	1.3	5.7	82	1120	.4	4.7
SU '97	256	4712	1.2	6.2	311	2271	1.4	5.1	400	2569	1.9	6.6	308	2858	1.4	6.4	104	1398	.5	5.8
WPEN-AM																				
SU '98	21	399	.1	.5	24	150	.1	.4	29	170	.1	.5	27	190	.1	.6	10	86		.5
SP '98	15	324	.1	.4	23	145	.1	.4	25	154	.1	.4	20	148	.1	.4	2	42		.1
WI '98	19	424	.1	.5	44	217	.2	.7	24	209	.1	.4	19	201	.1	.4	10	104		.6
FA '97	19	448	.1	.5	25	226	.1	.4	31	162	.1	.5	20	183	.1	.4	5	58		.3
4-Book	19	399	.1	.5	29	185	.1	.5	27	174	.1	.5	22	181	.1	.5	7	73		.4
SU '97	41	554	.2	1.0	54	260	.2	.9	44	236	.2	.7	43	246	.2	.9	28	156	.1	1.6
WPHI-FM																				
SU '98	67	1271	.3	1.7	58	490	.3	1.0	87	664	.4	1.5	90	766	.4	1.9	58	518	.3	3.1
SP '98	76	1382	.4	1.9	72	531	.3	1.2	79	721	.4	1.3	114	856	.5	2.3	72	577	.3	4.1
WI '98	84	1679	.4	2.1	107	780	.5	1.6	86	724	.4	1.5	129	955	.6	2.7	54	547	.2	3.2
FA '97	76	1413	.4	1.8	82	613	.4	1.3	80	718	.4	1.3	88	769	.4	1.7	71	608	.3	4.2
4-Book	76	1436	.4	1.9	80	604	.4	1.3	83	707	.4	1.4	105	837	.5	2.2	64	563	.3	3.7
SU '97	113	1657	.5	2.8	115	824	.5	1.9	141	834	.7	2.3	156	1033	.7	3.2	87	783	.4	4.9
WPHT-AM																				
SU '98	44	1103	.2	1.1	80	336	.4	1.3	30	247	.1	.5	51	390	.2	1.1	39	489	.2	2.1
SP '98	30	1008	.1	.7	48	287	.2	.8	23	267	.1	.4	22	275	.1	.5	44	469	.2	2.5
WI '98	30	831	.1	.7	78	367	.4	1.2	24	295	.1	.4	32	371	.1	.7	14	134	.1	.8
FA '97	15	601	.1	.4	22	167	.1	.3	21	124	.1	.3	18	157	.1	.4	9	133		.5
4-Book	30	886	.1	.7	57	289	.3	.9	25	233	.1	.4	31	298	.1	.7	27	306	.1	1.5
SU '97	22	910	.1	.5	27	245	.1	.4	19	263	.1	.3	21	328	.1	.4	27	344	.1	1.5

Target Listener Trends - Persons 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '98	77	2357	.4	1.9	95	954	.4	1.6	98	844	.5	1.7	114	1247	.5	2.4	32	622	.1	1.7
SP '98	73	2374	.3	1.8	105	1021	.5	1.7	127	994	.6	2.1	103	1193	.5	2.1	20	620	.1	1.1
WI '98	68	2275	.3	1.7	120	1058	.6	1.8	68	714	.3	1.2	89	1049	.4	1.8	27	642	.1	1.6
FA '97	84	2450	.4	2.0	113	1112	.5	1.8	107	1072	.5	1.8	122	1269	.6	2.4	49	756	.2	2.9
4-Book	76	2364	.4	1.9	108	1036	.5	1.7	100	906	.5	1.7	107	1190	.5	2.2	32	660	.1	1.8
SU '97	118	2821	.5	2.9	180	1351	.8	3.0	172	1239	.8	2.8	141	1657	.7	2.9	53	975	.2	3.0
WURD-AM																				
SU '98	27	252	.1	.7	22	161	.1	.4	32	187	.1	.6	33	145	.2	.7	15	77	.1	.8
SP '98	40	311	.2	1.0	49	210	.2	.8	71	228	.3	1.2	40	221	.2	.8	7	91		.4
WI '98	18	233	.1	.4	21	122	.1	.3	30	178	.1	.5	20	131	.1	.4	2	16		.1
FA '97	39	327	.2	.9	77	241	.4	1.2	55	255	.3	.9	30	209	.1	.6	13	113	.1	.8
4-Book	31	281	.2	.8	42	184	.2	.7	47	212	.2	.8	31	177	.2	.6	9	74	.1	.5
SU '97	13	180	.1	.3	25	124	.1	.4	16	96	.1	.3	9	102		.2	3	16		.2
WUSL-FM																				
SU '98	141	2428	.7	3.5	177	1108	.8	3.0	176	1173	.8	3.1	148	1199	.7	3.2	94	925	.4	5.1
SP '98	162	2231	.7	4.0	199	1074	.9	3.2	204	1097	.9	3.4	180	1199	.8	3.7	102	615	.5	5.8
WI '98	137	2338	.6	3.4	183	1114	.8	2.8	161	1080	.7	2.9	160	1129	.7	3.3	89	743	.4	5.2
FA '97	145	2225	.7	3.5	187	1105	.9	2.9	168	1150	.8	2.8	178	1176	.8	3.5	99	749	.5	5.9
4-Book	146	2306	.7	3.6	187	1100	.9	3.0	177	1125	.8	3.1	167	1176	.8	3.4	96	758	.5	5.5
SU '97	140	2317	.6	3.4	157	1188	.7	2.6	193	1223	.9	3.2	146	1243	.7	3.0	98	935	.5	5.5
WVDB-FM																				
SU '98	107	2069	.5	2.7	101	701	.5	1.7	179	982	.8	3.1	136	904	.6	2.9	50	464	.2	2.7
SP '98	91	1792	.4	2.2	103	645	.5	1.7	168	866	.8	2.8	95	723	.4	1.9	45	394	.2	2.6
WI '98	131	2105	.6	3.3	115	745	.5	1.8	256	1098	1.2	4.6	126	841	.6	2.6	58	450	.3	3.4
FA '97	99	1803	.5	2.4	142	779	.7	2.2	187	900	.9	3.1	86	684	.4	1.7	35	456	.2	2.1
4-Book	107	1942	.5	2.7	115	718	.6	1.9	198	962	.9	3.4	111	788	.5	2.3	47	441	.2	2.7
SU '97	115	2295	.5	2.8	121	826	.6	2.0	193	993	.9	3.2	135	929	.6	2.8	54	569	.2	3.0
WVJZ-AM																				
SU '98	7	106		.2	11	28	.1	.2	5	46		.1	7	46		.1	4	65		.2
SP '98	1	64			2	10			2	45			1	9						
WI '98	1	31			1	9			2	18			1	7						
FA '97	1	45			2	37			2	10			1	19						
4-Book	3	62		.1	4	21		.1	3	30			2	20			1	16		.1
SU '97	8	99		.2	7	46		.1	12	54		.2	13	67		.3	3	22		.2
WXTU-FM																				
SU '98	183	2430	.8	4.6	244	1446	1.1	4.1	263	1335	1.2	4.6	222	1557	1.0	4.7	63	955	.3	3.4
SP '98	173	2319	.8	4.2	226	1371	1.0	3.6	274	1272	1.3	4.6	228	1442	1.1	4.7	67	789	.3	3.8
WI '98	170	2316	.8	4.2	218	1357	1.0	3.4	238	1268	1.1	4.2	249	1607	1.2	5.2	65	690	.3	3.8
FA '97	156	2209	.7	3.8	243	1347	1.1	3.8	219	1156	1.0	3.6	182	1373	.8	3.6	55	766	.3	3.3
4-Book	171	2319	.8	4.2	233	1380	1.1	3.7	249	1258	1.2	4.3	220	1495	1.0	4.6	63	800	.3	3.6
SU '97	193	2482	.9	4.7	255	1444	1.2	4.2	296	1351	1.4	4.9	249	1645	1.2	5.1	75	800	.3	4.2
+WXXM-FM																				
SU '98	102	2568	.5	2.6	131	1267	.6	2.2	134	982	.6	2.3	140	1497	.6	3.0	52	830	.2	2.8
SP '98	96	2333	.4	2.4	128	1129	.6	2.1	149	1051	.7	2.5	130	1344	.6	2.7	27	669	.1	1.5
WI '98	87	2156	.4	2.2	100	993	.5	1.5	121	908	.6	2.2	118	1333	.5	2.4	39	687	.2	2.3
FA '97	67	1563	.3	1.6	63	657	.3	1.0	105	702	.5	1.7	100	881	.5	2.0	26	507	.1	1.6
4-Book	88	2155	.4	2.2	106	1012	.5	1.7	127	911	.6	2.2	122	1264	.6	2.5	36	673	.2	2.1
SU '97	83	1368	.4	2.0	90	646	.4	1.5	145	603	.7	2.4	126	819	.6	2.6	34	351	.2	1.9
WYSP-FM																				
SU '98	265	4490	1.2	6.7	910	3178	4.2	15.3	306	2010	1.4	5.4	159	1459	.7	3.4	62	941	.3	3.4
SP '98	278	4589	1.3	6.8	873	3223	4.0	14.0	359	2161	1.7	6.0	197	1736	.9	4.0	54	766	.2	3.1
WI '98	286	4534	1.3	7.1	981	3374	4.5	15.1	348	2130	1.6	6.2	181	1525	.8	3.8	52	689	.2	3.0
FA '97	329	5488	1.5	8.0	971	3438	4.5	15.2	425	2364	2.0	7.0	212	1675	1.0	4.2	50	847	.2	3.0
4-Book	290	4775	1.3	7.2	934	3303	4.3	14.9	360	2166	1.7	6.2	187	1599	.9	3.9	55	811	.2	3.1
SU '97	274	4926	1.3	6.7	891	3213	4.1	14.7	293	2120	1.4	4.8	187	1649	.9	3.9	64	935	.3	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 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 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
WYXR-FM																				
SU '98	167	3063	.8	4.2	225	1463	1.0	3.8	270	1379	1.2	4.7	217	1784	1.0	4.6	55	980	.3	3.0
SP '98	172	3267	.8	4.2	219	1517	1.0	3.5	265	1431	1.2	4.4	231	2025	1.1	4.7	62	1017	.3	3.5
WI '98	172	3455	.8	4.3	229	1746	1.1	3.5	263	1631	1.2	4.7	217	1879	1.0	4.5	78	1018	.4	4.6
FA '97	162	3151	.7	3.9	220	1586	1.0	3.4	264	1315	1.2	4.3	243	1758	1.1	4.8	57	927	.3	3.4
4-Book	168	3234	.8	4.2	223	1578	1.0	3.6	266	1439	1.2	4.5	227	1862	1.1	4.7	63	986	.3	3.6
SU '97	181	3698	.8	4.4	217	1686	1.0	3.6	283	1769	1.3	4.7	217	2222	1.0	4.5	90	1172	.4	5.1
WJBR-FM																				
SU '98	26	430	.1	.7	26	172	.1	.4	51	176	.2	.9	43	224	.2	.9	18	143	.1	1.0
SP '98	21	421	.1	.5	34	161	.2	.5	39	179	.2	.6	24	219	.1	.5	8	133	.5	.5
WI '98	21	507	.1	.5	31	235	.1	.5	43	218	.2	.8	26	219	.1	.5	6	154	.4	.4
FA '97	20	524	.1	.5	33	236	.2	.5	32	193	.1	.5	24	224	.1	.5	7	91	.4	.4
4-Book	22	471	.1	.6	31	201	.2	.5	41	192	.2	.7	29	222	.1	.6	10	130	.6	.6
SU '97	23	485	.1	.6	32	196	.1	.5	38	187	.2	.6	28	230	.1	.6	7	115	.4	.4
WKXV-FM																				
SU '98	49	1093	.2	1.2	69	537	.3	1.2	82	494	.4	1.4	82	650	.4	1.7	20	208	.1	1.1
SP '98	48	1004	.2	1.2	81	516	.4	1.3	84	480	.4	1.4	73	581	.3	1.5	11	202	.1	.6
WI '98	47	1044	.2	1.2	57	469	.3	.9	54	416	.2	1.0	93	628	.4	1.9	29	249	.1	1.7
FA '97	53	943	.2	1.3	84	462	.4	1.3	66	380	.3	1.1	88	595	.4	1.7	29	257	.1	1.7
4-Book	49	1021	.2	1.2	73	496	.4	1.2	72	443	.3	1.2	84	614	.4	1.7	22	229	.1	1.3
SU '97	38	926	.2	.9	43	369	.2	.7	60	428	.3	1.0	60	518	.3	1.2	11	234	.1	.6
+WLEV-FM																				
SU '98	12	233	.1	.3	13	107	.1	.2	24	85	.1	.4	16	101	.1	.3	3	60	.2	.2
SP '98	12	223	.1	.3	10	64	.1	.2	22	78	.1	.4	15	123	.1	.3	1	23	.1	.1
WI '98	20	324	.1	.5	13	140	.1	.2	30	127	.1	.5	27	125	.1	.6	13	136	.1	.8
FA '97	31	402	.1	.8	24	121	.1	.4	64	195	.3	1.0	46	194	.2	.9	15	149	.1	.9
4-Book	19	296	.1	.5	15	108	.1	.3	35	121	.2	.6	26	136	.1	.5	8	92	.1	.5
SU '97	14	346	.1	.3	16	137	.1	.3	30	173	.1	.5	15	217	.1	.3	4	93	.2	.2
+WNJO-FM																				
SU '98	53	784	.2	1.3	77	389	.4	1.3	86	393	.4	1.5	58	430	.3	1.2	26	254	.1	1.4
SP '98	37	826	.2	.9	36	352	.2	.6	59	416	.3	1.0	44	425	.2	.9	12	237	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	13	288	.1	.3	25	174	.1	.4	22	149	.1	.4	15	147	.1	.3	3	83	.2	.2
WPST-FM																				
SU '98	54	1567	.2	1.4	66	602	.3	1.1	83	697	.4	1.5	77	857	.4	1.6	27	496	.1	1.5
SP '98	51	1535	.2	1.3	77	690	.4	1.2	67	658	.3	1.1	83	800	.4	1.7	20	448	.1	1.1
WI '98	45	1502	.2	1.1	59	596	.3	.9	67	539	.3	1.2	60	686	.3	1.2	16	380	.1	.9
FA '97	44	1543	.2	1.1	52	633	.2	.8	72	629	.3	1.2	60	773	.3	1.2	19	516	.1	1.1
4-Book	49	1537	.2	1.2	64	630	.3	1.0	72	631	.3	1.3	70	779	.4	1.4	21	460	.1	1.2
SU '97	53	1762	.2	1.3	56	626	.3	.9	82	710	.4	1.4	69	953	.3	1.4	18	429	.1	1.0
WROR-FM																				
SU '98	3	158	.1	.1	3	53	.1	.1	3	77	.1	.1	5	107	.1	.1	2	24	.1	.1
SP '98	11	226	.1	.3	7	122	.1	.1	18	97	.1	.3	17	127	.1	.3	4	44	.2	.2
WI '98	17	260	.1	.4	13	148	.1	.2	27	146	.1	.5	25	169	.1	.5	5	51	.3	.3
FA '97	12	205	.1	.3	16	96	.1	.3	24	127	.1	.4	13	97	.1	.3	2	48	.1	.1
4-Book	11	212	.1	.3	10	105	.1	.2	18	112	.1	.3	15	125	.1	.3	3	42	.2	.2
SU '97	6	129	.1	.1	6	61	.1	.1	10	56	.2	.2	5	64	.1	.1	1	12	.1	.1
WSTV-FM																				
SU '98	17	576	.1	.4	33	259	.2	.6	19	250	.1	.3	13	271	.1	.3	10	179	.5	.5
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	15	593	.1	.4	20	241	.1	.3	28	233	.1	.5	21	281	.1	.4	4	78	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	19	774	.1	.5	24	244	.1	.4	27	291	.1	.4	28	362	.1	.6	6	154	.3	.3
TOTALS																				
SU '98	3974	21028	18.4		5938	18492	27.5		5711	16332	26.4		4698	18363	21.7		1850	12589	8.6	
SP '98	4072	20952	18.8		6233	18903	28.8		6005	16178	27.8		4885	18499	22.6		1751	12164	8.1	
WI '98	4027	21060	18.6		6489	19260	30.0		5619	15927	26.0		4826	18178	22.3		1705	12008	7.9	
FA '97	4128	21084	19.1		6389	19433	29.6		6101	16382	28.2		5040	18632	23.3		1675	12186	7.8	
4-Book	4050	21031	18.7		6262	19022	29.0		5859	16205	27.1		4862	18418	22.5		1745	12237	8.1	
SU '97	4099	21154	19.0		6051	18935	28.0		6042	16975	28.0		4840	18915	22.4		1778	12606	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

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																				
SU '98	279	5219	1.3	5.1	119	2837	.6	4.4	284	1330	1.3	11.0	112	609	.5	2.5	95	426	.4	3.0
4-Book	307	5569	1.4	5.4	115	2795	.6	4.3	277	1302	1.3	10.2	116	666	.5	2.6	84	436	.4	2.7
WBEB-FM																				
SU '98	445	3379	2.1	8.1	136	1600	.6	5.0	121	472	.6	4.7	270	723	1.2	6.0	115	398	.5	3.6
4-Book	456	3455	2.1	8.0	146	1903	.7	5.4	154	551	.7	5.6	295	880	1.4	6.6	178	623	.8	5.7
WDAS-AM																				
SU '98	35	286	.2	.6	31	305	.1	1.1	14	46	.1	.5	24	72	.1	.5	8	32	.1	.3
4-Book	48	341	.2	.8	45	428	.2	1.7	32	78	.2	1.2	29	73	.1	.6	15	40	.1	.5
WDAS-FM																				
SU '98	418	2785	1.9	7.6	257	2032	1.2	9.4	223	539	1.0	8.6	328	853	1.5	7.3	292	653	1.4	9.2
4-Book	417	2692	1.9	7.4	250	1980	1.2	9.3	207	552	1.0	7.6	358	876	1.7	7.9	303	736	1.4	9.6
WFIL-AM																				
SU '98	25	295	.1	.5	8	127	.1	.3	16	51	.1	.6	10	31	.1	.2	9	41	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	39	326	.2	.7	24	245	.1	.9	24	52	.1	.9	30	87	.1	.7	21	42	.1	.7
4-Book	43	306	.2	.8	29	257	.1	1.1	26	60	.1	1.0	40	91	.2	.9	26	64	.1	.8
WIOQ-FM																				
SU '98	183	2476	.8	3.3	114	1639	.5	4.2	82	310	.4	3.2	195	727	.9	4.4	125	455	.6	3.9
4-Book	197	2542	.9	3.5	106	1572	.5	3.9	88	327	.4	3.2	202	710	.9	4.5	141	486	.7	4.5
WIP -AM																				
SU '98	193	1898	.9	3.5	53	789	.2	1.9	83	292	.4	3.2	108	362	.5	2.4	26	119	.1	.8
4-Book	237	2282	1.1	4.2	65	1042	.3	2.4	85	322	.4	3.1	112	430	.5	2.5	67	258	.3	2.1
WJJZ-FM																				
SU '98	275	2409	1.3	5.0	144	1605	.7	5.3	133	419	.6	5.1	266	633	1.2	5.9	206	611	1.0	6.5
4-Book	305	2477	1.4	5.4	153	1724	.7	5.7	132	420	.6	4.8	257	700	1.2	5.7	197	588	.9	6.2
WMGK-FM																				
SU '98	341	3217	1.6	6.2	158	1988	.7	5.8	117	387	.5	4.5	307	978	1.4	6.9	242	635	1.1	7.6
4-Book	347	3461	1.6	6.1	158	2117	.7	5.9	151	522	.7	5.5	329	1021	1.5	7.3	223	747	1.0	7.1
WMMR-FM																				
SU '98	266	2845	1.2	4.9	120	1726	.6	4.4	92	405	.4	3.5	222	740	1.0	5.0	135	479	.6	4.2
4-Book	263	2870	1.2	4.7	112	1768	.5	4.2	119	455	.6	4.3	223	802	1.0	5.0	121	518	.6	3.9
WNAP-AM																				
SU '98	* 26	217	.1	.5	* 18	128	.1	.7	* 15	27	.1	.6	30	61	.1	.7	33	39	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '98	284	3042	1.3	5.2	171	2082	.8	6.3	142	425	.7	5.5	279	814	1.3	6.2	216	618	1.0	6.8
4-Book	319	3223	1.5	5.6	182	2171	.9	6.7	144	527	.7	5.3	306	914	1.4	6.8	228	718	1.1	7.3
WPEN-AM																				
SU '98	26	299	.1	.5	19	230	.1	.7	23	68	.1	.9	35	115	.2	.8	14	55	.1	.4
4-Book	26	307	.1	.5	14	204	.1	.5	19	63	.1	.7	16	57	.1	.3	11	46	.1	.4
WPHI-FM																				
SU '98	79	1078	.4	1.4	51	640	.2	1.9	28	127	.1	1.1	75	261	.3	1.7	113	269	.5	3.6
4-Book	89	1219	.4	1.6	61	752	.3	2.3	37	130	.2	1.3	86	299	.4	1.9	91	262	.4	2.9
WPHT-AM																				
SU '98	52	636	.2	1.0	33	508	.2	1.2	21	60	.1	.8	44	106	.2	1.0	32	98	.1	1.0
4-Book	36	552	.2	.7	20	371	.1	.8	14	51	.1	.5	21	64	.1	.5	16	54	.1	.5
WPLY-FM																				
SU '98	102	1836	.5	1.9	63	1156	.3	2.3	39	145	.2	1.5	138	650	.6	3.1	96	259	.4	3.0
4-Book	105	1889	.5	1.9	53	1161	.3	2.0	46	206	.2	1.7	107	522	.5	2.4	76	342	.4	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WURD-AM																				
SU '98	29	230	.1	.5	32	194	.1	1.2	18	43	.1	.7	49	100	.2	1.1	42	82	.2	1.3
4-Book	41	261	.2	.7	29	202	.1	1.1	30	72	.2	1.1	59	139	.3	1.3	30	67	.1	.9
WVSL-FM																				
SU '98	168	1891	.8	3.1	125	1396	.6	4.6	78	210	.4	3.0	183	524	.8	4.1	141	364	.7	4.4
4-Book	177	1832	.8	3.1	127	1385	.6	4.7	88	273	.4	3.2	188	528	.9	4.2	154	385	.7	4.9
WVDB-FM																				
SU '98	142	1535	.7	2.6	85	920	.4	3.1	68	179	.3	2.6	64	187	.3	1.4	35	82	.2	1.1
4-Book	145	1480	.7	2.6	79	879	.4	2.9	91	244	.4	3.3	74	222	.4	1.6	46	105	.2	1.5
WVJZ-AM																				
SU '98	7	64	.1		7	43		.3	11	29	.1	.4	10	36		.2	6	13		.2
4-Book	3	45			3	24		.1	4	12		.1	3	12		.1	2	3		.1
WXTU-FM																				
SU '98	245	2103	1.1	4.5	155	1505	.7	5.7	146	550	.7	5.6	326	867	1.5	7.3	190	554	.9	6.0
4-Book	235	2012	1.1	4.2	129	1417	.6	4.8	132	457	.6	4.8	262	761	1.2	5.8	168	495	.8	5.3
+WXXM-FM																				
SU '98	135	2078	.6	2.5	75	1317	.3	2.8	60	253	.3	2.3	139	654	.6	3.1	87	315	.4	2.7
4-Book	119	1787	.5	2.1	68	1149	.3	2.5	61	223	.3	2.2	138	550	.6	3.1	97	396	.5	3.0
WYSP-FM																				
SU '98	447	4001	2.1	8.2	77	1413	.4	2.8	56	222	.3	2.2	145	548	.7	3.2	94	363	.4	3.0
4-Book	484	4166	2.3	8.5	102	1747	.5	3.8	92	344	.5	3.4	155	596	.7	3.4	108	427	.5	3.4
WYXR-FM																				
SU '98	240	2497	1.1	4.4	114	1639	.5	4.2	108	395	.5	4.2	241	784	1.1	5.4	168	502	.8	5.3
4-Book	241	2647	1.1	4.3	111	1688	.5	4.2	99	397	.5	3.6	229	766	1.1	5.1	153	525	.7	4.8
WJBR-FM																				
SU '98	41	321	.2	.7	7	165		.3	5	25		.2	10	65		.2	11	53		.3
4-Book	35	355	.2	.6	9	207		.3	8	34		.3	15	78	.1	.3	9	52		.3
WKXW-FM																				
SU '98	78	943	.4	1.4	18	329	.1	.7	22	101	.1	.8	28	120	.1	.6	14	72	.1	.4
4-Book	76	891	.4	1.3	20	338	.1	.8	28	105	.1	1.0	33	117	.2	.7	23	84	.1	.8
+WLEV-FM																				
SU '98	18	170	.1	.3	8	105		.3	10	29		.4	11	41	.1	.2	6	42		.2
4-Book	26	209	.1	.5	13	131	.1	.5	7	26		.3	25	52	.2	.5	17	52	.1	.6
+WNJD-FM																				
SU '98	75	659	.3	1.4	33	386	.2	1.2	34	101	.2	1.3	57	209	.3	1.3	43	148	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	76	1268	.4	1.4	33	655	.2	1.2	19	88	.1	.7	60	299	.3	1.3	56	237	.3	1.8
4-Book	69	1223	.3	1.2	31	689	.1	1.1	23	113	.1	.8	61	284	.3	1.3	49	242	.2	1.6
WRDR-FM																				
SU '98	4	135	.1	.1	3	54		.1	3	21		.1	3	18		.1	9	36		.3
4-Book	15	175	.1	.3	9	112	.1	.4	8	25		.3	19	49	.1	.4	15	51	.1	.5
WSTV-FM																				
SU '98	22	443	.1	.4	15	262	.1	.6	31	55	.1	1.2	20	101	.1	.4	4	27		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	5470	20744	25.3		2726	17383	12.6		2593	7477	12.0		4478	10789	20.7		3177	7767	14.7	
4-Book	5676	20772	26.3		2699	17409	12.5		2736	7847	12.7		4502	11008	20.8		3151	8244	14.6	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Persons 25-54																				
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																				
SU '98	48	325	.2	2.6	247	995	1.1	11.1	95	611	.4	2.9	49	280	.2	2.0	60	435	.3	3.8
4-Book	43	295	.2	2.4	240	1047	1.1	11.0	94	573	.4	2.9	59	313	.3	2.5	44	331	.2	3.0
WBEB-FM																				
SU '98	66	271	.3	3.6	96	374	.4	4.3	182	592	.8	5.5	122	405	.6	4.9	94	421	.4	5.9
4-Book	81	340	.4	4.5	98	356	.5	4.5	166	602	.8	5.1	119	420	.6	5.0	66	281	.3	4.5
WDAS-AM																				
SU '98	9	26	.5		118	232	.5	5.3	58	184	.3	1.8	17	37	.1	.7	3	18		.2
4-Book	10	28	.6		143	296	.6	6.6	89	255	.4	2.8	37	87	.2	1.6	13	39	.1	.9
WDAS-FM																				
SU '98	183	539	.8	9.9	175	388	.8	7.9	207	617	1.0	6.3	208	407	1.0	8.3	418	711	1.9	26.3
4-Book	197	523	.9	10.9	150	356	.7	6.8	174	516	.8	5.4	197	414	.9	8.3	388	694	1.8	26.2
WFIL-AM																				
SU '98	7	35	.4		8	28	.4		4	33	.1		9	28	.4		6	27	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	1	4	.1		56	114	.3	2.5	44	96	.2	1.3	14	44	.1	.6	5	16		.3
4-Book	12	31	.1	.7	58	118	.3	2.7	44	122	.2	1.4	22	49	.1	.9	6	14		.4
WIOQ-FM																				
SU '98	95	332	.4	5.1	76	296	.4	3.4	146	459	.7	4.4	116	430	.5	4.6	67	241	.3	4.2
4-Book	94	366	.4	5.2	45	171	.2	2.0	110	436	.5	3.4	93	325	.4	3.9	67	250	.3	4.5
WIP -AM																				
SU '98	15	95	.1	.8	61	231	.3	2.7	63	251	.3	1.9	53	208	.2	2.1	18	60	.1	1.1
4-Book	22	89	.1	1.3	61	233	.3	2.8	81	314	.4	2.4	67	224	.3	2.8	30	134	.2	2.1
WJJZ-FM																				
SU '98	131	390	.6	7.1	109	310	.5	4.9	147	444	.7	4.5	100	223	.5	4.0	57	196	.3	3.6
4-Book	145	453	.7	8.0	100	330	.5	4.6	165	521	.8	5.1	128	364	.6	5.5	86	292	.4	5.9
WMGK-FM																				
SU '98	94	399	.4	5.1	53	212	.2	2.4	178	630	.8	5.4	192	465	.9	7.7	76	297	.4	4.8
4-Book	85	370	.4	4.7	55	251	.2	2.6	176	680	.8	5.4	165	517	.8	6.9	71	292	.3	4.8
WMMR-FM																				
SU '98	72	324	.3	3.9	58	208	.3	2.6	139	554	.6	4.2	184	496	.9	7.4	59	259	.3	3.7
4-Book	61	271	.3	3.4	77	267	.4	3.5	141	565	.6	4.3	108	364	.5	4.5	46	213	.2	3.1
WNAP-AM																				
SU '98					* 22	58	.1	1.0	8	47	.2		3	6	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	111	370	.5	6.0	174	522	.8	7.8	187	575	.9	5.7	168	484	.8	6.7	96	295	.4	6.0
4-Book	122	415	.6	6.8	171	521	.8	7.8	206	690	1.0	6.3	168	517	.8	7.1	109	310	.5	7.4
WPEN-AM																				
SU '98	4	19	.2		10	49	.4		29	86	.1	.9	19	43	.1	.8	16	44	.1	1.0
4-Book	4	19	.3		15	61	.1	.7	23	64	.1	.7	11	26	.1	.5	11	32	.1	.8
WPH1-FM																				
SU '98	49	169	.2	2.7	22	74	.1	1.0	56	192	.3	1.7	36	132	.2	1.4	29	96	.1	1.8
4-Book	78	236	.4	4.4	27	96	.1	1.3	64	203	.3	2.0	61	169	.3	2.6	37	126	.2	2.5
WPHT-AM																				
SU '98	23	118	.1	1.2	45	111	.2	2.0	42	189	.2	1.3	44	191	.2	1.8	14	61	.1	.9
4-Book	19	80	.1	1.0	23	76	.1	1.0	36	139	.2	1.1	20	91	.1	.9	13	47	.1	.9
WPLY-FM																				
SU '98	53	227	.2	2.9	26	133	.1	1.2	65	320	.3	2.0	66	242	.3	2.6	19	148	.1	1.2
4-Book	35	178	.2	1.9	27	139	.1	1.2	66	335	.3	2.0	48	222	.2	2.0	18	130	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	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
	18	50	.1	.8	37	75	.2	1.1	52	97	.2	2.1	23	42	.1	1.4
	16	42	.1	.7	44	100	.2	1.4	33	68	.2	1.4	8	18		.5
	152	418	.7	6.8	183	554	.8	5.6	86	239	.4	3.4	63	179	.3	4.0
	130	402	.6	6.0	172	503	.8	5.3	89	243	.4	3.7	59	168	.3	4.0
	89	316	.4	4.0	275	532	1.3	8.3	24	74	.1	1.0	25	102	.1	1.6
	76	257	.4	3.5	214	452	1.0	6.6	31	96	.2	1.4	32	118	.2	2.2
	9	14		.4	4	14		.1	8	14		.3	6	21		.4
	4	6		.2	2	8		.1	5	10		.2	2	5		.1
	84	306	.4	3.8	183	580	.8	5.6	137	439	.6	5.5	67	312	.3	4.2
	84	317	.4	3.9	163	509	.7	5.0	113	372	.5	4.7	46	210	.2	3.1
	32	148	.1	1.4	127	527	.6	3.9	62	213	.3	2.5	38	243	.2	2.4
	27	133	.1	1.2	83	372	.4	2.6	63	245	.3	2.7	23	142	.1	1.5
	19	77	.1	.9	120	575	.6	3.6	83	309	.4	3.3	43	189	.2	2.7
	30	120	.2	1.4	198	757	.9	5.8	151	565	.7	6.3	36	192	.2	2.4
	65	308	.3	3.5	54	235	.2	2.4	110	350	.5	4.4	43	160	.2	2.7
	68	317	.3	3.8	54	242	.3	2.5	100	375	.5	4.2	47	198	.2	3.2
DR-FM																
SU '98	1	15	.1		4	27	.2		10	26	.4		1	7	.1	
4-Book	6	35	.4		7	42	.3		14	50	.1	.4	9	38	.4	.3
WKXW-FM																
SU '98	11	43	.1	.6	11	41	.1	.5	15	72	.1	.5	17	37	.1	.7
4-Book	13	49	.1	.7	21	83	.1	.9	16	85	.1	.5	18	68	.1	.8
+WLEV-FM																
SU '98	2	15	.1		1	15			8	35	.2		18	41	.1	.7
4-Book	11	30	.7		9	29	.4		12	37	.1	.4	12	50	.1	.5
+WNJO-FM																
SU '98	29	96	.1	1.6	20	70	.1	.9	31	114	.1	.9	38	98	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																
SU '98	29	166	.1	1.6	8	72	.4		46	217	.2	1.4	28	69	.1	1.1
4-Book	18	106	.1	1.0	11	68	.5		44	215	.2	1.4	29	116	.1	1.2
WRDR-FM																
SU '98	9	23	.5		3	6	.1		1	6			6	28	.3	
4-Book	8	27	.5		2	12	.1		11	35	.1	.3	6	28	.3	
WSTW-FM																
SU '98	2	28	.1	1.1	17	79	.1	1.1	17	91	.1	.5	17	36	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																
SU '98	1849	5604	8.6		2225	6339	10.3		3297	8860	15.3		2497	6324	11.6	
4-Book	1806	5481	8.4		2180	6463	10.1		3268	8994	15.1		2374	6362	11.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																
SU '98	237	6335	1.3	6.9	614	4462	3.3	11.7	185	2289	1.0	3.8	254	3029	1.4	6.5
SP '98	253	6572	1.4	7.4	678	4630	3.6	12.8	212	2271	1.1	4.3	285	3197	1.5	7.2
WI '98	269	6244	1.4	7.8	686	4422	3.7	12.4	211	2173	1.1	4.4	276	2916	1.5	6.9
FA '97	268	6727	1.4	7.7	703	4811	3.8	12.6	211	2502	1.1	4.3	303	3480	1.6	7.4
4-Book	257	6470	1.4	7.5	670	4581	3.6	12.4	205	2309	1.1	4.2	280	3156	1.5	7.0
SU '97	247	6555	1.3	7.2	641	4762	3.5	12.4	208	2581	1.1	4.2	240	3191	1.3	6.0
																9.93
WBEB-FM																
SU '98	271	3483	1.4	7.9	380	2054	2.0	7.3	517	1986	2.8	10.6	329	2140	1.8	8.4
SP '98	298	3636	1.6	8.7	416	2090	2.2	7.8	571	1969	3.0	11.7	360	2345	1.9	9.0
WI '98	251	3724	1.3	7.3	369	2052	2.0	6.7	482	2040	2.6	10.0	304	2113	1.6	7.6
FA '97	276	3352	1.5	7.9	385	2048	2.1	6.9	534	1857	2.9	10.8	332	2036	1.8	8.1
4-Book	274	3549	1.5	8.0	388	2061	2.1	7.2	526	1963	2.8	10.8	331	2159	1.8	8.3
SU '97	270	3401	1.5	7.8	352	1884	1.9	6.8	514	1948	2.8	10.4	322	2023	1.7	8.1
																9.97
WDAS-AM																
SU '98	28	511	.1	.8	51	275	.3	1.0	31	205	.2	.6	20	126	.1	.5
SP '98	52	606	.3	1.5	94	323	.5	1.8	46	188	.2	.9	43	217	.2	1.1
WI '98	48	580	.3	1.4	85	271	.5	1.5	37	209	.2	.8	46	192	.2	1.1
FA '97	51	588	.3	1.5	88	299	.5	1.6	55	201	.3	1.1	54	216	.3	1.3
4-Book	45	571	.3	1.3	80	292	.5	1.5	42	201	.2	.9	41	188	.2	1.0
SU '97	34	482	.2	1.0	49	202	.3	.9	42	157	.2	.9	22	136	.1	.6
																16.62
WDAS-FM																
SU '98	271	2326	1.4	7.9	366	1394	2.0	7.0	343	1294	1.8	7.0	278	1289	1.5	7.1
SP '98	280	2408	1.5	8.2	378	1495	2.0	7.1	332	1286	1.8	6.8	304	1525	1.6	7.6
WI '98	254	2191	1.4	7.4	388	1469	2.1	7.0	286	1071	1.5	5.9	257	1345	1.4	6.4
FA '97	233	2210	1.2	6.7	343	1337	1.8	6.2	300	1162	1.6	6.1	263	1302	1.4	6.4
4-Book	260	2284	1.4	7.6	369	1424	2.0	6.8	315	1203	1.7	6.5	276	1365	1.5	6.9
SU '97	254	2055	1.4	7.4	346	1188	1.9	6.7	324	1146	1.8	6.6	253	1242	1.4	6.4
																198.1081
WFIL-AM																
SU '98	18	353	.1	.5	45	233	.2	.9	9	122	.2	.8	30	145	.2	.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	16	383	.1	.5	39	231	.2	.7	16	138	.1	.3	14	164	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																
SU '98	39	447	.2	1.1	64	228	.3	1.2	73	292	.4	1.5	26	145	.1	.7
SP '98	39	517	.2	1.1	53	236	.3	1.0	54	233	.3	1.1	29	115	.2	.7
WI '98	30	462	.2	.9	34	205	.2	.6	57	219	.3	1.2	34	170	.2	.8
FA '97	42	514	.2	1.2	59	241	.3	1.1	65	225	.3	1.3	39	173	.2	.9
4-Book	38	485	.2	1.1	53	228	.3	1.0	62	242	.3	1.3	32	151	.2	.8
SU '97	38	406	.2	1.1	41	164	.2	.8	52	220	.3	1.1	39	197	.2	1.0
																20.112
WIOO-FM																
SU '98	76	1749	.4	2.2	97	701	.5	1.9	103	789	.5	2.1	77	977	.4	2.0
SP '98	84	1764	.4	2.5	100	773	.5	1.9	123	761	.7	2.5	105	950	.6	2.6
WI '98	84	1760	.4	2.4	121	927	.6	2.2	114	840	.6	2.4	117	1014	.6	2.9
FA '97	60	1468	.3	1.7	95	598	.5	1.7	95	761	.5	1.9	62	772	.3	1.5
4-Book	76	1685	.4	2.2	103	750	.5	1.9	109	788	.6	2.2	90	928	.5	2.3
SU '97	83	1983	.5	2.4	89	749	.5	1.7	130	953	.7	2.6	101	1045	.5	2.5
																32.541
WIP -AM																
SU '98	105	1610	.6	3.1	220	960	1.2	4.2	140	766	.7	2.9	140	999	.7	3.6
SP '98	102	1831	.5	3.0	236	1246	1.3	4.4	136	819	.7	2.8	123	1006	.7	3.1
WI '98	147	2536	.8	4.3	288	1488	1.5	5.2	177	1243	.9	3.7	217	1592	1.2	5.4
FA '97	151	2378	.8	4.3	298	1495	1.6	5.4	200	999	1.1	4.0	202	1486	1.1	4.9
4-Book	126	2089	.7	3.7	261	1297	1.4	4.8	163	957	.9	3.4	171	1271	.9	4.3
SU '97	139	2211	.8	4.0	282	1527	1.5	5.5	184	1203	1.0	3.7	197	1414	1.1	5.0
																43.542

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZ-FM																				
SU '98	212	2893	1.1	6.2	212	1325	1.1	4.1	331	1496	1.8	6.8	286	1858	1.5	7.3	120	964	.6	8.1
SP '98	247	3232	1.3	7.2	246	1379	1.3	4.6	411	1560	2.2	8.4	314	1935	1.7	7.9	120	1240	.6	8.8
WI '98	246	3053	1.3	7.1	265	1481	1.4	4.8	360	1380	1.9	7.4	333	1881	1.8	8.3	128	1210	.7	9.1
FA '97	207	2784	1.1	5.9	228	1414	1.2	4.1	317	1329	1.7	6.4	305	1824	1.6	7.4	110	1014	.6	8.3
4-Book	228	2991	1.2	6.6	238	1400	1.3	4.4	355	1441	1.9	7.3	310	1875	1.7	7.7	120	1107	.6	8.6
SU '97	238	2806	1.3	6.9	259	1364	1.4	5.0	384	1569	2.1	7.8	305	1774	1.7	7.7	143	1142	.8	9.7
WMGK-FM																				
SU '98	147	2462	.8	4.3	173	1201	.9	3.3	260	1284	1.4	5.3	193	1622	1.0	4.9	65	707	.3	4.4
SP '98	160	2469	.9	4.7	175	1187	.9	3.3	268	1235	1.4	5.5	213	1489	1.1	5.4	72	783	.4	5.3
WI '98	149	2701	.8	4.3	183	1177	1.0	3.3	261	1454	1.4	5.4	185	1674	1.0	4.6	50	790	.3	3.5
FA '97	167	2557	.9	4.8	199	1415	1.1	3.6	273	1312	1.5	5.5	220	1676	1.2	5.4	66	780	.4	5.0
4-Book	156	2547	.9	4.5	183	1245	1.0	3.4	266	1321	1.4	5.4	203	1615	1.1	5.1	63	765	.4	4.6
SU '97	144	2819	.8	4.2	173	1287	.9	3.4	251	1481	1.4	5.1	192	1709	1.0	4.8	45	784	.2	3.1
WMMR-FM																				
SU '98	109	2030	.6	3.2	153	1002	.8	2.9	176	884	.9	3.6	135	1160	.7	3.5	36	548	.2	2.4
SP '98	97	1814	.5	2.8	167	860	.9	3.1	162	835	.9	3.3	99	986	.5	2.5	16	297	.1	1.2
WI '98	110	1887	.6	3.2	169	872	.9	3.1	188	928	1.0	3.9	132	1091	.7	3.3	39	462	.2	2.8
FA '97	110	2126	.6	3.2	190	1160	1.0	3.4	180	1016	1.0	3.6	119	1239	.6	2.9	34	540	.2	2.6
4-Book	107	1964	.6	3.1	170	974	.9	3.1	177	916	1.0	3.6	121	1119	.6	3.1	31	462	.2	2.3
SU '97	117	1975	.6	3.4	151	859	.8	2.9	207	945	1.1	4.2	151	1219	.8	3.8	38	525	.2	2.6
WNAP-AM																				
SU '98	* 23	253	.1	.7	* 23	145	.1	.4	30	185	.2	.6	15	107	.1	.4				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	20	178	.1	.6	21	92	.1	.4	25	95	.1	.5	21	84	.1	.5	**	**	**	**
WGL-FM																				
SU '98	257	4086	1.4	7.5	359	2080	1.9	6.9	371	1915	2.0	7.6	292	2267	1.6	7.5	90	1207	.5	6.1
SP '98	273	4157	1.5	8.0	371	2099	2.0	7.0	447	2052	2.4	9.1	332	2321	1.8	8.3	97	1229	.5	7.1
WI '98	248	3965	1.3	7.2	345	2085	1.8	6.2	354	1803	1.9	7.3	282	2194	1.5	7.0	75	1077	.4	5.3
FA '97	297	4439	1.6	8.5	408	2171	2.2	7.3	442	2129	2.4	8.9	338	2518	1.8	8.2	106	1382	.6	8.0
4-Book	269	4162	1.5	7.8	371	2109	2.0	6.9	404	1975	2.2	8.2	311	2325	1.7	7.8	92	1224	.5	6.6
SU '97	292	4689	1.6	8.5	356	2376	1.9	6.9	451	2619	2.4	9.2	341	2851	1.8	8.6	121	1412	.7	8.2
WPEN-AM																				
SU '98	63	920	.3	1.8	95	430	.5	1.8	97	447	.5	2.0	69	491	.4	1.8	17	230	.1	1.1
SP '98	71	946	.4	2.1	110	523	.6	2.1	88	568	.5	1.8	83	562	.4	2.1	27	257	.1	2.0
WI '98	74	1028	.4	2.1	145	608	.8	2.6	95	563	.5	2.0	85	539	.5	2.1	24	279	.1	1.7
FA '97	65	979	.3	1.9	114	546	.6	2.0	79	479	.4	1.6	63	476	.3	1.5	25	234	.1	1.9
4-Book	68	968	.4	2.0	116	527	.6	2.1	90	514	.5	1.9	75	517	.4	1.9	23	250	.1	1.7
SU '97	110	1215	.6	3.2	158	736	.9	3.1	135	699	.7	2.7	134	679	.7	3.4	54	344	.3	3.7
WPHI-FM																				
SU '98	32	600	.2	.9	28	218	.1	.5	52	330	.3	1.1	37	344	.2	.9	15	160	.1	1.0
SP '98	19	572	.1	.6	20	200	.1	.4	18	264	.1	.4	32	347	.2	.8	11	191	.1	.8
WI '98	30	691	.2	.9	50	351	.3	.9	24	247	.1	.5	48	358	.3	1.2	19	197	.1	1.3
FA '97	27	664	.1	.8	28	211	.1	.5	37	298	.2	.7	33	324	.2	.8	26	256	.1	2.0
4-Book	27	632	.2	.8	32	245	.2	.6	33	285	.2	.7	38	343	.2	.9	18	201	.1	1.3
SU '97	31	645	.2	.9	26	219	.1	.5	29	261	.2	.6	35	308	.2	.9	26	262	.1	1.8
WPHT-AM																				
SU '98	55	1187	.3	1.6	103	380	.5	2.0	41	323	.2	.8	68	466	.4	1.7	37	392	.2	2.5
SP '98	34	1134	.2	1.0	74	419	.4	1.4	25	291	.1	.5	26	284	.1	.7	34	432	.2	2.5
WI '98	47	1046	.3	1.4	126	432	.7	2.3	55	432	.3	1.1	44	510	.2	1.1	15	189	.1	1.1
FA '97	26	815	.1	.7	34	250	.2	.6	38	172	.2	.8	29	220	.2	.7	13	194	.1	1.0
4-Book	41	1046	.2	1.2	84	370	.5	1.6	40	305	.2	.8	42	370	.2	1.1	25	302	.1	1.8
SU '97	32	978	.2	.9	45	316	.2	.9	37	313	.2	.8	31	383	.2	.8	34	382	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WPLY-FM																				
SU '98	44	1111	.2	1.3	48	400	.3	.9	64	446	.3	1.3	63	573	.3	1.6	15	276	.1	1.0
SP '98	28	1081	.1	.8	46	417	.2	.9	46	342	.2	.9	39	524	.2	1.0	5	210		.4
WI '98	32	1052	.2	.9	68	474	.4	1.2	32	293	.2	.7	40	467	.2	1.0	11	208	.1	.8
FA '97	23	954	.1	.7	25	386	.1	.4	25	371	.1	.5	43	480	.2	1.0	13	283	.1	1.0
4-Book	32	1050	.2	.9	47	419	.3	.9	42	363	.2	.9	46	511	.2	1.2	11	244	.1	.8
SU '97	43	1149	.2	1.2	70	506	.4	1.4	65	493	.4	1.3	44	624	.2	1.1	15	327	.1	1.0
WURD-AM																				
SU '98	20	210	.1	.6	13	122	.1	.2	17	133	.1	.3	28	119	.1	.7	14	81	.1	.9
SP '98	28	221	.1	.8	36	135	.2	.7	48	152	.3	1.0	26	151	.1	.7	4	64		.3
WI '98	12	120	.1	.3	19	82	.1	.3	18	90	.1	.4	15	81	.1	.4	1	8		.1
FA '97	16	148	.1	.5	35	80	.2	.6	19	86	.1	.4	10	84	.1	.2	9	58		.7
4-Book	19	175	.1	.6	26	105	.2	.5	26	115	.2	.5	20	109	.1	.5	7	53		.5
SU '97	10	123	.1	.3	12	61	.1	.2	16	73	.1	.3	4	65		.1	3	16		.2
WUSL-FM																				
SU '98	59	1356	.3	1.7	74	519	.4	1.4	78	565	.4	1.6	56	542	.3	1.4	30	342	.2	2.0
SP '98	75	1306	.4	2.2	93	526	.5	1.8	86	593	.5	1.8	77	570	.4	1.9	44	316	.2	3.2
WI '98	66	1248	.4	1.9	98	549	.5	1.8	82	475	.4	1.7	69	481	.4	1.7	43	325	.2	3.0
FA '97	65	1230	.3	1.9	89	548	.5	1.6	73	557	.4	1.5	86	609	.5	2.1	37	293	.2	2.8
4-Book	66	1285	.4	1.9	89	536	.5	1.7	80	548	.4	1.7	72	551	.4	1.8	39	319	.2	2.8
SU '97	62	1300	.3	1.8	75	541	.4	1.5	78	602	.4	1.6	69	610	.4	1.7	42	469	.2	2.9
WVDB-FM																				
SU '98	137	2287	.7	4.0	141	963	.8	2.7	242	1201	1.3	5.0	137	962	.7	3.5	59	534	.3	4.0
SP '98	130	2168	.7	3.8	148	875	.8	2.8	223	1109	1.2	4.6	132	871	.7	3.3	74	553	.4	5.4
WI '98	169	2491	.9	4.9	183	1179	1.0	3.3	319	1358	1.7	6.6	155	1038	.8	3.9	67	558	.4	4.7
FA '97	143	2289	.8	4.1	233	1049	1.2	4.2	236	1149	1.3	4.8	123	845	.7	3.0	48	647	.3	3.6
4-Book	145	2309	.8	4.2	176	1017	1.0	3.3	255	1204	1.4	5.3	137	929	.7	3.4	62	573	.4	4.4
SU '97	159	2653	.9	4.6	200	1197	1.1	3.9	255	1281	1.4	5.2	180	1170	1.0	4.5	69	739	.4	4.7
WVJZ-AM																				
SU '98	16	153	.1	.5	20	44	.1	.4	14	87	.1	.3	14	51	.1	.4	13	82	.1	.9
SP '98	11	154	.1	.3	10	58	.1	.2	21	103	.1	.4	15	90	.1	.4	2	36		.1
WI '98	5	127		.1	11	78	.1	.2	12	72	.1	.2	3	53		.1		10		
FA '97	3	102		.1	2	44			2	10			9	39		.2				
4-Book	9	134	.1	.3	11	56	.1	.2	12	68	.1	.2	10	58	.1	.3	4	32		.3
SU '97	13	132	.1	.4	8	82		.2	19	64	.1	.4	22	84	.1	.6	5	49		.3
WXTU-FM																				
SU '98	215	2422	1.1	6.3	290	1509	1.5	5.5	312	1458	1.7	6.4	244	1624	1.3	6.2	80	898	.4	5.4
SP '98	176	2162	.9	5.2	230	1239	1.2	4.3	255	1235	1.4	5.2	229	1348	1.2	5.8	55	676	.3	4.0
WI '98	185	2205	1.0	5.4	258	1318	1.4	4.7	260	1250	1.4	5.4	248	1545	1.3	6.2	68	726	.4	4.8
FA '97	167	2188	.9	4.8	252	1288	1.3	4.5	240	1107	1.3	4.8	184	1337	1.0	4.5	54	610	.3	4.1
4-Book	186	2244	1.0	5.4	258	1339	1.4	4.8	267	1263	1.5	5.5	226	1464	1.2	5.7	64	728	.4	4.6
SU '97	195	2378	1.1	5.7	262	1381	1.4	5.1	283	1268	1.5	5.8	255	1615	1.4	6.4	70	703	.4	4.8
+WXXM-FM																				
SU '98	33	1182	.2	1.0	53	510	.3	1.0	36	418	.2	.7	45	649	.2	1.2	13	324	.1	.9
SP '98	46	1082	.2	1.3	67	514	.4	1.3	68	472	.4	1.4	60	551	.3	1.5	12	261	.1	.9
WI '98	44	980	.2	1.3	46	480	.2	.8	78	496	.4	1.6	50	531	.3	1.2	15	229	.1	1.1
FA '97	23	747	.1	.7	24	298	.1	.4	33	295	.2	.7	31	382	.2	.8	9	185		.7
4-Book	37	998	.2	1.1	48	451	.3	.9	54	420	.3	1.1	47	528	.3	1.2	12	250	.1	.9
SU '97	99	1488	.5	2.9	114	733	.6	2.2	168	777	.9	3.4	147	955	.8	3.7	42	406	.2	2.9
WYSP-FM																				
SU '98	143	2528	.8	4.2	499	1762	2.7	9.5	174	1032	.9	3.6	75	728	.4	1.9	27	361	.1	1.8
SP '98	99	2177	.5	2.9	347	1405	1.9	6.5	120	985	.6	2.5	59	707	.3	1.5	13	266	.1	1.0
WI '98	143	2410	.8	4.1	516	1829	2.8	9.3	172	1163	.9	3.6	77	711	.4	1.9	18	286	.1	1.3
FA '97	166	3102	.9	4.8	495	1721	2.6	8.9	201	1051	1.1	4.1	83	709	.4	2.0	28	365	.1	2.1
4-Book	138	2554	.8	4.0	464	1679	2.5	8.6	167	1058	.9	3.5	74	714	.4	1.8	22	320	.1	1.6
SU '97	111	2578	.6	3.2	413	1585	2.2	8.0	92	928	.5	1.9	52	633	.3	1.3	31	410	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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																				
SU '98	338	5711	1.8	7.2	154	3413	.8	6.2	386	1712	2.1	14.5	133	733	.7	3.3	120	591	.6	4.3
4-Book	371	5935	2.0	7.8	165	3411	.9	6.8	402	1690	2.2	14.3	168	876	.9	4.2	122	611	.7	4.5
WBEB-FM																				
SU '98	417	3003	2.2	8.9	135	1642	.7	5.5	145	521	.8	5.4	261	707	1.4	6.5	144	455	.8	5.2
4-Book	423	3059	2.3	8.9	139	1775	.8	5.7	147	494	.8	5.2	292	867	1.6	7.3	185	622	1.0	6.9
WDAS-AM																				
SU '98	33	325	.2	.7	34	333	.2	1.4	12	50	.1	.5	20	67	.1	.5	9	31	.1	.3
4-Book	53	372	.3	1.1	51	433	.3	2.1	37	89	.2	1.3	36	92	.2	.9	19	54	.1	.7
WDAS-FM																				
SU '98	330	1979	1.8	7.0	215	1534	1.1	8.7	194	454	1.0	7.3	253	648	1.4	6.3	230	532	1.2	8.3
4-Book	319	1960	1.7	6.7	204	1531	1.1	8.4	180	456	1.0	6.4	289	691	1.6	7.2	242	585	1.3	9.0
WFIL-AM																				
SU '98	27	310	.1	.6	8	120	.3	.3	20	66	.1	.8	12	38	.1	.3	6	36	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	56	357	.3	1.2	28	289	.1	1.1	19	43	.1	.7	40	115	.2	1.0	25	57	.1	.9
4-Book	50	353	.3	1.1	34	319	.2	1.4	34	76	.2	1.2	47	112	.2	1.2	27	63	.1	1.0
WIOQ-FM																				
SU '98	93	1437	.5	2.0	70	895	.4	2.8	57	211	.3	2.1	100	378	.5	2.5	90	328	.5	3.2
4-Book	101	1394	.6	2.1	59	813	.3	2.4	59	191	.3	2.1	116	392	.6	2.9	81	266	.4	3.0
WIP -AM																				
SU '98	165	1468	.9	3.5	47	637	.3	1.9	81	272	.4	3.0	90	331	.5	2.2	15	73	.1	.5
4-Book	195	1870	1.1	4.1	59	907	.3	2.4	85	308	.4	3.0	100	386	.5	2.5	54	212	.3	2.0
WJZ-FM																				
SU '98	280	2421	1.5	6.0	153	1617	.8	6.2	138	433	.7	5.2	295	677	1.6	7.3	221	641	1.2	8.0
4-Book	305	2461	1.6	6.4	165	1739	.9	6.8	143	446	.8	5.1	281	730	1.5	7.0	217	646	1.2	8.1
WMGK-FM																				
SU '98	213	2173	1.1	4.5	86	1245	.5	3.5	59	247	.3	2.2	173	546	.9	4.3	111	374	.6	4.0
4-Book	221	2215	1.2	4.6	104	1346	.6	4.3	102	342	.5	3.6	218	640	1.2	5.4	137	461	.7	5.1
WMMR-FM																				
SU '98	157	1640	.8	3.3	75	1035	.4	3.0	68	273	.4	2.6	159	504	.8	4.0	103	358	.5	3.7
4-Book	158	1634	.9	3.3	67	1011	.4	2.8	80	301	.4	2.9	135	471	.7	3.4	73	292	.4	2.7
WNAP-AM																				
SU '98	* 23	236	.1	.5	* 24	143	.1	1.0	* 25	45	.1	.9	38	80	.2	.9	33	43	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	343	3323	1.8	7.3	217	2343	1.2	8.8	199	585	1.1	7.5	376	984	2.0	9.4	259	698	1.4	9.3
4-Book	365	3373	2.0	7.7	217	2432	1.2	8.9	190	646	1.0	6.8	383	1078	2.1	9.5	256	808	1.4	9.5
WPN-AM																				
SU '98	88	769	.5	1.9	51	589	.3	2.1	84	222	.4	3.2	109	306	.6	2.7	52	176	.3	1.9
4-Book	93	818	.5	2.0	55	603	.3	2.3	99	258	.5	3.5	110	305	.6	2.7	59	190	.3	2.2
WPHI-FM																				
SU '98	40	498	.2	.9	28	311	.1	1.1	18	85	.1	.7	42	121	.2	1.0	55	135	.3	2.0
4-Book	34	516	.2	.7	21	290	.1	.8	14	52	.1	.5	32	103	.2	.8	29	88	.2	1.1
WPHT-AM																				
SU '98	68	741	.4	1.5	43	600	.2	1.7	24	81	.1	.9	57	143	.3	1.4	39	121	.2	1.4
4-Book	54	696	.3	1.1	27	448	.1	1.1	20	72	.1	.7	29	93	.2	.7	22	74	.1	.8
WPLY-FM																				
SU '98	59	844	.3	1.3	39	561	.2	1.6	34	83	.2	1.3	86	344	.5	2.1	62	153	.3	2.2
4-Book	45	805	.2	1.0	24	526	.1	1.0	22	99	.1	.8	47	215	.3	1.2	32	152	.2	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	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
WURD-AM																				
SU '98	19	196	.1	.4	26	138	.1	1.1	10	33	.1	.4	30	57	.2	.7	36	66	.2	1.3
4-Book	24	156	.1	.5	19	131	.1	.8	18	42	.1	.6	37	84	.2	.9	21	45	.1	.8
WUSL-FM																				
SU '98	70	971	.4	1.5	60	748	.3	2.4	17	93	.1	.6	88	240	.5	2.2	78	198	.4	2.8
4-Book	80	957	.4	1.7	61	721	.3	2.5	40	134	.2	1.4	83	233	.5	2.1	73	185	.4	2.7
WWDB-FM																				
SU '98	179	1730	1.0	3.8	115	1161	.6	4.6	126	316	.7	4.7	115	343	.6	2.9	51	135	.3	1.8
4-Book	195	1778	1.1	4.1	113	1206	.6	4.6	154	413	.8	5.5	135	381	.7	3.4	62	176	.3	2.3
WWJZ-AM																				
SU '98	16	87	.1	.3	20	99	.1	.8	23	52	.1	.9	29	68	.2	.7	12	20	.1	.4
4-Book	11	100	.1	.2	9	73	.1	.4	8	28	.1	.3	15	37	.1	.4	8	15	.1	.3
WXTU-FM																				
SU '98	284	2175	1.5	6.1	182	1619	1.0	7.4	192	647	1.0	7.2	395	918	2.1	9.8	235	628	1.3	8.5
4-Book	252	1981	1.4	5.3	150	1438	.8	6.2	170	523	.9	6.0	302	795	1.6	7.5	190	522	1.0	7.1
+WXXM-FM																				
SU '98	44	916	.2	.9	28	556	.1	1.1	33	124	.2	1.2	52	249	.3	1.3	31	133	.2	1.1
4-Book	50	799	.3	1.1	30	499	.2	1.2	29	112	.2	1.0	59	228	.3	1.5	49	176	.3	1.8
WYSP-FM																				
SU '98	243	2224	1.3	5.2	42	732	.2	1.7	30	119	.2	1.1	89	318	.5	2.2	55	211	.3	2.0
4-Book	230	2134	1.2	4.8	53	922	.3	2.2	53	195	.3	1.9	69	250	.4	1.7	41	176	.2	1.5
WYXR-FM																				
SU '98	132	1638	.7	2.8	77	1009	.4	3.1	70	214	.4	2.6	162	488	.9	4.0	116	316	.6	4.2
4-Book	142	1627	.8	3.0	68	1010	.4	2.8	66	243	.4	2.3	144	450	.8	3.6	88	315	.5	3.2
WJBR-FM																				
SU '98	34	272	.2	.7	5	118	.1	.2	3	6	.1	.1	4	29	.1	.1	8	25	.1	.3
4-Book	33	338	.2	.7	10	180	.1	.4	12	35	.1	.4	18	84	.1	.4	9	42	.1	.3
WKXV-FM																				
SU '98	77	791	.4	1.6	17	310	.1	.7	22	97	.1	.8	28	112	.1	.7	18	78	.1	.6
4-Book	69	736	.4	1.5	18	317	.1	.8	26	97	.1	.9	35	123	.2	.9	18	72	.1	.7
+WLEV-FM																				
SU '98	22	155	.1	.5	7	102	.1	.3	10	29	.1	.4	12	49	.1	.3	6	42	.1	.2
4-Book	31	203	.2	.7	13	132	.1	.5	11	37	.1	.4	21	59	.1	.5	18	55	.1	.7
+WNJO-FM																				
SU '98	78	695	.4	1.7	47	449	.3	1.9	54	142	.3	2.0	80	225	.4	2.0	64	182	.3	2.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	31	610	.2	.7	17	345	.1	.7	15	49	.1	.6	37	160	.2	.9	29	112	.2	1.0
4-Book	31	572	.2	.7	17	362	.1	.7	15	63	.1	.5	33	147	.2	.8	25	114	.1	.9
WRDR-FM																				
SU '98	10	209	.1	.2	13	141	.1	.5	7	43	.1	.3	19	62	.1	.5	19	71	.1	.7
4-Book	28	337	.2	.6	21	256	.1	.9	19	70	.1	.7	37	97	.2	.9	34	112	.2	1.3
WSTW-FM																				
SU '98	17	225	.1	.4	6	141	.1	.2	18	37	.1	.7	6	46	.1	.1	1	16	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	4687	17972	25.0	2475	15303	13.2	2661	7584	14.2	4021	9428	21.5	2771	6923	14.8					
4-Book	4777	17900	25.5	2438	15260	13.0	2818	7822	15.0	4024	9704	21.5	2694	7165	14.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '98	71	447	.4	4.6	305	1269	1.6	13.5	119	743	.6	4.0	73	373	.4	3.4	76	504	.4	5.6
4-Book	64	386	.3	4.5	333	1371	1.8	14.7	139	750	.8	4.7	91	428	.5	4.5	60	392	.3	4.8
WBEB-FM																				
SU '98	45	218	.2	2.9	107	443	.6	4.7	180	591	1.0	6.0	134	432	.7	6.2	62	325	.3	4.6
4-Book	65	290	.4	4.5	93	357	.5	4.1	166	586	.9	5.6	115	401	.6	5.6	50	232	.3	4.0
WDAS-AM																				
SU '98	4	17	.3		133	270	.7	5.9	74	201	.4	2.5	21	37	.1	1.0	4	14		.3
4-Book	13	35	.1	.9	159	314	.9	7.1	99	265	.5	3.4	35	83	.2	1.8	16	42	.1	1.3
WDAS-FM																				
SU '98	152	413	.8	9.9	145	318	.8	6.4	184	475	1.0	6.1	193	361	1.0	8.9	348	592	1.9	25.8
4-Book	163	399	.9	11.2	119	271	.7	5.3	147	395	.8	5.0	153	319	.8	7.6	312	548	1.7	25.2
WFIL-AM																				
SU '98	9	47	.6		7	18	.3		3	11	.1		6	16	.3		3	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	6	11	.4		60	134	.3	2.6	53	140	.3	1.8	17	48	.1	.8	5	14		.4
4-Book	13	31	.1	.9	75	164	.4	3.3	52	165	.3	1.8	24	53	.2	1.2	9	21		.7
WIOQ-FM																				
SU '98	55	156	.3	3.6	43	182	.2	1.9	92	310	.5	3.1	84	300	.4	3.9	36	142	.2	2.7
4-Book	41	160	.2	2.8	27	99	.2	1.2	64	251	.3	2.2	49	176	.3	2.4	34	116	.2	2.7
WIP -AM																				
SU '98	14	87	.1	.9	50	220	.3	2.2	57	190	.3	1.9	51	185	.3	2.4	18	71	.1	1.3
4-Book	25	99	.2	1.8	59	228	.3	2.6	73	264	.4	2.5	57	185	.3	2.8	26	123	.2	2.1
WJZ-FM																				
SU '98	140	462	.7	9.1	100	307	.5	4.4	139	444	.7	4.6	121	282	.6	5.6	63	223	.3	4.7
4-Book	154	481	.8	10.6	99	353	.5	4.4	176	547	.9	6.0	148	409	.8	7.4	91	290	.5	7.4
WMGK-FM																				
SU '98	67	283	.4	4.4	38	171	.2	1.7	105	410	.6	3.5	91	282	.5	4.2	34	145	.2	2.5
4-Book	63	258	.4	4.3	38	174	.2	1.7	120	445	.7	4.1	105	334	.6	5.2	41	164	.2	3.3
WMMR-FM																				
SU '98	45	203	.2	2.9	44	147	.2	1.9	83	330	.4	2.8	73	208	.4	3.4	23	139	.1	1.7
4-Book	36	162	.2	2.5	58	179	.3	2.5	81	315	.4	2.7	51	182	.3	2.5	21	118	.1	1.7
WNAP-AM																				
SU '98					* 28	67	.1	1.2	17	62	.1	.6	4	12	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	123	383	.7	8.0	237	658	1.3	10.5	237	735	1.3	7.9	189	566	1.0	8.7	121	404	.6	9.0
4-Book	121	445	.7	8.4	230	648	1.2	10.1	252	845	1.4	8.5	186	578	1.0	9.2	121	374	.7	9.8
WPEN-AM																				
SU '98	12	71	.1	.8	19	92	.1	.8	58	182	.3	1.9	39	105	.2	1.8	33	112	.2	2.4
4-Book	14	73	.1	1.0	38	145	.2	1.7	58	191	.3	1.9	39	107	.2	1.9	30	104	.2	2.4
WPHI-FM																				
SU '98	29	100	.2	1.9	17	47	.1	.8	38	107	.2	1.3	24	66	.1	1.1	4	16		.3
4-Book	23	83	.2	1.6	14	45	.1	.6	27	90	.2	.9	20	57	.1	1.0	6	29		.5
WPHT-AM																				
SU '98	22	118	.1	1.4	77	209	.4	3.4	63	241	.3	2.1	52	195	.3	2.4	14	51	.1	1.0
4-Book	18	82	.1	1.2	36	114	.2	1.6	46	164	.3	1.6	26	101	.1	1.2	14	49	.1	1.2
WPLY-FM																				
SU '98	23	119	.1	1.5	20	82	.1	.9	40	163	.2	1.3	37	109	.2	1.7	9	59		.7
4-Book	12	73		.8	14	70	.1	.6	32	173	.2	1.1	23	95	.1	1.2	7	53		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

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
WURD-AM																				
SU '98	14	37	.1	.9	12	26	.1	.5	31	62	.2	1.0	55	112	.3	2.5	23	42	.1	1.7
4-Book	7	20	.1	.5	8	20	.1	.4	28	62	.2	1.0	25	51	.2	1.2	7	14	.1	.5
WUSL-FM																				
SU '98	52	150	.3	3.4	65	205	.3	2.9	90	259	.5	3.0	43	108	.2	2.0	42	116	.2	3.1
4-Book	55	137	.3	3.9	69	235	.4	3.1	89	258	.5	3.0	48	120	.2	2.4	30	92	.2	2.3
WWDB-FM																				
SU '98	77	260	.4	5.0	115	399	.6	5.1	331	614	1.8	11.0	35	104	.2	1.6	45	163	.2	3.3
4-Book	70	221	.4	4.9	109	381	.6	4.8	273	559	1.5	9.2	37	113	.2	1.8	46	171	.2	3.7
WWJZ-AM																				
SU '98	8	23	.5		31	55	.2	1.4	24	53	.1	.8	23	37	.1	1.1	14	35	.1	1.0
4-Book	2	6	.1		10	21	.1	.5	13	36	.1	.4	8	16	.1	.4	5	16	.1	.4
WXTU-FM																				
SU '98	111	409	.6	7.3	91	320	.5	4.0	196	578	1.0	6.5	156	528	.8	7.2	67	261	.4	5.0
4-Book	70	288	.4	4.8	103	365	.6	4.6	191	537	1.0	6.4	124	405	.7	6.1	50	196	.3	4.0
+VXXM-FM																				
SU '98	14	107	.1	.9	24	96	.1	1.1	44	218	.2	1.5	14	79	.1	.6	12	99	.1	.9
4-Book	14	94	.1	1.0	15	74	.1	.7	39	183	.2	1.3	27	110	.2	1.4	6	43	.1	.5
WYSP-FM																				
SU '98	31	112	.2	2.0	7	25	.3		56	258	.3	1.9	39	168	.2	1.8	18	78	.1	1.3
4-Book	17	76	.1	1.2	15	62	.1	.7	113	423	.6	3.7	89	338	.5	4.3	19	84	.1	1.6
WYXR-FM																				
SU '98	42	178	.2	2.7	40	149	.2	1.8	78	296	.4	2.6	73	254	.4	3.4	30	84	.2	2.2
4-Book	44	193	.3	3.1	36	151	.2	1.6	75	297	.4	2.5	55	210	.3	2.7	26	106	.2	2.1
WJBR-FM																				
SU '98	1	15	.1		4	27	.2		11	27	.1	.4	11	27	.1	.5	1	7	.1	
4-Book	6	32	.4		6	31	.3		14	47	.1	.5	12	47	.1	.6	6	23	.1	.5
WKXW-FM																				
SU '98	4	14	.3		12	49	.1	.5	15	66	.1	.5	15	32	.1	.7	25	82	.1	1.9
4-Book	8	33	.6		16	74	.1	.7	16	77	.1	.5	19	70	.1	.9	11	41	.1	.9
+WLEV-FM																				
SU '98	2	15	.1		1	15			5	24	.2		17	38	.1	.8	5	17		.4
4-Book	8	21	.6		7	24	.3		12	35	.1	.4	17	55	.1	.8	9	34	.1	.7
+WNJO-FM																				
SU '98	25	81	.1	1.6	32	99	.2	1.4	55	179	.3	1.8	50	124	.3	2.3	17	81	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	7	60	.5		6	53	.3		26	120	.1	.9	10	33	.1	.5	6	36		.4
4-Book	8	47	.6		6	37	.3		27	135	.1	1.0	17	72	.1	.9	5	30		.4
WRDR-FM																				
SU '98	17	37	.1	1.1	7	20	.3		13	28	.1	.4	14	38	.1	.6	4	27		.3
4-Book	16	66	.1	1.2	6	36	.3		25	71	.2	.9	22	71	.1	1.1	9	35	.1	.7
WSTV-FM																				
SU '98	1	16	.1		10	72	.1	.4	7	63	.2		10	18	.1	.5	2	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	1531	4757	8.2		2266	6473	12.1		3002	7910	16.0		2161	5555	11.5		1347	4074	7.2	
4-Book	1442	4533	7.7		2263	6563	12.1		2968	8087	15.9		2031	5509	10.9		1237	3738	6.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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																				
SU '98	7	362	.2	1.2	15	161	.4	2.2	4	96	.1	.5	4	75	.1	.5	5	80	.1	1.2
SP '98	11	440	.3	1.9	28	304	.7	4.2	7	95	.2	1.2	9	127	.2	1.3	3	82	.1	.6
WI '98	8	407	.2	1.5	23	290	.6	3.6	3	79	.1	.6	7	121	.2	.9	6	18	.1	1.2
FA '97	7	434	.2	1.3	23	244	.6	3.7	4	94	.1	.7	7	124	.2	1.0	2	68	.1	.4
4-Book	8	411	.2	1.5	22	250	.6	3.4	5	91	.1	.8	7	112	.2	.9	4	62	.1	.9
SU '97	6	328	.1	1.0	16	184	.4	2.3	7	82	.2	.9	4	78	.1	.5	2	43		.4
WBEB-FM																				
SU '98	9	293	.2	1.5	8	91	.2	1.2	16	126	.4	1.9	7	101	.2	1.0	5	64	.1	1.2
SP '98	30	512	.7	5.3	32	212	.8	4.8	47	191	1.2	7.8	33	263	.8	4.6	21	190	.5	4.4
WI '98	15	320	.4	2.7	13	102	.3	2.0	28	109	.7	5.3	18	170	.4	2.4	8	112	.2	1.6
FA '97	13	351	.3	2.3	16	163	.4	2.6	18	151	.4	3.4	16	157	.4	2.2	5	112	.1	1.0
4-Book	17	369	.4	3.0	17	142	.4	2.7	27	144	.7	4.6	19	173	.5	2.6	10	120	.2	2.1
SU '97	13	373	.3	2.1	14	172	.3	2.0	20	136	.5	2.5	8	109	.2	1.1	8	134	.2	1.7
WDAS-AM																				
SU '98		7																		
SP '98	2	83		.4	4	30	.1	.6	2	16		.3	2	33		.3	1	5		.2
WI '98	1	44		.2	2	8		.3	1	9		.2	1	9		.1				
FA '97	1	28		.2		10								10						
4-Book	1	41		.2	2	12		.2	1	6		.1	1	13		.1		1		.1
SU '97																				
WDAS-FM																				
SU '98	10	196	.2	1.7	8	70	.2	1.2	17	69	.4	2.0	18	79	.4	2.5	10	62	.2	2.3
SP '98	21	329	.5	3.7	33	169	.8	4.9	26	123	.6	4.3	21	154	.5	2.9	20	150	.5	4.2
WI '98	20	293	.5	3.7	24	132	.6	3.7	29	133	.7	5.5	20	141	.5	2.7	13	111	.3	2.6
FA '97	19	278	.5	3.4	18	111	.4	2.9	24	104	.6	4.5	23	117	.6	3.1	14	134	.3	2.7
4-Book	18	274	.4	3.1	21	121	.5	3.2	24	107	.6	4.1	21	123	.5	2.8	14	114	.3	3.0
SU '97	11	266	.3	1.8	12	103	.3	1.7	14	96	.3	1.7	14	108	.3	1.9	13	141	.3	2.7
WFIL-AM																				
SU '98		9							1	5		.1								
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98		24																		
SP '98																				
WI '98		8																		
FA '97		9																		
4-Book	10																			
SU '97	5				3	5	.1	.4												
WIOQ-FM																				
SU '98	39	916	1.0	6.6	34	398	.8	5.1	61	481	1.5	7.3	57	509	1.4	7.8	23	329	.6	5.4
SP '98	50	1063	1.2	8.8	48	463	1.2	7.2	57	530	1.4	9.5	62	538	1.5	8.7	42	444	1.0	8.8
WI '98	32	950	.8	5.9	30	350	.7	4.7	22	344	.5	4.2	48	565	1.2	6.5	34	369	.8	6.9
FA '97	48	1013	1.2	8.6	33	377	.8	5.3	42	397	1.0	7.9	66	584	1.6	9.0	57	508	1.4	10.9
4-Book	42	986	1.1	7.5	36	397	.9	5.6	46	438	1.1	7.2	58	549	1.4	8.0	39	413	1.0	8.0
SU '97	49	1222	1.2	8.0	31	377	.8	4.4	64	644	1.6	7.9	59	709	1.4	8.0	47	523	1.1	9.8
WIP -AM																				
SU '98	11	278	.3	1.9	19	124	.5	2.8	15	127	.4	1.8	18	145	.4	2.5	8	96	.2	1.9
SP '98	19	374	.5	3.4	34	196	.8	5.1	15	116	.4	2.5	27	211	.7	3.8	18	138	.4	3.8
WI '98	15	308	.4	2.7	28	179	.7	4.3	9	92	.2	1.7	23	144	.6	3.1	9	138	.2	1.8
FA '97	23	497	.6	4.1	31	324	.8	5.0	25	187	.6	4.7	38	319	.9	5.2	9	170	.2	1.7
4-Book	17	364	.5	3.0	28	206	.7	4.3	16	131	.4	2.7	27	205	.7	3.7	11	136	.3	2.3
SU '97	28	495	.7	4.6	57	303	1.4	8.1	39	275	.9	4.8	32	249	.8	4.3	9	122	.2	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WJZZ-FM																			
SU '98	5	106	.1	.8	1	18	.1	.1	9	27	.2	1.1	4	38	.1	.5	1	23	.2
SP '98	6	147	.1	1.1	5	63	.1	.7	3	27	.1	.5	10	77	.2	1.4	4	45	.1
WI '98	11	235	.3	2.0	5	43	.1	.8	18	86	.4	3.4	18	105	.4	2.4	9	66	.2
FA '97	7	181	.2	1.3	4	67	.1	.6	10	91	.2	1.9	10	105	.2	1.4	9	61	.2
4-Book	7	167	.2	1.3	4	48	.1	.6	10	58	.2	1.7	11	81	.2	1.4	6	49	.1
SU '97	3	75	.1	.5	1	27	.1	.1	4	35	.1	.5	2	27	.1	.3	2	34	.4
WMGK-FM																			
SU '98	25	474	.6	4.2	21	157	.5	3.1	44	238	1.1	5.3	23	231	.6	3.1	15	199	.4
SP '98	22	514	.5	3.9	20	152	.5	3.0	42	243	1.0	7.0	25	249	.6	3.5	11	150	.3
WI '98	21	447	.5	3.8	19	170	.5	3.0	29	195	.7	5.5	23	223	.6	3.1	19	144	.5
FA '97	30	534	.7	5.4	26	187	.6	4.2	36	202	.9	6.7	48	325	1.2	6.5	22	232	.5
4-Book	25	492	.6	4.3	22	167	.5	3.3	38	220	.9	6.1	30	257	.8	4.1	17	181	.4
SU '97	23	609	.6	3.8	21	234	.5	3.0	43	308	1.0	5.3	36	351	.9	4.9	12	179	.3
WMMR-FM																			
SU '98	41	785	1.0	6.9	37	242	.9	5.5	80	408	2.0	9.6	58	466	1.4	7.9	23	312	.6
SP '98	27	792	.7	4.8	40	393	1.0	6.0	27	224	.7	4.5	35	420	.9	4.9	13	230	.3
WI '98	31	806	.8	5.7	23	291	.6	3.6	41	346	1.0	7.8	41	398	1.0	5.5	21	273	.5
FA '97	17	540	.4	3.0	19	182	.5	3.0	21	220	.5	3.9	21	276	.5	2.9	17	162	.4
4-Book	29	731	.7	5.1	30	277	.8	4.5	42	300	1.1	6.5	39	390	1.0	5.3	19	244	.5
SU '97	39	794	.9	6.4	40	259	1.0	5.7	71	316	1.7	8.7	58	431	1.4	7.8	24	263	.6
WNAP-AM																			
SU '98	* 2	30		.3	* 3	14	.1	.4	2	21		.2	1	7		.1			
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		5																	
WGL-FM																			
SU '98	16	307	.4	2.7	14	83	.3	2.1	36	165	.9	4.3	24	178	.6	3.3	4	55	.1
SP '98	14	283	.3	2.5	9	106	.2	1.3	25	152	.6	4.2	23	173	.6	3.2	6	108	.1
WI '98	12	277	.3	2.2	17	98	.4	2.6	11	87	.3	2.1	15	141	.4	2.0	10	95	.2
FA '97	6	340	.1	1.1	6	97	.1	1.0	5	115	.1	.9	9	165	.2	1.2	7	119	.2
4-Book	12	302	.3	2.1	12	96	.3	1.8	19	130	.5	2.9	18	164	.5	2.4	7	94	.2
SU '97	15	337	.4	2.5	18	113	.4	2.6	31	127	.8	3.8	14	143	.3	1.9	5	107	.1
WPEN-AM																			
SU '98		9								9									
SP '98		21											11					11	
WI '98		21				7				7			14					6	
FA '97																			
4-Book		13				2				4			6					4	
SU '97	2	41		.3	2	8		.3	7	16	.2	.9	3	8	.1	.4			
WPHI-FM																			
SU '98	68	1141	1.7	11.5	54	495	1.3	8.1	89	737	2.2	10.6	104	756	2.5	14.2	68	636	1.7
SP '98	75	1267	1.8	13.2	76	632	1.9	11.3	68	636	1.7	11.3	100	874	2.4	14.0	81	713	2.0
WI '98	79	1352	1.9	14.4	67	647	1.6	10.4	53	563	1.3	10.0	127	976	3.1	17.1	90	728	2.2
FA '97	80	1348	2.0	14.3	86	603	2.1	13.8	59	543	1.4	11.0	110	865	2.7	15.0	81	786	2.0
4-Book	76	1277	1.9	13.4	71	594	1.7	10.9	67	620	1.7	10.7	110	868	2.7	15.1	80	716	2.0
SU '97	81	1275	2.0	13.3	73	512	1.8	10.4	88	713	2.1	10.8	109	828	2.7	14.7	97	814	2.4
WPHT-AM																			
SU '98	1	52		.2									1	9		.1		3	43
SP '98	1	75		.2	1	8		.1		9			8				3	42	.1
WI '98	1	28		.2	1	5		.2		13			5					9	
FA '97	1	26		.2		8			1	10		.2							
4-Book	1	45		.2	1	5		.1		8		.1		6			2	24	.1
SU '97	2	73		.3						9			1	8		.1		5	22

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '98	40	1068	1.0	6.8	34	432	.8	5.1	56	641	1.4	6.7	49	547	1.2	6.7	35	370	.9	8.2
SP '98	38	1175	.9	6.7	44	530	1.1	6.6	37	543	.9	6.2	54	698	1.3	7.6	33	416	.8	6.9
WI '98	44	1213	1.1	8.0	51	533	1.2	7.9	44	470	1.1	8.3	62	735	1.5	8.3	45	582	1.1	9.1
FA '97	44	1145	1.1	7.9	37	453	.9	5.9	34	460	.8	6.4	66	742	1.6	9.0	50	524	1.2	9.6
4-Book	42	1150	1.0	7.4	42	487	1.0	6.4	43	529	1.1	6.9	58	681	1.4	7.9	41	473	1.0	8.5
SU '97	52	1220	1.3	8.5	43	484	1.0	6.1	59	577	1.4	7.3	65	745	1.6	8.8	61	628	1.5	12.8
WURD-AM																				
SU '98		7			1	7		.1	1	7		.1					1	9		.2
SP '98	2	49		.4	1	7		.1	4	18	.1	.7	3	23	.1	.4				
WI '98	6	81	.1	1.1	8	53	.2	1.2	5	52	.1	.9	11	55	.3	1.5	4	27	.1	.8
FA '97	1	54		.2	1	25		.2	1	18		.2	3	35	.1	.4	2	35		.4
4-Book	2	48		.4	3	23	.1	.4	3	24	.1	.5	4	28	.1	.6	2	18		.4
SU '97		20			1	15		.1		5				5			1	15		.2
WUSL-FM																				
SU '98	83	1341	2.0	14.1	63	564	1.5	9.4	90	767	2.2	10.8	117	853	2.9	16.0	87	743	2.1	20.3
SP '98	78	1493	1.9	13.8	79	683	1.9	11.8	54	598	1.3	9.0	104	915	2.5	14.6	87	739	2.1	18.2
WI '98	66	1339	1.6	12.1	65	604	1.6	10.1	45	545	1.1	8.5	94	837	2.3	12.6	80	705	2.0	16.2
FA '97	102	1453	2.5	18.3	82	729	2.0	13.1	67	585	1.6	12.5	148	872	3.6	20.2	138	919	3.4	26.5
4-Book	82	1407	2.0	14.6	72	645	1.8	11.1	64	624	1.6	10.2	116	869	2.8	15.9	98	777	2.4	20.3
SU '97	110	1381	2.7	18.1	101	671	2.5	14.3	132	751	3.2	16.3	140	863	3.4	18.9	98	744	2.4	20.5
WWDB-FM																				
SU '98	6	108	.1	1.0	6	50	.1	.9	5	45	.1	.6	4	39	.1	.5	11	31	.3	2.6
SP '98	1	26		.2					2	18		.3								
WI '98	4	79	.1	.7	3	40	.1	.5	8	26	.2	1.5	8	24	.2	1.1	1	9		.2
FA '97	1	41		.2	1	7		.2		9				7						
4-Book	3	64	.1	.5	3	24	.1	.4	4	25	.1	.6	3	18	.1	.4	3	10	.1	.7
SU '97	2	73		.3					4	33	.1	.5	2	16		.3	3	41	.1	.6
WWJZ-AM																				
SU '98																	2	10		.4
SP '98	1	10		.2	2	10		.3												
WI '98		5							1	5		.2	1	5		.1				
FA '97																				
4-Book	4			.1	1	3		.1	1			.1	1				1	3		.1
SU '97																				
WXTU-FM																				
SU '98	22	199	.5	3.7	23	108	.6	3.4	36	118	.9	4.3	30	172	.7	4.1	12	90	.3	2.8
SP '98	5	136	.1	.9	5	55	.1	.7	5	50	.1	.8	7	73	.2	1.0	2	33		.4
WI '98	13	211	.3	2.4	12	68	.3	1.9	14	121	.3	2.7	15	145	.4	2.0	13	114	.3	2.6
FA '97	5	140	.1	.9	9	77	.2	1.4	9	53	.2	1.7	4	60	.1	.5	4	78	.1	.8
4-Book	11	172	.3	2.0	12	77	.3	1.9	16	86	.4	2.4	14	113	.4	1.9	8	79	.2	1.7
SU '97	15	305	.4	2.5	16	141	.4	2.3	27	202	.7	3.3	19	168	.5	2.6	7	94	.2	1.5
+WXXM-FM																				
SU '98	23	707	.6	3.9	15	217	.4	2.2	36	353	.9	4.3	33	449	.8	4.5	13	229	.3	3.0
SP '98	22	732	.5	3.9	30	314	.7	4.5	28	328	.7	4.7	21	364	.5	2.9	12	262	.3	2.5
WI '98	30	710	.7	5.5	26	290	.6	4.0	27	287	.7	5.1	51	393	1.2	6.9	26	292	.6	5.3
FA '97	11	484	.3	2.0	11	139	.3	1.8	14	171	.3	2.6	15	307	.4	2.0	10	181	.2	1.9
4-Book	22	658	.5	3.8	21	240	.5	3.1	26	285	.7	4.2	30	378	.7	4.1	15	241	.4	3.2
SU '97	3	73	.1	.5	4	26	.1	.6	4	34	.1	.5	2	34		.3	1	15		.2
WYSP-FM																				
SU '98	93	1319	2.3	15.8	229	902	5.6	34.3	111	684	2.7	13.3	76	592	1.9	10.4	46	413	1.1	10.7
SP '98	61	1261	1.5	10.8	117	730	2.9	17.4	95	598	2.3	15.8	58	595	1.4	8.1	26	406	.6	5.4
WI '98	65	1226	1.6	11.9	158	732	3.9	24.5	74	572	1.8	14.0	66	541	1.6	8.9	31	469	.8	6.3
FA '97	76	1181	1.9	13.6	175	783	4.3	28.0	93	460	2.3	17.4	62	470	1.5	8.4	30	281	.7	5.8
4-Book	74	1247	1.8	13.0	170	787	4.2	26.1	93	579	2.3	15.1	66	550	1.6	9.0	33	392	.8	7.1
SU '97	78	1334	1.9	12.8	200	782	4.9	28.4	106	660	2.6	13.1	67	667	1.6	9.1	29	442	.7	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WYXR-FM																					
SU '98	14	375	.3	2.4	14	98	.3	2.1	22	147	.5	2.6	15	143	.4	2.0	11	147	.3	2.6	
SP '98	23	505	.6	4.1	12	163	.3	1.8	13	90	.3	2.2	38	162	.9	5.3	36	199	.9	7.5	
WI '98	9	389	.2	1.6	4	62	.1	.6	6	139	.1	1.1	6	93	.1	.8	18	175	.4	3.6	
FA '97	9	503	.2	1.6	6	146	.1	1.0	6	106	.1	1.1	9	157	.2	1.2	14	227	.3	2.7	
4-Book	14	443	.3	2.4	9	117	.2	1.4	12	121	.3	1.8	17	139	.4	2.3	20	187	.5	4.1	
SU '97	15	508	.4	2.5	8	108	.2	1.1	18	221	.4	2.2	23	209	.6	3.1	14	159	.3	2.9	
WJBR-FM																					
SU '98		13				4												9			
SP '98	2	53		.4		7				7			3	37	.1	.4	5	20	.1	1.0	
WI '98	1	55		.2		17				32		.4	2	40		.3	1	22		.6	
FA '97	2	42		.4		9				17		.2	3	34	.1	.4	3	17	.1	1.2	
4-Book	1	41		.3		9				14		.2	2	28	.1	.3	2	17	.1	.5	
SU '97		41			1	17		.1		7											
WKXW-FM																					
SU '98	2	69		.3		10				7		.2	.8	5	44	.1	.7	1	25	.2	.2
SP '98	2	42		.4	1	27		.1		2	11		.3	4	25	.1	.6	1	7	.2	.2
WI '98	2	45		.4	1	16		.2		1	17		.2	2	17		.3	3	31	.1	.6
FA '97	1	64		.2	2	22		.3		1	26		.2	4	34	.1	.5		8		
4-Book	2	55		.3	1	19		.2		3	22	.1	.4	4	30	.1	.5	1	18		.3
SU '97	3	62	.1	.5	1	11		.1		12	32	.3	1.5	5	38	.1	.7		16		
+WLEV-FM																					
SU '98		17				17				1	9		.1		9						
SP '98		14				7					7										
WI '98	2	7		.4	3	7	.1	.5	4	7	.1	.8	3	7	.1	.4					
FA '97		8																	8		
4-Book	1	12		.1	1	8		.1	1	6		.2	1	4		.1			2		
SU '97		23							1	8		.1	1	8		.1					
+WNJO-FM																					
SU '98	1	18		.2										9				3	9	.1	.7
SP '98	4	101	.1	.7	3	25	.1	.4	5	47	.1	.8	4	66	.1	.6	4	44	.1	.8	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		25							1	16		.1	1	9		.1					
WPST-FM																					
SU '98	22	786	.5	3.7	16	209	.4	2.4	25	317	.6	3.0	29	412	.7	4.0	22	294	.5	5.1	
SP '98	14	511	.3	2.5	18	256	.4	2.7	15	188	.4	2.5	18	243	.4	2.5	10	177	.2	2.1	
WI '98	11	454	.3	2.0	12	192	.3	1.9	8	159	.2	1.5	19	239	.5	2.6	10	151	.2	2.0	
FA '97	9	396	.2	1.6	6	124	.1	1.0	8	138	.2	1.5	12	223	.3	1.6	12	198	.3	2.3	
4-Book	14	537	.3	2.5	13	195	.3	2.0	14	201	.4	2.1	20	279	.5	2.7	14	205	.3	2.9	
SU '97	28	635	.7	4.6	12	143	.3	1.7	40	273	1.0	4.9	37	333	.9	5.0	17	289	.4	3.6	
WRDR-FM																					
SU '98		18								1	9		.1		9						
SP '98																					
WI '98		17											1	10		.1			8		
FA '97		9																			
4-Book		11								2				5					2		
SU '97																					
WSTV-FM																					
SU '98	5	132	.1	.8	4	29	.1	.6	9	28	.2	1.1	9	46	.2	1.2	3	55	.1	.7	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	2	145		.4		15			2	61		.4	1	53		.1	4	61	.1	.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	119		.3		15			1	37		.1	2	26		.3	3	50	.1	.6	
TOTALS																					
SU '98	590	3833	14.4		667	2784	16.3		836	3000	20.5		733	3208	17.9		428	2599	10.5		
SP '98	567	3927	13.9		671	3075	16.4		601	2555	14.7		712	3188	17.4		478	2799	11.7		
WI '98	547	3895	13.4		644	3104	15.8		528	2315	12.9		744	3283	18.2		495	2757	12.1		
FA '97	558	3885	13.7		625	3089	15.3		534	2413	13.1		734	3310	18.0		521	2756	12.8		
4-Book	566	3885	13.9		652	3013	16.0		625	2571	15.3		731	3247	17.9		481	2728	11.8		
SU '97	609	3930	14.8		705	2980	17.1		812	3040	19.7		740	3212	18.0		478	2768	11.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '98	8	264	.2	1.1	8	123	.2	2.0	11	27	.3	3.4	2	20	.3		6	21	.1	1.1
4-Book	11	361	.3	1.7	7	130	.2	1.6	13	46	.3	4.0	4	20	.1	.6	6	19	.1	1.0
WBEB-FM																				
SU '98	11	186	.3	1.5	9	153	.2	2.2	9	40	.2	2.8	21	47	.5	3.3	7	28	.2	1.3
4-Book	22	274	.5	3.3	13	174	.3	2.9	8	33	.2	2.5	19	65	.5	2.8	11	35	.3	2.0
WDAS-AM																				
SU '98					1	7		.2												
4-Book	1	19		.2	2	30		.5												
WDAS-FM																				
SU '98	14	143	.3	1.9	3	55	.1	.7	5	7	.1	1.6	2	20		.3	2	7		.4
4-Book	22	197	.5	3.4	12	134	.3	2.7	11	24	.3	3.4	17	46	.4	2.4	13	28	.3	2.2
WFIL-AM																				
SU '98	**	5	**	**	**	5	**	**	**	**	**	**	1	5	**	.2	**	5	**	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98					1	24		.2									4	7	.1	.7
4-Book					1	10		.2									1	2		.2
WIOQ-FM																				
SU '98	51	801	1.2	6.8	28	411	.7	6.9	18	69	.4	5.6	43	132	1.1	6.7	43	129	1.1	7.8
4-Book	47	819	1.2	7.0	37	531	.9	8.3	20	91	.5	6.4	53	201	1.3	7.8	46	153	1.1	8.3
WIP -AM																				
SU '98	17	225	.4	2.3	4	103	.1	1.0	3	17	.1	.9	7	26	.2	1.1	3	28	.1	.5
4-Book	23	308	.6	3.5	12	150	.3	2.6	7	31	.2	2.4	16	50	.4	2.2	12	36	.3	2.1
WJZ-FM																				
SU '98	5	55	.1	.7	7	57	.2	1.7		8			11	21	.3	1.7	9	20	.2	1.6
4-Book	8	116	.2	1.3	7	88	.2	1.5	5	16	.1	1.6	9	27	.2	1.3	8	21	.2	1.4
WMGK-FM																				
SU '98	31	386	.8	4.1	21	254	.5	5.1	11	38	.3	3.4	36	96	.9	5.6	58	124	1.4	10.5
4-Book	31	393	.8	4.6	20	268	.5	4.5	11	49	.3	3.5	37	99	.9	5.4	33	97	.8	6.0
WMMR-FM																				
SU '98	60	655	1.5	8.0	21	329	.5	5.1	15	70	.4	4.7	51	154	1.2	8.0	39	134	1.0	7.1
4-Book	37	583	.9	5.5	22	352	.5	4.9	19	64	.5	5.9	42	153	1.0	6.2	27	101	.7	4.8
WNAP-AM																				
SU '98	* 2	21		.3	* 4	30	.1	1.0	* 12	23	.3	3.8	7	21	.2	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	26	248	.6	3.5	8	130	.2	2.0	2	15		.6	15	56	.4	2.4	5	18	.1	.9
4-Book	17	233	.4	2.4	8	127	.2	1.9	4	22	.1	1.5	16	44	.4	2.3	11	31	.2	2.0
WPEN-AM																				
SU '98		9																		
4-Book		10																		
WPHI-FM																				
SU '98	83	997	2.0	11.0	43	607	1.1	10.5	11	61	.3	3.4	70	257	1.7	11.0	58	197	1.4	10.5
4-Book	82	1104	2.0	12.3	62	784	1.5	14.0	45	148	1.1	14.4	102	345	2.5	15.0	81	277	2.0	14.6
WPHT-AM																				
SU '98		9				8														
4-Book		16		.1	1	14		.2									1	4		.1
WPLY-FM																				
SU '98	47	937	1.2	6.3	32	650	.8	7.8	31	137	.8	9.7	40	205	1.0	6.3	37	192	.9	6.7
4-Book	47	999	1.2	7.1	32	623	.8	7.3	21	106	.5	6.8	55	235	1.3	7.9	38	170	.9	6.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WURD-AM SU '98 4-Book	1 4	7 41	.1 .1	.6 .6	2	26	.4	.4	2	8	.1	.8	3	8	.1	.4	1	5	.2	.2
WUSL-FM SU '98 4-Book	90 82	1175 1218	2.2 2.0	12.0 12.4	68 71	814 880	1.7 1.8	16.7 16.0	55 55	191 198	1.3 1.4	17.2 17.4	92 108	373 353	2.3 2.7	14.4 15.5	93 99	292 314	2.3 2.5	16.8 17.8
WWDB-FM SU '98 4-Book	5 3	83 47	.1 .1	.7 .5	3 2	51 29	.1 .1	.7 .4	1 3	11 7	.1 .1	.3 1.0	6 3	15 10	.1 .1	.9 .4				
WWJZ-AM SU '98 4-Book	1	4	.1			4	.1		1	3	.2									
WXTU-FM SU '98 4-Book	30 15	172 142	.7 .3	4.0 2.1	14 8	139 99	.3 .2	3.4 1.8	23 9	63 30	.6 .2	7.2 2.7	25 10	62 32	.6 .2	3.9 1.5	24 10	49 26	.6 .2	4.3 1.7
+WXXM-FM SU '98 4-Book	29 26	609 557	.7 .6	3.9 3.9	21 19	352 333	.5 .5	5.1 4.3	11 8	36 46	.3 .2	3.4 2.4	37 30	115 114	.9 .7	5.8 4.5	29 29	99 98	.7 .7	5.2 5.2
WYSP-FM SU '98 4-Book	136 108	1199 1094	3.3 2.7	18.1 16.2	46 39	562 568	1.1 1.0	11.3 8.9	55 25	186 100	1.3 .6	17.2 7.7	85 61	227 222	2.1 1.5	13.3 9.0	47 44	169 169	1.2 1.1	8.5 8.0
WYXR-FM SU '98 4-Book	17 13	247 265	.4 .3	2.3 1.9	8 11	113 200	.2 .3	2.0 2.5	8 7	9 29	.2 .2	2.5 2.2	13 14	22 48	.3 .3	2.0 2.0	10 13	38 41	.2 .3	1.8 2.4
WJBR-FM SU '98 4-Book	1	4 31	.2		1	24	.2		1	2	.2		2				4		.1	
WKXW-FM SU '98 4-Book	4 2	59 46	.1 .3	.5 .3		18 18	.1		1 1	9 8	.3 .3		1	4	.2		2			
+WLEV-FM SU '98 4-Book	1	17 8	.2			4				2			2							
+WNJO-FM SU '98 4-Book	**	9 **	**	**	**	18 **	.2 **	**	**	**	**	**	**	7 **	9 **	.2 **	1.1 **	**	9 **	.2 **
WPST-FM SU '98 4-Book	23 15	604 422	.6 .4	3.1 2.3	18 12	404 266	.4 .3	4.4 2.7	12 8	36 41	.3 .2	3.8 2.5	14 15	69 66	.3 .4	2.2 2.2	26 16	105 65	.6 .4	4.7 2.9
WRDR-FM SU '98 4-Book		18 7				2	.1													
WSTW-FM SU '98 4-Book	7 **	77 **	.2 **	.9 **	**	58 **	.2 **	**	**	**	**	**	**	4 **	29 **	.1 **	.6 **	**	10 **	.2 **
TOTALS SU '98 4-Book	752 666	3693 3768	18.4 16.3		408 442	3033 3143	10.0 10.8		319 315	894 944	7.8 7.7		638 685	1645 1764	15.6 16.8		553 554	1297 1402	13.5 13.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
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																				
SU '98	6	11	.1	1.5	20	68	.5	10.9	5	33	.1	1.3	6	15	.1	1.4	7	18	.2	2.3
4-Book	6	10	.1	1.2	13	50	.3	6.2	6	29	.1	1.3	5	19	.1	1.0	6	25	.2	1.7
WBEB-FM																				
SU '98	7	25	.2	1.8					14	36	.3	3.5	10	37	.2	2.3	5	28	.1	1.6
4-Book	10	32	.3	2.1	9	25	.2	3.7	17	54	.4	3.6	14	42	.3	3.1	14	37	.3	3.8
WDAS-AM																				
SU '98					4	7	.1	2.2	6	7	.1	1.5								
4-Book	1	1		.1	9	20	.2	4.2	6	21	.1	1.4	1	3		.3	1	3		.4
WDAS-FM																				
SU '98	3	7	.1	.8	2	4		1.1					4	19	.1	.9	9	24	.2	3.0
4-Book	9	28	.2	2.0	7	15	.2	3.1	10	34	.2	2.1	10	25	.3	2.3	20	41	.5	5.6
WFIL-AM																				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WHAT-AM																				
SU '98	3	9	.1	.8	3	8	.1	1.6									2	9		.7
4-Book	1	2		.2	2	6		.9	2	2	.1	.5	1	2		.1	1	2		.2
WIOQ-FM																				
SU '98	24	126	.6	6.1	12	75	.3	6.5	36	105	.9	9.0	27	113	.7	6.2	21	94	.5	6.9
4-Book	46	166	1.1	9.9	15	76	.4	7.0	42	163	1.1	9.0	33	121	.8	7.3	33	114	.8	9.4
WIP -AM																				
SU '98	2	8		.5					2	9		.5	9	31	.2	2.1	3	37	.1	1.0
4-Book	8	25	.2	1.6	10	28	.2	4.3	16	44	.4	3.3	15	38	.4	3.4	8	40	.2	2.3
WJJZ-FM																				
SU '98	12	24	.3	3.1									12	23	.3	2.8	13	23	.3	4.3
4-Book	5	14	.1	1.2	1	11		.6	9	21	.2	1.9	8	16	.2	1.8	7	17	.2	2.0
WMGK-FM																				
SU '98	24	98	.6	6.1	4	24	.1	2.2	15	59	.4	3.8	13	52	.3	3.0	5	35	.1	1.6
4-Book	20	69	.5	4.5	5	26	.1	2.1	20	74	.5	4.3	21	75	.5	4.7	11	53	.3	3.1
WMMR-FM																				
SU '98	15	77	.4	3.8					19	97	.5	4.8	17	85	.4	3.9	7	65	.2	2.3
4-Book	20	82	.5	4.2	5	22	.1	2.2	24	103	.6	5.2	22	70	.5	5.0	13	59	.3	3.7
WNAP-AM																				
SU '98					* 11	23	.3	6.0												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WGL-FM																				
SU '98					14	39	.3	7.6	13	58	.3	3.3	5	18	.1	1.1	4	10	.1	1.3
4-Book	7	24	.2	1.3	7	24	.2	3.4	7	37	.1	1.5	8	24	.2	1.7	4	17	.1	1.2
WPEN-AM																				
SU '98																				
4-Book																				
WPHT-FM																				
SU '98	51	180	1.2	13.0	4	24	.1	2.2	38	145	.9	9.5	62	175	1.5	14.2	43	179	1.1	14.1
4-Book	74	264	1.8	15.9	26	95	.6	11.4	47	184	1.1	10.1	68	195	1.7	15.1	47	187	1.2	13.7
WPHT-AM																				
SU '98													1	8		.2				
4-Book	2	6	.1	.5					1	6		.2	1	4		.2	2	2		.4
WPLY-FM																				
SU '98	36	172	.9	9.2	20	132	.5	10.9	41	224	1.0	10.3	31	122	.8	7.1	17	117	.4	5.6
4-Book	38	154	.9	8.4	12	76	.3	5.9	36	203	.9	7.9	34	138	.8	7.6	21	129	.5	6.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WURD-AM SU '98 4-Book		1		.1	1	3		.5	5	15	.1	1.0	3	12	.1	.6	1	3		.1	
WUSL-FM SU '98 4-Book	91	242	2.2	23.2	24	72	.6	13.0	61	237	1.5	15.3	75	272	1.8	17.2	46	225	1.1	15.1	
	91	283	2.2	20.0	38	126	.9	16.6	56	223	1.4	12.2	61	224	1.5	13.7	54	193	1.3	15.5	
WVDB-FM SU '98 4-Book	6	15	.1	1.5					2	8		.5	6	17	.1	1.4	1	9		.3	
	2	8		.5	1	2		.2	3	6	.1	.7	2	6		.5		2		.1	
WVJZ-AM SU '98 4-Book	1	4		.2																	
WXTU-FM SU '98 4-Book	11	21	.3	2.8	6	12	.1	3.3	13	42	.3	3.3	5	20	.1	1.1	4	10	.1	1.3	
	7	22	.2	1.5	5	17	.1	2.2	10	34	.2	2.2	7	24	.2	1.5	7	22	.2	1.9	
+WXXM-FM SU '98 4-Book	13	74	.3	3.3	4	18	.1	2.2	30	83	.7	7.5	23	69	.6	5.3	22	95	.5	7.2	
	17	98	.4	3.6	5	21	.1	2.5	26	102	.6	5.7	17	69	.4	3.8	18	80	.5	5.3	
WYSP-FM SU '98 4-Book	31	99	.8	7.9	13	65	.3	7.1	41	136	1.0	10.3	50	163	1.2	11.5	42	142	1.0	13.8	
	33	121	.8	7.1	15	58	.3	6.6	54	210	1.3	11.6	51	181	1.3	11.2	27	105	.7	8.1	
WYXR-FM SU '98 4-Book	1	9		.3	8	9	.2	4.3	21	53	.5	5.3	6	17	.1	1.4		9			
	11	49	.3	2.3	8	28	.2	3.7	14	50	.3	3.1	8	30	.2	1.7	13	54	.3	3.6	
WJBR-FM SU '98 4-Book	1	4		.3	2	6		.7	1	6		.2	1	8		.3	1	10		.4	
WKXW-FM SU '98 4-Book						2				9			1	4		.3		2		.1	
+WLEV-FM SU '98 4-Book																		2		.1	
+WNJD-FM SU '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM SU '98 4-Book	17	105	.4	4.3	8	38	.2	4.3	17	106	.4	4.3	29	103	.7	6.7	24	79	.6	7.9	
	11	68	.3	2.4	3	15	.1	1.4	13	75	.3	3.0	15	68	.4	3.4	13	58	.3	4.0	
WRDR-FM SU '98 4-Book					1	2		.4		2		.1									
VSTV-FM SU '98 4-Book	1	10		.3	**	**	**	**	**	**	**	**	1	10		.2	2	9		.7	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TDTALS SU '98 4-Book	393	1074	9.6		184	579	4.5		400	1212	9.8		436	1109	10.7		304	997	7.4		
	459	1297	11.2		217	697	5.3		462	1377	11.3		447	1168	11.0		349	1070	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

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																				
SU '98	28	1025	.5	2.6	75	626	1.3	4.9	23	284	.4	1.4	38	467	.7	2.9	11	220	.2	1.9
SP '98	25	934	.4	2.2	66	587	1.1	3.9	18	342	.3	1.1	29	386	.5	2.1	8	206	.1	1.2
WI '98	33	1236	.6	3.2	107	838	1.9	6.6	26	389	.5	1.9	31	500	.5	2.5	14	166	.2	2.3
FA '97	23	992	.4	2.0	61	557	1.1	3.8	20	334	.3	1.2	25	373	.4	1.8	9	193	.2	1.4
4-Book	27	1047	.5	2.5	77	652	1.4	4.8	22	337	.4	1.4	31	432	.5	2.3	11	196	.2	1.7
SU '97	22	1044	.4	1.9	62	644	1.1	3.6	15	224	.3	.8	26	446	.4	1.9	8	204	.1	1.3
WBEB-FM																				
SU '98	20	488	.3	1.9	26	201	.5	1.7	35	207	.6	2.2	18	207	.3	1.4	11	150	.2	1.9
SP '98	59	674	1.0	5.1	73	349	1.3	4.4	119	347	2.1	7.2	68	409	1.2	4.9	26	242	.5	4.0
WI '98	30	577	.5	2.9	42	238	.7	2.6	52	242	.9	3.7	29	305	.5	2.3	14	208	.2	2.3
FA '97	25	631	.4	2.2	33	367	.6	2.1	33	204	.6	2.0	26	248	.5	1.8	12	196	.2	1.9
4-Book	34	593	.6	3.0	44	289	.8	2.7	60	250	1.1	3.8	35	292	.6	2.6	16	199	.3	2.5
SU '97	26	520	.4	2.2	32	226	.5	1.9	41	232	.7	2.3	19	201	.3	1.4	10	161	.2	1.6
WDAS-AM																				
SU '98	3	34	.1	.3	9	34	.2	.6	4	17	.1	.3	3	9	.1	.2				
SP '98	2	70		.2	2	10		.1	2	10		.1		10						
WI '98	2	75		.2	5	31	.1	.3	1	19		.1	3	20	.1	.2				
FA '97	4	62	.1	.4	6	27	.1	.4	5	18	.1	.3	3	29	.1	.2	3	9	.1	.5
4-Book	3	60	.1	.3	6	26	.1	.4	3	16	.1	.2	2	17	.1	.2	1	2	.1	.1
SU '97	1	25		.1									1	8		.1	2	8		.3
WDAS-FM																				
SU '98	43	607	.7	4.1	58	357	1.0	3.8	63	340	1.1	4.0	51	331	.9	3.9	33	235	.6	5.6
SP '98	53	637	.9	4.6	91	365	1.6	5.4	49	303	.9	3.0	47	246	.8	3.4	51	290	.9	7.8
WI '98	64	762	1.1	6.1	88	428	1.5	5.5	92	426	1.6	6.6	81	376	1.4	6.5	45	285	.8	7.4
FA '97	48	637	.8	4.2	60	290	1.0	3.8	64	322	1.1	3.9	54	331	.9	3.8	37	303	.6	5.9
4-Book	52	661	.9	4.8	74	360	1.3	4.6	67	348	1.2	4.4	58	321	1.0	4.4	42	278	.7	6.7
SU '97	46	659	.8	3.9	53	292	.9	3.1	70	286	1.2	3.9	59	277	1.0	4.2	28	257	.5	4.5
WFIL-AM																				
SU '98	2	70		.2	5	40	.1	.3	1	5		.1	4	19	.1	.3		10		
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	4	83	.1	.4	7	29	.1	.5	6	40	.1	.4	3	23	.1	.2	2	17		.3
SP '98	6	25	.1	.5	12	17	.2	.7	10	17	.2	.6	5	17	.1	.4				
WI '98	3	53	.1	.3	2	25		.1	7	20	.1	.5	1	20		.1		11		
FA '97	3	31	.1	.3	5	22	.1	.3	3	9	.1	.2	6	9	.1	.4				
4-Book	4	48	.1	.4	7	23	.1	.4	7	22	.1	.4	4	17	.1	.3	1	7	.1	.1
SU '97	3	17	.1	.3	5	17	.1	.3		8			5	17	.1	.4	4	17	.1	.6
WIOQ-FM																				
SU '98	53	1043	.9	5.0	59	407	1.0	3.9	82	492	1.4	5.1	79	602	1.4	6.0	30	431	.5	5.1
SP '98	69	1151	1.2	6.0	60	505	1.0	3.6	98	529	1.7	5.9	79	536	1.4	5.7	56	390	1.0	8.5
WI '98	42	1104	.7	4.0	49	425	.9	3.0	49	492	.9	3.5	48	617	.8	3.8	31	444	.5	5.1
FA '97	62	1067	1.1	5.4	52	467	.9	3.3	90	629	1.6	5.5	68	576	1.2	4.8	51	415	.9	8.2
4-Book	57	1091	1.0	5.1	55	451	1.0	3.5	80	536	1.4	5.0	69	583	1.2	5.1	42	420	.7	6.7
SU '97	60	1275	1.0	5.1	51	401	.9	3.0	83	688	1.4	4.7	76	676	1.3	5.4	41	534	.7	6.6
WIP -AM																				
SU '98	52	879	.9	4.9	69	512	1.2	4.5	84	447	1.5	5.3	91	611	1.6	6.9	16	267	.3	2.7
SP '98	48	908	.8	4.2	81	484	1.4	4.8	66	430	1.1	4.0	76	587	1.3	5.4	25	288	.4	3.8
WI '98	66	1034	1.1	6.3	109	584	1.9	6.8	85	474	1.5	6.1	112	666	1.9	8.9	34	410	.6	5.6
FA '97	77	1271	1.3	6.7	124	782	2.2	7.8	113	660	2.0	6.9	125	829	2.2	8.8	19	351	.3	3.0
4-Book	61	1023	1.0	5.5	96	591	1.7	6.0	87	503	1.5	5.6	101	673	1.8	7.5	24	329	.4	3.8
SU '97	76	1131	1.3	6.4	128	697	2.2	7.5	106	638	1.8	6.0	106	752	1.8	7.6	29	343	.5	4.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	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		
WJZZ-FM																						
SU '98	18	315	.3	1.7	14	131	.2	.9	26	115	.5	1.6	19	149	.3	1.4	16	114	.3	2.7		
SP '98	22	318	.4	1.9	25	160	.4	1.5	35	177	.6	2.1	26	158	.5	1.9	12	107	.2	1.8		
WI '98	22	429	.4	2.1	20	118	.3	1.2	29	163	.5	2.1	32	206	.6	2.6	18	145	.3	3.0		
FA '97	35	505	.6	3.1	18	170	.3	1.1	47	256	.8	2.9	56	334	1.0	4.0	33	242	.6	5.3		
4-Book	24	392	.4	2.2	19	145	.3	1.2	34	178	.6	2.2	33	212	.6	2.5	20	152	.4	3.2		
SU '97	17	390	.3	1.4	15	118	.3	.9	18	136	.3	1.0	15	151	.3	1.1	12	137	.2	1.9		
WMGK-FM																						
SU '98	70	933	1.2	6.6	61	379	1.1	4.0	140	487	2.4	8.8	84	548	1.5	6.4	28	273	.5	4.8		
SP '98	68	1039	1.2	5.9	78	441	1.4	4.7	136	515	2.4	8.2	83	585	1.4	5.9	22	275	.4	3.3		
WI '98	63	1147	1.1	6.0	61	499	1.1	3.8	101	517	1.8	7.3	84	698	1.5	6.7	37	402	.6	6.1		
FA '97	82	1212	1.4	7.2	75	526	1.3	4.7	154	658	2.7	9.4	126	723	2.2	8.9	37	396	.6	5.9		
4-Book	71	1083	1.2	6.4	69	461	1.2	4.3	133	544	2.3	8.4	94	639	1.7	7.0	31	337	.5	5.0		
SU '97	87	1348	1.5	7.4	95	628	1.6	5.6	147	744	2.5	8.3	137	842	2.3	9.8	35	428	.6	5.7		
WMMR-FM																						
SU '98	100	1610	1.7	9.4	103	656	1.8	6.8	195	884	3.4	12.2	137	883	2.4	10.4	50	619	.9	8.5		
SP '98	84	1426	1.5	7.3	111	591	1.9	6.6	125	704	2.2	7.6	110	885	1.9	7.9	47	460	.8	7.1		
WI '98	73	1474	1.3	7.0	86	570	1.5	5.3	124	639	2.2	8.9	80	855	1.4	6.4	20	399	.3	3.3		
FA '97	71	1456	1.2	6.2	88	676	1.5	5.5	120	745	2.1	7.4	104	821	1.8	7.3	32	337	.6	5.1		
4-Book	82	1492	1.4	7.5	97	623	1.7	6.1	141	743	2.5	9.0	108	861	1.9	8.0	37	454	.7	6.0		
SU '97	104	1607	1.8	8.8	139	777	2.4	8.2	204	841	3.5	11.5	126	870	2.1	9.0	36	477	.6	5.8		
WNAP-AM																						
SU '98	*	5	.42	.1	.5	*	4	.17	.1	.3	8	17	.1	.5	3	16	.1	.2				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '97		13			1	8		.1									**	**	**	**		
WOGL-FM																						
SU '98	26	607	.5	2.5	27	198	.5	1.8	46	284	.8	2.9	43	262	.7	3.3	10	127	.2	1.7		
SP '98	38	507	.7	3.3	34	270	.6	2.0	67	289	1.2	4.1	59	369	1.0	4.2	19	173	.3	2.9		
WI '98	22	410	.4	2.1	28	168	.5	1.7	33	170	.6	2.4	26	238	.5	2.1	12	139	.2	2.0		
FA '97	19	484	.3	1.7	18	154	.3	1.1	41	193	.7	2.5	27	243	.5	1.9	8	153	.1	1.3		
4-Book	26	502	.5	2.4	27	198	.5	1.7	47	234	.8	3.0	39	278	.7	2.9	12	148	.2	2.0		
SU '97	34	559	.6	2.9	44	231	.7	2.6	71	259	1.2	4.0	35	297	.6	2.5	8	166	.1	1.3		
WPEN-AM																						
SU '98		49			2	18		.1	1	30		.1										
SP '98		31				10																
WI '98	2	55	.2		3	18	.1	.2		9			3	27	.1	.2	3	8	.1	.5		
FA '97	2	62	.2			8			3	14	.1	.2	3	25	.1	.2		9				
4-Book	1	49	.1		1	14	.1		1	13	.1	.1	2	16	.1	.1	1	7		.1		
SU '97	3	75	.1	.3	3	17	.1	.2	7	33	.1	.4	5	25	.1	.4						
WPHI-FM																						
SU '98	54	859	.9	5.1	44	400	.8	2.9	75	579	1.3	4.7	81	627	1.4	6.2	55	514	1.0	9.3		
SP '98	65	947	1.1	5.7	58	407	1.0	3.5	73	555	1.3	4.4	86	645	1.5	6.2	76	447	1.3	11.6		
WI '98	61	1161	1.1	5.8	50	448	.9	3.1	60	598	1.0	4.3	87	701	1.5	6.9	62	543	1.1	10.2		
FA '97	65	1022	1.1	5.7	67	432	1.2	4.2	64	496	1.1	3.9	82	623	1.4	5.8	60	550	1.0	9.6		
4-Book	61	997	1.1	5.6	55	422	1.0	3.4	68	557	1.2	4.3	84	649	1.5	6.3	63	514	1.1	10.2		
SU '97	102	1242	1.7	8.6	97	634	1.7	5.7	136	693	2.3	7.7	140	914	2.4	10.0	96	758	1.6	15.5		
WPHI-AM																						
SU '98	6	260	.1	.6	7	53	.1	.5	1	11		.1	7	55	.1	.5	10	190	.2	1.7		
SP '98	5	189	.1	.4	2	18		.1	1	41		.1	3	67	.1	.2	16	133	.3	2.4		
WI '98	4	168	.1	.4	6	54	.1	.4	4	67	.1	.3	3	43	.1	.2	3	36	.1	.5		
FA '97	2	103	.2		6	45	.1	.4	4	38	.1	.2	2	27		.1		8				
4-Book	4	180	.1	.4	5	43	.1	.4	3	39	.1	.2	4	48	.1	.3	7	92	.2	1.2		
SU '97	4	195	.1	.3	4	27	.1	.2	2	47		.1	4	64	.1	.3	6	73	.1	1.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '98	38	1183	.7	3.6	37	381	.6	2.4	53	486	.9	3.3	58	605	1.0	4.4	23	401	.4	3.9
SP '98	50	1256	.9	4.4	62	560	1.1	3.7	80	669	1.4	4.8	70	684	1.2	5.0	25	451	.4	3.8
WI '98	42	1251	.7	4.0	51	536	.9	3.2	52	565	.9	3.7	58	676	1.0	4.6	26	495	.5	4.3
FA '97	60	1389	1.0	5.3	62	546	1.1	3.9	75	669	1.3	4.6	78	828	1.4	5.5	48	543	.8	7.7
4-Book	48	1270	.8	4.3	53	506	.9	3.3	65	597	1.1	4.1	66	698	1.2	4.9	31	473	.5	4.9
SU '97	68	1630	1.2	5.8	98	674	1.7	5.8	90	672	1.5	5.1	82	989	1.4	5.9	50	683	.9	8.1
WURD-AM																				
SU '98	5	43	.1	.5	3	27	.1	.2	13	43	.2	.8	7	30	.1	.5	1	6		.2
SP '98	4	58	.1	.3	5	40	.1	.3	7	32	.1	.4	5	18	.1	.4	1	9		.2
WI '98	7	127	.1	.7	7	54	.1	.4	10	87	.2	.7	12	75	.2	1.0	5	35	.1	.8
FA '97	7	100	.1	.6	18	80	.3	1.1	8	80	.1	.5	5	63	.1	.4	1	32		.2
4-Book	6	82	.1	.5	8	50	.2	.5	10	61	.2	.6	7	47	.1	.6	2	21		.4
SU '97	3	64	.1	.3	5	44	.1	.3	2	20		.1	4	30	.1	.3	1	15		.2
WUSL-FM																				
SU '98	81	1259	1.4	7.6	79	582	1.4	5.2	92	654	1.6	5.8	105	813	1.8	8.0	76	677	1.3	12.9
SP '98	86	1273	1.5	7.5	103	698	1.8	6.2	97	630	1.7	5.9	101	764	1.8	7.2	79	520	1.4	12.0
WI '98	73	1226	1.3	7.0	74	520	1.3	4.6	82	685	1.4	5.9	90	721	1.6	7.2	64	550	1.1	10.6
FA '97	92	1211	1.6	8.1	80	579	1.4	5.0	105	640	1.8	6.4	116	722	2.0	8.2	90	664	1.6	14.4
4-Book	83	1242	1.5	7.6	84	595	1.5	5.3	94	652	1.6	6.0	103	755	1.8	7.7	77	603	1.4	12.5
SU '97	107	1239	1.8	9.1	100	690	1.7	5.9	156	767	2.7	8.8	114	744	1.9	8.2	95	665	1.6	15.4
WWDB-FM																				
SU '98	18	401	.3	1.7	10	88	.2	.7	24	180	.4	1.5	23	177	.4	1.8	19	110	.3	3.2
SP '98	10	184	.2	.9	10	49	.2	.6	14	64	.2	.8	15	70	.3	1.1	8	42	.1	1.2
WI '98	24	372	.4	2.3	20	56	.3	1.2	55	201	1.0	4.0	26	135	.5	2.1	12	74	.2	2.0
FA '97	9	209	.2	.8	9	67	.2	.6	27	120	.5	1.7	6	62	.1	.4	3	33	.1	.5
4-Book	15	292	.3	1.4	12	65	.2	.8	30	141	.5	2.0	18	111	.3	1.4	11	65	.2	1.7
SU '97	17	408	.3	1.4	7	72	.1	.4	35	186	.6	2.0	23	134	.4	1.6	7	68	.1	1.1
WWJZ-AM																				
SU '98	9												1	9		.1				
SP '98	5												1	5		.1				
WI '98									1	5		.1	1	5		.1				
FA '97																				
4-Book	4								1				1	4		.1				
SU '97	17												1	17		.1				
WXTU-FM																				
SU '98	31	435	.5	2.9	45	232	.8	3.0	50	195	.9	3.1	37	284	.6	2.8	13	193	.2	2.2
SP '98	27	364	.5	2.3	31	183	.5	1.9	52	198	.9	3.1	44	241	.8	3.1	10	108	.2	1.5
WI '98	39	549	.7	3.7	39	265	.7	2.4	58	342	1.0	4.2	50	324	.9	4.0	25	198	.4	4.1
FA '97	25	387	.4	2.2	40	199	.7	2.5	28	175	.5	1.7	24	201	.4	1.7	17	177	.3	2.7
4-Book	31	434	.5	2.8	39	220	.7	2.5	47	228	.8	3.0	39	263	.7	2.9	16	169	.3	2.6
SU '97	32	482	.5	2.7	42	231	.7	2.5	57	255	1.0	3.2	33	265	.6	2.4	7	144	.1	1.1
+WXXM-FM																				
SU '98	49	1032	.9	4.6	48	463	.8	3.2	75	465	1.3	4.7	71	617	1.2	5.4	34	409	.6	5.8
SP '98	39	990	.7	3.4	49	437	.9	2.9	63	439	1.1	3.8	51	551	.9	3.6	8	280	.1	1.2
WI '98	41	1001	.7	3.9	44	394	.8	2.7	46	427	.8	3.3	62	582	1.1	5.0	28	414	.5	4.6
FA '97	37	804	.6	3.2	22	260	.4	1.4	58	341	1.0	3.6	64	502	1.1	4.5	21	276	.4	3.4
4-Book	42	957	.7	3.8	41	389	.7	2.6	61	418	1.1	3.9	62	563	1.1	4.6	23	345	.4	3.8
SU '97	6	190	.1	.5	8	86	.1	.5	6	41	.1	.3	8	103	.1	.6	3	51	.1	.5
WYSP-FM																				
SU '98	167	2331	2.9	15.7	541	1802	9.4	35.6	190	1226	3.3	11.9	114	928	2.0	8.7	47	608	.8	8.0
SP '98	190	2448	3.3	16.5	504	1770	8.8	30.1	289	1315	5.0	17.5	155	1101	2.7	11.1	42	541	.7	6.4
WI '98	161	2405	2.8	15.4	512	1698	8.9	31.7	201	1185	3.5	14.5	115	1020	2.0	9.2	35	581	.6	5.8
FA '97	204	2560	3.5	17.9	540	1818	9.4	33.9	288	1489	5.0	17.7	169	1089	2.9	11.9	40	599	.7	6.4
4-Book	181	2436	3.1	16.4	524	1772	9.1	32.8	242	1304	4.2	15.4	138	1035	2.4	10.2	41	582	.7	6.7
SU '97	196	2545	3.3	16.6	554	1801	9.4	32.5	252	1377	4.3	14.2	165	1225	2.8	11.8	50	653	.9	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 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	44	888	.8	3.0	12	337	.2	1.9	28	126	.5	5.3	19	75	.3	1.8	7	20	.1	.9	
SU '98	42	952	.7	2.8	13	330	.2	1.9	34	149	.6	5.6	12	57	.2	1.0	7	29	.1	.9	
4-Book																					
WBEB-FM	27	359	.5	1.8	14	208	.2	2.3	13	72	.2	2.5	28	68	.5	2.7	10	42	.2	1.3	
SU '98	47	466	.8	3.1	21	266	.4	3.0	21	67	.4	3.6	33	102	.6	2.9	17	56	.3	2.0	
4-Book																					
WDAS-AM	5	34	.1	.3	3	34	.1	.5	2	5		.4									
SU '98	4	33	.1	.2	3	46	.1	.4	1	4		.3		2							
4-Book																					
WDAS-FM	58	557	1.0	3.9	23	280	.4	3.7	5	25	.1	1.0	31	92	.5	3.0	31	78	.5	4.1	
SU '98	67	545	1.2	4.5	33	341	.6	4.7	18	51	.3	2.8	43	125	.7	3.7	38	95	.7	4.5	
4-Book																					
WFIL-AM	3	54	.1	.2	1	25		.2					1	5		.1	1	5		.1	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
WHAT-AM	6	52	.1	.4	2	37		.3													
SU '98	6	31	.1	.4	3	24	.1	.4	2	2		.2	4	6	.1	.3	3	9	.1	.3	
4-Book																					
WIOQ-FM	74	866	1.3	5.0	32	519	.6	5.2	25	66	.4	4.8	58	197	1.0	5.5	40	128	.7	5.3	
SU '98	69	880	1.2	4.6	44	608	.8	6.4	27	116	.5	4.6	69	259	1.2	6.0	64	195	1.1	7.5	
4-Book																					
WIP -AM	82	831	1.4	5.5	22	358	.4	3.5	34	127	.6	6.5	54	134	.9	5.2	16	75	.3	2.1	
SU '98	94	932	1.7	6.3	26	395	.5	3.8	28	116	.5	4.8	46	154	.8	4.0	33	101	.6	3.9	
4-Book																					
WJZ-FM	20	220	.3	1.3	17	181	.3	2.7	24	66	.4	4.6	23	44	.4	2.2	22	45	.4	2.9	
SU '98	29	287	.5	1.9	19	221	.3	2.7	16	49	.3	2.8	33	80	.6	2.8	20	47	.4	2.4	
4-Book																					
WMGK-FM	99	733	1.7	6.7	48	554	.8	7.7	56	142	1.0	10.7	99	287	1.7	9.4	93	189	1.6	12.2	
SU '98	101	890	1.8	6.7	44	535	.8	6.4	44	136	.8	7.6	93	261	1.6	8.1	67	189	1.2	8.1	
4-Book																					
WMMR-FM	149	1390	2.6	10.0	47	726	.8	7.6	32	169	.6	6.1	92	268	1.6	8.8	53	204	.9	7.0	
SU '98	117	1262	2.0	7.8	50	730	.9	7.3	47	161	.9	8.0	102	339	1.8	8.8	55	219	1.0	6.6	
4-Book																					
WNAP-AM	* 6	24	.1	.4	* 3	27	.1	.5	* 4	9	.1	.8	2	9		.2	7	9	.1	.9	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
WGL-FM	39	427	.7	2.6	14	250	.2	2.3	4	18	.1	.8	20	59	.3	1.9	13	60	.2	1.7	
SU '98	38	394	.7	2.5	15	210	.3	2.1	12	52	.2	2.0	24	58	.4	2.1	18	59	.3	2.1	
4-Book																					
WPEN-AM	1	49		.1	1	16		.2	1	2		.1	1	2		.1					
SU '98	1	35		.1																	
4-Book																					
WPHI-FM	67	773	1.2	4.5	30	477	.5	4.8	9	65	.2	1.7	58	240	1.0	5.5	54	174	.9	7.1	
SU '98	69	862	1.2	4.6	46	583	.8	6.6	30	91	.6	5.0	71	254	1.3	6.2	66	208	1.1	7.8	
4-Book																					
WPHT-AM	5	87	.1	.3	6	114	.1	1.0	5	9	.1	1.0	4	9	.1	.4	8	24	.1	1.1	
SU '98	4	92	.1	.3	3	65	.1	.5	1	2		.3	2	6	.1	.2	2	8		.3	
4-Book																					
WPLY-FM	50	955	.9	3.4	27	559	.5	4.4	22	120	.4	4.2	34	183	.6	3.2	33	138	.6	4.3	
SU '98	62	1081	1.1	4.1	34	614	.6	4.8	24	109	.4	4.1	61	254	1.1	5.2	45	180	.8	5.3	
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 - Men 18-34

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		
WURD-AM																					
SU '98	8	43	.1	.5	2	26	.1	.3													
4-Book	8	80	.2	.5	4	45	.1	.6	8	17	.1	1.2	11	28	.2	1.0		1	3	.1	
WUSL-FM																					
SU '98	92	1084	1.6	6.2	64	689	1.1	10.3	49	146	.9	9.3	84	322	1.5	8.0	70	217	1.2	9.2	
4-Book	94	1058	1.6	6.2	68	756	1.2	9.8	53	167	.9	8.9	102	319	1.8	8.8	94	256	1.6	11.2	
WWDB-FM																					
SU '98	19	292	.3	1.3	14	181	.2	2.3	3	11	.1	.6	16	35	.3	1.5					
4-Book	21	206	.4	1.4	10	124	.2	1.4	11	28	.2	2.0	6	17	.1	.6	2	7		.2	
WWJZ-AM																					
SU '98		9																			
4-Book		4				1															
WXTU-FM																					
SU '98	44	335	.8	3.0	21	240	.4	3.4	14	71	.2	2.7	49	141	.9	4.7	24	83	.4	3.2	
4-Book	42	353	.7	2.8	20	230	.3	2.9	15	63	.3	2.5	36	110	.7	3.2	24	75	.4	2.8	
+VXXM-FM																					
SU '98	66	863	1.1	4.4	29	498	.5	4.7	19	97	.3	3.6	50	219	.9	4.8	42	148	.7	5.5	
4-Book	55	813	1.0	3.7	30	486	.5	4.4	24	88	.4	3.9	60	217	1.1	5.2	39	153	.7	4.6	
WYSP-FM																					
SU '98	275	2196	4.8	18.5	55	788	1.0	8.9	59	210	1.0	11.2	102	316	1.8	9.7	58	189	1.0	7.6	
4-Book	297	2232	5.2	19.7	67	962	1.2	9.6	51	185	.9	8.8	108	395	1.9	9.4	77	277	1.4	9.1	
WYXR-FM																					
SU '98	55	505	1.0	3.7	27	343	.5	4.4	28	88	.5	5.3	56	154	1.0	5.3	34	109	.6	4.5	
4-Book	37	506	.7	2.5	27	379	.5	4.0	21	81	.4	3.6	47	157	.8	4.2	38	114	.7	4.5	
WJBR-FM																					
SU '98	6	34	.1	.4	1	24		.2	1	9		.2	2	13		.2	2	11		.3	
4-Book	3	54		.2	2	39		.3	1	4		.2	2	8		.2	1	5		.2	
WKXW-FM																					
SU '98	11	141	.2	.7	2	59		.3					1	10		.1	2	9		.3	
4-Book	12	125	.2	.8	4	48	.1	.5	3	9	.1	.6	4	10	.1	.3	7	11	.1	.8	
+WLEV-FM																					
SU '98		8																			
4-Book	2	20		.1	1	15		.2					3	5	.1	.2	1	5		.1	
+WNJO-FM																					
SU '98	14	71	.2	.9	3	58	.1	.5					11	38	.2	1.0	2	10		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																					
SU '98	29	601	.5	2.0	20	386	.3	3.2	8	46	.1	1.5	26	138	.5	2.5	36	134	.6	4.7	
4-Book	23	475	.4	1.5	11	249	.2	1.6	6	37	.1	.9	18	93	.4	1.6	19	77	.4	2.3	
WRDR-FM																					
SU '98		18																			
4-Book	1	11		.1		4								2							
WSTW-FM																					
SU '98	8	93	.1	.5		45							1	26		.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																					
SU '98	1484	5492	25.8		620	4305	10.8		525	1473	9.1		1048	2546	18.2		761	1833	13.2		
4-Book	1509	5506	26.2		688	4483	12.0		590	1599	10.3		1152	2752	20.0		843	2069	14.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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																				
SU '98	3	19	.1	.5	33	149	.6	9.4	4	24	.1	.6	4	29	.1	.7	4	49	.1	1.0
4-Book	7	28	.2	1.2	26	114	.5	7.0	9	50	.2	1.3	8	35	.2	1.1	7	52	.1	1.5
WBEB-FM																				
SU '98	16	31	.3	2.9	1	10		.3	13	43	.2	1.9	16	48	.3	2.7	12	51	.2	3.1
4-Book	15	51	.3	2.5	16	42	.3	4.1	22	72	.4	2.9	20	54	.4	2.9	20	61	.3	4.1
WDAS-AM																				
SU '98					8	14	.1	2.3	3	14	.1	.4	6	12	.1	1.0	2	12		.5
4-Book					9	24	.1	2.3	5	23	.1	.6	5	10	.1	.8	2	9		.5
WDAS-FM																				
SU '98	26	79	.5	4.7	4	15	.1	1.1	12	38	.2	1.7	9	32	.2	1.5	61	111	1.1	15.8
4-Book	28	94	.5	4.7	21	56	.4	5.4	23	82	.4	3.1	28	62	.5	4.1	60	114	1.1	13.0
WFIL-AM																				
SU '98					1	10		.3									3	11	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	3	9	.1	.5	14	28	.2	4.0	1	9		.1					2	9		.5
4-Book	1	4		.2	6	11	.1	1.5	3	6	.1	.3	2	6		.4	1	2		.1
W100-FM																				
SU '98	31	143	.5	5.6	12	57	.2	3.4	28	96	.5	4.1	30	142	.5	5.1	26	110	.5	6.8
4-Book	58	195	1.0	9.4	11	46	.2	3.0	38	151	.7	5.0	40	133	.7	6.0	40	138	.7	8.9
WIP -AM																				
SU '98	5	39	.1	.9	23	67	.4	6.6	23	98	.4	3.3	20	78	.3	3.4	5	37	.1	1.3
4-Book	6	25	.1	1.0	22	79	.4	6.0	31	112	.5	3.8	33	94	.6	4.8	13	53	.2	2.8
WJJZ-FM																				
SU '98	21	52	.4	3.8	5	20	.1	1.4	9	31	.2	1.3	14	41	.2	2.4	14	41	.2	3.6
4-Book	13	41	.2	2.2	10	30	.2	2.4	17	62	.3	2.2	19	43	.3	2.9	18	54	.3	4.0
WMGK-FM																				
SU '98	23	81	.4	4.2	5	34	.1	1.4	42	125	.7	6.1	42	111	.7	7.1	26	85	.5	6.8
4-Book	26	89	.5	4.3	11	43	.2	2.7	42	137	.7	5.5	41	130	.7	6.2	23	78	.4	5.0
WMMR-FM																				
SU '98	31	130	.5	5.6	8	31	.1	2.3	50	209	.9	7.2	76	235	1.3	12.8	29	125	.5	7.5
4-Book	34	120	.6	5.6	20	78	.3	5.2	57	224	1.0	7.8	52	167	.9	8.1	26	97	.5	5.8
WNAP-AM																				
SU '98					* 8	18	.1	2.3												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	9	41	.2	1.6	19	64	.3	5.4	23	83	.4	3.3	17	41	.3	2.9	6	22	.1	1.6
4-Book	14	38	.3	2.4	12	41	.2	3.2	13	57	.2	1.7	16	38	.3	2.4	8	24	.2	1.8
WPEN-AM																				
SU '98					2	7	.1	.6	3	7	.1	.3	1	2		.1	2	2		.5
4-Book																				
WPHI-FM																				
SU '98	39	150	.7	7.1	2	14		.6	19	101	.3	2.7	32	128	.6	5.4	23	129	.4	6.0
4-Book	67	202	1.2	10.9	14	58	.2	3.7	33	135	.6	4.3	46	147	.8	6.9	33	139	.6	7.6
WPHT-AM																				
SU '98	5	21	.1	.9	10	19	.2	2.9	6	41	.1	.9	10	60	.2	1.7	1	9		.3
4-Book	5	18	.1	.9	5	12	.1	1.3	4	24	.1	.6	3	18	.1	.5	3	7	.1	.7
WPLY-FM																				
SU '98	42	163	.7	7.6	10	63	.2	2.9	33	171	.6	4.8	22	94	.4	3.7	13	100	.2	3.4
4-Book	35	137	.6	5.9	13	56	.2	3.4	40	183	.7	5.2	31	133	.5	4.6	15	101	.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 Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM SU '98 4-Book		1		.1	2 3	9 8		.6 .7	4 10	9 25	.1 .2	.6 1.4	3	10	.1	.4					
WUSL-FM SU '98 4-Book	71 85	195 246	1.2 1.5	12.9 14.1	64 45	123 109	1.1 .8	18.3 11.9	74 61	271 216	1.3 1.1	10.7 8.1	59 56	209 179	1.0 1.0	10.0 8.4	39 42	156 113	.7 .7	10.1 9.5	
WWDB-FM SU '98 4-Book	21 7	43 17	.4 .1	3.8 1.2	17 9	50 29	.3 .2	4.9 2.4	44 29	112 63	.8 .5	6.4 4.1	6 7	17 18	.1 .1	1.0 1.0	1 4	9 14	.1 .1	.3 .9	
WWJZ-AM SU '98 4-Book	1	1		.1																	
WXTU-FM SU '98 4-Book	18 14	50 54	.3 .2	3.3 2.4	15 14	28 39	.3 .3	4.3 3.6	29 25	91 73	.5 .4	4.2 3.3	6 16	18 47	.1 .3	1.0 2.4	4 10	20 39	.1 .2	1.0 2.0	
+WXXM-FM SU '98 4-Book	19 24	73 106	.3 .4	3.4 3.9	4 9	30 35	.1 .2	1.1 2.4	45 32	125 105	.8 .6	6.5 4.5	34 27	74 101	.6 .5	5.7 4.2	15 20	90 96	.3 .4	3.9 4.3	
WYSP-FM SU '98 4-Book	31 44	141 170	.5 .8	5.6 7.2	13 21	56 77	.2 .4	3.7 5.4	73 106	260 400	1.3 1.9	10.6 13.1	70 90	201 294	1.2 1.6	11.8 13.1	32 31	141 133	.6 .6	8.3 7.1	
WYXR-FM SU '98 4-Book	16 19	93 89	.3 .4	2.9 3.2	18 17	56 67	.3 .3	5.1 4.7	34 35	90 111	.6 .6	4.9 4.9	19 23	56 70	.3 .4	3.2 3.5	10 15	41 67	.2 .3	2.6 3.4	
WJBR-FM SU '98 4-Book	1	4		.2	4	15	.1	1.0	3	9	.1	.4	1	4		.1		4		.1	
WKXW-FM SU '98 4-Book	3 4	11 9	.1 .1	.5 .6	4	7	.1	.9	3 3	20 11	.1 .1	.4 .4	6 3	20 9	.1 .1	1.0 .4	3 2	9 4	.1 .1	.8 .4	
+WLEV-FM SU '98 4-Book	2	5	.1	.4	2	5		.4	1	7		.1	1	5		.1	1	3		.2	
+WNJO-FM SU '98 4-Book	6 **	19 **	.1 **	1.1 **	**	**	**	**	**	**	**	**	**	**	**	**	**	5 **	10 **	.1 **	1.3 **
WPST-FM SU '98 4-Book	28 11	124 55	.5 .2	5.1 1.9	4 1	9 5	.1 .3	1.1 .3	18 8	96 52	.3 .2	2.6 1.2	20 11	75 53	.3 .2	3.4 1.7	15 8	61 39	.3 .2	3.9 1.9	
WRDR-FM SU '98 4-Book										2											
WSTW-FM SU '98 4-Book	1 **	11 **		.2 **	**	**	**	**	**	**	**	**	**	**	**	**	**	2 **	9 **		.5 **
TOTALS SU '98 4-Book	552 603	1519 1653	9.6 10.5		350 381	1017 1118	6.1 6.6		691 759	1973 2096	12.0 13.2		592 665	1470 1651	10.3 11.6		385 451	1255 1302	6.7 7.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Men 18-49																			
	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																				
SU '98	88	2821	.8	4.1	210	1844	1.9	6.5	82	875	.7	2.7	118	1395	1.0	4.5	34	568	.3	3.1
SP '98	98	2884	.9	4.5	258	2012	2.3	7.7	76	950	.7	2.4	139	1486	1.2	5.2	34	705	.3	3.2
WI '98	108	3132	1.0	5.1	303	2205	2.7	8.9	94	997	.8	3.3	118	1464	1.0	4.6	39	620	.3	3.7
FA '97	83	2819	.7	3.8	204	1801	1.8	6.1	72	984	.6	2.3	106	1339	.9	3.9	32	556	.3	3.1
4-Book	94	2914	.9	4.4	244	1966	2.2	7.3	81	952	.7	2.7	120	1421	1.0	4.6	35	612	.3	3.3
SU '97	83	2887	.7	3.7	216	1915	1.9	6.5	72	879	.6	2.2	86	1366	.8	3.2	32	597	.3	2.9
WBEB-FM																				
SU '98	54	1088	.5	2.5	73	550	.6	2.3	83	474	.7	2.7	61	490	.5	2.3	31	334	.3	2.9
SP '98	108	1481	1.0	4.9	135	712	1.2	4.0	208	678	1.8	6.6	144	953	1.3	5.4	42	457	.4	3.9
WI '98	58	1289	.5	2.7	97	597	.9	2.9	85	472	.8	3.0	58	639	.5	2.2	30	391	.3	2.8
FA '97	74	1337	.7	3.3	97	755	.9	2.9	112	498	1.0	3.5	89	631	.8	3.3	29	401	.3	2.8
4-Book	74	1299	.7	3.4	101	654	.9	3.0	122	531	1.1	4.0	88	678	.8	3.3	33	396	.3	3.1
SU '97	75	1178	.7	3.3	97	563	.9	2.9	131	571	1.2	4.0	63	542	.6	2.3	22	361	.2	2.0
WDAS-AM																				
SU '98	5	90	.2	.2	11	59	.1	.3	5	32	.2	.2	6	31	.1	.2	1	22	.1	.1
SP '98	10	193	.1	.5	18	67	.2	.5	12	28	.1	.4	8	45	.1	.3	1	19	.1	.1
WI '98	9	197	.1	.4	16	74	.1	.5	2	25	.1	.1	11	61	.1	.4	4	28	.4	.4
FA '97	7	141	.1	.3	10	61	.1	.3	5	18	.2	.2	6	51	.1	.2	4	28	.4	.4
4-Book	8	155	.1	.4	14	65	.1	.4	6	26	.2	.2	8	47	.1	.3	3	24	.3	.3
SU '97	4	82	.2	.2	4	25	.1	.1	2	8	.1	.1	3	17	.1	.1	2	17	.2	.2
WDAS-FM																				
SU '98	140	1346	1.2	6.5	208	791	1.8	6.4	178	719	1.6	5.8	158	723	1.4	6.0	101	570	.9	9.3
SP '98	126	1387	1.1	5.7	186	782	1.6	5.6	115	656	1.0	3.6	120	661	1.1	4.5	110	647	1.0	10.2
WI '98	134	1417	1.2	6.3	185	830	1.6	5.4	163	740	1.4	5.7	154	773	1.4	6.0	109	627	1.0	10.2
FA '97	111	1249	1.0	5.0	160	693	1.4	4.8	146	645	1.3	4.6	134	737	1.2	4.9	72	555	.6	7.0
4-Book	128	1350	1.1	5.9	185	774	1.6	5.6	151	690	1.3	4.9	142	724	1.3	5.4	98	600	.9	9.2
SU '97	107	1294	.9	4.7	126	622	1.1	3.8	137	634	1.2	4.2	111	613	1.0	4.1	90	592	.8	8.0
WFIL-AM																				
SU '98	9	182	.1	.4	24	110	.2	.7	1	26			15	80	.1	.6	4	26	.4	.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	4	158	.2	.2	9	60	.1	.3	5	31	.2	.2	3	39	.1	.1	5	84	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	12	177	.1	.6	24	85	.2	.7	24	111	.2	.8	6	31	.1	.2	4	46	.4	.4
SP '98	16	120	.1	.7	22	66	.2	.7	28	77	.2	.9	18	55	.2	.7	4	31	.4	.4
WI '98	16	187	.1	.8	16	98	.1	.5	33	84	.3	1.2	17	82	.2	.7	4	34	.4	.4
FA '97	15	171	.1	.7	19	91	.2	.6	24	97	.2	.8	22	72	.2	.8	3	35	.3	.3
4-Book	15	164	.1	.7	20	85	.2	.6	27	92	.2	.9	16	60	.2	.6	4	37	.4	.4
SU '97	10	96	.1	.4	9	42	.1	.3	14	51	.1	.4	16	61	.1	.6	7	35	.1	.6
WIOQ-FM																				
SU '98	70	1544	.6	3.3	77	556	.7	2.4	102	609	.9	3.3	101	881	.9	3.8	43	636	.4	4.0
SP '98	97	1700	.9	4.4	87	715	.8	2.6	139	755	1.2	4.4	119	787	1.1	4.5	77	539	.7	7.1
WI '98	68	1654	.6	3.2	84	691	.7	2.5	85	731	.8	3.0	78	864	.7	3.0	41	622	.4	3.8
FA '97	83	1609	.7	3.8	92	650	.8	2.7	126	915	1.1	3.9	84	807	.7	3.1	60	549	.5	5.9
4-Book	80	1627	.7	3.7	85	653	.8	2.6	113	753	1.0	3.7	96	835	.9	3.6	55	587	.5	5.2
SU '97	92	1925	.8	4.1	89	644	.8	2.7	135	977	1.2	4.1	110	1003	1.0	4.1	53	737	.5	4.7
WIP -AM																				
SU '98	103	1623	.9	4.8	173	948	1.5	5.3	155	862	1.4	5.0	160	1107	1.4	6.1	36	477	.3	3.3
SP '98	103	1834	.9	4.7	193	1086	1.7	5.8	148	842	1.3	4.7	146	1129	1.3	5.5	42	571	.4	3.9
WI '98	147	2378	1.3	6.9	271	1377	2.4	8.0	186	1177	1.6	6.5	236	1554	2.1	9.2	59	797	.5	5.5
FA '97	159	2459	1.4	7.2	273	1501	2.4	8.1	224	1184	2.0	7.0	235	1605	2.1	8.6	54	749	.5	5.3
4-Book	128	2074	1.1	5.9	228	1228	2.0	6.8	178	1016	1.6	5.8	194	1349	1.7	7.4	48	649	.4	4.5
SU '97	158	2312	1.4	7.0	274	1528	2.4	8.2	224	1333	2.0	6.8	240	1654	2.1	8.9	54	653	.5	4.8

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH	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	
WYXR-FM																				
SU '98	65	1235	.6	3.0	78	474	.7	2.4	108	457	1.0	3.5	81	662	.7	3.1	19	410	.2	1.7
SP '98	62	1433	.5	2.8	51	475	.5	1.5	64	462	.6	2.0	97	706	.9	3.6	46	464	.4	4.3
WI '98	63	1505	.6	3.0	63	512	.6	1.9	77	633	.7	2.7	75	690	.7	2.9	48	513	.4	4.5
FA '97	46	1213	.4	2.1	59	498	.5	1.8	62	352	.5	1.9	71	531	.6	2.6	29	424	.3	2.8
4-Book	59	1347	.5	2.7	63	490	.6	1.9	78	476	.7	2.5	81	647	.7	3.1	36	453	.3	3.3
SU '97	61	1340	.5	2.7	58	392	.5	1.7	93	495	.8	2.8	67	660	.6	2.5	36	415	.3	3.2
WJBR-FM																				
SU '98	6	136	.1	.3	5	52	.1	.2	9	39	.1	.3	14	74	.1	.5	1	27	.1	.1
SP '98	9	150	.1	.4	10	49	.1	.3	16	47	.1	.5	10	75	.1	.4	6	56	.1	.6
WI '98	8	176	.1	.4	9	87	.1	.3	12	59	.1	.4	10	101	.1	.4	3	66	.1	.3
FA '97	11	195	.1	.5	17	94	.2	.5	19	54	.2	.6	17	112	.2	.6	3	38	.1	.3
4-Book	9	164	.1	.4	10	71	.1	.3	14	50	.1	.5	13	91	.1	.5	3	47	.1	.3
SU '97	7	151	.1	.3	7	59	.1	.2	8	53	.1	.2	8	59	.1	.3	6	51	.1	.5
WKXV-FM																				
SU '98	22	405	.2	1.0	22	128	.2	.7	34	138	.3	1.1	46	244	.4	1.7	12	100	.1	1.1
SP '98	21	406	.2	1.0	32	223	.3	1.0	36	175	.3	1.1	37	228	.3	1.4	4	59	.1	.4
WI '98	21	372	.2	1.0	18	133	.2	.5	26	139	.2	.9	44	226	.4	1.7	16	120	.1	1.5
FA '97	25	379	.2	1.1	33	163	.3	1.0	32	149	.3	1.0	45	245	.4	1.6	11	84	.1	1.1
4-Book	22	391	.2	1.0	26	162	.3	.8	32	150	.3	1.0	43	236	.4	1.6	11	91	.1	1.0
SU '97	18	354	.2	.8	11	107	.1	.3	39	169	.3	1.2	36	212	.3	1.3	6	94	.1	.5
+WLEV-FM																				
SU '98	4	86	.1	.2	5	32	.1	.2	8	14	.1	.3	6	28	.1	.2	1	36	.1	.1
SP '98	1	57	.1	.2	1	10	.1	.2	1	9	.1	.2	1	27	.1	.2	1	27	.1	.2
WI '98	7	96	.1	.3	6	41	.1	.2	8	35	.1	.3	11	43	.1	.4	5	43	.1	.5
FA '97	3	139	.1	.2	2	35	.1	.2	4	26	.1	.2	5	39	.1	.2	3	35	.1	.3
4-Book	4	95	.1	.2	3	30	.1	.2	5	21	.1	.2	6	34	.1	.2	2	29	.1	.2
SU '97	6	120	.1	.3	9	30	.1	.3	10	41	.1	.3	7	78	.1	.3	1	22	.1	.1
+WNJO-FM																				
SU '98	24	295	.2	1.1	32	107	.3	1.0	38	148	.3	1.2	28	187	.2	1.1	15	113	.1	1.4
SP '98	11	283	.1	.5	9	143	.1	.3	20	133	.2	.6	14	136	.1	.5	5	91	.1	.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	146	.1	.4	16	85	.1	.5	20	92	.2	.6	9	60	.1	.3	1	16	.1	.1
WPST-FM																				
SU '98	31	996	.3	1.4	32	307	.3	1.0	42	386	.4	1.4	38	540	.3	1.4	23	326	.2	2.1
SP '98	29	801	.3	1.3	44	403	.4	1.3	39	354	.3	1.2	47	393	.4	1.8	12	235	.1	1.1
WI '98	23	779	.2	1.1	22	322	.2	.6	35	305	.3	1.2	37	370	.3	1.4	10	202	.1	.9
FA '97	20	828	.2	.9	26	372	.2	.8	27	333	.2	.8	30	445	.3	1.1	15	271	.1	1.5
4-Book	26	851	.3	1.2	31	351	.3	.9	36	345	.3	1.2	38	437	.3	1.4	15	259	.1	1.4
SU '97	35	982	.3	1.5	29	266	.3	.9	55	322	.5	1.7	47	552	.4	1.7	17	288	.1	1.5
WRDR-FM																				
SU '98	1	35	.1	.2	1	8	.1	.2	1	9	.1	.2	1	28	.1	.2	1	9	.1	.2
SP '98	1	25	.1	.2	1	8	.1	.2	1	9	.1	.2	1	8	.1	.2	1	9	.1	.2
WI '98	8	111	.1	.4	4	70	.1	.2	13	72	.1	.5	10	70	.1	.4	2	27	.1	.2
FA '97	2	46	.1	.2	2	23	.1	.2	4	23	.1	.2	4	27	.1	.2	1	17	.1	.2
4-Book	3	54	.1	.2	2	25	.1	.2	5	28	.1	.2	4	33	.1	.2	1	13	.1	.2
SU '97	1	17	.1	.2	1	17	.1	.2	1	9	.1	.2	1	8	.1	.2	1	9	.1	.2
WSTV-FM																				
SU '98	8	273	.1	.4	11	105	.1	.3	10	56	.1	.3	11	118	.1	.4	9	113	.1	.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	8	406	.1	.4	6	109	.1	.2	14	147	.1	.5	13	182	.1	.5	6	101	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	11	407	.1	.5	10	98	.1	.3	13	147	.1	.4	17	184	.1	.6	6	93	.1	.5
TOTALS																				
SU '98	2144	10958	19.0		3238	9515	28.7		3077	8214	27.3		2643	9490	23.4		1086	6798	9.6	
SP '98	2199	10862	19.5		3338	9697	29.6		3174	8161	28.1		2665	9459	23.6		1078	6571	9.6	
WI '98	2129	10985	18.9		3398	9849	30.1		2855	8113	25.3		2579	9568	22.9		1066	6722	9.4	
FA '97	2213	10986	19.6		3361	9975	29.8		3193	8531	28.3		2728	9814	24.2		1025	6523	9.1	
4-Book	2171	10948	19.3		3334	9759	29.6		3075	8255	27.3		2654	9583	23.5		1064	6654	9.4	
SU '97	2271	11156	20.0		3338	9884	29.3		3274	8685	28.8		2710	9965	23.8		1122	6729	9.9	

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

Target Listener Estimates

		Men 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																						
SU '98		132	2490	1.2	4.4	46	1254	.4	3.4	130	600	1.2	10.3	57	305	.5	2.5	36	157	.3	2.2	
4-Book		143	2657	1.3	4.7	48	1230	.4	3.4	118	558	1.1	8.7	48	272	.4	2.1	35	178	.3	2.2	
WBEB-FM																						
SU '98		73	863	.6	2.4	36	462	.3	2.7	37	143	.3	2.9	84	188	.7	3.7	33	122	.3	2.0	
4-Book		105	1028	.9	3.4	45	611	.4	3.3	45	156	.4	3.3	90	260	.8	3.9	53	169	.5	3.2	
WDAS-AM																						
SU '98		7	73	.1	.2	5	75		.4	2	5		.2									
4-Book		9	88	.1	.3	10	114	.1	.7	5	14		.4	4	9		.2	1	2			
WDAS-FM																						
SU '98		181	1175	1.6	6.0	91	747	.8	6.8	75	187	.7	5.9	107	257	.9	4.8	104	256	.9	6.3	
4-Book		158	1133	1.4	5.2	93	772	.8	6.7	60	164	.6	4.4	114	278	1.0	4.9	103	255	.9	6.2	
WFIL-AM																						
SU '98		12	150	.1	.4	6	71	.1	.4	10	33	.1	.8	9	27	.1	.4	5	21			.3
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																						
SU '98		18	138	.2	.6	7	92	.1	.5					12	30	.1	.5	4	9			.2
4-Book		22	133	.2	.7	11	92	.1	.8	8	19	.1	.6	26	41	.2	1.1	13	34	.1	.8	
W100-FM																						
SU '98		94	1242	.8	3.1	45	740	.4	3.4	45	111	.4	3.6	78	303	.7	3.5	65	216	.6	3.9	
4-Book		99	1289	.9	3.3	61	862	.6	4.4	47	170	.4	3.5	100	373	.9	4.3	93	277	.8	5.6	
WIP -AM																						
SU '98		162	1523	1.4	5.4	44	632	.4	3.3	64	235	.6	5.1	94	268	.8	4.2	24	120	.2	1.5	
4-Book		198	1875	1.7	6.6	58	855	.5	4.1	66	260	.6	4.9	96	345	.9	4.1	63	221	.6	3.8	
WJJZ-FM																						
SU '98		106	986	.9	3.5	58	677	.5	4.3	63	197	.6	5.0	81	231	.7	3.6	90	228	.8	5.5	
4-Book		116	1010	1.0	3.8	64	757	.6	4.6	51	169	.5	3.8	107	284	1.0	4.7	87	255	.8	5.3	
WMGK-FM																						
SU '98		208	1761	1.8	6.9	93	1159	.8	7.0	84	242	.7	6.6	175	527	1.6	7.8	153	345	1.4	9.3	
4-Book		213	1864	1.9	7.1	93	1166	.8	6.7	100	315	.9	7.3	190	541	1.7	8.2	131	397	1.2	8.0	
WMMR-FM																						
SU '98		253	2296	2.2	8.5	90	1277	.8	6.7	71	303	.6	5.6	187	533	1.7	8.3	108	422	1.0	6.6	
4-Book		215	2171	1.9	7.1	90	1283	.8	6.5	97	335	.9	7.1	183	604	1.6	7.9	99	398	.9	6.1	
WNAP-AM																						
SU '98		* 6	39	.1	.2	* 6	41	.1	.4	* 4	9		.3	8	15	.1	.4	13	15	.1	.8	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																						
SU '98		134	1315	1.2	4.5	62	866	.5	4.6	36	136	.3	2.8	89	241	.8	4.0	97	277	.9	5.9	
4-Book		134	1251	1.2	4.4	64	786	.6	4.6	50	188	.5	3.7	104	281	.9	4.5	78	254	.7	4.7	
WPEN-AM																						
SU '98		3	95		.1	4	39		.3	2	9		.2									
4-Book		5	100	.1	.2	4	67		.3	4	18		.3	2	11		.1	1	12			.1
WPHI-FM																						
SU '98		81	904	.7	2.7	41	567	.4	3.1	17	87	.2	1.3	75	283	.7	3.3	73	225	.6	4.4	
4-Book		82	1015	.7	2.7	52	663	.5	3.7	33	101	.3	2.4	81	279	.7	3.5	73	232	.7	4.4	
WPHT-AM																						
SU '98		26	327	.2	.9	21	290	.2	1.6	16	29	.1	1.3	29	56	.3	1.3	25	73	.2	1.5	
4-Book		19	302	.2	.7	13	219	.1	1.0	8	26	.1	.6	16	40	.2	.7	12	37	.1	.7	
WPLY-FM																						
SU '98		88	1335	.8	2.9	45	789	.4	3.4	42	168	.4	3.3	75	331	.7	3.3	70	217	.6	4.3	
4-Book		85	1431	.8	2.8	44	858	.4	3.2	39	169	.4	2.9	85	361	.8	3.7	59	238	.5	3.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WURD-AM																				
SU '98	11	74	.1	.4	4	48	.1	.3					12	26	.1	.5				
4-Book	16	123	.2	.5	8	84	.1	.6	14	33	.1	1.0	21	49	.2	.9	3	10		.1
WUSL-FM																				
SU '98	111	1315	1.0	3.7	77	865	.7	5.8	49	146	.4	3.9	106	375	.9	4.7	90	286	.8	5.5
4-Book	115	1322	1.0	3.8	86	961	.8	6.2	64	198	.6	4.7	130	389	1.1	5.6	117	314	1.0	7.1
WWDB-FM																				
SU '98	70	803	.6	2.3	39	413	.3	2.9	18	48	.2	1.4	35	86	.3	1.6	5	16		.3
4-Book	69	707	.6	2.3	35	374	.3	2.5	43	104	.4	3.1	30	87	.3	1.3	16	37	.1	1.0
WWJZ-AM																				
SU '98	3	17		.1	3	15		.2	5	8		.4	4	15		.2	3	7		.2
4-Book	1	17		.1	1	9		.1	1	2		.1	1	4		.1	1	2		.1
WXTU-FM																				
SU '98	122	875	1.1	4.1	71	657	.6	5.3	72	246	.6	5.7	151	397	1.3	6.7	102	279	.9	6.2
4-Book	107	831	1.0	3.5	54	586	.5	3.9	55	187	.5	4.1	103	289	.9	4.5	79	205	.7	4.8
+WXXM-FM																				
SU '98	77	1182	.7	2.6	41	773	.4	3.1	29	152	.3	2.3	70	333	.6	3.1	59	213	.5	3.6
4-Book	79	1139	.7	2.6	43	708	.4	3.1	37	147	.4	2.7	85	314	.8	3.7	63	239	.6	3.8
WYSP-FM																				
SU '98	433	3417	3.8	14.5	81	1161	.7	6.1	80	288	.7	6.3	164	493	1.5	7.3	89	312	.8	5.4
4-Book	450	3420	4.0	14.9	100	1500	.9	7.1	86	314	.8	6.3	155	547	1.4	6.7	101	374	.9	6.1
WYXR-FM																				
SU '98	90	903	.8	3.0	53	639	.5	4.0	39	151	.3	3.1	135	322	1.2	6.0	88	226	.8	5.3
4-Book	74	933	.7	2.5	49	711	.4	3.5	37	153	.3	2.8	98	303	.9	4.2	70	215	.6	4.2
WJBR-FM																				
SU '98	9	84	.1	.3	1	43		.1	1	9		.1	2	13		.1	2	11		.1
4-Book	13	122	.1	.4	4	74		.3	2	13		.2	6	27	.1	.3	4	16		.3
WKXV-FM																				
SU '98	34	336	.3	1.1	8	109	.1	.6	4	30		.3	10	30	.1	.4	4	19		.2
4-Book	34	338	.3	1.1	9	130	.1	.6	11	47	.1	.8	16	41	.2	.7	10	26	.1	.7
+WLEV-FM																				
SU '98	6	59	.1	.2	1	18		.1		8			4	18		.2	3	10		.2
4-Book	5	62	.1	.2	4	44		.3	1	6		.1	7	17	.1	.3	4	17		.3
+WNJO-FM																				
SU '98	33	235	.3	1.1	13	159	.1	1.0	7	26	.1	.6	24	92	.2	1.1	15	53	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	37	758	.3	1.2	25	502	.2	1.9	11	56	.1	.9	35	182	.3	1.6	46	164	.4	2.8
4-Book	35	676	.3	1.2	17	379	.1	1.2	11	56	.1	.8	32	152	.3	1.4	31	121	.3	1.9
WRDR-FM																				
SU '98	1	28			1	8		.1									2	8		.1
4-Book	4	49		.1	3	28		.2		2			5	14		.2	4	13		.3
WSTW-FM																				
SU '98	11	179	.1	.4	4	83		.3	11	20	.1	.9	4	46		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2993	10801	26.5		1338	8720	11.9		1267	3578	11.2		2247	5347	19.9		1646	3952	14.6	
4-Book	3025	10812	26.8		1394	8916	12.4		1360	3792	12.1		2315	5514	20.5		1651	4161	14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 SU '98 4-Book	13 19	118 123	.1 .2	1.2 1.7	81 93	427 435	.7 .8	9.0 9.8	29 40	206 246	.3 .4	1.9 2.5	13 28	124 151	.1 .3	1.1 2.2	23 20	217 158	.2 .2
WBEB-FM SU '98 4-Book	21 28	68 118	.2 .3	2.0 2.6	14 30	59 100	.1 .3	1.6 3.2	30 45	101 172	.3 .4	2.0 2.8	39 38	120 136	.3 .3	3.2 2.9	25 30	112 110	.2 .3	3.2 3.6
WDAS-AM SU '98 4-Book	3 1	8 2	.3 .1		19 37	55 82	.2 .4	2.1 3.9	12 21	39 60	.1 .2	.8 1.3	6 9	12 20	.1 .1	.5 .7	2 4	12 14		.3 .5
WDAS-FM SU '98 4-Book	52 78	175 208	.5 .7	5.0 7.1	40 51	82 118	.4 .5	4.5 5.3	73 76	163 202	.6 .7	4.9 4.8	75 83	143 168	.7 .7	6.1 6.4	192 168	316 285	1.7 1.5	24.4 20.3
WFIL-AM SU '98 4-Book	5 **	16 **	.5 **	.5 **	3 **	16 **	.3 **	.3 **	3 **	6 **	.2 **	.2 **	6 **	16 **	.1 **	.5 **	4 **	21 **	.5 **	.5 **
WHAT-AM SU '98 4-Book	3 4	9 11	.3 .4		21 14	44 33	.2 .1	2.3 1.5	11 14	25 38	.1 .2	.7 .9	2 7	8 17	.2 .1	.2 .5	2 1	9 2	.3 .1	
W100-FM SU '98 4-Book	37 73	169 245	.3 .6	3.5 6.6	18 19	82 70	.2 .2	2.0 2.0	37 50	125 209	.3 .4	2.5 3.2	43 50	221 177	.4 .5	3.5 3.9	31 51	150 179	.3 .5	3.9 6.2
WIP -AM SU '98 4-Book	14 24	80 86	.1 .2	1.3 2.2	40 48	140 163	.4 .5	4.5 5.0	52 72	195 258	.5 .7	3.5 4.4	43 68	157 203	.4 .6	3.5 5.2	18 27	69 113	.2 .2	2.3 3.3
WJZ-FM SU '98 4-Book	57 60	165 187	.5 .6	5.4 5.5	44 37	109 127	.4 .4	4.9 3.9	54 66	174 219	.5 .6	3.6 4.2	43 58	111 155	.4 .5	3.5 4.5	31 44	99 132	.3 .4	3.9 5.4
WMGK-FM SU '98 4-Book	66 59	235 222	.6 .5	6.3 5.4	29 32	132 125	.3 .3	3.2 3.4	99 93	332 339	.9 .9	6.6 5.9	89 92	245 274	.8 .8	7.2 7.1	47 44	151 162	.4 .4	6.0 5.4
WMMR-FM SU '98 4-Book	52 54	225 203	.5 .5	5.0 4.9	35 54	105 174	.3 .5	3.9 5.7	98 104	380 391	.9 .9	6.5 6.6	124 85	370 271	1.1 .8	10.0 6.6	42 39	199 160	.4 .4	5.3 4.8
WNAP-AM SU '98 4-Book	** **	** **	** **	** **	* 15 **	26 **	.1 **	1.7 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WUGL-FM SU '98 4-Book	51 52	155 143	.5 .5	4.9 4.7	72 69	218 211	.6 .6	8.0 7.2	60 62	211 228	.5 .5	4.0 3.9	75 61	231 184	.7 .6	6.1 4.8	21 34	88 100	.2 .3	2.7 4.1
WPEN-AM SU '98 4-Book	3 1	10 3	.3 .1		6 6	30 31	.1 .1	.7 .7	8 8	20 22	.1 .1	.5 .5	7 3	9 9	.1 .3	.6 .3	5 5	20 13	.6 .6	
WPHI-FM SU '98 4-Book	52 76	194 226	.5 .7	5.0 7.0	9 21	28 75	.1 .2	1.0 2.1	30 39	136 156	.3 .4	2.0 2.4	43 52	145 162	.4 .5	3.5 4.0	26 35	135 144	.2 .3	3.3 4.4
WPHT-AM SU '98 4-Book	12 14	66 51	.1 .1	1.1 1.2	26 14	58 42	.2 .1	2.9 1.4	23 21	115 85	.2 .2	1.5 1.3	32 13	135 55	.3 .1	2.6 1.1	9 9	35 27	.1 .1	1.1 1.1
WPLY-FM SU '98 4-Book	57 42	249 181	.5 .4	5.4 3.9	20 19	93 87	.2 .2	2.2 2.0	44 49	232 247	.4 .4	2.9 3.1	35 40	127 177	.3 .3	2.8 3.0	17 18	129 125	.2 .2	2.2 2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
SU '98				2	9		.2	12	31	.1	.8	5	22		.4					
4-Book	1			5	16		.5	17	42	.2	1.1	7	20	.1	.5					
WUSL-FM																				
SU '98	77	222	.7	7.3	75	167	.7	8.4	100	324	.9	6.7	61	215	.5	4.9	49	188	.4	6.2
4-Book	103	287	.9	9.4	67	181	.6	7.1	86	285	.8	5.4	67	208	.6	5.2	50	135	.4	6.2
WWDB-FM																				
SU '98	40	104	.4	3.8	45	149	.4	5.0	135	277	1.2	9.0	12	37	.1	1.0	9	35	.1	1.1
4-Book	25	64	.2	2.3	29	98	.3	3.1	96	204	.9	6.2	17	47	.2	1.4	13	44	.1	1.5
WWJZ-AM																				
SU '98				7	8	.1	.8	2	8		.1	5	8		.4	1	8		.1	
4-Book	1	1		2	2		.2	1	2			3	6		.2		2			
WXTU-FM																				
SU '98	49	168	.4	4.7	34	85	.3	3.8	79	272	.7	5.3	50	163	.4	4.0	26	103	.2	3.3
4-Book	34	136	.3	3.1	30	108	.3	3.2	69	205	.6	4.4	46	137	.4	3.5	20	81	.2	2.4
+WXXM-FM																				
SU '98	28	133	.2	2.7	14	68	.1	1.6	65	213	.6	4.3	39	102	.3	3.2	21	155	.2	2.7
4-Book	32	153	.3	3.0	14	58	.1	1.5	47	169	.4	3.1	39	149	.3	3.1	24	125	.2	2.9
WYSP-FM																				
SU '98	49	196	.4	4.7	16	64	.1	1.8	104	408	.9	6.9	92	296	.8	7.4	46	195	.4	5.8
4-Book	54	212	.5	4.9	28	105	.2	2.9	179	662	1.6	10.4	150	508	1.3	11.2	39	171	.3	4.9
WYXR-FM																				
SU '98	27	149	.2	2.6	28	103	.2	3.1	50	155	.4	3.3	44	137	.4	3.6	12	51	.1	1.5
4-Book	36	164	.3	3.3	25	101	.2	2.6	53	182	.5	3.4	42	132	.4	3.3	24	106	.2	2.9
WJBR-FM																				
SU '98				3	19		.3	4	9		.3				.2		1	11		.1
4-Book	2	6		5	24		.5	6	20		.4	3	13				1	11		.1
WKXV-FM																				
SU '98	3	11		6	10	.1	.7	7	30	.1	.5	16	30	.1	1.3	17	30	.2	2.2	
4-Book	6	17		7	20	.1	.8	8	40	.1	.6	10	30	.1	.8	6	14	.1	.7	
+WLEV-FM																				
SU '98	2	8			8															
4-Book	5	11	.1	.5	4	11		.4	1	9		.1	3	16		.2	4	12		.5
+WNJO-FM																				
SU '98	21	70	.2	2.0	5	17		.6	11	39	.1	.7	7	29	.1	.6	6	17	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	33	170	.3	3.1	4	9		.4	26	143	.2	1.7	23	85	.2	1.9	18	81	.2	2.3
4-Book	13	73	.1	1.2	4	11		.4	19	104	.2	1.2	15	77	.1	1.2	10	52	.1	1.2
WRDR-FM																				
SU '98	8	8	.1	.8																
4-Book	6	13	.1	.6		2			3	10		.2	3	11		.3	1	4		.2
WSTV-FM																				
SU '98	1	11		.1	6	28	.1	.7	2	20		.1	8	10	.1	.6	2	9		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	1048	3007	9.3		896	2555	7.9		1501	4079	13.3		1235	3216	10.9		788	2487	7.0	
4-Book	1090	3043	9.7		950	2806	8.4		1598	4396	14.2		1296	3360	11.5		818	2388	7.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	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																				
SU '98	85	2610	.9	4.8	201	1733	2.2	7.3	78	814	.9	3.1	116	1356	1.3	5.4	33	518	.4	3.9
SP '98	89	2617	1.0	4.9	241	1817	2.6	8.3	70	877	.8	2.6	131	1386	1.4	5.9	30	630	.3	3.7
WI '98	101	2836	1.1	5.7	286	2003	3.1	9.7	91	926	1.0	3.8	110	1351	1.2	5.1	33	602	.4	4.1
FA '97	79	2565	.9	4.3	191	1687	2.1	6.5	69	900	.8	2.5	101	1254	1.1	4.4	32	528	.3	4.2
4-Book	89	2657	1.0	4.9	230	1810	2.5	8.0	77	879	.9	3.0	115	1337	1.3	5.2	32	570	.4	4.0
SU '97	79	2682	.9	4.2	205	1779	2.2	7.3	67	837	.7	2.5	83	1324	.9	3.7	30	563	.3	3.7
WBEB-FM																				
SU '98	48	929	.5	2.7	67	489	.7	2.4	74	417	.8	3.0	55	423	.6	2.6	28	300	.3	3.3
SP '98	83	1190	.9	4.5	112	584	1.2	3.9	163	511	1.8	6.0	115	775	1.3	5.2	25	332	.3	3.1
WI '98	45	1093	.5	2.5	84	512	.9	2.8	58	384	.6	2.4	45	539	.5	2.1	23	312	.3	2.9
FA '97	65	1133	.7	3.5	85	631	.9	2.9	96	407	1.0	3.5	80	531	.9	3.5	25	317	.3	3.3
4-Book	60	1086	.7	3.3	87	554	.9	3.0	98	430	1.1	3.7	74	567	.8	3.4	25	315	.3	3.2
SU '97	66	991	.7	3.5	87	470	.9	3.1	117	496	1.3	4.3	59	478	.6	2.6	17	287	.2	2.1
WDAS-AM																				
SU '98	5	90	.1	.3	11	59	.1	.4	5	32	.1	.2	6	31	.1	.3	1	22	.1	.1
SP '98	9	165	.1	.5	16	57	.2	.6	10	19	.1	.4	8	36	.1	.4	1	19	.1	.1
WI '98	8	177	.1	.5	16	74	.2	.5	1	15	.1	.2	9	51	.1	.4	4	28	.5	.5
FA '97	6	121	.1	.3	10	51	.1	.3	5	18	.1	.2	6	41	.1	.3	4	28	.5	.5
4-Book	7	138	.1	.4	13	60	.2	.5	5	21	.1	.2	7	40	.1	.4	3	24	.3	.3
SU '97	4	82	.2	.2	4	25	.1	.1	2	8	.1	.1	3	17	.1	.1	2	17	.2	.2
WDAS-FM																				
SU '98	132	1216	1.4	7.5	203	747	2.2	7.4	167	657	1.8	6.7	144	671	1.6	6.7	93	539	1.0	10.9
SP '98	108	1191	1.2	5.9	157	661	1.7	5.4	91	572	1.0	3.4	107	591	1.2	4.8	94	549	1.0	11.7
WI '98	116	1149	1.3	6.5	162	707	1.8	5.5	135	616	1.5	5.6	135	640	1.5	6.3	96	517	1.0	12.0
FA '97	95	1056	1.0	5.1	145	623	1.6	4.9	124	564	1.4	4.5	114	650	1.2	5.0	61	484	.7	8.1
4-Book	113	1153	1.2	6.3	167	685	1.8	5.8	129	602	1.4	5.1	125	638	1.4	5.7	86	522	.9	10.7
SU '97	97	1083	1.1	5.2	114	536	1.2	4.0	124	558	1.3	4.6	101	534	1.1	4.5	80	489	.9	9.8
WFIL-AM																				
SU '98	9	172	.1	.5	24	110	.3	.9	1	21	.1	.2	15	80	.2	.7	4	26	.1	.5
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	4	158	.2	.2	9	60	.1	.3	5	31	.1	.2	3	39	.1	.1	5	84	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	12	160	.1	.7	24	85	.3	.9	24	111	.3	1.0	6	31	.1	.3	4	46	.5	.5
SP '98	16	120	.2	.9	22	66	.2	.8	28	77	.3	1.0	18	55	.2	.8	4	31	.5	.5
WI '98	16	187	.2	.9	16	98	.2	.5	33	84	.4	1.4	17	82	.2	.8	4	34	.5	.5
FA '97	15	171	.2	.8	19	91	.2	.6	24	97	.3	.9	22	72	.2	1.0	3	35	.4	.4
4-Book	15	160	.2	.8	20	85	.2	.7	27	92	.3	1.1	16	60	.2	.7	4	37	.5	.5
SU '97	10	96	.1	.5	9	42	.1	.3	14	51	.2	.5	16	61	.2	.7	7	35	.1	.9
WIOQ-FM																				
SU '98	47	1040	.5	2.7	54	334	.6	2.0	68	382	.7	2.7	63	551	.7	2.9	31	420	.3	3.6
SP '98	62	1050	.7	3.4	53	448	.6	1.8	95	423	1.0	3.5	74	491	.8	3.3	47	261	.5	5.9
WI '98	51	1160	.6	2.9	66	521	.7	2.2	68	509	.7	2.8	56	583	.6	2.6	26	448	.3	3.2
FA '97	51	1060	.6	2.8	68	425	.7	2.3	89	610	1.0	3.2	51	510	.6	2.2	22	281	.2	2.9
4-Book	53	1078	.6	3.0	60	432	.7	2.1	80	481	.9	3.1	61	534	.7	2.8	32	353	.3	3.9
SU '97	60	1277	.7	3.2	70	443	.8	2.5	92	607	1.0	3.4	66	582	.7	2.9	26	422	.3	3.2
WIP -AM																				
SU '98	94	1449	1.0	5.3	158	863	1.7	5.8	142	765	1.6	5.7	142	992	1.6	6.6	32	426	.3	3.8
SP '98	92	1613	1.0	5.0	165	946	1.8	5.7	140	787	1.5	5.2	133	1008	1.5	6.0	32	516	.3	4.0
WI '98	136	2188	1.5	7.7	250	1268	2.7	8.5	178	1092	1.9	7.4	216	1430	2.4	10.1	53	703	.6	6.6
FA '97	139	2115	1.5	7.5	251	1291	2.7	8.5	199	997	2.2	7.3	202	1350	2.2	8.8	47	629	.5	6.2
4-Book	115	1841	1.3	6.4	206	1092	2.2	7.1	165	910	1.8	6.4	173	1195	1.9	7.9	41	569	.4	5.2
SU '97	139	2001	1.5	7.4	233	1337	2.5	8.2	196	1150	2.1	7.3	219	1502	2.4	9.8	48	580	.5	5.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-49

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WJJZ-FM																				
SU '98	81	1161	.9	4.6	74	535	.8	2.7	131	548	1.4	5.3	106	718	1.2	4.9	57	393	.6	6.7
SP '98	88	1265	1.0	4.8	90	558	1.0	3.1	132	552	1.4	4.9	103	666	1.1	4.6	53	528	.6	6.6
WI '98	86	1103	.9	4.8	91	493	1.0	3.1	120	437	1.3	5.0	120	669	1.3	5.6	56	415	.6	7.0
FA '97	89	1210	1.0	4.8	90	543	1.0	3.1	131	558	1.4	4.8	128	831	1.4	5.6	62	541	.7	8.2
4-Book	86	1185	1.0	4.8	86	532	1.0	3.0	129	524	1.4	5.0	114	721	1.3	5.2	57	469	.6	7.1
SU '97	118	1328	1.3	6.3	136	687	1.5	4.8	171	684	1.9	6.4	139	789	1.5	6.2	75	581	.8	9.2
WMCK-FM																				
SU '98	128	1807	1.4	7.3	134	868	1.5	4.9	240	927	2.6	9.7	163	1141	1.8	7.6	53	472	.6	6.2
SP '98	129	1800	1.4	7.0	152	888	1.7	5.3	243	904	2.7	9.0	163	1120	1.8	7.3	41	567	.4	5.1
WI '98	122	2025	1.3	6.9	137	865	1.5	4.6	197	916	2.2	8.2	164	1307	1.8	7.7	53	685	.6	6.6
FA '97	142	2029	1.6	7.7	169	1031	1.8	5.7	265	1051	2.9	9.7	194	1250	2.1	8.5	50	651	.5	6.6
4-Book	130	1915	1.4	7.2	148	913	1.6	5.1	236	950	2.6	9.2	171	1205	1.9	7.8	49	594	.5	6.1
SU '97	142	2189	1.5	7.6	168	1014	1.8	5.9	244	1184	2.6	9.1	203	1367	2.2	9.1	47	665	.5	5.8
WMMR-FM																				
SU '98	135	2172	1.5	7.7	170	1035	1.9	6.2	234	1003	2.6	9.4	178	1256	1.9	8.3	58	709	.6	6.8
SP '98	135	1925	1.5	7.4	207	827	2.3	7.2	231	1086	2.5	8.6	157	1146	1.7	7.0	46	477	.5	5.7
WI '98	108	1897	1.2	6.1	159	840	1.7	5.4	185	860	2.0	7.7	121	1162	1.3	5.6	30	512	.3	3.7
FA '97	121	2222	1.3	6.5	169	1221	1.8	5.7	201	1125	2.2	7.3	160	1361	1.7	7.0	45	560	.5	6.0
4-Book	125	2054	1.4	6.9	176	981	1.9	6.1	213	1019	2.3	8.3	154	1231	1.7	7.0	45	565	.5	5.6
SU '97	153	2168	1.7	8.2	209	1092	2.3	7.4	272	1177	2.9	10.1	189	1299	2.0	8.4	50	650	.5	6.1
WNAP-AM																				
SU '98	* 6	55	.1	.3	* 5	26	.1	.2	9	26	.1	.4	4	22	.2	.2				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	1	34	.1	.1	1	17	.1	.1	1	10	.1	.1	2	26	.1	.1	**	**	**	**
WOGL-FM																				
SU '98	81	1500	.9	4.6	116	663	1.3	4.2	113	610	1.2	4.5	106	790	1.2	4.9	36	421	.4	4.2
SP '98	101	1506	1.1	5.5	116	712	1.3	4.0	173	636	1.9	6.4	132	850	1.4	5.9	37	467	.4	4.6
WI '98	74	1259	.8	4.2	100	605	1.1	3.4	107	452	1.2	4.5	94	757	1.0	4.4	28	384	.3	3.5
FA '97	84	1332	.9	4.5	115	569	1.3	3.9	156	603	1.7	5.7	102	710	1.1	4.4	22	366	.2	2.9
4-Book	85	1399	.9	4.7	112	637	1.3	3.9	137	575	1.5	5.3	109	777	1.2	4.9	31	410	.3	3.8
SU '97	92	1640	1.0	4.9	114	767	1.2	4.0	133	842	1.4	4.9	114	1025	1.2	5.1	42	486	.5	5.1
WPEN-AM																				
SU '98	3	106	.2	.2	2	28	.1	.1	1	41	.1	.1	6	26	.1	.3	1	18	.1	.1
SP '98	3	84	.2	.2	4	46	.1	.1	4	28	.1	.1	2	27	.1	.1				
WI '98	6	194	.1	.3	11	86	.1	.4	5	75	.1	.2	7	82	.1	.3	5	40	.1	.6
FA '97	5	135	.1	.3	4	43	.1	.1	11	41	.1	.4	6	58	.1	.3	1	18	.1	.1
4-Book	4	130	.1	.3	5	51	.2	.2	5	46	.1	.2	5	48	.1	.3	2	19	.2	.2
SU '97	9	129	.1	.5	15	56	.2	.5	5	47	.1	.2	7	66	.1	.3	7	25	.1	.9
WPHI-FM																				
SU '98	29	462	.3	1.6	15	170	.2	.5	38	248	.4	1.5	41	294	.4	1.9	32	258	.3	3.8
SP '98	36	554	.4	2.0	34	256	.4	1.2	33	273	.4	1.2	59	380	.6	2.6	42	242	.5	5.2
WI '98	32	697	.3	1.8	35	282	.4	1.2	32	296	.3	1.3	49	366	.5	2.3	22	241	.2	2.7
FA '97	39	621	.4	2.1	39	289	.4	1.3	43	317	.5	1.6	47	354	.5	2.0	40	325	.4	5.3
4-Book	34	584	.4	1.9	31	249	.4	1.1	37	284	.4	1.4	49	349	.5	2.2	34	267	.4	4.3
SU '97	64	791	.7	3.4	70	420	.8	2.5	97	417	1.1	3.6	89	542	1.0	4.0	43	355	.5	5.3
WPHT-AM																				
SU '98	23	607	.3	1.3	34	162	.4	1.2	16	125	.2	.6	30	214	.3	1.4	19	321	.2	2.2
SP '98	21	632	.2	1.1	26	133	.3	.9	18	196	.2	.7	16	227	.2	.7	34	336	.4	4.2
WI '98	16	434	.2	.9	34	185	.4	1.2	13	161	.1	.5	14	162	.2	.7	12	104	.1	1.5
FA '97	7	342	.1	.4	13	111	.1	.4	9	53	.1	.3	6	70	.1	.3	2	65	.1	.3
4-Book	17	504	.2	.9	27	148	.3	.9	14	134	.2	.5	17	168	.2	.8	17	207	.2	2.1
SU '97	13	480	.1	.7	17	114	.2	.6	7	124	.1	.3	11	146	.1	.5	20	237	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '98	46	1123	.5	2.6	57	457	.6	2.1	61	384	.7	2.5	71	580	.8	3.3	20	305	.2	2.3
SP '98	37	1026	.4	2.0	49	435	.5	1.7	68	416	.7	2.5	56	462	.6	2.5	8	261	.1	1.0
WI '98	35	1115	.4	2.0	69	514	.8	2.3	29	356	.3	1.2	44	461	.5	2.1	16	346	.2	2.0
FA '97	44	1213	.5	2.4	54	531	.6	1.8	53	509	.6	1.9	55	617	.6	2.4	33	380	.4	4.4
4-Book	41	1119	.5	2.3	57	484	.6	2.0	53	416	.6	2.0	57	530	.6	2.6	19	323	.2	2.4
SU '97	64	1327	.7	3.4	107	597	1.2	3.8	91	525	1.0	3.4	70	805	.8	3.1	30	476	.3	3.7
WURD-AM																				
SU '98	7	67	.1	.4	3	50	.1	.1	16	67	.2	.6	9	41	.1	.4	1	16	.1	.1
SP '98	12	114	.1	.7	15	78	.2	.5	21	77	.2	.8	15	55	.2	.7	1	15	.1	.1
WI '98	8	108	.1	.5	13	46	.1	.4	12	88	.1	.5	11	54	.1	.5	1	8	.1	.1
FA '97	11	127	.1	.6	32	98	.3	1.1	9	88	.1	.3	7	60	.1	.3	3	21	.1	.4
4-Book	10	104	.1	.6	16	68	.2	.5	15	80	.2	.6	11	53	.1	.5	2	15	.2	.2
SU '97	4	93	.2	.2	8	43	.1	.3	4	40	.1	.1	5	56	.1	.2	1	9	.1	.1
WUSL-FM																				
SU '98	50	915	.5	2.8	57	363	.6	2.1	67	434	.7	2.7	61	499	.7	2.8	36	414	.4	4.2
SP '98	70	877	.8	3.8	80	418	.9	2.8	91	471	1.0	3.4	78	504	.9	3.5	49	271	.5	6.1
WI '98	53	945	.6	3.0	58	387	.6	2.0	63	504	.7	2.6	64	460	.7	3.0	41	298	.4	5.1
FA '97	69	957	.8	3.7	74	460	.8	2.5	88	563	1.0	3.2	85	559	.9	3.7	48	345	.5	6.3
4-Book	61	924	.7	3.3	67	407	.7	2.4	77	493	.9	3.0	72	506	.8	3.3	44	332	.5	5.4
SU '97	56	907	.6	3.0	56	485	.6	2.0	95	550	1.0	3.5	56	460	.6	2.5	35	318	.4	4.3
WVDB-FM																				
SU '98	47	968	.5	2.7	33	303	.4	1.2	85	438	.9	3.4	71	439	.8	3.3	14	156	.2	1.6
SP '98	46	790	.5	2.5	43	257	.5	1.5	79	365	.9	2.9	56	350	.6	2.5	33	215	.4	4.1
WI '98	63	992	.7	3.5	45	311	.5	1.5	118	515	1.3	4.9	70	436	.8	3.3	31	207	.3	3.9
FA '97	36	715	.4	1.9	48	205	.5	1.6	79	339	.9	2.9	41	328	.4	1.8	9	165	.1	1.2
4-Book	48	866	.5	2.7	42	269	.5	1.5	90	414	1.0	3.5	60	388	.7	2.7	22	186	.3	2.7
SU '97	54	1014	.6	2.9	46	316	.5	1.6	100	409	1.1	3.7	75	422	.8	3.3	15	213	.2	1.8
WVJZ-AM																				
SU '98	3	43	.2	.2	7	8	.1	.3	2	8	.1	.1	2	17	.1	.1	3	27	.1	.4
SP '98	1	37	.1	.1	2	10	.1	.1	1	28	.1	.1								
WI '98		6																		
FA '97		19			1	11								8						
4-Book	1	26	.1	.1	3	7	.1	.1	1	9	.1	.1	1	6	.1	.1	1	7	.1	.1
SU '97	1	34	.1	.1	2	9	.1	.1	1	8	.1	.1	4	34	.2	.2				
WXTU-FM																				
SU '98	76	910	.8	4.3	114	559	1.2	4.2	106	461	1.2	4.3	89	583	1.0	4.1	23	400	.3	2.7
SP '98	75	876	.8	4.1	98	492	1.1	3.4	136	473	1.5	5.0	99	544	1.1	4.4	26	309	.3	3.2
WI '98	69	877	.8	3.9	80	482	.9	2.7	96	461	1.0	4.0	105	539	1.1	4.9	32	238	.3	4.0
FA '97	59	875	.6	3.2	84	446	.9	2.9	76	428	.8	2.8	77	551	.8	3.4	26	308	.3	3.4
4-Book	70	885	.8	3.9	94	495	1.0	3.3	104	456	1.1	4.0	93	554	1.0	4.2	27	314	.3	3.3
SU '97	76	937	.8	4.1	93	502	1.0	3.3	111	420	1.2	4.1	101	571	1.1	4.5	31	244	.3	3.8
+WXXM-FM																				
SU '98	44	1142	.5	2.5	57	586	.6	2.1	51	356	.6	2.1	62	594	.7	2.9	31	383	.3	3.6
SP '98	54	1107	.6	2.9	77	570	.8	2.7	90	414	1.0	3.3	73	609	.8	3.3	13	278	.1	1.6
WI '98	44	995	.5	2.5	51	438	.6	1.7	66	385	.7	2.8	55	573	.6	2.6	25	361	.3	3.1
FA '97	36	740	.4	1.9	21	264	.2	.7	57	317	.6	2.1	63	438	.7	2.7	15	222	.2	2.0
4-Book	45	996	.5	2.5	52	465	.6	1.8	66	368	.7	2.6	63	554	.7	2.9	21	311	.2	2.6
SU '97	27	559	.3	1.4	31	245	.3	1.1	38	180	.4	1.4	33	311	.4	1.5	18	146	.2	2.2
WYSP-FM																				
SU '98	191	2786	2.1	10.8	662	2131	7.2	24.1	223	1412	2.4	9.0	114	937	1.2	5.3	44	593	.5	5.2
SP '98	203	2841	2.2	11.1	617	2093	6.7	21.4	282	1418	3.1	10.4	154	1168	1.7	6.9	38	462	.4	4.7
WI '98	205	2914	2.2	11.5	703	2214	7.7	23.8	254	1425	2.8	10.6	131	1116	1.4	6.1	34	514	.4	4.2
FA '97	256	3439	2.8	13.8	736	2266	8.0	25.0	350	1694	3.8	12.8	180	1169	2.0	7.8	38	581	.4	5.0
4-Book	214	2995	2.3	11.8	680	2176	7.4	23.6	277	1487	3.0	10.7	145	1098	1.6	6.5	39	538	.4	4.8
SU '97	199	3034	2.2	10.7	605	1989	6.6	21.4	221	1402	2.4	8.2	153	1172	1.7	6.8	53	653	.6	6.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
WYXR-FM																				
SU '98	56	1020	.6	3.2	65	405	.7	2.4	90	359	1.0	3.6	73	572	.8	3.4	14	325	.2	1.6
SP '98	44	1108	.5	2.4	44	370	.5	1.5	51	382	.6	1.9	66	614	.7	3.0	20	331	.2	2.5
WI '98	56	1253	.6	3.2	61	486	.7	2.1	71	518	.8	3.0	71	628	.8	3.3	34	376	.4	4.2
FA '97	41	951	.4	2.2	55	404	.6	1.9	60	296	.7	2.2	66	455	.7	2.9	21	316	.2	2.8
4-Book	49	1083	.5	2.8	56	416	.6	2.0	68	389	.8	2.7	69	567	.8	3.2	22	337	.3	2.8
SU '97	50	1070	.5	2.7	53	347	.6	1.9	82	397	.9	3.0	52	538	.6	2.3	25	311	.3	3.1
WJBR-FM																				
SU '98	5	127	.1	.3	5	52	.1	.2	9	39	.1	.4	14	74	.2	.6	1	18	.1	.1
SP '98	7	122	.1	.4	10	49	.1	.3	16	47	.2	.6	7	55	.1	.3	1	36	.1	.1
WI '98	7	135	.1	.4	9	70	.1	.3	11	35	.1	.5	9	76	.1	.4	3	59	.4	.4
FA '97	10	168	.1	.5	17	85	.2	.6	19	45	.2	.7	14	93	.2	.6	2	28	.2	.3
4-Book	7	138	.1	.4	10	64	.1	.4	14	42	.2	.6	11	75	.2	.5	2	35	.2	.2
SU '97	7	144	.1	.4	7	59	.1	.2	8	45	.1	.3	8	59	.1	.4	6	51	.1	.7
WKXW-FM																				
SU '98	20	366	.2	1.1	22	128	.2	.8	28	114	.3	1.1	42	219	.5	1.9	11	75	.1	1.3
SP '98	20	395	.2	1.1	32	212	.3	1.1	34	165	.4	1.3	34	217	.4	1.5	4	59	.5	.5
WI '98	20	340	.2	1.1	18	124	.2	.6	26	129	.3	1.1	43	216	.5	2.0	14	96	.2	1.7
FA '97	24	351	.3	1.3	33	163	.4	1.1	31	130	.3	1.1	42	226	.5	1.8	11	76	.1	1.5
4-Book	21	363	.2	1.2	26	157	.3	.9	30	135	.3	1.2	40	220	.5	1.8	10	77	.1	1.3
SU '97	15	322	.2	.8	11	107	.1	.4	28	145	.3	1.0	32	196	.3	1.4	5	78	.1	.6
+WLEV-FM																				
SU '98	4	78	.2	.2	5	25	.1	.2	8	14	.1	.3	6	28	.1	.3	1	36	.1	.1
SP '98	1	57	.1	.1	1	10	.1	.1	1	9	.1	.1	1	27	.1	.1				
WI '98	5	89	.1	.3	3	34	.1	.1	4	28	.2	.2	8	36	.1	.4	5	43	.1	.6
FA '97	3	139	.2	.2	2	35	.1	.1	4	26	.1	.1	5	39	.1	.2	3	35	.4	.4
4-Book	3	91	.2	.2	3	26	.1	.1	4	19	.2	.2	5	33	.1	.2	2	29	.3	.3
SU '97	6	98	.1	.3	9	30	.1	.3	9	33	.1	.3	6	71	.1	.3	1	22	.1	.1
+WNJO-FM																				
SU '98	23	286	.3	1.3	32	107	.3	1.2	38	148	.4	1.5	27	179	.3	1.3	12	104	.1	1.4
SP '98	10	256	.1	.5	7	125	.1	.2	17	115	.2	.6	14	136	.2	.6	5	82	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	129	.1	.5	16	85	.2	.6	19	76	.2	.7	9	60	.1	.4	1	16	.1	.1
WPST-FM																				
SU '98	17	579	.2	1.0	20	173	.2	.7	25	218	.3	1.0	19	290	.2	.9	12	200	.1	1.4
SP '98	22	556	.2	1.2	34	277	.4	1.2	30	229	.3	1.1	38	275	.4	1.7	8	154	.1	1.0
WI '98	19	565	.2	1.1	17	225	.2	.6	29	237	.3	1.2	31	262	.3	1.4	8	134	.1	1.0
FA '97	15	618	.2	.8	21	287	.2	.7	20	231	.2	.7	23	305	.3	1.0	8	171	.1	1.1
4-Book	18	580	.2	1.0	23	241	.3	.8	26	229	.3	1.0	28	283	.3	1.3	9	165	.1	1.1
SU '97	18	637	.2	1.0	23	188	.2	.8	27	180	.3	1.0	28	364	.3	1.3	6	122	.1	.7
WRDR-FM																				
SU '98	1	27	.1	.1						9				19						
SP '98	1	25	.1	.1		8				1				8						9
WI '98	8	111	.1	.5	4	70	.1	.1	13	72	.1	.5	10	70	.1	.5	2	27	.2	.2
FA '97	2	46	.1	.1	2	23	.1	.1	4	23	.1	.1	4	27	.2	.2	1	17	.1	.1
4-Book	3	52	.2	.2	2	25	.1	.1	5	28	.2	.2	4	31	.2	.2	1	13	.1	.1
SU '97		17				17				9				8						
WSTW-FM																				
SU '98	5	212	.1	.3	8	97	.1	.3	2	39	.1	.1	4	92	.2	.2	7	78	.1	.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	7	282	.1	.4	5	94	.1	.2	13	102	.1	.5	12	143	.1	.6	2	40	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	314	.1	.5	9	83	.1	.3	12	110	.1	.4	15	168	.2	.7	3	69	.4	.4
TOTALS																				
SU '98	1761	8904	19.2		2742	7843	29.9		2487	6549	27.2		2155	7682	23.5		853	5402	9.3	
SP '98	1834	8800	20.0		2888	8006	31.5		2700	6588	29.5		2231	7754	24.4		802	5067	8.8	
WI '98	1775	8958	19.4		2956	8186	32.3		2397	6557	26.2		2143	7765	23.4		802	5289	8.8	
FA '97	1853	8925	20.2		2943	8340	32.1		2739	6898	29.9		2294	7975	25.1		756	5150	8.3	
4-Book	1806	8897	19.7		2882	8094	31.5		2581	6648	28.2		2206	7794	24.1		803	5227	8.8	
SU '97	1866	9068	20.2		2825	8155	30.6		2690	7042	29.2		2240	8165	24.3		816	5195	8.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '98	128	2323	1.4	5.2	45	1220	.5	4.0	130	600	1.4	12.1	57	305	.6	3.0	36	157	.4	2.6
4-Book	136	2420	1.5	5.3	44	1162	.5	3.8	111	534	1.2	9.5	45	263	.5	2.3	31	164	.4	2.3
WBEB-FM																				
SU '98	66	756	.7	2.7	31	393	.3	2.8	31	117	.3	2.9	75	171	.8	4.0	26	105	.3	1.9
4-Book	87	858	1.0	3.4	37	516	.4	3.3	38	135	.4	3.2	78	219	.9	4.1	45	149	.5	3.4
WDAS-AM																				
SU '98	7	73	.1	.3	5	75	.1	.4	2	5	.2	.2								
4-Book	8	78	.1	.3	9	104	.1	.8	5	14	.1	.5	4	9	.1	.2	1	2		.1
WDAS-FM																				
SU '98	171	1077	1.9	6.9	90	714	1.0	8.0	75	187	.8	7.0	106	244	1.2	5.7	104	256	1.1	7.6
4-Book	139	994	1.6	5.5	84	672	.9	7.3	53	148	.6	4.5	101	245	1.1	5.3	94	237	1.0	7.0
WFIL-AM																				
SU '98	12	145	.1	.5	5	66	.1	.4	10	33	.1	.9	8	23	.1	.4	4	16		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	18	138	.2	.7	6	75	.1	.5					12	30	.1	.6	4	9		.3
4-Book	22	133	.3	.8	11	88	.1	.9	8	19	.1	.7	26	41	.3	1.4	13	34	.1	1.0
WIOQ-FM																				
SU '98	62	798	.7	2.5	32	549	.3	2.9	30	73	.3	2.8	61	245	.7	3.3	44	143	.5	3.2
4-Book	68	832	.8	2.7	41	567	.4	3.6	37	119	.4	3.1	75	262	.8	3.9	64	177	.7	4.7
WIP -AM																				
SU '98	147	1367	1.6	6.0	40	558	.4	3.6	61	218	.7	5.7	88	242	1.0	4.7	21	103	.2	1.5
4-Book	180	1666	2.0	7.0	49	758	.5	4.3	61	240	.7	5.2	83	311	.9	4.4	53	198	.6	4.0
WJJZ-FM																				
SU '98	106	964	1.2	4.3	54	634	.6	4.8	63	189	.7	5.8	71	215	.8	3.8	89	219	1.0	6.5
4-Book	111	941	1.2	4.4	61	701	.7	5.4	49	162	.5	4.3	100	266	1.1	5.3	83	243	.9	6.1
WMGK-FM																				
SU '98	184	1520	2.0	7.5	80	1010	.9	7.1	79	234	.9	7.3	155	470	1.7	8.3	113	269	1.2	8.3
4-Book	189	1596	2.1	7.4	81	1008	.9	7.1	94	294	1.0	8.0	166	477	1.8	8.7	107	335	1.2	8.0
WMMR-FM																				
SU '98	197	1794	2.2	8.0	76	1056	.8	6.8	60	243	.7	5.6	153	449	1.7	8.2	86	329	.9	6.3
4-Book	183	1755	2.0	7.2	74	1030	.8	6.5	81	284	.9	6.9	150	487	1.7	7.9	81	325	.9	6.0
WNAP-AM																				
SU '98	* 6	39	.1	.2	* 5	31	.1	.4	* *	*	*	*	8	15	.1	.4	13	15	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																				
SU '98	112	1154	1.2	4.5	58	790	.6	5.2	35	127	.4	3.2	82	225	.9	4.4	93	269	1.0	6.8
4-Book	121	1109	1.3	4.7	59	707	.6	5.1	47	173	.5	4.0	94	260	1.0	4.9	72	238	.8	5.3
WPEN-AM																				
SU '98	3	86		.1	4	39		.4	2	9		.2								
4-Book	5	95	.1	.2	4	67		.4	4	18		.3	2	11		.1	1	12		.1
WPHI-FM																				
SU '98	32	389	.3	1.3	22	261	.2	2.0	10	39	.1	.9	32	119	.3	1.7	49	134	.5	3.6
4-Book	39	490	.4	1.5	26	312	.3	2.3	13	46	.2	1.1	36	123	.4	1.9	37	105	.4	2.8
WPHT-AM																				
SU '98	26	318	.3	1.1	21	281	.2	1.9	16	29	.2	1.5	29	56	.3	1.5	25	73	.3	1.8
4-Book	19	291	.2	.8	13	212	.2	1.1	8	26	.1	.7	16	40	.2	.8	12	34	.2	.8
WPLY-FM																				
SU '98	63	879	.7	2.6	32	483	.3	2.9	28	99	.3	2.6	59	253	.6	3.2	55	125	.6	4.0
4-Book	55	890	.6	2.2	28	535	.3	2.5	30	115	.4	2.6	54	240	.6	2.9	40	145	.4	3.0

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

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	
WURD-AM																				
SU '98	10	67	.1	.4	4	48	.4	.4	13	30	.2	1.1	12	26	.1	.6	2	7	.1	
4-Book	14	97	.2	.6	8	73	.1	.7	13	30	.2	1.1	18	43	.2	.9	2	7	.1	
WUSL-FM																				
SU '98	62	691	.7	2.5	38	457	.4	3.4	19	49	.2	1.8	55	183	.6	2.9	40	128	.4	2.9
4-Book	73	732	.8	2.8	51	523	.5	4.5	35	104	.4	3.0	79	223	.9	4.1	71	156	.8	5.3
WVDB-FM																				
SU '98	65	743	.7	2.6	37	373	.4	3.3	18	48	.2	1.7	29	71	.3	1.5	5	16	.1	.4
4-Book	66	679	.7	2.6	33	354	.4	2.9	41	100	.5	3.4	28	79	.3	1.5	16	37	.2	1.2
WVJZ-AM																				
SU '98	3	17	.1	.1	3	15	.3	.3	5	8	.1	.5	4	15	.2	.2	3	7	.2	
4-Book	1	16	.1	.1	1	7	.1	.1	1	2	.1	.1	1	4	.1	.1	1	2	.1	
WXTU-FM																				
SU '98	103	765	1.1	4.2	64	564	.7	5.7	61	204	.7	5.7	131	354	1.4	7.0	90	245	1.0	6.6
4-Book	97	736	1.1	3.8	50	519	.6	4.4	50	168	.6	4.3	95	269	1.1	5.0	74	191	.8	5.5
+VXXM-FM																				
SU '98	56	846	.6	2.3	31	595	.3	2.8	22	135	.2	2.0	53	274	.6	2.8	42	154	.5	3.1
4-Book	61	791	.7	2.4	32	518	.4	2.9	33	117	.4	2.8	68	246	.8	3.6	47	181	.5	3.5
WYSP-FM																				
SU '98	324	2579	3.5	13.2	51	817	.6	4.6	38	161	.4	3.5	104	326	1.1	5.6	53	203	.6	3.9
4-Book	360	2663	4.0	14.1	72	1129	.8	6.3	66	240	.7	5.6	112	395	1.2	5.8	71	262	.8	5.2
WYXR-FM																				
SU '98	77	753	.8	3.1	48	597	.5	4.3	31	142	.3	2.9	125	305	1.4	6.7	88	226	1.0	6.5
4-Book	65	773	.7	2.5	41	592	.5	3.6	31	131	.3	2.7	87	271	1.0	4.6	62	197	.7	4.6
WJBR-FM																				
SU '98	9	84	.1	.4	1	43	.1	.1	1	9	.1	.1	2	13	.1	.1	2	11	.1	
4-Book	12	104	.1	.5	3	61	.3	.3	2	13	.2	.2	6	25	.1	.3	4	16	.3	
WKXV-FM																				
SU '98	30	296	.3	1.2	8	100	.1	.7	4	30	.4	.4	10	30	.1	.5	4	19	.3	
4-Book	32	316	.4	1.3	9	122	.1	.8	10	45	.1	.9	15	39	.2	.8	10	26	.1	.8
+WLEV-FM																				
SU '98	6	51	.1	.2	1	18	.1	.1	8	8	.1	.1	4	18	.2	.2	3	10	.2	
4-Book	4	58	.1	.2	4	44	.3	.3	1	6	.1	.1	7	17	.1	.4	4	17	.3	
+WNJO-FM																				
SU '98	33	227	.4	1.3	12	150	.1	1.1	7	26	.1	.6	17	63	.2	.9	15	53	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	22	410	.2	.9	12	261	.1	1.1	6	39	.1	.6	23	132	.3	1.2	30	97	.3	2.2
4-Book	26	455	.3	1.0	11	238	.1	1.0	7	31	.1	.6	23	113	.3	1.2	23	86	.2	1.7
WRDR-FM																				
SU '98	4	19	.1	.1	1	8	.1	.1	2	2	.1	.1	5	14	.1	.3	2	8	.1	
4-Book	4	47	.2	.2	3	28	.3	.3	2	2	.1	.1	5	14	.1	.3	4	13	.3	
WSTV-FM																				
SU '98	4	153	.2	.2	4	66	.4	.4	11	20	.1	1.0	4	37	.2	.2	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2463	8784	26.9	11.9	1119	7202	12.2	1078	3070	11.8	1872	4470	20.4	1360	3270	14.9				
4-Book	2558	8787	27.9	1139	7238	12.5	1174	3277	12.8	1909	4517	20.9	1340	3401	14.7					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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																				
SU '98	13	118	.1	1.6	77	401	.8	9.6	29	206	.3	2.2	13	124	.1	1.3	23	209	.3	3.6
4-Book	15	116	.2	1.8	86	408	.9	10.3	35	232	.4	2.7	26	143	.3	2.4	17	142	.2	2.8
WBEB-FM																				
SU '98	21	68	.2	2.5	14	59	.2	1.7	20	84	.2	1.5	31	103	.3	3.1	23	94	.3	3.6
4-Book	23	106	.3	2.8	24	84	.3	2.9	34	141	.4	2.5	30	114	.3	2.9	19	83	.2	3.1
WDAS-AM																				
SU '98	3	8	.4		19	55	.2	2.4	12	39	.1	.9	6	12	.1	.6	2	12		.3
4-Book	1	2	.1		34	77	.4	4.1	19	53	.2	1.5	8	17	.1	.7	3	11		.4
WDAS-FM																				
SU '98	52	175	.6	6.3	40	82	.4	5.0	73	163	.8	5.6	73	135	.8	7.3	184	303	2.0	28.5
4-Book	70	186	.8	8.4	44	106	.5	5.2	69	179	.8	5.3	73	151	.8	7.1	149	248	1.6	23.6
WFIL-AM																				
SU '98	5	16	.1	.6	3	16	.4		3	6	.2		6	16	.1	.6	4	21		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98					19	37	.2	2.4	11	25	.1	.9	2	8		.2				
4-Book	3	9		.4	13	31	.2	1.6	14	38	.2	1.1	7	17	.1	.6				
WIOQ-FM																				
SU '98	20	93	.2	2.4	13	56	.1	1.6	30	91	.3	2.3	32	161	.3	3.2	22	100	.2	3.4
4-Book	44	141	.5	5.3	14	49	.2	1.6	29	121	.3	2.2	32	105	.3	3.1	30	107	.3	4.9
WIP -AM																				
SU '98	12	72	.1	1.4	40	140	.4	5.0	50	187	.5	3.9	34	136	.4	3.4	16	52	.2	2.5
4-Book	19	76	.2	2.3	41	146	.5	4.9	61	229	.7	4.5	53	171	.6	5.1	22	94	.2	3.6
WJZ-FM																				
SU '98	55	151	.6	6.6	44	109	.5	5.5	54	174	.6	4.2	38	98	.4	3.8	25	86	.3	3.9
4-Book	58	181	.6	7.0	37	124	.4	4.5	63	208	.7	4.8	55	145	.6	5.3	42	126	.5	6.8
WMGK-FM																				
SU '98	53	184	.6	6.4	27	117	.3	3.3	90	299	1.0	7.0	77	204	.8	7.7	42	126	.5	6.5
4-Book	45	180	.5	5.5	30	117	.3	3.6	83	302	.9	6.3	78	227	.9	7.6	37	132	.4	5.9
WMMR-FM																				
SU '98	38	157	.4	4.6	35	105	.4	4.3	87	321	1.0	6.7	107	295	1.2	10.6	35	134	.4	5.4
4-Book	37	140	.4	4.4	51	158	.6	6.1	87	316	1.0	6.6	71	219	.8	6.8	32	122	.3	5.2
WNAP-AM																				
SU '98					* 10	16	.1	1.2												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	51	155	.6	6.2	61	184	.7	7.6	49	169	.5	3.8	75	231	.8	7.5	21	88	.2	3.3
4-Book	48	133	.6	5.8	63	191	.7	7.5	57	202	.6	4.3	57	170	.6	5.6	31	88	.3	4.9
WPEN-AM																				
SU '98	3	10	.4		6	30	.1	.7	8	20	.1	.6	7	9	.1	.7	5	20	.1	.8
4-Book	1	3	.1		6	31	.1	.7	8	22	.1	.6	3	9		.3	5	13	.1	.8
WPHI-FM																				
SU '98	25	80	.3	3.0	7	14	.1	.9	23	84	.3	1.8	21	59	.2	2.1	10	38	.1	1.6
4-Book	40	104	.5	4.9	12	36	.2	1.5	21	82	.2	1.6	26	73	.3	2.5	18	51	.2	2.9
WPHT-AM																				
SU '98	12	66	.1	1.4	26	58	.3	3.2	23	115	.3	1.8	31	127	.3	3.1	9	35	.1	1.4
4-Book	13	49	.1	1.5	14	42	.2	1.6	21	85	.2	1.6	13	53	.1	1.3	8	25	.1	1.2
WPLY-FM																				
SU '98	34	147	.4	4.1	14	51	.2	1.7	24	122	.3	1.9	28	84	.3	2.8	10	78	.1	1.6
4-Book	19	92	.2	2.3	16	61	.2	1.8	29	133	.3	2.1	27	115	.3	2.6	7	56	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
WURD-AM SU '98 4-Book					2	9		.2	12	31	.1	.9	5	22	.1	.5								
					5	16		.6	15	36	.2	1.2	6	19	.1	.6								
WUSL-FM SU '98 4-Book	25	102	.3	3.0	57	130	.6	7.1	67	169	.7	5.2	19	58	.2	1.9	21	59	.2	3.3				
	55	147	.6	6.6	48	128	.5	5.7	56	164	.6	4.3	35	88	.4	3.4	25	51	.3	4.0				
WVDB-FM SU '98 4-Book	34	89	.4	4.1	45	149	.5	5.6	134	269	1.5	10.4	6	20	.1	.6	8	27	.1	1.2				
	23	56	.3	2.8	29	98	.3	3.5	94	200	1.0	7.3	16	43	.2	1.5	12	42	.2	2.0				
WVJZ-AM SU '98 4-Book					7	8	.1	.9	2	8		.2	5	8	.1	.5	1	8		.2				
					2	2		.2	1	2		.1	3	6		.3	2	2		.1				
WXTU-FM SU '98 4-Book	49	168	.5	5.9	34	85	.4	4.2	67	230	.7	5.2	47	155	.5	4.7	26	103	.3	4.0				
	32	126	.3	3.8	27	97	.3	3.3	63	183	.7	4.8	42	128	.5	4.1	16	69	.2	2.6				
+WXMM-FM SU '98 4-Book	19	98	.2	2.3	12	59	.1	1.5	53	188	.6	4.1	29	68	.3	2.9	15	106	.2	2.3				
	23	104	.3	2.8	11	46	.1	1.4	32	121	.4	2.5	31	107	.3	3.1	13	74	.1	2.1				
WYSP-FM SU '98 4-Book	30	145	.3	3.6	9	29	.1	1.1	79	333	.9	6.1	58	204	.6	5.8	31	121	.3	4.8				
	32	139	.4	3.8	19	75	.2	2.2	138	504	1.5	9.7	111	384	1.2	10.4	24	109	.3	3.8				
WYXR-FM SU '98 4-Book	26	140	.3	3.1	20	94	.2	2.5	37	121	.4	2.9	40	129	.4	4.0	12	51	.1	1.9				
	30	134	.4	3.7	19	77	.2	2.2	43	144	.5	3.4	36	114	.4	3.5	16	74	.2	2.5				
WJBR-FM SU '98 4-Book	1	2		.1	3	19		.4	4	9		.3	2	9		.2	1	7		.2				
					4	19		.5	6	17		.4												
WKXV-FM SU '98 4-Book	3	11		.4	6	10	.1	.7	6	21	.1	.5	16	30	.2	1.6	17	30	.2	2.6				
	6	17	.1	.8	7	20	.1	.9	8	38	.1	.6	8	26	.1	.8	6	14	.1	.9				
+WLEV-FM SU '98 4-Book	2	8		.2	8	8		.8	1	9		.1	3	16		.2	4	12		.7				
	5	11	.1	.6	4	11	.1	.4	1	9		.1												
+WNJO-FM SU '98 4-Book	21	70	.2	2.5	5	17	.1	.6	11	39	.1	.9	7	29	.1	.7	6	17	.1	.9				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WPST-FM SU '98 4-Book	21	94	.2	2.5	3	9		.3	12	76	.1	.9	3	10		.3	4	30		.6				
	8	38	.1	.9					13	71	.2	1.0	8	37	.1	.7	4	22		.6				
WRDR-FM SU '98 4-Book	8	8	.1	1.0					3	10	.1	.3	3	11		.3	1	4		.2				
	6	13	.1	.7	2																			
WSTW-FM SU '98 4-Book	1	11		.1	6	28	.1	.7	2	20		.2	8	10	.1	.8	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS SU '98 4-Book	829	2422	9.1		806	2296	8.8		1294	3444	14.1		1006	2653	11.0		645	1966	7.0					
	826	2340	9.1		838	2477	9.1		1326	3615	14.5		1038	2709	11.3		620	1813	6.8					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WURD-AM																				
SU '98	11	97	.1	.4	10	85	.1	.8	3	7	.2	17	33	.2	.8	5	7	.3		
4-Book	15	108	.2	.5	10	86	.1	.7	14	32	.1	1.0	22	50	.2	1.0	3	9	.2	
WUSL-FM																				
SU '98	68	739	.6	2.4	49	513	.5	3.8	23	66	.2	1.8	67	212	.6	3.1	60	152	.6	3.8
4-Book	76	773	.7	2.6	55	559	.6	4.1	36	109	.4	2.6	83	238	.8	3.8	79	169	.8	5.1
WWDB-FM																				
SU '98	79	873	.7	2.8	45	451	.4	3.5	23	61	.2	1.8	33	97	.3	1.5	14	30	.1	.9
4-Book	84	831	.8	2.9	43	453	.4	3.3	51	137	.5	3.6	41	115	.4	1.8	25	54	.2	1.6
WWJZ-AM																				
SU '98	4	24	.1		4	22	.3		7	15	.1	.5	5	22	.2		3	7	.2	
4-Book	2	27	.1		1	11	.1		2	6	.2		1	6	.1		1	2	.1	
WXTU-FM																				
SU '98	133	965	1.3	4.7	80	706	.8	6.1	76	273	.7	5.9	166	418	1.6	7.7	114	323	1.1	7.2
4-Book	124	928	1.2	4.2	63	638	.6	4.8	64	220	.6	4.6	125	328	1.2	5.7	93	246	.9	6.0
+WXXM-FM																				
SU '98	58	873	.6	2.0	33	624	.3	2.5	27	141	.3	2.1	57	280	.5	2.6	42	154	.4	2.6
4-Book	62	828	.6	2.1	34	534	.3	2.5	34	121	.3	2.5	71	254	.7	3.2	48	183	.5	3.1
WYSP-FM																				
SU '98	337	2714	3.2	11.9	53	853	.5	4.1	39	167	.4	3.0	104	334	1.0	4.8	53	203	.5	3.3
4-Book	374	2795	3.6	12.7	75	1193	.7	5.7	68	248	.7	4.8	112	399	1.1	5.0	73	273	.7	4.7
WYXR-FM																				
SU '98	89	836	.8	3.1	49	624	.5	3.8	32	155	.3	2.5	130	313	1.2	6.0	93	242	.9	5.9
4-Book	73	846	.7	2.5	43	628	.4	3.3	32	140	.3	2.3	92	283	.9	4.2	66	211	.6	4.3
<hr/>																				
WJBR-FM																				
SU '98	11	103	.1	.4	2	51	.2		1	9	.1		2	13	.1		3	18	.2	
4-Book	14	126	.2	.5	4	76	.3		2	13	.2		6	25	.1	.3	5	20	.3	
WKXW-FM																				
SU '98	34	350	.3	1.2	9	121	.1	.7	9	43	.1	.7	11	37	.1	.5	4	19	.3	
4-Book	37	377	.4	1.3	11	144	.1	.8	14	57	.1	1.0	20	51	.2	.9	11	28	.1	.8
+WLEV-FM																				
SU '98	8	59	.1	.3	2	25	.2		8			4	18	.2		3	10	.2		
4-Book	6	79	.1	.2	6	58	.1	.4	1	9	.1		10	22	.1	.4	8	25	.1	.5
+WNJO-FM																				
SU '98	38	279	.4	1.3	16	197	.2	1.2	11	32	.1	.9	25	110	.2	1.2	18	60	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	24	443	.2	.8	14	282	.1	1.1	6	39	.1	.5	26	146	.2	1.2	32	111	.3	2.0
4-Book	27	472	.2	.9	12	253	.1	.9	9	40	.1	.6	26	119	.3	1.2	25	92	.2	1.6
WRDR-FM																				
SU '98	1	46			2	22	.2		1	8	.1		1	6			2	15	.1	
4-Book	5	69	.1	.1	4	44	.3		1	7	.1		5	15	.1	.2	5	22	.3	
WSTW-FM																				
SU '98	5	160	.2		4	66	.3		11	20	.1	.9	4	37	.2		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<hr/>																				
TOTALS																				
SU '98	2835	10150	26.9		1304	8314	12.4		1285	3632	12.2		2161	5148	20.5		1585	3816	15.0	
4-Book	2940	10120	27.9		1329	8381	12.6		1396	3917	13.3		2212	5245	21.0		1549	3930	14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Men 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																					
SU '98	19	153	.2	2.0	124	546	1.2	12.3	38	243	.4	2.6	16	140	.2	1.3	29	237	.3	4.0	
4-Book	20	158	.2	2.2	118	539	1.1	11.5	42	268	.4	2.8	31	179	.3	2.6	20	169	.2	2.8	
WBEB-FM																					
SU '98	26	104	.2	2.7	24	96	.2	2.4	33	128	.3	2.2	40	125	.4	3.3	23	102	.2	3.1	
4-Book	29	132	.3	3.0	31	110	.3	3.1	45	184	.5	2.9	35	132	.4	2.9	22	95	.2	3.1	
WDAS-AM																					
SU '98	3	8		.3	26	74	.2	2.6	16	49	.2	1.1	8	22	.1	.7	2	12		.3	
4-Book	1	2		.1	36	84	.4	3.5	21	59	.2	1.4	8	20	.1	.7	3	11		.3	
WDAS-FM																					
SU '98	62	212	.6	6.5	57	124	.5	5.6	77	185	.7	5.2	76	147	.7	6.4	188	316	1.8	25.6	
4-Book	80	216	.8	8.5	57	140	.6	5.5	78	211	.7	5.1	80	167	.8	6.8	173	292	1.7	23.2	
WFIL-AM																					
SU '98	5	22		.5	3	16		.3	3	6		.2	6	16	.1	.5	4	21		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
SU '98					21	46	.2	2.1	11	25	.1	.7	2	8		.2					
4-Book	3	10		.4	19	41	.2	1.8	16	45	.2	1.1	7	17	.1	.6					
WIOQ-FM																					
SU '98	20	93	.2	2.1	13	56	.1	1.3	34	97	.3	2.3	42	174	.4	3.5	24	107	.2	3.3	
4-Book	44	145	.4	4.6	14	49	.1	1.3	31	126	.3	2.1	35	112	.4	3.0	33	114	.3	4.5	
WIP -AM																					
SU '98	13	78	.1	1.4	49	179	.5	4.8	53	208	.5	3.6	40	165	.4	3.3	16	52	.2	2.2	
4-Book	20	80	.2	2.2	52	189	.5	5.0	71	266	.7	4.6	58	191	.6	4.8	25	106	.3	3.5	
WJJZ-FM																					
SU '98	63	184	.6	6.6	46	124	.4	4.5	57	188	.5	3.9	42	106	.4	3.5	25	86	.2	3.4	
4-Book	74	229	.7	7.8	43	152	.4	4.2	71	238	.7	4.6	62	164	.6	5.3	44	142	.4	6.1	
WMGK-FM																					
SU '98	55	192	.5	5.8	27	117	.3	2.7	92	312	.9	6.3	82	219	.8	6.9	44	141	.4	6.0	
4-Book	49	190	.5	5.2	32	122	.3	3.1	92	332	.9	6.0	83	247	.8	7.0	38	140	.4	5.2	
WMMR-FM																					
SU '98	44	164	.4	4.6	40	118	.4	4.0	90	327	.9	6.1	110	308	1.0	9.2	35	140	.3	4.8	
4-Book	39	146	.4	4.1	55	171	.5	5.4	90	329	.9	5.9	73	232	.7	6.2	33	132	.3	4.6	
WNAP-AM																					
SU '98					10	16	.1	1.0													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																					
SU '98	68	189	.6	7.1	81	251	.8	8.0	74	243	.7	5.0	104	281	1.0	8.7	49	140	.5	6.7	
4-Book	65	190	.6	6.9	86	264	.8	8.3	84	283	.8	5.4	83	243	.8	7.0	61	150	.6	8.2	
WPEN-AM																					
SU '98	3	10		.3	6	30	.1	.6	12	33	.1	.8	8	17	.1	.7	5	20		.7	
4-Book	2	5		.2	8	40	.1	.8	13	35	.1	.8	5	13	.1	.4	5	17		.8	
WPHI-FM																					
SU '98	25	80	.2	2.6	7	14	.1	.7	23	84	.2	1.6	21	59	.2	1.8	10	38	.1	1.4	
4-Book	40	105	.4	4.3	12	36	.1	1.2	21	86	.2	1.4	27	77	.3	2.3	18	51	.2	2.4	
WPHT-AM																					
SU '98	15	89	.1	1.6	40	88	.4	4.0	32	144	.3	2.2	37	155	.4	3.1	9	43	.1	1.2	
4-Book	17	67	.1	1.8	20	64	.2	2.0	31	113	.3	2.1	17	70	.2	1.5	9	29	.1	1.2	
WPLY-FM																					
SU '98	34	147	.3	3.6	14	51	.1	1.4	25	130	.2	1.7	30	92	.3	2.5	10	78	.1	1.4	
4-Book	20	94	.2	2.1	16	61	.2	1.5	29	138	.3	1.9	28	117	.3	2.3	7	59	.1	1.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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
WURD-AM																			
SU '98	1	7	.1	5	16	.5	16	38	.2	1.1	29	59	.3	2.4	1	7	.1		
4-Book		2		6	17	.6	18	42	.2	1.2	13	31	.2	1.1		2			
WUSL-FM																			
SU '98	38	128	.4	64	152	.6	6.3	74	183	.7	5.0	37	79	.4	3.1	25	66	.2	3.4
4-Book	60	156	.6	50	138	.5	4.9	59	172	.6	3.9	40	94	.4	3.3	27	59	.3	3.7
WVDB-FM																			
SU '98	45	119	.4	51	172	.5	5.0	154	292	1.5	10.5	10	27	.1	.8	14	48	.1	1.9
4-Book	29	76	.3	38	124	.4	3.7	112	231	1.1	7.5	22	58	.2	1.8	18	60	.2	2.5
WVJZ-AM																			
SU '98				7	8	.1	.7	2	8		.1	5	8		.4	1	8		.1
4-Book				2	2		.2	1	2			3	6		.3		2		
WXTU-FM																			
SU '98	55	203	.5	45	121	.4	4.5	83	271	.8	5.7	63	198	.6	5.3	33	133	.3	4.5
4-Book	36	150	.3	36	126	.3	3.5	82	231	.8	5.3	51	153	.5	4.3	19	81	.2	2.6
+WXXM-FM																			
SU '98	19	98	.2	17	81	.2	1.7	57	209	.5	3.9	29	68	.3	2.4	15	106	.1	2.0
4-Book	23	106	.2	12	52	.1	1.2	33	129	.3	2.2	33	109	.3	2.8	13	74	.1	1.8
WYSP-FM																			
SU '98	33	161	.3	9	29	.1	.9	83	348	.8	5.7	62	219	.6	5.2	31	121	.3	4.2
4-Book	33	149	.3	21	84	.2	2.1	148	549	1.4	8.9	118	415	1.1	9.4	25	115	.2	3.4
WYXR-FM																			
SU '98	26	140	.2	20	94	.2	2.0	40	133	.4	2.7	41	136	.4	3.4	12	51	.1	1.6
4-Book	32	143	.3	22	89	.2	2.1	48	165	.5	3.2	37	117	.4	3.1	16	76	.2	2.2
WJBR-FM																			
SU '98	1	8	.1	4	27	.4	4	9	.3							1	7	.1	
4-Book	2	9	.2	5	26	.5	7	20	.1	.4	2	10	.2				7	.1	
WKXV-FM																			
SU '98	3	11	.3	6	10	.1	.6	6	21	.1	.4	16	30	.2	1.3	19	37	.2	2.6
4-Book	7	19	.1	10	33	.1	1.0	8	38	.1	.5	9	30	.1	.8	6	18	.1	.8
+WLEV-FM																			
SU '98	2	8	.2	6	8	.1	.6	5	16	.3		4	7	.3		5	16	.6	
4-Book	8	15	.1	6	16	.1	.6	5	16	.3		4	23	.4		5	16	.6	
+WNJO-FM																			
SU '98	24	76	.2	6	23	.1	.6	19	60	.2	1.3	18	51	.2	1.5	6	17	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																			
SU '98	21	94	.2	3	12	.3		15	83	.1	1.0	4	17	.3		5	37	.7	
4-Book	8	38	.1	3	12	.3		15	77	.1	1.0	8	39	.1	.6	4	24	.5	
WRDR-FM																			
SU '98	8	15	.1	1	9	.1		3	10	.2		4	15	.3		1	4	.2	
4-Book	7	20	.1	1	9	.1		3	10	.2		4	15	.3		1	4	.2	
WSTW-FM																			
SU '98	1	11	.1	6	28	.1	.6	2	20	.1		8	10	.1	.7	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
SU '98	952	2790	9.0	1011	2836	9.6	1468	3916	13.9	1196	3069	11.3	733	2250	7.0				
4-Book	947	2738	9.0	1029	3036	9.8	1540	4190	14.6	1194	3127	11.3	732	2130	6.9				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '98	124	3293	1.4	7.1	298	2295	3.3	10.9	118	1242	1.3	4.8	146	1660	1.6	6.9	44	686	.5	5.8
SP '98	144	3452	1.6	8.5	355	2427	3.9	13.2	135	1216	1.5	5.6	188	1837	2.1	9.2	52	835	.6	7.5
WI '98	132	3356	1.5	7.6	325	2331	3.6	11.5	114	1139	1.3	4.8	158	1689	1.8	7.6	50	777	.6	7.0
FA '97	142	3347	1.6	8.2	343	2325	3.8	12.1	120	1246	1.3	4.9	179	1855	2.0	8.6	50	758	.6	7.6
4-Book	136	3362	1.5	7.9	330	2345	3.7	11.9	122	1211	1.4	5.0	168	1760	1.9	8.1	49	764	.6	7.0
SU '97	134	3437	1.5	7.8	316	2469	3.6	12.1	131	1438	1.5	5.4	130	1830	1.5	6.5	59	922	.7	7.5
WBEB-FM																				
SU '98	78	1212	.9	4.5	112	617	1.2	4.1	128	576	1.4	5.2	99	670	1.1	4.7	34	348	.4	4.5
SP '98	95	1307	1.1	5.6	119	633	1.3	4.4	176	594	2.0	7.2	126	842	1.4	6.2	33	373	.4	4.8
WI '98	68	1275	.8	3.9	110	649	1.2	3.9	100	556	1.1	4.2	77	659	.9	3.7	31	370	.3	4.4
FA '97	82	1151	.9	4.7	114	662	1.3	4.0	128	507	1.4	5.2	99	650	1.1	4.7	32	353	.4	4.9
4-Book	81	1236	.9	4.7	114	640	1.3	4.1	133	558	1.5	5.5	100	705	1.1	4.8	33	361	.4	4.7
SU '97	86	1162	1.0	5.0	119	601	1.3	4.6	143	606	1.6	5.9	87	624	1.0	4.3	29	347	.3	3.7
WDAS-AM																				
SU '98	4	123	.1	.2	3	28	.1	.1	1	18	.1	.1	3	22	.1	.1	2	32	.1	.3
SP '98	10	166	.1	.6	19	84	.2	.7	10	27	.1	.4	10	50	.1	.5	1	27	.1	.1
WI '98	11	178	.1	.6	18	63	.2	.6	4	33	.1	.2	8	41	.1	.4	8	55	.1	1.1
FA '97	6	120	.1	.3	10	45	.1	.4	5	19	.1	.2	8	35	.1	.4	2	30	.1	.3
4-Book	8	147	.1	.4	13	55	.1	.5	5	24	.1	.2	7	37	.1	.4	3	36	.1	.5
SU '97	9	141	.1	.5	11	53	.1	.4	9	33	.1	.4	4	28	.1	.2	1	18	.1	.1
WDAS-FM																				
SU '98	120	1043	1.3	6.9	197	602	2.2	7.2	143	509	1.6	5.8	130	517	1.4	6.1	78	429	.9	10.2
SP '98	125	1097	1.4	7.3	159	646	1.8	5.9	140	553	1.6	5.8	134	636	1.5	6.6	93	513	1.0	13.5
WI '98	106	892	1.2	6.1	172	616	1.9	6.1	110	458	1.2	4.6	96	518	1.1	4.6	95	491	1.1	13.4
FA '97	87	871	1.0	5.0	137	544	1.5	4.8	101	432	1.1	4.1	109	552	1.2	5.2	49	355	.5	7.4
4-Book	110	976	1.2	6.3	166	602	1.9	6.0	124	488	1.4	5.1	117	556	1.3	5.6	79	447	.9	11.1
SU '97	95	886	1.1	5.5	125	454	1.4	4.8	113	492	1.3	4.7	81	468	.9	4.0	93	469	1.1	11.8
WFIL-AM																				
SU '98	11	213	.1	.6	28	130	.3	1.0	4	49	.1	.2	21	99	.2	1.0	6	54	.1	.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	6	183	.1	.3	13	79	.1	.5	6	42	.1	.2	4	66	.2	.2	5	100	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	15	178	.2	.9	26	91	.3	.9	38	139	.4	1.5	9	44	.1	.4	2	29	.1	.3
SP '98	15	195	.2	.9	19	87	.2	.7	24	97	.3	1.0	14	49	.2	.7	6	58	.1	.9
WI '98	18	208	.2	1.0	17	103	.2	.6	36	107	.4	1.5	20	82	.2	1.0	4	43	.1	.6
FA '97	18	187	.2	1.0	25	94	.3	.9	30	113	.3	1.2	24	92	.3	1.1	4	46	.1	.6
4-Book	17	192	.2	1.0	22	94	.3	.8	32	114	.4	1.3	17	67	.2	.8	4	44	.1	.6
SU '97	13	164	.1	.8	8	44	.1	.3	21	100	.2	.9	16	92	.2	.8	5	36	.1	.6
WIOQ-FM																				
SU '98	22	623	.2	1.3	29	210	.3	1.1	27	153	.3	1.1	27	313	.3	1.3	13	204	.1	1.7
SP '98	34	670	.4	2.0	34	253	.4	1.3	51	261	.6	2.1	47	316	.5	2.3	23	156	.3	3.3
WI '98	33	666	.4	1.9	43	321	.5	1.5	47	267	.5	2.0	43	340	.5	2.1	13	192	.1	1.8
FA '97	24	665	.3	1.4	42	207	.5	1.5	41	346	.5	1.7	20	305	.2	1.0	10	142	.1	1.5
4-Book	28	656	.3	1.7	37	248	.4	1.4	42	257	.5	1.7	34	319	.4	1.7	15	174	.2	2.1
SU '97	35	762	.4	2.0	40	275	.5	1.5	60	348	.7	2.5	36	381	.4	1.8	14	221	.2	1.8
WIP -AM																				
SU '98	94	1312	1.0	5.4	183	793	2.0	6.7	135	662	1.5	5.5	129	873	1.4	6.1	32	352	.4	4.2
SP '98	91	1477	1.0	5.3	208	1046	2.3	7.7	122	726	1.4	5.0	114	869	1.3	5.6	24	388	.3	3.5
WI '98	126	2058	1.4	7.3	245	1249	2.7	8.7	158	1112	1.8	6.6	190	1392	2.1	9.2	42	581	.5	5.9
FA '97	125	1855	1.4	7.2	237	1198	2.6	8.4	171	847	1.9	6.9	167	1222	1.9	8.0	48	653	.5	7.3
4-Book	109	1676	1.2	6.3	218	1072	2.4	7.9	147	837	1.7	6.0	150	1089	1.7	7.2	37	494	.4	5.2
SU '97	121	1786	1.4	7.0	224	1249	2.5	8.6	166	1025	1.9	6.9	189	1320	2.1	9.4	38	481	.4	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
VJZZ-FM																					
SU '98	107	1394	1.2	6.1	111	676	1.2	4.0	171	710	1.9	7.0	138	882	1.5	6.5	64	499	.7	8.4	
SP '98	109	1425	1.2	6.4	101	558	1.1	3.7	164	600	1.8	6.7	135	847	1.5	6.6	66	627	.7	9.6	
WI '98	126	1441	1.4	7.3	131	715	1.5	4.6	195	650	2.2	8.2	171	914	1.9	8.2	64	538	.7	9.0	
FA '97	107	1359	1.2	6.1	118	684	1.3	4.2	160	650	1.8	6.5	150	921	1.7	7.2	62	533	.7	9.4	
4-Book	112	1405	1.3	6.5	115	658	1.3	4.1	173	653	1.9	7.1	149	891	1.7	7.1	64	549	.7	9.1	
SU '97	129	1385	1.5	7.5	145	743	1.6	5.6	211	794	2.4	8.8	153	874	1.7	7.6	79	611	.9	10.0	
WMGK-FM																					
SU '98	88	1345	1.0	5.0	106	689	1.2	3.9	158	662	1.8	6.4	115	876	1.3	5.4	40	347	.4	5.3	
SP '98	91	1237	1.0	5.3	100	646	1.1	3.7	159	656	1.8	6.5	117	815	1.3	5.7	35	463	.4	5.1	
WI '98	96	1453	1.1	5.5	121	630	1.3	4.3	176	726	2.0	7.4	117	946	1.3	5.6	28	440	.3	3.9	
FA '97	93	1309	1.0	5.3	117	678	1.3	4.1	157	637	1.7	6.4	120	845	1.3	5.7	33	458	.4	5.0	
4-Book	92	1336	1.0	5.3	111	661	1.2	4.0	163	670	1.8	6.7	117	871	1.3	5.6	34	427	.4	4.8	
SU '97	78	1440	.9	4.5	102	670	1.2	3.9	137	722	1.5	5.7	99	836	1.1	4.9	21	374	.2	2.7	
WMMR-FM																					
SU '98	87	1262	1.0	5.0	125	659	1.4	4.6	144	537	1.6	5.9	114	806	1.3	5.4	27	357	.3	3.5	
SP '98	79	1128	.9	4.6	136	543	1.5	5.0	143	601	1.6	5.9	78	626	.9	3.8	12	205	.1	1.7	
WI '98	66	1128	.7	3.8	101	516	1.1	3.6	113	562	1.3	4.7	77	669	.9	3.7	24	299	.3	3.4	
FA '97	80	1372	.9	4.6	122	767	1.4	4.3	136	679	1.5	5.5	94	891	1.0	4.5	26	377	.3	4.0	
4-Book	78	1223	.9	4.5	121	621	1.4	4.4	134	595	1.5	5.5	91	748	1.0	4.4	22	310	.3	3.2	
SU '97	83	1184	.9	4.8	109	549	1.2	4.2	126	587	1.4	5.2	112	792	1.3	5.6	34	381	.4	4.3	
WNAP-AM																					
SU '98	*	7	.64	.1	.4	*	4	.34	.1	.6	.44	.1	.2	.5	.30	.1	.2	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	52	.1	.1	3	14	.1	.1	2	15	.1	.1	4	41	.2	.2	**	**	**	**	
WGL-FM																					
SU '98	137	2001	1.5	7.8	195	1011	2.2	7.1	201	830	2.2	8.2	165	1152	1.8	7.8	49	597	.5	6.4	
SP '98	149	2049	1.7	8.8	194	972	2.2	7.2	250	924	2.8	10.3	193	1110	2.1	9.5	50	643	.6	7.3	
WI '98	106	1741	1.2	6.1	145	893	1.6	5.1	139	651	1.5	5.8	131	1006	1.5	6.3	36	493	.4	5.1	
FA '97	147	2009	1.6	8.4	206	934	2.3	7.3	242	947	2.7	9.8	165	1106	1.8	7.9	47	639	.5	7.1	
4-Book	135	1950	1.5	7.8	185	953	2.1	6.7	208	838	2.3	8.5	164	1094	1.8	7.9	46	593	.5	6.5	
SU '97	153	2218	1.7	8.9	191	1098	2.2	7.3	216	1230	2.4	9.0	186	1377	2.1	9.3	70	695	.8	8.9	
WPEN-AM																					
SU '98	25	380	.3	1.4	35	149	.4	1.3	36	160	.4	1.5	25	175	.3	1.2	5	100	.1	.7	
SP '98	24	343	.3	1.4	34	206	.4	1.3	31	197	.3	1.3	25	169	.3	1.2	10	87	.1	1.5	
WI '98	30	493	.3	1.7	57	268	.6	2.0	38	244	.4	1.6	34	296	.4	1.6	11	148	.1	1.5	
FA '97	27	366	.3	1.5	47	216	.5	1.7	39	173	.4	1.6	26	184	.3	1.2	7	83	.1	1.1	
4-Book	27	396	.3	1.5	43	210	.5	1.6	36	194	.4	1.5	28	206	.3	1.3	8	105	.1	1.2	
SU '97	57	567	.6	3.3	80	336	.9	3.1	78	390	.9	3.2	61	343	.7	3.0	32	167	.4	4.1	
WPHI-FM																					
SU '98	15	193	.2	.9	12	86	.1	.4	24	113	.3	1.0	18	115	.2	.9	8	60	.1	1.1	
SP '98	6	176	.1	.4	8	98	.1	.3	5	82	.1	.2	15	122	.2	.7	4	74	.1	.6	
WI '98	12	255	.1	.7	27	143	.3	1.0	8	80	.1	.3	18	153	.2	.9	9	69	.1	1.3	
FA '97	14	257	.2	.8	15	97	.2	.5	21	113	.2	.9	16	102	.2	.8	14	118	.2	2.1	
4-Book	12	220	.2	.7	16	106	.2	.6	15	97	.2	.6	17	123	.2	.8	9	80	.1	1.3	
SU '97	15	256	.2	.9	15	75	.2	.6	20	127	.2	.8	17	143	.2	.8	11	96	.1	1.4	
WPHT-AM																					
SU '98	40	832	.4	2.3	71	279	.8	2.6	27	209	.3	1.1	51	313	.6	2.4	30	301	.3	3.9	
SP '98	27	787	.3	1.6	58	286	.6	2.2	21	216	.2	.9	17	216	.2	.8	28	312	.3	4.1	
WI '98	33	689	.4	1.9	102	329	1.1	3.6	31	225	.3	1.3	25	300	.3	1.2	13	148	.1	1.8	
FA '97	20	556	.2	1.1	32	210	.4	1.1	31	105	.3	1.3	22	149	.2	1.1	6	118	.1	.9	
4-Book	30	716	.3	1.7	66	276	.7	2.4	28	189	.3	1.2	29	245	.3	1.4	19	220	.2	2.7	
SU '97	22	645	.2	1.3	39	236	.4	1.5	21	193	.2	.9	18	217	.2	.9	26	295	.3	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

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																				
SU '98	28	525	.3	1.6	35	238	.4	1.3	42	227	.5	1.7	42	270	.5	2.0	10	114	.1	1.3
SP '98	11	448	.1	.6	17	152	.2	.6	16	114	.2	.7	19	189	.2	.9	2	72		.3
WI '98	19	545	.2	1.1	47	281	.5	1.7	16	134	.2	.7	22	208	.2	1.1	7	126	.1	1.0
FA '97	10	488	.1	.6	12	195	.1	.4	7	151	.1	.3	19	257	.2	.9	6	124	.1	.9
4-Book	17	502	.2	1.0	28	217	.3	1.0	20	157	.3	.9	26	231	.3	1.2	6	109	.1	.9
SU '97	24	450	.3	1.4	38	221	.4	1.5	40	180	.5	1.7	22	279	.2	1.1	7	163	.1	.9
WURD-AM																				
SU '98	5	111	.1	.3	3	67		.1	5	60	.1	.2	8	48	.1	.4	1	29		.1
SP '98	11	96	.1	.6	13	60	.1	.5	22	68	.2	.9	14	60	.2	.7	1	15		.1
WI '98	5	43	.1	.3	11	35	.1	.4	6	43	.1	.3	6	23	.1	.3				
FA '97	5	56	.1	.3	15	29	.2	.5	6	27	.1	.2	2	18	.1	.1	2	9		.3
4-Book	7	77	.1	.4	11	48	.1	.4	10	50	.1	.4	8	37	.1	.4	1	13		.1
SU '97	3	55		.2	3	14		.1	6	31	.1	.2	2	31		.1	1	9		.1
WUSL-FM																				
SU '98	23	484	.3	1.3	24	159	.3	.9	33	242	.4	1.3	27	205	.3	1.3	10	133	.1	1.3
SP '98	31	479	.3	1.8	35	150	.4	1.3	37	236	.4	1.5	34	223	.4	1.7	22	135	.2	3.2
WI '98	22	513	.2	1.3	30	185	.3	1.1	30	220	.3	1.3	21	168	.2	1.0	14	103	.2	2.0
FA '97	24	472	.3	1.4	26	206	.3	.9	34	273	.4	1.4	24	247	.3	1.1	10	86	.1	1.5
4-Book	25	487	.3	1.5	29	175	.3	1.1	34	243	.4	1.4	27	211	.3	1.3	14	114	.2	2.0
SU '97	20	462	.2	1.2	23	205	.3	.9	31	278	.4	1.3	22	192	.2	1.1	14	123	.2	1.8
WVDB-FM																				
SU '98	69	1187	.8	3.9	57	480	.6	2.1	130	579	1.4	5.3	90	522	1.0	4.3	21	199	.2	2.8
SP '98	65	1131	.7	3.8	74	419	.8	2.7	113	533	1.3	4.6	76	477	.8	3.7	35	260	.4	5.1
WI '98	90	1334	1.0	5.2	79	592	.9	2.8	179	708	2.0	7.5	100	639	1.1	4.8	35	251	.4	4.9
FA '97	71	1088	.8	4.1	109	420	1.2	3.9	120	506	1.3	4.9	71	460	.8	3.4	24	335	.3	3.6
4-Book	74	1185	.8	4.3	80	478	.9	2.9	136	582	1.5	5.6	84	525	.9	4.1	29	261	.3	4.1
SU '97	85	1379	1.0	4.9	91	588	1.0	3.5	151	649	1.7	6.3	107	669	1.2	5.3	34	392	.4	4.3
WWJZ-AM																				
SU '98	7	85	.1	.4	10	24	.1	.4	5	59	.1	.2	5	30	.1	.2	7	53	.1	.9
SP '98	7	102	.1	.4	8	40	.1	.3	16	85	.2	.7	9	57	.1	.4	1	19		.1
WI '98	3	74		.2	6	59	.1	.2	6	44	.1	.3	1	26						
FA '97	1	38		.1	1	11							6	19	.1	.3				
4-Book	5	75	.1	.3	6	34	.1	.2	7	47	.1	.3	5	33	.1	.2	2	18		.3
SU '97	8	77	.1	.5	6	52	.1	.2	14	41	.2	.6	13	53	.1	.6	2	28		.3
WXTU-FM																				
SU '98	117	1191	1.3	6.7	159	763	1.8	5.8	170	681	1.9	6.9	137	827	1.5	6.5	45	444	.5	5.9
SP '98	98	1048	1.1	5.8	131	606	1.5	4.9	157	549	1.7	6.5	125	689	1.4	6.1	28	309	.3	4.1
WI '98	96	1052	1.1	5.5	127	604	1.4	4.5	144	561	1.6	6.0	136	706	1.5	6.6	33	344	.4	4.6
FA '97	86	1115	1.0	4.9	122	594	1.4	4.3	125	546	1.4	5.1	104	747	1.2	5.0	24	276	.3	3.6
4-Book	99	1102	1.1	5.7	135	642	1.5	4.9	149	584	1.7	6.1	126	742	1.4	6.1	33	343	.4	4.6
SU '97	98	1115	1.1	5.7	128	658	1.4	4.9	145	582	1.6	6.0	135	770	1.5	6.7	38	307	.4	4.8
+WXMM-FM																				
SU '98	13	539	.1	.7	22	250	.2	.8	5	121	.1	.2	17	249	.2	.8	7	137	.1	.9
SP '98	29	567	.3	1.7	47	306	.5	1.7	46	188	.5	1.9	37	294	.4	1.8	8	144	.1	1.2
WI '98	24	498	.3	1.4	25	219	.3	.9	45	209	.5	1.9	31	280	.3	1.5	10	126	.1	1.4
FA '97	10	368	.1	.6	10	119	.1	.4	14	144	.2	.6	13	211	.1	.6	4	88		.6
4-Book	19	493	.2	1.1	26	224	.3	1.0	28	166	.3	1.2	25	259	.3	1.2	7	124	.1	1.0
SU '97	46	726	.5	2.7	54	371	.6	2.1	83	375	.9	3.4	65	473	.7	3.2	20	172	.2	2.5
WYSP-FM																				
SU '98	109	1620	1.2	6.2	370	1223	4.1	13.5	139	744	1.5	5.7	58	471	.6	2.7	24	234	.3	3.2
SP '98	71	1427	.8	4.2	245	950	2.7	9.1	91	694	1.0	3.7	42	471	.5	2.1	10	150	.1	1.5
WI '98	107	1630	1.2	6.2	382	1263	4.2	13.5	132	823	1.5	5.5	59	519	.7	2.8	16	237	.2	2.3
FA '97	135	2085	1.5	7.7	398	1200	4.4	14.1	167	758	1.9	6.8	71	503	.8	3.4	22	244	.2	3.3
4-Book	106	1691	1.2	6.1	349	1159	3.9	12.6	132	755	1.5	5.4	58	491	.7	2.8	18	216	.2	2.6
SU '97	77	1680	.9	4.5	274	1002	3.1	10.5	61	571	.7	2.5	38	438	.4	1.9	27	328	.3	3.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXR-FM																				
SU '98	37	691	.4	2.1	41	303	.5	1.5	56	216	.6	2.3	54	433	.6	2.6	14	194	.2	1.8
SP '98	31	758	.3	1.8	38	302	.4	1.4	44	283	.5	1.8	42	411	.5	2.1	7	153	.1	1.0
WI '98	37	785	.4	2.1	50	327	.6	1.8	52	287	.6	2.2	50	425	.6	2.4	21	191	.2	3.0
FA '97	31	708	.3	1.8	47	292	.5	1.7	45	249	.5	1.8	46	301	.5	2.2	11	165	.1	1.7
4-Book	34	736	.4	2.0	44	306	.5	1.6	49	259	.6	2.0	48	393	.6	2.3	13	176	.2	1.9
SU '97	42	866	.5	2.4	49	316	.6	1.9	69	316	.8	2.9	45	412	.5	2.2	17	183	.2	2.2
WJBR-FM																				
SU '98	5	110	.1	.3	2	18	.1	.1	4	29	.2	.2	11	73	.1	.5	8	27	.1	1.1
SP '98	12	152	.1	.7	22	80	.2	.8	18	72	.2	.7	12	77	.1	.6	2	41	.1	.3
WI '98	9	178	.1	.5	10	90	.1	.4	15	83	.2	.6	13	103	.1	.6	5	61	.1	.7
FA '97	9	163	.1	.5	15	63	.2	.5	19	63	.2	.8	15	101	.2	.7	3	36	.1	.5
4-Book	9	151	.1	.5	12	63	.1	.5	14	62	.2	.6	13	89	.1	.6	5	41	.1	.7
SU '97	6	127	.1	.3	6	59	.1	.2	7	45	.1	.3	8	44	.1	.4	4	25	.1	.5
WKXV-FM																				
SU '98	23	352	.3	1.3	32	172	.4	1.2	28	150	.3	1.1	46	229	.5	2.2	13	94	.1	1.7
SP '98	21	360	.2	1.2	39	186	.4	1.4	36	144	.4	1.5	30	203	.3	1.5	4	75	.1	.6
WI '98	20	353	.2	1.2	19	159	.2	.7	26	94	.3	1.1	37	187	.4	1.8	12	97	.1	1.7
FA '97	23	377	.3	1.3	37	201	.4	1.3	35	172	.4	1.4	31	209	.3	1.5	13	105	.1	2.0
4-Book	22	361	.3	1.3	32	180	.4	1.2	31	140	.4	1.3	36	207	.4	1.8	11	93	.1	1.5
SU '97	17	333	.2	1.0	26	164	.3	1.0	30	196	.3	1.2	25	179	.3	1.2	5	58	.1	.6
+WLEV-FM																				
SU '98	6	101	.1	.3	9	41	.1	.3	14	30	.2	.6	9	44	.1	.4	1	36	.1	.1
SP '98	5	84	.1	.3	1	17	.1	.1	6	26	.1	.2	11	67	.1	.5	1	25	.1	.1
WI '98	5	82	.1	.3	3	38	.1	.1	4	39	.2	.2	4	30	.2	.2	3	41	.1	.4
FA '97	10	194	.1	.6	4	65	.1	.1	15	74	.2	.6	18	75	.2	.9	10	61	.1	1.5
4-Book	7	115	.1	.4	4	40	.1	.1	10	42	.1	.4	11	54	.1	.5	4	41	.1	.5
SU '97	8	188	.1	.5	9	47	.1	.3	11	63	.1	.5	6	78	.1	.3	2	38	.1	.3
+WNJO-FM																				
SU '98	32	397	.4	1.8	31	138	.3	1.1	49	184	.5	2.0	40	252	.4	1.9	18	185	.2	2.4
SP '98	18	366	.2	1.1	14	165	.2	.5	28	175	.3	1.2	22	201	.2	1.1	10	110	.1	1.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	9	170	.1	.5	12	92	.1	.5	20	93	.2	.8	14	94	.2	.7	2	50	.1	.3
WPST-FM																				
SU '98	8	289	.1	.5	12	97	.1	.4	11	103	.1	.4	8	122	.1	.4	5	109	.1	.7
SP '98	12	319	.1	.7	27	157	.3	1.0	13	98	.1	.5	16	149	.2	.8	5	111	.1	.7
WI '98	8	291	.1	.5	7	92	.1	.2	7	100	.1	.3	13	126	.1	.6	4	47	.1	.6
FA '97	13	329	.1	.7	14	144	.2	.5	16	142	.2	.6	18	205	.2	.9	7	131	.1	1.1
4-Book	10	307	.1	.6	15	123	.2	.5	12	111	.1	.5	14	151	.2	.7	5	100	.1	.8
SU '97	7	285	.1	.4	9	77	.1	.3	4	71	.2	.2	7	144	.1	.3	3	75	.1	.4
WRDR-FM																				
SU '98	4	102	.1	.2	3	33	.1	.1	5	59	.1	.2	5	52	.1	.2		20		
SP '98	8	222	.1	.5	5	63	.1	.2	13	96	.1	.5	10	126	.1	.5	6	66	.1	.9
WI '98	12	205	.1	.7	5	96	.1	.2	14	95	.2	.6	18	148	.2	.9	4	62	.1	.6
FA '97	11	153	.1	.6	15	97	.2	.5	12	50	.1	.5	17	87	.2	.8	2	47	.1	.3
4-Book	9	171	.1	.5	7	72	.1	.3	11	75	.1	.5	13	103	.2	.6	3	49	.1	.5
SU '97	7	124	.1	.4	7	59	.1	.3	11	50	.1	.5	9	80	.1	.4	2	16	.1	.3
WSTV-FM																				
SU '98	3	157	.1	.2	8	64	.1	.3	1	28	.1	.1	2	44	.1	.1	3	47	.1	.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	5	184	.1	.3	7	94	.1	.2	9	54	.1	.4	9	86	.1	.4	1	26	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	139	.1	.3	11	47	.1	.4	7	49	.1	.3	10	73	.1	.5	3	58	.1	.4
TOTALS																				
SU '98	1750	8796	19.4		2743	7822	30.5		2452	6375	27.3		2114	7689	23.5		761	5013	8.5	
SP '98	1701	8709	18.9		2697	7867	30.0		2432	6413	27.0		2039	7574	22.7		689	4693	7.7	
WI '98	1731	8750	19.2		2826	7956	31.4		2388	6419	26.5		2074	7609	23.0		710	4951	7.9	
FA '97	1742	8715	19.4		2826	8051	31.4		2463	6618	27.4		2093	7751	23.3		658	4805	7.3	
4-Book	1731	8743	19.2		2773	7924	30.8		2434	6456	27.1		2080	7656	23.1		705	4866	7.9	
SU '97	1720	8662	19.4		2610	7854	29.5		2411	6749	27.2		2006	7659	22.7		787	4952	8.9	

** 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																				
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																				
SU '98	182	2976	2.0	7.5	74	1791	.8	6.2	203	902	2.3	15.5	61	379	.7	3.1	68	354	.8	4.9
4-Book	200	3089	2.2	8.3	79	1762	.9	6.7	197	856	2.2	14.1	81	436	.9	4.2	60	325	.7	4.6
WBEB-FM																				
SU '98	114	1003	1.3	4.7	43	576	.5	3.6	49	174	.5	3.7	87	242	1.0	4.5	49	197	.5	3.5
4-Book	117	1013	1.3	4.9	49	655	.6	4.2	52	183	.6	3.7	103	324	1.2	5.3	69	243	.8	5.3
WDAS-AM																				
SU '98	2	43	.1	.1	8	98	.1	.7					2	9	.1	.1	2	9	.1	.1
4-Book	8	80	.1	.3	11	104	.1	.9	6	12	.1	.4	6	13	.1	.3	2	7	.1	.1
WDAS-FM																				
SU '98	156	854	1.7	6.4	86	647	1.0	7.2	95	230	1.1	7.2	106	263	1.2	5.4	101	246	1.1	7.2
4-Book	135	833	1.5	5.6	86	629	1.0	7.3	74	188	.8	5.3	116	254	1.3	6.0	93	223	1.1	7.1
WFIL-AM																				
SU '98	16	177	.2	.7	5	66	.1	.4	14	48	.2	1.1	8	23	.1	.4	5	22	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	25	153	.3	1.0	7	106	.1	.6	2	9	.2	.2	18	46	.2	.9	7	19	.1	.5
4-Book	24	151	.3	1.0	11	111	.1	.9	9	26	.1	.6	27	48	.3	1.4	13	30	.2	1.0
W100-FM																				
SU '98	27	476	.3	1.1	17	277	.2	1.4	27	70	.3	2.1	23	112	.3	1.2	29	102	.3	2.1
4-Book	38	505	.4	1.6	20	297	.2	1.7	23	66	.3	1.6	36	132	.4	1.9	31	91	.4	2.4
WIP -AM																				
SU '98	148	1185	1.6	6.1	39	542	.4	3.3	65	227	.7	5.0	78	275	.9	4.0	10	57	.1	.7
4-Book	170	1519	1.9	7.0	51	758	.6	4.4	74	265	.8	5.3	86	331	1.0	4.5	41	165	.4	3.2
WJZ-FM																				
SU '98	142	1191	1.6	5.8	72	788	.8	6.1	72	220	.8	5.5	131	298	1.5	6.7	123	336	1.4	8.8
4-Book	148	1158	1.7	6.1	81	850	.9	6.9	61	209	.7	4.4	138	339	1.6	7.1	113	341	1.3	8.7
WMGK-FM																				
SU '98	129	1195	1.4	5.3	49	680	.5	4.1	37	146	.4	2.8	85	275	.9	4.3	63	171	.7	4.5
4-Book	133	1147	1.5	5.5	59	738	.7	5.0	74	226	.8	5.3	121	343	1.3	6.3	76	243	.9	5.9
WMMR-FM																				
SU '98	129	1020	1.4	5.3	53	607	.6	4.5	48	150	.5	3.7	116	301	1.3	5.9	79	268	.9	5.6
4-Book	117	1039	1.3	4.8	47	618	.5	4.0	57	193	.6	4.1	95	300	1.1	4.9	54	203	.6	4.1
WNAP-AM																				
SU '98	* 5	57	.1	.2	* 11	47	.1	.9	* 9	18	.1	.7	19	24	.2	1.0	18	18	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	188	1607	2.1	7.7	104	1189	1.2	8.8	69	266	.8	5.3	183	439	2.0	9.4	141	382	1.6	10.1
4-Book	187	1548	2.1	7.7	102	1140	1.2	8.7	84	293	.9	6.0	178	479	2.0	9.2	117	381	1.3	9.0
WPEN-AM																				
SU '98	32	312	.4	1.3	24	228	.3	2.0	39	100	.4	3.0	38	98	.4	1.9	23	66	.3	1.6
4-Book	36	328	.4	1.5	23	255	.3	1.9	42	108	.5	3.0	41	124	.4	2.1	20	70	.2	1.6
WPHI-FM																				
SU '98	19	164	.2	.8	12	99	.1	1.0	7	22	.1	.5	25	53	.3	1.3	19	51	.2	1.4
4-Book	16	182	.2	.7	7	90	.1	.6	3	10	.2	.2	12	27	.1	.6	8	27	.1	.6
WPHT-AM																				
SU '98	48	507	.5	2.0	32	420	.4	2.7	16	42	.2	1.2	42	101	.5	2.1	31	97	.3	2.2
4-Book	40	473	.4	1.7	20	313	.3	1.7	13	46	.2	.9	23	63	.3	1.1	17	55	.2	1.3
WPLY-FM																				
SU '98	40	429	.4	1.6	20	256	.2	1.7	24	58	.3	1.8	43	155	.5	2.2	40	87	.4	2.9
4-Book	24	385	.3	1.0	12	259	.1	1.0	16	65	.2	1.1	25	111	.3	1.3	15	67	.2	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WURD-AM																				
SU '98	5	105	.1	.2	8	78	.1	.7	3	7	.2	5	7	.1	.3	10	26	.1	.7	
4-Book	9	68	.1	.4	6	58	.1	.5	7	19	.1	.5	13	27	.2	.7	4	13	.1	.3
WUSL-FM																				
SU '98	28	358	.3	1.1	23	250	.3	1.9	5	36	.1	.4	33	82	.4	1.7	40	94	.4	2.9
4-Book	30	366	.3	1.2	24	267	.3	2.0	15	47	.2	1.1	35	94	.4	1.9	32	78	.4	2.5
WWDB-FM																				
SU '98	95	890	1.1	3.9	57	563	.6	4.8	47	134	.5	3.6	46	151	.5	2.4	29	69	.3	2.1
4-Book	103	932	1.2	4.2	54	581	.6	4.6	73	195	.8	5.2	61	175	.7	3.2	31	80	.4	2.4
WWJZ-AM																				
SU '98	6	59	.1	.2	8	47	.1	.7	14	30	.2	1.1	17	47	.2	.9	3	7	.2	.2
4-Book	6	63	.1	.3	4	33	.1	.3	4	12	.1	.3	9	20	.1	.5	3	7	.2	.2
WXTU-FM																				
SU '98	156	1110	1.7	6.4	96	786	1.1	8.1	111	341	1.2	8.5	203	448	2.3	10.4	137	362	1.5	9.8
4-Book	137	966	1.5	5.7	77	679	.9	6.6	94	282	1.1	6.7	154	364	1.7	8.0	109	276	1.2	8.4
+WXXM-FM																				
SU '98	14	356	.2	.6	15	303	.2	1.3	15	60	.2	1.1	24	120	.3	1.2	17	65	.2	1.2
4-Book	26	376	.3	1.1	15	255	.2	1.3	15	65	.2	1.1	29	110	.3	1.5	25	88	.3	1.9
WYSP-FM																				
SU '98	185	1469	2.1	7.6	30	445	.3	2.5	23	93	.3	1.8	70	196	.8	3.6	32	122	.4	2.3
4-Book	176	1426	2.0	7.3	39	649	.4	3.3	39	143	.5	2.8	49	164	.6	2.6	27	109	.3	2.1
WYXR-FM																				
SU '98	51	576	.6	2.1	29	363	.3	2.4	12	76	.1	.9	85	190	.9	4.3	64	149	.7	4.6
4-Book	47	547	.6	2.0	25	397	.3	2.1	18	86	.2	1.3	55	165	.6	2.9	37	126	.4	2.8
WJBR-FM																				
SU '98	6	80	.1	.2	2	38	.2	.4	3	14	.2	.4	3	11	.2	.4	2	9	.1	.1
4-Book	13	117	.2	.6	5	65	.1	.4	3	14	.2	.4	8	29	.1	.4	5	20	.1	.4
WKXV-FM																				
SU '98	35	309	.4	1.4	8	91	.1	.7	9	43	.1	.7	11	31	.1	.6	6	20	.1	.4
4-Book	33	318	.4	1.4	9	126	.1	.7	12	51	.1	.9	18	52	.2	.9	7	25	.1	.5
+WLEV-FM																				
SU '98	11	67	.1	.5	2	25	.2	.5	2	8	.2	.5	4	18	.2	.5	3	10	.2	.5
4-Book	9	80	.1	.4	5	54	.1	.5	2	16	.2	.5	8	20	.1	.4	8	23	.1	.6
+WNJO-FM																				
SU '98	41	306	.5	1.7	28	252	.3	2.4	29	67	.3	2.2	45	114	.5	2.3	40	109	.4	2.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	10	190	.1	.4	6	137	.1	.5	3	10	.2	.5	12	58	.1	.6	11	44	.1	.8
4-Book	13	224	.2	.6	8	149	.1	.7	8	28	.1	.5	17	65	.2	.9	13	50	.1	1.0
WRDR-FM																				
SU '98	4	83	.2	.4	4	56	.3	.8	2	14	.2	.8	4	18	.2	.8	5	28	.1	.4
4-Book	11	150	.1	.4	9	121	.1	.8	8	35	.1	.6	11	34	.1	.6	14	47	.2	1.1
WSTV-FM																				
SU '98	3	100	.1	.3	4	57	.3	.8	11	20	.1	.8	3	20	.2	.8	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2437	8689	27.1		1187	7306	13.2		1311	3685	14.6		1955	4537	21.7		1402	3414	15.6	
4-Book	2429	8620	27.0		1177	7310	13.1		1398	3874	15.5		1932	4580	21.5		1298	3406	14.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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																				
SU '98	29	190	.3	3.9	140	644	1.6	13.9	50	332	.6	3.7	31	197	.3	2.9	41	281	.5	6.7
4-Book	30	199	.3	4.1	158	677	1.8	15.2	63	360	.7	4.6	45	229	.5	4.5	29	210	.4	4.8
WBEB-FM																				
SU '98	15	98	.2	2.0	39	179	.4	3.9	47	166	.5	3.4	45	142	.5	4.2	18	98	.2	2.9
4-Book	25	125	.3	3.4	31	130	.3	3.1	53	202	.6	3.8	39	145	.4	3.9	19	91	.2	3.1
WDAS-AM																				
SU '98	3	8	.4		33	84	.4	3.3	21	53	.2	1.5	2	10	.2					
4-Book	2	6	.3		43	85	.5	4.1	22	55	.2	1.6	4	12	.1	.5	4	9	.1	.6
WDAS-FM																				
SU '98	41	147	.5	5.5	53	109	.6	5.3	69	168	.8	5.0	75	141	.8	6.9	143	238	1.6	23.3
4-Book	65	161	.8	8.8	45	104	.5	4.3	71	171	.8	5.0	69	138	.8	7.0	144	240	1.6	23.3
WFIL-AM																				
SU '98	6	27	.1	.8	1	6	.1		3	6	.2		6	16	.1	.6	1	10	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98					13	33	.1	1.3	10	26	.1	.7	2	8	.2					
4-Book	3	9	.4		17	38	.2	1.6	15	49	.2	1.1	5	13	.1	.5				
W100-FM																				
SU '98	10	35	.1	1.3	8	45	.1	.8	13	35	.1	1.0	24	92	.3	2.2	6	47	.1	1.0
4-Book	16	57	.2	2.2	8	29	.1	.7	16	66	.2	1.1	15	54	.2	1.5	14	48	.2	2.3
WIP -AM																				
SU '98	12	69	.1	1.6	42	179	.5	4.2	50	168	.6	3.7	40	152	.4	3.7	16	62	.2	2.6
4-Book	22	85	.2	3.1	51	186	.6	4.8	64	230	.7	4.5	50	162	.6	4.9	22	99	.3	3.6
WJZ-FM																				
SU '98	66	215	.7	8.8	46	123	.5	4.6	64	200	.7	4.7	56	146	.6	5.2	23	78	.3	3.8
4-Book	83	255	.9	11.3	47	179	.5	4.5	86	272	1.0	6.2	74	202	.8	7.6	45	135	.5	7.6
WMGK-FM																				
SU '98	45	162	.5	6.0	24	117	.3	2.4	59	221	.7	4.3	52	150	.6	4.8	24	81	.3	3.9
4-Book	37	149	.4	5.1	23	95	.3	2.3	61	234	.7	4.4	56	169	.7	5.7	23	92	.3	3.7
WMMR-FM																				
SU '98	31	111	.3	4.1	32	87	.4	3.2	52	187	.6	3.8	51	148	.6	4.7	13	80	.1	2.1
4-Book	24	95	.3	3.2	40	112	.4	3.8	53	188	.6	3.8	36	119	.4	3.6	14	75	.2	2.4
WNAP-AM																				
SU '98					* 9	18	.1	.9	7	16	.1	.5	2	6	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	72	201	.8	9.6	104	324	1.2	10.3	93	324	1.0	6.8	107	301	1.2	9.9	68	211	.8	11.1
4-Book	65	212	.7	8.8	111	334	1.3	10.6	108	362	1.2	7.7	86	263	1.0	8.5	66	188	.8	10.8
WPEN-AM																				
SU '98	5	30	.1	.7	14	60	.2	1.4	34	101	.4	2.5	26	63	.3	2.4	18	57	.2	2.9
4-Book	5	20	.1	.6	20	77	.2	2.0	25	83	.3	1.8	14	35	.2	1.3	16	54	.2	2.6
WPHI-FM																				
SU '98	13	45	.1	1.7	7	14	.1	.7	11	34	.1	.8	11	17	.1	1.0	3	6	.5	
4-Book	10	25	.1	1.3	6	18	.1	.6	6	24	.1	.5	6	19	.1	.6	2	5	.3	
WPHT-AM																				
SU '98	10	75	.1	1.3	60	154	.7	5.9	49	182	.5	3.6	45	159	.5	4.2	9	43	.1	1.5
4-Book	14	61	.1	1.9	29	90	.4	2.8	35	122	.4	2.6	20	74	.2	2.0	9	32	.1	1.5
WPLY-FM																				
SU '98	17	96	.2	2.3	10	30	.1	1.0	11	68	.1	.8	15	40	.2	1.4	4	30	.7	
4-Book	8	49	.1	1.0	7	31	.1	.7	10	68	.1	.7	10	46	.1	.9	3	27	.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WJRD-AM SU '98 4-Book	1 2	7 2	.1		3 3	7 9	.3 .3		13 9	29 23	.1 .1	1.0 .7	34 12	78 27	.4 .1	3.1 1.1	1	7 2	.2	.1
WUSL-FM SU '98 4-Book	19 23	53 50	.2 .3	2.5 3.2	20 29	84 93	.2 .3	2.0 2.7	33 31	67 86	.4 .4	2.4 2.2	19 18	26 39	.2 .2	1.8 1.8	14 10	41 33	.2 .1	2.3 1.7
WVDB-FM SU '98 4-Book	39 33	134 101	.4 .4	5.2 4.5	46 46	172 163	.5 .5	4.6 4.4	196 138	323 272	2.2 1.6	14.3 10.0	19 22	59 65	.2 .3	1.8 2.2	16 19	71 75	.2 .2	2.6 3.1
WVJZ-AM SU '98 4-Book	2 1	10 3	.3 .1		15 5	27 9	.2 .1	1.5 .5	9 5	17 15	.1 .1	.7 .4	8 4	17 8	.1 .1	.7 .4	1 1	8 4	.2	.1
WXTU-FM SU '98 4-Book	56 38	195 147	.6 .4	7.4 5.1	40 46	127 164	.4 .5	4.0 4.5	95 92	271 245	1.1 1.0	6.9 6.6	87 62	284 186	1.0 .7	8.0 6.2	40 24	138 86	.4 .3	6.5 3.9
+VXXM-FM SU '98 4-Book	8 8	60 52	.1 .1	1.1 1.1	15 8	59 34	.2 .1	1.5 .8	25 17	109 76	.3 .2	1.8 1.2	5 14	28 52	.1 .2	.5 1.4	7 5	65 28	.1 .1	1.1 .8
WYSP-FM SU '98 4-Book	20 12	71 53	.2 .1	2.7 1.6	2 9	8 40	.2 .1	.9	39 88	176 330	.4 1.0	2.9 5.9	29 72	120 260	.3 .8	2.7 6.8	14 13	54 52	.2 .2	2.3 2.1
WYXR-FM SU '98 4-Book	11 19	56 86	.1 .2	1.5 2.7	10 12	46 48	.1 .1	1.0 1.2	21 24	85 97	.2 .3	1.5 1.7	26 21	88 72	.3 .2	2.4 2.1	2 11	10 44	.3	1.7
WJBR-FM SU '98 4-Book	1 2	8 9	.1 .3		4 3	27 18	.4 .3		5 7	11 18	.1 .1	.4 .5	1 5	1 18	.1 .1	.1 .5	3	10	.5	
WKXV-FM SU '98 4-Book	3	11	.1	.4	6 7	10 28	.1 .1	.6 .7	6 9	16 39	.1 .1	.4 .6	11 9	16 29	.1 .1	1.0 .9	17 5	33 15	.2 .1	2.8 .8
+WLEV-FM SU '98 4-Book	2 6	8 10	.3 .1	.8	4	8 11	.1	.4	4	9	.3		4 5	7 21	.4 .1	.4 .5	5	20	.1	.9
+WNJO-FM SU '98 4-Book	18 **	57 **	.2 **	2.4 **	17 **	44 **	.2 **	1.7 **	38 **	112 **	.4 **	2.8 **	28 **	72 **	.3 **	2.6 **	7 **	35 **	.1 **	1.1 **
WPST-FM SU '98 4-Book	5 3	46 18	.1	.7 .4	3	9	.3		10 13	54 61	.1 .1	.7 .9	4 6	17 29	.4 .1	.4 .6	5 3	27 18	.1	.8 .5
WRDR-FM SU '98 4-Book	9 12	21 44	.1 .2	1.2 1.7	2 3	6 20	.2 .3		2 8	6 27	.1 .1	.6	8 14	16 41	.1 .2	.7 1.3	3 4	12 17	.5	.6
WSTV-FM SU '98 4-Book	**	**	**	**	7 **	47 **	.1 **	.7 **	2 **	20 **	**	.1 **	8 **	10 **	.1 **	.7 **	**	**	**	**
TOTALS SU '98 4-Book	752 734	2310 2243	8.4 8.2		1009 1043	2891 3081	11.2 11.6		1367 1394	3508 3761	15.2 15.5		1081 1007	2794 2713	12.0 11.2		613 611	1913 1836	6.8 6.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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																				
SU '98	6	325	.2	.9	18	172	.5	2.9	3	26	.1	.4	5	74	.1	.6	2	43	.1	.3
SP '98	5	334	.1	.8	15	206	.4	2.2	3	84	.1	.4	5	110	.1	.6	1	56		.2
WI '98	8	354	.2	1.3	27	265	.7	3.6	3	48	.1	.6	6	126	.2	.8	3	70	.1	.6
FA '97	8	449	.2	1.3	26	276	.7	3.6	4	83	.1	.7	11	105	.3	1.4	1	14		.2
4-Book	7	366	.2	1.1	22	230	.6	3.1	3	60	.1	.5	7	104	.2	.9	2	46	.1	.3
SU '97	6	294	.1	.9	13	159	.3	2.1	10	73	.2	1.2	7	101	.2	.8	1	40		.2
WBEB-FM																				
SU '98	34	694	.9	5.1	28	252	.7	4.5	59	289	1.5	7.1	38	341	1.0	4.6	30	326	.8	5.2
SP '98	41	852	1.0	6.5	47	363	1.2	6.8	56	359	1.4	8.2	48	442	1.2	6.1	28	345	.7	5.1
WI '98	35	806	.9	5.9	40	298	1.0	5.3	46	228	1.2	8.5	42	348	1.1	5.6	29	329	.7	5.5
FA '97	40	763	1.0	6.3	38	263	1.0	5.2	63	304	1.6	10.4	54	406	1.4	6.7	33	308	.8	5.5
4-Book	38	779	1.0	6.0	38	294	1.0	5.5	56	295	1.4	8.6	46	384	1.2	5.8	30	327	.8	5.3
SU '97	33	804	.8	4.9	24	255	.6	4.0	37	307	.9	4.5	43	370	1.1	5.1	25	295	.6	4.3
WDAS-AM																				
SU '98		33			1	28		.2		5				32	.1	.4	1	14		.2
SP '98	2	85	.1	.3	1	25		.1	1	20		.1	1	12		.1	2	12	.1	.4
WI '98	5	88	.1	.8	10	42	.3	1.3	2	18	.1	.4	1	12		.1	2	12	.1	.4
FA '97	6	53	.2	.9	9	17	.2	1.2	9	20	.2	1.5	7	20	.2	.9	2	17	.1	.3
4-Book	3	65	.1	.5	5	28	.1	.7	3	16	.1	.5	3	16	.1	.4	1	12	.1	.2
SU '97	6	93	.1	.9	13	52	.3	2.1	9	46	.2	1.1	6	54	.1	.7	1	28		.2
WDAS-FM																				
SU '98	25	490	.6	3.8	28	167	.7	4.5	30	216	.8	3.6	23	199	.6	2.8	34	225	.9	5.9
SP '98	17	453	.4	2.7	21	157	.5	3.1	14	173	.4	2.0	12	169	.3	1.5	21	201	.5	3.8
WI '98	30	476	.8	5.0	39	191	1.0	5.1	26	110	.7	4.8	38	203	1.0	5.0	39	305	1.0	7.4
FA '97	24	500	.6	3.8	18	172	.5	2.5	19	131	.5	3.1	22	182	.6	2.7	28	235	.7	4.6
4-Book	24	480	.6	3.8	27	172	.7	3.8	22	158	.6	3.4	24	188	.6	3.0	31	242	.8	5.4
SU '97	27	381	.7	4.0	29	198	.7	4.8	39	174	1.0	4.8	35	206	.9	4.2	17	173	.4	2.9
WFIL-AM																				
SU '98		9								9				5		.1		5		
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		23								7				12	.1	.2		5		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98		31				11				11										
SP '98		14				11								6						
WI '98																				
FA '97	1	34		.2						8			1	10		.1	1	34		.2
4-Book		20		.1		6				5				4				9		.1
SU '97	1	25		.1	3	19	.1	.5	1	12		.1	1	13		.1		6		
WIOQ-FM																				
SU '98	101	1937	2.5	15.2	94	760	2.4	15.1	137	1188	3.4	16.4	141	1179	3.5	17.2	77	909	1.9	13.3
SP '98	70	1573	1.8	11.1	55	699	1.4	8.0	86	764	2.2	12.6	94	932	2.4	12.0	59	695	1.5	10.7
WI '98	64	1695	1.6	10.7	84	875	2.1	11.1	50	695	1.3	9.2	90	1095	2.3	11.9	55	804	1.4	10.4
FA '97	60	1636	1.5	9.5	68	668	1.7	9.4	45	665	1.1	7.4	84	976	2.1	10.4	56	717	1.4	9.3
4-Book	74	1710	1.9	11.6	75	751	1.9	10.9	80	828	2.0	11.4	102	1046	2.6	12.9	62	781	1.6	10.9
SU '97	86	1728	2.1	12.8	60	770	1.5	9.9	105	1009	2.6	12.8	116	1189	2.9	13.8	80	954	2.0	13.9
WIP -AM																				
SU '98		9																9		
SP '98	1	71		.2	1	25		.1	1	19		.2	1	27		.1	2	52	.1	.4
WI '98	1	94		.2	5	49	.1	.7		26		.2						24		
FA '97	2	107	.1	.3	6	38	.2	.8					2	48	.1	.2	4	40	.1	.7
4-Book	1	70		.2	3	28	.1	.4		11		.1	1	19		.1	2	31	.1	.3
SU '97	2	96		.3	6	47	.1	1.0	1	27		.1	2	34		.2	1	28		.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
WJJZ-FM																				
SU '98	7	113	.2	1.1	4	43	.1	.6	16	65	.4	1.9	8	45	.2	1.0	1	23		.2
SP '98	8	165	.2	1.3	5	42	.1	.7	12	59	.3	1.8	13	55	.3	1.7	6	75	.2	1.1
WI '98	12	179	.3	2.0	10	73	.3	1.3	25	78	.6	4.6	16	89	.4	2.1	4	49	.1	.8
FA '97	3	124	.1	.5	8	52	.2	1.1	3	49	.1	.5	1	35		.1	3	42	.1	.5
4-Book	8	145	.2	1.2	7	53	.2	.9	14	63	.4	2.2	10	56	.2	1.2	4	47	.1	.7
SU '97	5	178	.1	.7	3	64	.1	.5	8	87	.2	1.0	8	88	.2	1.0	3	70	.1	.5
WMGK-FM																				
SU '98	18	468	.5	2.7	9	122	.2	1.4	31	241	.8	3.7	31	263	.8	3.8	8	141	.2	1.4
SP '98	27	538	.7	4.3	28	195	.7	4.1	43	264	1.1	6.3	38	296	1.0	4.9	14	84	.4	2.6
WI '98	14	411	.4	2.3	12	135	.3	1.6	13	124	.3	2.4	23	240	.6	3.0	10	176	.3	1.9
FA '97	36	634	.9	5.7	29	294	.7	4.0	55	306	1.4	9.1	54	332	1.4	6.7	23	205	.6	3.8
4-Book	24	513	.6	3.8	20	187	.5	2.8	36	234	.9	5.4	37	283	1.0	4.6	14	152	.4	2.4
SU '97	23	568	.6	3.4	20	205	.5	3.3	34	249	.8	4.1	32	324	.8	3.8	17	242	.4	2.9
WMMR-FM																				
SU '98	17	524	.4	2.6	15	124	.4	2.4	30	257	.8	3.6	19	266	.5	2.3	12	242	.3	2.1
SP '98	9	481	.2	1.4	4	128	.1	.6	12	202	.3	1.8	11	224	.3	1.4	8	165	.2	1.5
WI '98	10	448	.3	1.7	11	159	.3	1.5	12	122	.3	2.2	11	244	.3	1.5	9	181	.2	1.7
FA '97	13	468	.3	2.1	19	185	.5	2.6	16	167	.4	2.6	16	186	.4	2.0	11	145	.3	1.8
4-Book	12	480	.3	2.0	12	149	.3	1.8	18	187	.5	2.6	14	230	.4	1.8	10	183	.3	1.8
SU '97	17	528	.4	2.5	15	147	.4	2.5	22	228	.5	2.7	23	312	.6	2.7	13	195	.3	2.3
WNAP-AM																				
SU '98	*	1		.2	*				1	9		.1								
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		18											1	18		.1	**	**	**	**
WVGL-FM																				
SU '98	16	446	.4	2.4	9	131	.2	1.4	21	203	.5	2.5	26	193	.7	3.2	9	151	.2	1.6
SP '98	8	369	.2	1.3	10	117	.3	1.5	11	96	.3	1.6	6	101	.2	.8	3	63	.1	.5
WI '98	7	363	.2	1.2	3	67	.1	.4	8	114	.2	1.5	9	131	.2	1.2	3	99	.1	.6
FA '97	11	449	.3	1.7	11	148	.3	1.5	12	153	.3	2.0	14	170	.4	1.7	6	105	.2	1.0
4-Book	11	407	.3	1.7	8	116	.2	1.2	13	142	.3	1.9	14	149	.4	1.7	5	105	.2	.9
SU '97	14	482	.3	2.1	9	126	.2	1.5	23	175	.6	2.8	18	222	.4	2.1	6	113	.1	1.0
WPEN-AM																				
SU '98		17																		
SP '98																				
WI '98	7	33	.2	1.2	10	12	.3	1.3	12	33	.3	2.2	12	24	.3	1.6				
FA '97		22								7							1	15		.2
4-Book	2	18	.1	.3	3	3	.1	.3	3	10	.1	.6	3	6	.1	.4		4		.1
SU '97	1	29		.1										7						
WPHI-FM																				
SU '98	85	1501	2.1	12.8	71	639	1.8	11.4	90	900	2.3	10.8	109	998	2.7	13.3	89	842	2.2	15.4
SP '98	90	1399	2.3	14.3	94	750	2.4	13.7	78	747	2.0	11.4	106	989	2.7	13.6	100	763	2.5	18.2
WI '98	84	1519	2.1	14.1	92	691	2.3	12.1	63	652	1.6	11.6	117	948	2.9	15.5	86	838	2.2	16.2
FA '97	95	1415	2.4	15.0	87	751	2.2	12.0	62	637	1.6	10.2	129	924	3.2	16.0	125	808	3.1	20.7
4-Book	89	1459	2.2	14.1	86	708	2.2	12.3	73	734	1.9	11.0	115	965	2.9	14.6	100	813	2.5	17.6
SU '97	107	1500	2.7	15.9	87	680	2.2	14.3	116	1001	2.9	14.1	133	1074	3.3	15.8	111	948	2.8	19.2
WPHT-AM																				
SU '98	1	12		.2					4	6	.1	.5	1	12		.1				
SP '98		15			1	15		.1												
WI '98		8												8						
FA '97		17			1	10		.1									1	7		.2
4-Book		13		.1	1	6		.1	1	2		.1		5				2		.1
SU '97		21			2	7		.3						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 Trends

Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '98	43	1269	1.1	6.5	43	540	1.1	6.9	45	683	1.1	5.4	57	728	1.4	6.9	38	589	1.0	6.6
SP '98	52	1332	1.3	8.2	66	662	1.7	9.6	52	586	1.3	7.6	82	921	2.1	10.5	36	571	.9	6.6
WI '98	43	1275	1.1	7.2	65	602	1.6	8.6	36	494	.9	6.6	60	798	1.5	7.9	36	613	.9	6.8
FA '97	55	1255	1.4	8.7	67	642	1.7	9.3	45	499	1.1	7.4	69	767	1.7	8.6	54	698	1.4	8.9
4-Book	48	1283	1.2	7.7	60	612	1.5	8.6	45	566	1.1	6.8	67	804	1.7	8.5	41	618	1.1	7.2
SU '97	68	1366	1.7	10.1	59	605	1.5	9.7	89	762	2.2	10.9	96	979	2.4	11.4	51	705	1.3	8.8
WURD-AM																				
SU '98	3	35	.1	.5	8	27	.2	1.3	2	21	.1	.2	3	27	.1	.4				
SP '98	1	26	.1	.2	2	10	.1	.3		19	.1	.3	2	19	.1	.3		17		
WI '98	5	73	.1	.8	7	41	.2	.9	5	43	.1	.9	4	57	.1	.5		18		
FA '97	4	59	.1	.6	3	16	.1	.4	4	40	.1	.7	5	53	.1	.6	3	35	.1	.5
4-Book	3	48	.1	.5	5	24	.2	.7	3	31	.1	.5	4	39	.1	.5	1	18		.1
SU '97	8	75	.2	1.2	8	40	.2	1.3	15	60	.4	1.8	8	35	.2	1.0		7		
WUSL-FM																				
SU '98	105	1582	2.6	15.8	93	730	2.3	15.0	115	937	2.9	13.8	123	1002	3.1	15.0	107	866	2.7	18.5
SP '98	113	1633	2.8	17.9	119	937	3.0	17.3	105	896	2.6	15.3	152	1158	3.8	19.4	96	857	2.4	17.5
WI '98	86	1504	2.2	14.4	113	813	2.8	14.9	61	575	1.5	11.3	101	944	2.5	13.4	85	799	2.1	16.0
FA '97	83	1521	2.1	13.1	94	813	2.4	13.0	65	626	1.6	10.7	107	912	2.7	13.3	90	793	2.3	14.9
4-Book	97	1560	2.4	15.3	105	823	2.6	15.1	87	759	2.2	12.8	121	1004	3.0	15.3	95	829	2.4	16.7
SU '97	75	1371	1.9	11.1	70	573	1.7	11.5	78	739	1.9	9.5	76	790	1.9	9.0	84	677	2.1	14.6
WVDB-FM																				
SU '98	1	22	.1	.2	3	5	.1	.5	2	5	.1	.2								
SP '98		20			1	20	.1	.1	1	9	.1	.1								
WI '98	5	70	.1	.8	3	24	.1	.4	10	41	.3	1.8	7	30	.2	.9	3	28	.1	.6
FA '97	1	55	.1	.2	1	7	.1	.1		8	.1	.1		18	.1	.1		18		
4-Book	2	42	.1	.3	2	14	.1	.3	3	16	.1	.5	2	12	.1	.2	1	12		.2
SU '97	2	89	.1	.3	2	14	.1	.3	5	27	.1	.6	1	42	.1	.1	1	14	.1	.2
WWJZ-AM																				
SU '98		7																7		
SP '98																				
WI '98																				
FA '97																				
4-Book	2	7	.1	.3					2	7	.1	.2	4	7	.1	.5	1	7	.1	.2
SU '97	2	7	.1	.3					2	7	.1	.2	4	7	.1	.5	1	7	.1	.2
WXTU-FM																				
SU '98	16	243	.4	2.4	21	145	.5	3.4	27	159	.7	3.2	20	139	.5	2.4	9	96	.2	1.6
SP '98	18	209	.5	2.9	25	180	.6	3.6	30	144	.8	4.4	27	158	.7	3.5	6	64	.2	1.1
WI '98	14	245	.4	2.3	20	164	.5	2.6	13	125	.3	2.4	16	161	.4	2.1	8	152	.2	1.5
FA '97	8	202	.2	1.3	12	72	.3	1.7	9	86	.2	1.5	11	136	.3	1.4	3	79	.1	.5
4-Book	14	225	.4	2.2	20	140	.5	2.8	20	129	.5	2.9	19	149	.5	2.4	7	98	.2	1.2
SU '97	16	279	.4	2.4	15	133	.4	2.5	17	197	.4	2.1	20	150	.5	2.4	10	113	.2	1.7
+WXXM-FM																				
SU '98	41	1111	1.0	6.2	30	411	.8	4.8	54	639	1.4	6.5	60	657	1.5	7.3	33	529	.8	5.7
SP '98	39	1163	1.0	6.2	44	523	1.1	6.4	39	516	1.0	5.7	42	701	1.1	5.4	31	507	.8	5.6
WI '98	40	1153	1.0	6.7	53	560	1.3	7.0	45	493	1.1	8.3	50	738	1.3	6.6	28	538	.7	5.3
FA '97	37	895	.9	5.8	34	466	.9	4.7	29	332	.7	4.8	52	600	1.3	6.5	35	508	.9	5.8
4-Book	39	1081	1.0	6.2	40	490	1.0	5.7	42	495	1.1	6.3	51	674	1.3	6.5	32	521	.8	5.6
SU '97	3	138	.1	.4	4	75	.1	.7	1	21	.1	.1	5	93	.1	.6	2	61	.1	.3
WYSP-FM																				
SU '98	22	658	.6	3.3	48	343	1.2	7.7	19	310	.5	2.3	25	262	.6	3.0	15	148	.4	2.6
SP '98	22	629	.6	3.5	54	297	1.4	7.8	25	323	.6	3.6	26	291	.7	3.3	8	169	.2	1.5
WI '98	22	592	.6	3.7	55	373	1.4	7.3	27	230	.7	5.0	19	253	.5	2.5	9	235	.2	1.7
FA '97	33	751	.8	5.2	76	419	1.9	10.5	36	351	.9	5.9	32	354	.8	4.0	13	173	.3	2.2
4-Book	25	658	.7	3.9	58	358	1.5	8.3	27	304	.7	4.2	26	290	.7	3.2	11	181	.3	2.0
SU '97	25	687	.6	3.7	62	369	1.5	10.2	22	252	.5	2.7	23	285	.6	2.7	12	197	.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 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
	WYXR-FM																			
SU '98	32	825	.8	4.8	21	271	.5	3.4	46	323	1.2	5.5	30	340	.8	3.7	37	384	.9	6.4
SP '98	35	995	.9	5.5	27	300	.7	3.9	34	319	.9	5.0	34	436	.9	4.3	58	519	1.5	10.6
WI '98	24	988	.6	4.0	14	251	.4	1.8	15	196	.4	2.8	26	402	.7	3.4	49	470	1.2	9.2
FA '97	38	922	1.0	6.0	44	358	1.1	6.1	52	293	1.3	8.6	34	407	.9	4.2	44	503	1.1	7.3
4-Book	32	933	.8	5.1	27	295	.7	3.8	37	283	1.0	5.5	31	396	.8	3.9	47	469	1.2	8.4
SU '97	58	1271	1.4	8.6	35	384	.9	5.8	75	577	1.9	9.1	64	602	1.6	7.6	71	722	1.8	12.3
WJBR-FM																				
SU '98	2	81	.1	.3	2	31	.1	.3	2	18	.1	.2	1	18	.1	.1	3	34	.1	.5
SP '98	2	118	.1	.3	2	69	.1	.3		10			2	49	.1	.3	4	59	.1	.7
WI '98	2	138	.1	.3	1	27		.1		26			1	24		.1	3	65	.1	.6
FA '97	1	119		.2	1	14		.1		8			2	51	.1	.2	1	37		.2
4-Book	2	114	.1	.3	2	35	.1	.2	1	16	.1	.1	2	36	.1	.2	3	49	.1	.5
SU '97	4	133	.1	.6	3	25	.1	.5	3	39	.1	.4	4	42	.1	.5	7	42	.2	1.2
WKXV-FM																				
SU '98	3	103	.1	.5	3	44	.1	.5	4	44	.1	.5	3	71	.1	.4	2	36	.1	.3
SP '98	2	60	.1	.3					4	10	.1	.6	2	27	.1	.3	3	35	.1	.5
WI '98	2	56	.1	.3	1	18		.1	3	28	.1	.6	2	25	.1	.3	1	20		.2
FA '97	5	111	.1	.8	3	35	.1	.4	10	45	.3	1.7	13	93	.3	1.6	2	46	.1	.3
4-Book	3	83	.1	.5	2	24	.1	.3	5	32	.2	.9	5	54	.2	.7	2	34	.1	.3
SU '97	1	36		.1		7				16			1	21		.1	1	14		.2
WLEV-FM																				
SU '98	3	26	.1	.5	1	18		.2	1	9		.1	6	17	.2	.7	2	17	.1	.3
SP '98																				
WI '98	4	35	.1	.7	5	10	.1	.7	10	16	.3	1.8	4	23	.1	.5	1	13		.2
FA '97	1	54		.2	1	18		.1		19			1	26		.1		25		
4-Book	2	29	.1	.4	2	12		.3	3	11	.1	.5	3	17	.1	.3	1	14		.1
SU '97		14								7				7						
WNJO-FM																				
SU '98	1	62		.2	1	8		.2	2	45	.1	.2	1	15		.1	1	8		.2
SP '98	1	66		.2	1	16		.1	2	23	.1	.3	1	16		.1				
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		6				6														
WPST-FM																				
SU '98	29	931	.7	4.4	29	362	.7	4.7	31	457	.8	3.7	35	574	.9	4.3	28	431	.7	4.8
SP '98	30	918	.8	4.8	28	365	.7	4.1	34	373	.9	5.0	35	438	.9	4.5	31	443	.8	5.6
WI '98	33	1043	.8	5.5	35	464	.9	4.6	25	316	.6	4.6	44	614	1.1	5.8	37	527	.9	7.0
FA '97	29	865	.7	4.6	36	431	.9	5.0	23	274	.6	3.8	30	515	.8	3.7	29	500	.7	4.8
4-Book	30	939	.8	4.8	32	406	.8	4.6	28	355	.7	4.3	36	535	.9	4.6	31	475	.8	5.6
SU '97	31	988	.8	4.6	19	342	.5	3.1	40	514	1.0	4.9	45	594	1.1	5.3	27	489	.7	4.7
WRDR-FM																				
SU '98		16												9						
SP '98		20				4								8				8		
WI '98		8								8								1		.2
FA '97		12																		
4-Book		14				1				2				4				4		.1
SU '97																				
WSTW-FM																				
SU '98	4	101	.1	.6	6	20	.2	1.0	2	43	.1	.2	1	35		.1	4	57	.1	.7
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	6	142	.2	1.0	6	49	.2	.8	10	30	.3	1.8	5	73	.1	.7	4	70	.1	.8
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	3	196	.1	.4	1	43		.2	4	73	.1	.5	5	83	.1	.6	2	85		.3
TOTALS																				
SU '98	663	3880	16.6		622	2997	15.6		834	3259	20.9		821	3392	20.5		579	3170	14.5	
SP '98	631	3867	15.8		688	3234	17.2		685	2838	17.1		782	3473	19.6		549	3034	13.7	
WI '98	596	3909	14.9		758	3345	19.0		542	2437	13.6		756	3436	18.9		530	3167	13.3	
FA '97	634	3912	15.9		724	3254	18.1		606	2597	15.2		804	3346	20.1		604	3157	15.1	
4-Book	631	3892	15.8		698	3208	17.5		667	2783	16.7		791	3412	19.8		566	3132	14.2	
SU '97	673	3941	16.8		607	2978	15.1		820	3215	20.4		842	3571	21.0		577	3177	14.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 12-24																			
		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																					
SU '98		8	242	.2	1.0	4	130	.1	.7	17	75	.4	5.5	1	15	.1	.1	1	9		.1
4-Book		10	314	.3	1.4	5	129	.1	.8	13	49	.3	3.6	3	22	.1	.3	2	14	.1	.3
WBEB-FM																					
SU '98		43	534	1.1	5.6	20	296	.5	3.7	12	49	.3	3.9	17	65	.4	2.0	31	70	.8	4.1
4-Book		47	595	1.2	6.6	26	376	.7	4.9	21	65	.6	5.5	39	126	1.0	4.8	33	96	.8	4.7
WDAS-AM																					
SU '98			28			1	12		.2									1	7		.1
4-Book		4	42	.1	.5	4	40	.1	.9	4	6	.1	.9	3	8	.1	.4	1	4		.1
WDAS-FM																					
SU '98		27	332	.7	3.5	15	223	.4	2.8	6	36	.2	1.9	13	35	.3	1.5	6	50	.2	.8
4-Book		24	311	.6	3.4	20	255	.5	3.8	13	49	.4	3.6	24	68	.6	2.9	13	49	.3	1.8
WFIL-AM																					
SU '98		**	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
SU '98			11			1	20		.2									10	20	.3	1.3
4-Book			10			1	10		.2									4	9	.1	.6
WIOQ-FM																					
SU '98		125	1683	3.1	16.3	73	1126	1.8	13.6	31	176	.8	10.0	102	468	2.6	11.9	112	457	2.8	14.7
4-Book		85	1462	2.1	11.8	61	1017	1.5	11.6	38	173	1.0	10.3	101	419	2.5	12.2	89	382	2.3	12.5
WIP -AM																					
SU '98						1	16		.1		1		.1					1	5		.1
4-Book																					
WJJZ-FM																					
SU '98		10	84	.3	1.3	5	52	.1	.9	6	31	.2	1.9	15	27	.4	1.8	4	15	.1	.5
4-Book		11	97	.3	1.5	5	76	.1	.9	4	15	.1	1.0	9	16	.2	1.0	7	26	.2	1.0
WMGK-FM																					
SU '98		25	376	.6	3.3	13	202	.3	2.4	4	28	.1	1.3	36	103	.9	4.2	26	91	.7	3.4
4-Book		31	415	.8	4.4	18	242	.5	3.4	9	33	.2	2.3	42	114	1.1	5.2	29	101	.7	4.1
WMMR-FM																					
SU '98		22	422	.6	2.9	12	221	.3	2.2	11	36	.3	3.5	26	97	.7	3.0	17	106	.4	2.2
4-Book		15	371	.4	2.1	10	232	.3	1.9	12	45	.3	3.2	19	79	.5	2.3	16	82	.4	2.2
WNAP-AM																					
SU '98	*	**	9	**	**	* 1	7	**	.2	*	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																					
SU '98		19	306	.5	2.5	14	225	.4	2.6	8	34	.2	2.6	44	102	1.1	5.1	21	85	.5	2.7
4-Book		12	273	.3	1.6	12	208	.3	2.3	5	22	.2	1.4	22	72	.6	2.6	17	68	.4	2.4
WPEN-AM																					
SU '98						1	17		.2	2	17	.1	.6	3	17	.1	.4				
4-Book		3	10	.1	.4	1	9		.2	3	7	.1	.9	2	7	.1	.3	1	3		.2
WPHI-FM																					
SU '98		90	1310	2.3	11.8	73	870	1.8	13.6	37	139	.9	11.9	137	427	3.4	16.0	115	369	2.9	15.1
4-Book		90	1291	2.3	12.6	78	931	2.0	14.8	52	177	1.3	13.9	119	418	3.0	14.5	108	366	2.7	15.3
WPHT-AM																					
SU '98		2	12	.1	.3																
4-Book		1	11		.1																
WPLY-FM																					
SU '98		48	1079	1.2	6.3	37	779	.9	6.9	10	99	.3	3.2	64	326	1.6	7.5	55	270	1.4	7.2
4-Book		56	1105	1.4	7.9	39	787	1.0	7.5	22	132	.6	5.8	61	323	1.6	7.5	61	273	1.5	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

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	
WURD-AM SU '98 4-Book	4 4	30 45	.1 .1	.5 .5	4 4	27 30	.1 .1	.7 .7	10 5	19 15	.3 .2	3.2 1.4	10 11	19 24	.3 .3	1.2 1.3	9 4	9 8	.2 .1	1.2 .5
WUSL-FM SU '98 4-Book	110 103	1430 1375	2.8 2.6	14.4 14.3	93 87	989 1012	2.3 2.2	17.4 16.6	64 62	190 199	1.6 1.6	20.6 17.1	137 130	418 422	3.4 3.3	16.0 15.7	130 119	403 399	3.3 3.0	17.0 16.7
WWDB-FM SU '98 4-Book	2 3	5 28	.1 .1	.3 .4	2 2	22 18	.1 .1	.4 .3	4 1	5 1	.1 .1	1.3 .3	3 1	14 4	.1 .1	.4 .1	2 2	3 3	.1 .1	.2 .2
WWJZ-AM SU '98 4-Book																				
WXTU-FM SU '98 4-Book	23 19	214 201	.6 .5	3.0 2.7	9 10	156 147	.2 .3	1.7 1.9	5 5	36 35	.1 .2	1.6 1.4	12 15	68 70	.3 .4	1.4 1.9	23 14	65 52	.6 .4	3.0 2.0
+WXXM-FM SU '98 4-Book	48 44	936 926	1.2 1.1	6.3 6.2	34 36	606 665	.9 .9	6.4 6.8	12 18	56 82	.3 .5	3.9 5.0	63 63	290 282	1.6 1.6	7.4 7.7	42 52	242 258	1.1 1.3	5.5 7.3
WYSP-FM SU '98 4-Book	30 36	582 573	.8 .9	3.9 5.1	13 14	250 288	.3 .4	2.4 2.6	3 14	26 50	.1 .4	1.0 3.4	27 19	129 105	.7 .5	3.2 2.4	21 20	72 82	.5 .5	2.7 2.9
WYXR-FM SU '98 4-Book	33 32	563 619	.8 .8	4.3 4.4	28 24	474 494	.7 .6	5.2 4.6	18 13	74 58	.5 .3	5.8 3.5	47 40	195 186	1.2 1.0	5.5 4.9	42 30	132 133	1.1 .8	5.5 4.2
WJBR-FM SU '98 4-Book	2 1	41 71	.1 .1	.3 .2	1 2	39 54	.2 .1	.4 .4	3 1	9 3	.1 .1	1.0 .3	1 1	9 15	.1 .1		1 1	7 7		.1 .1
WKXW-FM SU '98 4-Book	4 4	89 66	.1 .1	.5 .6	1 1	23 23	.2 .2		3 1	14 6	.1 .1	1.0 .3	1 1	8 8	.1 .1		2 2	8 8	.1 .1	.4 .4
+WLEV-FM SU '98 4-Book	3 3	26 23	.1 .1	.4 .4	3 1	17 16	.1 .1	.6 .2	1 1	9 2	.3 .1		6 2	17 9	.2 .1	.7 .2	6 2	17 11	.2 .1	.8 .3
+WNJO-FM SU '98 4-Book	1 **	45 **	.1 **	.1 **	1 **	33 **	.2 **		** **	** **	** **	** **	4 **	24 **	.1 **	.5 **	4 **	16 **	.1 **	.5 **
WPST-FM SU '98 4-Book	32 32	729 747	.8 .8	4.2 4.5	25 27	563 562	.6 .7	4.7 5.1	9 17	48 83	.2 .5	2.9 4.6	37 41	205 230	.9 1.0	4.3 5.1	35 37	211 196	.9 1.0	4.6 5.3
WRDR-FM SU '98 4-Book		9 7				7 7												7 4		
WSTW-FM SU '98 4-Book	3 **	73 **	.1 **	.4 **	5 **	41 **	.1 **	.9 **	9 **	16 **	.2 **	2.9 **	7 **	24 **	.2 **	.8 **	3 **	14 **	.1 **	.4 **
TOTALS SU '98 4-Book	765 715	3818 3816	19.1 17.9		535 525	3338 3422	13.4 13.2		311 368	992 1088	7.8 9.2		857 822	2130 2184	21.4 20.6		764 709	1931 1889	19.1 17.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																			
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																			
SU '98				11 44 .3 4.2				5 32 .1 .8				4				1 5 .2			
4-Book				11 49 .3 4.0				4 31 .1 .6				3 14 .1 .6				2 14 .1 .5			
WBEB-FM																			
SU '98				2 17 .1 .8				11 39 .3 1.8				31 89 .8 5.9				29 120 .7 7.1			
4-Book				15 42 .4 5.5				18 81 .5 3.3				31 93 .8 6.3				24 119 .6 5.9			
WDAS-AM																			
SU '98				1 5 .4 .4				5 12 .1 .8											
4-Book				14 25 .4 4.7				9 23 .2 1.7				3 6 .1 .6				1 3 .1			
WDAS-FM																			
SU '98				7 13 .2 2.7				14 32 .4 2.3				10 22 .3 1.9				45 92 1.1 10.9			
4-Book				11 24 .3 4.1				18 52 .5 3.3				16 36 .4 3.2				43 92 1.1 10.6			
WFIL-AM																			
SU '98				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WHAT-AM																			
SU '98				1 2 .3															
4-Book				1 2 .3															
WIOQ-FM																			
SU '98				75 276 1.9 15.8				29 153 .7 11.2				111 457 2.8 18.2				95 295 2.4 18.0			
4-Book				61 278 1.6 12.0				20 110 .5 7.4				73 365 1.8 13.1				61 263 1.6 12.2			
WIP-AM																			
SU '98				2 5 .1 .3								3 .1				1 3 .2			
4-Book				2 5 .1 .3								3 .1				1 3 .2			
WJJZ-FM																			
SU '98				5 12 .1 1.9				9 12 .2 1.5				4 17 .1 .8				4 14 .1 .8			
4-Book				4 13 .1 .7				5 14 .1 .9				5 15 .1 1.1				4 14 .1 .8			
WMGK-FM																			
SU '98				11 60 .3 2.3				12 63 .3 2.0				8 19 .2 1.5				1 5 .2			
4-Book				18 63 .5 3.4				17 83 .4 3.2				16 57 .4 3.1				6 26 .2 1.5			
WMMR-FM																			
SU '98				4 44 .1 .8				7 9 .2 2.7				18 48 .5 3.0				8 68 .2 1.5			
4-Book				6 45 .2 1.2				4 16 .1 1.6				9 39 .3 1.7				6 41 .2 1.2			
WNAP-AM																			
SU '98				* 4 7 .1 1.5				4 7 .1 .7											
4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
WVGL-FM																			
SU '98				5 41 .1 1.1				5 7 .1 1.9				10 45 .3 1.6				7 43 .2 1.3			
4-Book				11 51 .3 2.1				3 13 .1 1.1				9 45 .3 1.6				16 56 .4 3.2			
WPEN-AM																			
SU '98				1 .1				1 .1				2 3 .1 .4							
4-Book				1 .1				1 .1				2 3 .1 .4							
WPHI-FM																			
SU '98				78 299 2.0 16.4				31 96 .8 11.9				65 278 1.6 10.7				73 202 1.8 13.8			
4-Book				103 342 2.6 19.9				31 112 .8 11.1				65 291 1.6 11.9				75 226 1.9 14.8			
WPHT-AM																			
SU '98																			
4-Book																			
WPLY-FM																			
SU '98				24 163 .6 5.0				17 104 .4 6.5				51 230 1.3 8.4				37 205 .9 7.0			
4-Book				32 191 .8 6.3				18 112 .5 6.5				51 261 1.3 9.2				35 206 .9 7.0			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
WURD-AM SU '98 4-Book	1	3	.1	2	9	.1	.8	2	8	.1	.3	5	5	.1	.9	1	3		.2	
WUSL-FM SU '98 4-Book	104	313	2.6	21.8	49	123	1.2	18.8	109	371	2.7	17.9	65	222	1.6	12.3	75	208	1.9	18.2
WWDB-FM SU '98 4-Book	1	4	.2		1	6		.3	7	17	.2	1.1		2				2		
WWJZ-AM SU '98 4-Book																				
WXTU-FM SU '98 4-Book	14	21	.4	2.9	3	9	.1	1.2	4	28	.1	.7	5	45	.1	.9	5	33	.1	1.2
+WXXM-FM SU '98 4-Book	22	119	.6	4.6	13	37	.3	5.0	47	195	1.2	7.7	37	184	.9	7.0	32	170	.8	7.8
WYSP-FM SU '98 4-Book	13	34	.3	2.7	1	10		.4	9	70	.2	1.5	12	35	.3	2.3	14	47	.4	3.4
WYXR-FM SU '98 4-Book	28	107	.7	5.9	14	84	.4	5.4	24	121	.6	3.9	26	105	.7	4.9	23	137	.6	5.6
WJBR-FM SU '98 4-Book	1	4	.2						2	11	.1	.4	1	4	.2		5	21	.1	1.2
WKXW-FM SU '98 4-Book	2	8	.1	.4					3	9	.1	.5	4	9	.1	.8		3		.1
+WLEV-FM SU '98 4-Book	2	9	.1	.4	1	9		.4	2	9	.1	.3	4	9	.1	.8	5	9	.1	1.2
+WNJO-FM SU '98 4-Book	**	**	**	**	**	**	**	**	1	8		.2	**	**	**	**	**	**	**	**
WPST-FM SU '98 4-Book	22	167	.6	4.6	12	66	.3	4.6	28	181	.7	4.6	32	128	.8	6.1	25	99	.6	6.1
WRDR-FM SU '98 4-Book	2	7	.1	.4										3		.1				
WSTV-FM SU '98 4-Book	1	7	.2		**	**	**	**	2	26	.1	.3	8	26	.2	1.5	13	33	.3	3.2
TOTALS SU '98 4-Book	476	1316	11.9		260	825	6.5		610	1697	15.3		528	1315	13.2		411	1202	10.3	
	512	1526	12.8		276	891	6.9		547	1684	13.7		499	1391	12.5		410	1267	10.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

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
WJZZ-FM																				
SU '98	26	489	.4	2.5	20	188	.3	1.6	45	184	.8	3.0	31	226	.5	2.4	17	158	.3	2.8
SP '98	32	562	.6	3.1	25	236	.4	1.9	48	221	.8	3.2	39	276	.7	3.1	30	275	.5	4.9
WI '98	37	602	.6	3.5	39	299	.7	2.7	72	282	1.2	4.9	43	290	.7	3.3	13	159	.2	2.4
FA '97	41	471	.7	3.9	43	217	.7	3.1	93	276	1.6	6.1	66	258	1.1	5.1	15	205	.3	2.6
4-Book	34	531	.6	3.3	32	235	.5	2.3	65	241	1.1	4.3	45	263	.8	3.5	19	199	.3	3.2
SU '97	30	483	.5	2.7	22	171	.4	1.6	63	290	1.1	3.9	42	289	.7	3.0	11	143	.2	1.7
WMGK-FM																				
SU '98	63	1053	1.1	6.1	48	436	.8	3.8	117	630	2.0	7.7	93	724	1.6	7.3	22	303	.4	3.6
SP '98	65	1120	1.1	6.3	70	504	1.2	5.3	116	649	2.0	7.8	90	761	1.6	7.0	24	267	.4	4.0
WI '98	49	1071	.8	4.7	60	459	1.0	4.1	81	473	1.4	5.5	74	669	1.3	5.7	20	360	.3	3.8
FA '97	73	1468	1.3	7.0	74	737	1.3	5.3	118	769	2.0	7.7	107	908	1.8	8.3	36	492	.6	6.2
4-Book	63	1178	1.1	6.0	63	534	1.1	4.6	108	630	1.9	7.2	91	766	1.6	7.1	26	356	.4	4.4
SU '97	81	1435	1.4	7.2	82	660	1.4	6.0	137	777	2.3	8.4	102	942	1.7	7.3	44	501	.7	6.8
WMMR-FM																				
SU '98	37	905	.6	3.6	46	296	.8	3.6	54	390	.9	3.6	41	468	.7	3.2	23	331	.4	3.8
SP '98	25	963	.4	2.4	28	282	.5	2.1	35	419	.6	2.4	33	534	.6	2.6	14	256	.2	2.3
WI '98	24	797	.4	2.3	32	313	.6	2.2	34	243	.6	2.3	32	402	.6	2.5	11	238	.2	2.1
FA '97	41	1100	.7	3.9	56	480	1.0	4.0	66	520	1.1	4.3	55	581	1.0	4.3	19	304	.3	3.3
4-Book	32	941	.5	3.1	41	343	.7	3.0	47	393	.8	3.2	40	496	.7	3.2	17	282	.3	2.9
SU '97	49	1174	.8	4.4	48	453	.8	3.5	84	464	1.4	5.2	67	688	1.1	4.8	20	372	.3	3.1
WNAP-AM																				
SU '98	*	1	.44	.1	*	2	.8	.2	1	.8	.1	.1	1	.8	.1	.1				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	1	53	.1	.1	1	9	.1	.1	2	18	.1	.1	2	27	.1	.1	**	**	**	**
WOGL-FM																				
SU '98	22	578	.4	2.1	20	208	.3	1.6	37	244	.6	2.4	30	263	.5	2.4	11	137	.2	1.8
SP '98	15	610	.3	1.4	13	141	.2	1.0	22	197	.4	1.5	12	237	.2	.9	4	102	.1	.7
WI '98	13	536	.2	1.2	13	128	.2	.9	21	216	.4	1.4	18	255	.3	1.4	3	103	.1	.6
FA '97	18	595	.3	1.7	20	281	.3	1.4	25	297	.4	1.6	22	253	.4	1.7	9	150	.2	1.5
4-Book	17	580	.3	1.6	17	190	.3	1.2	26	239	.5	1.7	21	252	.4	1.6	7	123	.2	1.2
SU '97	31	730	.5	2.8	30	260	.5	2.2	54	355	.9	3.3	41	416	.7	2.9	12	163	.2	1.9
WPEN-AM																				
SU '98	4	57	.1	.4	1	10	.1	.1	5	18	.1	.3	5	37	.1	.4	4	29	.1	.7
SP '98	2	21	.1	.2					3	9	.1	.2	5	9	.1	.4		4		
WI '98	7	56	.1	.7	10	12	.2	.7	13	49	.2	.9	13	46	.2	1.0		7		
FA '97	3	54	.1	.3	1	29	.1	.1	6	15	.1	.4	4	8	.1	.3	1	10		.2
4-Book	4	47	.1	.4	3	13	.1	.2	7	23	.1	.5	7	25	.1	.5	1	13		.2
SU '97	1	39	.1	.1	1	9	.1	.1	1	8	.1	.1		7						
WPHI-FM																				
SU '98	63	1160	1.1	6.1	67	533	1.2	5.2	64	610	1.1	4.2	88	813	1.5	6.9	64	580	1.1	10.5
SP '98	66	1078	1.1	6.4	71	496	1.2	5.3	78	674	1.3	5.2	79	675	1.4	6.2	57	551	1.0	9.4
WI '98	72	1204	1.2	6.9	82	548	1.4	5.6	77	672	1.3	5.2	90	784	1.6	6.9	57	532	1.0	10.7
FA '97	63	1101	1.1	6.1	73	558	1.3	5.2	61	606	1.1	4.0	74	607	1.3	5.8	68	491	1.2	11.7
4-Book	66	1136	1.1	6.4	73	534	1.3	5.3	70	641	1.2	4.7	83	720	1.5	6.5	62	539	1.1	10.6
SU '97	78	1159	1.3	7.0	76	561	1.3	5.6	78	708	1.3	4.8	103	819	1.7	7.4	73	685	1.2	11.3
WPHT-AM																				
SU '98	3	84	.1	.3	3	31	.1	.2	6	25	.1	.4	2	26	.1	.2	2	20	.1	.3
SP '98	1	24	.1	.1					1	7	.1	.1	1	7	.1	.1	1	17	.1	.2
WI '98	1	53	.1	.1		9				15			2	29	.2	.2				
FA '97		25			1	10	.1	.1					1	9	.1	.1				
4-Book	1	47	.1	.1	1	13	.1	.1	2	12	.1	.1	2	18	.2	.2	1	9	.1	.1
SU '97	2	69	.1	.2	5	35	.1	.4					1	25	.1	.1	3	18	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	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
WPLY-FM																				
SU '98	33	1324	.6	3.2	45	626	.8	3.5	36	586	.6	2.4	42	722	.7	3.3	19	440	.3	3.1
SP '98	49	1471	.8	4.7	63	714	1.1	4.7	73	740	1.3	4.9	73	886	1.3	5.7	23	433	.4	3.8
WI '98	47	1432	.8	4.5	68	697	1.2	4.7	55	584	1.0	3.7	65	809	1.1	5.0	25	573	.4	4.7
FA '97	53	1380	.9	5.1	83	717	1.4	5.9	68	661	1.2	4.5	72	767	1.2	5.6	27	506	.5	4.6
4-Book	46	1402	.8	4.4	65	689	1.1	4.7	58	643	1.0	3.9	63	796	1.1	4.9	24	488	.4	4.1
SU '97	75	1579	1.3	6.7	83	814	1.4	6.1	111	813	1.9	6.8	104	1063	1.8	7.5	38	689	.6	5.9
WURD-AM																				
SU '98	6	80	.1	.6	10	43	.2	.8	6	42	.1	.4	6	59	.1	.5	1	16		.2
SP '98	11	99	.2	1.1	12	59	.2	.9	20	78	.3	1.3	14	86	.2	1.1	3	37	.1	.5
WI '98	7	107	.1	.7	5	54	.1	.3	15	75	.3	1.0	7	70	.1	.5				
FA '97	17	128	.3	1.6	25	91	.4	1.8	32	128	.6	2.1	16	112	.3	1.2	4	54	.1	.7
4-Book	10	104	.2	1.0	13	62	.2	1.0	18	81	.3	1.2	11	82	.2	.8	2	27	.1	.4
SU '97	11	114	.2	1.0	20	78	.3	1.5	18	83	.3	1.1	9	46	.2	.6		7		
WUSL-FM																				
SU '98	113	1483	2.0	10.9	121	784	2.1	9.5	129	836	2.2	8.5	127	907	2.2	10.0	102	767	1.8	16.7
SP '98	107	1414	1.8	10.3	131	805	2.3	9.9	125	790	2.2	8.4	131	930	2.3	10.3	64	542	1.1	10.5
WI '98	83	1328	1.4	8.0	112	666	1.9	7.7	91	684	1.6	6.2	99	787	1.7	7.6	52	592	.9	9.8
FA '97	77	1349	1.3	7.4	96	731	1.7	6.8	91	691	1.6	6.0	82	676	1.4	6.4	66	592	1.1	11.4
4-Book	95	1394	1.6	9.2	115	747	2.0	8.5	109	750	1.9	7.3	110	825	1.9	8.6	71	623	1.2	12.1
SU '97	91	1233	1.5	8.1	102	693	1.7	7.5	100	672	1.7	6.2	86	716	1.5	6.2	85	603	1.4	13.1
WWDB-FM																				
SU '98	12	245	.2	1.2	14	83	.2	1.1	20	108	.3	1.3	12	73	.2	.9	6	52	.1	1.0
SP '98	7	172	.1	.7	8	72	.1	.6	15	88	.3	1.0	5	72	.1	.4	2	27		.3
WI '98	9	210	.2	.9	5	50	.1	.3	23	111	.4	1.6	9	70	.2	.7	2	46		.4
FA '97	7	235	.1	.7	8	105	.1	.6	14	105	.2	.9	7	63	.1	.5	3	43	.1	.5
4-Book	9	216	.2	.9	9	78	.1	.7	18	103	.3	1.2	8	70	.2	.6	3	42	.1	.6
SU '97	11	259	.2	1.0	12	58	.2	.9	19	92	.3	1.2	12	132	.2	.9	8	76	.1	1.2
WWJZ-AM																				
SU '98		18							9				9				9			
SP '98																				
WI '98																				
FA '97																				
4-Book	5								2	2			2				2			
SU '97	2	18		.2					2	7		.1	4	18	.1	.3	1	7		.2
WXTU-FM																				
SU '98	37	623	.6	3.6	38	326	.7	3.0	59	342	1.0	3.9	59	407	1.0	4.6	16	221	.3	2.6
SP '98	41	549	.7	4.0	47	343	.8	3.5	70	296	1.2	4.7	50	345	.9	3.9	18	181	.3	3.0
WI '98	27	514	.5	2.6	40	342	.7	2.7	38	298	.7	2.6	38	397	.7	2.9	8	214	.1	1.5
FA '97	30	518	.5	2.9	49	311	.8	3.5	43	319	.7	2.8	34	357	.6	2.7	10	210	.2	1.7
4-Book	34	551	.6	3.3	44	331	.8	3.2	53	314	.9	3.5	45	377	.8	3.5	13	207	.2	2.2
SU '97	47	641	.8	4.2	48	374	.8	3.5	85	444	1.4	5.2	64	419	1.1	4.6	21	248	.4	3.2
+WXM-FM																				
SU '98	63	1409	1.1	6.1	62	675	1.1	4.8	92	735	1.6	6.1	86	882	1.5	6.8	35	601	.6	5.7
SP '98	47	1381	.8	4.5	60	646	1.0	4.5	63	666	1.1	4.2	58	856	1.0	4.5	27	504	.5	4.4
WI '98	47	1307	.8	4.5	56	583	1.0	3.8	59	561	1.0	4.0	70	915	1.2	5.4	22	532	.4	4.1
FA '97	41	919	.7	3.9	42	421	.7	3.0	52	461	.9	3.4	52	569	.9	4.1	27	455	.5	4.6
4-Book	50	1254	.9	4.8	55	581	1.0	4.0	67	606	1.2	4.4	67	809	1.2	5.2	28	523	.5	4.7
SU '97	11	238	.2	1.0	11	103	.2	.8	24	98	.4	1.5	14	138	.2	1.0	2	56		.3
WYSP-FM																				
SU '98	54	1215	.9	5.2	141	736	2.4	11.0	61	528	1.1	4.0	51	457	.9	4.0	27	321	.5	4.4
SP '98	60	1355	1.0	5.8	185	856	3.2	13.9	66	653	1.1	4.4	46	495	.8	3.6	17	294	.3	2.8
WI '98	57	1188	1.0	5.5	167	852	2.9	11.5	72	519	1.2	4.9	45	389	.8	3.5	23	292	.4	4.3
FA '97	61	1479	1.1	5.9	179	947	3.1	12.7	68	618	1.2	4.5	45	563	.8	3.5	14	237	.2	2.4
4-Book	58	1309	1.0	5.6	168	848	2.9	12.3	67	580	1.2	4.5	47	476	.8	3.7	20	286	.4	3.5
SU '97	56	1382	.9	5.0	177	845	3.0	13.0	58	499	1.0	3.6	39	480	.7	2.8	13	298	.2	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 18-34

Women 18-34																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (0c)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
WYXR-FM																					
SU '98	69	1377	1.2	6.7	83	680	1.4	6.5	124	636	2.1	8.2	84	728	1.5	6.6	35	515	.6	5.7	
SP '98	85	1603	1.5	8.2	98	755	1.7	7.4	125	737	2.2	8.4	107	903	1.8	8.4	60	710	1.0	9.9	
WI '98	70	1551	1.2	6.7	80	703	1.4	5.5	116	647	2.0	7.9	96	854	1.7	7.4	31	498	.5	5.8	
FA '97	81	1595	1.4	7.8	104	749	1.8	7.4	130	661	2.2	8.5	106	803	1.8	8.3	45	654	.8	7.7	
4-Book	76	1532	1.3	7.4	91	722	1.6	6.7	124	670	2.1	8.3	98	822	1.7	7.7	43	594	.7	7.3	
SU '97	97	1854	1.6	8.7	91	845	1.5	6.7	151	912	2.6	9.3	127	1131	2.2	9.1	76	766	1.3	11.7	
WJBR-FM																					
SU '98	7	136	.1	.7	8	56	.1	.6	14	46	.2	.9	9	72	.2	.7	2	63		.3	
SP '98	8	177	.1	.8	7	68	.1	.5	17	43	.3	1.1	11	85	.2	.9	4	68	.1	.7	
WI '98	5	182	.1	.5	7	47	.1	.5	4	61	.1	.3	5	40	.1	.4	4	99	.1	.8	
FA '97	4	170	.1	.4	4	47	.1	.3	1	50	.1	.1	3	54	.1	.2	4	33	.1	.7	
4-Book	6	166	.1	.6	7	55	.1	.5	9	50	.2	.6	7	63	.2	.6	4	66	.1	.6	
SU '97	5	156	.1	.4	6	57	.1	.4	7	40	.1	.4	9	66	.2	.6	5	41	.1	.8	
WKXV-FM																					
SU '98	7	290	.1	.7	10	162	.2	.8	12	138	.2	.8	9	167	.2	.7	4	64	.1	.7	
SP '98	7	164	.1	.7	13	50	.2	1.0	16	78	.3	1.1	6	95	.1	.5	1	19		.2	
WI '98	12	303	.2	1.2	15	162	.3	1.0	18	139	.3	1.2	23	197	.4	1.8	5	59	.1	.9	
FA '97	8	273	.1	.8	4	60	.1	.3	13	111	.2	.9	19	183	.3	1.5	4	89	.1	.7	
4-Book	9	258	.1	.9	11	109	.2	.8	15	117	.3	1.0	14	161	.3	1.1	4	58	.1	.6	
SU '97	5	204	.1	.4	6	67	.1	.4	3	78	.1	.2	8	100	.1	.6	2	61		.3	
+WLEV-FM																					
SU '98		48			1	29		.1						19							
SP '98	2	52		.2		9				9				3	34	.1	.2				
WI '98	4	76	.1	.4	5	26	.1	.3	11	44	.2	.7	5	32	.1	.4	1	23		.2	
FA '97	4	71	.1	.4	4	18	.1	.3	9	28	.2	.6	6	36	.1	.5		17			
4-Book	3	62	.1	.3	3	21	.1	.2	5	20	.1	.3	4	30	.1	.3		10		.1	
SU '97	3	67	.1	.3	1	17	.1	.1	7	25	.1	.4	4	49	.1	.3	1	26		.2	
+WMJO-FM																					
SU '98	4	101	.1	.4	5	36	.1	.4	9	36	.2	.6	5	37	.1	.4					
SP '98	4	151	.1	.4	3	53	.1	.2	9	77	.2	.6	5	43	.1	.4	1	18		.2	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '97		8							8												
WPST-FM																					
SU '98	32	913	.6	3.1	43	395	.7	3.4	47	469	.8	3.1	51	591	.9	4.0	13	275	.2	2.1	
SP '98	31	945	.5	3.0	36	387	.6	2.7	43	478	.7	2.9	45	542	.8	3.5	20	361	.3	3.3	
WI '98	32	1022	.6	3.1	43	477	.7	3.0	42	370	.7	2.8	33	526	.6	2.5	23	415	.4	4.3	
FA '97	27	752	.5	2.6	33	317	.6	2.3	56	368	1.0	3.7	27	350	.5	2.1	11	312	.2	1.9	
4-Book	31	908	.6	3.0	39	394	.7	2.9	47	421	.8	3.1	39	502	.7	3.0	17	341	.3	2.9	
SU '97	39	1197	.7	3.5	39	515	.7	2.9	50	545	.8	3.1	57	741	1.0	4.1	24	482	.4	3.7	
WRDR-FM																					
SU '98		37								9				18				2	9		.3
SP '98	1	57		.1	2	25		.2	1	8		.1	1	30		.1					
WI '98		16								8								1	8		.2
FA '97		19												7							
4-Book		32			1	6		.1		6				14			1	4		.1	
SU '97		23				8															
WSTW-FM																					
SU '98	8	277	.1	.8	14	111	.2	1.1	8	149	.1	.5	5	129	.1	.4	3	68	.1	.5	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	8	221	.1	.8	9	84	.2	.6	11	78	.2	.7	6	110	.1	.5	4	57	.1	.8	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	379	.1	.5	3	90	.1	.2	8	151	.1	.5	11	173	.2	.8	3	102	.1	.5	
TOTALS																					
SU '98	1034	5629	17.9		1280	4694	22.1		1520	4664	26.3		1274	4960	22.0		610	3822	10.5		
SP '98	1036	5629	17.9		1328	4957	22.9		1489	4677	25.7		1277	4963	22.1		607	3899	10.5		
WI '98	1043	5698	18.0		1457	4976	25.2		1477	4444	25.5		1297	5026	22.4		533	3774	9.2		
FA '97	1040	5719	18.0		1408	4989	24.3		1524	4636	26.3		1282	4936	22.2		581	3943	10.0		
4-Book	1038	5669	18.0		1368	4904	23.6		1503	4605	26.0		1283	4971	22.2		583	3860	10.1		
SU '97	1120	5769	19.0		1366	4955	23.2		1624	4812	27.5		1394	5236	23.6		647	4019	11.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
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																				
SU '98	19	586	.3	1.4	12	319	.2	1.7	32	132	.6	6.3	6	55	.1	.5	2	22	.2	
4-Book	28	792	.5	2.0	11	304	.2	1.6	25	117	.4	4.4	9	63	.2	.7	6	35	.1	
WBEB-FM																				
SU '98	134	1084	2.3	9.8	40	417	.7	5.5	23	95	.4	4.5	67	174	1.2	5.4	42	122	.7	
4-Book	138	1093	2.4	9.9	45	563	.8	6.3	43	160	.8	7.6	83	234	1.4	6.9	54	177	1.0	
WDAS-AM																				
SU '98	11	55	.2	.8	8	56	.1	1.1	9	16	.2	1.8	10	16	.2	.8	3	15	.1	
4-Book	13	89	.2	.9	13	115	.2	1.8	12	21	.2	2.1	11	23	.2	1.0	4	13	.1	
WDAS-FM																				
SU '98	101	861	1.7	7.4	54	615	.9	7.5	50	143	.9	9.8	87	218	1.5	7.1	47	130	.8	
4-Book	113	812	2.0	8.1	62	577	1.1	8.8	55	159	1.0	9.7	99	230	1.7	8.2	58	161	1.0	
WFIL-AM																				
SU '98	2	37	.1	.1	1	22	.1	.1	**	**	**	**	**	**	**	**	**	3	12	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	2	31	.1	.1	5	43	.1	.7	12	23	.2	2.4	5	17	.1	.4	10	20	.2	
4-Book	2	27	.1	.1	3	30	.1	.4	5	10	.1	.9	3	10	.1	.2	5	12	.1	
WIOQ-FM																				
SU '98	119	1592	2.1	8.7	56	1039	1.0	7.8	28	173	.5	5.5	110	446	1.9	8.9	58	269	1.0	
4-Book	111	1550	1.9	8.0	54	974	1.0	7.6	37	168	.6	6.5	97	369	1.7	8.0	68	300	1.2	
WIP -AM																				
SU '98	9	95	.2	.7	2	62	.3	.3	5	11	.1	1.0	3	30	.1	.2	2	13	.1	
4-Book	10	141	.2	.8	3	70	.1	.4	3	15	.1	.6	3	18	.1	.2	2	13	.1	
WJJZ-FM																				
SU '98	33	343	.6	2.4	20	272	.3	2.8	16	67	.3	3.1	27	72	.5	2.2	30	98	.5	
4-Book	48	392	.9	3.5	19	252	.3	2.6	14	53	.3	2.4	28	80	.5	2.3	30	86	.5	
WMGK-FM																				
SU '98	89	907	1.5	6.5	47	502	.8	6.5	12	50	.2	2.4	79	264	1.4	6.4	97	218	1.7	
4-Book	89	1016	1.5	6.4	40	607	.7	5.7	28	108	.5	4.8	82	286	1.4	6.8	66	245	1.1	
WMMR-FM																				
SU '98	48	709	.8	3.5	30	392	.5	4.2	24	82	.4	4.7	47	162	.8	3.8	28	114	.5	
4-Book	43	729	.8	3.1	23	462	.4	3.3	22	91	.4	3.9	44	184	.8	3.7	29	145	.5	
WNAP-AM																				
SU '98	* 1	17	.1	.1	* 2	27	.3	.3	* **	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	29	423	.5	2.1	16	329	.3	2.2	9	50	.2	1.8	40	123	.7	3.2	23	97	.4	
4-Book	21	440	.4	1.6	16	283	.3	2.3	7	39	.1	1.3	24	102	.4	2.0	27	99	.5	
WPEN-AM																				
SU '98	4	37	.1	.3	2	27	.3	.3					4	10	.1	.3	2	10	.2	
4-Book	6	33	.1	.4	2	18	.2	.2	3	3	.1	.5	3	6	.1	.2	2	6	.2	
WPHI-FM																				
SU '98	72	1038	1.2	5.3	45	570	.8	6.2	16	68	.3	3.1	81	250	1.4	6.6	81	227	1.4	
4-Book	75	1020	1.3	5.4	53	633	.9	7.5	35	115	.6	6.0	82	276	1.4	6.9	80	258	1.4	
WPHT-AM																				
SU '98	4	55	.1	.3		28	.3	.3										2	8	
4-Book	2	32	.1	.2		13	.2	.2										1	2	
WPLY-FM																				
SU '98	40	1111	.7	2.9	31	797	.5	4.3	11	84	.2	2.2	73	358	1.3	5.9	38	195	.7	
4-Book	62	1184	1.1	4.4	32	768	.6	4.5	22	124	.4	3.8	63	346	1.1	5.2	50	262	.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 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
WURD-AM																				
SU '98	7	67	.1	.5	7	65	.1	1.0	15	20	.3	2.9	14	27	.2	1.1	11	35	.2	1.2
4-Book	14	98	.3	1.0	9	61	.1	1.3	11	26	.2	1.9	20	47	.4	1.7	11	30	.2	1.2
WUSL-FM																				
SU '98	126	1293	2.2	9.2	96	983	1.7	13.3	76	190	1.3	14.9	146	376	2.5	11.9	118	322	2.0	13.1
4-Book	111	1198	1.9	8.0	82	912	1.5	11.5	60	185	1.0	10.8	131	361	2.3	10.9	96	307	1.7	10.7
WWOB-FM																				
SU '98	15	159	.3	1.1	8	124	.1	1.1	7	20	.1	1.4	4	10	.1	.3	4	8	.1	.4
4-Book	12	151	.2	.9	6	86	.1	.8	2	9	.1	.4	4	13	.1	.3	5	9	.1	.6
WWJZ-AM																				
SU '98		18																		
4-Book		5																		
WXTU-FM																				
SU '98	53	561	.9	3.9	23	327	.4	3.2	25	104	.4	4.9	47	190	.8	3.8	14	94	.2	1.6
4-Book	48	491	.8	3.5	23	339	.4	3.3	19	94	.3	3.3	48	183	.8	4.0	27	118	.5	3.1
+WXXM-FM																				
SU '98	81	1207	1.4	5.9	49	756	.8	6.8	23	75	.4	4.5	92	396	1.6	7.5	56	240	1.0	6.2
4-Book	63	1085	1.1	4.5	41	751	.7	5.7	23	93	.4	4.1	77	340	1.3	6.5	58	284	1.0	6.5
WYSP-FM																				
SU '98	82	1051	1.4	6.0	23	482	.4	3.2	10	30	.2	2.0	44	195	.8	3.6	36	126	.6	4.0
4-Book	92	1154	1.6	6.6	25	511	.4	3.5	22	85	.4	3.8	38	186	.7	3.2	36	144	.6	4.0
WYXR-FM																				
SU '98	99	1087	1.7	7.2	38	760	.7	5.3	30	154	.5	5.9	68	354	1.2	5.5	59	202	1.0	6.5
4-Book	106	1221	1.8	7.6	46	822	.8	6.4	30	139	.5	5.3	85	355	1.5	7.1	62	233	1.1	6.8
WJBR-FM																				
SU '98	11	92	.2	.8	2	60	.1	.3	1	9	.1	.2	9	44	.2	.7	3	19	.1	.3
4-Book	8	110	.2	.6	3	82	.1	.4	2	8	.1	.3	4	24	.1	.3	2	16	.1	.2
WKXV-FM																				
SU '98	10	272	.2	.7	3	39	.1	.4	1	11	.1	.2	2	11	.1	.2	1	10	.1	.1
4-Book	13	233	.2	.9	3	59	.1	.5	3	15	.1	.6	3	16	.1	.3	5	22	.1	.5
+WLEV-FM																				
SU '98		48			1	10		.1				.1				.1	3	9		.3
4-Book	4	42	.1	.3	2	25		.3	1	2		.1	4	9	.1	.3	3	9		.3
+WNJO-FM																				
SU '98	7	65	.1	.5	1	44		.1					2	17		.2	4	28	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	47	790	.8	3.4	17	421	.3	2.4	6	42	.1	1.2	31	166	.5	2.5	17	127	.3	1.9
4-Book	42	751	.7	3.0	19	447	.3	2.7	14	71	.2	2.4	41	189	.7	3.4	23	155	.4	2.6
WRDR-FM																				
SU '98		28											1	4		.1		2		
4-Book		21				11							1	4		.1		2		
WSTV-FM																				
SU '98	9	219	.2	.7	10	129	.2	1.4	14	18	.2	2.7	12	38	.2	1.0	4	18	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	1370	5534	23.7		721	4738	12.5		510	1487	8.8		1231	3021	21.3		901	2164	15.6	
4-Book	1393	5591	24.1		709	4753	12.3		568	1646	9.8		1199	3021	20.7		900	2361	15.6	

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

Target Listener Estimates

	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																					
SU '98	2	8		.4	33	87	.6	7.6	10	79	.2	1.1	8	31	.1	1.1	10	63	.2	2.1	
4-Book	2	19		.3	28	106	.5	6.2	7	55	.1	.8	8	31	.1	1.2	8	51	.2	1.7	
WBEB-FM																					
SU '98	34	117	.6	6.5	16	78	.3	3.7	35	140	.6	3.9	40	119	.7	5.6	52	185	.9	11.1	
4-Book	33	136	.6	5.9	28	90	.5	6.1	37	153	.7	4.4	46	140	.8	7.2	34	135	.6	7.6	
WDAS-AM																					
SU '98	5	8	.1	.9	25	41	.4	5.7	12	40	.2	1.3									
4-Book	4	9	.1	.8	37	77	.6	8.0	24	67	.4	2.9	9	20	.2	1.4	3	7	.1	.6	
WDAS-FM																					
SU '98	33	114	.6	6.3	44	100	.8	10.1	55	207	1.0	6.1	31	79	.5	4.4	80	147	1.4	17.1	
4-Book	45	138	.8	8.1	39	95	.7	8.7	49	148	.9	5.8	54	116	.9	8.4	92	192	1.6	20.8	
WFIL-AM																					
SU '98	**	**	**	**	**	**	**	**	1	22		.1	3	12	.1	.4					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
SU '98					6	8	.1	1.4	4	8	.1	.4	2	8		.3	3	8	.1	.6	
4-Book	2	4	.1	.3	5	8	.1	1.1	2	4	.1	.3	3	7		.5	1	2		.2	
W100-FM																					
SU '98	57	218	1.0	10.8	38	175	.7	8.7	88	334	1.5	9.7	38	151	.7	5.3	17	77	.3	3.6	
4-Book	52	255	.9	9.6	22	96	.4	4.9	68	319	1.2	8.1	48	206	.9	7.4	31	132	.6	6.9	
WIP -AM																					
SU '98					3	11	.1	.7	3	21	.1	.3	3	10	.1	.4					
4-Book	2	5		.3	2	8	.1	.4	3	25	.1	.4	5	18	.1	.7	2	15		.5	
WJZ-FM																					
SU '98	13	44	.2	2.5	19	52	.3	4.3	36	84	.6	4.0	16	48	.3	2.3	4	18	.1	.9	
4-Book	17	53	.3	3.0	14	40	.3	3.0	24	72	.4	2.8	15	45	.3	2.2	10	37	.2	2.2	
WMGK-FM																					
SU '98	26	130	.4	4.9	13	49	.2	3.0	52	183	.9	5.7	79	132	1.4	11.1	21	91	.4	4.5	
4-Book	24	117	.4	4.4	12	64	.2	2.5	43	211	.7	5.1	48	153	.9	7.3	20	101	.4	4.5	
WMMR-FM																					
SU '98	17	113	.3	3.2	13	46	.2	3.0	35	134	.6	3.9	57	165	1.0	8.0	16	78	.3	3.4	
4-Book	14	92	.3	2.5	8	41	.1	1.8	31	143	.6	3.7	24	95	.4	3.6	10	55	.2	2.2	
WNAP-AM																					
SU '98	**	**	**	**	* 6	18	.1	1.4	5	27	.1	.6									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																					
SU '98	11	70	.2	2.1	6	29	.1	1.4	6	51	.1	.7	16	49	.3	2.3	16	39	.3	3.4	
4-Book	17	68	.3	3.0	9	42	.1	2.1	14	59	.3	1.7	18	62	.3	2.8	13	47	.2	2.9	
WPEN-AM																					
SU '98					2	10		.5	5	10	.1	.6					6	8	.1	1.3	
4-Book	1	2		.1	2	7		.4	3	7	.1	.3	2	3		.2	2	2		.3	
WPHI-FM																					
SU '98	48	163	.8	9.1	16	67	.3	3.7	42	166	.7	4.6	38	119	.7	5.3	36	117	.6	7.7	
4-Book	68	215	1.2	12.2	18	73	.3	3.9	53	179	.9	6.3	50	143	.9	7.8	33	118	.6	7.5	
WPHT-AM																					
SU '98										9								1	10		.2
4-Book					1	2		.1	1	6		.1	1	4		.1		3		.1	
WPLY-FM																					
SU '98	19	126	.3	3.6	10	87	.2	2.3	41	217	.7	4.5	36	194	.6	5.1	14	115	.2	3.0	
4-Book	19	138	.3	3.4	12	92	.2	2.7	43	229	.7	5.1	26	154	.5	4.0	18	129	.3	4.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WURD-AM SU '98 4-Book	1	4 3		.2	4 6	15 17	.1 .1	.9 1.4	3 9	10 26	.1 .2	.3 1.1	7 8	10 17	.1 .2	1.0 1.3	2	7	.1	.5
WUSL-FM SU '98 4-Book	107 90	285 277	1.8 1.5	20.3 16.5	74 71	224 222	1.3 1.3	16.9 15.9	128 109	425 334	2.2 1.9	14.1 12.9	62 49	211 160	1.1 .9	8.7 7.6	45 36	126 127	.8 .6	9.6 7.9
WWDB-FM SU '98 4-Book	12 7	40 19	.2 .1	2.3 1.3	1 6	9 28	.1 .1	.2 1.4	30 22	67 50	.5 .4	3.3 2.5	2 2	10 7	.3 .3		2 2	18 11	.4 .4	
WWJZ-AM SU '98 4-Book																				
WXTU-FM SU '98 4-Book	4 10	48 53	.1 .2	.8 1.8	13 15	57 74	.2 .2	3.0 3.3	39 27	141 116	.7 .5	4.3 3.1	28 25	113 104	.5 .4	3.9 3.8	15 14	97 68	.3 .3	3.2 3.1
+WXXM-FM SU '98 4-Book	32 32	177 167	.6 .6	6.1 5.8	14 16	58 86	.2 .3	3.2 3.5	82 49	315 246	1.4 .8	9.0 5.7	49 41	203 193	.8 .7	6.9 6.2	35 24	194 129	.6 .4	7.5 5.4
WYSP-FM SU '98 4-Book	12 15	48 75	.2 .2	2.3 2.7	6 5	41 30	.1 .1	1.4 1.2	29 39	200 185	.5 .7	3.2 4.7	24 29	84 132	.4 .5	3.4 4.5	23 12	98 74	.4 .2	4.9 2.6
WYXR-FM SU '98 4-Book	31 27	134 155	.5 .5	5.9 4.9	12 17	82 86	.2 .3	2.7 3.9	39 56	225 239	.7 1.0	4.3 6.7	42 45	137 190	.7 .8	5.9 7.0	20 36	139 160	.3 .6	4.3 8.0
WJBR-FM SU '98 4-Book	5	25	.1	.9	1	6		.2	4	16	.1	.5	3	17	.1	.5	2 3	16 16	.1	.4 .7
WKXV-FM SU '98 4-Book	5 4	18 18	.1 .1	.9 .7	4	11	.1	.7	6 4	20 23	.1 .1	.7 .4	4 3	9 7	.1 .1	.6 .4	2 1	11 12		.4 .3
+WLEV-FM SU '98 4-Book	2	9		.4	2	5		.4	3 3	10 10	.1 .1	.3 .4	3 1	10 5	.1 .1	.4 .2		2		.1
+WNJO-FM SU '98 4-Book	**	**	**	**	**	**	**	**	1 **	8 **		.1 **	**	**	**	**	**	**	**	**
WPST-FM SU '98 4-Book	12 11	101 90	.2 .2	2.3 2.0	5 9	38 47	.1 .2	1.1 1.9	21 24	125 129	.4 .4	2.3 2.8	25 16	71 76	.4 .3	3.5 2.5	14 11	55 70	.2 .2	3.0 2.4
WRDR-FM SU '98 4-Book		2		.1					1	4		.1	1	5		.1	1	2		.1
WSTW-FM SU '98 4-Book	1 **	9 **	**	.2 **	15 **	26 **	.3 **	3.4 **	11 **	38 **	.2 **	1.2 **	13 **	27 **	.2 **	1.8 **	11 **	43 **	.2 **	2.4 **
TOTALS SU '98 4-Book	527 551	1547 1738	9.1 9.5		437 452	1252 1370	7.6 7.8		909 845	2487 2414	15.7 14.6		711 648	1759 1790	12.3 11.2		467 445	1513 1442	8.1 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

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																				
SU '98	92	2033	.8	3.4	48	1112	.4	3.3	94	481	.8	7.7	44	251	.4	1.8	32	141	.3	1.9
4-Book	113	2338	1.0	4.0	48	1124	.4	3.4	105	506	.9	8.1	48	280	.4	2.0	37	177	.3	2.1
WBEB-FM																				
SU '98	343	2374	2.9	12.5	86	1011	.7	5.9	77	288	.7	6.3	155	446	1.3	6.5	78	227	.7	4.6
4-Book	331	2428	2.8	11.7	96	1263	.8	6.8	100	360	.9	7.8	191	572	1.6	8.0	113	405	1.0	6.6
WDAS-AM																				
SU '98	21	176	.2	.8	17	151	.1	1.2	11	28	.1	.9	16	46	.1	.7	4	22		.2
4-Book	32	219	.3	1.1	30	278	.3	2.1	24	55	.2	1.9	22	54	.2	1.0	11	30	.1	.6
WDAS-FM																				
SU '98	237	1696	2.0	8.7	155	1284	1.3	10.6	122	295	1.0	10.0	197	528	1.7	8.2	163	366	1.4	9.5
4-Book	250	1635	2.1	8.9	144	1237	1.2	10.1	129	347	1.1	10.0	221	556	1.9	9.3	168	440	1.5	9.8
WFIL-AM																				
SU '98	8	100	.1	.3	2	48		.1	4	10		.3	2	8		.1	4	19		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	14	121	.1	.5	16	129	.1	1.1	19	30	.2	1.6	15	47	.1	.6	24	44	.2	1.4
4-Book	12	119	.1	.4	13	117	.1	.9	11	20	.1	.9	10	36	.1	.4	14	33	.1	.8
WIOQ-FM																				
SU '98	178	2414	1.5	6.5	103	1563	.9	7.0	50	285	.4	4.1	180	691	1.5	7.5	115	468	1.0	6.7
4-Book	165	2329	1.4	5.8	86	1424	.7	6.0	63	265	.5	4.8	159	595	1.4	6.7	110	454	1.0	6.3
WIP -AM																				
SU '98	19	234	.2	.7	7	114	.1	.5	10	28	.1	.8	10	57	.1	.4	5	16		.3
4-Book	26	327	.2	.9	7	148	.1	.5	7	34	.1	.5	10	46	.1	.4	11	42	.1	.7
WJJZ-FM																				
SU '98	115	1087	1.0	4.2	68	760	.6	4.6	51	190	.4	4.2	134	320	1.1	5.6	79	254	.7	4.6
4-Book	144	1213	1.2	5.1	70	821	.6	4.9	61	199	.5	4.8	114	330	1.0	4.8	88	264	.8	5.1
WMGK-FM																				
SU '98	157	1772	1.3	5.7	76	983	.7	5.2	29	129	.2	2.4	151	501	1.3	6.3	139	394	1.2	8.1
4-Book	164	1970	1.4	5.8	79	1148	.7	5.6	52	214	.4	4.0	166	545	1.4	7.0	121	446	1.0	7.0
WMMR-FM																				
SU '98	71	1243	.6	2.6	49	761	.4	3.3	41	182	.4	3.3	86	344	.7	3.6	45	188	.4	2.6
4-Book	79	1273	.7	2.8	42	827	.4	2.9	42	185	.4	3.2	82	343	.7	3.5	45	227	.4	2.6
WNAP-AM																				
SU '98	* 8	97	.1	.3	* 5	54		.3	* 8	15	.1	.7	5	18		.2	5	9		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	109	1403	.9	4.0	70	952	.6	4.8	83	250	.7	6.8	126	441	1.1	5.3	84	261	.7	4.9
4-Book	119	1516	1.0	4.2	74	1002	.6	5.2	58	227	.5	4.5	120	431	1.0	5.1	104	333	.9	6.0
WPEN-AM																				
SU '98	11	108	.1	.4	7	80	.1	.5	6	18	.1	.5	10	37	.1	.4	3	19		.2
4-Book	14	123	.1	.5	6	69	.1	.4	9	19	.1	.7	8	22	.1	.3	5	16		.3
WPHI-FM																				
SU '98	92	1338	.8	3.4	60	748	.5	4.1	27	126	.2	2.2	96	305	.8	4.0	112	289	1.0	6.5
4-Book	90	1287	.8	3.2	65	798	.6	4.5	42	147	.4	3.2	94	332	.8	4.0	98	306	.9	5.6
WPHT-AM																				
SU '98	13	143	.1	.5	5	101		.3	4	31		.3	7	27	.1	.3	4	17		.2
4-Book	8	124	.1	.3	3	65		.2	2	13		.2	2	9		.1	2	6		.1
WPLY-FM																				
SU '98	58	1514	.5	2.1	48	1060	.4	3.3	17	102	.1	1.4	111	532	1.0	4.6	58	247	.5	3.4
4-Book	80	1560	.7	2.8	43	1005	.4	3.0	27	157	.2	2.1	84	440	.8	3.5	64	334	.5	3.7

** 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 18-49

	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
WURD-AM																				
SU '98	19	135	.2	.7	19	108	.2	1.3	17	34	.1	1.4	34	70	.3	1.4	29	63	.2	1.7
4-Book	27	165	.2	.9	18	117	.2	1.3	16	40	.1	1.2	38	91	.3	1.6	23	52	.2	1.4
WUSL-FM																				
SU '98	161	1805	1.4	5.9	125	1382	1.1	8.5	84	236	.7	6.9	193	522	1.7	8.0	144	394	1.2	8.4
4-Book	151	1665	1.3	5.4	110	1275	1.0	7.7	77	247	.7	6.0	167	472	1.5	6.9	125	387	1.1	7.2
WWDB-FM																				
SU '98	42	530	.4	1.5	26	345	.2	1.8	21	66	.2	1.7	14	52	.1	.6	9	21	.1	.5
4-Book	46	523	.4	1.6	29	341	.2	2.0	24	69	.2	1.8	18	70	.2	.8	17	37	.2	1.0
WWJZ-AM																				
SU '98		27			1	16		.1	1	9		.1	3	9		.1				
4-Book		13				9				2			1	2						
WXTU-FM																				
SU '98	101	1071	.9	3.7	60	738	.5	4.1	61	246	.5	5.0	129	401	1.1	5.4	52	195	.4	3.0
4-Book	104	1027	.9	3.7	57	737	.5	4.0	54	211	.5	4.2	112	396	1.0	4.7	63	234	.5	3.6
+WXXM-FM																				
SU '98	107	1723	.9	3.9	61	989	.5	4.2	36	132	.3	2.9	112	511	1.0	4.7	70	302	.6	4.1
4-Book	85	1472	.7	3.0	54	967	.5	3.8	36	138	.3	2.8	103	443	.9	4.3	79	361	.7	4.6
WYSP-FM																				
SU '98	134	1661	1.1	4.9	34	731	.3	2.3	18	55	.2	1.5	63	310	.5	2.6	56	207	.5	3.3
4-Book	137	1755	1.2	4.9	36	736	.3	2.5	33	130	.3	2.6	56	266	.5	2.3	49	204	.4	2.8
WYXR-FM																				
SU '98	161	1961	1.4	5.9	74	1261	.6	5.0	80	278	.7	6.5	119	586	1.0	5.0	92	312	.8	5.4
4-Book	182	2116	1.6	6.5	78	1321	.7	5.5	66	272	.6	5.2	152	587	1.3	6.4	100	381	.9	5.8
VJBR-FM																				
SU '98	25	197	.2	.9	5	119		.3	1	9		.1	10	61	.1	.4	7	27	.1	.4
4-Book	19	246	.2	.7	6	149		.4	5	18	.1	.4	7	51	.1	.3	4	28		.3
WKXW-FM																				
SU '98	42	589	.4	1.5	9	184	.1	.6	10	44	.1	.8	14	64	.1	.6	10	53	.1	.6
4-Book	38	517	.3	1.3	10	184	.1	.7	13	43	.1	1.0	12	57	.1	.5	13	58	.1	.8
+WLEV-FM																				
SU '98	7	113	.1	.3	5	65		.3	9	21	.1	.7	6	23	.1	.3	4	32		.2
4-Book	17	110	.2	.6	5	61		.3	4	14		.3	11	26	.1	.5	9	28	.1	.5
+WNJO-FM																				
SU '98	32	332	.3	1.2	13	163	.1	.9	13	49	.1	1.1	26	97	.2	1.1	18	76	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	65	1171	.6	2.4	27	601	.2	1.8	15	66	.1	1.2	55	260	.5	2.3	31	189	.3	1.8
4-Book	58	1069	.5	2.1	27	635	.2	1.9	21	102	.2	1.6	56	265	.5	2.3	34	213	.3	2.0
WRDR-FM																				
SU '98	1	61																		
4-Book	7	79	.1	.2	4	42		.3	6	10	.1	.4	10	21	.1	.4	5	18		.3
WSTW-FM																				
SU '98	17	320	.1	.6	13	206	.1	.9	20	35	.2	1.6	16	64	.1	.7	4	27		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2734	11191	23.4		1466	9506	12.5		1224	3648	10.5		2398	5973	20.5		1714	4273	14.7	
4-Book	2820	11256	24.1		1426	9553	12.2		1290	3825	11.1		2384	6108	20.4		1729	4658	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

	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																				
SU '98	19	120	.2	1.8	101	339	.9	9.4	51	338	.4	2.7	27	91	.2	2.0	25	162	.2	2.7
4-Book	16	108	.2	1.6	97	411	.9	9.1	45	267	.4	2.5	27	112	.2	2.2	22	145	.2	2.6
WBEB-FM																				
SU '98	47	172	.4	4.6	53	220	.5	4.9	111	369	1.0	5.8	74	261	.6	5.4	79	352	.7	8.7
4-Book	55	234	.5	5.5	64	230	.6	6.1	100	372	.9	5.6	86	292	.7	6.9	56	234	.5	6.6
WDAS-AM																				
SU '98	6	18	.1	.6	66	113	.6	5.1	30	101	.3	1.6	7	9	.1	.5	1	7		.1
4-Book	10	24	.1	1.1	89	179	.8	8.4	59	165	.5	3.4	24	57	.2	1.9	9	25	.1	1.1
WDAS-FM																				
SU '98	128	343	1.1	12.5	107	242	.9	10.0	131	416	1.1	6.8	120	251	1.0	8.8	247	441	2.1	27.1
4-Book	116	315	1.0	11.6	79	196	.7	7.5	94	294	.8	5.2	110	239	.9	8.8	217	424	1.9	26.1
WFIL-AM																				
SU '98	2	13		.2	2	4		.2	2	26		.1	3	12		.2	2	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98					28	52	.2	2.6	32	59	.3	1.7	11	30	.1	.8	5	16		.5
4-Book	6	13		.6	25	52	.2	2.4	22	52	.2	1.3	11	26	.1	.9	5	10		.5
WIOQ-FM																				
SU '98	102	331	.9	9.9	67	298	.6	6.2	157	569	1.3	8.2	90	306	.8	6.6	44	159	.4	4.8
4-Book	75	349	.7	7.5	37	159	.3	3.5	107	478	.9	6.0	79	311	.7	6.3	47	190	.4	5.6
WIP -AM																				
SU '98	2	18		.2	10	45	.1	.9	6	29	.1	.3	13	36	.1	1.0	2	9		.2
4-Book	4	15		.4	7	33	.1	.7	8	40	.1	.5	9	31	.1	.8	5	27		.6
WJJZ-FM																				
SU '98	57	168	.5	5.5	54	157	.5	5.0	78	213	.7	4.1	53	104	.5	3.9	28	93	.2	3.1
4-Book	61	195	.5	6.2	49	155	.4	4.6	79	243	.7	4.5	59	175	.5	4.7	38	138	.3	4.6
WMGK-FM																				
SU '98	46	237	.4	4.5	19	74	.2	1.8	86	337	.7	4.5	111	251	1.0	8.2	28	134	.2	3.1
4-Book	47	218	.4	4.7	22	127	.2	2.1	92	392	.8	5.3	89	293	.8	7.1	36	162	.3	4.3
WMMR-FM																				
SU '98	30	198	.3	2.9	25	99	.2	2.3	62	246	.5	3.2	79	224	.7	5.8	23	120	.2	2.5
4-Book	26	157	.2	2.6	24	102	.2	2.3	58	256	.5	3.3	39	156	.3	3.0	16	90	.1	1.8
WNAP-AM																				
SU '98					* 8	24	.1	.7	7	32	.1	.4								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUOL-FM																				
SU '98	31	170	.3	3.0	73	207	.6	6.8	79	265	.7	4.1	57	167	.5	4.2	27	107	.2	3.0
4-Book	48	202	.4	4.8	59	192	.5	5.6	90	321	.8	5.1	73	226	.7	5.9	38	140	.3	4.7
WPEN-AM																				
SU '98	2	9		.2	4	18		.4	11	35	.1	.6	6	8	.1	.4	10	25	.1	1.1
4-Book	2	10		.2	4	16		.4	7	21	.1	.4	4	7	.1	.3	5	13	.1	.6
WPHI-FM																				
SU '98	63	219	.5	6.1	26	99	.2	2.4	66	234	.6	3.4	45	147	.4	3.3	38	126	.3	4.2
4-Book	80	265	.7	8.1	25	96	.2	2.4	72	240	.6	4.1	63	176	.5	5.1	36	136	.3	4.3
WPHT-AM																				
SU '98	3	21		.3	2	9		.2	9	38	.1	.5	5	21		.4	1	10		.1
4-Book	1	9		.1	1	6		.1	5	22	.1	.3	3	16		.2	2	13		.2
WPLY-FM																				
SU '98	24	142	.2	2.3	17	132	.1	1.6	70	312	.6	3.6	56	255	.5	4.1	18	144	.2	2.0
4-Book	23	158	.2	2.3	18	127	.2	1.7	64	328	.6	3.6	37	196	.3	2.9	21	151	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WURD-AM SU '98 4-Book	9 6	22 16	.1 .1	.9 .6	6 7	22 21	.1 .1	.6 .7	17 24	36 55	.1 .2	.9 1.4	24 19	27 32	.2 .2	1.8 1.5	14 7	18 14	.1 .1
WUSL-FM SU '98 4-Book	136 113	371 342	1.2 1.0	13.2 11.2	108 105	308 339	.9 .9	10.1 10.1	176 159	573 477	1.5 1.4	9.2 9.0	77 70	269 223	.7 .6	5.7 5.6	69 52	189 180	.6 .4	7.6 6.2
WVDB-FM SU '98 4-Book	21 24	61 65	.2 .2	2.0 2.5	17 29	89 109	.1 .2	1.6 2.7	106 92	206 197	.9 .8	5.5 5.2	3 6	18 26	.2 .1	.5 .5	7 12	33 44	.1 .1	.8 1.5
WVJZ-AM SU '98 4-Book										2			1	3	.1		3 1	7 2	.3 .1	
WXTU-FM SU '98 4-Book	32 27	174 127	.3 .2	3.1 2.7	33 44	151 189	.3 .4	3.1 4.2	83 71	279 268	.7 .6	4.3 4.0	56 56	216 221	.5 .5	4.1 4.5	29 28	151 128	.2 .2	3.2 3.3
+VXXM-FM SU '98 4-Book	38 36	224 201	.3 .3	3.7 3.6	19 22	88 123	.2 .2	1.8 2.1	101 69	418 342	.9 .6	5.3 3.9	59 53	254 243	.5 .5	4.3 4.2	41 26	228 139	.4 .3	4.5 3.1
WYSP-FM SU '98 4-Book	22 20	90 98	.2 .2	2.1 2.0	11 11	58 52	.1 .1	1.0 1.0	43 59	267 253	.4 .5	2.2 3.4	28 40	111 188	.2 .3	2.1 3.3	25 16	107 94	.2 .1	2.7 1.9
WYXR-FM SU '98 4-Book	60 48	241 239	.5 .4	5.8 4.8	32 34	149 162	.3 .3	3.0 3.2	90 96	400 398	.8 .8	4.7 5.4	82 73	264 302	.7 .6	6.0 5.9	38 48	190 209	.3 .4	4.2 5.9
WJBR-FM SU '98 4-Book	7 7	34 34	.1 .1	.7 .7	3 9	17 46	.3 .1	.3 .9	6 10	16 36	.1 .1	.3 .5	10 7	26 33	.1 .1	.7 .6	2 4	16 22	.2 .1	.2 .5
WKXW-FM SU '98 4-Book	6 7	25 34	.1 .1	.6 .7	4 9	24 46	.4 .1	.4 .9	12 8	61 50	.1 .1	.6 .5	5 10	16 36	.4 .1	.8 .8	7 6	36 26	.1 .1	.8 .7
+WLEV-FM SU '98 4-Book	2 2	8 15		.2	1 3	8 9	.1 .3		8 5	35 22	.1 .1	.4 .3	9 6	27 21	.1 .1	.7 .5	2 1	8 6	.2 .1	
+WNJO-FM SU '98 4-Book	** **	** **	** **	**	10 **	40 **	.1 **	.9 **	10 **	50 **	.1 **	.5 **	17 **	34 **	.1 **	1.2 **	8 **	24 **	.1 **	.9 **
WPST-FM SU '98 4-Book	14 16	115 117	.1 .1	1.4 1.7	10 12	77 71	.1 .1	.9 1.1	38 37	190 195	.3 .3	2.0 2.1	32 27	87 112	.3 .3	2.4 2.1	16 12	64 81	.1 .1	1.8 1.5
WRDR-FM SU '98 4-Book	1 1	6 6		.1		2			6	18		.3	2	11		.1	2	4		.2
WSTW-FM SU '98 4-Book	1 **	18 **	** **	.1 **	18 **	51 **	.2 **	1.7 **	16 **	81 **	.1 **	.8 **	15 **	36 **	.1 **	1.1 **	13 **	52 **	.1 **	1.4 **
TOTALS SU '98 4-Book	1028 997	3064 3155	8.8 8.5		1074 1055	3173 3266	9.2 9.0		1921 1775	5121 5017	16.4 15.2		1361 1253	3363 3462	11.6 10.7		913 834	2744 2612	7.8 7.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WJZ-FM																					
SU '98	84	1318	.9	5.1	78	550	.8	3.3	126	585	1.3	5.1	109	785	1.1	5.7	57	398	.6	7.5	
SP '98	109	1630	1.1	6.5	101	711	1.1	4.2	191	731	2.0	7.6	132	930	1.4	6.7	63	682	.7	8.5	
WI '98	99	1496	1.0	5.8	111	701	1.2	4.2	140	677	1.5	5.7	135	848	1.4	6.5	48	590	.5	6.9	
FA '97	103	1339	1.1	6.1	113	703	1.2	4.4	191	677	2.0	7.4	164	851	1.7	8.0	41	465	.4	6.2	
4-Book	99	1446	1.0	5.9	101	666	1.1	4.0	162	668	1.7	6.5	135	854	1.4	6.7	52	534	.6	7.3	
SU '97	97	1292	1.0	5.6	97	545	1.0	3.9	167	689	1.7	6.3	126	763	1.3	6.1	53	416	.6	7.0	
WMGK-FM																					
SU '98	97	1730	1.0	5.8	95	803	1.0	4.0	173	1015	1.8	7.0	130	1162	1.4	6.8	37	492	.4	4.8	
SP '98	100	1804	1.0	6.0	108	853	1.1	4.4	158	924	1.7	6.3	137	1076	1.4	6.9	46	475	.5	6.2	
WI '98	89	1905	.9	5.2	110	866	1.2	4.2	147	1041	1.5	5.9	120	1148	1.3	5.8	33	544	.3	4.7	
FA '97	103	2172	1.1	6.1	121	1212	1.3	4.8	173	1129	1.8	6.7	145	1401	1.5	7.1	36	623	.4	5.5	
4-Book	97	1903	1.0	5.8	109	934	1.2	4.4	163	1027	1.7	6.5	133	1197	1.4	6.7	38	534	.4	5.3	
SU '97	116	2264	1.2	6.6	133	1106	1.4	5.4	192	1266	2.0	7.3	152	1479	1.6	7.4	48	719	.5	6.3	
WMMR-FM																					
SU '98	43	1216	.5	2.6	56	462	.6	2.4	59	503	.6	2.4	44	585	.5	2.3	20	317	.2	2.6	
SP '98	36	1263	.4	2.1	53	504	.6	2.2	44	481	.5	1.8	46	724	.5	2.3	12	241	.1	1.6	
WI '98	54	1196	.6	3.2	78	493	.8	3.0	89	511	.9	3.6	70	626	.7	3.4	19	256	.2	2.7	
FA '97	56	1449	.6	3.3	99	718	1.0	3.9	86	667	.9	3.3	62	758	.6	3.0	19	378	.2	2.9	
4-Book	47	1281	.5	2.8	72	544	.8	2.9	70	541	.7	2.8	56	673	.6	2.8	18	298	.2	2.5	
SU '97	66	1532	.7	3.8	71	619	.7	2.9	142	661	1.5	5.4	84	837	.9	4.1	15	374	.2	2.0	
WVAP-AM																					
SU '98	* 7	117	.1	.4	* 8	61	.1	.3	12	74	.1	.5	4	30	.2	.2					
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	13	104	.1	.7	13	47	.1	.5	17	70	.2	.6	13	34	.1	.6	**	**	**	**	
WVGL-FM																					
SU '98	72	1526	.8	4.3	105	726	1.1	4.5	105	726	1.1	4.3	75	738	.8	3.9	25	436	.3	3.3	
SP '98	82	1690	.9	4.9	108	758	1.1	4.4	132	765	1.4	5.3	99	995	1.0	5.0	28	419	.3	3.8	
WI '98	86	1694	.9	5.0	118	767	1.2	4.5	132	816	1.4	5.3	91	889	1.0	4.4	21	388	.2	3.0	
FA '97	83	1785	.9	4.9	100	849	1.0	3.9	121	877	1.3	4.7	111	1034	1.2	5.4	34	531	.4	5.2	
4-Book	81	1674	.9	4.8	108	775	1.1	4.3	123	796	1.3	4.9	94	914	1.0	4.7	27	444	.3	3.8	
SU '97	99	2029	1.0	5.7	107	985	1.1	4.3	159	1091	1.7	6.0	124	1196	1.3	6.0	40	573	.4	5.3	
WPEN-AM																					
SU '98	8	145	.1	.5	11	55	.1	.5	12	63	.1	.5	9	82	.1	.5	5	38	.1	.7	
SP '98	8	132	.1	.5	10	57	.1	.4	13	75	.1	.5	12	73	.1	.6	1	23		.1	
WI '98	6	126	.1	.4	10	57	.1	.4	9	73	.1	.4	7	63	.1	.3	4	47		.6	
FA '97	7	181	.1	.4	9	102	.1	.4	17	77	.2	.7	10	63	.1	.5		8			
4-Book	7	146	.1	.5	10	68	.1	.4	13	72	.1	.5	10	70	.1	.5	3	29		.4	
SU '97	7	160	.1	.4	9	66	.1	.4	10	62	.1	.4	7	39	.1	.3	3	47		.4	
WPHI-FM																					
SU '98	37	772	.4	2.2	40	302	.4	1.7	46	386	.5	1.9	48	466	.5	2.5	26	254	.3	3.4	
SP '98	40	774	.4	2.4	38	251	.4	1.6	44	416	.5	1.8	53	437	.6	2.7	30	335	.3	4.0	
WI '98	45	866	.5	2.6	50	426	.5	1.9	49	396	.5	2.0	72	530	.8	3.5	27	274	.3	3.9	
FA '97	35	724	.4	2.1	41	306	.4	1.6	35	378	.4	1.4	39	381	.4	1.9	27	250	.3	4.1	
4-Book	39	784	.4	2.3	42	321	.4	1.7	44	394	.5	1.8	53	454	.6	2.7	28	278	.3	3.9	
SU '97	46	829	.5	2.6	43	393	.4	1.7	44	414	.5	1.7	63	481	.7	3.1	41	411	.4	5.4	
WPHT-AM																					
SU '98	8	218	.1	.5	17	63	.2	.7	13	80	.1	.5	5	73	.1	.3	4	59		.5	
SP '98	4	228		.2	8	84	.1	.3	2	37		.1	5	41	.1	.3	4	74		.5	
WI '98	6	180	.1	.4	16	72	.2	.6	8	73	.1	.3	9	109	.1	.4	1	15		.1	
FA '97	1	57		.1	1	7				14			1	9			2	6		.3	
4-Book	5	171	.1	.3	11	57	.1	.4	6	51	.1	.2	5	58	.1	.3	3	39		.4	
SU '97	4	186		.2	4	53		.2	6	59		.2	4	101		.2	4	44		.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KYW -AM																				
SU '98	90	1910	.9	4.0	45	1044	.5	3.8	89	454	.9	8.2	43	236	.5	2.2	32	141	.3	2.4
4-Book	107	2138	1.1	4.6	44	1046	.5	3.8	96	476	1.0	8.8	47	267	.5	2.4	36	173	.4	2.7
WBEB-FM																				
SU '98	307	2042	3.2	13.6	74	867	.8	6.2	69	264	.7	6.3	140	404	1.5	7.3	58	182	.6	4.3
4-Book	290	2060	3.1	12.4	80	1059	.9	7.0	86	321	.9	7.9	164	497	1.7	8.5	92	346	1.0	6.8
WDAS-AM																				
SU '98	20	163	.2	.9	17	145	.2	1.4	11	28	.1	1.0	16	46	.2	.8	3	16		.2
4-Book	29	197	.3	1.2	28	256	.3	2.4	21	49	.2	1.9	19	47	.2	1.0	11	26	.1	.8
WDAS-FM																				
SU '98	215	1474	2.3	9.5	143	1124	1.5	12.0	118	275	1.2	10.8	187	504	2.0	9.7	160	335	1.7	11.9
4-Book	231	1428	2.5	9.9	131	1072	1.4	11.3	121	319	1.3	11.1	203	512	2.2	10.6	161	411	1.7	12.0
WFIL-AM																				
SU '98	7	94	.1	.3	2	48		.2	4	10		.4	2	8		.1	4	19		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	14	121	.1	.6	15	109	.2	1.3	19	30	.2	1.7	15	47	.2	.8	14	24	.1	1.0
4-Book	12	113	.1	.5	12	107	.1	1.1	11	20	.1	1.0	10	36	.1	.5	9	24	.1	.7
WIOQ-FM																				
SU '98	113	1587	1.2	5.0	76	1003	.8	6.4	44	216	.5	4.0	131	469	1.4	6.8	75	278	.8	5.6
4-Book	116	1578	1.2	4.9	59	925	.6	5.1	45	183	.5	4.0	111	408	1.2	5.7	69	283	.8	5.1
WIP -AM																				
SU '98	19	234	.2	.8	7	114	.1	.6	10	28	.1	.9	10	57	.1	.5	5	16	.1	.4
4-Book	25	294	.3	1.0	7	135	.1	.6	7	34	.1	.6	10	46	.1	.5	10	40	.1	.8
WJZ-FM																				
SU '98	106	1034	1.1	4.7	62	711	.6	5.2	45	158	.5	4.1	120	297	1.3	6.2	75	239	.8	5.6
4-Book	135	1150	1.4	5.8	66	774	.7	5.7	59	189	.6	5.4	108	319	1.1	5.6	83	247	.9	6.1
WMGK-FM																				
SU '98	136	1518	1.4	6.0	68	867	.7	5.7	28	119	.3	2.6	127	445	1.3	6.6	122	332	1.3	9.0
4-Book	137	1672	1.4	5.9	67	990	.7	5.8	45	197	.5	4.2	139	474	1.5	7.2	102	376	1.1	7.5
WMMR-FM																				
SU '98	54	935	.6	2.4	40	622	.4	3.4	31	155	.3	2.8	66	279	.7	3.4	36	122	.4	2.7
4-Book	66	1002	.7	2.8	35	671	.4	3.0	33	154	.4	3.0	67	288	.7	3.4	34	174	.4	2.5
WNAP-AM																				
SU '98	* 8	97	.1	.4	* 4	48		.3	* 8	15	.1	.7	5	18	.1	.3	5	9	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	96	1213	1.0	4.2	63	822	.7	5.3	78	231	.8	7.2	102	377	1.1	5.3	75	214	.8	5.6
4-Book	109	1353	1.2	4.6	67	893	.7	5.8	55	214	.6	5.1	107	386	1.1	5.6	93	289	1.0	6.9
WPEN-AM																				
SU '98	11	108	.1	.5	7	80	.1	.6	6	18	.1	.6	10	37	.1	.5	3	19		.2
4-Book	11	115	.1	.5	5	66	.1	.4	6	16	.1	.6	7	19	.1	.4	4	13		.3
WPHI-FM																				
SU '98	45	659	.5	2.0	29	365	.3	2.4	18	88	.2	1.7	43	138	.5	2.2	62	129	.6	4.6
4-Book	46	665	.5	2.0	34	417	.4	2.9	19	76	.2	1.8	48	166	.5	2.5	53	151	.6	3.9
WPHT-AM																				
SU '98	12	136	.1	.5	5	101	.1	.4	4	31		.4	7	27	.1	.4	4	17		.3
4-Book	7	117	.1	.3	3	65		.2	2	13		.2	2	9		.1	2	6		.1
WPLY-FM																				
SU '98	38	922	.4	1.7	30	638	.3	2.5	11	45	.1	1.0	76	389	.8	4.0	38	120	.4	2.8
4-Book	47	949	.5	2.0	25	599	.3	2.1	16	89	.2	1.5	51	275	.5	2.6	34	184	.4	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SU '98	17	117	.2	.8	16	93	.2	1.3	10	24	.1	.9	28	60	.3	1.5	29	63	.3	2.1
4-Book	25	139	.3	1.1	16	103	.2	1.4	13	32	.2	1.2	33	78	.4	1.7	22	50	.2	1.6
WUSL-FM																				
SU '98	97	1093	1.0	4.3	73	846	.8	6.1	52	141	.5	4.8	116	308	1.2	6.0	75	201	.8	5.6
4-Book	95	999	1.0	4.1	69	785	.7	5.9	47	150	.5	4.3	102	281	1.1	5.3	69	205	.7	5.1
WVDB-FM																				
SU '98	40	525	.4	1.8	25	331	.3	2.1	16	60	.2	1.5	12	47	.1	.6	9	21	.1	.7
4-Book	44	508	.5	1.9	28	330	.3	2.4	22	67	.3	2.0	18	69	.2	.9	16	34	.2	1.2
WWJZ-AM																				
SU '98		27			1	16		.1	1	9		.1	3	9		.2				
4-Book		13				9				2			1	2		.1				
WXTU-FM																				
SU '98	83	942	.9	3.7	57	646	.6	4.8	57	218	.6	5.2	121	356	1.3	6.3	48	169	.5	3.6
4-Book	89	886	1.0	3.8	51	635	.6	4.5	51	185	.5	4.7	103	344	1.1	5.4	55	199	.6	4.1
+WXXM-FM																				
SU '98	74	1183	.8	3.3	40	673	.4	3.4	28	105	.3	2.6	76	360	.8	4.0	45	155	.5	3.3
4-Book	56	934	.6	2.4	33	594	.3	2.8	26	100	.3	2.3	65	285	.7	3.4	48	203	.5	3.5
WYSP-FM																				
SU '98	106	1207	1.1	4.7	23	538	.2	1.9	18	55	.2	1.7	41	207	.4	2.1	38	152	.4	2.8
4-Book	104	1306	1.1	4.4	25	525	.3	2.2	22	93	.3	2.0	42	190	.4	2.1	33	147	.4	2.4
WYXR-FM																				
SU '98	138	1577	1.4	6.1	58	947	.6	4.9	73	232	.8	6.7	91	437	1.0	4.7	63	226	.7	4.7
4-Book	157	1704	1.6	6.7	64	1001	.7	5.5	62	244	.7	5.7	125	454	1.3	6.5	80	289	.8	5.9
WJBR-FM																				
SU '98	25	178	.3	1.1	4	93		.3	1	9		.1	9	52	.1	.5	7	27	.1	.5
4-Book	19	200	.2	.8	5	112		.4	5	18	.1	.4	6	44	.1	.3	4	22		.3
WKXW-FM																				
SU '98	38	518	.4	1.7	8	175	.1	.7	10	44	.1	.9	14	64	.1	.7	10	53	.1	.7
4-Book	34	459	.4	1.5	9	170	.1	.8	12	41	.1	1.1	11	54	.1	.6	11	51	.1	.8
+WLEV-FM																				
SU '98	7	104	.1	.3	5	65	.1	.4	9	21	.1	.8	6	23	.1	.3	4	32		.3
4-Book	15	100	.2	.6	5	54	.1	.4	4	14		.4	11	23	.1	.6	9	25	.1	.7
+WNJO-FM																				
SU '98	32	324	.3	1.4	12	138	.1	1.0	13	49	.1	1.2	23	80	.2	1.2	16	68	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	51	804	.5	2.3	18	353	.2	1.5	12	42	.1	1.1	35	153	.4	1.8	21	119	.2	1.6
4-Book	41	727	.4	1.8	18	416	.2	1.6	14	72	.2	1.3	35	161	.4	1.8	23	144	.2	1.7
WRDR-FM																				
SU '98	1	52			4	39		.4	6	10	.1	.5	10	21	.1	.6	5	18	.1	.4
4-Book	7	75	.1	.3																
WSTW-FM																				
SU '98	17	283	.2	.8	11	196	.1	.9	20	35	.2	1.8	16	64	.2	.8	4	27		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2260	9140	23.7		1191	7739	12.5		1088	3196	11.4		1921	4859	20.1		1349	3351	14.1	
4-Book	2346	9201	24.6		1153	7774	12.1		1090	3281	11.4		1926	4980	20.2		1357	3707	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																				
SU '98	19	120	.2	2.4	94	318	1.0	9.9	46	305	.5	2.9	27	91	.3	2.5	24	156	.3	3.3
4-Book	16	108	.2	2.1	88	379	1.0	9.5	42	249	.4	2.8	25	104	.3	2.4	20	131	.2	3.0
WBEB-FM																				
SU '98	32	126	.3	4.0	51	202	.5	5.4	107	348	1.1	6.9	53	204	.6	4.8	67	291	.7	9.3
4-Book	42	165	.4	5.6	53	201	.5	5.9	93	334	1.0	6.3	66	237	.7	6.6	42	167	.4	6.4
WDAS-AM																				
SU '98	6	18	.1	.8	66	113	.7	7.0	29	94	.3	1.9	7	9	.1	.6	1	7		.1
4-Book	9	22	.1	1.2	82	169	.9	9.0	54	154	.6	3.7	23	53	.2	2.4	9	25	.1	1.5
WDAS-FM																				
SU '98	117	309	1.2	14.8	101	229	1.1	10.6	118	396	1.2	7.6	114	238	1.2	10.4	211	366	2.2	29.3
4-Book	104	274	1.1	13.9	71	179	.8	7.8	83	267	.9	5.6	98	214	1.0	9.7	188	358	2.0	29.3
WFIL-AM																				
SU '98	2	13		.3	2	4		.2	2	26		.1	3	12		.3	2	6		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98					28	52	.3	3.0	32	59	.3	2.1	11	30	.1	1.0	5	16	.1	.7
4-Book	6	13	.1	.8	25	50	.3	2.7	22	52	.2	1.5	11	26	.1	1.1	5	10	.1	.7
W100-FM																				
SU '98	74	232	.8	9.4	57	225	.6	6.0	104	336	1.1	6.7	67	215	.7	6.1	42	122	.4	5.8
4-Book	49	211	.5	6.5	30	117	.3	3.2	73	294	.8	4.9	55	199	.6	5.4	32	131	.3	5.0
WIP -AM																				
SU '98	2	18		.3	10	45	.1	1.1	6	29	.1	.4	13	36	.1	1.2	2	9		.3
4-Book	2	10		.3	7	33	.1	.8	7	37	.1	.5	9	29	.1	.9	5	23	.1	.8
WJZ-FM																				
SU '98	57	168	.6	7.2	49	145	.5	5.2	69	201	.7	4.4	49	87	.5	4.5	28	93	.3	3.9
4-Book	58	187	.6	7.9	47	151	.5	5.1	77	237	.8	5.2	56	167	.6	5.6	36	131	.4	5.7
WMGK-FM																				
SU '98	39	200	.4	4.9	19	74	.2	2.0	76	290	.8	4.9	103	232	1.1	9.4	28	134	.3	3.9
4-Book	34	174	.4	4.6	21	120	.2	2.3	79	326	.9	5.4	76	253	.8	7.6	30	141	.3	4.8
WMMR-FM																				
SU '98	27	161	.3	3.4	18	90	.2	1.9	48	219	.5	3.1	74	188	.8	6.7	22	111	.2	3.1
4-Book	22	125	.3	2.9	21	94	.2	2.3	51	231	.6	3.5	35	130	.4	3.3	12	76	.1	1.9
WNAP-AM																				
SU '98					* 3	17		.3	3	25		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	29	151	.3	3.7	73	207	.8	7.7	76	237	.8	4.9	55	148	.6	5.0	23	98	.2	3.2
4-Book	40	169	.4	5.4	59	185	.6	6.3	86	298	.9	5.8	66	199	.7	6.5	31	114	.3	5.0
WPEN-AM																				
SU '98	2	9		.3	4	18		.4	11	35	.1	.7	6	8	.1	.5	10	25	.1	1.4
4-Book	2	10		.3	4	16		.5	7	21	.1	.5	3	4	.1	.3	5	13	.1	.7
WPHI-FM																				
SU '98	25	88	.3	3.2	15	59	.2	1.6	33	108	.3	2.1	13	63	.1	1.2	20	59	.2	2.8
4-Book	38	124	.4	5.1	14	58	.2	1.5	42	118	.4	2.9	34	89	.4	3.5	19	72	.2	3.0
WPHT-AM																				
SU '98	3	21		.4	2	9		.2	9	38	.1	.6	5	21	.1	.5	1	10		.1
4-Book	1	9		.2	1	6		.1	5	22	.1	.3	3	16		.3	2	13		.3
WPLY-FM																				
SU '98	18	73	.2	2.3	10	75	.1	1.1	40	190	.4	2.6	34	143	.4	3.1	9	69	.1	1.3
4-Book	15	80	.2	2.0	11	74	.1	1.2	37	194	.4	2.5	20	103	.2	2.0	10	67	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WURD-AM																				
SU '98	9	22	.1	1.1	6	22	.1	.6	16	30	.2	1.0	19	22	.2	1.7	14	18	.1	1.9
4-Book	6	16	.1	.8	6	18	.1	.7	23	48	.3	1.6	16	28	.2	1.6	6	11	.1	.9
WUSL-FM																				
SU '98	66	198	.7	8.3	83	252	.9	8.7	104	354	1.1	6.7	42	144	.4	3.8	35	105	.4	4.9
4-Book	64	178	.7	8.6	76	254	.8	8.4	108	315	1.2	7.3	43	136	.5	4.2	30	105	.3	4.7
WWDB-FM																				
SU '98	21	61	.2	2.7	17	89	.2	1.8	101	198	1.1	6.5	3	18		.3	7	33	.1	1.0
4-Book	23	63	.2	3.2	28	104	.3	3.1	88	187	.9	5.9	6	26	.1	.6	12	44	.1	1.9
WWJZ-AM																				
SU '98																	3	7		.4
4-Book									2				1	3		.1	1	2		.1
WXTU-FM																				
SU '98	32	174	.3	4.0	29	142	.3	3.1	79	252	.8	5.1	52	178	.5	4.7	29	151	.3	4.0
4-Book	24	112	.3	3.1	38	161	.4	4.2	65	233	.7	4.4	49	185	.5	4.9	23	110	.3	3.6
+WXXM-FM																				
SU '98	27	147	.3	3.4	11	62	.1	1.2	69	312	.7	4.4	33	145	.3	3.0	24	137	.3	3.3
4-Book	19	113	.2	2.5	14	78	.1	1.5	49	234	.5	3.3	29	128	.3	2.8	10	63	.1	1.4
WYSP-FM																				
SU '98	13	71	.1	1.6	10	48	.1	1.1	36	213	.4	2.3	16	76	.2	1.5	11	60	.1	1.5
4-Book	11	54	.1	1.4	9	37	.1	1.0	47	192	.5	3.2	28	136	.3	3.0	10	69	.1	1.6
WYXR-FM																				
SU '98	38	161	.4	4.8	30	121	.3	3.2	74	309	.8	4.7	68	200	.7	6.2	27	102	.3	3.8
4-Book	35	161	.4	4.7	31	141	.3	3.4	81	328	.9	5.5	62	243	.6	6.1	29	119	.3	4.8
WJBR-FM																				
SU '98									6	16	.1	.4	10	26	.1	.9				
4-Book	3	16		.4	3	17		.3	8	29	.1	.5	6	23	.1	.6	2	13		.4
WKXV-FM																				
SU '98	6	25	.1	.8	4	24		.4	9	52	.1	.6	1	7		.1	7	36	.1	1.0
4-Book	5	27	.1	.7	9	46	.1	1.0	7	43	.1	.5	8	31	.1	.8	6	24	.1	.9
+WLEV-FM																				
SU '98		8			1	8		.1	8	35	.1	.5	9	27	.1	.8	2	8		.3
4-Book	2	13		.3	2	7		.2	4	17	.1	.3	6	21	.1	.6	1	6		.2
+WNJO-FM																				
SU '98					10	40	.1	1.1	10	41	.1	.6	17	34	.2	1.5	8	24	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	9	72	.1	1.1	7	59	.1	.7	32	134	.3	2.1	24	52	.3	2.2	6	18	.1	.8
4-Book	10	69	.1	1.4	8	53	.1	.8	28	132	.3	1.9	20	73	.2	2.0	5	35	.1	.8
WRDR-FM																				
SU '98																				
4-Book	1	6		.1		2				6		.4		8		.2		4		.3
WSTW-FM																				
SU '98	1	18		.1	18	51	.2	1.9	15	71	.2	1.0	10	26	.1	.9	6	41	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	791	2437	8.3		949	2794	9.9		1560	4222	16.3		1097	2700	11.5		720	2161	7.5	
4-Book	745	2381	7.8		913	2840	9.5		1480	4153	15.5		1008	2767	10.6		639	1996	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																				
SU '98	122	2423	1.1	4.6	59	1326	.5	4.1	120	602	1.1	9.2	49	267	.4	2.1	43	192	.4	2.7
4-Book	135	2627	1.2	4.9	58	1326	.5	4.2	132	620	1.2	9.8	56	329	.5	2.5	41	205	.4	2.6
WBEB-FM																				
SU '98	352	2412	3.2	13.4	97	1077	.9	6.8	81	325	.7	6.2	183	507	1.7	7.9	81	260	.7	5.1
4-Book	349	2411	3.2	12.8	100	1268	.9	7.3	105	379	1.0	7.9	199	601	1.8	8.7	120	429	1.1	7.5
WDAS-AM																				
SU '98	28	213	.3	1.1	23	210	.2	1.6	12	40	.1	.9	23	62	.2	1.0	5	23	.1	.3
4-Book	40	256	.4	1.5	35	315	.3	2.6	26	64	.3	2.0	25	61	.2	1.1	14	36	.1	.9
WDAS-FM																				
SU '98	235	1618	2.1	8.9	156	1214	1.4	11.0	128	306	1.2	9.8	205	537	1.9	8.9	168	360	1.5	10.6
4-Book	258	1577	2.3	9.4	152	1195	1.4	11.1	137	361	1.3	10.2	233	572	2.1	10.2	191	466	1.7	12.0
WFIL-AM																				
SU '98	8	109	.1	.3	3	55	.2	.2	6	18	.1	.5	2	8	.1	.1	4	19	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	15	157	.1	.6	17	142	.2	1.2	22	42	.2	1.7	15	47	.1	.6	14	24	.1	.9
4-Book	18	148	.2	.7	17	148	.2	1.3	17	36	.2	1.3	13	45	.1	.5	10	25	.1	.7
WIOQ-FM																				
SU '98	115	1656	1.0	4.4	79	1062	.7	5.6	45	231	.4	3.4	131	476	1.2	5.7	77	298	.7	4.8
4-Book	122	1649	1.1	4.5	64	971	.6	4.7	49	203	.5	3.6	124	432	1.1	5.4	77	300	.7	4.7
WIP -AM																				
SU '98	24	307	.2	.9	8	134	.1	.6	13	41	.1	1.0	11	71	.1	.5	5	16	.1	.3
4-Book	28	360	.3	1.0	8	168	.1	.6	8	41	.1	.6	11	52	.1	.5	12	46	.1	.7
WJJZ-FM																				
SU '98	136	1235	1.2	5.2	78	857	.7	5.5	64	207	.6	4.9	151	356	1.4	6.5	93	315	.8	5.8
4-Book	167	1361	1.5	6.1	80	913	.8	5.8	76	228	.7	5.6	132	377	1.2	5.7	99	298	.9	6.2
WMGK-FM																				
SU '98	145	1600	1.3	5.5	74	928	.7	5.2	32	132	.3	2.4	143	480	1.3	6.2	127	351	1.1	8.0
4-Book	145	1750	1.3	5.3	71	1035	.7	5.2	48	202	.4	3.6	149	504	1.4	6.5	107	389	1.0	6.7
WMMR-FM																				
SU '98	56	976	.5	2.1	41	643	.4	2.9	31	155	.3	2.4	68	285	.6	2.9	40	130	.4	2.5
4-Book	68	1030	.6	2.5	35	686	.3	2.6	34	158	.3	2.6	68	293	.6	3.0	36	179	.4	2.2
WNAP-AM																				
SU '98	* 17	157	.2	.6	* 8	85	.1	.6	* 8	15	.1	.6	11	34	.1	.5	8	13	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQGL-FM																				
SU '98	135	1619	1.2	5.1	87	1069	.8	6.1	95	268	.9	7.3	145	469	1.3	6.3	100	290	.9	6.3
4-Book	155	1771	1.4	5.6	96	1184	.9	7.0	77	280	.7	5.7	165	523	1.5	7.3	127	391	1.2	8.0
WPEN-AM																				
SU '98	20	172	.2	.8	13	154	.1	.9	15	45	.1	1.1	31	92	.3	1.3	13	47	.1	.8
4-Book	16	173	.2	.6	8	107	.1	.6	12	35	.1	.9	13	36	.1	.5	8	27	.1	.5
WPHI-FM																				
SU '98	46	676	.4	1.7	29	379	.3	2.0	18	88	.2	1.4	44	142	.4	1.9	64	135	.6	4.0
4-Book	49	708	.5	1.8	35	436	.3	2.5	24	85	.2	1.8	51	175	.5	2.2	54	157	.5	3.4
WPHT-AM																				
SU '98	16	195	.1	.6	7	138	.1	.5	4	31	.3	.3	7	27	.1	.3	4	17	.1	.3
4-Book	10	158	.1	.4	4	91	.3	.3	4	19	.3	.3	2	11	.1	.1	3	11	.1	.2
WPLY-FM																				
SU '98	38	928	.3	1.4	31	665	.3	2.2	11	45	.1	.8	76	389	.7	3.3	39	126	.4	2.4
4-Book	49	979	.4	1.8	25	617	.2	1.8	16	89	.2	1.2	51	280	.5	2.2	34	191	.4	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

Women 25-54

Target Listener Estimates - Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM																				
SU '98	19	133	.2	.7	22	110	.2	1.5	15	36	.1	1.1	33	67	.3	1.4	37	75	.3	2.3
4-Book	26	153	.2	.9	19	117	.2	1.4	17	40	.1	1.2	37	90	.3	1.6	27	59	.3	1.7
WUSL-FM																				
SU '98	100	1152	.9	3.8	76	883	.7	5.3	55	144	.5	4.2	117	312	1.1	5.1	80	212	.7	5.0
4-Book	101	1059	.9	3.7	73	826	.7	5.3	51	164	.5	3.8	105	291	1.0	4.6	75	217	.7	4.6
WWDB-FM																				
SU '98	63	662	.6	2.4	40	469	.4	2.8	45	118	.4	3.4	31	90	.3	1.3	21	52	.2	1.3
4-Book	61	649	.6	2.2	37	426	.4	2.7	40	108	.4	3.0	33	107	.3	1.4	22	51	.2	1.4
WWJZ-AM																				
SU '98	3	40		.1	3	22		.2	4	14		.3	6	14	.1	.3	3	6		.2
4-Book	1	18		.1	1	13		.1	2	6		.1	2	6		.1	1	2		.1
WXTU-FM																				
SU '98	111	1139	1.0	4.2	75	799	.7	5.3	70	278	.6	5.4	160	449	1.4	6.9	75	231	.7	4.7
4-Book	112	1084	1.0	4.1	66	779	.6	4.8	68	237	.6	5.1	137	434	1.2	6.0	75	250	.7	4.7
+WXM-FM																				
SU '98	77	1204	.7	2.9	42	693	.4	3.0	33	112	.3	2.5	83	373	.8	3.6	45	161	.4	2.8
4-Book	57	958	.5	2.1	34	615	.3	2.5	27	102	.2	2.0	68	296	.6	3.0	50	213	.5	3.1
WYSP-FM																				
SU '98	110	1288	1.0	4.2	24	560	.2	1.7	18	55	.2	1.4	41	214	.4	1.8	42	160	.4	2.6
4-Book	110	1371	1.0	4.0	27	555	.2	2.0	24	96	.3	1.8	44	197	.4	1.9	35	154	.3	2.2
WYXR-FM																				
SU '98	151	1661	1.4	5.7	64	1014	.6	4.5	76	240	.7	5.8	112	471	1.0	4.8	76	260	.7	4.8
4-Book	169	1802	1.5	6.2	68	1059	.6	5.0	66	257	.6	5.0	138	483	1.2	6.0	87	314	.8	5.4
WJBR-FM																				
SU '98	30	218	.3	1.1	5	114		.4	4	15		.3	9	52	.1	.4	8	34	.1	.5
4-Book	21	230	.2	.8	6	131		.4	6	21	.1	.4	9	53	.1	.4	5	32		.3
WKXW-FM																				
SU '98	43	593	.4	1.6	9	208	.1	.6	13	57	.1	1.0	17	84	.2	.7	10	53	.1	.6
4-Book	38	514	.4	1.4	10	194	.1	.7	14	48	.2	1.1	13	66	.1	.6	12	56	.1	.8
+WLEV-FM																				
SU '98	11	111	.1	.4	6	80	.1	.4	9	21	.1	.7	6	23	.1	.3	4	32		.3
4-Book	21	131	.2	.7	7	73	.1	.5	6	18	.1	.4	15	29	.1	.7	10	27	.1	.6
+WNJO-FM																				
SU '98	37	380	.3	1.4	17	189	.2	1.2	24	68	.2	1.8	32	99	.3	1.4	25	88	.2	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	52	824	.5	2.0	19	373	.2	1.3	14	49	.1	1.1	35	153	.3	1.5	24	125	.2	1.5
4-Book	42	751	.4	1.6	19	436	.2	1.4	15	74	.1	1.1	35	165	.3	1.5	24	150	.2	1.5
WRDR-FM																				
SU '98	2	89		.1	2	32		.1	2	14		.2	2	12		.1	7	20		.4
4-Book	10	106	.1	.4	6	68	.1	.4	7	19	.1	.5	14	34	.2	.6	10	29	.1	.6
WSTW-FM																				
SU '98	17	283	.2	.6	11	196	.1	.8	20	35	.2	1.5	16	64	.1	.7	4	27		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2634	10594	23.8		1422	9069	12.9		1308	3844	11.8		2316	5641	20.9		1592	3952	14.4	
4-Book	2736	10652	24.7		1370	9028	12.4		1340	3931	12.1		2290	5763	20.7		1603	4314	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 25-54																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr	AOH (00)	Cume (00)	AQH Rtg	AQH Shr		
KYW -AM																					
SU '98	29	172	.3	3.2	124	449	1.1	10.2	57	368	.5	3.1	33	141	.3	2.5	31	198	.3	3.6	
4-Book	23	137	.2	2.7	122	508	1.1	10.5	53	305	.5	3.0	28	134	.3	2.4	24	162	.2	3.3	
WBEB-FM																					
SU '98	39	166	.4	4.3	72	278	.7	5.9	150	465	1.4	8.2	82	280	.7	6.3	71	319	.6	8.3	
4-Book	52	208	.5	6.1	67	247	.6	5.9	121	418	1.1	7.0	85	289	.7	7.2	44	187	.4	5.8	
WDAS-AM																					
SU '98	6	18	.1	.7	91	158	.8	7.5	42	135	.4	2.3	8	15	.1	.6	1	7		.1	
4-Book	10	26	.1	1.1	106	213	1.0	9.3	68	197	.6	3.9	29	68	.3	2.5	11	28	.1	1.5	
WDAS-FM																					
SU '98	121	327	1.1	13.5	118	264	1.1	9.7	131	431	1.2	7.2	131	260	1.2	10.1	230	395	2.1	26.8	
4-Book	117	307	1.1	13.6	92	216	.8	8.0	97	305	.9	5.6	117	247	1.1	9.9	215	402	2.0	29.0	
WFIL-AM																					
SU '98	2	13		.2	5	12		.4	2	26		.1	3	12		.2	2	6		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																					
SU '98	1	4		.1	35	69	.3	2.9	33	71	.3	1.8	12	36	.1	.9	5	16		.6	
4-Book	9	21	.1	1.0	40	78	.4	3.5	28	77	.3	1.6	15	32	.1	1.3	6	14		.9	
W100-FM																					
SU '98	75	239	.7	8.4	63	239	.6	5.2	112	362	1.0	6.1	73	255	.7	5.6	43	134	.4	5.0	
4-Book	51	221	.5	5.9	32	122	.3	2.7	80	310	.7	4.6	58	213	.6	4.9	34	136	.3	4.6	
WIP -AM																					
SU '98	2	18		.2	11	52	.1	.9	10	43	.1	.5	14	43	.1	1.1	2	9		.2	
4-Book	2	10		.2	9	44	.1	.8	10	48	.1	.6	9	33	.1	.8	5	28		.7	
WJJZ-FM																					
SU '98	68	206	.6	7.6	62	186	.6	5.1	90	256	.8	4.9	59	116	.5	4.5	32	110	.3	3.7	
4-Book	71	225	.6	8.4	56	178	.5	4.9	95	284	.9	5.5	67	200	.6	5.7	42	150	.4	5.8	
WMGK-FM																					
SU '98	40	207	.4	4.5	26	95	.2	2.1	87	318	.8	4.8	110	246	1.0	8.5	31	155	.3	3.6	
4-Book	37	180	.3	4.3	24	129	.2	2.1	85	349	.8	5.0	83	271	.8	7.0	33	152	.3	4.5	
WMMR-FM																					
SU '98	27	161	.2	3.0	18	90	.2	1.5	49	227	.4	2.7	74	188	.7	5.7	24	119	.2	2.8	
4-Book	22	125	.2	2.5	22	96	.2	1.9	51	236	.5	3.0	35	132	.3	2.9	13	81	.1	1.7	
WNAP-AM																					
SU '98					* 12	42	.1	1.0	8	47	.1	.4	3	6		.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																					
SU '98	43	181	.4	4.8	93	271	.8	7.7	113	332	1.0	6.2	64	203	.6	4.9	47	155	.4	5.5	
4-Book	57	225	.5	6.7	85	258	.8	7.4	122	407	1.1	7.1	86	274	.8	7.4	48	160	.4	6.6	
WPEN-AM																					
SU '98	2	9		.2	4	18		.3	17	52	.2	.9	11	26	.1	.8	10	25	.1	1.2	
4-Book	3	15		.3	7	21	.1	.6	10	29	.1	.6	6	13	.1	.5	6	15	.1	.7	
WPHI-FM																					
SU '98	25	88	.2	2.8	15	59	.1	1.2	33	108	.3	1.8	15	73	.1	1.2	20	59	.2	2.3	
4-Book	38	131	.4	4.5	15	60	.1	1.3	42	118	.4	2.5	35	92	.3	3.0	20	75	.2	2.7	
WPHT-AM																					
SU '98	8	29	.1	.9	5	23		.4	10	45	.1	.5	7	36	.1	.5	5	18		.6	
4-Book	3	13		.3	2	12		.2	6	25	.1	.3	3	21		.3	4	17		.5	
WPLY-FM																					
SU '98	18	80	.2	2.0	12	82	.1	1.0	40	190	.4	2.2	36	150	.3	2.8	9	69	.1	1.0	
4-Book	15	84	.2	1.7	12	79	.1	1.0	37	198	.4	2.2	21	105	.2	1.7	10	72	.1	1.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

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	
WURD-AM SU '98 4-Book	13 7	34 19	.1 .1	1.4 .8	13 10	34 25	.1 .1	1.1 .9	20 27	37 58	.2 .3	1.1 1.5	23 19	39 38	.2 .2	1.8 1.7	21 8	35 16	.2 .1	2.4 .9
WUSL-FM SU '98 4-Book	68 69	204 189	.6 .6	7.6 8.1	88 79	266 264	.8 .7	7.2 6.9	109 113	371 330	1.0 1.0	6.0 6.6	49 49	161 150	.4 .4	3.8 4.2	38 32	113 109	.3 .3	4.4 4.3
WWDB-FM SU '98 4-Book	31 27	104 79	.3 .3	3.5 3.2	38 39	143 133	.3 .3	3.1 3.4	121 102	240 221	1.1 .9	6.6 5.9	14 10	47 38	.1 .1	1.1 .8	11 15	54 58	.1 .1	1.3 2.0
WWJZ-AM SU '98 4-Book	1 2	6 2	.1 .	.1 .	2 2	6 4	.2 .2	.2 .	3 2	6 6	.2 .1	.2 .	3 2	6 4	.2 .1	.2 .	5 1	13 3	.6 .3	.6 .2
WXTU-FM SU '98 4-Book	43 28	222 135	.4 .3	4.8 3.3	40 49	185 191	.4 .4	3.3 4.3	100 81	308 278	.9 .7	5.5 4.7	73 61	241 220	.7 .6	5.6 5.2	34 27	179 129	.3 .3	4.0 3.6
+WXXM-FM SU '98 4-Book	27 21	147 121	.2 .2	3.0 2.4	15 15	68 82	.1 .1	1.2 1.3	70 50	318 244	.6 .5	3.8 2.9	33 30	145 136	.3 .3	2.5 2.6	24 10	137 68	.2 .1	2.8 1.2
WYSP-FM SU '98 4-Book	13 11	71 54	.1 .1	1.4 1.2	10 9	48 37	.1 .1	.8 .8	38 50	227 208	.3 .5	2.1 2.9	20 32	90 150	.2 .3	1.5 2.8	12 11	68 77	.1 .1	1.4 1.5
WYXR-FM SU '98 4-Book	39 36	168 173	.4 .4	4.3 4.2	34 32	141 153	.3 .3	2.8 2.8	77 85	321 348	.7 .8	4.2 4.9	69 63	214 258	.6 .6	5.3 5.3	31 30	109 122	.3 .3	3.6 4.1
WJBR-FM SU '98 4-Book	1 5	7 26	.1 .5	.1 .	3 .	17 .	.2 .	.2 .	6 8	16 30	.1 .1	.3 .5	10 7	26 28	.1 .1	.8 .6	1 3	7 15	.1 .4	.1 .
WKXW-FM SU '98 4-Book	9 6	32 31	.1 .1	1.0 .7	6 11	31 50	.1 .1	.5 1.0	9 8	52 48	.1 .1	.5 .5	1 9	7 38	.1 .1	.1 .8	8 6	43 30	.1 .1	.9 .8
+WLEV-FM SU '98 4-Book	4 .	8 15	.4 .	.4 .	4 4	8 13	.1 .4	.1 .	8 8	35 22	.1 .1	.4 .5	14 8	34 28	.1 .1	1.1 .7	5 3	17 13	.6 .4	.6 .
+WNJO-FM SU '98 4-Book	5 **	20 **	.6 **	.6 **	14 **	47 **	.1 **	1.2 **	12 **	55 **	.1 **	.7 **	20 **	47 **	.2 **	1.5 **	10 **	38 **	.1 **	1.2 **
WPST-FM SU '98 4-Book	9 10	72 69	.1 .1	1.0 1.2	8 8	72 56	.1 .1	.7 .7	32 29	134 138	.3 .3	1.7 1.7	24 21	52 77	.2 .2	1.8 1.8	6 5	18 37	.1 .1	.7 .7
WRDR-FM SU '98 4-Book	1 1	8 8	.1 .1	.1 .	3 1	6 4	.2 .1	.2 .	1 8	6 26	.1 .1	.1 .5	3 .	13 .	.2 .	.2 .	2 .	4 .	.3 .	.3 .
WSTW-FM SU '98 4-Book	1 **	18 **	.1 **	.1 **	18 **	51 **	.2 **	1.5 **	15 **	71 **	.1 **	.8 **	10 **	26 **	.1 **	.8 **	6 **	41 **	.1 **	.7 **
TOTALS SU '98 4-Book	897 858	2815 2743	8.1 7.8	8.1 7.8	1214 1151	3503 3427	11.0 10.4	11.0 10.4	1829 1728	4943 4804	16.5 15.6	16.5 15.6	1301 1180	3255 3235	11.8 10.7	11.8 10.7	859 743	2557 2292	7.8 6.7	7.8 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 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																				
SU '98	113	3042	1.2	6.7	316	2167	3.2	12.7	67	1047	.7	2.8	108	1369	1.1	6.0	51	767	.5	7.1
SP '98	109	3120	1.1	6.4	323	2204	3.3	12.4	77	1056	.8	3.1	97	1360	1.0	5.0	32	557	.3	4.7
WI '98	137	2888	1.4	8.0	360	2090	3.7	13.3	96	1034	1.0	3.9	118	1227	1.2	6.1	65	635	.7	9.3
FA '97	127	3379	1.3	7.3	359	2486	3.7	13.1	91	1255	.9	3.7	124	1625	1.3	6.2	29	571	.3	4.4
4-Book	122	3107	1.3	7.1	340	2237	3.5	12.9	83	1098	.9	3.4	112	1395	1.2	5.8	44	633	.5	6.4
SU '97	113	3118	1.2	6.6	325	2293	3.4	12.7	77	1143	.8	3.1	110	1361	1.1	5.6	34	598	.4	5.0
WBEB-FM																				
SU '98	193	2271	2.0	11.5	268	1437	2.8	10.8	389	1410	4.0	16.0	230	1470	2.4	12.8	51	708	.5	7.1
SP '98	203	2329	2.1	11.9	297	1457	3.1	11.4	395	1376	4.1	16.0	234	1503	2.4	12.1	61	671	.6	9.0
WI '98	184	2449	1.9	10.7	258	1403	2.7	9.6	382	1484	3.9	15.6	227	1454	2.3	11.7	37	493	.4	5.3
FA '97	194	2201	2.0	11.1	271	1386	2.8	9.9	406	1350	4.2	16.3	233	1386	2.4	11.6	38	580	.4	5.7
4-Book	194	2313	2.0	11.3	274	1421	2.9	10.4	393	1405	4.1	16.0	231	1453	2.4	12.1	47	613	.5	6.8
SU '97	184	2238	1.9	10.7	234	1283	2.4	9.2	371	1342	3.9	14.8	236	1400	2.5	12.0	39	626	.4	5.7
WDAS-AM																				
SU '98	25	388	.3	1.5	48	247	.5	1.9	29	186	.3	1.2	17	104	.2	.9	7	79	.1	1.0
SP '98	42	440	.4	2.5	75	239	.8	2.9	36	161	.4	1.5	34	168	.3	1.8	10	92	.1	1.5
WI '98	37	402	.4	2.2	67	209	.7	2.5	33	175	.3	1.3	38	151	.4	2.0	15	132	.2	2.1
FA '97	46	468	.5	2.6	78	254	.8	2.8	51	183	.5	2.0	47	181	.5	2.3	19	102	.2	2.9
4-Book	38	425	.4	2.2	67	237	.7	2.5	37	176	.4	1.5	34	151	.4	1.8	13	101	.2	1.9
SU '97	25	340	.3	1.5	38	149	.4	1.5	34	125	.4	1.4	18	109	.2	.9	2	44		.3
WDAS-FM																				
SU '98	151	1284	1.6	9.0	169	792	1.7	6.8	200	785	2.1	8.2	148	772	1.5	8.2	123	618	1.3	17.0
SP '98	155	1311	1.6	9.1	219	849	2.3	8.4	192	733	2.0	7.8	170	890	1.7	8.8	101	640	1.0	14.9
WI '98	148	1299	1.5	8.6	216	853	2.2	8.0	176	613	1.8	7.2	161	828	1.7	8.3	108	549	1.1	15.4
FA '97	146	1338	1.5	8.4	206	793	2.1	7.5	199	729	2.0	8.0	154	749	1.6	7.6	96	547	1.0	14.5
4-Book	150	1308	1.6	8.8	203	822	2.1	7.7	192	715	2.0	7.8	158	810	1.6	8.2	107	589	1.1	15.5
SU '97	159	1169	1.7	9.2	221	734	2.3	8.7	211	655	2.2	8.4	172	774	1.8	8.7	105	612	1.1	15.4
WFIL-AM																				
SU '98	7	140	.1	.4	18	104	.2	.7	5	72	.1	.2	9	46	.1	.5	6	47	.1	.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	10	200	.1	.6	26	152	.3	.9	11	96	.1	.4	10	98	.1	.5	4	45		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	23	269	.2	1.4	38	136	.4	1.5	35	153	.4	1.4	17	101	.2	.9	8	47	.1	1.1
SP '98	25	322	.3	1.5	34	150	.3	1.3	30	136	.3	1.2	15	66	.2	.8	11	56	.1	1.6
WI '98	13	254	.1	.8	17	102	.2	.6	20	112	.2	.8	15	89	.2	.8	1	30		.1
FA '97	25	327	.3	1.4	34	147	.3	1.2	35	111	.4	1.4	15	80	.2	.7	7	69	.1	1.1
4-Book	22	293	.2	1.3	31	134	.3	1.2	30	128	.3	1.2	16	84	.2	.8	7	51	.1	1.0
SU '97	26	242	.3	1.5	33	120	.3	1.3	31	120	.3	1.2	23	105	.2	1.2	15	76	.2	2.2
W10Q-FM																				
SU '98	54	1126	.6	3.2	68	490	.7	2.7	76	636	.8	3.1	50	664	.5	2.8	25	300	.3	3.5
SP '98	50	1095	.5	2.9	66	520	.7	2.5	71	500	.7	2.9	58	634	.6	3.0	17	297	.2	2.5
WI '98	51	1094	.5	3.0	79	605	.8	2.9	67	573	.7	2.7	74	674	.8	3.8	21	351	.2	3.0
FA '97	36	802	.4	2.1	53	390	.5	1.9	54	415	.6	2.2	43	467	.4	2.1	13	218	.1	2.0
4-Book	48	1029	.5	2.8	67	501	.7	2.5	67	531	.7	2.7	56	610	.6	2.9	19	292	.2	2.8
SU '97	48	1221	.5	2.8	49	474	.5	1.9	70	605	.7	2.8	65	664	.7	3.3	18	320	.2	2.6
WIP -AM																				
SU '98	12	298	.1	.7	37	166	.4	1.5	5	104	.1	.2	11	127	.1	.6	4	39		.6
SP '98	10	353	.1	.6	28	200	.3	1.1	14	94	.1	.6	9	137	.1	.5	5	103	.1	.7
WI '98	20	478	.2	1.2	43	239	.4	1.6	19	130	.2	.8	26	200	.3	1.3	13	138	.1	1.9
FA '97	25	522	.3	1.4	60	297	.6	2.2	29	152	.3	1.2	35	265	.4	1.7	5	97	.1	.8
4-Book	17	413	.2	1.0	42	226	.4	1.6	17	120	.2	.7	20	182	.2	1.0	7	94	.1	1.0
SU '97	18	425	.2	1.0	58	278	.6	2.3	19	178	.2	.8	8	93	.1	.4	5	61	.1	.7

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* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
WJZZ-FM																				
SU '98	105	1499	1.1	6.3	102	649	1.0	4.1	160	786	1.6	6.6	148	975	1.5	8.2	55	466	.6	7.6
SP '98	138	1806	1.4	8.1	145	821	1.5	5.6	247	960	2.5	10.0	180	1088	1.8	9.3	54	613	.6	8.0
WI '98	121	1612	1.2	7.0	133	766	1.4	4.9	165	729	1.7	6.7	161	967	1.7	8.3	64	672	.7	9.1
FA '97	100	1425	1.0	5.7	109	730	1.1	4.0	158	679	1.6	6.3	155	903	1.6	7.7	48	480	.5	7.2
4-Book	116	1586	1.2	6.8	122	742	1.3	4.7	183	789	1.9	7.4	161	983	1.7	8.4	55	558	.6	8.0
SU '97	109	1421	1.1	6.3	113	621	1.2	4.4	173	775	1.8	6.9	151	900	1.6	7.7	64	531	.7	9.4
WMGK-FM																				
SU '98	59	1117	.6	3.5	67	512	.7	2.7	102	622	1.0	4.2	77	746	.8	4.3	25	360	.3	3.5
SP '98	69	1232	.7	4.0	75	541	.8	2.9	108	579	1.1	4.4	96	673	1.0	5.0	37	320	.4	5.5
WI '98	54	1249	.6	3.1	62	547	.6	2.3	85	728	.9	3.5	69	728	.7	3.5	21	351	.2	3.0
FA '97	74	1249	.8	4.2	82	736	.8	3.0	116	674	1.2	4.7	100	830	1.0	5.0	33	322	.3	5.0
4-Book	64	1212	.7	3.7	72	584	.7	2.7	103	651	1.1	4.2	86	744	.9	4.5	29	338	.3	4.3
SU '97	66	1379	.7	3.8	71	616	.7	2.8	115	759	1.2	4.6	92	873	1.0	4.7	24	410	.3	3.5
WMMR-FM																				
SU '98	22	768	.2	1.3	28	342	.3	1.1	32	347	.3	1.3	21	354	.2	1.2	8	190	.1	1.1
SP '98	18	686	.2	1.1	31	317	.3	1.2	19	234	.2	.8	21	360	.2	1.1	4	92	.0	.6
WI '98	44	759	.5	2.6	68	356	.7	2.5	75	366	.8	3.1	55	422	.6	2.8	16	163	.2	2.3
FA '97	30	754	.3	1.7	68	393	.7	2.5	43	337	.4	1.7	24	348	.2	1.2	8	163	.1	1.2
4-Book	29	742	.3	1.7	49	352	.5	1.8	42	321	.4	1.7	30	371	.3	1.6	9	152	.1	1.3
SU '97	34	790	.4	2.0	42	310	.4	1.6	80	358	.8	3.2	39	427	.4	2.0	5	143	.1	.7
WNAP-AM																				
SU '98	* 16	188	.2	1.0	* 19	110	.2	.8	24	141	.2	1.0	9	77	.1	.5				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	18	127	.2	1.0	17	78	.2	.7	23	80	.2	.9	17	43	.2	.9	**	**	**	**
WGL-FM																				
SU '98	120	2085	1.2	7.2	164	1069	1.7	6.6	170	1085	1.7	7.0	127	1115	1.3	7.1	41	610	.4	5.7
SP '98	123	2108	1.3	7.2	178	1127	1.8	6.8	197	1128	2.0	8.0	140	1211	1.4	7.2	46	587	.5	6.8
WI '98	142	2224	1.5	8.3	200	1193	2.1	7.4	215	1153	2.2	8.8	151	1188	1.6	7.8	40	585	.4	5.7
FA '97	150	2430	1.5	8.6	202	1237	2.1	7.4	199	1183	2.0	8.0	173	1412	1.8	8.6	59	743	.6	8.9
4-Book	134	2212	1.4	7.8	186	1157	1.9	7.1	195	1137	2.0	8.0	148	1232	1.5	7.7	47	631	.5	6.8
SU '97	139	2471	1.4	8.1	166	1277	1.7	6.5	235	1389	2.5	9.4	155	1474	1.6	7.9	52	717	.5	7.6
WPEN-AM																				
SU '98	38	540	.4	2.3	60	280	.6	2.4	61	287	.6	2.5	44	316	.5	2.4	12	130	.1	1.7
SP '98	47	604	.5	2.8	76	317	.8	2.9	58	371	.6	2.4	58	393	.6	3.0	17	170	.2	2.5
WI '98	44	535	.5	2.6	87	340	.9	3.2	57	319	.6	2.3	51	242	.5	2.6	13	131	.1	1.9
FA '97	38	613	.4	2.2	67	330	.7	2.4	40	306	.4	1.6	37	292	.4	1.8	18	151	.2	2.7
4-Book	42	573	.5	2.5	73	317	.8	2.7	54	321	.6	2.2	48	311	.5	2.5	15	146	.2	2.2
SU '97	52	649	.5	3.0	78	401	.8	3.1	56	309	.6	2.2	73	336	.8	3.7	22	177	.2	3.2
WPHI-FM																				
SU '98	17	407	.2	1.0	17	132	.2	.7	27	216	.3	1.1	19	229	.2	1.1	6	100	.1	.8
SP '98	13	396	.1	.8	12	102	.1	.5	13	182	.1	.5	16	225	.2	.8	7	117	.1	1.0
WI '98	18	436	.2	1.0	23	208	.2	.9	16	166	.2	.7	30	205	.3	1.5	10	127	.1	1.4
FA '97	14	407	.1	.8	12	115	.1	.4	17	185	.2	.7	16	222	.2	.8	12	138	.1	1.8
4-Book	16	412	.2	.9	16	139	.2	.6	18	187	.2	.8	20	220	.2	1.1	9	121	.1	1.3
SU '97	16	389	.2	.9	12	144	.1	.5	9	133	.1	.4	18	165	.2	.9	15	166	.2	2.2
WPHT-AM																				
SU '98	15	355	.2	.9	32	101	.3	1.3	14	115	.1	.6	17	152	.2	.9	8	91	.1	1.1
SP '98	7	348	.1	.4	15	133	.2	.6	4	74	.2	.2	8	68	.1	.4	6	120	.1	.9
WI '98	14	357	.1	.8	25	102	.3	.9	24	207	.2	1.0	18	210	.2	.9	2	41	.0	.3
FA '97	6	259	.1	.3	2	40	.1	.1	7	67	.1	.3	7	71	.1	.3	7	76	.1	1.1
4-Book	11	330	.1	.6	19	94	.2	.7	12	116	.1	.5	13	125	.2	.6	6	82	.1	.9
SU '97	10	334	.1	.6	6	80	.1	.2	17	120	.2	.7	14	165	.1	.7	7	88	.1	1.0

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WPLY-FM																				
SU '98	16	586	.2	1.0	13	163	.1	.5	22	220	.2	.9	21	303	.2	1.2	5	162	.1	.7
SP '98	17	634	.2	1.0	30	265	.3	1.1	30	229	.3	1.2	20	336	.2	1.0	3	137		.4
WI '98	13	507	.1	.8	21	193	.2	.8	16	159	.2	.7	19	259	.2	1.0	4	82		.6
FA '97	14	466	.1	.8	13	190	.1	.5	19	220	.2	.8	24	223	.2	1.2	7	159	.1	1.1
4-Book	15	548	.2	.9	19	203	.2	.7	22	207	.2	.9	21	280	.2	1.1	5	135	.1	.7
SU '97	19	699	.2	1.1	33	285	.3	1.3	25	313	.3	1.0	23	345	.2	1.2	8	164	.1	1.2
WURD-AM																				
SU '98	15	98	.2	.9	10	55	.1	.4	12	73	.1	.5	20	71	.2	1.1	13	52	.1	1.8
SP '98	17	125	.2	1.0	23	75	.2	.9	26	84	.3	1.1	12	91	.1	.6	3	49		.4
WI '98	7	77	.1	.4	7	47	.1	.3	12	47	.1	.5	9	58	.1	.5	1	8		.1
FA '97	10	92	.1	.6	20	51	.2	.7	13	59	.1	.5	8	66	.1	.4	7	49	.1	1.1
4-Book	12	98	.2	.7	15	57	.2	.6	16	66	.2	.7	12	72	.1	.7	6	40	.1	.9
SU '97	7	68	.1	.4	8	47	.1	.3	9	41	.1	.4	2	33		.1	2	7		.3
WUSL-FM																				
SU '98	36	872	.4	2.1	50	360	.5	2.0	45	323	.5	1.9	29	337	.3	1.6	19	209	.2	2.6
SP '98	44	827	.5	2.6	58	376	.6	2.2	48	357	.5	1.9	43	347	.4	2.2	22	181	.2	3.2
WI '98	44	735	.5	2.6	68	364	.7	2.5	52	255	.5	2.1	48	313	.5	2.5	29	222	.3	4.1
FA '97	41	758	.4	2.4	63	342	.6	2.3	39	284	.4	1.6	62	362	.6	3.1	26	207	.3	3.9
4-Book	41	798	.5	2.4	60	361	.6	2.3	46	305	.5	1.9	46	340	.5	2.4	24	205	.3	3.5
SU '97	42	837	.4	2.4	53	335	.6	2.1	47	324	.5	1.9	47	418	.5	2.4	28	347	.3	4.1
WVDB-FM																				
SU '98	68	1100	.7	4.1	85	483	.9	3.4	112	622	1.2	4.6	47	440	.5	2.6	39	335	.4	5.4
SP '98	65	1038	.7	3.8	74	456	.8	2.8	110	576	1.1	4.5	56	394	.6	2.9	39	293	.4	5.8
WI '98	79	1157	.8	4.6	104	587	1.1	3.9	139	649	1.4	5.7	55	400	.6	2.8	32	307	.3	4.6
FA '97	73	1201	.8	4.2	123	629	1.3	4.5	116	642	1.2	4.7	52	385	.5	2.6	25	312	.3	3.8
4-Book	71	1124	.8	4.2	97	539	1.0	3.7	119	622	1.2	4.9	53	405	.6	2.7	34	312	.4	4.9
SU '97	74	1273	.8	4.3	109	609	1.1	4.3	104	632	1.1	4.1	73	501	.8	3.7	35	347	.4	5.1
WVJZ-AM																				
SU '98	9	69	.1	.5	9	20	.1	.4	9	29	.1	.4	10	20	.1	.6	6	29	.1	.8
SP '98	4	52		.2	2	18		.1	5	18	.1	.2	7	33	.1	.4	1	17		.1
WI '98	3	53		.2	4	19		.1	6	29	.1	.2	2	28		.1		10		
FA '97	2	64		.1	1	34		.1	2	10		.1	3	21		.1				
4-Book	5	60		.3	4	23		.2	6	22	.1	.2	6	26	.1	.3	2	14		.2
SU '97	5	55	.1	.3	2	30		.1	5	23	.1	.2	9	30	.1	.5	3	21		.4
WXTU-FM																				
SU '98	97	1231	1.0	5.8	131	746	1.3	5.3	142	777	1.5	5.9	107	797	1.1	5.9	36	454	.4	5.0
SP '98	77	1115	.8	4.5	98	634	1.0	3.8	98	687	1.0	4.0	104	659	1.1	5.4	27	367	.3	4.0
WI '98	88	1153	.9	5.1	131	714	1.3	4.9	116	689	1.2	4.7	112	839	1.2	5.8	35	381	.4	5.0
FA '97	81	1072	.8	4.6	130	694	1.3	4.7	115	561	1.2	4.6	80	590	.8	4.0	30	335	.3	4.5
4-Book	86	1143	.9	5.0	123	697	1.2	4.7	118	679	1.2	4.8	101	721	1.1	5.3	32	384	.4	4.6
SU '97	96	1263	1.0	5.6	133	724	1.4	5.2	139	686	1.4	5.5	120	845	1.3	6.1	32	396	.3	4.7
+WXXM-FM																				
SU '98	21	643	.2	1.3	32	260	.3	1.3	31	297	.3	1.3	27	401	.3	1.5	6	187	.1	.8
SP '98	17	515	.2	1.0	21	207	.2	.8	22	284	.2	.9	23	256	.2	1.2	4	117		.6
WI '98	19	483	.2	1.1	21	262	.2	.8	33	288	.3	1.3	20	251	.2	1.0	6	104	.1	.9
FA '97	13	379	.1	.7	15	179	.2	.5	18	151	.2	.7	18	171	.2	.9	4	97		.6
4-Book	18	505	.2	1.0	22	227	.2	.9	26	255	.3	1.1	22	270	.2	1.2	5	126	.1	.7
SU '97	53	762	.6	3.1	60	362	.6	2.4	86	402	.9	3.4	82	482	.9	4.2	21	234	.2	3.1
WYSP-FM																				
SU '98	34	908	.3	2.0	129	539	1.3	5.2	35	287	.4	1.4	17	257	.2	.9	3	126		.4
SP '98	28	749	.3	1.6	102	455	1.0	3.9	29	291	.3	1.2	17	236	.2	.9	3	116		.4
WI '98	35	780	.4	2.0	134	565	1.4	5.0	40	340	.4	1.6	18	192	.2	.9	2	49		.3
FA '97	32	1017	.3	1.8	98	521	1.0	3.6	34	292	.3	1.4	12	206	.1	.6	6	121	.1	.9
4-Book	32	864	.3	1.9	116	520	1.2	4.4	35	303	.4	1.4	16	223	.2	.8	4	103		.5
SU '97	34	898	.4	2.0	139	583	1.4	5.4	31	357	.3	1.2	13	194	.1	.7	4	81		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

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	
	WYXR-FM																				
SU '98	61	1261	.6	3.6	86	568	.9	3.5	83	627	.9	3.4	73	691	.8	4.1	25	364	.3	3.5	
SP '98	66	1195	.7	3.9	93	614	1.0	3.6	110	585	1.1	4.5	83	801	.9	4.3	21	328	.2	3.1	
WI '98	70	1289	.7	4.1	110	734	1.1	4.1	105	671	1.1	4.3	79	644	.8	4.1	31	437	.3	4.4	
FA '97	67	1191	.7	3.8	97	711	1.0	3.5	118	614	1.2	4.7	92	720	.9	4.6	17	272	.2	2.6	
4-Book	66	1234	.7	3.9	97	657	1.0	3.7	104	624	1.1	4.2	82	714	.9	4.3	24	350	.3	3.4	
SU '97	73	1479	.8	4.2	97	758	1.0	3.8	105	798	1.1	4.2	93	956	1.0	4.7	35	500	.4	5.1	
WJBR-FM																					
SU '98	18	248	.2	1.1	24	105	.2	1.0	38	119	.4	1.6	20	84	.2	1.1	13	84	.1	1.8	
SP '98	12	246	.1	.7	19	92	.2	.7	16	121	.2	.6	8	116	.1	.4	10	81	.1	1.5	
WI '98	12	274	.1	.7	17	134	.2	.6	32	121	.3	1.3	12	112	.1	.6	1	32		.1	
FA '97	12	328	.1	.7	18	163	.2	.7	15	139	.2	.6	14	153	.1	.7	7	72	.1	1.1	
4-Book	14	274	.1	.8	20	124	.2	.8	25	125	.3	1.0	14	116	.1	.7	8	67	.1	1.1	
SU '97	13	225	.1	.8	24	85	.3	.9	27	115	.3	1.1	12	127	.1	.6	2	47		.3	
WKXV-FM																					
SU '98	26	560	.3	1.6	36	258	.4	1.5	52	295	.5	2.1	36	366	.4	2.0	7	137	.1	1.0	
SP '98	25	485	.3	1.5	37	247	.4	1.4	39	264	.4	1.6	41	299	.4	2.1	8	143	.1	1.2	
WI '98	20	500	.2	1.2	31	185	.3	1.1	15	186	.2	.6	35	287	.4	1.8	14	143	.1	2.0	
FA '97	24	442	.2	1.4	43	270	.4	1.6	29	216	.3	1.2	42	291	.4	2.1	12	111	.1	1.8	
4-Book	24	497	.3	1.4	37	240	.4	1.4	34	240	.4	1.4	39	311	.4	2.0	10	134	.1	1.5	
SU '97	23	531	.2	1.3	36	245	.4	1.4	37	250	.4	1.5	27	299	.3	1.4	6	134	.1	.9	
+WLEV-FM																					
SU '98	8	124	.1	.5	7	62	.1	.3	16	71	.2	.7	9	54	.1	.5	2	39		.3	
SP '98	11	121	.1	.6	16	57	.2	.6	29	80	.3	1.2	13	59	.1	.7	1	17		.1	
WI '98	18	163	.2	1.0	14	100	.1	.5	32	77	.3	1.3	24	77	.2	1.2	9	72	.1	1.3	
FA '97	22	243	.2	1.3	21	98	.2	.8	51	163	.5	2.0	30	131	.3	1.5	6	99	.1	.9	
4-Book	15	163	.2	.9	15	79	.2	.6	32	98	.3	1.3	19	80	.2	1.0	5	57	.1	.7	
SU '97	16	249	.2	.9	20	147	.2	.8	33	164	.3	1.3	16	157	.2	.8	2	37		.3	
+WNJO-FM																					
SU '98	27	420	.3	1.6	42	259	.4	1.7	43	241	.4	1.8	25	232	.3	1.4	13	124	.1	1.8	
SP '98	20	399	.2	1.2	24	169	.2	.9	28	204	.3	1.1	23	232	.2	1.2	8	146	.1	1.2	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	151	.1	.3	11	90	.1	.4	9	64	.1	.4	8	94	.1	.4	1	50		.1	
WPST-FM																					
SU '98	16	504	.2	1.0	20	194	.2	.8	18	217	.2	.7	25	292	.3	1.4	8	159	.1	1.1	
SP '98	15	458	.2	.9	22	178	.2	.8	20	172	.2	.8	21	221	.2	1.1	5	128	.1	.7	
WI '98	9	426	.1	.5	16	128	.2	.6	13	111	.1	.5	11	166	.1	.6	4	84		.6	
FA '97	10	434	.1	.6	13	156	.1	.5	13	177	.1	.5	14	218	.1	.7	4	148		.6	
4-Book	13	456	.2	.8	18	164	.2	.7	16	169	.2	.6	18	224	.2	1.0	5	130	.1	.8	
SU '97	12	451	.1	.7	10	128	.1	.4	22	250	.2	.9	11	179	.1	.6	2	67		.3	
WRDR-FM																					
SU '98	6	163	.1	.4	4	63		.2	6	71	.1	.2	8	104	.1	.4	5	40	.1	.7	
SP '98	20	310	.2	1.2	11	156	.1	.4	32	164	.3	1.3	30	189	.3	1.5	10	143	.1	1.5	
WI '98	15	232	.2	.9	14	138	.1	.5	23	125	.2	.9	25	151	.3	1.3	3	34		.4	
FA '97	12	227	.1	.7	16	114	.2	.6	25	145	.3	1.0	13	113	.1	.6	1	31		.2	
4-Book	13	233	.2	.8	11	118	.1	.4	22	126	.2	.9	19	139	.2	1.0	5	62	.1	.7	
SU '97	6	126	.1	.3	7	50	.1	.3	11	76	.1	.4	5	68	.1	.3	3	40		.4	
WSTV-FM																					
SU '98	8	167	.1	.5	16	58	.2	.6	16	89	.2	.7	8	86	.1	.4	1	70		.1	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	6	187	.1	.3	11	96	.1	.4	14	84	.1	.6	7	86	.1	.4	2	29		.3	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	5	222	.1	.3	8	87	.1	.3	10	89	.1	.4	5	85	.1	.3	1	36		.1	
TOTALS																					
SU '98	1675	9413	17.2		2482	8380	25.5		2425	7754	24.9		1799	8047	18.5		722	5519	7.4		
SP '98	1708	9432	17.6		2612	8395	26.8		2466	7477	25.3		1939	8240	19.9		678	5275	7.0		
WI '98	1717	9413	17.6		2697	8566	27.7		2448	7423	25.2		1947	7954	20.0		702	5021	7.2		
FA '97	1743	9389	17.9		2743	8632	28.2		2490	7318	25.6		2014	8075	20.7		664	5062	6.8		
4-Book	1711	9412	17.6		2634	8493	27.1		2457	7493	25.3		1925	8079	19.8		692	5219	7.1		
SU '97	1722	9343	18.0		2551	8418	26.6		2510	7723	26.2		1968	8202	20.5		682	5404	7.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
SU '98	156	2735	1.6	6.9	79	1623	.8	6.1	183	810	1.9	13.6	72	355	.7	3.5	52	237	.5	3.8
4-Book	171	2846	1.8	7.3	86	1649	.9	6.8	205	834	2.1	14.4	87	441	.9	4.2	62	287	.6	4.4
WBEB-FM																				
SU '98	303	2000	3.1	13.5	92	1066	.9	7.1	96	346	1.0	7.1	174	465	1.8	8.4	95	258	1.0	6.9
4-Book	306	2046	3.1	13.1	91	1119	.9	7.2	95	311	1.0	6.7	189	544	2.0	9.1	116	379	1.2	8.3
WDAS-AM																				
SU '98	31	282	.3	1.4	26	234	.3	2.0	12	50	.1	.9	19	58	.2	.9	7	22	.1	.5
4-Book	45	292	.5	1.9	40	329	.4	3.2	32	77	.3	2.2	30	79	.3	1.4	18	47	.2	1.3
WDAS-FM																				
SU '98	174	1125	1.8	7.7	129	886	1.3	10.0	99	225	1.0	7.3	146	385	1.5	7.1	129	286	1.3	9.4
4-Book	185	1127	1.9	7.9	118	901	1.2	9.3	106	269	1.1	7.5	173	437	1.8	8.3	149	363	1.5	10.7
WFIL-AM																				
SU '98	10	133	.1	.4	3	54	.2	.2	6	18	.1	.4	3	15	.1	.1	1	13	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	30	204	.3	1.3	21	183	.2	1.6	17	34	.2	1.3	22	69	.2	1.1	18	38	.2	1.3
4-Book	26	202	.3	1.1	23	208	.2	1.9	25	49	.3	1.8	20	63	.2	1.0	14	33	.2	1.0
WIOQ-FM																				
SU '98	66	962	.7	2.9	53	618	.5	4.1	30	141	.3	2.2	77	266	.8	3.7	61	226	.6	4.5
4-Book	64	890	.7	2.7	40	516	.4	3.1	36	124	.4	2.5	81	260	.9	3.9	50	174	.5	3.6
WIP -AM																				
SU '98	17	283	.2	.8	8	95	.1	.6	16	45	.2	1.2	12	56	.1	.6	5	16	.1	.4
4-Book	26	351	.3	1.1	9	149	.1	.7	11	42	.1	.8	14	54	.1	.7	13	47	.1	.9
WJZ-FM																				
SU '98	138	1230	1.4	6.1	81	829	.8	6.3	66	214	.7	4.9	164	380	1.7	7.9	98	306	1.0	7.2
4-Book	157	1303	1.6	6.7	83	890	.9	6.6	82	238	.9	5.8	144	392	1.5	6.9	104	305	1.1	7.4
WMGK-FM																				
SU '98	84	978	.9	3.7	37	564	.4	2.9	22	101	.2	1.6	88	271	.9	4.3	48	203	.5	3.5
4-Book	88	1068	.9	3.8	45	607	.5	3.6	27	116	.3	1.9	96	297	1.0	4.6	61	218	.6	4.4
WMMR-FM																				
SU '98	27	620	.3	1.2	22	428	.2	1.7	20	123	.2	1.5	43	204	.4	2.1	23	90	.2	1.7
4-Book	41	595	.4	1.7	20	393	.2	1.6	23	108	.2	1.6	40	171	.4	2.0	18	89	.2	1.3
WNAP-AM																				
SU '98	* 18	179	.2	.8	* 14	96	.1	1.1	* 16	27	.2	1.2	20	56	.2	1.0	15	25	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	155	1716	1.6	6.9	113	1154	1.2	8.8	130	319	1.3	9.6	193	546	2.0	9.3	119	316	1.2	8.7
4-Book	178	1825	1.9	7.6	115	1292	1.2	9.2	107	352	1.1	7.5	205	599	2.1	9.8	139	428	1.4	10.0
WPEN-AM																				
SU '98	55	457	.6	2.4	27	361	.3	2.1	45	122	.5	3.3	72	208	.7	3.5	30	110	.3	2.2
4-Book	58	491	.6	2.5	33	348	.4	2.6	57	151	.6	4.0	69	181	.7	3.3	39	120	.4	2.8
WPHI-FM																				
SU '98	21	334	.2	.9	16	212	.2	1.2	11	63	.1	.8	17	68	.2	.8	35	84	.4	2.6
4-Book	18	334	.2	.8	14	200	.2	1.1	12	42	.1	.9	20	76	.2	1.0	21	62	.2	1.5
WPHT-AM																				
SU '98	20	234	.2	.9	11	179	.1	.9	8	39	.1	.6	15	43	.2	.7	8	24	.1	.6
4-Book	14	224	.2	.6	7	135	.1	.5	7	26	.1	.5	7	30	.1	.3	5	19	.1	.3
WPLY-FM																				
SU '98	19	415	.2	.8	18	305	.2	1.4	10	25	.1	.7	42	189	.4	2.0	22	65	.2	1.6
4-Book	21	420	.2	.9	12	268	.1	1.0	6	34	.1	.4	22	104	.2	1.1	16	85	.2	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	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
WURD-AM																				
SU '98	14	91	.1	.6	18	60	.2	1.4	7	26	.1	.5	25	50	.3	1.2	26	40	.3	1.9
4-Book	15	88	.1	.6	13	74	.2	1.0	10	24	.1	.7	24	57	.3	1.1	17	32	.2	1.2
WUSL-FM																				
SU '98	42	613	.4	1.9	37	498	.4	2.9	12	57	.1	.9	55	158	.6	2.7	38	105	.4	2.8
4-Book	51	592	.5	2.2	37	455	.4	2.9	25	87	.2	1.7	47	138	.5	2.3	40	108	.4	2.9
WWDB-FM																				
SU '98	84	840	.9	3.7	59	598	.6	4.6	79	182	.8	5.9	69	192	.7	3.3	23	66	.2	1.7
4-Book	92	846	.9	3.9	59	626	.6	4.7	81	218	.8	5.7	75	206	.8	3.6	31	96	.3	2.2
WWJZ-AM																				
SU '98	9	29	.1	.4	12	52	.1	.9	9	21	.1	.7	12	21	.1	.6	9	13	.1	.7
4-Book	5	38	.1	.2	5	41	.1	.4	4	15	.1	.3	6	18	.1	.3	5	8	.1	.4
WXTU-FM																				
SU '98	128	1065	1.3	5.7	85	834	.9	6.6	81	306	.8	6.0	192	470	2.0	9.3	99	266	1.0	7.2
4-Book	114	1015	1.2	4.9	73	759	.8	5.8	76	242	.8	5.4	147	431	1.5	7.0	81	246	.8	5.8
+WXXM-FM																				
SU '98	30	559	.3	1.3	14	253	.1	1.1	18	64	.2	1.3	27	129	.3	1.3	14	68	.1	1.0
4-Book	24	423	.3	1.0	15	244	.2	1.2	14	48	.2	1.0	30	119	.3	1.4	24	88	.2	1.7
WYSP-FM																				
SU '98	58	755	.6	2.6	12	287	.1	.9	7	25	.1	.5	20	122	.2	1.0	24	88	.2	1.8
4-Book	54	708	.6	2.3	13	273	.1	1.1	14	51	.2	1.0	20	87	.2	1.0	15	67	.2	1.1
WYXR-FM																				
SU '98	81	1062	.8	3.6	48	647	.5	3.7	58	138	.6	4.3	77	298	.8	3.7	52	167	.5	3.8
4-Book	95	1080	1.0	4.1	43	613	.5	3.4	47	158	.5	3.4	89	284	.9	4.3	51	189	.5	3.6
WJBR-FM																				
SU '98	28	191	.3	1.2	3	80	.1	.2	3	6	.1	.2	2	18	.1	.1	6	17	.1	.4
4-Book	20	221	.2	.9	6	115	.1	.4	9	22	.1	.6	10	55	.1	.5	4	22	.1	.3
WKXW-FM																				
SU '98	42	482	.4	1.9	9	219	.1	.7	14	54	.1	1.0	16	81	.2	.8	13	58	.1	.9
4-Book	36	418	.4	1.6	10	192	.1	.8	14	46	.1	1.0	17	70	.2	.8	12	48	.1	.8
+WLEV-FM																				
SU '98	11	87	.1	.5	5	78	.1	.4	9	21	.1	.7	7	31	.1	.3	4	32	.1	.3
4-Book	23	123	.2	1.0	7	78	.1	.6	8	21	.1	.6	13	39	.2	.6	10	32	.1	.7
+WNJO-FM																				
SU '98	37	389	.4	1.6	19	197	.2	1.5	25	75	.3	1.9	35	111	.4	1.7	24	73	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM																				
SU '98	21	420	.2	.9	11	208	.1	.9	13	39	.1	1.0	25	102	.3	1.2	18	69	.2	1.3
4-Book	17	349	.2	.7	9	213	.1	.7	8	35	.1	.6	16	82	.2	.8	12	64	.2	.9
WRDR-FM																				
SU '98	6	127	.1	.3	8	86	.1	.6	5	30	.1	.4	15	43	.2	.7	14	43	.1	1.0
4-Book	17	188	.2	.7	12	135	.1	.9	11	35	.1	.8	26	62	.3	1.3	20	65	.2	1.4
WSTW-FM																				
SU '98	14	125	.1	.6	3	85	.1	.2	6	17	.1	.4	3	26	.1	.1	1	16	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SU '98	2250	9284	23.1	1288	7997	13.2	1350	3899	13.9	2066	4891	21.2	1369	3509	14.1					
4-Book	2348	9280	24.1	1260	7951	12.9	1420	3948	14.6	2091	5124	21.5	1396	3759	14.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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																				
SU '98	42	258	.4	5.4	165	624	1.7	13.1	69	411	.7	4.2	42	176	.4	3.9	35	223	.4	4.8
4-Book	34	187	.3	4.9	176	694	1.8	14.3	76	390	.8	4.9	46	199	.5	4.6	31	182	.3	5.0
WBEB-FM																				
SU '98	31	120	.3	4.0	69	264	.7	5.5	134	426	1.4	8.2	88	289	.9	8.1	44	228	.5	6.0
4-Book	41	166	.4	5.7	62	228	.6	5.0	113	385	1.2	7.2	76	256	.8	7.3	32	142	.3	5.0
WDAS-AM																				
SU '98	1	9	.1	1.6	100	186	1.0	8.0	53	148	.5	3.2	18	27	.2	1.7	4	14	.1	.5
4-Book	11	30	.1	1.6	117	229	1.2	9.7	78	210	.8	5.0	31	71	.3	3.0	12	33	.1	2.0
WDAS-FM																				
SU '98	111	266	1.1	14.2	92	209	.9	7.3	115	307	1.2	7.0	118	220	1.2	10.9	205	355	2.1	27.9
4-Book	98	239	1.0	13.7	74	167	.8	6.1	76	224	.8	4.8	84	181	.9	8.1	168	308	1.7	26.8
WFIL-AM																				
SU '98	3	20	.4	.4	5	12	.1	.4	**	4	**	**	**	**	**	**	2	6	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98	6	11	.1	.8	47	102	.5	3.7	43	114	.4	2.6	15	39	.2	1.4	5	14	.1	.7
4-Book	10	22	.1	1.4	58	126	.6	4.8	37	116	.4	2.3	19	40	.2	1.8	9	21	.1	1.4
WIOQ-FM																				
SU '98	46	121	.5	5.9	35	137	.4	2.8	79	275	.8	4.8	60	208	.6	5.6	29	95	.3	4.0
4-Book	25	104	.3	3.4	19	70	.2	1.6	48	186	.5	3.1	35	122	.4	3.3	20	67	.2	3.1
WIP -AM																				
SU '98	2	18	.3	.5	9	41	.1	.7	7	21	.1	.4	11	33	.1	1.0	2	9	.1	.3
4-Book	3	14	.3	.5	9	42	.1	.7	9	34	.1	.6	6	24	.1	.6	4	24	.1	.7
WJZ-FM																				
SU '98	74	246	.8	9.5	54	184	.6	4.3	76	244	.8	4.6	65	136	.7	6.0	40	145	.4	5.4
4-Book	71	226	.8	10.0	52	174	.6	4.2	91	276	.9	5.8	74	208	.8	7.2	46	154	.5	7.3
WMGK-FM																				
SU '98	22	121	.2	2.8	13	54	.1	1.0	46	190	.5	2.8	39	132	.4	3.6	10	64	.1	1.4
4-Book	26	109	.3	3.6	15	79	.2	1.2	59	212	.6	3.8	49	165	.5	4.8	18	72	.2	3.0
WMMR-FM																				
SU '98	14	92	.1	1.8	13	60	.1	1.0	31	143	.3	1.9	22	59	.2	2.0	10	59	.1	1.4
4-Book	12	68	.1	1.7	19	67	.2	1.6	29	127	.3	1.8	15	63	.2	1.5	7	43	.1	1.0
WNAP-AM																				
SU '98	**	**	**	**	* 19	49	.2	1.5	10	46	.1	.6	3	6	.3	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM																				
SU '98	51	182	.5	6.5	133	334	1.4	10.6	145	411	1.5	8.9	81	266	.8	7.5	53	194	.5	7.2
4-Book	57	233	.6	8.1	119	314	1.3	9.7	144	483	1.5	9.2	100	315	1.0	9.8	55	187	.6	8.9
WPEN-AM																				
SU '98	7	41	.1	.9	6	32	.1	.5	24	80	.2	1.5	14	42	.1	1.3	14	55	.1	1.9
4-Book	10	52	.1	1.4	18	68	.2	1.5	32	108	.3	2.0	26	72	.3	2.6	14	50	.2	2.1
WPHI-FM																				
SU '98	16	55	.2	2.1	10	32	.1	.8	27	73	.3	1.7	13	49	.1	1.2	2	9	.1	.3
4-Book	14	58	.2	1.9	8	27	.1	.7	21	66	.2	1.3	14	38	.2	1.3	4	23	.1	.6
WPHT-AM																				
SU '98	12	43	.1	1.5	17	54	.2	1.4	14	59	.1	.9	7	36	.1	.6	5	8	.1	.7
4-Book	5	21	.1	.6	7	25	.1	.6	12	42	.1	.8	6	27	.1	.6	5	16	.1	.8
WPLY-FM																				
SU '98	6	23	.1	.8	9	53	.1	.7	29	95	.3	1.8	21	68	.2	1.9	5	29	.1	.7
4-Book	4	25	.1	.6	7	40	.1	.5	22	105	.3	1.4	14	49	.2	1.3	4	26	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	WURD-AM SU '98 4-Book	13 7	30 18	.1 .1	1.7 .9	9 5	19 11	.1 .1	.7 .4	18 18	33 39	.2 .2	1.1 1.2	21 14	35 24	.2 .2	1.9 1.3	21 6	35 12	.2 .1
WUSL-FM SU '98 4-Book	33 33	97 87	.3 .3	4.2 4.6	46 41	120 141	.5 .4	3.7 3.4	57 58	191 172	.6 .6	3.5 3.7	24 30	82 81	.2 .3	2.2 3.0	28 19	75 60	.3 .2	3.8 2.9
WVDB-FM SU '98 4-Book	38 37	126 121	.4 .4	4.9 5.3	70 63	227 218	.7 .7	5.6 5.1	135 135	290 286	1.4 1.4	8.3 8.7	16 15	45 48	.2 .2	1.5 1.5	29 28	92 96	.3 .3	4.0 4.5
WWJZ-AM SU '98 4-Book	6 2	13 3	.1 .2	.8 .2	16 6	28 12	.2 .1	1.3 .5	15 8	36 21	.2 .1	.9 .5	15 5	20 8	.2 .1	1.4 .4	13 4	27 11	.1 .1	1.8 .6
WXTU-FM SU '98 4-Book	56 33	214 141	.6 .3	7.2 4.6	51 57	192 200	.5 .6	4.1 4.7	101 99	307 293	1.0 1.0	6.2 6.3	69 62	244 220	.7 .6	6.4 6.0	27 26	123 110	.3 .3	3.7 4.1
+WXXM-FM SU '98 4-Book	6 5	46 42	.1 .1	.8 .8	9 7	36 41	.1 .1	.7 .6	19 22	109 108	.2 .2	1.2 1.4	9 13	51 58	.1 .1	.8 1.3	6 2	34 15	.1 .1	.8 .3
WYSP-FM SU '98 4-Book	10 5	41 23	.1 .1	1.3 .8	5 6	18 23	.1 .1	.4 .5	17 24	82 93	.2 .3	1.0 1.5	10 17	48 78	.1 .2	.9 1.7	4 7	24 33	.5 .1	.5 1.1
WYXR-FM SU '98 4-Book	31 25	122 107	.3 .3	4.0 3.5	31 25	102 102	.3 .3	2.5 2.0	58 51	211 201	.6 .5	3.5 3.2	47 34	166 138	.5 .4	4.3 3.3	28 16	74 62	.3 .2	3.8 2.5
WJBR-FM SU '98 4-Book	1 4	7 23	.1 .6	.1 .4	3 3	13 13	.3 .3	.3 .3	6 7	16 29	.1 .1	.4 .4	10 7	26 29	.1 .1	.9 .7	1 3	7 14	.1 .4	.1 .4
WKXW-FM SU '98 4-Book	4 5	14 22	.5 .7	.5 .7	7 9	39 46	.1 .1	.6 .8	9 7	50 39	.1 .1	.6 .5	4 10	16 41	.4 .1	.4 1.0	8 6	48 26	.1 .1	1.1 .9
+WLEV-FM SU '98 4-Book	2 2	8 11	.3 .3	.3 .3	3 3	8 14	.1 .1	.3 .3	5 8	24 26	.1 .1	.3 .5	13 12	31 35	.1 .1	1.2 1.2	5 4	17 13	.1 .1	.7 .6
+WNJO-FM SU '98 4-Book	7 **	24 **	.1 **	.9 **	14 **	55 **	.1 **	1.1 **	17 **	67 **	.2 **	1.0 **	22 **	52 **	.2 **	2.0 **	11 **	46 **	.1 **	1.5 **
WPST-FM SU '98 4-Book	1 5	14 29	.1 .7	.1 .3	6 3	53 28	.1 .3	.5 .3	17 14	65 74	.2 .1	1.0 .9	7 12	16 43	.1 .1	.6 1.1	2 2	9 13	.3 .3	.3 .3
WRDR-FM SU '98 4-Book	8 4	15 21	.1 .1	1.0 .6	5 3	14 16	.1 .1	.4 .2	11 17	22 44	.1 .2	.7 1.1	6 8	22 31	.1 .1	.6 .8	1 5	14 18	.1 .1	.1 .8
WSTW-FM SU '98 4-Book	1 **	16 **	.1 **	.1 **	3 **	25 **	.2 **	.2 **	5 **	43 **	.1 **	.3 **	2 **	8 **	.2 **	.2 **	2 **	9 **	.3 **	.3 **
TOTALS SU '98 4-Book	779 708	2448 2291	8.0 7.3		1257 1221	3581 3482	12.9 12.6		1635 1573	4401 4327	16.8 16.2		1081 1025	2761 2796	11.1 10.5		734 626	2161 1903	7.5 6.4	

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

Target Listener Trends

Teens 12-17

	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																				
SU '98	8	293	.2	1.6	19	160	.5	4.7	3	56	.1	.6	5	53	.1	.9	3	39	.1	.6
SP '98	5	343	.1	1.1	21	228	.5	4.5	3	84	.1	1.1	2	63	.1	.3		37		
WI '98	3	213	.1	.7	12	154	.3	2.4	1	14		.6	1	30		.2		18		
FA '97	4	297	.1	.9	15	201	.4	3.3		16			3	66	.1	.5	2	40	.1	.4
4-Book	5	287	.1	1.1	17	186	.4	3.7	2	43	.1	.6	3	53	.1	.5	1	34	.1	.3
SU '97	3	216	.1	.6	8	87	.2	2.2	3	64	.1	.6	1	50		.2	2	28	.1	.5
WBEB-FM																				
SU '98	14	433	.4	2.9	8	121	.2	2.0	12	155	.3	2.2	13	151	.3	2.2	21	200	.5	4.4
SP '98	14	537	.4	3.1	16	176	.4	3.4	6	105	.2	2.1	13	262	.3	2.2	15	208	.4	3.1
WI '98	11	480	.3	2.5	12	159	.3	2.4	2	82	.1	1.2	14	224	.4	2.2	12	187	.3	2.4
FA '97	12	475	.3	2.7	14	120	.4	3.1	5	123	.1	2.8	17	225	.4	2.7	12	162	.3	2.2
4-Book	13	481	.4	2.8	13	144	.3	2.7	6	116	.2	2.1	14	216	.4	2.3	15	189	.4	3.0
SU '97	14	584	.4	3.0	9	165	.2	2.4	11	174	.3	2.1	18	206	.5	3.0	13	225	.3	3.0
WDAS-AM																				
SU '98	1	27		.2		14				5								5		
SP '98	3	101	.1	.7	2	35	.1	.4	1	21		.4	4	50	.1	.7	2	16	.1	.4
WI '98	2	53	.1	.5	4	28	.1	.8		5			1	5		.2		5		
FA '97		31				8				3				3						
4-Book	2	53	.1	.4	2	21	.1	.3		9		.1	1	15		.2	1	7		.1
SU '97	2	35	.1	.4	4	23	.1	1.1	3	17	.1	.6	1	18		.2		6		
WDAS-FM																				
SU '98	8	257	.2	1.6	6	69	.2	1.5	10	59	.3	1.9	11	94	.3	1.9	6	119	.2	1.2
SP '98	9	317	.2	2.0	10	101	.3	2.1	5	97	.1	1.8	12	148	.3	2.0	9	118	.2	1.9
WI '98	13	247	.3	3.0	13	85	.3	2.6	3	27	.1	1.8	15	71	.4	2.4	21	133	.5	4.1
FA '97	7	200	.2	1.6	5	91	.1	1.1	3	40	.1	1.7	6	65	.2	1.0	9	119	.2	1.6
4-Book	9	255	.2	2.1	9	87	.2	1.8	5	56	.2	1.8	11	95	.3	1.8	11	122	.3	2.2
SU '97	7	164	.2	1.5	3	51	.1	.8	6	77	.2	1.1	9	90	.2	1.5	6	61	.2	1.4
WFIL-AM																				
SU '98		4								4										
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		23								7			2	12	.1	.3		5		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98		18				11				11										
SP '98		5				5														
WI '98		8																		
FA '97		16															1	7		.2
4-Book		12				4				3								2		.1
SU '97	2	23	.1	.4	5	17	.1	1.4	1	12		.2		6				6		
WIOQ-FM																				
SU '98	71	1385	1.9	14.5	57	555	1.5	14.0	84	791	2.2	15.6	95	794	2.5	16.2	66	626	1.7	13.7
SP '98	44	1170	1.1	9.8	32	526	.8	6.8	30	446	.8	10.7	61	681	1.6	10.3	44	565	1.1	9.1
WI '98	46	1247	1.2	10.6	54	666	1.4	10.9	18	330	.5	10.9	76	784	2.0	11.9	49	656	1.3	9.7
FA '97	44	1288	1.1	10.0	41	510	1.1	9.0	17	304	.4	9.7	74	782	1.9	12.0	50	626	1.3	9.1
4-Book	51	1273	1.3	11.2	46	564	1.2	10.2	37	468	1.0	11.7	77	760	2.0	12.6	52	618	1.4	10.4
SU '97	61	1473	1.6	13.1	39	556	1.0	10.5	71	786	1.9	13.4	73	927	1.9	12.3	62	712	1.6	14.4
WIP -AM																				
SU '98	2	104	.1	.4	5	38	.1	1.2	2	30	.1	.4	1	30		.2	3	46	.1	.6
SP '98	8	185	.2	1.8	6	71	.2	1.3	6	60	.2	2.1	14	91	.4	2.4	9	114	.2	1.9
WI '98	4	132	.1	.9	7	78	.2	1.4	1	14		.6	3	21	.1	.5	4	52	.1	.8
FA '97	3	192	.1	.7	9	114	.2	2.0					6	83	.2	1.0	2	70	.1	.4
4-Book	4	153	.1	1.0	7	75	.2	1.5	2	26	.1	.8	6	56	.2	1.0	5	71	.1	.9
SU '97	9	203	.2	1.9	16	113	.4	4.3	11	105	.3	2.1	11	102	.3	1.9	3	56	.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 - 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								
VJZZ-FM																											
SU '98	4	78	.1	.8				9				10	52	.3	1.9	3	31	.1	.5	1	8					.2	
SP '98	6	158	.2	1.3	8	67	.2	1.7				3	23	.1	1.1	6	50	.2	1.0	2	37	.1	.4			.4	
WI '98	7	103	.2	1.6	5	32	.1	1.0				8	38	.2	4.8	11	68	.3	1.7	8	53	.2	1.6			1.6	
FA '97	2	117	.1	.5	1	41		.2				1	23		.6	3	47	.1	.5	4	26	.1	.7			.7	
4-Book	5	114	.2	1.1	4	37	.1	.7				6	34	.2	2.1	6	49	.2	.9	4	31	.1	.7			.7	
SU '97	3	126	.1	.6	3	54	.1	.8				5	52	.1	.9	3	51	.1	.5	1	41		.2			.2	
WMGK-FM																											
SU '98	10	344	.3	2.0	8	105	.2	2.0				14	157	.4	2.6	7	119	.2	1.2	6	104	.2	1.2			1.2	
SP '98	5	353	.1	1.1	8	97	.2	1.7				6	101	.2	2.1	5	127	.1	.8	2	61	.1	.4			.4	
WI '98	12	248	.3	2.8	10	88	.3	2.0				4	62	.1	2.4	15	120	.4	2.4	13	89	.3	2.6			2.6	
FA '97	15	401	.4	3.4	13	166	.3	2.9				11	88	.3	6.3	21	172	.5	3.4	13	143	.3	2.4			2.4	
4-Book	11	337	.3	2.3	10	114	.3	2.2				9	102	.3	3.4	12	135	.3	2.0	9	99	.2	1.7			1.7	
SU '97	12	433	.3	2.6	7	114	.2	1.9				16	206	.4	3.0	13	218	.3	2.2	8	176	.2	1.9			1.9	
WMMR-FM																											
SU '98	10	394	.3	2.0	2	52	.1	.5				14	146	.4	2.6	10	179	.3	1.7	12	167	.3	2.5			2.5	
SP '98	10	420	.3	2.2	12	196	.3	2.5				5	86	.1	1.8	17	208	.4	2.9	8	151	.2	1.7			1.7	
WI '98	10	361	.3	2.3	9	135	.2	1.8				2	88	.1	1.2	14	182	.4	2.2	13	148	.3	2.6			2.6	
FA '97	4	267	.1	.9	6	114	.2	1.3				2	46	.1	1.1	3	96	.1	.5	9	100	.2	1.6			1.6	
4-Book	9	361	.3	1.9	7	124	.2	1.5				6	92	.2	1.7	11	166	.3	1.8	11	142	.3	2.1			2.1	
SU '97	10	409	.3	2.2	3	70	.1	.8				18	198	.5	3.4	17	181	.4	2.9	8	124	.2	1.9			1.9	
WNAP-AM																											
SU '98	*	2	.30	.1	.4	*	.3	.14	.1	.7		.3	.30	.1	.6		.1	.7		.2							
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WVGL-FM																											
SU '98	9	307	.2	1.8	3	51	.1	.7				10	136	.3	1.9	16	135	.4	2.7	8	106	.2	1.7			1.7	
SP '98	6	308	.2	1.3	4	83	.1	.8				2	42	.1	.7	7	116	.2	1.2	3	54	.1	.6			.6	
WI '98	5	279	.1	1.2	4	64	.1	.8				1	51	.1	.6	10	106	.3	1.6	4	85	.1	.8			.8	
FA '97	4	362	.1	.9	6	105	.2	1.3				2	67	.1	1.1	4	151	.1	.6	4	58	.1	.7			.7	
4-Book	6	314	.2	1.3	4	76	.1	.9				4	74	.1	1.1	9	127	.3	1.5	5	76	.1	1.0			1.0	
SU '97	6	351	.2	1.3	5	96	.1	1.4				7	108	.2	1.3	5	111	.1	.8	3	69	.1	.7			.7	
WPEN-AM																											
SU '98		17																									
SP '98																											
WI '98		21						7					7				14				6						
FA '97		12											7								5						
4-Book		13						2					4				4				3						
SU '97		8																									
WPHI-FM																											
SU '98	75	1334	2.0	15.3	45	487	1.2	11.1				84	807	2.2	15.6	100	761	2.6	17.1	83	752	2.2	17.2			17.2	
SP '98	94	1498	2.5	20.9	95	825	2.5	20.2				58	633	1.5	20.6	125	1084	3.3	21.2	109	864	2.8	22.6			22.6	
WI '98	85	1503	2.2	19.6	85	777	2.2	17.1				40	422	1.0	24.2	147	1036	3.8	23.1	93	842	2.4	18.3			18.3	
FA '97	97	1432	2.5	22.1	89	775	2.3	19.5				40	514	1.0	22.7	143	1032	3.7	23.1	124	922	3.2	22.6			22.6	
4-Book	88	1442	2.3	19.5	79	716	2.1	17.0				56	594	1.4	20.8	129	978	3.4	21.1	102	845	2.7	20.2			20.2	
SU '97	92	1439	2.4	19.8	77	614	2.0	20.8				104	903	2.7	19.7	119	899	3.1	20.1	100	856	2.6	23.1			23.1	
WPHT-AM																											
SU '98		15															5				1	9		.2			.2
SP '98	1	64		.2	1	15		.2					9								2	25	.1	.4			.4
WI '98																											
FA '97	1	22		.2		8															1	7		.2			.2
4-Book	1	25		.1		6		.1					2				1				1	10		.2			.2
SU '97	1	31		.2																	4	20	.1	.9			.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WPLY-FM																					
SU '98	46	1133	1.2	9.4	44	534	1.1	10.8	48	660	1.3	8.9	58	628	1.5	9.9	48	473	1.3	10.0	
SP '98	36	1126	.9	8.0	45	539	1.2	9.6	18	397	.5	6.4	57	724	1.5	9.7	36	523	.9	7.5	
WI '98	35	1067	.9	8.1	49	515	1.3	9.9	9	254	.2	5.5	50	651	1.3	7.9	46	571	1.2	9.1	
FA '97	47	1151	1.2	10.7	48	566	1.3	10.5	19	339	.5	10.8	63	712	1.6	10.2	64	646	1.7	11.7	
4-Book	41	1119	1.1	9.1	47	539	1.2	10.2	24	413	.6	7.9	57	679	1.5	9.4	49	553	1.3	9.6	
SU '97	53	1108	1.4	11.4	31	452	.8	8.4	54	625	1.4	10.2	73	721	1.9	12.3	63	619	1.6	14.6	
WURD-AM																					
SU '98	2	12	.1	.4	6	9	.2	1.5		3			2	9	.1	.3					
SP '98		30							1	9		.4	1	14		.2		7			
WI '98	3	53	.1	.7	5	26	.1	1.0	2	28	.1	1.2	3	28	.1	.5		18			
FA '97	4	64	.1	.9	4	32	.1	.9	1	19		.6	5	40	.1	.8	4	40	.1	.7	
4-Book	2	40	.1	.5	4	17	.1	.9	1	15		.6	3	23	.1	.5	1	16		.2	
SU '97		17				6			1	17		.2	1	17		.2					
WUSL-FM																					
SU '98	82	1427	2.1	16.8	67	601	1.7	16.5	89	858	2.3	16.5	106	856	2.8	18.1	84	775	2.2	17.4	
SP '98	95	1596	2.5	21.2	86	786	2.2	18.3	64	703	1.7	22.8	136	1088	3.6	23.1	105	895	2.7	21.8	
WI '98	78	1503	2.0	18.0	94	857	2.5	19.0	31	437	.8	18.8	104	973	2.7	16.4	96	801	2.5	18.9	
FA '97	101	1529	2.6	23.1	102	847	2.7	22.4	33	489	.9	18.8	157	997	4.1	25.4	137	940	3.6	25.0	
4-Book	89	1514	2.3	19.8	87	773	2.3	19.1	54	622	1.4	19.2	126	979	3.3	20.8	106	853	2.8	20.8	
SU '97	71	1460	1.9	15.3	57	566	1.5	15.4	75	740	2.0	14.2	99	877	2.6	16.7	63	670	1.6	14.6	
WWDB-FM																					
SU '98		31				22															
SP '98		11				11															
WI '98	1	64		.2	3	36	.1	.6	1	15		.6		13			1	7		.2	
FA '97	1	47		.2	3	14	.1	.7		8				15				8			
4-Book	1	38		.1	2	21	.1	.3		6		.2		7		.2		4		.1	
SU '97		52							1	15		.2		7				17			
WWJZ-AM																					
SU '98		7																	7		
SP '98	1	10		.2	2	10	.1	.4									2	10	.1	.4	
WI '98																					
FA '97																					
4-Book		4		.1	1	3		.1									1	4		.1	
SU '97																					
WXTU-FM																					
SU '98	14	174	.4	2.9	15	93	.4	3.7	17	89	.4	3.1	17	118	.4	2.9	12	87	.3	2.5	
SP '98	7	116	.2	1.6	8	87	.2	1.7	6	41	.2	2.1	11	79	.3	1.9	5	50	.1	1.0	
WI '98	9	129	.2	2.1	9	78	.2	1.8	4	32	.1	2.4	12	88	.3	1.9	9	68	.2	1.8	
FA '97	2	90	.1	.5	4	37	.1	.9	1	30		.6	2	45	.1	.3	3	53	.1	.5	
4-Book	8	127	.2	1.8	9	74	.2	2.0	7	48	.2	2.1	11	83	.3	1.8	7	65	.2	1.5	
SU '97	12	207	.3	2.6	14	123	.4	3.8	15	171	.4	2.8	15	108	.4	2.5	7	68	.2	1.6	
+WXXM-FM																					
SU '98	22	795	.6	4.5	16	264	.4	3.9	23	372	.6	4.3	30	453	.8	5.1	16	255	.4	3.3	
SP '98	25	822	.7	5.6	26	369	.7	5.5	22	327	.6	7.8	25	463	.7	4.2	23	394	.6	4.8	
WI '98	26	771	.7	6.0	35	397	.9	7.1	11	223	.3	6.7	37	445	1.0	5.8	28	351	.7	5.5	
FA '97	16	532	.4	3.7	21	292	.5	4.6	6	116	.2	3.4	20	345	.5	3.2	17	290	.4	3.1	
4-Book	22	730	.6	5.0	25	331	.6	5.3	16	260	.4	5.6	28	427	.8	4.6	21	323	.5	4.2	
SU '97	3	108	.1	.6	5	71	.1	1.4	2	18	.1	.4	3	53	.1	.5	2	46	.1	.5	
WYSP-FM																					
SU '98	25	589	.7	5.1	43	282	1.1	10.6	26	271	.7	4.8	22	229	.6	3.8	22	218	.6	4.6	
SP '98	18	633	.5	4.0	32	312	.8	6.8	13	215	.3	4.6	22	318	.6	3.7	17	251	.4	3.5	
WI '98	17	536	.4	3.9	27	270	.7	5.4	6	117	.2	3.6	30	217	.8	4.7	17	233	.4	3.4	
FA '97	15	522	.4	3.4	26	234	.7	5.7	8	75	.2	4.5	13	186	.3	2.1	12	111	.3	2.2	
4-Book	19	570	.5	4.1	32	275	.8	7.1	13	170	.4	4.4	22	238	.6	3.6	17	203	.4	3.4	
SU '97	20	675	.5	4.3	33	249	.9	8.9	21	268	.5	4.0	25	326	.7	4.2	14	248	.4	3.2	

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

Target Listener 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
WYXR-FM																				
SU '98	16	441	.4	3.3	7	92	.2	1.7	17	159	.4	3.1	18	174	.5	3.1	22	218	.6	4.6
SP '98	14	530	.4	3.1	6	98	.2	1.3	4	67	.1	1.4	14	217	.4	2.4	31	251	.8	6.4
WI '98	14	512	.4	3.2	8	139	.2	1.6	1	57		.6	9	190	.2	1.4	39	263	1.0	7.7
FA '97	14	573	.4	3.2	11	141	.3	2.4	10	112	.3	5.7	16	255	.4	2.6	22	289	.6	4.0
4-Book	15	514	.4	3.2	8	118	.2	1.8	8	99	.2	2.7	14	209	.4	2.4	29	255	.8	5.7
SU '97	24	789	.6	5.2	11	201	.3	3.0	27	363	.7	5.1	23	314	.6	3.9	31	399	.8	7.2
WJBR-FM																				
SU '98	1	30		.2	1	26		.2	1	9		.2		9			3	14	.1	.6
SP '98		50				25				7			1	25		.2		8		
WI '98	1	60		.2		17			1	23		.6		18			1	27		.2
FA '97	1	76		.2	1	5		.2		7			1	40		.2	2	28	.1	.4
4-Book	1	54		.2	1	18		.1	1	12		.2	1	23		.1	2	19	.1	.3
SU '97	2	110	.1	.4	2	27	.1	.5	3	31	.1	.6	2	17	.1	.3	2	17	.1	.5
WKXV-FM																				
SU '98	1	60		.2		28				19			1	20		.2		9		
SP '98	1	63		.2		16				7			2	23	.1	.3	4	24	.1	.8
WI '98		14				7				7			2	7	.1	.3		7		
FA '97	1	44		.2	3	29	.1	.7		7			2	22	.1	.3		7		
4-Book	1	45		.2	1	20		.2		8			2	18	.1	.3	1	12		.2
SU '97	1	50		.2	1	18		.3	1	16		.2	2	36	.1	.3		6		
+WLEV-FM																				
SU '98	3	27	.1	.6	1	18		.2	2	18	.1	.4	6	27	.2	1.0	2	17	.1	.4
SP '98		14				7				7										
WI '98		25												13			1	13		.2
FA '97		33			1	9		.2		6				7				24		
4-Book	1	25		.2	1	9		.1	1	8		.1	2	12	.1	.3	1	14		.2
SU '97		7								7										
+WNJD-FM																				
SU '98	1	46		.2					1	37		.2	1	7		.2	1	8		.2
SP '98	3	90	.1	.7		7			3	29	.1	1.1	4	66	.1	.7	4	36	.1	.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97		15				6							1	9		.2				
WPST-FM																				
SU '98	26	849	.7	5.3	18	273	.5	4.4	28	386	.7	5.2	28	424	.7	4.8	32	441	.8	6.6
SP '98	20	727	.5	4.5	20	334	.5	4.2	13	207	.3	4.6	23	315	.6	3.9	25	327	.7	5.2
WI '98	25	753	.7	5.8	25	324	.7	5.0	8	229	.2	4.8	42	477	1.1	6.6	27	347	.7	5.3
FA '97	23	772	.6	5.3	22	342	.6	4.8	6	163	.2	3.4	29	471	.8	4.7	31	473	.8	5.6
4-Book	24	775	.6	5.2	21	318	.6	4.6	14	246	.4	4.5	31	422	.8	5.0	29	397	.8	5.7
SU '97	26	758	.7	5.6	13	219	.3	3.5	35	398	.9	6.6	36	406	.9	6.1	18	354	.5	4.2
WRDR-FM																				
SU '98		17							1	9		.2								
SP '98		20				4								8				8		
WI '98		17											1	10		.2				
FA '97		9																		
4-Book		16				1				2		.1		5		.1		4		
SU '97																				
WSTW-FM																				
SU '98	4	107	.1	.8	7	41	.2	1.7	2	34	.1	.4	2	27	.1	.3	4	41	.1	.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	1	59		.2		9			1	15		.6	1	30		.2		21		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	1	72		.2	1	20		.3		13			1	22		.2	2	52	.1	.5
TOTALS																				
SU '98	489	3580	12.8		407	2442	10.6		540	2807	14.1		585	2942	15.3		482	2685	12.6	
SP '98	449	3681	11.7		471	2854	12.3		281	2049	7.3		590	3113	15.4		482	2815	12.6	
WI '98	433	3667	11.3		496	3040	13.0		165	1583	4.3		636	3068	16.6		507	2822	13.2	
FA '97	438	3627	11.4		456	2923	11.9		176	1663	4.6		619	2988	16.2		549	2883	14.3	
4-Book	452	3639	11.8		458	2815	12.0		291	2026	7.6		608	3028	15.9		505	2801	13.2	
SU '97	464	3679	12.1		370	2473	9.7		529	2887	13.8		592	3077	15.5		432	2748	11.3	

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KYW -AM																				
SU '98	9	216	.2	1.8	9	150	.2	2.0	24	76	.6	7.8	2	20	.1	.3	7	30	.2	1.1
4-Book	7	238	.2	1.5	4	113	.1	1.0	11	41	.3	3.5	3	20	.1	.5	3	15	.1	.4
WBEB-FM																				
SU '98	11	281	.3	2.1	13	237	.3	2.9	8	39	.2	2.6	14	52	.4	2.2	12	36	.3	1.8
4-Book	11	331	.3	2.5	14	250	.4	3.2	8	37	.2	2.5	20	73	.5	3.1	14	52	.4	2.5
WDAS-AM																				
SU '98		14			2	13	.1	.4												
4-Book	1	29	.1	.3	3	37	.1	.7					1		.1					
WDAS-FM																				
SU '98	9	154	.2	1.8	5	85	.1	1.1	7	23	.2	2.3	5	18	.1	.8	4	26	.1	.6
4-Book	8	163	.2	1.8	9	124	.2	2.1	9	28	.3	3.2	10	36	.3	1.6	9	30	.3	1.7
WFIL-AM																				
SU '98		4																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM																				
SU '98		11				7											4	7	.1	.6
4-Book		4			1	6	.1										1	2		.2
WIOQ-FM																				
SU '98	79	1214	2.1	15.4	61	787	1.6	13.6	28	140	.7	9.2	79	320	2.1	12.3	94	323	2.5	14.1
4-Book	52	1074	1.4	11.7	49	756	1.3	11.2	30	131	.8	10.1	80	323	2.1	12.4	64	264	1.7	11.0
WIP -AM																				
SU '98	2	68	.1	.4		30											1	10		.2
4-Book	5	110	.1	1.1	3	56	.1	.7	3	12	.1	.9	3	16	.1	.4	3	14	.1	.6
WJZ-FM																				
SU '98	5	63	.1	1.0	5	18	.1	1.1					3	8	.1	.5	8	10	.2	1.2
4-Book	5	81	.2	1.2	5	61	.1	1.2	6	15	.2	1.8	4	13	.1	.6	5	18	.2	.9
WMGK-FM																				
SU '98	10	267	.3	1.9	12	191	.3	2.7	9	47	.2	2.9	28	86	.7	4.3	26	78	.7	3.9
4-Book	10	242	.3	2.3	13	194	.3	2.9	7	43	.2	2.4	27	79	.7	4.3	20	67	.5	3.5
WMMR-FM																				
SU '98	9	268	.2	1.8	9	191	.2	2.0	5	19	.1	1.6	24	101	.6	3.7	25	82	.7	3.8
4-Book	8	266	.2	1.8	8	175	.2	1.8	6	27	.2	2.0	13	60	.3	1.9	12	56	.4	2.0
WNAP-AM																				
SU '98	* 2	30	.1	.4	* 3	21	.1	.7	* 8	14	.2	2.6	7	21	.2	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOGL-FM																				
SU '98	10	204	.3	1.9	11	149	.3	2.5	5	22	.1	1.6	29	78	.8	4.5	13	48	.3	2.0
4-Book	6	201	.2	1.3	8	146	.2	1.8	4	17	.1	1.2	14	51	.4	2.1	10	38	.3	1.8
WPEN-AM																				
SU '98					1	17		.2	2	17	.1	.7	3	17	.1	.5				
4-Book		7				6		.1	1	4		.2	1	4		.1				
WPHI-FM																				
SU '98	77	1112	2.0	15.0	65	789	1.7	14.5	33	114	.9	10.8	111	353	2.9	17.2	98	314	2.6	14.7
4-Book	85	1247	2.2	19.7	82	984	2.1	18.8	54	198	1.4	18.5	131	442	3.4	20.3	108	362	2.9	18.7
WPHT-AM																				
SU '98		5																		
4-Book		9			1	7		.1										2		.1
WPLY-FM																				
SU '98	50	968	1.3	9.7	38	701	1.0	8.5	20	111	.5	6.5	52	311	1.4	8.1	57	243	1.5	8.6
4-Book	41	951	1.1	9.3	37	682	1.0	8.5	24	116	.6	8.1	52	272	1.4	8.1	51	199	1.4	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

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
	WURD-AM SU '98 4-Book	2 2	12 33	.1 .1	.4 .5	2 3	12 31	.1 .1	.4 .7	2 3	9 12	.1 .1	.7 1.1	4 5	9 13	.1 .1	.6 .8	9 3	9 7	.2 .1
WUSL-FM SU '98 4-Book	88 87	1269 1337	2.3 2.3	17.2 19.9	70 82	860 963	1.8 2.1	15.6 18.6	58 61	189 206	1.5 1.6	19.0 20.4	101 122	385 416	2.6 3.2	15.7 19.1	104 115	343 373	2.7 3.0	15.6 20.0
WVOB-FM SU '98 4-Book	1 1	22 32	.1 .1	.1 .1	1 1	19 16	.2 .2	.2 .2	1 1	11 3	.3 .1	.3 .1	1 1	9 4	.2 .2	.2 .2				
WWJZ-AM SU '98 4-Book		3		.1	3			.1	1	3		.2								
WXTU-FM SU '98 4-Book	16 9	147 108	.4 .2	3.1 1.8	12 8	109 76	.3 .2	2.7 1.8	13 6	30 19	.3 .2	4.2 1.9	8 7	42 30	.2 .2	1.2 1.1	32 11	53 28	.8 .3	4.8 1.9
+WXXM-FM SU '98 4-Book	23 22	669 597	.6 .6	4.5 5.0	25 23	465 435	.7 .6	5.6 5.3	9 11	49 61	.2 .3	2.9 3.6	46 38	195 170	1.2 1.0	7.1 5.8	29 33	134 140	.8 .9	4.4 5.8
WYSP-FM SU '98 4-Book	30 22	489 461	.8 .6	5.8 4.9	18 15	275 272	.5 .4	4.0 3.3	16 8	85 39	.4 .2	5.2 2.5	29 23	86 99	.8 .6	4.5 3.5	13 18	78 83	.3 .5	2.0 3.2
WYXR-FM SU '98 4-Book	14 10	276 312	.4 .3	2.7 2.3	14 13	232 256	.4 .4	3.1 2.9	11 9	28 36	.3 .2	3.6 3.1	22 16	51 69	.6 .4	3.4 2.5	23 16	85 64	.6 .4	3.5 2.8
WJBR-FM SU '98 4-Book	1 1	26 37	.2 .2	.2 .2	1 1	13 28	.2 .2	.2 .2	3 1	9 5	.1 .1	1.0 .4				.1	1	5		.1
WKXV-FM SU '98 4-Book	1 1	37 32	.2 .2	.2 .2	1 1	23 19	.2 .1	.2 .1	5 2	23 10	.1 .1	1.6 .5	1	7	.1	.1		2		
+WLEV-FM SU '98 4-Book	3 1	27 17	.1 .2	.6 .2	3 1	17 12	.1 .2	.7 .2	1	9 4	.3 .1	.3 .1	6 2	17 8	.2 .1	.9 .3	6 2	17 8	.2 .1	.9 .3
+WNJD-FM SU '98 4-Book	1 **	37 **	.2 **	.2 **	1 **	17 **	.2 **	.2 **	**	**	**	**	**	8 **	.2 **	.2 **	3 **	17 **	.1 **	.5 **
WPST-FM SU '98 4-Book	25 21	617 605	.7 .6	4.9 4.8	23 23	478 470	.6 .6	5.1 5.3	12 15	42 69	.3 .4	3.9 4.9	20 26	116 152	.5 .7	3.1 4.1	34 33	180 158	.9 .9	5.1 5.8
WROR-FM SU '98 4-Book		9 8				7 6		.1										7 4		.1
WSTV-FM SU '98 4-Book	3 **	87 **	.1 **	.6 **	5 **	72 **	.1 **	1.1 **	9 **	16 **	.2 **	2.9 **	10 **	44 **	.3 **	1.6 **	4 **	24 **	.1 **	.6 **
TOTALS SU '98 4-Book	513 440	3443 3504	13.4 11.5		448 438	3085 3107	11.7 11.4		306 296	925 972	8.0 7.7		644 643	1784 1823	16.8 16.8		665 581	1625 1580	17.4 15.2	

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

Target Listener Estimates

	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 SU '98 4-Book	6 2	11 3	.2 .1	1.5 .4	21 9	66 41	.5 .2	9.2 3.8	5 3	33 28	.1 .1	1.1 .6	6 3	19 16	.2 .1	1.3 .7	6 3	11 9	.2 .1	1.6 .7
WBEB-FM SU '98 4-Book	21 16	64 64	.5 .4	5.1 3.6	7	22	.2	3.0	11 17	36 65	.3 .5	2.5 3.8	13 16	51 58	.3 .4	2.8 3.8	18 13	69 62	.5 .3	4.7 3.5
WDAS-AM SU '98 4-Book	1	1		.1	4 13	13 29	.1 .4	1.7 5.1	10 9	13 25	.3 .2	2.3 1.9	2	3	.1	.4	1	3		.2
WDAS-FM SU '98 4-Book	3 7	10 26	.1 .2	.7 1.4	2 5	4 11	.1 .1	.9 1.9	1 11	11 36	.2 .3	.2 2.5	7 6	19 18	.2 .2	1.5 1.3	11 15	28 31	.3 .4	2.9 4.0
WFIL-AM SU '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WHAT-AM SU '98 4-Book					1	4	.1	.4	2	2	.1	.5	1	2		.1				
WIOQ-FM SU '98 4-Book	55 51	226 202	1.4 1.3	13.3 11.4	26 23	129 122	.7 .6	11.4 9.7	88 58	294 256	2.3 1.5	19.9 12.9	88 51	257 198	2.3 1.4	18.6 11.4	32 32	123 133	.8 .8	8.4 8.8
WIP -AM SU '98 4-Book	3	14	.1	.7	3	10	.1	1.2	5	14	.1	1.1	1	10 6		.2 .2	1	20 24	.3 .1	.3 1.1
WJZ-FM SU '98 4-Book	10 4	10 13	.3 .1	2.4 .9	3	17	.1	1.2	9	17	.2	1.9	8 7	10 13	.2 .2	1.7 1.5	7 6	10 18	.2 .2	1.8 1.7
WMGK-FM SU '98 4-Book	15 12	72 45	.4 .3	3.6 2.5	2 4	9 25	.1 .1	.9 1.8	8 13	41 55	.2 .3	1.8 3.0	1 11	10 44		.2 2.6	2 6	15 28	.1 .2	.5 1.6
WMMR-FM SU '98 4-Book	2 5	16 31	.1 .2	.5 1.1	3	14	.1	1.1	12 8	60 41	.3 .2	2.7 1.8	4 10	41 33	.1 .3	.8 2.3	2 8	14 30	.1 .2	.5 2.3
WNAP-AM SU '98 4-Book	**	**	**	**	* 6	14 **	.2 **	2.6 **	**	**	**	**	**	**	**	**	**	**	**	**
WGL-FM SU '98 4-Book	3 7	22 32	.1 .2	.7 1.4	9 4	13 11	.2 .1	3.9 1.5	10 8	33 33	.3 .2	2.3 1.7	10 12	42 39	.3 .4	2.1 2.8	6 5	26 18	.2 .2	1.6 1.2
WPEN-AM SU '98 4-Book		1		.1		1		.1												
WPHI-FM SU '98 4-Book	63 97	235 344	1.6 2.6	15.3 21.2	21 37	66 130	.5 1.0	9.2 15.6	62 65	246 279	1.6 1.7	14.0 14.6	81 88	207 246	2.1 2.3	17.2 19.9	49 72	169 236	1.3 1.9	12.9 19.9
WPHT-AM SU '98 4-Book	1	4		.3					1	6		.2	1	2		.1				
WPLY-FM SU '98 4-Book	30 39	164 178	.8 1.1	7.3 8.6	24 20	138 109	.6 .5	10.5 8.6	43 38	222 217	1.1 1.0	9.7 8.8	40 40	173 190	1.0 1.0	8.5 8.9	33 30	171 142	.9 .8	8.7 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

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WURD-AM SU '98 4-Book	1	3		.2	2	9	.1	.9	1	3		.2	4	15	.1	.9	1	3		.1
WUSL-FM SU '98 4-Book	73	262	1.9	17.7	31	102	.8	13.5	65	234	1.7	14.7	63	214	1.6	13.3	59	219	1.5	15.6
WVDB-FM SU '98 4-Book		2			1	4		.3	2	9	.1	.5	1	4		.2		2		
WWJZ-AM SU '98 4-Book	1	3		.1																
WXTU-FM SU '98 4-Book	25	43	.7	6.1	6	12	.2	2.6					3	18	.1	.6	9	43	.2	2.4
+WXXM-FM SU '98 4-Book	16	82	.4	3.9	7	19	.2	3.1	32	147	.8	7.2	25	110	.7	5.3	30	123	.8	7.9
WYSP-FM SU '98 4-Book	17	64	.4	4.1	6	30	.2	2.6	16	76	.4	3.6	17	71	.4	3.6	27	68	.7	7.1
WYXR-FM SU '98 4-Book	5	26	.1	1.2	11	56	.3	4.8	15	48	.4	3.4	14	50	.4	3.0	12	59	.3	3.2
WJBR-FM SU '98 4-Book	1	4		.2					1	7		.2	1	6		.2	3	4	.1	.8
WKXV-FM SU '98 4-Book					2					4		.1						2		.1
+WLEV-FM SU '98 4-Book	2	9	.1	.5	1	9	.4		2	9	.1	.5	4	9	.1	.8	5	9	.1	1.3
+WNJO-FM SU '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPST-FM SU '98 4-Book	21	153	.5	5.1	12	76	.3	5.2	26	164	.7	5.9	33	121	.9	7.0	25	82	.7	6.6
WRDR-FM SU '98 4-Book	2	7	.1	.5	1	2		.5		2		.1								
WSTV-FM SU '98 4-Book	2	17	.1	.5	**	**	**	**	1	16		.2	3	26	.1	.6	5	22	.1	1.3
TOTALS SU '98 4-Book	412	1178	10.8		229	766	6.0		442	1375	11.5		472	1198	12.3		379	1095	9.9	
	454	1344	11.9		239	833	6.2		441	1415	11.5		443	1215	11.6		366	1146	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener AQH Composition

		Monday-Sunday 6AM-MID														
		AQH Persons (00)														
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	466	8	219	3	25	34	47	43	67	239	2	12	33	42	38	111
(%)	100	2	47	1	5	7	10	9	14	51	1	3	7	9	8	24
Rating	1.1	.2	1.3	.1	.7	.9	1.5	2.1	2.6	1.2	.1	.3	.8	1.3	1.6	2.8
Share	6.4	1.6	6.7	.8	3.7	4.6	7.7	10.7	14.1	6.9	.5	1.8	4.8	7.0	9.9	14.6
WBEB-FM	451	14	113	6	14	25	27	26	15	325	24	65	75	84	34	43
(%)	100	3	25	1	3	5	6	3	7	72	5	14	17	19	7	10
Rating	1.1	.4	.7	.3	.4	.7	.9	1.3	.6	1.7	1.1	1.8	1.8	2.5	1.5	1.1
Share	6.2	2.9	3.4	1.6	2.1	3.4	4.4	6.5	3.2	9.4	6.3	10.0	10.9	13.9	8.9	5.7
WDAS-AM	73	1	13		3	2	1	1	5	60		8	3	11	11	27
(%)	100	1	17		5	2	1	1	7	82		11	5	15	15	37
Rating	.2		.1		.1	.1			.2	.3		.2	.1	.3	.5	.7
Share	1.0	.2	.4		.4	.3		.2	1.1	1.7		1.2	.4	1.8	2.9	3.6
WDAS-FM	422	8	167	7	36	70	37	14	3	247	20	61	90	46	15	15
(%)	100	2	40	2	8	16	9	3	1	59	5	14	21	11	4	3
Rating	1.0	.2	1.0	.3	1.0	1.8	1.2	.7	.1	1.3	.9	1.7	2.2	1.4	.6	.4
Share	5.8	1.6	5.1	1.8	5.3	9.4	6.1	3.5	.6	7.1	5.2	9.3	13.1	7.6	3.9	2.0
WFIL-AM	28		14		2	5	4	2		15		1	2	2	3	6
(%)	100		48	1	6	18	16	6	2	52	1	4	8	7	10	21
Rating	.1		.1		.1	.1	.1	.1		.1				.1	.1	.1
Share	.4		.4		.3	.7	.7	.5		.4		.2	.3	.3	.8	.8
WHAT-AM	90		39		4	5	6	4	19	52		2	8	3	13	26
(%)	100		43		4	6	7	4	21	57		2	9	3	14	28
Rating	.2		.2		.1	.1	.2	.2	.7	.3		.1	.2	.1	.6	.6
Share	1.2		1.2		.6	.7	1.0	1.0	4.0	1.5		.3	1.2	.5	3.4	3.4
WIOQ-FM	288	71	75	22	31	12	8	2	1	142	46	39	40	11	3	3
(%)	100	25	26	8	11	4	3	1		49	16	13	14	4	1	1
Rating	.7	1.9	.4	1.0	.9	.3	.3	.1		.7	2.2	1.1	1.0	.3	.1	.1
Share	4.0	14.5	2.3	5.7	4.6	1.6	1.3	.5	.2	4.1	12.1	6.0	5.8	1.8	.8	.4
WIP -AM	194	2	163	9	42	38	26	29	17	29		6	6	4	2	12
(%)	100	1	84	5	22	20	14	15	9	15		3	3	2	1	6
Rating	.5	.1	.9	.4	1.2	1.0	.8	1.4	.7	.1		.2	.1	.1	.1	.3
Share	2.7	.4	5.0	2.3	6.2	5.1	4.3	7.2	3.6	.8		.9	.9	.7	.5	1.6
WJJZ-FM	300	4	153	1	17	43	44	20	28	142	7	20	44	42	19	11
(%)	100	1	51		6	14	15	7	9	47	2	7	15	14	6	4
Rating	.7	.1	.9		.5	1.1	1.4	1.0	1.1	.7	.3	.5	1.1	1.3	.8	.3
Share	4.1	.8	4.7	.3	2.5	5.8	7.2	5.0	5.9	4.1	1.8	3.1	6.4	7.0	5.0	1.5
WMGK-FM	298	10	161	18	52	66	19	4	3	127	15	49	37	18	3	5
(%)	100	3	54	6	17	22	6	1	1	43	5	16	12	6	1	2
Rating	.7	.3	.9	.8	1.4	1.7	.6	.2	.1	.6	.7	1.3	.9	.5	.1	.1
Share	4.1	2.0	4.9	4.7	7.7	8.9	3.1	1.0	.6	3.7	3.9	7.5	5.4	3.0	.8	.7
WMMR-FM	258	10	188	35	65	54	25	9	1	60	13	24	14	7	2	
(%)	100	4	73	14	25	21	10	3		23	5	9	5	3	1	
Rating	.6	.3	1.1	1.6	1.8	1.4	.8	.4		.3	.6	.7	.3	.2	.1	
Share	3.6	2.0	5.7	9.1	9.6	7.3	4.1	2.2	.2	1.7	3.4	3.7	2.0	1.2	.5	
*WNAP-AM	40	2	12		4	1	4	2	1	26		1	2	11	3	8
(%)	100	6	30	1	11	3	10	4	1	64	1	2	6	27	8	20
Rating	.1	.1	.1		.1	.1	.1	.1		.1				.3	.1	.2
Share	.6	.4	.4		.6	.1	.7	.5	.2	.7		.2	.3	1.8	.8	1.1
VOGL-FM	355	9	179	13	14	32	63	41	16	167	10	12	34	55	30	24
(%)	100	3	50	4	4	9	18	12	4	47	3	3	10	16	9	7
Rating	.9	.2	1.0	.6	.4	.8	2.0	2.0	.6	.9	.5	.3	.8	1.6	1.3	.6
Share	4.9	1.8	5.4	3.4	2.1	4.3	10.4	10.2	3.4	4.8	2.6	1.8	4.9	9.1	7.9	3.2
WPEN-AM	242		105			2	4	20	80	137		4	2	10	26	95
(%)	100		43			1	2	8	33	57		1	1	4	11	39
Rating	.6		.6			.1	.1	1.0	3.1	.7		.1	.3	1.1	2.4	12.5
Share	3.3		3.2			.3	.7	5.0	16.8	4.0		.6	.3	1.7	6.8	12.5

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYW -AM	11395	293	5525	211	814	1115	1216	961	1208	5577	184	564	1036	1139	867	1787
(%)	100	3	48	2	7	10	11	8	11	49	2	5	9	10	8	16
Rating	28.0	7.7	31.8	9.9	22.5	29.0	39.5	46.2	46.5	28.5	8.6	15.4	25.5	34.1	37.3	44.3
WBEB-FM	6390	433	1968	159	329	425	439	348	269	3989	394	855	942	914	416	469
(%)	100	7	31	2	5	7	7	5	4	62	6	13	15	14	7	7
Rating	15.7	11.3	11.3	7.5	9.1	11.1	14.3	16.7	10.4	20.4	18.5	23.4	23.1	27.4	17.9	11.6
WDAS-AM	944	27	242		34	47	28	48	85	675	13	75	102	164	122	199
(%)	100	3	26		4	5	3	5	9	72	1	8	11	17	13	21
Rating	2.3	.7	1.4		.9	1.2	.9	2.3	3.3	3.5	.6	2.1	2.5	4.9	5.2	4.9
WDAS-FM	4465	257	1734	130	477	516	346	181	84	2474	300	724	700	390	194	167
(%)	100	6	39	3	11	12	8	4	2	55	7	16	16	9	4	4
Rating	11.0	6.7	10.0	6.1	13.2	13.4	11.3	8.7	3.2	12.7	14.1	19.8	17.2	11.7	8.3	4.1
WFIL-AM	606	4	325	9	61	81	86	46	42	277	5	53	36	41	63	78
(%)	100	1	54	2	10	13	14	8	7	46	1	9	6	7	10	13
Rating	1.5	.1	1.9	.4	1.7	2.1	2.8	2.2	1.6	1.4	.2	1.4	.9	1.2	2.7	1.9
WHAT-AM	884	18	357	17	66	71	63	44	96	508	20	40	84	94	90	179
(%)	100	2	40	2	7	8	7	5	11	58	2	4	10	11	10	20
Rating	2.2	.5	2.1	.8	1.8	1.8	2.0	2.1	3.7	2.6	.9	1.1	2.1	2.8	3.9	4.4
W100-FM	6133	1385	1702	504	539	376	169	78	37	3045	964	847	754	286	86	107
(%)	100	23	28	8	9	6	3	1	1	50	16	14	12	5	1	2
Rating	15.1	36.2	9.8	23.7	14.9	9.8	5.5	3.8	1.4	15.6	45.3	23.2	18.5	8.6	3.7	2.7
WIP -AM	3232	104	2470	174	705	523	468	321	279	659	9	136	104	107	87	215
(%)	100	3	76	5	22	16	14	10	9	20	.4	4	3	3	3	7
Rating	7.9	2.7	14.2	8.2	19.4	13.6	15.2	15.4	10.7	3.4	.4	3.7	2.6	3.2	3.7	5.3
WJZ-FM	4419	78	2030	65	250	617	518	258	321	2311	76	413	597	563	339	323
(%)	100	2	46	1	6	14	12	6	7	52	2	9	14	13	8	7
Rating	10.8	2.0	11.7	3.1	6.9	16.0	16.8	12.4	12.4	11.8	3.6	11.3	14.7	16.9	14.6	8.0
WMGK-FM	4922	344	2325	290	643	932	338	75	47	2253	308	746	746	331	39	83
(%)	100	7	47	6	13	19	7	2	1	46	6	15	15	7	1	2
Rating	12.1	9.0	13.4	13.6	17.7	24.2	11.0	3.6	1.8	11.5	14.5	20.4	18.3	9.9	1.7	2.1
WMMR-FM	4991	394	2913	560	1051	867	337	58	41	1684	355	550	572	142	54	11
(%)	100	8	58	11	21	17	7	1	1	34	7	11	11	3	1	11
Rating	12.3	10.3	16.8	26.3	29.0	22.5	11.0	2.8	1.6	8.6	16.7	15.0	14.1	4.3	2.3	.3
WNAP-AM	476	30	119	9	33	22	21	22	13	327	7	37	55	95	38	95
(%)	100	6	25	2	7	5	4	5	3	69	1	8	12	20	8	20
Rating	1.2	.8	.7	.4	.9	.6	.7	1.1	.5	1.7	.3	1.0	1.4	2.8	1.6	2.4
WOGL-FM	6270	307	2920	202	405	652	785	564	312	3044	244	334	727	949	409	381
(%)	100	5	47	3	6	10	13	9	5	49	4	5	12	15	7	6
Rating	15.4	8.0	16.8	9.5	11.2	17.0	25.5	27.1	12.0	15.6	11.5	9.1	17.9	28.4	17.6	9.4
WPEN-AM	2864	17	1200	9	40	49	73	258	771	1647		57	34	145	361	1049
(%)	100	1	42		1	2	3	9	27	57		2	1	5	13	37
Rating	7.0	.4	6.9	.4	1.1	1.3	2.4	12.4	29.7	8.4		1.6	.8	4.3	15.5	26.0

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

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPHI-FM	225	75	70	37	18	8	4	3	1	80	42	21	13	3	1	
(%)	100	33	31	16	8	4	2	1		36	19	9	6	1		
Rating	.6	2.0	.4	1.7	.5	.2	.1	.1		.4	2.0	.6	.3	.1		
Share	3.1	15.3	2.1	9.7	2.7	1.1	.7	.7	.2	2.3	11.0	3.2	1.9	.5	.3	
WPHT-AM	95		60	1	5	13	14	13	14	36	1	2	1	9	5	18
(%)	100		63	1	6	13	15	14	14	37	1	2	1	9	5	19
Rating	.2		.3		.1	.3	.5	.6	.5	.2		.1		.3	.2	.4
Share	1.3		1.8	.3	.7	1.8	2.3	3.2	2.9	1.0	.3	.3	.1	1.5	1.3	2.4
WPLY-FM	164	46	67	19	19	21	7	1	1	51	18	15	13	2	1	2
(%)	100	28	41	12	11	13	4			31	11	9	8	1		1
Rating	.4	1.2	.4	.9	.5	.5	.2			.3	.8	.4	.3	.1		
Share	2.3	9.4	2.0	5.0	2.8	2.8	1.2	.2	.2	1.5	4.7	2.3	1.9	.3	.3	.3
WURD-AM	34	2	10		5	2	2	1		22	2	4	11	4		1
(%)	100	6	31	1	14	5	6	4		64	5	12	31	11		4
Rating	.1	.1	.1		.1	.1	.1	.1		.1	.1	.1	.3	.1		.1
Share	.5	.4	.3		.7	.3	.3	.2		.6	.5	.6	1.6	.7		.1
WUSL-FM	338	82	104	46	35	10	11	2		151	60	53	22	11	4	3
(%)	100	24	31	14	10	3	3			45	18	16	6	3	1	1
Rating	.8	2.1	.6	2.2	1.0	.3	.4	.1		.8	2.8	1.4	.5	.3	.2	.1
Share	4.7	16.8	3.2	12.0	5.2	1.3	1.8	.5		4.4	15.7	8.1	3.2	1.8	1.0	.4
WVDB-FM	365		153	5	12	28	18	23	65	212	1	10	14	25	29	133
(%)	100		42	1	3	8	5	6	18	58		3	4	7	8	36
Rating	.9		.9	.2	.3	.7	.6	1.1	2.5	1.1		.3	.3	.7	1.2	3.3
Share	5.0		4.7	1.3	1.8	3.8	3.0	5.7	13.7	6.1	.3	1.5	2.0	4.1	7.6	17.5
WWJZ-AM	48		22				4	4	14	27				2	7	17
(%)	100		45				7	7	30	55			1	5	14	36
Rating	.1		.1				.1	.2	.5	.1				.1	.3	.4
Share	.7		.7				.7	1.0	2.9	.8				.3	1.8	2.2
WXTU-FM	340	14	166	12	19	41	38	38	18	160	12	25	24	36	38	25
(%)	100	4	49	4	6	12	11	11	5	47	3	7	7	10	11	7
Rating	.8	.4	1.0	.6	.5	1.1	1.2	1.8	.7	.8	.6	.7	.6	1.1	1.6	.6
Share	4.7	2.9	5.1	3.1	2.8	5.5	6.3	9.5	3.8	4.6	3.1	3.8	3.5	6.0	9.9	3.3
WXXM-FM	169	22	63	16	33	9	4		2	84	27	36	10	10		
(%)	100	13	37	9	20	5	2		1	50	16	21	6	6		
Rating	.4	.6	.4	.8	.9	.2	.1		.1	.4	1.3	1.0	.2	.3		
Share	2.3	4.5	1.9	4.2	4.9	1.2	.7		.4	2.4	7.1	5.5	1.5	1.7		
WYSP-FM	393	25	278	70	97	70	31	8	2	90	20	34	22	11	2	2
(%)	100	6	71	18	25	18	8	2	1	23	5	9	6	3		
Rating	1.0	.7	1.6	3.3	2.7	1.8	1.0	.4	.1	.5	.9	.9	.5	.3	.1	
Share	5.4	5.1	8.5	18.3	14.3	9.4	5.1	2.0	.4	2.6	5.2	5.2	3.2	1.8	.5	.3
WYXR-FM	223	16	76	9	29	13	21	3		131	21	48	32	23	5	2
(%)	100	7	34	4	13	6	10	1		59	9	22	15	11	2	1
Rating	.5	.4	.4	.4	.8	.3	.7	.1		.7	1.0	1.3	.8	.7	.2	
Share	3.1	3.3	2.3	2.3	4.3	1.8	3.5	.7		3.8	5.5	7.4	4.6	3.8	1.3	.3
WJBR-FM	39	1	10		4	1	3	2	2	28	1	6	8	5	4	3
(%)	100	3	26		9	1	7	5	4	70	1	16	21	14	11	8
Rating	.1		.1		.1		.1	.1	.1	.1		.2	.2	.1	.2	.1
Share	.5	.2	.3		.6	.1	.5	.5	.4	.8	.3	.9	1.2	.8	1.0	.4
WKXV-FM	65	1	30	2	5	10	8	5	1	34	2	5	11	11	4	1
(%)	100	1	46	3	7	16	12	7	1	53	4	7	16	18	6	2
Rating	.2		.2		.1	.3	.3	.2		.2	.1	.1	.3	.3	.2	
Share	.9	.2	.9	.5	.7	1.3	1.3	1.2	.2	1.0	.5	.8	1.6	1.8	1.0	.1
WLEV-FM	22	3	7			1	4	2		12			5	3		4
(%)	100	13	30			5	17	8	1	56		2	21	12	2	19
Rating	.1	.1				.1	.1	.1		.1			.1	.1		.1
Share	.3	.6	.2			.1	.7	.5		.3			.7	.5		.5

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WPHI-FM (%) Rating	3963 100 9.7	1334 34 34.8	1062 27 6.1	558 14 26.2	301 8 8.3	118 3 3.1	55 1 1.8	20 1 1.0	9 . .3	1567 40 8.0	750 19 35.2	411 10 11.2	292 7 7.2	95 2 2.8	20 1 .9	
WPHT-AM (%) Rating	2268 100 5.6	15 1 .4	1459 64 8.4	43 2 2.0	218 10 6.0	264 12 6.9	322 14 10.5	246 11 11.8	367 16 14.1	794 35 4.1	6 .3 .	77 3 2.1	49 2 1.2	172 8 5.2	133 6 5.7	356 16 8.8
WPLY-FM (%) Rating	4806 100 11.8	1133 24 29.6	1724 36 9.9	518 11 24.4	665 14 18.3	344 7 8.9	144 3 4.7	37 1 1.8	16 . .6	1948 41 10.0	685 14 32.2	639 13 17.5	400 8 9.8	165 3 4.9	21 .9 .9	38 1 .9
WURD-AM (%) Rating	378 100 .9	12 3 .3	155 41 .9	7 2 .3	37 10 1.0	22 6 .6	46 12 1.5	44 12 2.1		211 56 1.1	23 6 1.1	58 15 1.6	52 14 1.3	38 10 1.1	8 2 .3	33 9 .8
WUSL-FM (%) Rating	5641 100 13.8	1427 25 37.3	1755 31 10.1	694 12 32.6	565 10 15.6	255 5 6.6	151 3 4.9	79 1 3.8	13 . .5	2459 44 12.6	803 14 37.7	680 12 18.6	503 9 12.4	275 5 8.2	95 2 4.1	104 2 2.6
WVDB-FM (%) Rating	4683 100 11.5	31 1 .8	2236 48 12.9	86 2 4.0	315 7 8.7	496 11 12.9	318 7 10.3	373 8 17.9	648 14 24.9	2416 52 12.4	14 .7 .	231 5 6.3	354 8 8.7	355 8 10.6	391 8 16.8	1071 23 26.5
WVJZ-AM (%) Rating	593 100 1.5	7 1 .2	294 50 1.7		9 2 .2		40 7 1.3	44 7 2.1	200 34 7.7	292 49 1.5		18 3 .5	25 4 .6	13 2 .4	30 5 1.3	205 35 5.1
WXTU-FM (%) Rating	4319 100 10.6	174 4 4.5	1936 45 11.2	119 3 5.6	316 7 8.7	392 9 10.2	417 10 13.6	382 9 18.4	311 7 12.0	2209 51 11.3	149 3 7.0	474 11 13.0	423 10 10.4	408 9 12.2	400 9 17.2	355 8 8.8
WXXM-FM (%) Rating	4468 100 11.0	795 18 20.8	1598 36 9.2	371 8 17.4	661 15 18.2	395 9 10.3	134 3 4.4	10 . .5	27 1 1.0	2074 46 10.6	652 15 30.6	757 17 20.7	432 10 10.6	189 4 5.7	23 1 1.0	22 .5 .5
WYSP-FM (%) Rating	6814 100 16.7	589 9 15.4	4022 59 23.2	890 13 41.8	1441 21 39.8	1034 15 26.9	469 7 15.3	117 2 5.6	71 1 2.7	2204 32 11.3	499 7 23.4	716 11 19.6	541 8 13.3	288 4 8.6	79 1 3.4	81 1 2.0
WYXR-FM (%) Rating	4583 100 11.3	441 10 11.5	1452 32 8.4	216 5 10.2	519 11 14.3	322 7 8.4	262 6 8.5	107 2 5.1	27 1 1.0	2690 59 13.8	543 12 25.5	835 18 22.8	679 15 16.7	446 10 13.4	136 3 5.8	51 1 1.3
WJBR-FM (%) Rating	713 100 1.8	30 4 .8	228 32 1.3	9 1 .4	57 8 1.6	40 6 1.0	49 7 1.6	21 3 1.0	52 7 2.0	455 64 2.3	55 8 2.6	81 11 2.2	122 17 3.0	80 11 2.4	46 6 2.0	70 10 1.7
WKXV-FM (%) Rating	1507 100 3.7	60 4 1.6	560 37 3.2	40 3 1.9	142 9 3.9	171 11 4.4	114 8 3.7	67 4 3.2	27 2 1.0	886 59 4.5	71 5 3.3	219 15 6.0	259 17 6.4	189 13 5.7	113 7 4.9	36 2 .9
WLEV-FM (%) Rating	353 100 .9	27 8 .7	117 33 .7	8 2 .4		49 14 1.3	43 12 1.4	9 2 .4	8 2 .3	209 59 1.1	9 3 .4	39 11 1.1	45 13 1.1	57 16 1.7	22 6 .9	37 10 .9

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+
WNJO-FM	75	1	42	1	8	10	9	14	1	33		3	12	11	4	2
(%)	100	1	56	1	11	13	12	18	1	43	1	4	16	15	6	2
Rating	.2		.2		.2	.3	.3	.7		.2		.1	.3	.3	.2	
Share	1.0	.2	1.3	.3	1.2	1.3	1.5	3.5	.2	1.0		.5	1.7	1.8	1.0	.3
WPST-FM	106	26	33	14	11	5	3			47	11	21	11	4	1	
(%)	100	24	31	13	10	5	3			45	10	19	10	3	1	
Rating	.3	.7	.2	.7	.3	.1	.1			.2	.5	.6	.3	.1		
Share	1.5	5.3	1.0	3.7	1.6	.7	.5			1.4	2.9	3.2	1.6	.7	.3	
WRDR-FM	25		14				1	2	10	12				2	5	5
(%)	100	1	54			1	4	9	39	46		2		7	18	19
Rating	.1		.1					.1	.4	.1				.1	.2	.1
Share	.3		.4				.2	.5	2.1	.3				.3	1.3	.7
WSTW-FM	30	4	9	4	2	3	1			17	1	7	5	1	3	1
(%)	100	13	30	13	6	9	2			57	3	24	15	2	9	4
Rating	.1	.1	.1	.2	.1	.1				.1		.2	.1		.1	
Share	.4	.8	.3	1.0	.3	.4	.2			.5	.3	1.1	.7	.2	.8	.1
TOTALS	7244	489	3287	383	679	741	608	401	476	3467	381	653	689	604	382	758
(%)	100	7	45	5	9	10	8	6	7	48	5	9	10	8	5	10
Rating	17.8	12.8	18.9	18.0	18.7	19.3	19.8	19.3	18.3	17.7	17.9	17.9	16.9	18.1	16.4	18.8

* 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+
WNJO-FM	1138	46	527	9	104	108	149	140	17	565	25	76	187	160	74	44
(%)	100	4	46	1	9	9	13	12	1	50	2	7	16	14	6	4
Rating	2.8	1.2	3.0	.4	2.9	2.8	4.8	6.7	.7	2.9	1.2	2.1	4.6	4.8	3.2	1.1
WPST-FM	3323	849	1036	416	330	201	88			1439	451	462	331	155	18	22
(%)	100	26	31	13	10	6	3			43	14	14	10	5	1	1
Rating	8.2	22.2	6.0	19.6	9.1	5.2	2.9			7.4	21.2	12.6	8.1	4.6	.8	.5
WROR-FM	626	17	289	9	9	9	34	58	168	321	9	28	9	69	86	121
(%)	100	3	46	1	2	2	6	9	27	51	1	4	1	11	14	19
Rating	1.5	.4	1.7	.4	.2	.2	1.1	2.8	6.5	1.6	.4	.8	.2	2.1	3.7	3.0
VSTW-FM	904	107	324	61	88	101	31	25	18	472	65	212	107	37	24	28
(%)	100	12	36	7	10	11	3	3	2	52	7	23	12	4	3	3
Rating	2.2	2.8	1.9	2.9	2.4	2.6	1.0	1.2	.7	2.4	3.1	5.8	2.6	1.1	1.0	.7
TOTALS	39194	3580	16825	2054	3502	3742	3026	2028	2472	18789	2079	3550	3950	3257	2206	3747
(%)	100	9	43	5	9	10	8	5	6	48	5	9	10	8	6	10
Rating	96.2	93.5	97.0	96.6	96.6	97.3	98.4	97.6	95.2	96.1	97.7	97.0	97.1	97.6	94.8	92.9

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KYW -AM (%)	506 64	248 31	32 4	8 1	182 47	157 40	47 12	3 1	149 59	87 35	11 4	4 2	292 64	139 30	22 5	5 1
WBEB-FM (%)	132 24	117 22	284 52	9 2	139 17	103 13	568 69	15 2	154 50	85 27	59 19	12 4	121 28	84 19	223 51	9 2
WDAS-AM (%)	68 73	18 19	5 6	2 2	49 62	11 15	15 19	3 4	62 78	13 17	4 5		55 75	12 16	5 7	1 2
WDAS-FM (%)	205 41	122 24	164 33	12 2	126 24	78 15	301 58	17 3	183 58	73 23	44 14	16 5	193 47	78 19	130 31	14 3
WFIL-AM (%)	25 45	25 44	6 11		7 43	5 33	4 24		7 52	6 47			14 50	11 38	3 11	1 1
WHAT-AM (%)	86 76	17 15	9 8	1 1	88 66	11 8	30 22	5 4	71 90	6 8		1 2	70 78	9 10	9 10	2 2
WIOQ-FM (%)	68 26	99 38	84 32	8 3	81 24	72 21	175 51	11 3	108 50	78 36	17 8	11 5	70 32	70 32	67 31	10 5
WIP -AM (%)	134 42	138 43	46 14	4 1	68 26	93 36	92 35	8 3	62 56	39 35	6 5	5 4	77 40	75 39	36 19	4 2
WJJZ-FM (%)	112 35	89 27	118 37	4 1	110 23	91 19	265 56	8 2	159 54	86 29	38 13	13 5	116 39	70 24	103 35	7 2
WMGK-FM (%)	61 18	107 32	160 48	6 2	82 15	88 16	364 67	10 2	140 52	71 26	46 17	12 4	72 25	73 25	136 47	7 2
WMMR-FM (%)	52 17	116 37	138 45	4 1	45 10	87 20	291 68	5 1	89 41	83 38	39 18	7 3	51 20	79 32	113 45	6 2
WNAP-AM (%)	21 71	7 22	2 7		37 73	9 17	4 8	1 2	28 78	7 19		1 3	28 74	7 19	2 5	1 1
WGL-FM (%)	123 29	147 34	157 36	4 1	105 20	114 22	296 57	4 1	187 52	128 35	19 5	28 8	113 33	105 30	118 34	9 3
WPEN-AM (%)	220 72	56 18	25 8	5 2	219 59	76 20	71 19	7 2	156 70	52 23	5 2	11 5	167 69	46 19	23 10	6 2
WPHI-FM (%)	76 44	65 37	29 17	5 3	65 34	39 21	72 38	14 7	72 51	47 33	12 8	10 7	69 46	45 30	27 18	8 6
WPHT-AM (%)	74 57	45 35	11 8		37 51	16 23	16 22	3 5	59 65	22 24	9 10	1 2	58 61	25 26	11 11	2 2
WPLY-FM (%)	41 27	71 47	37 25	1 1	16 11	52 33	83 54	3 2	48 36	64 47	14 10	11 8	30 26	51 43	32 27	4 4
WURD-AM (%)	20 58	7 20	8 22		21 58	4 10	12 32		36 66	7 14	6 12	5 9	19 60	5 16	7 22	1 2
WUSL-FM (%)	138 48	76 27	60 21	11 4	104 34	51 17	131 43	17 6	159 59	69 26	16 6	25 9	133 52	54 21	52 20	16 6
WWDB-FM (%)	273 70	73 19	41 10	2 1	363 59	131 21	119 19	4 1	233 80	46 16	7 2	6 2	258 71	63 17	41 11	2 1
WWJZ-AM (%)	34 70	6 12	8 16	1 2	40 63	10 15	13 21	1 1	40 78	11 21	1 1		36 73	6 13	6 13	1 1
WXTU-FM (%)	115 28	161 40	122 30	4 1	113 23	125 26	241 50	7 1	166 45	158 43	24 6	22 6	106 32	115 35	96 29	10 3
WXXM-FM (%)	41 22	80 43	61 33	3 1	30 15	43 21	124 61	7 3	62 40	55 36	31 20	6 4	36 25	52 36	54 37	4 3
WYSP-FM (%)	178 25	280 39	254 35	5 1	60 14	99 23	267 62	2	65 37	71 41	33 19	6 3	90 24	130 35	143 39	5 1

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WYXR-FM (%)	49 19	80 31	127 49	5 2	25 8	45 13	258 77	8 2	80 40	74 37	28 14	18 9	43 21	55 27	101 49	7 3
WJBR-FM (%)	12 27	9 19	24 53	1 1	20 27	6 8	46 63	1 2	16 71	5 24	1 4	2	14 36	6 15	18 47	1
WKXV-FM (%)	18 19	42 45	33 36		11 10	32 29	69 61		9 33	12 42	6 22	1 3	12 19	24 38	27 42	1 1
WLEV-FM (%)	7 30	5 21	11 48	1	5 17	3 10	22 73		16 75	4 19	1 6		7 40	3 17	8 43	
WNJO-FM (%)	26 29	26 30	34 38	3 3	17 14	24 20	76 63	3 2	42 57	23 31	5 7	4 6	24 32	20 26	28 38	3 3
WPST-FM (%)	22 21	45 43	37 35	1 1	15 14	29 26	66 59	1 1	28 38	26 35	17 22	4 6	20 24	29 37	30 37	1 2
WRDR-FM (%)	11 49	10 43	1 6	1 2	16 45	12 34	4 13	3 8	23 63	7 18	1 3	6 16	14 57	7 30	1 6	2 8
WSTV-FM (%)	9 26	9 26	17 48		1 2	7 21	27 77		3 14	11 54	6 32	1	6 21	8 29	13 50	
TOTALS (%)	3529 40	2747 31	2384 27	138 2	2808 29	2006 21	4680 48	199 2	3272 55	1781 30	558 9	300 5	2904 43	1793 27	1882 28	176 3

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										
SU '98	5:15	3:00	4:15	4:45	3:30	4:15	4:45	2:30	4:00	4:45
SP '98	5:30	3:00	4:00	4:45	3:15	4:30	5:15	2:30	3:45	4:30
WI '98	5:30	3:15	4:30	5:30	3:30	4:30	5:00	3:00	4:30	6:00
FA '97	5:15	2:45	4:15	5:00	3:00	4:30	5:15	2:30	3:45	4:45
4-Book	5:30	3:00	4:15	5:00	3:15	4:30	5:00	2:45	4:00	5:00
SU '97	5:00	3:00	4:00	4:45	2:45	4:00	5:00	3:15	3:45	4:30
WBEB-FM										
SU '98	9:00	8:00	9:15	9:45	5:15	7:00	8:00	9:00	10:30	10:45
SP '98	9:30	9:30	10:00	10:15	11:00	8:45	9:15	9:00	10:30	11:00
WI '98	8:00	8:30	8:15	8:30	6:30	5:30	6:45	9:30	9:30	9:30
FA '97	8:45	7:15	9:15	10:30	5:00	7:30	9:00	8:30	10:15	11:00
4-Book	8:45	8:15	9:15	9:45	7:00	7:15	8:15	9:00	10:15	10:30
SU '97	8:45	7:30	9:00	10:00	6:30	8:00	9:15	8:00	9:15	10:15
WDAS-AM										
SU '98	9:45	11:45	7:45	7:00	12:30	7:00	3:45	11:30	8:00	8:00
SP '98	8:30	4:45	8:30	10:45	2:45	7:00	8:00	5:30	9:15	12:00
WI '98	9:15	8:45	10:15	10:30	3:15	5:45	7:45	10:30	12:15	11:45
FA '97	11:00	11:00	10:00	11:00	8:30	6:00	6:00	12:15	11:15	12:15
4-Book	9:45	9:00	9:15	9:45	6:45	6:30	6:30	10:00	10:15	11:00
SU '97	9:00	9:45	8:45	8:45	7:15	7:15	7:45	10:15	9:15	9:15
WDAS-FM										
SU '98	12:00	9:45	13:30	14:45	9:00	13:30	14:30	10:00	13:45	14:45
SP '98	12:15	10:45	13:45	14:45	10:30	12:30	14:30	11:00	14:30	15:00
WI '98	13:15	12:45	14:30	14:30	10:30	13:15	15:00	14:45	15:15	14:15
FA '97	11:30	10:30	13:00	13:15	9:30	11:15	12:30	11:00	14:00	13:45
4-Book	12:15	11:00	13:45	14:15	10:00	12:45	14:15	11:45	14:30	14:30
SU '97	12:45	10:30	14:00	15:30	8:45	11:45	13:30	11:45	15:30	17:15
WFIL-AM										
SU '98	6:00	3:15	6:00	6:30	3:30	6:15	6:45	3:00	5:15	6:30
SP '98	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	4:45	1:30	4:45	5:15	1:45	3:30	4:00	1:30	6:00	6:15
4-Book	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
WHAT-AM										
SU '98	13:00	5:45	8:30	11:00	6:00	9:30	11:00	5:15	7:30	11:00
SP '98	11:00	15:45	12:00	9:30	27:45	16:00	9:30	6:00	9:30	9:45
WI '98	10:30	7:30	8:45	8:15	6:30	10:00	10:45	8:45	7:30	6:15
FA '97	9:15	6:45	11:00	10:15	11:00	11:15	12:00	2:45	10:45	9:30
4-Book	11:00	9:00	10:00	9:45	12:45	11:45	10:45	5:45	8:45	9:15
SU '97	10:15	9:45	10:15	12:00	20:15	11:45	9:30	5:45	9:30	13:30
WIOQ-FM										
SU '98	6:00	6:00	6:00	5:30	6:30	6:00	4:15	6:00	6:00	6:00
SP '98	6:00	6:15	6:00	6:00	7:30	7:15	6:15	5:30	5:15	5:45
WI '98	5:30	5:45	6:30	6:00	4:45	5:45	6:15	6:15	6:45	6:00
FA '97	5:15	6:00	5:30	5:15	7:15	5:45	4:30	5:00	5:15	5:45
4-Book	5:45	6:00	6:00	5:45	6:30	6:15	5:15	5:45	5:45	6:00
SU '97	5:45	6:15	5:45	5:15	6:00	5:45	5:45	6:30	5:45	5:00
WIP -AM										
SU '98	7:30	7:00	7:30	8:15	7:30	8:00	9:00	4:45	5:30	5:00
SP '98	6:45	6:30	7:00	7:00	6:45	7:30	7:45	5:15	4:45	3:45
WI '98	7:00	7:15	7:30	7:15	8:00	8:00	7:45	3:00	5:00	5:30
FA '97	7:15	7:00	7:45	8:00	7:45	8:15	8:30	4:00	4:45	6:00
4-Book	7:15	7:00	7:30	7:45	7:30	8:00	8:15	4:15	5:00	5:00
SU '97	7:45	7:45	8:00	8:00	8:30	8:30	8:30	4:00	5:00	5:15
WJZ-FM										
SU '98	8:30	7:00	9:00	9:15	7:15	9:30	9:45	6:45	8:30	8:45
SP '98	8:45	7:30	9:00	9:45	8:30	9:15	9:45	7:00	8:45	9:30
WI '98	9:30	7:15	9:30	10:15	6:30	10:00	11:00	7:45	9:15	9:30
FA '97	9:00	9:45	9:45	9:15	8:45	9:45	10:00	11:00	9:30	8:45
4-Book	9:00	8:00	9:15	9:45	7:45	9:45	10:15	8:15	9:00	9:15
SU '97	9:30	6:45	10:15	10:45	5:30	10:45	11:45	7:45	9:45	9:45

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
WMGK-FM										
SU '98	7:45	8:30	8:00	7:30	9:30	9:00	8:15	7:30	7:15	6:30
SP '98	7:30	7:45	8:00	8:15	8:15	9:00	9:15	7:15	6:45	7:00
WI '98	6:45	6:15	6:45	7:00	7:00	7:45	8:15	5:45	6:00	5:30
FA '97	7:30	7:15	7:30	8:15	8:30	9:00	9:00	6:15	6:15	7:30
4-Book	7:30	7:30	7:30	7:45	8:15	8:45	8:45	6:45	6:30	6:45
SU '97	6:45	7:30	7:15	6:30	8:00	8:00	6:45	7:15	6:30	6:00
WMMR-FM										
SU '98	6:30	7:00	6:45	6:45	7:45	8:00	8:45	5:15	4:30	3:45
SP '98	6:00	5:45	6:45	6:45	7:30	8:45	8:45	3:15	3:30	3:15
WI '98	6:00	5:30	6:45	7:15	6:15	7:15	7:15	3:45	5:45	7:15
FA '97	5:45	5:30	6:15	6:30	6:15	7:00	7:15	4:45	4:45	5:00
4-Book	6:00	6:00	6:45	6:45	7:00	7:45	8:00	4:15	4:45	4:45
SU '97	6:45	7:00	7:30	7:30	8:15	8:45	8:45	5:15	5:30	5:30
•WNAP-AM										
SU '98	7:30	6:15	8:00	8:15	10:00	11:15	9:15	2:45	6:45	7:45
SP '98	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '97	9:15	2:00	9:30	10:00	1:30	3:45	4:00	2:15	11:30	12:30
WGL-FM										
SU '98	7:15	5:00	7:00	8:00	5:30	7:30	8:30	4:45	6:30	7:15
SP '98	7:30	6:00	7:30	8:15	9:30	8:45	9:15	3:00	6:30	7:15
WI '98	7:00	4:45	7:15	8:00	6:45	7:30	7:45	3:00	7:15	8:00
FA '97	7:15	4:15	7:30	8:30	5:00	8:45	9:15	3:45	6:45	7:45
4-Book	7:15	5:00	7:15	8:15	6:45	8:15	8:45	3:45	6:45	7:30
SU '97	7:15	6:15	6:45	7:45	7:45	7:15	8:45	5:15	6:30	7:00
WPEN-AM										
SU '98	10:45	4:45	6:45	8:45	1:00	4:15	8:15	8:00	8:15	9:00
SP '98	11:30	4:00	6:00	9:30	0:30	5:30	9:00	9:15	6:15	9:45
WI '98	10:30	10:45	5:45	9:00	5:00	5:30	7:30	16:15	6:00	10:30
FA '97	10:30	4:45	5:15	8:30	3:45	5:15	9:15	6:00	5:30	8:00
4-Book	10:45	6:00	6:00	9:00	2:30	5:15	8:30	10:00	6:30	9:15
SU '97	12:30	4:15	9:15	11:15	5:15	11:30	12:45	2:30	7:00	10:15
WPHI-FM										
SU '98	7:15	7:15	6:30	6:45	8:00	7:45	9:30	6:45	5:45	5:15
SP '98	7:30	8:00	7:00	4:15	8:30	8:00	4:30	7:45	6:15	4:00
WI '98	6:45	7:00	6:15	5:30	6:30	6:00	6:00	7:30	6:45	5:00
FA '97	7:30	7:30	6:45	5:15	8:00	7:45	6:45	7:15	6:00	4:15
4-Book	7:15	7:30	6:45	5:30	7:45	7:30	6:45	7:15	6:15	4:45
SU '97	8:30	9:30	8:30	6:00	10:15	10:15	7:30	8:30	7:00	5:00
WPHT-AM										
SU '98	5:15	3:15	5:00	5:45	3:00	5:00	6:00	3:45	4:45	5:15
SP '98	4:45	3:15	3:45	3:45	3:30	4:15	4:15	2:45	2:15	2:30
WI '98	5:15	2:30	4:30	5:45	3:00	4:30	6:00	1:15	4:30	4:45
FA '97	4:00	2:30	3:15	4:00	2:45	3:15	4:30	1:30	2:30	2:45
4-Book	4:45	3:00	4:15	4:45	3:00	4:15	5:15	2:15	3:30	3:45
SU '97	3:45	3:00	3:00	4:15	2:45	3:15	4:30	3:30	2:45	3:45
WPLY-FM										
SU '98	4:15	3:30	4:00	5:00	4:00	5:00	6:45	3:15	3:15	3:30
SP '98	4:15	4:30	3:45	3:15	5:00	4:30	3:15	4:15	3:30	3:15
WI '98	4:15	4:15	3:45	4:00	4:15	4:00	4:30	4:00	3:30	3:15
FA '97	4:45	5:15	4:15	3:00	5:30	4:30	2:30	4:45	4:00	3:45
4-Book	4:30	4:30	4:00	3:45	4:45	4:30	4:15	4:00	3:30	3:30
SU '97	5:30	5:30	5:15	4:45	5:15	6:00	6:45	6:00	4:45	3:30
WURD-AM										
SU '98	11:15	11:00	13:30	12:00	14:45	10:30	6:00	9:00	15:45	18:45
SP '98	13:00	12:00	16:15	16:00	9:45	14:00	14:30	13:30	17:30	17:15
WI '98	9:15	7:45	9:45	13:00	7:00	9:45	16:00	8:30	9:30	11:30
FA '97	12:30	13:45	15:00	13:15	9:00	11:15	12:00	17:15	17:30	14:00
4-Book	11:30	11:15	13:45	13:30	10:15	11:30	12:15	12:00	15:00	15:30
SU '97	9:00	9:45	9:00	10:00	5:15	6:00	7:00	12:30	12:00	12:30

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
WUSL-FM										
SU '98	7:30	9:00	7:15	5:30	8:00	7:15	6:00	9:30	7:15	5:15
SP '98	8:00	9:00	9:15	7:15	8:30	10:00	8:15	9:30	8:30	6:45
WI '98	7:00	7:45	7:30	6:45	7:30	6:45	5:30	7:45	7:45	7:30
FA '97	7:45	8:15	8:15	6:45	9:30	9:00	6:15	7:15	7:30	7:00
4-Book	7:30	8:30	8:00	6:30	8:30	8:15	6:30	8:30	7:45	6:45
SU '97	8:00	10:00	7:30	6:00	10:45	7:30	5:30	9:15	7:45	6:30
WVDB-FM										
SU '98	9:45	5:45	6:30	7:30	5:30	6:30	7:15	6:00	6:30	7:45
SP '98	9:00	6:15	6:30	7:30	7:00	7:00	7:15	5:15	5:30	8:00
WI '98	9:45	7:15	7:45	8:30	8:15	8:30	8:30	5:15	6:45	8:30
FA '97	9:45	4:45	7:00	8:00	5:45	6:45	8:15	3:45	7:00	7:45
4-Book	9:30	6:00	7:00	8:00	6:45	7:15	7:45	5:00	6:30	8:00
SU '97	8:45	5:15	6:15	7:30	5:15	6:45	7:45	5:30	6:00	7:15
WVJZ-AM										
SU '98	10:15	1:30	7:45	13:30	2:15	9:45	10:45	1:00	6:15	17:00
SP '98	9:00	0:00	2:00	9:00	0:00	2:15	9:00	0:00	1:15	8:45
WI '98	7:15	11:00	3:30	5:15	11:00	4:00	4:45	0:00	2:00	6:00
FA '97	7:45	0:00	3:30	3:45	0:00	0:45	3:45	0:00	5:30	3:45
4-Book	8:30	3:15	4:15	8:00	3:15	4:15	7:00	0:15	3:45	9:00
SU '97	8:30	7:45	9:45	12:30	1:30	6:30	12:45	13:45	15:45	12:15
WXTU-FM										
SU '98	10:00	8:15	9:30	11:15	9:00	11:00	12:30	7:30	8:15	10:00
SP '98	10:15	9:15	9:30	10:15	9:15	10:30	11:45	9:15	8:15	8:45
WI '98	9:30	7:45	9:15	10:30	9:00	9:45	11:30	6:30	8:45	9:45
FA '97	8:45	7:45	9:00	9:30	8:00	9:00	9:45	7:30	8:45	9:30
4-Book	9:45	8:15	9:15	10:30	8:45	10:00	11:30	7:45	8:30	9:30
SU '97	9:15	8:45	9:45	10:15	8:15	10:15	11:00	9:15	9:30	9:30
+WXXM-FM										
SU '98	4:45	5:45	5:00	3:30	6:00	4:45	3:00	5:30	5:00	4:00
SP '98	4:30	4:30	5:15	5:15	5:00	6:15	6:30	4:15	4:15	4:00
WI '98	5:00	4:45	5:00	5:45	5:15	5:30	6:15	4:30	4:45	5:00
FA '97	5:00	5:45	5:30	3:45	5:45	6:00	3:30	5:45	5:00	4:15
4-Book	4:45	5:15	5:15	4:30	5:30	5:45	4:45	5:00	4:45	4:15
SU '97	8:30	4:45	7:45	8:30	3:45	7:00	8:00	5:30	8:15	8:45
WYSP-FM										
SU '98	7:15	7:45	7:30	7:00	9:00	8:30	8:30	5:45	5:30	4:45
SP '98	7:00	8:15	7:45	5:45	9:45	8:45	6:15	5:30	5:15	4:45
WI '98	7:15	7:45	8:00	7:30	8:30	8:45	8:15	6:00	6:00	5:45
FA '97	7:15	8:15	7:30	6:45	10:00	9:15	8:15	5:15	4:15	4:00
4-Book	7:15	8:00	7:45	6:45	9:15	8:45	7:45	5:45	5:15	4:45
SU '97	6:45	8:00	7:00	5:30	9:45	8:00	5:45	5:15	5:00	4:45
WYXR-FM										
SU '98	6:15	6:30	7:00	6:15	6:30	7:15	6:45	6:15	6:45	6:00
SP '98	6:00	6:30	6:45	6:15	5:45	5:15	5:00	6:45	7:30	7:00
WI '98	5:30	5:15	6:15	6:30	4:15	5:30	6:00	5:45	6:45	6:45
FA '97	5:30	5:45	6:30	6:30	3:45	5:30	5:30	6:30	7:00	7:00
4-Book	5:45	6:00	6:45	6:30	5:00	6:00	5:45	6:15	7:00	6:45
SU '97	5:45	6:00	6:15	6:15	4:45	5:45	6:00	6:30	6:15	6:15
WJBR-FM										
SU '98	7:00	6:30	7:45	8:15	7:00	5:45	6:00	6:15	8:45	9:15
SP '98	6:15	5:00	6:15	7:30	3:45	7:30	9:30	5:30	5:15	6:00
WI '98	4:15	2:30	5:15	6:00	1:45	5:00	6:45	3:15	5:30	5:45
FA '97	4:15	3:00	5:00	5:30	4:00	7:15	7:15	2:30	3:45	4:30
4-Book	5:30	4:15	6:00	6:45	4:15	6:30	7:30	4:30	5:45	6:30
SU '97	5:30	3:45	5:45	6:45	3:00	5:00	5:45	4:30	6:30	7:15
WKXW-FM										
SU '98	5:30	3:45	5:45	6:45	4:45	6:45	8:15	3:00	5:00	5:45
SP '98	6:30	6:00	6:00	6:45	7:00	6:30	7:15	5:15	5:30	6:30
WI '98	6:00	5:15	5:45	5:45	5:30	7:00	7:00	5:15	4:45	5:00
FA '97	6:15	5:45	7:00	7:15	10:00	8:30	7:30	3:30	5:45	6:45
4-Book	6:00	5:15	6:15	6:45	6:45	7:15	7:30	4:15	5:15	6:00
SU '97	5:30	4:30	5:15	6:00	5:45	5:30	6:30	3:15	5:00	5:30

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
+WLEV-FM										
SU '98	7:45	1:00	6:45	7:45	0:15	6:30	8:00	1:15	6:45	7:45
SP '98	7:15	3:45	6:45	9:45	2:30	5:45	7:30	4:30	7:30	11:15
WI '98	10:30	8:15	7:45	11:30	9:45	6:45	7:15	7:15	8:15	13:30
FA '97	8:45	6:00	9:45	9:15	2:15	5:30	6:45	7:00	12:45	11:30
4-Book	8:30	4:45	7:45	9:30	3:45	6:15	7:30	5:00	8:45	11:00
SU '97	7:00	3:45	5:15	6:45	2:30	6:00	5:15	4:45	4:45	8:00
+WNJO-FM										
SU '98	8:15	7:30	8:30	9:15	10:00	9:15	10:15	4:45	7:45	8:15
SP '98	5:30	3:30	5:45	6:15	3:30	5:30	6:15	3:30	5:45	6:15
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '97	5:30	5:45	5:30	6:00	6:45	7:15	7:00	0:30	3:30	5:00
WPST-FM										
SU '98	4:00	4:15	4:15	3:45	4:15	3:45	3:30	4:15	4:45	3:45
SP '98	4:00	4:15	4:15	4:30	4:00	4:45	5:00	4:15	3:45	4:00
WI '98	3:45	3:45	3:45	3:00	3:45	4:00	3:30	4:00	3:30	2:45
FA '97	3:45	3:30	3:30	3:45	2:15	3:15	4:45	4:30	3:45	3:00
4-Book	4:00	4:00	4:00	3:45	3:30	4:00	4:15	4:15	4:00	3:30
SU '97	4:15	4:30	3:45	3:15	5:00	3:30	3:00	4:00	4:00	3:30
WRDR-FM										
SU '98	5:00	1:15	2:45	4:45	0:45	3:00	4:30	1:30	2:30	4:45
SP '98	7:15	2:00	6:15	6:45	0:00	3:15	4:45	2:00	7:15	8:15
WI '98	6:30	2:00	8:00	7:45	2:00	7:30	7:00	2:00	9:00	8:15
FA '97	7:45	3:30	7:15	7:30	6:00	7:15	9:00	1:00	7:15	6:30
4-Book	6:45	2:15	6:00	6:45	2:15	5:15	6:15	1:45	6:30	7:00
SU '97	7:15	1:30	5:45	7:00	0:45	9:30	7:30	1:45	3:00	6:15
WSTW-FM										
SU '98	4:15	4:00	3:45	4:30	4:45	2:45	2:45	3:45	4:30	6:00
SP '98	**	**	**	**	**	**	**	**	**	**
WI '98	3:15	3:00	3:15	4:00	1:45	3:00	3:45	4:30	3:30	4:15
FA '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SU '97	2:45	2:15	3:00	4:00	2:30	4:00	5:45	2:00	2:30	3:00

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KYW - AM	WBEB - FM	WDAS - AM	WDAS - FM	WFIL - AM	WHAT - AM	WIOQ - FM	WIP - AM	WJJZ - FM	WMGK - FM	WMMR - FM	WNAP - AM	WGL - FM	WPEN - AM	WPHI - FM	WPHT - AM	WPLY - FM	WURD - AM	WUSL - FM	WWDB - FM	WWJZ - AM
Cume Pers. (00)	11395	6390	944	4465	606	884	6133	3232	4419	4922	4991	476	6270	2864	3963	2268	4806	378	5641	4683	593
KYW -AM	100	33	49	24	55	47	19	38	36	25	25	35	31	50	11	58	19	16	15	38	48
WBEB-FM	19	100	4	10	15	6	29	15	17	22	14	5	25	14	10	12	17	13	12	15	8
WDAS-AM	4	1	100	9	6	23	1	1	6	1	38	1	3	3	3	3	2	2	3	3	1
WDAS-FM	9	7	44	100	6	51	9	7	30	3	2	26	6	2	33	6	3	8	39	4	1
WFIL-AM	3	1	4	1	100	3	1	1	2	1	1	6	1	3		4		3		3	
WHAT-AM	4	1	21	10	4	100	1	2	4		27	1	3	4	6			5	4	2	3
WIOQ-FM	10	28	5	12	5	5	100	12	11	23	22	8	18	5	34	4	32	36	29	6	2
WIP -AM	11	7	2	5	8	9	6	100	10	10	11	2	7	13	5	31	10	3	4	11	12
WJJZ-FM	14	12	27	30	17	22	8	14	100	11	8	22	11	12	11	13	6	5	14	14	13
WMGK-FM	11	17	3	4	8	2	18	15	12	100	34	4	18	5	6	9	19	7	8	10	6
WMMR-FM	11	11	1	3	6	6	18	16	9	34	100	2	16	3	8	6	31	5	7	7	5
WNAP-AM	1		19	3	4	14	1		2			100		1		1		9	2	1	1
WGL-FM	17	25	8	8	12	4	19	14	16	23	20		100	18	9	16	16	7	8	16	14
WPEN-AM	13	6	9	1	12	9	2	11	8	3	2	5	8	100	1	15	1	2	2	16	52
WPHI-FM	4	6	11	29	2	16	22	6	10	5	7	4	6	1	100	2	11	14	53	1	1
WPHT-AM	12	4	7	3	15	15	1	22	6	4	3	6	6	12	1	100	3	2	1	17	16
WPLY-FM	8	13	2	3			25	15	6	18	30		12	2	13	6	100		11	5	3
WURD-AM	1	1	1	1	2	2	2	2	1	1	1	7			1		100	100	2		
WUSL-FM	7	11	19	50	4	26	27	7	18	9	8	25	8	3	75	3	13	29	100	4	
WWDB-FM	15	11	2	5	23	9	4	15	15	10	7	5	12	26	1	34	5	2	3	100	29
WWJZ-AM	2	1				2		2	2	1	1	1	1	11		4				4	100
WXTU-FM	9	12		1	4	2	7	7	9	9	12		16	10	2	8	8		2	10	8
WXXM-FM	9	13	1	2	6		22	12	9	23	30		11	2	11	9	49		9	5	
WYSP-FM	12	14		5	2		21	34	11	34	56		17	5	12	17	42	3	11	16	4
WYXR-FM	10	25	1	6	4		28	10	14	24	20		16	4	13	8	22	2	9	8	6
WJBR-FM	1	5		1	3		2	2	2	3	1	1	3	1	2	2	2	2	2	1	3
WKXW-FM	3	6		1	1	1	4	4	2	6	5	2	5	2	1	4	4	2	1	5	3
WLEV-FM	1	2			1		2	2	2	2	1		1		1	1	2			1	
WNJO-FM	2	4	1		2		2	1	4	5	4		7			4			1	4	4
WPST-FM	4	11		1	2		23	7	3	12	19		9	2	15	3	27		9	4	1
WRDR-FM	1	1					1	1	3	1	1		2	7		1	1			4	21
WSTV-FM	1	3					5	2	1	6	7		4		2	2	7	5	2	2	

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WXTU-FM	WXXM-FM	WYSP-FM	WYXR-FM	WJBR-FM	WKKW-FM	WLEV-FM	WNJD-FM	WPST-FM	WRDR-FM	WSTW-FM									
Cume Pers. (00)	4319	4468	6814	4583	713	1507	353	1138	3323	626	904									
KYW -AM	24	22	21	25	22	23	28	23	13	27	18									
WBEB-FM	17	18	13	35	47	26	42	21	22	15	25									
WDAS-AM																				
WDAS-FM	1	2	3	6	5	4		1	2	3	2									
WFIL-AM	1	1		1	3	1	2	1												
WHAT-AM						1														
W100-FM	10	30	19	38	20	18	28	12	43	6	32									
WIP -AM	5	8	16	7	8	8	15	4	7	7	6									
WJJZ-FM	9	8	7	13	14	7	20	14	4	18	4									
WVGK-FM	10	25	25	26	21	18	23	21	18	10	32									
WMMR-FM	13	33	41	22	8	15	7	18	29	7	37									
WNAP-AM					1	1														
WVGL-FM	24	16	15	22	23	20	22	38	17	19	25									
WPEN-AM	6	1	2	3	5	3		3	1	33	1									
WPHI-FM	2	10	7	11	10	2	7	1	18	1	10									
WPHT-AM	4	5	6	4	7	5	5	9	2	5	4									
WPLY-FM	9	53	30	23	12	12	21	5	39	5	39									
WURD-AM					1	1					2									
WUSL-FM	3	11	9	11	13	4	7	4	15		9									
WVOB-FM	11	5	11	8	9	15	11	17	5	27	13									
WWJZ-AM	1			1	3	1		2		20										
WXTU-FM	100	9	9	11	17	13	13	15	10	14	16									
WXXM-FM	9	100	25	28	7	17	17	12	44	6	40									
WYSP-FM	15	38	100	23	13	19	16	15	33	9	38									
WYXR-FM	12	29	15	100	24	17	30	22	30	8	31									
WJBR-FM	3	1	1	4	100	2	8	2	1	1	10									
WKXV-FM	5	6	4	5	4	100		12	5	6	7									
WLEV-FM	1	1	1	2	4		100		2		1									
WNJD-FM	4	3	3	5	3	9		100	5	7	1									
WPST-FM	7	33	16	22	7	12	17	15	100	4	17									
WRDR-FM	2	1	1	1	1	2		4	1	100	1									
WSTW-FM	3	8	5	6	12	4	3	1	5	1	100									

Cume Duplication Percent

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

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

Notations

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)	(00)	%	AQH (00)	Cume (00)	Cume (00)	
	KYW -AM	897	8	188	2899		11622	WNAP-AM	22	5			476	WXXM-FM	94	2	15
WBEB-FM	367	6	62	747	6456	W0GL-FM	347	6	33	531	6288	WYSP-FM	348	5	42	720	6860
WDAS-AM	49	5	8	143	944	WPEN-AM	288	10	26	424	2875	WYXR-FM	76	2	33	633	4643
WDAS-FM	404	9	116	1136	4541	WPHI-FM	172	4	54	875	4003	WJBR-FM	9	1	4	89	734
WFIL-AM	23	4	6	93	606	WPHT-AM	23	1	40	276	2291	WKXW-FM	59	4	4	109	1531
WHAT-AM	46	5	14	242	914	WPLY-FM	122	3	23	523	4816	WLEV-FM	5	1	1	39	366
WIOQ-FM	301	5	40	749	6152	WURD-AM	41	11	1	16	387	WNJO-FM	32	3	4	138	1153
WIP -AM	116	4	36	577	3259	WUSL-FM	378	7	96	1386	5671	WPST-FM	65	2	19	451	3370
WJJZ-FM	163	4	68	655	4491	WWDB-FM	444	9	158	1038	4715	WRDR-FM	23	4	3	95	626
WMGK-FM	249	5	36	548	4979	WWJZ-AM	8	1	6	60	593	WSTW-FM			12	110	934
WMMR-FM	183	4	28	598	5025	WXTU-FM	627	15	54	606	4339						
TDOTALS														1413	13351	39226	

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

Exclusive & Overnight Listening

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KYW -AM							WPHT-AM						
Total	466	100	1.1	11395	100	28.0	Total	95	100	.2	2268	100	5.6
Black	116	25	1.5	1975	17	25.7	Black	7	8	.1	244	11	3.2
Hispanic	14	3	.9	257	2	15.8	Hispanic				14	1	.9
WBEB-FM							WPLY-FM						
Total	451	100	1.1	6390	100	15.7	Total	164	100	.4	4806	100	11.8
Black	30	7	.4	503	8	6.5	Black	5	3	.1	159	3	2.1
Hispanic	18	4	1.1	236	4	14.5	Hispanic	7	4	.4	139	3	8.6
WDAS-AM							WURD-AM						
Total	73	100	.2	944	100	2.3	Total	34	100	.1	378	100	.9
Black	71	97	.9	900	95	11.7	Black	1	3		52	14	.7
Hispanic							Hispanic	33	96	2.0	315	83	19.4
WDAS-FM							WUSL-FM						
Total	422	100	1.0	4465	100	11.0	Total	338	100	.8	5641	100	13.8
Black	369	88	4.8	3810	85	49.5	Black	248	74	3.2	3353	59	43.6
Hispanic	23	6	1.4	152	3	9.4	Hispanic	27	8	1.7	434	8	26.7
WFIL-AM							WVDB-FM						
Total	28	100	.1	606	100	1.5	Total	365	100	.9	4683	100	11.5
Black	7	26	.1	144	24	1.9	Black	24	6	.3	306	7	4.0
Hispanic	2	7	.1	32	5	2.0	Hispanic	8	2	.5	111	2	6.8
WHAT-AM							WVJZ-AM						
Total	90	100	.2	884	100	2.2	Total	48	100	.1	593	100	1.5
Black	87	96	1.1	805	91	10.5	Black	3	6		59	10	.8
Hispanic							Hispanic						
WIQQ-FM							WXTU-FM						
Total	288	100	.7	6133	100	15.1	Total	340	100	.8	4319	100	10.6
Black	24	8	.3	653	11	8.5	Black	9	3	.1	111	3	1.4
Hispanic	32	11	2.0	520	8	32.0	Hispanic	6	2	.4	75	2	4.6
WIP -AM							WXXM-FM						
Total	194	100	.5	3232	100	7.9	Total	169	100	.4	4468	100	11.0
Black	24	12	.3	394	12	5.1	Black	4	2	.1	120	3	1.6
Hispanic	6	3	.4	50	2	3.1	Hispanic	2	1	.1	96	2	5.9
WJJZ-FM							WYSP-FM						
Total	300	100	.7	4419	100	10.8	Total	393	100	1.0	6814	100	16.7
Black	154	51	2.0	1780	40	23.1	Black	15	4	.2	185	3	2.4
Hispanic	9	3	.6	159	4	9.8	Hispanic	4	1	.2	138	2	8.5
WMGK-FM							WYXR-FM						
Total	298	100	.7	4922	100	12.1	Total	223	100	.5	4583	100	11.3
Black	7	2	.1	157	3	2.0	Black	23	10	.3	300	7	3.9
Hispanic	5	2	.3	97	2	6.0	Hispanic	9	4	.6	152	3	9.4
WMMR-FM							WJBR-FM						
Total	258	100	.6	4991	100	12.3	Total	39	100	.1	713	100	1.8
Black	9	3	.1	150	3	1.9	Black	6	14	.1	86	12	1.1
Hispanic	1		.1	79	2	4.9	Hispanic	2	5	.1	31	4	1.9
*WNAP-AM							WKXW-FM						
Total	40	100	.1	476	100	1.2	Total	65	100	.2	1507	100	3.7
Black	38	94	.5	437	92	5.7	Black	5	8	.1	72	5	.9
Hispanic	2	5	.1	23	5	1.4	Hispanic	2	3	.1	62	4	3.8
WUGL-FM							WLEV-FM						
Total	355	100	.9	6270	100	15.4	Total	22	100	.1	353	100	.9
Black	21	6	.3	465	7	6.0	Black	1	1		12	3	.2
Hispanic	7	2	.4	145	2	8.9	Hispanic	1	5	.1	14	4	.9
WPEN-AM							WNJO-FM						
Total	242	100	.6	2864	100	7.0	Total	75	100	.2	1138	100	2.8
Black	14	6	.2	192	7	2.5	Black	2	2		64	6	.8
Hispanic	2	1	.1	22	1	1.4	Hispanic	1	1	.1	13	1	.8
WPHI-FM													
Total	225	100	.6	3963	100	9.7							
Black	130	58	1.7	2098	53	27.3							
Hispanic	30	13	1.8	284	7	17.5							

* 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
WPST-FM							WPST-FM						
Total	106	100	.3	3323	100	8.2	Total	30	100	.1	904	100	2.2
Black	2	2		105	3	1.4	Black	2	6		27	3	.4
Hispanic	2	2	.1	67	2	4.1	Hispanic		1		24	3	1.5
WRDR-FM													
Total	25	100	.1	626	100	1.5							
Black													
Hispanic		2		21	3	1.3							
							TOTALS						
							Total	7244	100	17.8	39194	100	96.2
							Black	1586	22	20.6	7391	19	96.0
							Hispanic	316	4	19.4	1522	4	93.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Notations

Notations

Notations

Notations

Notations

Notations

Arbitron Radio Reliability Tables

Table A

RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76		
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77		
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78		
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79		
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80		
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81		
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81		
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82		
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83		
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84		
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85		
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86		
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86		
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87		
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88		
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88		
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89		
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90		
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.91		
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.90		
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92		
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92		
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93		
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93		
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94		
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94		
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95		
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95		
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96		
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96		
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96		
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97		
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97		
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97		
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98		
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98		
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98		
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99		
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99		
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99		
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99		
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99		
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00		
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00		
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00		
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00		
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00		
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00		
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00		
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00		

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

Instructions

Estimating the Reliability of Audience Ratings

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

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

1. Determine an estimate of standard error:

a. For AQH and Cume ratings, select the rating for which you want to obtain the standard error and locate the corresponding Table A value. For example, the corresponding Table A value for a 2.9 rating is 16.78. Table A values represent the square root of (the rating x 100 - the rating); therefore, Table A values are constant across all markets and surveys.

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

Table B values are the square roots of the Effective Sample Bases (ESBs) for each market and survey; therefore, Table B values vary from report to report. For example, a hypothetical Table B value for a Metro AQH rating for Men 25-54, Mon-Fri 6AM-7PM might be 93.14.

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

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

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

b. The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example, $2.9 \pm (1.64 \times 0.18)$ yields a confidence interval of 2.61-3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

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

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

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

Estimating Effective Sample Base (ESB) Sizes/

Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14 would be 93.14 squared, or 8675. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

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

Limitations

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

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cumulative Estimates	Sat 6A-10A	Sat 3P-7P	Weekend	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend	Mon-Fri	Mon-Fri	Mon-Sun	Mon-Sun
		Sun 6A-10A	Sun 3P-7P	10A-7P	Sun 7P-MID	Sun 10A-3P	6A-10A		10A-3P			
Persons 12+	55.40	83.30	101.53		82.44	103.37	104.35	122.08	122.37	113.67	125.91	131.26
Persons 18+	*****	*****	97.31		*****	*****	96.37	*****	117.54	*****	*****	126.08
Men												
18+	40.90	*****	*****		*****	*****	*****	*****	*****	*****	*****	98.97
18-24	13.82	*****	*****		*****	*****	*****	*****	*****	*****	*****	40.31
25-34	18.30	*****	*****		*****	*****	*****	*****	*****	*****	*****	48.54
35-44	19.34	*****	*****		*****	*****	*****	*****	*****	*****	*****	48.56
45-54	18.82	*****	*****		*****	*****	*****	*****	*****	*****	*****	46.64
55-64	15.20	*****	*****		*****	*****	*****	*****	*****	*****	*****	41.03
65+	16.94	*****	*****		*****	*****	*****	*****	*****	*****	*****	36.93
12-24	19.93	35.09	*****		34.16	44.24	41.67	51.85	*****	46.71	*****	55.87
18-34	23.24	36.46	44.66		35.19	47.57	44.61	54.01	53.95	52.35	*****	61.18
18-49	32.81	50.91	59.43		49.33	64.56	59.20	71.87	71.78	69.66	*****	81.41
25-49	30.24	45.79	*****		45.13	57.69	53.32	67.88	*****	59.16	*****	72.96
25-54	32.61	48.71	59.70		48.41	61.65	56.71	72.20	67.10	62.92	*****	77.60
35-64	31.13	45.50	57.46		46.46	59.01	54.74	69.49	64.58	60.56	*****	74.68
Women												
18+	44.11	*****	*****		*****	*****	*****	*****	*****	*****	*****	101.41
18-24	14.90	*****	*****		*****	*****	*****	*****	*****	*****	*****	40.39
25-34	18.94	*****	*****		*****	*****	*****	*****	*****	*****	*****	48.51
35-44	21.49	*****	*****		*****	*****	*****	*****	*****	*****	*****	55.43
45-54	20.38	*****	*****		*****	*****	*****	*****	*****	*****	*****	48.39
55-64	17.62	*****	*****		*****	*****	*****	*****	*****	*****	*****	42.05
65+	19.02	*****	*****		*****	*****	*****	*****	*****	*****	*****	43.04
12-24	21.21	34.75	*****		34.35	42.51	43.21	52.12	*****	46.33	*****	54.27
18-34	24.34	37.50	46.30		36.22	47.37	45.88	56.23	52.57	50.29	*****	61.02
18-49	34.37	52.70	63.51		51.47	65.70	63.02	77.12	72.10	68.97	*****	83.68
25-49	32.19	47.77	*****		47.66	60.57	57.63	71.60	*****	65.62	*****	77.35
25-54	35.26	51.76	63.68		51.70	65.79	61.91	77.33	74.13	70.88	*****	83.54
35-64	34.80	50.40	60.95		50.47	63.46	60.55	74.02	70.96	67.84	*****	79.96
Persons												
12-24	27.51	44.93	*****		44.31	55.70	54.06	65.78	*****	60.81	*****	70.73
18-34	31.58	48.74	60.59		47.16	62.14	60.05	73.01	73.18	67.50	*****	78.50
18-49	44.11	67.27	81.82		65.47	83.87	79.45	98.59	98.83	91.15	*****	106.01
25-49	40.19	60.25	*****		59.72	75.64	71.46	88.87	*****	82.16	*****	95.56
25-54	43.48	64.41	79.67		64.24	81.24	76.63	96.00	96.23	88.75	*****	103.23
35-64	42.48	61.34	76.60		62.00	78.61	74.86	92.30	92.53	85.33	*****	99.25
Teens 12-17	19.52	31.98	*****		32.59	43.72	48.32	49.68	*****	52.85	*****	57.63
Black P12+	24.73	*****	*****		*****	*****	*****	*****	*****	*****	*****	58.60
Hispanic P12+	10.58	*****	*****		*****	*****	*****	*****	*****	*****	*****	25.07

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

Description of Methodology

Introduction

The following Description of Methodology is applicable to the data and estimates contained in the "Listener Estimates" section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* and in other associated relevant documents, made available by Arbitron to all Arbitron syndicated Radio Report subscribers. In the event that the separate publication titled *Arbitron Radio Description of Methodology* conflicts with the "Description of Methodology" printed herein, the latter is considered the more current Description of Methodology.

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) A geographic split county is defined as one or more zip codes within a county and is based on zip code information from 1990 Census data, as updated annually by Market Statistics.

a. Metro Survey Area (Metro)

The Metro Survey Area is the primary reporting area of local radio. Arbitron Radio Metros generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A radio Metro may deviate from its respective OMB definition due to topographical, sampling, or other considerations. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county (ies) of the majority of the local area stations' city (ies) of license. Additionally, Arbitron may consider such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

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

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

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

b. Total Survey Area (TSA)

The TSA of an Arbitron Radio Market is designed to provide a comprehensive measure of listening to Metro-licensed radio stations. The TSA is composed of the Metro and any additional counties (or county equivalents) that meet certain criteria for inclusion.

TSA definitions are based on historical radio listening patterns and are updated biennially based on the syndicated diary data used for the most recent County Coverage study (excluding any extra sample used for Custom Survey Area Reports (CSARs)). The specific criteria for adding, retaining, or deleting non-Metro TSA counties are outlined in a separate publication titled *Arbitron Radio Description of Methodology* and in other associated relevant documents.

c. Designated Market Area (DMA®)

The DMA is composed of counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county (or county equivalent) is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Sampling & Measurement Techniques

2. Sampling Methodology/Survey sample targets are established for the Metro and, if applicable, the non-Metro TSA and/or the DMA. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the respective survey area subject to minimum sample requirements for Radio County Coverage. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of response based on previous survey(s) sample performance and other factors.

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Survey Sampling, Inc. (SSI). These qualifying hundred blocks comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. Known nonresidential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

If a need for additional sample arises after the original sample has been selected by the computer, then such additional sample is generally selected in the same manner and from the same sample frame as the original sample.

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled

market who have identified themselves as Hispanic in response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying monetary amounts are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/Initial contact with listed sample households is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Generally, initial contact with unlisted sample households is by telephone, when an interviewer calls to request participation in the survey.

Arbitron interviewers call selected telephone numbers to: ascertain the possibility of a media affiliation; to gain consent for participation in the survey; to determine the number of Persons 12+ living in the household at the time of the placement call; and, where applicable, to determine the race/ethnicity and demographics of the household. Households with more than nine persons 12 years of age and older and media-affiliated households are ineligible for survey participation.

Interviewers are instructed to make a number of attempts to reach every telephone number in the sample. These attempts are made at different hours of the day and evening. Arbitron then sends diaries directly to consenting sample households.

In addition to follow-up by mail from Arbitron, the interviewers are directed to make further contact(s) with consenting sample households by telephone: to make sure the diaries have been received; to assist members of the household in understanding the diaries' purpose; to answer any questions; to remind the diarykeepers to return their diaries after the survey week; and to thank them for their participation in the survey.

Explicit instructions are provided to each interviewer, and validation checks are regularly conducted to help ensure that instructions are being properly followed.

Processing Techniques

5. Processing of Diaries/Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those that are unusable are diaries that Arbitron determines: are incomplete; are post-marked and/or arrive before or after established dates; or that otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron Radio Edit Procedures Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascertainment procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

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

ties, split counties or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

c. Computing Average Quarter-Hour (AQH) Persons Estimates

Station AQH Persons estimates are computed by multiplying, for each diary, the number of quarter-hours of listening to a station for the time the station is on the air within a daypart by that diary's PPDV. The result of this multiplication is summed for all diaries within the particular demographic group, then divided by the number of quarter-hours the station is on the air within the same daypart, then rounded to hundreds.

d. Computing 4-Book and 2-Book Averages

4-Book and 2-Book Averages are applicable to Continuous Measurement and Fall/Spring markets, respectively. 4-Book and 2-Book Averages are averages of rounded audience estimates computed for the total demographic group and daypart for each applicable survey. A 4-Book or 2-Book Average is computed for a station, if the station is reported in the applicable Radio Market Report for each survey included in the average. A zero value is used for survey(s) for which an estimate did not appear for a station reported in the Radio Market Report. A 4-Book or 2-Book Average is not shown, if a station is not reported for one of the surveys to be averaged.

e. Rounding of Calculations

Rounding occurs at various stages in the calculation of audience estimates at demographic and daypart summation levels.

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time as soon as they occur but no later than the day after the last day of the survey.

g. Technical Difficulties

Generally, no adjustments are made to either diary entries or published audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 13 is to assist users of this report in making their own evaluation of the audience estimates. Arbitron will accept information on technical difficulties up to the day after the last day of the survey.

Criteria for Reporting Stations

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

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

Audience estimates for a station that does not meet Minimum Reporting Standards (MRS) cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. Audience estimates for stations that do not meet MRS for this report (nonqualifying commercial stations and noncommercial stations) may be obtained through other Arbitron services. All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the MRS as described in Paragraphs 8 and 9. 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.

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station that does not simulcast with another station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro or, if applicable, the DMA among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market:

- a. The station must have received five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), and
- b. The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), and
- c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

9. Minimum Reporting Standards (MRS) for Simulcast Stations/MRS for simulcast stations are generally based on the percent of quarter-hours in the Monday-Sunday 6AM-Midnight daypart (when both stations are on the air simultaneously) that the two stations simulcast for every week of the current survey:

- a. 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)
- b. 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.
- c. 90.50 percent or greater – If the combined audience of the two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

10. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. However, if two stations are partially or totally simulcast and one of the two stations is a home station, both may be treated as home stations. A station can be home to only one Metro, unless a station is licensed to a Metro which is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

11. Station Information/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed on the Station Information page in alphabetical order within Home/Outside reporting classifications (see Paragraph 10) with their simulcast partner noted in parentheses next to their call letters. Simulcast partners are further distinguished with the following indicators: * denotes 10 to 50 percent simulcasting; † denotes 51 to 90 percent simulcasting; ‡ denotes 91 to 100 percent simulcasting.

12. Special Notices/Stations that simulcast for 9.50 percent or more during the Monday-Sunday 6AM-Midnight daypart are listed in Special Notices on Page 13 of this report, along with an indication of the dayparts for which they simulcast 100 percent.

13. Station Lineup/If two stations simulcast for 9.50 percent or more during the total Monday-Sunday 6AM-Midnight daypart, the stations are reported in the following order for all dayparts: (1) For AM/FM simulcast partners, the AM station is listed in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification (see Paragraph 10) with its FM simulcast partner listed immediately below it; (2) For same-band simulcast partners, the stations are listed together in alphabetical sequence within the lineup of qualifying stations within Home/Outside reporting classification

(see Paragraph 10), based on the alphabetical position of the first simulcast partner.

Statistical Reliability

14. Sampling Error/Arbitron estimates are subject to the statistical variances associated with all surveys which use a sample of the universe and, additionally, to all of the factors described in Special Notices and Paragraph 16. Approximations of the sampling error can be developed by use of Tables A and B included herein. These tables were derived from an empirical study which employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 16, the reliability of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

15. Effective Sample Base (ESB)/Estimates of the Effective Sample Base indicate the size of a simple random sample (in which all diaries have equal value) that would be required to provide the same degree of reliability as the in-tab sample actually used to produce the audience estimates in the "Listener Estimates" section in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Statistical reliability is also affected by factors described in Paragraph 16. Approximations of ESBs may be determined by squaring the values in Table B of this report. The Arbitron formula for estimating ESBs is based upon the empirical study referenced in Paragraph 14. This formula takes into account overlapping Metro sample designs (Embedded Metros) and differences in return rates among sampling units, the individual sex-age categories and race/ethnic groups, where applicable. As a general rule, ESBs for all Cume estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

Limitations

16. Limitations/In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing ten or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Survey Sampling, Inc. when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.

b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the

diary placement call or at any time thereafter.

c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, because independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that differ from those of respondents.

e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

g. The limitations in data from Market Statistics are inherent in the Arbitron estimates based thereon. The population estimates from Market Statistics used in designing and weighting the sample are based upon the decennial U.S. Census and are subject to all the limitations inherent therein. In addition, population estimates are subject to limitations such as sampling errors, errors in locating undocumented populations, and processing and recording errors. Furthermore, the sources used by Market Statistics to update populations between decennial Census dates may not include adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

h. Zip code information (including information supplied by diarykeepers) used to produce this report is subject to defects and limitations that are inherent in Arbitron estimates based thereon.

i. Diaries, or portions thereof, may be completed improperly if the diary instructions are not followed by diarykeepers. Such diaries may be unusable and excluded from the survey. Some diary entries may have been made on the basis of hearsay, recall, diarykeeper approximations or could have been influenced by comments made by the interviewer or others to diarykeepers.

j. Human and computer processing errors may occur before or after the diaries are received by Arbitron. Consequently, the degree of variance in the data may be greater than that expected from sampling variance alone.

k. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.

l. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

m. Data analysis, preprocessing preparation, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

n. Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.

o. Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately programmed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.

p. Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.

q. Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.

r. Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

17. Retention Schedule/In-tab Arbitron diaries used for the compilation of the most current estimates published in this report are retained in the form of electronic images for one year from the date on which this report was first mailed to subscribers by Arbitron. Unusable diaries and other survey materials are retained in paper format or electronic image for one year from the date on which this report was first mailed to subscribers by Arbitron. After such time, all diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

Special Notices

18. Special Notices/To the extent that any provisions contained in this description of methodology are inconsistent or conflict with any provision contained in the Special Notices on Page 13 of this report, such Special Notices are deemed to supersede and/or amend this description of methodology.

Reservation of Rights

19. Reservation of Rights/Arbitron reserves the right to exercise its professional research judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

Disclaimer of Warranties

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

and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary 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 litera-

ture. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifi-

cations 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, Summer 1998, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

A subscriber to any particular report may not use the demographic data or audience estimates printed in the "Target Listener Trends" section which reference a market report to which they did not subscribe.

Neither this report, the map contained herein nor any audience estimate may be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Metro Market Profile Sources

PRIZM®

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers and profile markets and audiences by lifestyle. Claritas analyzes key demographic characteristics from the U.S. Census and hundreds of millions of actual consumer purchase records to classify each neighborhood in the U.S. into one of 62 distinct PRIZM clusters. Among the characteristics analyzed are income, value and type of housing, marital status, presence and ages of children in a household, ethnicity, urban-suburban-town-rural location, age, sex, occupation, level of education, as well as new car registrations, magazine subscriptions, real estate transactions, and financial data. Claritas updates PRIZM annually.

The 62 unique PRIZM clusters are organized into 15 broader social groups. Each group is identified by a group code which denotes a basic neighborhood type. (U1-U3 groups are Metro Urban; C1-C3 groups are 2nd City; S1-S3 groups are Metro Suburb; T1-T3 groups are Small Town; and R1-R3 groups are Rural.) When linked to market and radio measurement data, this geodemographic model produces descriptive audience information.

Each PRIZM group's composition in this Metro for Persons 12+ is compared to the group's national composition. The Index of Concentration compares the Metro's composition with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. An index of 200 means that the Metro's composition is twice that of the nation.

For more information about PRIZM, please call (703) 812-2700. PRIZM is a registered trademark of Claritas, Inc.

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Summer 1998 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/98.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/98).

3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/98.

6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the metro (1990 Census).

8. Colleges and Universities enrollment is taken from the most current available survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/98 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 5, 1998, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1998, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (248) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Selected Arbitron Terms

Average Quarter-Hour Persons/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening for the total quarter-hours the station was on the air during a reported daypart. This estimate, expressed in hundreds (00), is reported for the Metro, TSA, and DMA, where applicable.

Average Quarter-Hour Rating/The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro and, where applicable, the DMA.

Average Quarter-Hour Share/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. This estimate is reported for the Metro only.

Cume Duplication/The percentage of estimated Cume Persons for one station that also listened to a second station. This estimate is reported for the Metro only.

Cume Persons/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.) This estimate, expressed in hundreds (00), is reported for the Metro, TSA, and DMA, where applicable.

Cume Rating/The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro only.

Daypart/A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 10AM-7PM).

Designated Market Area (DMA®)/Nielsen Media Research, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the United States is assigned exclusively to one DMA.

Diary Mentions/The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and who is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab for the Metro.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit which may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 10.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listed Sample/Sample telephone numbers for which names and mailable addresses are published in telephone directories.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals or DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations, and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Pars. 8-9.)

Outside Station/A station which is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored.

Share/(See "Average Quarter-Hour Share.")

Simulcast/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

Split County/A portion of a county, consisting of one or more zip codes, which is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Methodology: Arbitron 1998 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	SUMMER 98	FALL 98
		■	■	■	■			■	■	■	■			■	■	■	■
225	Abilene, TX	■	■	■	■	249	Grand Junction, CO	■	■	■	■	221	Parkersburg-Marietta, WV-OH	■	■	■	■
68	Akron	■	■	■	■	66	Grand Rapids	■	■	■	■	123	Pensacola	■	■	■	■
247	Albany, GA	■	■	■	■	264	Great Falls, MT	■	■	■	■	134	Peoria	■	■	■	■
58	Albany-Schenectady-Troy	■	■	■	■	183	Green Bay	■	■	■	■	5	Philadelphia	■	■	■	■
71	Albuquerque	■	■	■	■	41	Greensboro-Winston Salem-High Point	■	■	■	■	18	Phoenix	■	■	■	■
201	Alexandria, LA	■	■	■	■	81	Greenville-New Bern-Jacksonville	■	■	■	■	21	Pittsburgh	■	■	■	■
67	Allentown-Bethlehem	■	■	■	■	59	Greenville-Spartanburg	■	■	■	■	163	Portland, ME	■	■	■	■
240	Altoona	■	■	■	■	162	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	■	25	Portland, OR	■	■	■	■
189	Amarillo, TX	■	■	■	■	74	Harrisburg-Lebanon-Carlisle	■	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■	■
171	Anchorage	■	■	■	■	254	Harrisonburg, VA	■	■	■	■	158	Poughkeepsie, NY	■	■	■	■
146	Ann Arbor	■	■	■	■	43	Hartford-New Britain-Middletown	■	■	■	■	32	Providence-Warwick-Pawtucket	■	■	■	■
138	Appleton-Oshkosh	■	■	■	■	60	Honolulu	■	■	■	■	239	Pueblo	■	■	■	■
177	Asheville	■	■	■	■	9	Houston-Galveston	■	■	■	■	11	Puerto Rico	■	■	■	■
13	Atlanta	■	■	■	■	140	Huntington-Ashland	■	■	■	■	49	Rateigh-Durham	■	■	■	■
136	Atlantic City-Cape May	■	■	■	■	113	Huntsville	■	■	■	■	252	Rapid City, SD	■	■	■	■
109	Augusta, GA	■	■	■	■	38	Indianapolis	■	■	■	■	131	Reading, PA	■	■	■	■
246	Augusta-Waterville, ME	■	■	■	■	257	Ithaca, NY	■	■	■	■	214	Redding, CA	■	■	■	■
51	Austin	■	■	■	■	118	Jackson, MS	■	■	■	■	130	Reno	■	■	■	■
85	Bakersfield	■	■	■	■	261	Jackson, TN	■	■	■	■	57	Richmond	■	■	■	■
20	Baltimore	■	■	■	■	52	Jacksonville	■	■	■	■	30	Riverside-San Bernardino	■	■	■	■
263	Bangor, ME	■	■	■	■	93	Johnson City-Kingsport-Bristol	■	■	■	■	104	Roanoke-Lynchburg	■	■	■	■
82	Baton Rouge	■	■	■	■	169	Johnstown	■	■	■	■	48	Rochester, NY	■	■	■	■
233	Battle Creek, MI	■	■	■	■	226	Joplin, MO	■	■	■	■	147	Rockford	■	■	■	■
128	Beaumont-Port Arthur, TX	■	■	■	■	173	Kalamazoo	■	■	■	■	28	Sacramento	■	■	■	■
262	Beckley, WV	■	■	■	■	27	Kansas City	■	■	■	■	124	Saginaw-Bay City-Midland	■	■	■	■
243	Billings, MT	■	■	■	■	151	Killeen-Temple, TX	■	■	■	■	215	St. Cloud, MN	■	■	■	■
137	Biloxi-Gulfport-Pascagoula, MS	■	■	■	■	69	Knoxville	■	■	■	■	19	St. Louis	■	■	■	■
165	Binghamton	■	■	■	■	231	Lafayette, IN	■	■	■	■	153	Salisbury-Ocean City	■	■	■	■
56	Birmingham	■	■	■	■	98	Lafayette, LA	■	■	■	■	36	Salt Lake City-Ogden-Provo	■	■	■	■
260	Bismarck, ND	■	■	■	■	204	Lake Charles, LA	■	■	■	■	255	San Angelo, TX	■	■	■	■
213	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	■	100	Lakeland-Winter Haven	■	■	■	■	34	San Antonio	■	■	■	■
229	Bloomington	■	■	■	■	110	Lancaster	■	■	■	■	16	San Diego	■	■	■	■
248	Bluefield, WV	■	■	■	■	111	Lansing-East Lansing	■	■	■	■	4	San Francisco	■	■	■	■
126	Boise	■	■	■	■	208	Laredo, TX	■	■	■	■	29	San Jose	■	■	■	■
10	Boston	■	■	■	■	44	Las Vegas	■	■	■	■	168	San Luis Obispo, CA	■	■	■	■
114	Bridgeport	■	■	■	■	206	Laurel-Hattiesburg, MS	■	■	■	■	188	Santa Barbara, CA	■	■	■	■
267	Brunswick, GA	■	■	■	■	251	Lawton, OK	■	■	■	■	234	Santa Fe, NM	■	■	■	■
238	Bryan-College Station, TX	■	■	■	■	253	Lewisport-Auburn, ME	■	■	■	■	197	Santa Maria-Lompoc, CA	■	■	■	■
42	Buffalo-Niagara Falls	■	■	■	■	108	Lexington-Fayette	■	■	■	■	115	Santa Rosa	■	■	■	■
223	Burlington, VT	■	■	■	■	222	Lima, OH	■	■	■	■	80	Sarasota-Bradenton	■	■	■	■
122	Canton	■	■	■	■	172	Lincoln	■	■	■	■	154	Savannah	■	■	■	■
185	Cape Cod, MA	■	■	■	■	83	Little Rock	■	■	■	■	14	Seattle-Tacoma	■	■	■	■
268	Casper, WY	■	■	■	■	2	Los Angeles	■	■	■	■	129	Shreveport	■	■	■	■
200	Cedar Rapids	■	■	■	■	53	Louisville	■	■	■	■	244	Sioux City, IA	■	■	■	■
207	Champaign, IL	■	■	■	■	174	Lubbock	■	■	■	■	212	Sioux Falls	■	■	■	■
97	Charleston, SC	■	■	■	■	148	Macon	■	■	■	■	159	South Bend	■	■	■	■
161	Charleston, WV	■	■	■	■	120	Madison	■	■	■	■	87	Spokane	■	■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	■	195	Manchester	■	■	■	■	191	Springfield, IL	■	■	■	■
224	Charlottesville, VA	■	■	■	■	210	Marion-Carbondale (Southern Illinois)	■	■	■	■	78	Springfield, MA	■	■	■	■
102	Chattanooga	■	■	■	■	63	McAllen-Brownsville-Harlingen	■	■	■	■	145	Springfield, MO	■	■	■	■
265	Cheyenne, WY	■	■	■	■	205	Medford-Ashland, OR	■	■	■	■	133	Stamford-Norwalk, CT	■	■	■	■
3	Chicago	■	■	■	■	96	Melbourne-Titusville-Cocoa	■	■	■	■	236	State College, PA	■	■	■	■
190	Chico, CA	■	■	■	■	46	Memphis	■	■	■	■	84	Stockton	■	■	■	■
26	Cincinnati	■	■	■	■	194	Merced, CA	■	■	■	■	235	Sussex, NJ	■	■	■	■
24	Cleveland	■	■	■	■	266	Meridian, MS	■	■	■	■	72	Syracuse	■	■	■	■
94	Colorado Springs	■	■	■	■	12	Miami-Ft. Lauderdale-Hollywood	■	■	■	■	166	Tallahassee	■	■	■	■
241	Columbia, MO	■	■	■	■	31	Milwaukee-Racine	■	■	■	■	22	Tampa-St. Petersburg-Clearwater	■	■	■	■
90	Columbia, SC	■	■	■	■	15	Minneapolis-St. Paul	■	■	■	■	187	Terre Haute	■	■	■	■
167	Columbus, GA	■	■	■	■	86	Mobile	■	■	■	■	242	Texarkana, TX-AR	■	■	■	■
33	Columbus, OH	■	■	■	■	121	Modesto	■	■	■	■	77	Toledo	■	■	■	■
259	Cookeville, TN	■	■	■	■	47	Monmouth-Ocean	■	■	■	■	181	Topeka	■	■	■	■
127	Corpus Christi	■	■	■	■	230	Monroe, LA	■	■	■	■	139	Trenton, NJ	■	■	■	■
6	Dallas-Ft. Worth	■	■	■	■	79	Monterey-Salinis-Santa Cruz	■	■	■	■	203	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■	■
192	Danbury, CT	■	■	■	■	143	Montgomery	■	■	■	■	62	Tucson	■	■	■	■
55	Dayton	■	■	■	■	183	Morgantown-Clarksburg-Fairmont, WV	■	■	■	■	61	Tulsa	■	■	■	■
92	Daytona Beach	■	■	■	■	99	Morristown, NJ	■	■	■	■	177	Tupelo, MS	■	■	■	■
23	Denver-Boulder	■	■	■	■	176	Myrtle Beach, SC	■	■	■	■	216	Tuscaloosa, AL	■	■	■	■
88	Des Moines	■	■	■	■	45	Nashville	■	■	■	■	141	Tyler-Longview, TX	■	■	■	■
7	Detroit	■	■	■	■	17	Nassau-Suffolk (Long Island)	■	■	■	■	149	Utica-Rome	■	■	■	■
182	Dothan, AL	■	■	■	■	157	New Bedford-Fall River, MA	■	■	■	■	106	Visalia-Tulare-Hanford	■	■	■	■
218	Dubuque, IA	■	■	■	■	95	New Haven	■	■	■	■	193	Waco, TX	■	■	■	■
217	Duluth-Superior	■	■	■	■	164	New London, CT	■	■	■	■	8	Washington, DC	■	■	■	■
232	Eau Claire, WI	■	■	■	■	40	New Orleans	■	■	■	■	180	Waterbury, CT	■	■	■	■
198	Elmira-Corning, NY	■	■	■	■	1	New York	■	■	■	■	228	Waterloo-Cedar Falls	■	■	■	■
70	El Paso	■	■	■	■	142	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	■	250	Watertown, NY	■	■	■	■
155	Erie	■	■	■	■	50	Newark-Virginia Beach-Newport News	■	■	■	■	160	Wausau-Stevens Point, WI (Central WI)	■	■	■	■
144	Eugene-Springfield	■	■	■	■	35	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	■	50	West Palm Beach-Boca Raton	■	■	■	■
152	Evansville	■	■	■	■	196	Northwest Virginia Beach-Newport News	■	■	■	■	219	Wheeling	■	■	■	■
209	Fargo-Moorhead	■	■	■	■	175	Odessa-Midland, TX	■	■	■	■	89	Wichita	■	■	■	■
125	Fayetteville, NC	■	■	■	■	54	Oklahoma City	■	■	■	■	237	Wichita Falls, TX	■	■	■	■
156	Fayetteville (Northwest Arkansas)	■	■	■	■	73	Omaha-Council Bluffs	■	■	■	■	64	Wilkes Barre-Scranton	■	■	■	■
116	Flint	■	■	■</													

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ for the 48 contiguous states of the United States. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium, Monday-Friday, 6AM-6PM; and Media Exposure Prior to Purchasing**, within one hour prior

to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

METHODOLOGY/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

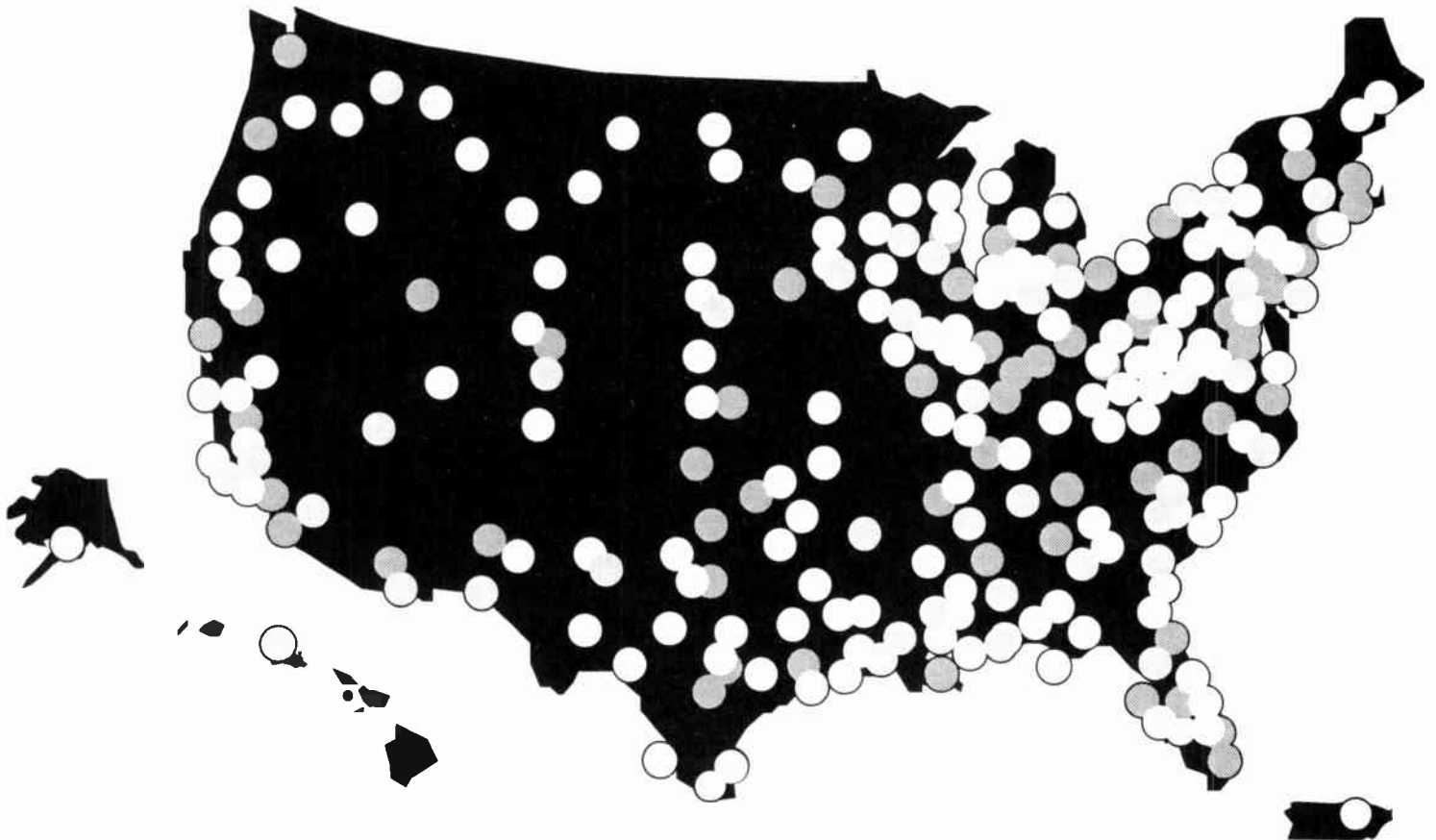
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Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 246 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (145* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

* In Columbia, SC, Macon, GA, and Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.

Instant Qualitative Profile



Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, Release 1 (Feb. 97-Jan. 98). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

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

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

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A subscriber to this Arbitron Radio Market Report may not use the Scarborough demographic data or estimates printed in a report to which they do not subscribe. This report may not be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of the Scarborough data and estimates provided herein are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

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This Service Is Not Accredited by the MRC.

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). The Arbitron Company does provide syndicated services which are accredited by the MRC.

Special Notices



The Market

Metro Definition/ The geographic area surveyed by Scarborough for this market is defined as follows:

County/State

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

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

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

The Sample

Sample Size/ The in-tab sample for this Metro as defined and surveyed by Scarborough is **2,424**.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through the following Arbitron services: MaxiSer 98SM service (for radio stations); Media ProfessionalSM (for ad agencies); or MaxQualitativeSM (for radio stations). It's as easy as a few mouse clicks to do a customized report to identify target consumers.

The IQP works with the Scarborough service, RetailDirect[®] service or Qualitative Diary service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

In this report, we've provided profiles on five important consumer characteristics

to get you started toward having a more in-depth understanding about this market's consumers and their purchasing habits. For more information about the Instant Qualitative Profile or about any other Arbitron service, contact your Arbitron representative.

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀ 2
YOUR METRO
Scarborough, Apr. 97 - Mar. 98

Gender

3▶	53.3	% Male	46.7	% Female
----	------	--------	------	----------

Employment Status

4▶	Employed Full-Time	57.5%
	Employed Part-Time	14.1%
	Not Employed	
	A Homemaker	8.8%
	A Student	3.0%
	Retired	7.4%
	Disabled	2.2%
	Temporarily Laid Off	0.8%
	Not Employed-Looking for Work	5.8%
	Other	0.5%

Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	9.5%
Farming, Forestry and Fishing	0.0%
Handlers, Equip Clean Helpers & Laborers	2.4%
Machine Operators, Assemblers & Inspctr	2.7%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.7%
Sales	8.1%
Service	11.4%
Technicians & Related Support	3.1%
Transportation & Material Moving	3.1%

Education

5▶		11.8%		40.1%		26.0%		22.1%
	Less Than 12th Grade		High School Graduate		Some College/Trade School		Completed College or More	

Demographic Breakout

6▶

Household Income

7▶

Presence of Children Under 12 in Household

8▶	None	49.2%	One	18.7%	Two	20.1%	Three or More	12.0%
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Home Ownership

9▶	Own	56.9%	Rent	40.1%	Other	3.0%
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This report is based on Persons 18+ in YOUR METRO OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition
©1998 The Arbitron Company and Scarborough Research Corp./NNU

- 1▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.
- 2▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.
- 3▶ 53.3 percent of the target consumers are male.
- 4▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.
- 5▶ 22.1 percent of the target consumers in this market completed college.
- 6▶ The predominant age group among the target consumers is 25-34 (28.1%).
- 7▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.
- 8▶ 49.2 percent of the households in the target group do not have a child under age 12.
- 9▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 3,679,050 Target Intab: 2,424
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

47.1	% Male	52.9	% Female
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Employment Status

Employed Full-Time	54.2%
Employed Part-Time	12.8%
Not Employed	
A Homemaker	9.7%
A Student	2.8%
Retired	14.2%
Disabled	3.6%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	2.4%
Other	0.1%

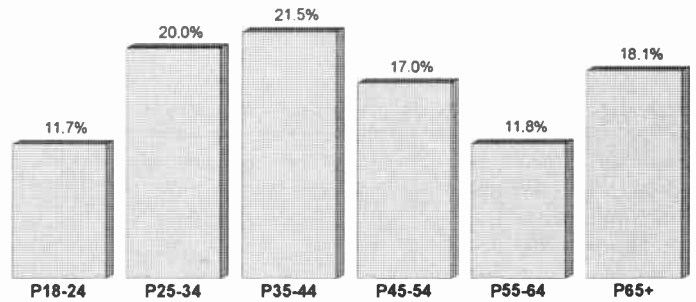
Occupation

Administrative Support	15.7%
Executive, Administrative & Managerial	10.3%
Farming, Forestry & Fishing	0.3%
Handlers, Eq Clnrs, Helpers & Laborers	2.1%
Machine Operators, Assem & Inspectors	2.1%
Precision Production, Craft & Repair	5.2%
Professional Specialty	11.2%
Sales	6.7%
Service	7.6%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.5%

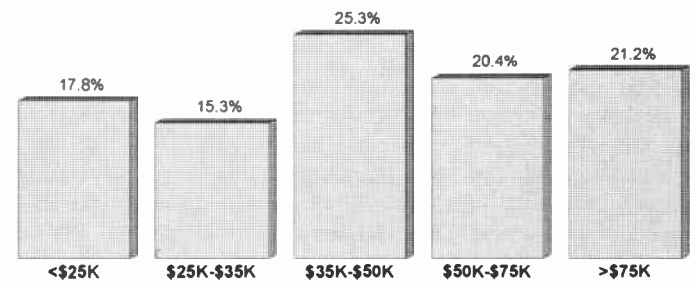
Education

			
9.7%	41.1%	25.1%	24.1%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	60.3%
One	15.3%
Two	15.9%
Three or More	8.6%

Home Ownership

Own	72.5%
Rent	23.7%
Other	3.8%



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

Estimates displayed are reported for % Composition.
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OWN/LEASE DOMESTIC VEHICLE

Target Persons: 2,661,625 Target Intab: 1,759
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

48.8	% Male	51.2	% Female
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Employment Status

Employed Full-Time	54.9%
Employed Part-Time	12.7%
Not Employed	
A Homemaker	10.3%
A Student	2.5%
Retired	14.4%
Disabled	3.0%
Temporarily Laid-Off	0.1%
Not Employed-Looking for Work	2.2%
Other	0.0%

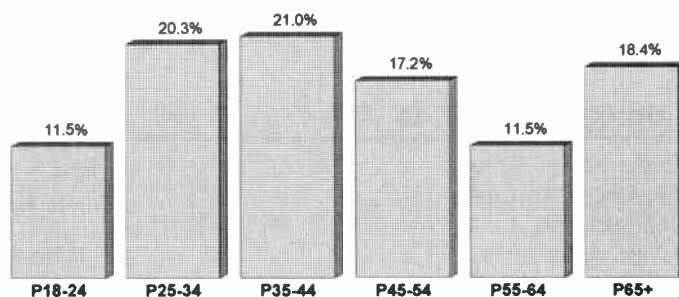
Occupation

Administrative Support	15.8%
Executive, Administrative & Managerial	9.9%
Farming, Forestry & Fishing	0.5%
Handlers, Eq Clnrs, Helprs & Laborers	2.3%
Machine Operators, Assem & Inspectors	2.3%
Precision Production, Craft & Repair	5.7%
Professional Specialty	11.4%
Sales	7.4%
Service	6.7%
Technicians & Related Support	3.1%
Transportation & Material Moving	2.6%

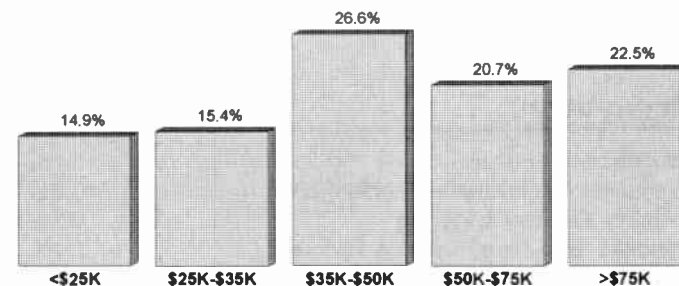
Education

			
9.3%	43.0%	24.4%	23.3%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	59.9%
One	14.6%
Two	16.7%
Three or More	8.7%

Home Ownership

Own	75.6%
Rent	20.5%
Other	3.8%



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

@@OWN/LEASE DOMESTIC VEHICLE (Model of Domestic Vehicle is Domestic Compact:Last Vehicle or Domestic Large:Last Vehicle or Domestic Luxury:Last Vehicle or Domestic Mid-Size:Last Vehicle or Dmstc Sport/Utility/Special Lst Vehicle or Domestic Subcompact:L

@@@One or more of the qualitative categories, products and/or responses contained in the target are not available in the qualitative survey. This target has been modified to exclude those that no longer apply.

Estimates displayed are reported for % Composition.
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OWN/LEASE FOREIGN VEHICLE

Target Persons: 1,198,185 Target Intab: 837
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

51.5	% Male	48.5	% Female
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Employment Status

Employed Full-Time	63.6%
Employed Part-Time	12.3%
Not Employed	
A Homemaker	6.6%
A Student	3.6%
Retired	8.8%
Disabled	1.6%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	2.9%
Other	0.2%

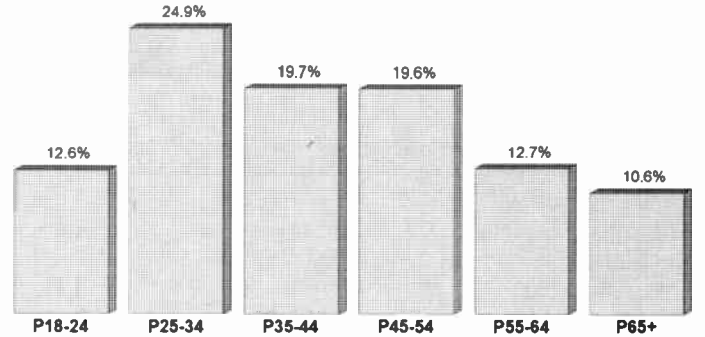
Occupation

Administrative Support	18.3%
Executive, Administrative & Managerial	13.0%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helprs & Laborers	3.1%
Machine Operators, Assem & Inspectors	1.9%
Precision Production, Craft & Repair	4.8%
Professional Specialty	14.5%
Sales	7.4%
Service	6.7%
Technicians & Related Support	4.0%
Transportation & Material Moving	2.0%

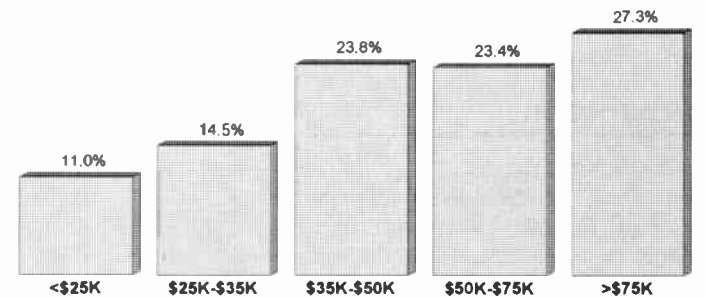
Education

			
6.5%	34.5%	27.5%	31.5%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	61.4%
One	16.8%
Two	13.2%
Three or More	8.6%

Home Ownership

Own	70.8%
Rent	25.2%
Other	3.9%



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

@@OWN/LEASE FOREIGN VEHICLE (Model of Foreign Vehicle is Foreign Compact>Last Vehicle or Foreign Large>Last Vehicle or Foreign Luxury>Last Vehicle or Foreign Mid-Size>Last Vehicle or Frn Sport/Utility/Special Lst Vehicle or Foreign Subcompact>Last Vehic

@@One or more of the qualitative categories, products and/or responses contained in the target are not available in the qualitative survey. This target has been modified to exclude those that no longer apply.

Estimates displayed are reported for % Composition.
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BELONG TO HEALTH/EXERCISE CLUB

Target Persons: 483,460 Target Intab: 333
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

53.5	% Male	46.5	% Female
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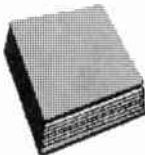

Employment Status

Employed Full-Time	57.8%
Employed Part-Time	14.6%
Not Employed	
A Homemaker	6.1%
A Student	4.3%
Retired	11.5%
Disabled	1.5%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	3.9%
Other	0.0%

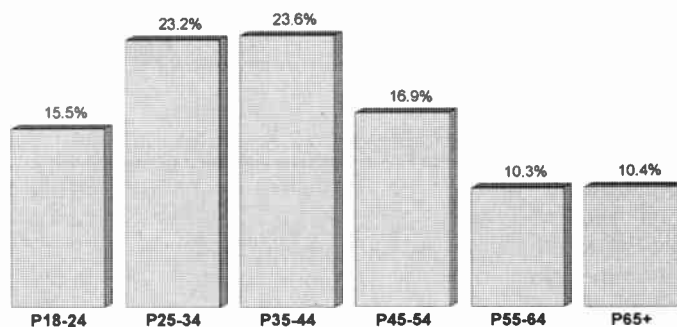
Occupation

Administrative Support	12.4%
Executive, Administrative & Managerial	18.7%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helpers & Laborers	0.6%
Machine Operators, Assem & Inspectors	2.2%
Precision Production, Craft & Repair	2.6%
Professional Specialty	12.6%
Sales	8.5%
Service	9.0%
Technicians & Related Support	4.1%
Transportation & Material Moving	1.6%

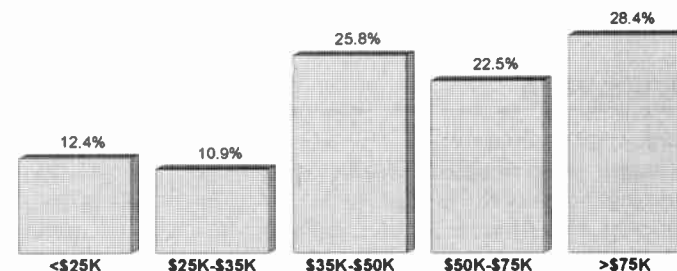
Education

			
6.5%	30.7%	24.2%	38.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	58.8%
One	18.3%
Two	16.3%
Three or More	6.6%

Home Ownership

Own	69.6%
Rent	26.6%
Other	3.8%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 BELONG TO HEALTH/EXERCISE CLUB (Belong to Health/Exercise Club is Yes)

Estimates displayed are reported for % Composition.
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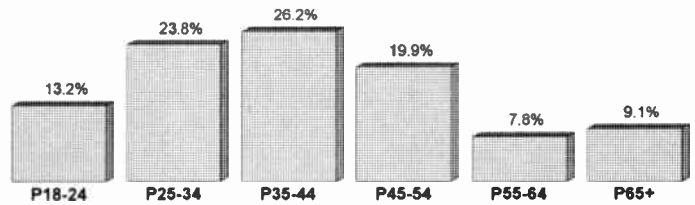
COMPUTER OWNERS

Target Persons: 1,777,050 Target Intab: 1,237
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

47.9	% Male	52.1	% Female
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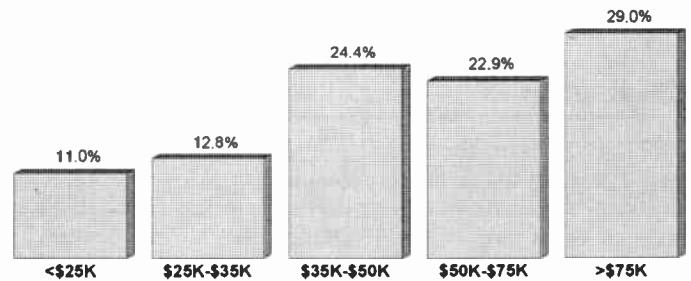
Demographic Breakout



Employment Status

Employed Full-Time	62.3%
Employed Part-Time	15.0%
Not Employed	
A Homemaker	9.0%
A Student	2.8%
Retired	6.8%
Disabled	1.6%
Temporarily Laid-Off	0.5%
Not Employed-Looking for Work	1.9%
Other	0.1%

Household Income



Occupation

Administrative Support	17.1%
Executive, Administrative & Managerial	11.5%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helprs & Laborers	1.3%
Machine Operators, Assem & Inspectors	3.0%
Precision Production, Craft & Repair	5.9%
Professional Specialty	14.8%
Sales	9.8%
Service	7.9%
Technicians & Related Support	3.6%
Transportation & Material Moving	1.7%

Presence of Children Under 12 in Household

None	48.1%
One	17.7%
Two	22.2%
Three or More	12.0%

Home Ownership

Own	74.9%
Rent	21.6%
Other	3.5%

Education



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 COMPUTER OWNERS (Own Computer is Yes)

Estimates displayed are reported for % Composition.
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BOUGHT FINE JEWELRY

Target Persons: 819,465 Target Intab: 575
 PHILADELPHIA
 Scarborough, Feb97-Jan98

Gender

37.8	% Male	62.2	% Female
------	--------	------	----------





Employment Status

Employed Full-Time	56.4%
Employed Part-Time	15.8%
Not Employed	
A Homemaker	9.9%
A Student	2.3%
Retired	11.6%
Disabled	2.5%
Temporarily Laid-Off	0.3%
Not Employed-Looking for Work	1.3%
Other	0.0%

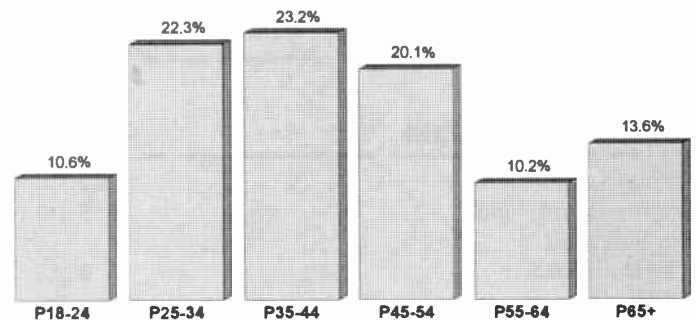
Occupation

Administrative Support	20.9%
Executive, Administrative & Managerial	10.7%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helprs & Laborers	0.6%
Machine Operators, Assem & Inspectors	0.9%
Precision Production, Craft & Repair	4.3%
Professional Specialty	12.9%
Sales	8.2%
Service	7.8%
Technicians & Related Support	3.7%
Transportation & Material Moving	1.9%

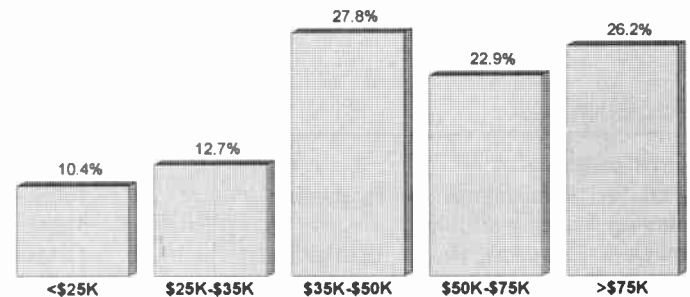
Education

			
5.3%	40.2%	24.9%	29.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	56.8%
One	17.3%
Two	18.2%
Three or More	7.7%

Home Ownership

Own	75.7%
Rent	20.3%
Other	4.1%



This report is based on Persons 18+ in SCB Philadelphia Radio Metro - Std
 BOUGHT FINE JEWELRY (Apparel Items Purchased Past Year is Fine Jewelry (not Costume)

Estimates displayed are reported for % Composition.
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Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (You must be a subscriber to MaxiSer 98SM, Media ProfessionalSM, or MaxQualitativeSM services). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

- Vehicle Leased or Owned
- Make and Model
- New/Used/Leased
- Amount Paid for Last Vehicle
- Dealership Plan to Shop/Buy/Lease Vehicle
- Plan to Buy/Lease Vehicle Next 12 Months
- Providers of Auto Insurance
- Amount Spent on Type of Repair
- Stores Shopped for Auto Products
- Gasoline Brands Used Past 30 Days
- Gasoline Brand Loyalty

Financial

- Types of Accounts
- Types of Loans
- IRA/Keogh Plan/401(k) Plan
- Use Full-Service Broker
- Use Discount Broker
- Stock or Stock Option from Employer
- Mutual Funds/Money Market Funds
- Second Home or Real Estate Property
- Homeowner's/Renter's Insurance

Beverages

- Type/Brand of Soft Drinks
- Juices/Iced Teas/Spring Water
- Sports Drinks
- Beer Domestic/Imported
- Type and Brand Wine

Business Decision

- Computer Hardware/Software
- Telephone/Comm. Equipment/Services
- Overnight/Next-Day Delivery Services
- Temporary Personnel Services
- Business Travel/Convention Arrangements
- Office Equipment/Furniture/Supplies
- Company Health Care Programs

Computers

- Home Computer Ownership
- On-line Services Home and Work
- Access World Wide Web

Demographics

- Sex/Age/Race
- Marital Status
- Level of Education
- Employment Status/Industry/Occupation
- Individual Employment Income*
- Reason Not in Labor Force
- Hispanic Origin
- Primary Language in HH*

- Language Preferred**
- Household Size/Income
- Number of Adults in HH
- Presence of Children by Age*
- Home Ownership/Market Value
- Tenure in Current Residence
- County of Residence
- Zip Code

Drug/Grocery Store

- Drugstores OTC Purchases
- Prescription Purchases
- Stores Shopped/Bought Past 7 Days
- Store Where Most Groceries Purchased
- Principal Food Shopper
- Day Most Grocery Shopping Done
- Amount Spent on Groceries
- Coupon Usage - Frequency
- How "Cents-Off" Coupons Are Obtained

Health Care

- Hospital Use
- Glasses or Contact Lenses
- Weight Loss/Diet Clinic
- Specialist
- Type of Health Insurance

Home Improvement

- Remodeled Bathroom/Family Room/Den
- Added Bathroom/Deck
- Maintenance Interior/Exterior Paint
- New Carpeting/Floor Covering
- Replaced/Repaired Roof
- Landscaping

Household Shopping

- Furniture Stores
- Carpeting or Floor Covering Stores
- Audio/Video Stores
- Large Appliances
- Hardware/Building/Paint Items
- Lawn or Garden Items
- Bedding/Furniture
- Home Entertainment Center
- Major Appliances
- Second or Vacation Home

Lifestyles

- Theater
- Dance/Ballet Performance
- Symphony/Concert/Opera
- Sporting Events Attended
- Art Gallery or Museum
- Nightclub
- Movies

- Lottery Ticket Purchases
- Types of Tobacco Usually Used
- Health/Fitness Club
- Sports
- Pet Ownership

Media

- Television Viewing
- Cable TV Subscription
- Cable Networks/Services Viewed
- Pay Cable Stations HH Receives
- Number Pay-Per-View Programs Watched
- Purchased Items via TV/Cable
- Satellite/Microwave Dish Connector
- VCR/Video Ownership
- VCR/Video Purchase
- Amount Spent on VCR Purchase
- Prerecorded Videocassettes
- Video Game Systems
- Radio Listening
- Newspaper Readership
- Magazines Number Read

Retail Shopping

- Malls Shopped
- Major Stores Shopped/Purchased
- Specialty Stores Shopped/Purchased
- Items Purchased
- Number of Times Purchased

Telephone

- Long-Distance Carrier
- Amount Spent Last Month
- Call Blocking/Forwarding/Waiting/Caller ID
- Three-Way Calling/Voice Mail
- Cellular Phone Carrier/Monthly Bill

Travel

- U.S./Foreign Travel
- Business/Pleasure
- Airline Flown
- Airport Used as Departure
- Frequent Flyer Membership
- Cruises
- Hotels
- Use of Travel Agent
- Rental Car Companies
- Current Passport
- Attractions Visited

Voting

- Presidential/Statewide/Local
- Registered
- Political Party

‡ Not all categories are available in all markets.

* Selected markets only.
** Hispanic markets only.

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

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

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

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

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

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

Qualitative Diary Markets

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

Qualitative 1998-99 Survey Schedule

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

WINTER SURVEY

January 7 - March 31, 1999

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

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

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

SPRING SURVEY

April 1 - June 23, 1999

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

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

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

NOTE/The survey dates are subject to change.

Notations

New for Fall 1998

Get Your Ratings *Two* Days Earlier with Arbitron Data Express

Arbitron Data ExpressSM is our new service that allows you to download the latest Arbitron ratings data directly from our Web site. Starting with the release of the Fall 1998 survey, ratings for radio markets will be available up to *two days* before traditional diskette delivery.

To get your Arbitron data faster than ever before, simply register at our Web site and download the Arbitron Data Express application. For more information about Arbitron Data Express, visit our Web site at www.arbitron.com.

ARBITRON

Arbitron 1998 Fall Delivery Schedule

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

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Arbitron 1998 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		Maxim\$er [®] /MediaProfessional [™]		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Colorado Springs	Nov 25	9:30AM MST	Dec 23	9:30AM	Jan 22	12:30PM	Jan 22	3:30PM	Jan 25	Jan 26	Jan 27		
Columbia, MO	Dec 04	10:00AM EST	Dec 31	10:00AM	Jan 29	1:00PM	Jan 28	10:30AM	Jan 29	Feb 01	Feb 02	Feb 26	
Columbia, SC							Jan 29	4:00PM	Feb 01	Feb 02	Feb 03		
Columbus, GA	Nov 25	10:00AM EST	Dec 23	10:00AM	Jan 25	11:30AM	Feb 05	4:30PM	Feb 08	Feb 09	Feb 10	Feb 23	
Columbus, OH							Jan 25	2:30PM	Jan 26	Jan 27	Jan 28		
Cookeville, TN	Nov 20	12:00PM CST	Dec 18	12:00PM	Jan 21	1:30PM	Feb 09	9:00AM	Feb 10	Feb 11	Feb 12		
Corpus Christi							Feb 02	11:00AM	Feb 03	Feb 04	Feb 05		
Dallas-Ft. Worth							Jan 21	4:30PM	Jan 22	Jan 25	Jan 26	Feb 23	Feb 12
Danbury, CT							Jan 12	11:30AM	Jan 13	Jan 14	Jan 15		
Dayton	Dec 02	10:00AM EST	Dec 29	10:00AM	Jan 28	10:00AM	Jan 28	1:00PM	Jan 29	Feb 01	Feb 02	Feb 25	
Daytona Beach	Nov 25	11:00AM MST	Dec 23	11:00AM	Jan 21	2:00PM	Jan 22	11:00AM	Jan 25	Jan 26	Jan 27		
Denver-Boulder							Jan 21	5:00PM	Jan 22	Jan 25	Jan 26		
Des Moines							Dec 04	10:30AM CST	Dec 31	10:30AM	Feb 01	9:00AM	Feb 01
Detroit	Nov 16	11:30AM EST	Dec 14	11:30AM	Jan 13	11:30AM	Jan 13	2:30PM	Jan 14	Jan 15	Jan 18	Feb 19	
Dothan, AL	Dec 07	9:30AM MST	Jan 05	9:30AM	Feb 02	9:30AM	Feb 04	10:30AM	Feb 05	Feb 08	Feb 09		
Dubuque, IA							Feb 02	9:00AM	Feb 03	Feb 04	Feb 05		
Duluth-Superior							Feb 05	11:30AM	Feb 08	Feb 09	Feb 10		
Eau Claire, WI							Feb 09	9:00AM	Feb 10	Feb 11	Feb 12		
El Paso	Dec 07	9:30AM MST	Jan 05	9:30AM	Feb 02	9:30AM	Feb 02	12:30PM	Feb 03	Feb 04	Feb 05	Feb 12	
Elmira-Corning, NY							Feb 05	10:00AM	Feb 08	Feb 09	Feb 10		
Erle							Feb 03	10:00AM	Feb 04	Feb 05	Feb 08		
Eugene-Springfield	Nov 30	10:00AM PST	Dec 24	10:00AM	Jan 25	10:00AM	Jan 29	9:00AM	Feb 01	Feb 02	Feb 03		
Evansville							Feb 03	11:00AM	Feb 04	Feb 05	Feb 08		
Fargo-Moorhead							Feb 08	9:30AM	Feb 09	Feb 10	Feb 11		
Fayetteville (NW Arkansas)							Feb 09	11:00AM	Feb 10	Feb 11	Feb 12		
Fayetteville, NC	Nov 30	10:00AM PST	Dec 24	10:00AM	Jan 25	10:00AM	Feb 08	1:30PM	Feb 09	Feb 10	Feb 11		
Flint							Jan 19	10:00AM	Jan 20	Jan 21	Jan 22		
Florence, SC							Feb 01	10:00AM	Feb 02	Feb 03	Feb 04		
Frederick, MD							Jan 15	10:30AM	Jan 18	Jan 19	Jan 20		
Fresno	Nov 30	10:00AM PST	Dec 24	10:00AM	Jan 25	10:00AM	Jan 25	1:00PM	Jan 26	Jan 27	Jan 28	Feb 12	
Ft. Collins-Greeley, CO	Nov 30	10:00AM PST	Dec 24	10:00AM	Jan 25	10:00AM	Jan 26	9:30AM	Jan 27	Jan 28	Jan 29		
Ft. Myers-Naples-Marco Island							Jan 25	10:00AM	Jan 26	Jan 27	Jan 28		
Ft. Pierce-Stuart-Vero Beach							Jan 25	10:30AM	Jan 26	Jan 27	Jan 28		
Ft. Smith, AR							Feb 09	10:30AM	Feb 10	Feb 11	Feb 12		
Ft. Walton Beach, FL	Nov 30	10:00AM PST	Dec 24	10:00AM	Jan 25	10:00AM	Jan 29	9:30AM	Feb 01	Feb 02	Feb 03		
Ft. Wayne							Jan 28	10:30AM	Jan 29	Feb 01	Feb 02		
Gainesville-Ocala							Jan 28	11:00AM	Jan 29	Feb 01	Feb 02		
Grand Forks, ND-MN	Dec 03	10:00AM EST	Dec 30	10:00AM	Jan 29	10:00AM	Feb 09	9:30AM	Feb 10	Feb 11	Feb 12		
Grand Junction, CO							Feb 10	9:00AM	Feb 11	Feb 12	Feb 15		
Grand Rapids							Jan 29	1:00PM	Feb 01	Feb 02	Feb 03		
Great Falls, MT							Feb 09	9:00AM	Feb 10	Feb 11	Feb 12		
Green Bay	Dec 03	11:30AM EST	Dec 30	11:30AM	Jan 29	11:30AM	Feb 08	11:30AM	Feb 09	Feb 10	Feb 11	Feb 25	
Greensboro-Winston Salem-High Point							Jan 29	2:30PM	Feb 01	Feb 02	Feb 03		
Greenville-New Bern-Jacksonville							Feb 02	1:00PM	Feb 03	Feb 04	Feb 05	Feb 26	
Greenville-Spartanburg	Dec 04	10:00AM EST	Dec 31	10:00AM	Jan 29	1:00PM	Jan 29	4:00PM	Feb 01	Feb 02	Feb 03		
Hagerstn-Chambrsg-Waynsb, MD-PA	Dec 02	1:00PM EST	Dec 29	1:00PM	Jan 28	1:00PM	Jan 21	10:30AM	Jan 22	Jan 25	Jan 26		
Harrisburg-Lebanon-Carlisle							Jan 28	4:00PM	Jan 29	Feb 01	Feb 02		
Harrisonburg, VA							Feb 05	11:30AM	Feb 08	Feb 09	Feb 10		
Hartford-New Britain-Middletown	Nov 18	2:30PM EST	Dec 16	2:30PM	Jan 15	1:00PM	Jan 15	4:00PM	Jan 18	Jan 19	Jan 20		
Honolulu	Dec 01	11:00AM HST	Dec 28	11:00AM	Jan 26	11:00AM	Jan 26	2:00PM	Jan 27	Jan 28	Jan 29		
Houston-Galveston	Nov 20	1:30PM CST	Dec 18	1:30PM	Jan 21	10:30AM	Jan 21	1:30PM	Jan 22	Jan 25	Jan 26	Feb 23	Feb 12
Huntington-Ashland	Dec 04	1:30PM CST	Jan 05	9:00AM	Feb 02	9:00AM	Feb 02	11:00AM	Feb 03	Feb 04	Feb 05		
Huntsville							Feb 02	12:00PM	Feb 03	Feb 04	Feb 05		
Indianapolis	Nov 30	10:00AM EST	Dec 24	10:00AM	Jan 26	10:00AM	Jan 26	1:00PM	Jan 27	Jan 28	Jan 29	Feb 23	

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Arbitron 1998 Fall Delivery Schedule

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

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Arbitron 1998 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		MaxmiSer [®] / MediaProfessional [™]		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
New Haven							Jan 15	11:00AM	Jan 18	Jan 19	Jan 20		
New London, CT							Jan 15	12:00PM	Jan 18	Jan 19	Jan 20		
New Orleans	Dec 01	10:30AM CST	Dec 28	10:30AM	Jan 27	1:30PM	Jan 27	4:30PM	Jan 28	Jan 29	Feb 01	Feb 24	
New York	Nov 12	10:00AM EST	Dec 10	10:00AM	Jan 11	10:00AM	Jan 11	1:00PM	Jan 12	Jan 13	Jan 14	Feb 19	Feb 12
Newburgh-Middletown, NY(Md-Hud Vly)							Jan 14	10:00AM	Jan 15	Jan 18	Jan 19		
Norfolk-Virginia Beach-Newport News	Dec 01	10:00AM EST	Dec 28	10:00AM	Jan 27	10:00AM	Jan 27	1:00PM	Jan 28	Jan 29	Feb 01	Feb 24	
Northwest Michigan, MI							Feb 05	10:00AM	Feb 08	Feb 09	Feb 10		
Odessa-Midland, TX							Feb 09	12:00PM	Feb 10	Feb 11	Feb 12		
Oklahoma City	Dec 03	10:30AM CST	Dec 30	10:30AM	Jan 28	1:30PM	Jan 28	4:30PM	Jan 29	Feb 01	Feb 02		
Omaha-Council Bluffs	Dec 03	12:00PM CST	Dec 30	12:00PM	Jan 28	1:30PM	Jan 28	4:30PM	Jan 29	Feb 01	Feb 02		
Orlando	Nov 24	1:00PM EST	Dec 22	1:00PM	Jan 22	1:00PM	Jan 22	4:00PM	Jan 25	Jan 26	Jan 27		Feb 12
Owensboro, KY							Feb 04	11:00AM	Feb 05	Feb 08	Feb 09		
Oxnard-Ventura							Jan 15	10:00AM	Jan 18	Jan 19	Jan 20		
Palm Springs, CA							Jan 13	9:00AM	Jan 14	Jan 15	Jan 18		
Panama City, FL							Feb 09	9:30AM	Feb 10	Feb 11	Feb 12		
Parkersburg-Marletta, WV-OH							Feb 05	10:00AM	Feb 08	Feb 09	Feb 10		
Pensacola							Jan 27	10:00AM	Jan 28	Jan 29	Feb 01		
Peoria							Jan 12	9:30AM	Jan 13	Jan 14	Jan 15		
Philadelphia	Nov 16	10:00AM EST	Dec 14	10:00AM	Jan 13	10:00AM	Jan 13	1:00PM	Jan 14	Jan 15	Jan 18	Feb 19	
Phoenix	Nov 19	12:30PM MST	Dec 17	12:30PM	Jan 20	9:30AM	Jan 20	12:30PM	Jan 21	Jan 22	Jan 25		Feb 12
Pittsburgh	Nov 19	10:00AM EST	Dec 17	10:00AM	Jan 19	10:00AM	Jan 19	1:00PM	Jan 20	Jan 21	Jan 22		
Portland, ME							Feb 03	11:00AM	Feb 04	Feb 05	Feb 08		
Portland, OR	Nov 25	1:00PM PST	Dec 23	1:00PM	Jan 25	11:30AM	Jan 25	2:30PM	Jan 26	Jan 27	Jan 28		
Portsmouth-Dover-Rochester							Jan 21	10:00AM	Jan 22	Jan 25	Jan 26		
Poughkeepsie, NY							Jan 13	10:00AM	Jan 14	Jan 15	Jan 18		
Providence-Warwick-Pawtucket	Nov 17	11:30AM EST	Dec 15	11:30AM	Jan 14	11:30AM	Jan 14	2:30PM	Jan 15	Jan 18	Jan 19		
Pueblo							Jan 26	9:00AM	Jan 27	Jan 28	Jan 29		
Puerto Rico							Jan 28	10:00AM	Jan 29	Feb 01	Feb 02		
Quad Cities							Jan 12	10:00AM	Jan 13	Jan 14	Jan 15		
Raleigh-Durham	Dec 02	10:00AM EST	Dec 29	10:00AM	Jan 28	10:00AM	Jan 28	1:00PM	Jan 29	Feb 01	Feb 02	Feb 25	
Rapid City, SD							Feb 10	9:00AM	Feb 11	Feb 12	Feb 15		
Reading, PA							Jan 15	10:30AM	Jan 18	Jan 19	Jan 20		
Redding, CA							Jan 20	9:00AM	Jan 21	Jan 22	Jan 25		
Reno							Feb 08	9:00AM	Feb 09	Feb 10	Feb 11		
Richmond	Nov 30	10:00AM EST	Dec 24	10:00AM	Jan 26	10:00AM	Jan 26	1:00PM	Jan 27	Jan 28	Jan 29	Feb 24	
Riverside-San Bernardino	Nov 12	10:00AM PST	Dec 10	10:00AM	Jan 12	10:00AM	Jan 12	1:00PM	Jan 13	Jan 14	Jan 15		Feb 12
Roanoke-Lynchburg							Feb 03	12:30PM	Feb 04	Feb 05	Feb 08		
Rochester, NY	Dec 02	11:30AM EST	Dec 29	11:30AM	Jan 28	11:30AM	Jan 28	2:30PM	Jan 29	Feb 01	Feb 02		
Rockford							Jan 12	9:00AM	Jan 13	Jan 14	Jan 15		
Sacramento	Nov 17	1:00PM PST	Dec 15	1:00PM	Jan 14	11:30AM	Jan 14	2:30PM	Jan 15	Jan 18	Jan 19		Feb 12
Saginaw-Bay City-Midland	Dec 04	11:30AM EST	Dec 31	11:30AM	Feb 01	10:00AM	Feb 01	1:00PM	Feb 02	Feb 03	Feb 04		
Salisbury-Ocean City							Jan 22	10:30AM	Jan 25	Jan 26	Jan 27		
Salt Lake City-Ogden-Provo	Dec 01	9:30AM MST	Dec 28	9:30AM	Jan 26	12:30PM	Jan 26	3:30PM	Jan 27	Jan 28	Jan 29		
San Angelo, TX							Feb 09	9:30AM	Feb 10	Feb 11	Feb 12		
San Antonio	Dec 01	12:00PM CST	Dec 28	12:00PM	Jan 27	1:30PM	Jan 27	4:30PM	Jan 28	Jan 29	Feb 01		Feb 12
San Diego	Nov 16	11:30AM PST	Dec 14	11:30AM	Jan 13	11:30AM	Jan 13	2:30PM	Jan 14	Jan 15	Jan 18		Feb 12
San Francisco	Nov 17	10:00AM PST	Dec 15	10:00AM	Jan 14	1:00PM	Jan 14	4:00PM	Jan 15	Jan 18	Jan 19	Feb 19	Feb 12
San Jose	Nov 17	11:30AM PST	Dec 15	11:30AM	Jan 14	10:00AM	Jan 14	1:00PM	Jan 15	Jan 18	Jan 19		Feb 12
San Luis Obispo, CA							Jan 15	10:30AM	Jan 18	Jan 19	Jan 20		
Santa Barbara, CA							Jan 13	9:30AM	Jan 14	Jan 15	Jan 18		
Santa Fe, NM							Feb 04	9:00AM	Feb 05	Feb 08	Feb 09		
Santa Maria-Lompoc, CA							Jan 15	9:00AM	Jan 18	Jan 19	Jan 20		
Santa Rosa							Jan 14	10:00AM	Jan 15	Jan 18	Jan 19		
Sarasota-Bradenton							Jan 21	11:30AM	Jan 22	Jan 25	Jan 26		

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Arbitron 1998 Fall Delivery Schedule

Market	Aug-Sep-Oct Arbitrends		Sep-Oct-Nov Arbitrends		Fall Arbitrends		Advance Ratings**		MaxmiSer®/Media Professional™		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Savannah							Feb 05	3:30PM	Feb 08	Feb 09	Feb 10		
Seattle-Tacoma	Nov 25	11:30AM PST	Dec 23	11:30AM	Jan 22	11:30AM	Jan 22	2:30PM	Jan 25	Jan 26	Jan 27		
Shreveport	Dec 03	12:00PM CST	Dec 30	12:00PM	Jan 28	1:30PM	Jan 28	4:30PM	Jan 29	Feb 01	Feb 02	Feb 25	
Sioux City, IA							Feb 09	9:00AM	Feb 10	Feb 11	Feb 12		
Sioux Falls							Feb 08	10:30AM	Feb 09	Feb 10	Feb 11		
South Bend							Jan 14	11:00AM	Jan 15	Jan 18	Jan 19		
Spokane	Dec 07	10:00AM PST	Jan 05	10:00AM	Feb 02	10:00AM	Feb 02	1:00PM	Feb 03	Feb 04	Feb 05		
Springfield, IL							Jan 22	9:00AM	Jan 25	Jan 26	Jan 27		
Springfield, MA	Nov 19	10:00AM EST	Dec 17	10:00AM	Jan 19	10:00AM	Jan 19	1:00PM	Jan 20	Jan 21	Jan 22		
Springfield, MO							Feb 04	9:00AM	Feb 05	Feb 08	Feb 09		
St. Cloud, MN							Jan 22	10:30AM	Jan 25	Jan 26	Jan 27		
St. Louis	Nov 19	12:00PM CST	Dec 17	12:00PM	Jan 20	9:00AM	Jan 20	12:00PM	Jan 21	Jan 22	Jan 25	Feb 22	
Stamford-Norwalk, CT							Jan 11	10:30AM	Jan 12	Jan 13	Jan 14		
State College, PA							Jan 22	11:00AM	Jan 25	Jan 26	Jan 27		
Stockton							Jan 14	9:30AM	Jan 15	Jan 18	Jan 19		
Sussex, NJ							Jan 14	10:00AM	Jan 15	Jan 18	Jan 19		
Syracuse	Dec 02	1:00PM EST	Dec 29	1:00PM	Jan 28	1:00PM	Jan 28	4:00PM	Jan 29	Feb 01	Feb 02		
Tallahassee							Feb 05	2:00PM	Feb 08	Feb 09	Feb 10		
Tampa-St. Petersburg-Clearwater	Nov 20	11:30AM EST	Dec 18	11:30AM	Jan 21	10:00AM	Jan 21	1:00PM	Jan 22	Jan 25	Jan 26		
Terre Haute							Feb 08	12:30PM	Feb 09	Feb 10	Feb 11		
Texarkana, TX-AR							Feb 01	9:30AM	Feb 02	Feb 03	Feb 04		
Toledo	Nov 25	10:00AM EST	Dec 23	10:00AM	Jan 25	11:30AM	Jan 25	2:30PM	Jan 26	Jan 27	Jan 28		
Topeka							Feb 02	9:30AM	Feb 03	Feb 04	Feb 05		
Trenton, NJ							Jan 12	12:00PM	Jan 13	Jan 14	Jan 15		
Tri-Cities, WA							Feb 10	9:00AM	Feb 11	Feb 12	Feb 15		
Tucson	Dec 02	2:00PM MST	Dec 29	2:00PM	Jan 27	2:00PM	Jan 27	5:00PM	Jan 28	Jan 29	Feb 01		Feb 12
Tulsa	Dec 01	12:00PM CST	Dec 28	12:00PM	Jan 27	12:00PM	Jan 27	3:00PM	Jan 28	Jan 29	Feb 01		
Tupelo, MS							Feb 08	12:00PM	Feb 09	Feb 10	Feb 11		
Tuscaloosa, AL							Jan 27	9:00AM	Jan 28	Jan 29	Feb 01		
Tyler-Longview, TX							Jan 22	11:00AM	Jan 25	Jan 26	Jan 27		
Utica-Rome							Feb 05	4:00PM	Feb 08	Feb 09	Feb 10		
Visalia-Tulare-Hanford							Jan 26	9:00AM	Jan 27	Jan 28	Jan 29		
Waco, TX							Jan 22	11:00AM	Jan 25	Jan 26	Jan 27		
Washington, DC	Nov 18	10:00AM EST	Dec 16	10:00AM	Jan 15	10:00AM	Jan 15	1:00PM	Jan 18	Jan 19	Jan 20	Feb 22	
Waterbury, CT							Jan 11	10:00AM	Jan 12	Jan 13	Jan 14		
Waterloo-Cedar Falls							Feb 08	9:30AM	Feb 09	Feb 10	Feb 11		
Watertown, NY							Jan 29	10:30AM	Feb 01	Feb 02	Feb 03		
Wausau-Stevens Point, WI							Feb 02	9:00AM	Feb 03	Feb 04	Feb 05		
West Palm Beach-Boca Raton	Nov 25	11:30AM EST	Dec 23	11:30AM	Jan 25	1:00PM	Jan 25	4:00PM	Jan 26	Jan 27	Jan 28		
Wheeling							Feb 01	10:00AM	Feb 02	Feb 03	Feb 04		
Wichita	Dec 03	1:30PM CST	Dec 30	1:30PM	Jan 28	10:30AM	Jan 28	1:30PM	Jan 29	Feb 01	Feb 02		
Wichita Falls, TX							Jan 29	9:00AM	Feb 01	Feb 02	Feb 03		
Wilkes Barre-Scranton	Dec 03	10:00AM EST	Dec 30	10:00AM	Jan 29	10:00AM	Jan 29	1:00PM	Feb 01	Feb 02	Feb 03		
Williamsport, PA							Feb 01	10:00AM	Feb 02	Feb 03	Feb 04		
Wilmington, DE							Jan 15	12:30PM	Jan 18	Jan 19	Jan 20		
Wilmington, NC							Feb 05	1:30PM	Feb 08	Feb 09	Feb 10		
Winchester, VA							Jan 19	10:00AM	Jan 20	Jan 21	Jan 22		
Worcester							Jan 13	11:00AM	Jan 14	Jan 15	Jan 18		
Yakima, WA							Feb 10	9:30AM	Feb 11	Feb 12	Feb 15		
York	Dec 02	11:30AM EST	Dec 29	11:30AM	Jan 28	1:00PM	Jan 28	4:00PM	Jan 29	Feb 01	Feb 02		
Youngstown-Warren							Jan 27	10:30AM	Jan 28	Jan 29	Feb 01		

* All times are local market times.

** All times indicate START of Market calling.

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Sched- 5

1998-99 Radio Survey Schedule

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

WINTER SURVEY

January 7 - March 31, 1999

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

SPRING SURVEY

April 1 - June 23, 1999

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

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

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

NOTE/The survey dates are subject to change.

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Kathy Koch (212) 887-1304
John Nolan (212) 887-1306

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Lis Perry (212) 887-1367

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Brad Kelly, Mgr., National Radio Sales
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Tom O'Sullivan, Mgr., National Radio Sales
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Bruce Supovitz, Mgr., National Radio Sales
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Broadcast Market Analyst:
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Malou Watterson (312) 913-6238

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